

# Economic Development Advisory Board

**June 19, 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 4-17-2018

## **2 action**

- a. Lawrence Center Expansion

## **3 informational**

- a. Economic Development & Circulator Transportation
- b. EDAB Monthly Report
- c. Chamber Update

## **4 new business**

- a. EDAB Summer Schedule

## **public comment**

## **adjourn**

## 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 6-19-18

approved by

item type ☒ Administrative  
☐ Action  
☐ Information

☐ City Manager  
☐ City Attorney  
☐ N/A

**agenda  
item**

## Subject 1a

Approve minutes for the April 17, 2018.

## **motion | recommendation**

Motion to approve minutes from April 17, 2018.

## **Background**

N/A

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

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

**April 17, 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 and Pete Muller

**BOARD MEMBERS ABSENT:** Joel Roberts

**STAFF MEMBERS PRESENT:** Kyle Dudgeon, Kim Breland, Lindsey Hayes and Dori Stone

**SPECIAL GUEST:** Mayor, Steve Leary

**ADMINISTRATIVE ITEMS:**

**A. Approve minutes from 4-17-18**

Motion made by Wes Naylor, seconded by Kelly Olinger, to approve the 2-20-18 minutes.

Motion passes 6-0.

**INFORMATIONAL ITEMS:**

**A. Discussion with Mayor Leary**

Chair, John Caron, began the discussion. He welcomed re-elected Mayor, Steve Leary to the meeting. He stated that it is the Board's tradition to bring in any newly or re-elected Commissioner or Mayor to discuss perspective and review projects. He informed the Mayor of initiatives that the Board has been working on over past year, including tourism, corridor analysis, mobility and parking, fiber optics, real estate trends and city owned property.

Mayor Leary addressed the Board. He stated that EDAB is a very important board because it influences all of the other boards in the City. He spoke on the initiative of Fiber Optics and city owned real estate. He stated that fiber optics is a widely important topic to residents, business owners and tourism. Regarding of real estate, he stated that there are a lot of City assets and discussions need to be held to decide whether selling or leasing the properties is better for the City. He briefly talked about the library (old building) and future use of the property. The mayor talked about the future of the Orange Avenue Corridor and what steps are being taken to develop the area.

The Board and the Mayor further discussed Orange Avenue issues and strategies, mentioning that the corridor is a priority and requires major focus. They conversed about resource availability and what EDAB can do to further the initiative. There was also discussion regarding short and long-term strategies.

The Board and Mayor Leary moved on to discuss city owned real estate in Winter Park and the best strategies for deciding what the best use for them are long term. They discussed prioritizing the properties in a list of urgency and potential for rezoning of properties for leasing. There was further conversation surrounding the "old" library property, which will be vacant in the next two years and being proactive in planning and determining its future use. There was further conversation of what the Board can do to assist Staff with the analysis of the initiatives related to city owned real estate. The conversation then turned to structured and underground parking as solutions to parking challenges in the City. They discussed costs and limitations with the City's floor area ratio and incentivizing shared parking. The group closed their discussion conversing on topics related to strategies and incentives to draw new business to Winter Park. Discussion ensued.

**B. Economic Development Plan Monthly Report**

There was no monthly report.

**ACTION ITEMS:**

- A. There were no action items

**NEW BUSINESS:**

A. **Chamber Update**

There was no Chamber update.

Next meeting scheduled for May 22, 2018

There being no further business, the meeting adjourned at 9:29 a.m.

---

John Caron, Chairperson

---

Kim Breland, Board Liaison

# Economic Development Advisory Board



meeting date 6-19-18

approved by

item type ☐ Administrative  
☒ Action  
☐ Information

☐ City Manager  
☐ City Attorney  
☐ N/A

**agenda  
item**

## Subject 2a

Lawrence Center Expansion

## **motion | recommendation**

Recommendation to approve a public private partnership for downtown parking is requested.

## **Background**

Rollins College is requesting approval of a development application that would include a new museum, future Crummer Business School and three level parking garage located at 200 E. New England Avenue and 203 E. Lyman Avenue. At the June 11<sup>th</sup> regular city commission meeting, staff was directed to explore a possible partnership that would include additional parking spaces for the public as part of this development.

The following schedule of values outlined by the general contractor includes a three story and five story garage totaling 184 and 305 spaces respectively. For discussion purposes, it can be assumed the resulting 121 space delta would be considered for public use. Total cost of the garages are valued at \$5.5 and \$8 million providing a pro-rated cost per parking space of about \$21,000.

Parking management is one of the major goals of the CRA plan. Supply addition was also a strategic initiative provided in the 2017 parking study. In review of the CRA budget, staff has determined it can account for up to \$3.3 million for use of this project without significantly impacting future increment revenue or its current capital improvement plan.

The purpose of EDAB is to provide recommendations on development within the community, particularly in the downtown. This also may include operations of the garage, maintenance, access, and impact on the economic vitality of the city.





# Supply Additions

*Additional parking supply investments may be a necessary long-term strategy for the downtown area.*

While we recommend first utilizing parking demand management strategies, such as the implementation of paid parking and improvements to the employee parking program to re-balance existing parking demand, and transportation demand management strategies, such as offering a shuttle service, we also acknowledge that there is a strong perceived lack of supply to serve the parking needs of the Park Avenue area as it operates today.

## More than Parking

In identifying potential locations for new parking, the City should consider the intended users of the proposed parking facility and perform a supply and demand analysis for the area representing a typical day for the study area. Once the City has separated perception from reality through the demand analysis, and with the recognition that peak conditions and special events will likely always prove a challenge and the city should not build supply with the intent of providing capacity for atypical days, the intended users should be studied to identify their preferences and actual behaviors. For instance, how far is each intended user willing to walk, and how do they rank various parking amenities (security, convenience, cost, availability, etc)? The photo above shows a hypothetical example of the area served by a parking facility at New York Avenue and Morse Boulevard, for employees willing to pay \$25 per month with a walking tolerance of 800-feet.

Once a location is identified, the facility's design should incorporate opportunities to further contribute to the vibrancy of Downtown Winter Park and serve the goals of the community. The following provides a recommended checklist of considerations for implementation of additional parking supply:

- A structured parking facility should include mixed-use components
  - Ground floor retail with parking above
  - Parking on lower level(s) with residential units above
  - Interior parking with residential units wrapped around the perimeter
- Will the facility provide bicycle parking in the form of traditional racks or secure bicycle lockers with nearby access to trails and bicycle lanes?
- The facility should improve walkability with the Downtown and to adjacent districts by providing a pleasant ground-level environment that links activity nodes.
- The facility should provide multimodal options, such as a bus or shuttle stop
- The facility should have design considerations to ensure that it fits the character of the Winter Park community.
- Parking facilities should provide for shared parking uses with private residential and retail uses, as well as public parking spaces
- Public investment in parking must provide a return on investment through enhanced development and/or increased sales tax in the Downtown area.

This policy has been effectively implemented in areas such as Boise, Idaho and Boulder, Colorado. In Boise the Capital City Development Corporation (CCDC) had a stated goal of a 5 to 1 return on parking investments. With the recent completion of the so called "BoDo" (Boise Downtown) project, they leveraged \$15.5 million dollars in public infrastructure investment (two parking garages and streetscape improvements) in return for \$87 million in private development-a 5.61 return on investment. By setting this philosophy, CCDC had a guideline for the development community to consider before approaching the City of Boise for partnership to provide parking to support a desired development opportunity. The exact same numbers may not be repeatable in Winter Park, but a similar approach should be looked at if the city considers a public investment in parking supply.

## Key Characteristics

- Can be added through surface lot or structured parking decks that include ground level retail and future adaptations for other uses.
- Allows for growth in the community and actively plans for future parking needs.
- Requires a large upfront capital investment.
- New infrastructure should support normal parking demand, incentivize additional development or growth, and support special event parking needs.

## Strategy Alignment

### Modernized Parking Policies and Practices

With modern parking structures costs between \$15,000 and \$25,000 per space, it is crucial that communities ensure that a parking facility investment add value to the community rather than simply provide parking spaces. By seeking to recapture some of the public investment and also looking to a potential future structure as an infill retail or mixed-use development, the conversation turns toward long-term community vibrancy rather than short-term parking supply and the continued quality of life in the Downtown area becomes the focus.

### Expected Outcome

Increased supply may facilitate easier parking in the near term, but induced demand may fill parking lots without substantial long-term relief.



The photo above shows a parking garage seamlessly integrated into the landscape with retail on the ground floor that serves to activate the entire block.



