

Economic Development Advisory Board

April 17, 2018 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 2-20-2018

2 action

3 informational

- a. Discussion with Mayor Leary
- b. EDAB Monthly Report

4 new business

- a. Chamber Update

public comment

adjourn

Next meeting: May 15th

appeals & assistance

"If a person decides to appeal any decision made by the Commission with respect to any matter considered at such meeting or hearing, he/she will need a record of the proceedings, and that, for such purpose, he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based." (F. S. 286.0105).

"Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office (407-599-3277) at least 48 hours in advance of the meeting."

Economic Development Advisory Board



meeting date 4-17-18

approved by

item type ☒ Administrative
☐ Action
☐ Information

☐ City Manager
☐ City Attorney
☐ N/A

**agenda
item**

Subject 1a

Approve minutes for the February 20, 2018.

motion | recommendation

Motion to approve minutes from February 20, 2018.

Background

N/A

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

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

**February 20, 2018
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, Wes Naylor, Betsy Gardner-Eckbert, Tara Tedrow

BOARD MEMBERS ABSENT: Pete Muller, Joel Roberts

STAFF MEMBERS PRESENT: Kyle Dudgeon, Kim Breland, Lindsey Hayes and Peter Moore

ADMINISTRATIVE ITEMS:

A. Approve minutes from 1-16-18

Motion made by Betsy Gardner-Eckbert, seconded by Kelly Olinger, to approve the 1-16-18 minutes.

Motion passes 5-0.

INFORMATIONAL ITEMS:

A. Fiber Optics Update

Budget & Performance Measurement Manager, Peter Moore provide the Board with an update on the fiber optics project. He explained that in the past there had been discussion amongst Staff about putting fiber optic conduit in the ground anytime there was work being done for the electrical undergrounding effort and over the past year spare conduit has been placed throughout the city anytime there has been any undergrounding work. Mr. Moore presented a map of the City, outlining the fiber optic and utility underground program. He noted that most of the City already has undergrounded electric, but the City makes every effort to not tear up the ground during this effort more than necessary.

Mr. Moore discussed the different phases for the fiber optics task force efforts. He discussed financial reasons behind the effort, smart city solutions, smart lighting, traffic efficiency, linking vital services such as Fire and Police departments, hospitals, water and retail services to create a more robust solution for the City. He explained that this year the first phase of the project is to link the City's water plants to the network. He stated that the plants are located around the extremities of the City permitting for lines to be run in the commercial corridors which allows for future fiber optic expansion.

Mr. Moore explained that Magellan Consulting Group provided the initial analysis, weighing the pros and cons of the project. He talked about the case studies provided which looked at other cities/municipal areas and how they implemented fiber optics. Mr. Moore remarked that after getting budget approval for the water plant project, Staff spent the last three months working on a public solicitation (Invitation to Negotiate (ITN)) which will be advertised before the end of February. Discussion ensued.

B. Economic Development Plan Monthly Report

Staff provided an update on mobility issues and parking and corridor analysis.

ACTION ITEMS:

A. There were no action items

NEW BUSINESS:

A. Chamber Update

Betsy Gardner-Eckbert introduced Brock Terwilleger and explained that his focus at the Chamber will be on legislative tracking and monitoring at the local and state level. She noted that she is excited that month at the next board meeting, the Chamber will start their focus on tourism with the intention of the Chamber to commission a tourism task force.

Mr. Terwillegger gave a brief background of what his responsibilities will be at the Chamber. He stated that he will be the main liaison with PAMA, heading the membership program and strategic initiatives related to government affairs.

Mr. Dudgeon stated Peter Mueller has submitted a letter of resignation to the board.

Next meeting scheduled for March 20, 2018

There being no further business, the meeting adjourned at 9:13 a.m.

John Caron, Chairperson

Laura Neudorffer, Board Liaison

Economic Development Advisory Board



meeting date 4-17-18

approved by

item type ☐ Administrative
☐ Action
☒ Information

☐ City Manager
☐ City Attorney
☐ N/A

**agenda
item**

Subject 3a

Discussion with Mayor Leary

motion | recommendation

N/A

Background

N/A

Economic Development Advisory Board



meeting date 4-17-18

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☐ Action
☒ Information

☐ City Manager
☐ City Attorney
☐ N/A

**agenda
item**

Subject 3b

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 FY17-18 EDAB plan.

