

Lake Nona's **MEDICALCITY**

How a history making project will impact
Orlando for generations to come.



The Burnham Institute • Nemours Children's Hospital
The UCF College of Medicine • The Veterans Affairs Medical Center

PARADISE FOUND: A guide for relocators

A SPECIAL PUBLICATION OF:

FLORIDA
HOME BUYER
ORLANDO

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A NEW CHAPTER IN ORLANDO'S HISTORY

Medical City will bring profound change to the region.

Local historians typically point to two modern-day events that marked turning points in Orlando's evolution from a sleepy citrus community to an internationally known metropolis.

First is the 1957 decision by the Glenn L. Martin Company, now Lockheed Martin, to open large-scale missile-manufacturing plants in Orlando. By the early 1960s the company was the region's largest employer, attracting well-paid professionals spawning an array of technology based businesses.

In 1964, when unknown buyers began quietly acquiring swamps, groves and pastures south and west of Orlando, many assumed that the Martin operation was expanding. After all, the company held some 7,300 acres nearby and between the Cold War and Vietnam, it seemed certain that the defense industry would have plenty of work for the foreseeable future.

But the buyer turned out to be The Walt Disney Company, and by 1971 the second major milestone in modern

Orlando history took place: Walt Disney World opened its gates and thrust Central Florida onto the national stage. Today, Disney is the region's largest employer.

The aptly named Medical City complex taking shape just east of Orlando International Airport will without question be regarded as just as important—if not more so—than Martin and Disney were. It instantly transforms the region into a world-class medical destination and research center. And, unlike defense and tourism, medical facilities are less impacted by political whims and economic downturns.

This special publication from *Florida Homebuyer Orlando* is meant to introduce Central Florida to the thousands of relocators that these new facilities will attract as well as to explain to local residents what it all means for the future of our region. Clearly, it's an exciting time to live in Central Florida.

Randy Noles

Group Publisher/Chief Operating Officer
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A HEALTHY START

Lake Nona's Medical City is already fulfilling its promise.

By Christopher Boyd

Medical City is taking shape on the board-flat farmland south of Orlando International Airport, its first crop of gleaming research and training buildings already sparkling in the hot summer sun like newly cut jewels.

Sanford-Burnham Medical Research Institute, one of the world's most highly regarded biotechnology laboratories, opened a giant research center there in late 2009 while the University of Central Florida's much anticipated College of Medicine debuted in 2010 with its first two classes of students.

The 600-acre Lake Nona complex, which will encompass medical and research installations projected to cost \$1.5 billion, is poised to become Central Florida's second most significant destination, just behind Walt Disney World.

Like the region's world-renowned theme parks, this burgeoning life sciences cluster will draw people from around the globe. And if boosters are right, it will one day join the Mayo and Cleveland clinics in the nation's pantheon of top-tier treatment centers.

Between now and that day, a vast amount of work must be completed. Yet even as cranes and bulldozers continue to reshape the landscape, the complex has begun to function.

Sanford-Burnham already has 160 employees at Lake Nona, including 110 research scientists. In its M.D. program, the UCF medical school will enroll 80 new students in 2011, 100 students in 2012 and 120 in 2013 and beyond. The college's Burnett School of Biomedical Sciences is already home to more than 2,500 undergraduate, master's and doctoral students.

Work is well under way on two hospitals and a research center that will round out the complex. The Nemours Children's Hospital is now under construction while the Orlando Veterans Affairs Medical Center is expected to be finished by 2012. In addition, a University of Florida academic and research center will house a comprehensive Drug Development Center, the UF College of Pharmacy Doctoral Program and biomedical research laboratories.



PHOTO: UCF COLLEGE OF MEDICINE

**Anatomy Lab, University of Central Florida
College of Medicine.**





The ultimate result: a vibrant new Central Florida research center employing more than 30,000 people with an \$8 billion economic impact. In fact, experts say, Medical City is the most important local project since 1967, when Walt Disney unveiled his grandiose vision and set the stage for the region's emergence as the tourism capital of the world.

Sanford-Burnham chose the Lake Nona area following an extensive search for a third campus on the East Coast. The non-profit organization, with headquarters in La Jolla, Calif., and satellite operations in Santa Barbara, will concentrate on diabetes and obesity research in its \$85 million, 178,000-square-foot facility.

"The general feeling is that we have already exceeded our expectations," says Dr. Stephen Gardell, the Orlando center's director of translation research resources. "We've been able to attract world-class scientists and our recruiting is ahead of schedule." In its first year of operations at Lake Nona, Sanford-Burnham attracted \$40 million in research grants.

When Medical City's initial phase is complete, its mixture of research, teaching and treatment centers will offer something that even more established biomedical hubs lack: an integrated array of institutions poised to work cooperatively to tackle medical challenges, train doctors and nurses and treat patients with a wide variety of health problems.

"There's a lot of room for collaboration and synergy when you have so many institutions so close to one another," says Dr. Clarence Brown, president of the M.D. Anderson Cancer Center Orlando. "It's very exciting."

