agenda

Economic Development Advisory Board

August 16, 2016 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 7-19-2016

2 action

3 informational

a. City Visioning Next Steps
b. Good Morning Winter Park
c. City Updates

4 new business

5 public comment

adjourn

Next meeting: September 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."

CITY OF WINTER PARK
ECONOMIC DEVELOPMENT ADVISORY BOARD

Regular Meeting **July 19, 2016**
8:00 a.m. **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, Kelly Olinger, Steve Flanagan, John Gill, and Owen Beitsch

BOARD MEMBERS ABSENT: Maura Weiner, Matthew Embers

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

ADMINISTRATIVE ITEMS:

A. Approval of the May 17, 2016 Minutes

Motion made by Kelly Olinger, seconded by John Gill, to approve the July 17, 2016 minutes. Motion passes 5-0

ACTION ITEMS:

A. Special Event Banner Policy Update

Mr. Dudgeon presented the background of the banner policy and the basis for updating the language. Board and Staff agree that this is a positive modification and could provide increased revenue for the City.

Motion made by Steve Flanagan, seconded by John Gill, to approve the Banner Policy Update. Motion passes 5-0

INFORMATION ITEMS:

A. EDAB Business Cluster Study:

Mr. Beitsch introduced Steven McDonald, Chief Economist, with GAI Consultants who presented the draft of the analysis. Steven provided a slide by slide explanation of the Cluster Analysis and reviewed each section with the Board and Staff.

B. City Updates:

Mr. Dudgeon updated the Board on City Visioning, the Comprehensive Plan, and the Solicitation for Commercial Broker Services. Mr. Dudgeon pointed out the upcoming schedule of events pertaining to the individual elements of the Comprehensive plan and outlined which elements the board will be discussing. Mr. Caron requested to have the Vision discussion prior to the housing discussion.

NEW BUSINESS

Next meeting scheduled August 16th, 2016. There being no further business, the meeting adjourned at 9:37 a.m.

_____ _____

John Caron, Chairperson Laura Neudorffer, Board Liaison

Economic Development Advisory Board

meeting date 8-16-16

approved by

item type
- ☐ Administrative
- ☐ Action
- ■ Information

approved by
- ☐ City Manager
- ☐ City Attorney
- ☐ N|A

agenda item

Subject 3a

City Visioning next steps

motion | recommendation

None

background

After a year-long process on June 9th, The Visioning Steering Committee unanimously approved a four vision themes as a framework for other processes and documents moving forward. The committee also felt an overarching theme was necessary to bind the four themes together. These were taken to the City Commission at their regularly scheduled meeting on July 11th where it was also unanimously approved.

The vision statements and themes lay the backdrop for future city initiatives, policy, and documents.

The attached document identifies the themes presented, outlines the process, comments on its community collaborative based mission, and identifies next steps for implementation.

Discussion on this topic will include next steps ahead of the vision plan, and how it will integrate into future documentation such as the city's comprehensive plan.

VISION
WINTER PARK
DRAFT - JUNE 9, 2016

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DRAFT

ACKNOWLEDGMENTS

Sincerest thanks to the Winter Park Community for your ongoing support to help move our city beyond extraordinary.

This Vision was built through conversations about values, hopes, dreams, and desires for our shared future.

Vision Steering Committee

John Gill, *Chairman*
Jeffrey Blydenburgh, *Vice Chairman*
Meg Baldwin
Scott Bodie
John Caron
Steve Castino
Michael Dick
Jeffrey Eisenbarth
Dykes Everett
Shawn Garvey
Steve Goldman
Marketa Hollingsworth
Sharon Line Clary
Patty Maddox
Debra Ousley
Garrett Preisser
Peter Schreyer
David Strong
William Sullivan
Pitt Warner
Rebecca Wilson

City of Winter Park city Commission

Steve Leary, *Mayor*
Gregory Seidel, *Commissioner*
Sarah Sprinkel, *Commissioner*
Carolyn Cooper, *Commissioner*
Pete Weldon, *Commissioner*

City of Winter Park

Randy Knight, *city Manager*
Dori Stone, AICP, *Director, Planning & Community Development*
Clarissa Howard, *Director, Communications*
Lindsey Hayes, AICP, *Program Manager, Economic Development/ CRA*
Kyle Dudgeon, *Manager, Economic Development/ CRA*
Allison McGillis, *Planner I*
Laura Neudorffer, *Redevelopment Coordinator*
Lisa Smith, *Senior Staff Assistant*

Consultant Team

Bruce Meighen, AICP, *Logan Simpson*
Megan Moore, ASLA, Assoc. AIA, *Logan Simpson*
Brooke Seaman, *Logan Simpson*
Tom Keith, *Logan Simpson*
Ryan McClain, *Logan Simpson*
Miriam McGilvray, AICP, *Logan Simpson*
Maria Michieli-Best, *Logan Simpson*
Peter Kageyama, *Author, For the Love of Cities & Love Where You Live*
Michelle Royal, *RIDG*
Clif Tate, PE, *Kimley-Horn*
Heather Roberts, PE, *Kimley-Horn*
Chris Haller, *Urban Interactive Studio*
Fritz Clauson, *Urban Interactive Studio*
Edson Pachecco, *Videographer*

Special Thanks

Mark Brewer, *President and CEO, Community Foundation of Central Florida*
Grant Cornwell, *President, Rollins College*
Mark Freid, *Founder, Happiness Counts, Owner/ Creative Director, Think Creative, Inc.*

EXECUTIVE SUMMARY

Winter Park today is a thriving testament to the importance of visioning. Its 1880s foundation was based on visionaries and their plan has stood the test of time. Settlers like Oliver Chapman and Loring Chase did not know what a vision document was. But there is no doubt that in the world of urban design, they understood this process. Since then, visioning has been in Winter Park's DNA.

OUR VISION

WINTER PARK IS THE CITY OF ARTS AND CULTURE, CHERISHING ITS TRADITIONAL SCALE AND CHARM WHILE BUILDING A HEALTHY AND SUSTAINABLE FUTURE FOR ALL GENERATIONS.

VISION THEMES

1. Cherish and sustain Winter Park's extraordinary quality of life.
2. Plan our growth through a collaborative process that protects our city's timeless scale and character.
3. Enhance the Winter Park brand through a flourishing community of arts and culture.
4. Build and embrace our local institutions for lifelong learning and future generations.

DRAFT

The development of Vision Winter Park is what Winter Park just naturally does - the city thoughtfully plans the creation of place and beauty - whether 1915, today, or 2115.

Countless communities have created static vision documents. This Plan "is Winter Park" - a place where people are remarkably passionate about and involved in their community. An ideal embodiment of small-town feel and sophistication, Winter Park has always offered its residents and visitors a "taste of the good life."

The Guiding Vision and Themes found within this document are uniquely Winter Park. Winter Park is truly different, and it is increasingly important to residents and the city to preserve its unmatched character as we face inevitable changes in the future.

The City of Winter Park has undertaken a herculean effort - to develop a common vision for how residents and businesses envision their city – an issue that has taken on much greater urgency as the regional economy is rapidly strengthening and more developers are surveilling Winter Park as their next opportunity. Protecting the intangible qualities that collectively encompass Winter Park's transcendent brand of magic and celebrating the city's historic significance have been essential to the visioning effort. The goal has been to create a vision of how the city should look in future years; manage development to achieve that outlook; create a vision founded on what residents love; and evolve to meet future needs.

This planning effort set out to understand the love affair people have with their community, challenging participants to describe the qualities that make their favorite places special. This focused the conversation at a higher and more positive level. Not every city has the foresight and the leadership to push their citizens to think beyond fixing cracks in a sidewalk to instead thinking 40 years into the future.

Handing the reins to the public to identify the future for the community unleashes possibilities beyond simply reacting to and addressing immediate issues. Many vision documents say and mean little to each resident. In developing this vision, the goal was to tug at the heart of residents by revealing the "emotional truth" of the Winter Park experience.

