



Economic Development Advisory Board Regular Meeting

March 9, 2021 at 8:15 a.m.

Virtual Meeting

Agenda Items

1. Approval

- A. Minutes for January 19, 2021
- B. Minutes for February 9, 2021

2. New business

- A. Vacant Storefront Program
- B. Initiatives Review

3. Staff Update

- A. Chamber update

4. Public Comment

5. Adjourn

Next meeting: April 13

appeals & assistance

"If a person decides to appeal any decision made by the Board 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 Agenda Item

March 9, 2021 at 8:15 am

Virtual Meeting

Agenda Item

Approve minutes for January 19, 2021 and February 9, 2021.

Motion | Recommendation

Motion to approve minutes from January 19, 2021 and February 9, 2021.

Background

N/A



Economic Development Advisory Board Minutes

January 19, 2021 at 8:15 a.m.

Virtual Meeting

Present

Bill Segal, Murray Wilton, Drew Madsen, Betsy Gardner-Eckbert
Peter Moore, Kyle Dudgeon

Absent

James Petrakis, Michelle Heatherly, Michelle Smith

Meeting called to order

Meeting was called to order at 8:20 am.

Approval of minutes

Motion made by Murray Wilton, seconded by Drew Madsen to approve the November 10, 2020 and December 8, 2020 minutes.

Motion passes 5-0.

Staff Update

1. Costar data

Assistant Division Director, Kyle Dudgeon shared the latest information on retail and office vacancy and rental rates from CoStar. He stated Winter Park retail and office were just above five percent vacancy while Orlando MSA office was at about eight percent. The board asked staff to provide upper and lower bounds for the data for comparative analysis.

2. Chamber Update

Chamber President/CEO Betsy Gardner-Eckbert shared the results of the Economic Recovery Task Force's last meeting which focused on economic success by the end of the year 2021. She listed several items for consideration to positively impact the economic environment of the area. The board commented on what return on investment looked like, how it could be measured, and how it compares to other communities. Ms. Eckbert commented that a Destination Audit would provide lasting value beyond economic recovery and fit the mission of EDAB. She explained this would include placebranding elements to assist in marketing potential. The board discussed regional competitiveness as a reason for engaging this type of exercise. Discussion also ensued regarding the different groups within the city looking to support economic recovery/development and their role. They commented on organizations having parallel or tangential roles, but the need was to define who was providing direction and coordination. They concluded that while the economic recovery task force evaluated immediate strategies, with this project there is a natural transition to the

economic development advisory board to look at longer term, competitive approaches to economic success and resiliency.

New Business

1. Initiatives Review

Staff provided a brief report on economic development initiatives including the updated incentives flyer, business welcome packet, and website update. Staff explained updated to the welcome packet and website were underway, and included a copy of the incentives flyer in the agenda packet.

The board additionally commented on the concept of a dark store ordinance. The intent is to assist with the general welfare of a commercial district when a property turns vacant by working with property owners on elevating empty storefronts. General discussion ensued regarding its nature, elements, and relationship to past efforts including the arts and cultural alliance's work placing art in vacant storefronts. The board directed staff to review similar ordinances in other communities, and provide a report on best practices.

Public Comment

No public comment was made.

There being no further business, the meeting adjourned at 9:17 a.m.

Chairperson, Bill Segal

Board Liaison, Kyle Dudgeon



Economic Development Advisory Board Minutes

February 9, 2021 at 11:30 a.m.

Hybrid Meeting
City Hall | Commission Chamber
401 S. Park Ave. | Winter Park, Florida

Present

Bill Segal, Murray Wilton, Drew Madsen, Betsy Gardner-Eckbert
Peter Moore, Kyle Dudgeon

Absent

Michelle Heatherly, Michelle Smith

Meeting called to order

Meeting was called to order at 11:30 am.

