



# city commission agenda

## Regular Meeting

July 11, 2016  
3:30 p.m.  
Commission Chambers

commissioners				mayor		commissioners			
seat 1	Gregory Seidel	seat 2	Sarah Sprinkel	Steve Leary		seat 3	Carolyn Cooper	seat 4	Pete Weldon

## welcome

Welcome to the City of Winter Park City Commission meeting. The agenda for regularly scheduled Commission meetings is posted in City Hall the Tuesday before the meeting. Agendas and all backup material supporting each agenda item are available in the City Clerk's office or on the city's website at [cityofwinterpark.org](http://cityofwinterpark.org).

## meeting procedures

**Persons desiring to address the Commission MUST fill out and provide to the City Clerk a yellow "Request to Speak" form located by the door.** After being recognized by the Mayor, persons are asked to come forward and speak from the podium, state their name and address, and direct all remarks to the Commission as a body and not to individual members of the Commission, staff or audience.

**Citizen comments at 5 p.m. and each section of the agenda where public comment is allowed are limited to three (3) minutes. The yellow light indicator will remind you that you have one (1) minute left.** Large groups are asked to name a spokesperson. This period of time is for comments and not for questions directed to the Commission or staff for immediate answer. Questions directed to the City Commission will be referred to staff and should be answered by staff within a reasonable period of time following the date of the meeting. Order and decorum will be preserved at all meetings. Personal, impertinent or slanderous remarks are not permitted. Thank you for participating in your city government.

## agenda

<b>1</b>	<b>Meeting Called to Order</b>	
<b>2</b>	<b>Invocation</b> Reverend Steve May, First Baptist Church of Winter Park <b>Pledge of Allegiance</b>	
<b>3</b>	<b>Approval of Agenda</b>	
<b>4</b>	<b>Mayor's Report</b>	<b>*Projected Time</b> <b>*Subject to change</b>
	a. Presentation - Winter Park High School Foundation Check	10 minutes
<b>5</b>	<b>City Manager's Report</b>	<b>*Projected Time</b> <b>*Subject to change</b>
	a. Presentation of the proposed 2016/2017 budget	20 minutes
<b>6</b>	<b>City Attorney's Report</b>	<b>*Projected Time</b> <b>*Subject to change</b>

<b>7</b>	<b>Non-Action Items</b>	<b>*Projected Time</b> <b>*Subject to change</b>
<b>8</b>	<b>Citizen Comments   5 p.m. or soon thereafter</b> <b>(if the meeting ends earlier than 5:00 p.m., the citizen comments will be at the end of the meeting)</b> (Three (3) minutes are allowed for each speaker; not to exceed a total of 30 minutes for this portion of the meeting)	
<b>9</b>	<b>Consent Agenda</b>	<b>*Projected Time</b> <b>*Subject to change</b>
	<ul style="list-style-type: none"> <li>a. Approve the minutes of June 27, 2016.</li> <li>b. Approve the following contracts:               <ul style="list-style-type: none"> <li>1. Piggyback contracts with Daktronics for TCPN Contract No. R5195, Scoreboards and Electronic Signs; and Nevco, Inc. for NJPA Contract No. 082114-NVC, Video Display &amp; Scoring Solutions; and authorize the Mayor to execute contracts; not to exceed \$185,000.</li> <li>2. Piggyback contract with The Nidy Sports Construction, Co. for NCPA Contract, Athletic Surfacing Systems Maintenance &amp; Construction; and authorize the Mayor to execute contract; not to exceed \$187,500.</li> </ul> </li> </ul>	5 minutes
<b>10</b>	<b>Action Items Requiring Discussion</b>	<b>*Projected Time</b> <b>*Subject to change</b>
	<ul style="list-style-type: none"> <li>a. City Visioning Process presentation</li> </ul>	60 minutes
<b>11</b>	<b>Public Hearings</b>	<b>*Projected Time</b> <b>*Subject to change</b>
	<ul style="list-style-type: none"> <li>a. <u>Request of Morney Partnership Ltd. for the property at 226 Hannibal Square, East:</u> <ul style="list-style-type: none"> <li>- Ordinance – Amending the zoning from Parking Lot (PL) District zoning to Multi-Family Residential (R-3) District zoning (2)</li> </ul> </li> <li>b. Resolution – Creating a Property Assessed Clean Energy Program and joining the Clean Energy Green Corridor Program               <ul style="list-style-type: none"> <li>- Authorize the Mayor to execute the membership agreement between the City and the Green Corridor Property Assessment Clean Energy (PACE) District.</li> </ul> </li> <li>c. <u>Request of Phil Kean Designs, Inc.</u> <ul style="list-style-type: none"> <li>- Amend the conditional use approval granted on October 12, 2015 to redevelop the property at 652 West Morse Boulevard in order to develop 10 residential units in lieu of the approved 11 residential units and to modify the approved architectural elements.</li> </ul> </li> </ul>	<p>5 minutes</p> <p>15 minutes</p> <p>20 minutes</p>



12 City Commission Reports	<b>*Projected Time</b> <b>*Subject to change</b>
a. Commissioner Seidel b. Commissioner Sprinkel c. Commissioner Cooper d. Commissioner Weldon e. Mayor Leary	10 minutes total

## 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 city manager's report

item type City Manager's Report

meeting date July 11, 2016

Below are issues of interest to the Commission and community that are currently being worked on by staff, but do not currently require action on the Commission agenda. These items are being tracked to provide the Commission and community the most up to date information regarding the status of the various issues. The City Manager will be happy to answer questions or provide additional updates at the meeting.

issue	update	date
Railroad crossing update	Four of Winter Park's street crossings are included in FDOT's CIP for installing concrete panels.	FDOT is expected to begin the work in July 2016. All crossing improvements are to be completed by August 2017.
Visioning Steering Committee	Inviting community to participate at <a href="http://www.visionwinterpark.org">www.visionwinterpark.org</a> .	Vision Plan and supporting documents going to the City Commission on July 11.
New Hope Baptist Church Project	Previously the Pastor had agreed to obtain assistance of a designer to improve the architectural appearance of the buildings.	The Pastor's daughter will be following up on this by coordinating with the Planning Department actions that can be taken and then coming back to the Commission to finalize this matter.
Ward Park restrooms	Design is complete on two new restrooms. Both are under construction.	Site work for the soccer field restroom began June 13. Site work for the baseball field restroom began June 20.
Denning Drive	Denning Drive public meetings	City staff moving forward with design on Denning Drive based on approved concept.
Comprehensive Plan Update	Staff is updating the data, inventory and analysis for each element.	The update is due to the Department of Economic Opportunity by February 1, 2017. Schedule is available at <a href="http://www.cityofwinterpark.org/comp-plan">www.cityofwinterpark.org/comp-plan</a>
Seminole County Drainage Ditch	Perform flood study for the contributing Seminole County and Winter Park drainage basins.	Execute joint participation agreement by July 2016.

Once projects have been resolved, they will remain on the list for one additional meeting to share the resolution with the public and then be removed.

**REGULAR MEETING OF THE CITY COMMISSION**  
**June 27, 2016**

The meeting of the Winter Park City Commission was called to order by Mayor Steve Leary, at 3:30 p.m. in the Commission Chambers, 401 Park Avenue South, Winter Park, Florida. The invocation was provided by Building Director George Wiggins, followed by the Pledge of Allegiance. There was a moment of silence for the Orlando victims from the attack over the weekend.

Members present:

Mayor Steve Leary  
Commissioner Sarah Sprinkel  
Commissioner Carolyn Cooper  
Commissioner Pete Weldon

Also present:

City Manager Randy Knight  
City Attorney Kurt Ardaman  
City Clerk Cynthia Bonham

Absent:

Commissioner Greg Seidel

Approval of the agenda

**Motion made by Commissioner Cooper to approve the agenda; seconded by Commissioner Sprinkel and carried unanimously with a 4-0 vote.**

**Mayor's Report**

a. Presentation – Representatives Miller and Cortes Legislative Update

State Representatives Mike Miller and Bob Cortes provided a Legislative update concerning the session highlights, a balanced budget and what was included in the budget, local funding projects (to include \$2,000,000 for the Howell Branch Preserve), tax cuts, local impact bills, unpassed local bills, and bills brought forward by Representative Miller.

b. Proclamation – Park and Recreation Month – July 2016

Mayor Leary presented Parks and Recreation Director John Holland with a proclamation proclaiming July 2016 as Park and Recreation Month. Mr. Holland addressed his staff and the great job they do with all the City events.

**City Manager's Report**

There was no report or questions by the Commission.

**City Attorney's Report**

City Attorney Ardaman addressed the drone issue, the newly passed FAA regulations, and that additional cities have weighed in. They will review all the information, bring back to the Commission and answered questions.

City Attorney Ardaman stated that the bond validation lawsuit should be filed in the next couple of days.

Commissioner Cooper inquired about NOD's and the authority they have as the Commission to work without a Notice of Disposal on property if it is not purchased by the CRA or by the City with the intention of redevelopment. Attorney Ardaman spoke about property that is not acquired with CRA funds and was acquired in advance of the creation of the CRA and not for CRA purposes can be disposed of in any fashion the Commission chooses.

### **Non-Action Item**

No items.

### **Consent Agenda**

- a. Approve the minutes of June 13, 2016.
- b. Approve the following contracts:
  - 1. Tyler Technologies, ITN-11-2015, Enterprise Resource Planning (ERP) System Selection and authorize the Mayor to execute contract.
  - 2. Kimley Horn, RFQ-11-2016, Traffic Consultant for City Comprehensive Plan and authorize the Mayor to execute contract.
- c. Approve the one (1) year contract renewal with the YMCA for the operation of the Cady Way swimming pool to expire April 12, 2017. **PULLED FROM THE CONSENT AGENDA FOR DISCUSSION. SEE BELOW.**

**Motion made by Mayor Leary to approve Consent Agenda items 'a' and 'b'; seconded by Commissioner Cooper and carried unanimously with a 4-0 vote.** No public comments were made.

Consent Agenda item 'c': Approve the one (1) year contract renewal with the YMCA for the operation of the Cady Way swimming pool to expire April 12, 2017.

Commissioner Sprinkel pulled this item and asked about the timing of the installation of the pool heater. City Manager Knight explained the YMCA is providing the funds they pledged and the City has their portion in the budget so the City will be moving forward to installing the heaters for this coming fall in time for the cold months. Commissioner Sprinkel spoke about the need to also update the locker rooms because of the cold water and asked that this be reviewed and to have a plan in place for improvements.

**Motion made by Commissioner Sprinkel to approve Consent Agenda item 'c'; seconded by Commissioner Cooper and carried unanimously with a 4-0 vote.** No public comments were made.

### **Action Items Requiring Discussion**

- a. Options for Notice of Disposal for 301 Comstock Avenue (City's Blake Yard property)

Planning Manager Jeff Briggs spoke about the last CRA meeting where the intent was to move forward on selling this property. He stated it was not clear if the Commission wanted to sell all or part of the property and there is interest in purchasing a strip for parking from the purchasers of the David Weekly townhomes and an offer to buy the entire property. He stated they could advertise all or part of the property then potential buyers could be free to provide a proposal on all or part of it. He stated if the Commission is willing to entertain offers for pieces then the City could go the purchasing route of all or part of the property. He stated the Commission also needs to discuss whether the zoning should be addressed at the time the property is offered for purchase.

The Commission provided their preferences: Mayor Leary - sell the whole property and not subdivide it and asked about the status of the broker. Commissioner Sprinkel commented that they were supposed to hear back from the broker before taking action. Mr. Briggs stated he needs direction to provide to the broker.

Commissioner Weldon mentioned a potential buyer purchasing the entire property and agreed the property should be sold as a whole. He stated he was comfortable assigning the property an R-2 zoning classification but preferred to vote today to dispose of the entire property, subject to the zoning recommendation from the agent.

**Motion made by Commissioner Weldon to dispose of the entire property, subject to a NOD, and subject to the zoning recommendation from the agent; seconded by Mayor Leary.**

Commissioner Cooper spoke about the Progress Point NOD whereby the attorney sent a letter that advised them that they should decide on the zoning prior to advertising the property. She asked for a recommendation relative to whether we should or should not decide the zoning prior to releasing the NOD. Mayor Leary explained that was part of the motion.

**To clarify the motion, Commissioner Weldon explained the motion: Approve the sale of the entire property under a NOD today, withholding the public distribution of that NOD, making it non-effective until the Commission accepts or rejects a zoning classification from the commercial agent that we have engaged. He clarified his intent also is to include an appraisal along with the zoning recommendation. Mayor Leary agreed as the seconder of the motion.**

Commissioner Cooper expressed concerns that we have not considered the proposal for open space nor has the resident been given the opportunity to present the ideas

for utilizing the property. She addressed the map provided to them this evening from Mr. Michaels and the great deal of effort, study, illustration and money has been invested by some City residents that would like to see the City use this as greenspace and open space and a welcoming to our visitors who use SunRail. Mayor Leary stated that the City has already considered this and discussed it at numerous occasions. City Manager Knight stated everyone will have the opportunity to submit for the NOD and if this is the proposal the Commission chooses, they will be awarded the property.

Dan Bellows, representing the adjacent property owner at 216 West Lyman Avenue, stated he was glad to hear that a broker has been engaged. He showed a map explaining the location of the David Weekly townhomes and their current access. He addressed the easement in place and that the adjacent property owner has been trying to buy the Blake Yard property for many years and explained the offers they have made. He concluded that the adjacent property owner is willing to pay a premium for the property exceeding the appraised value.

Forest Michael, 358 W. Comstock, residing across from this property, stated the plan he is showing today is a response from some Commissioners at the last work session. He asked that they be able to come to a work session to allow their group to recap and present their financial plan, etc. Mr. Michael explained the plan that he submitted as a site option and showed a list consisting of 30 people that supported this. He explained the support he has received from various boards.

**Upon a roll call vote, Mayor Leary and Commissioners Sprinkel and Weldon voted yes. Commissioner Cooper voted no. The motion carried with a 3-1 vote.**

**Public Hearings:**

- a. ORDINANCE NO. 3041-16: AN ORDINANCE OF THE CITY OF WINTER PARK, FLORIDA, PROVIDING FOR VACATION AND ABANDONMENT OF THAT PORTION OF THE NON-VACATED VIA PALERMO ROAD LYING NORTH OF VIA LOMBARDY AS MORE PARTICULARLY DESCRIBED HEREIN; PROVIDING FOR RESERVATION OF A UTILITY EASEMENT; AUTHORIZING EXECUTION OF EFFECTING DOCUMENTS; PROVIDING FOR SEVERABILITY AND AN EFFECTIVE DATE. Second Reading

Attorney Ardaman read the ordinance by title.

**Motion made by Commissioner Cooper to adopt the ordinance; seconded by Commissioner Sprinkel. No public comments were made. Upon a roll call vote, Mayor Leary and Commissioners Sprinkel, Cooper and Weldon voted yes. The motion carried unanimously with a 4-0 vote.**

- b. ORDINANCE NO. 3042-16: AN ORDINANCE OF THE CITY OF WINTER PARK, FLORIDA GRANTING A RESIDENTIAL, COMMERCIAL AND CONSTRUCTION



SOLID WASTE COLLECTION FRANCHISE TO WASTE PRO OF FLORIDA, INC.;  
PROVIDING TERMS, CONDITIONS AND OTHER PROVISIONS; PROVIDING  
AN EFFECTIVE DATE Second Reading

Attorney Ardaman read the ordinance by title.

**Motion made by Commissioner Cooper to adopt the ordinance; seconded by Commissioner Weldon.** No public comments were made. **Upon a roll call vote, Mayor Leary and Commissioners Sprinkel, Cooper and Weldon voted yes. The motion carried unanimously with a 4-0 vote.**

- c. Request of Morney Partnership Ltd. for the property at 226 Hannibal Square, East:

AN ORDINANCE OF THE CITY OF WINTER PARK, FLORIDA AMENDING CHAPTER 58, "LAND DEVELOPMENT CODE", ARTICLE I "COMPREHENSIVE PLAN" FUTURE LAND USE MAP SO AS TO CHANGE THE FUTURE LAND USE DESIGNATION OF MEDIUM DENSITY MULTI-FAMILY RESIDENTIAL TO CENTRAL BUSINESS DISTRICT DESIGNATION ON THE PROPERTY AT 226 HANNIBAL SQUARE, EAST, MORE PARTICULARLY DESCRIBED HEREIN, PROVIDING FOR CONFLICTS, SEVERABILITY AND AN EFFECTIVE DATE. First Reading

AN ORDINANCE AMENDING CHAPTER 58 "LAND DEVELOPMENT CODE" ARTICLE III, "ZONING" AND THE OFFICIAL ZONING MAP SO AS TO CHANGE PARKING LOT (PL) DISTRICT ZONING TO COMMERCIAL (C-2) DISTRICT ZONING ON THE PROPERTY AT 226 HANNIBAL SQUARE EAST, MORE PARTICULARLY DESCRIBED HEREIN, PROVIDING FOR CONFLICTS, SEVERABILITY AND AN EFFECTIVE DATE. First Reading

Conditional use approval to redevelop the existing parking lot property with a single unit residential project of three stories in height.

Attorney Ardaman read the ordinances by title. Clarification was made regarding the ordinances in the packet that included an incorrect title. After a brief recess, Attorney Ardaman read the correct ordinances due to a scrivener's error on the title of one ordinance. It was clarified that the changes made are reflected in the zoning ordinance above.

Planning Manager Jeff Briggs explained the current site and the current zoning. He reviewed the applicants request to change the comprehensive plan designation from Multi-Family Residential to Central Business District, to change the zoning from PL to C-2, and to build a three story building that would be in the front of the property where you would drive under the building to the parking spaces in the rear. He addressed the conditional use approval request for a three story building holding one single residential unit and the variances for some setbacks.

Mr. Briggs spoke about the Planning and Zoning Board discussions concerning the appropriate zoning and compatibility regarding a three story building in that location. He explained their vote to approve the conditional use with the setback

variance required with a 4-2 vote; their denial of the comprehensive plan ordinance that keeps the future land use multi-family residential; and their recommendation to not change the zoning to C-2 because R-3 allows them to do what they have asked to do. Mr. Briggs answered questions of the Commission.

Commissioner Cooper spoke about a two story building being more compatible and would be supportive of P&Z's recommendation of R-3. She asked if the applicant would be agreeable with R-3 zoning.

Applicant Dan Bellows, 425 W. New England Avenue, representing Morney Partnership addressed the parking, the compatibility, the current zoning, his request for C-2 zoning, other three story buildings in the area, and the comprehensive plan changing in 2009 which does not allow him to build the same type of buildings because of density. He commented that he wants to develop this lot, is not offended by the R-3 zoning but would prefer C-2, and would like a three story building built back of the sidewalk the way they have designed it.

Upon questioning by Mayor Leary, Mr. Briggs explained C-2 versus R-3 zoning and why the Planning and Zoning Board preferred R-3 zoning.

The following opposed the request as the applicant presented it: Mary Daniels, 650 W. Canton Avenue; Lurline Fletcher, 811 English Court; Martha Bryant Hall, 331 West Lyman Avenue; John Bolden, 541 Capen Avenue; Maria Bryant, 450 S. Virginia Avenue; James Giuliani, 865 and 867 S. Pennsylvania Avenue; Forest Michael, 358 W. Comstock.

**Motion made by Commissioner Cooper to deny the comprehensive plan change, seconded by Commissioner Weldon.**

**Motion made by Commissioner Cooper to approve the zoning change to R-3.** It was clarified that the applicant needs to consent to the R-3 zoning. Mr. Bellows agreed to the R-3 zoning which was P&Z's recommendation. **The motion was seconded by Mayor Leary.**

**Motion made by Commissioner Sprinkel to approve the conditional use request; seconded by Mayor Leary.**

**Motion amended by Commissioner Cooper that the conditional use development be built to R-3 standards (which means the height allowed by R-3 zoning for a single family home on 5,000 square foot lot). Motion failed for lack of a second.**

It was clarified that the variances requested is part of the conditional use approval.

**Upon a roll call vote to deny the comprehensive plan change, Mayor Leary and Commissioners Sprinkel, Cooper and Weldon voted yes. The motion carried unanimously with a 4-0 vote.**

**Upon a roll call vote to approve the zoning change to R-3, Mayor Leary and Commissioners Sprinkel, Cooper and Weldon voted yes. The motion carried unanimously with a 4-0 vote.**

**Upon a roll call vote to approve the conditional use request to include all the variances, Mayor Leary and Commissioners Sprinkel and Weldon voted yes. Commissioner Cooper voted no. The motion carried with a 3-1 vote.**

Public comments (items not on the agenda)

Karen Giuliani, 865 and 867 S. Pennsylvania Avenue, spoke about the work being done to widen their sidewalk that they were unaware of and asked that the sidewalks remain the same width.

James Giuliani, 865 and 867 S. Pennsylvania Avenue, spoke about their sidewalks and asked that it be put back the way it was. He showed a map pointing out the bike lane because of concerns with bicyclists racing down the sidewalk at his property.

Mary Daniels, 650 Canton Avenue, spoke about the two story house facing Pennsylvania Avenue where her aunt was born in 1910 that is historical. She asked that the Westside homes be preserved and if development is going to take place to hold the developers to the zoning that it is and not be able to change it.

**Recess**

A recess was taken from 5:48 – 6:05 p.m.

d. Request of the City of Winter Park:

AN ORDINANCE AMENDING CHAPTER 58 "LAND DEVELOPMENT CODE" ARTICLE I, "COMPREHENSIVE PLAN" SO AS TO ADD AND AMEND POLICIES IN THE TEXT OF THE FUTURE LAND USE ELEMENT AND ALSO WITHIN THE WEST FAIRBANKS CORRIDOR STUDY AREA "L" SO AS TO REVISE AND ADOPT NEW POLICIES CONCERNING BUSINESS TYPES TO BE PROHIBITED WITHIN SPECIFIED GATEWAY CORRIDOR ENTRANCES INTO THE CITY OF WINTER PARK IN ORDER TO ENHANCE THEIR AESTHETIC APPEAL AND IMPROVE PROPERTY VALUES ALONG SUCH GATEWAY CORRIDORS. First Reading

Attorney Ardaman read the ordinance by title.

Planning Manager Jeff Briggs explained the history of the West Fairbanks Corridor up to I-4 being predominately in incorporated Orange County 15-17 years ago that the City annexed. He addressed the redevelopment in that area by the City. He spoke about the policy for West Fairbanks from 2009 about certain types of business uses the City did not want to be along that gateway corridor. He stated that fast food businesses was also a part of this policy and now the City realizes there are certain types of fast food or fast casual that may be appropriate on the corridor. He explained that this is the only place in the City where we have this rule; fast food is a conditional use judged on a case by case basis everywhere else in the City and that

they want to change the rules for West Fairbanks to mirror the rules for the rest of the City.

He concluded that this is brought to the Commission as a comprehensive plan amendment and that it has to go to Tallahassee if approved on first reading and adoption. He added that they are trying to protect the gateway corridor entrances that help define the City and trying to level the playing field by treating fast food on Fairbanks the same way as elsewhere in the City. Mr. Briggs responded to questions of the Commissioners.

**Motion made by Commissioner Sprinkel to accept the ordinance on first reading; seconded by Commissioner Weldon.** No public comments were made. **Upon a roll call vote, Mayor Leary and Commissioners Sprinkel, Cooper and Weldon voted yes. The motion carried unanimously with a 4-0 vote.**

- e. Request of Ladybird Academy: Conditional use approval to develop and operate a day care and pre-school within a new one story 13,000 square foot building to be constructed on the properties at 1424-1428 Gay Road and 1419-1421 Trovillion Avenue on properties zoned O-2 and R-3.

Planning Manager Jeff Briggs explained the request, the current zoning, and that a daycare is a conditional use. He summarized the surrounding area consisting of commercial and office, the Chateaux Du Lac condominiums, homes, Killarney Bay condominiums, and the former K-Mart shopping plaza. He spoke about the site plan for the layout of the building, the parking and circulation, landscape buffering that is provided around the property and that generally these provisions meet the code. The applicant is asking for one variance relating to the playground in the rear or southern part of the building because of the need for security so they need a 6' wall/fence combo along Trovillion Avenue which is higher than the code.

Mr. Briggs commented that the conditional use looks primarily at compatibility. He explained what took place at the P&Z Board meeting and concerns about the traffic generation and commentary by neighbors concerned with the playground activity creating noise. This resulted in a 5-1 vote to deny the request primarily citing the negative impacts of the increase in traffic generation as well as the playground noise. He spoke about the standards for consideration of conditional use requests and that the proposed use not create these kinds of degradation to the peaceful use of property, etc. In respect to those two criteria, P&Z felt it did not meet the standards for granting of a conditional use.

Attorney Chris Cathcart, Ossinsky & Cathcart, P.A., 2699 Lee Road, Winter Park, and representing the applicant, introduced the members of the team that provided an overview of the proposed daycare and traffic study concerns. The following spoke: Maron Boulton (along with Ben and Carter their son), 1500 Palmer Avenue, Winter Park (addressed the need for more daycare in the City); Annaliza Sakala, owners of other Ladybird Academy in Debary (the need for more daycare and what they offer); Solange Dao, Dao Consultants, Inc. (civil engineer) (addressed the site plan and design features); Patricia Tice, Crews LLC, 606 Courtlea Cove Avenue,

Winter Garden (addressed traffic concerns and the traffic study); Derek Sakala owner of Ladybird Academy who performed his own analysis of the traffic comparing other Ladybird sites; Mark Carpenter, Pinel & Carpenter, Inc. (real estate appraiser) (addressed property values and said there will be no decrease in value because of the type of proposed use).

Attorney Cathcart displayed photos of the surrounding area from the property. In summary, he stated that the property for a pre-K/daycare is not adverse to the comprehensive plan, the daycare is permitted as a conditional use in R-3 and O-2, City staff approved this project, and it meets the minimum requirements. He stated they have addressed all the concerns of the surrounding property owners concerning traffic and any impacts on the roads, noise with the children, property values, and compatibility with the area.

City Attorney Ardaman read the 12 separate criteria that govern the Commission's and the Planning and Zoning Board actions from City code that are standards for consideration of conditional use requests.

The following spoke in opposition to the request due to concerns with traffic and noise with the playground: Stephanie Barnes, 620 Killarney Bay Court; Terry Duke, 650 Killarney Bay Court; Jackie Moore, 1500 Gay Road; David Gabbai, 401 Country Club Drive; Pamela Dressell, 1500 Gay Road, #17A; Janice Erikson, 1500 Gay Road, #17D; Betti Gorenflo, 571 Lake Front Boulevard; Jill Taylor, 740 Killarney Bay Court; Gladys Rengifo-Ellis, 760 Killarney Court; Chris Laidley, 120 Killarney Bay Court; Anne Burns, 560 Killarney Bay Court; Rosalie McMasters, 710 Killarney Bay Court; Nancy Strickler, 1500 Gay Road, #21-A; David Dotherow, 1500 Gay Road, #3A; David Robold, 612 Country Club Drive; and Dominick Serago, Jr., 610 Killarney Bay Court.

Mayor Leary stated the Commission is very familiar with that area and thanked the residents for their time and patience.

Attorney Cathcart was given the opportunity to address concerns of the neighbors after public comments closed. Ms. Tice addressed three points brought forward by the residents concerning traffic. Attorney Cathcart spoke about other businesses/offices that can be built there that will eventually happen.

Commissioner Sprinkel commented there are many daycare facilities in the City without waiting lists and did not see a huge need. She spoke about the noise that will come from these facilities and did not believe this to be the right place to build because of the large impact to that community.

**Motion made by Commissioner Sprinkel to deny the request because of compatibility issues; seconded by Commissioner Cooper.**

Commissioner Cooper stated this is not consistent with the compatibility of the neighborhood; it is a quiet residential multi-family senior neighborhood for the most

part. She commented it is also an issue of traffic because there is no way to take the traffic off and flow it into other areas and believed it would be creating a situation where the traffic is not good for the community.

Commissioner Weldon recognized the applicant for running a very professional and successful business that would be a great asset to the City. He spoke about the passion and thoroughness of our residents in terms of how they address challenges that face them. He stated this comes down to the legalistic aspects of whether or not it meets the requirements for a conditional use approval and that he judged that it does not. He supported the P&Z rulings with regard to increased traffic, the noise and other aspects of the commentary that is in the minutes from P&Z. He encouraged the applicant to find another location in the City for their facility.

Mayor Leary echoed Commissioner Weldon's comments, thanked the applicant, this is a nice facility but has challenges with the compatibility of it in this neighborhood.

**Upon a roll call vote on the motion to deny, Mayor Leary and Commissioners Sprinkel, Cooper and Weldon voted yes. The motion carried unanimously with a 4-0 vote.**

**City Commission Reports:**

a. Commissioner Seidel – Absent.

b. Commissioner Sprinkel – Spoke about the need to celebrate our heritage not only with historical buildings but also people for their contributions made to the City. She asked that the City do something to recognize these people. Mayor Leary mentioned the new library and if there could be an area designated for this purpose. Commissioner Cooper mentioned the Chamber of Commerce building that could also be utilized. There was consensus to have staff look into this.

Commissioner Sprinkel spoke about her Coffee Talk and apologized for missing the CRA Agency meeting.

c. Commissioner Cooper – Announced that Midge Ruff turned 105 years old at the Mayflower and thanked City staff for attending her celebration.

Commissioner Cooper asked about receiving petitions and if they should be part of the minutes. It was clarified that these were provided in the packet.

Commissioner Cooper brought up the issue of R-2 zoning codes and asked that staff review them. There was a consensus for staff to look at this.

d. Commissioner Weldon

Commissioner Weldon stated he wanted to encourage support to work together on trying to prioritize how they will spend the money on bigger ideas that encompass



the scope of the dollars that may be available to the city over the next several years and to work with staff on prioritizing those ideas. He stated maybe it is part of the CIP discussion. He stated he wasn't sure at the work session if there was a consensus to do an appraisal of the City Hall property; not because he wants to sell it but that we need to know the value and understand the full picture. It was determined that these type issues will be discussed during strategic planning and budget time. Mayor Leary supported that and added that they also need to come to those meetings with not only what to spend but ways to also save.

e. Mayor Leary – No report.

The meeting adjourned at 8:40 p.m.

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Mayor Steve Leary

ATTEST:

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City Clerk Cynthia S. Bonham, MMC



# city commission agenda item

item type	Consent Agenda	meeting date	July 11, 2016
prepared by department division	Purchasing Division	approved by	<input checked="" type="checkbox"/> City Manager <input type="checkbox"/> City Attorney <input type="checkbox"/> N/A
board approval	<input type="checkbox"/> yes <input type="checkbox"/> no <input checked="" type="checkbox"/> N/A		final vote

## Piggyback Contracts

	vendor	item   background	fiscal impact	motion   recommendation
1.	Daktronics	TCPN Contract No. R5195 – Scoreboards and Electronic Signs	Total expenditure not to exceed \$185,000.	Commission approve piggyback contracts with Daktronics & Nevco, Inc. and authorize the Mayor to execute contracts.
	Nevco, Inc.	NJPA Contract No. 082114-NVC – Video Display & Scoring Solutions		
Due to the deadline for construction completion, staff is requesting the approval of both piggyback contracts that will allow staff to finalize pricing proposals and select the most beneficial. Only one contract will be executed. Update will be provided prior to the meeting.				
2.	The Nidy Sports Construction Co.	NCPA Contract – Athletic Surfacing Systems Maintenance & Construction	Total expenditure included in approved FY16 budget. Amount: Not to exceed \$187,500.	Commission approve piggyback contract with The Nidy Sports Construction Co. and authorize the Mayor to execute contract.
This will complete phase 1 (Track and Field Event Reconstruction) of the project. Phase 2 (Track and Field Event Surfacing) will occur once private funds are raised.				

Approval of contract shall constitute approval for all subsequent purchase orders made against contract



# city commission agenda item

Item type	Action Item Requiring Discussion	meeting date	July 11, 2016		
prepared by	Kyle Dudgeon	approved by	<input checked="" type="checkbox"/>	City Manager	
department	Planning		<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				

## subject

City Visioning Process presentation

## motion | recommendation

Motion to approve Vision Winter Park as recommended by the Vision Steering Committee is requested.

## background

On April 13, 2015, the City Commission approved execution of a contract with Logan Simpson to act as the city's consultant for a citywide visioning effort. Assisting the consultant was a 21-member Steering Committee also assembled by the Commission. The committee's purpose was to use a community-based process to collect, collate, and provide recommendations on the information gathered. Further, the committee was asked to take this information and use it to put together a future vision for the city that was collaborative and focused on fully engaging the city's residents and businesses.

The consultant, Steering Committee, and staff engaged in a year-long process to solicit input from the public including one-on-one dialogue with community members, survey distribution, keynote speakers, focus groups, neighborhood meetings, and participation at local events. Additionally, notifications of the process were sent through email, flyers, newspaper outlets, Facebook, and other social media outlets. In total, the report identifies over 60 community meetings, 823 registered website users, 856 survey respondents, direct mailings to every household and almost 12,000 event participants.

Through a community and neighborhood-based outreach process, the Steering Committee molded one guiding vision, four vision themes, and 17 vision statements, creating the foundation for Vision Winter Park. The Vision was built through conversations about values, hopes, dreams, and desires for our shared future. It is intended to be long-term, aspirational, and flexible serving as a framework into which other plans can fit, including the Comprehensive Plan. Its flexibility ensures the city can continue to make progress towards long-term goals while providing a path for near-term objectives.

Supporting documents provide supplemental information obtained throughout the yearlong process which helped inform the Vision. Supporting Document A also includes a separate 'big ideas' narrative which the City Commission may also want to consider for discussion. Documents B and C include an outreach summary of all data collected during the process and Steering Committee agenda packets respectively.

Vision Winter Park was unanimously recommended for adoption by the Steering Committee on June 9, 2016.

### **alternatives | other considerations**

Consider alterations to the vision statement and/or themes.

### **fiscal impact**



# VISION WINTER PARK



DRAFT - JUNE 9, 2016



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- 09 Our People

19 CHAPTER 3: GUIDING VISION AND THEMES

- 20 Our Vision and Vision Themes
- 21 Vision Themes and Vision Statements
- 29 Moving Forward







incerest thanks to the Winter Park Community for your ongoing support to help move our city beyond extraordinary.



his  
Vision  
was

built through  
conversations  
about values,  
hopes, dreams,  
and desires  
for our shared  
future.

#### Vision Steering Committee

John Gill, *Chairman*  
Jeffrey Blydenburgh, *Vice Chairman*  
Meg Baldwin  
Scott Bodie  
John Caron  
Steve Castino  
Michael Dick  
Jeffrey Eisenbarth  
Dykes Everett  
Shawn Garvey  
Steve Goldman  
Marketa Hollingsworth  
Sharon Line Clary  
Patty Maddox  
Debra Ousley  
Garrett Preisser  
Peter Schreyer  
David Strong  
William Sullivan  
Pitt Warner  
Rebecca Wilson

#### City of Winter Park city Commission

Steve Leary, *Mayor*  
Gregory Seidel, *Commissioner*  
Sarah Sprinkel, *Commissioner*  
Carolyn Cooper, *Commissioner*  
Pete Weldon, *Commissioner*

#### City of Winter Park

Randy Knight, *city Manager*  
Dori Stone, AICP, *Director, Planning  
& Community Development*  
Clarissa Howard, *Director, Communications*  
Lindsey Hayes, AICP, *Program Manager,  
Economic Development/ CRA*  
Kyle Dudgeon, *Manager, Economic  
Development/ CRA*  
Allison McGillis, *Planner I*  
Laura Neudorffer, *Redevelopment  
Coordinator*  
Lisa Smith, *Senior Staff Assistant*

#### Consultant Team

Bruce Meighen, AICP, *Logan Simpson*  
Megan Moore, ASLA, *Assoc.  
AIA, Logan Simpson*  
Brooke Seaman, *Logan Simpson*  
Tom Keith, *Logan Simpson*  
Ryan McClain, *Logan Simpson*  
Miriam McGilvray, AICP, *Logan Simpson*  
Maria Michieli-Best, *Logan Simpson*  
Peter Kageyama, *Author, For the Love  
of Cities & Love Where You Live*  
Michelle Royal, *RIDG*  
Clif Tate, PE, *Kimley-Horn*  
Heather Roberts, PE, *Kimley-Horn*  
Chris Haller, *Urban Interactive Studio*  
Fritz Clauson, *Urban Interactive Studio*  
Edson Pachecco, *Videographer*

#### Special Thanks

Mark Brewer, *President and CEO, Community Foundation of Central Florida*  
Grant Cornwell, *President, Rollins College*  
Mark Freid, *Founder, Happiness Counts, Owner/ Creative Director, Think Creative, Inc.*

ACKNOWLEDGMENTS





# EXECUTIVE SUMMARY



inter Park today is a thriving testament to the importance of visioning. Its 1880s foundation was based on visionaries and their plan has stood the test of time. Settlers like Oliver Chapman and Loring Chase did not know what a vision document was. But there is no doubt that in the world of urban design, they understood this process. Since then, visioning has been in Winter Park's DNA.







# OUR VISION

WINTER PARK IS THE CITY OF ARTS AND CULTURE, CHERISHING ITS TRADITIONAL SCALE AND CHARM WHILE BUILDING A HEALTHY AND SUSTAINABLE FUTURE FOR ALL GENERATIONS.

## VISION THEMES

- 1 Cherish and sustain Winter Park's extraordinary quality of life.
- 2 Plan our growth through a collaborative process that protects our city's timeless scale and character.
- 3 Enhance the Winter Park brand through a flourishing community of arts and culture.
- 4 Build and embrace our local institutions for lifelong learning and future generations.





The development of Vision Winter Park is what Winter Park just naturally does - the city thoughtfully plans the creation of place and beauty - whether 1915, today, or 2115.

Countless communities have created static vision documents. This Plan “is Winter Park” - a place where people are remarkably passionate about and involved in their community. An ideal embodiment of small-town feel and sophistication, Winter Park has always offered its residents and visitors a “taste of the good life.”

The Guiding Vision and Themes found within this document are uniquely Winter Park. Winter Park is truly different, and it is increasingly important to residents and the city to preserve its unmatched character as we face inevitable changes in the future.

The City of Winter Park has undertaken a herculean effort - to develop a common vision for how residents and businesses envision their city – an issue that has taken on much greater urgency as the regional economy is rapidly strengthening and more developers are surveilling Winter Park as their next opportunity. Protecting the intangible qualities that collectively encompass Winter Park’s transcendent brand of magic and celebrating the city’s historic significance have been essential to the visioning effort. The goal has been to create a vision of how the city should look in future years; manage development to achieve that outlook; create a vision founded on what residents love; and evolve to meet future needs.

This planning effort set out to understand the love affair people have with their community, challenging participants to describe the qualities that make their favorite places special. This focused the conversation at a higher and more positive level. Not every city has the foresight and the leadership to push their citizens to think beyond fixing cracks in a sidewalk to instead thinking 40 years into the future.

Handing the reins to the public to identify the future for the community unleashes possibilities beyond simply reacting to and addressing immediate issues. Many vision documents say and mean little to each resident. In developing this vision, the goal was to tug at the heart of residents by revealing the “emotional truth” of the Winter Park experience.

“Not even Disney could manufacture this urban village’s brand of magic.”

- Mike Grudowski, Garden&Gun Magazine



# A COMMUNITY-DEVELOPED VISION

In response to city leadership's desire to fully engage our residents and businesses in the visioning process, the process focused intensely on public involvement. Building this Vision has been directed by our community: community-wide direct mailings to every household; online outreach; 3 questionnaires; newspaper, magazine and journal ads; over 60 events, community sponsored activities, family events, educational forums, neighborhood park meetings, interviews, and focus group meetings. Our 21-person Steering Committee and over 100 Co-Creators served as our sounding board for the future. In recognition of their vital role in the process, our Co-Creators were invited to personalized workshops. Our Steering Committee assisted in getting word out to the community - outlining a program that continually engaged our citizens, identifying additional opportunities to reach out and listen to neighbors, business owners, visitors, family, and friends. Our Steering Committee spent time with these groups, created a common understanding, and educated each other throughout the process.

60  
COMMUNITY EVENTS

823  
REGISTERED WEBSITE USERS

856  
SURVEY RESPONDENTS\*

11,935  
EVENT PARTICIPANTS\*

25,000  
WEBSITE AND SOCIAL MEDIA VIEWS

29,000  
MULTIPLE DIRECT MAILINGS



## THOUGHTS FROM THE STEERING COMMITTEE



\*Could include duplicate participants





any communities find themselves at different starting points in their quest to make their city great. For Winter Park, as a planned city already known for its quality of life and intentional design, it’s about continuing to be exceptional. Creating a place that is memorable, inspirational, and appealing to generations of residents and visitors requires a story that is authentic and rooted in a strong vision.

## OUR PLAN

As Winter Park looks forward, it’s clear that maintaining its character is key for the city to continue to thrive. The city’s environment will have generational appeal; a place with a setting that attracts talented entrepreneurs, families, businesses and educational, cultural and health institutions. To achieve this, Vision Winter Park prepares us for what lies ahead and how to leverage anticipated and unforeseen opportunities. Growth pressure will continue for great communities like Winter Park, especially given its location in one of the fastest growing metropolitan regions in the nation.

We have seen many cities suffer from a lack of planning, ultimately affecting its citizens’ quality of life. Our community is forward looking; planning for changing populations, transportation technologies, schools, hospitals, streets, pathways, commercial buildings, and housing innovations. Winter Park is far from built out, and areas will continue to evolve. Winter Park can ensure that it plans in a way that adverse impacts are minimized and it becomes a greener and smarter city through innovative planning. Winter Park will be the benefactor of change, with new transit access, institutions, trails, green space, and economic development. The Vision is not about expanding or shrinking, but instead focuses on extraordinary design and reinventing our lost and hidden spaces. This will include re-evaluating overlooked, neglected,

or underutilized land for new civic areas, green space, housing, redevelopment, and pedestrian enhancements.

The Vision for Winter Park cannot be accomplished by any single party. Rather, it is only through a healthy dialogue amongst our government, institutions, community leaders, non-profits, businesses, and residents that we can make it happen. The Vision is premised on partnerships and collaboration. Vision Winter Park will only demonstrate its worth if it enhances the lives of our residents, business owners, and visitors.

Our Vision Plan is intentionally long-term, aspirational, and flexible, serving as a framework into which other plans can fit, including the Comprehensive Plan. Vision Winter Park is akin to a set of guiding principles to help our community rather than a document that determines the future once and for all. The Plan will evolve along with the Winter Park’s changing needs while ensuring that the city continues to make progress toward long-term targets.







W

inter Park sits at the center of one of the fastest growing areas of our nation.

Vision Winter Park is designed to be a living document and physical representation of the city's inclusivity and diversity. Inside its pages you'll find the story of its formulation process, compelling trends and indicators, community and neighborhood values, and a physical vision and associated themes. The document consists of the following sections:

## EXECUTIVE SUMMARY

The Vision and highlights of the process.

## CHAPTER 1- FOUNDATION OF OUR VISION

The description of the Vision Plan and the process.

## CHAPTER 2 - BUILDING OUR VISION

How the Vision was built on Winter Park's people and places.

## CHAPTER 3 - OUR GUIDING VISION + THEMES

The Vision and its supporting themes, statements, facts, and trends.



# OUR PROCESS

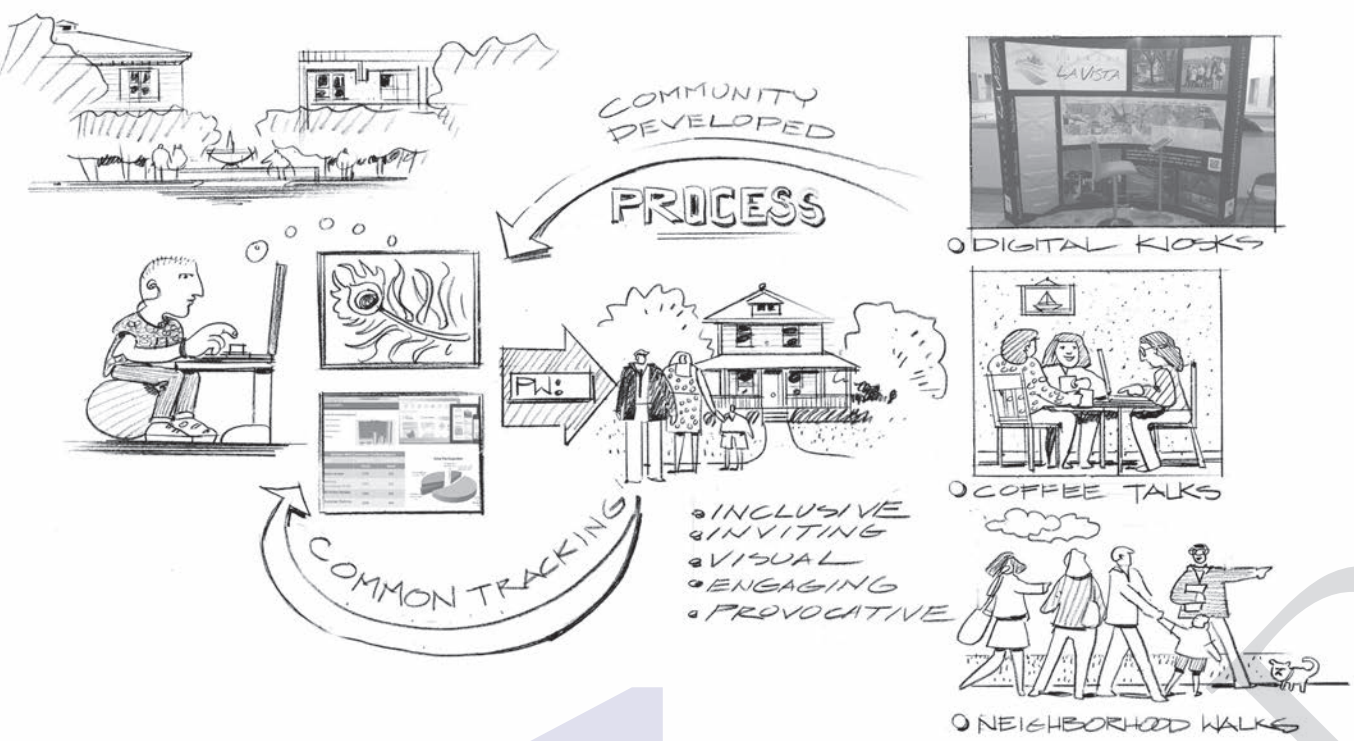
The Vision was built around events at each stage in the five-phase process. Each asked a series of questions:

HOW DO WE WANT TO ENGAGE EACH OTHER?

WHAT DO WE LOVE?

WHAT WOULD WE CHANGE?

WHAT DO WE DREAM OF FOR THE FUTURE?



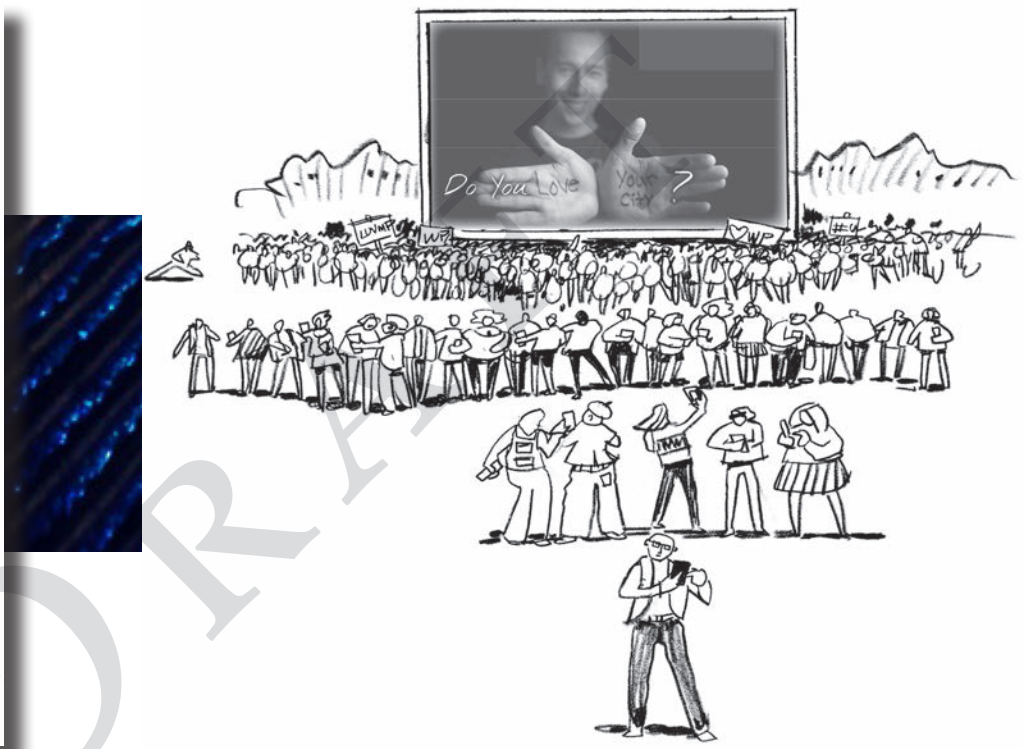
## Phase One: Defining a Community-Developed Process

**Enhancing the process:** This initial phase focused on involving the community in defining the outreach process, and seeking out key stakeholders and co-creators to assist with the process and development of the Vision. Starting out by listening, walking in other people's shoes, and actively talking to residents and business owners better informs the process and contributes to a community-supported vision. By engaging in a diverse variety of residents and visitors, we begin to see new ideas emerge. The result of this phase included key values and suggested additional ways to engage the community that went beyond the original process.

*Gathering Information*

## 2 Phase Two: For the Love of Winter Park

**Building on what we love:** We asked the community to move beyond thinking about everyday issues and express what they love about Winter Park. This phase of the visioning process was intentionally fun - participants were encouraged to be playful and open-minded. This inspired optimism capable of unveiling new and innovative ideas that would not have otherwise been suggested. We were able to look beyond the confines of what the community is right now, and dare to dream. The result was a series of statements that, when combined with our values, helped create the foundation for the initial Vision.



*Sharing Ideas & Dreams*



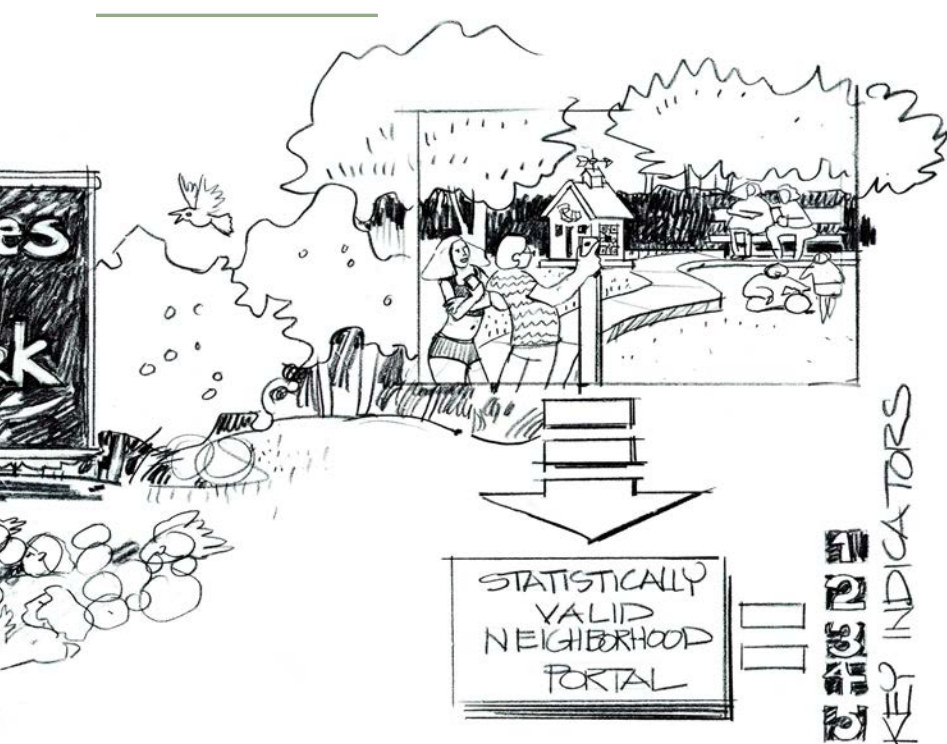
## 3 Phase Three: Where are we now? Where are we going?

**Re-evaluating our Vision based on future trends:** This phase grounded our team in the best available data that was researched and synthesized to provide an overview of baseline conditions and emergent trends in Winter Park. We believe that data should have a purpose in the visioning process, and should be contextualized in a way that relates directly to what people need to know when they look far into the future. This is exactly what this phase set out to



# “Where’s the FUN?!”

We made sure to ask this question at every stage of the process, because in doing so, we open the lens and can change the way we are thinking about issues. We did our best to make sure that the Vision process was not only engaging, but VERY, VERY FUN.



accomplish. These conditions and trends will undoubtedly influence the development of Winter Park. As part of the existing conditions analysis, we selected key indicators to take a deeper look at where we have come from, where we are trending, and where we would like to go and refined the Vision to reflect and react to these trends. The result of this phase was a final Vision that not only considered what we love today, but what we would like to see in the future.

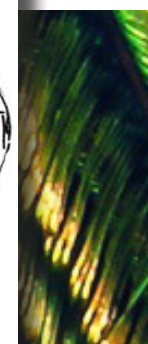
## Grounding Ourselves

### 4 Phase Four: Defining our Future

**Making key choices to create a Vision based on heart and mind:** Using great cities as inspiration, this phase helped identify what our desired future will look like. A variety of ideas from the public (found in the supporting document) provided examples of putting the Vision into action. These projects represent the root of our community values and emulate the emotional truth behind Winter Park. This phase allowed us to write the story about the future by focusing on what we have learned, our memories of places we love and what we cherish most about Winter Park. This phase begins to paint a picture of Winter Park's future.



## Creating a Design



### 5 Phase Five: Vision Winter Park

**Creating a living and enduring Vision:** Vision Winter Park celebrates the more than yearlong journey we have completed and the choices we have made as a united front. The end product is a Vision Plan that represents our values, the way we interact, and the resulting community we desire. The implementation of the Vision begins today.

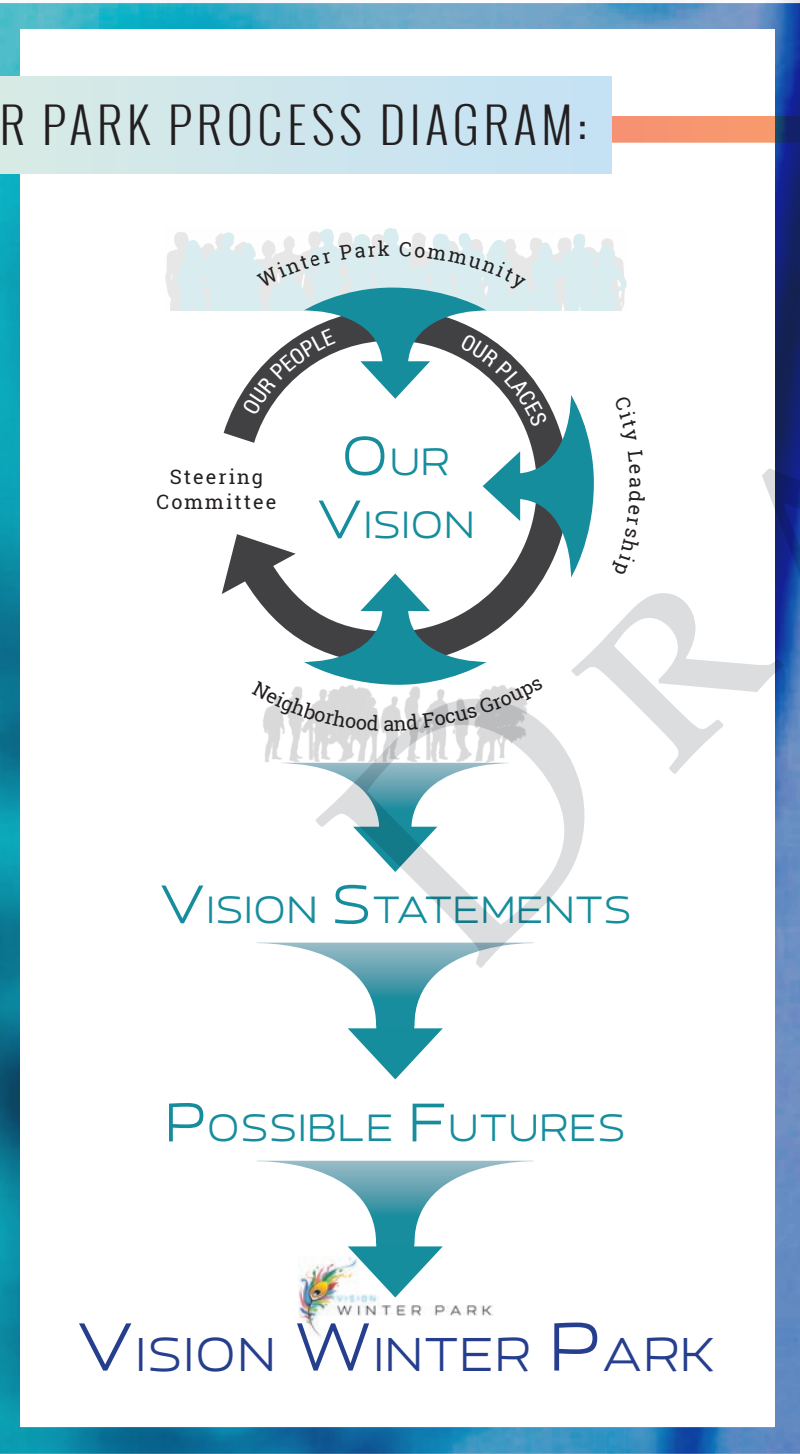
## Our Vision





ision Winter Park was built on **our places** and **our people**, and refined by our entire community. The information found in the Plan was provided to the entire community during the development process and refined by smaller focus groups and neighborhood meetings. Each of these is described in this chapter.

VISION WINTER PARK PROCESS DIAGRAM:







**WINTER PARK SIP N' STROLL**  
APPROXIMATELY 400 ATTENDEES  
June 2015



**"WINTER PARK COFFEE TALKS"**  
100 PARTICIPANTS  
June 2015



**WINTER PARK  
OLDE FASHIONED  
4TH OF JULY**  
APPROXIMATELY  
7,000 ATTENDEES  
July 2015



**"CELEBRATE WINTER PARK"**  
280 ATTENDEES | 411 SURVEY RESPONSES  
August 2015

# *Vision Winter Park* EVENTS



**"CELEBRATE WINTER PARK"**  
2 SMALL GROUP WORKSHOPS | 75 PARTICIPANTS  
August 2015



**WINTER PARK AUTUMN ART FESTIVAL**  
APPROXIMATELY 3,000 ATTENDEES  
October 2015



**"KEYNOTES IN THE PARK"**  
70 ATTENDEES | 142 SURVEY RESPONSES  
October 2015



**WINTER PARK  
GAME NIGHT**  
January 2016



**WINTER PARK DINNER ON THE AVENUE**  
April 2016



**TASTE OF  
WINTER PARK**  
April 2016



**"WEEKENDS IN THE PARK"**  
141 SURVEY RESPONSES  
April 2016



**FOCUS GROUP MEETINGS**  
10 FOCUS GROUPS  
March - April 2016





# OUR PLACES

“Don’t be surprised if you feel like you’ve gone back to a gentler time in an American storybook era.”

- Scott Morris, USAirways Travel Magazine

Winter Park offers the locational convenience and amenities associated with the nation’s greatest planned cities, boasting charming streetscapes and Mediterranean, craftsman, contemporary, mid-century, and modern homes. Central to the city is the SunRail station, elegantly surrounded by the overarching live oak tree canopy and artwork within Central Park.

Winter Park was founded and designed to create a city welcoming of tourists and visitors. As a planned city, the design boasts distinctive architecture, small walkable blocks, a fine-grain street network, and vibrant public spaces. Our narrow streets curve organically around the chain of lakes and the tree canopy tunnels over the roads, creating a pedestrian-friendly environment. New forms of mobility are being embraced; allowing for vehicular travel while evolving to a walkable and bikable community served by transit.

Winter Park is beyond exceptional through our first class museums and cultural assets, expansive parks and recreation opportunities, and first-rate city services. Cultural assets are equal to those found in our largest cities, including the award-winning Charles Hosmer Morse Museum of American Art, which houses the world’s most comprehensive collection of works by Louis Comfort Tiffany, the Cornell Fine Arts Museum, the stunning Albin Polasek Museum and Sculpture Gardens, and the renowned Mead Botanical Garden.

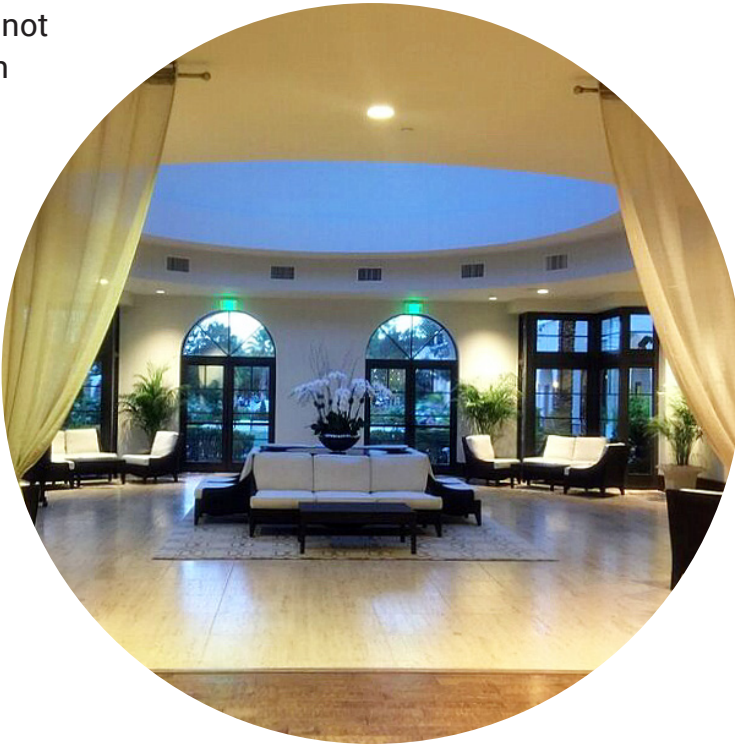
Adjacent neighborhoods include those such as Orwin Manor, named for its location at the boundary between Orlando and Winter Park, and featuring its share of million-dollar lakefront properties.

