

Economic Development Advisory Board

October 16, 2018 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 9-25-2018
- b. Discussion with Community Development Director

2 action

3 informational

- a. Fiber Optics update
- b. Economic Development Plan Monthly Report

4 new business

- a. Chamber update
- b. Review November meeting date availability (11/20)

public comment

adjourn

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."

Economic Development Advisory Board



meeting date 10-16-18

approved by

item type Administrative
 Action
 Information

City Manager
 City Attorney
 N/A

**agenda
item**

Subject 1a

Approve minutes for the September 25, 2018.

motion | recommendation

Motion to approve minutes from September 25, 2018.

Background

N/A

**CITY OF WINTER PARK
ECONOMIC DEVELOPMENT ADVISORY BOARD**

**Regular Meeting
8:15 a.m.**

**September 25, 2018
Chapman Room**

MINUTES

Meeting was called to order at 8:15 a.m. in the Chapman Room of City Hall.

BOARD MEMBERS PRESENT: John Caron, Russ Bruguier, Betsy Gardner-Eckbert, Tara Tedrow and Bill Segal

BOARD MEMBERS ABSENT: Joel Roberts, Wes Naylor

STAFF MEMBERS PRESENT: Kyle Dudgeon, Jeff Briggs and Kim Breland

ADMINISTRATIVE ITEMS:

A. Approve minutes from 6-19-18

Motion made by Betsy Gardner-Eckbert, seconded by Bill Segal, to approve the April 17, 2018 minutes. Motion passes 5-0.

ACTION ITEMS:

A. **Parking Code Modernization**

Assistant Planning/CRA Director, Kyle Dudgeon began the meeting by explaining the expectation of EDAB as a result of the Parking Code Modernization discussion. He stated the topic for the meeting was centered on a discussion that started back in 2017 as a part of the City's parking strategies. He explained that the parking code modernization was something that came out of the parking strategies and for the better part of the past year; Staff has been working with Planning and Zoning on this topic. He stated that this subject had been presented to the City Commission as a non-action item at the end of August in order to bring awareness to the City Commission before any vote were to take place.

Mr. Dudgeon stated that one of the City Commission's directives back to staff was to get the recommendation and counsel of EDAB on what Staff has proposed. He summarized by stating that EDAB is being asked at this time for an endorsement of Staff's proposal and whether those recommendations should move forward as presented or with any changes to any of the items being presented by Staff and Planning and Zoning Manager, Jeff Briggs.

Planning Manager, Jeff Briggs, gave the Parking Code Modernization presentation. He explained that the Planning Department is recommending adoption of an Ordinance to update and modernize the City's parking regulations pursuant to the Kimley-Horn studies and recommendations. Their work involved research on six "peer" communities, similar to Winter Park, by analyzing their parking codes and requirements and also by bringing the consultant's knowledge of parking regulation nation-wide. The primary focus of their work was on the parking codes for the Central Business District (CBD), the New England Avenue corridor portion of the Hannibal Square Neighborhood Commercial District (HSNCD) and the Orange Avenue corridor. Mr. Briggs indicated the series of P&Z work sessions, agenda items for City Commission review and public meetings that have occurred.

Mr. Briggs then reviewed the proposed changes:

1. Retail to Restaurant Conversions: Removes the ability to convert retail stores within the CBD and HSNCD without providing the parking required for the greater parking needs of the restaurant.

Mr. Briggs explained that this Ordinance removes the ability to convert retail/office spaces within the CBD and the New England Avenue portion of the Hannibal Square District without providing the parking required for the greater parking needs of the restaurant. As the data at the end of this staff report indicates, within the CBD, there have been 17 retail to restaurant conversions since 2003 that have added a parking demand of 207 spaces. The City is continuing to grow the parking deficit in the CBD with every such conversion.

Staff answered questions related to pier cities in the Kimley-Horn study and their conclusion as well as how those conclusions mirror the parking “perception” in the City of Winter Park. There was further discussion surrounding the City’s vision is regarding retail to restaurant conversion in the City going forward. In-depth discussion ensued.

