

Economic Development Advisory Board

March 28, 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 2-21-17

2 action

3 informational

- a. Regular Agenda Items
- b. Orange Avenue Corridor Study: Initial Observations
- c. Mobility Issues/Parking Update
- d. Board Appointment Update

4 new business

- a. Chamber update

5 public comment

adjourn

Next meeting: April 18th

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 3-28-17

approved by

item type ☒ Administrative
☐ Action
☐ Information

☐ City Manager
☐ City Attorney
☐ N/A

**agenda
item**

Subject 1

Approve minutes for the February 21, 2017 meeting.

motion | recommendation

Motion to approve minutes from February 21, 2017 is requested.

Background

N/A

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

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

**February 21, 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, John Gill, Steve Flanagan, Betsy Gardner-Eckbert, Owen Beitsch (8:20 a.m.)

BOARD MEMBERS ABSENT:

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

ADMINISTRATIVE ITEMS:

A. Approve minutes from 01-17-2017

Motion made by Steve Flanagan, seconded by John Gill to approve the 01-17-2017 minutes.

Motion passes 5-0.

ACTION ITEMS:

INFORMATION ITEMS:

A. Regular Agenda Items

Chairman John Caron led the discussion pertaining to items that should be discussed on a regular basis to ensure the Board is kept abreast of any major projects pertaining to EDAB items to assist in keeping in line with the EDAB annual plan. Staff welcomed the Board to prioritize items for future discussions for ongoing projects. The Board requested that as new members join the Board they are brought up to date on the ongoing discussions and projects so they have the information and knowledge needed to make recommendations.

B. Business in Focus article

Staff provided a brief overview along with a copy of the article featuring three local businesses. Staff also reminded the Board the GrowFL application is again open and should they have any recommendations or nominations, please let staff know.

NEW BUSINESS:

A. Chamber Update

Betsy Gardner-Eckbert provided an update on Chamber activities and initiatives. These items include parking where they are reaching out to customers for feedback to gain a better understanding of parking issues, walkability, entrepreneurship, how to best collaborate with the City, and increased success of SunRail.

Next meeting scheduled for March 21, 2017

Board requested date change for March meeting to ensure a quorum. Meeting will be moved to March 28, 2017.

There being no further business, the meeting adjourned at 8:59 a.m.

John Caron, Chairperson

Laura Neudorffer, Board Liaison

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. The board may use this time to address discussion or viewpoints on these topics. 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	Staff has received a formal response by the Department of Economic Opportunity (DEO) citing minimal modifications to staff. Staff is currently making these changes.	Formal adoption by Commission expected in Spring.
Conduct a Tourism Assessment Review	Staff has met with the Chamber and Visit Orlando to begin data collection and frame scope of review. Staff is also partnering with the Chamber on data collection on counting visitations through various events and cultural institutions.	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 has analyzed existing conditions of Orange Avenue. Initial conclusions suggest opportunities for corridor master planning centered on anchor points as referenced in item 3b .	Staff presenting initial findings at March 28 th EDAB meeting.
Mixed-use/FAR	Staff has engaged with a	Project ongoing.

	private consultant for a case study analysis focusing on successful FAR/use relationships. Deliverable is expected early to mid-April.	
Mobility Issues/Parking	Staff is working with a private consultant on determining a scope for a mobility strategy. The scope is provided for discussion. Its intent is to weigh heavily on recommendations as staff believes the data portion of a parking study has been thoroughly vetted (item 3c) .	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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item type ☐ Administrative
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☐ City Manager
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☐ N/A

**agenda
item**

Subject 3b

Staff is providing an update on the Orange Avenue Corridor Study.

motion | recommendation

None

Background

As part of the city's comprehensive plan update, EDAB recommended the inclusion of corridor analyses as they relate to their changing impact on city environments. This recommendation was further ingrained by its inclusion in the economic development plan. Staff has begun this analysis with its review of Orange Avenue. Given the city's land holdings and EDAB's previous engagements with the property, staff determined it as an appropriate starting point.

Provided is a current conditions report on Orange Avenue examining land use, utilization, and development potential. Staff has further evaluated the limits on that potential given city codes and appropriate use patterns for the study area. Because of this relationship, staff placed a comprehensive look at the study area through a master planning lens. Also included in the backup material is a concept for three anchor points on Orange Avenue. These points were determined by their current level of daily interactions, land ownership, and relationship to the city as a whole. The outcome of this concept is to provide a holistic view on the future needs of the road from a public and private perspective. Staff is requesting discussion on the Orange Avenue existing conditions report and concept.

Focusing on Orange Avenue in Winter Park, this study identifies its composition, existing conditions, and examines 'highest and best use' opportunities from a zoning and development perspective. Its aim is to aid in the discussion regarding the corridor's impact on the City.

Orange Avenue Corridor Study

Planning & Community Development
Economic Development Division

Sales Comparisons

Nine (9) properties have been sold in the past five (5) years, roughly 9% of the total study area. Price per acre has averaged \$2,017,039 through this timeframe. The chart below itemizes these purchases.

The map organizes the sold properties by sale price with the lowest sales in green and highest in red. The green parcels have the highest sales price averaging over five million per purchase. They are called out for identification purposes. Only two properties were sold within the last year, this could be due to several factors including the two million average price per acre.

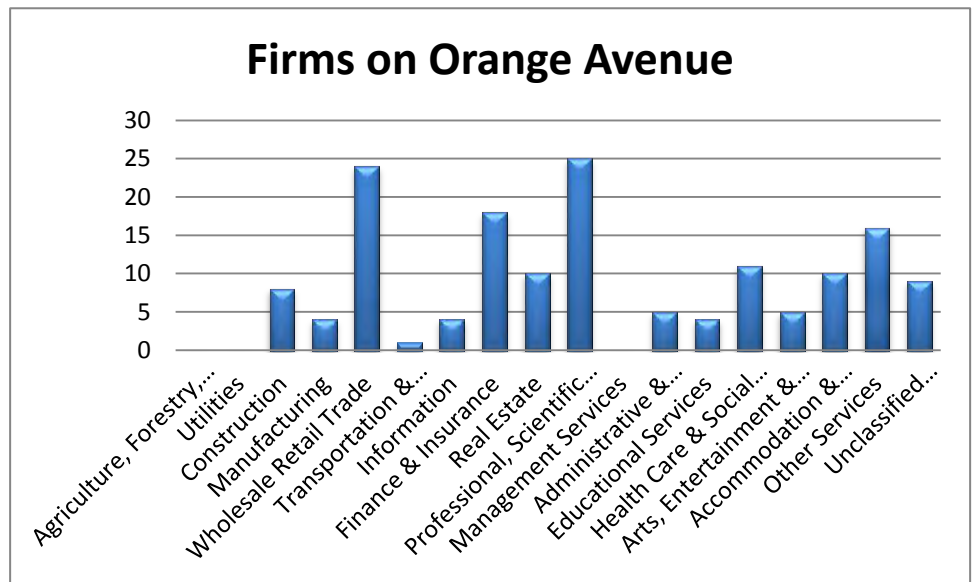
Address	Zoning	Acreage	Sale Price	Price Per Acre	Sale Date
1341 N Orange Ave	O-1	0.32	\$950,000	\$2,978,056	7/1/2015
1353 Palmetto Ave	O-1	0.34	\$255,000	\$741,279	6/26/2015
1360 N Orange Ave	O-1	0.34	\$715,000	\$2,090,643	12/30/2014
1320 S Orlando Ave	O-1	0.19	\$520,000	\$2,694,301	9/10/2014
1280 N Orange Ave	C-3	0.67	\$1,600,000	\$2,406,015	4/1/2014
816 N Orange Ave	C-3	0.28	\$755,000	\$2,706,937	12/30/2013
784 N Orange Ave	C-3	0.41	\$775,000	\$1,906,008	12/30/2013
950 Minnesota Ave	PL	0.72	\$875,000	\$1,219,453	7/26/2013
1355 N Orange Ave	O-1	0.64	\$900,000	\$1,410,658	1/24/2013
Totals		3.90	\$7,345,000	\$2,017,039 average	

