Economic Development Advisory Board

May 23, 2017 at 8:15 a.m.

Winter Park City Hall, Chapman Room
401 Park Avenue S., Winter Park, FL  32789

1 administrative
   a. Approve minutes from 3-28-17

2 action

3 informational

4 new business
   a. Chamber update
   b. Joint meeting – June 6

5 public comment

adjourn

Next meeting: June 20th

appeals & assistance

“If a person decides to appeal any decision made by the Commission with respect to any matter considered at such meeting or hearing, he/she will need a record of the proceedings, and that, for such purpose, he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.” (F. S. 286.0105).

“Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk’s Office (407-599-3277) at least 48 hours in advance of the meeting.”
Subject 1

Approve minutes for the March 28, 2017 meeting.

motion | recommendation

Motion to approve minutes from March 28, 2017 is requested.

Background

N/A
Meeting was called to order at 8:16 a.m. in the Chapman Room of City Hall.

BOARD MEMBERS PRESENT: John Caron, Owen Beitsch, John Gill, Betsy Gardner-Eckbert, Dori Stone (8:30 a.m.)

BOARD MEMBERS ABSENT: Kelly Olinger, Steve Flanagan

STAFF MEMBERS PRESENT: Kyle Dudgeon, Laura Neudorffer, Lindsey Hayes, Brooks Weiss

ADMINISTRATIVE ITEMS:
A. Approve minutes from 02-21-17
   Motion made by Owen Beitsch, seconded by John Gill, to approve the 02-21-2017 minutes.
   Motion passes 4-0.

ACTION ITEMS:

INFORMATION ITEMS:
A. Regular Agenda Items
   Staff led the discussion pertaining to items that should be discussed on a regular basis to ensure the Board is kept abreast of any major projects pertaining to EDAB items to assist in keeping in line with the EDAB annual plan.

B. Orange Avenue Corridor Study: Initial Observations
   Staff provided a brief overview along with a copy of the study results for the Board’s review and discussion. Brooks Weiss, City Architect, provided details on the renderings and proposed changes to the corridor. Discussion ensued pertaining to land use and parking requirements for areas along the corridor. Board requested to be noticed of upcoming meetings pertaining to the project.

C. Mobility Issues/Parking Update
   Staff reviewed prior parking studies and their results along with upcoming meetings and the process for successfully obtaining community feedback.

D. Board Appointment Updates
   Staff provided an update on current Board member appointments

NEW BUSINESS:
A. Chamber Update
   Betsy Gardner-Eckbert provided an update on Chamber activities and initiatives. These items include the need to market the Chamber and its benefits in a more effective manner and increase visitor and guest counts. To help with this, the Chamber has reached out to Visit Florida, will be providing rack cards at the welcome center on 95 to attract out of state travelers, visitors tour is being created, and by mid-April there will be an iPad survey to track visitors. They have partnered with the merchants to collect survey results pertaining to availability of parking effecting businesses in the area. They are also looking into funding and permission to transform the gallery into a co-working space at a very low rental rate.

   Next meeting scheduled for April 18th, 2017

   There being no further business, the meeting adjourned at 9:33 a.m.
Subject 3a

Staff is providing updates on the major items of interest for EDAB including the Economic Development Plan. In general, these items do not necessitate action by the board, but are being tracked to provide the board and public the most up to date information regarding the status of the various issues. The board may use this time to address discussion or viewpoints on these topics. Items in blue are specifically referenced in the approved FY16-17 EDAB plan.

<table>
<thead>
<tr>
<th>Project</th>
<th>Update</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Resolve Comprehensive Plan discussion and determine follow-up study areas</td>
<td>Update was sent to City Commission for second reading on April 24th.</td>
<td>Motion to approve the update, with amendments, was unanimously approved.</td>
</tr>
<tr>
<td>Conduct a Tourism Assessment Review</td>
<td>Staff is also partnering with the Chamber on data collection on counting visitations through various events and cultural institutions. Staff will use this information as part of a scope using several</td>
<td>Project ongoing.</td>
</tr>
<tr>
<td>Conduct a Business Certificate Study</td>
<td>Staff has formatted data available for analysis.</td>
<td>Staff is assessing timing issues for resource allocation in coordination with other projects.</td>
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<tr>
<td>Corridor Assessments</td>
<td>Staff has enlisted Logan Simpson Design Inc. to assist in the facilitation of a public discussion regarding Orange Avenue. It is the intent of this discussion to receive feedback from local merchants and the surrounding area on what the future of Orange Avenue. A final deliverable is expected late August/early September.</td>
<td>Meeting schedule: June 22nd at Azalea Lane Recreation Center, 6:00pm June 23rd at the Community Center, 10:00am.</td>
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</tbody>
</table>
Staff has additionally engaged with private developers to understand the market for Progress Point and the viability of its value.

