



# city commission agenda

## Work Session

2:00 - 4:00 p.m.  
 Tuesday, September 23, 2014  
 Winter Park Community Center  
 721 W. New England Avenue  
 Winter Park, Florida 32789

commissioners		mayor		commissioners				
seat 1	Steven Leary	seat 2	Sarah Sprinkel	Kenneth W. Bradley	seat 3	Carolyn Cooper	seat 4	Tom McMacken

Public comments will be taken at the end of the presentation.

1. Public presentation of the TAPS recommendations for a scope of services for the visioning process

## 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."



# city commission agenda item

item type	Work Session	meeting date	September 23, 2014
prepared by	Dori Stone	approved by	<input checked="" type="checkbox"/> City Manager
department	Planning & Comm. Development		<input type="checkbox"/> City Attorney
division			<input type="checkbox"/> N A
board approval		<input type="checkbox"/> yes <input type="checkbox"/> no <input checked="" type="checkbox"/> N A	final vote
strategic objective	<input checked="" type="checkbox"/> Exceptional Quality of Life		<input type="checkbox"/> Fiscal Stewardship
	<input type="checkbox"/> Intelligent Growth & Development		<input type="checkbox"/> Public Health & Safety
	<input type="checkbox"/> Investment in Public Assets & Infrastructure		

## background

In November 2013, staff prepared a draft scope of services for a City Commission discussion regarding community visioning. At the June 23, 2014 meeting, the City Commission directed staff to work on a revised scope as a means to move forward with a citywide visioning process. This draft scope is attached as reference.

During Commission discussion at the June 23<sup>rd</sup> meeting, there were a number of items that each commissioner wanted to see in the scope. In an effort to create a scope of services that provides statistical data and that will include as many Winter Park residents in the process as possible, staff reached out to the Central Florida Chapter of the Urban Land Institute (ULI) to discuss other visioning efforts that have been successful throughout Florida. The key is defining a scope of services that will accomplish both the services needed and the outreach that is expected. Since this is one of the most significant community projects undertaken by the city, staff and ULI both agreed that it would be worthwhile to bring in outside experts who have participated in community visioning as a Technical Assistance Panel (TAP). This would allow the Commission to hear from others about the best practices of visioning, and using their expertise create a scope of services that best meets the needs of Winter Park.

ULI has asked four panelists to volunteer their expertise and time to work through the scope of services. The panelists include:

- Bob Rhodes, Attorney
- Charles Bohl University of Miami
- Robert Karn, Architect
- Jeff Perlman, immediate past Mayor of Delray Beach, Florida

These panelists provide a diverse background of public service that the city should benefit through their insights into a scope of services for Winter Park community visioning effort. Panelists bios are attached.

This level of expertise should provide the Commission with a well-rounded approach to the visioning process and, working with this panel, create a scope of services that can answer the four primary visioning questions:

1. Where are we now?
2. Where are we going?
3. Where do we want to go?
4. How do we get there?

As a way to bring an identity into this effort, staff is using our Everyday Exceptional brand and logo for the entire visioning process. Staff feels that this brand appropriately reflects the community and the visioning experience.

At the request of the TAP, public input will be taken at this September 23<sup>rd</sup> meeting that the TAP will then consider as they develop a final scope for the Commission's consideration.

## **Visioning Scope of Work**

### **Phase 1 – Mobilization**

#### ***Timeframe: 1 month***

The activities included in the mobilization phase are designed to allow the consultant team and the City to finalize organizational details of the work program and formally launch the visioning process through a series of high-profile events, meetings, briefings and activities directed to a variety of audiences. In addition, the consultant will assemble the data necessary to prepare and Existing Conditions report and begin communications with stakeholder groups and community opinion leaders to scan for key issues.

#### **1.1 Project Kickoff**

- 1.1.1. Vision Resource Team Kickoff.
- 1.1.2. Vision Plan Steering Committee Kickoff Meeting
- 1.1.3. Stakeholder/Opinion Leader Interviews
- 1.1.4. Commission Briefing(s)
- 1.1.5. Media Briefing

#### **1.2 Data Collection/Data Book**

The Resource Team will collect available maps, reports, plans, studies and other data necessary to the preparation of the Existing Conditions Report Card. The consultant will assemble all the data in a Data Book. The Data Book will provide the factual basis for the analysis to be carried out in the Existing Conditions Report Card in Phase 2.

#### **1.3 Social Networking Tools**

The consultant will be responsible for providing information and creating opportunities for input through Facebook and Twitter in coordination with the City's website. The consultant team will create content based on and limited to the deliverables identified herein.

#### **1.4 Public Open House(s)**

Hosted by the Steering Committee and the consultant team, one (1) open house event (approximately 2-3 hours) will be held to launch the public participation process.