Winter Park finds a harmony between providing needs and amenities for every stage of life, while creating a beautiful, safe, and joyful community in which to grow up and grow old. A community that respects its neighbors and leaders and leads the region in volunteerism, philanthropy, and creating a welcoming environment. This sense of community has been demonstrated through the preservation of the site of the community’s original sales office in the 1920s.

Winter Park thrives on its character as a friendly, welcoming community that offers a high quality of life

for all. Winter Park transcends generational barriers, offering richness through educational opportunities; housing choices; and cultural and recreational assets for our youth, families, and seniors. Winter Park appreciates and promotes community interaction and creativity through collaborative programs available for the benefit of all.

Winter Park today is a thriving testament to the importance of visioning. Its 1880s foundation was based on the work of visionaries and their plan has stood the test of time. Settlers like Oliver Chapman and Loring Chase did not know what a vision document was. But there is no doubt that in the world of urban design, they understood this process. Visioning is in Winter Park’s DNA.









# OUR PEOPLE

Throughout the five-phase process, our 21-person Steering Committee simply listened to the community. This included options for involvement through three questionnaires and over 60 public events, and necessitated support from our public, city Commission, Boards, agencies, and community foundations. A full summary of questionnaire responses can be found in Supporting Document B. Please refer to Supporting Document C to view all of the Steering Committee meeting packets.

Of the nearly 1,000 registered website users, three-quarters were residents of Winter Park. Over 80% of respondents were White, with 60% of respondents being female. These statistics closely match the current demographic composition of Winter Park. 40% of respondents were below the age of 50, and 24% below the age of 40, which is approximately 20% less than the national census. According to the census, persons 65 and over had significantly higher response ratios than persons below the age of 50 when ask to participate on a voluntary basis. To offset these ratios, additional efforts were made to reach out to younger generations, and included kid-friendly activities at the Olde Fashioned 4th of July, the Winter Park Art Festival, Winter Park Game Night, and “Weekends in the Park” as well as visits to daycare centers.

Representation was well balanced due to the number of tools used, resulting in a Vision built on conversations about values, hopes, dreams, and desires for a shared future. Key highlights of our outreach and the results at each phase are described in the following pages.



60  
COMMUNITY EVENTS

823  
REGISTERED WEBSITE USERS

856  
SURVEY RESPONDENTS\*

11,935  
EVENT PARTICIPANTS\*

25,000  
WEBSITE AND SOCIAL MEDIA VIEWS

29,000  
MULTIPLE DIRECT MAILINGS

*\*Could include duplicate participants*



REPRESENTING OUR POPULATION SPATIALLY:

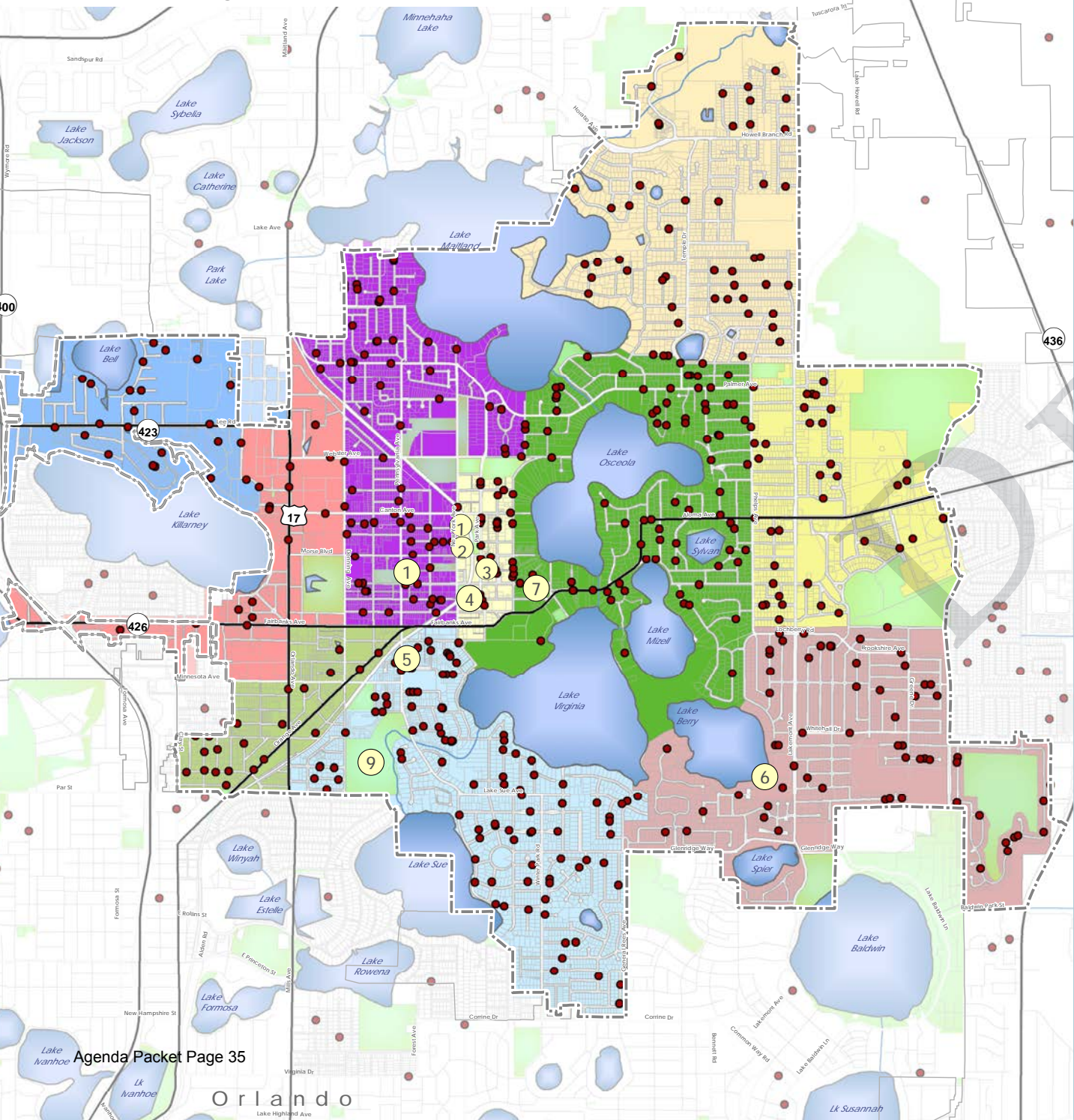
Winter Park Neighborhoods, Survey Responses, and Vision Events

- Survey Respondants June 1, 2016

Neighborhoods

  - Aloma Avenue Neighborhood
  - Denning Drive Neighborhood
  - Fairbanks & Orlando Corridor
  - Howell Branch Neighborhood
  - Lake Osceola Neighborhood
  - Lake Sue and Virginia Neighborhood
  - Lee Road Corridor
  - Park Avenue Corridor
  - South Orlando Avenue Corridor
  - Southeast Winter Park Neighborhood
- Vision Winter Park Events and Locations

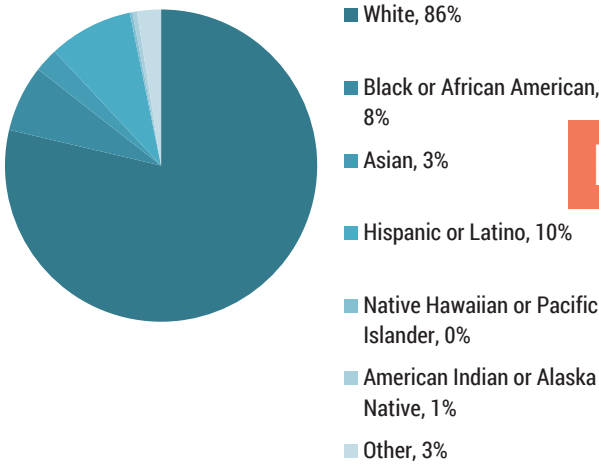
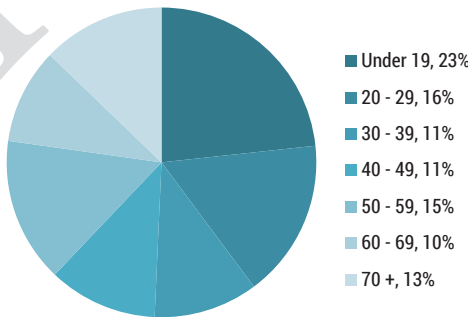
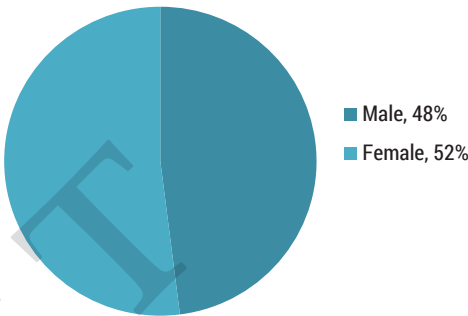
  - 1 Stakeholder Interviews & Steering Committee Meetings Winter Park Community Center
  - 2 Community Kickoff/ Sip N' Stroll Park Avenue
  - 3 4th of July Celebration Central Park
  - 4 Winter Park Farmers' Market
  - 5 Stakeholder Interviews Winter Park Day Nursery
  - 6 Stakeholder Interviews Winter Park Towers
  - 7 "Celebrate Winter Park" The Alford Inn of Rollins College
  - 8 Autumn Art Festival Central Park
  - 9 "Winter Park Keynotes" Mead Botanical Garden



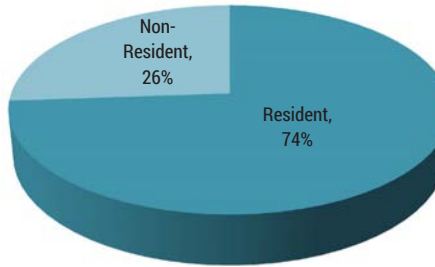
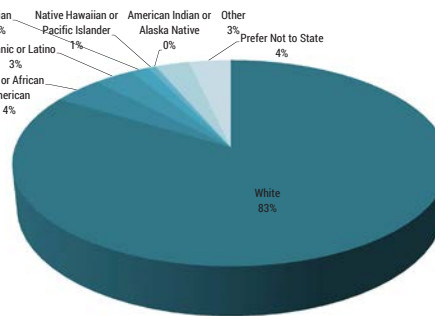
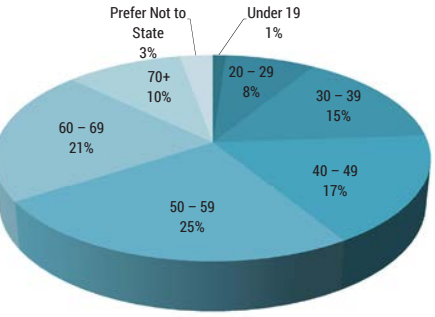
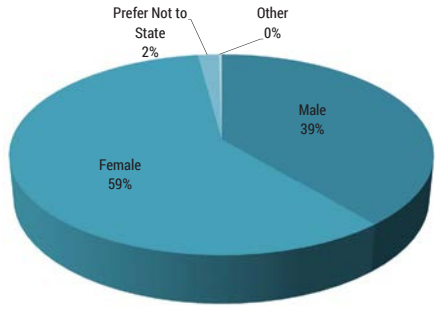
ur website and user account demographic requests were used to ensure all locations and neighborhoods of the city had adequate representation.

REPRESENTING OUR POPULATION MAKEUP:

CITY OF WINTER PARK POPULATION STATISTICS:



VISION WINTER PARK RESPONDENT STATISTICS:



# “WINTER PARK COFFEE TALKS”

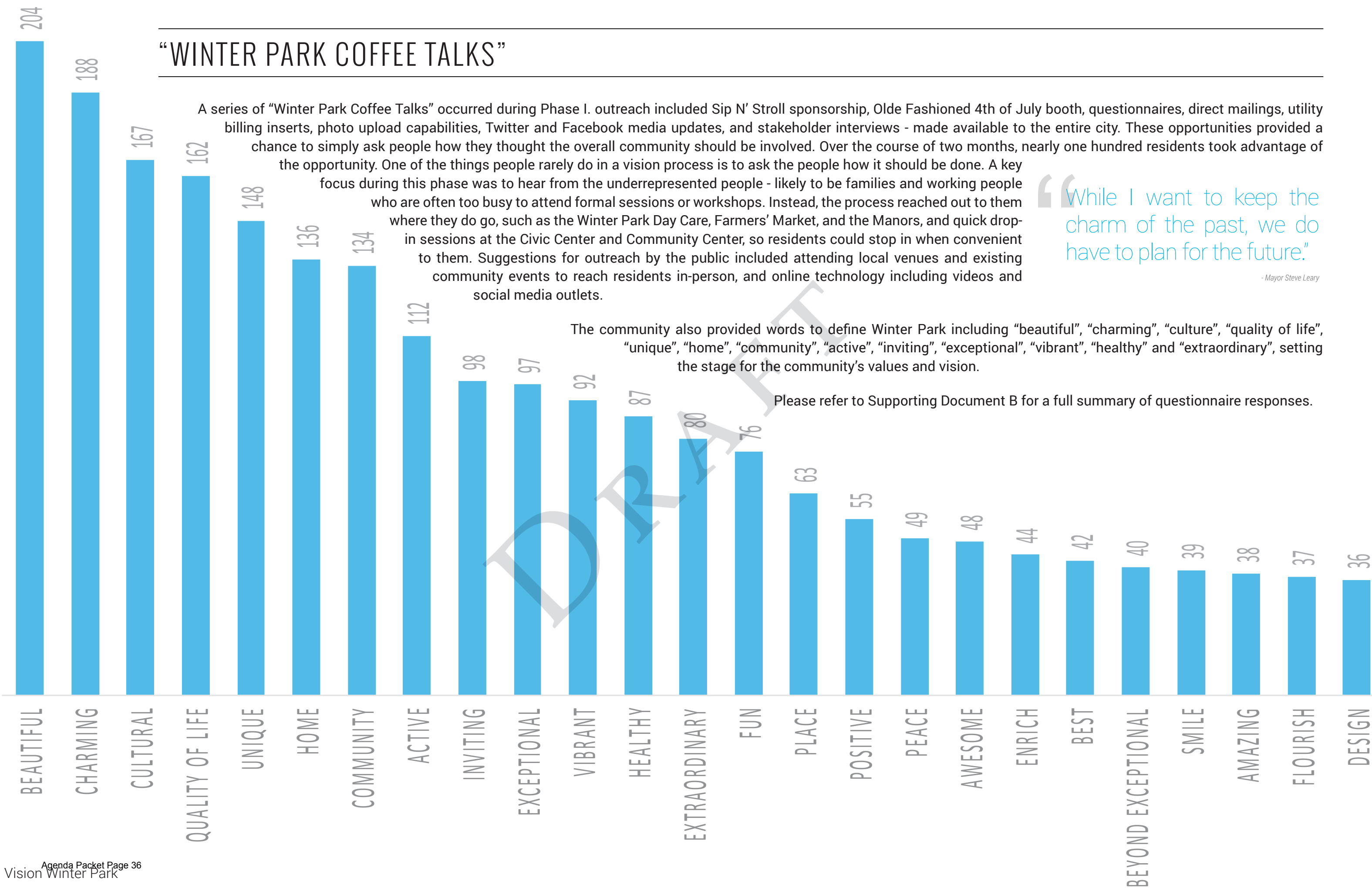
A series of “Winter Park Coffee Talks” occurred during Phase I. outreach included Sip N’ Stroll sponsorship, Olde Fashioned 4th of July booth, questionnaires, direct mailings, utility billing inserts, photo upload capabilities, Twitter and Facebook media updates, and stakeholder interviews - made available to the entire city. These opportunities provided a chance to simply ask people how they thought the overall community should be involved. Over the course of two months, nearly one hundred residents took advantage of the opportunity. One of the things people rarely do in a vision process is to ask the people how it should be done. A key focus during this phase was to hear from the underrepresented people - likely to be families and working people who are often too busy to attend formal sessions or workshops. Instead, the process reached out to them where they do go, such as the Winter Park Day Care, Farmers’ Market, and the Manors, and quick drop-in sessions at the Civic Center and Community Center, so residents could stop in when convenient to them. Suggestions for outreach by the public included attending local venues and existing community events to reach residents in-person, and online technology including videos and social media outlets.

“While I want to keep the charm of the past, we do have to plan for the future.”

- Mayor Steve Leary

The community also provided words to define Winter Park including “beautiful”, “charming”, “culture”, “quality of life”, “unique”, “home”, “community”, “active”, “inviting”, “exceptional”, “vibrant”, “healthy” and “extraordinary”, setting the stage for the community’s values and vision.

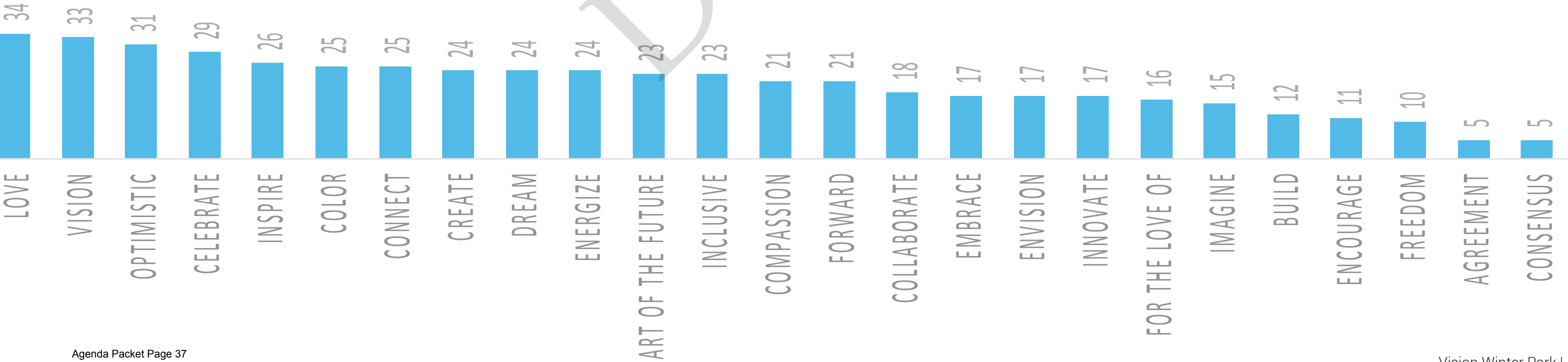
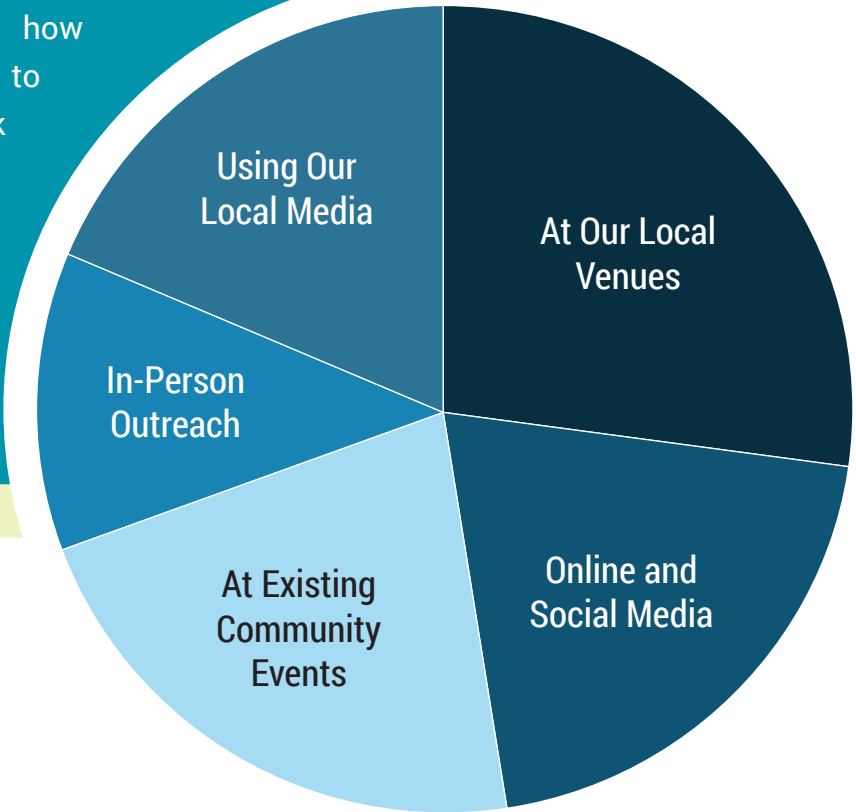
Please refer to Supporting Document B for a full summary of questionnaire responses.







*We Asked our*  
*Phase I*  
survey participants how  
to best reach out to  
the Winter Park  
Community. Their  
answers are  
illustrated in the  
pie chart on the  
right.

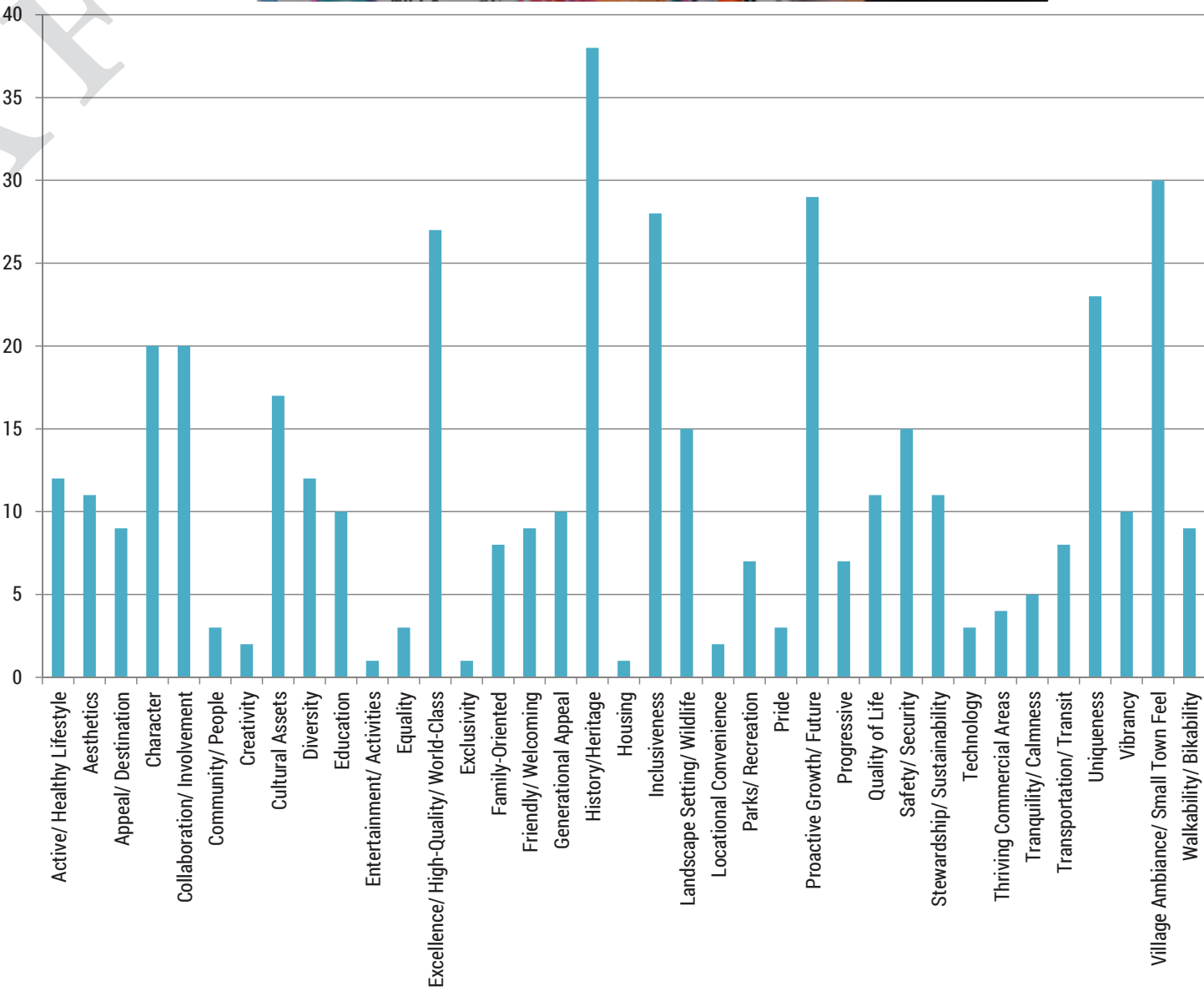




# “CELEBRATE WINTER PARK”

“Celebrate Winter Park” occurred during Phase II and centered on a main event, which included an energizing keynote presentation by Peter Kageyama, followed by a series of small group workshops. The evening “Celebrate” event engaged nearly 300 residents and invited them to think about those small things that they could accomplish to make their city better. The small group workshops dove into those ideas, and translated them into actions. Michelle Royal’s storyboard, on this page, summarized the “Celebrate” event and highlighted what people love about Winter Park. Ideas for t-shirt designs, logos that represent Winter Park, and ideas that could enrich the quality of life within the city while bringing folks together were additional outcomes of the combined events. The elements that people love about Winter Park include “nature”, “open space”, “water”, “character”, “charm”, “people”, “Park Avenue”, “Central Park”, and the community events provided.

We also discussed how we can each make a difference in Winter Park. The first annual “Winter Park Game Night”, held in mid-January, has been just one example of the outcome of these workshops. See the first Vision Winter Park video to learn more about the event (<https://vimeo.com/139691407>). Please refer to Supporting Document B for a full summary of questionnaire responses.







One of the key questions during the questionnaire addressed not only what we love, but also how we want to treat each other.

RESPECT • GRACIOUS • NEIGHBORLY • RESPECT AND DIPLOMACY • CIVILITY • KINDNESS AND CONSIDERATION FOR OUR DIFFERENCES AND DIVERSITY • OPEN AND RESPECTFUL DIALOGUE • COMPASSIONATE • GIVING • CHEERFUL • UNIFIED • CIVILITY • INCLUSIVE • OPEN-MINDED • EMPATHY • TOLERANCE • PRIDE AND RESPONSIBILITY • SUPPORTIVE AND WELCOMING • BE AND LIVE SIMPLY • THE ABILITY TO CONSIDER ALL OPTIONS FOR THE COMMUNITY • LEAD BY EXAMPLE





## “KEYNOTES IN THE PARK”

“Keynotes in the Park”, held during Phase III, had nothing to do with music – but served as an effort to bring the community together and encourage them to take part in the ongoing vision process. Keynotes featured three respected speakers: Mark Brewer, president of the Community Foundation of Central Florida, Inc.; Grant Cornwell, PhD, president of Rollins College; and Mark Freid, owner/ director of Think Creative. Their presentations reflected the need to address the desires of all six current generations; retaining the character and size of Rollins College as a reflection of the character of Winter Park; and how both of these opportunities can in effect contribute to the quality of life and continued happiness of the residents within Winter Park. Attendees were encouraged to talk about how changing demographics could impact Winter Park’s future, and help identify the trends that would be used to modify the emerging vision, themes, and statements.

The people and the world around Winter Park are changing. During the building of the Vision, we had the opportunity to think about what we love about Winter Park and how to ensure that these qualities are enhanced and preserved. Our community discussed how changing demographics will impact Winter Park’s future, and helped identify the trends, risks, and opportunities for the city. We all love Winter Park, and we know our strengths in higher education institutions such as Rollins College, Valencia College, and Full Sail University, but the goal is in retaining that knowledge and talent. As new people arrive, they will bring new ideas, new energy, and new possibilities. The vision strives to capture a little bit more of that, get them to stay a little bit longer, and plant a few more deep roots in our communities. We all acknowledge that through a creative, forward-thinking dialogue, we can ensure our Winter Park is still extraordinary a century from now.

See the second Vision Winter Park video to learn more about the event (<https://vimeo.com/147674175>).









## “WEEKENDS IN THE PARK”

### Neighborhood Events

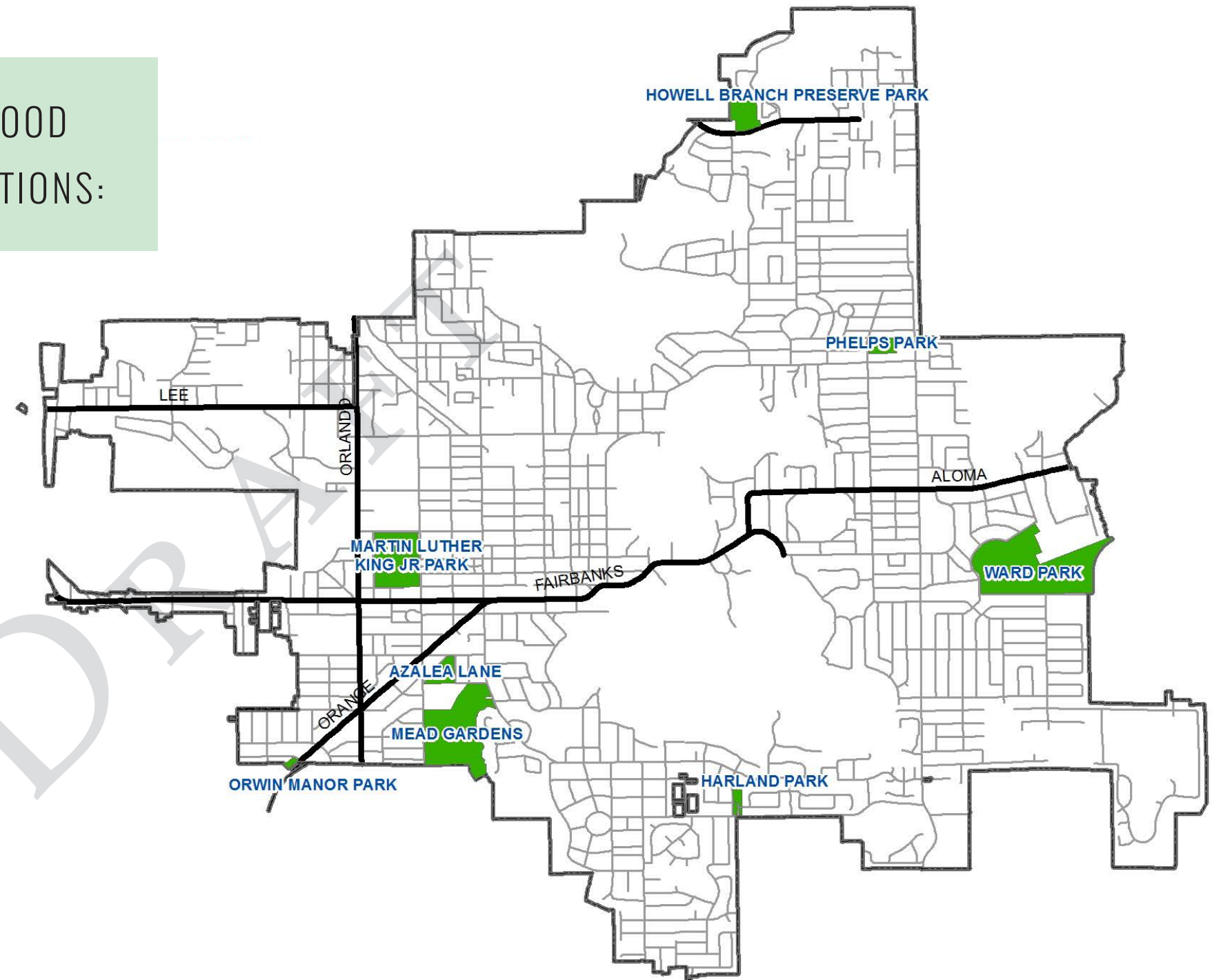
The Vision themes and statements were tested as part of the Phase 4 events, held on April 2nd, 3rd, and 23rd at various neighborhood park locations within the city. Winter Park’s community members and their families were invited to gather at their local neighborhood park to help refine the vision themes and statements and identify those big ideas to fulfill the Vision. These neighborhood meetings included several kid-friendly attractions including arts and crafts, visits from the Winter Park Fire Department, refreshments by Kona Ice, and a plethora of Vision Winter Park “swag” to choose from. A total of 141 hard copy surveys were collected during “Weekends in the Park”. Neighborhood meeting locations are shown on the map to the right, and included Ward Park, Martin Luther King, Jr. Park, Phelps Park, Harland Park, Howell Branch Reserve, Azalea Lane Park, Mead Botanical Gardens, and Orwin Manor Park.

### Focus Groups

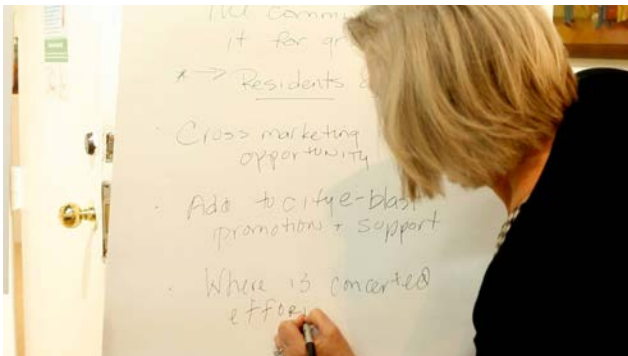
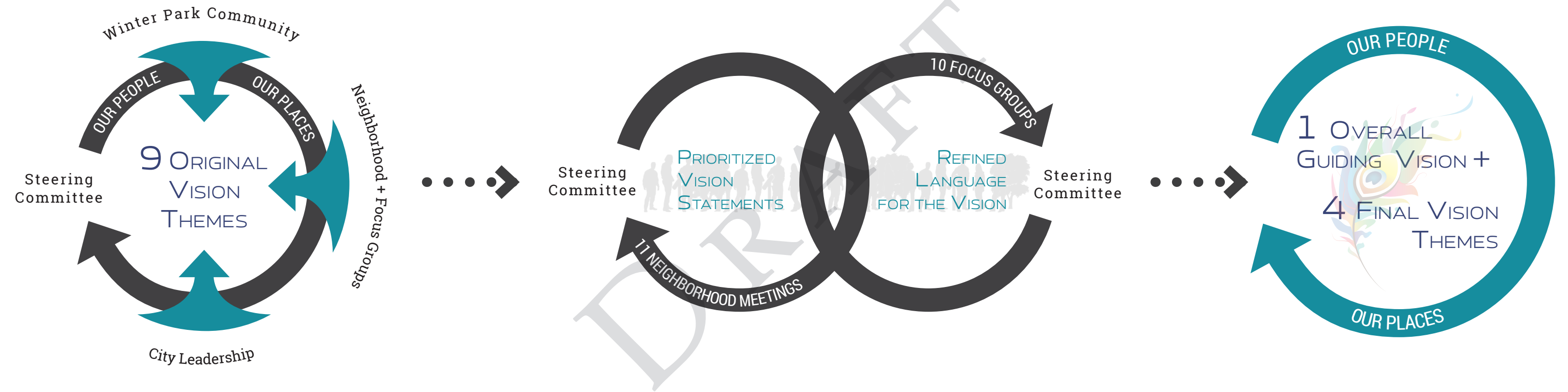
In addition to “Weekends in the Park”, ten focus group meetings were held to further refine the Vision. These groups included representation from arts and culture; community organizations and foundations; the Economic Development Advisory Board; education; faith-based organizations; health and wellness groups; neighborhoods and HOAs; planners and architects; realtors and developers; and retail owners, including the Park Avenue Merchants Association.

Please refer to Supporting Document C for a full summary of the Focus Group Meetings.

### NEIGHBORHOOD EVENT LOCATIONS:









# OUR VALUES

safety/ security  
parks/ recreation  
cultural assets  
family-oriented  
stewardship/ sustainability  
diversity  
uniqueness  
landscape setting/ wildlife  
proactive growth/ future  
thriving commercial areas  
village ambiance/ small town feel  
active/healthy lifestyles  
collaboration/ involvement  
transportation/ transit  
friendly/ welcoming  
quality of life  
community/ people  
appeal/ destination  
tranquility/ calmness  
excellence/ high-quality/ world-class  
vibrancy  
pride  
progressive  
technology  
character  
education  
history/heritage  
inclusiveness  
generational appeal  
walkability/ bikability  
aesthetics



# OUR VISION

WINTER PARK IS THE CITY OF ARTS AND CULTURE, CHERISHING ITS TRADITIONAL SCALE AND CHARM WHILE BUILDING A HEALTHY AND SUSTAINABLE FUTURE FOR ALL GENERATIONS.

## VISION THEMES

- 1 Cherish and sustain Winter Park's extraordinary quality of life.
- 2 Plan our growth through a collaborative process that protects our city's timeless scale and character.
- 3 Enhance the Winter Park brand through a flourishing community of arts and culture.
- 4 Build and embrace our local institutions for lifelong learning and future generations.





## 1 CHERISH AND SUSTAIN WINTER PARK'S EXTRAORDINARY QUALITY OF LIFE

Preserve the legacy of Winter Park as a safe, beautiful, healthy, and family-friendly environment.

Honor our historic and cultural features throughout Winter Park.

Steward and enhance our tree canopy and lakes as the crown jewels of Winter Park's natural system.

Invest in a sustainable future that encourages and supports lifelong learning, healthy living, and a daily connectivity to the natural world.







## DID YOU KNOW?

Winter Park has more restaurants per capita than New York city. Recently, award-winning dining has become a popular addition to the city's culinary scene. The industry continues to gain momentum, drawing more and more visitors to Winter Park who can't resist the exclusive opportunity to indulge in a one-of-a-kind meal prepared by some of the industry's most talented up-and-coming chefs.

.....

93% of the City of Winter Park right of ways are planted with trees.

.....

Winter Park has a Gold Level Certification with the Florida Green Building Coalition.

.....

Winter Park has a Livability Score of 82/100, indicating that our city is "Extremely Livable". The score measures livability based on amenities, cost of living, crime rates, education, employment, housing, and weather. Our score is 6% higher than the state of Florida and 10% higher than the national livability score for the U.S.

.....

The average jobs-to-household ratio in Winter Park is two jobs per household.



# DID YOU KNOW?

Winter Park has a total of 55 parks that cover over 296 acres, creating a ratio of 9.7 acres of park for every 1,000 residents.

The City of Winter Park is currently undertaking efforts to bury electrical distribution lines.

There are about 202 restaurants, bars, and coffee shops in Winter Park. People in Winter Park can walk to an average of 1 restaurant, bar, and/or coffee shop in 5 minutes.

The median home price in Winter Park is \$340,200.

Single family homes comprise 70% of the housing stock in Winter Park.

Each business day, 23,388 non-residents travel to Winter Park for work, 8,801 residents commute to work outside of the city, and 1,622 residents both live and work in Winter Park. 79.7% of Winter Park's resident employees drive alone, 5.9% use public transportation or carpool to get to work, and 2.3% walk to work.

Over the last century, our city's total population has increased by approximately 35,000. The population is projected to grow more rapidly in the coming years, with an additional 12,000 or so residents by 2040.





# PLAN OUR GROWTH THROUGH A COLLABORATIVE PROCESS THAT PROTECTS OUR CITY'S TIMELESS SCALE AND CHARACTER



Recognize unique areas of the city and provide a collaborative planning process that ensures quality development while reflecting the context and heritage of the area.

Support our diverse population with a mix of housing types while respecting our traditional neighborhood character and scale.

Enhance walking, biking, and recreational activities through a connected and integrated network of open space.

Foster sustainable public and private parks and open spaces using state-of-the-art practices and techniques.

Increase the connection to nature by incentivizing public and private green space through the design and development process.

Protect and build on the local and unique brand and reputation of Park Avenue.

Retain and attract businesses that enhance the quality and character of the city.

Invest in innovative infrastructure to ensure that our means to get around is safe and efficient, through prioritization of pedestrians, bicyclists, and transit users.





## 3 ENHANCE THE WINTER PARK BRAND THROUGH A FLOURISHING COMMUNITY OF ARTS AND CULTURE

Support our cultural institutions and the arts through the development of complementary improvements, innovative partnerships, marketing, events, and programs.

Recognize the value of our unique arts and cultural venues and their connection to Winter Park's character as a destination.

Integrate arts into all environments - our businesses, parks, neighborhoods, and institutions.







## DID YOU KNOW?

Included among Winter Park's hugely popular Art and Culture Festivals are the Bach Festival, the Florida Film Festival, the Winter Park Sidewalk Art Festival, and the Winter Park Autumn Art Festival. No matter the season, there is always something to do in Winter Park.

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At any given time, Winter Park has 50,000 visitors. Every year, an astonishing 400,000 visitors seek out Winter Park to attend the Sidewalk Art Festival.

.....

Approximately 1,987 local volunteers in Winter Park collectively donate more than 33,947 hours to various causes each year, including the more than 15 city-sponsored programs.

.....

Each year, the City of Winter Park hosts over 35 Annual Events for the community and its visitors.



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## DID YOU KNOW?

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The Edyth Bush Charitable Association alone has given over \$100 Million grant dollars since its inception.

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Winter Park has an overall school rating of 8/10.

.....

In 2011, the Orlando Business Journal presented the City of Winter Park with "Central Florida's Healthiest Employer Award".

.....

The Coalition of Urban and Metropolitan Universities Annual Conference is the largest nationwide meeting of leaders from urban and metropolitan universities and colleges.

.....

For 20 years, Rollins College has been rated No. 1 or No. 2 "Regional University in the South" according to the U.S. News and World Report. In 2015, The Princeton Review ranked Rollins College as the No. 1 "Most Beautiful Campus in the Nation" and the No. 6 "Easiest Campus to Get Around," up from No. 7 in 2014.

.....

Currently, there are six living generations in Winter Park: Generation Z, Millennials, Generation X, Baby Boomers, Silent Generation, and the GI Generation.

.....

Winter Park's education record is particularly strong: 94.1% of the population graduated from high school, 54.2% graduated from college, and 24.6% have graduate school degrees.

.....

The Winter Park Golf Course is over 100 years old. It was purchased by the city in order to preserve and enhance it and is currently undergoing a \$1.2 million renovation.







## BUILD AND EMBRACE OUR LOCAL INSTITUTIONS FOR LIFELONG LEARNING AND FUTURE GENERATIONS

# 4

Promote lifelong learning by connecting and integrating our institutions through new and continued collaboration.

Create an environment that supports our colleges, library, and educational institutions by crafting a healthy environment and creatively built community.



## MOVING FORWARD

The next step in advancing Vision Winter Park revolves around how we act and collaborate. The Vision embodies the hopes and dreams of our community and expresses how we want to interact with each other. It also directs how we plan and design our future built and natural environments. This document provides an overarching direction for the future of Winter Park and establishes the foundation upon which other regulatory documents can build. It is timeless, valuable, and far-reaching. It will be achieved through a thoughtful and deliberate combination of projects big and small, fresh programs and new partnerships. It will be important for our community to honor and regularly check in on our Vision. Together we are, and will continue to be, a city that is beyond extraordinary.



Supporting Document A:

# REPRESENTING THE ART OF THE POSSIBLE:

A PROVOCATIVE THOUGHT PIECE FROM OUR COMMUNITY

VISION  
WINTER PARK



DRAFT - JUNE 2016







# REPRESENTING THE ART OF THE POSSIBLE

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## CONTEXT

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This supporting document includes a summation of recommendations from our citizens based on over 20 meetings and three questionnaires. The following information helps ensure we consider all ideas as we move toward our Vision. The ideas presented herein range from simple to complex. The majority of these ideas are complimentary, yet many also differ in the way they seek to help achieve the Vision. Some of them require coordination, new funding sources, financial tools, and concurrence from other agencies. Many of them are big to those who volunteered them, but in reality can be fairly easy to implement, while others will require more thought and effort to fully come to fruition. They range across the board from short-term to long-term strategies.

As stated by the Vision Winter Park Steering Committee, these big ideas stand to represent the art of the possible, rather than specific recommendations. They do not represent endorsement from its members, but rather reflect the committee's feelings about the need for transparency as well as the importance of presenting the community's creativity and ability to suggest potential ideas and changes to help fulfill our Vision and prepare us for a dynamic future. These ideas set the stage for a menu of potential actions for the community to consider, and will take further investigation and a targeted series of implementation steps. Please refer to Supporting Document B for a full summary of all ideas and recommendations provided by community members.





# 1 CHERISH AND SUSTAIN WINTER PARK'S EXTRAORDINARY QUALITY OF LIFE

Winter Park, from its inception, has always been thoughtfully planned with the overall happiness and well-being of its residents in mind. Visioning, planning and enlightened designing are in our DNA; from our community's foundation of small-block neighborhoods with tree-lined streets, to Park Avenue, Rollins College, and the Alford Hotel. The concept of intentional planning to make our buildings and public and private places beautiful, irrespective of scale, is all part of moving beyond extraordinary. As we progress into the future, Winter Park's natural and built environments are even more integrated; eventually inseparable. Residents and visitors spend significant amounts of time connecting to nature by accessing natural areas, open spaces, parks, and our city's "pièce de résistance": its gorgeous lakes. Easy access to nature—whether a street lined with centuries-old trees, golf course greens, parks, water, connected open spaces or parks of the future—will guide the future form of our community.

The future will ensure the "Parks" stay in Winter Park. Our future families desire even more time outdoors, as numerous studies continue to reveal the benefits of connecting youth to nature. Creating new open space areas and parks, landscaping, integrating green areas throughout our corridors, and educating residents and visitors of our unique opportunities within walking and biking distance are all part of this possible future. Nature and health will also become heavily enmeshed with one another, no longer standalone entities. Spearheaded by the Winter Park Health Foundation, there is currently a deliberate focus on changing the trajectory of health through innovation, access, and a focus on wellness with the goal of living longer in Winter Park. Through new services, innovative programs, new initiatives, revolutionary technology, pioneering research and an unwavering commitment to embracing health in the built environment, we will get there.

## BIG IDEA

**GUIDING POLICIES THAT REFLECT THE VISION. AS WE MOVE FORWARD OVER THE NEXT 20 YEARS, OUR COMPREHENSIVE PLAN, ADDITIONAL PLANS, AND ZONING SHOULD REFLECT THE VISION.**

While the Vision may not change, our implementation measures will be modified to further reflect the guiding statement, themes, and statements. For many documents, the organization of subsequent plans should reflect the Vision. Portland, Oregon, one of the most sustainable cities in the United States, is updating its 2035 Comprehensive Plan (<http://www.portlandoregon.gov/bps/67708>). The Comprehensive Plan reflects "The Portland Plan" which outlines the vision (<http://www.portlandonline.com/portlandplan>).



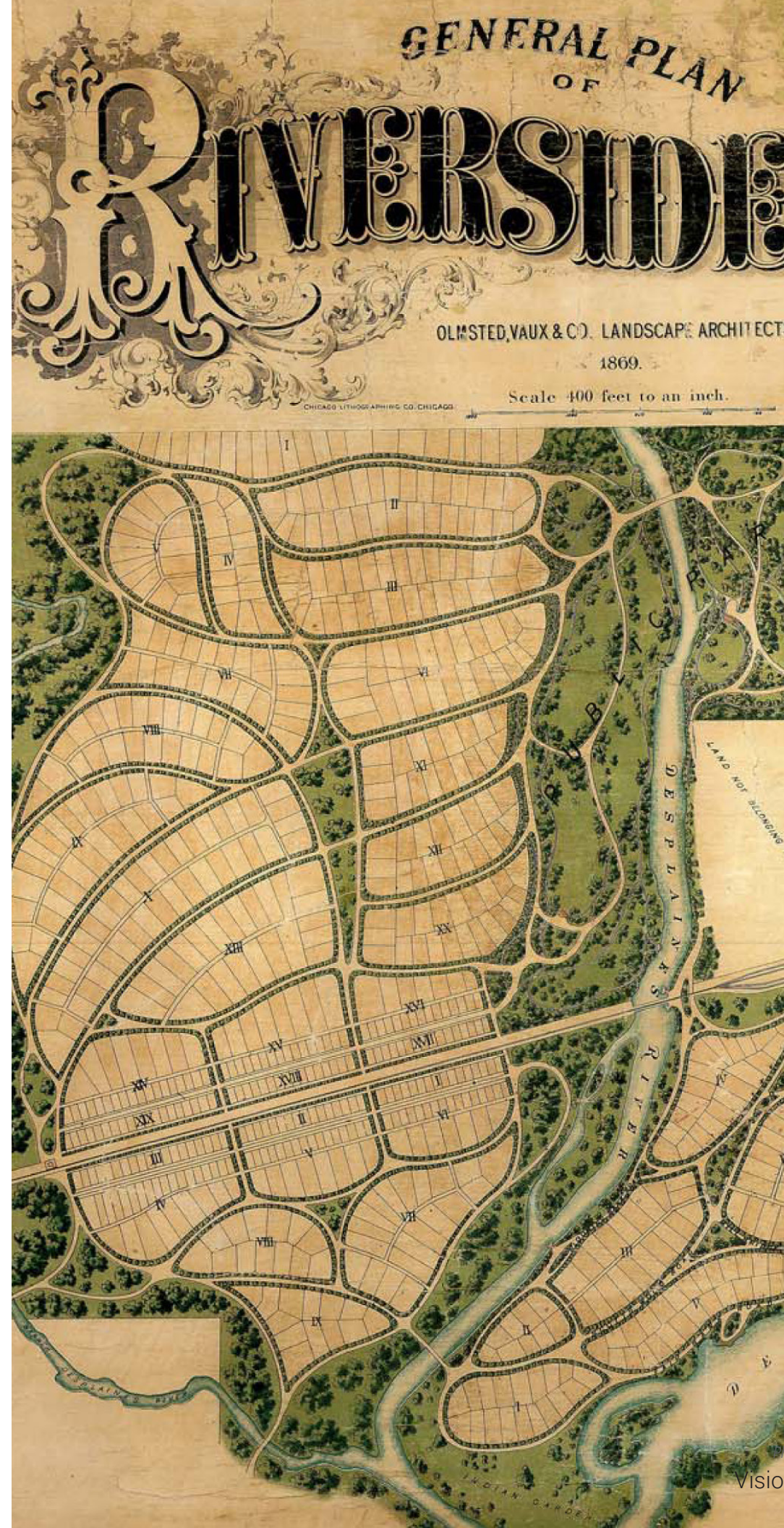


## BIG IDEA

**BUILDING ON HERITAGE. ENHANCE PUBLIC AWARENESS OF WINTER PARK'S HISTORICAL ASSETS BY PLACING SIMPLE PLACARDS ON HISTORIC BUILDINGS, AND INFORMATIVE PLAQUES AROUND WINTER PARK TO ENLIGHTEN RESIDENTS AND VISITORS ABOUT OUR RICH HISTORY AND POINTS OF INTEREST.**

Winter Park may choose to implement future programs that celebrate its rich heritage. One such program could include the distribution of plaques which represent various designations for outstanding architectural and/or historic character. This could apply to key neighborhoods or locations along Park Avenue. A model program has been done in Pittsburgh (<http://phlf.org/preservation/historic-plaque-program/>). Each designation would include its own criteria, but in each case the intention is to distinguish and help preserve the chosen places. A historic plaque identifies the building as a significant part of our local heritage; it will not necessarily protect a building from alteration.

Photo Source: Allegheny West, <http://alleghenywest.org/preservation-lecture-national-register-and-local-historic-district-designations/>  
Agenda Packet Page 59



## BIG IDEA

**DEVELOPING CONTEXT-SENSITIVELY. UTILIZE A VARIETY OF BUILDING TYPES, HEIGHTS, DESIGN APPROACHES, AND TRANSITIONS IN KEY LOCATIONS TO ALLOW GREATER ACCESS TO AMENITIES AND TRANSIT FOR A VARIETY OF RESIDENTS, WHILE ADDRESSING SURROUNDING NEIGHBORHOODS IN A SENSITIVE WAY. REDEVELOP AND REINVENT UNDERUTILIZED AREAS IN A MANNER THAT REPRESENTS WINTER PARK.**

Visioning the future demands building on past plans. Winter Park's special blend of urbanism, civic institutions, and nature is the product of two definitive plans. The 1882 Winter Park Plan centered the Town on the rail station within a park, with a layout defined by concentric quarter mile "walksheds". The 1931 Rollins Park Plan also created that urban fabric and the concepts we have come to respect and still strive to achieve today (submitted by Bruce Stephenson). The Plan allowed for flexibility for the community to continue to grow.

The plan parallels Frederick Law Olmsted's prototype suburb of Riverside, Illinois, which is set on a commuter rail line. Riverside informed the siting of the New SunRail station. Both Riverside and Winter Park are historic models of what planners call transit-oriented development (TOD), that offer "a higher quality of life without complete dependence on a car for mobility".

Historically, the design allowed for a variety of building heights and types of homes. Some of the larger scale buildings were hotels located near the train station. Intensity varied throughout the community, increasing in key areas, but based on the concept of small blocks, gridded streets, walkability, and larger buildings near commercial areas. Some of the highest-rated places included our most intensely developed areas of the community. There are also areas where intensity would benefit the appearance of areas. The redevelopment of key corridors is a good example, where underutilized buildings may be replaced with larger buildings that help frame the street and transition to other land uses. The Alford Inn (commissioned by Rollins College) is a key example of design principles utilized in the best way. The Alford is not a small building, but combines context-sensitive materials; varying roof lines and building massing; building-forward design and street integration; dark-sky lighting principles; landscaped gardens; understated signage; and connections between the indoor and outdoor spaces — all to create an amazing building that feels human.

Photo Source: <https://maxwellarch381.wordpress.com/2012/12/14/riverside-illinois-the-development-of-suburbs/general-plan-of-riverside/>  
Vision Winter Park Supporting Document: Representing the Art of the Possible | 3






1

# ADDITIONAL INDIVIDUAL RECOMMENDATIONS AND BIG IDEAS FROM OUR COMMUNITY:



- 
1. Policy Guidance. Develop a new 2016 Comprehensive Plan for Winter Park based on the new Vision themes to ensure that Winter Park continues to move beyond extraordinary.
  2. Model city-wide sustainability initiatives and performance standards off of those from Portland, Oregon; arguably the most sustainable city in the United States. Portland's new plan offers a series of performance standards such as Complete Neighborhoods and Low Stress Bike Networks that inform a key component of the Winter Park 2015 Sustainability Action Plan: "increasing healthier, more active forms of transportation such as walking, bicycling and using mass transit such as LYNX bus and SunRail commuter rail." Portland has also pioneered green streets to filter stormwater.
  3. Celebrating Winter Park. We will continue to market Winter Park and all that makes us extraordinary. From our stores, restaurants, parks, trails, SunRail, neighborhoods, and education systems from Rollins College, Trinity Prep, to local public schools.
  4. Quality of Life: Expand the city limits to the east of SR 436. This will allow the city to have appropriate police presence in a currently overlooked area, thereby reducing the crime rate in our city. This will also have the inadvertent effect of increasing our education footprint due to the fact that the area includes Full Sail University.
  5. Enhance our wildlife habitats and our ability to view nature through habitat enhancements (including bird

feeders, nesting in locations such as Cady Way Trail and other locations).

6. Restore and maintain what we have, including improving our water quality and restoring our wetlands (e.g. along Howell Branch Road). Use this as an opportunity to create a green gateway into the Winter Park along Howell Branch Road by joining Howell Branch Preserve with the restoration of the adjacent detention pond, boardwalks, and new trails or the relocation or creative design of the sidewalk.
7. Support and encourage historic preservation efforts within the city.
8. Include better recycling options at home and in restaurants.
9. Explore next steps in sustainability and regeneration through living lightly.
10. Integrate sustainability frameworks and practices into the design and maintenance of all parks and open spaces in Winter Park, as well as the built environment whenever possible.
11. Remember Winter Park's roots and redesign its collective humanitarianism to reflect a more personal scale.
12. Defend against the gentrification and growing --displacement of families in low-income areas of Winter Park.



# 2 PLAN OUR GROWTH THROUGH A COLLABORATIVE PROCESS THAT PROTECTS OUR CITY'S TIMELESS SCALE AND CHARACTER

Winter Park's timeless scale, form, and character will continue to be an exciting alternative to rural sprawl and larger metropolitan cities. It can be defined as a place with city like amenities and form intermixed with areas of tranquility. Winter Park is a city fused by a variety of scales, but it still manages to emulate that comfortable, small-town feeling its residents hold so dearly. The city continues to benefit from the amenities that were part of its original design, including a robust transit system including rail and buses, bicycle lanes, and the comfort and safety of great sidewalks. Our community will focus on the pedestrian experience and the facilitation of strong community institutions and neighborly interactions. Our residents will have the option to live completely car free.

We will continue to have a more intense center to our community with a mix of uses. Other small centers will emerge and our corridors will become active areas for walking, biking, playing, living, and working. Building design and the integration of public spaces will ensure that new structures fit within the existing character of Winter Park. Our goal is that by living within a tightly

designed community, we will have better access to stores, daycares, restaurants, coffee shops, and other gathering spaces. Philanthropic, civic, and private partners will engage with neighborhoods to make significant social and capital investments in order to enhance the overall quality of life and spur private investment.

Our future will not forget to acknowledge and account for the demographic shifts that are taking place. As a result of these shifting tides, the oldest and the youngest populations combined will likely constitute most of the city's residents. Winter Park's Multigenerational planning considers both age and diversity as part of a holistic approach that takes into consideration the needs of all groups. Winter Park will strive to make all of its neighborhoods accessible, safe, and inclusive for children, youth, families, adults, and the elderly; and allow people to age in place, be it in their homes or neighborhoods. We will carry on with additional efforts to actively promote and encourage civic participation by both the older and younger generations.







# BIG IDEA

## KEEPING IT BEAUTIFUL.

Continue to maintain and upgrade our corridors, streets, streetscape, and sidewalks to demonstrate the best of Winter Park.

Allan Jacobs, the author of Great Streets, has observed and measured scores of famous urban streets and boulevards, in order to explore what makes great public streets. He quantifies the initial visceral tourist reaction of wonder and pleasure when confronted with places like the Champs-Élysées or the Passeig de Gracia in Barcelona. These qualities are equally applicable to Winter Park, and those that should be considered upon redevelopment include:

### A Defined Street:

- Is the street an extension of one of Winter Park's civic or retail centers?
- Does it have a beginning and/or end?
- Is it contained with building enclosure?

### Places for People to Walk and Bike with Some Leisure:

- Does the right-of-way include sidewalks?
- Is the area pedestrian-oriented?
- Does the right-of-way include bicycle lanes including detached or buffered options?
- Does the area contain connections to off-street trails and greenways?
- Could the street be considered bike-dominant?
- Does the street include high-efficiency transit facilities?

### Physical Comfort:

- Does the right-of-way include on-street parking?
- Does the right-of-way include pleasant, interesting, and well-maintained landscaping?
- Is it safe?
- Does the area represent the great tree lined streets of Winter Park?

### Qualities that Engage the Eye:

- Does the area include unique theming and/or design features that related to Winter Park? Does the right-of-way highlight Winter Park arts and culture?
- Are there pedestrian plazas, view corridors, and green spaces adjacent to the corridor?

### Unique Character:

- Does the corridor boast an eclectic mix of land uses?
- Do the styles of the street features and elements reflect the local values and culture?

Many residents of Winter Park who travel overseas are amazed by the human-scale environment within great, planned cities. Often, these areas include higher intensity of development. Most of these great cities such as those through the Netherlands include great neighborhoods, mixed use areas, mid-sized buildings, and great streets that represent these principles. Within Denmark or the Netherlands are areas considered some of the happiest places on earth, due to their quality of life. From streets throughout cities like Amsterdam to smaller college towns like Utrecht, design principles include:

- curbless streets where seating areas, pedestrian areas, parking areas, transit areas and biking areas are denoted by minimal changes in pavement
- bike and pedestrian prioritization
- interconnected and buffered bikeways that join civic, commercial, and green spaces
- buildings of varying scale abutting the street edge with enhanced sidewalks and plazas
- tree-lined streets that feel comfortable





Photo Source (Top): <http://www.ajoywallace.com/wp-content/uploads/2014/08/1111-Lincoln-Road-2.jpg>  
 Photo Source (Bottom): Iwan Baan Photography, New York Times, 2011

## BIG IDEA

**CONSIDER DEVELOPING ADDITIONAL DESIGN GUIDANCE AS WELL AS OTHER SOLUTIONS SUCH AS ARCHITECTURAL REVIEW, THROUGH A VARIETY OF RESOURCES AVAILABLE TO THE CITY INCLUDING THE IN-HOUSE CITY ARCHITECT TO MAINTAIN AND ENHANCE THE CHARACTER OF WINTER PARK.**

The solution clearly lies with good design and using specialists to not only improve the design but also ensure community benefit. We need to accentuate the positive attributes of design features within Winter Park, eliminate the negative, and do work on those things that are in between. The review process is like a camera lens, the solution is blurry at first, but at each step of an effective review process, a positive solution emerges. Common principles include:

- Ensure the design reflects local building traditions within the city, including history and character, massing and composition, materials, color, and landscaping.
- Add appropriate scales in targeted locations. Within Winter Park, areas with some height are often the most desirable locations including Park Avenue.
- Improve the connection between people and places by focusing on corridors.
- Mix uses and building types where people may choose to live near their work, walk to the local store, or bike to the library with their kids.
- Place parking in alternative locations to support a mix of housing types and create inviting places to walk.
- Integrate civic places and green space within larger developments.
- Embrace the creative spirit of Winter Park to develop extraordinary development

The potential of a creative parking garage has been at the center of the creative design debate. Many communities have tackled this same challenge. The mixed use parking garage at 111 Lincoln Road (left) turned the parking garage inside out, essentially showcasing the cars versus hiding them. This is one of the most active pedestrian areas in Miami, and includes residences and retail, in addition to parking.