> Not even Disney could manufacture this urban village's brand of magic.
>
> *Mike Grudowski, Garden&Gun Magazine*

A COMMUNITY-DEVELOPED VISION

In response to city leadership's desire to fully engage our residents and businesses in the visioning process, the process focused intensely on public involvement. Building this Vision has been directed by our community: community-wide direct mailings to every household; online outreach; 3 questionnaires; newspaper, magazine and journal ads; over 60 events, community sponsored activities, family events, educational forums, neighborhood park meetings, interviews, and focus group meetings. Our 21-person Steering Committee and over 100 Co-Creators served as our sounding board for the future. In recognition of their vital role in the process, our Co-Creators were invited to personalized workshops. Our Steering Committee assisted in getting word out to the community - outlining a program that continually engaged our citizens, identifying additional opportunities to reach out and listen to neighbors, business owners, visitors, family, and friends. Our Steering Committee spent time with these groups, created a common understanding, and educated each other throughout the process.

COMMUNITY EVENTS

REGISTERED WEBSITE USERS

SURVEY RESPONDENTS*

EVENT PARTICIPANTS*

WEBSITE AND SOCIAL MEDIA VIEWS

MULTIPLE DIRECT MAILINGS

*Could include duplicate participants

THOUGHTS FROM THE STEERING COMMITTEE

Many communities find themselves at different starting points in their quest to make their city great. For Winter Park, as a planned city already known for its quality of life and intentional design, it's about continuing to be exceptional. Creating a place that is memorable, inspirational, and appealing to generations of residents and visitors requires a story that is authentic and rooted in a strong vision.

OUR PLAN

As Winter Park looks forward, it's clear that maintaining its character is key for the city to continue to thrive. The city's environment will have generational appeal; a place with a setting that attracts talented entrepreneurs, families, businesses and educational, cultural and health institutions. To achieve this, Vision Winter Park prepares us for what lies ahead and how to leverage anticipated and unforeseen opportunities. Growth pressure will continue for great communities like Winter Park, especially given its location in one of the fastest growing metropolitan regions in the nation.

We have seen many cities suffer from a lack of planning, ultimately affecting its citizens' quality of life. Our community is forward looking; planning for changing populations, transportation technologies, schools, hospitals, streets, pathways, commercial buildings, and housing innovations. Winter Park is far from built out, and areas will continue to evolve. Winter Park can ensure that it plans in a way that adverse impacts are minimized and it becomes a greener and smarter city through innovative planning. Winter Park will be the benefactor of change, with new transit access, institutions, trails, green space, and economic development. The Vision is not about expanding or shrinking, but instead focuses on extraordinary design and reinventing our lost and hidden spaces. This will include re-evaluating overlooked, neglected, or underutilized land for new civic areas, green space, housing, redevelopment, and pedestrian enhancements.

The Vision for Winter Park cannot be accomplished by any single party. Rather, it is only through a healthy dialogue amongst our government, institutions, community leaders, non-profits, businesses, and residents that we can make it happen. The Vision is premised on partnerships and collaboration. Vision Winter Park will only demonstrate its worth if it enhances the lives of our residents, business owners, and visitors.

Our Vision Plan is intentionally long-term, aspirational, and flexible, serving as a framework into which other plans can fit, including the Comprehensive Plan. Vision Winter Park is akin to a set of guiding principles to help our community rather than a document that determines the future once and for all. The Plan will evolve along with the Winter Park's changing needs while ensuring that the city continues to make progress toward long-term targets.

Winter Park sits at the center of one of the fastest growing areas of our nation.

Vision Winter Park is designed to be a living document and physical representation of the city's inclusivity and diversity. Inside its pages you'll find the story of its formulation process, compelling trends and indicators, community and neighborhood values, and a physical vision and associated themes. The document consists of the following sections:

EXECUTIVE SUMMARY

The Vision and highlights of the process.

CHAPTER 1- FOUNDATION OF OUR VISION

The description of the Vision Plan and the process.

CHAPTER 2 - BUILDING OUR VISION

How the Vision was built on Winter Park's people and places.

CHAPTER 3 - OUR GUIDING VISION + THEMES

The Vision and its supporting themes, statements, facts, and trends.

OUR PROCESS

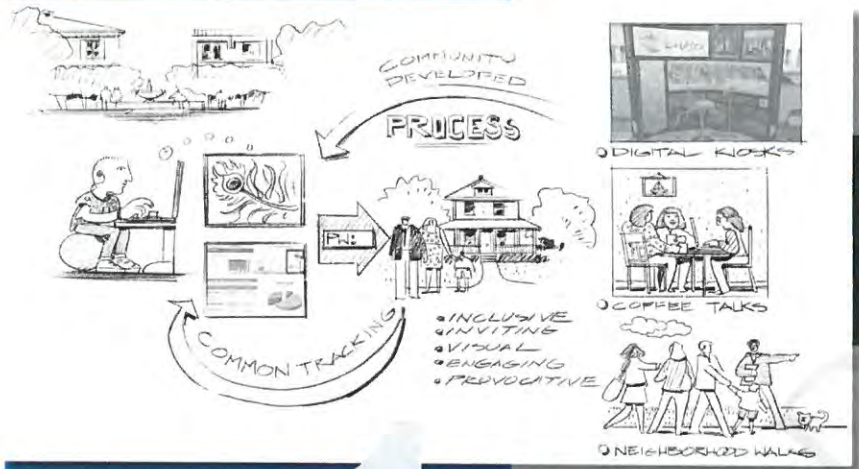
The Vision was built around events at each stage in the five-phase process. Each asked a series of questions:

HOW DO WE WANT TO ENGAGE EACH OTHER?

WHAT DO WE LOVE?

WHAT WOULD WE CHANGE?

WHAT DO WE DREAM OF FOR THE FUTURE?



Phase One: Defining a Community-Developed Process

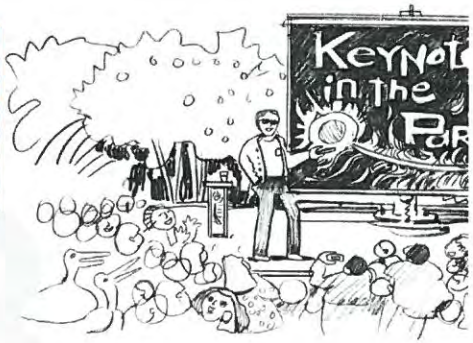
Enhancing the process: This initial phase focused on involving the community in defining the outreach process, and seeking out key stakeholders and co-creators to assist with the process and development of the Vision. Starting out by listening, walking in other people's shoes, and actively talking to residents and business owners better informs the process and contributes to a community-supported vision. By engaging in a diverse variety of residents and visitors, we begin to see new ideas emerge. The result of this phase included key values and suggested additional ways to engage the community that went beyond the original process.

Gathering Information

Phase Two: For the Love of Winter Park

Building on what we love: We asked the community to move beyond thinking about everyday issues and express what they love about Winter Park. This phase of the visioning process was intentionally fun - participants were encouraged to be playful and open-minded. This inspired optimism capable of unveiling new and innovative ideas that would not have otherwise been suggested. We were able to look beyond the confines of what the community is right now, and dare to dream. The result was a series of statements that, when combined with our values, helped create the foundation for the initial Vision.

Sharing Ideas & Dreams



Phase Three: Where are we now? Where are we going?

Re-evaluating our Vision based on future trends: This phase grounded our team in the best available data that was researched and synthesized to provide an overview of baseline conditions and emergent trends in Winter Park. We believe that data should have a purpose in the visioning process, and should be contextualized in a way that relates directly to what people need to know when they look far into the future. This is exactly what this phase set out to

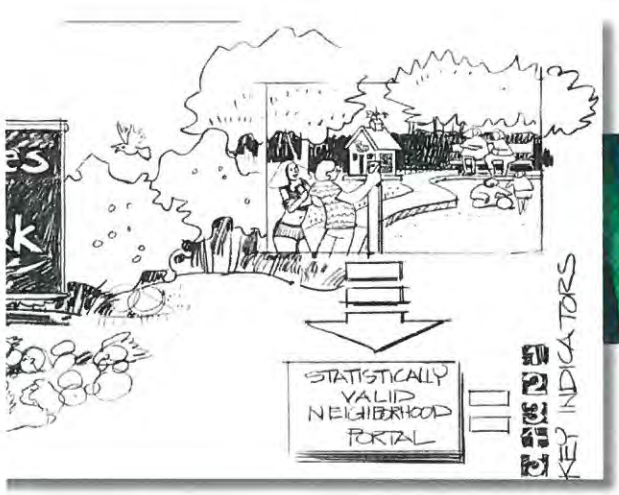
Where's the FUN?!

