agenda

Economic Developm
Advisory Board

November 12, 2013 at 8:0

Chapman Room, Winter Park City H

401 Park Avenue S., Winter Park, FL 3

and October 29, 2013.

1 administrative

a. Approval of minutes from 10-15-13
b. Approval of minutes from 10-29-13

2 action

a. WRT Study Recommendations

3 informational

a. Discussion with City Commissioner Sarah Sp

4 new business

5 adjourn

appeals & assistance

"If a person decides to appeal any decision made by the Commission
meeting or hearing, he/she will need a record of the proceedings, and tha
that a verbatim record of the proceedings is made, which record includ
appeal is to be based." (F. S. 286.0105).

"Persons with disabilities needing assistance to participate in any of the
Office (407-599-3277) at least 48 hours in advance of the meeting."

nt

lanager

ttorney

CITY OF WINTER PARK, FLORIDA

agenda item

CITY OF WINTER PARK
ECONOMIC DEVELOPMENT ADVISORY BOARD

Regular Meeting **October 15, 2013**
8:30 a.m. **Welcome Center**

MINUTES

Meeting was called to order at 8:35 a.m. in the Winter Park Welcome Center.

BOARD MEMBERS PRESENT: Marc Reicher, Stephen Flanagan, John Caron , Kelly Olinger, John Gill, Patrick Chapin, and Owen Beitsch

BOARD MEMBERS ABSENT: Maura Weiner

STAFF MEMBERS PRESENT: Dori Stone, David Buchheit, Laura Neudorffer, Jeff Briggs, and Craig O'Neil

ADMINISTRATIVE ITEMS

A. Approval of Minutes

Motion made by Kelly Olinger, seconded by John Caron, to approve the September 17th, 2013 minutes with amendment to correct spelling errors. Motion approved with a unanimous vote of 7-0.

ACTION ITEMS

INFORMATION ITEMS

Mayor Kenneth Bradley spoke to the Board regarding his thoughts, concerns, and suggestions on the 10 corridors into Winter Park. Mayor Bradley discussed several points:

- Metrics to measure success should be considered: tax base/jobs
- How to create more "gems" within Winter Park
- Does SunRail create new opportunities for the area?
- Corridors should be: unique, holistic, and aesthetic
- Corridors should have an economic purpose, a benefit for the owners/residents, and a vision with a process of great partnership.
- Corridors should include: Park Ave., Denning Dr., West Fairbanks Ave., Orange Ave., East Fairbanks Ave., 17-92, Lee Rd., Morse Blvd., Interlachen Ave., and Aloma Ave.
- There should be a focus on brand identity

Mayor Bradley also mentioned the idea of a streetcar mechanism to assist residents, visitors, and employees in traveling between destinations within Winter Park such as Rollins College, Winter Park Village, etc. would be a great asset.

The Mayor feels a focus should be placed on finding organizations to bring their headquarters or relocate the corporate offices to the Winter Park area. He suggested Bonnier Corporation as a good fieldtrip option for the EDAB to visit. They are a large corporation based right in the Winter Park Village but not many people realize they are there.

Mr. Flanagan requested maps of the city limits as well as a map of the corridors discussed today. Discussion was held regarding "Farming vs Gardening" businesses to open and/or relocate a Corporate Office or Headquarters in Winter Park. Winter Park is home to several CEO's but the majority of them house their businesses elsewhere. Board would like to be able to change the ratio on that respect.

NEW BUSINESS

There being no further business, motion to adjourn made by Marc Reicher, seconded by Stephen Flanagan. Motion approved with a unanimous 5-0 vote and the meeting adjourned at 9:53 a.m.

_____
Marc Reicher, Chairperson

_____
Laura Neudorffer, Board Liaison

CITY OF WINTER PARK
ECONOMIC DEVELOPMENT ADVISORY BOARD

Regular Meeting **October 29, 2013**
8:00 a.m. **Chapman Room**

MINUTES

Meeting was called to order at 8:00 a.m. in the Winter Park Welcome Center.

BOARD MEMBERS PRESENT: Marc Reicher, Stephen Flanagan, John Caron , Kelly Olinger, and Owen Beitsch

BOARD MEMBERS ABSENT: Maura Weiner, John Gill

STAFF MEMBERS PRESENT: Dori Stone, David Buchheit

ADMINISTRATIVE ITEMS

A. Approval of Minutes

Board requested to table approval of the October 15, 2013 minutes pending the addition of more detailed information from Mayor Bradley's discussion.

ACTION ITEMS

INFORMATION ITEMS

Commissioner Tom McMacken spoke to the Board regarding his thoughts, concerns, and suggestions on how we grow as a community, what constitutes an Economic Development plan. He feels that with this Board the City has a great opportunity to decide the best course of action to promote growth and sustainability.