Implementation Elements and Considerations

Description	Implementation	Responsibilities and Costs
<b>The Cost of additional parking is a big investment and trends show a national decline in automobile ownership that may render the parking facility unneeded in the not distant future.</b>	With the price of “no frills” above-grade, structured parking reaching \$15,000 - \$25,000 per space in the national market, and the standard operations and maintenance cost at \$75 - \$85 per space annually, the decision to invest in structured parking is one that some communities and districts struggle to budget into capital improvement plans.	<p>\$3,000-\$5,000 plus land cost for surface parking</p> <p>\$15,000-\$25,000 plus land cost for above-ground structured parking.</p> <p>\$30,000 – 40,000 plus land cost for below-ground structured parking</p> <p>\$75-\$85 per space per year for ongoing operations and maintenance</p>
<b>Parking should be about More than Parking</b>	The garage should include ground floor commercial uses that activate street life and continue to support walkable vibrancy within the Downtown. The garage should also serve to connect adjacent destination areas through this enhanced walkability. Finally, architectural design of a garage should fit within the context of the Downtown area.	City should establish a checklist for garage design that includes the presence of ground floor retail, preference given to mixed-use development above or around parking, inclusion of alternative mobility options, improved connectivity and walkability around garage, context-sensitive design elements, and promotion of shared parking
<b>Location of additional parking supply should account for the opportunity cost of utilizing the land for a parking facility, as opposed to another land use.</b>	While parking should be convenient, it should not take the place of what could be a visitor drawing restaurant or retail destination. The location should consider the intended user type, their established walking tolerance, and be placed to serve the greatest number of benefactors possible.	City should evaluate the loss of available developable land by comparing potential sales tax revenue from development potential with cost of parking design, construction, and operation
<b>Enforcement should continue from on-street and time limited and priced parking areas into the parking structure.</b>	Not only does an increased enforcement presence ensure intended usage of a parking facility, but also increases perceptions of security, it does effectively prevent much of the types of crimes associated with parking facilities, such as theft from vehicles and assaults. Enforcement patterns should be varied but frequent enough to prevent individuals from identifying a pattern than be exploited.	See Modernized Enforcement Strategy
<b>Parking Structure Design should complement the surrounding environment through design consideration.</b>	<p>Parking structures should incorporate architectural materials and details similar to those buildings adjacent to it and typically found in the district. Lighting elements, stairwells and sight lines should be designed so as to inhibit loitering in the facility and promote a safe experience for users.</p> <p>This can be achieved through the use glass enclosed stairwells; well-lit parking decks; activated, mixed-use ground floors; as well as through other architectural elements.</p>	Parking structure design is typically about 10% of the total cost of construction of a parking garage

What the Community Thinks

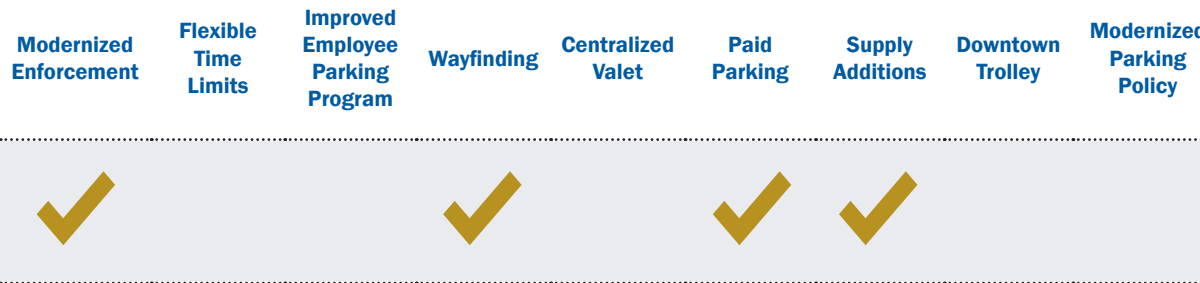
- All stakeholder groups experience a deficit of parking supply during special events.
- Observed deficits exist within employee parking supply; currently provides approximately 349 spaces for shared use with the general public, providing access with permit but not guaranteeing a space.
- Almost one-third of employee respondents to a recent survey indicated they continue to utilize on-street parking spaces while working; a correlation exists with almost 60% reporting the experience difficulty finding available parking with the employee parking permit regularly or during peak times.
- There is a strong preference for increased on-street parking supply, or nearby surface parking. Structured parking is perceived as having security concerns.

Stakeholder Feedback

Score by User Group (out of 5)



Parallel Strategies Critical for Success



# SCHEDULE OF VALUES | 3 LEVEL OPTION



## LAWRENCE CENTER PARKING GARAGE

Winter Park, FL

5/29/2018

CSI	Item of Work	Conceptual Budget	Cost/Space 184 Spaces	Comments
1	Clean-Up & Dumpsters	\$62,779	\$341	
2	General Equipment & Tools	\$40,763	\$222	
3	Offsite Parking	\$28,106	\$153	
4	Site & Building Demolition	\$111,165	\$604	
5	Traffic Control	\$20,194	\$110	
6	Erosion Control	\$9,102	\$49	
7	Document Existing Structures	\$0	\$0	
8	Earthwork, Grading & Utilities	\$152,518	\$829	
9	Temporary Shoring Allowance	\$30,504	\$166	Underground parking is not included
10	Paving Patching	\$15,252	\$83	
11	Hardscape & Pavers	\$56,940	\$309	
12	Vehicle Entry Gate	\$0	\$0	Not Included
13	Site Walls	\$0	\$0	Not Included
14	Site Furnishings Allowance	\$7,626	\$41	
15	Landscape & Irrigation Allowance	\$49,568	\$269	
16	Site Lighting/Electrical	\$28,470	\$155	
17	Cast in Place Concrete	\$465,680	\$2,531	Excludes deep foundations and/or soil improvement
18	Structural Precast Concrete	\$1,919,387	\$10,431	Opening sizes & spacing to be adjusted per structural loading
19	Masonry	\$0	\$0	
20	Cast Stone & Trim	\$85,563	\$465	
21	Structural & Misc. Steel	\$25,341	\$138	
22	Railings	\$134,216	\$729	
23	Decorative Grilles & Screens	\$267,989	\$1,456	
24	Rough Carpentry	\$7,957	\$43	
25	Millwork/Finish Carpentry	\$0	\$0	
26	Waterproofing/Caulking	\$26,866	\$146	
27	Traffic Coatings	\$0	\$0	Not Included
28	Fireproofing	\$0	\$0	
29	Roofing	\$12,710	\$69	
30	Doors/Frames/Hardware	\$28,480	\$155	
31	Glass & Glazing	\$0	\$0	
32	Elevator Lobby Finish Allowance	\$26,691	\$145	
33	Stucco	\$0	\$0	Not Included (exterior skin to be painted precast)
34	Painting	\$103,742	\$564	Exterior precast to be painted only (Interior to be exposed)
35	Specialties & Code Required Signage	\$8,824	\$48	
36	Exterior Canopies & Awnings	\$0	\$0	
37	Elevators	\$198,273	\$1,078	
38	Fire Protection	\$120,510	\$655	
39	Plumbing	\$48,855	\$266	
40	HVAC	\$29,313	\$159	Assumes 50% open air, no mechanical ventilation
41	Electrical	\$214,718	\$1,167	
<b>Subtotal Parking Garage</b>		<b>\$4,338,102</b>	<b>\$23,577</b>	
42	General Conditions	\$319,182	\$1,735	
43	Preconstruction	\$35,000	\$190	
44	Contractors Insurance & Risk Management	\$79,889	\$434	Includes builders risk insurance
45	Payment & Performance Bond	\$35,701	\$194	
46	Building Permit	\$126,720	\$689	
47	Contractors Fee	\$224,610	\$1,221	
<b>Subtotal General Requirements</b>		<b>\$821,102</b>	<b>\$4,463</b>	
48	Design & Estimating Contingency	\$246,730	\$1,341	5%
49	Escalation Contingency	\$103,629	\$563	2% - Assumes 1st Quarter 2019 Start
<b>Subtotal Contingency</b>		<b>\$350,359</b>	<b>\$1,904</b>	
<b>Totals</b>		<b>\$5,509,563</b>	<b>\$29,943</b>	

\*This conceptual budget pricing is based on the Rollins Innovation Triangle drawings by Baker Barrios dated 5.16.18



# SCHEDULE OF VALUES | 5 LEVEL OPTION



## LAWRENCE CENTER PARKING GARAGE

Winter Park, FL

5/29/2018

CSI	Item of Work	Conceptual Budget	Cost/Space 305 Spaces	Comments
1	Clean-Up & Dumpsters	\$94,588	\$310	
2	General Equipment & Tools	\$54,656	\$179	
3	Offsite Parking	\$37,641	\$123	
4	Site & Building Demolition	\$111,163	\$364	
5	Traffic Control	\$27,184	\$89	
6	Erosion Control	\$11,390	\$37	
7	Document Existing Structures	\$0	\$0	
8	Earthwork, Grading & Utilities	\$152,516	\$500	
9	Temporary Shoring Allowance	\$30,503	\$100	Underground parking is not included
10	Paving Patching	\$15,252	\$50	
11	Hardscape & Pavers	\$56,939	\$187	
12	Vehicle Entry Gate	\$0	\$0	Not Included
13	Site Walls	\$0	\$0	Not Included
14	Site Furnishings Allowance	\$7,626	\$25	
15	Landscape & Irrigation Allowance	\$49,568	\$163	
16	Site Lighting/Electrical	\$28,470	\$93	
17	Cast in Place Concrete	\$634,158	\$2,079	Excludes deep foundations and/or soil improvement
18	Structural Precast Concrete	\$2,937,356	\$9,631	Opening sizes & spacing to be adjusted per structural loading
19	Masonry	\$0	\$0	
20	Cast Stone & Trim	\$142,602	\$468	
21	Structural & Misc. Steel	\$40,540	\$133	
22	Railings	\$166,751	\$547	
23	Decorative Grilles & Screens	\$446,612	\$1,464	
24	Rough Carpentry	\$13,262	\$43	
25	Millwork/Finish Carpentry	\$0	\$0	
26	Waterproofing/Caulking	\$42,065	\$138	
27	Traffic Coatings	\$0	\$0	Not Included
28	Fireproofing	\$0	\$0	
29	Roofing	\$12,710	\$42	
30	Doors/Frames/Hardware	\$47,465	\$156	
31	Glass & Glazing	\$0	\$0	
32	Elevator Lobby Finish Allowance	\$26,690	\$88	
33	Stucco	\$0	\$0	Not Included (exterior skin to be painted precast)
34	Painting	\$168,880	\$554	Exterior precast to be painted only (Interior to be exposed)
35	Specialties & Code Required Signage	\$11,964	\$39	
36	Exterior Canopies & Awnings	\$0	\$0	
37	Elevators	\$320,283	\$1,050	
38	Fire Protection	\$200,847	\$659	
39	Plumbing	\$81,424	\$267	
40	HVAC	\$48,855	\$160	Assumes 50% open air, no mechanical ventilation
41	Electrical	\$356,854	\$1,170	
<b>Subtotal Parking Garage</b>		<b>\$6,376,814</b>	<b>\$20,908</b>	
42	General Conditions	\$426,777	\$1,399	
43	Preconstruction	\$35,000	\$115	
44	Contractors Insurance & Risk Management	\$116,380	\$382	Includes builders risk insurance
45	Payment & Performance Bond	\$49,039	\$161	
46	Building Permit	\$184,603	\$605	
47	Contractors Fee	\$327,208	\$1,073	
<b>Subtotal General Requirements</b>		<b>\$1,139,007</b>	<b>\$3,734</b>	
48	Design & Estimating Contingency	\$359,431	\$1,178	5%
49	Escalation Contingency	\$150,963	\$495	2% - Assumes 1st Quarter 2019 Start
<b>Subtotal Contingency</b>		<b>\$510,394</b>	<b>\$1,673</b>	
<b>Totals</b>		<b>\$8,026,215</b>	<b>\$26,315</b>	