The parking garage in Kowloon Bay, Hong Kong (right) also includes housing, offices, and retail. With 'green' as the theme, the final design introduces extensive planting within each floor of the parking garage, softening the façade, and contributing to air quality.

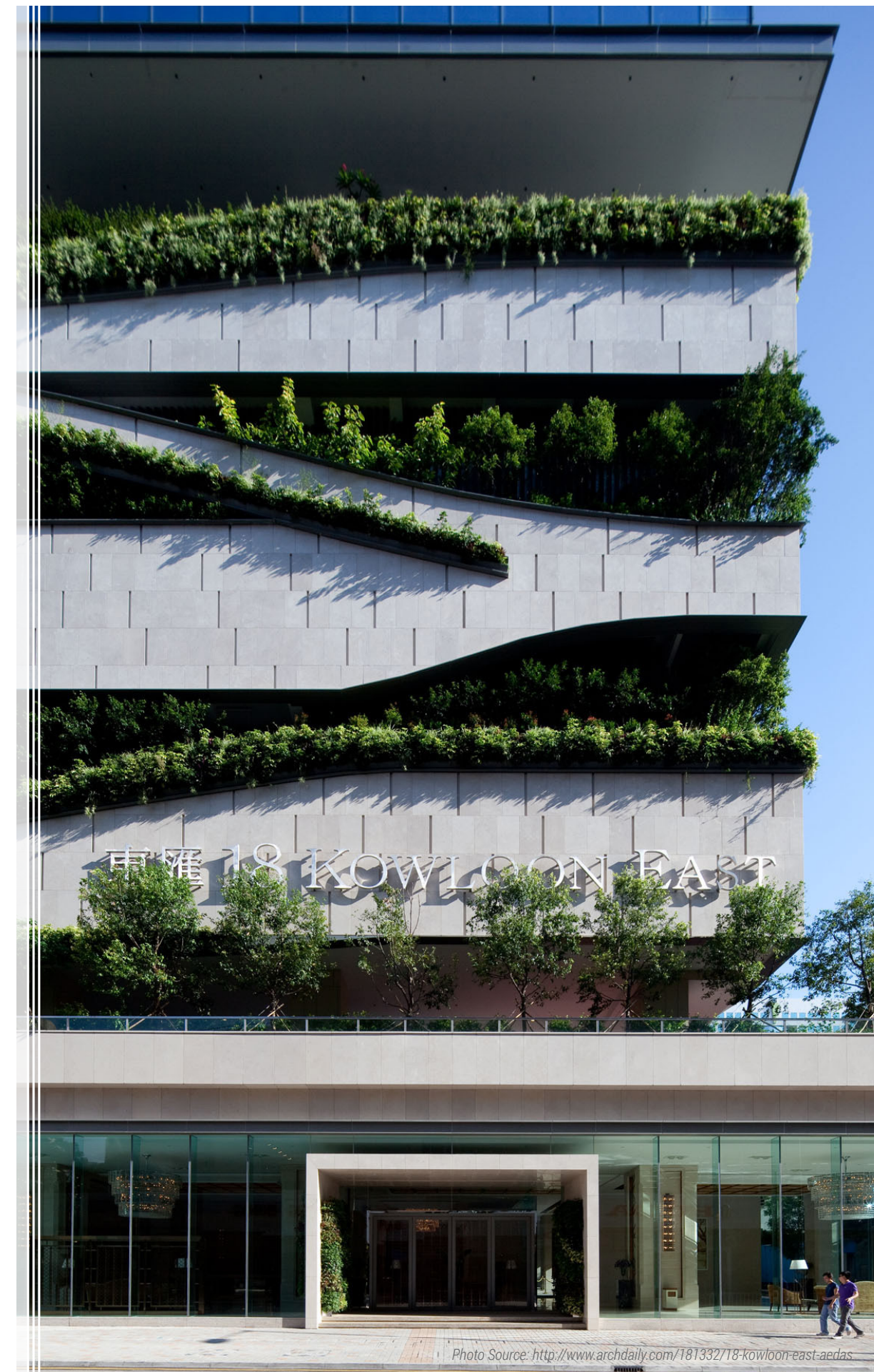


Photo Source: <http://www.archdaily.com/181332/18-kowloon-east-aedas>



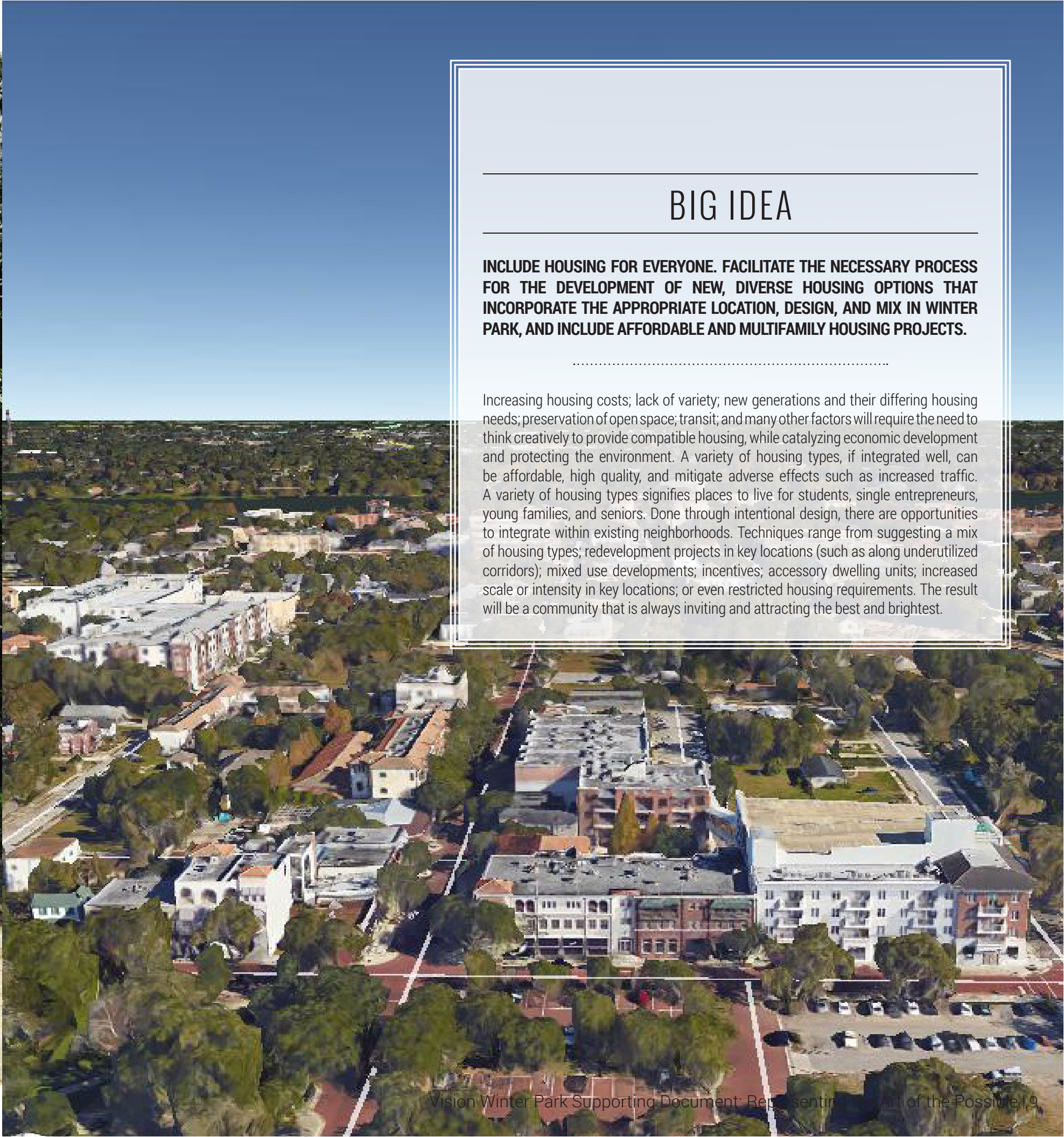


# BIG IDEA

**IMPROVING PARK ACCESS. IMPROVE THE WALKABILITY AND BIKEABILITY OF MEAD BOTANICAL GARDENS AND OUR OTHER PARKS, BY MAKING THE PATHS ADA ACCESSIBLE AND USABLE BY ALL FORMS OF FOOT/BIKE TRANSPORTATION.**

Expanding our existing open spaces such as Mead Botanical Gardens and connecting our corridors has been a central focus of many big ideas. Greenways and pathways can serve as gateways into Winter Park; make use of underutilized detention ponds; create off-street pathways; and even create blueways joining our lakes and providing new recreational options. Many of these efforts can be focused on our corridors, breaking up strip commercial areas; creating green refuges; acting as new walking and biking options; and providing suitable green gateways into Winter Park.

An example of such an effort can be seen in some surprising places. The historic hotel strip along US Highway W192 between Disney World and Kissimmee, and centered on the planned community of Celebration, is currently redeveloping. Recent efforts renovated and expanded Shingle Creek Regional Park into an urban oasis at the headwaters of the Florida Everglades (<http://www.osceola.org/agencies-departments/parks/parks-facilities/shingle-creek-regional-park.html>). Recent improvements have included the restoration of a historic cabin; the expansion of a regional trail; new entryway signage and streetscape along the W192 corridor; and the construction of a blueway trail through the Creek to a series of adjacent lakes.



# BIG IDEA

**INCLUDE HOUSING FOR EVERYONE. FACILITATE THE NECESSARY PROCESS FOR THE DEVELOPMENT OF NEW, DIVERSE HOUSING OPTIONS THAT INCORPORATE THE APPROPRIATE LOCATION, DESIGN, AND MIX IN WINTER PARK, AND INCLUDE AFFORDABLE AND MULTIFAMILY HOUSING PROJECTS.**

Increasing housing costs; lack of variety; new generations and their differing housing needs; preservation of open space; transit; and many other factors will require the need to think creatively to provide compatible housing, while catalyzing economic development and protecting the environment. A variety of housing types, if integrated well, can be affordable, high quality, and mitigate adverse effects such as increased traffic. A variety of housing types signifies places to live for students, single entrepreneurs, young families, and seniors. Done through intentional design, there are opportunities to integrate within existing neighborhoods. Techniques range from suggesting a mix of housing types; redevelopment projects in key locations (such as along underutilized corridors); mixed use developments; incentives; accessory dwelling units; increased scale or intensity in key locations; or even restricted housing requirements. The result will be a community that is always inviting and attracting the best and brightest.





2

# ADDITIONAL INDIVIDUAL RECOMMENDATIONS AND BIG IDEAS FROM OUR COMMUNITY:



1. Attracting and Retaining Residents. Continue to work on activities and projects that make Winter Park a vibrant place to live and visit.
2. Boosting Pedestrian, Bicycle, and Transit Facilities. Our Urban Village will support the improvement of local transit options including SunRail ridership, new bus routes, increased services, and enhanced transit stops. We will focus on improving the comfort and safety of our rides and walks. We will investigate widening sidewalks and closing key streets to vehicular traffic.
3. Authentic Reuse. Our city includes the preservation of historic, interesting, and older buildings that can be repurposed and remodeled to new housing formats. These buildings have been visible to residents for generations and when repurposed well, will add to our character and identity. The community should continue its efforts to identify and prioritize buildings for adaptive reuse.
4. Strengthening the Real Estate Market. The creation of well-designed, medium-density buildings and rehabilitation of older buildings will add value to existing homes and businesses within our Urban Village.
5. The Central Business District of Winter Park (Park Avenue) is and should remain low in height and density. Greater intensity in the urban core will only detract from the city's unique character.
6. Names Matter. Rename Orlando Avenue to Winter Park Boulevard.
7. Predictability. Plans, pattern books, and other tools will represent elements that will be considered as representative of our past and future.
8. Working Together. Urban design education, seminars, and workshops will educate our leaders and citizens about design and the choices that the public and private sectors face. Design review based on our leaders, public, or future architectural groups will provide valuable guidance.
9. Innovative Design. Thinking out of the box and finding creative ways to design our buildings and streets is what Winter Park is about. New design for elements including parking decks could include interior decks, walls lined with stores, or even art and gardens on parking deck walls. Other elements that detract from our natural and built environments such as utilities will continue to be placed underground.
10. Contextual Design. Not all of Winter Park is Park Avenue. There are many unique corridors and neighborhoods, of which each design should recognize and adapt to its unique neighborhood.
11. Facilitate an urban design charrette for the US 17-92 Corridor to encourage high-quality design that collectively fits with both its immediate context and the overall character of Winter Park.
12. It is easier to obtain large amounts of money for a large vision than a little money for a little vision. Develop a system of naturally-oriented facilities, parks, and open spaces which should include connecting and expanding Mead Gardens to connecting 17-92 to Fairbanks.

13. Use the latest creative and flexible zoning code and conditional use permitting processes which accommodate growth and redevelopment within the city, incentivize key developments, and ensure only the highest quality development for Winter Park's unique built environment. By exploring best practices and options for Design Review, we will achieve designs most appropriate for Winter Park.
14. Initiate a citywide study or educational outreach campaign that focuses on growth issues and the public opinion surrounding redevelopment in Winter Park to foster collaboration and resolution among conflicting parties.
15. Form a real estate facilities task force.
16. Enhance transparency in planning practices by developing and utilizing visual tools during the process. Investigate partnering with Full Sail to develop and utilize these tools.
17. By maintaining a general sensitivity to cost, prioritize street enhancements and path connections throughout Winter Park to increase user safety and expand the existing network of complete streets.
18. Develop a system of trolleys or trams to shuttle residents and visitors around Winter Park.
19. Add additional SunRail stops throughout Winter Park and expand service to nights and weekends.
20. Transform Park Avenue into a pedestrian walkway (a la the Promenade in Santa Monica, California).
21. Ensure Our city's Character. Implement projects that ensure our city's character as a "city of Homes" and as a place to visit, served by efficient transit systems such as SunRail.
22. Connect our bike paths with safe crossings at major roads like Fairbanks and Lakemont (colorful signage and lights similar to Orlando Urban Trail).
23. Focus on the concept of Winter Park is a city of great world class streets, which include beautiful medians, buffer pathways, street trees, seating in the medians, street trees and other techniques.
24. Rethink our primary corridors to include innovative street design, plazas, redevelopment, housing, art, green space, and view corridors to natural amenities (e.g. near Trader Joe's).



# 3 ENHANCE THE WINTER PARK BRAND THROUGH A FLOURISHING COMMUNITY OF ARTS AND CULTURE

In the future, it is nearly impossible to isolate the elements of arts, culture, nature, play, learning, economics, and health from each other. Constant expression through arts and culture represents the best of Winter Park. Arts and culture are equally related to economic development and the development of “creative industries” that create jobs, attract investments, generate tax revenues, and stimulate local economies through tourism and consumer purchases. They build a creative learning environment that attracts the innovative class and associated jobs. In addition, because they enhance quality of life, arts and culture are important complements to community development, enriching local amenities and attracting young professionals, families and visitors.

## BIG IDEA

### COORDINATING UMBRELLA ORGANIZATIONS • • • ART, CULTURE, AND TOURISM • • •

As we look forward, overarching groups will help market and coordinate art and cultural programs. Tourists will be offered multiple-day packages in which they can experience multiple venues including galleries and museums. Hotel and restaurant packages will be closely coordinated with these art and cultural programs.

Winter Park is home to a number of museum and art institutions, however, many feel that these are rarely marketed to encourage visitors to stay longer and for residents to revisit and support their institutions. As art, nature, and tourism become even more inseparable from Winter Park's future, we will find that even more people seek out Winter Park as a destination. Visitors could interact with art on the streets and visit a series of institutions with one admission fee or pass. Visitors could stay at new hotels that represent Winter Park's past and future. The art and tourism program could be overseen by a new city staff member.

We will see our art and cultural programs expand to further include a sense of fun and play in our art. An example includes Julian Beever's pavement drawings, especially his 3-D illusions, distorted to seem 3-D from one particular viewpoint.





## BIG IDEA

### COLLABORATIVES.

Continue to foster collaboratives and forums between organizations, agencies, educational institutions, neighborhoods, religious groups, our government, and our citizens to continue to advance the Vision, ensure continual communication, and encourage sense of community.





3

# ADDITIONAL INDIVIDUAL RECOMMENDATIONS AND BIG IDEAS FROM OUR COMMUNITY:



1. Sense of Community. One of the defining factors that makes our future Winter Park an a great community is our sense of community as exhibited through new events, festivals, street closures to host block parties, dances, bands, and other activities. We will also have art events and activities that build off our signature animal, the peacock.
2. Constant Communication. In our city, everyone knows what is going on, whether through signage, flyers, social media, or websites about free and paid activities.
3. Attracting and Retaining Residents. Our center is an exciting place to live, shop, and enjoy, making more people want to live here.
4. Dedicated Groups, Staff, and Volunteers. Whether it is PAAB, staff, or other groups, dedicated staff will promote and market the arts and cultural community, programs, events, and facilities.
5. Integrating Arts and Culture. Expanding arts and culture as part of everyday life within Winter Park has many benefits. New festivals (e.g. “Winter Park Treasure Hunt”, art pieces, such as watercolor maps identifying landmark locations for our city, spotlights in the park, hammocks, art integrated with our street trees, selfie areas) and facilities (e.g. Art Center, Hannibal Garden Plan, Library History Museum, Playhouse). Tourism centered on arts and culture can contribute to state and local economic growth by providing a diversified and sustainable means for creating jobs and attracting revenue.
6. Local Artists. Street art by local artists further connects visitors and residents to our community. We will incorporate projects and themes, whether they would be Candy Chang’s ‘I Wish This Was’ street art project or other projects.
7. Art, Culture, Economics, and our Generational Appeal. Art and culture will play a major role in community development and redevelopment by creating new jobs and fostering an environment and amenities that attract talented young workers.
8. Expand the presence of the arts within the Winter Park community culture by creating an Arts Center and a

Master Plan for Progress Point that provides a mixed use potential for development.

9. Art, Culture, and Innovation. Art, innovation, and creativity will be a pivotal link to industry. We will offer development initiatives, entrepreneurial training, marketing programs, or public-private collaborations to encourage growth and invest in specific creative clusters. We will encourage collaborations between artists, designers, and product engineers in a variety of manufacturing and high-tech industries and through a connection with our education and health institutions.
10. Winter Park Supports the Arts Month. Host a yearly, month long event as a way to create awareness towards the incredible opportunities we have, for locals and visitors alike. This could be similar to the current Scholars promo and Breast Cancer Awareness the city does and could include city-wide banners and a PR campaign.
11. Downtown Arts Kiosk. Install a permanent kiosk at or near the train station with an oversized map of all the cultural organizations. Update regularly with events.
12. Investigate the idea to create an arts and culture focused projects throughout the city, including places such as Progress Point.
13. Host a one-day only, city-wide Garden Open House, during which residents who want to show off their gardens would put out a sign inviting passersby to come in, but only walkers and bike riders would be invited in.
14. Strategically place interactive maps throughout the city to help visitors know all of the great venues available to them to explore.



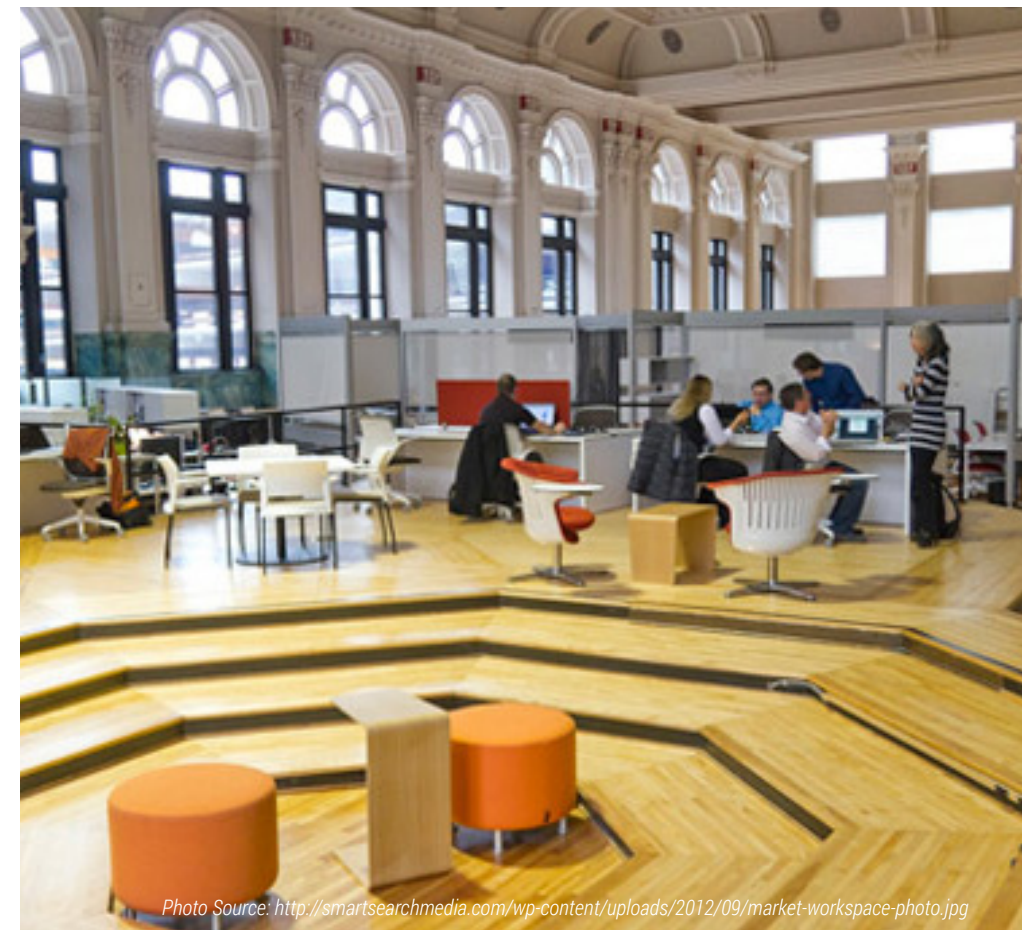
We will think in both near- and long-term, starting with the initiation and execution of small projects we can accomplish today, all the while helping people, smiling, and having fun. With a highly educated population and premier setting that is situated in the center of multiple educational institutions, our city will become a think-tank, leading the nation for topnotch planning. Winter Park will continue to put people at the heart of learning. Education is valued in all forms and will be promoted as a force for improved social and civic progression in the city. All citizens will have access to lifelong learning opportunities, inevitably fostering enhanced sense of fulfillment and a better quality of life for our current and future populations.

**Provide all Winter Park residents with better Internet service and consider offering free public Wi-Fi.**

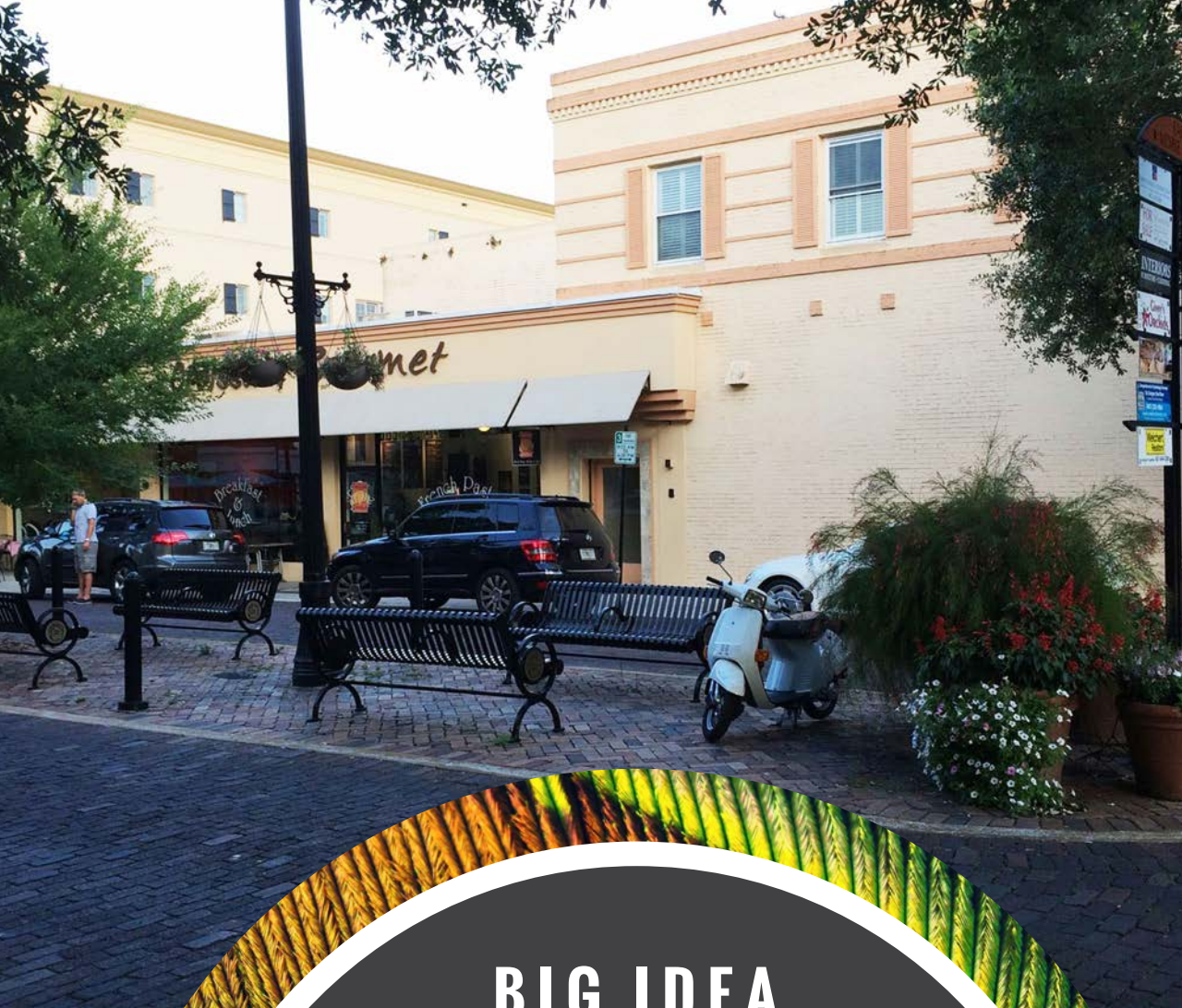
Having Wi-Fi zones and hotspots are now expected by many of our emerging generations including our Millennials. Winter Park already offers free Wi-Fi in city Hall. As part of the Winter Park "Keynotes in the Park" event, speakers discussed our six current generations, our shared values, as well as each generations' slightly different needs and desires. For many, free wireless throughout Downtown and even the entire city are how people operate and connect to a world in which they are comfortable. Much of the Vision discussed the need to constantly keep people informed and to improve collaboration. The new library will help serve this purpose. However, Wi-Fi zones ensure that this is available at all times, especially to the talent pool we are targeting. This also allows people to work in our public places, do their homework, check email, do a course, or apply for a job. These zones tell us something about Winter Park. When a prospective student or visitor discovers free wireless, they recognize the city as an area of innovation. That free zone gives them motivation to stop and explore Winter Park, and allows the city to be recognized as a forward-thinking place, where new ideas and technology are welcomed. In addition, the zone can be set up so that a landing page is seen by everyone who begins to use the free zone. This page can have a calendar of city events, and listings of local eateries, and things to do. Cities in Florida currently offering free Wi-Fi are Hollywood, Gainesville, Kissimmee, Lakeland, Lauderhill, Monticello, Ocala, Plant city, Sanford, St Petersburg, St. Cloud, Tampa, and Winter Park. Examples of other zones can be found in states like Vermont in their E-Vermont zones (<http://vtrural.org/programs/e-vermont>).

**VISUALIZING THE FUTURE. INITIATE A WINTER PARK THINK TANK TO DEVELOP DETAILED WAYS TO ACCOMPLISH THE VISION, A FORMAT AND STRUCTURE FOR IMPROVING DESIGN IN WINTER PARK; IDENTIFYING THE MEANS AND METHODS TO DEVELOP VISUALIZATION TOOLS FOR PLANNING AND DESIGN; AND HELPING PRIORITIZE THE BIG IDEAS OF THE VISION.**

Participation in a Think Tank could include Vision Winter Park Steering Committee members; educational partners such as Rollins College and Full Sail University; the Winter Park Health Foundation; and other community organizations and foundations. Other Think Tank models could focus on ways to connect college and community, and increase the benefits of Rollins College and Valencia College to Winter Park by fostering mutually-supportive relationships and programs. Collaborative common workspaces will also target the talent pool of our population that is about to retire. These spaces will be part think tank, part incubator space, and part business centers (<http://venturebeat.com/2012/04/11/co-working-spaces/>). These spaces may also be used to review developments, similar to Disney's Creatives' workplaces that include 3-D printers, storytelling, life size, and projected 3D Sketch-Up models to visual developments.







## BIG IDEA

### TRANSFORM OUR CORRIDORS INTO GREAT GREEN STREETS.

Winter Park is beginning to enhance its streets. These include making our streets more pedestrian and bike-friendly. Technology will be integrated into our street system, prioritizing the movement of bicyclists, pedestrians, transit users, and vehicles. One big idea rightsizes Morse Boulevard into a two-lane street, thereby creating a better gateway to the city, linking Park Avenue, Martin Luther King, Jr. Park and the Denning Drive area. Completed improvements include street narrowing and enhancing the tree-lined boulevard. Future enhancements could include a protected bikeway within its median. Morse Boulevard just east of Park Avenue includes a plaza and a seating within the median, a new concept representative of more recent street enhancements.



## BIG IDEA

**MARKETING HEALTHY LIVING. THIS EFFORT WILL FOCUS ON CELEBRATING AND HIGHLIGHTING WINTER PARK AS ONE OF THE HEALTHIEST PLACES TO LIVE DUE TO ITS DESIGN, WALKABILITY, HEALTH INSTITUTIONS, LOCAL FOOD, AND PEOPLE.**

Signs and kiosks for health should be located in key areas within Winter Park, providing a directory for health related items. This could be connected with the Big Ideas associated with the arts, education, or health initiatives such as "Living to 100". For example, Work Well Winter Park is a movement led by the Winter Park Chamber of Commerce to inspire workplace wellness. The Chamber partners with local organizations in order to improve the health and well-being of the workforce. The initiative is a byproduct of the work of the ACHIEVE (Action Communities for Health, Innovation and EnVironmental ChangE) Leadership Team of Winter Park. Convened by the Winter Park Health Foundation in 2010, ACHIEVE is a program designed by the Centers for Disease Control and Prevention that is focused on making local communities healthier places to live, learn, work, and play. Artists such as David Anthony Hall, work by connecting health with the natural environment.





4

# ADDITIONAL INDIVIDUAL RECOMMENDATIONS AND BIG IDEAS FROM OUR COMMUNITY:



1. Put the “Park” back in Winter Park by determining creative methods for funding additional open space, including a Green Space Foundation that is focused on the private center.
2. Celebrate Preservation: Workshop to generate projects to promote heritage and preservation. Participants to include Casa Feliz, city Commissioners, Winter Park Historic Society, HPB members, and other forward-thinking folks.
3. In order to accommodate larger organized groups that temporarily visit Winter Park, create public parking spaces for large vans that can be reserved upon request.
4. Improve signage and implement additional traffic calming measures to reduce traffic speeds as the region and cut-through traffic continue to grow, thereby protecting residents, visitors, pedestrians, and cyclists in Winter Park.
5. Add and enforce parking signs at the end of each block on Park Avenue that designate 30-minute parking spaces so our residents and regulars have priority parking to get in and out conveniently.
6. Initiate a campaign to plan for a “Lymmo,” a free bus system that brings residents to popular places in Winter Park (e.g. train station, library, museum, Civic Center, shopping centers, etc.) and therefore eliminates the need to drive and park. It would serve the young (students), senior population, and families with children.
7. Invest in education for our youth.
8. Encourage youth participation in programs such as Innovate Living Learning Community for Entrepreneurship and develop similar programs locally in Winter Park.
9. Increase educational opportunities for Winter Park’s children that include both STEM (Science, Technology, Engineering, and Math) curriculums and STEAM (Science, Technology, Engineering, Arts, and Math) curriculums.
10. Identify ways to connect college and community, and increase the benefits of Rollins and Valencia to Winter Park by fostering mutually-supportive relationships and programs.
11. A place for collaborative learning will serve as the foundational idea and intent behind programming for a new event center.
12. Develop fitness areas in some urban spaces.
13. Embrace health in policy and practice.
14. Increase recreational opportunities throughout the city.
15. Focus on the relationship between mobility and health and one of the key components of the Winter Park 2015 Sustainability Action Plan: “Increasing healthier, more active forms of transportation such as walking, bicycling, and using mass transit such as LYNX bus and SunRail commuter rail.”
16. Investigate mandatory permaculture, fruit tree initiatives, and other sustainable food delivery systems, and farm to table initiatives.
17. Continue to integrate art, wellness, and health.
18. Create an outlet or place where retired executives and professionals can work for the community.
19. Focus on aging in place.
20. Concentrate planning efforts on city gateways and defining neighborhood districts. No need to reinvent the wheel; focus on the original Founding Fathers land use plan.
21. Collaborate with Orange County Public Schools to allow all Winter Park city residents (i.e. children) can attend schools within the City of Winter Park. As an alternative option, the city should also investigate the State House and Senate bill, which allows a city to make its own school district.
22. Since public parks within the City of Winter Park are used by other residents in Metro Orlando, a possible 1% sales tax should be considered to keep city infrastructure at excellent levels.
23. Include special needs activities within public recreation areas, for example adding sign language signs to playgrounds.
24. Support the cause to help children escape poverty.
25. Support the role of churches within Winter Park.









VISION

WINTER PARK

Supporting Document B

# **PUBLIC OUTREACH SUMMARY OF RESULTS**

**June 2016**



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# INTRODUCTION

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In response to City leadership's desire to fully engage our residents and businesses in the visioning process, the process focused intensely on public involvement. Building this Vision has been directed by our community: community-wide direct mailings to every household; online outreach; 3 questionnaires; newspaper, magazine and journal ads; over 60 events, community sponsored activities, family events, educational forums, neighborhood park meetings, interviews, and focus group meetings. Our 21-person Steering Committee assisted in getting word out to the community - outlining a program that continually engaged our citizens, identifying additional opportunities to reach out and listen to neighbors, business owners, visitors, family, and friends. The remainder of this document presents the results from Vision Winter Park public outreach, in the form of event summaries, raw data, and verbatim questionnaire responses directly from our community members.

60  
COMMUNITY EVENTS

11,935  
EVENT PARTICIPANTS  
*\*Could include duplicate participants*

823  
REGISTERED WEBSITE USERS

25,000  
WEBSITE & SOCIAL MEDIA VIEWS

856  
SURVEY RESPONDENTS\*  
*\*Could include duplicate participants*

29,000  
MULTIPLE DIRECT MAILINGS

*\*Note: Select comments that could be interpreted as inflammatory or utilized inappropriate language are not included. Individual names and contact information are also excluded for privacy.*



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# “WINTER PARK COFFEE TALKS”

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## DESCRIPTION

A series of “Winter Park Coffee Talks” occurred during Phase I. outreach included Sip N’ Stroll sponsorship, Olde Fashioned 4th of July booth, questionnaires, direct mailings, utility billing inserts, photo upload capabilities, Twitter and Facebook media updates, and stakeholder interviews - made available to the entire City. These opportunities provided a chance to simply ask people how they thought the overall community should be involved. Over the course of two months, nearly one hundred residents took advantage of the opportunity. One of the things people rarely do in a vision process is to ask the people how it should be done. A key focus during this phase was to hear from the underrepresented people - likely to be families and working people who are often too busy to attend formal sessions or workshops. Instead, the process reached out to them where they do go, such as the Winter Park Day Care, Farmers’ Market, and the Manors, and quick drop-in sessions at the Civic Center and Community Center, so residents could stop in when convenient to them. Suggestions for outreach by the public included attending local venues and existing community events to reach residents in-person, and online technology including videos and social media outlets.

The community also provided words to define Winter Park including “beautiful”, “charming”, “culture”, “quality of life”, “unique”, “home”, “community”, “active”, “inviting”, “exceptional”, “vibrant”, “healthy” and “extraordinary”, setting the stage for the community’s values and vision.



## QUESTIONNAIRE + RESULTS

### Q1: WHAT ADDITIONAL OUTREACH EVENTS/ METHODS WOULD YOU LIKE TO SEE AS PART OF THE VISIONING PROCESS?

#### Q1 RESPONSES:

1. City Newsletter, Coffee Talks (could be expanded). Winter Park Community Center (great mix there, more integration). Use five minutes before or after classes. Hand out forms to get other people to be engaged. Use only 10 minutes. The Y and the Crosby Center as well. Healthy people make healthy communities. More integration of the groups. 4th of July, picnic in the park. Show a different way to look at things. Proactive.
2. Personal one-on-one contact. Joiners with use email, are minorities. Neighborhood and friends need one-one-one. Inviting. Very often people are against something versus getting together. We need to get together and behave different.
3. Neighborhood watch organizations.
4. Newsletters from the city, utility bills, include updates in coffee talk conversations, talk to people in homes as well as at events
5. Local events works. Families. Just set a booth. Just create a comfortable environment.
6. Utilize existing events along Park Ave, events in parks
7. Chamber of Commerce Mailing List, Utility Bill, City List. Events that are already scheduled. Boards and Commission (cards to the boards)
8. Water & electric bill, mail USPS, email, word of mouth
9. Include mailings with bills (but be aware of renters who may not get bills mailed to them), fun and colorful, encourage merchant participation (do the survey and get a discount), Global Peace Film Festival, large presence at the 4th of July, back to school bike ride
10. Small group meetings mixed with large group methods. City newsletter.
11. Email, 4th of July, events in the park that people attend, library, farmers market
12. Clubs around town, Women's club, university club
13. Homeowners associations, neighborhood associations, College Court, Park North, Orwin Manor
14. Clubs, organizations, businesses
15. Join Nextdoor.com and start conversations there
16. Churches, social groups, arts & cultural groups
17. Would like to review the website and offer suggestions. Come out to board meetings.
18. Winter Park High School sporting events, present to PTA meetings, surveys in restaurants, create something for people to share on Facebook - a committee to share info on social media platforms
19. Round Table Discussions, Inviting Stakeholders with Different Points of View - having them define goals and objectives, define what "consensus" is and how we reach it, face-to-face meetings are recommended
20. Televisе and record meetings so they can be accessed by the public. Ethnic
21. City wide notice, magnet or give away item announcing the project
22. Emails are a great start, but there are some older residents who are not computer savvy. They need something in print - a mailing (and a free ice cream offer!), add to the insert in the water utility bills.
23. booth at the 4th of July, email, modified reverse 911 call, preschools to reach parents, booth at sidewalk art festival, t shirts
24. SENIOR CENTERS, CONDOMINIUM ASSOCIATIONS, HOME OWNERS ASSOCIATIONS



25. Paper newsletter appropriate for posting on community bulletin boards. Leaflets for stuffing at Publix and Trader Joe's and Dollar Store, as well as small businesses in Winter Park. etc.
26. Neighborhood charrettes  
Large workshops
27. Questionnaires should be included in the power bill with simple questions - What are the most important parts of Winter Park to conserve and what needs to be improved. There should be an invitation in the power bill to register on the website.
28. Make sure that the information about this process is very accessible and well known to all in our community. Many things seem to happen here with little advance information or discussion.
29. Neighborhood meetings  
Large meeting
30. Hard copy newsletter mailed to each homeowner, community meetings
31. Digital option for surveys, in person conversations
32. Maybe develop an outdoor event in Central Park/Park Ave, at Hannibal Square, or the Farmer's Market where a representative can speak to address the message of this effort and to solicit input (via a "suggestion box"). Maybe put up a "kiosk" with a video camera (manned or automated in some way) where people can record a 2-3 minute message to the City. Install a large canvas where people can draw something simple or write a few words or sentences that depict their perception of Winter Park now and/or what they'd like to see in the future. The City of Orlando did something similar in their Project DTO visioning process. I am an Organizational Research Psychologist by trade and have used similar techniques in consensus building and "front-end analysis" to build systems with the human-in-the-loop considerations, as well as have been on several boards of directors and have co-conducted envisioning/mission-driven retreats. I'm sure you all are acutely aware of garnering support through stakeholder "ownership"..!
33. After-work or breakfast meetings.
34. Town Hall style meetings with open dialogue
35. Interviews throughout the City - not just those who come in for the process, tours of the City, hands-on approach, in person communication, send out a flyer to everyone with the basic information on the project.
36. Sip and stroll, concerts downtown, making sure there is a contingency plans for rain, places where there are parking
37. Use the neighborhood associations.  
Host a neighborhood evening party  
Dinner on the Avenue  
Car Show
38. Community Events; web site; viral marketing; networking events
39. Roundtable discussions, coffee talks, participate in neighborhood organizations
40. Power bill mailer; public events; farmers market...piggyback on the already established events. Saturate the entire community.
41. Email  
Notification in the Winter Park Update  
Winter Park Voice  
Park Press  
Winter Park Observer
42. Town Hall Meetings, Website, Email Blasts, Newspaper/Utility Bill Inserts - Physical Mailers,
43. Visioning 'presence' at ALL city events, perhaps at any neighborhood events that are publicized. Much visibility at the WP Library, merchant's association members, etc.
44. Emailing, texting, Facebook/social media



45. WP school events with flyers handed out and flyers sent home from school. Information and kick off in Observer and Sentinel regular paper, online and WP forum.
46. Podcasts; Periscope events live on Twitter
47. Hold neighborhood meetings. Every neighborhood has some kind of issue that it wants addressed- traffic, over building, noisy trains at night, etc. A few years ago there was a series of town hall meetings held over the course of a couple of weeks and which could accommodate the busiest schedule. The residents turned out in droves. We broke into small groups and listed our priorities; at the end of the meeting a coordinator collected the data. Basically we all wanted the same things. The same coordinator then compiled a report based upon all the responses. The funny thing was, we never got that report. It was buried. I so hope that the people's voices will be heard during this process.
48. Make it fun. Include 'walk-by' interactive opportunities to learn about the process.
49. The first I heard of this was through a friend...not through any Winter Park outreach. Not sure what outreach is being done but would expect print, posters, email, business district
50. Statistical verification that the results properly reflect citizens' visions
51. Posters, tent booth at the fourth of July, as many collaborative events as possible
52. This is difficult to answer because I haven't been made aware of any outreach events and methods up until a City Commissioner let me know about this questionnaire. Any outreach compared to none would be good to start with. Here are a number of ideas:
  - A postage-paid survey and introductory informational letter to all of the city residents (don't limit this first phase to one-on-one talks and submissions via the [visionwinterpark.com](http://visionwinterpark.com) form)
  - A monthly newsletter (snail-mail and e-mail) communicating the progress of the Visioning Committee
  - Establishing a presence on social media (e.g., Facebook, Twitter, Tumblr, LinkedIn) communicating day-to-day progress -- currently the City of Winter Park social media accounts are being used, but I believe this process could benefit from its own accounts so that information isn't intermixed with other City business.
  - Setting up a table at community events, such as the Winter Park Farmers' Market, and at public locations, such as the Community Center and Library.
  - Establishing regularly scheduled committee meeting after working hours with public comment (monthly newsletters should be received a week prior to this meeting so residents can come prepared with any questions, concerns, and comments)
53. Making this process easier for residents to engage in is very important. People are more motivated and eager to participate when most of the investigative leg-work is already done. Most of us have jobs and families, which makes time a valuable and rare commodity. We need to have a large variety of options available in order to enable engagement. Not everyone in the community is active online or a regular visitor to the City of Winter Park Web site. The opinions of these residents shouldn't be disregarded because of ineffective outreach.
54. On site visits to the Mayflower, the Towers, and other senior citizen communities to conduct one on one interviews with residents to ensure their participation. The same thing should be done in areas like the West side community of WP.
55. Small group meeting
56. Events which offer invitees access to the best Winter Park has to offer, e.g., dining, facilities, historic areas, new development.
57. Use every possible survey and outreach method to be most inclusive.
58. Open meetings with Commissioners listening
59. What is the purpose of this questionnaire? It seems very mamby pamby when clearly a 'consultant' was hired to facilitate or mediate between warring parties. And there really was not any clear question regarding 'visioning'.



60. Flyers at properties located within Winter Park or doorknob hangers with info.
61. Outreach events and methods appear to be adequate.
62. Open forums, evening events, email, surveys, perhaps focus groups.
63. E-blasts, prominent link on City homepage,
64. Personally interview folks (via tablet) at community events - Farmers Market, Art Shows, Christmas Parade, etc.
65. FB will reach more folks than the utility bills - many folks get online bills now - no inserts. Reach out to folks using WP parks.
66. Hula Hoops
67. An event to target a younger audience...ex. visiting Winter Park high school and some forums for the students to discuss their vision for the future of Winter Park
68. Farmer's market, planning and zoning meetings
69. Cooper & McKraken, people feel not heard. Make sure people have a voice. Vision board should be advisory board. Elected should decide. Thanks to the mayor for adding member to the committee.
70. One-on-one meetings.
71. "Discussion on Hannibal Square and what the development of Dan Bellows and others have done to better, or to the detriment of the West Side Environment.
72. How Rollins College can be more integrated with the City and provide a more open interface with the residents of WP.
73. Discussion of the opportunities along the Park Avenue Corridor and immediate surrounds that can enhance the viability and livability of our Town Center
74. Fairbanks Avenue Development- scale, elimination of curb-cuts, enhancements of Commercial Zoning Depth parallel to Fairbanks Ave.
75. Lee Road Development- same as Fairbanks with slightly greater large-scale development (TBD)
76. 17-92 North/South Corridor and impact on WP
77. Lee Road at 17-92 Intersection- rerouting of Lee Road to Denning- development impact constraints and opportunities
78. Aloma Avenue- future development, character, scale, etc.
79. Affordable Housing
80. How Mixed-Use should be developed in WP
81. Scale of Park Avenue
82. Central Park optimization- New Events Stage, design and placement"
83. I do like this electronic input forum. At community gatherings/town hall meetings etc., we tend to hear from the same people (those that are comfortable in hearing their own voice, some a bit too comfortable). I do think we do need to continue those type of events and some smaller specific topic group meetings could be productive in getting some people who are reluctant to speak out in a large setting to do so.
84. Looks like the process is well planned
85. Booths at 5ks, Farmer's Market, other social activities held throughout the area staffed by ambassadors who explain what is going on. Requirement to register with all personal information without knowing much about the organization is intimidating and limits to those with compatible access.
86. Local news coverage of upcoming events and programs in Winter Park.
87. I discovered this "Vision" process by going to the city website. Seems like you are keeping it under wraps because it is news to me.
88. Weekend or evening events to engage with 9-5 working group. Those are the people who live and play in Winter Park on off times.
89. I think the process underway will adequately address the need for seeking information.



90. Each of the Winter Park events; Art Fair, Auto exhibits, running races, food events, etc. should have an event participant questionnaire available.
91. Very pleased that you are hosting these meetings and input opportunities. Have you put a notice in our utility bills encouraging participation?
92. Events that provide more realistic opportunities for families to participate i.e.: surveys/online are good since 8-6 most families and working people are occupied with other responsibilities yet have an interest to engage but virtual opportunities could provide that venue.
93. Please make sure you involve members from the West Side. I think small group discussions will produce more forward and out of the box thinking.
94. There are many young families that are incredibly busy and do not take the time to get involved, yet this is being undertaken for their children and their children's children. Hit the schools (Lake Highland, Trinity, Park Maitland, St. Margaret Mary), pre-schools (Methodist, Episcopal, etc.) and especially the sports organizations (Lacrosse, flag football, basketball, little league, etc.). These are an easy way to reach a large number of young families.
95. A booth at the July 4 picnic in the park
96. Neighborhood meetings
97. Integration of Hannibal Square Community (West Side), Keynotes in the Park, Civic Center is a great location for events, getting local developers involved in the process - have them share their approach/philosophy on what they've done and what they plan to do in the future
98. Civic Center/Keynotes in the Park, have local developers share their philosophy and what they've done/future plans,
99. promote through city commission, newspaper, chamber of commerce
100. Robo Calls with messaging about logging into the City of WP website to participate in the visioning process, emails to residents, door-to-door, identify pockets of the community that might not be techy or have transportation.
101. Meetings with groups with particular interest
102. Depends on the community. Address underserved in various ways - meeting times, activities, kids, targeted outreach
103. Lions club, Kiwanis club, different organizations in town, YMCA, sports fields, farmers market
104. Online and in person meetings in different areas of Winter Park
105. Neighborhood Meetings, Putting flyers in the neighborhoods advertising the meetings in advance, door-to-door outreach (think campaigning)
106. Merchant participation and encouragement from local residents to participate in the process.  
Mail in utilities bill a hard copy of the vision survey and allow residents to mail in or drop off at utilities box and other designated centers. Encourage businesses in the community to add to website or encourage employees to participate. Visioning Committee host events in the community or in-home to encourage participation. Print the survey in the WP Observer and ask people to submit or go online.
107. Mailings, social media
108. Newsletter from City of Winter Park, Utility Mailers, WP Section of the Sentinel
109. - Neighborhood Associations (i.e. Winter Park Pines) or other smaller groups  
Community Town Halls
110. Kickoff for sporting events, registration, families that utilize Winter Park facilities
111. Direct mail; info sharing with utility bills; social media
112. Evening workshops
113. Important to go into the neighborhoods; go where people feel comfortable; community centers;
114. Use large city events. Telephone surveys. utility billing



115. Parlor series, Winter Park Voice sponsored for panel discussion,
116. Communication via social media and/or website.
117. Neighborhood meetings. Think through ways to reach neighborhoods; and find a key person to get ALL neighborhoods involved.
118. Email lists, Alford's event page posters, tie into WP's Facebook page and twitter account, churches and women's group
119. Booth at art festival; Winter Park Christmas parade; Christmas tree lighting; farmers market
120. Passing materials out at public events
121. I think at this point, what you are doing is good.
122. Reach out to residents, property owners and business owners personally at convenient times to them and by going to them rather than asking them to come to you.
123. Coffee talks (easy for working professionals to make it to), visiting schools/community centers to speak with families during convenient times, have employees offer paid time to complete visioning surveys.
124. Representatives that go out into the community and meet with the residents at logical places that draw many members of the community, e.g., churches, YMCAs, staff meetings at business, etc.
125. Schools, electronic services
126. Neighborhood associations; churches (would reach the elderly)
127. Neighborhood Meetings - Private meetings, facilitated by a Visioning Team Member, reach out to churches
128. I think one of your challenges is hearing from people who love and care about WP, but who do not have the time to come to a town hall or commission meeting. I suggest continuing a digital strategy as well as a grassroots one to meet people where they live, work and play. Reach out through churches, community organizations and schools. Have a booth at the Farmer's Market and Central Park on the weekends.
129. Neighborhood working groups, existing church groups
130. Outreach through churches;
131. Scheduled neighborhood meetings  
Walk-in Tents/Show Rooms at Festivals and Events to garner participation  
Farmer's Market Presence  
Target Younger Demo with Children: Winter Park Little League, YMCAs,  
Facebook
132. Utility Insert, Winter Park Observer, Organization Newsletters (Women's Club, University Club, email newsletters)
133. Churches; schools
134. City Utility bill. Targeted door-to-door in areas where there are few computers or may not get utility bills. Host events in local bars to reach residents in their 20s and 30s.
135. Engage surrounding community counterparts (ex. P&Z, Tree Preservation) in visioning process to gain vision for consistent policies
136. I would like to see joint workshops between the Visioning Task Force and the Bicycle/Pedestrian Advisory Board and the Keep Winter Park Beautiful and Sustainable Advisory Board.
137. Utility Insert, Use City's Events - Art Festival/July 4th
138. Social media
139. Updates thru the Internet
140. Neighborhood Home Owners Association  
Table at Events
141. City newsletters - utility bills - actively get the word out that this is happening.
142. Mailings are good - but we need to reach the silent majority - think campaign strategies with coffee talks, etc.



143. Online - Facebook sponsored ads on line, word of mouth; next door - app - localized to a neighborhood - informative way to get the word out about the visioning process
144. Go into the neighborhoods, verbal calls, ask Co-Creators to host sessions with their neighborhoods and have us come out to talk with people - facilitators should be able to prompt the discussion and spark some creative thoughts
145. Tele-town halls, video summaries emailed to residents.
146. Social Media, Use television/news, we like the one on one interviews/workshops, homeowner/neighborhood groups
147. Newsletter, make sure it's published - emphasize the effort. Let the community know that the process is a bottom up - that anyone can get involved and how easy it is.
148. Phone interviews
149. Take it to Winter Park - hit the existing City events, involve the schools/library
150. Think in multifaceted terms. Twitter, Facebook, door-to-door - all aspects. Have to find ways to reach out to all. Linked in account. Use mobile tools including texting. Opt in to mobile devices.
151. Utility Insert
152. City-wide meetings - and include events in the fall, updates through the City newsletter
153. Map voters and super voters to identify areas where people are NOT engaged - the non-voters. Local event such as door-to-door in areas of low voter turn-out as well as the non-voter and low-turnout.
154. Hometown talks, after hours activities to capture folks in different venues, areas and times.
155. None
156. I'd like to see videos explaining what Vision Winter Park is.
157. Online, in-person, mailed questionnaires.
158. Group bike rides and walking tours to illustrate pedestrian and cyclist usage and challenges.
159. Digital outreach/ one-on-one at community events/newspapers
160. Personal surveys and questionnaires
161. Not sure
162. Events at the Winter Park Public Library, Miller's Hardware  
Mailer or Utility Bill  
City Newsletter  
The Voice
163. Farmer's Market  
Miller's Hardware  
Winter Park Public Library  
Publix Locations in Winter Park  
Post Office  
Churches in Winter Park  
Bank of America on Park Avenue
164. Text messaging to notify about meetings. Email.
165. Historical fund to the founding churches of Winter Park.
166. Schools including Winter Park High School (parents and students - ongoing not just a 1-time event)  
Incorporating the visioning process into the curriculum
167. Social media, local paper (Observer), Sentinel, churches, word of mouth
168. Farmer's Market
169. Farmer's Market  
Park Avenue on the Weekend  
City Events



- Churches and Pastors (utilize Pastors to help engage community)
170. Perhaps a "lunch and learn" or coffee talk event to deliver the purpose and goals of the Visioning process
  171. Reaching the individuals who work in Winter Park - at the service industry or lower paying jobs through connecting with Employers to receive employee feedback. Connect with visitors of Winter Park through shops and restaurants who display and distribute visioning information. Connect with the schools and childcare centers to connect with young families who may or may not live in the area.
  172. Outreach to Winter Park teachers and students, especially Middle and High school students, either as school events or as a part of after school games and other events.
  173. Festivals & Special Events  
Reach out to areas beyond Park Avenue to Boundary Areas (Recently incorporated into WP)  
Diverse Communities - Churches, Civic Groups, Senior Homes, Young Families/Day Care Centers
  174. Reach out to people with any and all methods to people in the community - we really want to reach the residents
  175. Get to the students (especially High School). Also, consider how to involve those who commute to, but do not necessarily live in Winter Park. They use WP as much as residents in many cases.
  176. Social media, walking Park Avenue, living room meet & greets, I LUV Winter Park
  177. Good the way it is
  178. City Newsletter is great - but how many people get it? utility inserts are great, churches, neighborhood groups
  179. Possibly tied to the local church communities.
  180. Social media is the best way to reach out. checking back and make sure that it's reaching the audience.
  181. Website, Facebook, email
  182. Neighborhood meetings
  183. A statistically valid survey mailed to homes of residents.
  184. Events at Elementary, Middle School and WP High School
  185. Online surveys and web updates on status of the visioning process.
  186. City wide mailers, phone surveys, neighborhood gatherings
  187. Town halls on various dates and in various locations, written surveys mailed to households; surveys at various locations such as the museums, the Y and community center, City Hall, University Club, churches, schools and library. I would like to see an address or location where people can submit their ideas and concerns- even for those not computer literate.
  188. E-mail notifications and reminders of important current events and changes
  189. WP Farmer's Market booth with kiosk to complete questionnaire.
  190. Postcard size flyers distributed at events throughout Winter Park. Facebook and/or Twitter. My Summer in Winter Park contest to get the word out with Teens and Young Adults. Word of mouth, let's talk to each other. "Ask Me About Vision Winter Park" Buttons.
  191. This is wonderful. Hopefully residents who aren't typically involved will participate.
  192. Neighborhood door-to-door campaigns in underrepresented neighborhoods. Use library staff to advertise participation opportunity for community
  193. Community meetings
  194. Attending meetings of organizations, social media, and website.
  195. Handing out information on Park Avenue or during the 4th of July celebration to get the word out. Also, providing specific information to those involved about how to reach out to others in the community. Business cards were a great idea and provided just enough information to get people to the website.
  196. None
  197. None
  198. Survey included in electric bill so that all WP residents have the opportunity to participate.



199. Door-to-door- Need to reach out to those that aren't so involved, but care.
200. Community events with the Bach Festival, working on parking accessibility throughout the city
201. Community outreach with health fairs.
202. Drop boxes to put comments suggestions in -located thru out city
203. Planning team visit top employers in Winter Park to bring the update to them, solicit feedback in group settings there.
204. I'm good with what you are doing so far!
205. Outreach events that give residents who may not be able to go in-person to the Civic Center and/or who don't have internet access an opportunity to participate.
206. Comments cards in stores and restaurants where people can give their thoughts on likes and dislikes
207. I think this is a great first step to reach the community. Winter Park always seems to come together for great causes, so I would suggest an event in the park if there is a way to get feedback in person.
208. I think that Winter Park needs to establish a great relationship with Visit Orlando. We had over 53 million visitors here last year and Winter Park needs to be on the tourists "must-do" list while they are here. You should also be able to track how many visitors come to Winter Park too.
209. Meaningful efforts to involve the traditional west Winter Park residents.
210. Presence at Neighborhood Assn meetings, PTA meetings, and Homeowners Assn meetings.
211. Fliers distributed door-to-door or a mass mailing to every resident address in Winter Park.
212. Public discussion groups; mapping/drawing of preferences
213. After-School Physical Activity Program - Promoting Health and Wellness  
Home Alone, Safe Alone - Children learn about home safety and awareness. Participants receive a certificate of completion and a magnetic message board.
214. Methodology and events seem good. keep to the plan.
215. Through email notices. Under 40 event or group - young professionals - that would help engage that demographic into the process
216. Posters, mentions in the utility bill, reaching out to WP clubs/groups
217. Since our communities are adjacent, I would like to see 1/2 day workshops to get the synergy of ideas face-to-face.
218. Nothing I can think of at this time.
219. I would love to see boards or committees for which anyone can apply to participate so that emerging leaders and up-and-comers have a voice.
220. Outreach at events like public parks to reach out to more families on Saturday and Sundays (Ward Park and Cady Way). Events need to take place on weekends too, to interact with individuals who work during the week days. Public Library on the weekends is also another option.
221. Send someone out to interview people. You get better responses.
222. I saw that there were all day talks at the community center where residents could stop by and share their opinion. In addition to those events I would also reach out to residents where they already are in order to engage residents who might not participate otherwise. Whether that means going to the farmer's market and having residents complete a survey or going to homes directly I think you will get more genuine feedback from the city as a whole.
223. Fliers about the process mailed to the residents of WP
224. You could have a table at the Winter Park Farmers' Market on Saturdays.
225. Person-to-person at local events; use SunRail station to engage visitors to Winter Park; work with local businesses to engage their employees
226. Unsure at this point



227. Increased marketing of volunteering and community development programs and other local cultural investments. Events to inform residents of and to actively take part in the sustainability program.
228. I have heard about vision Winter Park from at least 3 sources so far so you are doing a good job
229. Celebrations in Central Park, history walks, etc.
230. I think it would be great if you offered a design charrette for the library and other major projects in town.
231. I have only seen information about this great committee online. Perhaps an effort is being made to reach out to those not on the Internet. If not, these people should be included.
232. Should questionnaires be submitted with utility bills?
233. Focus groups in area schools -- it is easier to get to a nearby neighborhood school than to go elsewhere.
234. Town hall meetings
235. Not sure, this is my first interaction with Vision.
236. Social media
237. Try to be inclusive of the entire community.
238. Lecture from experts in the field, especially to present Winter Park's Visionary Historic Plans
239. I need to understand which methods are currently out there to be able to comment
240. Please delete any comments I have submitted then permanently close or delete this account as I am withdrawing from this study. Thank you, Mark Winton
241. Meetings via Skype
242. Simple surveys that so not require a lot of time.  
Events in the neighborhoods
243. None - I think you have it covered.
244. Teen & Tween Talk
245. None
246. Things like Dinner on the Avenue
247. Sun Rail should run on the weekends as well to bring more business to Winter Park
248. Coffee clutch with futurist focusing on communities and what similar municipalities are doing vision wise.
249. Please try to schedule some evening events because several of us work outside the city.
250. Surveying people on the street, bus stops, and other places where residents who might not be able to participate are located
251. Internet, social media, email, direct mail.
252. Suggestion Forum (like a suggestion box)
253. Try to actively engage a younger demographic more (the demographic that typically doesn't participate in this type of thing as much as older citizens). These are the people that will actually be living in the future Winter Park that is envisioned during this initiative. Or at least hopefully they will want to stay here, raise families and create businesses. It seems logical to try to include a younger demographic in the visioning process, perhaps reaching out to students (e.g. Rollins, Winter Park High School, Full Sail, etc.) with specific events targeted to them and/or taking place on their campuses etc...
254. Talks at PTA and other school events
255. More free musical event downtown; Public sculpture placed throughout the city, much like Seattle has done.
256. Town Hall meeting
257. The word "additional" stumped me. I'll learn more about what you've already proclaimed.
258. See below
259. I think the City should have email addresses for all of us who want to share our addresses and should email or snail mail the surveys to all residents.
260. Monthly newsletter/updates
261. Open Houses with City Organizations & Community Leader Speakers



262. Individuals who aren't tech savvy may prefer a mailing.
263. Opportunities for individuals to easily contribute their ideas, possibly using suggestion boxes at the sports field, during art festivals, at community gathering places. Not everyone likes to speak in public but may have great ideas & vision for Winter Park.
264. Video made ONLY with photos and music.
265. "Simple questionnaire  
I thought the library had a great online questionnaire"
266. I would like to see focus groups for different demographics and ages. We need everyone participating versus simply the select few that always do so. Social media is important here!
267. City advisory board involvement.