Project	Update	Date
Tourism – strengthen demographic identification of the city’s tourism market	Staff continues to identify opportunities	Project ongoing
Corridor Analysis – Monitor the redevelopment of major commercial arterials within the city	Orange Avenue - Stakeholder meetings finished and existing conditions analysis completed.	A report was presented to the City Commission on October 23 rd . Staff to provide an update at a future meeting.
Special Events – Identify a scope for evaluation and review economic impact	Staff is collecting relevant data and formatting to be available for analysis.	Staff is coordinating with city departments, gathering data, and developing a scope for the project.
Mobility Issues/Parking	<p>Staff received direction from the CRA Agency and allocated dollars for updated technology, compliance review, and code modernization.</p> <p>Staff has engaged with vendors for technology upgrades, parking compliance for enforcement review, and a consultant for code modernization recommendations.</p>	<p>License Plate Reader technology – Staff is currently negotiating with vendors. Purchase and installation of equipment is expected in May.</p> <p>Parking Sensors – The CRA Agency will be discussing a pilot program for parking sensors on April 23rd. Scope includes installation on the 4th</p>

		and 5 th floors of the Park Place Garage providing real time information on availability of the garage to the public. Code Modernization – Research and discussion is expected to continue between staff, the consultants, advisory boards, and the Commission through the Spring.
Fiber Optics	EDAB discussed fiber optics as part of their February 2018 meeting.	Since that time, staff issued an Intention to Negotiate (ITN) to determine private sector interest. Staff completed the process with the selection committee rejecting all bids.
Real estate trends/City owned properties	Board discussion to be had regarding the context of city owned properties.	See attached background material.



City of Winter Park Draft Master Plan for city-owned properties April 2016

Overview:

The City of Winter Park owns over 150 parcels consisting of over 420 acres of property throughout the city limits as well as within the city's water and sewer service territory that extends outside the city limits. Most of these properties are currently being utilized in accordance with the intended purpose of acquisition.

Since the last Master Plan for city-owned properties (February 2013) was reviewed at the Commission level, the following significant changes have occurred:

- Public Works Administration building was razed and replaced with public parking.
- Library bond referendum passed.
- Pennsylvania/Garfield property was sold.
- Built a Utility Warehouse and Electric Operations Center at the Central Compound, eliminating the need for rented space on Metric Drive.
- Fire Station 64 is in the process of being renovated.
- City acquired 2600 Lee Road and 1111 West Fairbanks Avenue.

The purpose of this plan is to discuss those properties that may be put to a better use whether that is for a municipal purpose or a private purpose. The properties discussed herein are as follows:

- City Hall
- Winter Park Public Library
- Progress Point
- Blake Yard
- Northwest Sports Complex (former Tree Farm)
- Old Swoope Water Plant site
- 2600 Lee Road
- 1111 West Fairbanks Avenue

There are also sites in the city that, *if* they become available, the city would potentially be interested in acquiring for a municipal use if the price is right. Discussions of those properties are at the end of this plan.

I

City Hall

Location: 401 South Park Avenue



Size: 2.8 acres

Buildings: City Hall (28,967 sq. ft.)

Discussion: This complex serves as home to the City Commission Chambers, City Administration, City Clerk, Finance/Utility Billing, Communications, Economic Development/CRA, Planning, Building & Permitting, Risk Management, Purchasing, Information Technologies and Human Resources.

The current building is adequate to meet the current space needs as well as the known needs of the future. However there may be other factors discussed in the options below that drive a different use of the property in the future.

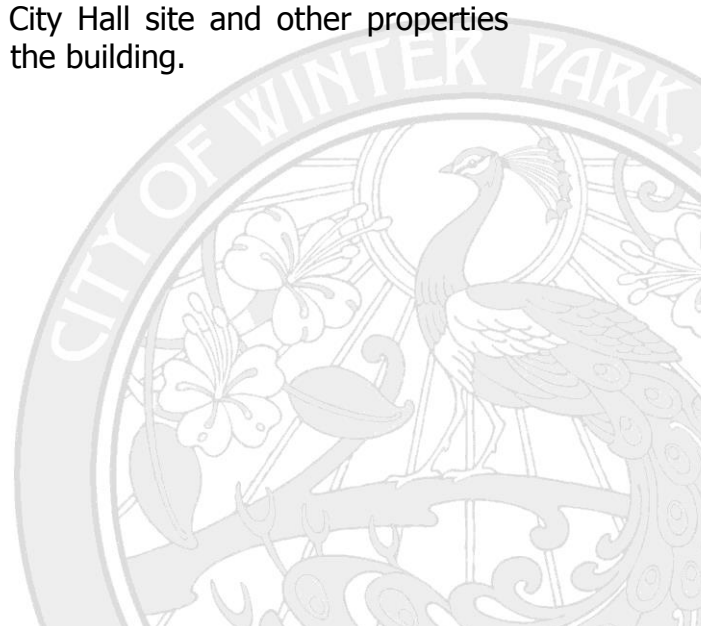
The site is zoned PQP and the current and future land use is designated as Institutional.