Source: Orange County Property Appraiser



Employment

There are a total of 154 firms in the study area with 43% of them falling under the Professional Services, Retail Trade and Finance and Insurance categories. As described by the North American Industrial Classification System (NAICS), Other Services are generally defined as maintenance/repair shops, car washes, and personal care services. NAICS are generally accepted as the international classification for business taking over from the

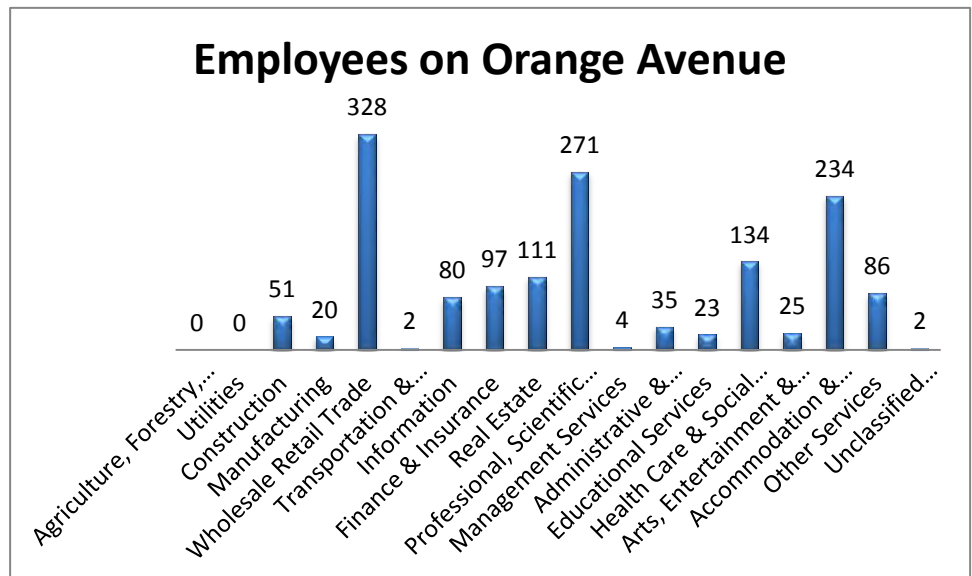


Standard Industrial Classification (SIC) codes in 2007. The advantage of NAICS is that it allows for flexibility in classifications as new innovations in business are created.

Source: ESRI, City of Winter Park

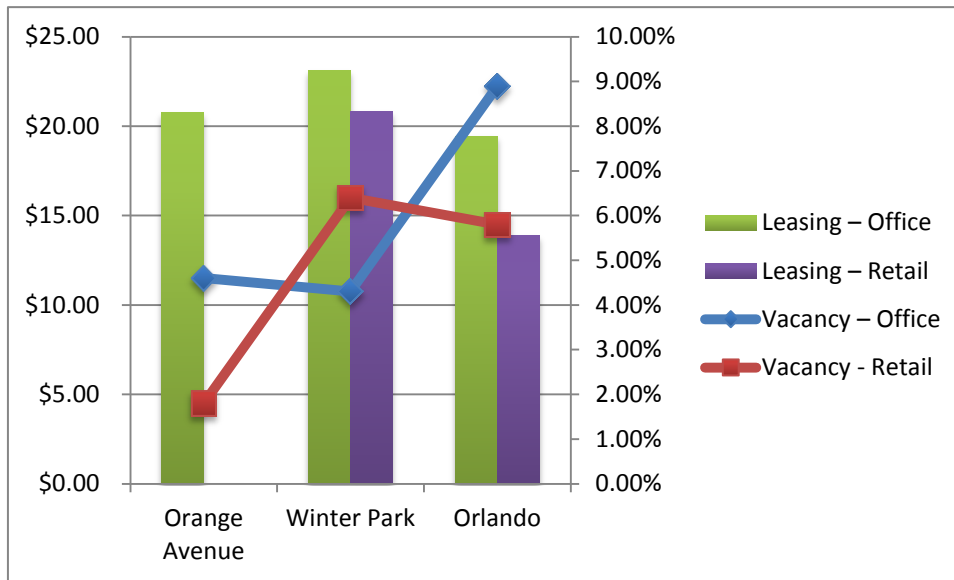
Employment numbers have similar characteristics to their firm counterparts, but remain uniquely distinct. Based on ESRI Business Analyst data, there are a total of 1503 employees in the study area. Retail trade accounts for 22% of this total. Professional services and Accommodation and Food Service followed with 18% and 16% respectively.

It is not unusual to find accommodation, food service, and retail trade firms to have higher numbers of employees. More often, employers in these fields hire more part-time workers to accommodate shift changes throughout the day, flexibility with schedules, and in certain cases avoid additional overhead costs such as insurance and benefits.



Source: ESRI, City of Winter Park

Vacancy/Leasing Rates



Sources: City of Winter Park,
Loopnet, CoStar Reports

The city continues to see healthy lease and vacancy rates a whole. The graph below shows a comparison of these rates from the study area against Winter Park and Orlando. For vacancy, a healthy rate is considered to be less than 10%.

The retail sector of the study area remains very healthy. Given the small sample size, it was difficult to determine an appropriate leasing rate. However, this is also due in