M.D. Anderson relocated from downtown Orlando to Lake Nona, where it occupies the top floor of UCF's facility. Brown expects his staff of 25, which includes 10 researchers with doctoral degrees, will work closely with other institutions as they tackle cancer research.

"Sanford-Burnham's focus is obesity and diabetes, but there's a real link between those conditions and cancer," Brown adds. "We're also very excited about the University of Florida coming here because of its interest in cancer research."

**Dr. Daniel P. Kelly, Professor and Scientific Director,
Sanford-Burnham Institute at Lake Nona.**

SPECIAL REPORT

UF broke ground in the fall of 2010 on a \$40 million, 100,000-square-foot research and conference center in Lake Nona. The university wants to develop partnerships with other key players in the Medical City project, adding its formidable resources to the mix. In 2009, the Gainesville institution received \$678 million in research grants, half of it for biomedical programs.

In addition to housing research activity and the doctoral program in pharmacy, the UF center will be the site of a five-year study on mobility in the elderly. Occupancy is slated for late 2011.

“Our university is very receptive to creating programs outside of Gainesville,” UF spokesman Joseph Kays says. “We believe the players involved at Lake Nona are capable of making this a major research center, and I’m sure the folks are hopeful there will be many spinoffs from the work they do.”



PHOTO: UCF COLLEGE OF MEDICINE

Though significant offshoots could take years to come to fruition, backers of Medical City say they could have huge implications for future economic growth. They point to Central Florida’s well-established simulation and photonics clusters as examples.

UCF has aided growth in the simulation and photonics industries with its technology incubator program. The incubator, which started with a single center in east Orange County’s Central Florida Research Park, has opened satellites across the region. A new unit at Lake Nona is now being discussed.

UCF is also contributing to Lake Nona’s research component through its Burnett School and College of Medicine. Initially, Burnett will be home to 12 researchers and 50 students focusing on cancer, infectious diseases, neurodegenerative diseases and cardiovascular disease.

The five-story Burnett school opened at Lake Nona in 2009, and the medical school followed in an adjacent \$65 million building this year. UCF spokeswoman Wendy Spiriduso Sarubbi said both Burnett and the medical school will benefit from cutting-edge technology.

**Above: Lab Scientist, Sanford-Burnham Institute.
Left: North Front Entrance, University of Florida
Research Center.**



SPECIAL REPORT

“It’s different from the way medical students were trained a generation ago,” Sarubbi notes. “The medical library will be 98 percent digital. The cadaver lab will use touchscreens to give students more information about what they’re seeing.”

Research may be the key to Lake Nona’s future as an economic growth center, but its treatment centers and hospitals offer a more immediate contribution. Within the next four years, the Orlando Veterans Administration Medical Center and Nemours Children’s Hospital will open with a combined workforce of nearly 3,000 medical, administrative and support workers.

The VA hospital, scheduled to open in late 2012, will be the size of a shopping mall, with 1.2 million square feet. The decision to build the hospital in Lake Nona reflects Central Florida’s huge population growth during the past several decades. It will offer 314 hospital beds, including 22-intensive care beds and a 40-bed mental health unit.

“Medical City was a very big driver for this hospital,” says Courtney Franchio, the VA center’s spokeswoman. “One of our missions is education and research, so to co-locate with these facilities is ideal.”

The VA hospital, with 2,100 employees, will provide inpatient and outpatient treatment to veterans living primarily in Orange, Lake, Seminole, Osceola, Brevard and Volusia counties.

Nemours Children’s Hospital will be Lake Nona’s second major treatment center. Now under construction, the 95-bed hospital will encompass 630,000 square feet on a 60-acre campus. It’s expected to open in mid-2012 and employ about 800.

**Anatomy Lab, University of Central Florida
College of Medicine.**



PHOTO: UCF COLLEGE OF MEDICINE

“Nemours considers itself the Mayo Clinic for kids,” hospital spokesman Jarrod Cady says. “I believe our hospital, paired with the rest of the Medical City, will be a destination for people from around the world.”

This will be Delaware-based Nemours’ first major hospital in the South. It operates clinics in Orlando, Jacksonville and Pensacola, but the hospital will offer far more services than any of its other Florida operations.

“We’ll address the needs of the whole family,” Cady notes. “We’ll have a clinical concierge who’ll coordinate a variety of family services. A lot of times families coping with a child’s medical problems are left to their own devices to figure things out.”

Central Florida is taking a big gamble on Medical City. It lured Sanford-Burnham with more than \$70 million in subsidies and exponents of the project worked tirelessly convincing Nemours, the VA and the universities to sign on.

As impressive as the first phase of the Medical City campus appears, Lake Nona’s developer, Tavistock Group, says it’s just the beginning. It anticipates Valencia Community College will eventually have a campus there and UCF is considering expansion, including possibly moving its nursing school to the complex.

“By 2017, the cluster is expected to generate 30,000 jobs and \$2.8 billion in wages and add \$7.6 billion in economic activity,” Sarubbi notes.