Potential Options:

- 1) There has been some discussion that many of the “back-of-house” functions do not need to be located in such a prime location within the city. If a new City Hall were to be built it may make sense to move the back-of-house functions to a different, less valuable location, thus reducing the size of the City Hall at its current location.
- 2) Move City Hall to a different location and sell the current City Hall property. This has been discussed in the past but rejected by the City Commission. There was a strong feeling that City Hall should be on Park Avenue, our “main street”, or at least remain downtown. With the library relocation now approved, one option would be to move City Hall to the existing library location.
- 3) Build a new stand-alone City Hall on the existing site. This would likely require another referendum.
- 4) Build a parking garage behind City Hall and/or in conjunction with the building of a new City Hall to provide additional public parking for downtown. This could be better facilitated if the city acquired the additional properties behind City Hall.
- 5) In the past there has also been discussion of a joint public-private use of the City Hall property. While this might reduce the city’s investment in a new City Hall, the private contribution might not eliminate the need for a voter referendum to approve bonds for the project.
- 6) Leave City Hall as is and continue to make modifications as needed.

Staff Recommendation:

Staff recommends that we explore the concept of moving City Hall to the existing library site. The existing building could be analyzed to determine if it can be retrofitted to accommodate City Hall. A new building at that site can also be studied. The proceeds from the sale of the City Hall site and other properties discussed in this report could be used to fund the building.



II

Winter Park Public Library

Location: 460 East New England Avenue



Size: 1.7 acres

Building: 32,980 sq. ft.

Discussion: The library is a three-story building with a fairly new HVAC system and energy-efficient lighting. The condition of the building is good.

The property is zoned R-4.

Potential Options:

- 1) Sell or ground lease the property (could require rezoning).
- 2) Lease the building (would require rezoning).
- 3) Explore moving other city functions to the site.

Staff Recommendation:

See City Hall recommendation. If that is not an option, market the property.

III

Progress Point

Location: 1150 North Orange Avenue, 1211 Palmetto Avenue, 1241 Palmetto Avenue, 1242 Palmetto Avenue, and 1210 Palmetto Avenue



Size: 3.76 acres

Buildings: 17,833 and 6,125 sq. ft.

Discussion: The city acquired the property in the state office building swap. The buildings on the property are in poor shape.

The property has about 400 feet of frontage along Orange Avenue and about 215 feet of frontage along Denning Drive. The eastern part of the property is split by Palmetto Avenue.

There has been discussions about abandoning Palmetto Avenue or shifting it to the east against the railroad right of way in order to maximize its value.

The property is zoned O-1 but could be rezoned to allow commercial retail along the Orange Avenue frontage, multi-family or other uses in the rear.

Potential Options:

With the withdrawal of the only proposal under the Notice of Disposal process, the Progress Point site is again available for consideration as a potential redevelopment site. The Planning & Zoning Board along with the Economic Development Advisory Board (EDAB) held a joint meeting to discuss options on the project.

Their recommendations include preparing preliminary traffic impacts based on various development scenarios, identifying the parking needs of various property owners along Orange Avenue and the ability to help them meet their parking needs through either on-site parking or a parking garage, entitling the property before any sale and hiring a professional commercial real estate broker to market the property for the city.

Staff Recommendation:

- 1) Survey property owners along Orange Avenue for potential parking garage tenants and determine the number of private spaces that may be needed. Based on this number, staff can determine a preliminary cost for a garage, and the necessary contribution to construct and maintain the garage for the Orange Avenue area merchants as well as any development on the Progress Point site. Staff can prepare and send out these surveys within the next month. This step is necessary to determine the amount of property that can be entitled for future sale.
- 2) Relocate Palmetto Avenue rather than vacate the right of way. This evaluation will include a cost of relocation including utilities and impacts on surrounding property owners. Public Works staff has concerns about vacating Palmetto and the impact it would have on Cypress Avenue and Denning Drive. Relocation seems to be the best solution to offer a slightly larger site with access to Palmetto Avenue.
- 3) Consider various entitlements on the property. During the NOD process, concerns were raised about the acceptance of a project that needed to be entitled. The City Commission should decide on a development plan and make the necessary changes to the Future Land Use Map and the Zoning map if needed prior to any advertisement or sale. This entitlement gives the Commission the opportunity to evaluate any proposals on an even playing field.

To facilitate this decision, P&Z and EDAB recommended that staff look at preliminary traffic analysis for various scenarios to determine impacts on Orange Avenue.

- 4) Once the Commission has decided on entitlements, direct staff to hire a commercial real estate broker to actively advertise and market the land. Hiring a broker can take place at any point in this process.

Staff can provide clearer options once the Commission makes a decision about the placement of a parking garage on this site.