## **Q2: WE HAVE INCLUDED REPRESENTATIVES FROM WINTER PARK'S NEIGHBORHOODS, CITY, ROLLINS COLLEGE, WINTER PARK MEMORIAL HOSPITAL, DOWNTOWN BUSINESSES, CHAMBER OF COMMERCE, RELIGIOUS ORGANIZATIONS, ETC. ON OUR VISION STEERING COMMITTEE. WHAT OTHER GROUPS SHOULD WE OUTREACH TO?**

### **Q2 RESPONSES:**

1. Churches (St Margaret Mary), Y, Civic and Crosby Center.
2. Schools are a great place. Different views, they will surprise you, parents and leaders. Faith base. Healthy central for WP
3. Regular citizens - locals, senior citizens who can speak to change, "youngsters" who are just starting out
4. Talk to the bar managers/bartenders away from Park Avenue. (East and Westside). New perspective.
5. Active residents, University Club classes
6. Ideal Women's Club, community center, churches,
7. Merchants Association, make sure we get the people who live on Stoners Rd, people who live on the fringes of Winter Park
8. Downtown Winter Park/Business Areas, the Parks and the Fairbanks Corridor
9. Teachers
10. University Club, Women's Club, Rotary, Historic Association, Churches, Schools
11. Cultural community, sports groups, girl scout, boy scouts
12. Women's club
13. Church -faith based organizations, clubs, particularly young families and professionals
14. Schools
15. Grassroots groups, fraternal organizations who do community activities, community center, Hannibal Square
16. Seniors - remember when
17. Rides of Lakemont (on Facebook), restaurants
18. Add ordinary residents, business community, different economic groups, schools, transportation industry, professional/resident
19. Ethnic based community groups
20. Sports enthusiasts not coaches people who recreate and use trails, run, use the parks as individuals



21. Recent annexations (last 10-15 years), include West of 17/92, businesses & restaurants, get outside the core, get the fringes
22. Other higher ed/trade school, fellowship halls at churches, local volunteer groups, food not bombs food distribution
23. SENIORS
24. Seniors in our community
25. Neighborhood associations (Virginia Heights)
26. Make sure it is a "people-centric" process, not a "group-centric" process. Use newspaper advertising and free press.
27. public and private schools
28. Business leaders who live in Winter Park
29. Educators for elementary, middle and high schoolers, other business organizations
30. Small churches as well as the large ones, HOAs
31. Include arts organizations such as Winter Park Playhouse, Breakthrough Theatre, Mcree St. Art Studio
32. Winter Park High School, young professionals organizations
33. Winter Park Rotary Club
34. Tying in to regional tourism families and people who work
35. Neighborhood Assoc. Leadership Winter Park, Former Commissions
36. St. Mary Margaret Catholic Church; Charles Morse Museum; Restaurants of Winter Park (Food Tasting) Art & Music Event-Park
37. Lake Board, professionals (doctors, lawyers, etc.) and professional organizations
38. WP nonprofits! Park Ave Merchants Assoc., Kiwanis, Rotary, Housing Authority, Food Banks, Social organizations
39. Historical viewpoint
40. Neighborhood Council e.g. Neighborhood Ass, Winter Association, Fiends Casa Feliz, People with Hannibal Square Land Trust
41. Retirement Communities
42. Look for groups on the borders of the city. . .
43. Teachers (even nursery/grammar school level - public/private)
44. Youth sporting activities, day care facilities, Mayflower and Tower
45. Youth groups. Athletic organizations. Local artists and musicians.
46. Schools and transportation officials, 17-92 merchants
47. Neighborhood associations
48. Include visionaries from other communities -- the so-called 'naive expert' who brings important questions and lacks assumptions.
49. Valencia College administrators, faculty and/or students
50. Neighborhood watch groups ; condo and homeowner associations; neighborhood online chat groups
51. Historical associations, Friends of Casa Feliz. Winter Park schools, PTA.
52. Museums, social groups, rotary
53. Local teachers, grade school and college students, City board members, police and fire, SunRail, Lynx, City event hosts
54. Youth sports organizations, YMCA, Women's Club, Rotary, Friends of Casa Feliz, City Advisory board members
55. Bar owners off Park Avenue
56. Arts Organizations, artists, musicians, actors, Public School teachers, African American social organizations
57. Historical nonprofits



58. Winter Park community center, YMCA
59. Representative groups appear to be adequate.
60. Neighborhood volunteers - in particular, moms or dads
61. Just regular residents. It seems so often there are "leaders," people who already have power by association with a business.
62. Cultural Facilities
63. K-12 education
64. School leaders -principals, school board member
65. Neighborhood groups
66. Funk Dancers assoc.
67. Winter Park High School
68. Reach out to Hannibal Square neighborhoods
69. Advisory committee should have been residents. Target outreach to residents. Lake Bell group. Wesly Road group.
70. Park Ave merchants, shoppers, Winter Park village, Orange Ave shoppers
71. Local Architects of vision and expertise
72. transportation groups (SunRail, Lynx, Expressway Authority, Mears, Uber), preservationists, builders, developers, architects
73. Non-profits like Edyth Bush Charitable Foundation
74. Representative(s) from our Winter Park arts and cultural institutions. Also some transportation and environmental experts
75. Youth
76. Reach out to new residents (like myself) who may not be part of any group yet, but are one by association.
77. Senior citizens. I can help you with that.
78. Youth and students (After all, it is their future that you are planning for)
79. Arts and creative groups
80. I cannot think of any at this time.
81. Architects, Landscape Architects, Planners.
82. Include any running clubs, cycling clubs, WP nonprofits such as Mead Gardens, Casa Feliz, Polasek Museum
83. Schools both private and public, members of Metroplan
84. The Pines neighborhood, the neighborhood behind Whole Foods, small businesses on Mills and Fairbanks
85. Businesses in Hannibal Square, on Lee Road, Aloma, and Fairbanks, not just downtown.
86. Look at the age of your Steering Committee members...you need to get to the young families. Schools & sports teams.
87. Business owners outside downtown but still in WP, educational leaders at schools besides just Rollins
88. University Club, the Women's Club
89. Winter Park Rotary, University Club, Winter Park Garden Club, Local school PTA presidents
90. Local Architect Community, Hannibal Square, Senior Groups, Students (UCF)
91. Students (UCF/Rollins), local architects, senior groups, local developers, Hannibal Square
92. is a good list of people to reach out to
93. Neighborhood associations
94. Are you going to churches or getting feedback from them as well as civic groups?
95. Seniors, not-for-profit for social services
96. No other groups at this time
97. WP Community Center, Merchants Association, Neighborhood Watch Groups, Police Officer who oversees Watch Groups has email list



98. Young moms with kids and seniors
99. Schools (parents are involved)
100. Neighborhood Watch Groups
101. Neighborhood Associations, Businesses who do business with Winter Park but don't reside in Winter Park
102. High school IB programs, political science classes at high school, Rollin College environmental students, bike riding clubs
103. Winter Park Health Foundation, Winter Park Public Library
104. High school students, seniors
105. Sounds like the "Winter Park power group"...need to have every neighborhood involved.
106. No additional members
107. Winter Park Women's club, Friends of Casa Feliz, Winter Park voice website, community websites
108. That sounds good; no more needed.
109. University club, Women's club, Winter Park Library, habitat for humanity, boy scouts
110. Winter Park library reps, Winter Park playhouse, little theatres, dog park people, retirement homes
111. Service clubs (rotary)
112. Development community, county and state leaders
113. Looks like a good sampling
114. I would reach out ONLY to residents, property owners and business owners. the other groups listed above already have a voice.
115. No suggestions
116. Communities that might not necessarily be involved with the City and not part of the downtown community.
117. Need to reach out to younger people
118. List seems complete
119. Schools
120. Groups and businesses in 32792; Visitors/tourists; School teachers; Moms and Dads; Park/Lake users and visitors
121. University Club, Women's Club, Cultural Org - Historical/Museums, Library
122. Seems like a comprehensive list
123. Established Clergy, Younger Bus. Community (Craft Food), Small Bus. (Rifle Paper, New Bookstore, Lighting), Emerging Tech
124. Fairbanks Avenue Association
125. Ensure representatives from both East side and West side. Service organizations. Schools for children and teens.
126. Surrounding community counterparts (see above)
127. Winter Park Health Foundation Healthy Communities Work Group
128. Schools/Teachers
129. Faculty and Winter Park graduates of the Rollins College Master of Planning in Civic Urbanism Program
130. Local schools, Winter Park Voice, I LUV Winter Park
131. Parks Department
132. Business community is important to hear from. All businesses need to be represented not just Park Avenue. Include Aloma etc.
133. YMCA
134. The schools
135. Retired military from WP Pines neighborhood. Inclusion of "under 30"age group
136. Involve retirees and lay people - everyday people
137. Historic preservation representative



138. West side, community center part of time, students - college, young family, fresh voice - 5 - 10 years in the city
139. Business that are not downtown (Fairbanks/Aloma & 17/92)
140. I was disappointed at the clear demographic omissions. Please find ways to compensate during recommendation.
141. Contractors who live in Winter Park, unsung heroes - lay persons
142. High school students
143. Mayflower & Winter Park Towers (?)
144. I'd like to see someone from the Dommerich Hills neighborhood become a representative.
145. Local nonprofits serving the community
146. Representatives from the Winter Park Public Library, SunRail rider groups
147. SPORTS GROUPS
148. Winter Park Public Library
149. Garden Groups
150. Historical Museum, Tree Preservation & Environmental, Utility Board
151. American Institute of Architects - firms in Winter Park or architects that live here
152. Parents, Kids, Developers, Businesses in Winter Park outside of Downtown
153. Same as above
154. Bike and Ped
155. Advisory Boards such as Bike Ped, Healthy Winter Park Team, Keep Winter Park Beautiful, Parks Board
156. Public grade schools; Morse or Lee Road business; Mayflower/Westminster
157. Businesses outside of the downtown corridor, businesses not associated with the chamber or city, families.
158. Halfway houses, homeless shelters, and other homeless advocacy groups.
159. History (Casa Feliz or History Museum) or Museum (Morse or Polasek), Senior Citizen, Young Family
160. Cultural Organizations, Historical Groups
161. High School students and commuters who work in WP, but live elsewhere.
162. Schools, University Club, Woman's Club, I LUV Winter Park,
163. Nonprofits
164. Schools- sports groups-team sports
165. City of History & Culture - those groups should be included in plenty
166. Young people on the committee.
167. WP commissioners and mayor
168. Neighborhoods
169. Mayflower, Towers, University Club, Garden Club, Town Club, Neighborhood Watch, Churches
170. People who come to work in Winter Park every day who are not residents.
171. WP Woman's Club, Ideal Woman's Club, University Club. WP residents and business owners representing the organizations
172. RESIDENTS! Too much slant to commercial, real estate, and development interests
173. Athletic groups, Publix
174. WP churches are the best bet. WP Little League at Ward Park in the fall or spring. WP YMCA and Wellness Center
175. Teens and Young Adults, all businesses in Winter Park. Many people spend more time in Winter Park due to work.
176. Neighborhood Watch, PTA
177. Teachers, fire department, police, businesses on core streets - 17-92, lee, Fairbanks, Aloma
178. Reach out to church groups, rotary, schools and YMCA



179. Public and private schools
180. None
181. Youth Leaders (high school and college)
182. W.P. Schools
183. City advisory boards and sustainability professionals, representatives from environmental and sustainability groups
184. The local faith communities and churches, especially those actively engaged in serving the local WP community and residents.
185. Real estate agents who deal with new people and get outsiders perspective.
186. Schools
187. Looks Good!
188. Churches
189. Friends of Mead Gardens?
190. Cyclists and running groups
191. Public schools rep, someone representing the arts community (Flora Maria of United Arts or one of the EDs from Polasek or Morse)
192. Valencia College and Full Sail College
193. Historic resources, retirement communities
194. Maybe our younger and older residents.
195. Visit Orlando and Visit Florida
196. See above answer to No. 1.
197. Winter Park Health Foundation, Winter Park public schools, library
198. Schools, PTA's, Youth organizations
199. Doing a good job reaching out already!
200. The "Vision for Winter Park" should be ONLY for the residents of the city...not for those who pass through or may work in the city
201. OK as is
202. Arts organizations, Valencia College, YMCA
203. Non-profit social service agencies that provide service to Winter Park residents.
204. People outside of Park Avenue
205. WP Public Library and the local arts people - like WP Playhouse
206. All of the Healthy Central Florida teams
207. I feel that covers it.
208. Architects, designers, land use planners, developers, large land owners, landlords
209. Full Sail University. Not only is it located in Winter Park but most of the leadership and much of the faculty/staff live there.
210. Independent residents
211. Winter Park High School leadership since it is a big part of Winter Park as well. Crealde School of Art.
212. You should reach out to leaders from the arts community.
213. Historical organizations like the Winter Park History Museum and cultural organizations like the Morse Museum and the Polasek Museum
214. Hannibal Square Members
215. Real estate professionals because we outreach to the public at large and we know the neighborhoods and areas
216. Businesses not downtown; other educational institutions-Valencia, WP Tech, public schools; cultural/arts groups; sports groups



217. I live in the Winter Woods neighborhood near Howell Branch, this information has not been circulated in our community.
218. See number 1
219. Residents at large (all demographics), WP schools
220. YOUTH and SCHOOLS
221. An effort should be made to reach out to long term residents of Winter Park.
222. Faith based organizations
223. Not for profits in WP, community center, youth
224. Principals and/or teachers, police, bicyclists/runners - young people; include junior high or high school students
225. Major employers and commercial business owners
226. YMCA
227. Valencia College Winter Park campus
228. Retirement communities in WP
229. Elizabeth Genius Morse Foundation, a major property owner
230. Law enforcement
231. For your neighborhoods make sure you get input from a range of ages and family situations that represent the overall demographic
232. Our public and private school parents in Winter Park: Elementary, Middle and High School
233. IDK
234. Women's Club, Rotary
235. Youth
236. You have a whitefish board. Add African Americans
237. Neighborhood leaders
238. Cultural organizations
239. At large representation
240. K-12 schools, leagues who use the wooden playground park, public transportation users
241. Hispanic Chamber of Commerce
242. Youth, Young families who plan to raise their families here.
243. See above answer to question 1
244. Hannibal Square Heritage Center representative
245. Central Florida YMCA - two facilities in Winter Park, Plymouth Apartments, Winter Park Towers, The Mayflower, Public Schools
246. Arts Organizations, Public schools
247. There's only one arts professional on the Committee. Why? Is there an environmentalist? Historic preservationist?
248. That seems sufficient
249. Winter Park Art Festival Committee, University Club
250. Sustainability specialists
251. In looking at the Steering Committee, I only see 2 non-white members. The committee is 75% male. No college students included.
252. Media.
253. PTA, groups that are active in community service like Boy Scouts and girls scouts, WP Community Center, many WP residents
254. Public forums including recreational sports.



### Q3: HOW SHOULD WE REACH OUT TO OUR UNDERREPRESENTED DEMOGRAPHICS?

#### Q3 RESPONSES:

1. People raising families are underrepresented. Go to churches with early education. They are too busy. Work with the Pastors, get a core group.
2. Schools and faith-based communities
3. Various condominiums around the City. Coordinate with a key person in each condo. Survey people at the City Welcome center - Operate during certain hours. Advertise in the City Newsletter (above the Mayor's message for emphasis).
4. Newsletters, a call-to-action, website announcements
5. Facebook targeting ads. Target their industry and income. Get really busy people.
6. Email, social media
7. "Get a list of homeowners association as use the board members.  
Seniors (outreach Towers, Mayflower, outreach)  
Women's Club  
Business Association"
8. Residents on the west side
9. Advertise at the library, reach out to the Boys and Girls Club, Winter Park Day Nursery families (for low income families), nursing homes
10. People that do not care - one on one outreach, small group meetings. May not be able to make them care. Use the community city. Hannibal Square, use door-to-door.
11. Use mail for older population, advertise in the Winter Park Observer, reach out at the library computers, local grocery
12. Residents of west side
13. Women's club, university club
14. Young professionals, young families, schools, millennials
15. Door-to-door introductions
16. Center for independent living, Winter Park health foundation, non-profit, Rollins College, Winter Park Library
17. Seniors
18. Starbucks, Publix, places everyone goes, HOA meetings (partner with an organization that will be a draw to those meetings, like police)
19. Churches of all denominations and all ethnic backgrounds may be underrepresented - use the community center and churches to reach out to these groups, add variety!
20. Through the churches. Also, identify ethnic leadership and include them.
21. Young families with children. Employers besides hospital - creative web designers, passive rec people - not team oriented but using recreational facilities
22. The fringe areas are often not represented - make sure to reach out to these groups. Water bills are an effective method to reach out to them. Be sensitive to hours of involvement.
23. Post the questions in places where people hang out and can access WIFI (coffee shops, fast food), continued emails from gov't, small handouts that people can put in their pockets, at food banks



24. COMMUNITY MEETINGS
25. Paper newsletter appropriate for posting on community bulletin boards. Leaflets for stuffing at Publix and Trader Joe's and Dollar Store, as well as small businesses in Winter Park, etc.
26. We need to make sure that everyone knows that they can participate and are invited. However, it is unrealistic to expect to achieve equal representation by all demographics since all demographics are not equally interested in visioning. For example, people in their 20's and 30's tend to be more focused on their day to day challenges.
27. Canvas neighborhoods - dropping information about sessions and ways to be heard via internet and events.
28. The West Side - Marie Brandt or her mother (call her), door-to-door  
Brookshire  
Lee Road  
Via
29. Pocket of African Americans that may not feel that the city is serving their needs. Elderly
30. As I mentioned above, maybe some "simple" public events (keeping costs down) to both put out the message- and collect input- in some of the neighborhoods with higher concentrations of the underrepresented demos might be helpful.
31. Social media
32. Not sure
33. Flyers in those area, go see them in person, throw a barbecue, go to the community center, mass flyer mailings to educate and/or invite the people.
34. Young professionals
35. Go to them  
Neighborhood meetings
36. For my business, Personalized Medicine, I would develop a Business Plan for you, and work together to allow our Medicaid/Medicare recipients in Winter Park to have access to Personalized Health care.
37. Offer times for people who can't attend during the day, express or show that individual opinions count
38. USPS (seniors); summer parks and recs; child care centers with backpack flyers; INCENT people to attend. Everyone is busy raising families and working and need an incentive to participate.
39. People on the west side, retired people
40. Go through the churches/faith communities, use the civic clubs
41. First, identify who might be underrepresented. Seniors living alone? Families with two working parents? Or single parent families? Then locate those individuals, and meet them at their homes.
42. The schools would be a great way to reach out to underrepresented demographics, community projects, rotary clubs, scholarship program - write an essay on the City - kids have a fresh perspective. If we need to reach the seniors - go to their doctors.
43. Door-to-door flyers
44. Direct communication with leaders (official or unofficial) of those groups.
45. Survey them directly, like a census taker
46. [City staff] used to have a group composed of neighborhood organizers. Everyone had a representative there. I attended a couple as a liaison of the Keep Winter Park Beautiful Board. As far as I know the mayor discontinued these meetings but [city staff] would probably still have the neighborhood breakdown. I believe the neighborhoods are pretty tight. Ours, Virginia Heights, certainly is. [Name excluded] has organized the Mead Garden neighborhood to fight over-development near their homes. With encroaching development, neighborhoods are banding together. These are voices that need to be heard.
47. Include Valencia College!
48. In person



49. See 1 above
50. Door-to-door sampling of residents.
51. Use appropriate means of communication for each market i.e. posters at churches on the west side.
52. In addition to #2, Hannibal Square Community Land Trust, local clubs, and non-downtown businesses that aren't part of the Winter Park Chamber of Commerce. Please allow for longer answers in #2.  
Contact the local schools and meet with the principals and teachers. Ask the schools to get the students involved. Contact each City board member and invite them to participate in order to bring that board's perspective to the Visioning table. Contact the police and fire chiefs and request their departments to participate. Contact SunRail and Lynx representatives and invite them to participate. Contact those who host regular events in the City and invite them to contribute (they host here for a reason, so they will likely have ideas on what can improve). Additionally, are all of our neighborhoods represented, or just a few? Is there a map that shows which neighborhoods have representation? Winter Park is very diverse, so it is important to ensure that all of it is included in this process.
53. Set up tables in community centers, church's, youth sports events, daycare centers, wherever people spend time.
54. Email
55. Personal contact, email, written survey, etc., every way possible.
56. Why are you asking this question?
57. Flyers door-to-door would cover everyone.
58. Often, underrepresented people are underrepresented because of their satisfaction with the status quo, or their apathy. Their desire to not be involved, if persistent, should be respected.
59. Facebook, emails, neighborhood websites
60. Take a look at those of us who have been trying to take part on various neighborhood boards and getting turned down year after year. We are the people who want to have an impact but have no connections.
61. Community Center notices, churches in area.
62. Go to them. Very grass roots but with a plan and goals.
63. Presence at various park locations with ice cream as an ice-breaker.
64. Personal contact where they live; postcard campaign
65. Neighborhood network - our neighborhood is on it. Other HOA's have a way of communicating with their homeowners.
66. Rest 2
67. People who work and "play" in Winter Park but don't necessarily live here
68. Door-to-door, local places like hairdresser, Winter Park Village
69. Identify "leaders" of the specific demographic group and invite them to be part of the visioning process.
70. Student council
71. See answer to 1 above. Their needs to be more of a visible, personal touch.
72. Word of mouth. Also, Eatonville might let you put a flier in their utility bill that they mail out to all of their residents. I did that once when I contacted their mayor.
73. First identify which demographics are underrepresented. Then try direct mail if the list is available.
74. Social media, mailing
75. Make sure they receive the information and go to them.
76. If you appear at most of the Cities neighborhood events, than you will cover the majority of the demographics. Don't lecture, ask questions.
77. Perhaps a Saturday walk through the neighborhood with a door hanger for those not home. The door hanger might have a short survey on the back that could be mailed in. The walk/talk could be to invite the neighbors to a neighborhood meeting at a place they feel is comfortable. For the west side neighbors that might be the



- community center or one of the local churches. Solicit leaders from that community to lead the effort. Important to genuinely solicit and value their input.
78. Technology could provide a solution. Text surveys could be used since most people have cell phones. Tele-town halls could also be used.
  79. Do a word of mouth search for group leaders
  80. Meet them face-to-face through door-to-door campaigns.
  81. The City has a list of the teams/organizations that use their parks. You can ask for the leaders and have them reach out to their families. Schools as well, you can call them directly, tell them what you are doing and see if they would allow you to email or mail information.
  82. Visit churches & houses of worship, fitness centers, shopping locations (Publix)
  83. Go visit them in their neighborhood - have a street party
  84. Advertising in the Winter Park section of the Sentinel and mailers
  85. Get student volunteers to reach out to various neighborhoods - and make sure to include fringes of Winter Park, not just single family houses - multifamily and apartments, holistic approach to City limits.
  86. Underrepresented demographic is the West Side. Continue to promote civic activities, activities on the west side of town.
  87. See #1
  88. Door-to-door
  89. Working class - working poor. 50% median income or less. Families, disabled, and seniors.
  90. People who depend on alternative transportation; young people (millennials)
  91. Reach out to the schools and the kids to get them and their families involved, all levels - elementary through high school, get social studies teachers involved to do surveys in their high school classes
  92. Events on-site at Towers, Mayflower and other areas of town where representatives may not be able to travel or have access or comfort with the web.
  93. Lower economic/Hispanic community, door-to-door flyers, we may need to further explain what "visioning" means.
  94. Using the newsletter/utility insert should help reach all people - maybe a general mailing that reaches everyone and directs people back to the other sources of information
  95. Representatives connecting within their circles
  96. Children as a group, daycare facilities to ask children their opinion, elderly, retirement homes, Winter Park housing authority buildings, identify elderly by census, solicit names of elderly by community leaders,
  97. For high school, talk to the principals; for seniors, go to the Mayflower and Winter Park Towers
  98. Middle class is the underrepresented demographic in Winter Park.
  99. West side and part caption. Working parents.
  100. Mayflower, Towers, retirement centers, condo associations, Four Seasons, Rollins College continuing education for seniors
  101. Social media, email, mailers
  102. West side of Winter Park; talk to mayor to find out who the next generation of leadership is to find out best way to reach out.
  103. Retirement homes, senior living facilities, west area, Hannibal Square area
  104. Young families; social media would be a good way to reach out. If you can get people to go to the site. Welcome wagon to get newer people who just moved here. Babe Ruth baseball could get younger families. YMCA.
  105. Personally and at their convenience. The groups lists in #2 above are reaching out to the City and are already represented - some of them excessively so in my opinion. The most important groups are the ones that



- support our community through property taxes and business brought and conducted in WP by patronage and payment of taxes, fees, etc.
106. Door-to-door representatives; engage all businesses including those outside the downtown area; especially minimum wage employees.
  107. Go to their churches, recreational centers, meeting places.
  108. Make sure that we listen to younger population.
  109. Older people, elderly; churches would be a good way to reach the elderly.
  110. Knocking on doors
  111. Please see my notes in #1. I think a grassroots approach is best. Meet people at their children's schools, church, office, etc.
  112. Reach moms/families through schools and teachers; Visitors/tourists through the Chamber or travel websites; People in 32792 need to be represented; Young families need to be represented. WP focus groups are always dominated by business interests and wealthy retirees - our sizable younger population and middle-class population is always under-represented. Contact families through the YMCA.
  113. Use the community - Community Center, Churches on the West Side, major apartment complexes
  114. Senior citizens (low income); door-to-door handouts; director of housing authority
  115. Identify and enlist groups and engage them to host their circle of friends/neighbors/colleagues
  116. Get input at events that already part of people's lives - hard to get people to come out during the day, knocking on doors, make people understand that their thoughts are important.
  117. Door-to-door, kids sporting events. Hangouts for millennials (sports bars, Starbucks)
  118. Encourage minorities of all sorts to participate -ex. younger demographic (those starting out) and ensure that we are planning for future diverse groups and generations to afford and enjoy.
  119. Be careful not to over-represent when targeting these groups
  120. Social media, on the street interviews / outreach
  121. Internet
  122. Tables at Events
  123. The city's diverse business community needs to be represented as tax payers. Mom networks at schools are a great way to reach out to families. PTA etc. to give presentation. Include student groups at high school and college - what would attract them to come back to this community?
  124. Hannibal Square, Park Ave at night to reach the younger groups, leverage City's existing events - art festival, Christmas parade, etc.
  125. Reach out one on one
  126. Make sure to reach the student population, reach out through the faith community, hold neighborhood meetings if geographic, reach out to the community leaders/activists to engage those groups, senior community - may need to take it to them.
  127. Next Door app – millennials
  128. There is a lot of opportunity with the next generations, also reach out to visitors - if we are trying to expand the economic opportunity and make Winter Park an attractive place - we need to understand why people come here.
  129. See question #1
  130. Churches, women's club, involve minority groups - use the churches to reach out to these groups
  131. Lay people, educators, retirees and seniors, west side groups, environmental interests
  132. Walk neighborhoods
  133. Walk the neighborhoods if there are geographic groups that are underrepresented, be sensitive to the generation's preferences if it's an age group that has not responded.
  134. Defining City of Winter Park residents - people who aren't techno advanced, senior voices, students



135. Mail or door flyers, community board
136. The area between Fairbanks/Webster & New York/Denning is usually underrepresented and may need more specific meetings in that area to engage the group and/or door-to-door - reaching out to the leaders of this community may help engage it.
137. Door-to-door, neighborhood council that was eliminated a few years ago,
138. Reach out to tennis community - adult sports groups, tball groups - families. Engage in conversation. Great time for input is while families are waiting for things to happen. Big fans with water spraying for events. Preschools in Winter Park. All Saints, Methodist preschool, First congregational
139. Personal visit?
140. Door-to-door campaign
141. GO where they are...their schools, churches, where they gather.
142. More social media campaigns?
143. Digital means
144. Meetings at the community center
145. Commission should reflect diversity of community and not have conflicts of interest.
  - Mailers to residents
146. Flyers
  - Inserts in Utilities Billing
  - Winter Park Observer
  - The Voice
  - The Sentinel
147. Flyers in retail areas of underrepresented areas
148. - Schools
  - Web and Social Media
  - Community Events
  - Allow opportunities for points of view throughout the process not just at the inception
  - Introduction about Vision Winter Park in 1-2 sentences
149. Same as above, particularly with the churches - they are a great opportunity to reach large volumes of people
150. Young Families
151. Hannibal Square & Community Center
152. Email blast; in-person presentations
153. Connect with the leaders of the churches, schools and businesses and get them on board to advocate for the process.
154. Hold events at locations where the underrepresented populations are already present, such as at a church after Service on Sunday or at an after school event at a high school. Hold events at a variety of times in different locations so as to make it easier for different populations to attend.
155. "Senior Home Outreach or Civic Groups who cater to seniors  
Day Care Outreach or other groups who cater to families  
Churches or civic groups who represent sizable minorities"
156. Door-to-door
157. Visit the schools - make a pitch.
  - Send information to business leaders and ask that they disseminate the information.
158. Social media
159. Via the Edyth Bush Institute for Philanthropy & Nonprofit Leadership, at Rollins College
160. Neighborhood groups, area specific meetings, go to the people
161. Young people



162. What are they?
163. Hold meetings in their facilities or neighborhoods. Mail surveys to their homes. Stop focusing on digital input.
164. Small gatherings in homes or offices for people whose work schedules or family constraints prohibit them from attending public events.
165. Personal contact to encourage their participation and seek their involvement.
166. Flyers, mail, posters, phone calls
167. Teens love to take selfies and love even more to post them. Maybe a contest for teens and young adults. Maybe a few functions in the park where working residents could attend on the weekend. Merchants may be asked to put small displays in their store windows or at the register.
168. Schools
169. Door-to-door campaign/ mailers
170. Go into the neighborhoods instead of asking them to come to you. Maybe a day in a nearby park
171. I believe that my other answers will lead to a more across the board representation of the City
172. Word of mouth, maybe handing out information in neighborhoods and explaining the purpose of getting involved. People respond best when they feel needed and understand the purpose of something. This seems like a real grass roots effort, so personal outreach is the best method. Also, information sessions at the community center, library, and YMCA. It's important to reach people where they are.
173. Attend THEIR meetings. Don't just expect them to attend yours.
174. Newspaper ad; survey in utility bill.
175. low income/minority
  - church outreach
  - residents under 30
176. Door-to-door canvassing. While not cost effective, it captures all residents.
177. Door-to-door. Meetings at all times, not just during the day, or weekdays.
178. Regular mail.
179. Signage throughout the city, I didn't even know about this plan till the 4th of July booth here.
180. ...Visit where they frequent
181. Personal phone call invitations to known leaders of those groups.
182. See above
183. The youth are the future- and I'm guessing may not be sharing their vision- finding ways to get high school and college age perspectives would be beneficial.
184. Physically go to them!
185. Direct mail, telephone, door-hangers, in person
186. Hold a visioning meeting at the Community Center W New England Avenue with activities that children can also join in. Adding snacks is a sure fire way to draw people in!
187. Place a city historian, such as [name excluded], on the steering committee and to reach the retirement communities provide program in the facility.
188. For the older population, I think it needs to be in person.
189. Social Media, Billboards by the attractions area, commercials, print magazine advertising
190. Open meetings in west Winter Park at the civic center, and even door-to-door solicitation if feasible.
191. Focus groups, paper survey delivered to door
192. Yes
193. See #1 above.
194. Door-to-door
195. Grass roots approach - Reach out to those Demographics / Businesses by going to the locations.
196. Paper surveys, churches, daycare/community centers, farmers market



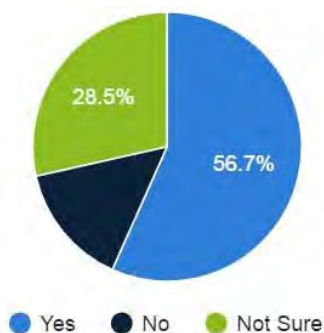
197. E-mail blasts
198. Younger population needs to be involved. Underrepresented is under 40 with regard to city government and political process
199. Hold focus groups
200. I feel you are with the meeting and surveys.
201. U.S. Mail, e mail, phone calls
202. Aside from the aforementioned committees/boards, by hosting some type of free, outdoor event, passersby who may not be as reachable by email or other community groups will have the opportunity to learn about Vision Winter Park.
203. Listen to them
204. Flyer I received in the mail is a great start!
205. Send someone door-to-door.
206. To reach out to underrepresented demographics you should hold focus groups from each target audience. In a room of their peers residents are more likely to express how they feel about their city and their vision for Winter Park.
207. Hold meetings in their neighborhoods. Engage a local champion from the neighborhoods
208. Mailings, attend organization meetings of those demographics
209. The internet and radio; people tune out commercials with DVRs or watch streamed TV, so opportunities to reach them are sparse
210. Meetings at community centers, senior centers, mail, neighborhood meetings, meetings at schools
211. Flyers, sending representatives to local events, social media.
212. How about reaching out directly, either by visit or mail????
213. You should ask for there to be student organizations that can participate. When I was in high school, it was the Key Club that organized the building of the wooden park at MLK.
214. Through schools - offer childcare and food and hear from those least able to get to or intimidated by community forums
215. Create a focus group and invite representation from each to participate
216. Community informative events, networking amongst local nonprofits, online and social media
217. Meet them on their ground; knock on doors
218. Ask a group of those underrepresented.
219. Come to us
220. Presentations
221. Meetings in localized areas or for people in specific localized areas.
222. Knock on doors or call to do over phone or arrange to come to their home.
223. Reaching out through the Winter Park public schools with PTA assistance.
224. Going to them, perhaps using the Community Center for meetings or the Churches
225. Phone surveys
226. Be truthful
227. Go the extra mile and do things that are of interest to them
228. Door-to-door
229. Get lower income residents.
230. Send a written survey by mail
231. Contact the "virtual" leaders of the groups
232. Give representatives from this segment responsibility for something....ownership.
233. Door-to-door canvas. Several of the residents on the west side are elderly and can't travel.



- 234. Specific location surveys as I mentioned in #1- people in movie theater or play lines, anywhere there might be a 5K or other race
- 235. Community events at the YMCA, Winter Park Community Center, MLK park events
- 236. Depends on what those demographics are deemed to be and what the budget is...
- 237. Though churches
- 238. Knock door-to-door with a hierarchy derived from the locations of the Steering Committee and their associates
- 239. Telephone Survey; through faith communities
- 240. Don't know what those demographics are. Refer to question 1 response.
- 241. Distribute surveys at major WP events or at farmer's market, help yourself survey stands in key businesses (e.g. Publix)
- 242. Again, mailing or emailing questionnaires to all households, get buy-in from area churches.
- 243. Community functions in City Park
- 244. Perhaps, you could request the opportunity to speak at underrepresented groups' church events . . .
- 245. If the steering committee is etched in stone, then provide short-term opportunities for involvement that better represents the city's demographics. For instance, sports/health related brainstorming to include mothers with children, teenage kids that participate in sports, college students (Rollins & Valencia) who are our future. Cultural brainstorming to include art teachers, museum curators, etc. Brainstorming with regard to learning that includes elementary/high school teachers, librarians, and college professors.
- 246. Personal visit to homes.
- 247. An interview to knock door-to-door. Set up tables at public, library, post office etc. Maybe include a quick survey that the interview can answer for the people that are in a hurry
- 248. Social media, flyers, creating some community champions.
- 249. Call, go to them.

#### Q4: ARE YOU WILLING TO BE A CO-CREATOR?

##### Q4 RESULTS:

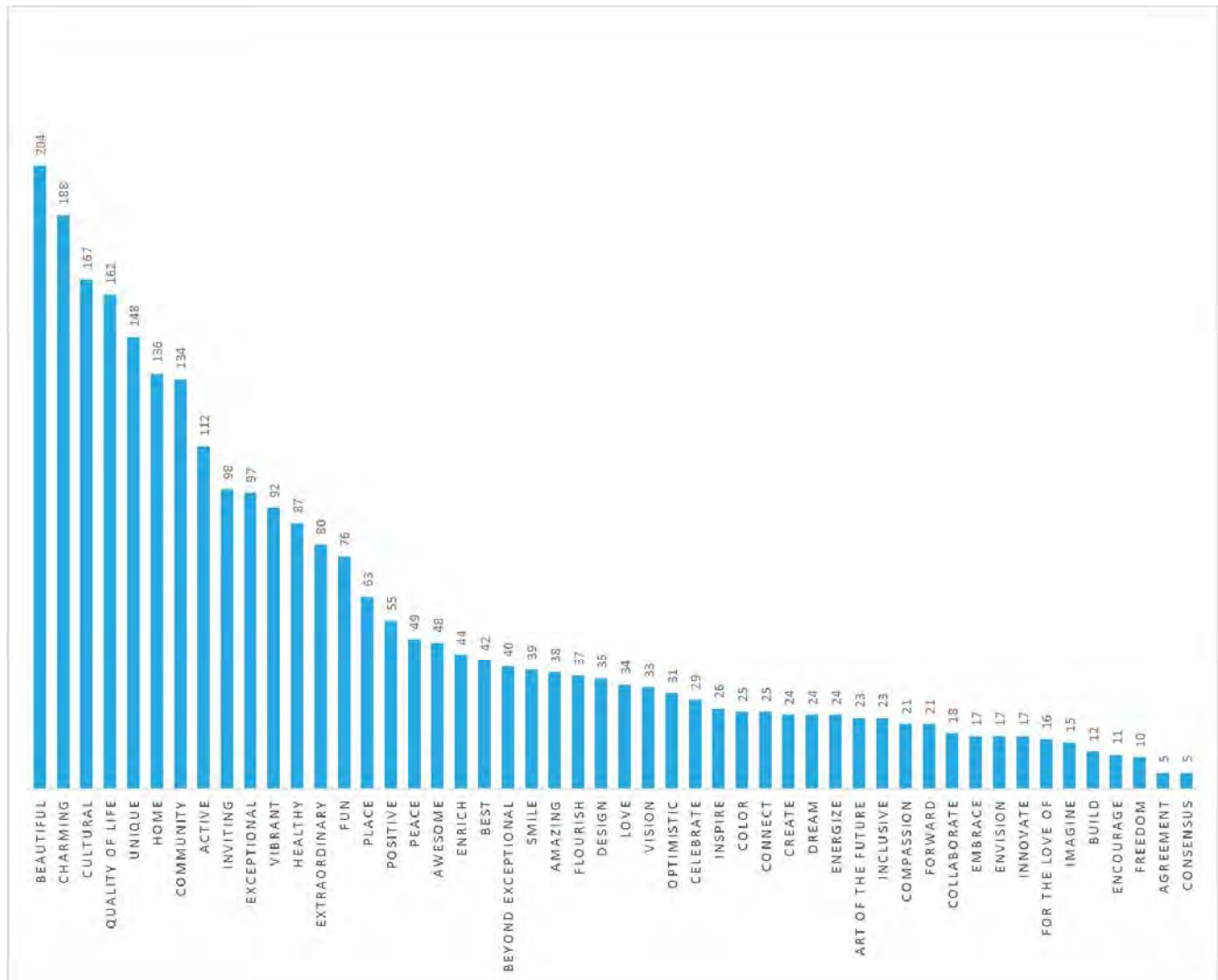


Yes	157
No	41
Not Sure	79



## Q5: WHICH WORDS BEST DEFINE WINTER PARK?

### Q5 RESULTS:



### OTHER WORDS TO DESCRIBE WINTER PARK SUBMITTED BY RESPONDENTS:

- |                    |                      |                      |
|--------------------|----------------------|----------------------|
| 1. Affluent        | 13. Village          | 23. Forward thinking |
| 2. Complex         | 14. Intellectual     | 24. Home             |
| 3. Special         | 15. Walkable         | 25. Confused         |
| 4. Elegant         | 16. Nonconformist    | 26. Boutique         |
| 5. Calm            | 17. Historical       | 27. Ambience         |
| 6. Involved        | 18. Dignified        | 28. "Blue Zone"      |
| 7. Family          | 19. VILLAGE          | 29. Village feel     |
| 8. Rollins College | ATMOSPHERE           | 30. Hometown         |
| 9. Pretty, divided | 20. Green            | 31. Wealthy/rich     |
| 10. Park Avenue    | 21. Historic         | 32. Electric         |
| 11. Charming       | 22. Downtown Village | 33. Convenience      |
| 12. Premier        | Scale                | 34. Idyllic          |



- |   |  |   |
|---|--|---|
| 35. Haven                                     | 75. People                                     | 116. Beautiful                                    |
| 36. Learning                                  | 76. Wonderful                                  | 117. Green, political                             |
| 37. Lakeside                                  | 77. Harmonious                                 | 118. Recreation                                   |
| 38. Reasonable                                | 78. Resistant to Change                        | 119. Upscale                                      |
| 39. Passion                                   | 79. Loyalty                                    | 120. Urban  |
| 40. For sale                                  | 80. Rich                                       | 121. Commerce                                     |
| 41. Timeless                                  | 81. Small Town with Big<br>City Lifestyle      | 122. Great Education                              |
| 42. Stylish                                   | 82. Diverse                                    | 123. High end                                     |
| 43. Troubled by<br>town/gown issues           | 83. Comfortable                                | 124. Lakes  |
| 44. Small town                                | 84. Cultured                                   | 125. Concern                                      |
| 45. Cosmopolitan                              | 85. Lively                                     | 126. One-stop-shopping                            |
| 46. Factions                                  | 86. Quaint                                     | 127. Community                                    |
| 47. Happy                                     | 87. Traffic                                    | 128. Character                                    |
| 48. Mature                                    | 88. Destructive of<br>Neighborhoods            | 129. Inclusive                                    |
| 49. Stuffy                                    | 89. Aesthetic                                  | 130. Caring                                       |
| 50. Family-friendly                           | 90. Quaint, charming, old<br>Florida, historic | 131. Central                                      |
| 51. Tranquil                                  | 91. Picturesque                                | 132. Responsible                                  |
| 52. Jewel                                     | 92. Centered                                   | 133. Political                                    |
| 53. Highly engaged                            | 93. Tree lined                                 | 134. Multi-Modal                                  |
| 54. Snooty                                    | 94. Opportunity                                | 135. Losing its charm                             |
| 55. Resident Friendly &<br>Inclusive          | 95. Fashionable                                | 136. Cherished                                    |
| 56. Small town, intimate,<br>collegial, artsy | 96. Open                                       | 137. Fancy  |
| 57. Relationships                             | 97. Quality                                    | 138. Eclectic                                     |
| 58. Wealthy                                   | 98. Stuck in the past                          | 139. Divisiveness                                 |
| 59. History                                   | 99. Conspicuous                                | 140. Clean  |
| 60. Insular                                   | 100. Divided                                   | 141. Residential                                  |
| 61. Green space                               | 101. Divisive                                  | 142. Relaxing                                     |
| 62. Microcosm                                 | 102. Distrustful                               | 143. Slow   |
| 63. Exclusive                                 | 103. Good ole boy                              | 144. Peacock                                      |
| 64. Comfort                                   | 104. Sustainability                            | 145. Canopy of trees                              |
| 65. Town                                      | 105. More Transparent<br>Leaders               | 146. Evolving                                     |
| 66. Trees                                     | 106. NIMBY                                     | 147. Future                                       |
| 67. Disagreement/<br>Negativity               | 107. Natural                                   | 148. Provincial                                   |
| 68. Friendly                                  | 108. Changing in a bad<br>way                  | 149. Attractive                                   |
| 69. Environmental                             | 109. Traditional                               | 150. Secure                                       |
| 70. Exclusive (in a<br>negative way)          | 110. Proud                                     | 151. Heritage                                     |
| 71. Wealth                                    | 111. Classy                                    | 152. Tree canopy                                  |
| 72. Well-Governed                             | 112. Sophisticated                             | 153. Conservative                                 |
| 73. Urban - Quaint -<br>European              | 113. Cultural                                  | 154. Representative of<br>Florida lifestyle       |
| 74. Passionate                                | 114. Interesting                               | 155. Divisive/Exclusive                           |
|   | 115. Interaction                               | 156. Divisive (politically, in<br>a negative way) |
|   |  | 157. Walkable - Bikeable -<br>Safe                |
|   |  | 158. Location                                     |



- |                           |                           |                            |
|---------------------------|---------------------------|----------------------------|
| 159. Lush                 | 180. Homes                | 200. Environment           |
| 160. Old                  | 181. Wealthy, welcoming,  | 201. Brick Streets         |
| 161. Safe                 | involved                  | 202. Tree covered          |
| 162. Commercial           | 182. European flare       | 203. Destination           |
| 163. Neglect of trees,    | 183. Family, pride of     | 204. NOT an island         |
| natural parks             | ownership                 | 205. Elitist               |
| 164. Small town           | 184. Engaged              | 206. Overbuilt             |
| atmosphere                | 185. Flawed               | 207. Rough brick streets   |
| 165. Unique               | 186. Pride                | 208. Idealistic            |
| 166. Vibrant              | 187. Tree                 | 209. Conflicted            |
| 167. Fulfilling           | 188. Smart                | 210. Peaceful              |
| 168. Connected            | 189. Generous             | 211. Happening             |
| 169. Challenged           | 190. Tolerant             | 212. Benchmark             |
| 170. Villagelike          | 191. Touristy             | 213. Too big               |
| 171. Clicky               | 192. Breathe              | 214. Tranquil              |
| 172. Fairness             | 193. Self-centered        | 215. Unsafe for bicyclists |
| 173. Non-inclusive        | 194. Strong Values        | 216. Bio-diversity         |
| 174. Cultural diversity   | 195. Small                | 217. Safer for 8-80        |
| 175. Park                 | 196. Emerging             | bicyclists                 |
| 176. More Inclusive       | 197. Transition of change | 218. Progressive           |
| 177. Losing the character | 198. Lack of              |                            |
| 178. Contentious          | vision/Arrogant           |                            |
| 179. Complete             | 199. Close-knit           |                            |

## Q6: (FOR THOSE WILLING TO BE CO-CREATORS) WHAT VISION STATEMENTS DO YOU FEEL BEST REPRESENT WINTER PARK'S FUTURE??

### Q6 RESPONSES:

- Home to all generations with equal access to a healthy lifestyle and development that keeps with its city charter.
- Welcoming, collaborative. Stop, listen and collaborate.
- Small time in the middle of fast past areas.
- Winter Park is an involved, proactive community.
- A special place for family and community to come together.
- A place where everyone would feel safe and welcome.
- Growing a healthy diversity, an acceptance of that diversity, and a trust in our leadership.
- Urban development with recreation.
- While growing, Winter Park needs to remain focused on its strengths so that it retains the vibrant and lively lifestyle it currently has, without losing the charm that makes us special. Stay unique, stay cultural, and stay something to celebrate.
- Winter Park best place to live.
- Mindful of our history to build on our future.

12. Winter Park is a place that provides all the things that attract families through community, thriving commercial district parlaying the strengths of the community that attracts people to live here and visit here. Finding a way to balance the sharing of Winter Park through living and investment. Find a harmony that does both.
13. To create a place that is safe and joyful to grow up and grow old.
14. Spirit of excellence.
15. Keep Winter Park more village like and less metropolitan. A village with ambiance known worldwide.
16. A community where an 8 year-old can ride their bike wherever.
17. Winter Park is a unique city that should retain its unique character in Central Florida and the southeast.
18. The City limits of Winter Park should be a thriving community where all residents, including the recently annexed areas, enjoy the same benefits and services regardless of their age or size of their property.
19. I want Winter Park to look better and work better: more bike friendly AND walkable, especially on Fairbanks, create rails to trails, flatten sidewalks, address stop signs, upgrade trees, flatten brick streets, enforce building identification, synchronize lights, address water dumping into lakes, address animal droppings.
20. WINTER PARK NEEDS TO REMAIN MORE LIKE A VILLAGE IN CHARACTER AND AVOID BECOMING METROPOLITAN.
21. The quality of life in our community is unique and inclusive of everyone, encouraging all to participate in our charming village!
22. We need to assure that the best assets of Winter Park are conserved and protected while allowing and guiding the change that is inevitable.
23. A charming, historic unique community filled with active extraordinary community members who value this one of kind community!
24. The golden goose still lives. Central park is much love.
25. A place to live that encompasses many aspects - dining, art, shopping, recreation. It's an amazing community.
26. A more united, less divisive community, always evolving and changing, while retaining its core characteristics.
27. The biggest concern I hear and have read is the fear of Winter Park losing its "charm" and "uniqueness" through unchecked growth. So, I would hope that our leaders consider mindful growth that engenders community, protects our longstanding charm (that continues to put Winter Park on the "map" on so many national media lists!), and keeps the bar raised for quality of life.
28. To be an exceptional community for everyone.
29. Defining our path (the Winter Park we love) through the crossroads to future.
30. Through stewardship and leadership of City Council -Winter Park will keep getting better. A place with a sense of community, walkability, great parks and an education center.
31. Winter Park to me is a "Blue Zone," in my opinion, our residents are healthy & vibrant, full of life, & are aware of their longevity in life, and take proactive measure to put their health first. Residents are living more into the classification of "Centurion."
32. It's important to keep the quaintness of Winter Park as we move forward.
33. Polarized and exploited.
34. That the city's uniqueness and charm would remain. A welcoming attitude. A place where people are anxious to visit because of its atmosphere. A calmness not the rush of a normal/average community. A lot of green spaces and trees.
35. Haven in the midst of growth, density and congestion.
36. Opportunities for people of all ages to experience health, happiness, culture and beauty.
37. I would like to see increased diversity within the city - of income, of race, or levels of involvement.



38. Winter Park is a city that is quaint but not cutesy. WP residents are sophisticated but not stodgy. WP history is rich but not reproachful. Like its mighty oaks and serene lakes, the class act that is Winter Park will stand the test of time.
39. An inclusive city that celebrates its small town roots, while enjoying fine culture, cuisine and community.
40. That WP is the best community in which to raise a family, grow a business and retire in place.
41. Winter Park will maintain its basic beauty and community character while encouraging positive changes and development that further enhance that beauty and character.
42. Evolutionary change in accordance with our culture, history, and quality of life; in accordance with the residents' values.
43. An exceptional collaborative community of engaged residents and businesses.
44. I'm not sure what a vision statement is, but I assume it means what I think will best improve our community. The City of Winter Park's future depends on planned and well-managed growth, expanded public transit services and community outreach, investment in improvements to its infrastructure, preservation of its historic culture, green space, and tree canopy, and growth in its local businesses and industry. Voter turnout has been low in the City, which implies an uninformed and disinterested residency. This needs to change. We need to come together as a community if we're going to grow as one.
45. In jeopardy of losing the character and quality of life that attracted us to WP. Quickly becoming like every other metro Orlando suburb Could soon lose our unique identity and become "the region formerly known as Winter Park".
46. Flourish.
47. Cherished past, bright future, timeless beauty.
48. "Keep our historic buildings, including private houses, intact. Do not allow inappropriate designs to invade historic neighborhoods. Keep oversized commercial development out of our city"
49. "What do you mean by ""vision statements""? I haven't seen any to choose from.
50. I believe Winter Park's future is in the quality of life, good schools and beauty of the town, the trees, parks and dining area- we were attracted to it in our quest to relocate for the best quality of life within our budget and feel others are as well. Also could be more of a tourist location."
51. Winter Park is home to, and welcoming of residents and visitors of all economic classes.
52. A bright future with a respect for our very special past.
53. What is a co-creator? Might be helpful to provide a definition or expectation.
54. Preserve the charm while encouraging new and exciting growth.
55. Where are the vision statements?
56. Shaping the future by preserving our heritage, discovering new pathways, and sharing our Village with the world.
57. Vision: Winter Park, a village oasis with a European/New England feel among Orlando metro suburban sprawl. As a longtime resident of Winter Park -- I arrived in the '60s when my family relocated from the Washington, DC area -- what has always appealed to me about the city was that it reminded me of the understated New England and Mid-Atlantic "village" towns, which have always exuded a sense of permanence and tranquility that much of the Sunbelt communities lack - Houston, Orange County, CA, Phoenix. I have lived on both coasts domestically, in Europe and in Houston and have been exposed to all types of urban and suburban models. I have concluded that what I like best is the village concept -- Florence versus Rome or Milan, Santa Barbara, Pasadena, older areas of Beverly Hills, Santa Monica, West LA (Westwood was built in the 1920s with many of the original homes still in the community) versus Orange County, CA, Coral Gables versus Plantation, Alexandria, VA versus Columbia, MD, Greenwich, Conn versus Manhattan, Palm Beach, FL versus Abacoa, Jupiter. With the continued annexation of outlying areas to the original core Winter Park, coupled with infill development size that, in my sage opinion, is disproportionate to

the lot footprint and results in a bungalow being overwhelmed by a large two story home that almost abuts the bungalow, Winter Park is losing that village feeling. In addition, Park Avenue that was once upon a time a shopping destination for the "locals" is now being run for the benefit principally of non-locals with restaurants dominating the avenue. I certainly understand why this has occurred. With rents being charged by the Park Avenue landlords, it is almost impossible for a local retail store to generate sufficient dollars per square foot to be a thriving business. When I ask old friends whether they frequent Park Avenue, in most cases the answer is no. I want Winter Park to be a village first and foremost for its residents - not for the tourists, not for the SunRail commuters, not for the nonresidents of this town coming from all corners of the Orlando metro area to be seen with their shopping bags from Park Avenue merchants. If the city does not change its current focus, what has made Winter Park a very special village will be destroyed, and its cachet as a special community will be gone. In the long term, this will cause a major shift in demographics -- demographics are already changing - and individuals that embrace the Newport Beach, CA or Isleworth (Orlando) lifestyles will become the dominant residents of Winter Park. Hopefully by that time I shall have found my new village.

58. Winter Park: "A vibrant community where YOU wish you could live and work"
59. The business section of Winter Park has turned into an overcrowded theme park for non-residents resulting in rents being pushed up, a change to higher end merchants that have reduced value for day to day needs of residents, significant parking issues, and dirty sidewalks etc. Some could call this a "vibrant" downtown. Suggest we rethink what we are doing with promoting the business district and what our goal is.
60. Willing to listen, willing to change.
61. A learning community exploring ideas about the future.
62. We have the opportunity to work together in the future in a collaborative process that will benefit the entire community. We are not there yet and it is important that we accomplish this. There is currently too much division and divisiveness in the community. If we can eliminate that we have accomplished our goal.
63. Winter Parks uniqueness is intentional. It is the creation of visionaries from all walks of life, intellectuals, merchants, artists and dreamers from all walks of life. That creation must be continuously nourished in order to maintain its special qualities while responding to its current and future economic and political environment.
64. Winter Park would best be represented by a vision statement that embraces our heritage, keeps the best of our village feel including buildings that contribute to the ambiance and unique aesthetic of our town while moving boldly to grow in constructive ways that will make WP an ideal small progressive community.
65. We cherish our heritage, character and exceptional quality while striving for continued improvement and a sustainable future.
66. Winter Park needs to be environmentally responsible community that addresses the needs of all citizens of any age, race, or socio-economic background. City venues like the library, parks, City Hall, Community Center, Civic Center all need to be maintained and upgraded and retrofitted to serve the citizenry for decades to come.
67. The place to grow.
68. Winter Park is a progressive, inclusive city committed to strong values, excellence in education, public safety, and the physical fitness of its residents with a thriving downtown area featuring small owner operated shops and restaurants and cafes.
69. Cozy, small town feel, slowed down and comfortable - not big city, impersonal or bustling. intellectual and tasteful.
70. Continuing to become better while maintaining our unique charm.
71. To continue to cohesiveness of the community and the involvement of the citizens of the community.
72. "1. To preserve and protect our historic cultural heritage.  
2. Celebrate the diversity of our community.



3. Encourage civility of dialogue and interactions within the community as well as with City Staff and Elected Officials."
73. Create a world for our children and grandchildren to thrive, enjoy and live purposefully while taking care of each other.
74. Maintaining a safe, inclusive supportive community that represents and responds to all citizens with the goal of making Winter Park their home and community.
75. Maintaining the unique qualities and charm of our city while trying to expand the appeal to more than just the Park Avenue mindset to help express the diverse views of residents as the population continues to evolve.
76. A need to balance development with historic and cultural assets of the community.
77. I would like Winter Park to be serene, historic, inclusive, energetic, and a stellar example of environmental and historical stewardship, with a tree canopy second to none!
78. To be the healthiest community in America where citizens live longer and more vibrant lives.
79. We have the resources to invest in the things that will improve quality of life. We can do all the cool stuff. Transportation, sustainability, mobility, lakes.
80. Winter Park is a community. We need gateway features that increase the beauty and appeal to visitors and residents alike - something that will draw people into the community. Leave the parks alone - enhance them, don't build on them.
81. Green, beautiful, peace, sustainable, safe, sense of history place.
82. Growing together.
83. To preserve the charm and quality of the city while allowing for necessary and inevitable growth.
84. Maintain and appreciate our history, open to changes that need to be made, welcoming to people for a sense of community.
85. Winter Park is a community that needs to include the library, history museum and playhouse as a gateway to the city. The library should be more of the heart of the city.
86. Retaining the best of today and developing potential to enhance our charm and yet remain unique.
87. Winter Park has remained vibrant and active by updating the village feel. Variety of architectural styles matters to the sense of community. the ability to allow homes to reflect the desires and needs of the residents matters. the events and community activities makes Winter Park special. Keeps community involved and attract others to play in downtown. I've been here my entire life and the elected officials have done a good job of creating a balance between maintaining what we have and allowing development to happen.
88. Reasoned protection, nonconfiscatory preservation encouragement of the City's character, architecture and heritage while adapting to current lifestyles and tastes.
89. I would like to see the City progress, even though we are small by city-standards, so that we are world class in culturally, in business and in philanthropy.
90. Winter Park can become cutting edge in environmental issues. The city should preserve the character and feel of Winter Park without taking away property rights.
91. To maintain the small town charm and community while accommodating the inevitable changes that are occurring.
92. Winter Park, while historically wealthy and exclusive, must embrace its younger population and be willing to move into the future to attract new residents, businesses and visitors.
93. Winter Park....a community that remembers, respects and honors its heritage and history while looking towards a bright positive future.
94. For Winter Park to maintain the feeling of a town, without overcrowding, and still preserving the historical aspects of the City.
95. Healthy, diverse, economically and culturally vibrant, safe, special and pedestrian-oriented.

96. Winter Park needs to be mindful of why it has become the best place to live, work and play. The charm and character is currently threatened in neighborhoods and commercial areas by out of scale homes and buildings. We can't afford to lose what attracted so many to Winter Park.
97. Preservation, heritage, cutting edge
98. Winter Park cherishes the past, but looks to the future in ways to make the residents lives better. You will live longer if you live in Winter Park. Winter Park offers all residents a better quality of life than other cities. Winter Park is the "Lake Woebegone" of Florida...everything is above average. :-)
99.
  - For Winter Park to be a destination.
  - For Winter Park to be safe (additional street lighting needed).
  - To be a city that grants variances in exceptional cases not just for profit.
  - To continue appreciation of Winter Park staff that make things happen from the City Manager on down.
  - To continue to attract the best possible public employees.
100. I am willing to advocate for a plan consistent with my principles. A vision statement should include creating a city that anyone, whether age 8 or 80, and get around safely to main destinations on foot and bicycle. The vision statement should call for zero traffic fatalities (See "Vision Zero" in New York City and Portland). The vision statement should call for emulating Winter Park's most charming areas (Park Avenue and Hannibal Square) in the City's other commercial corridors. The vision statement should call for mixing residential and retail development on our main commercial corridors to lessen automobile dependency.
101. Our children - all the decisions we make should be for them.
102. Winter Park: Southern charm, New England personality, An addictive way of life.
103. Winter Park is a unique village with the best in cultural events, the arts, culinary diversity, friendly atmosphere and green parks for the enjoyment of everyone.
104. Continue to be a unique community for raising families. Continue to grow and redevelop to help maintain its unique atmosphere. Winter Park should always be progressing and striving to be better.
105. Winter Park should continue to strive and connect the future with the past by recognizing the importance of history in growth and development. The center of our town is a pedestrian friendly Main Street that celebrates some historical architecture with new, while our water ways nourish health and beauty to all that enjoy it.
106. Architecture, beauty, and vibrancy should define our streets, not parking lots.
107. Winter Park is so unique that it deserves to have a clear vision of the near and long-term future that will not only allow it to retain its character but grow or improve or enhance itself in different ways. To do this, we will need a vision that is clear but flexible and one that allows for creativity, economic viability, and preservation of those things that are truly worth preserving, but not just anything because of age. The core of Winter Park particularly needs careful attention and the perimeters need also to have sufficient protection to allow growth but not disassociate itself from the character of the town.
108. Winter Park is an inclusive community with people with diverse backgrounds and interests, working together to make Winter Park a place that feels like home to everyone. A place that is respectful of the natural environment and has sustainable practices in place to keep the beauty as a lasting asset.
109. Let me collect my thoughts and reply back.
110. A unique town bridging the past with the future.
111. We should retain the charm that has made Winter Park unique by controlling density, design, and traffic.
112. A safe environment that embraces inclusion in a natural setting. A city that is proud of its past and its people that's alive. Keep it vibrant.
113. Trees; willingness to pay for the future; protective of its history - insight into the city; strongly proud of the community that is Winter Park - civic pride; investing in our city. Using the beauty to say You're welcome and that you can do this too.