New Business

1. Joint discussion with Economic Recovery Task Force - IDEAS Orlando

Assistant Division Director, Kyle Dudgeon introduced the item, and provided context on the joint meeting with the Economic Recovery Task Force (ERTF). He welcomed members of both groups and introduced Chamber President/CEO Betsy-Gardner Eckbert to present Bob Allen and Mark Edson of IDEAS. Ms. Eckbert described past work provided by the Economic Recovery Task Force and EDAB in order to provide a baseline for what continued economic recovery and success looks like in 2021. Mr. Allen spoke about performance in creating destination and place to provide resiliency of infrastructure, economic activity, and intergenerational impact. He focused on defining measurements for success, strategy, and storytelling, specifically about audience, brand, and story. The board asked several questions including timing, benchmarks, and ownership. Mr. Allen stated the process will take 90-120 days dependent upon feedback from the public. He spoke about the process of defining Winter Park's story and how that occurs through process. He stated ownership should be universal as stakeholders need to tell the story, but delivery on that story could be more focused. Additional comments were made regarding cost and scope of work. Mr. Allen stated total cost of the project hasn't been determined yet, but would be closer to \$200,000 than \$25,000. The board clarified that should it move forward, it would need to run in tandem with an effort to assist in mitigating the economic effects of vacancies on Park Avenue. Mr. Allen responded that they would work to speak with property owners as part of the process. The board asked that staff coordinate to have a written scope of work and final cost for the next meeting.

Public Comment

No public comment was made.

There being no further business, the meeting adjourned at 12:50 p.m.

Chairperson, Bill Segal

Board Liaison, Kyle Dudgeon



Economic Development Advisory Board Agenda Item

March 9, 2021 at 8:15 am

Virtual Meeting

Agenda Item

Vacant Storefront Program

Motion | Recommendation

Recommendation to approve is requested.

Background

Since January 2021, EDAB has had discussions with staff regarding the number of vacant or 'dark' storefronts in the Central Business District, particularly Park Avenue. Direction to staff was to review other programs and ordinances to determine if any mechanism could be used to help promote the economic viability and vibrancy of the street during business turnover. Beginning in 2009, Dark Storefront Ordinances or a Vacant Property Registration Ordinance (VPRO)'s gained popularity through the recession requiring commercial property organizations to maintain minimum standards of maintenance that were not being met. This was done through several mechanisms including fines, code compliance, and registration fees. In certain areas, this methodology was expanded for residential foreclosures properties. The attached VPRO planning matrix outlines several versions for implementation. Given direction was to look for opportunities to work with the business community on an amicable solution; staff has pulled portions of this matrix into a storefront program in lieu of an ordinance.

As attached, the Vacant Storefront Program adds to a number of initiatives by staff, boards, and the city to work with the community to provide opportunities to mitigate the effects of the pandemic and support small business. Staff is recommending a program over an ordinance for three reasons. The first is speed of implementation. As opposed to an ordinance, which would need to be presented to the Planning and Zoning Board and City Commission twice, a program such as this can be implemented at staff level in the near term. Second relies on a programs ability to be adaptive as circumstances change. Specifically, demand and partnership will both be paramount in administration of the program. This was evident between the Art and Culture Alliance's coordination with the former Gap property located at 400 S Park Avenue. Lastly is the opportunity to provide an instrument which supports the business community.

Successful applicants through the program will be offered discounts to their electric utility bill in exchange for leaving their lights on during dormant storefront periods, and/or partnering with local nonprofit and artists to showcase public facing storefront window facades. Total contribution by the city will be a maximum of \$500 per business over three months. Dollar incentives are in line with previous programs provided by the city including the Small Business Utility Assistance Grant, Holiday Window Contest, and Sustainability Green Business Program.

For reference, staff is providing information related to an observational vacancy map dated February 17 to assist in discussion and program impact. The program is expected to additionally leverage other public sector programs such as the CRA's Business Façade Program. As presented, only property owners with Park Avenue frontage are eligible for the program.