- Commission is looking toward the Economic Development Advisory Board for guidance on how to grow
- The need to "align" the Comprehensive Strategic Plan and the Land Development Code is one of his top goals. His interest is how to create a vision they would like to see in Winter Park
- Corridor priorities: Fairbanks Ave., 17-92, and Denning Dr.
- We currently do not have a design standard for the corridors, the question becomes - do we need them?
- Identify what types of businesses would we like to see in Winter Park?
- Identify what factors come in to play when seeking desirable businesses
- Fairbanks Ave. and Denning Dr. are an area that comes to mind. Denning Dr. has only a few parcels available for development. Fortunately it is almost fully developed.
- Commission is looking to the EDAB to create a list of opportunities that are available and of incentives to offer businesses showing how they would benefit by being in the Winter Park area. How do we as a City attract those types of businesses to our area?
- He feels that the City is solvent and does not need to go out with hat in hand to find businesses. He feels that the City is doing well and need only to improve the areas.
- Commissioner McMacken would like to maintain and hopefully increase the level of service in the Winter Park area.
- Transportation requires a larger discussion - Winter Park does not have the funds to run its own service. SunRail provides North-South transportation - East-West transportation is unclear.

Mr. Flanagan requested maps of the city limits as well as a map of the corridors discussed today. Discussion

was held regarding "Farming vs Gardening" businesses to open and/or relocate a Corporate Office or Headquarters in Winter Park. Winter Park is home to several CEO's but the majority of them house their businesses elsewhere. Board would like to be able to change the ratio on that respect.

NEW BUSINESS

There being no further business, meeting adjourned at 9:30 a.m.

_____
Marc Reicher, Chairperson

_____
Laura Neudorffer, Board Liaison

Economic Development Advisory Board

meeting date 11/12/2013	approved by
item type ☐ Administrative ■ Action ☐ Information	☐ City Manager ☐ City Attorney ☐ N|A

agenda item

Subject 2A

WRT Study Recommendations

motion | recommendation

Accept the staff timetable for the implementation of the WRT recommendations and set up any specific details to meet the timeframe

background

The City Commission asked staff to set out all the recommendations of the WRT Study with recommendations of review boards and timeframes for implementation. Based on the recommendations outlined, the EDAB becomes a key component of possible policy changes that directly affect the Comprehensive Plan and the Land Development Code.

Staff would like to discuss several approaches to addressing these recommendations.

city commission agenda item

item type	Action Item Requiring Discussion	meeting date	November 11, 2013
prepared by department division	Dori Stone Planning & Comm. Development	approved by	■ City Manager ☐ City Attorney ☐ N|A
board approval		☐ yes ☐ no ☐ N|A	final vote

subject

Prioritization of Recommendations from the WRT Study

motion | recommendation

Staff recommends Commission approval for the tasks and the timeframes associated with work product.

background

On September 9, 2013, the City Commission received the findings of a study prepared by Silvia Vargas with WRT regarding policies and regulatory issues to economic development in the City's Comprehensive Plan and Land Development Code. After further direction from the Commission, staff has prepared a worksheet that outlines each recommendation, related boards for review and a staff recommendation outlining possible timeframes for changes or implementation.

In general, the recommendations are broken down into three categories. Several of the tasks such as creating a framework for review by the Planning and Zoning Board and the Economic Development Advisory Board can be done immediately. Other changes, including policy changes that require changes to various policies in the Comprehensive Plan will be brought through the public hearing process as one of two large scale Comprehensive Plan Amendment cycles that the Planning & Community Development Department will schedule for 2014. The recommendation to wait until the Evaluation and Appraisal (EAR) report is based on the need for considerable data collection and analysis. The City's EAR is due in 2016. Staff intends to begin certain aspects of this review as early as 2015 based on the recommendations and necessary changes in Chapter 163. This recommendation will not preclude possible changes through the Large Scale Comprehensive Plan Amendment process should staff and the appropriate boards decide to bring forward policy changes based on corridor planning.

Staff intends to move proactively through this worksheet and both the Planning & Zoning Board and the EDAB have committed to facilitate appropriate discussions.

alternatives | other considerations

N/A

fiscal impact

There are limited consultant funds available in the Planning & Community Development budget to retain assistance in the review and preparation process if necessary.