DRAFT



IV

Blake Yard

Location: Blake Avenue (301 West Comstock Avenue)



Size: 0.45 acres

Buildings: None

Discussion: This property's only access is at the dead end of Comstock. The property is zoned PQP but is surrounded by residential property to the west and new townhomes to the north. The neighbor across the street, Forest Michael, has proposed that this property be converted to a garden oriented park or to split the property with part being residential and the rest a garden oriented park. A copy of those proposals are included as "Attachment A" at the end of this document.

Potential Options:

- 1) Convert to a public parking lot to support the area businesses and Winter Park Farmers' Market. This would not be popular to the adjacent residential properties.
- 2) Put the property up for sale.
- 3) Use as a neighborhood park.
- 4) Approve one of Forest Michael's plans.

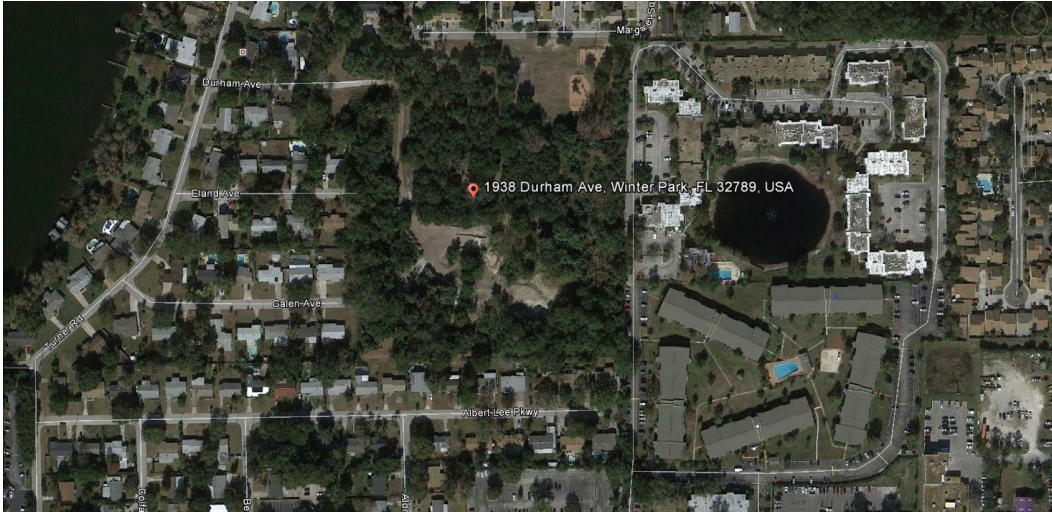
Staff Recommendation:

Staff recommends marketing the property for sale.

V

Northwest Sports Complex (former Tree Farm)

Location: 1938 Durham Avenue (north of Lee Road)



Size: 14.17 acres

Buildings: None

Discussion: Part of this property was once used as a tree farm until it became much more cost efficient to acquire trees from private nurseries. This property has been identified in the Parks Master Plan as a future sports complex. The development of the property into a sports complex is in the five-year CIP for 2019.

The property is surrounded by single family and multi-family residential on all sides. Its access is currently off of Durham Avenue. The City has an agreement with the Winter Park Housing Authority to open an entrance along the side of the Meadows Apartments off of Monroe Avenue so that the entrance would not be in the middle of a residential neighborhood.

There has also been discussion with the Housing Authority about swapping properties and building a new Authority Complex on our property and the athletic fields on their property. That concept has stalled at the moment due to issues on their end but it might resurface.

The property is currently fenced and not open to the public.

The property is zoned R -1A.

Potential Options:

- 1) Continue the current use as a natural area.
- 2) Continue with the current plan contained in the five-year CIP.
- 3) Put the property up for sale for a residential use.

Staff Recommendation:

Continue with the current plan contained in the five-year CIP.

DRAFT



VI

Old Swoope Water Plant Site

Location: 631 North New York Avenue



Size: 0.99 acres

Buildings: None

Discussion: This property used to be a water plant site. It was replaced by the water plant next to the Public Safety Building just west of the railroad tracks. A water well still exists on the property that feeds the new Swoope plant. That well will put some restrictions on the future use but is located in a spot that will not affect the development very much. The site is periodically being used for material storage for undergrounding projects but that can be done elsewhere.

The property is surrounded by an office building to the south and east, a parking lot and the railroad tracks to the west and the 7th hole of the golf course to the north. The Golf Course Task Force proposed using the property as a golf training facility.

The property is flag-shaped and has very little visibility from New York Avenue.

The property is zoned PQP.

Potential Options:

- 1) Continue the current use.
- 2) Market the property for sale.
- 3) Hold on to the property until a final decision is made on any use associated with the golf course.

Staff Recommendation:

Hold on to the property until a final decision is made on any use associated with the golf course.