\*This conceptual budget pricing is based on the Rollins Innovation Triangle drawings by Baker Barrios dated 5.16.18







## SITE INFORMATION

### Zoning: Lawrence Center Program

Site Area - 104,152 GSF

Existing Zoning - O -1/.45 FAR = 46,868 SF

Proposed Zoning - PQP / 2.0 FAR =208,304 SF

**Proposed Lawrence Center FAR < 2.00**

### Lawrence Center Program

Existing Lawrence Center – 44,433 GSF

### Lawrence Center

#### Parking Garage:

3 Levels/ 184 Cars

Level 1 16,590 SF

Level 2 21,355 SF

Level 3 1,000 SF (lobby, vertical circulation)

Total 38,945 SF



0 20' 40' 80' 120' 160'  
1" = 40' GRAPHIC SCALE







# Economic Development Advisory Board



meeting date 6-19-18

approved by

item type ☐ Administrative  
☐ Action  
☒ Information

☐ City Manager  
☐ City Attorney  
☐ N/A

**agenda  
item**

## Subject 3a

Discussion – Economic Development & Circulator Transportation

## **motion | recommendation**

N/A

## Background

Historically, the purpose of a downtown circulator has been to move individuals conveniently from place to place in a time effective and sustainable manner. This idea has been explored by many municipalities, counties, private sector attractions, and regional transportation authorities as opportunities to conveniently facilitate 'last mile' travel.

Financially, revenue is received by a federal or local grant/subsidy, sponsorships, and/or fares. In many dense urban areas, fare based models are more relied upon to sustain costs. Many private sector models incorporate the addition of tours or event planning as part of their revenue streams. Offsetting costs are typically accounted for in equipment purchases, labor, gas, and operations and maintenance. In an effort to reduce these costs, the private sector has tweaked this model taking advantage of technology using transportation network companies such as Uber or Lyft. With convenience in mind, there is no circulator only point 'A' to point 'B' service. This idea has also been mirrored by regional entities such as Lynx and their 'Neighborlink' initiative.

Winter Park has researched and attempted to provide circulator service through a variety of business models including trolley, downtown circulator, golf cart on demand service, and others. All projects were postponed citing financial loss. This is consistent with many cases. Without a consistent source of income (e.g. heavy population, annual subsidy/sponsor) expenses outweigh revenues. Organizations investing in this effort cite unquantifiable benefits such as road congestion alleviation, a reduction in parking demand, novelty, and charm.

From a theoretical perspective, moving people efficiently provides a greater opportunity for convenience and point of sale. However, development generally does not ask for this type of service. Funding is rather invested into elements which make the area attractive. This can include anything from physical improvements to marketing and communication mediums which rely on the individual to pursue a location independently.

Included as backup material is a 2013 Strategic Planning item by the City Commission titled "City Bus or Circulator System". This was identified as a priority to the Commission, but was not put into action due to budgetary concerns. In addition is a page from the 2017 parking strategies plan provided by Kimley Horn. Serving a similar purposes, the circulator would move from various activity centers to



facilitate last mile travel. The report does indicate the need for increased mobility, but does state an upfront capital investment and annual operating and maintenance costs as a key characteristic.

Given this context, the question to EDAB is twofold:

1. Should this model, or combination thereof, be a priority to the community with the understanding of its financial instability?
2. If so, is there an appropriate loss on investment that could be counterweighted against intangible benefits?



# CITY BUS OR CIRCULATOR SYSTEM





## CITY BUS OR CIRCULATOR SYSTEM

### **BACKGROUND:**

The 1991 Comprehensive Plan outlined the existing city operated bus service that existed from 1972 to the early 1990's. Unfortunately, the City's financial system only goes back to 1994 so the cost of the routes to the city at that time is not available.

The City did contribute to the Lynx system from 1994 through 2001 as a contribution to service. Lynx did ask that all cities within its tri-county service area contribute to the cost of service for a number of years. Today, Lynx allocates it's federal and state dollars by county contribution and Winter Park's share is included in that. The CRA also entered into the transit business by operating a trolley in the downtown area for approximately two years. Ridership was very low and the service was terminated.

The Finance Department has provided the following table that highlights the available funding resources spent since 1994 on transit services.

Year	Lynx Contribution General Fund	CRA Trolley Service
1994	82,400	
1995	96,000	
1996	97,920	
1997	55,702	
1998	50,000	
1999	50,000	
2000	50,000	
2001	55,000	
2002		95,612
2003		366

Today, Lynx operates four bus routes that directly impact the City of Winter Park. With the opening of the SunRail, Lynx has developed up to three additional routes to provide connectivity between the station and other routes along the Lynx System.

## **STRATEGIC QUESTIONS:**

- **What is the rationale behind additional transit service?**

- SunRail System
  - Work with large employers to operate individual shuttle service to and from the SunRail station - there are several examples in the region where large employers operate individual shuttles to parking lots to shuttle employees back and forth to work. There may be significant interest in several large employers in Winter Park to provide this type of service to the SunRail station to encourage employee ridership.
- Connectivity of downtown to other commercial, employment or residential areas around the City
  - City operates new bus service – in an effort to supplement Lynx service, provide connectivity to the downtown area to surrounding retail and residential centers and support the SunRail system, the City may choose to operate its own bus service. Figure 5 shows the major employment centers throughout the city that would be key in analyzing a city-run bus system. These employment centers could be marketed to capitalize on SunRail ridership. Operating a city owned bus service could prove costly. Funding would need to include the startup costs of bus purchases, drivers, fuel, marketing and necessary O&M costs. Transit service has historically not covered the cost through fare box revenue so the city would be required to subsidize all necessary costs associated with the operations.
  - An additional option is to operate transit services and work with large employers who may be willing to help subsidize the cost of the service to move their employees at little or no cost to and from the SunRail station. This may not provide connectivity in the downtown, but could provide linkage to SunRail riders and employment centers.
  - City outsources transit service – This option would include the city adding routes that are outlined in the city owned system, but the entire service would be outsourced to a private operator. The city would not be responsible for the day to day operations of the system. Staff anticipates that

service would be based on a fixed rate policy with all fare box revenues going back to the provider as part of the negotiated service contract.

- Flex Bus Service – Four communities - Altamonte Springs, Maitland, Casselberry and Longwood are actively involved in creating a Flex Bus system. This is an on-call service that is being developed to primarily promote SunRail ridership in these communities and provide connectivity with their employment and commercial centers. The funding for this program is provided through the Federal Transit Administration with a committed future match from the local governments. Flex bus has two parts that are currently under development – the physical locations that the buses will pick up passengers and the technology to summon the bus, pay and arrive in a timely manner. This service is considered premium service with a potential guarantee of 12 minute pick up times. The city staff has met with representatives of Altamonte Springs and Maitland about their service. They anticipate some type of service being available at the opening of SunRail. This does not replace the Lynx service, but supplements it to allow better transit options throughout their communities. While these four cities are about to enter into an intercool agreement addressing the specifics of this system, Winter Park has been invited to participate in exploring the opportunities of participating and how this service may benefit the city. There is no obligation of any matching funds at this time, but should the city decide to pursue this service, staff anticipates a match would be necessary.

## **STAFF RECOMMENDATIONS:**

- Without federal subsidies, operating and maintaining a bus service within the city limits is a costly endeavor.
- Looking for sponsorships or encouraging private shuttles would help encourage riders, but would not provide increased linkage between the downtown and other areas of the city.
- Staff recommends additional research into the Flex Bus option and partnering with other local communities to see if there are benefits to the city in participating in this service.



**ATTACHMENTS:**

- Transit Summary 1991
- Minibus Routes
- Existing Lynx Service
- Lynx Expanded Service
- Employment Centers



# Transit Summary 1991



CITY BUS OR  
CIRCULATOR  
SYSTEM

## Winter Park Transit System

The City of Winter Park operates a municipal public transit system as a service to the community. The system which is commonly called the Winter Park Mini-Bus System is intended to provide a transportation alternative to the citizens of the City. The service is also intended to serve as a complement to the operations of Tri-County Transit by serving neighborhoods and other local areas beyond their routes.

