

Economic Development Advisory Board

August 18, 2015 at 8:00 a.m.

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



1 administrative

- a. Approve minutes from 7-21-2015

2 action

3 informational

- a. Media Relations
- b. Historic Preservation Incentives

4 new business

5 public comment

adjourn

Next meeting: September 15th

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 8-18-15

approved by

item type ☐ Administrative
☒ Action
☐ Information

☐ City Manager
☐ City Attorney
☐ N/A

**agenda
item**

Subject 3a

Minutes from July 21, 2015

motion | recommendation

Request to approve the July 21, 2015 EDAB minutes as presented.

Background

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

**Regular Meeting
8:00 a.m.**

**July 21, 2015
Chapman Room**

MINUTES

Meeting was called to order at 8:00 a.m. in the Chapman Room of City Hall.

BOARD MEMBERS PRESENT: Stephen Flanagan, John Caron, Owen Beitsch, Kelly Olinger, Maura Weiner, John Gill, Marc Reicher

BOARD MEMBERS ABSENT: Patrick Chapin

STAFF MEMBERS PRESENT: Dori Stone, Kyle Dudgeon

ADMINISTRATIVE ITEMS:

A. Approval of the June 16, 2015 Minutes

Motion made by Kelly Olinger, seconded by John Gill, to approve the June 16, 2015 minutes. Motion passes with unanimous vote.

ACTION ITEMS:

A. Notice of Disposal – Progress Point Property

Staff presented a brief update on the property and asked the Board to recommend taking the NOD forward to the Commission for final approval. There have been several inquiries regarding the property but only one bid has been received. Staff and Board members discussed options for the property, concerns regarding the surrounding properties, the future of Palmetto, the economic feasibility of a for-profit senior living facility on Orange Ave., and parking requirements for the area. Board expressed concern that there are not enough senior housing options to fill the need for this area. Staff will have a better idea of the PD for the property and have more direction at the next meeting.

Motion made by Owen Beitsch, seconded by John Gill, in favor of continuing to evaluate the matter because it does meet foundational criteria the Board has discussed and believes is important to the City of Winter Park subject to a true decision based on subsequent information to be provided by the applicant. Motion passes with unanimous vote.

B. City of Winter Park – Commercial Broker

Staff requested input from the Board regarding the possible need of a Commercial Broker to be brought in to assist in publicizing property that is available for purchase and/or development within the area. Staff feels this would be beneficial in yielding the highest value for the price of available land.

Staff did not ask the Board to make a decision at this time.

INFORMATION ITEMS:

A. Visioning Update

Staff provided an update on the upcoming meeting on August 20, 2015 at the Alford Inn and invitations will be sent out to the Co-Creators on August 21, 2015 to come speak with Peter Kageyama. Visioning tables will be set up at the Salute to Business event, the Farmer's Market, and local businesses.

NEW BUSINESS

There being no further business, the meeting adjourned at 9:15 a.m.

John Caron, Chairperson

Laura Neudorffer, Board Liaison

Economic Development Advisory Board



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item type ☐ Administrative
☐ Action
☒ Information

☐ City Manager
☐ City Attorney
☐ N/A

**agenda
item**

Subject 3a

Media relations

motion | recommendation

N/A

Background

The city's Communications Director, Clarissa Howard, will be discussing media relations as it pertains to city projects and initiatives.

Economic Development Advisory Board



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☐ Action
☒ Information

☐ City Manager
☐ City Attorney
☐ N/A

**agenda
item**

Subject 2a

Staff is requesting review of the proposed historic preservation incentives for evaluation by EDAB.

motion | recommendation

N/A

Background

Tasked by the City Commission, The Winter Park Historic Preservation Board (HPB) in conjunction with Community Development staff has been developing an update to the historic preservation ordinance. Included in this effort, the scope of work also examines historic preservation incentives and their value. Staff has categorized four types of incentives:

- **Technical** - Expertise from staff and illustrated guidebooks for homeowner rehabilitation assistance
- **Educational/Promotional** - Marketing historic Winter Park through various mediums
- **Development** – Zoning/Building flexibility to allow contemporary uses in conjunction with historic value
- **Financial** – Grants, fee reductions/rebates for permitting, ad valorem abatements

Preserving and advocating for Winter Park's historic properties is consistent with Comprehensive Plan Future Land Use Objective 1.3.12. The intent of the proposed incentives is to maximize the public and private benefits of preservation while protecting the city's historic resources and accommodating pragmatic growth and revitalization.