We made sure to ask this question at every stage of the process, because in doing so, we open the lens and can change the way we are thinking about issues. We did our best to make sure that the Vision process was not only engaging, but VERY, VERY FUN.

Phase Four: Defining our Future

Creating a Design

***Making key choices to create a Vision based on heart and mind*:** Using great cities as inspiration, this phase helped identify what our desired future will look like. A variety of ideas from the public (found in the supporting document) provided examples of putting the Vision into action. These projects represent the root of our community values and emulate the emotional truth behind Winter Park. This phase allowed us to write the story about the future by focusing on what we have learned, our memories of places we love and what we cherish most about Winter Park. This phase begins to paint a picture of Winter Park's future.



accomplish. These conditions and trends will undoubtedly influence the development of Winter Park. As part of the existing conditions analysis, we selected key indicators to take a deeper look at where we have come from, where we are trending, and where we would like to go and refined the Vision to reflect and react to these trends. The result of this phase was a final Vision that not only considered what we love today, but what we would like to see in the future.

Grounding Ourselves

Phase Five: Vision Winter Park

Creating a living and enduring Vision: Vision Winter Park celebrates the more than yearlong journey we have completed and the choices we have made as a united front. The end product is a Vision Plan that represents our values, the way we interact, and the resulting community we desire. The implementation of the Vision begins today.

Our Vision

BUILDING OUR VISION

Vision Winter Park was built on ***our places*** and ***our people***, and refined by our entire community. The information found in the Plan was provided to the entire community during the development process and refined by smaller focus groups and neighborhood meetings. Each of these is described in this chapter.

VISION WINTER PARK PROCESS DIAGRAM:

VISION STATEMENTS

POSSIBLE FUTURES

VISION WINTER PARK

WINTER PARK OLDE FASHIONED 4TH OF JULY

APPROXIMATELY 7,000 ATTENDEES

July 2015

Vision Winter Park EVENTS

WINTER PARK GAME NIGHT

January 2016

TASTE OF WINTER PARK

April 2016

OUR PLACES

"Don't be surprised if you feel like you've gone back to a gentler time in an American storybook era."

- Scott Morris, USAirways Travel Magazine

Winter Park offers the locational convenience and amenities associated with the nation's greatest planned cities, boasting charming streetscapes and Mediterranean, craftsman, contemporary, mid-century, and modern homes. Central to the city is the SunRail station, elegantly surrounded by the overarching live oak tree canopy and artwork within Central Park.

Winter Park was founded and designed to create a city welcoming of tourists and visitors. As a planned city, the design boasts distinctive architecture, small walkable blocks, a fine-grain street network, and vibrant public spaces. Our narrow streets curve organically around the chain of lakes and the tree canopy tunnels over the roads, creating a pedestrian-friendly environment. New forms of mobility are being embraced; allowing for vehicular travel while evolving to a walkable and bikable community served by transit.

Winter Park is beyond exceptional through our first class museums and cultural assets, expansive parks and recreation opportunities, and first-rate city services. Cultural assets are equal to those found in our largest cities, including the award-winning Charles Hosmer Morse Museum of American Art, which houses the world's most comprehensive collection of works by Louis Comfort Tiffany, the Cornell Fine Arts Museum, the stunning Albin Polasek Museum and Sculpture Gardens, and the renowned Mead Botanical Garden.

Adjacent neighborhoods include those such as Orwin Manor, named for its location at the boundary between Orlando and Winter Park, and featuring its share of million-dollar lakefront properties.

Winter Park finds a harmony between providing needs and amenities for every stage of life, while creating a beautiful, safe, and joyful community in which to grow up and grow old. A community that respects its neighbors and leaders and leads the region in volunteerism, philanthropy, and creating a welcoming environment. This sense of community has been demonstrated through the preservation of the site of the community's original sales office in the 1920s.

Winter Park thrives on its character as a friendly, welcoming community that offers a high quality of life for all. Winter Park transcends generational barriers, offering richness through educational opportunities; housing choices; and cultural and recreational assets for our youth, families, and seniors. Winter Park appreciates and promotes community interaction and creativity through collaborative programs available for the benefit of all.

Winter Park today is a thriving testament to the importance of visioning. Its 1880s foundation was based on the work of visionaries and their plan has stood the test of time. Settlers like Oliver Chapman and Loring Chase did not know what a vision document was. But there is no doubt that in the world of urban design, they understood this process. Visioning is in Winter Park's DNA.

DID YOU KNOW?

Winter Park was originally a pine forest.

OUR PEOPLE

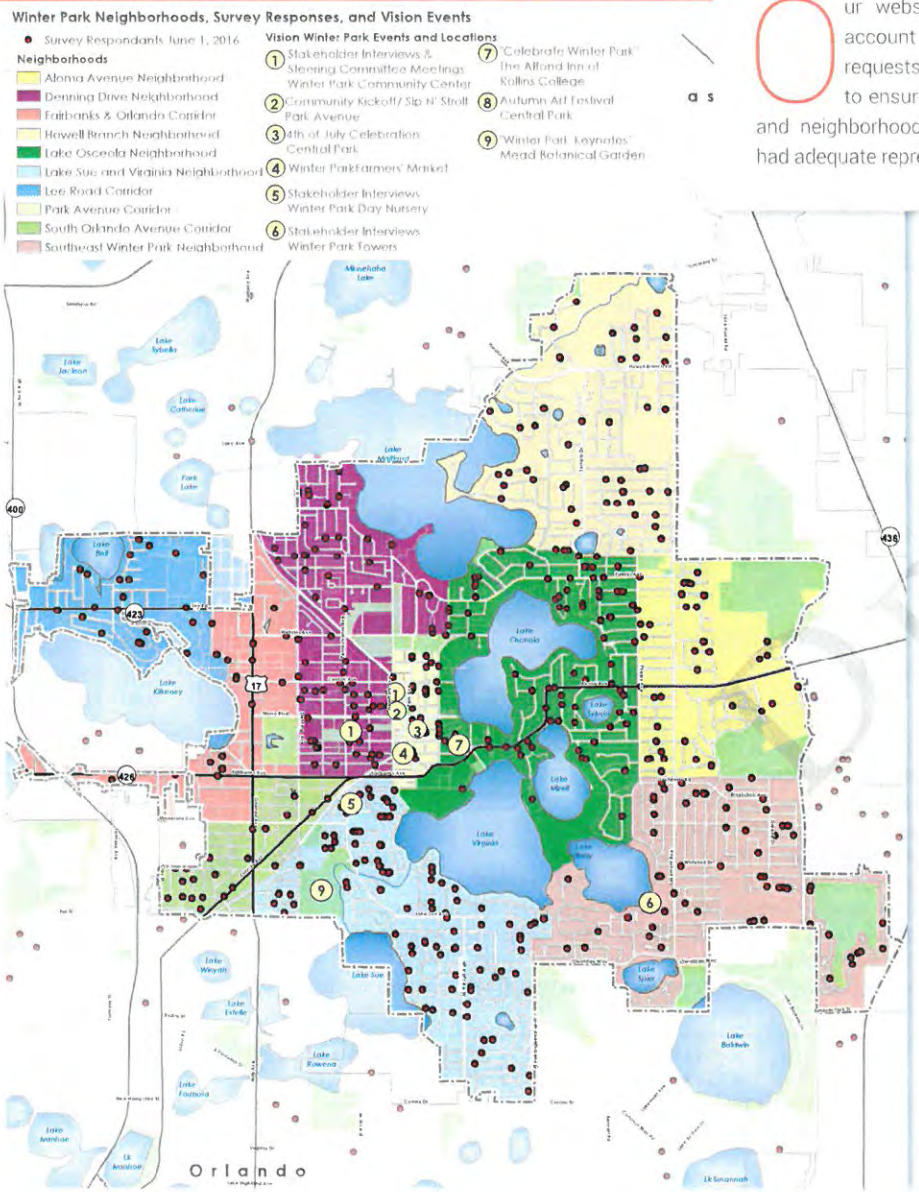
Throughout the five-phase process, our 21-person Steering Committee simply listened to the community. This included options for involvement through three questionnaires and over 60 public events, and necessitated support from our public, city Commission, Boards, agencies, and community foundations. A full summary of questionnaire responses can be found in Supporting Document B. Please refer to Supporting Document C to view all of the Steering Committee meeting packets.