VACANCY MAP

Economic Development Advisory Board

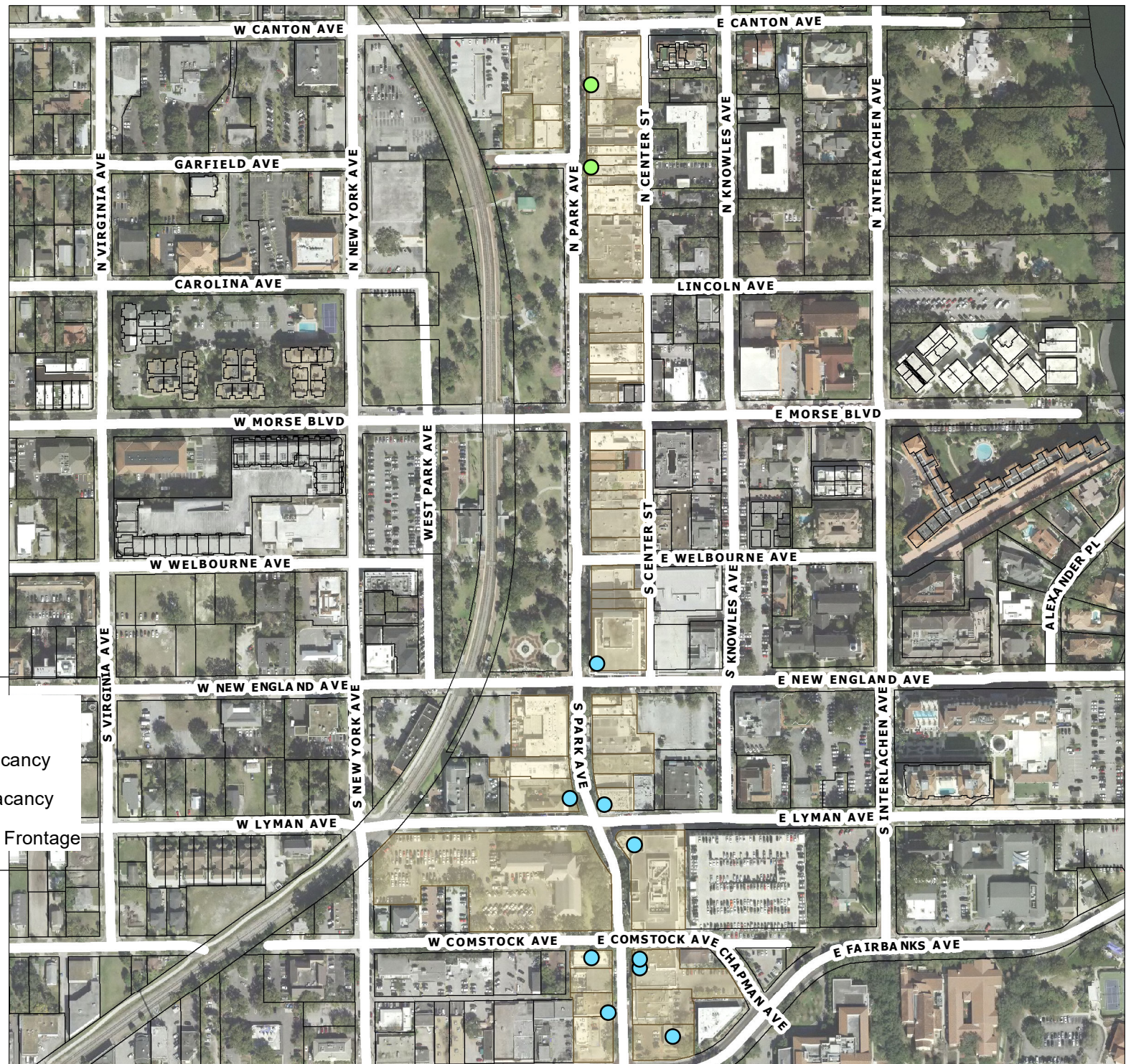
City of Winter Park
Florida

Legend

-  North Park Avenue Vacancy
-  South Park Avenue Vacancy
-  Park Avenue Property Frontage



Observation Date: 2/17/21





City of Winter Park Vacant Storefront Program Guidelines

Program Description:

The Vacant Storefront Program is established as a mitigation strategy to offset commercial vacancies and promote vibrancy through the city's downtown commercial corridor. Its intent is to transform dark stores and empty windows into opportunities for economic enhancement by encouraging illuminated storefronts and artistic partnership. Successful applicants will be offered an incentive on their electric utility bill in exchange for providing well-lit window décor to boost consumer shopping experiences, brand, and economic vibrancy.

Criteria:

Applicants must meet the following guidelines:

- Property must be located within the limits of the attached map.
- Property must be vacant, but describe their efforts to occupy the space as part of the application process.
- Must have a Winter Park electric utility account, or provide documentation to a master meter account.
- Property owner must work with staff to identify illuminated window standards either through lighting storefronts, and/or working with local artists/nonprofits to enhance public facing storefront window facades.