From an economic standpoint, various aspects of historic preservation have economic benefits as well as economic costs. These types of issues are largely debated as a policy, but have implications on the economic landscape.

Included as backup is a written report from staff at the August 12th, 2015 HPB meeting. In the packet a grant chart describes several incentives proposed by staff and HBP, some of which are currently in place.



CITY OF WINTER PARK HISTORIC PRESERVATION BOARD

Staff Report
August 12, 2015

Historic Preservation Incentive Background

Justification. Since a historic preservation article was added to Winter Park's Land Development Code in 2001, the City has offered incentives to individual owners who list their properties in the Winter Park Register of Historic Places and owners in designated local historic districts. Under the code, individual owners are responsible for bringing their property forward for listing in the Winter Park Register of Historic Places, and the City wants to encourage this for the welfare of the community. The many and varied benefits of preserving community's historic properties has been widely documented, and for a City that is recognized for its special sense of place like Winter Park, it is especially important to preserve and promote its modest number of character defining historic resources.

Preserving and advocating for Winter Park's historic properties is consistent with Comprehensive Plan Future Land Use Objective 1.3.12. Winter Park's historic downtown and neighborhoods distinguish it from surrounding cities and set it apart as a cultural tourism destination. The historic development of Winter Park provides the foundation for the City's excellent quality of life for its residents. The community has benefited from the protection of historic resources while accommodating beneficial growth and revitalization.

Recognizing that Winter Park's historic resources are unique assets for the entire community, the existing and proposed incentives offer a variety of programs to maximize the public and private benefits of preservation. Incentives encourage appropriate preservation practices, and support effectively keeping historic resources in active use. Public policies that favor preservation and financial and technical benefits that offset the necessary regulation that comes with historic designation encourage owners to maintain and preserve their vintage properties.

Recommended Incentives. Though the historic preservation program first adopted in 2001, Winter Park provides assistance to meet the needs of properties listed in the Winter Park Register of Historic Places. The task assigned by the City Commission includes recommending additional incentives. All the existing and proposed incentives apply to buildings listed in the Winter Park Register of Historic Places to ensure that public services and funds are used for the preservation of historic properties. The variety of existing and proposed incentives falls into four general categories:

- Technical
- Educational/Promotional
- Development
- Financial

It will not be possible to immediately implement all the proposed incentives, but the recommendations can be phased in as policies, programs and funding mechanisms are developed further following direction from the City Commission. Some new incentives can be implemented quickly; relying on staff time and expertise and low budget impacts.

Technical Assistance. Some assistance is both educational and technical such as providing incentives property owners with information and staffs' expertise relating to the maintenance, repair, rehabilitation or reuse of designated historic properties. At modest cost, a resource guide and library of materials for the maintenance, repair and restoration of historic properties can be made available to the public. Staff technical expertise could be made available to inspect historic properties, develop building assessments and help develop preservation plans.

Educational/Promotional. The existing plaque program has proved very popular with owners and builds awareness of the City's variety of historic resources. A newsletter similar to the Lakes & Waterways newsletter would spotlight different historic resources and aspects of local history as well as provide information and advice to the owners of historic properties. Self-guided walking tours of downtown and residential neighborhoods could be developed using technology such as QR codes. Regular walking tours led by staff and volunteers could also be offered to build awareness and appreciation of local history and architecture. Educational programs could also explain how the "greenest" building is the one already existing, and how to improve the sustainability of historic buildings.

Development. The ability to add or activate an accessory dwelling unit such as a garage apartment has been fairly popular. It not only offers owners an income producing opportunity, but it creates additional housing opportunities while preserving historic resources. The existing ordinance allows owners of historic properties to make variance requests to the Historic Preservation Board for appropriate designs for additions. Historic properties often do not meet current zoning requirements but don't meet a hardship definition, thus appropriate additions require a variance. This has been attractive to owners as a means to keep historic properties in contemporary use, and streamlines the certificate of review process.