<table>
<thead>
<tr>
<th>Mixed-use/FAR</th>
<th>Staff has engaged with a private consultant for a case study analysis focusing on successful FAR/use relationships.</th>
<th>Project ongoing.</th>
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</thead>
<tbody>
<tr>
<td>Mobility Issues/Parking</td>
<td>Staff has determined a timeline for a parking initiatives strategy. Public meetings are expected to begin in early June. This will be the first of two series of discussions with the public on existing conditions and consideration for desired outcomes. The second set of meetings is currently scheduled for August. The final reports’ intent is to weigh heavily on recommendations.</td>
<td>Meeting schedule: See attached</td>
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SCOPE OF WORK

Task 1. Kickoff Meeting
Based on past work on Vision Winter Park, the Comprehensive Plan, and corridor analyses, Logan Simpson will conduct a series of meetings to identify the desired future look, feel and experience of the Orange Avenue Corridor in Winter Park, while focusing on key development areas.

The result of this analysis will be a 20-page (maximum) summary based on public input that will set the stage for code amendments, overlays and/or design guidelines, policies, and the development of content for development proposal RFPs. Logan Simpson may be asked to assist with development of these items as subsequent task orders.

A telephone kickoff meeting will be held with Winter Park planning staff to review the scope and schedule, set dates and locations for the public worksessions, brainstorm case studies, and compile data. This process will also serve as a pilot project for other corridor studies.

Meetings: Meeting #1, Kickoff (Conference Call)
Deliverables: Refined scope and schedule

Task 2. Great Corridors & Attributes
Logan Simpson will utilize data from over 60 Vision Winter Park meetings, Comprehensive Plan data, corridor analysis, three questionnaires, and other previous input from the Vision Steering Committee to identify desired character comparison metrics (i.e. size, mass, building height, parking and materials) and generate a matrix of up to ten (10) memorable corridors based on suggestions from staff.

These corridors will be ranked against a series of attributes that include the qualities of a great street and how applicable they are to Orange Avenue. City staff will review and refine the matrix and select up to five (5) memorable corridors to carry forward in to Task 3.

Meetings: Meeting #2 (Webinar)
Deliverables: Matrix of memorable corridors

Task 3. Memorable Corridor Data & Analysis/ City Interviews
For each of the five (5) identified corridors, Logan Simpson will prepare a two-page summary addressing the qualities of the each corridor (building scale, termini/ vistas, amenities, parking, massing, streetscape, FAR). The planners for each jurisdiction in which these streets are located will be interviewed via phone by the Consultant using a standard series of questions that address the process, challenges, and attributes of Orange Avenue. If willing, they will also be asked to film their responses to be used as part of the charettes or video(s) (to be developed by the City).

Deliverables: Five (5) two-page graphic summaries and interview response data
Task 4. Memorable Corridors Visual Preference Sessions
The intent of the Memorable Corridors Visual Preference Sessions is to gain constructive feedback from participants on corridors that people find memorable and the characteristics that define them.

Logan Simpson will facilitate up to six (6) workshops over a three-day period, to be held in a central location with a classroom-like setting. The City will provide notification in the paper, through direct mailings, and with visits to businesses along Orange Avenue. Meeting arrangements and RSVPs will be managed by the City.

Through a structured program of activities during the workshops, participants will be presented memorable corridors similar to Orange Avenue. After a brief presentation using our in-house electronic polling software, attendees will be asked to identify which corridors are memorable and the feeling they get when they experience these corridors. Attendees will be able to choose not only their own memorable corridor, but also the elements that contribute to sense of place. City staff will assist in these sessions.

With this exercise, the outcome is not predestined as in visual preference surveys; groups can choose any of the corridors they like and any characteristics they feel are appropriate. The group can drill down into key elements (land use, massing, parking, amenities, design, green space, etc.). A facilitated group discussion will help identify desired outcome. This interactive session, similar to a “choose your own adventure” storybook, will be integrated into the virtual meeting to allow residents to participate online. The results of each exercise will be used to fill out a series of storyboards. Logan Simpson will document the storyboards (memorable corridors, key characteristics discussed and implementation) for each session.

Meetings: Meeting #3 (three day period), Visual Preference Sessions
Deliverables: Memorable corridors visual preference PowerPoint and storyboards

Task 5. Plan Hub
A plan hub will be arranged on Orange Avenue and be open for two (2) weeks. City staff will operate the plan hub for a minimum of the three days of the workshops and may choose to continue to staff the hub for an additional week. The plan hub will include corridor baseline information, original corridor matrix, the five (5) selected memorable corridors, and the storyboards. A rotating PowerPoint will also be present. Visitors can add to the list of corridors and create their own storyboard based on the information provided.

Meetings: Meeting #3 (consolidated with Task 4 above)
Deliverables: Memorable corridors visual preference PowerPoint and storyboards (see Task 4 above)

Task 6. Draft & Final Summary
The 20-page charrette summary will be generated, to generally include an introduction, foundation, process, list and analysis of the five case studies, storyboards of the six classroom workshops, and the results of plan hub. A set of desired design characteristics will be created based on the process and desired program for the Progress Point site.