Incentive Terms:

The program provides the following as part of its incentive program:

- The City will discount electric utility fees up to \$500 total of the first three months participation based on the delta between existing and new utility costs.
- Applicant will be responsible for any costs in excess of the incentive cap through the duration of their participation in the program.

Process:

- Completed application along with all supporting documentation should be submitted to Economic Development staff.
- Staff will review for completeness and eligibility, and may request supplemental material as requested to confirm program compatibility.
- If approved, staff will work with the city's electric utility department to provide the discount and notify the successful applicant of the adjustment.

For more information on this and other city programs please visit

www.cityofwinterpark.org



City Of Winter Park Vacant Storefront Program Application

APPLICANT

Property Owner/Name:

Address: _____

_____ Zip _____

Contact Name: _____ Phone Number: _____

Email: _____ Fax Number: _____

Legal Form: Sole Proprietorship ☐ Partnership ☐
 Corporation: Profit ☐ Non-Profit ☐

QUESTIONS

1) Is your business located within the eligibility area? (See attached program guidelines map):

YES ☐ NO ☐

2) Is your property current vacant?

YES ☐ NO ☐

3) Does your property have a Winter Park electric utility account? YES ☐ NO ☐

4) Do you wish to provide an elevated storefront window during a portion or fulltime of your property's vacancy?

YES ☐ NO ☐

5) Please describe efforts undertaken to occupy the space during its vacancy period:

ACKNOWLEDGEMENTS

- ☐ I have read and understand the program guidelines and criteria (attached)
- ☐ I am currently pursuing potential tenants for the property, and will continue to strive for occupancy through the duration of my participation in this program.
- ☐ I agree to either provide images/rendering of proposed elevated storefront aesthetics/artwork as part of this application, or work with city staff to collaborate with arts organizations in order to satisfy my obligation to this program.
- ☐ I understand that submitting this application does not guarantee acceptance into the program and that the City of Winter Park holds final approval to accept or reject any application and that I may be asked to provide other information as deemed necessary for the purposes of determining eligibility under the program.

CERTIFICATION BY APPLICANT

The applicant certifies that all information in this application, and all information furnished in support of this application, is true and complete to the best of the applicant's knowledge and belief. I/We understand that grants are available in limited quantities and selection is based on the criteria listed in the guidelines and application. This program may change programmatic priorities without notification. I/We have received, reviewed and understand the program rules, limitations, and obligations listed in the program guidelines.

Verification of any information contained in this application may be obtained by the Department from any available source.

Applicant Signature

Date

Please return a copy of this completed application along with any supporting documentation to the Economic Development/CRA Department.

Kyle Dudgeon
Economic Development/CRA
401 Park Avenue South
Winter Park, FL 32789
(407) 599-3217
kdudgeon@cityofwinterpark.org