Central Florida’s tourism image might even benefit the region’s emergence as a medical destination. Many families with a member needing medical attention will likely visit local attractions during their stay.

But the big boast could come from the untold number of other medical and pharmaceutical businesses that might establish Orlando-area offices in order to work with Lake Nona’s core institutions. The project’s proponents point to Southern California, where a large health-care sector developed after Sanford-Burnham opened in 1960.

Still, no one can say how long it might take for a significant number of satellite businesses to emerge. The impact of vastly more sophisticated telecommunications might weigh against a repeat of what happened at the original Sanford-Burnham, as researchers opt to communicate electronically instead of face to face. And the growth in the biotech and biomedical sectors might not fulfill high expectations.

But Tavistock is confident Medical City will be a success. “The project will take decades, and it will ultimately have 20,000 people living on the site,” says Tavistock spokesman Rob Adams.

The company has set aside land for rail lines and is configuring much of the commercial and residential development in anticipation of the day when more people walk and use mass transit.

Medical City’s pioneering institutions say that attracting the talent hasn’t been difficult so far. And they say it should become even easier as the complex expands and opportunities for two-career couples grow.

As Sanford-Burnham’s Gardell surveys the construction near his institute’s new building, he glimpses a future rich in opportunity.

“What is coming here is a catalyst to spark the local economy,” Gardell says. “Things are in place, and the opportunities are certain to present themselves.”



PHOTO: UCF COLLEGE OF MEDICINE

Microscopy Lab, University of Central Florida College of Medicine.

LAKE NONA

Tavistock Subsidiary Laid Medical City Groundwork.

Nearly everyone talks about Medical City in terms of the four initial anchor tenants. But in reality, there are five: Lake Nona itself has been the key catalyst in making the project a reality. The senior leadership of Lake Nona Property Holdings (LNPH), the subsidiary of the Tavistock Group that owns the land where Medical City is being built, has been involved in creating the project from before its inception. They helped lay the groundwork for what would become Medical City through their work with local planning and development organizations and through their connections with the life sciences industry and sources of capital.

The Tavistock Group is a private investment firm with interests in some 170 companies located in 15 countries. Its principal, Joe Lewis, keeps a low profile except when it comes to charity and civic endeavors, and he was named 2006 Central Floridian of the Year for his efforts.

The Group's contributions to the region to date – and they've been considerable – will likely pale in retrospect once the full scope of Medical City is realized.

"One of the unique things is that there is a Tavistock in the mix here," said Thad Seymour, Vice President and General Manager for Life Science Investments for LNPH. "If you look at other clusters, they're either affiliated with a university or they just happen over a long period of time. There isn't a central glue. We're the land owner and very interested in accelerating the creation, so that's one of the keys to moving it along fast."

Fast is an understatement. In addition to bringing four major partners into the development since 2005, the residential side of Lake Nona is springing up quickly as well. Continued expansion of the Lake Nona Golf & Country Club – a perennial list-topper for golf communities – has been matched with the development of NorthLake Park, Waters Edge and VillageWalk, which won the grand award in the 2007 Parade of Homes.

The total property is approved for 9,000 residential units, 950,000 square feet of retail, 950,000 square feet of office space and 4.9 million square feet of commercial.



Thad Seymour (upper left) manages life sciences investments for Lake Nona and has been deeply involved in bio-Florida, a public-private consortium focused on growing the biotech industry in Central Florida. Tavistock director Rasesh Thakkar (upper right) was an early proponent of Medical City and has been instrumental in its development. VillageWalk at Lake Nona (below) is just one of four active communities at Lake Nona.

LAKE NONA

Lake Nona Property Holdings, LLC

- 7,000 acres in southeast Orlando
- Master-planned community with 1,189 acres of conservation land and four existing residential communities
- Donated \$12.5 million and 50 acres of land for the UCF College of Medicine

PARADISE FOUND



The Orlando metropolitan statistical area encompasses 1.7 million people throughout Orange, Seminole, Osceola and Lake counties. Like the region's best-known city, the dozens of communities comprising the metro area boast charms all their own.

But with so much going on in so many places, where should a newcomer look for a home? We can help with the following county-by-county primer. Read on and you'll certainly find a place perfect for you and your family.

ORANGE COUNTY



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The Central Florida communities known collectively as Orlando are unabashedly welcoming to newcomers. By Glenn Shirley



APOPKA

Apopka's roots, literally and figuratively, are in agriculture. However, this booming city of about 40,000, located in the northwest corner of Orange County, now encompasses some of the region's most exclusive addresses.

Noted as "The Indoor Foliage Capital of the World," Apopka's foliage industry is a multimillion-dollar business. Cut flowers, blooming plants, roses and bulbs are also grown in abundance.

But agriculture is rapidly vanishing as dozens of muck farms, created when Lake Apopka was diked during World War II, were purchased by the state and shut down in an effort to restore the polluted body of water to a pristine state.

Just west of Apopka is the agricultural town of Zellwood, home of the annual Zellwood Corn Festival. The event, held each May for more than 30 years, draws thousands to hear country music and nosh on what is widely regarded as the sweetest sweet corn grown anywhere.