### **Phase 2 - Existing Conditions Report Card**

#### ***Timeframe: 2-3 months***

#### **2.1 Existing Conditions Documentation and Analysis**

Using the information in the Data Book and in the city comprehensive plan, the consultant will analyze existing conditions and trends around such topics as:

- Socioeconomic Profile
- Demographic Projections
- Land Use / Development Patterns and Trends
- Community Character/Image
- Housing and Neighborhoods
- Economic Sectors and Activities
- Transportation
- Infrastructure
- Community Facilities
- Public Safety
- Parks and Recreation
- Natural / Coastal Resources
- Cultural / Historic Resources

## **2.2 Identification/Research of Peer Communities** (optional)

The consultant working with the Steering Committee and the Resource Team, will identify up to three (3) cities in the United States that can be used as peer communities for the purpose of comparative references in the Existing Conditions Report Card.

## **2.3 Draft Existing Conditions Report Card**

The consultant team will compile the results of Tasks 2.1 and 2.2 into a draft report, which will be submitted for review by the Resource Team and the Steering Committee.

## **2.4 Community Forum Series 1 – “Community Report Card” Open Houses**

– The consultant team will conduct up to three (3) open houses (approximately 2-3 hours), held in different geographic areas of the city to present the findings of the existing conditions analysis and preliminary benchmarking in an informal setting, which will allow citizens one-on-one Q&A interaction with the project team. All materials presented at the open houses, will be posted on the project website (and made available for review and comment through the project’s social networking tools, if applicable).

## **2.5 Final Existing Conditions Report Card**

Based on the input received from the Steering Committee, the Resource Team and the public, the consultant team will refine the draft report to create the final Existing Conditions Report Card. The consultant team will use the project website to post the final document.

**Meetings:** During this Phase, the Consultant team will participate in two (2) meetings with the Steering Committee and two (2) meetings the Resource Team.

## **Phase 3 – Vision Statement / Strategic Directions**

***Timeframe: 3 months***

### **3.1 Community Forums:**

The consultant team will lead a series of up to three (3) forums (approximately 2-3 hours), held in different geographic areas of the city. The consultant team will train member of the Steering Committee and the Resource Team to facilitate small group discussions focused on identifying consensus on present strengths and weaknesses in Winter Park, as well as future opportunities and threats. Keypad polling or other state-of-the-art techniques will be used to manage the brainstorming effort and aid in ranking consensus ideas.

In addition, the consultant team will prepare materials to allow the Resource Team to conduct small group meetings targeting specific groups such as business, civic and homeowners groups to host their own meetings. These meetings should also be targeted to reach out to groups and segments of the population that were under-represented in the community forums.

### **3.2 Synthesis: Community Aspirations and Issues**

The consultant team will prepare a working paper that summarizes the input collected from the community forums, small group meetings and from the website, which may be organized as follows:

- Summary of Visioning Results
  - Areas of Consensus
  - Areas of Divergence
- Identification of Overarching Themes
- Summary of Key Issues and Challenges
- Preliminary Identification of Focal Areas/Topical Areas

### **3.3 Draft Vision Statement**

Following the review and approval of the Community Aspirations and Issues Working Paper, the consultant team will develop a draft vision statement describing in what ways the City of Winter Park aspires to become an exceptional community of choice over the next two decades. The Vision Statement document may also begin to identify “focal areas” which may smaller geographic areas in need of attention such as downtown, highway corridors or distressed neighborhoods; or focal issues, such as economic diversification, community branding or connectivity.

### **3.4 Review and Refinement**

The consultant team will hold one or more meetings with the Steering Committee to refine and finalize the draft vision statement.

### **3.5 Strategic Directions**

The consultant team will facilitate a daylong retreat with the Steering Committee and the Resource Team to brainstorm strategic directions, and as

appropriate, identify benchmarks for achievement and community improvement over time.

### **3.6 Community Forum - Vision Statement/Strategic Direction Validation**

The consultant team will facilitate a second series of three (3) open houses (approximately 2-3 hours), held in different geographic areas of the city. The purpose of the meetings will be to present and obtain input on the Vision Statement and Strategic Directions.

### **3.7 City of Winter Park Vision Document**

The consultant team will prepare a Vision Plan document which may be structured as follows.

- Executive Summary
- Introduction
  - Background
  - What is a Vision Plan?
  - Relationship to Comprehensive Plan and other Plans and Studies
- Vision Plan Process
- Winter Park Vision 2035
  - Community-wide Vision Statement
  - Strategic Directions
- Next Steps
  - Comprehensive Plan Update

### **3.8 Presentation(s) to City Commission**

After refining the draft Vision Statement based on the input received at the second series of community forums, the consultant team and members of the Steering Committee will present the Vision Statement and Strategic Directions to the City Commission.

**Meetings:** During this Phase, the Consultant team will participate in up to four (4) meetings with the Steering Committee and up to two (2) meetings with the Resource Team.