Of the nearly 1,000 registered website users, three-quarters were residents of Winter Park. Over 80% of respondents were White, with 60% of respondents being female. These statistics closely match the current demographic composition of Winter Park. 40% of respondents were below the age of 50, and 24% below the age of 40, which is approximately 20% less than the national census. According to the census, persons 65 and over had significantly higher response ratios than persons below the age of 50 when ask to participate on a voluntary basis. To offset these ratios, additional efforts were made to reach out to younger generations, and included kid-friendly activities at the Olde Fashioned 4th of July, the Winter Park Art Festival, Winter Park Game Night, and "Weekends in the Park" as well as visits to daycare centers.

Representation was well balanced due to the number of tools used, resulting in a Vision built on conversations about values, hopes, dreams, and desires for a shared future. Key highlights of our outreach and the results at each phase are described in the following pages.

REPRESENTING OUR POPULATION SPATIALLY:

Our website and user account demographic requests were used to ensure all locations and neighborhoods of the city had adequate representation.



REPRESENTING OUR POPULATION MAKEUP:

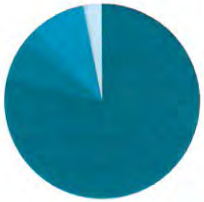
CITY OF WINTER PARK POPULATION STATISTICS:

SEX

- Male, 48%
- Female, 52%

AGE

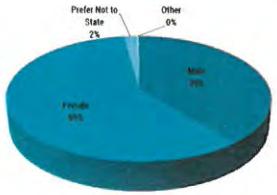
- Under 19, 23%
- 20 - 29, 16%
- 30 - 39, 11%
- 40 - 49, 11%
- 50 - 59, 15%
- 60 - 69, 10%
- 70 +, 13%

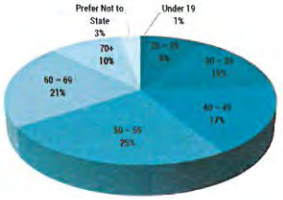


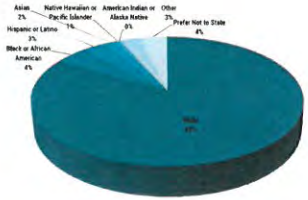
RACE

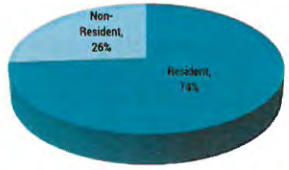
- White, 86%
- Black or African American, 8%
- Asian, 3%
- Hispanic or Latino, 10%
- Native Hawaiian or Pacific Islander, 0%
- American Indian or Alaska Native, 1%
- Other, 3%

VISION WINTER PARK RESPONDENT STATISTICS:









"WINTER PARK COFFEE TALKS"

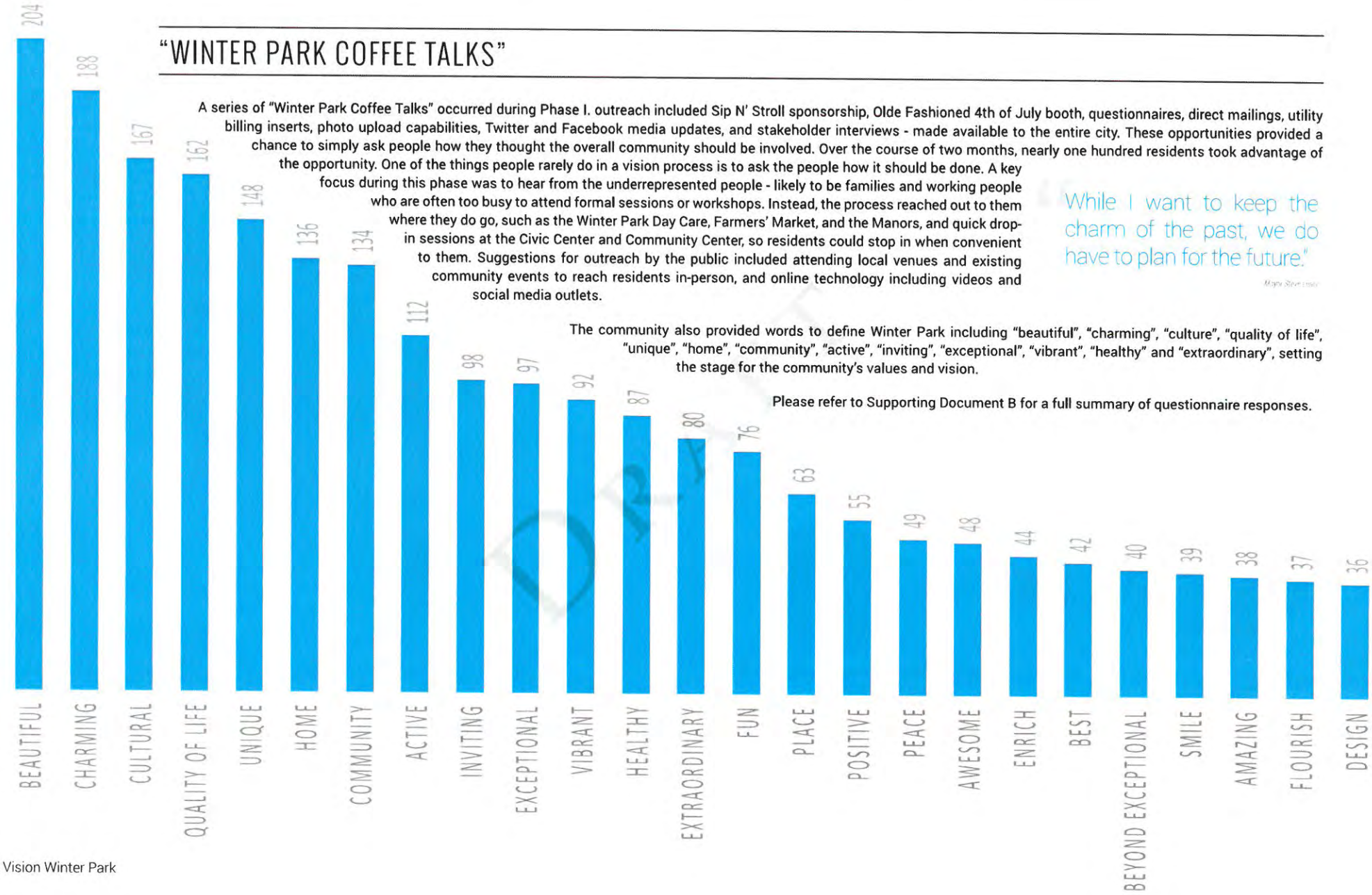
A series of "Winter Park Coffee Talks" occurred during Phase I. outreach included Sip N' Stroll sponsorship, Olde Fashioned 4th of July booth, questionnaires, direct mailings, utility billing inserts, photo upload capabilities, Twitter and Facebook media updates, and stakeholder interviews - made available to the entire city. These opportunities provided a chance to simply ask people how they thought the overall community should be involved. Over the course of two months, nearly one hundred residents took advantage of the opportunity. One of the things people rarely do in a vision process is to ask the people how it should be done. A key focus during this phase was to hear from the underrepresented people - likely to be families and working people who are often too busy to attend formal sessions or workshops. Instead, the process reached out to them where they do go, such as the Winter Park Day Care, Farmers' Market, and the Manors, and quick drop-in sessions at the Civic Center and Community Center, so residents could stop in when convenient to them. Suggestions for outreach by the public included attending local venues and existing community events to reach residents in-person, and online technology including videos and social media outlets.

"While I want to keep the charm of the past, we do have to plan for the future."

Mayor Steve Leary

The community also provided words to define Winter Park including "beautiful", "charming", "culture", "quality of life", "unique", "home", "community", "active", "inviting", "exceptional", "vibrant", "healthy" and "extraordinary", setting the stage for the community's values and vision.

Please refer to Supporting Document B for a full summary of questionnaire responses.