COLLEGE PARK

Although its residents may be getting younger, much about this beloved Orlando neighborhood, which was platted in the 1920s, remains the same.

The 80-year-old commercial district along Edgewater Drive has always been home to an array of delightful mom-and-pop shops and eclectic eateries. The streets have always been quiet and the homes well kept and charming.

However, much of the talk in College Park these days is over new mixed-use condominium, office and retail developments built or being planned along the community's Mayberryesque main drag.

GOTHA

Gotha, population about 1,000, is a quaint enclave tucked inconspicuously north of upscale Windermere.

The unincorporated community's tree-shaded, one-block commercial district features the wood vernacular, circa-1920 New Life at Zion Lutheran Church. And across the street is Yellow Dog Eats, a funky restaurant that occupies a circa-1879 structure that had previously been a private home and a general store.

MAITLAND

Since the 1960s, Maitland, population about 12,000, has been a quintessential bedroom community. Some of the area's first suburbs were built there to attract young families looking for large lawns and good schools.

In the late 1970s a sprawling office park called Maitland Center was built near the I-4 interchange, giving the city a distinctive business identity as well.

On the drawing board are numerous big mixed-use projects aimed at giving Maitland's somewhat nebulous downtown district a more cohesive look.

Maitland was established in 1838 as Fort Maitland, named in honor of Capt. William S. Maitland, a hero of the Second Seminole War. Today the city is home to the Enzian Theater, the region's only art-house cinema and the setting for the annual Florida Food and Film Festival.

And two large art festivals are held in Maitland: one in October, sponsored by the Maitland Rotary Club, and one in April, sponsored by the Maitland/South Seminole Chamber of Commerce.

Adjacent to Maitland is Eatonville, founded in 1887, which is thought to be the oldest city in the country incorporated by African-Americans. Folklorist Zora Neal Hurston lived in Eatonville for a time and wrote about the community in books such as *Their Eyes Were Watching God*.

OAKLAND

Oakland was once the industrial and social hub of Orange County, thanks to the Orange Belt Line railroad. But in the



Yellow Dog Eats in Gotha.

1890s most of the town burned and the railroad went bust. Today, Oakland is home to just 1,800 people.

Elected officials still refer to Oakland as a town, although it was incorporated as a city in 1959. The city designation does seem a bit incongruous in a quiet place where voters have rejected proposals to pave the narrow clay streets for fear that more people might want to drive on them.

Still, change is coming. Oakland's population has nearly tripled over the past three years, and planners say 5,000 people will call themselves Oaklanders by 2010.

OCOEE

Ocoee remained an isolated citrus town clustered around Starke Lake until the 1980s. Today, with more than 30,000 residents, it has edged ahead of Winter Park to become the third-largest city in Orange County, behind Orlando and Apopka.

The transformation began two decades ago, when devastating freezes destroyed thousands of acres of citrus trees and opened west Orange and south Lake counties for development. Today, Ocoee boasts a one-million-square-foot regional mall and at least two dozen new subdivisions with homes in all price ranges.

In addition, the Florida Turnpike, S.R. 408 (formerly known as the East-West Expressway) and S.R. 429 all pass through the city, meaning once-remote downtown Orlando is now just a 15-minute commute.



Street festival in downtown Orlando.

DOWNTOWN ORLANDO

During the last two year's building frenzy, scarcely a week passed without another major condominium development being announced for once-sleepy downtown Orlando.

Now, reality has taken hold and the pace has slowed. Yet, despite a softening market, more than 30 projects are either planned, under construction or recently finished. That means roughly 7,000 condominium units are in the pipeline, along with more than 1 million square feet of office space.

Of course, there are residential options downtown aside from new condominiums. The charming old neighborhoods ringing the city have been gentrifying since the late 1980s.

Also on tap: a new arena for the NBA's Orlando Magic, a state-of-the-art performing arts center and a facelift for the Citrus Bowl stadium.

SOUTHEAST ORLANDO

At roughly 100 square miles, the region generally referred to as Southeast Orlando encompasses the University of Central Florida, Orlando International Airport and an array of master-planned communities as well as stretches of pastureland, piney forests and wetlands abutting the Econlockhatchee River.

But the remaining rural areas are rapidly vanishing as the pace of growth accelerates. Today the southeast sector, which includes portions of the city of Orlando as well as unincorporated Orange County, is home to more than 200,000 people, with more arriving daily.

Tavistock Group, the developer of upscale Lake Nona, has been particularly aggressive in promoting commercial and job growth in southeast Orlando, helping to create Orlando's new Medical City.

On property donated by Tavistock, UCF has begun construction on its Burnett College of Biomedical Sciences while the Burnham Institute, a California-based medical research lab, is building a satellite facility in Lake Nona. A Nemours Childrens Hospital and a Veterans' Administration Hospital are also coming.

Tying much of the growth together will be Innovation Way, a 5.5-mile stretch of roadway that will run from Avalon Park Boulevard and the Central Florida Research Park abutting UCF to the Beachline and the entrance to International Corporate Park.