PARK AVENUE FRONTAGE

Vacant Storefront Program Eligibility Map

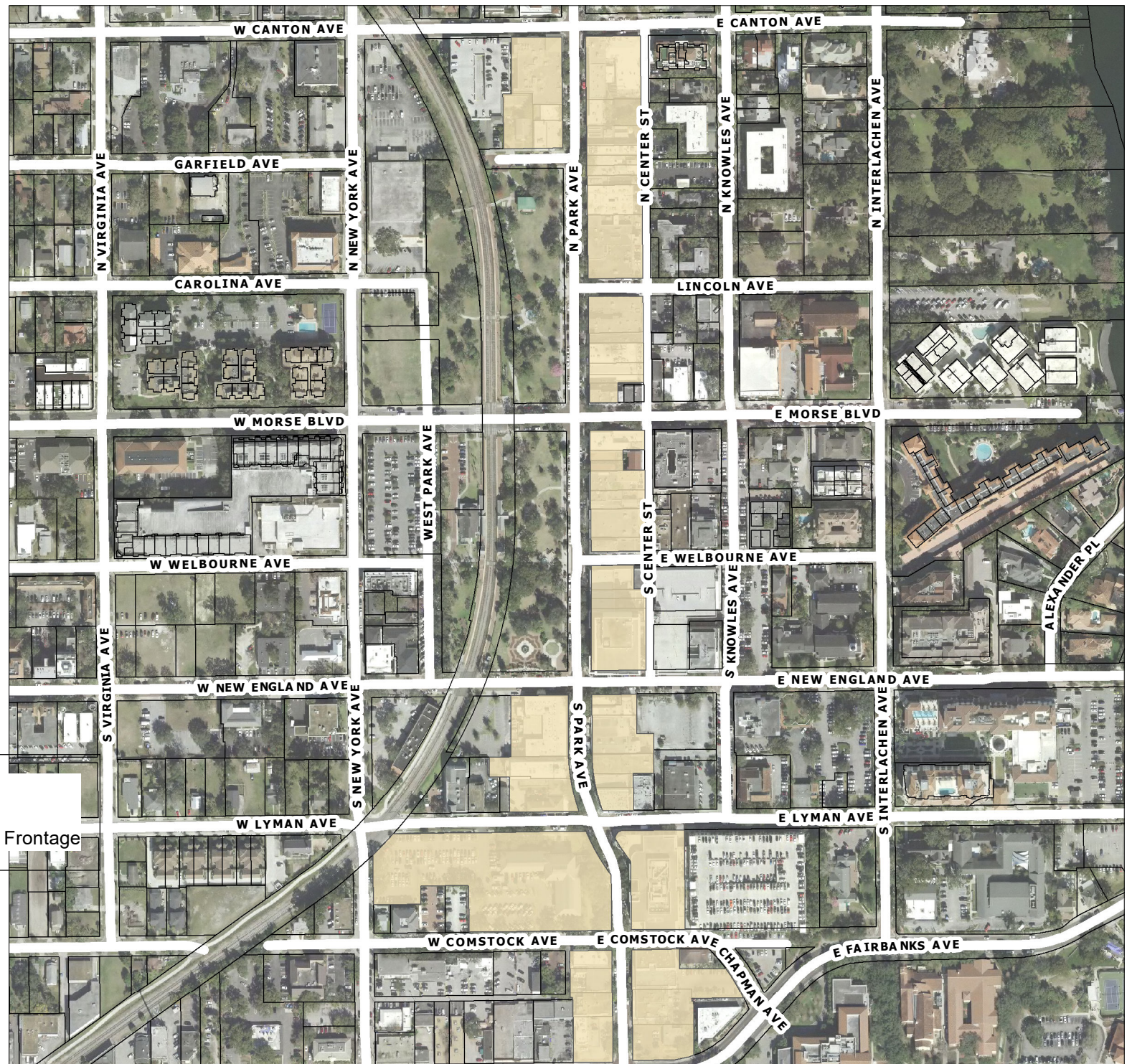
City of Winter Park
Florida

Legend

 Park Avenue Property Frontage



Map Date: 3/1/21



Vacant Property Registration Ordinance Planning Matrix															
Municipality	Population	Foreclosure or Vacancy Based	Fee Structure	Cost of Registration	Time Required Prior to Registration (days)	Waiver/Exemptions?	Temporary Activation?	Fees Earmarked?	Ordinance and/or Program?	Type(s) of Property Regulated	Regulation of Vacant Property Maintenance Standards?	Citywide or CBD/designated district	Noncompliance Fee/Action	Refunded Fee for Filled Vacancies?	Link to Ordinance
Arlington, MA	45,624	Vacancy	Flat Annual Fee	To be set by the Select Board	7 from inspection	Yes, for undue hardship and for agreeing in writing to display public art	No	Yes	Ordinance	Commercial and Industrial	Yes, listed in ordinance	Business districts	Municipal charges lien on the property	No	https://www.arlingtonma.gov/town-governance/laws-and-regulations/town-bylaws/title-v-regulations-upon-the-use-of-private-property#A17
Atlanta, GA	506,811	Vacancy	Flat Annual Fee	\$100	90	Properties acquired with a deed in lieu of foreclosure	No	No	Ordinance	Not specified	Yes, listed in ordinance	Citywide	\$1,000	No	https://library.municode.com/ga/atlanta/codes/code_of_ordinances?nodeId=PTIICOORANDECQ_APXEATHOCO1987_ARTVIREVAREPR
Cape Coral, FL	189,343	Foreclosure	Flat Annual Fee	\$150 for foreclosed properties; \$50 for all other properties	10 from inspection	Fee waived, but NOT registration for foreclosed properties owned by a real estate brokerage firm that are currently listed for sale	No	No	Ordinance	Not specified	Yes, listed in ordinance	Citywide	Not specified	No	https://library.municode.com/fl/cape-coral/codes/code_of_ordinances?nodeId=CH12OFMIPR_ARTIXABPR