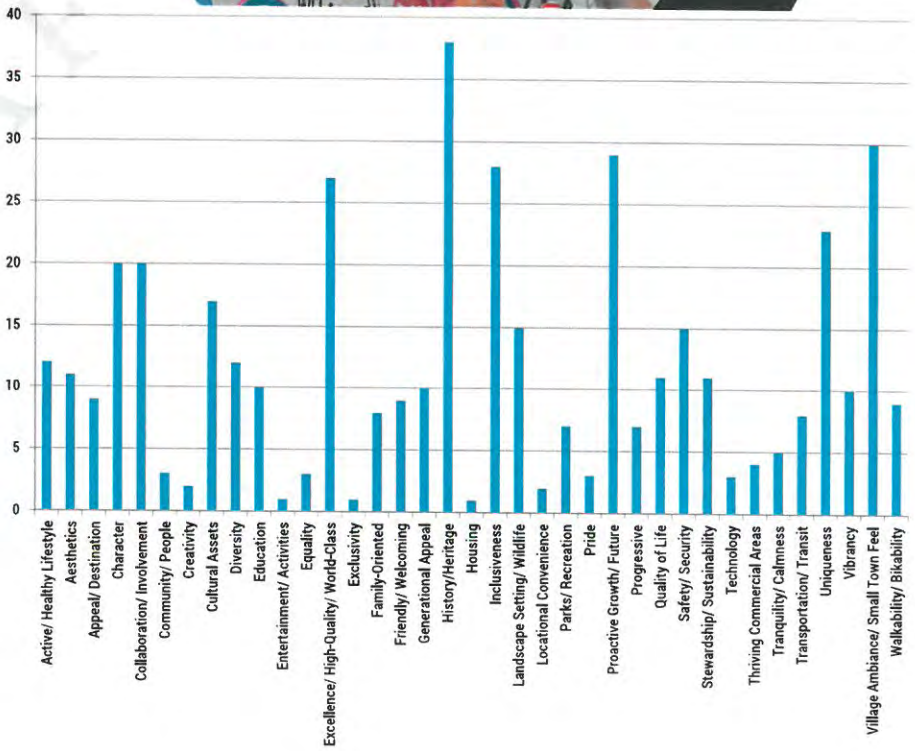


We Asked our Phase I survey participants how to best reach out to the Winter Park Community. Their answers are illustrated in the pie chart on the right.

"CELEBRATE WINTER PARK"

"Celebrate Winter Park" occurred during Phase II and centered on a main event, which included an energizing keynote presentation by Peter Kageyama, followed by a series of small group workshops. The evening "Celebrate" event engaged nearly 300 residents and invited them to think about those small things that they could accomplish to make their city better. The small group workshops dove into those ideas, and translated them into actions. Michelle Royal's storyboard, on this page, summarized the "Celebrate" event and highlighted what people love about Winter Park. Ideas for t-shirt designs, logos that represent Winter Park, and ideas that could enrich the quality of life within the city while bringing folks together were additional outcomes of the combined events. The elements that people love about Winter Park include "nature", "open space", "water", "character", "charm", "people", "Park Avenue", "Central Park", and the community events provided.

We also discussed how we can each make a difference in Winter Park. The first annual "Winter Park Game Night", held in mid-January, has been just one example of the outcome of these workshops. See the first Vision Winter Park video to learn more about the event (https://vimeo.com/139691407). Please refer to Supporting Document B for a full summary of questionnaire responses.



One of the key questions during the questionnaire addressed not only what we love, but also how we want to treat each other.

RESPECT · GRACIOUS · NEIGHBORLY · RESPECT AND DIPLOMACY · CIVILITY · KINDNESS AND CONSIDERATION FOR OUR DIFFERENCES AND DIVERSITY · OPEN AND RESPECTFUL DIALOGUE · COMPASSIONATE · GIVING · CHEERFUL · UNIFIED · CIVILITY · INCLUSIVE · OPEN-MINDED · EMPATHY · TOLERANCE · PRIDE AND RESPONSIBILITY · SUPPORTIVE AND WELCOMING · BE AND LIVE SIMPLY · THE ABILITY TO CONSIDER ALL OPTIONS FOR THE COMMUNITY · LEAD BY EXAMPLE

"KEYNOTES IN THE PARK"

"Keynotes in the Park", held during Phase III, had nothing to do with music – but served as an effort to bring the community together and encourage them to take part in the ongoing vision process. Keynotes featured three respected speakers: Mark Brewer, president of the Community Foundation of Central Florida, Inc.; Grant Cornwell, PhD, president of Rollins College; and Mark Freid, owner/ director of Think Creative. Their presentations reflected the need to address the desires of all six current generations; retaining the character and size of Rollins College as a reflection of the character of Winter Park; and how both of these opportunities can in effect contribute to the quality of life and continued happiness of the residents within Winter Park. Attendees were encouraged to talk about how changing demographics could impact Winter Park's future, and help identify the trends that would be used to modify the emerging vision, themes, and statements.

The people and the world around Winter Park are changing. During the building of the Vision, we had the opportunity to think about what we love about Winter Park and how to ensure that these qualities are enhanced and preserved. Our community discussed how changing demographics will impact Winter Park's future, and helped identify the trends, risks, and opportunities for the city. We all love Winter Park, and we know our strengths in higher education institutions such as Rollins College, Valencia College, and Full Sail University, but the goal is in retaining that knowledge and talent. As new people arrive, they will bring new ideas, new energy, and new possibilities. The vision strives to capture a little bit more of that, get them to stay a little bit longer, and plant a few more deep roots in our communities. We all acknowledge that through a creative, forward-thinking dialogue, we can ensure our Winter Park is still extraordinary a century from now.

See the second Vision Winter Park video to learn more about the event (https://vimeo.com/147674175).

ROOTS & WINGS
LEARN FROM NATURE

Mark Brey

rant Cornwell Pho

Mark Freid

"WEEKENDS IN THE PARK"

Neighborhood Events

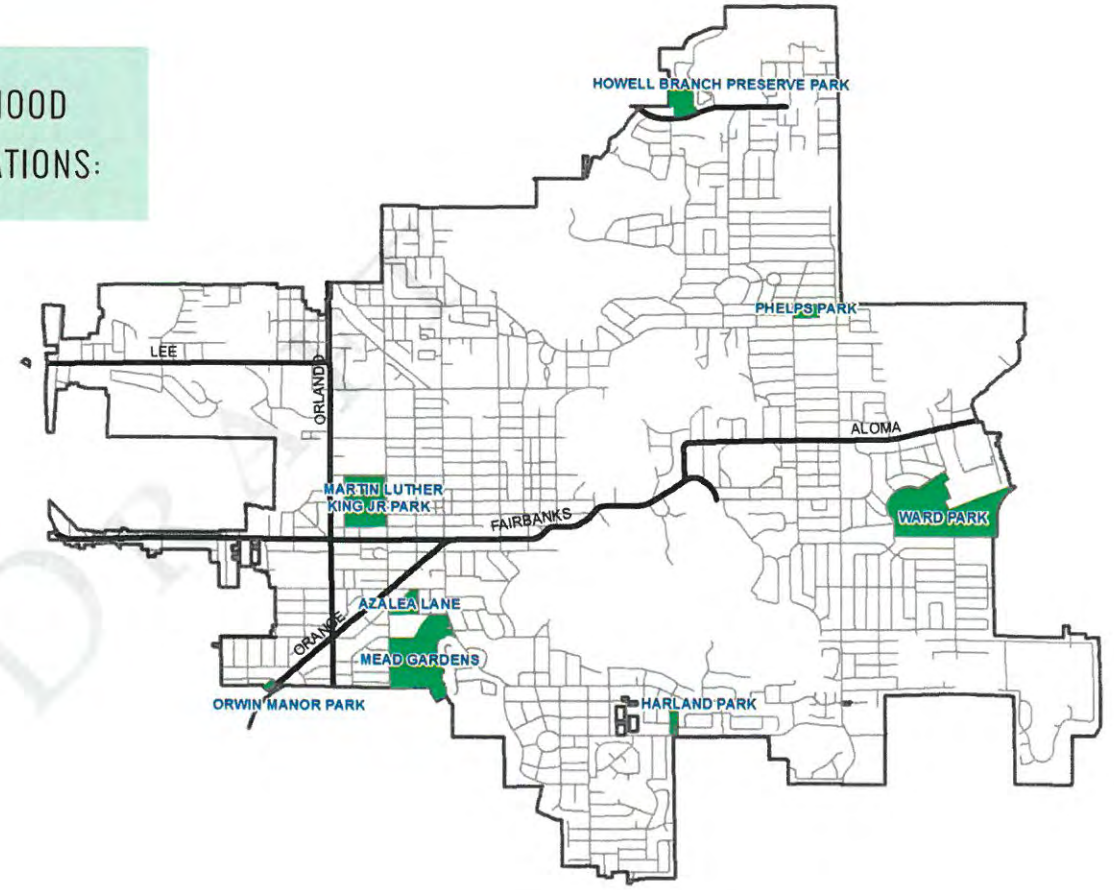
The Vision themes and statements were tested as part of the Phase 4 events, held on April 2nd, 3rd, and 23rd at various neighborhood park locations within the city. Winter Park's community members and their families were invited to gather at their local neighborhood park to help refine the vision themes and statements and identify those big ideas to fulfill the Vision. These neighborhood meetings included several kid-friendly attractions including arts and crafts, visits from the Winter Park Fire Department, refreshments by Kona Ice, and a plethora of Vision Winter Park "swag" to choose from. A total of 141 hard copy surveys were collected during "Weekends in the Park". Neighborhood meeting locations are shown on the map to the right, and included Ward Park, Martin Luther King, Jr. Park, Phelps Park, Harland Park, Howell Branch Reserve, Azalea Lane Park, Mead Botanical Gardens, and Orwin Manor Park.