Residential growth is keeping pace. For example, less than 2 miles from the Medical City complex the Eagle Creek Golf community has plans for more than 2,500 new homes.

WINDERMERE

Nestled on an isthmus among the spring-fed Butler Chain of Lakes, the cozy town of Windermere, population about 2,300, has emerged as a magnet for the wealthiest Central Floridians.

But while Isleworth and other exclusive enclaves carry Windermere mailing addresses, they are actually located outside the town limits. Windermere proper encompasses only about one square mile and consists largely of a laid-back retail district with a few mom-and-pop stores and a scattering of older homes lining sandy streets.

Those streets remain unpaved to discourage traffic and prevent runoff from damaging the Butler Chain, which consists of eight pristine lakes connected by a canal system.

WINTER GARDEN

Winter Garden, population about 30,000, began its greatest period of growth in the 1980s, when devastating freezes destroyed thousands of acres of citrus.

Developers began buying up decimated groves for new homes, creating new subdivisions seemingly overnight. Then came a brilliant project called Rails to Trails, through which abandoned rail beds across the country were converted into hiking and biking trails.



Park Avenue in Winter Park.

The popular West Orange Trail passes directly through downtown Winter Garden, thus converting the all-but-forgotten city into an oasis for thousands of ready-to-spend strollers.

And most are charmed by what they see. In 2001 the tired downtown district underwent a facelift. Brick streets were restored, old buildings were remodeled, and Centennial Fountain, saluting the city's citrus-growing heritage, was constructed.

While the old downtown is re-emerging as a force to be reckoned with, several miles south a 1.15 million square-foot open-air mall called Winter Garden Village at Fowler Groves opened this fall.

WINTER PARK

Once a haven for artists, writers, and some of the most influential families in the country, Winter Park was promoted in the late 1800s as a refuge for "the cultured and wealthy." Those early boosters would almost certainly be pleased to see how it all turned out.

Today, the city is home to 70 parks and nearly as many oak trees (20,000) as residents (28,083).

The heart of Winter Park is Park Avenue, stretching 10 blocks and boasting more than 100 shops, from upscale national retailers to one-of-a-kind boutiques.

In addition, the downtown shopping district has spread

west onto New England Avenue as posh apartments and retail stores have sprung up in previously blighted areas.

On the north end of Park Avenue is the Charles Hosmer Morse Museum of American Art, showcasing the world's largest collection of Tiffany glass. Several blocks farther west is Winter Park Village, a red-hot retail and entertainment center on U.S. 17-92.

Year-round the city is alive with festivals and special events, from the Sidewalk Art Festival, drawing more than 250,000 guests each spring, to the Exotic Car Show and assorted celebrations in Central Park.

On the shores of Lake Virginia is beautiful Rollins College, the oldest institution of higher education in Florida and one of the top-rated private liberal arts colleges in the country.

SEMINOLE COUNTY



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ALTAMONTE SPRINGS

Although Altamonte Springs was incorporated in 1920, its population totaled only 5,000 as recently as 1970. But that was before developers turned this erstwhile whistle stop into a thriving suburb.

Today, Altamonte Springs, population about 40,000, is known primarily for the Altamonte Mall, built in 1974 as the area's first regional mall, and for the presence of virtually every chain eatery in the world.



Wekiwa Springs State Park.

But because no city wants its identity tied entirely to a mall, local officials are focusing on a new 25-acre project called Uptown Altamonte, which is shifting the focus toward adjacent Crane's Roost Park and its 40-acre manmade lake.

Uptown Altamonte encompasses more than 550 multifamily residential units, 255,000 square feet of retail and restaurant space, 150,000 square feet of office space, a park and an amphitheater on Crane's Roost Lake.

CASSELBERRY

Founded by World War I veteran Hibbard Casselberry, who in 1926 bought 3,000 acres to grow ferns, Casselberry emerged as a suburban residential community after World War II.

By the time it was incorporated in 1965, Casselberry encompassed a number of family-oriented subdivisions and a budding business district near the intersection of S.R. 436 and U.S. 17-92.

In the decades that followed, the city continued to grow—the population today stands at about 25,000—but it became almost indistinguishable from surrounding unincorporated areas. However, this quintessential bedroom community is reclaiming its distinctive identity with a 16-acre town center along U.S. 17-92 near City Hall.

LAKE MARY

In 1900, Planters Manufacturing Company built a factory in Lake Mary—then called “Bents”—to produce starches, dextrins, farina and tapioca.

Today, Lake Mary, population about 15,000, sits at the epicenter of Florida's High-Tech Corridor, which follows

I-4 from Tampa through Seminole County and northeast to Daytona Beach.

Along the route, government and industry have joined forces to attract leading-edge companies in such fields as telecommunications, medical technology and microelectronics.

In Lake Mary, dozens of such companies have set up shop in several sprawling business centers that have combined to create a Central Florida version of Silicon Valley.

But the man who sparked most of Lake Mary's modern-day growth was Jenö Paulucci, founder of Chun King, who was instrumental in securing funding for a Lake Mary interchange off I-4.