Deliverables: Draft and Final Summary
Optional Task 7. Next Steps/ Action Items
As an additionally-costed, optional task as desired by the City and based on previous work, Logan Simpson will develop preliminary scopes of work related to design guidelines, policies, code and/or overlays, site development marketing brochures, and redevelopment RFPs that reflect the results of the charette. Logan Simpson may also be asked to attend additional meetings based on an hourly rate.

Meetings: To be determined
Deliverables: To be determined
### Winter Park Downtown Parking and Accessibility Strategy

#### 2017

<table>
<thead>
<tr>
<th>Task 1 Project Launch</th>
<th>2017</th>
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<tbody>
<tr>
<td><strong>Considerations</strong></td>
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<tr>
<td>Collection of existing plans and data</td>
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<tr>
<td>Stakeholder meetings</td>
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<tr>
<td>Initial Trip (3 days) - observations, mtg, “Summit Event”</td>
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<tr>
<td>Project Coordination</td>
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<tr>
<td>Deliverable 1 - Foundation Presentation and Summit Activity Results</td>
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<tr>
<td><strong>Assumes a summit event the week of June 5th</strong></td>
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<tr>
<td>Need to identify and schedule stakeholder groups</td>
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<td>Secure stakeholder and summit venues</td>
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<td>Publicity</td>
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<td>Project Coordination via phone</td>
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<tr>
<th>Task 2 Plans, Policy, and Study Review</th>
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<tbody>
<tr>
<td>Review of technical studies and data</td>
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<tr>
<td>Consider desired outcomes of adopted plans</td>
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<tr>
<td>Screening of current policies, codes, and practices</td>
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<td>Project Coordination</td>
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<td>Deliverable 2 - Evaluation Memorandum</td>
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<tr>
<td><strong>Assumes a summit event the week of Aug 7</strong></td>
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<td>Secure stakeholder and summit venues</td>
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<td>Publicity</td>
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<td>Project Coordination via phone</td>
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<thead>
<tr>
<th>Task 3 Parking and Mobility Work Sessions</th>
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<tbody>
<tr>
<td>Identification of strategies and opportunities</td>
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<td>Stakeholder meetings</td>
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<td>Downtown Parking Summit</td>
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<td>Project Coordination</td>
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<tr>
<td>Deliverable 3 - Stakeholder Meeting Summary and Parking Summit Outcomes</td>
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<tr>
<th>Task 4 Documentation</th>
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<tbody>
<tr>
<td>Outline</td>
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<tr>
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<td>Project Coordination</td>
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<td>Final Deliverable Report</td>
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<td>Final</td>
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**Meetings**

- A Foundation Presentation and Summit Activity Results
- B Evaluation Memorandum
- C Stakeholder Meeting Summary and Parking Summit Outcomes
- D Final Summary Report

**Kimley-Horn**
## Parking Strategy Summit Meetings

### JUNE

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### WEEKLY SCHEDULE LOCATION

<table>
<thead>
<tr>
<th>MON</th>
<th>TUES</th>
<th>WED</th>
<th>THURS</th>
<th>FRI</th>
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<tbody>
<tr>
<td>8:00 - 10:00</td>
<td>8:00 - 10:00</td>
<td>Civic Center</td>
<td>Welcome Center</td>
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### Group/Distribution Method/Expected Attendance

<table>
<thead>
<tr>
<th>TUES</th>
<th>WED</th>
<th>THURS</th>
<th>TUES</th>
<th>TUES</th>
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<tbody>
<tr>
<td><strong>2:00 - 3:30pm:</strong> City Commision (expected room is Chamber)</td>
<td><strong>Public notice - 10</strong></td>
<td><strong>4:00 - 5:30pm:</strong> City Boards</td>
<td><strong>Public notice - 50</strong></td>
<td></td>
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<tr>
<td><strong>8:00 - 10:00am:</strong> (non) PAMA members/nonprofit interest groups</td>
<td><strong>PAMA distribution/City evite - 50</strong></td>
<td><strong>2:00 - 3:30pm:</strong> Property owners</td>
<td><strong>City staff email/phone call - 10</strong></td>
<td></td>
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<tr>
<td><strong>6:00 - 7:30pm:</strong> (non) PAMA members/nonprofit interest groups</td>
<td><strong>PAMA distribution/City evite - 50</strong></td>
<td><strong>8:00 - 10:00pm:</strong> Communitywide meeting</td>
<td><strong>Citywide notice/newsletter - 100</strong></td>
<td></td>
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<tr>
<td><strong>4:00 - 5:30</strong></td>
<td><strong>Unconfirmed</strong></td>
<td><strong>2:00 - 3:30</strong></td>
<td><strong>Civic Center</strong></td>
<td><strong>Welcome Center</strong></td>
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<tr>
<td><strong>6:00 - 7:30</strong></td>
<td><strong>Welcome Center</strong></td>
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