## **Urban Land Institute Technical Assistance Panel Panelists Biographical Information**

### **Robert Karn, AIA, LEED AP**

*Sudbury, Massachusetts*

Robert Karn is a Design Principal for Consilium Urban Design and Architecture, Based in the Boston area. He has worked on numerous urban design plans in United States, the Middle and Far East and Europe. The concentration over the last decade has been urban design, campus and civic planning for new towns in India, university campuses on the eastern seaboard and transit oriented development in the north east. Prior to locating in Boston he practiced for ten years in Germany collaborating on the reconstruction of East Germany as a consequence of the destruction of the Berlin wall. Prior to that he was the Director of Design and Planning for the Denver Partnership, a 501 C3 responsible for the development of the Downtown Area Plan 2000 which included the creation of a long-term transit and transportation strategy, comprehensive open space system utilizing Cherry Creek and extensive land use modification to stimulate downtown housing and create the LODO Historic District and guidelines. Robert Karn is also a founding member and faculty at the Center for Sustainable Urbanism who's CIAO! program immerses high school students interested in architecture and city building a summer immersion program based in Rome, Italy.

### **Charles C. Bohl, PhD**

Dr. Charles Bohl is an associate professor and director of the Masters in Real Estate Development + Urbanism Program (<http://mredu.arc.miami.edu>) at the University of Miami's (UM) School of Architecture. Dr. Bohl is an expert on place making, community building and mixed-use development. He is the author of *Place Making: Developing Town Centers, Main Streets and Urban Villages*, a best-selling book published by the Urban Land Institute now in its 5<sup>th</sup> printing. Dr. Bohl designed the curriculum and directed the interdisciplinary Knight Program in Community Building at UM from 2000-2008. Dr. Bohl has served on the Executive Committee and Advisory Board for ULI Southeast Florida/Caribbean District Council since 2001, also serving as Vice Chair for Academia, Chair of the ULI Vision Awards, co-Vice Chair of the Technical Assistance Panel Program and is the incoming Chair of the District Council for 2015. Dr. Bohl currently serves on the Advisory Board and Steering Committee for the International Place Making Initiative for UN-Habitat. He was a Senior Research Associate at the University of North Carolina's Center for Urban and Regional Studies and served as the Senior Fellow for the Weiss Urban Livability Program. Dr. Bohl holds a doctorate in City and Regional Planning from the University of North Carolina at Chapel Hill. He lectures and consults widely in the U.S. and abroad.



## **Jeff Perlman, Former Mayor – City of Delray Beach, Florida**

Jeff Perlman has enjoyed a long career in politics, business, publishing and economic development.

He served on the Delray Beach City Commission from 2000-07, including four years as mayor. During his tenure, he was a finalist for Florida Mayor of the Year and World Mayor of the Year. Under his leadership, Delray Beach gained national recognition for its renaissance led by the creation of one of the finest downtowns in America. Among his accomplishments: a Downtown Master Plan, creation of the cultural plan, passage of the 2005 Parks Bond and a vision for the Congress Avenue corporate/Innovation corridor. During his tenure Mayor Perlman championed walkability, design, smart growth, downtown housing and mixed use development helping Delray Beach become a model for other small cities nationwide.

He is currently CEO of Community Ventures and Executive VP of Business Development for CDS International Holdings a private equity firm with a wide range of real estate, consumer and philanthropic interests. Current projects include the redevelopment of the historic Gulfstream Hotel, Atlantic Ave magazine, YourDelrayBoca.com, Celsius Beverage, Tabanero Hot Sauce and a soon to be launched nutraceutical company. Prior entrepreneurial stints include serving as COO of Celsius, a publicly traded beverage company, Executive Vice President of BRN Media Group, founder and publisher of The Education Times and President of Magnum Publishing which was sold to BRN Media Group.

Past and present involvement includes serving on dozens of corporate and non-profit boards including: Business Development Board of Palm Beach County, Leadership Florida, Delray Medical Center (Tenet Hospitals), Achievement Center for Children and Families, Greater Delray Beach Chamber of Commerce, Greater Boynton Beach Chamber of Commerce, Tourist Development Council of Palm Beach County, Housing Leadership Council, Florida League of Mayors (founding board member), US Conference of Mayors and more. He is also the co-founder of the Dare2BeGreat Foundation, a non-profit that mentors and provides college scholarships to students who have the potential to come back to Delray Beach and make a difference.

He is married to Diane and they have four children, a rescue dog and two birds. His book “Adventures in Local Politics” will be published in 2015.

**Bob Rhodes, Attorney**

Bob Rhodes is an attorney and real estate development consultant in Jacksonville, Florida. He is the former Executive Vice President of the St. Joe Company and also served as St. Joe's General Counsel. He held similar positions with Arvida Corporation and Disney Development Company.

Bob administered Florida's growth management program, served as counsel to the Speaker of the Florida House of Representatives and as Assistant Director of the Washington D.C. office of the Council of State Governments.

He chaired state commissions that developed and subsequently recommended revisions to the state's growth management program. He also chaired the Tallahassee-Leon County Planning Commission, Jacksonville's Downtown Development Authority and Economic Development Commission, the Trust for Public Land's Northeast Florida Chapter, the Northeast Florida Regional Community Institute and the Florida Bar Administrative Law Section and Environmental and Land Use Law Section.

Bob is a fellow of the American College of Real Estate Lawyers and has been honored as the Jacksonville Daily Record's Lawyer of the Year.

He received his law degree from Berkeley's Boalt Hall School of Law and a master's degree from Harvard's Kennedy School of Government.