Winter Park has operated its municipal transit system since November 1972. Over the years, the types of service, the types of vehicles, the routes and the fares have all undergone many changes. Winter Park operated on fixed routes beginning in 1972. The City tried a dial-a-bus system of destination to destination service between 1974 and 1976. Since 1976 the operation has been on fixed routes. The vehicles have included 16 seat Mercedes buses, 24 seat mini-buses by several manufacturers, and the current 30 seat Gillig transit buses. The routes have changed directions, locations and timing. The fares were free during some periods and they have grown from 10 to 50 cents over this time period. These changes through the years have all been in an attempt to maintain and increase ridership, while minimizing the operating deficit.

## Existing Conditions

In 1990, the Winter Park Transit System operates on two fixed hourly routes which meet at City Hall. The Green Line is a circular route primarily serving the eastern side of the City. The Gold Line in turn serves the western portion of the City. In this way a good geographic coverage of the City is accomplished and riders can transfer to the alternate route at City Hall. There are also several points on both routes where riders can transfer to bus service provided by Tri-County Transit. Thus, to some degree our transit system acts as a complimentary feeder system in serving areas beyond their range. The Winter Park Transit System operates eleven hourly routes on weekdays starting at 7:00 a.m. and finishing at 6:00 p.m.

The City's transit fleet consists of three buses. In 1987 the City purchased two Gillig transit coaches which are thirty passenger and thirty feet in length. These are the primary buses utilized on the two routes. They are comparable to the typical transit bus used by Tri-County, except ten feet shorter in length which allows them to serve smaller streets and neighborhood areas. The City also has a twenty-four seat mini-bus vehicle purchased in 1983 that is used as a backup bus when a primary bus is being serviced or repaired.

The City's transit system primarily serves the elderly, young children and those with low incomes. Approximately 55% of the riders are senior citizens. The transit service primarily serves riders on trips to shopping destinations, doctors offices, and social service agencies. Only to a small extent does the system serve as a means of commuting to employment.

The City's transit system attempts to serve a range of residential neighborhoods. However, the routes target multi-family developments with larger concentrations of potential riders such as the Winter Park Towers, Plymouth Apartments, Tranquil Terrace, The Meadows, Winter Park Greens and Frenchmen's Cove. The routes also target destinations such as the Winter Park Hospital, Winter Park Mall, K-Mart Center, Hollieanna Shopping Center, Aloma Shopping Center and the State Office Building. The routes also attempt to link schools with the major recreational areas.

Fares for riders are fifty cents for regular riders and twenty-five cents for senior citizens. Transfers between the Green and Gold routes are free. The fares were increased from twenty-five/ten cents in October 1987. This was coincident with the loss of federal operating assistance revenue.

Ridership for the past six years is shown in the following table. These are fare paying riders. Since transfers are free, the total ridership is approximately 10% higher in all years. This ridership is also complimented by the use of the buses during the Winter Park Arts Festival. Each year some 5,000 additional riders are transported during that three day event which are not included in the annual ridership figures.

Farebox revenue during the Arts Festival and from the balance of the year combine to off-set approximately 22% of the operating costs of the system. Virtually all public transit systems in the nation operate at a deficit. Typically, public transit operations in Florida, such as Tri-County Transit, average about 40% of farebox revenue versus operating cost. Without a significant employment ridership, Winter Park's goal should not be more than 25% of revenue versus costs. Transit ridership is highly price sensitive. Thus, the City needs to exercise care in maintaining both ridership and revenue. This is especially true in a transit system that does not rely on employment commuting as the base ridership.

TABLE 7

## Winter Park Transit System Ridership

<u>Year</u>	<u>Annual Riders</u>	<u>Percent Seniors</u>	<u>Percent Regular</u>
1984	78,839	58.8%	41.2%
1985	75,424	55.6%	44.4%
1986	76,359	53.1%	46.9%
1987	76,191	51.7%	48.3%
1988	60,297	54.9%	45.1%
1989	49,290	58.3%	41.7%

Source: Motor Transport Division, Public Works Department

Coordination of the Transit System

Winter Park coordinates its transit service with several other entities. These include the U.S. Urban Mass Transportation Administration (UMTA), Florida Department of Transportation (DOT), Metropolitan Planning Organization (MPO), and the Orange-Seminole-Osceola Transportation Authority (OSOTA) which is commonly called Tri-County Transit. Tri-County Transit is the designated recipient of federal assistance by UMTA to this metropolitan area. DOT also provides some transit assistance programs. The MPO coordinates all mass transit programs.

Over the years, the OSOTA Board has been very helpful to Winter Park's transit operations. From 1982 to 1986 the OSOTA Board allowed Winter Park to receive operating assistance from UMTA. During this period there were surplus operating assistance funds available beyond their needs. Due to declining federal appropriations however, the UMTA operating assistance available no longer satisfied their needs. As a result, Winter Park as a supplementary service does not receive operating assistance. However, the OSOTA Board has also been very helpful in allowing Winter Park to receive capital grants from UMTA and DOT. The two buses purchased in 1983 and the two purchased in 1987 were made under grants that provided 80% federal, 10% DOT and 10% local funding. These capital equipment grants have been essential in continuing the City's transit operations. In the future, similar capital grant funding through OSOTA to Winter Park will be necessary.



### Transit Funding

Winter Park residents financially support public transportation in a number of ways. The City's property owners support the public transportation programs of Tri-County Transit through the portion of Orange County property taxes that are committed to fund Tri-County's operations. In 1988 this amounted to \$7.20 per capita from all Orange County residents.

Indirectly, Winter Park's residents also support public transportation through federal taxes that return to Tri-County Transit from the U.S. Urban Mass Transportation Administration (UMTA) for capital and operating assistance. Generally, UMTA grant programs provide 80% funding for capital purchases such as new buses, and 50% funding for operating assistance applied to the deficit between expenses and farebox revenues.

Winter Park taxpayers directly support the City's transit system as it is funded from the general operating revenues of the City. In 1989 this amounted to \$3.86 per capita. Altogether, Winter Park provides approximately \$11.06 of financial support per capita to public transportation.

### Bicycle Facilities

Winter Park has a twenty-one mile system of bikepaths throughout the City that consist of ramped sidewalks. Given the nature of this system, these bikepaths do not function as bicycle commuting routes that can provide for an alternative mode of transportation. Instead, the City's bikepath system was constructed to link the City's schools and parks so that school children could safely bike around town on the sidewalks versus competing with vehicles in the streets. It also provides an option for adult recreational riders to seek the safety of the sidewalk when traveling on busy collector and arterial roads. The absence of any planned roadway widening projects for Winter Park and the predominance of oak trees in the parkway areas make it difficult to provide for bicycle lanes and other facilities.



# Mini Bus Routes



CITY BUS OR  
CIRCULATOR  
SYSTEM

## Gold Line Monday thru Friday

First Run — Last Run  
7:00 a.m. 5:00 p.m.  
Each run of the Gold Line route starts hourly at City Hall.

### TIME ESTIMATE

00:00	City Hall
:02	New England & Park
:04	Morse & New York
:05	Morse & Denning (State Office Bldg.)
:07	Tranquil Terrace
:08	Winter Park Mall (Ivey's)
:15	The Meadows Apartments (Bus Shelter)
:19	Winter Park Greens
:22	The Plymouth
:24	K-Mart/Winn Dixie
:26	Winter Park Mall (Back Center Entrance)
:28	The Ranch Mall
:29	Hallieanna Center (Publix, Eckerd's)
:30	Minnesota & Orlando
:33	Palmetto (Lombardi's Seafood)
:35	Denning & Orange
:36	Denning & Fairbanks
:37	Denning & Morse
:40	Winter Park Mall (Back Center Entrance)
:43	Canton & Capen
:44	Canton & New York
:45	New York & Carolina (U.S. Post Office)
:46	Park & Morse
:48	Park & New England
:50	City Hall

NOTE: Arrival times are estimates only due to traffic, conditions beyond our control, weather, etc. The bus may arrive several minutes earlier or later at any stop, however, every effort will be made to adhere as closely as possible to these scheduled times.

**Any Questions?**  
**Call:**  
**623-3245 or 3324**

Arrival Times at "Time Points"  
are approximate and may vary  
due to traffic conditions

## Green Line Monday thru Friday

First Run — Last Run  
7:00 a.m. 5:00 p.m.  
Each run of the Green Line route starts hourly at City Hall.

### TIME ESTIMATE

00:00	City Hall
:03	Library
:04	New England & Interlachen (Langford Hotel)
:05	Park & New England
:06	Park & Morse
:07	Park & Canton (St. Margaret Mary Church)
:08	Park & Stovin
:10	Palmer & Temple
:12	Temple & Chestnut
:14	Palm & Sunset
:16	Palmer & Phelps
:17	Phelps & Windsor
:21	Mizell & Benmore (Bus Shelter)
:23	Lock Lomond & St. Andrews (4 Seasons Condo's)
:27	* The Mayflower
:30	Aloma Shopping Center (Publix)
:32	Lakemont & Aloma
:34	Lochberry & Lakemont
:36	Greene & Brookshire (Brookshire Elementary)
:37	Whitehall & Berwick (Winter Park High)
:40	Winter Park Towers
:43	Glenridge Way (Glenridge Middle)
:46	Azalea Lane Recreation Center
:50	Holt & New York
:53	City Hall

\* Service for this stop will begin at 9:27 a.m. and end at 3:27 p.m.

NOTE: Arrival times are estimates only due to traffic, conditions beyond our control, weather, etc. The bus may arrive several minutes earlier or later at any stop, however, every effort will be made to adhere as closely as possible to these scheduled times.