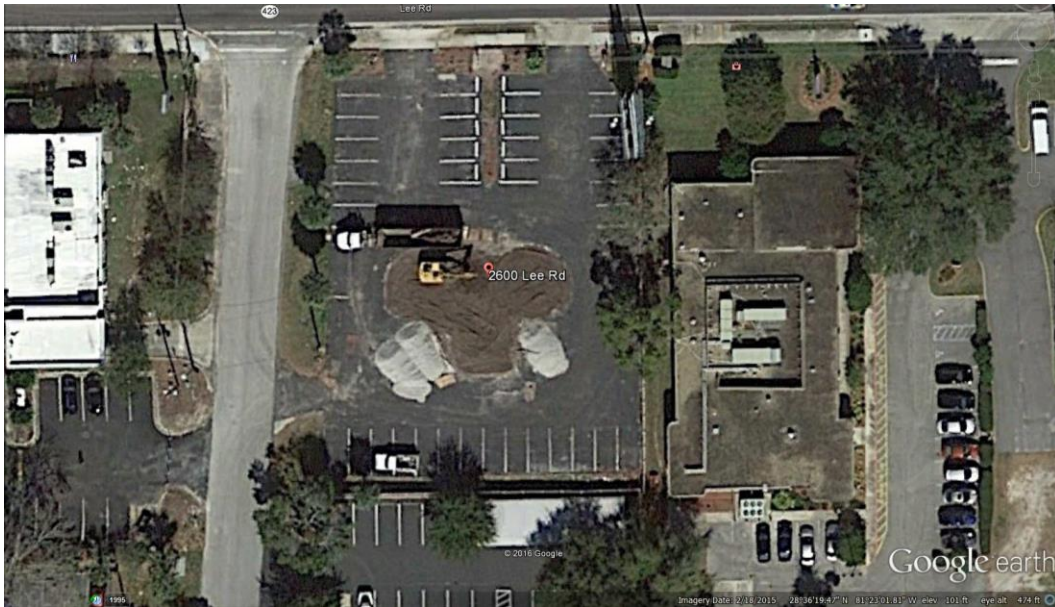
DRAFT



VII

2600 Lee Road

Location: 2600 Lee Road



Size: 0.45 acres

Buildings: None

Discussion: This site was acquired by the city in January 2015 for \$990,000 and the building that had been used as an adult entertainment facility was demolished. The property is carried on the city's books as an investment because the intent of the city was to re-sell the property. It has been posted for sale by the city since it was acquired but has not sold.

The property is zoned C-3 and its most likely use will be some type of drive-thru restaurant or coffee/donut shop.

Potential Options:

- 1) Continue to market the property ourselves.
- 2) List the property with a broker.

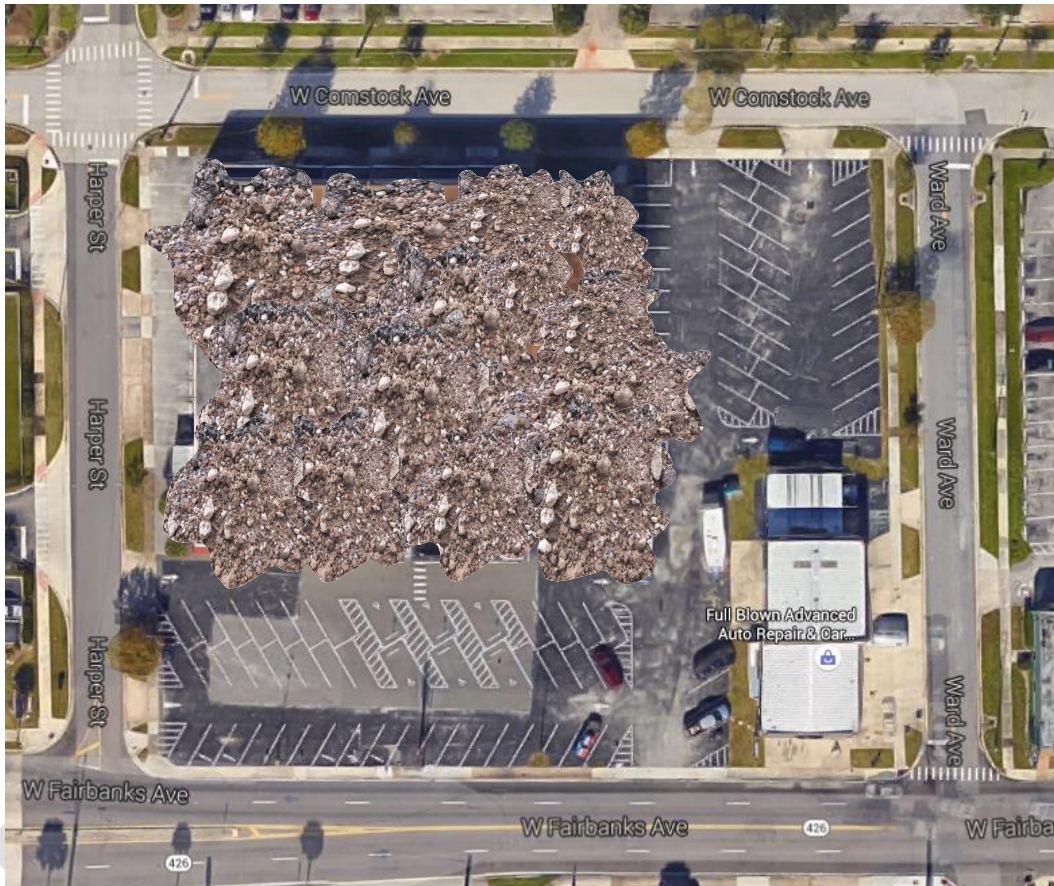
Staff Recommendation:

List the property with a broker.

VIII

1111 West Fairbanks Avenue (former bowling alley)

Location: 1111 West Fairbanks Avenue



Size: 1.63 acres

Buildings: None

Discussion: The city is in the process of acquiring the property. The closing is scheduled for Tuesday, May 17, 2016.

The Fairbanks Avenue frontage is 250 feet. One of the reasons the city is acquiring this property is to eventually improve traffic flow along Fairbanks. The city will need to dedicate at least 22 feet of this property to the Fairbanks right of way (ROW) to be able to make a difference. To make a significant difference, more ROW will need to be acquired by either the Florida Department of Transportation or the city in the future from the properties to the east of this property.

Options:

- 1) Dedicate 22 feet of the frontage for future expansion of Fairbanks and use the remaining to expand MLK, Jr. Park.
- 2) Dedicate 22 feet of the frontage for future expansion of Fairbanks and market the remaining 1.5 acres for a commercial use.

Staff Recommendation:

Complete the MLK, Jr. Park Master Plan in coordination with the library/event center/parking design and then decide on the future of this property.

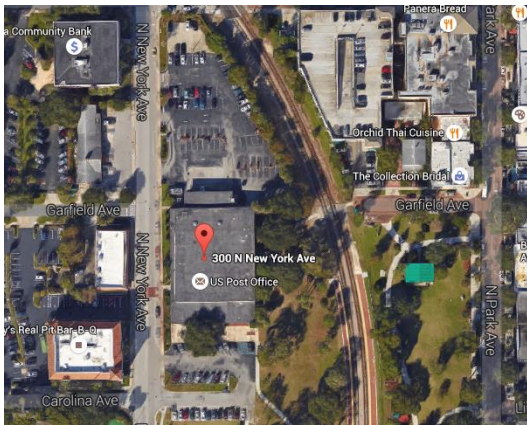


IX

Potential Acquisitions

Important Disclaimers – The sites discussed below are owned by parties not affiliated with the city. None is currently listed for sale nor has staff attempted to negotiate with any of the owners except as noted below. The inclusion on this list is not an indication that the city would make an offer if the property does become available for sale. The list is simply a planning list of properties that might make sense for some future municipal purpose. While the Orange County Property Appraiser (OCPA) appraised values are listed below it should not be construed as the market value or potential sales price for the properties. Just because a property is not on this list does not mean the city would not be interested in such property if it becomes available.

United States Post Office Site – 300 North New York Avenue

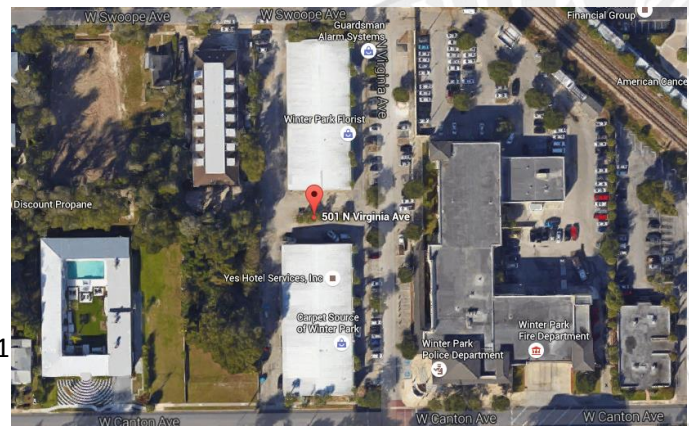


This two-acre site adjacent to Central Park has been identified by the City Commission as a potential site to expand the park and/or as a site for another municipal purpose. The city has sought a right of first refusal on the property but to date that has not been accomplished. The city has been informed by the United States Postal Service that it would receive notice if the property becomes available for sale. The property was appraised at \$2,370,000 in December, 2014/