Financial. The City does not charge for listing properties on the Winter Park Register of Historic Places or for a certificate of review. The existing local code and state statutes allow tax valorem tax benefits for major restoration of historic properties that would otherwise add to taxable value. Given the limits on increasing taxes on homestead properties and the paperwork procedures, this has not attracted consideration. The proposed new ad valorem tax credit would apply to a portion of the taxes paid by a well preserved historic commercial or multi-family building in public view. The amount of local tax reduction would be made on a case by case basis.

The City could rebate the portion of building permit fees charged for historic property projects as an incentive to rehabilitation. The City can and has received the donation of historic façade easements which may allow owners a federal tax benefit. The City could also explore the option to buy preservation easements that would permanently protect historic properties but in that case would not include tax benefits for owners. The City could also offer rehabilitation grant for property improvements. The grants could focus on electrical system, plumbing, heating and cooling and fire suppression to ensure the longevity and safety of historic structures. The City could offer electric undergrounding to historic

property owners at no charge. Historic districts could be offered period appropriate decorative streetlights at no charge.

The City could consider a transfer of development rights (TDR) program for historic commercial properties in the downtown area. Policies would have to be developed to determine what properties have development potential to transfer, and a receiving area to accept the additional development would have to be determined. For exceptional historic properties that are threatened, the City could buy them and resell with a preservation plan to an appropriate owner.

The new financial incentives could be funded through a historic preservation reinvestment fund dedicated to providing financial assistance to designated historic properties. The funds could come from a small fee charged to new construction and/or an annual budget.

Historic Preservation Incentive Guide

Status	Incentive	Type	Cost	Comments
Existing	Plaque program	Promotion/Educational	Budget	Offered to owners of designated properties
Existing	Accessory dwelling unit	Development	No cost	Single Family residential bonus ADU
Existing	Ad valorem tax residential rehabilitation	Financial	Property specific	Offered for major rehabilitation projects for 10 year period
Existing	HPB variance review	Development	No cost	No owner cost or hardship requirement for appropriate design
Existing	FL Building Code flexibility	Development	No cost	Flexibility allowed by the FBC for designated properties
Existing	No fee for designation or Certificate of Review	Financial	Staff time	No application fees charges to owners
Existing	Preservation easement donation	Financial	Project specific	City can receive preservation easements that may give owners tax benefits
Proposed	Preservation easement purchase	Financial	Project specific	City could purchase future development rights
Proposed	Ad valorem tax commercial preservation	Financial	Property specific	For commercial properties in public view and case by case basis
Proposed	HP resource guide	Educational/Technical	Staff time	Located at WPPL and/or City Hall
Proposed	HP resource library	Educational/Technical	Budget	Located at WPPL and/or City Hall
Proposed	HP newsletter	Educational/Promotional	Staff time and printing costs if in print	Highlights properties and provides technical information
Proposed	Walking tours	Educational/Promotional	Staff time and printing costs if in print	Could be in partnership with HP organizations

Proposed	Illustrated design guidelines	Educational/Development	Budget	Provides illustrated guidelines for appropriate rehabilitation and infill development
Proposed	Building assessment	Technical	Staff time	Assist owners in preservation planning to a greater and more technical degree
Proposed	Reduced permit fees	Financial	Rehabilitation specific	Amend fee schedule to rebate city portion of permitting fees
Proposed	Expedited plan review and inspection	Development	Staff time	Involves both Planning and Building departments
Proposed	Transfer of density (TOD) for commercial properties	Development	No cost	Requires a policy and receiving area to accept additional density/intensity from downtown
Proposed	Preservation investment fund	Financial	Project specific	% of construction costs reserved for preservation activities. Establish Commission policy.
Proposed	Rehabilitation grants	Financial	Project and budget specific cost	Establish Commission policy and program
Proposed	Undergrounding electric building to main line	Financial	Budget	Estimated to be about a \$3,000 benefit
Proposed	Period appropriate streetlights for districts	Financial	Budget	Adds property value and pedestrian safety to walkable historic neighborhoods
Proposed	City acquisition	Financial	Property specific	Establish Commission policy for unique and threatened properties