Then, in the late 1970s, Paulucci began developing a luxurious residential and business center called Heathrow, which is now home to the national headquarters of the American Automobile Association.

And there are an array of new projects in Lake Mary as well, such as Colonial Town Park, a 175-acre mixed-use development featuring shops, restaurants, movie theaters and apartments in a village setting.

LONGWOOD

Of all Seminole County's municipalities, Longwood, population about 14,000, has the most history to preserve, and has done the best job of preserving it. But it's still a modern place, with a plethora of exclusive country club communities, office parks and shopping centers.

In 1873 a New Englander named Edward Henck homesteaded a tract of land that he named Longwood, after a Boston suburb he had helped plan.

Henck was also the town's first postmaster and its first mayor. And in what may have been his spare time, Henck co-founded the South Florida Railroad and built a line connecting Sanford and Orlando, which enabled Longwood to boom as a citrus- and lumber-shipping center as well as a winter resort destination.

But as crucial as Henck was to Longwood's development, it was a carpenter named Josiah Clouser, a Henck employee, whose legacy is most visible. Clouser, a Pennsylvanian, constructed most of the buildings still standing in Longwood's remarkable historic district, a two-block area on Warren and Church avenues near the intersection of C.R. 427 and S.R. 434.



Monroe Harbour Marina in Sanford.

Popular annual events include the Longwood Arts and Crafts Festival, held the weekend before Thanksgiving, and the Founders Day Spring Arts and Crafts Festival, held in March.

OVIEDO

While Oviedo might be one of Central Florida's oldest communities, first settled some 140 years ago, this Seminole County boomtown knows how to embrace newcomers.

Indeed, few Central Florida municipalities have witnessed the kind of growth Oviedo has seen in recent years. The town's population has now surpassed 30,000, more than a tenfold increase since 1980.

Oviedo's growth was a long time coming. The area's first settlers, who put down stakes near Lake Jesup in the 1860s, called it Solary's Wharf. In 1883 postmaster Andrew Aulin dubbed it Oviedo, supposedly after seeing a Spanish town of the same name on a map.

Longtime locals point to 1964 as perhaps the most significant year in Oviedo's history. That's when a desolate 1,145-acre tract in rural northeast Orange County, about seven miles east of the city, was selected as the site for Florida Technological University (now the University of Central Florida).

Today, the biggest worry among many longtime residents is that Oviedo's sleepy old downtown might go the way of the long-vanished orange groves and celery fields. Oviedo on the Park, a.k.a. "the new downtown," is planned for what's now a tangerine grove just north of Mitchell Hammock Road.

SANFORD

Located on the shores of Lake Monroe, Sanford once rivaled Orlando as the region's largest city. A major distribution center for vegetables and citrus, it was known as "The Celery Capital of the World."

But agriculture is no longer king in Sanford, population about 50,000. Today it's the Seminole County seat, making county government the leading employer.

And, after years of stagnation, Sanford is also a city on the rise, thanks to a burgeoning airport—one of the fastest-growing in the country—and a downtown redevelopment project.

Today, Sanford is enjoying a resurgence that is in part tied to increased air travel at the Orlando-Sanford International Airport. The facility, located on Sanford's east side, has a two-story international terminal, a separate domestic terminal, a U.S. Customs Office and three paved runways.

In historic downtown Sanford, work is complete on the \$11 million Sanford Riverwalk, which includes sidewalks and bike trails along Lake Monroe between Mellonville and French avenues. Several large condominium towers have also been proposed.

WINTER SPRINGS

Until the mid-1950s, Winter Springs was nothing more than several square miles of scrub pine and palmettos. That's when developers Raymond Moss and William Edgemon bought the land, subdivided it and introduced the Village of North Orlando.

At the start of the 1970s, a time of rampant growth throughout Central Florida, the area contained one small grocery store and roughly 300 homes straddling S.R. 434.



Winter Springs Town Center.

Tusawilla, eastern Seminole County's first upscale golf-course community, changed all that. Also, a new city charter was adopted in 1972, changing the city's name to Winter Springs.

Today, the city's growth rivals that of adjacent Oviedo. In the past two decades, population has increased 800 percent, to more than 32,000.

A Town Center at the corner of S.R. 434 and Tusawilla Road will ultimately encompass 2,400 multifamily residential units, 99 single-family homes, 591,000 square feet of retail space and 573,000 square feet of office space along with apartments, parks, and public buildings.

OSCEOLA COUNTY



www.osceola.org • (407) 343-2275

KISSIMMEE

"Big-time attractions, small-town hospitality." Although much has changed during the past several decades, that one-time slogan for Kissimmee still largely rings true.

This is a friendly, down-to-earth community still best known for its biannual Silver Spurs Rodeo and its genuine cowboy panache. It just happens to exist alongside Walt Disney World, the world's No. 1 tourist attraction.

Kissimmee, formerly called Allendale, had its beginnings as a tiny trading post on the northern bank of Lake Tohopekaliga. The community was incorporated in 1887 and renamed Kissimmee. It later became the Osceola County seat and, by the 1930s, cattle rivaled citrus as its main industry.