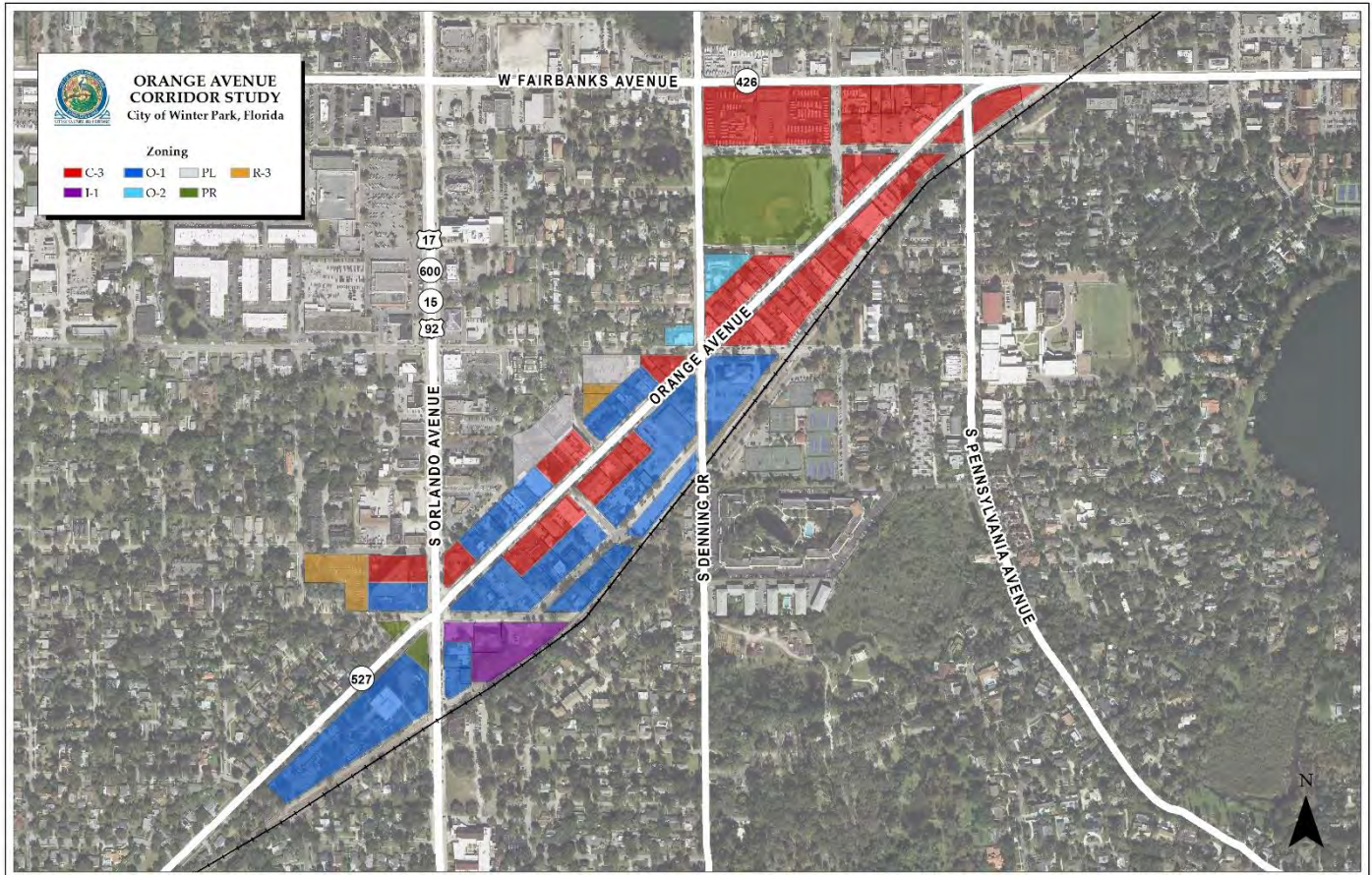
part to low vacancy at 1.8%. In comparison, Winter Park and Orlando's vacancy rates were 6.4% and 5.8% respectively. Both values are considered to be very healthy. One stark contrast is the leasing rates between Orlando and Winter Park. According to CoStar, retail leasing for the city boasts \$20.83 a foot compared to Orlando's \$13.90. It is another indicator of a strong local market.

Office space in the study area appears healthy as well. Its 4.6% vacancy rate is in line with the city's 4.3%. By contrast, Orlando holds an 8.9% rate. Leasing rates are also healthy. The study area carries an asking price of \$20.75 while the city and Orlando measure at \$23.10 and \$19.44. Overall, these are measures of a good market in the study area with a low vacancy rates and healthy leasing rates.

Current Use/Zoning

The chart below outlines the current zoning of the Orange Avenue corridor, tracking acreage and building sizes measured in square feet.

To a certain extent, larger acreage values will in turn provide greater numbers of building square feet. This is evident in the O-1 and C-3 zoning categories. They account for 89 of the total 103 parcels (86%), 43 acres, and 574,632 square feet of building space along the Orange Avenue corridor.



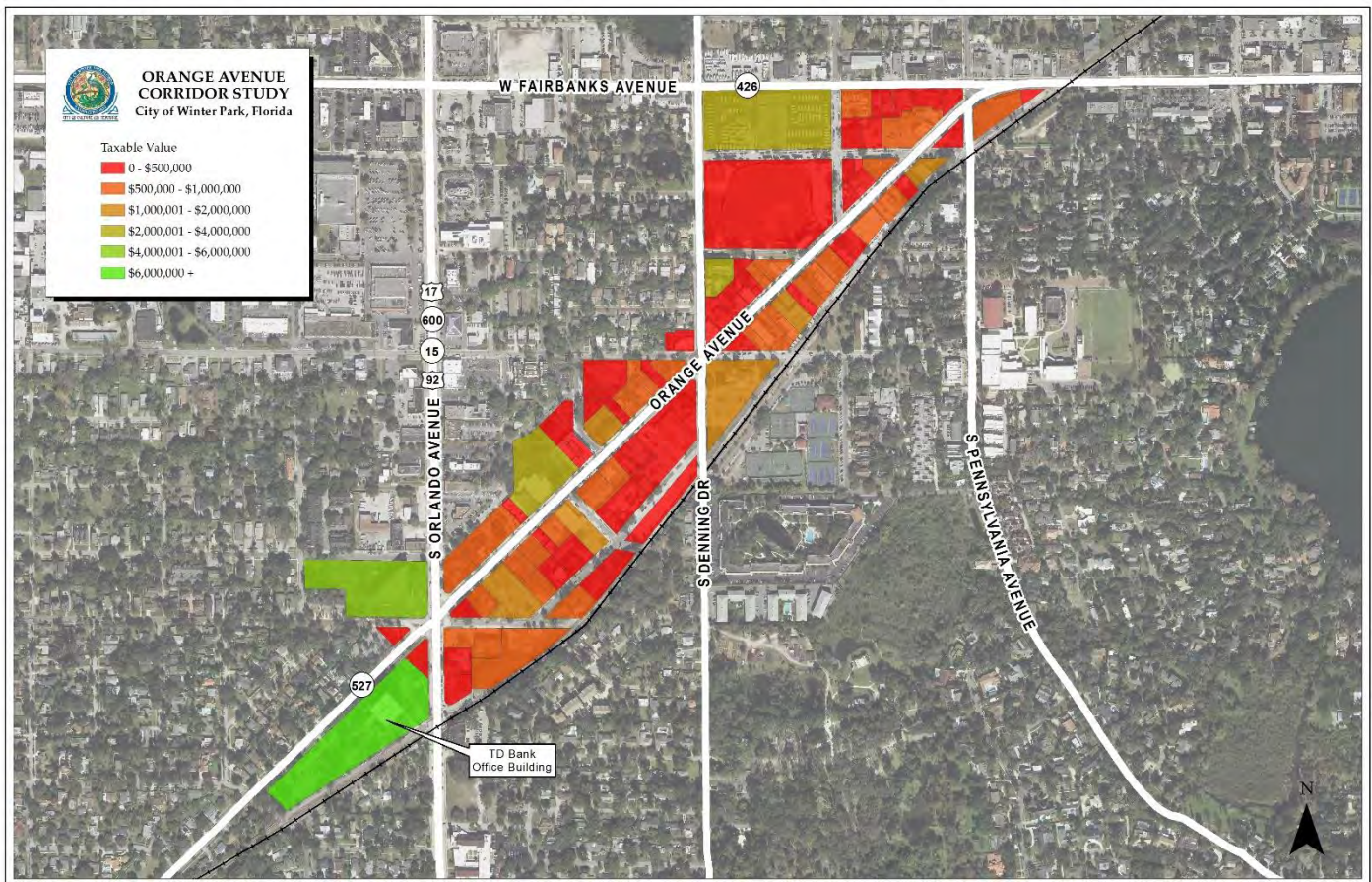
Zoning	Parcels	Parcel %	Acreage	Acreage %	Bldg SQFT	Bldg SQFT %
C-3	59	57.3%	23.17	42%	294,538	48.1%
I-1	2	1.9%	2.42	4%	13,212	2.2%
O-1	30	29.1%	19.69	36%	280,094	45.7%
O-2	4	3.9%	0.99	2%	14,004	2.3%
PL	3	2.9%	1.28	2%	0	0.0%
PR	3	2.9%	6.70	12%	9,502	1.6%
R-3	2	1.9%	0.36	1%	1,200	0.2%
Totals	103		54.58 acres		612, 550 SQFT	

Taxable Value

The tax base of Winter Park is largely residential. However, this is not the case for most of the city's highest traveled roads. Orange Avenue is no exception. The highest burden in this area falls on large parcel, commercial developments.