Cincinnati, OH	302,605	Foreclosure	Flat Annual Fee	\$500; \$50 for exception fee	10 from inspection	Yes, for the installation of and active use of a fire and burglar alarm system	Yes	No	Successful Pilot Program which led to Ordinance	Residential	Yes, listed in ordinance	Citywide	Class D civil offense for first offense; Class E civil offense for each offense (subsequent day) thereafter	No	https://www.cincinnati.gov/sites/buildings/assets/File/VFP%20Ordinance%202015.pdf
Debarry, FL	21,118	Foreclosure	Flat Annual Fee	\$150	10 from inspection	Yes for vacant (undeveloped) lots	No	No	Program and Ordinance	Residential, Commercial, and Industrial	Yes, maintenance subject to entire code of ordinances	Citywide	Necessary action by the city to correct noncompliance	No	https://library.municode.com/fl/debarry/codes/code_of_ordinances?nodeId=PTIICOOR_CH30EN_ARTXABREPR
Fort Lauderdale, FL	182,595	Foreclosure	Flat Annual Fee	\$200	10 from inspection	Yes, any properties obtained from a foreclosure sale and any property transferred under a deed in lieu of foreclosure sale	No	No	Ordinance	Residential	Yes, listed in ordinance	Citywide	Appropriate action by the City as required for compliance	No	https://library.municode.com/fl/fortlauderdale/ordinances?code_of_ordinances?nodeId=559835
Hernando County, FL	193,920	Foreclosure	Flat Annual Fee	\$250	10 from inspection	No	No	No	Ordinance	Residential, Commercial, and Industrial	Yes, listed in ordinance	Countywide	General Civil Offenses - Fine not to exceed \$1000 for first offense; \$5000 for repeat offenses	No	https://library.municode.com/fl/herndon-county/codes/code_of_ordinances?nodeId=PTIICOOR_CH15HESA_ARTXFOREREPRMORESY
Lake Clarke Shores, FL	3,628	Hybrid	Flat Semi-Annual Fee	\$150	30	Yes, only for seasonal homes	No	Yes	Ordinance	Residential, Commercial, and Industrial	Yes, listed in ordinance	Citywide	10% increase for every 30 days of noncompliance	No	https://community.prochamps.com/PROCHAMPS_Community_CW/OpenPdf.aspx?FileName=Lake+Clarke+Shores%2c+FL+Ordinance+and+Fee+Res+eff+07.09.19.pdf&FileBinaryId=29440