Focus Groups

In addition to "Weekends in the Park", ten focus group meetings were held to further refine the Vision. These groups included representation from arts and culture; community organizations and foundations; the Economic Development Advisory Board; education; faith-based organizations; health and wellness groups; neighborhoods and HOAs; planners and architects; realtors and developers; and retail owners, including the Park Avenue Merchants Association.

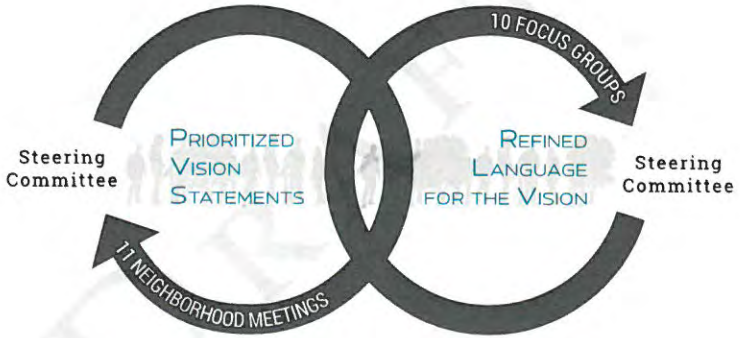
Please refer to Supporting Document C for a full summary of the Focus Group Meetings.

NEIGHBORHOOD EVENT LOCATIONS:



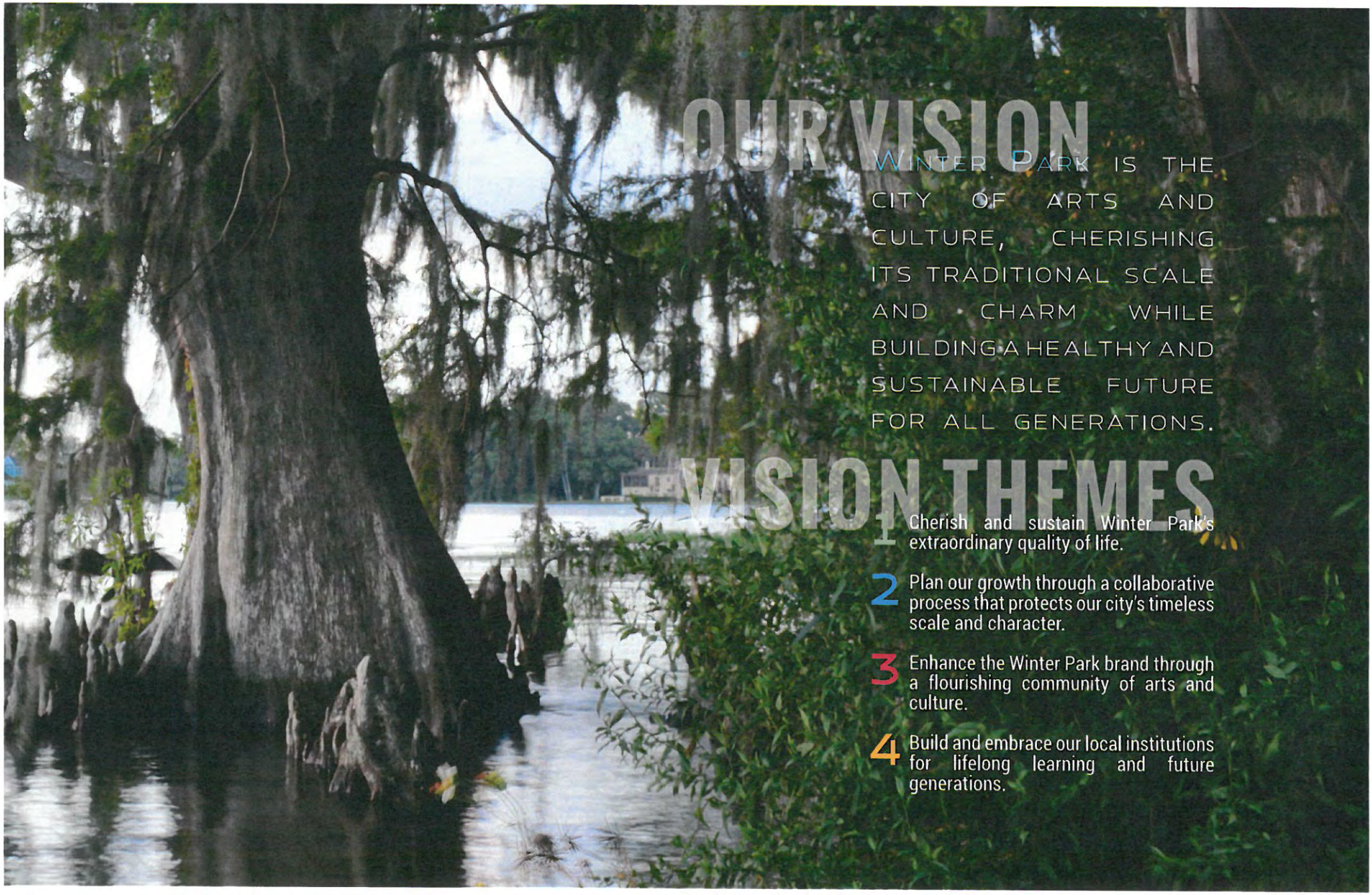
DRAFT

Winter Park Community
OUR PEOPLE
OUR PLACES
9 ORIGINAL VISION THEMES
Steering Committee
Neighborhood + Focus Groups
City Leadership


Steering Committee
PRIORITIZED VISION STATEMENTS
10 FOCUS GROUPS
REFINED LANGUAGE FOR THE VISION
11 NEIGHBORHOOD MEETINGS
Steering Committee

OUR PEOPLE
1 OVERALL GUIDING VISION +
4 FINAL VISION THEMES
OUR PLACES

GUIDING VISION & THEMES



OUR VISION

WINTER PARK IS THE CITY OF ARTS AND CULTURE, CHERISHING ITS TRADITIONAL SCALE AND CHARM WHILE BUILDING A HEALTHY AND SUSTAINABLE FUTURE FOR ALL GENERATIONS.

VISION THEMES

1. Cherish and sustain Winter Park's extraordinary quality of life.
2. Plan our growth through a collaborative process that protects our city's timeless scale and character.
3. Enhance the Winter Park brand through a flourishing community of arts and culture.
4. Build and embrace our local institutions for lifelong learning and future generations.