2. Updates to the Parking Requirements within the CBD, a portion of the HSNCD and along the Orange Avenue corridor: Change for retail and office floor spaces from one space per 250 square feet to one space for each 350 square feet.

Mr. Briggs explained that this Ordinance changes the parking requirements for new retail and general office floor space within the CBD, the New England Avenue portion of the HSNCD and along the Orange Avenue corridor from one space per 250 square feet to one space for each 350 square feet or from 4 per 1,000 square feet to 3 per 1,000 square feet. He stated that the rationale is that trips to these locations are multi-destination trips. One comes to shop at more than one store. One combines a visit to an office with shopping or dining. The current code of one space per 250 adequately addresses the parking need for suburban locations.

3. Large Office Building Change: Avoid over-parking by using the current one space for 250 square feet on the first 20,000 sq. ft.; then transitioning to one space for each 350 square feet above 20,000 square feet.

Mr. Briggs explained that this Ordinance change request largely comes from Staff and not Kimley-Horn. He explained that the parking requirements for large office buildings would change to one space for 250 square feet (4 per 1,000 sf) on the first 20,000 square feet and then transitioning to one space for each 350 square feet (3 per 1,000 sf) for the floor area above 20,000 square feet. When one looks at the larger office buildings in the City, such as Heritage Park (91,000 sf), Commerce National Bank (66,000 sf), Seacoast Bank (48,000 sf), and the TD Bank Building on Orange Avenue (108,000 sf), you see many unused parking spaces every day. Staff answered questions from the Board, discussion ensued.

4. Shared Parking Reference: Adopts the Urban Land Institute’s (ULI) Shared Parking analysis as a reference for determining when shared parking scenarios are applicable.

Mr. Briggs explained that this Ordinance provides for the use of the Urban Land Institute’s (ULI) Shared Parking analysis as a reference for determining when shared parking scenarios are applicable. He stated that the ULI Shared Parking analysis confirms the type of shared parking usage that we would expect and have seen occur.

5. Off-site Parking: Changes the distance permitted for off-site parking from 300 feet to 450 feet.

Mr. Briggs explained that the Ordinance proposes to change the distance permitted for off-site parking from 300 feet to 450 feet. The “peer” communities surveyed by Kimley-Horn allow off-site parking ranging from 600 to 1,300 feet. Mr. Briggs presented maps showing locations where city parking exists or where parking garages might be built and the walking area of 300 and 450 feet.

The Board and staff discussed concerns related to the perception of walking distance as it related to the walking area maps presented. After in-depth discussion, the Board felt that it was reasonable to increase the walking distance for shared parking to 750 feet.

6. Fee-in-lieu of Programs: Provides for the potential future creation of a fee-in-lieu of parking program. Enables the adoption of a future program but does not create one.

Mr. Briggs explained that the Ordinance provides for the potential future creation of a fee-in-lieu of parking programs where property owners would purchase or fund the needed parking within a city owned parking facility. He provided examples for different fee-in-lieu options for the three districts. Mr. Dudgeon further stated that this ordinance allows staff to explore what is acceptable for the community as well as way to generate alternative sources of revenue for the City. The Board made a strong recommendation for Staff to consider a fee-in-lieu option. Further in-depth discussion ensued.

The Board was in support of Staff’s recommendations with the amendment to item 5 to increase the walking distance for shared parking to 750 feet.

The Board heard public comment from Todd Weaver, 1051 Lake Bell Drive, Winter Park, FL. Mr. Weaver stated that he would like Staff to investigate the option of using the City Hall parking lot and/or the post office parking lot as alternatives to assist in aiding with the City’s parking deficit.

Motion made by Betsy Gardner-Eckbert, seconded by Bill Segal to approve the parking code modernization ordinances, with the amendment to the Off-Site Parking Ordinance to increase the walking distance for shared parking to 750 feet or a minimum of no less than 600 feet. Motion carries with a 5-0 vote.

NEW BUSINESS:

A. Upcoming EDAB topics

Mr. Dudgeon stated that the new Planning & Community Development Director Bronce Stephenson would be attending the next EDAB meeting to discuss priorities of the Board.

In addition, the City Commission has requested that EDAB review the incentive programs previously and currently offered to determine if any changes need to be made.