Lake Mary, FL	17,283	Foreclosure	Flat Annual Fee	\$100	10 from inspection	Yes, for vacant (undeveloped) lots	No	Yes	Ordinance	Residential, Commercial, and Industrial	Yes, listed in ordinance	Citywide	Necessary action by the city to correct noncompliance	No	https://codelibrary.amlegal.com/codes/lakemary/latest/lakemary_ft/0-0-0-36538
Lowell, MA	111,670	Hybrid	Flat Annual Fee	\$1,000	7 if currently in foreclosure proceedings; 14 upon determination by building official	No	No	No	Ordinance	Residential, Commercial, and Industrial	Yes, listed in ordinance	Citywide	\$300/violation	No	http://lowell-ma.elaws.us/code/coor_ptii_ch227_artii
Miami, FL	470,914	Vacancy	Increasing Annual Fee	\$262.50 for first year; \$394 for second year; \$525 for 3+ years	30	Structures protected by any federal, state, or local law or any structure owned by the federal, state, or a municipal government; exempted MF residential	No	Yes	Program and Ordinance	Commercial and SF Residential; MF Residential may apply if they are not exempted	Yes, maintenance subject to entire code of ordinances	Citywide	\$1,050	No	https://library.municode.com/fl/miami/codes/code_of_ordinances?nodeId=PTIITHCO_CH10BU_ARTIVREVAB1UNA_BSTDEMOPR
New Bedford, MA	95,315	Vacancy	Increasing Annual Fee	\$500 for properties vacant for less than 1 year; \$1000 for more than 1 but less than 2; \$2000 for more than 2 but less than 3; and \$3000 for vacant properties 3+ years	45	No	No	Yes	Ordinance	Residential, Commercial, and Industrial	No	Citywide	\$300/offense	No	https://library.municode.com/ma/newbedford/codes/code_of_ordinances?nodeId=COOR_CH6BUOTST_ARTVIIIREVABU
Palatka, FL	10,465	Hybrid	Flat Annual Fee	\$200	30	Structures protected by any federal, state, or local law or any structure owned by the federal, state, or a municipal government; exempted MF residential	No	Yes	Ordinance	Commercial and SF Residential; MF Residential may apply if they are not exempted	No	Citywide	\$160 first violation; Up to \$1000 for subsequent violations	No	https://library.municode.com/fl/palatka/codes/code_of_ordinances?nodeId=671631
San Francisco, CA	881,549	Vacancy	Annual Fee	\$158.10/hour	30	No	No	No	Ordinance	Commercial	Yes, vacant commercial storefronts must meet sign posting, maintenance, security, and insurance requirements of code.	Citywide	4x Registration Fee	Yes, depending on # of days remaining in the year	https://sfbos.org/sites/default/files/o0052-19.pdf
Sarasota, FL	57,738	Foreclosure	Increasing Annual Fee	\$250 for one year; \$500 for 2; \$1000 for 3; \$2000 for 4; \$4000 for 5+	15 from inspection	No	No	No	Ordinance	Not specified	No	Citywide	Civil penalty in adherence to code compliance standards	No	https://library.municode.com/fl/sarasota/codes/code_of_ordinances?nodeId=PTIITHCO_CH17HESA_ARTIABFOPRRESY
Sunrise, FL	95,458	Foreclosure	Flat Annual Fee	\$150	10 from inspection	No	No	No	Ordinance	Not specified	Yes, listed in ordinance	Citywide	Civil penalty not to exceed \$500 per infraction	No	https://library.municode.com/fl/sunrise/codes/code_of_ordinances?nodeId=SPCMIHQPRMACO_CH17MIHQPRMACO_ARTIIABPRRE

Wilmington, DE	70,635	Vacancy	N/A	Cost for Inspection	45	Yes, for those properties undergoing construction w/ a permit; seasonal homes; purchased at sheriff sales; and ownership is in contest in court	No	No	Ordinance	Residential, Commercial, and Industrial	Yes, listed in ordinance	Citywide	\$250/violation	No	https://library.municode.com/de/wilmington/codes/code_of_ordinances?nodeId=PTIIWICO_CH13HESA_ARTIINU_S13-42VAPR
Winter Haven, FL	43,020	Foreclosure	Flat Annual Fee	\$150 if property is in name of defaulting mortgager; \$50 in all other instances	10 from inspection	No	No	No	Ordinance	Not specified	Yes, listed in ordinance	Citywide	Civil offense subject to administrative enforcement as provided throughout Code of Ordinances	No	https://library.municode.com/fl/winter_haven/codes/code_of_ordinances?nodeId=PTIICOOR_CH12NU_ARTIVDEABPR_DIV2VAABREPR
Lake Fort Worth CRA	38,010	Vacancy	None	None	0	No	No	No	Program	Commercial	Yes, listed in program	CRA District	N/A	No	https://lakeworthcra.org/index.php?option=com_content&view=article&id=409:vacant-storefront-initiative&catid=102&Itemid=961



Economic Development Advisory Board Agenda Item

March 9, 2021 at 8:15 am

Virtual Meeting

Agenda Item

Initiatives Review

Motion | Recommendation

N/A

Background

Staff is providing an update relative to the following topics. In general, these items do not necessitate action by the board, but are included to provide the public the most up to date information regarding the status of various issues. The board may use this time to address discussion or viewpoints on these items.