**Any Questions?**  
**Call:**  
**623-3245 or 3324**

## Winter Park Mini-Bus Service

**Serving:**  
**Downtown Winter Park**  
**Winter Park Mall**  
**K-Mart Plaza**  
**Hollieanna Plaza**  
**Winter Park Hospital**  
**Aloma Shopping Center**

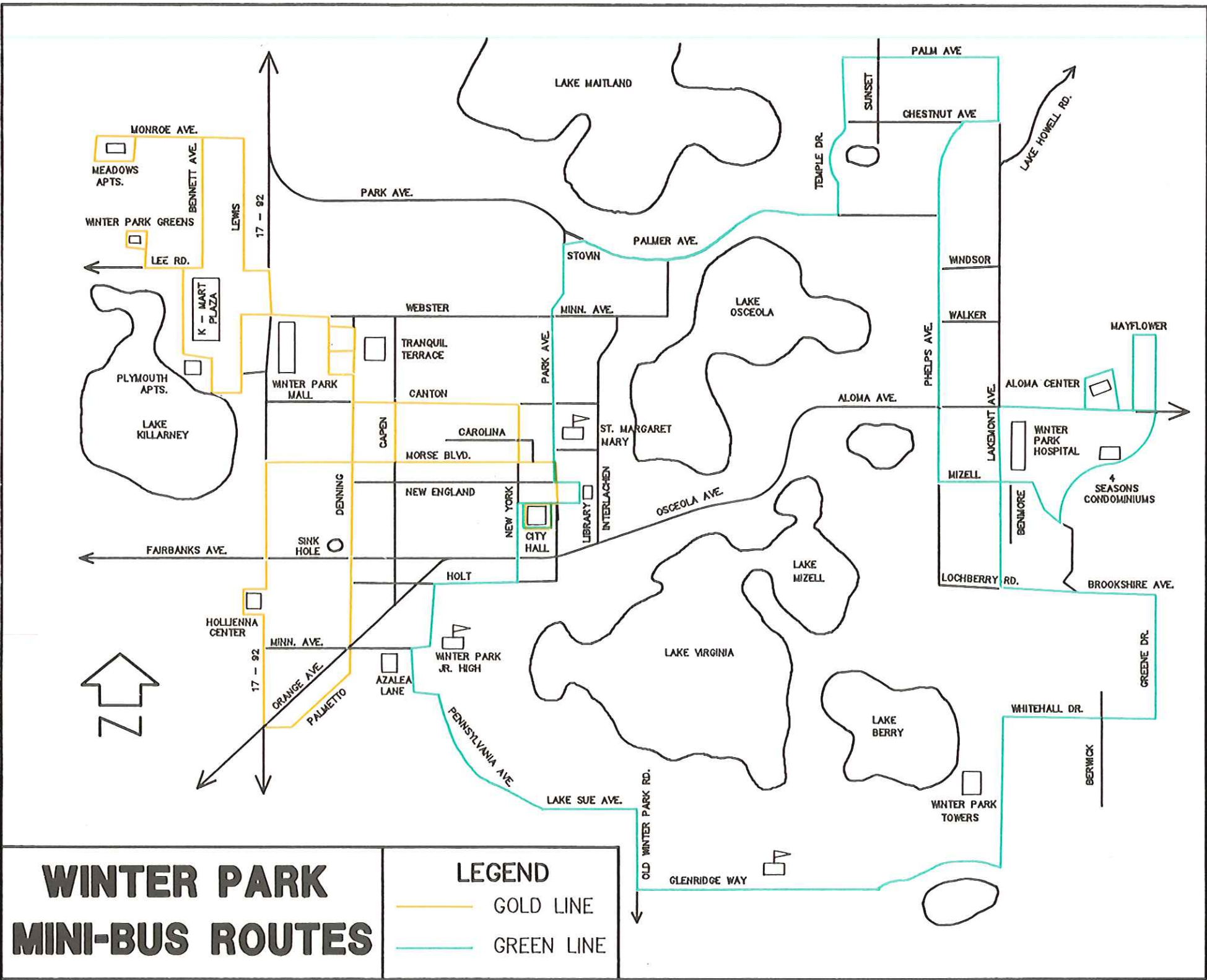
**Effective:**

**September 1, 1990**



**City of Winter Park**





## MINI-BUS ROUTE INFORMATION

- Fares.....50¢
- Senior Citizens  
(over 65) and Handicapped...25¢
- Transfers ..... Free

The basic fare is 50¢ for everyone. Transfers are free. Exact change is appreciated. Senior citizens, over 65 and the handicapped are entitled to a reduced fare of 25¢. Just show the driver your Medicare card when you board. If you don't have a Medicare card or if you are a handicapped individual, there is a special I.D. card available at City Hall.

Your driver is a friend who can help answer your questions on fares and routes. Information is also available by calling 623-3245 or 3324.

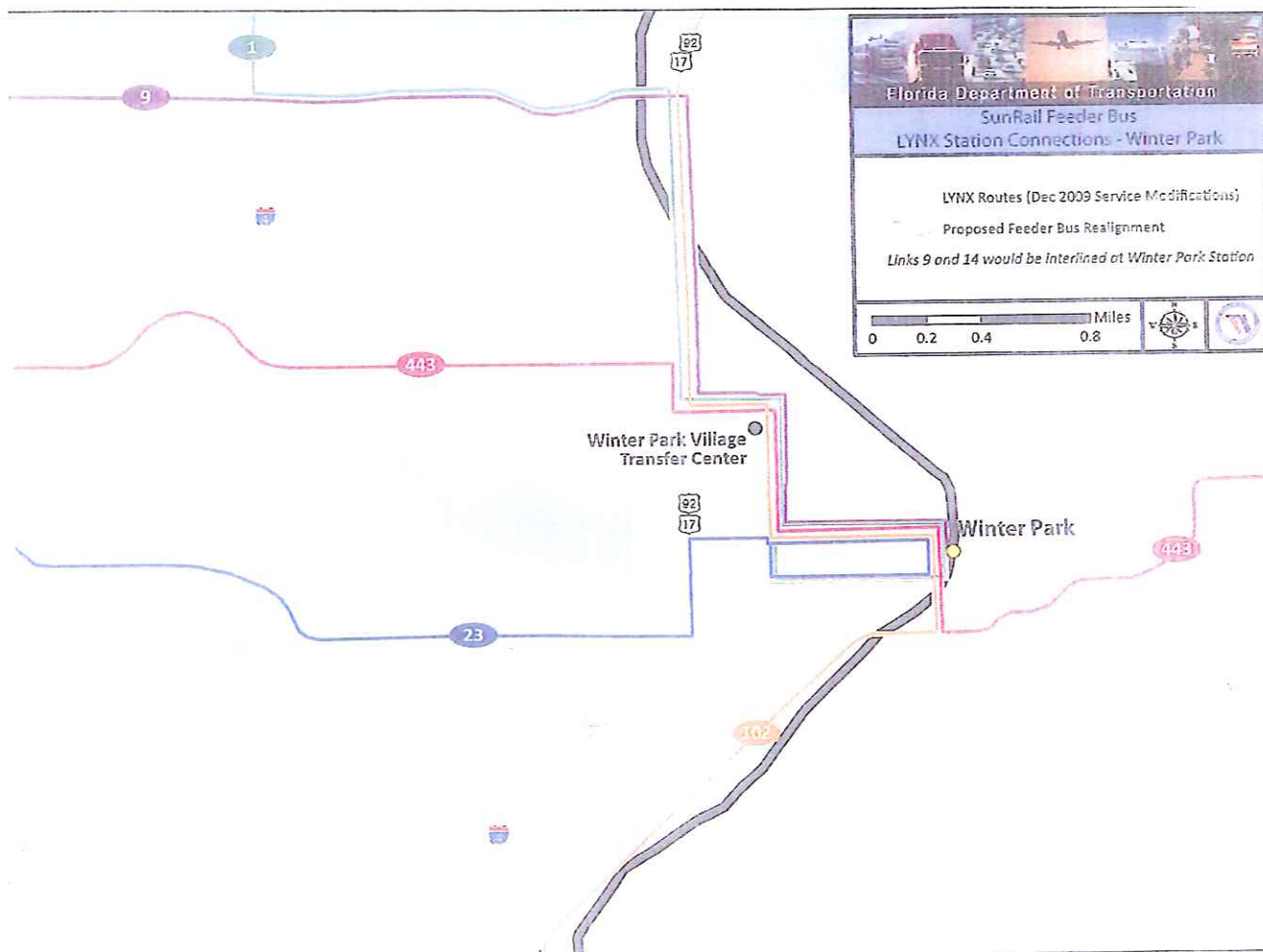


# Existing Lynx Service



CITY BUS OR  
CIRCULATOR  
SYSTEM







# Lynx Expanded Service



CITY BUS OR  
CIRCULATOR  
SYSTEM



## LYNX at Winter Park Station

- Most bus transfers and layovers remain at Winter Park Village SuperStop
- Serves Activity Centers: downtown Winter Park, Maitland Center / Lake Destiny (1), Rollins College (443), Valencia College (1,9), Eatonville (9), Rosemont SuperStop (9,23), Florida Hospital Winter Park (443)