Next meeting scheduled for October 16, 2018

There being no further business, the meeting adjourned at 9:27 a.m.

John Caron, Chairperson

Kim Breland, Board Liaison

Economic Development Advisory Board



meeting date 10-16-18

approved by

item type Administrative
 Action
 Information

City Manager
 City Attorney
 N/A

**agenda
item**

Subject 1b

Discussion with new Community Development Director

motion | recommendation

N/A

Background

Staff is providing an introduction to new staff that will be interacting with the board moving forward.

Economic Development Advisory Board



meeting date 10-16-18

approved by

item type Administrative
 Action
 Information

City Manager
 City Attorney
 N/A

**agenda
item**

Subject 3a

Fiber Optics update

motion | recommendation

N/A

Background

Staff is providing an update on the fiber optic initiative.

Economic Development Advisory Board



meeting date 10-16-18

approved by

item type Administrative
 Action
 Information

City Manager
 City Attorney
 N/A

**agenda
item**

Subject 3b

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 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 FY17-18 EDAB plan.

Project	Update	Date
Tourism – strengthen demographic identification of the city’s tourism market	Staff continues to collaborate with the Chamber of Commerce on identification and tracking of (inter)national tourism trends.	October 16-Update to be given to the board by Chamber representative.
Corridor Analysis – Monitor the redevelopment of major commercial arterials within the city	Planning staff presented a powerpoint to the City Commission on June 11, 2018 regarding the concept of mixed-use and Orange Avenue. Since that time, direction from the City Commission has been to wait until a new Community Development Director was in place to move this project forward.	October 16- Topic to be reviewed with Community Development Director discussion.
Special Events – Identify a scope for evaluation and review economic impact	Staff has collaborated with special event permitting on using a new software program to collect data on total number of events, attendees (estimated), location, road closures, and area of impact. Information to be used as reference points for economic surveying.	Staff will present this information at a future meeting. Estimated timetable is three to six months.

<p>Mobility Issues/Parking</p>	<p>Staff received direction from the CRA Agency and allocated dollars for updated technology, compliance review, and code modernization.</p> <p>License Plate Reader (LPR) technology – Technology has been purchased and installed. Staff is currently collecting data on the downtown area to inform future policy decisions including a shift in the employee parking program from a tag based system to an LPR based system.</p> <p>Parking Sensors – The CRA Agency approved a pilot program for parking sensors on April 23rd. Scope includes installation on the 4th and 5th floors of the Park Place Garage providing real time information on availability of the garage to the public.</p> <p>A sensor prototype has been printed for installation on the 4th floor. Product tests proved successful. Staff is moving forward with print of 60 sensors for installation. 5th floor sensor procurement is underway.</p> <p>Code Modernization – Commission presentation is scheduled for the end of the month.</p>	<p>LPR system presentation is expected for March 2019. Target date for employee parking program changes is Spring 2019.</p> <p>Target installation date is December 2018.</p> <p>Approved by Planning and Zoning as presented with the recommendation of EDAB to increase the shared parking radius from 300 feet to 750 feet. Commission meetings are slated for October 22 and November 12.</p>
<p>Fiber Optics</p>	<p>Update provided to the board at part of meeting agenda.</p>	<p>October 16</p>
<p>Incentives Discussion</p>	<p>Staff is compiling data as a result of a City Commission request to review city</p>	<p>November/December 2018</p>

	incentives.	
Real Estate discussion	Staff is currently undergoing an evaluation of citywide parcel inventory.	An update to EDAB is expected in November/December 2018.



2018 HALF-YEAR REVIEW

Below is a recap of the commercial and multi-family residential development projects that have been completed in or began construction in the first half of 2018:

Completed Commercial Projects:

Whole Foods Project: Redevelopment of the 11 acre former Corporate Square/WP Dodge properties is nearing completion. The new Whole Foods grocery store opened in November 2016 to coincide with the opening of the new Lee Road Extension. The other major retailer, Nordstrom Rack opened in September, 2017. Additional out-parcels including a PNC Bank site and a building holding a Café Rio restaurant and Habit Burger Grill have been completed. The final out-parcel building to house a Sephora makeup/retail tenant is now under construction.