Project	Update	Date
Incentives sheet update	Project complete. To be uploaded with new website content.	January 2021
Infographic deliverables	Drafted quarterly updates to be reviewed by the board.	March 2021
Website modernization	<i>Real Estate Map:</i> Staff conducted research relative to determine feasibility, cost, and end user experience for available real estate in the Winter Park market. Staff is recommending use of Orlando Economic Partnership's map, who currently provide up to date information on property and include additional infrastructure layers included in site selection discussions. Use on the city's website is a zero cost investment. Direct access to the site is: https://properties.orlando.org .	Ongoing

DEMOGRAPHIC SUMMARY

Winter Park City, FL

Geography: Place

KEY FACTS

31,428

Population



13,684

Households

44.6

Median Age

\$63,956

Median Disposable Income

EDUCATION

5%

No High School Diploma



13%

High School Graduate



21%

Some College



61%

Bachelor's/Grad/Prof Degree

INCOME



\$76,976

Median Household Income



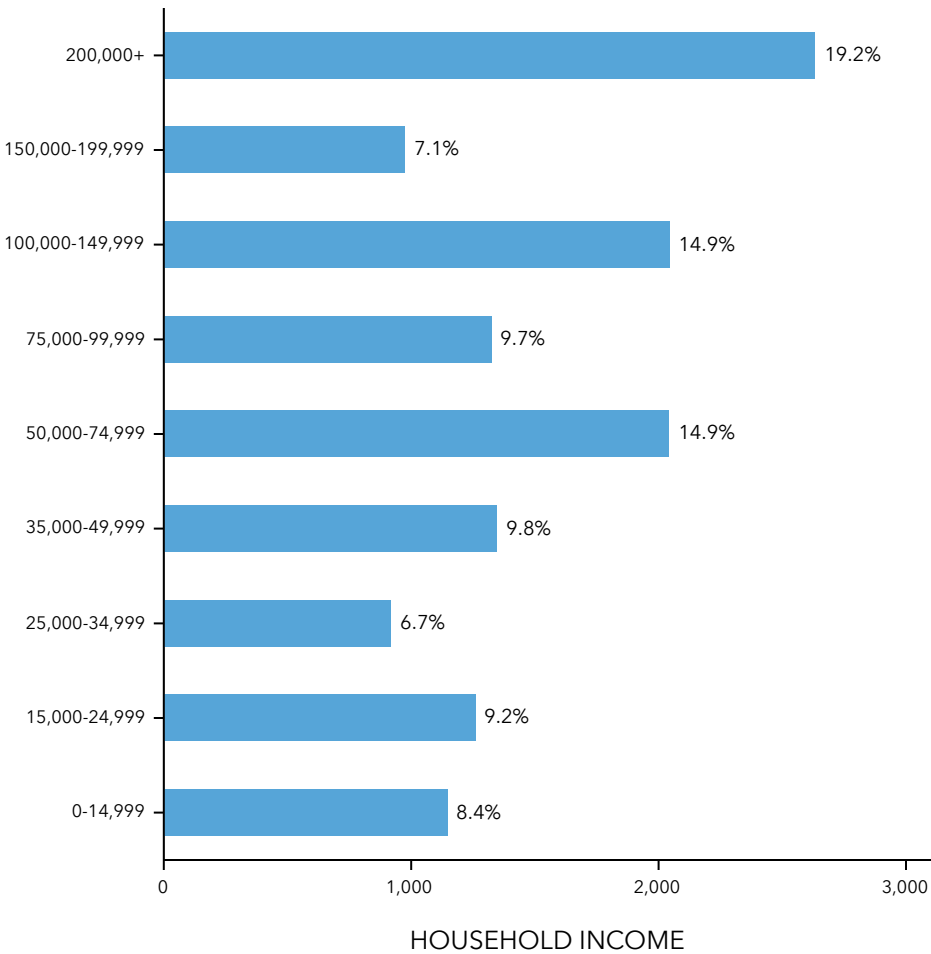
\$56,513

Per Capita Income



\$124,849

Median Net Worth



BUSINESS



3,837

Total Businesses



32,125

Total Employees

EMPLOYMENT



81%

Professional, mgmt, admin



8%

Construction, manufacturing, maintenance,



11%

Services

6.4%

Unemployment Rate



Economic Development Advisory Board Agenda Item

March 9, 2021 at 8:15 am

Virtual Meeting

Agenda Item

Chamber Update

Motion | Recommendation

N/A

Background

Update to be given by the Chamber of Commerce.