	WRT Study Issues and Recommendations	Recommended Advisory Board Participation	Staff Recommendations
Core Issues:	Lack of agreement on the role and purpose of the Comprehensive Plan vs. Land Development Code Absence of a shared consensus on community vision Perceived conflict with the notions of growth and preservation using a "one Size Fits all approach Disagreement on adopting a traditional vs. form based zoning approach Lack of clear long-term economic development goals in the Comprehensive Plan		
	Recommendations: Develop a working group with EDAB and the P&Z Board to coordinate on issues related to the impact of specific comprehensive plan policies and land development code regulations on economic development in the city.	EDAB/P&Z	Immediate
	Develop a methodology for conducting a 9-12 month long city-wide visioning process with ample opportunities for meaningful public input.	EDAB/P&Z	Immediate
	Include W. Fairbanks Avenue and other Principal Arterial Corridors that are outside the "Village" definition. Create development standards that focus on easing impediments to redevelopment, addressing traffic and access, offering shared parking, that create practical opportunities for redevelopment and infill	EDAB/P&Z/Bike-Ped	On-going
	Provide policies in the Comprehensive Plan that include specifics regarding various corridors as distinct districts. The various plans, studies and guidelines should be referenced in policy and integrated into the Comprehensive Plan	EDAB/P&Z	Evaluate for inclusion in Large Scale CPA Amendment Cycles as completed
	Provide a thorough evaluation of form based code alternatives as outlined in the Comprehensive Plan	P&Z	EAR Based Comp Plan Review
	Take advantage of the upcoming EAR process to update the Comprehensive Plan to comply with the amended requirements of Chapter 163, F.S., to sort out the differences and to "clean up" the language of the Plan of extraneous and duplicative regulatory wording. Consider incorporating new historic preservation and economic development elements and strategies into the plan.	P&Z/EDAB/Parks & Recreation/Bike-Ped	EAR Based Comp Plan Review

	WRT Study Issues and Recommendations	Recommended Advisory Board Participation	Staff Recommendations
	Include an Economic Development Element within the Comprehensive Plan that incorporate mission, goals and strategic objectives	EDAB/P&Z	EAR Based Comp Plan Review
	Incorporate a Historic Preservation element in the Comprehensive Plan that can help create jobs and tourism, increase property values, reduce impact on resources and contribute to the pride in community identity and sense of place	P&Z/HPB	EAR Based Comp Plan Review
Specific Policy and Regulatory Issues	Not Discouraging the Proliferation of Sprawl according to revised indicators of Chapter 163, F.S.		
	Impact of Concurrency Requirements which are no longer required by Chapter 163, F.S.		
	Impact of the Definition of Floor Area Ratio (FAR) on the ability to provide off-street parking in areas in need of revitalization		
	Burden of Combined Density and Floor Area Ratio Requirements on the ability to create a mixed use development in areas in need of revitalization		
	Inconsistency in the Definition and Application of Building Heights		
	Inconsistency in the Application of Planned Unit Residential Development Limitations of Current Planned Development Districts on opportunities to creative redevelopment and mixed use in areas in need of revitalization Burden of the Parking Lot (PL) Zoning District		
	Recommendations: Discouraging the proliferation of sprawl according to revised indicators of Ch. 163, F.S. Possible Approaches: Eliminate private parking garages from the calculation of floor area ration in Policy 1-2.1.4 Maintain private garages in the calculation of FAR in key corridors and historic districts but	EDAB/P&Z	Evaluate for 2nd 2014 Large Scale CPA Cycle

WRT Study Issues and Recommendations	Recommended Advisory Board Participation	Staff Recommendations
exempt them in other parts of the City Keep private garages in the calculation of FAR but increase the allowance from 200% to 300% Consider reduction of commercial parking requirements in the city's core district to urban standards		
Impact of Concurrency requirements which are no longer required by Chapter 163, F.S.	P&Z/Parks & Recreation/Bike-Ped	EAR Based Comp Plan Review
Consider alternatives to present Concurrency Management requirements no longer provided for in statute. This applies to Transportation, Parks and Recreation		
Impact of the definition of Floor Area Ration (FAR) on the ability to provide off-street parking in areas in need of revitalization	P&Z	Evaluate for 2nd 2014 Large Scale CPA Cycle
Application of FAR to residential development		
Inconsistency in the definition and application of building height between the Comprehensive Plan and the LDC	P&Z	EAR Based Comp Plan Review
Inconsistency in the application of Planned Unit Residential Development (PURD) between the Comprehensive Plan and LDC	P&Z	EAR Based Comp Plan Review
Limitation of current Planned Development District on opportunities for creative redevelopment and mixed use in areas in need of revitalization: Consider either increasing the maximum size thresholds or remove existing impediments for properties larger than 3 acres to be considered as a PD	EDAB/P&Z	Evaluate for 1st Large Scale CPA Amendment Cycle
Consider alternatives to PL zoning districts	P&Z	Evaluate for 1st Large Scale CPA Amendment Cycle