

Economic Development Advisory Board

February 21, 2017 at 8:15 a.m.

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



1 administrative

- a. Approve minutes from 1-17-17

2 action

3 informational

- a. Regular agenda items
- b. Business in Focus article

4 new business

- a. Chamber update

5 public comment

adjourn

Next meeting: March 21st

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 2-21-17

approved by

item type Administrative
 Action
 Information

City Manager
 City Attorney
 N/A

**agenda
item**

Subject 1

Approve minutes for the January 17, 2017 meeting.

motion | recommendation

Motion to approve minutes from January 17, 2017 is requested.

Background

N/A

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

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

**January 17, 2017
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, Owen Beitsch, Andrea Massey-Farrell, John Gill, Steve Flanagan, Betsy Gardner-Eckbert

BOARD MEMBERS ABSENT:

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

ADMINISTRATIVE ITEMS:

A. Approve minutes from 10-17-2016 and 11-02-2016

Motion made by Andrea Massey-Farrell, seconded by Kelly Olinger to approve the minutes with clarification on 10-17-2016 Item B regarding the Transportation Plan- Housing Element. Motion passes 7-0.

ACTION ITEMS:

A. 2016 EDAB Annual Report/2017 EDAB plan approval:

Staff provided a recap of the prior annual report and projects that were in progress during that time followed by a review of the current Comprehensive Plan. Discussion ensued regarding the parking studies for the area. Focus was placed on business owners and tenants needing to self-police their staff and the perception of under-enforcement by the City. Board recommended pulling together the results from prior studies to present to the community. Staff recommends having a follow up conversation and prioritize the projects with other Boards. With mobility and parking being a related issue, the discussion of improving mobility in the area was briefly discussed. Corridor studies are scheduled to begin but will not be completed this year.

Motion made by Andrea Massey-Farrell, seconded by Kelly Olinger, to approve the 2016 EDAB Annual Report and 2017 plan. Motion passes 7-0.

B. W. Fairbanks Façade Grant Program:

Staff provided an overview of the program and highlighted its intent, requirements, and eligible items covered by the program. Board inquired how far the business can get with the maximum allowable funding of \$5,000.00 match per applicant.

Motion made by John Gill, seconded by Steve Flanagan, to approve the W. Fairbanks Façade Grant Program with the inclusion of corporate franchises. Motion passes 7-0

INFORMATION ITEMS:

A. EDAB 2017 meeting schedule

NEW BUSINESS:

Next meeting scheduled February 21, 2017. Staff will send out a new Outlook calendar invite for the 2017 meetings to all Board members.

There being no further business, the meeting adjourned at 9:26 a.m.

John Caron, Chairperson

Laura Neudorffer, Board Liaison

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City Manager
 City Attorney
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**agenda
item**

Subject 3a

Regular agenda items

motion | recommendation

None

background

Staff is providing information on agenda and meeting format modifications for the upcoming year including updates on ongoing projects as they become available.

Economic Development Advisory Board



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**agenda
item**

Subject 3a

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

Project	Update	Date
Resolve Comprehensive Plan discussion and determine follow-up study areas	Under DEO review	Formal adoption by Commission expected in Spring.
Conduct a Tourism Assessment Review	Staff is coordinating with Chamber and other partners to determine scope of project.	Project ongoing.
Conduct a Business Certificate Study	Staff has formatted data available for analysis	Staff is assessing timing issues for resource allocation in coordination with other projects.
Corridor Assessments	Staff is beginning existing conditions analysis of first corridor – Orange Avenue	Staff to present initial findings to EDAB at a future meeting.
Mixed-use/FAR	Initial analysis underway	Project ongoing.
Mobility Issues/Parking	Agreement between city and new transportation consultant finalized. Initial discussions begun.	Project ongoing.
Development Report	Calendar year end 2016	Completed



2016 YEAR END REVIEW

Below is a recap of the commercial/residential development projects that were completed in 2016 or began construction 2016:

Commercial Projects:

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.

REI Retail Store: The former Chamberlin's Food Market at 402/490 North Orlando Avenue has been demolished, and an REI outdoor retail store is under construction on this corner. This will be the first REI store in Orlando and only the second in Florida. Date of completion is anticipated to be May 2017.