300 North Pennsylvania: A new two-story concierge medical building of 6,535 square feet for Dr. Castro is under construction. The building shell and first floor are completed and the second floor is under construction.

Commercial Projects Under Construction:

Reflections Dermatology: The former Don Palladino building at 440 W. Morse Blvd. has been razed for the construction of a new two story, 3,695 square foot dermatology practice. Construction is in the finishing stages.

K-Mart Shopping Center: In December 2015 the City Commission gave the initial approval for the renovation of the former K-Mart shopping center at 501 North Orlando Avenue. All the buildings have been renovated in phases new facades and the parking lot upgraded with enhanced landscaping and lighting as well as new signage. Most major tenants are remaining such as Michael's, Office Depot, L.A. Fitness, etc. New tenants have opened including a Home Goods, Marshalls, Zoe's Kitchen, Blaze Pizza, 5 Below, DSW, and Ross store is still under construction.

Rollins College Facilities Building: On February 27, 2017 the City Commission approved a request by Rollins College to construction a new two-story, 17,410-square foot Facilities Building at 501 Holt and 450 W. Fairbanks Avenue. Building permits were issued in November 2017 and construction is on-going.

Project Wellness: The Winter Park Health Foundation is redeveloping the current Wellness Center property at 2005 Mizell Avenue. The consolidated 4.2 acre site will be used to construct a new 41,508 square foot Wellness Center; 16,884 square feet of new medical related offices; 24,970 square feet of common public use areas, as well as a four-story, five level 271 space parking garage of 86,628 square feet. Construction for this project is underway, and is at the structural framing stage.

Winter Park Hospital: The Winter Park Florida Hospital has just started construction of a new five story Patient Tower/Wing on the east side of the Hospital building. Construction schedule is not known at this time, but the construction permit has been issued.

Dunkin Donuts: A new Dunkin Donuts with a drive-through was issued a building permit in December, 2017 and is now under construction at 1655 W Fairbanks Avenue. Construction is now at the framing stage and completion is expected in May, 2018.

Commercial Projects Expected to Start Construction in 2018:

Westminster Winter Park Towers: A new Lifelong Learning Center amenity for the residents of the Winter Park Towers was approved by the City Commission in November 2016. The proposed building addition is located between the main Winter Park Towers building and the Parking Garage. The centerpiece of the project is an auditorium/stage to accommodate approximately 400 persons. The facility could host speakers, music productions, theatre performances and such for the entertainment and enlightenment of the residents of the Winter Park Towers. Construction timing is unknown but expected to begin in 2018.

Watercrest ALF/Memory Care in Ravaudage: Watercrest Senior Living Group received site plan approval in September, 2017 for an approximate 100,000-square foot assisted living and memory care facility within the Ravaudage Planned Development at the northeast corner of Bennett Avenue and Glendon Parkway. The building consists of a two-story memory care wing with 32 beds and a three-story assisted living wing with 75 beds, totaling 107 beds/units. A permit for site construction is currently under review, with construction starting in February/March, 2018.

Ravaudage Self-Storage Project: A site plan was approved in October 2016 for a four-story self-storage building with ground floor liner retail spaces within the Ravaudage Planned Development at the northwest corner of Glendon Parkway and Lewis Drive. A permit for site construction is currently under review, and construction timing is unknown.

PDQ: Development plans for a new PDQ fast food restaurant was approved at 925 S Orlando Avenue. The former bank at this property will be demolished. Construction is anticipated to start in early 2018.

Winter Park Racquet Club: The Winter Park Racquet Club at 2111 Via Tuscany received approval to add a new kitchen building wing, redevelop the pool side snack bar and to add on-site parking. Construction timing is unknown.

Morse Boulevard Office Building: The vacant site at 531 W Morse Boulevard received approval in September 2017 by the City Commission to build a two-story, office building with an underground parking level with approximately 24,106-square feet of leasable space. Plans are being reviewed for building permit now with construction expected to start in January, 2018.