Taxable Value	Count	Parcel %
<\$1M	92	89.3%
\$1M - \$2M	6	5.8%
\$2M - \$4M	3	2.9%
\$4M - \$8M	1	1.0%
\$8M +	1	1.0%
Total	103	100%

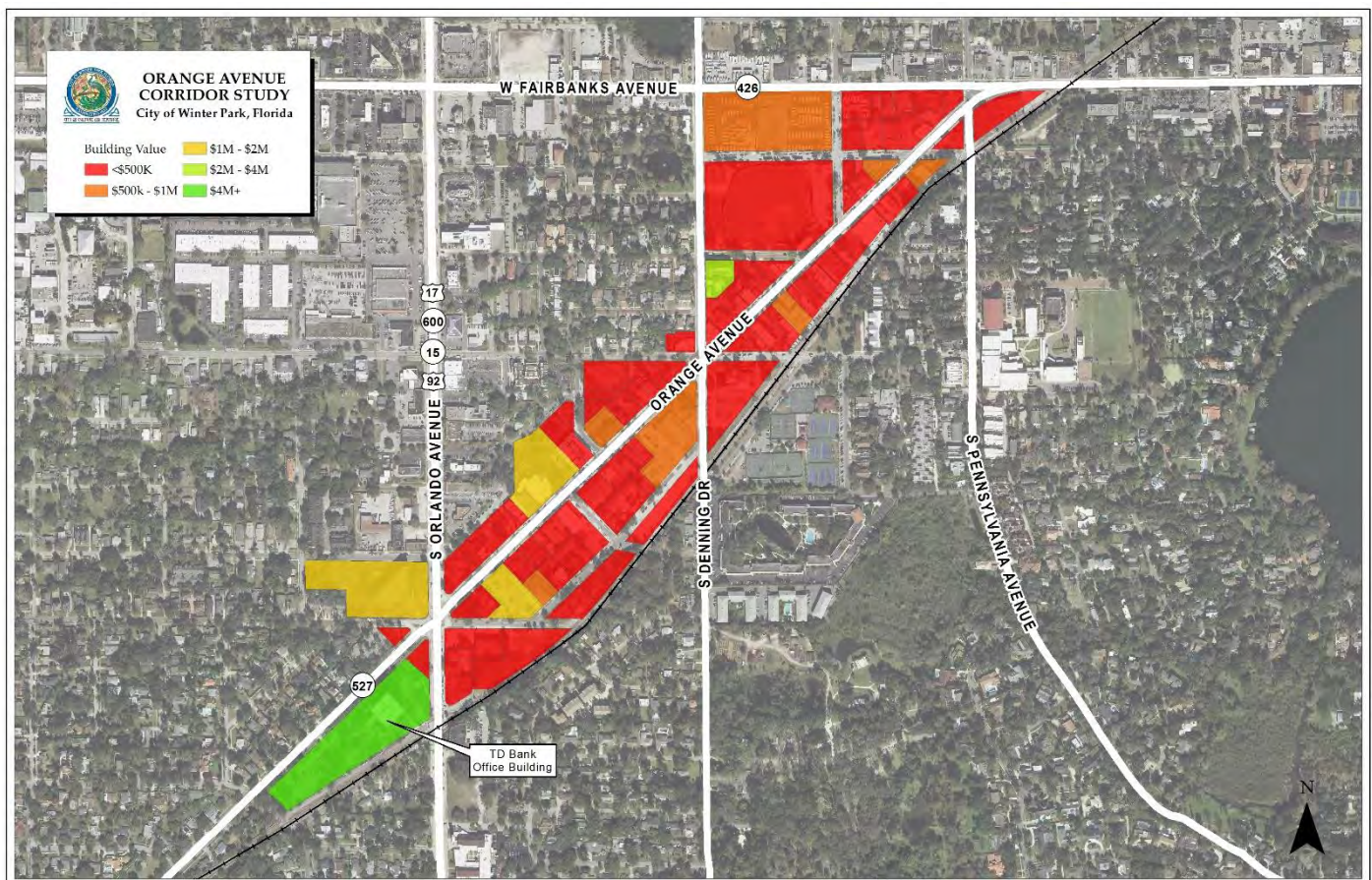
For example, the TD Bank office building accounts for over \$12 million in taxable value on its own. The parcels with the highest tax valuation are highlighted in green. 89% of parcels are valued at less than \$1 million making it an interesting contrast to the large commercial properties in green.



Building Value

A look at building values can also be beneficial providing additional insight into assessments from a taxable and redevelopment perspective. They also correlate closely with taxable values in that the largest valuations are on the biggest parcels. Contrary to this, 98 parcels, or 95% of them are valued at less than \$1 million suggesting land values contribute significantly to total taxable values in the corridor. In essence, this supports the argument there is demand for property in the area.

Building Value	Count	Parcel %
<\$500K	91	88.3%
\$500K - \$1M	7	6.8%
\$1M - \$2M	3	2.9%
\$2M - \$4M	1	1.0%
\$4M +	1	1.0%
Total	103	100%



Parcel Size

Parcels within the Study Area range in size up to six acres. Approximately 91% of parcels are less than one acre. Only nine parcels exceed one acre. The largest parcel is just over six acres. As you can see from the map below, the area is predominately colored red, which are parcels less than one acre in size.