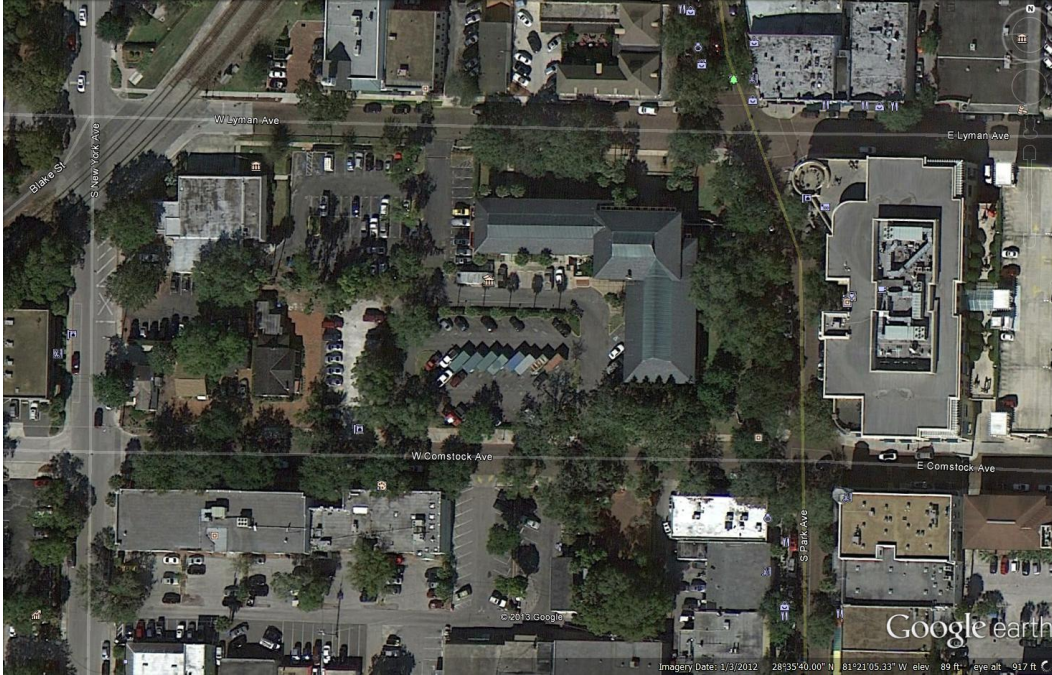
The city had a tentative deal to acquire the property that would have required the city to build a new distribution facility somewhere in the triangle between Winter Park, the Fashion Square Mall, and Metric Drive. We would also have to build a new retail space somewhere downtown. The estimated cost would have been in excess of \$6 million. The Commission voted this deal down because there was a belief that it might be much less costly in the future as the USPS continues to consolidate operations.

Property to the west of Public Safety Building - 501 North Virginia Avenue

This 1.7 acre site is adjacent to the Public Safety Building and has been discussed as a logical location for some of the back of house City Hall functions, creating a municipal complex. It is currently owned by HWP Partners and appraised by OCPA at \$1,105,786.



Properties behind City Hall – 183 through 219 West Comstock Avenue



- 183 West Comstock Avenue – Owned by Immos Oviedo LC, and appraised by OCPA at \$258,968.
- 213 West Comstock Avenue – Owned by Leila Trisman and appraised by OCPA at \$342,379.
- 215 West Comstock Avenue – Owned by Leila Trisman and appraised by OCPA at \$72,291.
- 217 West Comstock Avenue – Owned by Leila Trismen and appraised by OCPA at \$84,296.
- 219 Wets Comstock Avenue – Owned by W. E. and Jimmie W. Winderweedle and appraised by OCPA at \$119,039.

The above combined 0.52 acres are the only parts of the block that City Hall is on that the city does not own. If the city wants to redevelop this block and include a parking garage it would be beneficial, but not absolutely necessary, to own the whole block. The owner of the middle three properties (213, 215 and 217) has submitted an application to demolish the buildings and has plans to construct an office building on the site.