114. Cooperative, inclusive, historical and long-lasting.
115. A vibrant community of like-minded citizens and business leaders.
116. A community that cares about all who live and work here as well as those who would like to live and work here.
117. Work together to make Winter Park the best that it can be. Appreciating and address the differences in people and community to continue to work together. Give more than you take.
118. A safe place for families to live. Like that generations come home. We should be a community that our young people want to come back to raise their families. It is also great to see grandparents doing things in the parks and at events.
119. Embracing our future.  
Vibrant past, dynamic present, optimistic future.  
A future for everyone.
120. Growth with charm. Business, beauty, and bio-friendly.
121. Preserving the past while celebrating the best of today and tomorrow.
122. Blending growth with sustaining the community's history.
123. Speeding traffic is a major concern through residential areas and large construction vehicles driving through on small side streets. Speed limit signs need to be visible, many are obstructed by tree branches. Recently, Windsor had to have a sewer line repaired, possibly due to heavy construction vehicles. The street tree removal program is too aggressive; we need to preserve our trees!
124. To be an equally represented community with a voice for all (Winter Park residents only).
125. Winter Park should preserve some open space on and between lots in residential neighborhoods.
126. To be a city that is easy to navigate by car.
127. Sustainable planning:  
Emphasize health conscious and recreational amenities.
128. An opportunity to be the example of accommodating technology or the example of being stuck in the past.
129. Preserve, protect, and enhance the community now and for posterity.
130. A growing vibrant community that can grow with us for all of us.
131. One of the healthiest most walkable communities in the nation.
132. A safe, loving community welcoming of all families and people.
133. Growth, Opportunity, Connectivity.
134. To be a prime cultural destination in Florida that is recognized internationally.
135. Maintaining the charm of Winter Park.
136. Instantly you're home, whether you live here or not.
137. Winter Park should recognize what has made it strong in the past and preserve those elements while moving forward into an excellent future.
138. Charming small town feel with balance of resident, business, & community.
139. To maintain the character and charm of the community including the quality of life, quality of community and the quality of the development.
140. Extraordinary place filled with educated, compassionate, involved residents. Anything but ordinary... A place of excellence. An oasis from the common out of control growth and lack of quality found in much of Central Florida.
141. Safe, secure, exclusive.
142. Maintain our unique historical assets while requiring compatible redevelopment and larger contiguous green spaces.
143. Preserving the past and embracing the future.

144. I want Winter Park to grow but not lose what makes it Winter Park. Not to lose what makes us love living in Winter Park.
145. Preserving our City's character for all to enjoy.
146. Top in class for state of the art places to work and create; healthy, active and well connected, distinctive neighborhoods; vibrant and exceptional opportunities for education of all ages.
147. Winter Park values preserving its legacy of historical homes, trees, lakes, and village-scale character for future generations to enjoy.
148. To be the most desirable community by residents and businesses.
149. Winter Park will struggle to stay the best little city next to a big, growing city as more and more people want to live here.
150. Envisioning a clear inclusive vision for the "whole".
151. Promotes active lifestyle -roads more conducive to cycling and walking.
152. Unclear regarding what vision statements you are referring to?
153. Winter Park preserves the old Florida charm by creating the best place to live, work, shop, dine and visit in Central Florida.
154. Winter Park should be a community with a center that concentrates community, cultural, and commercial activities so that it is pedestrian, bicycle and transit friendly, lively, safe, welcoming to diverse people, looking toward a future based on but not limited by the past. Winter Park should conserve its environment including its lakes and public open spaces and reduced energy consumption.
155. Old meets New.
156. Winter Park is a place where community is built by locally owned businesses, where unique arts offerings that are inclusive and affordable and where families can raise their children in a safe, healthy and sustainable environment.
157. A dynamic community with smart growth and development that captures both present and future needs while maintaining the desired character of the city. Future needs include cultural needs, business needs, financial needs of the city.
158. The best small town in the city.
159. Focus on Gateways, define neighborhood districts, no need to reinvent the wheel focus on the original founding Fathers land use plan.
160. For every resident or visitor, a city that facilitates learning, business, and meaningful relationships.
161. A City where people and families grow. A "neighborhood with heart" in the center of Orlando.
162. Our future.
163. We embrace our traditions while looking to the future.
164. Fulfilling a quality of life unprecedented in Central Florida.
165. Winter Park is a suburban oasis, a cultural hub with a small town feel in the epicenter of a large city.
166. What we've always been, what we are, what we choose to be.
167. To be a community which welcomes people of all socioeconomic status to build relationships and support their neighbor.
168. The original vision of Winter Park as a healthy village is being re-imagined today as a city where children and adults can walk and bike to the farmer's market and to schools, shopping and work.
169. Inclusive Desired.
170. Winter Park is a unique and special community. Winter Park acts as an oasis in the Central Florida region offering safe, beautiful, and warm neighborhoods connected through pride and common desires.
171. Winter Park will continue to be the charming and beautiful place that it has been since its inception with thoughtful planning that will benefit many generations to come.



172. Winter Park is facing major problem, such as dense growth, high levels of traffic, brick popping streets, old falling oaks, etc... The community seems split on many issues without any clear leadership trying to bring the community together. I have a concern that lower and moderate income residents are being forced out as huge mansions take over. That certainly benefits some but others do not see that as beneficial. My perception is that there is a small group of people who run Winter Park and decide what policies are implemented and who gets to sit on boards and provide important suggestions for these policies. But I do see a few positive factors. The city has an excellent city manager and assistant city manager who really seem to be holding things together. Also, Commissioner Cooper is very approachable and will at listen to citizen concerns and respond. Finally, I am still not convinced that this visioning process is going anywhere or will resolve problems that lead to a positive direction. I tried to set up an appointment to meet with the visioning committee members at the civic center on July 30 and never got a response back after sending several emails so I just gave up. My impression is that the visioning committee lacks the skills to bring citizens like myself to the discussion. The only reply I received from a vision committee member was to stop whining. And that is where it concludes-a very negative image of the whole process.
173. Past Visions, Future Solutions: Here is a [set of] guidelines to develop a vision based on Winter Park's Historic Plans  
<https://dl.dropboxusercontent.com/u/29405235/Past%20Visions%2C%20Future%20Solutions%20WP.docx>
174. Hopeful to keep the charm without overdeveloping.
175. What is a co-creator?
176. Safe Bicycle Network.
177. Winter Park aims to uphold its rich history and tradition while becoming a forward thinking cultural, technological and environmental role model to cities throughout the nation. One foot firmly planted in our storied past, one foot towards an even brighter future.
178. Preserve the character of Winter Park as a unique place that's charming and quaint.
179. Pursuit of excellence and quality of life.
180. Permanent, safe, spiritual.
181. A special community within a beautiful setting that offers great opportunities for residents and visitors to enjoy its people, parks, entertainment and culture.
182. Coming together with respect for all to create a functional, fun, and fabulous Winter Park of the future!
183. Planning for the future with excellent design without compromise. WP is the best and the citizens deserve thoughtful careful development to enhance the city.
184. A place of connectivity, interesting, delight, knowledge, happiness.
185. Loss of historical buildings, homes and sense of community.

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# “CELEBRATE WINTER PARK”

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## DESCRIPTION

“Celebrate Winter Park” occurred during Phase II and centered on a main event, which included an energizing keynote presentation by Peter Kageyama, followed by a series of small group workshops. The evening “Celebrate” event engaged nearly 300 residents and invited them to think about those small things that they could accomplish to make their city better. The small group workshops dove into those ideas, and translated them into actions. Michelle Royal’s storyboard, on this page, summarized the “Celebrate” event and highlighted what people love about Winter Park. Ideas for t-shirt designs, logos that represent Winter Park, and ideas that could enrich the quality of life within the City while bringing folks together were additional outcomes of the combined events. The elements that people love about Winter Park include “nature”, “open space”, “water”, “character”, “charm”, “people”, “Park Avenue”, “Central Park”, and the community events provided.

We also discussed how we can each make a difference in Winter Park. The first annual “Winter Park Game Night”, held in mid-January, has been just one example of the outcome of these workshops. See the first Vision Winter Park video to learn more about the event (<https://vimeo.com/139691407>).



## QUESTIONNAIRE + RESULTS

**Q1: TELL US SOMETHING YOU LOVE ABOUT WINTER PARK! THIS COULD BE A BIG THING, A SMALL THING, OR IT COULD BE A WEIRD, SILLY, IDIOSYNCRATIC THING.**

### Q1 RESPONSES:

1. Park Avenue and its brick streets
2. Park Avenue bricks
3. Historic character, including historic homes and commercial buildings. Autonomous "small town" nature. Ethnic, social, and economic diversity of residents.
4. The connecting canals between the lakes  
Relative calm and tranquil
5. The people!
6. Its history and historic buildings and neighborhoods. And of course the live oak trees (which are not what they used to be).
7. The human scale of our charming Park Avenue.
8. I love the small town feel; though 17/92 has strip malls, overall our town is a traditional self-contained place to live. And beautiful!
9. The parks - especially Central Park - and the tree canopy
10. It's quaint with a laid back sophistication
11. The diversity of the city; from architecture to citizens.
12. I have always loved Winter Park, I have worked at the community center for summer camps, helped out for parades and festivals, and love the people of the area.
13. Rollins
14. I moved to W Park because culture  
Geography location Parks and Park Ave Residents
15. Small town feel
16. For me it is the small town experience in scale, communication of a village with many of the attributes of a city--colleges, museums, fine dining and great parks.
17. Ole world charm, brick streets, Park Ave, historic, keeping everything close and walkable, Central Park, trees, green space, birds, lakes, rich architecture, art
18. The beauty and human scale of the CBD and surrounding areas as opposed to areas outside of Winter Park.
19. The small town feel that sets Winter Park apart from the rest of Central Florida
20. I love the tree lined streets
21. I love that all the residential neighborhoods are not a cookie-cutter like some of our neighboring communities. I love the Brookline Street, the canopy of trees and the friendliness of our neighbors. I love the accessibility to a variety of restaurants and activities all within our Winter Park community. And I especially love the shopping on Park Avenue!
22. It's beauty, trees, homes, paved streets, lakes.
23. The tree canopy and lakes, the shops and restaurants on Park Ave and the variety of architectural styles of homes in the city.
24. Diversity

25. Tree canopy on brick streets
26. I'm a 4th generation Winter Park ... and in short, I love that Winter Park is a true COMMUNITY, a slice of paradise!
27. The tree canopy over many streets!
28. Small town feel. Quality. Culture. Lifelong Learning. Tree lined street. Open space. Low density. Family oriented.
29. Small town feel, but with all sorts of unique and cultural things to do.
30. The ambiance of Park Avenue and the surrounding areas with access to great entertainment and cultural opportunities.
31. So far this visioning has produced nothing productive and has been a total waste of money as far as I can tell. Just a very unprofessional report that is confusing and unclear. If you wanted to have a networking party, it could have been done much cheaper.
32. Seeing familiar faces, knowing the owners/managers of various establishments, the family friendly atmosphere throughout the city.
33. A sought after community to live in for many reasons
34. A charming, authentic community of people, businesses and institutions surrounded by a sea of strip malls, sprawl and the 67 million visitors who visit Central Florida.
35. You all need to come clean with your data presentation. You list how many surveys were filled out but you do not disclose whether they were from individuals, or all returned that could include more than one response from the same person, or from households, or were incomplete (missing data), etc... I am doing you all big favor by letting you know this major data error for FREE and NOT going public with it. I do want you to succeed but your cockiness and lack of listening to others gets in the way. So, please explain your data in a more detailed manner. Thank you.
36. Central location for all my activities.
37. Park Avenue. Brick streets. Tree canopy.
38. Low density, diverse, residential core, surrounded by higher density, city-like amenities. Unique enough to avoid ""any-city-USA"" syndrome.  
Pride in local government.
39. The quaint small town feel with lots of local restaurants
40. Convenience to anything and everything including family
41. The ambiance of our fair city.
42. I sent an email last week asking for clarification on the survey data and never got a response back. If you want to be taken seriously, you should respond to the questions regarding the pie charts and number of respondents. When you ignore a community member and discount their concerns or questions it significantly decreases the credibility of the entire visioning process. I will wait for a response before posting my concerns to the press. I want to make sure that my tax money is going for something useful and I have several questions that remain unanswered.
43. Small town feeling. Access to several universities, educated residents, trees, trees
44. Low density, street trees, historic ambiance of Central Park and the Central Business District
45. Winter Park has a seamless boundary with Orlando, and yet feels distinct because of its aesthetic charm (lots of trees, brick roads) and unique community traditions (like the Christmas parade).
46. Proximity to things I want to do
47. I love all the trees and the Park Ave water park
48. The parks and walk places for children
49. I love the old Florida ambiance of Winter Park and the giant oak trees!



50. The best part of Winter Park is the community feel. Everyone is connected somehow. People that tend to leave Winter Park seem to always end up back here.
51. I really like the gardens along Park Ave. There are several with edibles and info about the plants.
52. I LOVE HOW BEAUTIFUL AND CULTURAL WINTER PARK IS
53. I love the sense of community that we have in Winter Park. Going to the grocery store or the library or a restaurant and meeting up with friends somehow.
54. I love how much people care about Winter Park. Whatever the topic, people have a passion for this wonderful city.
55. I love Park Ave. I really enjoy the feel of old history. The museums are a big part of the heart of the city. I also appreciate that my daughter's daycare, Winter Park Day Nursery has been a staple of the city for over 75 years. The sense of close knit community is what has kept me in this area for more than 15 years.
56. The friendly environment you encounter throughout Winter Park.
57. It's very laid back and beautiful.
58. Community center I love that place and all the activities they always have for children.
59. The Parks, civic center, when there is movie night and different activity
60. The park, boutiques and restaurants.
61. Reminds me of a small town.
62. I love the sense of community, the charming Park Avenue, the trees, the lakes and the friendly people.
63. Oak trees
64. I love that the train runs through the middle of our beautiful, luxurious downtown! Several times a day!
65. The fact that it's a relatively small community with a beautiful downtown which is USED by its residents. I feel part of this town in ways I've never felt in other places I've lived.
66. The community artists that "create a poem" or sing or play instruments randomly on Park Ave
67. I love Rollins and Park Avenue
68. Central Park
69. I love my church (FUMC-WP) and its stature in WP, and the squirrels in Central Park--how they eat right out your hand (and never bite--that would be unseemly!!!)
70. Park Ave park, shops ( such a wonderful variety) and restaurants
71. The trees. The green spaces and the lakes. It makes Winter Park feel more calm. We drive a little slower and appreciate our natural beauty,
72. The Winter Park Sidewalk Art Festival and its opportunity to people watch!
73. It is a relationship town. People work with who they know, are referred to and those that have a good track record. You cannot be fake and survive and thrive in WP.
74. I love the Christmas parade, driving down Park Avenue, the Tabebulah trees, Rollins, the mixed architecture (the good stuff), the unique restaurants, springtime flowers.
75. Rollins College
76. I love that our town has a main street, with a hardware store, post office, park, shops, cafes, restaurants, banks, churches, bars, etc. Having a diverse high street (could be even better) that meets the various needs of a community without having to get into a car is a special attribute.
77. I love the residential feel but an urban location. Close proximity to shops, food, cultural events.
78. I love the warmth of Winter Park. The family and community pride that is Winter Park.
79. The small quaint historic village atmosphere
80. Boat tours
81. I love that Winter Park has a small town, friendly feel yet also has a sophisticated vibe of energy making it an ideal place to live and raise a family.
82. Green space & parks. Trees, lakes charming homes.

83. Green space & parks. Trees, lakes charming homes.
84. I love being able to walk, run or bike in shade in and around beautiful trees, lakes, parks and homes. I love seeing owls, eagles, cardinals and occasionally otters, turtles and beautiful water birds.
85. I love the small town feel of Winter Park. Don't want Winter Park to look and feel like the surrounding communities - Orlando or Maitland.
86. I love the walkable downtown with shopping and dining, and the beauty of the neighborhoods, made special by the wonderful tree foliage!
87. I love that there are so many things to do! From having a fancy dinner on Park Avenue to having a day in the sun on Lake Virginia.
88. I don't want to lose our feeling of place; our uniqueness; ambiance
89. Brick streets and lovely landscaping
90. When I drive down Park Avenue, no matter what day of the week, I enjoy seeing people strolling, eating at the sidewalk cafes, window shopping, watching their kids run around Central Park. Winter Park is vibrant with human activity.
91. Small-town atmosphere, local eateries, local shops
92. Dining al fresco
93. The trees
94. I love the Park Avenue area with the shops and food and outdoor common area for kids to run around and play. We enjoy Phelps park and Aloma Cinema Grill. I like the Lake area behind Shake Shack and Trader Joe's with the chairs out there.
95. Some days I wonder if I even need a car living in WP
96. Parks, lakes
97. Walking from our house to Park Avenue, usually taking a different route each time, and seeing the crowded sidewalks all along the avenue. It radiates success and vibrancy.
98. Walking from our house to Park Avenue, usually taking a different route each time, and seeing the crowded sidewalks all along the avenue. It radiates success and vibrancy.
99. Small town atmosphere
100. All the parks and walkability
101. Park Ave
102. I love the way it is a place folks can walk or bike .It is very unique with not all chain stores and has a community feeling. They have lots of activities for all ages. We are not just all about tourists but have a local feel.
103. Park Avenue ambiance, community events in the park, older homes and quaint ambiance of residential communities
104. I love the architectural diversity of the area. Gives me that old Florida feeling. Walking down Park Avenue is always a pleasant experience.
105. It's serene downtown setting. Small town feeling with amazing cultural amenities that are approachable for anyone.
106. Kraft Gardens - wildlife
107. We love the walkability, the trees, Rollins, Bach Festival, village feel, friendliness, great police and fire protection, great library, parks and museums!!!!!!!!!! The city employees we speak to at City Hall and in the parks working to keep our city beautiful. VIPs, every one!!!!
108. The pedestrian friendly streets and the Rollins lake trail
109. Streets with mature tree canopies - so nice in the Florida heat, and so pretty!
110. Its charm, pretty, trees & lakes,
111. The lakes



112. The small town vibe. I love to walk the avenue and recognize people from my day-to-day life. I love that the same mail carrier delivers to my home as well as to my husband's office, and chats us both up...like an upscale Mayberry. : )
113. That it is dog friendly, and there is a sense of community.
114. I love Winter Park's location in central FL. Having access to A+ public schools is also huge for my family and a major reason why we chose to live here. I also love the lakes, the unique houses, and Park Ave.
115. The feel of an ambiance of a small village; the amenities of a large city.
116. The old world charm and character of the buildings, homes and the brick roads. The Park Ave. park activities that can be enjoyed by adults and families, such as Popcorn Flicks, holiday ice skating rink, and the art festival. Pet friendly is also huge these days. I love that there are so many places where you can sit outside to eat, enjoy a glass of wine, and people watch. I love that it is always kept clean and beautifully landscaped.
117. Chain of lakes and scenic boat tour
118. Winter Parks is very unique. I love the diversity. And the food that are always involved at events
119. I love how Central Park, Park Avenue, and the SunRail station create a natural, yet urban landscape for all to enjoy.
120. The brick streets, beautiful trees and many lakes
121. I love the Christmas parade, Santa visiting the neighborhood, and the Christmas lights on Park Ave, they make it so magical. I love our lakes, and the scenic boat tour! I love our parks. I love our tree canopy that used to be so grand before Charlie, and it's starting to come back. I love our brick roads. I love our history. I love the camphor on Greentree. I love the Christmas tree in Lake Knowles. I love hearing the train from across Lake Osceola. I love the farmers market. I love eating SMOKE FREE outdoors on Park Ave.
122. Tree lined streets.
123. SUNRAIL Proximity. Undergrounding of power lines and bricking streets.
124. I love the downtown area, our lakes, the parks, and festival/events.
125. Downtown, the tree canopy, the lake, the museums.
126. To be honest, when I first moved to Winter Park from a small town in New Hampshire in 2004, I didn't like it all. The environment was so different and unique, I initially had trouble adjusting. However, 12 years later I can't imagine growing up anywhere else! I love beautiful Park Avenue, I love Rollins, and I love the small yet sophisticated vibe of Winter Park. Many of the people are high class, but also friendly and genuine. Although I now live closer to downtown Orlando (for work reasons), I will make any excuse to drive over as much as possible.
127. Community Events like-Art Festival, St. Patrick's Day Parade, Christmas Parade. I love seeing the community come out and celebrate these events.
128. Arts, Heritage, parks, lakes, restaurants, people.
129. Great people & good food!
130. It is beautiful and quaint.
131. The young families who move to Winter Park to raise their children bring a freshness to our community.

**Q2: WE HAVE ALL SEEN LOTS OF T-SHIRTS FOR TOURISTS. NONE OF US WOULD WEAR ONE OF THOSE. BUT IF YOU COULD DESIGN A COOL T-SHIRT THAT LOCALS WOULD WEAR, WHAT WOULD THE DESIGN AND SLOGAN SAY?**

## Q2 RESPONSES:

1. Beyond exceptional with the peacock feather
2. Winter Park: Home Is Where The Heart Is
3. Small / Classy Lettering:  
Winter Park  
Love Lives Here
4. "Heritage"
5. "Winter Park  
Wear with extraordinary care!"
6. A peacock with wording like "you wish you were here" haha. No-that wouldn't be nice :)
7. I don't wear t-shirts but maybe a polo or women's tank top with a logo or symbol that represents the city of Winter Park.
8. A view from Central Park toward a sidewalk cafe, through a tree dripping with Spanish moss with the slogan:  
"Winter Park.....ahh...the good life!"
9. The design would be of the Peacock or something along those lines, and would say "Welcome to the Park"
10. "Winter Park, FL. Est. 1882  
29,000 residents, 58,000 opinions"
11. "Small script with Winter Park  
Trees Central Park soft not bold with Peacock"
12. Design would be the peacock - not stylized - more like the 2005 WP Art Festival T-shirt Keep and Maintain Winter Park's Ambience
13. "LIFE IS NOW!  
in Winter Park"
14. Grow with Extraordinary Care!
15. "Winter Park it's an original  
32789 can't be duplicated"
16. Cherish Winter Park
17. I would not design a T-shirt for Winter Park
18. "Winter Park  
Florida, the way it was intended"
19. I would combine it with the Winter Park Art Festival theme with some type of comment about loving Winter Park
20. Winter Park - avoid the sprawl
21. "peacock.  
City I'm Proud Of"
22. We are COMMUNITY! (referencing the song, we are FAMILY!)
23. Get Authentic...Get Winter Park. Winter Park..Community NOT Commodity
24. Winter Park - If you're bored, you just aren't trying hard enough
25. Winter Park... Proud to Live Here!
26. Winter Park with its logo
27. Winter Park, Florida - Authentic Since 1887
28. ALL LIVES MATTER
29. Forget T-shirt slogans.
30. "Getting Better"



Staying Great"

31. A peacock of course...."Welcome to a Modern Day Mayberry"
32. NO WAY!!! Why would we want a t shirt!!! Art festival t shirts already out each year. We wear Gator, Seminole Knights Magic shirts. I shirt saying I love WP is not worthy of a project
33. Winter Park welcome: please wear extraordinary t-shirts, and make it look like those ridiculous, pompous sounding signs!!!!!!!
34. Design would have many trees, brick street, shopping paradise
35. Dare to Be Authentic
36. Just a peacock
37. Look to Winter Park as a Past, present, and future place to be.  
WP, we celebrate our history, yesterday, today, and tomorrow.
38. Park and play Winter Park
39. I would stick with the peacock Winter Park image.
40. Winter Park
41. "Buy Local  
Winter Park"
42. PUT THE WP PEACOCK ON IT!
43. Have to think about it.
44. Winter Park-the best little town in Florida.
45. Come get your history on in Winter Park.
46. Winter Park the Friendly
47. Winter Park, Not Just a Small Town
48. I love Winter Park!
49. "Winter Park  
Place to Be"
50. Made in Florida
51. Park Among the Trees
52. Simple design with classic colors and logo design. Slogan: Winter Park: Live, Work, Eat, Play.
53. Sorry, I still like to circle back to the 'extraordinary care' signs. We do EVERYTHING with extraordinary care!
54. Just the words "Winter Park, Florida" Nothing else. Nothing else needed. Simple and classy. Like a Harvard T-shirt.
55. Wonderful Welcoming Winter Park!
56. Winter Park - live it to love it
57. Save Winter Park
58. I liked the one from another group at our follow-up session, patterned after those (somewhat) pompous signs: this one said, "Winter Park--please wear extraordinary t-shirts"---nuff said!!!!
59. Already have one with Winter Park across the back...sold on Park Avenue
60. Winter Park - Small Town Big Culture  
Winter Park - Where Business & Play Intersect.../ Mingle  
Winter Park - Heritage & Historic... still charming to date.  
I don't know
61. I don't know but if someone designed a cool shirt, I would definitely wear it!
62. Winter Park & Rollins College: Towing & Gowning Together Since 1885 (with a historical photo)
63. "Winter Park, FL  
Est. 1882"
64. Walk in Winter Park





95. Well, there would have to be the ubiquitous peacock, of course. And then, maybe something simple like....  
"nowhere, but Winter Park" or simply Winter Park 32789
96. It would say:  
The Winter Park Way  
And have some kind of image of people sitting with a dog at a sidewalk table on Park Ave.
97. I "heart" WP or Love your city "heart" WP.
98. Somehow get across the concept of "enchanted" Winter Park
99. Come winter in our park
100. Wasn't it could! of course it was!
101. Winter Park - The crown jewel of Central Florida.
102. I love Winter Park!
103. I like the Venice of the South design by the Rifle Paper Co.
104. Winter Park, the land where the peacocks roam.
105. That is super tough because WP is so awesome, but one should not brag :)
106. I like the logo you have for Vision Winter Park. Anything peacock related is fun. I think the shirt type is as important as the design. Not a t-shirt but something a bit more upscale like a fitted t-shirt (v neck and fitted for woman) or a polo shirt
107. I really like some of the designs that the store "The Grove" has created for locals. Something that just says "32789" or something else that only those living in the Winter Park area would understand. That way it's subtle, but still like a cool club everyone wants to join.
108. Work. Live. Play. - Winter Park (residents)  
Stay. Play, Repeat. - Winter Park (visitors)
109. The peacock.  
Strut your stuff or  
Spread your feathers  
In Winter Park, FL
110. Great people & good food!
111. Feels like home
112. Winter Park: Welcome.

### **Q3: IF YOU HAD JUST \$500 AS A BUDGET, WHAT WOULD YOU DO TO MAKE WINTER PARK A BETTER, MORE INTERESTING, MORE FUN, AND LOVABLE PLACE?**

#### **Q3 RESPONSES:**

1. Large-scale sculpture of peacock feather
2. Have a contest and offer a \$500 prize for the best idea for making Winter Park a better, more interesting, more fun, and lovable place!
3. Have a Madras Plaid Pants Day  
Do a photo display wall or board - citizens could post photos of Winter Park Moments somewhere on Park Avenue for others to look at when we walk by; could do themes at different times - historical; holiday; graduations; weddings

4. Plaques around the City telling of past history or points of interest.
5. Contribute to city commission candidates who share my vision of Winter Park.
6. The game exchange and a city wide game event.
7. Give it to the electrical under grounding fund to make the project go faster.
8. Buy media package to promote all the SunRail stop on Park Ave has to offer.
9. Put (removable) eyes and smiles on random trees along walking or cycling paths and encourage residents to take selfies with the smiling trees.
10. 500 dollars wouldn't go very far in a place like Winter Park, but if I wanted to make Winter Park more interesting and fun I'd put it towards making central park a place that attracts more people to hangout and to enjoy some sort of amenities that aren't just shopping.
11. Set up 3 or 4 chalkboards on Park Ave.
12. Activity in Central Park  
Sponsored by local businesses
13. Cut down as many V-Cut ugly trees as possible i.e. one near Aloma and Lakemont intersection - This is not the tree canopy WP is known for
14. I like the idea of a One Day City Wide Garden Open House. Residents who want to show off their gardens would put out a sign inviting passersby to come in. Only walkers and bike riders would be invited in.
15. Creative interactive art
16. More activities in the Park or some other venue in Winter Park that would involve entertainment such as band concerts. Also dances where citizens could participate.
17. \$500 just doesn't go very far at all
18. Continue with the underground utilities project until completion. Somehow separate water consumption in the house versus yards. Allow those of us on the water to use the lake water for irrigation. Also for those of us on the water help with erosion which occurs naturally given lakefront property dynamics as well as the amount of rain we get in central Florida
19. landscape Aloma, Fairbanks Ave.
20. I would put it towards the Holiday Boat Parade and entourage it to grow bigger next year. I love the concept, but some years participation is low.
21. I wish we had a really cool place for music to dance ... the music the 30, 40, 50, 60 year old 'somethings' enjoy.
22. Saturday block parties on Park Ave. Close certain streets and let restaurants add tables on the street. Tiburon, CA does this to great success.
23. I have no idea.
24. invest that in enhancing communication and engaging residents to build a strong community
25. Establish "Winter Park Treasure Hunt" (Similar to St. Paul, MN Treasure Hunt)
26. Better tree maintenance
27. Create two, designated, street performer zones in areas that do not disrupt the peaceful atmosphere of diners and shoppers, then enforce the zones. Street performers add ambiance to an area, if they are strategically placed, and do not get out of control. Include restaurant employees handing out food samples and menus as "street performers."
28. Pressure clean some of the storm drain outlets and curbs in city ROW. Shuttle elderly from community center to Park Avenue for special concerts and Christmas events.
29. I would adopt a program like cows on parade, the mice on main, etc., except with our signature animal, the peacock.
30. More trees, park-like settings in several locales,



31. Host a fundraiser to purchase the US Post Office Property or at least a First Right of Refusal....goal to expand Central Park.
32. I would use the \$500 to build and install even more globes of light to hang during the holidays.
33. Get a campaign going for the city to plan for a "Lymmo" free bus system to help residents get to places they want to be in WP without having to drive and park to get there. Places like the sun rail station, library, museum, civic center, restaurants and shopping. This would serve the young (students), older population, and families with children.
34. More shade on park play
35. Bathrooms at parks and shade
36. I'd put every penny into supporting the low-income sections of Winter Park as it is unfair how gentrification is pushing out families from lower SES.
37. Put more kid friendly events on Park Ave.
38. A bike share program to able to tour Winter Park
39. STREET ART BY LOCAL ARTIST
40. I would add little dispensers for doggy bags and doggy treats.
41. I would set up a website for putting more street lights on Palmer.
42. I guess I would donate the funds to my daughters school Winter Park Day Nursery because they have and are an integral part of this community.
43. Providing more information about all events and amenities the city offers.
44. Public hotspots
45. Have park shows, a little more benches to admire the park flowers, and possible have more kid's activities.
46. Party
47. Give the money to schools that need the money for supplies.
48. Improve signage to protect pedestrians.
49. I would put pictures all over town of people SMILING and LAUGHING. Then maybe more people who live here would smile more and we wouldn't need pictures to remind us to smile.
50. Put simple placards on historic buildings...the oldest building, etc.
51. Donate it to a needy child.
52. I certainly wouldn't waste it on game night in Central Park----much more fun to have funky peacocks hidden all over in plain sight.
53. Invest it in the park
54. Begin filling potholes
55. Saturday morning music on the Ave!
56. I'd put flower pots on the steps of City Hall.
57. Create public parking spaces for large vans, that can be reserved. This is a real challenge for visiting school groups, etc. We had a school group recently that would've had to park at the baseball field & walk to Rollins (no spaces available to reserve on campus or in the garage), but were saved by the kindness of the Alford Inn staff.
58. Plant more trees in strategic areas to provide shade for people enjoying the outside in Winter Park... over every park bench, sidewalk, bus stops, etc.
59. Encourage Rollins music students to play (ensemble) in the park on the weekend afternoons
60. Wow \$500 well let's see how about an annual community picnic? This is a hard one \$500 does not get us much these days LOL.
61. Install speed bumps on Park Ave or Palmer
62. Plant Oaks

63. Use the budget for \$500 in printing posters promoting a voter referendum to ban outdoor smoking in downtown Winter Park. I think having us known as a healthy and progressive community would drive more business to Park Avenue and their merchants.
64. Pay the street musicians to leave Park Avenue.
65. Have a T-shirt design contest and award \$500 to the winner.
66. Try this project: [http://www.nola.com/arts/index.ssf/2010/12/candy\\_changs\\_i\\_wish\\_this\\_was\\_s.html](http://www.nola.com/arts/index.ssf/2010/12/candy_changs_i_wish_this_was_s.html)
67. I'd give it to historic preservation
68. \$500 doesn't buy much - but if it could buy interactive maps strategically placed throughout the city to help visitors know all of the great venues available to them to explore, that would be great.
69. Take down all the one Winter Park signs
70. Plant another Elephant's Foot tree in one of the planters on Park Avenue in front of Central Park.
71. No parking on Park Avenue
72. Fun colored spotlights in the grassy common area that people gather in. That way in the evening kids and others who are "young at heart" can play and makes shapes with shadows and colors. Or can be used in daytime too.
73. Pay a saxophone player to play in the park one evening as the sun is going down
74. Return of circular signs in downtown with posters or flyers about free activities available in area.
75. Devise one of those fun, water color type maps of Winter Park showing landmark locations of the entire city, not just the central business district. This would display inclusiveness to citizens living in the outer borders of the city where Winter Park is typically defined as the Park Avenue/Central Park area.
76. Plant a small garden
77. Give to someone like the Enzian to have some other free fun things such as the free movies in the park more often or something of the like.
78. More seating in the park area
79. Hang hammocks in the park
80. Signs at the end of each block creating 30-minute parking spaces so our Residents and Regulars have priority parking to get in and out conveniently on Park Avenue.
81. Post upscale signage at Kraft Gardens which would share information and conservation of the wildlife so that visitors can appreciate it more fully and also help to take care of it.
82. With just \$500, I'd erect a memorial plaque in memory of Kenneth Murrah, one of the finest citizens Winter Park will ever see, next to his tree in Central Park.
83. Game night
84. I would use it to produce brochures for a Winter Park Walking Tour that showcases the city's beauty. Available tours now focus on either food or buildings. And I know just who you should ask to design it - Gary Brewer. He posts gorgeous photos of his walks around Winter Park on Facebook. If I knew where he took those photos I would want to walk there!
85. More handicap parking
86. Candy for intergenerational activities
87. \$500? That doesn't seem like a lot of money to make a splash. Maybe we could do a fun event with that money.... a scavenger hunt with clues hidden at public locations, walkable from downtown WP. Make it an annual event with a great prize for the winner!
88. Add it to the fund that looks for the artwork they are now displaying in Central Park. Hopefully they could make some better choices!
89. I would add more sand or benches to Dinky Dock. I love going to a lake with public access to play in the sand with my kids, or go by myself to read a book on a nice day.



90. Install a several bicycle "loan" racks around downtown Winter Park and Winter Park Village. Many European cities use this concept to ease city traffic, encourage a healthy lifestyle and as an amenity for residents shopping and running errands in the city. See Paris' program: <http://en.velib.paris.fr/How-it-works>
91. People's pooches are like their children....do something for their furry child and that makes them very happy. If you had maybe something every so many feet where owners could get their pet a disposable bowl of water or treats.... or something along those lines.
92. Take and post photos of people interacting in key landmark locations around the city
93. I would have young people activities. So the teenagers and kids can interact more
94. Add a trolley to connect the city's top destinations (Rollins, Park Ave. Library, Winter Park Village).
95. Give our elderly a special gift
96. Not much to do with \$500. I think more trees are always a good idea. And more brick roads. Perhaps a community vegetable garden in a park. I also appreciate the beautiful black metal ornate street signs.
97. Donate it to the fund for the new Winter Park Library and Events Center
98. Make all the street lights same color on my street. there is one that is orange and the rest white.
99. I would insert dog receptacles into central park, and allow our furry friends to join in on the fun.
100. Lovable, that would be great. So we all learn to love and respect each other.
101. This question would take a lot of time and thought to answer... But in a general sense, I would think the money could be used toward hosting more events in the park, toward fundraising or raising awareness of a good cause.
102. Use it to convince SunRail to run on the weekends.
103. Put a map with all the cultural and heritage sites in Central Park
104. Buy a plane ticket to visit Winter Park
105. Place more peacocks around the city.
106. Host an annual party to welcome new residents to our community

#### **Q4: ARE THERE ANY UNIQUE WINTER PARK RITUALS AND TRADITIONS? ANYTHING THAT YOU DO A BIT DIFFERENTLY THAN OTHER PLACES? IS THERE SOMETHING THAT ONLY HAPPENS IN WINTER PARK?**

##### **Q4 RESPONSES:**

1. Sip n stroll
2. Love the fall and spring art festivals. Love events sponsored by Casa Feliz, including weekly "Music at Casa," annual "Christmas at Casa," and annual "James Gamble Roger II Colloquium." Concerts in Central Park. Pet costume contest for Halloween.
3. Trash pickup three times a week - my northern friends are amazed! We are clean! From Winter Park's reputation, they weren't surprised!  
Big hanging Christmas balls / decorations  
The boat tour around the lakes
4. Tiffany glass in Central Park at Christmas time.
5. We have many special events: Morse in the Park, Easter Egg Hunt, Rockin' July 4th in the Park, Dinner on the Avenue, Sidewalk and Fall Art Festivals, Bach Festival, St. Patrick's Day Parade, Boat Tour, and more, almost

too numerous to mention. Even our political races are intense and exciting. Extremely special, unique place in Florida.

6. WP Art Festival, Dinner on the Avenue, 4th of July Celebration in Central Park, Battle of the Bands in Central Park
7. Not sure if any could be truly unique but I love the Farmer's Market; it's venue and proximity to Park Ave. All the Central Park activities; art festivals, parades, use as WPHS Homecoming activities and overall gathering place for the residents and guests.
8. "Christmas in the Park with the Tiffany windows and the Bach choir
9. 2 free Orlando Philharmonic concerts each year, thx to the Hollander trust
10. 4th of July celebration that includes Bach Choir music"
11. Art fest, pancake breakfast, Alford Inn lawn events. They are all unique and done on a scale that makes them more intimate with an upscale flair
12. Walking, running, and biking in Winter Park is generally more fun than most cities due to the diversity of architecture, the shade trees and accessibility to shops and restaurants.
13. I grew up here and went to school off Park Avenue. I love trying the new places that open up in Winter Park, and festivals and the 4th of July parade I've been in multiple years so I like to go to that parade when I'm in town.
14. Love all celebrations
15. Sip n stroll
16. Christmas Tree Lighting with a LIVE tree in the Park
17. A very unique event is the Tiffany Windows in the Park at Christmas. The Morse Museum installs 6-10 of Louis Tiffany Windows in Central Park, while the community is serenaded by the Bach Choir. Great event. Another is Dinner on the Avenue.
18. Historic character and charm
19. The ability to walk to downtown and near downtown activities and events is very enjoyable.
20. There are many things different and special events in Winter Park, too many to list
21. The xmas tuba concert - I know it is performed in other locations, but just not as wonderful as it is here
22. The Winter Park Art Festival. There was another doggy festival which I know was popular, and Xeon movies once a month in Central Park is especially nice. I wish we had more music festivals in the park
23. Morse Museum Christmas stain glass windows
24. I love Dinner on the Avenue. I know it happens in other locations, but I think we do it better than anyone. I also love the Tuba Christmas show.
25. Winter Park Art Festival
26. Park Avenue. Outdoor Street Dining. Art Festival. Rollins.
27. Winter Park Art Festival, Christmas Parade, Farmer's Market ... all within a few hundred yards of each other.
28. More engaged citizens who care and are willing to spend their time and their dollars to preserve our character.
29. Winter Park arts festival and cultural activities through Rollins College
30. "Winter Park Sidewalk Art Festival
31. Christmas in the Park
32. University Club of Winter Park
33. Winter Park Boat Tour
34. Park Bench Sponsorship
35. Sidewalk Dining
36. Farmer's Market
37. Hannibal Square



38. Crealde Art Center
39. Cultural Organizations - Clustered
40. Winter Park Woman's Club  
Impact of Rollins College beyond its educational mission
41. Events on the Avenue help create the special, unique feel of Winter Park.
42. Lots of "small town" type events, both adult oriented and child friendly. Art, cars, wine and shopping, along with old fashion 4th of July and St. Patrick's Day events.
43. The Tiffany Glass and orchestra in the park among other community gatherings in Central Park
44. Spend taxpayer dollars foolishly. Concerts in Central Park and 4th of July special.
45. The WPSAF, windows in Central Park
46. Bach Festival with lighting of Christmas tree, Tiffany windows in Central Park
47. Lighting of the Tiffany Windows. Philharmonic in the Park. Shakespeare Festival.
48. We love the Christmas parade!!
49. Art Festival, Farmers Market, Central Park events.
50. Indoor playground
51. The Art Festival is one of my favorite events in WP.
52. I'm not sure
53. I'M A NEW RESIDENT TO WP
54. I love the Tiffany Windows in the park with the Bach Choir on Central Park during the Christmas Season. Also the ice skating rink. The fact that we have so many museums and cultural activities in such a small square mile radius. Morse Museum, Cornell, Historical, Polasek, Winter Park Theatre, Annie Russell, Bach Choir and so many more.
55. Winter Park likes to have a good time. More than most small towns.
56. The annual pancake Christmas breakfast on Park Ave as well as the trick or treating on Park Ave.
57. I love when the Farmer Market in Winter Park is available.
58. Bach Festival is probably my favorite Winter Park tradition.
59. The events in the summer with the pool parties and stuff I love that.
60. Walk through the district
61. The art festivals are terrific.
62. Shopping on park, outdoor concerts,
63. Dinner on the Avenue is a wonderful yearly tradition. Did you say TABLES in the STREET??? Couldn't be more fun!
64. "Scenic Boat Tour is unique, special, and NOT commercialized.
65. Love our parades."
66. Boat parade/movies in the park/dinner on the avenue
67. Love the holiday parade and tree lighting, Famer's Market, Rollins athletics and Park Ave.
68. Dinner on the Avenue
69. Tiffany on Park (at the holidays), the WPSAF, the homecoming bonfire at WPHS (hope they haven't stopped it).
70. The most FANTASTIC Farmer's market each and every Saturday
71. I love the snowy egret rookery in the trees at Kraft Azalea park...the baby birds emerging is magical.
72. How wealthy, yet approachable the city is and the rich heritage of the city.
73. We know where we can park and get away with it. We avoid the art festival even though we love it. we all teach our kids to love the Farmer's Market. We have a love (what an awesome place!) / hate (Lord, the drain on our taxes!) relationship with Rollins.

74. A beautiful college campus without gates that welcomes the community and includes a public lakeshore park.
75. Tree lighting, Christmas parade, art festival, car show...I love all of them!
76. Not sure about this one
77. The community activities in the park that draw everyone together
78. Dinner on the Avenue.
79. I love the Saturday farmer's market that while replicated in other locations, WP has a rich tradition for Saturday mornings. And our holiday parades bring back childhood memories of a simpler, more innocent time in our country. It is a great tradition!
80. Veterans celebration, Xmas, 4th of July, & St Patrick's Day parades.
81. Christmas lights, St. Patrick's Day parade. Love our WP art festival and dinner on the avenue. Also love the Run for the Trees - and seeing the beautiful peacocks on Genius Drive (did that as a school kid on field trips).
82. Winter Park Art Festival; Christmas tree lighting; reveal hometown parades throughout the year, there are plenty of events and activities that are unique to Winter Park
83. The land development code in Winter Park is overly dependent upon "Conditional Use" approvals rather than clearly spelled out rules and regulations that apply to each and every developer and each and every proposed development.
84. I love the events in Central Park- music, movies, art and festivals. It's the place that we can go and get ice cream and stroll around old-fashioned style. It's like a vacation every day!
85. Winter in the Park!
86. I like the art festival and the lighting of the Tiffany windows.
87. In December, when the Morse puts out the Tiffany glass panels in Central Park and there's a concert - it's gotten so popular that it is very difficult to navigate around, especially parking availability. More SunRail trains running more often would help, encouraging people to come from Maitland or other train stops.
88. All the dinners homecomings and events on the Avenue during fall and spring
89. Art Festivals
90. 4-way stop signs - I hate them!
91. There was talk about how dog owners can help bring a community together. Not sure if anything like this exists, but maybe Winter Park can host a "Winter Bark event" in some underused areas in Winter Park. (side note: I am not a dog owner )
92. Dinner on the Avenue is different, car shows, art festivals
93. Mead Garden British car show
94. I love the new holiday tradition of hanging the lighted holiday globes. This sight is intensified on those few rainy nights when the images of the lighted globes are reflected on wet pavements.
95. I love the new holiday tradition of hanging the lighted holiday globes. This sight is intensified on those few rainy nights when the images of the lighted globes are reflected on wet pavements.
96. The residents, small town atmosphere, brick streets, the overall atmosphere, congenial businesses, green space, golf course, Scenic Boat Tour, Morse Museum
97. Art festivals
98. I love the art shows, the Christmas and St Patty's day Parades. I also love the Doggie Halloween Costume party.
99. Christmas music & Tiffany windows event
100. Art festivals and winter ice skating rink.
101. Extremely Pet-Friendly which is more community and family friendly in general.
102. Weddings and celebrations at Kraft Gardens - we must protect the wildlife there in order to maintain the natural ambiance



103. Morse and Bach Festival Christmas in the Park. Loved it more when it was a community event but still enjoy it. Taking visitors on the boat tour. Walking to museum receptions and events. A sense of belonging comes from our memberships in the museums. The Christmas Parade is very special. Walking to the art festivals.
104. the Christmas festivities in the park highlighted by the Bach Festival Choir and Morse Museum display of the Window Panels.
105. Dinner on the Avenue - what a fun event - whether you're a participant or just an observer!
106. Free museum days
107. Christmas with the Tiffany windows.
108. I love our Holiday traditions...the Tiffany windows in the Park, the boat parade (don't cancel it again!).
109. Not totally unique, but still treasured.
  - Old fashion 4th of July celebration
  - Christmas Tree lighting
  - Homecoming Parade
  - Easter Egg hunt
110. I really enjoy the WP art festival, but I would enjoy it more in the winter months. The sidewalk chalk competition is really cool too.
111. I am a new resident so I am just in the discovery mode.
112. Winter Park holds true to family traditions like the lighting of the Christmas tree in the park. Great rituals like the ice skating rink, the art festival, and the popcorn flicks. Thank you!
113. Dinner on the avenue; tiffany windows in central park
114. The parades are amazing
115. More walking, less driving, and we appreciate the beauty of the peacock.
116. Scenic boat tour
117. I recently attended a wedding where most guests were from out of town. The wedding was in Orlando but EVERY SINGLE PERSON I spoke to was raving about the Morse museum. I also love our farmer's market.
118. Popcorn Flicks in the Park are some of my favorite. I would add some jazz concerts in the spring or fall.
119. I ride my bike from my house to SunRail every day and got rid of my car saving 3950 in cars fees last year....
120. We have so many, from the art festivals, winter on the avenue, Christmas parade, Christmas in the park, earth day, Easter egg hunt, WPHS homecoming parade. We live in a very involved and interconnected community, and that is what sets us apart.
121. I'm new here so I don't know. I love the farmer's market, the events in the park, the boat tour. I have developed a great walking tour that I can take our visitors on that takes anywhere from an hour to 3 depending what we stop along the way to do and see.
122. I love the Christmas boat tour and all the themed parades! And there is no other place like Rollins :)
123. Christmas in the Park
  - Night of Fire at Crealde
  - Bach Festival
  - Music at Fiddlers Green
  - Concerts in the Park
  - Winter Park Arts Festival
  - Rowing on Lake Maitland
  - Paddle boarding and kayaking on the lakes
  - Strolling and dining on and off Park Avenue
  - Picnic in any of our parks
  - Visiting all of our museums
  - Dining on the Avenue

124. I don't know, that's why I would spend \$500 on a plane ticket so I could experience a Winter Park tradition
125. I just moved to Winter Park, so I do not know yet.
126. All of the events build to a bigger whole. I know of no other place with a car show, art shows, botanical gardens, lakes, huge parks, a college, youth sports, so many churches, pre-schools, etc...

## Q5: HOW SHOULD WE CONDUCT OURSELVES WHEN DEALING WITH EACH OTHER AND OUR CITIZENS? WHAT ARE KEY STATEMENTS THAT WOULD DEFINE HOW WE SHOULD THINK AND ACT AS A COMMUNITY?

### Q5 RESPONSES:

1. Respectful
2. We should treat each other with dignity and respect and listen to our fellow residents with open minds and hearts.
3. "Gracious to all  
Welcoming to diversity  
Provide a helping hand, be neighborly"
4. Civility, listening, debate the topic not attack the person. Honor the disagreement between folks. Do not minimize dissenters.
5. Think of our past when considering where our future should go. Don't kill the goose that laid the golden egg. Put resident concerns over those of outside influences.
6. Respect and diplomacy should define how we deal with each other.
7. Obviously with kindness and consideration for our differences. Having diversity in in all ways (race, religion, economic class, political) is what helps make us a real city. No cookie cutter molds!
8. We should show respect by temperate language and behavior
9. Always offer open and respectful dialogue with the community...ask, listen and be a useful/helpful resource.
10. Same as anywhere.... treat others as you, yourself would like to be treated. Have respect for the environment.
11. Compassionate, Giving, and Cheerful
12. The Golden Rule
13. Smile
14. Be considerate of the residents and their opinions and quit pandering to developers
15. Respectfully
16. From one of my favorite communities, Chautauqua: "We take seriously the obligations of a citizen in democracy to be engaged with the important issues of our time, to be practiced in discussing those issues across partisan boundaries and to understand individual self interest in balance with the common good." and also: " We believe tradition binds us together in community and that respect and affirmation are integral within a civil community of consent."
17. Unified
18. With less acrimony than in the near past. There is an inability to communicate between the perceived "two sides" of every issue that arises. And this has not helped with the joy of participating in community government and public or private volunteer activities. Like they say in Cleveland: we need to be "All in" for the charm to survive.
19. Respectful, friendly



20. Civility
21. Obviously with respect and dignity Anne and encouragement of differing opinions so that all solutions to a problem or explored before remedies are implemented
22. Be open, respectful, and consider all opinions.
23. Winter Park is a special place to live because of the restrictions we have placed on the out-of-control growth that is degrading so many surrounding areas. There is nothing wrong with preserving and being guided by our past.
24. Using kindness, respect, and open-mindedness is crucial to keep Winter Park thriving. I think this is a great forum for getting residents involved in our community who may not have time to attend city meetings and other discussions.
25. Mutual respect
26. Respect. Agreement to disagree harmoniously
27. Relationships matter, treat others the way you want to be treated. 10 commandments!
28. Genuine...inclusive...seeking truth...respectful...compassionate..
29. Inclusive of ALL residents opinions, not just certain interest groups
30. With civility and politeness.
31. We all have different interests and priorities. Every person's opinion and needs matter. Please try to see each situation from all sides before judging or complaining.
32. respect others and look out for what is best for the community and maintaining its unique place
33. Civility  
Honesty  
Truth  
Respect for Opposing Viewpoints
34. Respect authority
35. The question is how do we avoid the divisive politics that infest and pollute the dialogue in both Tallahassee and Washington. Can we rise above that sort of base behavior??
36. Arguing over the right subjects is okay, not petty. Respect opinions, but realize that there may not be a right answer. Change for the sake of change may not be good. Respect the decisions made decades ago - they are what made us what we are today.  
Some great communities are great because they resist development. Think Carmel vs. Buckhead.
37. Civil, open minded, willing to compromise
38. Civility and integrity
39. We should continue to act like Winter Parkers: open to new things, proud of our heritage, and not be snooty.
40. Civility, brain-storming
41. Honestly...open minded...kindness...compassionate
42. We should conduct ourselves with pride and responsibility, which should lead to decisions that preserve the unique character of Winter Park for generations to come.
43. Respect, for one another's opinions, regardless of income. For example: the richer portion of our residents should not dictate how things are done in WP. Listen to everyone and don't be biased by money or standing in the community.
44. Respecting each other
45. Respect other communities
46. Respect for all regardless of ethnicity of socioeconomic status.
47. We should be respectful and friendly to all members of our community.
48. Awareness and consideration. Empathy and tolerance.
49. COMPASSION

50. Friendly and respectful in spite of our differences. (political, or social).
51. Be nice. Be respectful. Care about what others think and remember that our residents have a passion for this wonderful city.
52. RESPECT for others multicultural backgrounds.
53. Residents of Winter Park always seem polite and nice to those of us not living in the areas
54. Winter Park is a small town within a large city. One of the things that distinguishes us here is treating people in a friendly, neighborly way.
55. The golden rule
56. Thoughtful, responsible, caring. We should be respectful of our environment and our history and culture.
57. Mutual respect.
58. Listen, then ask questions until you REALLY understand the other person's point of view. Then continue until a solution is reached.
59. Keep talking about what we have in common.... best way to gain agreement when dealing with different opinions.
60. Welcoming, warm and proud of the heritage and community
61. Civility
62. We should be respectful and civil to each other
63. Proud of our beautiful city, but not so stuffy.....many people think I'm snooty when they first meet me, just because I live in Winter Park.....we have a bit of a reputation.
64. With respect...
65. Kindness and consideration. We respect each other and acknowledge we are all different but are willing to work together for the greater good.
66. Respect and courtesy for all.
67. Winter Park's rich history and different economic groups should work closer together. Look to your left and to your right and make sure, the community decision you are making is for the health, wealth and sustainability of our entire town.
68. How we deal with each other and how we should deal with each other are two different things. How we should conduct ourselves is that we are in this together, we are neighbors, this is our town and everyone else is a merely a visitor. Visitors are good in that they boost sales but that is the limit of their benefits. The difficulty in our community is the lack of unity we have. We are filled to the brim with highly successful, fortunate people who are used to getting their way and being in control. If we could find our way to seeing ourselves more as one unit with a mostly shared set of values, we might be able to achieve that elusive sense of community.
69. We respect our neighbors with extra kindness and courtesy.
70. Making the community USEFUL for all residents. Having an outdoor and walking community creates community.
71. We should not be so divided on historic preservation issues and focus on the real needs of our community...encourage ALL Winter Park residents to enjoy the park and the avenue.
72. Communicate with all residents and make every effort to keep every resident informed. Try to include ideas and involvement from ALL Winter Park residents. Let's build our City and try to keep Winter Park the place we all love to live in.
73. All members of the community both sides of the "track" deserve to keep their historic landmarks
74. Civility and respect.
75. We should be inclusive, progressive and welcome new ways of thinking as long as it does not endanger our wonderful quality of life. That includes welcoming responsive and thoughtful development and growth.
76. Civility. Inclusion. Welcoming and Kind.



77. We should treat each other with empathy and respect!
78. We all have the love of Winter Park in common. Come from a place of commonality, not difference.
79. We are diverse yet we treat each other as equals.
80. We should be willing to listen to each other and I wish everyone said hello to each other to maintain the small town feel that we're losing.
81. Warm  
open minded
82. If everyone followed the Golden Rule, we'd have a lot fewer problems.
83. We should all love each other Coombe ya
84. Be friendly and respectful, even to those with whom you may disagree.
85. We are all in this together. Be patient with one another.
86. Tone down the rhetoric. We're all on the same team but we need to work through some growth issues.  
Change is inevitable. Growth is choice.
87. Courtesy, tolerance, friendliness, helpfulness. Example: traffic politeness to other cars and pedestrians, give people directions.
88. Let's face it, Winter Park citizens get pretty cranky when it comes to city commission elections and redevelopment projects that are perceived to be out of scale and encroaching upon the rights of adjoining property owners. I would suspect, however, that most cities probably share these conflicts. In Winter Park, we should expect these differing views but don't alienate or ridicule those with another opinion. Show some respect and inclusion.
89. More tolerance for different ideas
90. Be and live simply.
91. I think we should listen to every ones ideas and opinions. Treat you neighbors as you would like to be treated.  
I think we should give back to those not as well off.
92. As proud citizens of a unique, beautiful and caring community
93. Supportive and welcoming
94. It's a tough balance between the minds of preservationists and property rights advocates in this city. Winter Park is a Village of Neighbors....not everyone has to think alike, but it would be great to forge ways to "Think TOGETHER". Moving forward while being respectful of the past. Continuing to find the Special Winter Park Way of having what we have will perhaps slow down the shift of certain parts of the city that are starting to feel more like Southwest Orlando than Winter Park. There is always a special way to do things and approach things in a thoughtful way. Finding a contentment in being special and feeding the soul of the city. Less ambitious in needing to be more than the city needs to be, or is meant to be....whatever that means.... ;-)
95. Respectfully.
96. Respect, kindness and good manners go a long way and feed the character of WP.
97. Civil and Courteous. right now we are not overly friendly bunch.
98. Firstly, if we say that our Mayor and City Commission positions are non-partisan, they should be non-partisan. If not, don't say they are - it's annoying and dishonest. We should listen with respect and use respectful language, even when we disagree. That would truly make us unique in this day and age.
99. we're family
100. Respect. Diversity. Heritage.
101. Respect, respect, respect! Openness when conducting city business is paramount to the integrity of the system.
102. All citizens should be considered, not just those with money and developers. People treasure this community because of the small quaint atmosphere. Overdevelopment is not necessarily an asset to this community, though it certainly is an asset to the developers.

103. "The Beloved Community" by the philosopher-theologian Josiah Royce. Dr. King's Beloved Community is a global vision, in which all people can share in the wealth of the earth. In the Beloved Community, poverty, hunger and homelessness will not be tolerated because international standards of human decency will not allow it. <http://www.thekingcenter.org/king-philosophy#sthash.GLyWBemC.dpuf>
104. Respect the ideas and opinions of all.  
Make decisions based on the greater good, needs, and desires of the majority.
105. Always treat each other and the citizens with respect and be open minded to new ideas and to change.  
Winter Park is always defining itself as sophisticated, yet still family and fun oriented. Always thinking of ways to bring the community and families together and holding onto traditions.
106. Be kind and courteous to one another (civil) recognize that change is healthy and there is no growth if there is no change
107. Be friendly always
108. Although the city has many wealthy residents, the voices of all citizens with various incomes should be heard. Strive to foster a small-town atmosphere in a large metropolitan region.
109. Giving
110. The city should consult the citizens as they are doing with this visioning process. Too often do the citizens have to band together to protect our historic homes (or trees). It is clear people CARE about them and don't want to see them all demolished and replaced with cookie cutter mansions.
111. Open and honest dialog that is still polite and respectful of each other's opinions.
112. Let's all shoot for the stars, and encourage each other to do so.
113. We need to get the younger generation more involved and active. Our town is lovely, but there are advances that we need to make, that can still preserve the charm of WP. We need to prepare for the future, and not live in the past. The next generation should be setting the tone for WP, not the past.
114. Understand each other's position through factual information, not out of date hearsay and old rhetoric. Be respectful and knowledgeable about each other's opinions.
115. Citizens should be considerate of each other, tolerant, and welcoming. We should also look for ways to help those less privileged, whether in Winter Park or elsewhere.
116. Open mindedness. Accepting and understanding of each other and our differences. Open lines of communication and understanding that every decision we make will impact the future of the city and the youth of today. Think less of our needs today but rather that of future citizens which means asking the younger generation their opinion and watching their trends.
117. Be positive
118. In any community, always make everyone feel welcomed.
119. Make sure people are FOR something, instead of being AGAINST almost everything that is new or different

## Q6: TELL US ANY OTHER CONSIDERATIONS ABOUT YOUR COMMUNITY.

### Q6 RESPONSES:

1. Blah, blah, blah
2. Slow development, scale back high density projects, which have led to burgeoning traffic woes and a loss of the "small town" character that most residents of Winter Park cherish. Limit development on the west side to affordable, single family homes, so we can maintain the diversity that makes this community such an inclusive, great place to live.



3. There's a great sense of harmony and peace here  
The level of friendliness in stores, restaurants and services is a such a high level compared to other places I've lived.
4. Need better connectivity between people and places in our community. Our transportation infrastructure for walking and biking is limited to finite areas with no connectivity to each other. Residents seek more connectivity to the City - government, business, organizations - however, we lack the ability to connect easily.
5. The city as it is would be considered by most Americans to be the quintessential American hometown. We are already a 10+ — we must preserve that and build upon it, not obliterate it.
6. As a community let's first define our common ground and then determine the ways we want that common ground to manifest itself for future generations.
7. I've lived here 31 years and love our City. I believe we have had and currently do have good stewards for our future.
8. More young professional meet and greets within the community and community involvement of those people to bond with each other like volunteering and blending the young professionals with the older professionals of the community.
9. I thought it was interesting during last Visioning Meeting when Peter said WP is "an 8 striving to be a 10" and the response from one on the steering committee was "WP is a 10 that is in danger of becoming a 3". That is the split in our community. Some of us are expecting WP to get better and better and others think WP is on the verge of spiraling down.
10. We can always grow
11. Keep WP local government open and transparent
12. Winter Park is evolving from a community founded in wealth to a broad, diverse community of many colors, ages, and backgrounds. To retain our balance of culture, commerce, and community, we need to understand how to grow in a way that encourages families to return and retirees to remain in Winter Park.
13. Hopefully WP will continue to move forward with smart choices that will continue to build a better balanced WP and keep it walkable I would like to see WP keep the library, the post office, etc. close to the central area near Park Ave.
14. Concern about the slow loss of scale in regard to new commercial buildings being built with shear multi-story vertical walls too close to or adjacent to streets. This deletes the expansiveness of views and landscaping throughout the city as we walk and drive. Unfortunately the charm of Winter Park is slowly being eroded drip by drip.
15. Stop the over development and control congestion and traffic.
16. I would like to see more emphasis on recycling for our business area. We have no recycling options at all.
17. We have an excellent Police Department. Thankfully on the rear occasions that we have needed them they have been prompt, courteous and especially concerned and careful with our safety
18. It would be nice if our children and grandchildren had housing options appropriate to and affordable for the stages of their adult lives - so that they could stay here if they chose to.
19. This is HOME, no other place like it in the world.
20. We are not particularly tolerant of people wasting our time.
21. Density and the traffic, especially on 17-92. I am a West-side Winter Parker, and we feel pretty ignored in our neck of the woods. It seems everything is getting dumped in our neighborhood. Old K-Mart shopping area is a blight. I would hate people to judge Winter Park by seeing that first.
22. Need to continue efforts to enhance/clean up corridors such as Fairbanks, Lee Road, etc., while not raising taxes is a good thing it should not be at the cost of sacrificing quality of service/responsiveness of the City's various Departments which is becoming an issue.