SunRail Station Connection	Route	Frequency	Change Proposed
Winter Park	102	15-min.	No alignment change
Winter Park	1	60-min.	Eastern end-of-line loop shifted from Winter Park Village to Winter Park (station access via New York Avenue)
Winter Park	9	60-min.	Eastern end-of-line loop shifted from Winter Park Village to Winter Park (station access via New York Avenue)
Winter Park	14	60-min.	Eastern end-of-line loop shifted from Winter Park Village to Winter Park (station access via New York Avenue)
Winter Park	23	60-min.	Eastern end-of-line loop shifted from Winter Park Village to Winter Park (station access via New York Avenue)
Winter Park	443	60-min.	No alignment change





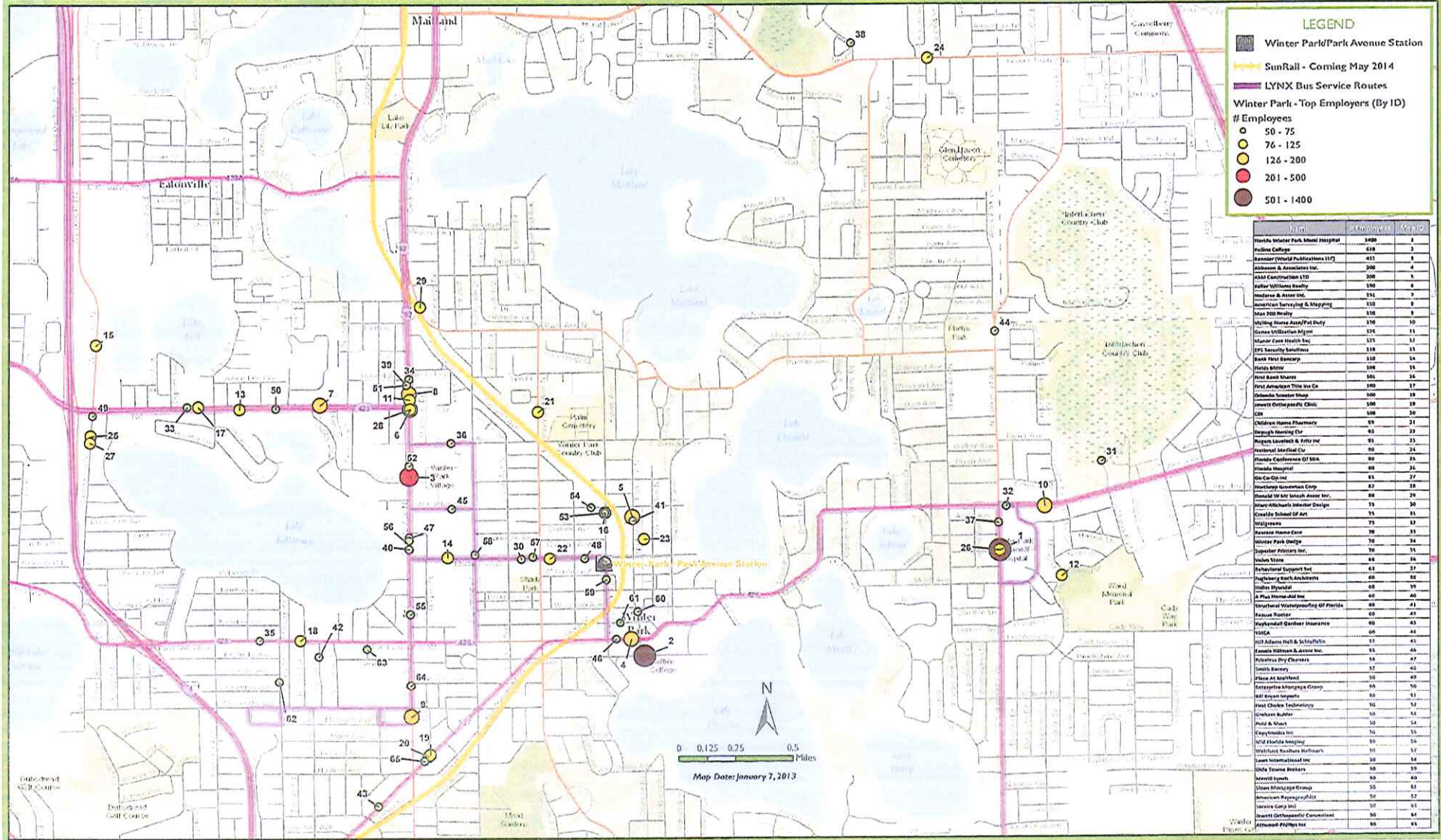
# Employment Centers



CITY BUS OR  
CIRCULATOR  
SYSTEM



# Large Employers in Winter Park



Home → Collections → Winter Park

# Winter Park Trolleys Going Out Of Service

The City Said It Can't Afford To Operate The Service, Which Loses More Than \$30,000 A Month.

January 9, 2002 | By Sherri M. Owens, Sentinel Staff Writer

WINTER PARK -- The Winter Park Trolley Co., launched in November to shuttle residents and visitors to the city's most popular shopping areas, is on its last few runs.

The trolleys will not continue past Jan. 31, city commissioners hesitantly agreed Tuesday.

"It's fun to hop onto it and go to the Village for lunch," Commissioner Doug Metcalf said of the system.

But without help footing the bill, the system is too expensive for Winter Park to operate, officials said.

Recommend 0

Tweet

G+

## Related Articles

- Winter Park Pennsylvania Avenue  
*June 15, 1990*
- ... Close Call In Winter Park  
*February 16, 1999*
- What, No Sushi On Winter Park's Fancy Sidewalks?  
*May 1, 1988*

## Find More Stories About

- Winter Park
- Transit System

Winter Park has paid about \$34,000 a month to run three trolleys between Winter Park Village, Park Avenue and Hannibal Square every day.

The system brought in \$3,500 a month in revenue.

"I wouldn't call this a failure," planning director Don Martin said. "It was a good three-month trial, and we learned a lot from it."

The city will consider several options that could help the trolley return.

It could run two trolleys on weekends at a monthly savings of about \$22,000.

It could alter the route.

It also could partner with business owners who benefit from the trolley bringing in customers.

"In West Palm Beach, a developer funded a transit system at \$100,000 a year," Martin said. "In Altamonte Springs, they have built into the development approvals of future projects commitments of support for a transit system. There are things we can do to lay that kind of framework."

In other developments Tuesday, commissioners agreed to call for a bond referendum before deciding whether to buy the electric-distribution system owned by Florida Power Corp. within the city limits.

A date for the referendum will be determined after the purchase price is set.

Commissioners also agreed to tear down 28 low-income homes on Railroad Avenue to make room for a water-treatment plant.

The existing plant near Swoope and New York avenues was built in the 1940s and needs to be replaced, officials said.

The new plant will be built on the south end of the land, and townhouses will be built on the north side to replace the homes torn down.

The tenants will be moved and given rent subsidies. They will have the first opportunity to move into the new townhouses, where the rent subsidies will continue.

Some nearby residents object to the city's plan, saying a water plant would be a detriment to the neighborhood.

Others say the plan goes against the city's previous position, stated in its comprehensive plan, which discourages nonresidential encroachment in the area.

But many Railroad Avenue residents applaud the city's efforts. "I would rather the city have the property," resident Betty West said. "The private sector is not going to do anything for us."

Leonidus Sargent agreed. "These people [in surrounding neighborhoods] don't care about what happens to us. All they care about is their property values."

See Also

1. Fixed Annuities for Income

2. Best Medicare Plans of 2018

3. Online Home Store

4. Elderly Private Home Care
5. Last Minute Cruise Deals

6. Lower Cholesterol Naturally

7. Best Lotions for Dry Skin

8. Trendy Dresses for Older Women

From the Web

Sponsored Links

New Rule in Winter Park, Florida Leaves Drivers Fuming

Comparisons.org Quotes

German hearing aids will change your life

hear.com

Doctor's Discovery: "Virtually Every Age Related Issue Was Linked to This"

LCR Health

Born Before 1969? Claim These 27 "Senior Rebates"

Senior Discounts Club

Just A Few Of Our Favorite (Denim) Things.. Now On Sale!

Mavi

You Should Never Shop on Amazon Without Using This Trick – Here’s Why

Honey

These SUVs Are The Cream Of The Crop

Yahoo Search

Sweet Perks Anyone 50 and Over Has Access To

AARP

by Taboola

MORE:

- Puerto Rico birth certificates: How to get a new one

Lottery results for Powerball, Florida Lotto

Lottery results for Powerball, Florida Lotto

Lottery results for Powerball, Florida Lotto
- Lottery results for Powerball, Florida Lotto

Lottery results for Powerball, Florida Lotto

Do your homework before painting or sealing cool deck



[Index by Keyword](#) | [Index by Date](#) | [Privacy Policy](#) | [Terms of Service](#)

Please note the green-lined linked article text has been applied commercially without any involvement from our newsroom editors, reporters or any other editorial staff.





# INNOVATIVE & PROVEN, FIRST & LAST MILE TRANSPORTATION SOLUTION





# INTRODUCTION TO FREEBEE

- Freebee is the future of transportation in South Florida, physically moving people through FREE, on-demand, door-to-door electric transportation.
- Freebee provides first and last mile connectivity that helps get cars off the road and makes communities a place where you can live, work and play without the need of a personal vehicle.
- Freebee is not just a transit solution, but also an economic development tool designed to physically drive traffic to local business and promote the community.
- Our service is fully customizable, aimed at meeting the goals and objectives that municipalities are looking to achieve. Every area has a totally different look and feel, and we are able to adapt our program in order to meet those needs.