Winter Park Corners: The Winter Park Corners shopping center located at 1903-1999 Aloma Avenue received approval from the City Commission in November 2017 to redevelop the portion of the shopping center (former Whole Foods Market site) by reconstructing a new 30,348 square foot Sprouts grocery store and 12,250 square feet of new retail space. The Sprouts Market, which is a natural and organic grocery, and this will be their first location in Central Florida. The existing shopping center is also upgrading with new façades, new signage and stormwater retention where none exists today. Permit plan for the site development and infrastructure have

been submitted with the building permit to follow shortly.

Carolina Office Building: In August 2017, the City Commission approved plans to redevelop the former SunTrust drive-in bank teller location at 345 Carolina Avenue, with a new three story, 9,926 square foot office building, with a one lane drive-thru teller component. Permits for this project have not yet been applied for so construction timing is unknown.

Completed Multi-Family Residential Projects:

Broadstone Winter Park In Ravaudage: A 268-unit multifamily project has been approved within the Ravaudage planned development to be located in the vacant land northeast of Lewis Drive and Kindel Avenue. Construction started in February 2017.

Bainbridge Apartments Winter Park in Ravaudage: A 278-unit multifamily project has been approved within the Ravaudage planned development to be located in the vacant land southeast of Bennett Avenue and Morgan Stanley Avenue. Permits for this project were issued on December 28, 2017 with construction to begin immediately.

Lee Road Townhouses: In July 2015, the City Commission approved a new project for the redevelopment of the 1800 Lee Road parcels. The property formerly consisted of eight duplex buildings which have been removed and the property is to be redeveloped into 30, two-story townhomes. Construction began in early 2017, is currently active but proceeding very slowly.

Michigan and Shultz Townhomes: A 12-unit, two-story townhome project has been approved at the northeast corner of Michigan and Shultz Avenue. Construction began in September, 2017, is now underway, and completion is expected in June 2018.

Park Place Townhomes: Ten new three-story townhouse units totaling 44,200 square feet in size were granted zoning approval in November, 2015 by the City Commission at 633 & 651 North Park Avenue across from the Park Aire Condos. Construction began in early 2017, and is anticipated to be complete in mid-2018.

Morse and Virginia Brownstones: Eight new three-story townhouse units of 28,924 total square feet at 401/421 West Morse Blvd. (northwest corner of Virginia Avenue) were approved by the City Commission in October 2014. That project is now under construction with completion of all the units expected in early 2018.

652 W. Morse Boulevard: Ten additional new two-three story townhouse units totaling 40,566 square feet are expected to begin construction in the early 2018 at 652 W. Morse Blvd (former DeCiccio law firm next to the Coop) which was approved by the City Commission in July 2016. Permits for this project are ready, but have not been issued.

South Interlachen Place: Building permits have been issued for six new townhouse units within a three story building totaling 20,542 square feet with underground parking at 125 S. Interlachen (former Ye Olde Bric Condo) which was approved by the City Commission in February 2015. Project completion is anticipated for late 2018.

503 Interlachen North Condominium: Eight new condominium units of 23,385 total square feet in a 3-story building at 503 N. Interlachen Avenue were approved by the City Commission on in August, 2016. Timing of this project is unknown, but demolition has been completed.

741 & 751 Minnesota Avenue: Seven individual two-story townhomes totaling 10,584 square feet were granted zoning approval in July 2015 by the City Commission at 741/751 Minnesota Avenue, adjacent to the railroad tracks. Timing of this project is unknown, but the construction permit is in for review.

New York Ave Townhomes: Sixteen townhouse units developed as eight separate, three-story, two-unit duplex buildings at 650 N New York Avenue, which currently hold the First Church of Christ Scientist, was approved by the City Commission in October 2017. Construction timing is unknown.

Lyman Ave Townhomes: In January 2017, the City Commission approved the plans for a nine-unit townhouse project with a mix of two and three story units at 326/354 Hannibal Square East and 465/463/455 W Lyman Avenue. Construction timing is unknown.

Multi-Family Residential Projects Expected to Start Construction is 2018:

For more information on these or other projects, please contact Jeff Briggs, Planning Manager at jbriggs@cityofwinterpark.org or at (407) 599-3440.