Whole Foods Project: Redevelopment of the 11 acre former Corporate Square/WP Dodge properties is well underway. The Whole Foods opened in November 2016 to coincide with the opening of the new Lee Road Extension. The other major retailer, a Nordstrom Rack store is also under construction with completion in the spring of 2017. One out-parcel is a new PNC Bank site, which has just been completed. Two other out-parcels are available but development plans have not been determined for those out-parcels.

Lakeside Crossing: The redevelopment of the former Mt. Vernon Inn at 110 South Orlando Avenue is complete. The project consists of 37,473 square feet of retail and restaurant space. The restaurants include a "Chuy's", which has several locations in Central Florida, which is Tex-Mex fare; a restaurant concept from Miami called "Bulla's" which is a Spanish-Tapas menu and "Kona Grille" which has another location in Sarasota and this will be the first Orlando location.

State Auto Body: The former State Auto Body building at 1280 North Orange Avenue has been renovated into a hair salon, several small cafes, and a brewstillery. The size of the building remains the same and a new parking lot was constructed in the rear.

300 North Pennsylvania: A new 2-story concierge medical building of 6,535 square feet for Dr. Castro is under construction and is expected to be completed in the fall of 2017.

Center for Reproductive Medicine: The former St. John Lutheran parking lot at 1500 South Orlando Avenue has been sold and the new medical building is under construction, and is expected to be completed in fall 2017.

Orchard Supply Hardware: In July of 2016 the City Commission approved the project plans for a new Orchard Supply hardware store at 1111 South Orlando Avenue/1240 Miller Avenue. The former Eat More Produce building, Antique Store and warehouse storage uses at the site have been demolished, and construction of the new building has begun. This will be the first location of this store in Orlando.

Reflections Dermatology: The former Don Palladino building at 440 W. Morse Blvd. has been sold for the construction of a new two story, 3,695 square foot dermatology practice. The building permit has been issued, and construction has just started.

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 will be (in phases) renovated with new facades and the parking lot upgraded with enhanced landscaping and lighting as well as new signage. Demolition of the facades are now underway. Most major tenants are remaining such as Michael's, Office Depot, L.A. Fitness, etc. New prospective tenants include a Home Goods and Ross store. Also there will be several new restaurants including a Too Jay's and Blaze Pizza.

Rollins College Bookstore: The former Frank n Steins (Shipyard) restaurant site at 200 W. Fairbanks Avenue has been renovated for the relocation of the Rollins College Bookstore along with a small 30 seat Einstein's Café in the interior.

Project Wellness: The Winter Park Health Foundation is redeveloping the current Wellness Center property at 2005 Mizell Avenue. The consolidated 4.213 acre site will be used to construct a new 41,508 square foot Wellness (YMCA) 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. The former YMCA closed in December, and infrastructure work for the new project has just begun.

Winter Park Hospital: The City expects the Winter Park Hospital to start on the construction of a new five story Patient Tower/Wing on the east side of the Hospital building in early 2017. Construction schedule is not known at this time.

Fifth Third Bank: In May, 2015 the City granted the zoning approvals for a 3,872 square foot branch bank and 5,410 square feet of other office space at the vacant NW corner of Lakemont & Aloma was approved. The City has not yet heard anything from Fifth Third and they have not yet applied for a building permit for this project, so the City is unsure if this project is still viable.

Multi-family Projects:

Michigan and Shultz Townhomes: A 12-unit, two-story townhome project has been approved at the northeast corner of Michigan and Shultz Avenue. Construction is anticipated to start March 2017.

Canton/Capen David Weekly Homes: A single family subdivision development of 12 new single-family homes are under construction at the northwest corner of Canton and Capen Avenues by David Weekly Homes.

Broadstone Winter Park: 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.

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 is underway.

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 expected in spring 2017.

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.

652 W. Morse Boulevard: Ten additional new two-three story townhouse units totaling 40,566 square feet are expected to begin construction in the summer of 2017 at 652 W. Morse Blvd (former DeCiccio law firm next to the Coop) which was approved by the City Commission in July 2016.

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.

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.

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 August 22, 2016. Timing of this project is unknown, but a demolition permit has been issued.

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

Economic Development Advisory Board



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 Action
 Information

City Manager
 City Attorney
 N/A

**agenda
item**

Subject 3b

Business in Focus article

motion | recommendation

None

Background

Staff is providing a copy of the Business in Focus article to the board published this February. The purpose of the brochure was two-fold. The first was the opportunity for the city to acknowledge winners of the state 'Florida Businesses to Watch' award. Second was to provide for an updated recruitment and marketing piece. The brochure will be distributed over the city's digital media channels, sent to interested parties and inquirers, and distributed to local civic institutions and partners.