# RIDE FREEBEE MOBILE APP

- The Ride Freebee mobile app is a cutting edge technology that delivers a comprehensive experience to seamlessly connect people in need of transportation with professional drivers.
- Freebee users request their pickup and drop-off with the push of a button, through the use of a convenient, user-friendly mobile app.
- This allows the public to access vehicle location information in real time and help people make more informed short-distance travel decisions.
- The Ride Freebee mobile app also has a section called "Places to Bee", which features local businesses and exclusive deals at these locations.

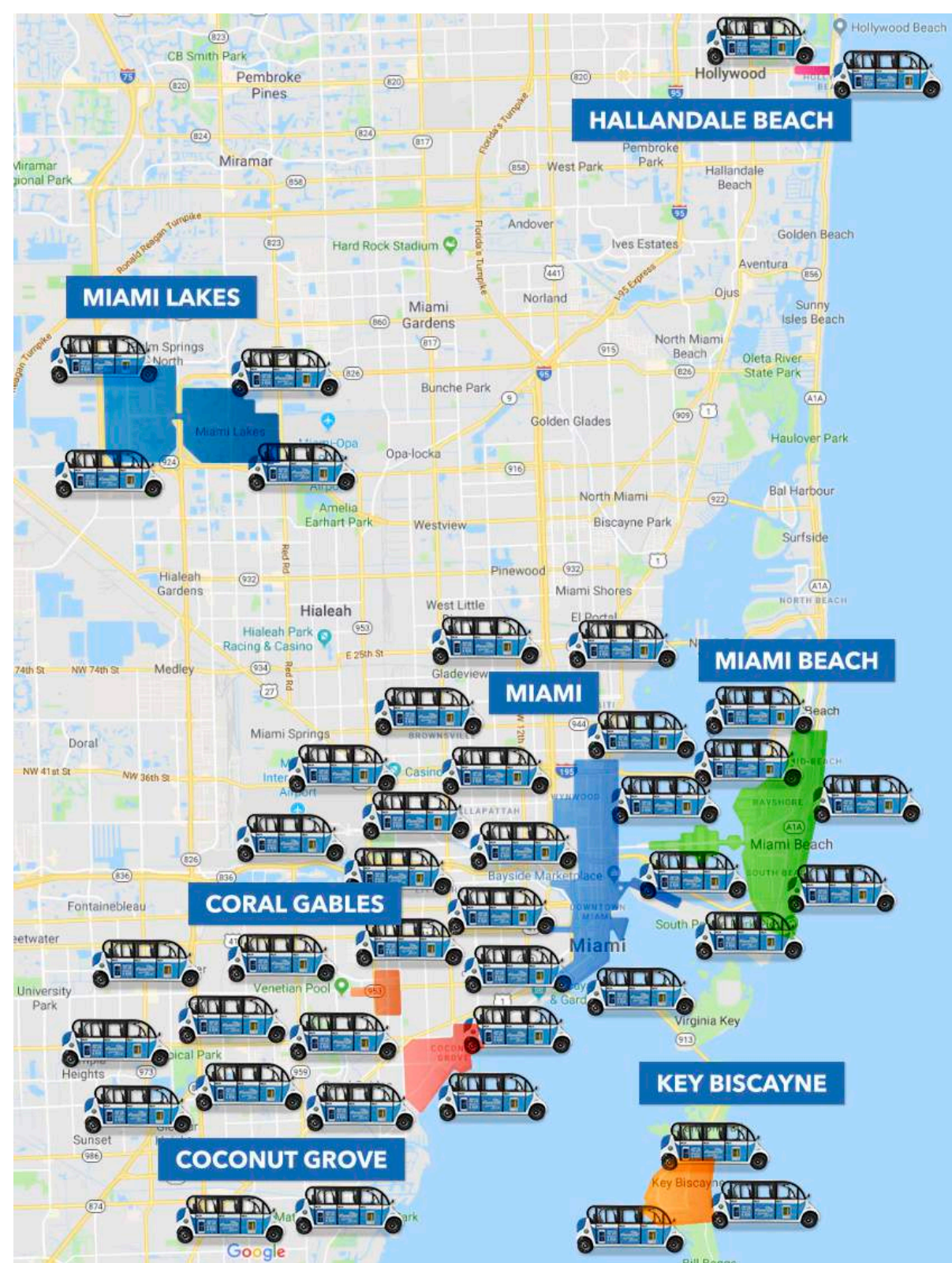


# FREEBEE COMPANY OVERVIEW

Currently operates a 50+ vehicle fleet within Miami-Dade County; Coral Gables, Key Biscayne, Miami, Miami Beach, Wynwood, Downtown, Brickell, Miami Lakes, Coconut Grove, and Hallandale Beach.

## AWARDS & AFFILIATIONS

- 2016 Beach Award Winner - Most Innovative Small Business Category
- 2017 "Key to the City" (Miami) Awardee
- 2017 "Key to the County" (Miami-Dade) Awardee





# **WINTER PARK FREEBEE PROGRAM GOALS & CORE OBJECTIVES**

- **Help transform Winter Park into a place where you can live, work, and play without the need of a personal vehicle.**
- **Provide first/last mile mobility for easy movement within the CRA Winter Park boundaries**
- **Maximizing existing parking by maneuvering people who park further away from their final destination**
- **Reducing vehicle congestion and freeing up limited parking availability**
- **Having drivers double as Winter Park Ambassadors who act as a rolling information desk on wheels (mobile concierge)**
- **Economic Development: Physically driving customer to the front step of local business and promoting the local community**
- **Sustainability: 100% battery-powered vehicles promotes clean energy and reduces carbon emissions**

# FREEBEE DRIVERS/ WINTER PARK AMBASSADORS

- Face of the City
- Mobile Concierge - Rolling information desk on wheels
- Promote local events, dining, shopping, and things to do in Winter Park.
- Freebee brand ambassadors are held to the highest standard and help strengthen the bond between the City and it's community.





# ECONOMIC DEVELOPMENT

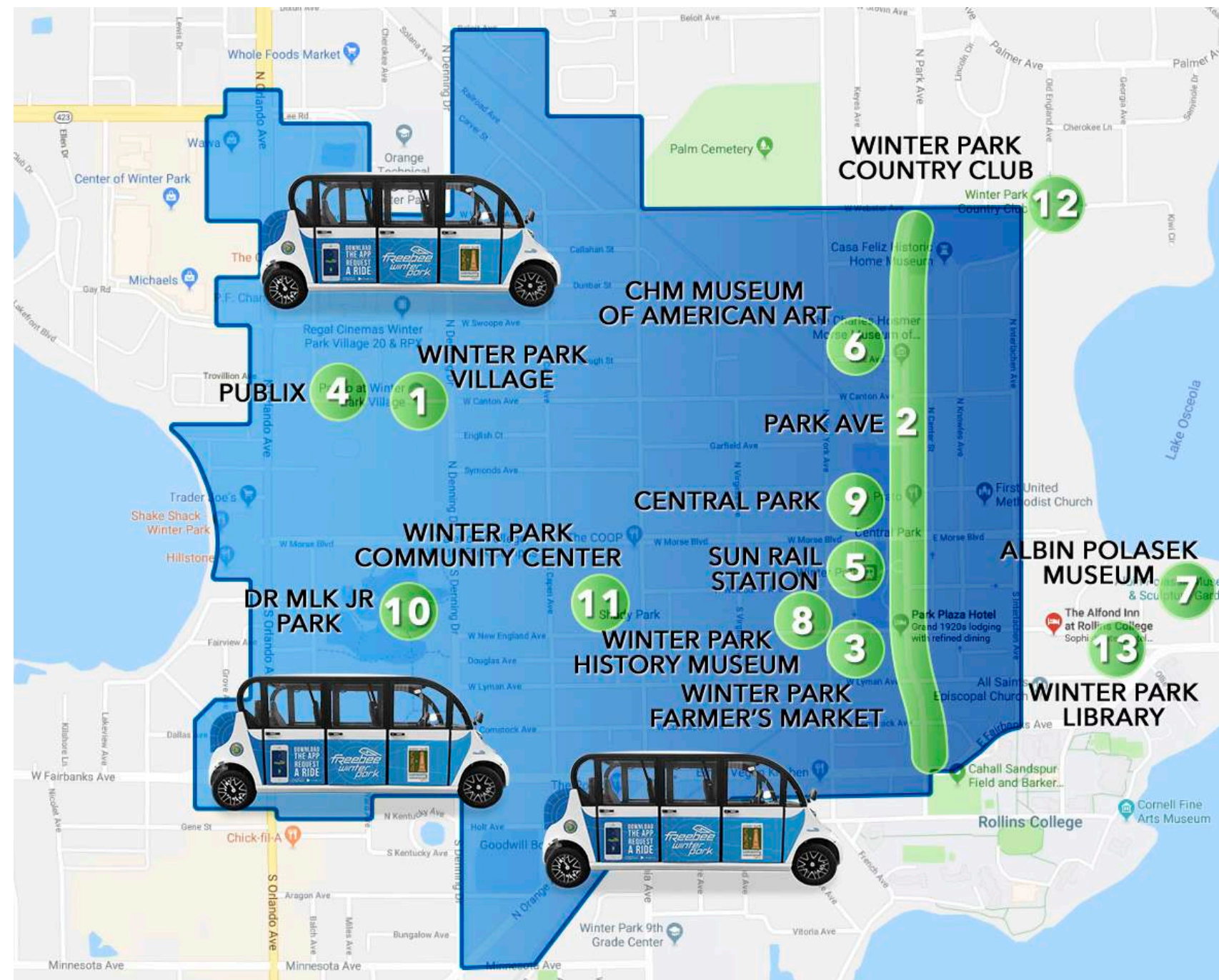
- In order to have a successful mobility platform, it must benefit all from a transportation and economic development standpoint
  - Benefits to residents, workers, and visitors (Easy Maneuverability and no-cost)
  - Benefits to local businesses (Free advertising and customers delivered to their door)
  - Benefits to government and local organizations (Forming bonds with the community through city ambassadors)
  - Benefits to the environment (100% Electric Vehicles)
- By providing safe, convenient, and cost effective mobility. This in turn improves the quality of life and makes Freebee an important tool to attract new businesses, restaurants, residents, and visitors.