23. Winter Park has a tradition of philanthropy, volunteerism and civic engagement since 1887. This is part nature (the type of people living in Winter Park) and park nurture (the type of organizations and civic traditions we have established)
24. Not enough residents understand the budget or follow the process. Current budget process good example where we have to rob peter to pay paul in order to get upgrades to our infrastructure. SOOOOOOOOOO how will we pay for any new ideas people share
25. It sure would be nice if our city's street signs actually matched!!!!
26. Sense of Security, Acquainted with neighbors, being involved with community
27. Low density...human scale buildings ... high quality homes/buildings... culture...heritage..high level of guaranteed green space per resident...family oriented...community not tourist attraction..fiscally conservative.
28. I would like to see the city plan for a ""Lymmo"" free bus (system) to help residents get to places they want to be in WP without having to drive and park to get there. Places like the sun rail station, library, museum, civic center, restaurants and shopping. This would serve the young (students), older population, and families with children.  
This could be in the form of a trolley, or smaller buses that do not require dedicated lanes, just a consistent schedule and pickup areas. The bus system is no working well in this area and residents have to rely on a vehicle to get around the congested city. I want to do more but find it difficult to fight traffic, park and get around such a compact area as WP.
29. I just think there should be more events for families to be involved.
30. There needs to be more of an awareness of pedestrians.
31. I LOVE WP
32. Our community is a natural phenomenon that many want but impossible to duplicate. It's warm, casual but fancy, well kept, helpful, simply amazing. I have heard people who moved away and couldn't wait to move back.
33. Winter Park has a unique history that must be preserved while balancing growth. My biggest fear is that our town will turn into another cookie cutter community that could be found anywhere in Florida. Winter Park has so many things that other communities seek to emulate. A central park with great shopping and dining. Great schools. Scenic beauty. A passionate and engaged community. Historic architecture. I hope this process treats our past and the direction we are going with balance and respect.
34. I love my city!!
35. Would love to see us address the traffic issues on Aloma and 1792. I would like to see light rail that ties into the SunRail.
36. I hope we can continue to protect our connections with the history of the area while accepting environmental changes and other changes that are appropriate to the health of our environment and the health of our population.
37. I am so sorry that so many people think that the only way we can grow is to drive more and more development. It's simply not fiscally true. City revenue from residential property taxes continues to go up because people pay top dollar to live here.... WP is a wonderful place to live. Quality development is great but we don't NEED it to be a great city.
38. Our community is changing rapidly due to overdevelopment and traffic. Our neighborhoods are changing with the tear downs and new McMansions.
39. I would like the city fathers to change all of the street signs to the newest ones in the permutations...the one with the symbolic peacock and readable lettering. If we're going to distinguish ourselves as unique, this would be a classy and simple first move.
40. It's vibrant and alive...a fun town with so much to offer



41. I would appreciate it if factions would consider ALL the residents of Winter Park when promoting agendas. There are 2 distinct factions - the preservationists that seemingly want to build a wall around Winter Park and keep all those not meeting their high standards out; and the developers that want to bury Winter Park under a mountain of mixed use condos. There has to be a happy medium - compromise. Traffic is one issue. We have operated under the premise that making it a pain to drive through Winter Park will keep commuter traffic out. Instead, the commuters still come, and living here becomes the pain. Connecting Lee Road to Denning will NOT spawn a great black hole that will suck the culture out of Winter Park. Widening Lakemont and making WP Hospital and WP High School more easily accessible will not promote the decay of our lifestyle. Widening Fairbanks between Pennsylvania and 17-92 might actually improve the overall value of that underserved stretch of road. Building a multi-story paid parking facility at the train station and removing the 4-hour parking limit might actually benefit the overburdened, underfed shops on Park Avenue. However, turning the non-redeveloped Hannibal area into a multistory mixed use development is, in my opinion a bad idea.
42. Community is created when we are out and about. We walk, we ride our bikes, we see people on porches. We have the ability to talk and connect. Community is not created when we are zipping around in our cars.
43. I am concerned about traffic in the area. It seems to be worsening daily. I am also concerned about the rift created by a small few outspoken members having too much power and political influence. There seems to be a healthy amount of name calling and finger pointing that is not conducive to a neighborly environment.
44. I want my grandchildren to want to raise their families here in Winter Park. Let's not over build and over populate ourselves out of the family community that is Winter Park.
45. Need to replant the trees that were taken down - this is big part of our attraction
46. My personal highest priority would be to have downtown Winter Park smoke free. My husband and I have left many Park Avenue restaurants because either the cigarette or cigar smoking left us no choice. Outdoor dining, which is a strong draw for visitors to Winter Park, should not equate to being the smoking section. I'm told that 89% of residents do not smoke. So I ask why 11% of the population would have the right to make me leave a restaurant because I cannot breathe fresh air?
47. I want to be able to ride my bike with my son to the farmer's market and not fear being run over. I want to be able to walk to Whole Food (down north Lakemont) and not fear the same. We need to be more walkable and bike-able. It makes for a friendly, healthier, safer community -- more eyes on the streets when we're out walking and biking. It also spurs retail activity and increases property values. Narrow roads, slower speeds - make people the priority - not cars.
48. More is not always better; Progress doesn't have to mean throwing out history and traditions. would like to see the Historic Preservation Board focus on historic preservation.
49. Love it!
50. We need to protect our history; be careful on how we develop so we can keep our uniqueness. I am not into the "regional" feel, because I want to stay Winter Park.
51. It is a tricky balancing act to combine the Southern genteel feeling of Winter Park with the inevitable increased growth of the city's population. "No Density", "Anti-Development", Historical Preservation", "Traffic", (to name a few) are part of the current discussion. And there's also Sustainability, Walkability, Bikeability, Setbacks, Parking, Green Space, etc. Finding a harmonious balance of all those issues sometimes seems impossible. Occasionally you hear a leader say, "We're not" and name another town or city). City leadership must be open to learning from other successful cities that may not be just like Winter Park, but each may have something good that could work here, too.
52. Do not let property rights go to the historic preservation people- that would be communism

Let me just say this town is unique and one-of-a-kind because of all the individual talented people that have created developed and lived in this town. Not one of those individuals were inspired by rules and overreaches of laws.

53. Commercial development off Park Avenue should seek to extend the walkable urban village atmosphere that makes Park Avenue so wonderful. 17-92 and Fairbanks should be tree-lined dense urban boulevards, with very limited setbacks, not typical commercial highways with parking lots and pole signs. Parking lots are not open space, they are blight.
54. Fairbanks from Park Avenue to i-4 is not pretty. Widen the road.
55. On the weekends have the Park Ave off limits to cars, that way people can move around more freely (on even just after 5pm on Saturday and Sunday)
56. Continue to maintain trees, lakes. Plan activities that bring people together.
57. After living in Winter Park for 25 years, I can't think of any other city or state I'd like to live. Conditions will never be perfect but I think our elected officials and policymakers have done a good job respecting the city's heritage and village scale and maintaining a strong fiscal position.
58. Don't want the narrowing of Denning, traffic issues;
59. Stop issuing permits to knock down quaint small homes in lieu of mansions
60. I do not want to see us paved over like I-drive or tons of other cities around us. I think very careful planning to be sure growth is handled in a good way sums it up.
61. We need to watch ever changing traffic and parking conditions to keep Winter Park accessible and car friendly without turning it into a thruway or ugly paved parking lot!
62. Winter Park is considered a high income area. Adding shops, restaurants that appeal to the middle incomes and marketed as such would bring more people to Winter Park. Including Trinity Prep as a nationally recognized private school right in the Winter Park neighborhood as well as the local public schools would attract more high income families to the area coming in to work in Lake Nona medical city and USTA tennis facility.
63. While our surface parking lots in the CBD are nice.... would be great to further make them extensions of the parks here. Would love to see them bricked and landscaped even more.  
Denning, Mores Blvd and even Orange Avenue. Any 4 lane roads like this. Would be great to minimize to two lanes with additional turn lanes and expanded sidewalks/bike lanes where appropriate. Traffic moves too quickly...safety issues. It would also signal to drivers that they are in Winter Park...some place special...civilized more gentile. More calming and relaxed like the Park Ave/Hannibal Square. Less stressed and hustle bustle.
64. Please remember that we are, indeed, a community and not simply a tourist attraction, and improvements to the city should be made in the interests of tax-paying homeowners, with the knowledge that the city we love and cherish is what attracts visitors, not artificial tourism. We are not Disney North!
65. Its Back to the future day and we are the place in 2015 that is still a great place to be.
66. We need for someone to open a tea house with delicious food like they have in Mount Dora - I go to Mount Dora specifically for those tea houses.
67. I used to tell my daughter to enjoy Winter Park but realize that it's not the real world. We should never forget how most of the world (most of the US, really) lives and be concerned about that. It's good to be unique and wonderful, but we should not raise our kids in a dream world.
68. I love my town, and want to see it retain its charm and reputation as a desirable place to live. Careful, thoughtful growth and development are important to maintaining what people love about our city.
69. See above. It's a shame to see some continue to profit in this community at the expense of changing the entire small town atmosphere for those who live here.



70. I would definitely not like to see the lower and middle class of WP be driven out. This has always been my fear living in WP. As a middle income earner, the homes are not really that affordable in this city anymore. My hope/wish is to see The City of Winter Park adopt or "annex" Winter Park, 32792.
71. I live in Kingswood Manor off of Lee Road. I have heard that it has been discussed in the past of Winter Park incorporating the west side of Lee Rd. under the City of Winter Park. There are many boarded up dilapidated buildings and hotels that need to be demolished that could be completely renovated into an expansion of Winter Park with a mixed-use development, landscaping, restaurants and shopping. I currently have a petition that is being signed by many of the neighbors within the different communities to our elected officials to get Lee Road cleaned up. Many businesses have been boarded up and retired for years. We have 5 hotels of which at least 3 need to be completely bulldozed. There are 2 apartment communities that are run down and are home to many career criminals that need to be demolished. There is so much potential for developing this area into something really spectacular. Redeveloping this side of Lee Road with a mixed-use concept, shops and restaurants would take time and would be costly, but well worth it in the long run. Do you feel this could be something of consideration? If so.....how should it be proposed, to whom should it be proposed to? What are the beginning steps to get this thought on the table and possibly moving in a forward direction?
72. It's well cared for and loving. with a lot of loving family and neighbor
73. The access to the city's lakes is much restricted to private owners. Bike trails towards 17-92, Orange Ave and Downtown Orlando could use further attention.
74. The traffic is a major concern. I grew up here and recently moved back and WOW what a difference. I understand the traffic on Aloma, but it shouldn't be encouraged. People should want to go AROUND the neighborhoods and not through them. Adding one of those huge overpasses at 436 and Aloma will only funnel more traffic into the city. What about adding more road obstacles in neighborhoods. For example, brick Palmer and Phelps, then people will GO AROUND us!
- I also think that the city should STOP CUTTING DOWN SO MANY TREES. Trees are so important and the fact that I can look out my window and see a block over due to the lack of tree cover is so so sad considering what the streets looked like before charlie.
- In the same vein, your historic preservation 'rules', I read, are the worst in the entire state. What's the deal with that? The charm of most of the city is BECAUSE of the HISTORY. Why not protect that instead of actively trying to wipe it out?
- I also must tell you guys (sorry) that you really ought to have the citizens vote on what 'art' is put in central park. The giant ball near the rose garden is really not in line with the quaint 'cute' feel of downtown. In fact, I thought some construction was going on over there until I read the sign.
- As I said I recently moved back to the area. But I didn't mention I was living in Europe for a few years. We could really learn from their pedestrian only zones. It makes it much easier to eat outside. I could imagine Park Ave being such a cute pedestrian zone \*although I'm not quite sure where we would all park\*. But it was just a thought.
75. I am sometimes saddened about the stance that an organized group of citizens take in Winter Park. It almost seems to be against anything new.... as if "I have mine now, but we don't want you to have yours" and "don't change anything, we like it just the way it is" attitudes....
76. Safety. My neighbors got broken into and they stole a lot of expensive stuff. More police cruising and probably mandatory porches with porch lights at night.
77. I truly hope to see improvements and growth in WP, like with the library and new civic center, young leadership on the commission and on the advisory boards, growth and development with our recreational areas. We have valuable assets that already exist in WP, but we need to improve upon them.

- 78. A community which is as old and progressive as Winter Park is going to have growing pains. As a newcomer I understand that some residents want Winter Park to be the Winter Park they have always known. Change is hard, but it is also inevitable. So let's work together on creating positive change for Winter Park that is well informed and directed by the residents towards the best consensus we can hope to achieve.
- 79. Winter Park is beautiful, (among several other great qualities), so let's help keep it beautiful!
- 80. We should be more Bike-able and walkable.
- 81. Yes



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# “KEYNOTES IN THE PARK”

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## DESCRIPTION

“Keynotes in the Park”, held during Phase III, had nothing to do with music – but served as an effort to bring the community together and encourage them to take part in the ongoing vision process. Keynotes featured three respected speakers: Mark Brewer, president of the Community Foundation of Central Florida, Inc.; Grant Cornwell, PhD, president of Rollins College; and Mark Freid, owner/director of Think Creative. Their presentations reflected the need to address the desires of all six current generations; retaining the character and size of Rollins College as a reflection of the character of Winter Park; and how both of these opportunities can in effect contribute to the quality of life and continued happiness of the residents within Winter Park. Attendees were encouraged to talk about how changing demographics could impact Winter Park’s future, and help identify the trends that would be used to modify the emerging vision, themes, and statements.

The people and the world around Winter Park are changing. During the building of the Vision, we had the opportunity to think about what we love about Winter Park and how to ensure that these qualities are enhanced and preserved. Our community discussed how changing demographics will impact Winter Park’s future, and helped identify the trends, risks, and opportunities for the City. We all love Winter Park, and we know our strengths in higher education institutions such as Rollins College, Valencia College, and Full Sail University, but the goal is in retaining that knowledge and talent. As new people arrive, they will bring new ideas, new energy, and new possibilities. The vision strives to capture a little bit more of that, get them to stay a little bit longer, and plant a few more deep roots in our communities. We all acknowledge that through a creative, forward-thinking dialogue, we can ensure our Winter Park is still extraordinary a century from now.

Below are the PowerPoint presentations from each of the Keynotes guest speakers. See the second Vision Winter Park video to learn more about the event (<https://vimeo.com/147674175>).

# Bridging the Generations:

## Designing “Community” for Six Living Generations





# Mark Brewer

Chartered Advisor in Philanthropy ®  
President/CEO

The logo for the Central Florida Foundation is centered within a blue rectangular border. It consists of the words "CENTRAL FLORIDA" in a bold, dark blue, sans-serif font, stacked above the word "FOUNDATION" in a bold, gray, sans-serif font.

**CENTRAL FLORIDA  
FOUNDATION**

**CENTRAL FLORIDA  
FOUNDATION**

Home of the  
**Winter Park  
Community Foundation**



Central Florida Foundation is the place for  
people who want to invest in their community.

**CENTRAL FLORIDA  
FOUNDATION**

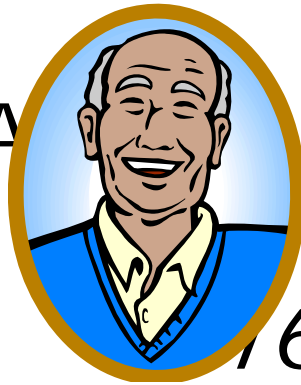


# Key Challenges for Leaders and Designers

- What exactly is “community?”
- Baby Boomers are “in charge” by the numbers, but Millennials are already in control of the market.
- Gen Xers and Millennials have adapted, but only Xers share the need for “accountability.”
- Boomers and Xers clash over a fundamental issue.
- Millennials approach long-term issues differently and are not planners by nature.

# GI Generation

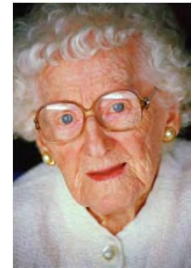
- Born 1901 – 1926
- Current Age Over 88
- # Born 16,582,000
- Formative Years '10s to '30s





# GI/Greatest Generation

- Defining Events and Trends
  - The Roaring Twenties
  - The Great Depression
- Generational Lifestyle
  - Civic – “We fought for it.”
- Financial Style
  - Cautious – “Save, save, save.”



88 +

10 million – 1,000 die each day

# Silent Generation

- Born 1927 – 1945
- Current Age 69 to 87
- # Born 46,582,000
- Formative Years '30s to '60s



# The Silent Generation

- Defining Event or Trends
  - World War II
  - New Deal
  - Korean War
  - Death of FDR
- Generational Lifestyle
  - Adaptive – “We earned it.”
  - Past-orientated and history absorbed
  - They believe in logic, not magic
  - They are conformers
- Financial Style
  - Balance – “Save, then spend.”



69 - 87



*Roosevelt*



- Born 1946 – 1964
- Current Age 50 to 68
- # Born 79,907,084
- Formative Years '50s/'60s/'70s/80's



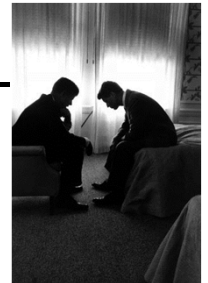
# The Baby Boomers

- Defining Events & Trends
  - Prosperity, Television, Suburbia
  - Civil Rights and Women's Movement
  - Assassinations & Vietnam



49 - 67

- Leading Edge Boomers - Save the World Revolutionaries –  
Came of Age '60s & '70s
- Trailing Edge Boomers - Career Climbers –  
Came of Age '70s & '80s



# Boomer Nation - Perspectives

- **Forever Young!**
  - Aging is Mandatory – Growing Old is Not
- Baby Boomer turns 65 every 7 seconds
- Never Use the Terms:
  - Senior Citizen, Retirement, Aging, Golden Years, Silver Years
- Free spirited, boisterous
- Comfortable in the Spotlight
- Competitive – like to finish first!
- No Such Thing As Retirement
- Boomer Grandparents: 37 million





# Generation X

- Born 1965 – 1981
- Current Age 33 to 49
- # Born 58,582,000
- Formative Years '70s to '00s

# Generation X

## (Baby Busters, Lost Generation)

- Defining Events & Trends
  - Fall of Berlin Wall, Challenger
  - Computers: WWW launch, Dot Com crash
  - Single Parents, Latchkey Kids
  - AIDS and MTV
- Generational Lifestyle
  - Reactive – “We won’t get it.” “Don’t lie to me”
    - Risk taking skeptics
    - Balance work and family
    - Tend to be cynical
    - Are the “least faithful” generation
- Financial Style
  - Resigned – “It’s hopeless.”



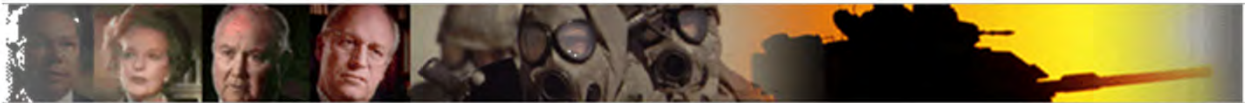
33 - 49



# Generation X

## Coming of Age Events

- Aids
- Challenger explosion
- Stock market crash 1987
- Fall of the Berlin Wall
- First Gulf War



**CENTRAL FLORIDA  
FOUNDATION**



# Millennials – Entitlement Generation?

- Born 1995 – 2004
- Current Age 22 to 33
- # Born 79,000,000???
- Formative Years '80s to '00s





# Millennials



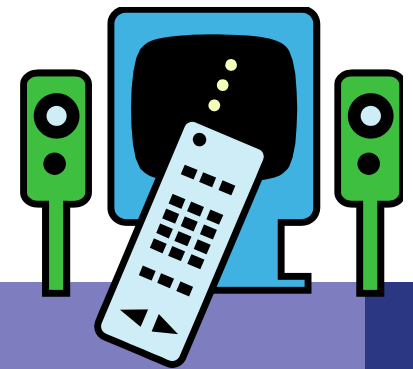
## Coming of Age Events

- September 11 attacks
- The Internet
- Great economic times
- Dot com boom and bust
- Columbine Shootings
- Oklahoma City Bombing
- Princess Di's Death
- Clinton Impeachment and Scandal
- OJ Trial
- Fall of Berlin Wall
- Mark McGwire/Sammy Sousa homerun contest



# Early Adopters – Digital Millennials (Born 1982 to 2000)

- The Internet, especially the World Wide Web (about 1995 onwards)
- PCs with modern operating systems and mouse-based point-and-click, requiring fewer keyboard skills. (late 1980's and onwards)
- Cellular Phones and Camera Phones (late '90s and onwards)
- DVDs (1997 and onwards)
- Digital Audio-I (2001 and onwards)
- Tivo and other DVR devices. (1999 and onwards)
- HDTV (2001 and onwards)
- Broadband Internet (early 2000's)
- Digital Camera (late '90s)
- **Instant Messaging (late 90's and onwards)**





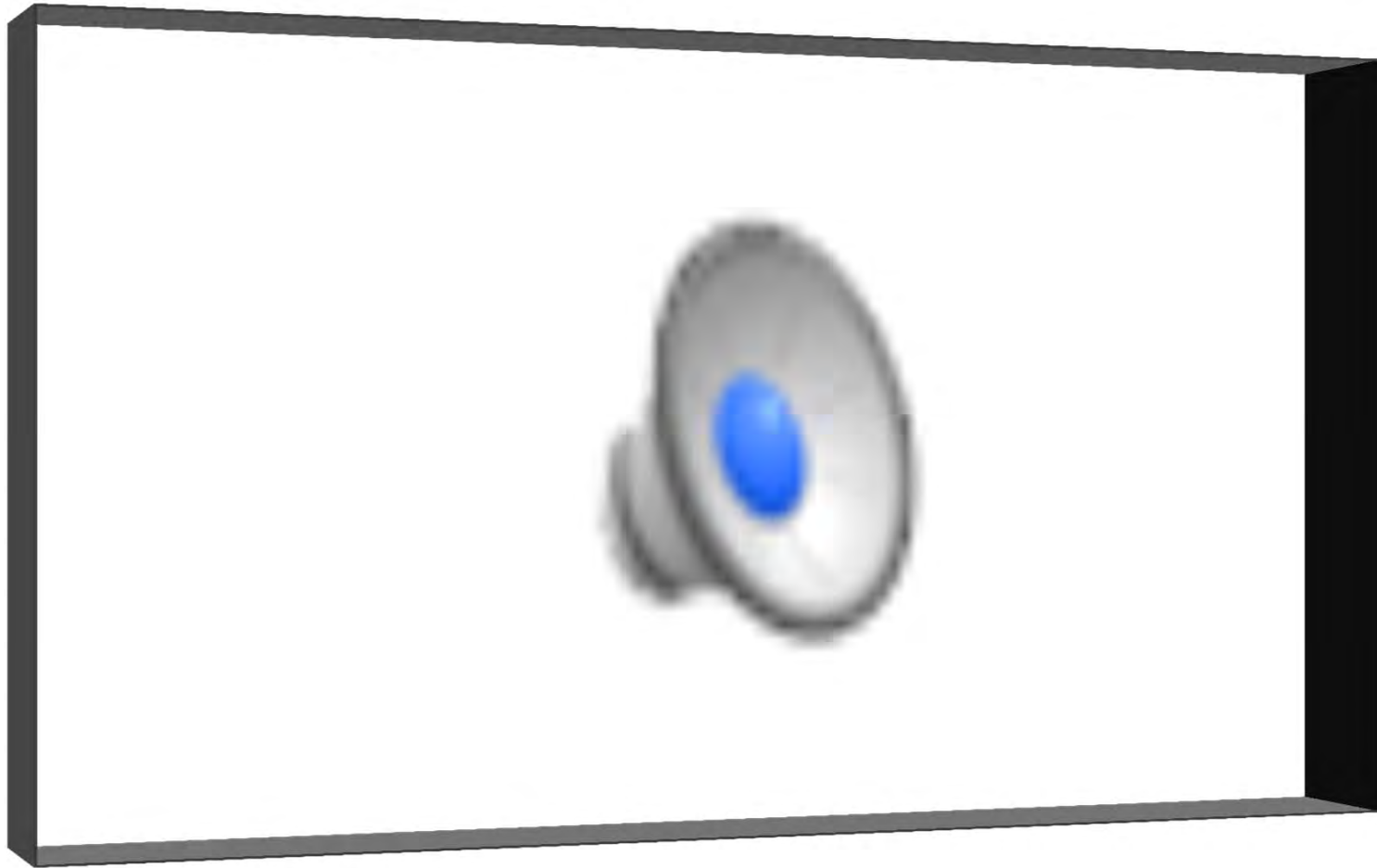
# Millennials are “Blenders”

- Want to communicate instantly through multiple channels – Email Seems too slow
- Exceptional Multi-taskers
- Prefer working in teams
- Work – Life Blending – Work when they want
- “Fun” is a feature mentioned often in research
- Less likely to pursue managerial or team leadership that will compromise life outside of work

# Gen Z is Coming

- Under 21 – 25% of the US Population
- Ethnically Diverse – last generation to be majority non-Hispanic white – 52.9%.
- 23.5% are Hispanic and 93% of those are US born.
- Characteristics include – DIYers and crowd sourcers, instant gratification, over connected to a point of impairment.





# Bridging the Generations:

## Designing “Community” for Six Living Generations







We are our stories.

Mark Freid

*think*  
thinkcreativeinc.com























A male peacock is shown from the front, standing on a light-colored, textured ground. Its tail feathers are fanned out in a wide, semi-circular shape, filling most of the frame. Each feather has a distinct 'eye' pattern with a blue center, a green ring, and a brown outer edge. The peacock's body is primarily blue, with a greenish-yellow patch on its chest. Its head is turned slightly to the right, showing a blue crest.

How did I get here?





What are we complaining about?





Negativity makes better stories.  
(Contentedness is boring.)





"You can complain because roses  
have thorns, or you can rejoice  
because thorns have roses."

(Tom Wilson)





“The words you speak become  
the house you live in.” (Hafez)





The positive experience index.



A close-up, low-angle shot of a young girl with long, wavy brown hair, laughing heartily. Her head is tilted back, eyes are closed, and her mouth is wide open, showing her teeth. She is wearing a light blue or white short-sleeved shirt. The background is a soft-focus green field with trees in the distance, bathed in the warm, golden light of a setting or rising sun. The overall mood is one of pure joy and happiness.

Did you smile or laugh today?



A photograph of a young couple smiling and embracing each other. The woman is on the left, wearing a white tank top, and the man is on the right, wearing a grey t-shirt and a grey baseball cap. They are standing in front of a weathered, corrugated metal wall. The text "Were you treated with respect today?" is overlaid in white on the lower half of the image.

Were you treated with  
respect today?





Did you feel well-rested today?



A young girl with dark hair and freckles is smiling and looking down at a small brown frog she is holding in her hands. She is wearing a pink and white striped shirt. The background is a blurred green field with tall grass. The text "Did you do or learn something interesting today?" is overlaid in white on the lower half of the image.

Did you do or learn  
something interesting today?





Paraguay is the happiest place  
in the world.









Open your eyes.



A close-up photograph of a person's face, focusing on their open mouth. The person has dark skin and is wearing glasses. Their mouth is wide open, revealing their upper and lower teeth, which appear to be dental prosthetics or veneers. The background is a solid, muted brown color.

Release great stories into  
the world.





Thank you.

Mark Freid

*think*  
thinkcreativeinc.com





# ROLLINS



F O U N D E D 1 8 8 5



# Key Findings from 2013 Survey of Employers



• **Innovation a Priority:** 95% of employers say they give hiring preference to college graduates with skills that enable them to contribute to innovation in the workplace.

• **It Takes More than a Major:** 93% of employers say that a demonstrated capacity to think critically, communicate clearly, and solve complex problems is more important than a candidate's undergraduate major. More than 75% want higher education to place more emphasis on critical thinking, complex problem solving, written and oral communication, and applied knowledge.

• **Broad Learning is Expected:** 80% of employers agree that, regardless of their major, all college students should acquire broad knowledge in the liberal arts and sciences.

• **Students Need Liberal and Applied Learning:** Employers strongly endorse educational practices that involve students in active, effortful work—practices including collaborative problem solving, research, internships, senior projects, and community engagements.

• **E-Portfolios Would Add Value:** 83% of employers say an electronic portfolio would be useful to indicate that job applicants have the knowledge and skills they need to succeed.

## Employer Priorities and Consensus on College Learning Outcomes

### Knowledge of Human Cultures and the Physical and Natural World

- Broad knowledge in the liberal arts and sciences 80% <sup>n</sup>
- Global issues and knowledge about societies and cultures outside the US 78% <sup>n</sup>
- Knowledge about science and technology 56% <sup>v</sup>

### Intellectual and Practical Skills

- Critical thinking and analytic reasoning 82% <sup>v</sup>
- Complex problem solving 81% <sup>v</sup>
- Written and oral communication 80% <sup>v</sup>
- Information literacy 72% <sup>v</sup>
- Innovation and creativity 71% <sup>v</sup>
- Teamwork skills in diverse groups 67% <sup>v</sup>
- Quantitative reasoning 55% <sup>v</sup>

### Personal and Social Responsibility

- Problem solving in diverse settings 91% <sup>n</sup>
- Ethical issues/public debates important in their field 87% <sup>n</sup>
- Civic knowledge, skills, and judgment essential for contributing to the community and to our democratic society 82% <sup>n</sup>
- Ethical decision making 64% <sup>v</sup>

### Integrative and Applied Learning

- Direct experiences with community problem solving 86% <sup>n</sup>
- Applied knowledge in real-world settings 78% <sup>v</sup>

#### NOTES:

<sup>n</sup> indicates percentage of employers who “strongly agree” or “somewhat agree” that, “regardless of a student's chosen field of study,” every student should attain this area of knowledge or skill.

<sup>v</sup> indicates percentage of employers who say they want colleges/universities to “place more emphasis” on this area of knowledge/skill.



Source: Hart Research Associates. *It Takes More Than a Major: Employer Priorities for College Learning and Student Success* (Washington, DC: AAC&U, 2013), [www.aacu.org/leap/public\\_opinion\\_research.cfm](http://www.aacu.org/leap/public_opinion_research.cfm)







# Great Jobs Great Lives

The 2014 Gallup-Purdue Index Report

**A STUDY OF MORE THAN 30,000 COLLEGE GRADUATES ACROSS THE U.S.**



SUPPORTED BY  
**Lumina**<sup>™</sup>

**GALLUP**<sup>®</sup>

**PURDUE**  
UNIVERSITY



# IT'S HOW YOU DO IT

Graduates who were  
*“emotionally supported”*  
during college

HAVE  
MORE  
THAN **2x**

the odds of being ENGAGED  
in their work

AND  
ARE  
NEARLY **3x**

as likely to be THRIVING  
in their well-being

“At least one professor who made me excited about learning” 63%

“Professors cared about me as a person” 27%

“A mentor who encouraged my hopes and dreams” 22%

Only **14%** of all graduates experienced all three

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# IT'S HOW YOU DO IT

## GRADUATES WHO HAD

*“experiential and deep learning”*

HAVE  
MORE  
THAN

**DOUBLE**

the odds of being ENGAGED in their work  
and more are thriving (13% vs. 10%)

“Long-term project taking a semester or more to complete”	32%
“Internship or job where applied learning”	29%
“Extremely involved in extra-curricular activities & organizations”	20%

Only **6%** of all graduates experienced all three

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# “WEEKENDS IN THE PARK”

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## DESCRIPTION

### Neighborhood Events

The Vision themes and statements were tested as part of the Phase 4 events, held on April 2nd, 3rd, and 23rd at various neighborhood park locations within the City. Winter Park’s community members and their families were invited to gather at their local neighborhood park to help refine the vision themes and statements and identify those big ideas to fulfill the Vision. These neighborhood meetings included several kid-friendly attractions including arts and crafts, visits from the Winter Park Fire Department, refreshments by Kona Ice, and a plethora of Vision Winter Park “swag” to choose from. A total of 141 hard copy surveys were collected during “Weekends in the Park”. Neighborhood meeting locations are shown on the map to the right, and included Ward Park, Martin Luther King, Jr. Park, Phelps Park, Harland Park, Howell Branch Reserve, Azalea Lane Park, Mead Botanical Gardens, and Orwin Manor Park.

### Focus Groups

In addition to “Weekends in the Park”, ten focus group meetings were held to further refine the Vision. These groups included representation from arts and culture; community organizations and foundations; the Economic Development Advisory Board; education; faith-based organizations; health and wellness groups; neighborhoods and HOAs; planners and architects; realtors and developers; and retail owners, including the Park Avenue Merchants Association. A full summary of the focus group meetings can be found in the Steering Committee Packets as part of Supporting Document C.



## QUESTIONNAIRE + RESULTS

### Q1: WHICH NEIGHBORHOOD DO YOU LIVE IN?

#### Q1 RESULTS:



Aloma Avenue Neighborhood	12
Denning Drive Neighborhood	16
Fairbanks & Orlando Corridor	6
Howell Branch Neighborhood	6
Lake Osceola Neighborhood	2
Lakes Sue & Virginia Neighborhood	3
Lee Road Corridor	3
Park Avenue Corridor	11
South Orlando Avenue Corridor	3
Southeast Winter Park Neighborhood	5



Q2: IF YOU ATTENDED ONE OF OUR FOCUS GROUP SESSIONS, WHICH GROUP WERE YOU A PART OF?

Q2 RESULTS:

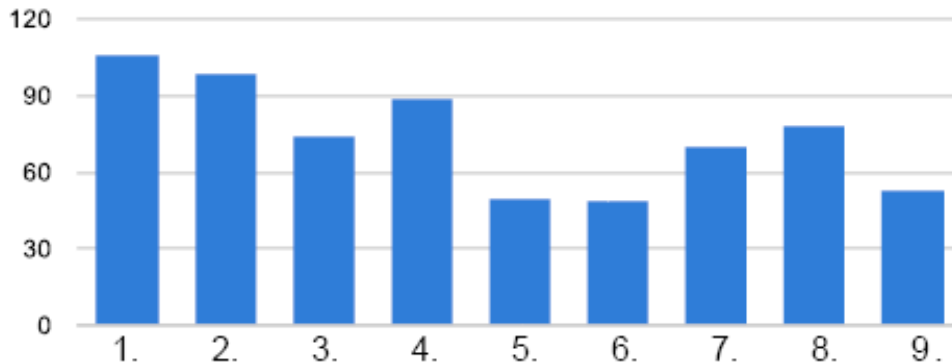


Arts/Culture	1
Real Estate Development	6
Faith-based Organizations	1
Community Groups	2
Youth Groups	1
Planners/Architects	3



### Q3: PLEASE SELECT THE VISION THEMES THAT RESONATE MOST WITH YOU OR ARE MOST IMPORTANT TO YOU.

#### Q3 RESULTS:



1. Retain Our Extraordinary Village to Live, Work + Play	106
2. Plan Our Future Growth Based on the Mix of Neighborhood, Village + Urban Character	99
3. Improve Our Means to Get Around	74
4. Connect to Nature	89
5. Increase Our Generational Appeal	50
6. Enhance Learning through Collaboration + Social Interactions	49
7. Embrace Wellness for All Ages	70
8. Invest for Our Future	78
9. Promote, Expand + Continually Improve Community Engagement	53

### Q4: PLEASE SUGGEST ANY WORDING REFINEMENTS TO ANY OR ALL OF THE VISION THEMES.

#### Q4 RESPONSES:

1. I think the vision themes need an explanation or a couple of points under each - they are all very vague and involve such a broad heading
2. As a parent, my focus is on having wonderful and safe outside parks and recreation options to spend time with the family.
3. What does the technology wording in #3 mean?  
Higher level of design - all look the same?



I like the idea to integrate better pedestrian connectivity. It's hard to get between neighborhoods and to downtown on bikes.

4.
  1. Retail & Condo is for revitalizing decaying urban areas i.e.; fostering new neighborhoods which is not needed in Winter Park and increases congestion
  2. Keep as many cottages as possible and limit McMansions - lot line to lot line!
  3. Too much traffic will reach a tipping point after which people will avoid Winter Park. make Park Ave a pedestrian walkway - the retailers complain but if parking garages and shuttles are provided that might work with them.
  4. More open spaces, more funding for Mead Garden!
5. Need more parking. Events such as Art Festival should be friendly free parking
6. Pressure clean the sidewalks of Park Ave daily
7. Bike paths  
fitness areas in some urban spaces  
enhance mead gardens  
enhance community connect to central institutions (museums, Bach festival, etc.)
8. ARTS!
9. We need to keep a balance between smart growth and preserving the great historical areas that distinguish Winter Park from much of Florida
10. Connect to nature - "preserve, restore and integrate nature into community"
11. Invest in education for the youth. More investment in activities and parks for our children
12. Expand our means to get around, connect lifestyle to nature, embrace wellness, ages in lifestyle
13. they all seem well written - no changes
14. Suggest having them in different order on random forms so that the order they are in do not effect ranking. Also, the word ""retain"" - it can mean ""don't change"" or ""don't ruin"" - it can be somewhat vague.
15. I think very well done
16.
  1. Plan to make Winter Park Library world class
  2. Public Golf Course is real asset for our community
  3. Continue to develop Lee Rd and Fairbanks Ave as entrance to our City
  4. Continue to work on Mead Gardens. It is special place in Winter Park
17. Pedestrian and cycling should be both promoted
18. Vision one - please keep and focus on this. we are expanding in the wrong direction, and I feel the people are not being listened to. voting on the library and such an unnecessary expense.
19. Not sure what Urban Character means- want village character retained.  
What is sensitive use of density? Don't favor using more density to increase open space. Keep our parks level of service.
20. Invest in our Future://generational appeal > with the destruction of small homes we eliminate two important groups of our city - folks that want to DOWNSIZE into a smaller home, and those that are in a middle to lower socioeconomic group.  
Winter Park doesn't need to be a ""monied only"" community
21. Reduce the size of government.  
Reduce unfunded pension fund.  
Pay off City debts.  
Recreational areas to be self-funded.
22. Keep parks for PLAY and relaxing.  
More green space.  
Consolidate municipal resources in & around Park Ave



- Don't attenuate the downtown core.
23. You may have this, but weekend bus shuttles for the Towers & Mayflower sponsored by the City or downtown merchants to Park Ave, Cornell Museum of Art might be nice for older folks.  
Put bird feeders at parks or places on Cady Way Trail to attract more bird life and helps the many that are here.  
Maintain as many aesthetic fields as possible.
  24. Explain- is there a path to break our City?! I hope not! Keep our City beautiful!
  25. I really enjoy Vision #2- specifically ""increase the amount of open space through sensitive use of density""  
I want to see more flow of this concept though the ""urban"" Winter Park as well.
  26. Keep Park Ave independent. Less GAP, Williams & Sonoma; more Mom & Pop, more family activities
  27. #7- Include special needs activities. Example: deaf children & adults, or deaf awareness.  
ex: adding sign language sings to playgrounds
  28. They are fine
  29. #2- Not sure we need to increase open space as much as manage what we have  
#5- Provide housing & accessibility options to retain older generations.
  30. Retain our extraordinary village...the word retain suggests that there is no opportunity for progress of change. Not sure what word to use to exactly retain seems restrictive perhaps Refine or reflect. Retain sounds like we are bending to the contingency in town that steers away from progress and does not embrace responsible improvements
  31. Means to get around- Juice Bikes!  
Keep cleaner parks! Trash piles up all of the time, bathrooms are dirty
  32. Mandatory permaculture  
Use the City to create a sustainable food system
  33. I like them all
  34. Theme 4 might include the word "inviting"
  35. I think more social activities that involve the community as a whole. Things that will mix the community.
  36. Increase recreational opportunities.  
Connect to nature by maintaining green spaces.
  37. Invest in our future by providing more youth activities
  38. Continue to keep it family friendly and a safe place to visit
  39. Safety
  40. What does investing in our future mean? Not knowing specifics, it is impossible to rate. Sounds negative to me.
  41. The themes were well worded and I believe in the order of importance that I put on there
  42. Encourage wellness through maintenance of parks
  43. Invest for the future if all this is done it will be a given
  44. give Seminole county Winter Park access to lake at winter prices
  45. Historic preservation should be encouraged
  46. Anyway to help parking or the ability to enjoy downtown Winter Park for an event without transportation struggles. accessibility of the area can be an issue
  47. Include children, education and pets
  48. Include kids, pets, single people and families
  49. Include commentary on density to see feedback
  50. Community champions  
meet your Winter Park
  51. Promote fun places that are free in Winter Park



52. Add recycling
53. Safer environment for the kids
54. Plan Our Future Growth Based on the Mix of ""Traditional"" Neighborhoods...  
Improve Our Means to Get Around ""In all modes""  
Integrate a Network of Market Gardens on Bikeways
55. All of the vision statements need to be forward looking "Retain Our Extraordinary..." is great but it needs to have an aspect that recognizes what a Village looks like in 50 years, because it looks a lot different than it did 50 years ago. We are doing this for our children, not our deceased forefathers so we need to not only be aware of changing attitudes and requirements but setting a GOAL for these things. Also Density is not a bad word. people talk about Village Theme. How about looking at Greenwich Village for a way to have the ideals of a Village but in a more dense environment. The idea that we have to be a bedroom, sleep community to be true to our ideals is absurd.

## Q5: PLEASE SUGGEST ANY ADDITIONAL VISION THEMES.

### Q5 RESPONSES:

1. Promote inclusive and transparent city government.
2. Change public bus stop on the corner of Aloma and Lakemont (next to chase bank) the bus stops and stays there for about 30 minutes during traffic time in the mornings and afternoon. this causes a traffic jam, not allowing the traffic to flow smoothly.
3. Arts and culture, support and growth
4. More arts, family oriented gathering
5. Better recycling options at home and in restaurants.
6. It's not broken, don't fix it too much
7. Promote the existing arts organizations  
Support local schools by connecting programs at mead gardens, Cornell etc.  
Identify ways to help at risk youth and those living in poverty in our city - maintain their culture - prevent gentrification in Hannibal square  
Mead Gardens - so underutilized and fantastic!
8. Work with Orange County Public Schools so all Winter Park city residents (children) can attend schools within the City of Winter Park. OR the City also look at the bill in State House & Senate that allows a City to make its own school district. Since Winter Park Parks are used by other residents in Metro Orlando a possible 1% sales tax should be considered to keep City infrastructure to excellent levels.
9. Arts! - visual, performing and music  
Mead Gardens - so underutilized!  
Fitness integrated into parks and community green space
10. Can't think of any!
11. Increase Bike and Pedestrian availability - save sidewalks, and add more bike lanes.  
Expand our thinking of what is the downtown core. We need to spread it out just a but as it's very crowded now. Love the new library location at MLK Park. Provides for more involvement in the park.
12. I think all the themes covered well
13. The themes are plenty to work on and accomplish to completion. sometimes simplicity itself helps to accomplish this



14. Continue to promote downtown Winter Park as place to shop & visit
15. Cycling infrastructure not only gets the community engaged with their environment but improves health, increases retail sales and connects green spaces with city as a whole
16. #4- I really want to see our City be safer for pedestrians/bicycles, especially so our kids can get out and around
17. Green Space protection and enhancement.  
Historic preservation.
18. Keeping parks and public spaces in the ""tip top"" shape should be priority. Walk Park Ave on an early Sat or Sun morning and observe the dirt that is left behind from ""visitors"" in our City! There is dog mess, gum, cigarette butts, food particles, trash, and very dirty sidewalks & streets. PLEASE get to work on keeping our city clean and pristine.  
Access the ship owners and set cleaning guidelines, fining those businesses that don't comply!
19. Listen/Collaborate  
Don't come to meetings with pre-conceived notions  
Remodel sustainability
20. More funding for Mead Garden
21. Museums
22. The 9 listed are good
23. I would like to see something where there is some inclusion for interracial families. My family is interracial and at times we feel intimidated to interact with non-interracial families, especially the Phelps area (which is close to our home)
24. Preserve the historical values & buildings in the City.  
Promote child centered activities: Children are our future.
25. Related to what I mentioned in #7, Improving awareness of our differences improves the quality of life for everyone
26. Would it be nice if people who have been residing in Winter Park for many years would like to move to a smaller residence in a neighborhood for 55+. Not everyone past 50 wants to go to Westminster Tower etc. or even can afford or move out of town. a neighborhood reserved for older residents would be most welcome.
27. Connect SunRail to airport.  
Increase educational opportunities for all- kids to senior citizens
28. Recognize that our citizens and their families treasure their pets. Include pet friendly measures.
29. Retain the aesthetic beauty of Winter Park
30. Corridor enhancements - Aloma, Fairbanks, Lee Rd, & 1792.Need a lot of help. They're inconsistent with the overall look/feel/appeal of the downtown core.  
Annexation- In order to do the above, we need to annex all the way to 436 and other pockets outside limits.
31. Promote neighborhood heritage with new construction  
Fruit tree initiatives
32. Park Ave Christmas lights are amazing! GREAT JOB!  
Clean up after Park Ave parades is awesome. Great!
33. More parks
34. More offerings for STEM (STEAM) education for children
35. Build more public parks  
More free community programs
36. More community and YMCA combined events.  
More small business combined events.
37. Improve/enhance the transportation system



38. Promote sustainability, green infrastructure
39. Encourage celebration of our multicultural community/embrace diversity  
Outreach to aid our neighbors struggling economically, for the benefit of our collective community  
Support the arts and encourage integration with the local arts community and our parks
40. Sustainability! Historic & heritage preservation volunteerism.
41. Needs more creativity and community interactions
42. Provide more parking! Like all the races in WP
43. More animal friendly themes. there is always dogs around town
44. Winter Park is a special community which encourages good neighbor philosophy as we nurture our children, individual families to be good community citizens and be a part of our future
45. Our community is diverse. Technology savvy.
46. Design standards to make parking lots less prominent
47. Interesting people in our community. the unsung residents who we don't know about (not political figures or big time business leasers) the people next door.
48. I love it all
49. More parks for my kids and my dog
50. Protect the Lots and Heritage of the 1882 Hannibal Community  
Provide Safer Bicycling and Walking throughout  
Integrate a Network of Market Gardens on Bikeways
51. Skate park
52. We must also recognize that Winter Park's success, our economic vitality is critically linked to guests to our community. It is not always about Welcome Home. How about just plain old "Welcome!"

## Q6: PLEASE SELECT THE VISION STATEMENTS THAT RESONATE MOST WITH YOU OR ARE MOST IMPORTANT TO YOU, AND FEEL FREE TO SUGGEST ANY ADDITIONAL VISION STATEMENTS.

### Q6 RESPONSES (BY VISION THEME):

#### RETAIN OUR EXTRAORDINARY VILLAGE TO LIVE, WORK + PLAY | COUNT = 36

##### WINTER PARK – WELCOME HOME. | COUNT = 16

##### A BRICK VILLAGE THOUGHTFULLY BUILT TO INVITE THE FUTURE. | COUNT = 8

##### "OTHER" | COUNT = 5

1. Maintain the original design of the community which was a community of single family homes.
2. Rich Past, Bright Future
3. Protect the Lots and Heritage of the 1882 Hannibal Community



4. Winter Park -- Welcome
5. Winter Park - Delightfully Distinct - Welcome Home

---

## PLAN OUR FUTURE GROWTH BASED ON THE MIX OF NEIGHBORHOOD, VILLAGE + URBAN CHARACTER

---

DEVELOP A PROCESS TO ENCOURAGE A HIGHER LEVEL OF DESIGN IN BOTH PLANNING AND BUILDING. | COUNT = 8

---

INCREASE THE AMOUNT OF OPEN SPACE THROUGH SENSITIVE USE OF DENSITY. | COUNT = 3

---

PLAN FOR AN ACCEPTABLE LEVEL OF GROWTH TO RETAIN OUR VILLAGE CHARACTER AND OPEN SPACE. | COUNT = 12

---

UTILIZE TECHNOLOGY TO UNDERSTAND AND VISUALIZE OUR FUTURE GROWTH. | COUNT = 6

---

“OTHER” | COUNT = 3

1. Maintain current height and FAR restrictions on all future commercial, mixed use and multi-family buildings.
2. Protect the Lots and Heritage of the 1882 Hannibal Community
3. Skate park

---

## IMPROVE OUR MEANS TO GET AROUND

---

INTEGRATE PEDESTRIAN CONNECTIVITY BETWEEN OUR NEIGHBORHOODS, AND ESPECIALLY AROUND OUR SCHOOLS, PARKS, AND SHOPPING. | COUNT = 11

---

PROMOTE AND INCORPORATE PEDESTRIAN-ORIENTED STREETSAPES FOR OUR COMMERCIAL CORRIDORS. | COUNT = 9

---

DESIGN OUR CORRIDORS TO TAKE ADVANTAGE OF TECHNOLOGY. | COUNT = 6

---

CREATE A TRANSPORTATION NETWORK THAT PERMITS LOCALS TO TRAVEL WITHIN THE CITY WITHOUT HAVING TO ACCESS MAJOR CORRIDORS. | COUNT = 9



---

**"OTHER" | COUNT = 2**

1. Add additional SunRail stops and a system of trolleys or trams to shuttle people around WP.
2. Provide a safe and healthy bicycle trail network

---

**CONNECT TO NATURE**

---

**PRESERVE OUR ABUNDANCE OF NATURAL RESOURCES AND ACTIVITIES WITHIN A CONNECTED, APPROACHABLE ENVIRONMENT. | COUNT = 12**

---

**INCREASE OUR GENERATIONAL APPEAL**

---

**REINFORCE OUR COMMUNITY AS A COMMUNITY THAT CARES GENERATION TO GENERATION. COUNT = 14**

---

**KEEP WINTER PARK FAMILY-FRIENDLY. COUNT = 10**

---

**ATTRACT YOUNGER GENERATIONS. COUNT = 7**

---

**"OTHER" | COUNT = 1**

1. Integrate a Network of Market Gardens on Bikeways

---

**ENHANCE LEARNING THROUGH COLLABORATION + SOCIAL INTERACTIONS**

---

**FOSTER A LEARNING COMMUNITY BY CONNECTING AND INTEGRATING OUR LEARNING INSTITUTIONS. | COUNT = 8**

---

**EMBRACE WELLNESS FOR ALL AGES**

---

**EXPAND CITY INVOLVEMENT IN HEALTH INITIATIVES. | COUNT = 8**

---

**"OTHER" | COUNT = 1**

1. Integrate a Network of Market Gardens on Bikeways.

---

**INVEST FOR OUR FUTURE**



IN A TOWN THAT GETS BETTER EVERY DAY, PROVIDE THE BEST POSSIBLE  
INFRASTRUCTURE AND INSTITUTIONS TO KEEP WINTER PARK AT ITS HIGHEST LEVEL. |  
COUNT = 12

ENCOURAGE A WELCOMING CLIMATE FOR VISITORS TO STAY AND ENJOY THE EXPERIENCE  
OF WINTER PARK. | COUNT = 4

BALANCE OUR OBLIGATION TO OUR HERITAGE TO DIRECT FUTURE CULTURAL AND CIVIC  
DEVELOPMENT. | COUNT = 10

"OTHER" | COUNT = 1

1. Protect the Lots and Heritage of the 1882 Hannibal Community.

## **PROMOTE, EXPAND + CONTINUALLY IMPROVE COMMUNITY ENGAGEMENT**

"OTHER" | COUNT = 2

1. Integrate a Network of Market Gardens on Bikeways
2. Skate Park.

**Q7: USE THE MAP TO PROVIDE OPPORTUNITIES SPECIFIC TO YOUR  
NEIGHBORHOOD OR FOCUS GROUP, AND INDICATE WHICH VISION  
STATEMENT THAT WOULD HELP YOU ACHIEVE.**

### **Q7 RESPONSES:**

1. Begin a Morse Ave and Lyman Ave circulator shuttle that would take people from 17-92 to Interlachen with stops at MLK park, Pennsylvania Ave, New York Ave, Park Ave and Interlachen Ave, the parking garages on Lyman Ave and West New England Ave. could also incorporate Winter Park Village. A shuttle would help eliminate parking issues in the downtown corridor and encourage people to leave their cars at home.
2. Create an architectural review board to review all commercial projects to ensure new construction is in keeping with our village character. Could be a revolving board of architects and designers from our community.
3. Possibly monitoring traffic through town and adjusting routes during busiest times.
4. Increased patrolling by local police. We have had increased burglaries in area. Even bike police riding through neighborhoods would increase visibility. Not hiding by Palmer Bridge to give speeding tickets.



5. Noise ordinance of some kind. Cannot find any time most days and weekends when someone or a lawn service is not blowing. Loud noises. Disturbs our beautiful environment and neighborhood.
6. Need lighting on our street badly (Oakhurst and Halifax) very dark at night and we have a neighborhood full of families.
7. We would enjoy having more public water recreational areas.
8. Family festival - this will touch the family of all backgrounds. Bringing culture to the front of the festival. having the culture, music, food, arts experience where the family can experience a certain culture together
9. Cut through traffic problem, children playing and people driving fast to avoid light (at Aloma and Lakemont)
10. Improve parking access
11. Mead gardens: execute the "big" vision and create a true botanical garden
12. Would love a way to bike both paths and "shareable" bikes
13. Please consider adding speed bumps and sidewalks in Garden Acres neighborhood. The area is circled on map on last page
14. Reservation and expanding public space primarily mead gardens which could be a true botanical garden, culture draw (amphitheater, water, wooded areas, walking and biking trails)
15. Traffic control, more organized at wider roads. Improvement and care for botanical garden. \*Perhaps have a community planting day\*
16. More sidewalks and pedestrian friendly thoroughfares  
Keep the parks going  
Speed bumps or sidewalks at garden drive
17. I love living near the Cady Way Trail and Ward Park! We like to bike to the mall, grocery store, etc on the trail. It would be nice to have the trail connect to Park Ave/ Maitland areas because getting from our neighborhood to those areas is kind of scary along Aloma or even in the neighborhoods.
18. Winter Park needs an off-road bike path. Winter park interrupts the dinky path to the west. (Starting at west 17-92 lakes) and Cady Way to the East. Both are the same railroad. So, everyone has a safe off-road way sans Winter Park.  
I know Rollins College does not want a public path through campus although it is the railroad track historic venue. Perhaps wider walks along Rollins to dedicated paths each way.  
Irony: the tighter squeeze the Winter Park lakes put on Fairbanks, the more pedestrians closeness should be encouraged instead of heavier traffic.
19. Perhaps historic buildings and neighborhoods
20. More attention or focus on historic Hannibal square area or the west side of winter park
21. Denning- take down to 2 lanes, with center turn lane and islands with trees, then add a bike lane.  
Add bike lanes to Morse Blvd.  
Add slender center island to Fairbanks with trees  
Remove bad brick on S Pennsylvania Ave, replace with new "quiet" brick  
Folks that live along that southern corridor are hindered with auto shock absorbers going out! Original intent was to limit traffic- not sure it made any difference.  
Continue undergrounding power lines
22. Maybe make use of the new amphitheater in mead gardens. I have never seen it used for anything. Seems like a waste of someone's money the rest of the park area seems to be under constant improvement
23. We are excited about the rumors of a hotel at 17-92 and lee road. It's difficult having family come visit our 2 year old and not have any nice, affordable hotels for them to stay at really close by. We would especially be excited if it was a Hyatt :)



24. My biggest concern is traffic flow. As increase in development the need for city planning is extremely important. We love the parks, entertainment, etc. but do not want to get "run out" of Winter Park because of traffic
25. Expand Central Park  
Retain the library property  
Be vigilant about taking property off the tax rolls for non-profit expansions
26. Expand Central Park.  
None of the vision themes address the fact that Winter Park has large unfunded commitments, large amount of debt, and high senior employee salaries.
27. The City should initiate a plan for at least 20 years in the future taking into account the entire city rather than developing it piecemeal.  
Projected population should be made taking into account the past 20 years.  
Most Winter Park residents do not use SunRail. That should be taken into account for future development.
28. How about solar on ALL municipal buildings.
29. Encourage biking for adults and kids.
30. (1)(2) Need green space here: wasn't a park proposed to offset Windsong development?"
31. I would like to see improvement at the intersection of Lee Rd and 17-92. Very long waits during high volume times.
32. 1. Not really a City issues but WPHS needs to be rebuilt. The crappy old brick buildings were bad when I was there and still ugly. They're now going to fix the on-campus track but it's a community showcase and it is very dated and ugly.  
2. I know it's complicated but living in WP Pines we are in limbo. Can't vote on things, have to get library source through the County. Yet we are part of classic WP.  
3. I'm glad to see better mixed-use development near the mail and West Morse. Also like the Lee Road overpass. Diversity sensibly applied is great for the City.
33. More stores in Baldwin Park
34. If possible, incorporate and expand to include 32792 extension unincorporated into the City. Casselberry continuously tries to incorporate this area and the residents fight it off every time but for long can this be done?
35. More sidewalks on the Phelps/Aloma area
36. Keep it small town
37. New playgrounds with more colors like the Red Bug Lake Park and more education like the sign language alphabet in Friendship Park in Oviedo.
38. Community centers with classes for all ages, advertising to spread awareness.
39. Just examples! Thank You!!!
40. More walking paths & bicycles
41. I would like to see a stop to the taking over the neighborhoods of mostly African Americans on the Westside
42. Connect to airport!  
Market SunRail (collaborate with them) to have service on weekends for theatre, concerts, etc.  
New library - YAY! c' civic center
43. New library/civic center here!
44. Human scale lighting on many roads including Palmer, Phelps, Via Tuscany, Lakemont, and similar
45. Reduce the mainstream commercialism- get back to more independent small business.
46. minimal neighborhood development to limit overpopulation and crowding of roads
47. Lee Rd neighborhoods need help, there's an over focus on west side to the detriment of lee road neighbors.  
Bike/walking bridges to connect to WP village, Ravaudage, new whole foods



- Annex WP Pines and full sail
48. Not area specific- but would love for winter park to be a completely walkable city  
Handicap swings/playground equipment
  49. Any more sidewalks that can be added are an enhancement
  50. Connectivity- digital, roads, sidewalks
  51. "Following on" connectivity
  52. More through streets- less dead ends and cul de sacs
  53. Install missing links on sidewalks especially in and around parks and schools. ensure existing sidewalks are not blocked by overgrown trees/bushes
  54. Increase public access defibrillation (PAD) programs
  55. Hot spots/wifi - at all parks and public facilities (free with access code for residents)
  56. Eliminate red light cameras
  57. Need hotels for business travelers and visitors to residents
  58. It would be great to have a vending machine at Phelps Park with waters, gatorades, and tennis balls
  59. More music festivals and nudity
  60. Playground improvements please
  61. We need more splash pads/splash zones
  62. Education about nature and preserving our Earth, more opportunities for student volunteers/nature/clean up? for pre-college
  63. Need parking downtown Park Avenue!  
Assisted living zoned in neighborhood is amazing! (Alabama Oaks)  
We are moving a family member in and it is amazing option for quality of life for elderly
  64. Add City gardens around the community, pass out healthy recipes and have residents grow food in gardens for everyone to share.
  65. There is a lot of development happening around 17-92 and Lee Rd. The roads in this area are very busy and not pedestrian friendly. A skywalk from Winter Park Village to the other side of 17-92 and from there across Lee Rd would open up this entire area for families and people in every generation to gather. A public park with an amphitheater would provide a place for "music in the park", "art in the park". This would provide an everyman gathering place similar to what historic Park Ave provides but without the economic barrier that some folks feel if they are not wealthy, hipster, or socially elite.
  66. Need to get better access to the lakes for recreational uses- canoe, kayak, paddleboard, etc.
  67. Splash pad expansion
  68. More bike trails/bike lanes  
Invest in community-wide Wi-Fi/internet access  
Sustainable/green infrastructure for stormwater  
Sustainable/green building  
Community gardens
  69. Partnership with local universities to hold community arts and tech events in our local parks.  
Encourage the development of farmers markets and family-owned local vendors, utilize empty spaces for pop-up market days.
  70. Orwin Manor:  
-Get Berkshire & Westchester Avenues on WP Utilities (presently Duke energy)  
-Create a historic district to protect architectural character of neighborhood
  71. I would like to see more fun events for kids
  72. More things to do for people
  73. Make more preservations or events for hiking and nature trails



74. We really enjoy coming into Winter Park to use MLK Park playground. We also have taken classes at the Community Center and been to the pool there. While we appreciate the safety aspect of the closer slats at the MLK playground, it does make it more difficult to watch your children. Perhaps you could add mirrors mounted on the corners.
75. None- just keep making winter park great.
76. Improved WP Village parking
77. Plan for an acceptable level of growth and retain our village character & open space.  
Design our corridors to take advantage of technology
78. This is the best town in central Florida bar none
79. When the project at Orlando Ave and Morse are complete and at Lee road. I would suggest a trolley type bus but to move people back a forth from the different areas. Pick up and drop offs on Park Ave, Hannibal square, Winter Park village, Orlando at Lee and Morse, Rollins and maybe Fairbanks and Pennsylvania
80. Improve winter park high school
81. Lee Road and I-4 needs improvement. Get rid of speedy motels, needs signage/landscape like Maitland has on 17/92/ this is peoples first impression when they get off exit. Not very impressive yet.
82. Skate Park - There should be a skate park at the sink hole. here could also be a snack shack that serves drinks and stuff
83. More things for Seniors, Keep looking to the future!
84. Protect and Restore the Heritage of the 1882 Hannibal Community; and a healthy and safe Bicycle Trail Network connecting new market gardens and all neighborhoods to all civic facilities and areas of Commerce and Culture
85. In one of the parks there is a sink hole that has turned into a pond over the years; I propose that Winter Park turns it into a skate park for the community. Winter Park has seen fit to put in place grind guards to prevent skateboarders from grinding on public and private property, as well place a ban on skateboards in heavily trafficked pedestrian areas, I feel that is the city has seen need to go that far, there needs to be a place for such people to go that is close to the city center for easy accessibility but still out of the that they aren't a nuisance. The sink hole is large enough to be able to create a diverse enough skate park so people of all skill levels can enjoy. since this park already has a jogging/biking path, soccer field, baseball field, basketball court, and a football field, wouldn't a skate park be the next logical step to improve the community? If you put in place a largely concrete and metal skate park it while expensive, would be incredibly low maintenance. Skateboarders are a diverse group that allow both male and female participants to compete on an equal footing, it isn't unheard of girls and boys in the same skate competition. Skate boarders also take turns to use the equipment, especially since they too want to reduce the risk of injury.
86. Think about our kids, and their kids. Let's not be so selfish and arrogant to believe that 2005 was the best Winter Park is ever going to be, and stop trying to hold up every new idea that will deliver a desirable and relevant community to future generations.
87. While retaining #1
88. Purchase the corner lot (that is abandoned) to create small park space for furthest east Howell Branch community. It is highly visible and would help city both attain desired park ratio and help integrate this last annexed area into the benefit of being in our wonderful city/village.
89. Expedite undergrounding to outlying areas.
90. Pedestrian Flyover near WPV or Trader Joes. Alleviate safety concerns, allows for off-site parking and alternative/healthy foot traffic, encourages use of multiple busy locations without need for moving cars/parking



91. DO NOT reduce to one lane. It is too important a thoroughway because 1792 is so congested. Instead, add wide sidewalks and bike lane on park side and clear faux brick/marked crosswalks at potted/landscaped intersections.
92. Do not allow continued destruction of great egret rookery. The damage to the returning/nesting birds was grossly evident this season. Any "improvements" to the park MUST be done off season.
93. Work with existing business owners to incentivize continued improvements. Engage businesses as a group or individually to include them in visioning and property enhancements. Do not make plans for the future that do not include the west side businesses that people know and rely on. That was a disheartening experience as the small long-term businesses continue to have value and provide needed and desired goods and services.
94. Work to address homelessness and panhandling throughout the city. Always a problem on East Aloma and becoming more prevalent on east Howell branch, and the areas near I4. For safety, traffic, crime and aesthetics this is a problem that must be addressed.