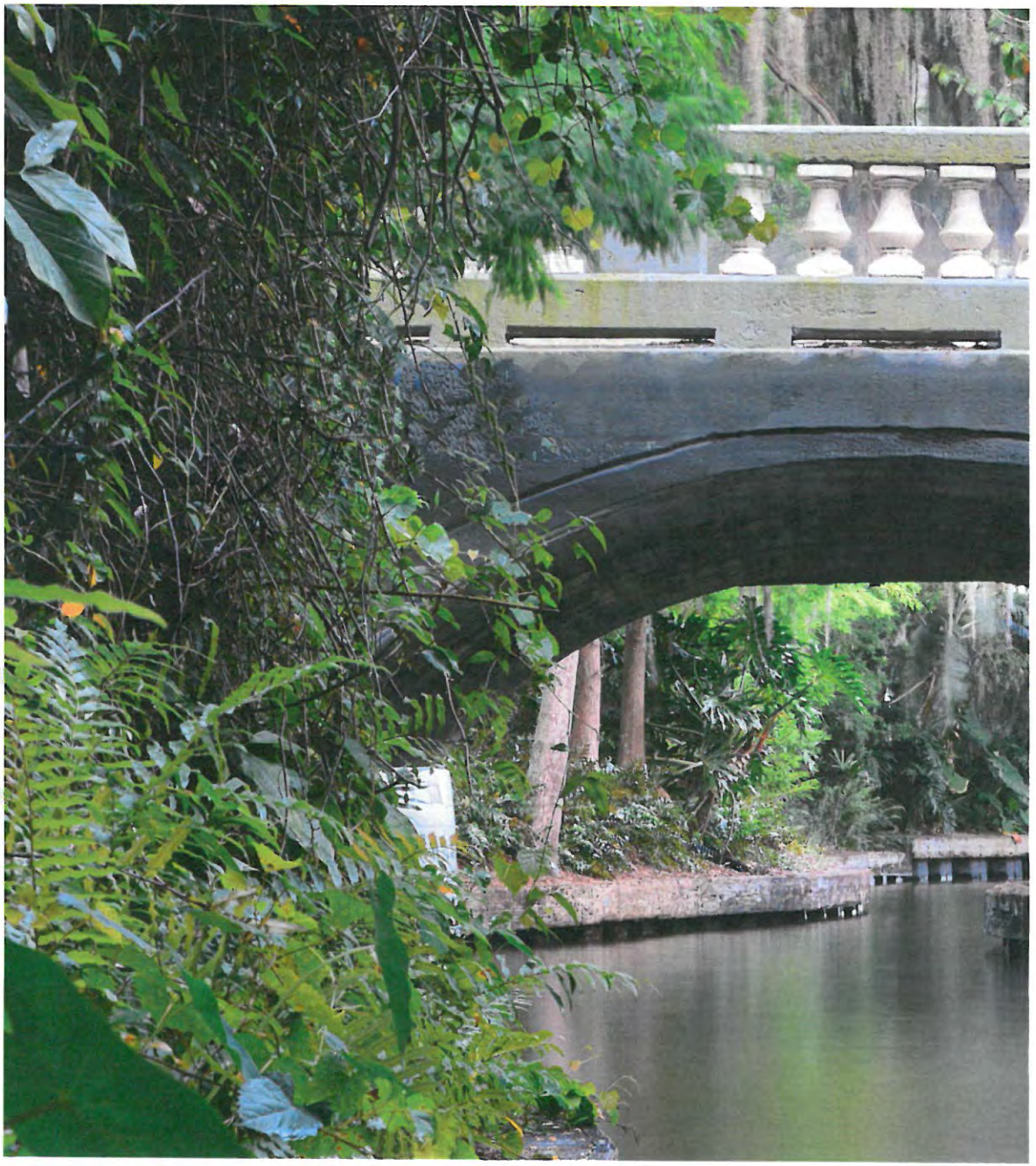
Cherish and Sustain Winter Park's Extraordinary Quality of Life

Preserve the legacy of Winter Park as a safe, beautiful, healthy, and family-friendly environment.

Honor our historic and cultural features throughout Winter Park.

Steward and enhance our tree canopy and lakes as the crown jewels of Winter Park's natural system.

Invest in a sustainable future that encourages and supports lifelong learning, healthy living, and a daily connectivity to the natural world.



Plan Our Growth through a Collaborative Process that Protects Our City's Timeless Scale and Character

2

Recognize unique areas of the city and provide a collaborative planning process that ensures quality development while reflecting the context and heritage of the area.

Support our diverse population with a mix of housing types while respecting our traditional neighborhood character and scale.

Enhance walking, biking, and recreational activities through a connected and integrated network of open space.

Foster sustainable public and private parks and open spaces using state-of-the-art practices and techniques.

Increase the connection to nature by incentivizing public and private green space through the design and development process.

Protect and build on the local and unique brand and reputation of Park Avenue.

Retain and attract businesses that enhance the quality and character of the city.

Invest in innovative infrastructure to ensure that our means to get around is safe and efficient, through prioritization of pedestrians, bicyclists, and transit users.

3 Enhance the Winter Park Brand through a Flourishing Community of Arts and Culture

Support our cultural institutions and the arts through the development of complementary improvements, innovative partnerships, marketing, events, and programs.

Recognize the value of our unique arts and cultural venues and their connection to Winter Park's character as a destination.

Integrate arts into all environments - our businesses, parks, neighborhoods, and institutions.

DID YOU KNOW?

Included among Winter Park's hugely popular Art and Culture Festivals are the Bach Festival, the Florida Film Festival, the Winter Park Sidewalk Art Festival, and the Winter Park Autumn Art Festival. No matter the season, there is always something to do in Winter Park.

At any given time, Winter Park has 50,000 visitors. Every year, an astonishing 400,000 visitors seek out Winter Park to attend the Sidewalk Art Festival.

Approximately 1,987 local volunteers in Winter Park collectively donate more than 33,947 hours to various causes each year, including the more than 15 city-sponsored programs.

Each year, the City of Winter Park hosts over 35 Annual Events for the community and its visitors.

DID YOU KNOW?

The Edyth Bush Charitable Association alone has given over $100 Million grant dollars since its inception.

Winter Park has an overall school rating of 8/10.

In 2011, the Orlando Business Journal presented the City of Winter Park with "Central Florida's Healthiest Employer Award".

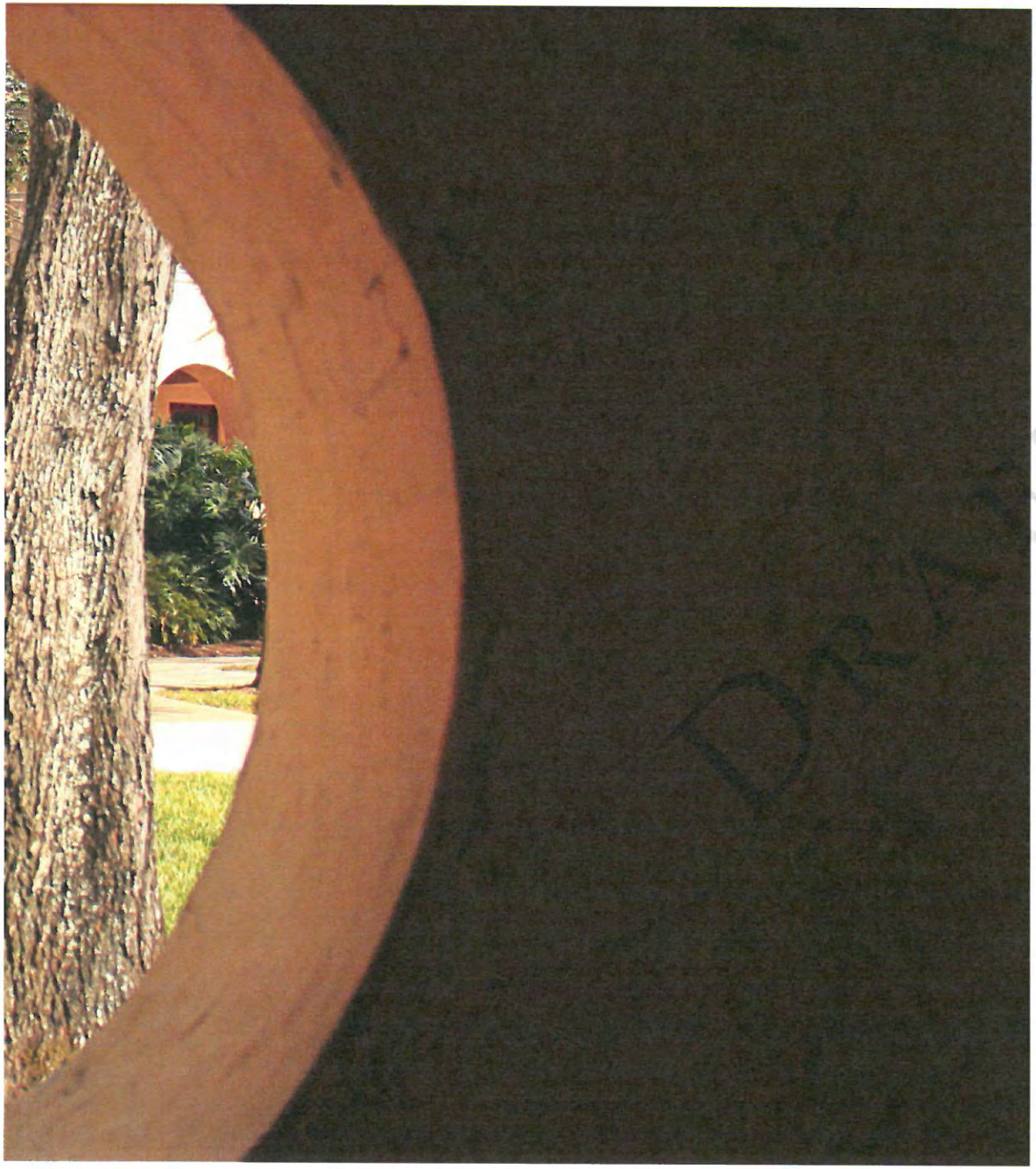
The Coalition of Urban and Metropolitan Universities Annual Conference is the largest nationwide meeting of leaders from urban and metropolitan universities and colleges.