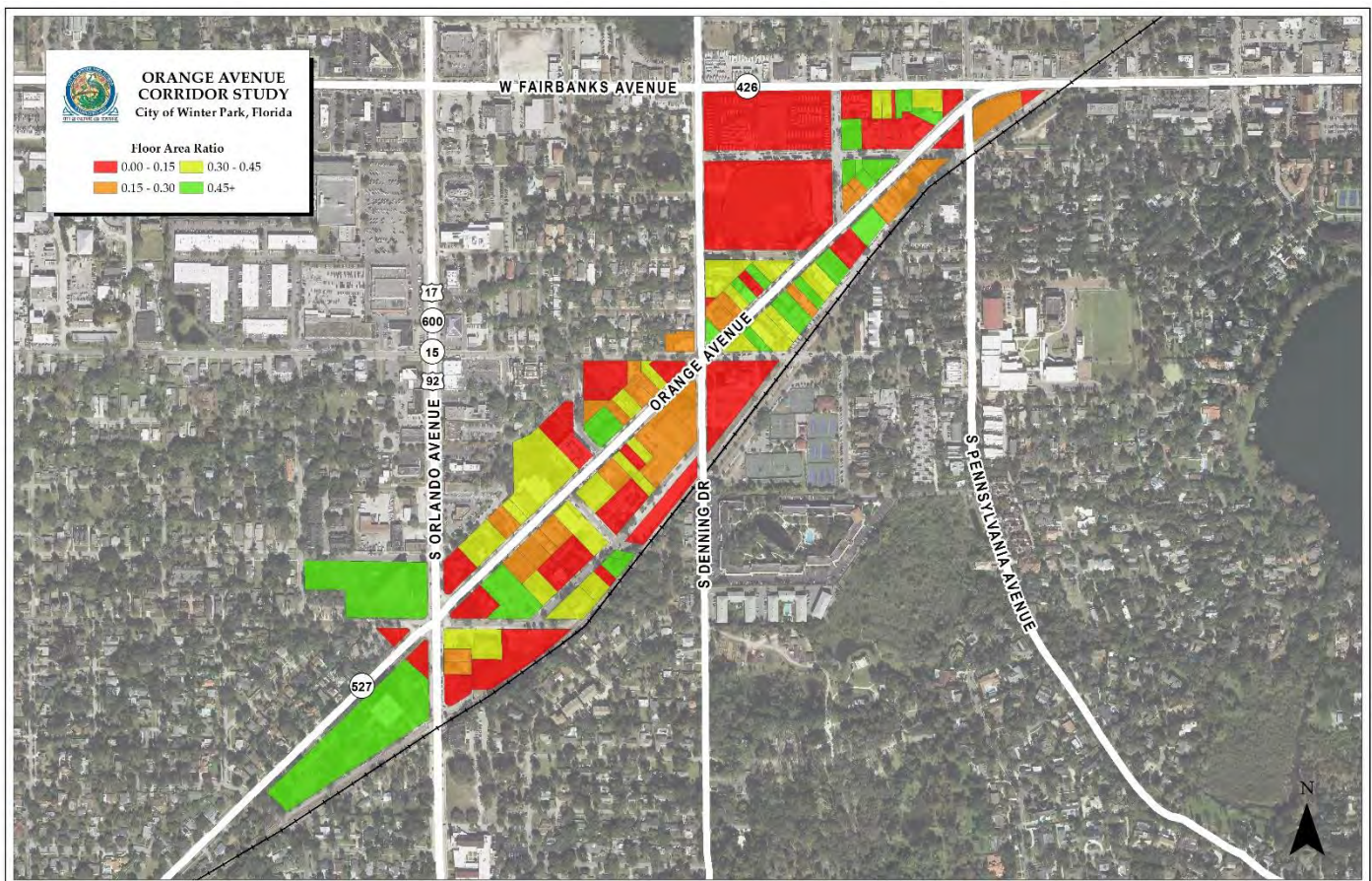
Acreage	Count	Parcel %	Total Acres	Acreage %
<0.2	40	42.55%	6.02	21.77%
0.2 - 0.4	35	37.23%	10.42	37.69%
0.41 - 0.60	11	11.70%	5.28	19.10%
0.61 - 0.80	6	6.38%	4.3	15.55%
0.81 - 0.99	2	2.13%	1.63	5.90%
Total	94	100%	27.65	100%

Intensity (FAR)

Intensity or floor area ratio (FAR), describes the building's total floor area divided by the total area of the parcel. In essence, it is the density of a building on a property. In zoning, FAR can be used to limit the amount of construction in a certain area. For example in the C-3 zoning district, properties are limited to no greater than 45% development of the parcel. In specific cases, a mixed-use project can increase FAR to 60%.

The map outlines the intensity of each parcel in the study area. 34% of properties are identified to have very low intensity. Also of note are the 20 properties that attempt to maximize their building space. These properties are scattered along the corridor.

FAR	Count	Parcel %
0.00 - 0.15	35	33.98%
0.15 - 0.30	23	22.33%
0.30 - 0.45	25	24.27%
0.45 +	20	19.42%
Total	103	100%

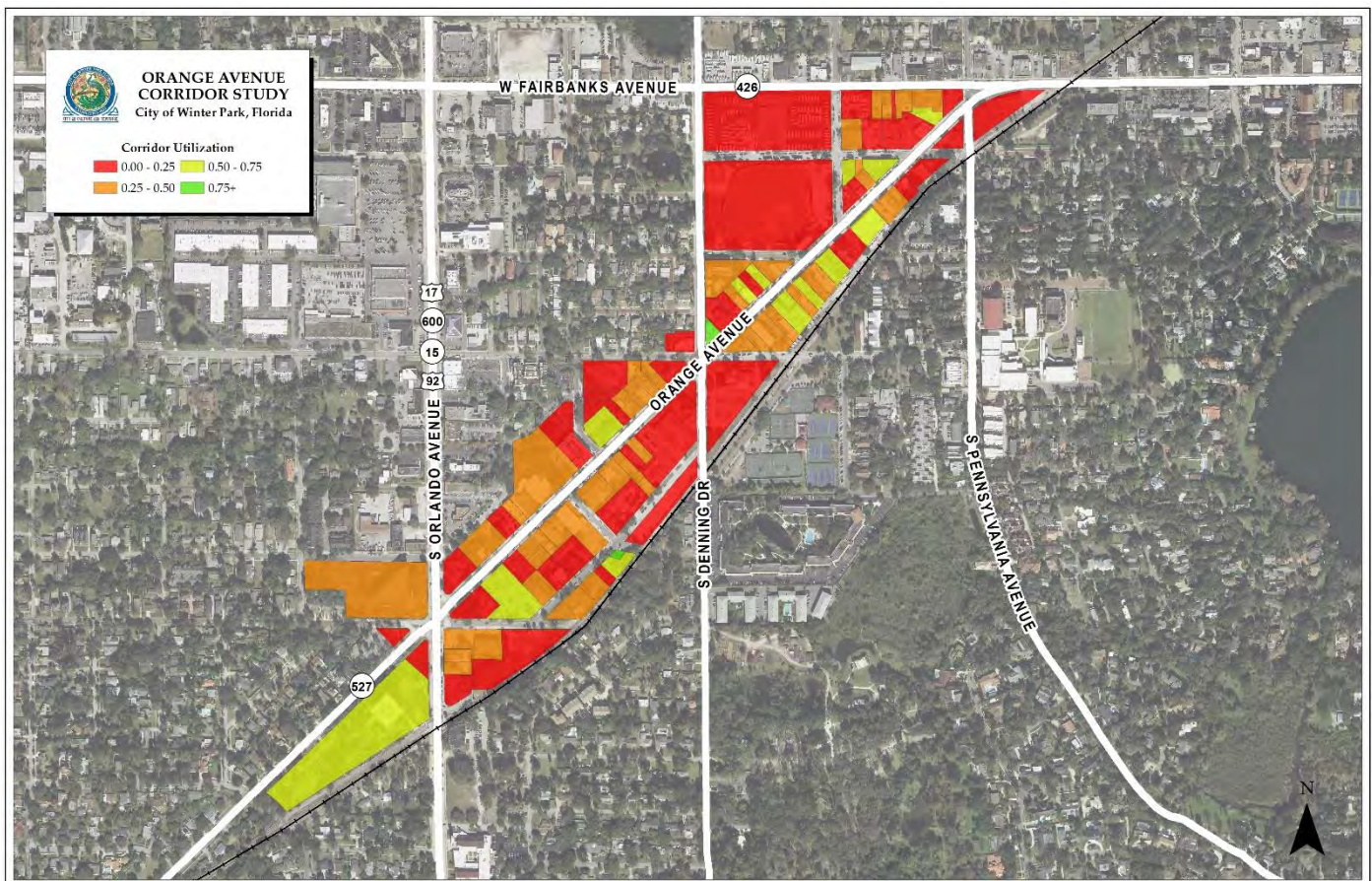


Utilization

Utilization identifies property efficiency. In short, it explains FAR (intensity) on a scale of 0-1. 47% of parcels remain low given current conditions.