VISION

WINTER PARK

Supporting Document C

**STEERING  
COMMITTEE  
PACKETS**

**June 2016**



# *For the Love of* **WINTER PARK**

Steering Committee  
Meeting Packet  
April 2015

*1*

A Community-  
Developed  
Process

*2*

Communicated  
Through  
Community  
Advocates

*3*

Where are We  
Now?  
Where are We  
Going?

*4*

Where do We  
Want to Go?

*5*

How do We Get to  
Our Destination?

*6*

For the Love of  
Winter Park



# Steering Committee *Agenda*

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## 1. EDUCATION

Introductions

Fun in the Sunshine (Law that is)

What is Your Role?

What is a Vision?

What is the Process?

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## 2. EXERCISE

Outreach Options

Logo + Branding

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## 3. HOMEWORK/ OUTREACH

Additional Involvement Sign Ups

Interview Sign Ups

29 April 2015, 3:00 pm - 5:00 pm  
Winter Park Chamber of Commerce



# Who is our *team*?

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## STEERING COMMITTEE

Meg Baldwin	rbaldwin2@cfl.rr.com
Jeffrey Blydenburgh	jeffreyblydenburgh@mac.com
Scott Bodie	sbodie@cfl.rr.com
John Caron	johnhcaron@gmail.com
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Shawn Garvey	revgarvey@gmail.com
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William Sullivan	billsullivan@potomacland.com
Pitt Warner	pwarner@winterparkland.com
Rebecca Wilson	rebecca.wilson@lowndes-law.com

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## CITY STAFF

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Lindsey Hayes	407-599-3498	lhayes@cityofwinterpark.org
Clarissa Howard	407-599-3428	choward@cityofwinterpark.org
Laura Neudorffer	407-643-1657	lneudorffer@cityofwinterpark.org

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## CONSULTANT TEAM

Bruce Meighen	970-214-9349	bmeighen@logansimpson.com
Megan Moore	970-227-6542	mmoore@logansimpson.com
Miriam McGilvray	970-449-4100	mmcgilvray@logansimpson.com
Clif Tate	407-227-6640	clif.tate@kimley-horn.com
Heather Roberts	407-898-1511	heather.roberts@kimley-horn.com
Peter Kageyama	727-643-8498	peterkageyama@gmail.com
Michelle Royal	813-501-7434	michelle@ridg.com
Chris Haller	303-222-7166	challer@urbaninteractivestudio.com

Please address all inquiries to the City of Winter Park at 407-599-3399.



# Fun in the

# *Sunshine*

(Law that is)

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## OPEN MEETINGS LAW

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## NOTES

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## INTERPRETATION OF STATUTE

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## VOTING REQUIREMENTS

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## PLACE OF PUBLIC MEETING

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## LIST OF DON'TS

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## SANCTIONS OF VIOLATIONS

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## EXAMPLE OF VIOLATION

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## VIOLATIONS

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## PUBLIC RECORDS

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## PENALTIES



# What is Your *Role?*

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**THIS IS ABOUT WHAT  
YOU WANT FOR YOUR  
COMMUNITY**

**CITY STAFF AND  
CONSULTANTS ARE  
HERE TO LISTEN**

**THE VISION SHOULD BE  
ABOUT THE FUTURE**

**FOCUS ON BEING  
PROACTIVE, NOT  
REACTIVE**

**THERE ARE SOME  
'GIVENS' THAT WE MUST  
WORK WITHIN**

**WE MUST SHOW  
RESPECT FOR  
PRIVATE PROPERTY,  
PRESENT AND FUTURE  
NEIGHBORS AND THE  
COMMUNITY AS A WHOLE**

**The Steering Committee should serve as:**

- the “public face” of the project
- advocates for future and the vision plan
- representatives for the community
- proponents for additional outreach
- the “eyes and ears” on the ground
- the “co-creators”

**We will ask you to:**

- be leaders of and active participants in each Steering Committee meeting (you may present more than us!)
- draw from each of your individual backgrounds, but serve as part of a larger team working toward one cohesive goal
- assist us in getting the word out!
- identify those additional opportunities to reach out to the community
- listen to your neighbors, family, friends, and report back what you have heard
- be creative and think big!
- have fun!



# What is a *Vision?*

**THE VISION WILL SET THE STAGE FOR THE COMPREHENSIVE PLAN, AND FUTURE IMPLEMENTATION ACTIONS.**

**A MAJOR FOCUS OF THE VISIONING PROCESS IS TO EDUCATE THE COMMUNITY ABOUT THE VISIONING PROCESS, WHY INDIVIDUALS SHOULD PARTICIPATE, HOW THE SHARED VISION AFFECTS THEM, AND HOW THE CITY WILL USE THE VISION TO GUIDE ITS FUTURE.**

## The Vision IS:

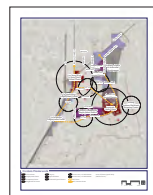
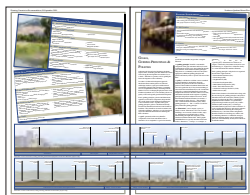
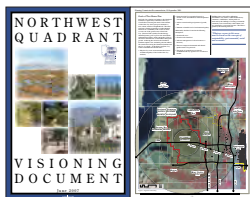
- a promotion of shared and common values;
- a representation of the look, feel, and function of the area and individual neighborhoods;
- foresight into what the community wants to become
- a reflection of Winter Park's diversity;
- inclusive of all city residents and businesses; and
- representative of the consensus of its citizens.

## The Vision is NOT:

- regulatory, but a guiding document;
- a discussion about the fine details, such as FAR and setbacks; nor
- consensus on every detail.

## What will the product look like?

This Vision won't be only a guideline, document, or book, but could be an intriguing leave behind for the community, such as a collaborative grassroots, project, a piece of art, or...



images that define us...

values + principles that unite us...

opportunities to discuss our cities...

metrics that define our desired future character...

our past and how it shapes our future...

stories that portray us...

and how we shall grow.



# What is the *Process?*

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## PHASE 1.

A Community-Developed Process

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## NOTES

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## PHASE 2.

Communicated Through  
Community Advocates

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## PHASE 3.

Where are We Now?  
Where are We Going?

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## PHASE 4.

Where Do We Want to Go?

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## PHASE 5.

How Do We Get to Our  
Destination?

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## PHASE 6.

For the Love of Winter Park

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# Phase 1.

## a community-developed process

### STAFF KICKOFF MEETING

Working with Winter Park staff, during the week of April 27th, we will refine the work plan schedule, discuss data needs, outline communication tools, and prepare to launch the website and social media. We will outline a project management structure which will include staff and consultant responsibilities and communication protocol. The work plan will include input from Peter Kageyama to ensure consistent messaging. At the kickoff meeting, we will review preliminary draft agendas, desired outcomes, and dates for all events and Steering Committee Meetings.


### STEERING COMMITTEE KICKOFF MEETING

The Steering Committee will be put into action. These makers and doers have networks and an inherent credibility with the community of Winter Park that we, as outsiders and consultants, often do not have. We will spend time with these groups to create a common understanding and educate each other. The format of each meeting will begin with an educational session followed by an exercise and then outreach assignment. Meetings are expected to happen every one (1) to two (2) months in order to give adequate time to perform assignments. We will also ask members to attend all public events. Following each meeting, members will be asked to engage at least five other community members with the same activity they just completed. As the word gets out, we know our connections through social media and the project website will increase. The philosophy is to put our Steering Committee to work. The City will be responsible for identification and notification of committee members as well as all meeting logistics.

### PUBLIC OUTREACH PLAN

The team will create a public outreach plan. Three categories of outreach tools will be implemented for the Winter Park community: high-tech, high touch, and committees. Committee meetings will include elected officials presentations and worksessions, Steering Committee meetings (SC), Stakeholder Groups (key homeowners association groups, business groups, neighborhoods etc.), and boards and commissions summits (e.g. Historic Preservation Board, Parks and Recreation Advisory Board,





CRA, EDAB, and Planning and Zoning Board). It is anticipated that this plan will be discussed and refined with the community and Steering Committee. The public outreach plan will outline all meeting series and public events, outline responsibilities for event logistics and notification, and generally identify locations, venues, and format. At each phase, subsequent to the community events, a virtual meeting with interactive questions will mirror questions asked at these events. Associated Facebook, Twitter, and Instagram pages will be used to continuously drive people to the website to achieve consistent messaging and build a following. An online mapping platform will allow neighbors to comment about their area. The website will include other capabilities, including the ability to comment through photography (PhotoVoice). During later phases, flyers will be placed throughout the community and include a QR code specific to each area so that website links are customized by neighborhood. Our public comment tracking system will allow us to identify who has been involved, where they are from, and by what method they prefer to be engaged (when information is provided or if we provide an individual ID). We will use this system to identify stakeholder groups that may be underrepresented in the process and to outreach to those groups for additional participation. The City will be in charge of meeting logistics, food and beverages, and notifications based on source content provided by Logan Simpson. It is anticipated that the City will be in charge of mailing project updates as part of utility billings, hard copy newsletters, weekly newspaper highlights, press releases, modifications to existing informational kiosks, as well as the maintenance of social media accounts based on materials provided by the consultant. The City may also choose to provide translation if deemed necessary. Logan Simpson will provide the website and virtual meeting/survey development and reports.

### BRANDING + MESSAGING

Our in-house graphic specialists will work with the city's public relations and information staff to capture the look and feel of the project. The brand will build off the City's current image or other inspiration but have unique look. Staff will be responsible for the final direction for the brand. In addition to logos, online messaging, printed materials, wearables, banner flags and other materials, key messages will be defined and reinforced throughout the project. Printing or production of banners, wearables, and other items will be the responsibility of the City.

### EVENT SERIES #1: "COFFEE TALKS + NEIGHBORHOOD WALKS"

These early Winter Park Coffee Talks should include elected officials, board members, residents, business owners, and members of the Steering Committee. We will ask these key stakeholders in the community to give input on how they would like to be involved and to share their initial feelings about Winter Park. It has become increasingly important to residents and the City to preserve the City's distinctive character. As part of this effort, our team will strive to protect and celebrate the historic significance and current role each neighborhood plays by having a series of neighborhood walks. Listening to the ideas and concerns of individual voices from the neighborhoods will better inform the process and contribute to a community-supported vision. These conversations will be open to everyone who is willing to talk - our team is willing to listen. When the community of Winter Park and its leadership have ownership in the design of the vision process, they also have ownership in the outcome. As an extension of the neighborhood walks, the City may choose to have a stop or location at the Sip, Shop, and Stroll event in June or at some point later in the process.

### CO-CREATORS

Through this initial process we will develop our leaders, spokesmen, friends, and committees. We are looking for committee members from all walks of life - from the young school teacher to senior volunteers. Through the Coffee Talks and Neighborhood Walks, it will be just as important to find motivated people who care about change



# Phase 2.

## communicated through community advocates

than those who are already actively engaged in public service. It will be these new community and neighborhood representatives (co-creators) that will be our community advocates. These folks are often creative and social entrepreneurs whose good work makes Winter Park a special place. These individuals can play a critical role in the visioning process, and we will tap into this strength. Included in the co-creators will be representatives from underrepresented groups that currently account for a high percentage of the population. They will help craft our public involvement approach by refining the outreach methods that are comfortable to these underrepresented groups. This outreach will include students, seniors, part-time residents, and minority populations. We will also create outreach advocates for each group. Participation increases when the invitation and information comes from someone they are familiar with and trust, and in a format they know.

**Meetings:** Agenda, materials, facilitation, and summary for the Staff Kickoff Meeting #1 • Agenda, materials, facilitation, and summary for the Steering Committee Kickoff Meeting #1 • Agenda, materials, facilitation, and summary for Community Event Series #1 "Coffee Talks + Neighborhood Walks" (2 days of interviews, community walks/tours, including meeting with Commissioners) • Virtual Meeting #1 (electronic survey) materials and upload

**Deliverables:** Website (community and neighborhood questionnaires, PhotoVoice initiation, and online mapping capabilities) • Social media launch • PR materials and graphics (logo, header and footer) • Comment tracking database • Public Outreach Plan • Project newsletter, email newsletter, and newspaper article narrative and graphics • City-wide electronic survey results • Banners on light poles (design and digital files for printing) • Downtown kiosks (modification to existing informational kiosk to highlight the plan)

### EVENT SERIES #2: "CELEBRATE WINTER PARK"

With the Celebrate Winter Park Event, we will applaud the beginning of the process through the website, continual outreach, branding materials, key speeches and launch of social media activities and the second online questionnaire/survey. The meeting series will be a two-day event including the Steering Committee meeting #2, an elected officials meeting, boards meetings, and one or two main community meetings which will be focused on the "Love for Winter Park". Our leaders, committee members, and team will be the City's hosts, greeters, and servers. The main event will begin with the introduction of the community's process, objectives, and will outline the opportunities on how to be engaged. The event will include the importance of civic engagement, how we can all make a difference, the small things we could do, and the values we will build upon. The goal of this activity is get our residents engaged, thinking, and ready to participate on tangible projects based on their love for their community. A series of small civic projects may emerge from the event that the City could sponsor. The City will video this event and edit for inclusion on the website.

**Meetings:** Agendas, materials, facilitation, and summaries for Steering Committee Meeting #2, Small Group Meetings (small meetings held over 2 days), and Boards and Commission Meetings #2 • Agenda, materials, facilitation, and summary for Community Event Series #2 "Celebrate Winter Park" • Virtual Meeting #2 (electronic survey) materials and upload • Agenda, materials, facilitation, and summary for Elected Officials' Work Session #1

**Deliverables:** Event Series #2 storyboard • City-wide electronic survey results • Key engagement project list • Values and key opportunities • Phase II project update (for distribution through project newsletter, email newsletter, and newspaper article) • Event Series #2 video •



# Phase 3.

## where are we now?

## where are we going?

### SNAPSHOTS + TREND ANALYSIS

We will translate the City's data on health, mobility, economics, housing, demographics, sustainability, and other factors into brochures. Using the best available data, our team will research and synthesize information for each planning topic into a series of "existing conditions snapshots" that will provide not only an overview of baseline conditions, but also define how those conditions influence the development of Winter Park. The data will be contextualized in a way that relates directly to what people need to know when they look far into the future. This analytic data will be translated into "For the Love of Winter Park" Snapshots. These five, 4-page snapshots take the place of the quickly outdated existing conditions sections typically found in visioning processes; serve as stand-alone documents for the public; and can be inserted directly into a graphic vision plan. The snapshots will highlight the steadily growing, changing, and diversifying populations as well as the type and age of the housing stock, and ownership (seasonal vs. resident) and what that means for the community. The snapshots will highlight key strengths and weaknesses based on the data. The snapshots will also include key indicators for each topic that will be used in later phases of the project.

### EVENT SERIES #3 "WINTER PARK KEYNOTES"

The meeting series will include a two day event including Steering Committee meeting #3, elected official meeting #2, small groups, boards and commission and the main meeting focused on the "Keynotes in the Park" Event. A series of three speakers will provide a great Friday or Saturday "Keynotes in the Park" Event speaking event. The City will provide stipends if necessary. Held inside park, the purpose of the meeting will be educational and thought provoking. The goal will be to encourage people to think past their daily lives and discuss how our changing demographics will affect our future. Following this keynote talk, residents will help identify the trends, risks, and opportunities for Winter Park. These questions, as well as questions from Phase IV, will also be posted on social media and presented as a virtual meeting on the website and include videos of each talk (provided by the City). At this time, the survey

from Phases I through IV will be summarized for the City as a whole, by neighborhood and by key demographics. We intend to review whether the summary represents a statistically valid survey at this time and outreach to each neighborhood to ensure an adequate sample size.

### NEIGHBORHOOD ASSESSMENTS + OUTREACH

We will examine what makes a neighborhood, including strengths and weaknesses in each existing neighborhood and what is missing to create a complete neighborhood. In the weeks following the keynote event, we will visit neighborhoods and corridors and engage in discussions with residents on what they want to see, both now and for future residents. This will include what factors define their neighborhoods' quality of life and the neighborhood boundaries. A four-page assessment will be created for each neighborhood and will provide a supplement to the snapshots. Kiosks with QR codes will also be posted in neighborhood parks to allow residents to link to customized virtual meetings for their individual neighborhoods, as well as the overall virtual discussion. The goal of this outreach is to also identify additional input for the survey as well as outreach to those who have not participated.

**Meetings:** *Agenda, materials, facilitation, and summaries for Steering Committee Meeting #3 and Small Group Meeting Series*  
• *Agenda, materials, facilitation and summary for Community Event Series #3 "Keynotes in the Park"* • *Neighborhood Visits and Meetings (2-3 days) (City staff and Steering Committee to supplement)* • *Virtual Meeting #3 (electronic survey) materials and upload* • *Neighborhood Digital Meeting #1 (electronic survey) materials and distribution* • *Elected Officials' Work Session # 2*

**Deliverables:** *Event Series #3 storyboard* • *City-wide electronic survey results* • *Neighborhood electronic survey results* • *Existing conditions snapshots and indicators* • *Neighborhood park kiosks content with QR codes (City and/or Parks Board to provide physical kiosk and logistics)* • *Neighborhood Assessments* • *Phase III project update (for distribution through project newsletter, email newsletter, and newspaper article)* • *Event Series #3 video (City)*



# Phase 4.

## where do we want to go?

### EVENT SERIES # 4 "FOR THE LOVE OF WINTER PARK"

The meeting series will include a two day event including Steering Committee Meeting #4, Elected Officials' Work Session #3, small groups, boards and commission summits and Community Event Series #4 "For the Love of Winter Park". This indoor seminar-like series will use existing case studies of great cities which showcase both traditional and inspirational attributes. The goal is not to find a place that is better than Winter Park, but instead discuss what is memorable about other places. In previous meetings, the Steering Committee would have selected their favorite memorable cities. We will work with the Steering Committee to create a series of exercises and questions that get to the root of community values and the emotional truth of what would be applicable to the vision of Winter Park. The intent of the "For the Love of Winter Park" Series is to gain constructive feedback from participants on their vision. Multiple workshops will be held in different locations over two days. Through a structured program of activities, participants will be presented those memorable places that the Steering Committee has identified, as well as areas of Winter Park. Using our in-house electronic polling software, attendees will then be asked to identify what places are memorable and the feelings they evoke. Attendees will be able to choose not only their own memorable places, but also the elements within these communities that contribute to that place. With this exercise, the outcome is not predestined as in visual preference surveys, as groups can choose any place they like and any elements or experiences they feel are appropriate. This interactive session, similar to old story books where you can "choose your own adventure," will be integrated into the virtual meeting so residents can participate online. Based on the outcomes, Peter will build off these discussions by asking other questions in different ways at our events to try to get to the "emotional truth" of these experiences and the relationship to Winter Park. For example, most residents will ask other citizens what they would like to see/have in their city.

We will ask things like:

- Describe a perfect date night in Winter Park
- How do we make the City more fun?
- How do we make the City more beautiful?
- Describe a perfect day for a teenager, empty nester, tourist, etc. in Winter Park

Asked in this way, we will learn what makes a good quality of life; touch on what each neighborhood of Winter Park should look like; determine how the city functions as part of the economic region; question which goals should be added or changed; identify the actions necessary to promote healthy community design; and learn what factors would improve Winter Park. A series of alternative choices will be developed through a base vision illustrative graphic and story, a narrative, bulleted list of elements, photos, and five (5) hand-drawn illustrations. The goal of the story is to describe how a resident would experience the future Winter Park. The vision could include a great green street, arts district, transit connections, gardens, high-tech industries, new types of corridors additional parking, or ideas we have yet to dream of. In other words, we will begin to write the final story about the future by focusing on what we have learned, our memories of places we love and what we love about Winter Park.

**Meetings:** Agenda, materials, facilitation, and summary for Steering Committee Meeting #4 • Agenda, materials, facilitation, and summary for Community Event Series #4 "For the Love of Winter Park" (2-day event) • Virtual Meeting #4 (electronic survey) materials and upload • Neighborhood Digital Meeting #3 (electronic survey) materials and distribution • Agenda, materials, facilitation, and summary for Elected Officials' Work Session #3

**Deliverables:** Event Series #4 storyboard • Draft vision and choices • Phase IV project update (for distribution through project newsletter, email newsletter, and newspaper article) • Event Series #4 video (City)



# Phase 5.

## how do we get to our destination?

### EVENT SERIES #5 "TAKING IT TO WINTER PARK"

The meeting series will include a two-day event including Steering Committee Meeting #5, Elected Officials' Work Session #4, small groups, boards and commission summits and Community Event #5 "Taking it to Winter Park". The main "Taking it to Winter Park" outside event will include a graphic presentation of the vision (through narrative, values, and physical representation), key choices, and potential strategies. At the main event, participants will have the opportunity to express their support of key choices. An online virtual meeting #5 will also be used to evaluate any choices and prioritize strategies. The event will include interactive exercises to that will encourage people to start making the vision happen and physical expressions of what they desire. The team will represent how key choices help achieve the desired future vision. The materials will focus on how to monitor our vision and what changes will be needed if we are not heading where we want to go. Monitoring is crucial; determining some key choices allows us to test our indicators during the vision development and use them to evaluate these choices. We can also use the same indicators to monitor, check in, and adapt to meet preserve what we love. Key strategies to achieve the vision and key choices will also be outlined.

**Meetings:** Agenda, materials, facilitation, and summary for Steering Committee Meeting #5 • Agenda, materials, facilitation and summary for Community Event Series #5 "Taking it to Winter Park" (week-long event) • Virtual Meeting #5 (electronic survey) materials and upload • Neighborhood Digital Meeting #4 (electronic survey) materials and distribution • Agenda, materials, facilitation, and summary for Elected Officials' Work Session #4

**Deliverables:** Final Vision Document and choices • Indicators • Strategies • Phase V project update (for distribution through project newsletter, email newsletter, and newspaper article) • Event Series #5 video (City)



# Phase 6.

## for the love of winter park

### FINAL VISION DOCUMENT

"For the Love of Winter Park" will include the process, trends, community and neighborhood values, a narrative and physical vision, strategies and next steps, comprehensive plan integration strategies, and a method to monitor implementation. Once the plan, "For the Love of Winter Park" (or another name generated by our community), is written, we will assist the Steering Committee on presenting and obtaining acceptance of the plan. At this time the City may also want to engage in a discussion of a living plan website, that would occur as an extension to the contract as well as early action steps that could be implemented.

### EVENT SERIES #6 "WINTER PARK VISION ON TOUR"

The "Winter Park Vision on Tour" Series (which could be done in conjunction with the Sidewalk Art Festival and or Urban Art Festival) will celebrate and highlight the 12-month journey we've completed and the choices we've made together. In addition to the plan document another form of the plan will be produced. Formatted similarly to a professional art exhibit, the tour materials will include photos, imagery, words, and graphics that represent the final plan. Alternatively, another form of art could represent the vision. The City would produce this final piece based on provided content by the consultant team. These materials will make their way through the community over a six-month period, from art studios to community spaces.

**Meetings:** Agenda, materials, facilitation, and summary for Steering Committee Meeting #6 • Materials for Community Event Series #6 "Winter Park Vision on Tour" • Materials and presentation assistance for City Commission

**Deliverables:** Final branding and design • Final "For the Love of Winter Park" document • Phase VI project update (for distribution through project newsletter, email newsletter, and newspaper article) • Digital files, GIS files



# Logo +

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[illegible]



# W I N T E R P A R K





# WINTER PARK

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A VISION of VIBRANCE







# WINTER PARK

COLLABORATIVE









WINTER  
PARK



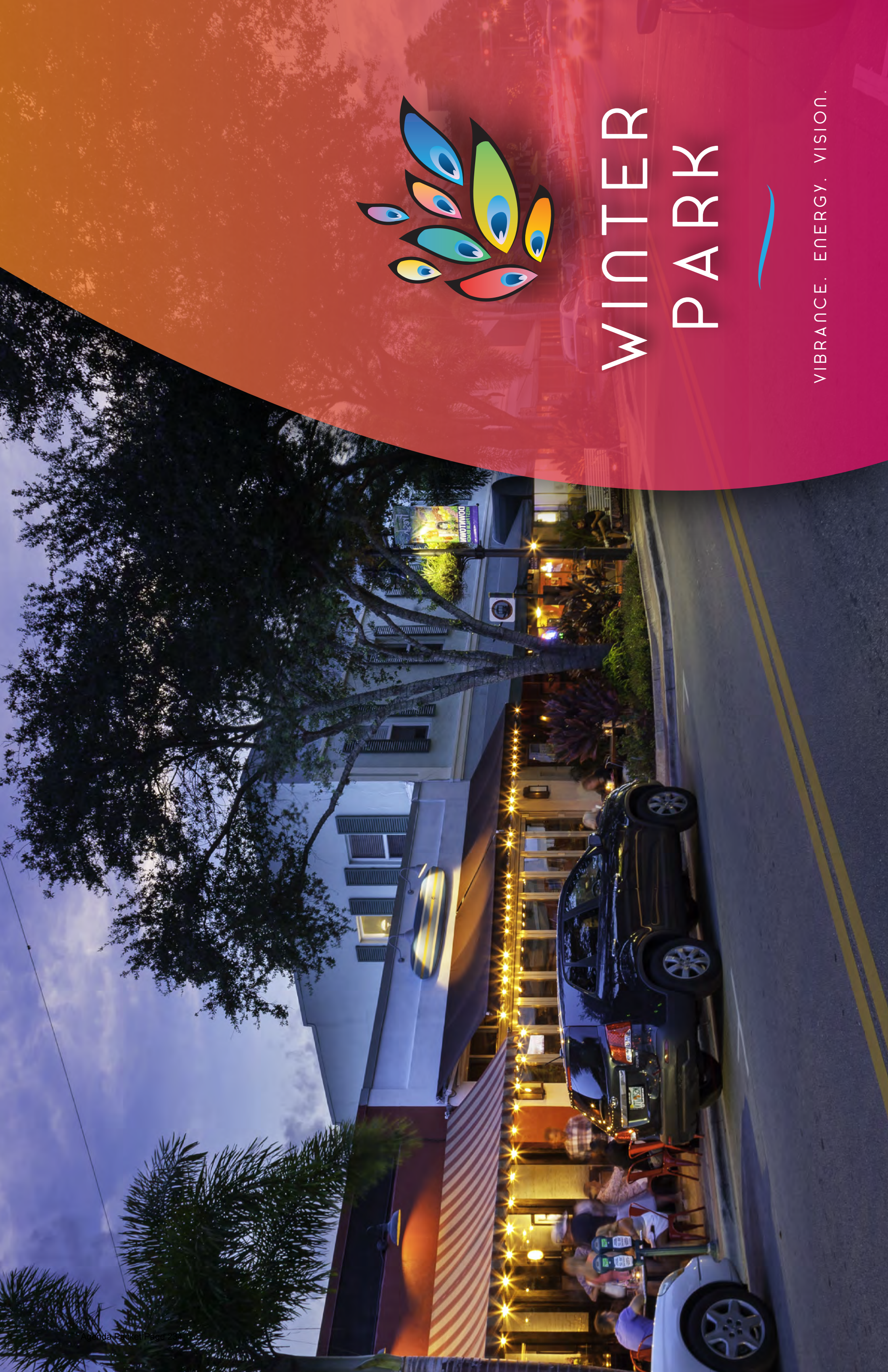


# WINTER PARK



VIBRANCE. ENERGY. VISION.





# WINTER PARK



VIBRANCE. ENERGY. VISION.







# WINTER PARK



VIBRANCE. ENERGY. VISION.









# *For the Love of* WINTER PARK

Steering Committee  
Meeting Packet  
June 2015

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A Community-  
Developed  
Process

2

Communicated  
Through  
Community  
Advocates

3

Where are We  
Now?  
Where are We  
Going?

4

Where do We  
Want to Go?

5

How do We Get to  
Our Destination?

6

For the Love of  
Winter Park



# Steering Committee *Agenda*

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## 1. EDUCATION

Welcome  
Chair + Vice Chair Elections  
SC Meeting #1 Summary Approval  
Stakeholder Questions

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## 2. EXERCISE

Logo + Branding Survey Results + Final Revisions  
Logistics  
Committee Stakeholder Interview Sign Up

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## 3. HOMEWORK/ OUTREACH

Stakeholder Interviews Assistance, Facilitation Training + Instructions  
Sip + Stroll Attendance + Assistance  
Upcoming Meetings + Events  
Spread the Word for Event #2: "Celebrate Winter Park"  
Key Speakers for Event #3: "Keynotes + Provocations"

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## 4. PUBLIC COMMENT

09 June 2015, 3:00 pm - 5:00 pm  
Winter Park Community Center



# Chair/ Vice Chair *Elections*

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## PURPOSE + REPRESENTATION

All Boards and Task Forces created by the City are required under the City Code of Ordinances to have a Chair and Vice Chair.

The purpose of the Chair position on most boards is to call the meeting to order and provide leadership through the agenda. The Steering Committee will continue to function in much the same way.

The Chair and Vice Chair will provide leadership to the Committee to work through the agendas and address any administrative issues such as the adoption of the meeting summaries (minutes), recommending action or generally maintaining the decorum of the meeting.

With the visioning process being deliberately transparent and public, the Committee would benefit from a Chair that would represent the Committee when speaking to the press or responding to public inquiries. Logan Simpson will guide the City through the process and often set the agendas for the meetings to ensure that the visioning process moves forward. Any member of the Committee can ask for an agenda item to be set. Since this Committee has a very set purpose to exist, the Chair and Vice Chair will work with the consultant team and the City staff to ensure that we meet our objectives and timeframes.

To ensure an open process, City staff will call for interested parties at the meeting to fill the Chair or Vice Chair positions. This will ensure that anyone interested has the opportunity to “throw their name in the hat”.



# Who is our *Team?*

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## STEERING COMMITTEE

Name	Interview Volunteer	Email
Meg Baldwin		rbaldwin2@cfl.rr.com
Jeffrey Blydenburgh	*	jeffreyblydenburgh@mac.com
Scott Bodie	*	sbodie@cfl.rr.com
John Caron	*	johnhcaron@gmail.com
Steve Castino	*	scastino@vestal-wiler.com
Michael Dick	*	mtdwpfl@gmail.com
Jeffrey Eisenbarth		jeisenbarth@rollins.edu
Dykes Everett	*	deverett@dykeseverett.com
Shawn Garvey	*	revgarvey@gmail.com
John Gill		jgill@questinc.org
Steve Goldman		sg3@stevegoldman.com
Marketa Hollingsworth		marketa.hollingsworth@gmail.com
Sharon Line Clary	*	sharon.line@flhosp.org
Patty Maddox		pmaddox@wphf.org
Garrett Preisser	*	gpreisser8@gmail.com
Peter Schreyer		pschreyer@crealde.com
David Strong	*	inbox@strongmgmt.com
William Sullivan	*	billsullivan@potomacland.com
Pitt Warner	*	pwarner@winterparkland.com
Rebecca Wilson	*	rebecca.wilson@lowndes-law.com



**MEG BALDWIN**  
rbaldwin2@cfl.rr.com



**JEFFREY BLYDENBURGH\***  
jeffreyblydenburgh@mac.com

Jeffrey is an architect and community planner specializing in collaborative planning and visioning of communities and cultural and leisure places. He and his family moved to Winter Park from St. Louis in 1996. He served on the City's Historic Preservation Board from 1998-2001 (correct dates?). He is a founding director of the Friends of Mead Garden, and currently serves as the Chairman of the Board of Mead Botanical Garden. He is member of Winter Park Rotary and is on the board of directors of Jobs Partnership. Jeffrey is a 1971 graduate of Rhode Island School of Design and earned his MBA at Washington University in St. Louis in 1996. I love Winter Park because I was born in New England, and Winter Park feels like home." His words to live by. "Notice, dream, connect, do." (from Monika Hardy, be you.)



**SCOTT BODIE\***  
sbodie@cfl.rr.com

Scott graduated from The Florida State University with two Bachelor of Science degrees, Marketing and Finance/Investments. Scott has been in the Financial Services industry in Florida since 1990. He has founded Advanced Market Advisors, Independent Planning and Consulting, and the Insurance Source Group. Advanced Market Advisors is a support and information firm to the financial industry specializing in advanced tax and planning issues. Scott is also the owner and President of Insurance Source Group, a general lines agency with several franchise offices operating in the State of Florida. His past and present professional designations and certifications include: Chartered Life Underwriter, Chartered Financial consultant, Certified Financial Planner, Life Underwriter Training Council Fellow, and Certified Fund Specialist.



**JOHN CARON\***  
johnhcaron@gmail.com

John was most recently President of Olive Garden and has served in senior marketing roles including; Chief Marketing Officer at Darden and Vice President and General Manager - Beverages for Unilever North America. John is on the boards of IZEA, Inc., Thrive Frozen Nutrition, Inc., and venVelo LLC; an early-stage venture fund. John is a member of Winter Park's Economic Development Advisory Board, a member of Entrepreneurs in Action – an initiative of the Central Florida Foundation, the Advisory Board for the Rosen College of Hospitality Management and serves as President of the Winter Park Racquet Club. Something I love about Winter Park: "It is a place for young families to thrive and THE reason we moved to Florida in 2003."







### **STEVE CASTINO\***

scastino@vestal-wiler.com

I grew up in Edina, Minnesota but moved to Winter Park in 1998 to attend Rollins College and the Crummer School of Business. I have pretty much lived in Winter Park ever since. My wife Brooke grew up in Winter Park. We have two daughters. Emma Kate is 7 and in 1<sup>st</sup> grade at Audubon Park Elementary and Allison is in Pre-K at the Methodist School just off Park Avenue. One of my favorite things about Winter Park is walking or riding our bikes to Park Avenue with the kids to get ice cream.

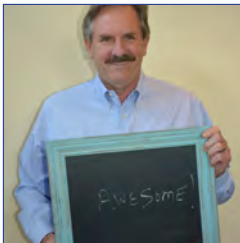


### **MICHAEL DICK\***

mtdpfl@gmail.com

After a 35 year career in real estate management and development, I retired in 2009. My wife Priscilla and I moved to Winter Park 25 years ago and I've been privileged to serve on several City Boards during this time. I moved a lot growing up and early in my career, never spending more than 3 years in one home and rarely more than 5 years in the same city. Moving to Winter Park was a welcome departure from this transience.

I am proud, certainly fortunate, to live in a city that developers of planned communities in recent decades have attempted to replicate over and over with scant success. I love the unique opportunity this visioning initiative offers each of us to participate in enhancing and protecting our much sought after quality of life.



### **JEFFREY EISENBARTH**

jeisenbarth@rollins.edu

Jeff is the Vice President for business and finance & treasurer for Rollins College, a position he has held for 7 years. He has over 35 years' experience in higher education administration at both public and private institutions. He is the designated City liaison for Rollins and works with City staff, commissioners and the mayor on many joint City/College programs and projects. This is his second time serving on a city visioning process as he was Berea College's representative on a visioning committee with the city of Berea, Kentucky.

Jeff loves Park Avenue, Rollins College, and The Alford Inn, the perfect example of a joint project that benefits the community of Winter Park while supporting the educational mission of Rollins College.



### **DYKES EVERETT\***

deverett@dykeseverett.com

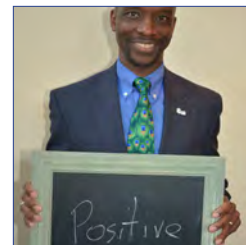


**SHAWN GARVEY\***  
revgarvey@gmail.com

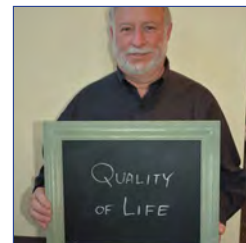


**JOHN GILL**  
jgill@questinc.org

John has lived, learned, worked and played in Winter Park for almost 25 years. John has resided in Winter Park since 1990. While John is a UCF Knight, he is also a Tar as he went to Rollins College for his M.B.A. His first professional position was with an investment firm based in Winter Park and he has owned several companies based in Winter Park. John loves the diversity of activities and cultural options available in Winter Park as well as the fact that most of his life is lived within a five mile radius of his home.



**STEVE GOLDMAN**  
sg3@stevegoldman.com



**MARKETA HOLLINGSWORTH**  
marketa.hollingsworth@gmail.com







### **SHARON LINE CLARY\***

sharon.line@flhosp.org



### **PATTY MADDOX**

pmaddox@wphf.org

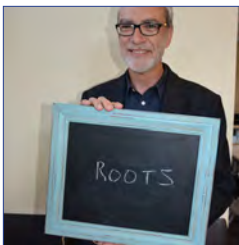
A native of Jackson, Mississippi, I grew up in Durham, North Carolina and London, England. I graduated from the University of North Carolina at Chapel Hill, and enjoyed a post-graduate school tenure at the Université de Pau et Pays de l'Adour in France. Ultimately I worked at Duke University Medical Center and moved to the Winter Park area in 1993. Now in my 23<sup>rd</sup> year here, I am the founding CEO of the Winter Park Health Foundation, whose mission is to make our community the healthiest in the nation. Throughout those years, the foundation has invested over \$90 million working to improve the health of our community. Community engagement is important to me – I have served on a variety of local boards, including United Way, the Mayflower Retirement Center, the Winter Park Chamber, and Florida Hospital.



### **GARRETT PREISSER\***

gpreisser8@gmail.com

Garrett Preisser is a native of Central Florida, growing up in Apopka. He holds degrees in Mathematics and an MBA from Rollins College. While at Rollins, Garrett was a captain of the world series baseball team. Garrett currently works at his alma mater as a Director of Development while staying active in the community through the Boy Scouts of America, YMCA, and church affiliation. He also offers private coaching in baseball and other sports. His wife, Alex McKinnon, was reared in Winter Park and they enjoy all that Winter Park offers with their two children, Coleman, 9 and McKinley, 7.



### **PETER SCHREYER**

pschreyer@crealde.com



### **DAVID STRONG\***

inbox@strongmgt.com

Six generations of my family have lived in Winter Park, beginning in 1914, including my father who retired in 1972 after 30 years as a naval aviator, and served as Mayor from 1980-1986. I graduated from Vanderbilt University in 1970, and earned an M.B.A. from the University of Virginia in 1972. My wife, Lucy and I moved to Winter Park in 1985, where we raised our three sons, the oldest of whom (Zander) has lived and worked here since 2004. I make real estate investments of various types in several states (but not in Winter Park), managed by my office in Winter Park. I am committed to preserving the things that make Winter Park unique while supporting new ideas and developments that enhance the City's character.



### **WILLIAM SULLIVAN\***

billsullivan@potomacland.com

Bill has been a resident of Winter Park for over 20 years with even deeper roots. While growing up he would run on our picturesque streets and on the track at Showalter field. As a boy, Bill also learned lifeguard training at Winter Pines Swim Club and water safety training at the then West Side Pool (now MLK Park). Bill is married to Katariina Sullivan who is originally from the Helsinki area of Finland. They live in a historic home in Winter Park that was newly renovated while keeping with the splendor of the historic 1920's architecture. He and his wife recently launched a new website [www.mansionquest.com](http://www.mansionquest.com), which ranks the top homes by value of every major county in the state of Florida. Today, Bill's Potomac Land Company is based here in Winter Park and is a commercial real estate company specializing in selling and procuring lots and land for major homebuilders.



### **PITT WARNER\***

pwarner@winterparkland.com



### **REBECCA WILSON\***

rebecca.wilson@lowndes-law.com

As a shareholder at Lowndes, Drosdick, Doster, Kantor & Reed, I have had the pleasure of working on many projects in Winter Park. I serve on the steering committee as a representative of the commercial business community based on my WPCC volunteer role.

The charm of Winter Park and its community members is infectious! Greeting vendors at the farmer's market, chatting with merchants on Park Avenue, meeting my running group on Saturdays, playing with my daughter at the Dinky Dock, attending Taste of Winter Park, practicing yoga at Full Circle, drinking coffee in the courtyards and gathering with friends at restaurants are some of the things I love about Winter Park.





# Who are our Co-Creators?

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## CO-CREATORS

Name	Interview Volunteer	Email
Lisa Everett	*	lisaseverett@gmail.com
Sally Flynn	*	flynnlinks@aol.com
Pat McDonald	*	patmcdonald@cfl.rr.com
Nancy Shutts	*	nshutt@embarqmail.com
Jean Siegfried	*	jspdq1@aol.com
Erika Spence	*	espence@winterpark.org

*Our list of Co-Creators will continue to grow over the process. An updated list will be provided at each meeting.*



# SC Meeting #1

## Summary

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### WELCOME

Mayor Steve Leary welcomed and thanked the Steering Committee for their help and guidance in this important process.

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### CALL TO ORDER

Planning & Community Development Director, Dori Stone, called the meeting to order at 3:15 pm.

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### ATTENDEES

#### Committee Members Present:

John Caron, Garrett Preisser, Steve Castino, Rebecca Wilson, Jeffrey Eisenbarth, Pitt Warner, Marketa Hollingsworth, Scott Bodie, Shawn Garvey, Peter Schreyer, David Strong, Steve Goldman, Sharon Line Clary, Patty Maddox, John Gill, Michael Dick, Dykes Everett, Jeffrey Blydenburgh, Meg Baldwin, William Sullivan

#### Staff Members Present:

Randy Knight, Dori Stone, Laura Neudorffer, Clarissa Howard, Lindsey Hayes

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### EDUCATION

#### Item A: Introductions

#### Item B: Fun in the Sunshine (Law that is)

City Attorney, Katie Reischmann, gave a brief overview of basic Sunshine Law and advised any and all questions be directed to Dori Stone via the Visioning email, [vision@cityofwinterpark.org](mailto:vision@cityofwinterpark.org).

#### Item C: What is Your Role?

Logan Simpson Principal, Bruce Meighen, gave a brief overview of what is expected from the committee and the tentative meeting schedule.

Mr. Meighen stated a Chair and Vice Chair need to be elected for the Board. It was suggested by Mr. Dick to add it to the Agenda for the next meeting. Ms. Hollingsworth asked if anyone was interested. Steve Castino and Shawn Garvey both stated they would be interested.

29 April 2015, 3:00 pm - 5:00 pm  
Winter Park Welcome Center



#### Item D: What is a Vision?

Mr. Meighen gave a brief description of what a vision is and how it compares to a comprehensive plan.

Attendees were asked what they wrote on their chalkboard, and responses were noted as follows: at last; best place in Florida to live; optimism; let's do it; positive; healthy; charming; quality of life; home; peace, consensus, agreement; compassion, connection; encouraging; awesome; fun; community; enrich; and smile.

#### Item E: What is the Process?

Mr. Meighen gave a brief overview of the tentative schedule for the visioning process. The goal of Phase I is to continue to develop the public outreach plan, Phase III deals with what a vision is and looking at trends – how is the population changing and what trends should we embrace. Some analysis will be done at this level and host an event with speakers to talk about the future. The goal is to get speakers that will be thought provoking and to look at how Winter Park change in the future. Phase IV: Where the vision starts taking on some true meaning. Phase IV is where it becomes an actual book, the final process.

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### EXERCISE

#### Logo and Branding:

Mr. Meighen asked the committee if would be ok to fore-go the exercise portion of the agenda and assign it as homework instead so as to allow time for public comment to be taken. Committee agreed.

Megan Moore reviewed the logo designs and asked the committee to use the stickers provided to create a 'page' or create their own logo and return them to the consulting team at the next meeting.

Mr. Meighen stated the committee should choose one of the three logos and then create a page using the words they like for the vision, basically just completing the page.

The second assignment for the committee is to notate on the sign in sheet next to their name if they would be interested in hosting a community talk. The next meeting will cover training for the talks - next meeting is tentatively scheduled for June 3, 2015.

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### PUBLIC COMMENT

The first speaker was Shay Silva who thanked the city and the committee for the format of the visioning process. She requested that future meetings include a microphone to hear Committee comments and that the Committee use a projector to share with the room. She also requested that the meetings be noticed through utility billing and be scheduled when more residents can attend.

Patrick Chapin, President of the Winter Park Chamber of Commerce asked that the Committee use all resources including the Chamber for outreach and about emails and anonymous comments.

Sally Flynn asked if the comments or questions could flag whether a city resident or someone else was answering it. She felt that the vision should be driven by Winter Park residents.

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### ADJOURNMENT

There being no further business to discuss, the meeting adjourned at 5:05 p.m.



# Stakeholder Interview

## Questions

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### PHASE 1. A COMMUNITY- DEVELOPED PROCESS

#### *"Coffee Talks and Neighborhood Walks"*

To engage people in the creation and refinement of the Visioning process; identify our Co-Creators, those motivated people who care about change and already actively engaged in public service; and develop ownership in the outcome.

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1. What additional outreach events/ methods would you like to see as part of the Visioning process?

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2. We have included representatives from Winter Park's Neighborhoods, City, Rollins College, Winter Park Memorial Hospital, Downtown Businesses, Chamber of Commerce, Religious Organizations, etc. on our Vision Steering Committee.

What other groups should we outreach to?

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3. How should we reach out to our underrepresented demographics?

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4. Are you willing to be a Co-Creator?

*This is someone that is an advocate for the plan and is willing to outreach to others, including our underrepresented groups.*

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5. Which words best define Winter Park?

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6. What imagery best represents Winter Park?

*Each month, the best photo will be selected and will receive a prize, as well as be highlighted on the project website ([visionwinterpark.org](http://visionwinterpark.org))*

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7. (For those willing to be Co-Creators) What vision statements do you feel best represents Winter Park's future?

*These responses will be tracked to see how these change over the course of the project.*

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# Future Phases

# Questions

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## PHASE 2. COMMUNICATED THROUGH COMMUNITY ADVOCATES

*"Celebrate Winter  
Park"*

To get our residents engaged, thinking, and ready to participate on tangible projects based on their love for their community.

- 
1. Tell me something that you love about Winter Park. This could be a big thing, a small thing, or it could be a weird, silly, idiosyncratic thing.

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  2. We have all seen lots of t-shirts for tourists. None of us would wear one of those. But if you could design a cool t-shirt that locals would wear, what would the design and slogan say?

---

  3. If you had just \$500 as a budget, what would you do to make Winter Park a better, more interesting, more fun, and lovable place?

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  4. Are there any unique Winter Park rituals and traditions? Anything that you do a bit differently than other places? Is there something that only happens in Winter Park?
-



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**PHASE 3.  
WHERE ARE WE NOW?  
WHERE ARE WE  
GOING?**

*"Winter Park  
Keynotes and  
Provocations"*

To encourage people to think  
past their daily lives and discuss  
how our changing demographics  
will affect our future.

- 
1. Based on the trends that you have heard, what opportunities exist today?
  2. Based on future trends, what opportunities should we capitalize on?
  3. What do we need to provide to account for our children and future residents? Remember, things have changed - our millenials are a large part of the population, our ethnic mix has changed, and our modes of transportation are now different.
  4. Which neighborhood do you live in?
  - 4a. Describe what you love about your immediate neighborhood.
  - 4b. What is your desired future condition of your neighborhood? How does the changing demographic impact what you want from your neighborhood?
  - 4c. What would you like to see in your neighborhood? How does the changing demographic impact what you want from your neighborhood?
  - 4d. How should your neighborhood change to address and accommodate our children as our future residents? How does the changing demographic impact what you want from your neighborhood?
-



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**PHASE 4.  
WHERE DO WE WANT  
TO GO?**

*"For the Love of  
Winter Park"*

To visualize and translate our opportunities into what it means for change in general areas and how they affect the lives of visitors, business owners, residents and neighbors.

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1. Which of the case studies presented are memorable, and represent some of the existing and future opportunities previously identified?

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1a. What is memorable about these case studies?

---

2. Describe where that would occur. Describe a place and what it would feel like if these opportunities were applied (include opportunities #1, #2, #3)

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2a. What would an evening feel like with those opportunities applied to Winter Park?

---

2b. What would a walk feel like if these opportunities were applied?

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2c. What would a date night feel like if these opportunities were applied?

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2d. What would a visitor experience if these opportunities were applied?

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2e. Where would your kids be going if these opportunities were applied?

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2f. What and where would a future resident and visitor experience 20 years from now. Name a place and experience that a future resident and/or visitor would go to or feel.

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2g. What activities are engaging our teenagers?

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**PHASE 5.  
HOW DO WE GET TO  
OUR DESTINATION?**

*"Taking it to  
Winter Park"*

To refine, personalize, and  
optimize our vision, choices and  
direction.

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1. What, do you feel, are the biggest opportunities within each area?

---

1a. What would make this opportunity even better?

---

1b. Put your own individual spin on this opportunity.

---

1c. What would a physical change representative of this  
opportunity be?

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# *For the Love of* WINTER PARK

Steering Committee  
Meeting Packet  
June 2015

1

A Community-  
Developed  
Process

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Communicated  
Through  
Community  
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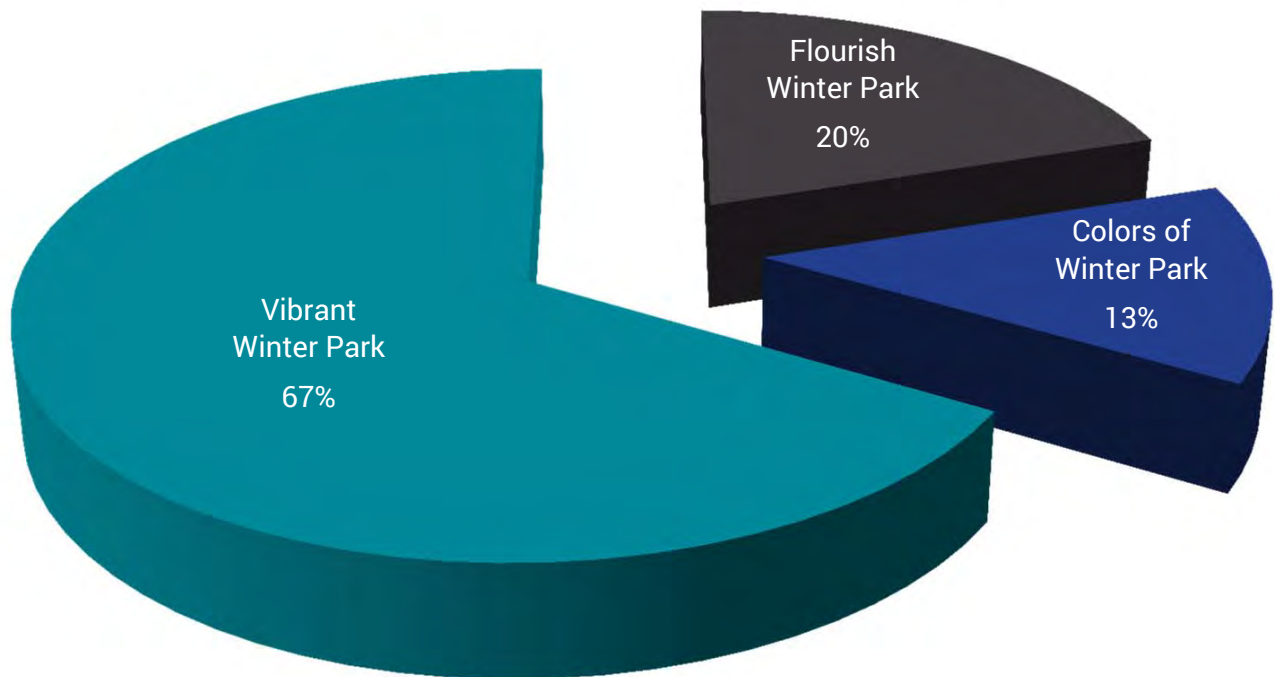
How do We Get to  
Our Destination?

6

For the Love of  
Winter Park



# Logo + Branding Survey *Results*



*Vibrant  
Winter Park*



*Flourish  
Winter Park*



*Colors of  
Winter Park*



4. Which words do you think best represent the process, and could be incorporated into the logo as a tagline?

	Score*	Overall Rank
Winter Park	81	1
Collaborate	64	2
Energize	39	3
Imagine	32	4
Dream	31	5
Embrace	31	6
Inspire	29	7
Vibrant	29	8
Envision	26	9
Celebrate	25	10
Flourish	25	11
Love	24	12
Forward	24	13
For the Love of	17	14
Create	17	15
Color	11	16
Build	11	17
Design	7	18
Beyond Exceptional	0	19
Amazing	0	20

Active  
Art of the Future  
Beautiful  
Community  
Cultural  
Envision the Possibilities

Exceptional  
Extraordinary  
Freedom  
Healthy  
Home Inclusive  
Innovate

Inviting  
Place  
Quality of Life  
Unique  
Vision  
Welcome



# Logo + Branding

## Revisions

W I N T E R  
P A R K

---

COLLABORATE • ENERGIZE • IMAGINE







# WINTER PARK



# Vision Process

*Logistics*

---

DROPBOX

---

NOTES

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ONLINE USER  
ACCOUNTS



# Sip + Stroll

# Attendance

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JUNE 11TH

5:00 - 8:00 PM

Downtown Winter Park

---

NAME



# Stakeholder Interview

## *Facilitation*

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### INTERVIEWER GUIDELINES

- 
1. Interviews should take no longer than 30 minutes. If interviewees should need more time, they will be able to login to their account on the vision website and offer additional input.
- 
2. You are there to listen, not provide opinions. The discussion should focus on how to get the community involved, and center on the positive features of Winter Park, including the words and imagery that define the City.
- 
3. Your goal as a facilitator is to make it through all six questions. These can be entered directly into the database.
- 
4. If your stakeholder would like more time, you could provide them with an access code, and they can augment their answers on their own time. Alternatively, please use the provided hard copy forms that will be entered into the database by City staff.
- 
5. Meeting notification would be sent to each stakeholder with a password.
- 
6. If you are facilitating a group of more than one person, each person would be asked to write their responses on their hard copy forms and return them, knowing that they could have more time online if they desire.
- 
7. A key goal is to sign up all stakeholders on the website, and encourage each to attend the Celebrate Winter Park event in late August.
- 
8. Those individuals signed up as Co-Creators, should also sign folks up for the Celebrate Winter Park event, and will have one additional question that they will need to answer.
-



# Stakeholder Interview

# Questionnaire



# Meetings + Events

## *Schedule*

MEETING/ EVENT	DATES	HOMEWORK
SC MEETING #1 KICKOFF	April 29th	
SC MEETING #2 COFFEE TALKS + NEIGHBORHOOD WALKS	June 9th, 10th, 11th June 24th and 25th (Stakeholder Interview Series #2)	Who should we reach out to?
SC MEETING #3 CELEBRATE WINTER PARK EVENT	1st Week of August: SC Meeting #3; OR July after the 10th; August 20th: Workshop (200 People Max., RSVP); August 21st, Evening: Event Speech (Unlimited Attendance, RSVP)	Who should we invite to the workshop?
SC MEETING #4 KEYNOTES + PROVOCATIONS	Week of September 28th OR Week of October 26th	Who should we invite to as speakers?
SC MEETING #5 FOR THE LOVE OF WINTER PARK	Week of December 7th OR Week of December 14th	
SC MEETING #6 TAKING IT TO WINTER PARK	Week of January 25th OR Week of February 1st	
SC MEETING #7 WINTER PARK VISION ON TOUR	Beginning Week of March 7th OR 14th	

add videos into schedule



# SC Meeting #3

## Agenda

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### 1. EDUCATION

Welcome

Stakeholder Interview Summaries

Additional Group Outreach + Involvement

Spread the Word for Phase 2: Postcards

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### 2. EXERCISE

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### 3. HOMEWORK/ OUTREACH

SC Meeting #4 Agenda/ For the Love of Winter Park Agenda



# **“Celebrate Winter Park”**

# *Agenda*

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## **1. SC MEETING**

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## **2. DAY 1**

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## **3. DAY 2**





# *For the Love of* WINTER PARK

Steering Committee  
Meeting Packet  
August 2015

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For the Love of  
Winter Park



# SC Meeting #3

## Agenda

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### 1. EDUCATION

Welcome

SC Meeting #2 Summary Approval (*including Schedule + Role Revisions*)

Subcommittee Report Back + Summary Approval

Stakeholder Interview Summary

Additional Outreach + Involvement

Additions to the Outreach Process Based on Public Comment

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### 2. EXERCISE

Individual Member Updates on Outreach + Stakeholder Responses

Targeted Outreach Strategy + Additional Recommendations

Other Invitees for "Celebrate Winter Park"

Next Steps Brainstorm

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### 3. HOMEWORK/ OUTREACH

RSVP, Spread the Word + Sign Up for Assistance at Event #2: "Celebrate Winter Park"

Additional Outreach Assistance Sign Ups

Key Speakers for Event #3: "Keynotes + Provocations"

SC Meetings #4 + #5 Draft Agendas

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### 4. PUBLIC COMMENT

#### 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."

4 August 2015, 3:00 pm - 5:30 pm  
Winter Park Community Center

# SC Meeting #2

## Summary

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### WELCOME + CALL TO ORDER

Planning & Community Development Director, Dori Stone, called the meeting to order at 3:15 p.m.

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### ATTENDEES

#### Committee Members Present:

John Gill, Jeffrey Blydenburgh, Meg Baldwin, Scott Bodie, John Caron, Steve Castino, Michael Dick, Jeffrey Eisenbarth, Dykes Everett, Steve Goldman, Sharon Line Clary, Patty Maddox, Garrett Preisser, David Strong, William Sullivan, Pitt Warner, Rebecca Wilson

#### Committee Members Absent:

Shawn Garvey, Marketa Hollingsworth, Peter Schreyer

#### Staff Members Present:

Randy Knight, Dori Stone, Clarissa Howard, Lindsey Hayes, Laura Neudorffer, Kyle Dudgeon

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### EDUCATION

#### Chair + Vice Chair Elections

Motion made by William Sullivan, seconded by Patty Maddox, nominating John Gill as Chair. Motion made by Michael Dick, seconded by David Strong, nominating Jeffrey Blydenburgh as Chair. A vote of 7-3 appointed John Gill as Chair.

Motion made by Michael Dick, seconded by Patty Maddox, nominating Jeffrey Blydenburgh as Vice-Chair. Motion approved and Jeffrey Blydenburgh was appointed as Vice-Chair.

#### SC Meeting #1 Summary Approval

Motion made by Michael Dick, seconded by Patty Maddox, to approve the April 29, 2015 minutes. Motion approved.

9 June 2015, 3:00 pm - 5:00 pm  
Winter Park Community Center



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## EDUCATION

### Stakeholder Questions

Stakeholders were given time to voice their concerns, pose questions, and provide ideas/feedback as a group. Discussions were held regarding the purpose behind the Steering Committee and the desired outcomes from the visioning process, as well as more the overall visioning process and timeline. Several Steering Committee members requested clarity regarding their roles and purpose. It was suggested that a Subcommittee be formed that would serve as ambassadors - conduits for their neighborhoods. It was agreed upon by the Steering Committee that a Subcommittee would be formed with the same Chair and Vice-Chair as the Steering Committee.

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## EXERCISE

### Logo and Branding Survey Results + Final Revisions

Bruce Meighen gave a brief overview of the logos provided to be voted upon and the results. Motion made by Patty Maddox to move forward with the *Vibrant Winter Park* logo. Motion was seconded and approved.

### Logistics

Mr. Meighen gave a brief overview of the current logistics for the process. Topics discussed included the use of Dropbox for shared documents, as well as online user accounts and commenting methods contained on the website.

### Committee Stakeholder Interview Sign Ups

Mr. Meighen discussed the Stakeholder Interview process, encouraged committee members to participate, and briefly described the discussion topics and interview method.

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## HOMEWORK/ OUTREACH

### Stakeholder Interviews Assistance, Facilitation Training + Instructions

### Sip + Stroll Attendance + Assistance

### Upcoming Meetings + Events

### Spread the Word for Event #2: "Celebrate Winter Park"

### Key Speakers for Event #3: "Keynotes + Provocations"

The first speaker was George Derring who spoke highly of the process, comparing this to a similar visioning process he had witnessed in Austin, Texas.