## PROPOSED COVERAGE AREA



## PROPOSED SOLUTION

- On-Demand
- Vehicle Quantity: 3-4
- 10 hours of service/day
- 365 days a year
- **SHOPPING & DINING:**
  - 1 Winter Park Village
  - 2 Park Ave
  - 3 Winter Park Farmers Market
  - 4 Publix
- **TRANSIT CONNECTIONS:**
  - 5 Sun Rail Station
- **ARTS & CULTURE:**
  - 6 Charles Hosmer Morse Museum of American Art
  - 7 Albin Polasek Museum & Sculpture Garden
  - 8 Winter Park History Museum
- **PARKS & RECREATION:**
  - 9 Central Park
  - 10 Dr Martin Luther King Junior Park
  - 11 Winter Park Community Center
  - 12 Winter Park Country Club
  - 13 Winter Park Library



# FUNDING SOLUTIONS

- Freebee's advertising platform allows the opportunity to create interactive experiences and engage with consumers in captivating ways
- Freebee vehicle advertising space will create a very high revenue income source
- **OTHER FUNDING SOURCES**
  - Orange County
  - FDOT
  - Community Organizations
  - Transportation & Green Initiative Grants
  - General Fund





## CONTACT

For additional information, please contact:

**JASON SPIEGEL**

T 305 330 9451

E [jason@ridefreebee.com](mailto:jason@ridefreebee.com)

# Economic Development Advisory Board



meeting date 6-19-18

approved by

item type ☐ Administrative  
☐ 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 to elicit data with third party partners such as the Chamber of Commerce.	Project ongoing
Corridor Analysis – Monitor the redevelopment of major commercial arterials within the city	Staff provided a non-action item to the City Commission regarding mixed use.	A report was presented to the City Commission on June 11th. A follow-up work session is set to be scheduled.
Special Events – Identify a scope for evaluation and review economic impact	Staff has identified an average of 77 special events per year over the past five years. Next step is to categorize these events for data mining purposes.	Presentation to EDAB is expected in Fall 2018
Mobility Issues/Parking	Staff received direction from the CRA Agency and allocated dollars for updated technology, compliance review, and code modernization.  Staff has engaged with vendors for technology upgrades, parking compliance for enforcement review, and a consultant for code modernization recommendations.	License Plate Reader technology – Installation is expected on June 25 <sup>th</sup> . Parking Sensors – The CRA Agency approved a pilot program for parking sensors on April 23 <sup>rd</sup> . Scope includes installation on the 4 <sup>th</sup> and 5 <sup>th</sup> floors of the Park Place Garage providing real time

		information on availability of the garage to the public. Code Modernization – Research and discussion amongst staff, the consultant, and Planning and Zoning Board.
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.



# **Mixed Use Development**

## **Past, Present, and Future**

Winter Park City Commission  
June 11, 2018

Presented by  
Winter Park Planning Department





# The Question

---

Are the current land use and zoning categories sufficient to promote the best development in Winter Park

**or**

Does the city want a specific mixed-use development option for properties that are located along gateway corridors within the city limits?



# Defining Mixed Use

- Mixed use development combines two or more types of land use into a building or set of buildings that are physically and functionally integrated and mutually supporting.
- The form of mixed use development can be vertical **or** horizontal.
- Mixed use areas often create the main street/downtown, activity center, or commercial corridor of a local community, district, or neighborhood. Ideally mixed-use areas promote walkability, connect to public transit systems, and support principles of Transit-oriented development (TOD).

Reference: San Joaquin Blueprint Toolkit



# Current Mixed Uses

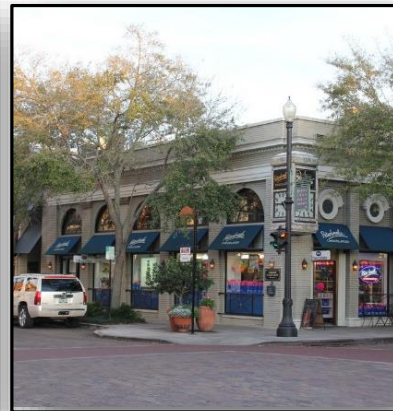
- Permitted in Commercial, CBD and Office land use categories
- Allowed in C-1, C-2, C-3A, C-3, O-1 and O-2 zoning districts through Conditional Use process
- Currently allows up to 60% FAR with a density of 17 DU/acre
- City has approved both vertical and horizontal mixed use

# How Has Winter Park Defined Successful Mixed Use?





# Park Avenue Mixed Use







# Hannibal Square Mixed Use







# Winter Park Village Mixed Use



# Shared Attributes



Walkable,  
pedestrian scale  
development,  
sense of place



Connectivity to  
the historic  
development  
patterns



Green, open  
space, park  
amenities, trees



Shared parking  
component  
through parking  
exception areas  
or public/private  
parking options



# Why not more of the same?



- C-2 zoning allowed in downtown area only
- Most corridors are not perceived as pedestrian friendly
- Surface parking takes up significant area of development – not user friendly
- Vertical parking is penalized through FAR calculation
- Concerns over scale, architecture, traffic



# Potential Benefits of Mixed Use

- **Connectivity** between uses
- Require more **open space/ green space**
- **Pedestrian friendly** environment
- **Improved traffic circulation** through and around a project
- **Shared parking**



# Concerns of New Mixed Use

- Height that does not fit the scale of Winter Park
- Single use development with a pretense of mixed uses (primarily residential with a scattering of retail/restaurant/office)
- Trendy development that has no timeless architectural benefit to the city
- Stand alone parking structures

# Mixed Use Should Do The Following:



- **Promote development** that reflects the style and taste of Winter Park
- **Require architectural review and design approval** prior to any public hearing
- **Increase open space** within or in close proximity to project boundaries
- **Involve up-front negotiations** for density/intensity and mass prior to submittal
- **Require infrastructure improvements** that promote pedestrian and transportation benefits communitywide





# How Could Mixed Use Work?

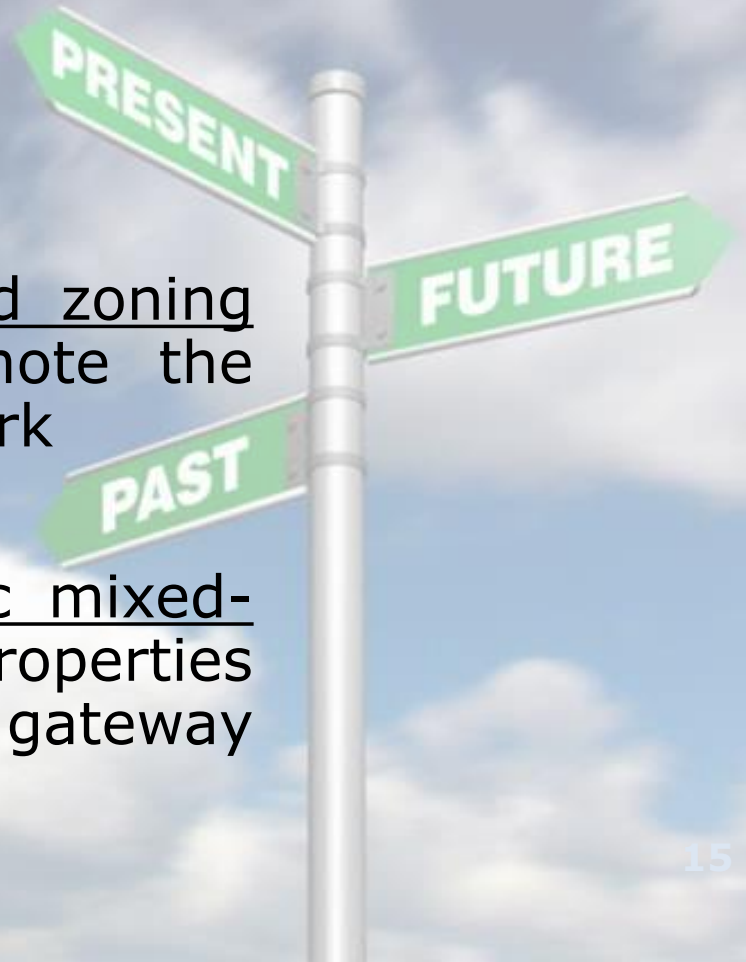
- **Land Use District or Overlay.** Details to be determined. A land use district would be a separate land use category and zoning code while a special overlay district may address special land use circumstances and is superimposed over the existing base zoning district.
- **Minimum size requirement** for Mixed Use – no maximum
- **More public review process** incorporate DRC into another public review process

## The Question:

Are the current land use and zoning categories sufficient to promote the best development in Winter Park

or

Does the city want a specific mixed-use development option for properties that are located along gateway corridors within the city limits?



# Economic Development Advisory Board



meeting date 6-19-18

approved by

item type ☐ Administrative  
☐ Action  
☒ Information

☐ City Manager  
☐ City Attorney  
☐ N/A

**agenda  
item**

## Subject 3c

Chamber Update

## **motion | recommendation**

N/A

## Background

The Chamber of Commerce is providing an update on their tourism initiatives for discussion purposes by the board.