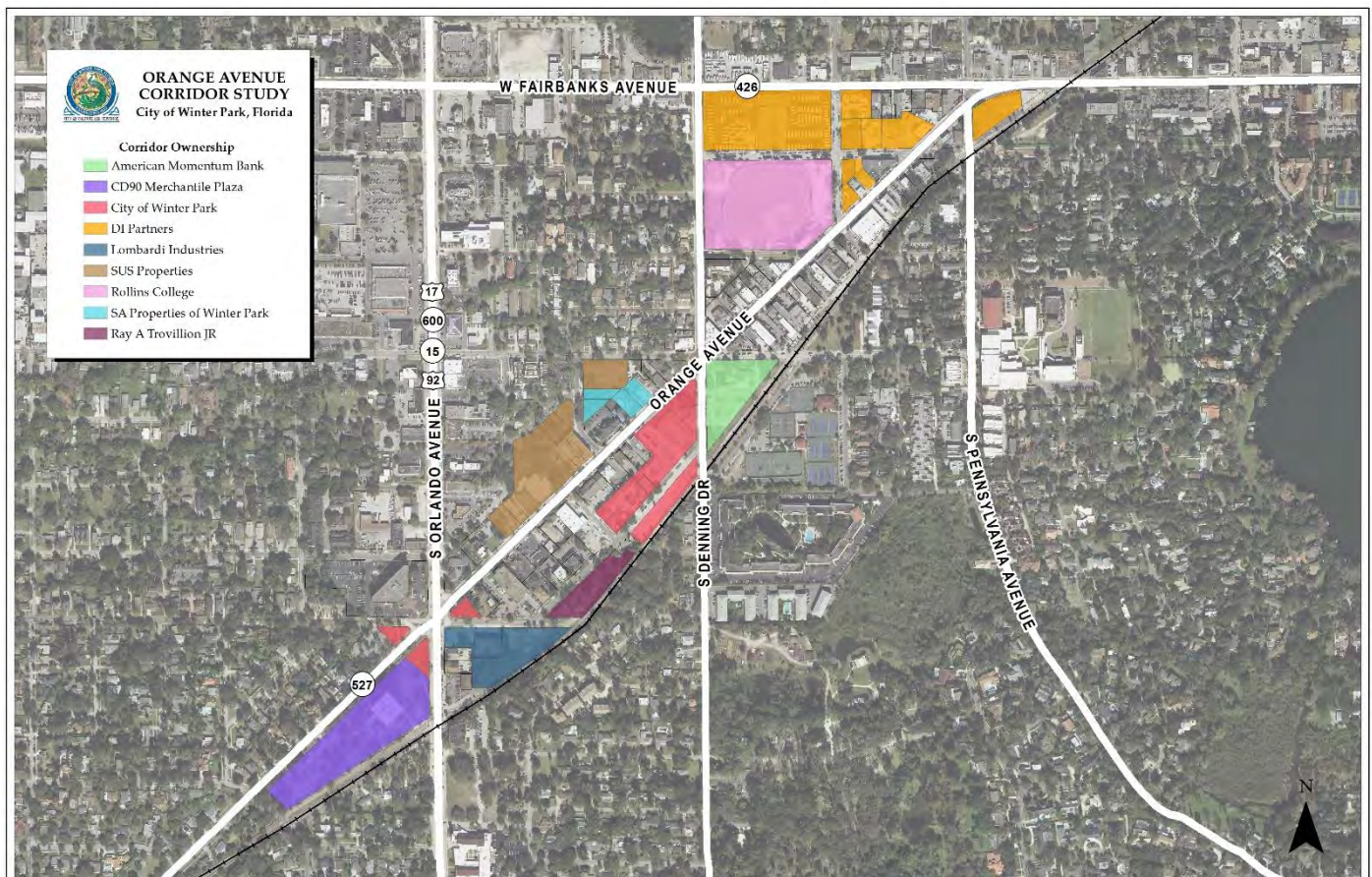
Throughout the study area, there are clusters of red and orange (low utilization) are of particular interest. This may have also been observed by the market as private sector developers are seeking redevelopment in this area.

Utilization	Count	Parcel %
0.00 - 0.25	48	46.60%
0.25 - 0.50	40	38.83%
0.50 - 0.75	13	12.62%
0.75 +	2	1.94%
Total	103	100%



Property Ownership

Identifying property ownership can be a valuable tool for redevelopment. Property owners who own multiple, contiguous parcels can have a greater impact on an area due to their larger market share. The map has identified 6 owners with multiple properties, as well as 3 owners with larger properties, the City of Winter Park being one of those owners. From the map, the SUS Properties are identified as the Jewett Orthopedic Clinic and DI Partners is largely the RV dealership on Fairbanks Avenue. Even though several of these properties can be more intensely developed by FAR standards, this remains unlikely in the near term.

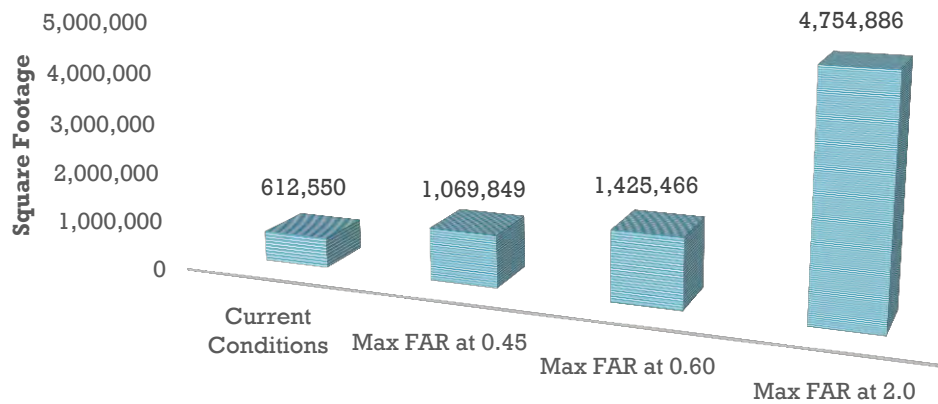


Increasing FAR

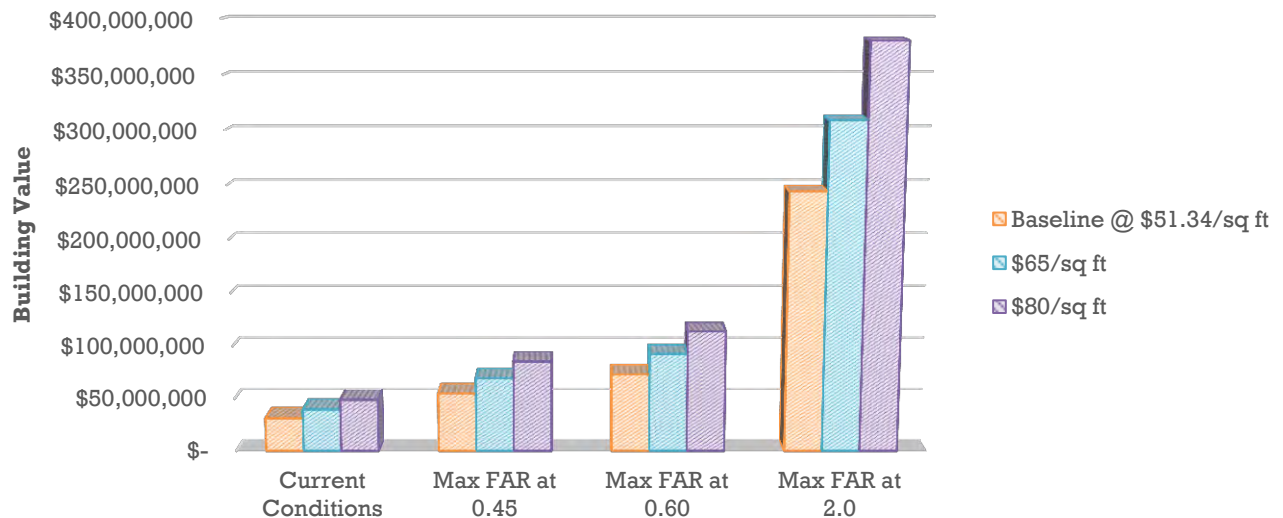
A theoretical description of maximizing FAR is described in the bar graph below. Increasing all 103 parcels to their max 0.45 FAR elevates square footage by 457,299 square feet, or 75%. If a maximum FAR of 0.60 is applied, this value increases by 812,916 square feet, or 133% over the baseline. It is also interesting to add in theoretical situations, for instance if the City were to create a special overlay district for the Orange Avenue corridor that allowed for 2.0 FAR. This would elevate square footage by a significant amount at 4,142,336 square feet.