Community, Culture, Character

Winter Park seems like a strange name for a city in the central part of Florida. I was intrigued to find out why, but first I discovered that this was an area which was a major attraction for businesses and people alike. This is a city that is expanding in many areas, including healthcare, tourism and scientific and technical services. Economic development is of paramount importance, as the city strives to target and expand business clusters...

Written by Mark Golombek

Business in Focus spoke with Manager Kyle Dudgeon and Coordinator Lindsey Hayes of the city's Community Redevelopment Agency Department to find out more.

Winter Park was chartered in 1887 and incorporated in 1925. The founders were Loring Chase and Oliver Chapman, who showed up in 1881 and saw the area's potential. They noted

that the railroad tracks would be a windfall to the area, so they bought six hundred acres and planned the town. This plan, which was drawn up in 1881, is largely how the town is today.

Why is it called Winter Park? The two founders were from Chicago and involved in real estate. The two were wintering in Florida for health reasons and planned to market this town.



“The plan was to market the town to northerners who wanted to escape the cold winters. This was a place to enjoy a park-like setting in the winter,” explains Kyle.

Winter Park has many attractions. The Charles Hosmer Morse Museum of American Art houses the largest collection of the works of Louis Comfort Tiffany, a comprehensive col-

lection of American art pottery, stained glass windows and lamps, and a wide array of nineteenth and twentieth century American paintings.

Rollins College boasts the Cornell Fine Arts Museum. There are also a slew of performance venues including the Winter Park Playhouse and smaller theatre groups. The Albin Polasek ▶▶

▶ Museum & Sculpture Gardens is located on the shore of Lake Osceola and features guided tours of the world-renowned Czech-American sculptor's home and studio, his exquisite works of art, and three acres of serene gardens as well as the restored 1885 Capen House. "The Polasek welcomes visitors from all over the world to to enrich lives through the power of inspiration conveyed by the STORY, SETTING and ART of our founder, artist Albin Polasek," invites Executive Director Debbie Komanski.

"One of our biggest cultural events is the Winter Park Sidewalk Arts Festival, which takes place every March and draws somewhere in the area of 300,000 people. It fills the Central Park area of the city from edge to edge, with a juried selection of national artists," says Lindsey.

The Sidewalk Arts Festival is repeated on a slightly smaller scale in the fall with the Autumn Art Festival. The focus here is on Florida-based artists, and it pulls in a large number of people. Many tourists flock to the downtown area of Park Avenue. It is quite chic and maintained beautifully, with planter beds overflowing with flowers. There are also a great collection of restaurants and unique shops. Public Art Advisory Board member Jan Clanton said, "There are so many things that can make a city an outstanding community. History, charm, traditions and character are all important. What makes Winter Park so outstanding is its embrace of the cultural arts. The arts go to the 'soul' of a community. Winter Park has prioritized the arts and in so doing marked our city as visionary."

"It's really authentic as well as very pretty. It highlights some of the historic preservation efforts underway in Florida. Due to the nature of this state, and with its hurricanes, things tend to get

turned over a lot more quickly than in other parts of the country. A lot of our city has really stood the test of time," says Kyle.

The enhancement of community culture, character and livability is seen as a necessary part of Winter Park. The greater downtown area is listed on the National Register of Historic Places, and there are several individual landmark properties on the National Register. The residents are quite passionate about preserving the character of this city. The Keep Winter Park Beautiful and Sustainable Advisory Board works on enhancement projects.

The city offers business facade enhancement grants to help encourage existing businesses to improve appearance. Picking up half the cost makes it very appealing to some of the older businesses in particular. Mike Lombardi, owner of Lombardi's Seafood said, "Working with the City of Winter Park and their ED team couldn't have been easier. They have a fundamental understanding of the importance of new investment and creative ways of helping businesses grow. We can't wait to partner again!"

Winter Park is a green-minded community that looks to conserve energy, have community gardens and reduce carbon emissions. The Transportation Advisory Board augments this by taking a strong role in making sure that the city continually improves pedestrian connections and the region's bicycle riding capacity.