But housing is going to power the Osceola County economy in the foreseeable future. With developable land becoming scarce in

Orange and Seminole counties, about 40 percent of the region's residential growth for the next 25 years is expected to take place in and around Kissimmee.

Despite its growth, Kissimmee remains a sporting paradise, with numerous boat ramps on the shores of Lake Toho, which is known for excellent bass fishing. Hunters can enjoy the wide-open Osceola Plain, home to turkey, white-tailed deer, and fox squirrels.

ST. CLOUD

St. Cloud, population about 24,000, has been called "A Soldier's Colony," "The Friendly Soldier City," "The Wonder City," and "The City of Schools."

It's also been known as an inexpensive place for tourists to stay while visiting Walt Disney World, although city officials are now actively downplaying the once-ballyhooed tourism connection and promoting the charms of St. Cloud as a great place to live.

The military references hearken back to 1909, when the Grand Army of the Republic, an organization for Union soldiers who had served in the Civil War, bought 35,000 acres for development as a community for veterans.

In the 1970s, St. Cloud teamed with much-larger Kissimmee to market itself internationally as an affordable alternative for vacationers wishing to explore the theme parks without paying resort hotel prices for accommodations.

Although the affiliation still exists, the city has recently begun an effort to reposition itself. A logo redesign has dropped Disney's ubiquitous Cinderella's castle and replaced it with a sailboat and the words "Soldier City" and "Celebrating Small Town Life."



Boggy Creek air boat rides.



FLORIDA HOSPITAL IS PLEASED TO SALUTE ORLANDO'S MEDICAL CITY

FLORIDA HOSPITAL LOCATIONS

HOSPITAL

Florida Hospital Orlando

601 E. Rollins St.
Orlando, FL 32803
407-303-5600

Florida Hospital Altamonte

601 E. Altamonte Drive
Altamonte Springs, FL 32701
407-303-2200

Florida Hospital Apopka

201 N. Park Ave.
Apopka, FL 32703
407-889-1000

Florida Hospital East Orlando

7727 Lake Underhill
Orlando, FL 32822
407-303-8110

Florida Hospital Celebration Health

400 Celebration Place
Celebration, FL 34747
407-764-4000

Florida Hospital Kissimmee

2450 N. Orange Blossom Trail
Kissimmee, FL 34744
407-846-4343

Winter Park Memorial Hospital

200 N. Lakemont Ave.
Winter Park, FL 32792
407-646-7000

CENTRA CARE

Altamonte Centra Care

440 W. Highway 436
Altamonte Springs, FL 32714
407-788-2000

Azalea Park Centra Care

509 S. Semoran Blvd.
Orlando, FL 32807
407-277-0550

Centra Care Executive Services Travel vaccination and consultation (Inside RDV Sportsplex)

8701 Maitland Summit Blvd.
Maitland, FL 32810
407-916-4540

Clermont Centra Care

15701 State Road 50, Suite 1
Clermont, FL 34711
352-394-7757

Colonial Town Centra Care

630 N. Bumby Ave.
Orlando, FL 32803
407-896-1014

Conway Centra Care

5810 S. Semoran Blvd.
Orlando, FL 32822
407-207-0601

Dr. Phillips Centra Care

8014 Conroy Windermere Road
Orlando, FL 32835
407-291-9960

Formosa Gardens Centra Care

7848 W. Irlo Bronson
Highway (US 192)
Kissimmee, FL 34747
407-397-7032

Hunters Creek Centra Care

3293 Greenwald Way North
Kissimmee, FL 34741
407-847-6771

Kissimmee Centra Care

4320 W. Vine St. (US 192)
Kissimmee, FL 34746
407-390-1888

Lake Buena Vista Centra Care

12500 S. Apopka Vineland Road
Orlando, FL 32836
407-934-CARE (2273)

Lee Road Centra Care

2540 Lee Road
Winter Park, FL 32789
407-629-9281

Longwood Centra Care

855 S. Highway 17-92
Longwood, FL 32750
407-699-8400

Oviedo Centra Care

8010 Red Bug Lake Road
Oviedo, FL 32765
407-200-2512

Sand Lake Road Centra Care

2301 Sand Lake Road
Orlando, FL 32809
407-851-6478

Sanford Centra Care

4451 W. 1st St.
Sanford, FL 32771
407-330-3412

Waterford Lakes Centra Care

250 N. Alafaya Trail, Suite 135
Orlando, FL 32825
407-381-4810

Centra Care at Winter Garden Village

3005 Daniels Road
Winter Garden, FL 34787
407-654-4965

Winter Park Centra Care

3099 Aloma Ave.
Winter Park, FL 32789
407-677-1140

FLORIDA HOSPITAL REHABILITATION & SPORTS MEDICINE

Altamonte

608 E. Altamonte Drive, Suite 1100
Altamonte Springs, FL 32701
407-830-3900

Apopka

205 N. Park Ave., Suite 110
Apopka, FL 32703
407-889-1039

Celebration Health

400 Celebration Place
Celebration, FL 34747
407-303-4003

East Orlando

7975 Lake Underhill Road,
Suite 300 (Pediatrics)
Suite 345 (Adults)
Orlando, FL 32822
407-303-6733 (Pediatrics)
407-303-8626 (Adults)