An increase in square footage also affects building value. The chart below displays building values in existing conditions, and at 0.45 and 0.60 FAR respectively. It also displays the potential increase if building values per square foot were to increase. Widely considered the crown jewel of Winter Park, Park Avenue, is an interesting comparable valued at \$80 per square foot.

Total Square Footage



Orange Avenue Redeveloped

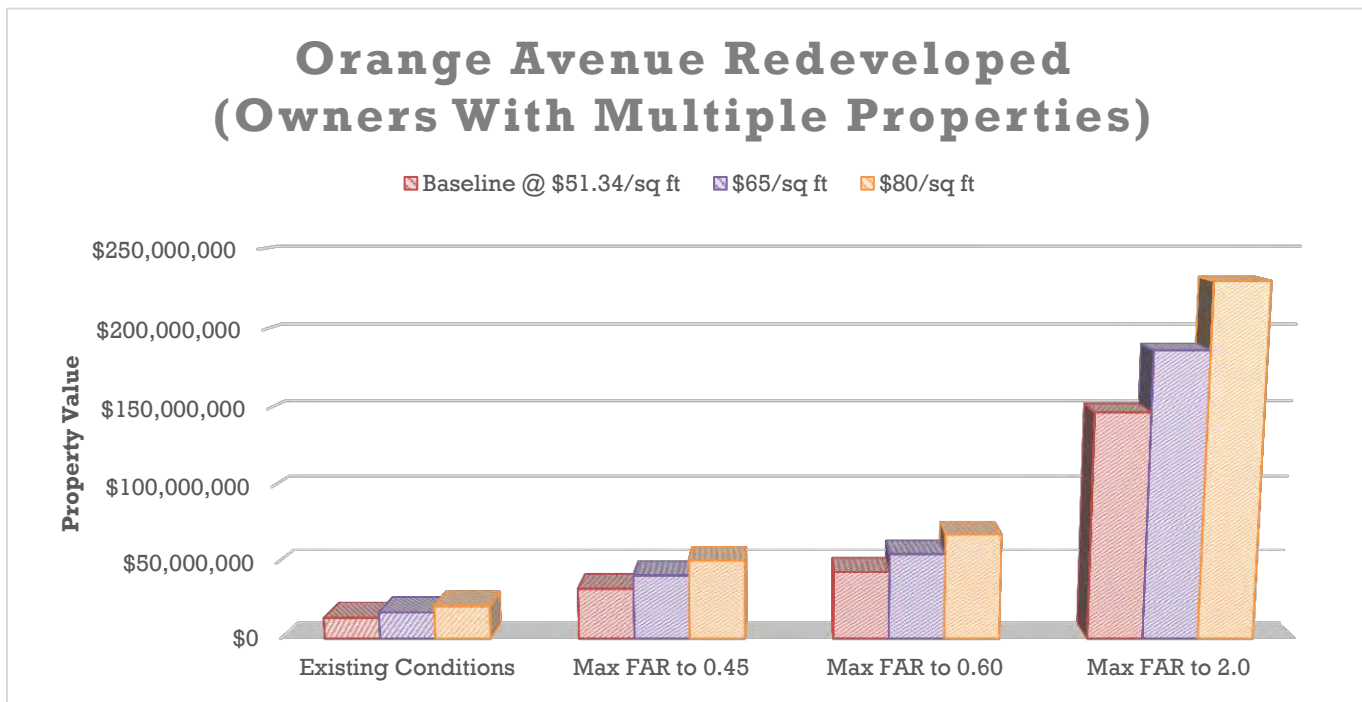
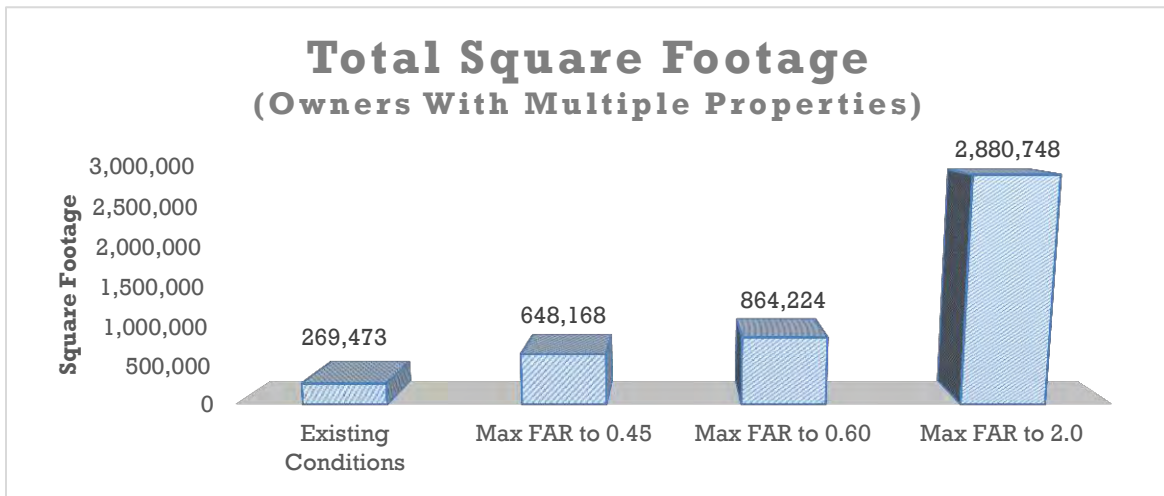


ANALYSIS

Maximizing Property Ownership

Owners with multiple properties/large property ownership account for 44% (269,473 square feet) of the total building square footage of the study area. Applying the same methodology of maximizing FAR for these properties alone, total building square footage elevates 241%, 321% and 1,069% over the base line respectively.

Following the same format with building value, maximizing FAR increases the study area's valuation by over \$30 million at the 0.60 mark and over \$134 million at the 2.0 mark. Assuming land value and exemptions remain constant, this equates roughly to an additional \$17M in taxable value or \$69,569 in ad valorem revenue. This does not include other revenue sources such as impact fees, permits and utility charges.



Considerations

Given the data, the following considerations are provided:

- 1) **Planning Tools:** Increasing the FAR of Orange Avenue is a strategy that would increase the commercial tax base considerably. This would require appropriate social and political will to execute.
- 2) **Identify Interested Parties:** Using the multiple property ownership map, identifying parcels that are both under one ownership group and underutilized may be a good starting point for redevelopment. If possible, positive social/ capital investments on these parcels may be magnified across the corridor.
- 3) **Economic Development Tools:** Another opportunity may lie in incentivizing redevelopment that is commensurate with the charm and experience of Winter Park. These may include façade grant programs with private owners or, capital improvement programs coordinated with the Florida Department of Transportation (FDOT).
- 4) **‘Singles vs. Home Runs’:** The total transformation of Orange Avenue at maximum FAR is highly unlikely. As an alternative, identify properties that require facilitation for redevelopment rather than complete overhaul.