"The residents are quite passionate about preserving the character of this city."



"This goes back all the way to the original plan. Once you park downtown, you don't have to get into your car to get where you need to go. Everybody involved has worked hard to make sure that there is a constant mobility balance," says Lindsey. This is a bicycle-friendly community awarded at the bronze level by the League of American Bicyclists.

Winter Park's beginnings as a health-promoting destination continue today with its healthcare services on offer. "I am a Gen-Y person, but it seems nowadays that we are all Gen-H (Generation Health). Winter Park really has a great infrastructure for healthcare. Already it is our second-largest employment sector, second only to our great restaurant industry," states Kyle.

The city's healthcare sector is expected to grow. The city has just completed the first part of an update to a state requirement for a comprehensive city plan. The revised plan includes a medical arts district. The state will review it, and Lindsey has no reason to think that it would be turned down. The Winter Park Memorial Hospital is also looking to reposition itself in the community. This repositioning is not just as a hospital but as part of a grand design which is working toward integrating with the community. ▶▶



"The companies that come here grow and stay here because they are successful here."

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Winter Park ~ an exceptional place to live, play and do business.

▶ A business cluster study was performed, and the information will be put to good use. “Monitoring the economic climate is something that we try to position ourselves very proactively on. You really can get a lot of information from data, but one of the overarching things that we need to say is that Winter Park is just a great place for jobs,” says Kyle.

One of the tidbits of information that came from the cluster study is that, per capita, Winter Park has double the national average of jobs per thousand in the country. There are almost three hundred businesses here that have been in operation for twenty-five years or more. This is a remarkable number for a city of 29,308. The companies that come here grow and stay here because they are successful here. In turn, the city is successful as a whole. Betsy Gardner Eckbert, Chamber of Commerce President and CEO said, “One of Winter Park’s greatest assets is its village scale and charm. As the world becomes more global, we know that engagement with the ultra-local becomes even more valuable. We are thrilled to provide a high-touch set of solutions for businesses looking to connect, to be informed and to stay ahead of the curve both locally and globally.”

“Another reason they stay is because we offer a high level of service for a small city. Police, fire and utility offerings here provide an exceptional level of service for a small city. Partly because of that level of service and partly due to the quality of life, a Winter Park address comes with a level of status. Whether it is a private residence or a business, they want that Winter Park address,” claims Lindsey.

“We see an economic trend presently. There is a need here for Class A office space. Our vacancy rate on Class A office space is under one percent. Vacancy as a whole, both for retail and office, is well under five percent, which is extremely healthy. Once again, we can look to our professional, scientific and technical service industries, that are finding success here,” says Kyle.

“Winter Park is a green-minded community that looks to conserve energy, have community gardens and reduce carbon emissions.”



The city is a transportation hub right next to Interstate 4. It has a commuter rail line that includes the SunRail commuter rail and Amtrak. The city is thirty to thirty-five minutes from the Orlando International airport. There is a multitude of transportation connections and options.

Foodies will appreciate Winter Park's own restaurant rows. In addition to Park Avenue there is an adjacent neighborhood called Hannibal Square, and there are close to twenty restaurants within this small stretch. They are unique, locally-owned businesses and many have been here for over twenty-five years. You can get anything from American to Continental or even something a little different such as Turkish food or organically grown fare.

"We've got a business called Boca that produces a lot of their products locally. When you walk in, there is a big lettuce wall which they use to cook with every day," says Kyle. "After a nice meal, you're directly adjacent to some of our other local retail merchants, or you're perusing shop windows. These things make for a very successful environment for doing business."

In a number of ways, economic development is an interesting field that stretches into both the arts and sciences. It needs to in order to handle businesses' unique issues. The business of a manufacturing firm is not the same as that of a software company. Economic development needs to be capable of covering that full spectrum.

The economic development covers everything from businesses that need additional space to providing high-quality public infrastructure and ensuring that the employees of these growing firms have places to live. "We don't really have anything other than anecdotal information on this, but if we took a poll, we would have an unusually higher portion of CEOs that live in Winter Park, that work for places like Disney due to the work/play/life triangle exemplified here," explains Kyle.

The city is renowned for its professional, scientific, technical and creative services. Winter Park houses a full spectrum of everything from residential construction firms to software and social media managers. People come here and stay, which implies that they are successful. ■





City of Winter Park, FL

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