For 20 years, Rollins College has been rated No. 1 or No. 2 "Regional University in the South" according to the U.S. News and World Report. In 2015, The Princeton Review ranked Rollins College as the No. 1 "Most Beautiful Campus in the Nation" and the No. 6 "Easiest Campus to Get Around," up from No. 7 in 2014.

Currently, there are six living generations in Winter Park: Generation Z, Millennials, Generation X, Baby Boomers, Silent Generation, and the GI Generation.

Winter Park's education record is particularly strong: 94.1% of the population graduated from high school, 54.2% graduated from college, and 24.6% have graduate school degrees.

The Winter Park Golf Course is over 100 years old. It was purchased by the city in order to preserve and enhance it and is currently undergoing a $1.2 million renovation.



Build and Embrace Our Local Institutions for Lifelong Learning and Future Generations 4

Promote lifelong learning by connecting and integrating our institutions through new and continued collaboration.

Create an environment that supports our colleges, library, and educational institutions by crafting a healthy environment and creatively built community.

MOVING FORWARD

The next step in advancing Vision Winter Park revolves around how we act and collaborate. The Vision embodies the hopes and dreams of our community and expresses how we want to interact with each other. It also directs how we plan and design our future built and natural environments. This document provides an overarching direction for the future of Winter Park and establishes the foundation upon which other regulatory documents can build. It is timeless, valuable, and far-reaching. It will be achieved through a thoughtful and deliberate combination of projects big and small, fresh programs and new partnerships. It will be important for our community to honor and regularly check in on our Vision. Together we are, and will continue to be, a city that is beyond extraordinary.

DRAFT

Economic Development Advisory Board

meeting date 8-16-16	approved by	
item type ☐ Administrative ☐ Action ■ Information	☐ City Manager ☐ City Attorney ☐ N|A	agenda item

Subject 3b

Good Morning Winter Park

motion | recommendation

Background

Good Morning Winter Park is the Chamber of Commerce's monthly breakfast gathering for members, residents, and community leaders. Each month, a keynote speaker provides information on a local or regional community issue. In the past, topics have included transportation, development, community initiatives, arts and culture, and education.

Economic Development staff has an opportunity to address this forum at an upcoming monthly meeting. Topics for discussion may include the purpose of EDAB, assistance provided by economic development staff, recent initiatives or others.

Staff is requesting discussion on topics for consideration.

Economic Development Advisory Board

meeting date 2-16-16

approved by

item type
- [x] Administrative
- [ ] Action
- [ ] Information

- [ ] City Manager
- [ ] City Attorney
- [ ] N|A

agenda item

Subject 3c

City updates

motion | recommendation

Background

The following agenda item encompasses updates on several city projects including:

Fiber Undergrounding – At the July 25th City Commission workshop, the Commission discussed an opportunity to include the undergrounding of municipal fiber as part of the city's electric undergrounding initiative. Several cities nationwide have explored and executed a similar initiative for socio-economic purposes. Further direction will be given to staff at an upcoming Commission meeting. Steps may include discussions with advisory boards, residents, and the business community.

Comprehensive Plan Update – At the May 23rd City Commission meeting, the Mayor authorized execution of a Comprehensive Plan Task Force to supplement the review of the updates to each element of the plan. The three person committee will provide assistance to staff on the information gathered by each advisory board and keep the process on schedule.

Attached is a timeline of which advisory boards will review each element. While each meeting is public, these boards have specific expertise in each of their assigned elements for review. The Economic Development Advisory Board is scheduled to evaluate the Housing, Future Land Use, and Transportation Elements of the plan. This review will be to provide insight on how each element relates to the charge of the advisory board and provide commentary on how the two intertwine.

2016 Comprehensive Plan Timeline*

**Dates, times andlocations are subject to change.*
Please visit cityofwinterpark.org/comp-plan for the most updated timeline.

Date	Comprehensive Plan Element	Advisory Board to review elements
Wednesday, July 20, 2016	Public Facilities	Lakes & Waterways Advisory Board
Wednesday, July 27, 2016	Public Facilities	Utility Advisory Board
Wednesday, July 27, 2016	Recreation & Open Space	Parks & Recreation Advisory Board
Thursday, July 28, 2016	Recreation & Open Space	Keep Winter Park Beautiful & Sustainability Advisory Board
Thursday, July 28, 2016	Conservation	Keep Winter Park Beautiful & Sustainability Advisory Board
Monday, August 01, 2016	Review of elements	Comprehensive Plan Task Force Meeting
Tuesday, August 09, 2016	Transportation	Transportation Advisory Board
Tuesday, August 09, 2016	Conservation	Lakes & Waterways Advisory Board
Tuesday, August 09, 2016	Public Facilities	Lakes & Waterways Advisory Board
Wednesday, August 24, 2016	Public Facilities	Utility Advisory Board
Tuesday, September 06, 2016	Review of elements	Planning & Zoning Board meeting
Monday, September 12, 2016	Review of elements	Comprehensive Plan Task Force Meeting
Tuesday, September 13, 2016	Future Land Use	Transportation Advisory Board
Wednesday, September 14, 2016	Future Land Use	Keep Winter Park Beautiful & Sustainability Advisory Board
Wednesday, September 14, 2016	Housing	Keep Winter Park Beautiful & Sustainability Advisory Board
Tuesday, September 20, 2016	Future Land Use	Economic Development Advisory Board
Tuesday, September 20, 2016	Housing	Economic Development Advisory Board
Thursday, September 22, 2016	Future Land Use	Community Redevelopment Agency Advisory Board
Monday, September 26, 2016	Review of elements	Comprehensive Plan Task Force Meeting
Monday, October 03, 2016	Review of elements	Comprehensive Plan Task Force Meeting
Tuesday, October 04, 2016	Review of elements	Planning & Zoning Board meeting
Tuesday, October 11, 2016	Transportation	Transportation Advisory Board
Thursday, October 13, 2016	Transportation	Keep Winter Park Beautiful & Sustainability Advisory Board
Tuesday, October 18, 2016	Transportation	Economic Development Advisory Board
Monday, October 24, 2016	Review of elements	Comprehensive Plan Task Force Meeting
Tuesday, November 01, 2016	Review of elements	Planning & Zoning Board meeting
Monday, November 14, 2016	Review of elements	City Commission meeting; 1st public hearing
Monday, December 12, 2016	Review of elements	City Commission meeting; 2nd public hearing