Kissimmee

201 Hilda St., Suite 12
Kissimmee, FL 34741
407-933-6684

Lake Mary

100 Waymont Court, Suite 120
Lake Mary, FL 32746
407-323-0399

Maitland-RDV Sportsplex

8701 Maitland Summit Blvd.
Orlando, FL 32810
407-916-4500

Orlando - Lee Road

5165 Adanson St.
Orlando, FL 32804
407-303-7600

Orlando - Downtown

601 E. Rollins St.
Orlando, FL 32803
407-303-5688 (Inpatient Rehab)
407-303-1928 (Outpatient)

Oviedo

8000 Red Bug Lake Road
Oviedo, FL 32765
407-359-5211

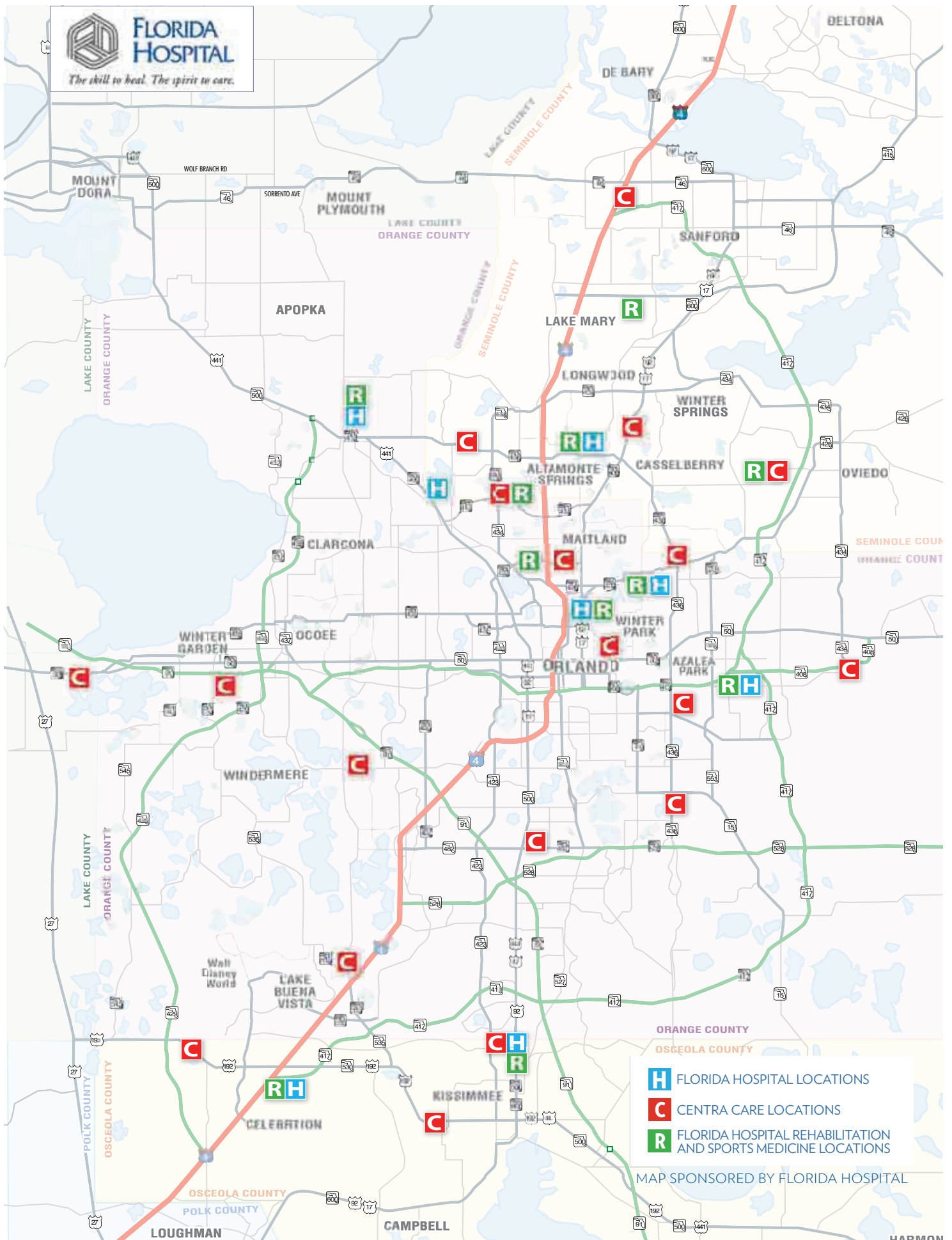
YMCA Crosby Wellness Center

2005 Mizell Ave.
Winter Park, FL 32792
407-646-7711



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HOSPITAL

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