901 through 1071 West Fairbanks Avenue

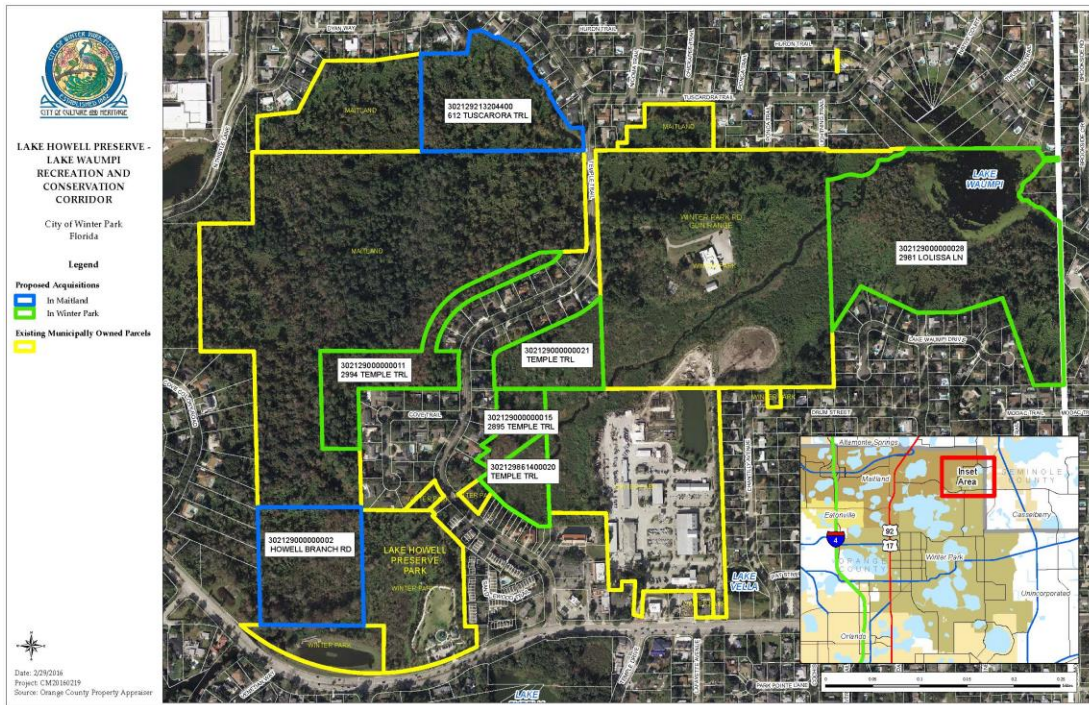


- 901 West Fairbanks Avenue – Owned by Mills family and appraised by OCPA at \$188,250.
- 919 West Fairbanks Avenue – Owned by Euteidra Josephs and appraised by OCPA at \$185,420.
- 929 West Fairbanks Avenue – Owned by Fairbanks Village LLC and appraised by OCPA at \$1,018,233.
- 1019 West Fairbanks Avenue – Owned by Phillip Keen and appraised by OCPA at \$454,287.
- 1021 West Fairbanks Avenue – Owned by Deaver-Johnson LLC and appraised by OCPA at \$507,743.
- 1025 West Fairbanks Avenue – Owned by Alpha Transgalactic, Inc. and appraised by OCPA at \$703,688.
- 1051 West Fairbanks Avenue – Owned by John Sobik, Jr., and appraised by OCPA at \$357,986.
- 1071 West Fairbanks Avenue – Owned by Manley Anderson and appraised by OCPA at \$259,080.

The above properties abut MLK, Jr. Park. As mentioned in the discussion of 1111 West Fairbanks Avenue at least 22 feet of the frontage of these properties would allow a dedicated turn lane along Fairbanks in this block which would greatly improve traffic. The buildings on some of these lots are too close to the road to allow for that ROW to be obtained without taking the building too.

Acquiring all of these properties would allow MLK, Jr. Park to be expanded all the way to Fairbanks and provide the ROW needed for the dedicated turn lane. Acquiring the property at 1071 would square off the former bowling alley block.

Howell Creek Properties



- 2981 Lolissa Lane – 26.4 acres owned by JBC Land LLC and appraised by OCPA at \$1,946.
- Temple Trail – 4.78 acres owned by JBC Land LLC and E.G. Banks and appraised by OCPA at \$478.
- 2895 Temple Trail – 2.42 acres owned by JBC Land LLC and appraised by OCPA at \$478.
- Temple Trail – 2.71 acres owned by JBC Land LLC and appraised by OCPA at \$266.
- 2994 Temple Trail – 7.1 acres owned by JBC Land LLC and E.G. Banks and appraised by OCPA at \$709.

This 43.41 acres (outlined in green above) is primarily wetlands and not buildable. It may have some limited additional value as wetland mitigation bank credits. It abuts the city's utilities compound off Howell Branch Road and Gun Range property off Temple Trail.

Owning this property would give the city approximately 4,600 linear feet along Howell Creek from Howell Branch Road to Lake Waumpi and provide the city the opportunity to obtain natural open space within a unique linear expanse of natural wetland.

The city is currently getting the property appraised and is working with the state to secure funding for the acquisition.




WINTER PARK PROPERTY ASSETS

For informational use only

City of Winter Park
Florida

Legend

-  City Owned Parcels
-  Recently Transacted/
In Transaction