Direction & Discussion:

The purpose of this analysis is for informative purposes only. It is recommended that this information be used in conjunction with discussion and direction from city officials, boards and the City Commission.

Economic Development Advisory Board



meeting date 3-28-17

approved by

item type ☐ Administrative
☐ Action
☒ Information

☐ City Manager
☐ City Attorney
☐ N/A

**agenda
item**

Subject 3c

Staff is providing an update on its mobility strategy.

motion | recommendation

None

background

Provided in the latest update to the city's comprehensive plan is a review of its mobility strategy. This is part of the overall Transportation Element. Mobility encroaches on several topics including commerce, transportation, parking, and growth and development. To initiate the conversation, staff has engaged with Kimley-Horn to provide additional expertise.

Staff requests EDAB to provide discussion on the scope of services provided by the consultant relating to process, goal-orientation, and outcomes.

EXHIBIT A

SCOPE OF SERVICES

Pursuant to the provisions contained in the agreement between City of Winter Park (the “CITY”) and Kimley-Horn and Associates, Inc. (“KIMLEY-HORN” or the “CONSULTANT”), this Scope of Services (the “Scope of Services”) is to provide professional consulting services to assist with the update of the CITY’s Access to Businesses Policies and Plans. The scope of services will consist of reviewing existing plans, policies and previous studies; conducting a multiday work session with stakeholders; and documenting results.

SCOPE OF SERVICES

Task 1: Project Launch

Kimley-Horn will conduct a three-day set of work sessions and meetings to launch the project. The purpose of this initial trip is to investigate details of the study area and conduct initial stakeholder interaction with City staff and community stakeholders. A Kickoff meeting will be performed with city staff as well as field tours of the Downtown Winter Park. Existing challenges and opportunities will be documented. One the third day a “Downtown Parking Summit” will be hosted by the City. The Consultant will present observations and lead the group in an exercise intended to collect additional information. The City will be responsible for the meeting logistics, advertising and securing event space.

Task 2: Plans, Policy, and Study Review

Kimley-Horn will review existing plans, recent studies, and current policies. This review will highlight any disconnects between desired outcomes and current practices. This will be communicated graphically to participants and will offer effective focus to the process. This should include:

- A. Existing Vision and Comprehensive Plan as well as any relevant corridor studies
- B. Previous parking and mobility studies and plans to understand previous analyses and how the data and recommendations from those studies should inform this strategy
- C. Existing parking code to understand how existing parking requirements and policies impact the ability for the community to achieve economic development and accessibility goals
- D. Existing parking regulations and practices related to the Downtown Winter Park area, to understand how the parking system works today and identifying immediate and long term changes to support the vision for economic development and community growth.
- E. Parking data from previous planning exercises as well as data provided by the City to understand how the community perceives and experiences parking and access

Task 3: Parking and Mobility Policy Work Session

Kimley-Horn will facilitate a multi-day work session with stakeholder outreach within the community to better identify potential strategies and opportunities. Invited stakeholders will be determined by the City and could include merchants, residents, community leadership, and/or the public. The work session will include charrette-like design and policy development sessions, including parking facility location, mobility and access needs, wayfinding and technology strategies. Kimley-Horn will report back at the end of the work session with potential directions

and strategies for consideration. During this session, the Kimley-Horn team will meet with the appropriate task force(s) associated with parking, mobility, and access to gather information and report back potential strategies for the community. On the third day a second “Downtown Parking Summit” will be hosted by the City. The Consultant will present conclusions and lead the group in an exercise intended to collect additional information about preferred methods to respond to identified challenges. The City will be responsible for the meeting logistics, advertising and securing event space.

Task 4: Documentation

Kimley-Horn will document findings into a parking and access strategy that includes:

- Recommendations for modernization of parking code and parking policies
- Best Practices and Opportunities for enhancements
 - Active transportation linkages
 - Shared-use parking approach,
 - Policy enhancements,
 - Branding and wayfinding strategies
- Regulatory recommendations, intended to manage parking allocation
- Alignment of parking and mobility practices with community goals
- Strategic investment strategy (prioritization of capital enhancement)

Kimley-Horn will submit a draft report for review by the City and will respond to one (1) set of consolidated comments. After responding to comments, Kimley-Horn will deliver an electronic copy of the final strategy document, includes action plans and implementation strategies. The report will be compact and direct with effective use of graphics and images to communicate concepts. The exact format will be determined in conjunction with city staff. Recommendations from this process can also be referenced in the ongoing Winter Park Mobility Plan being developed by Kimley-Horn.

Additional Services

Any services not specifically provided for in the above scope will be billed as additional services and performed at our then current hourly rates. Additional services we can provide include, but are not limited to, the following:

- Additional project trips and presentations (two multiday trips are included in this scope)
- Park+ parking demand analysis model
- In field data collection related to parking or access
- Parking data analytics
- Additional workshops
- Branding assistance
- MetroQuest or other online survey methods

Information Provided By Client

We shall be entitled to rely on the completeness and accuracy of all information provided by the Client or the Client's consultants or representatives. The Client shall provide all information requested by Kimley-Horn during the project, including but not limited to the following:

- Parking occupancy data (current and historic)
- Stakeholder contact information and advertisement for outreach activities
- Previous plans and studies
- Previous community surveying efforts

Fee and Expenses

Kimley-Horn will perform the services in Tasks 1 - 4 for the total lump sum labor fee below. Individual task amounts are informational only. All permitting, application, and similar project fees will be paid directly by the Client.

Task 1	Project Launch	\$10,500
Task 2	Policy and Study Review	\$5,750
Task 3	Parking and Mobility Policy Work Session	\$24,000
Task 4	Documentation	\$9,700

Total Lump Sum Labor Fee	\$49,950
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Lump sum fees will be invoiced monthly based upon the overall percentage of services performed. Reimbursable expenses will be invoiced based upon expenses incurred. Payment will be due within 25 days of your receipt of the invoice and should include the invoice number and Kimley-Horn project number.

Economic Development Advisory Board



meeting date 3-28-17

approved by

item type
☐ Administrative
☐ Action
☒ Information

☐ City Manager
☐ City Attorney
☐ N/A

**agenda
item**

Subject 3d

Staff is providing information regarding the length of board member terms.

motion | recommendation

None

background

The following chart describes appointment dates, term and eligibility for members of the Community Redevelopment Agency Advisory Board. Per Article 3, Section 2-48 of the Code of Ordinances, appointments shall be made for three-year terms with an opportunity to be reappointed for one three-year term immediately following the expiration of the initial three-year term. Appointments are made at the first City Commission meeting in May.

Those wishing to reapply may do so either online at <https://cityofwinterpark.org/government/boards/citizen-board-application/> or by filling out a board application form.

Name	Term Ending	Eligible for new term?
Chair: John Caron	May 2019	No
Vice Chair: Stephen Flanagan	May 2018	No
Betsy Gardner - Eckbert (Chamber)	May 2018	Yes (no limit)
John Gill	May 2017	No
Owen Beitsch	May 2017	No
Kelly Olinger	May 2018	No
Vacant		
Alt:		<i>*will move into regular position if a seat is vacated.</i>