Pat McDonald spoke next and encouraged residents to hear Jeffery Blydenburgh speak on the visioning process.

The third speaker, George Michael, expressed a desire to hear more from the Steering Committee members at future meetings.

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## PUBLIC COMMENT

Next scheduled meeting is August 4, 2015.

A motion to adjourn was made by Michael Dick and seconded by Sharon Line-Clary. There being no further business to discuss, the meeting adjourned at 5:31 p.m.

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## ADJOURNMENT

# Subcommittee Meeting

## Summary

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### WELCOME

Planning & Community Development Director, Dori Stone welcomed the Steering Committee Subcommittee.

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### CALL TO ORDER

Planning & Community Development Director, Dori Stone, called the meeting to order at 9:15 am.

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### ATTENDEES

#### Committee Members Present:

Jeffrey Blydenburgh, Michael Dick, Steve Goldman, Rebecca Wilson

#### Staff Members Present:

Dori Stone, Clarissa Howard, Laura Neudorffer

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### DISCUSSION

Subcommittee Members discussed the importance of communicating both the process and desired outcomes to both the Steering Committee and community. Key items identified included public outreach, education on the process and purpose, transparency regarding collected data, defined roles for committee members, a clear direction as the process progresses, as well as the importance of making the process enjoyable for all participants.

The role of the Steering Committee was discussed and revised slightly. Participants agreed that their role is to bring people in to the process as well as assist in processing, evaluating, and providing feedback on the collected data. A simplified timeline was presented and the process was reaffirmed, showing the progression of phases and activities throughout the visioning process. Members expressed a desire to present this to the Steering Committee and potentially on the website as well.

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### ADJOURNMENT

There being no further business to discuss, the meeting adjourned at 11:05 a.m.

12 June 2015, 9:00 am - 11:00 am  
Winter Park City Hall



# What is Your *Role?*

## The Steering Committee should serve as:

- the “public face” of the project
- advocates for future and the vision plan
- representatives for the community
- proponents for additional outreach
- the “eyes and ears” on the ground
- the “co-creators”

## We will ask you to:

- **develop a plan based on the information collected from the community;**
- **provide direction to consultant and staff on how to disseminate the feedback that we’ve heard through the process, and put words to paper;**
- be leaders of and active participants in each Steering Committee meeting;
- draw from each of your individual backgrounds, but serve as part of a larger team working toward one cohesive goal;
- assist us in getting the word out;
- identify those additional opportunities to reach out to the community;
- listen to your neighbors, family, friends, and report back what you have heard;
- be creative and think big; and
- have fun!

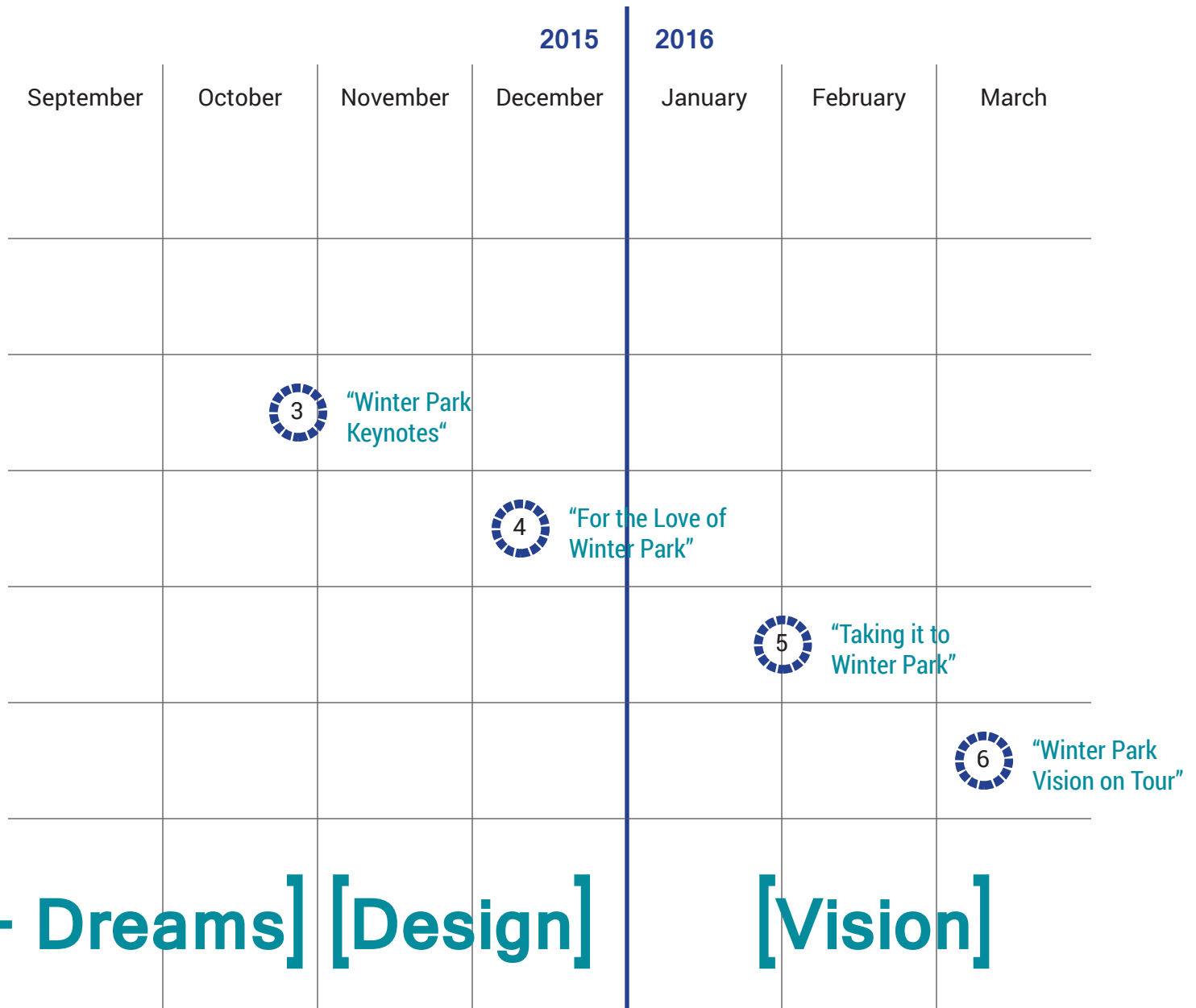
	May	June	July	August
PHASE 1: A Community-Developed Process		1 "Coffee Talks + Neighborhood Walks"		
PHASE 2: Communicated Through Community Advocates			"Celebrate Winter Park" 2	
PHASE 3: Where Are We Now? Where Are We Going?				
PHASE 4: Where Do We Want to Go?				
PHASE 5: How Do We Get to Our Destination?				
PHASE 6: For the Love of Winter Park Vision				

[Information] [Ideas]



# What is the

*Process?*



Revised per Subcommittee Recommendations  
12 June 2015

# Stakeholder Interviews

## Summary

### OVERALL NUMBERS

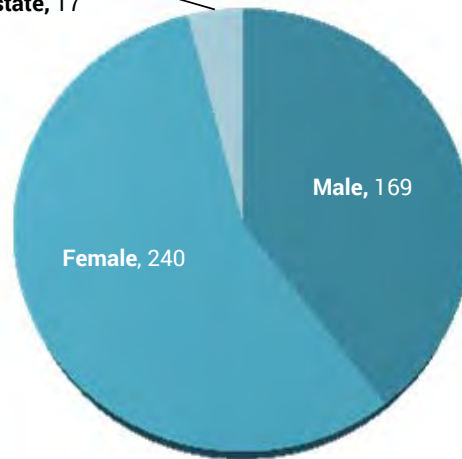
**426**  
Website Registrations

**325**  
Survey Respondents

### DEMOGRAPHIC INFO

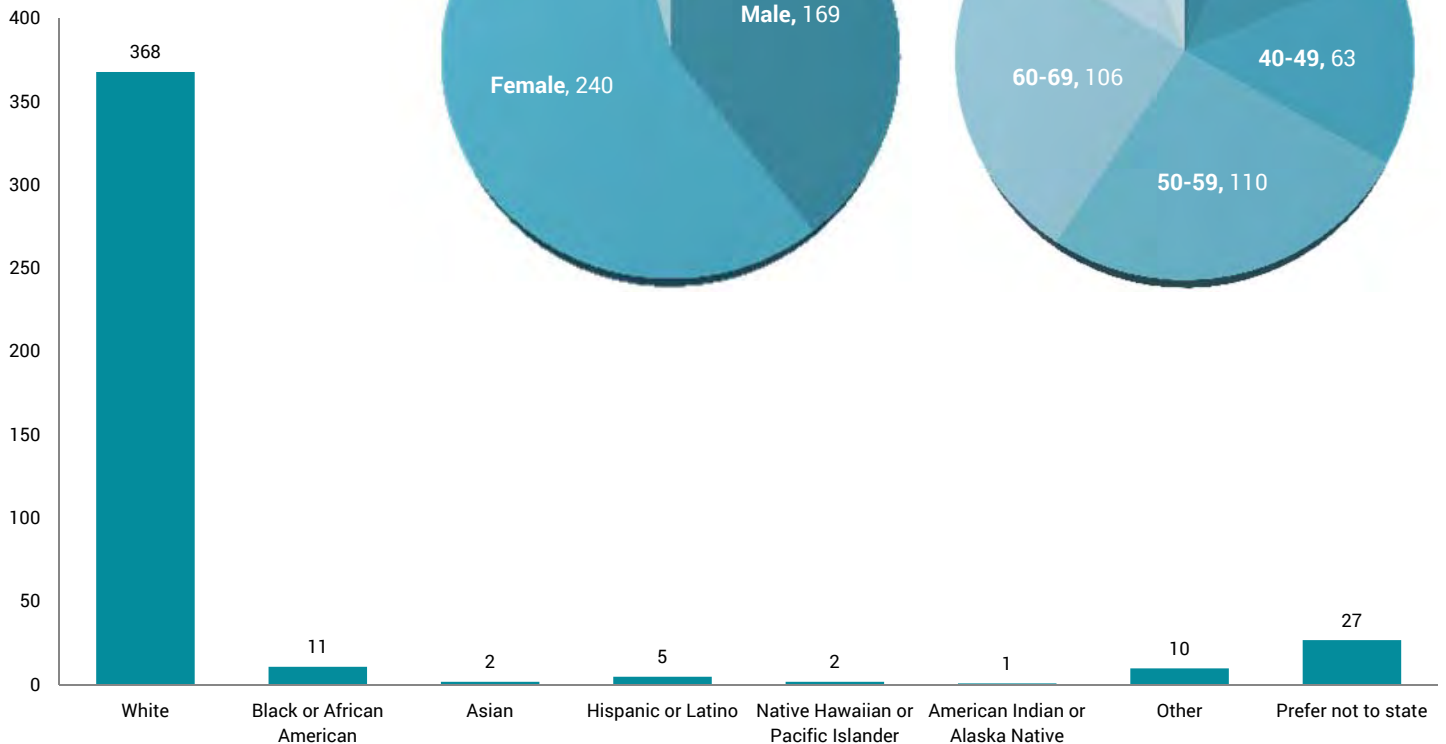
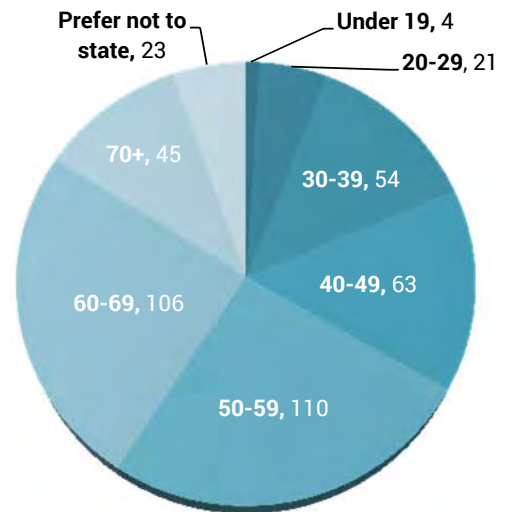
#### Sex

Prefer not to state, 17



#### Age

Prefer not to state, 23

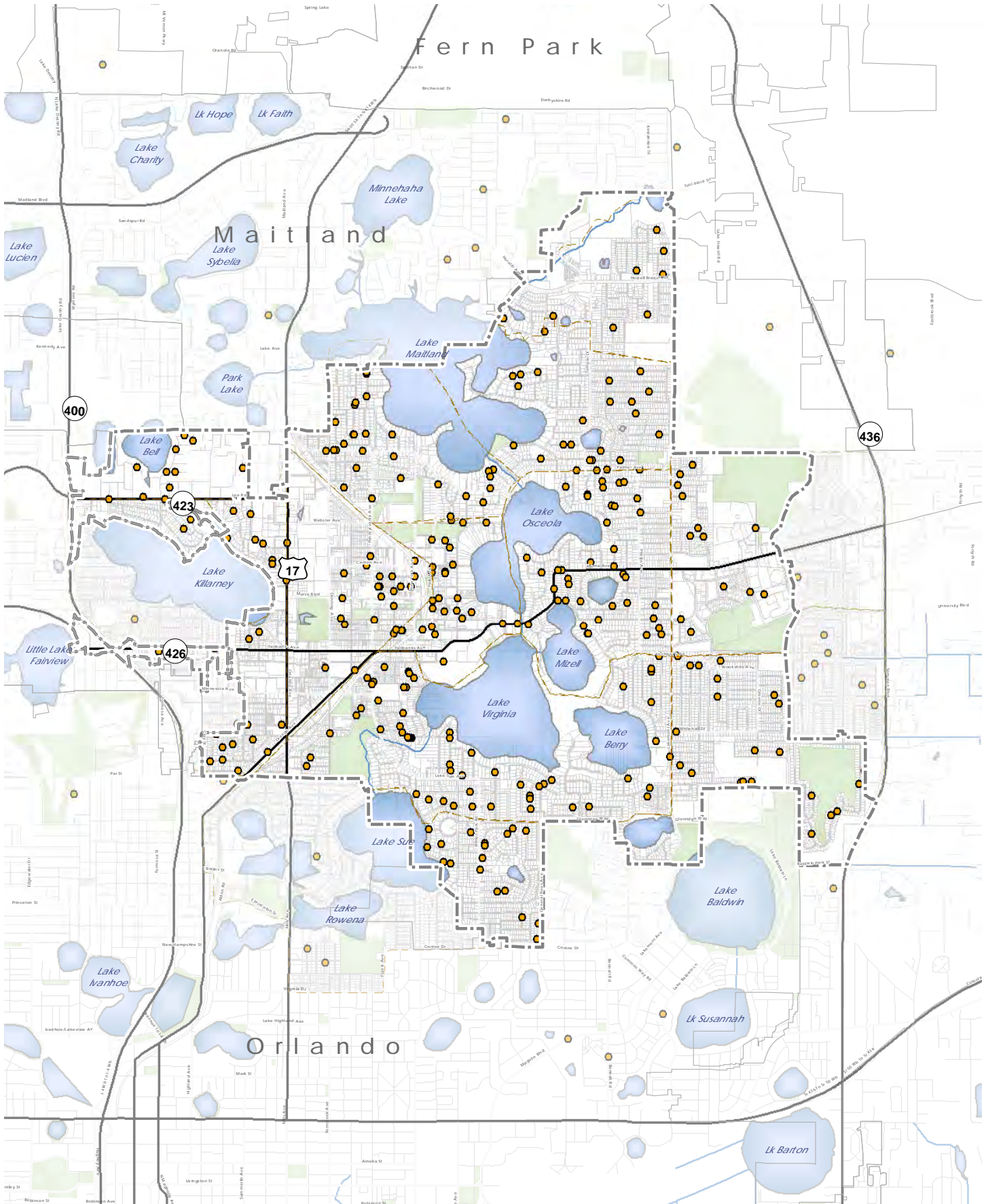


#### Race/ Ethnicity

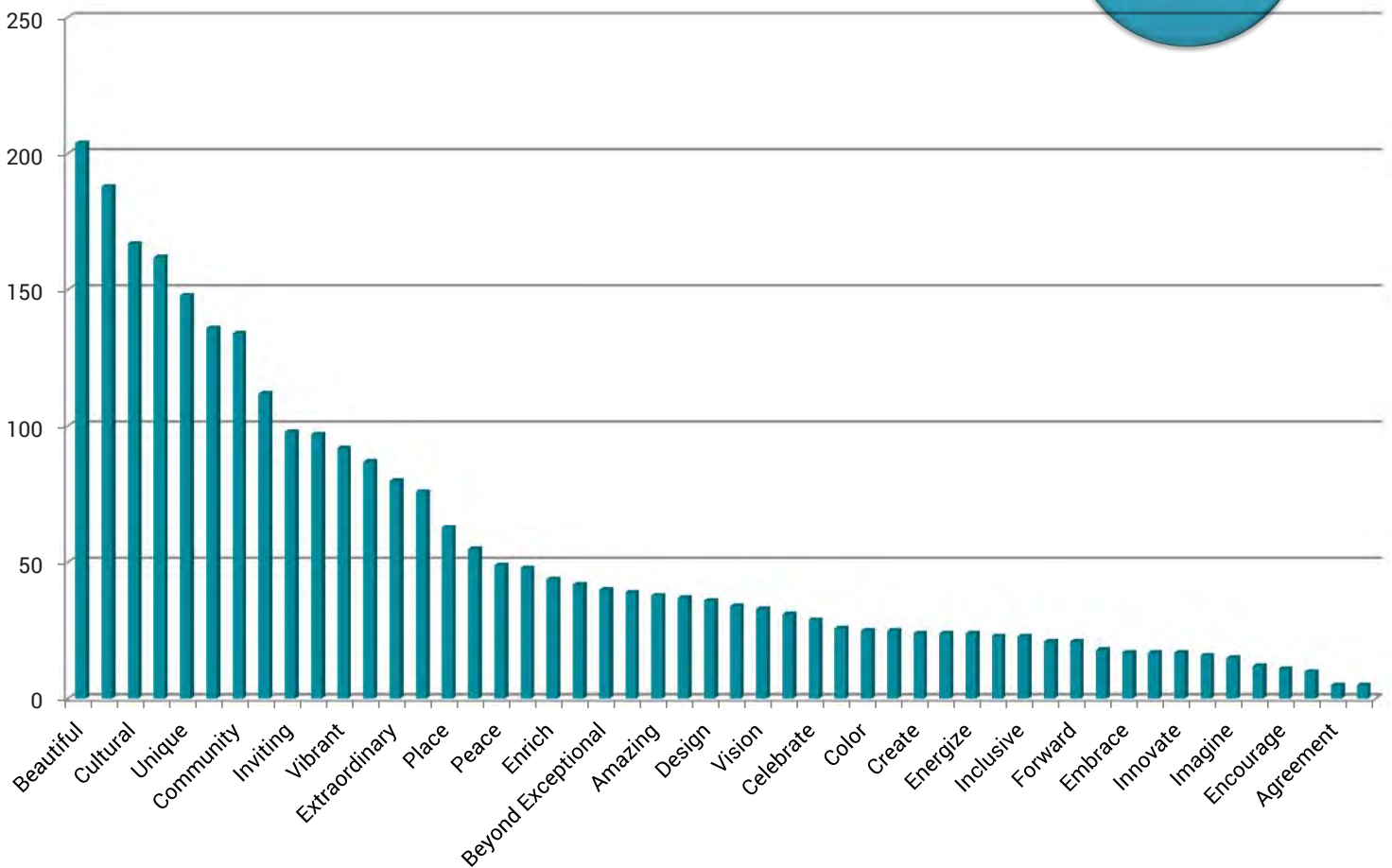
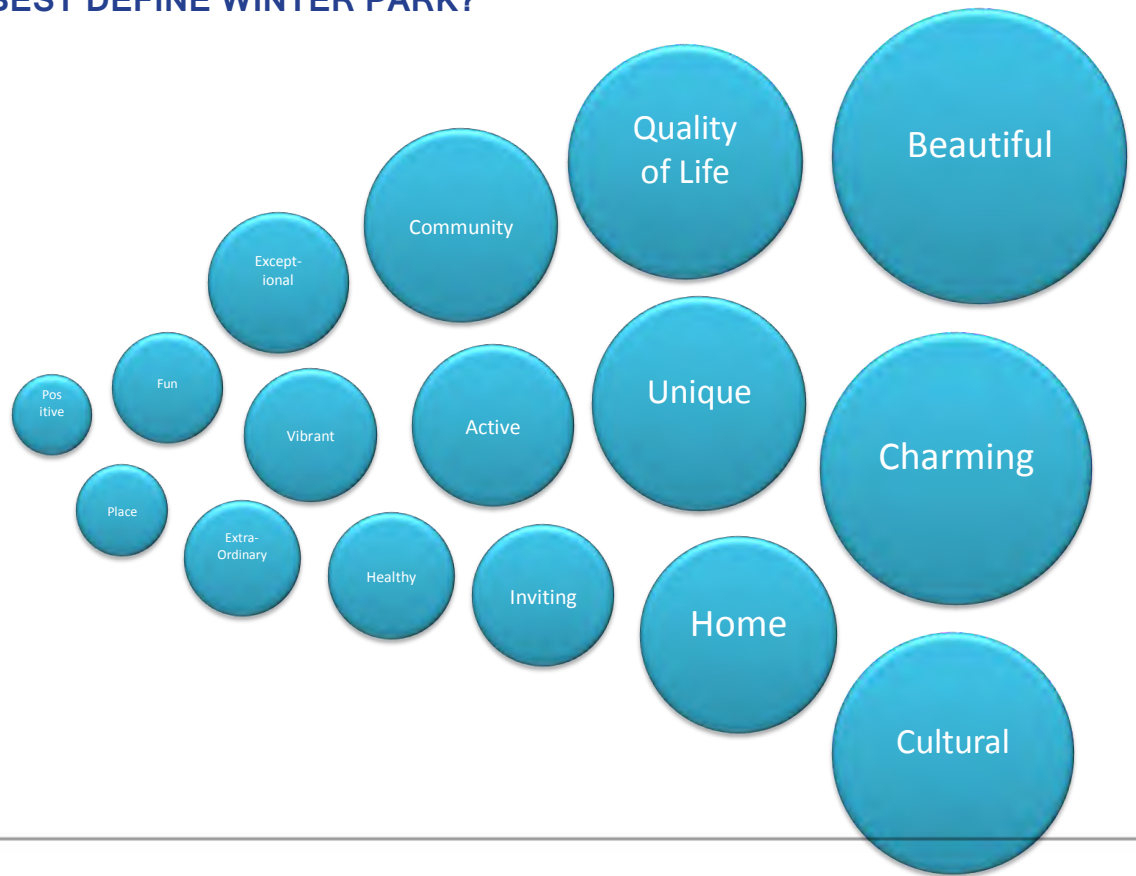
Based on responses received as of 24 July 2015



## RESPONDENT LOCATIONS



## WHICH WORDS BEST DEFINE WINTER PARK?



Words Best Representing Winter Park



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## WHAT VISION STATEMENTS DO YOU FEEL BEST REPRESENTS WINTER PARK'S FUTURE?

### EXAMPLE STATEMENTS FROM SURVEY

Winter Park will maintain its basic beauty and community character while encouraging positive changes and development that further enhance that beauty and character.

Reinforce the charming nature of Winter Park throughout the city, and develop the city in ways that promote a walkable and bike-able environment.

Winter Park is a unique village with the best in cultural events, the arts, culinary diversity, friendly atmosphere and green parks for the enjoyment of everyone.

Winter Park needs to retain its “charm” and “uniqueness” – mindful growth that engenders community, protects our longstanding charm (that continues to put Winter Park on the “map” on so many national media lists!), and keeps the bar raised for quality of life.

Continue to be a unique community for raising families. Continue to grow and redevelop to help maintain its atmosphere. Always progressing and striving to be better.

Maintaining a safe, inclusive supportive community that represents and responds to all citizens with the goal of making Winter Park their home and community.

Winter Park is an inclusive community with people with diverse backgrounds and interests, working together to make Winter Park a place that feels like home to everyone. A place that is respectful of the natural environment and has sustainable practices in place to keep the beauty as a lasting asset.

Top in class for state of the art places to work and create; a healthy, active and well connected community, with distinctive neighborhoods and vibrant and exceptional opportunities for education of all ages.

While growing, Winter Park needs to remain focused on its strengths so that it retains the vibrant and lively lifestyle it currently has, without losing the charm that makes us special. Stay unique, stay cultural, and stay something to celebrate.

Winter Park is a place where community is built by locally owned businesses, where unique arts offerings that are inclusive and affordable and where families can raise their children in a safe, healthy and sustainable environment.

Based on responses received as of 24 July 2015

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## WHAT ADDITIONAL OUTREACH EVENTS / METHODS WOULD YOU LIKE TO SEE AS PART OF THE VISIONING PROCESS?

### SUGGESTED OUTREACH RECOMMENDATIONS FROM SURVEY

#### Media

- City newsletters, utility bill inserts, doorknob hangars, postage-paid survey, introductory informational letter
- Notification in the Winter Park Update, Winter Park Voice, Park Press, Winter Park Observer, Winter Park section of the Sentinel
- Giveaways (magnets, t-shirts, hula hoops)
- Local news coverage
- Leaflets/ comment cards at Publix, Trader Joes, Dollar Store

#### Website/ Social Media

- Chamber of Commerce mailing list, City mailing list
- Social media (Facebook, Twitter, Tumblr, LinkedIn), nextdoor.com, modified reverse 911 call, texts, prominent link on city homepage, robo-calls, videos, dropbox
- Phone interviews, surveys

#### Regular/ Recurring Community Events

- Neighborhood meetings, homeowners' associations meetings, condominium associations meetings, neighborhood watch groups meetings, small group meetings, focus groups, PTA meetings, Town Hall meetings,
- Concerts downtown, farmer's market(s)

#### Large-Scale Community Events

- Sidewalk Art Festival, Car Show, Peacock Ball, 4th of July Festival
- Christmas Parade (coordinate with the high school to create a vision float), Christmas Tree Lighting
- 5ks, Back to School Bike Ride
- Dinner on the Avenue, Sip and Stroll
- Global Place Film Festival, Bach Festival

#### Venues/ Areas

- Winter Park Community Center, YMCA, Crosby Center, Library, Senior Center, Churches, Miller's Hardware, Bank of America (Park Avenue), Post Office, Museums
- Schools (Lake Highland, Trinity, Park Maitland, St. Margaret Mary), preschools (Methodist, Episcopal, etc) and especially the sports organizations (lacrosse, flag football, basketball, little league, etc)
- West Side, College Court, Park North, Orwin Manor

#### Other

- Door-to-door, one-on-one contact, walking/ biking tours
- Walk-by interactive opportunities; kiosk with a video camera (manned or automated in some way) where people can record a 2-3 minute message to the city
- Install a large canvas where people can draw something simple or write a few words or sentences that depict their perception of Winter Park now and/or what they'd like to see in the future
- Map respondents and involvement; reach out to underrepresented areas



## COMPLETED TO DATE/ INCLUDED IN SCOPE

- Utility bill inserts
- Winter Park Update, Winter Park Voice, Park Press, Winter Park Observer, Winter Park section of the Sentinel Updates
- Giveaways at events
- Local news coverage
- City mailing list
- City's social media updates (Facebook, Twitter, Tumblr), prominent link on city homepage, dropbox
- Farmers' market booth

- Sip & Stroll presence and wine glass sponsor
- 4th of July Festival booth

- Stakeholder Interviews,
- Map of vision website registrars, survey respondents

## RECOMMENDATIONS THAT ARE ALREADY IN PROGRESS

- Continued updates in the Winter Park Update, Winter Park Voice, Park Press, Winter Park Observer, Winter Park section of the Sentinel
- Continued updates on social media
- Videos

- Christmas Tree Lighting & Parade

## ADDITIONAL SUGGESTED PUBLIC OUTREACH

- Posters, postcards, business cards at Publix, Trader Joes, Dollar Store with QR codes to direct people to the website

- Concerts downtown booth

- Sidewalk Art Festival
- CAr Show
- Peacock Ball

- Kiosks at select locations

- Kiosk downtown
- Art installation

## WHAT OTHER GROUPS SHOULD WE OUTREACH TO?

Merchants Association (do the survey and get a discount), downtown businesses, the Parks and Fairbanks Corridor,

Young families, seniors, young professionals, teachers, transportation industry, sports enthusiasts (trail users), former commissioners, preservationists, builders, developers, architects, contractors, new residents, running clubs, cycling clubs, running groups, retired military, residents that have been in town 5 - 10 years, commuters into Winter Park, real estate agents

Lions, Kiwanis, Rotary, Women's, Garden, University Clubs; Historic Association; Leadership Winter Park; Housing Authority; Food Bank; Casa Feliz; African American social organizations; historical non-profits; funk Dancers association; Edyth Bush Charitable Foundation, historic preservation representative, tree preservation representative, City Advisory Boards, halfway houses, homeless shelters, homeless advocacy groups

Colleges/Universities, Rollins environmental and planning students, Valencia/ Full Sail College, Winter Park schools, high school IB programs and political science classes, high school sports teams, little leagues, daycares

Church pastors (St. Margaret Mary)

YMCA, Community Center, Civic Center, Crosby Center, library, Winter Park Health Foundation

Arts organizations: Winter Park Playhouse, Breakthrough Theatre, Mcree St Art Studio, Charles Morse Museum, Polasek Museum

Neighborhood watch groups, homeowners and condominium associations, ethnic-based community groups, grassroots groups, Hannibal Square neighborhood, Virginia Heights, Dommerich Hills, Lake Bell group, Wesley Road, businesses in Hannibal Square, Towers, Morse/ Lee Road, Mayflower/ Westminster, Aloma, and Fairbanks

Bar managers/ bartenders off Park Avenue

Residents of Stoners Road, people who live at the fringes of the city (recent annexations)

SunRail, Lynx, Expressway Authority, Mears, Uber,

Visit Orlando, Visit Florida

Visionaries from other communities



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## HOW SHOULD WE REACH OUT TO OUR UNDERREPRESENTED DEMOGRAPHICS?

Door-to-door, individual contact, go to existing meetings, offer meetings at a variety of times, hang signs in spaces with wifi, small handouts people can put in their pocket, bulletin boards, throw a BBQ, offer a scholarship to students, text surveys, door hangers, street parties, focus groups, billboards, commercials, activities that can include kids, phone calls, go to the people, set up a booth in the parks, window displays in stores, meeting in specific areas of town, giveaways to attract people, provide food, social media, City newsletter, email, advertise in the Winter Park Observer, The Sentinel, The Voice, NextDoor app, Welcome Wagon for new residents

Utilize connections through families, and extended families

Advertise in community hubs such as churches, schools, the library, community center, the Boys and Girls Club, Winter Park Day Nursery, Center for Independent Living, Wither Park Health Foundation, Rollins College, sports facilities, fitness centers, Valencia College, student council, preschools, YMCA, Winter Park Housing Authority

Focus on areas such as West Side, Hannibal Square, Brookshire, Lee Road, Park Ave

Popular locations like grocery stores, Starbucks, Dollar Store, Post Office, farmer's market, sports bars

Utilize networks such as Women's Club, Business associations, Young Professionals organization, University Club, Rotary Club, Edyth Bush Institute for Philanthropy & Nonprofit Leadership, PTA, condo associations, senior housing

# Who are our Co-Creators?

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## DEFINITION

Quite literally, a co-creator is someone who will act as a joint creator throughout this process – someone who assists in creating this plan and takes a sense of pride and ownership in outcomes. A co-creator will do more than make yes or no decisions. A co-creator is an expert in their community and has volunteered to share their knowledge to help inform the process and the direction it takes. Co-creators are advocates for Winter Park and play a vital role in the success of this process.

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## RECOGNITION

In recognition of the added responsibility these co-creators have taken on, they have been invited to a special event with Peter Kageyama on August 21, 2015. These co-creators and their guests will have the opportunity to attend one of two small group workshops at the Winter Park County Club focusing on co-creator engagement and participation based on their love for the community.

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## CO-CREATORS

Name, First	Name, Last	Email
Jen	Adams	avphoto@mac.com
Larry	Adams	ladams@aciarch.com
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James	Bankston	Jb@jcarinc.com
W P	Battaglia	Bill@BattagliaGroup.com
Bob	Battaglia	bob@battagliagroup.com
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Bette	BonFleur	bonfleur99@aol.com
Elizabeth	Bosserman	elizabethbosserman@gmail.com

*Our list of Co-Creators will continue to grow over the process. An updated list will be provided at each meeting.*



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Thomas & Barbara	Sacha	tsacha1@cfl.rr.com



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# Vision Winter Park

# Publicity



## Vision WINTER PARK

Vision Winter Park is setting the stage to shape our future. You can influence the process by identifying what makes Winter Park great and consider opportunities that will make it even better. Come hear Peter Kageyama, an internationally-known speaker and author, at this community event. Leave inspired after hearing about the importance of sharing what is loved about Winter Park, and motivated to move forward!

**"CELEBRATE WINTER PARK" at  
THE ALFOND INN AT ROLLINS COLLEGE**

Thursday, August 20  
5:30 - 7:30 p.m.

Space is limited!  
Please RSVP by Friday, August 14  
to [vision@cityofwinterpark.org](mailto:vision@cityofwinterpark.org)

Participate and help build the city's vision together! Join the conversation and register online to learn more about other great community events, visioning opportunities, and interactive ways to share your ideas.

407-599-3665 | [visionwinterpark.org](http://visionwinterpark.org) | [#visionwinterpark](https://twitter.com/visionwinterpark)



## Winter Park looking for 'co-creators' for its vision process

By Michael W. Freeman  
Winter Park Forum Editor

Bruce Meighen is looking for volunteers, essentially, but ones to handle a specific mission. So far, he added, it's encouraging how many Winter Park residents have agreed to participate. "We have had people sign up for this," he said. "Most people want to be co-creators." The concept of finding co-creators is what Meighen -- a principal with Logan Simpson Design Inc. of Colorado, a consulting firm that specializes in community planning -- is advising the city of Winter Park to employ on its ongoing visioning process. The city is putting together a plan for how to manage growth, and for what residents what the city to look like in future years.

"We're asking each person in the community if they'd like to be co-creators," Meighen said. "The co-creators are people willing to be advocates for the plan, and to help get people involved." On June 10, Meighen was at the Rachel D. Murrah Civic Center, where he joined Dori Stone, the city's director of planning and community development, to interview residents about the vision plan. They were there for the first phase of a visioning process that will run through next January, and they now want feedback from the public on this process -- and to reach people who do not routinely participate in municipal activities like this.

"While I want to keep the charm of the past, we do have to plan for the future," Mayor Steve Leary said. "One of the things people rarely do in a vision process is ask the people how it should be done," Meighen said. "That's a question rarely asked -- is this the right process?" Some of the people who have shown up to give feedback, Meighen said, are known to attend city commission meetings and other public forums, and remain active in the municipal governing process. "There's groups of people that are already active and showing up at meetings, and we will hear from them, of course," he said. But what the city really needs to do in this process, he added, is find what he called "the underrepresented people." They are more likely to be families and working people who are often too busy to attend sessions like the vision process. "That's who we need to show up -- essentially everyday folks," he said.

Meighen, who said he has worked all across the nation helping communities develop vision plans, said working families often avoid events that focus on municipal issues. "If you do traditional meetings, people feel like they're doing jury duty -- like it's their civic duty," he said. So that's one of the other questions being asked at the vision sessions -- if the people attending have any recommendations for how to bring more people into the process. "It's just simply asking the question of how you'd like to see the process run, and how to reach the underrepresented," he said. One recommendation he got, Meighen said, is "In order to get new creative ideas, start hitting schools and talk to our leaders in our education system. Those are folks we have not tapped into yet." In a similar vein, Meighen said he was advised that "We need to use methods to engage parents, and use advisory committees to talk to families one on one."

<http://www.orlandosentinel.com/news/orange/winter-park/os-winter-park-looking-for-co-creators-for-its-vision-process-20150612-story.html>

## FIRST WORD



# VISION WINTER PARK

## SHARE YOUR VISION

**I**covered municipal government long enough to know that high-minded studies produced by well-meaning citizens frequently end up gathering dust. Such exercises are often intended to give people the *illusion* of involvement without having them be, well, *actually* involved.

The visioning process recently launched by the City of Winter Park feels different. That's partly because this is Winter Park — a place where people are unusually involved and passionate about their city — and partly because of the caliber of the 21-member Visioning Steering Committee.

Busy people won't sign on for a year-long project that they assume will be ultimately ignored.

The visioning panel — along with city staffers and facilitators from Logan Simpson Design of Colorado, a consulting firm that specializes in community planning — is charged with producing a big-picture blueprint for Winter Park's future.

Recommendations will be non-binding, but at this point it's the process itself that really counts. If it's done right, the final document will provide guidance for decades to come.

To the city's credit, it's working to make certain that everyone who wishes to participate has an opportunity to do so. Success, of course, depends entirely upon involvement. If people feel truly vested in the process, then the vision is more likely to become a reality.

Go to [visionwinterpark.org](http://visionwinterpark.org), a website recently launched by the city, and check it out for yourself. If the website doesn't answer your questions, email [vision@cityofwinterpark.org](mailto:vision@cityofwinterpark.org) and ask. If you're still not feeling fully informed, call 407-599-3665 and have a conversation.

By now, there've been several opportunities for public input. There'll be additional opportunities in the coming months. Winter Park, a place that's defined by its unique character, needs people who care about it to step up and speak their mind.



Which shouldn't be a problem. Everybody I know has opinions about what the city should and shouldn't do, short-term and long-term.

In fact, Winter Park today is a thriving testament to the importance of visioning. Its founders weren't fast-buck speculators; they were visionaries. And their plan for the city has stood the test of time since the 1880s.

Settlers like Oliver Chapman and Loring Chase undoubtedly never used the word "visioning." But there's no question that, in the realm of urban design, they helped invent the concept.

Participation in this process ought to be a no-brainer for Winter Park. After all, visioning is in our civic DNA.

Randy Noles  
Editor/Publisher  
[randyn@floridahomemedia.com](mailto:randyn@floridahomemedia.com)

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# Phase 2 Survey

## Questions

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### PHASE 2. COMMUNICATED THROUGH COMMUNITY ADVOCATES

*"Celebrate Winter  
Park"*

To get our residents engaged,  
thinking, and ready to participate  
on tangible projects based on  
their love for their community.

---

1. Describe something that you love about Winter Park. This could be a big thing, a small thing, or it could be a weird, silly, idiosyncratic thing.

---

2 We have all seen t-shirts for tourists. None of us would wear one of those. But if you could design a t-shirt for Winter Park that locals would wear, what would the slogan say?

---

3 If you had just \$500 as a budget, what would you do to make Winter Park a better, more interesting, more fun, and lovable place?

---

4 What are the rituals, traditions, or events that are unique to Winter Park?

---

5. What are new traditions that Winter Park could start?

---

6 What is one small change or opportunity that would have a big impact on Winter Park?

---





# *For the Love of* WINTER PARK

Steering Committee  
Meeting Packet  
August 2015

1

A Community-  
Developed  
Process

2

Communicated  
Through  
Community  
Advocates

3

Where are We  
Now?  
Where are We  
Going?

4

Where do We  
Want to Go?

5

How do We Get to  
Our Destination?

6

For the Love of  
Winter Park

# Additional Outreach

## Action Plan

OUTREACH EVENT	DATES	ACTION ITEM
STAKEHOLDER INTERVIEWS		
“COMMUNITY TALKS + NEIGHBORHOOD WALKS” EVENT #1	June 10 <sup>th</sup> and 11 <sup>th</sup> (Series #1) June 24 <sup>th</sup> and 25 <sup>th</sup> (Series #2)	
“CELEBRATE WINTER PARK” EVENT #2	July 4 <sup>th</sup> Celebration July 9 <sup>th</sup> , 16 <sup>th</sup> , and 30 <sup>th</sup> (Series #3) August 6 <sup>th</sup> , 13 <sup>th</sup> , and 27 <sup>th</sup> (Series #4) August 20 <sup>th</sup> (Large-Scale Public Event) August 21 <sup>st</sup> (Invited Workshops)	
“KEYNOTES + PROVOCATIONS” EVENT #3	October 27 <sup>th</sup> OR October 29 <sup>th</sup>	
“FOR THE LOVE OF WINTER PARK” EVENT #4	Week of December 7 <sup>th</sup>	
“TAKING IT TO WINTER PARK” EVENT #5	Week of January 25 <sup>th</sup> or Week of February 1 <sup>st</sup>	
“WINTER PARK VISION ON TOUR” EVENT #6	Beginning the Week of March 7 <sup>th</sup> or 14 <sup>th</sup>	



# Phase 2 Survey

## Questions

---

### PHASE 2. COMMUNICATED THROUGH COMMUNITY ADVOCATES

*"Celebrate Winter  
Park"*

To get our residents engaged,  
thinking, and ready to participate  
on tangible projects based on  
their love for their community.

- 
1. Tell me something that you love about Winter Park. This could be a big thing, a small thing, or it could be a weird, silly, idiosyncratic thing.
  2. We have all seen lots of t-shirts for tourists. None of us would wear one of those. But if you could design a cool t-shirt that locals would wear, what would the slogan say?
  3. If you had just \$500 as a budget, what would you do to make Winter Park a better, more interesting, more fun, and lovable place?
  4. Are there any unique Winter Park rituals and traditions? Anything that you do a bit differently than other places? Is there something that only happens in Winter Park?
-

# Future Phase

# Questions

---

## PHASE 3. WHERE ARE WE NOW? WHERE ARE WE GOING?

### *"Winter Park Keynotes and Provocations"*

To encourage people to think past their daily lives and discuss how our changing demographics will affect our future.

- 
1. Based on the trends that you have heard, what opportunities exist today?
  2. Based on future trends, what opportunities should we capitalize on?
  3. What do we need to provide to account for our children and future residents? Remember, things have changed - our millenials are a large part of the population, our ethnic mix has changed, and our modes of transportation are now different.
  4. Which neighborhood do you live in?
  - 4a. Describe what you love about your immediate neighborhood.
  - 4b. What is your desired future condition of your neighborhood? How does the changing demographic impact what you want from your neighborhood?
  - 4c. What would you like to see in your neighborhood? How does the changing demographic impact what you want from your neighborhood?
  - 4d. How should your neighborhood change to address and accommodate our children as our future residents? How does the changing demographic impact what you want from your neighborhood?
-



---

**PHASE 4.  
WHERE DO WE WANT  
TO GO?**

*"For the Love of  
Winter Park"*

To visualize and translate our opportunities into what it means for change in general areas and how they affect the lives of visitors, business owners, residents and neighbors.

- 
1. Which of the case studies presented are memorable, and represent some of the existing and future opportunities previously identified?

---

1a. What is memorable about these case studies?

- 
2. Describe where that would occur. Describe a place and what it would feel like if these opportunities were applied (include opportunities #1, #2, #3)

---

2a. What would an evening feel like with those opportunities applied to Winter Park?

---

2b. What would a walk feel like if these opportunities were applied?

---

2c. What would a date night feel like if these opportunities were applied?

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2d. What would a visitor experience if these opportunities were applied?

---

2e. Where would your kids be going if these opportunities were applied?

---

2f. What and where would a future resident and visitor experience 20 years from now. Name a place and experience that a future resident and/or visitor would go to or feel.

---

2g. What activities are engaging our teenagers?

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**PHASE 5.  
HOW DO WE GET TO  
OUR DESTINATION?**

*"Taking it to  
Winter Park"*

To refine, personalize, and  
optimize our vision, choices and  
direction.

---

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1. What, do you feel, are the biggest opportunities within each area?

---

1a. What would make this opportunity even better?

---

1b. Put your own individual spin on this opportunity.

---

1c. What would a physical change representative of this  
opportunity be?

---



# Celebrate Winter Park

# Sign News

NAME

[illegible]

20 August 2015, 4:30 pm - 8:00 pm  
The Alford Inn of Rollins College

# Stakeholder Interview

# Questionnaire

Name:

Email:

Physical Address:

Age:

19 and under  
20 - 29  
30 - 39  
40 - 49  
50 - 59  
60 - 69  
70 and over

Sex:

Male  
Female

Race/ Ethnicity:

White  
Black/ African American  
Hispanic or Latino  
Asian  
American Indian or Alaska Native  
Native Hawaiian or Pacific  
Islander  
Other

Residency:

Resident  
Non-resident

Interviewer:

1. What additional outreach events/ methods would you like to see as part of the Visioning process?

2. We have included representatives from a number of neighborhoods, agencies and organizations on our Vision Steering Committee. What other groups should we outreach to?

3. How should we reach out to our underrepresented demographics?

4. Are you willing to be a Co-Creator?



Celebrate Winter Park  
5:30 Doors open  
6:00 Presentation by Peter Kageyama

- Invited, Small Group Workshops:
- Short presentation by Peter Kageyama

Tuesday, October 27 OR  
Thursday, October 29  
who Vision Winter Park  
what Keynotes in the Park  
when 6:30 to 8:30 p.m.  
where The Grove at Mead  
Botanical Garden, 1500 S.  
Denning Drive

5. Which words best define Winter Park?

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6. What imagery best represents Winter Park?

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7. If you answered “Yes” to question 4, What vision statements do you feel best represents Winter Park’s future?

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# Meetings + Events

## *Schedule*

MEETING/ EVENT	DATES	HOMEWORK
SC MEETING #1 KICKOFF	April 29 <sup>th</sup>	Who should we reach out to and how?
SC MEETING #2	June 9 <sup>th</sup>	Who should we invite to the workshop in Event #2?
“COMMUNITY TALKS + NEIGHBORHOOD WALKS” EVENT #1	June 10 <sup>th</sup> and 11 <sup>th</sup> (Series #1) June 24 <sup>th</sup> and 25 <sup>th</sup> (Series #2) July 4 <sup>th</sup> Celebration July 9 <sup>th</sup> , 16 <sup>th</sup> , and 30 <sup>th</sup> (Series #3) August 6 <sup>th</sup> , 13 <sup>th</sup> , and 27 <sup>th</sup> (Series #4)	Who should we reach out to and how?
SC MEETING #3	August 4 <sup>th</sup>	Who should we invite as speakers for Event #3?
SC MEETING #4	August 20 <sup>th</sup>	
“CELEBRATE WINTER PARK” EVENT #2	August 20 <sup>th</sup> (Large-Scale Public Event) August 21 <sup>st</sup> (Invited Workshops)	
SC MEETING #5	September 29 <sup>th</sup>	TBD
“KEYNOTES + PROVOCATIONS” EVENT #3	Tuesday, October 27 <sup>th</sup>	
SC MEETING #6	December 1 <sup>st</sup>	TBD
“FOR THE LOVE OF WINTER PARK” EVENT #4	Week of December 14 <sup>th</sup>	
SC MEETING #7	January 5 <sup>th</sup>	TBD
“TAKING IT TO WINTER PARK” EVENT #5	Week of January 25 <sup>th</sup> or Week of February 1 <sup>st</sup>	
SC MEETING #8	March 1 <sup>st</sup>	TBD
“WINTER PARK VISION ON TOUR” EVENT #6	Beginning the Week of March 7 <sup>th</sup> or 14 <sup>th</sup>	





# *For the Love of* WINTER PARK

Steering Committee  
Meeting Packet  
August 2015

1

A Community-  
Developed  
Process

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Communicated  
Through  
Community  
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3

Where are We  
Now?  
Where are We  
Going?

4

Where do We  
Want to Go?

5

How do We Get to  
Our Destination?

6

For the Love of  
Winter Park

[visionwinterpark.org](http://visionwinterpark.org)



# Steering Committee *Agenda*



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## 1. EDUCATION

Welcome  
SC Meeting #3 Summary Approval

---

## 2. EXERCISE

Additional Outreach Recommendations  
Peter Kageyama Introduction + Presentation  
The Importance of the Process  
The "Celebrate Winter Park" Event  
Brainstorm/ Open Discussion  
What do you love about Winter Park?  
What is your vision for Winter Park?

---

## 3. HOMEWORK/ OUTREACH

Event #2: "Celebrate Winter Park" Attendance + Assistance  
Key Speakers for Event #3: "Keynotes + Provocations"  
Spread the Word for Event #3: "Keynotes + Provocations"  
Next Meetings:  
(Tentative) September 29th: *Themes & Preliminary Vision Statements*  
(Tentative) October 27th/28th: *What Vision Statements are Influenced/ Affected by these Trends*

---

## 4. PUBLIC COMMENT

### 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."

20 August 2015, 2:00 pm - 4:00 pm  
Winter Park Community Center

# SC Meeting #3

## Summary

---

### CALL TO ORDER

Steering committee Chair, John Gill called meeting to order at 3:06 PM.

---

### ATTENDEES

#### Committee Members Present:

John Gill, Meg Baldwin, Steve Castino, Michael Dick, Dykes Everett, Steve Goldman, Patty Maddox, Debra Ousley, Garret Preisser, Peter Schreyer, Pitt Warner, Rebecca Wilson

#### Staff Members Present:

Randy Knight, Dori Stone, Clarissa Howard, Laura Neudorffer, Kyle Dudgeon

#### Consultant Team Members Present:

Bruce Meighen, Megan Moore, Heather Roberts

---

### EDUCATION

#### SC Meeting #2 Summary Approval

Patty Maddox made the motion, seconded by Michael Dick to approve the Steering Committee Meeting #4 summary. Summary should be revised to delete Dykes Everett and Meg Baldwin under Committee Members Present, as they were not in attendance.

#### The Role of the Steering Committee

The Chair made a motion, seconded by Garrett Preisser to revise the role of the Steering Committee to revise the first two bullets to read as follows:

- oversee and guide the drafting of a detailed vision statement based on the information collected from the community;
- provide direction to consultant and staff on how to disseminate the feedback heard through the process, and put words to paper;

---

### EXERCISE

#### Outreach

Steering Committee members asked the best way to get folks involved in the Vision, and it was recommended that they drive everyone to the website, as this is the repository for information on the process and upcoming events, location for the surveys, etc., which allows people to understand the entire picture and scope of the process.

04 August 2015, 3:00 pm - 5:00 pm  
Winter Park Community Center



---

## EXERCISE

### Demographic Data

The Steering Committee made a request that the survey respondent demographic data be compared to overall city of Winter Park demographic data, and these comparisons were provided via email to the Steering Committee on Monday, August 17, 2015.

It was recommended that the map of survey respondents be published on the website, and to spread dots at locations which have numerous responses from one location such as The Towers.

### Response Rates

Discussion revolved around identifying a target number for outreach efforts, continued involvement from recurring respondents and letting the public know what the overall process is, where they can offer input, and identifying a cutoff time for feedback. Current outreach methods should be supplemented by Steering Committee members getting the word out to 50 people, specifically targeting the younger generation, and reaching out to the Co-Creators to help fill gaps.

### August 20th/21st Events

Outreach specific to the notification of the August 20th and 21st events included:

- Website and social media updates and information
- Postcards to every household and business in Winter Park
- Advertisements in Winter Park Magazine, Park Press, Maitland/ Winter Park Observer, Orem Manor, and the City Newsletter

---

## NEXT STEPS

Steering Committee members were asked if they or others they knew would be willing to sponsor a reception after the event.

Steering Committee members were also asked to share any ideas for possible speakers.

Steering Committee members requested appointments for upcoming August and October events.

---

## PUBLIC COMMENT

No Public Comment.

---

## ADJOURNMENT

There being no further business to discuss, the meeting adjourned.

# What is Your *Role?*

## The Steering Committee should serve as:

- the “public face” of the project
- advocates for future and the vision plan
- representatives for the community
- proponents for additional outreach
- the “eyes and ears” on the ground
- the “co-creators”

## We will ask you to:

- oversee and guide the drafting of a detailed vision statement based on the information collected from the community;
- provide direction to consultant and staff on how to disseminate the feedback heard through the process, and put words to paper;
- be leaders of and active participants in each Steering Committee meeting;
- draw from each of your individual backgrounds, but serve as part of a larger team working toward one cohesive goal;
- assist us in getting the word out;
- identify those additional opportunities to reach out to the community;
- listen to your neighbors, family, friends, and report back what you have heard;
- be creative and think big; and
- have fun!



# Phase 2 Survey

# Comments

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## RESPONSES/ REVISIONS      STEERING COMMITTEE COMMENTS

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A comment about the importance of fun was placed as a description to this phase's questions.

---

Yes, we agree! This question allows us to think about what we can personally do to support the community, rather than relying on the government.

---

A new question was added to address this.

---

Future questionnaires will also be reviewed by the Steering Committee, and are expected to evolve over time.

In response to the \$500 question, see response above.

In response to continued engagement from respondents, a large portion of participants have not yet registered online, and have not yet done a questionnaire. Since the surveys are limited in number of questions, and not technical, fatigue should be reduced. We also do not want to deny people the opportunity to participate so we would like the Steering Committee and our co-creators to help keep people involved.

---

I think those questions are the type to get more people involved. They're fun and whimsical but get you thinking about Winter Park. At the beginning you said you wanted this to be fun for the whole city. I suggest you say that every time you speak - these questions are part of that goal.

---

You all did a great job with the question! Only one question did I think needed to be changed - the one about \$500. But then I thought hard and actually came up with an answer or two. And thought if I could come up with an answer others might also.

---

Add a question on how we treat each other; how our leaders and citizens should conduct themselves while dealing with one another, and how people philosophically feel when they make decisions.

---

In general, having read the remaining 4 Questionnaires three times, the last three are more difficult to critique without knowing what the "future trends", "changing demographics" and what areas "within each area" are when being requested to evaluate whether the questions are appropriate and inclusive. How are these trends, demographics, and areas being presented? Will responders have to attend a session or find them on line or both in order to provide answers? That said, I can't offer any general suggestions at this point.

Regarding Phase 2 Questions, I think #3 regarding the \$500 budget is kind of silly. While thought provoking, the reality is that responders will be conjuring meaningful visions with a much heavier price tag. What's the purpose of only \$500?

Finally, in the Phase 5 Questions (1c.), what exactly is meant by a "physical change representative"? Could this question be asked more simply?

I think the bigger challenge for all of these remaining questionnaires is keeping existing and future responders engaged which was brought up at our last meeting. I showed two existing responders these questions and their comment was "good luck with that", intimating that they didn't have a whole lot of interest in continuing the process as they had already participated. I know that you mentioned at the meeting that it wasn't necessary for a responder to address all the questionnaires and that each questionnaire by itself provided valuable input.

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The 3rd and 4th public event series and survey questions will include more direct statements.

The Phase 1 survey had an open ended statement asking for suggested vision statements. We have added an additional open-ended question to this survey, and we can continue to include an open ended option in future surveys. However these will be more difficult to tabulate.

I am concerned that many people may view these questions as being way too “fluffy”. If I were not involved as I am with the visioning project, I would most likely not respond to this survey since none of these questions seem to allow room to provide substantive input to plan the future of Winter Park. I would probably draw the conclusion after reading these questions that this is strictly a public relations project.

My sense is (and this is supported by some of the responses that we have received during the initial round of public outreach) that people who were initially interested in this visioning project are impatient to get to the “meat”. By the time we are ready to ask substantive questions, many may have lost interest or confidence in our process.

I would suggest posing non-leading questions which don't leave the respondent feeling as if they are being put into a “box”.

For example:

- What things do you value the most about Winter Park?
  - What do you consider to be Winter Park's most valuable assets?
  - What things do you like the most about the Winter Park lifestyle?
  - What things would you like to see improved in Winter Park?
  - What things do you think will be Winter Park's largest challenges in the future?
  - What valuable assets or important characteristics of Winter Park do you think are in jeopardy of being lost?
  - What things about Winter Park do you feel need improvement?
  - Are there any things about Winter Park which you think detract from the desirability of living here?
  - If so then what do you feel should be done to improve those conditions?
-



---

Please review the Case for Chautauqua website and video that is at the link at right.

The Phase 1 questionnaire addressed the ability to create some of these initial principles (beautiful, cultural, unique, community, inviting, vibrant, etc.). However, an additional question has been added in this questionnaire regarding the interaction, and engagement on the social/ civil side like the Chautauqua process. These will continue to be built on as the initial vision is developed over the next several months.

In addition, we've started a video process, of which the first of four will be uploaded shortly after the events on the 20th and 21st.

We're currently considering a Steering Committee and Co-Creator bike tour to discuss initial vision statements and direction within the Winter Park community.

Since we have recently worked with Disney on visioning, and although Celebration is not a direct comparable, we would suggest an optional tour of Celebration, with a discussion that could include its creators to help inspire the group.

For me, this Case for Chautauqua represents the depth I want us to get to at the end of the vision process. It is very much about the substance of a place: the foundation principals. Chautauqua is both a community and an Institution, so there is a difference from a city in terms of structure. Take some time with the opening video (<https://www.chautauquafoundation.org/index.php/promise-of-chautauqua>)

The Chautauqua promise is these key principals:

- Engage
- Inclusive
- Civil
- Innovate
- Sustainable

This promise describes the actions for how the Chautauqua community interacts internally and externally.

So, in Winter Park, while what we look like as a community (design) is important, more important is how we act and think as a community. There is a lot of passion here in Winter Park. It would be great to start getting those passions on video and online.

It is with that filter that I am reviewing the questions for the coming sessions.

On a related topic... For me, the vision is a description of the future—where we are going—what we want to be. It can either be a simple statement—an engaged, inclusive, civil, innovative, sustainable community—or it can be more defined with definers for each of these words—or whatever words the community chooses.

How do we get there (making the decisions based on the vision) is about behavior, attitude, skills, and desire.

What this all looks like, I haven't a clue...it may look much like what we have now, or it may look completely different depending on what we hear from the community.

To get the steering committee engaged, we might need a workshop just for the group. They also need a very clear description of the path they are on, and the expected outcome. It actually would be good to take a field trip to a working project, say Bradenton, or other cities that have done a vision and how they did it. Ultimately, we want the steering committee to become experts, and for them to become teachers about vision. Lets discuss this further.

---

# Phase 2 Survey

## Questions

---

### PHASE 2. COMMUNICATED THROUGH COMMUNITY ADVOCATES

*"Celebrate Winter  
Park"*

By making this phase of the visioning process fun, participants are encouraged to be playful and open-minded. This often inspires new and innovative ideas, that would not have normally been suggested. We can look beyond the confines of what the community is right now, and dare to dream.

- 
1. Tell me something that you love about Winter Park. This could be a big thing, a small thing, or it could be a weird, silly, idiosyncratic thing.

---

  2. We have all seen lots of t-shirts for tourists. None of us would wear one of those. But if you could design a cool t-shirt that locals would wear, what would the design and slogan say?

---

  3. If you had just \$500 as a budget, what would you do to make Winter Park a better, more interesting, more fun, and lovable place?

---

  4. Are there any unique Winter Park rituals and traditions? Anything that you do a bit differently than other places? Is there something that only happens in Winter Park?

---

  5. How should we conduct ourselves when dealing with each other and our citizens? What are key statements that would define how we should think and act as a community?

---

  6. Other considerations about your community.
-





# *For the Love of* WINTER PARK

Steering Committee  
Meeting Packet  
September 2015

1

A Community-  
Developed  
Process

2

Communicated  
Through  
Community  
Advocates

3

Where are We  
Now?  
Where are We  
Going?

4

Where do We  
Want to Go?

5

How do We Get to  
Our Destination?

6

For the Love of  
Winter Park

[visionwinterpark.org](http://visionwinterpark.org)



# Steering Committee *Agenda*



---

## 1. EDUCATION

Welcome

SC Meeting #4 Summary Approval

Phase 1 Updated Survey Compilation

Phase 2 Survey Compilation

---

## 2. EXERCISE

Themes:

Background + Instructions

Small Group Brainstorm/ Discussion

Vision Statements *(if time permits)*

---

## 3. HOMEWORK/ OUTREACH

Spread the Word for Event #3: "Winter Park Keynotes "

Neighborhood Meetings + Focus Groups

Next Meetings:

October 27th: *What Vision Statements are Influenced/ Affected by these Trends*

---

## 4. PUBLIC COMMENT

### 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."

29 September 2015  
3:00 pm - 5:00 pm  
Winter Park Community Center

# SC Meeting #3

## Summary

---

### CALL TO ORDER

Steering Committee Vice-Chair, Jeffrey Blydenburg called meeting to order.

---

### ATTENDEES

#### Committee Members Present:

John Gill, Jeffrey Blydenburg, Meg Baldwin, Scott Bodie, John Caron, Steve Castino, Michael Dick, Dykes Everett, Marketa Hollingsworth, Sharon Line-Clary, Patty Maddox, Garret Preisser, Peter Schreyer, David Strong, Bill Sullivan, Pitt Warner, Rebecca Wilson

#### Staff Members Present:

Dori Stone, Clarissa Howard, Laura Neudorffer

#### Consultant Team Members Present:

Bruce Meighen, Heather Roberts, Peter Kageyama, Michelle Royal

---

### EDUCATION

#### SC Meeting #4 Summary Approval

Patty Maddox/ Rebecca Wilson made the motion, seconded by Dykes Everett to approve the Steering Committee Meeting #4 summary.

---

### EXERCISE

#### Celebrate Winter Park

Dori Stone and Bruce Meighen gave an overview of the logistics and intent of Thursday's public event, and Friday's small group workshops with Peter Kageyama.

#### Updated Website Responses + Demographic Data

Bruce Meighen went through an overview of the website, responses so far, demographics, and highlights from the last meeting.

#### Outreach Options Suggestions

Craft Beer Festival; Facebook link; Churches; Public Schools and Private Schools; targeted materials at Hispanic grocery stores; Hispanic Chamber, La Preza; National Association of Hispanic publicists; Winter Park Chamber; Alicia Gonzalez; restaurants and bakeries; surveys at Heritage Center; Hannibal Square neighborhood meetings;

20 August 2015, 2:00 pm - 4:00 pm  
Winter Park Community Center



Fall Art Festival; Sol Challenge and other road races; John Hughes; Marathon Fest; Hannibal Square street captains; YMCA; Alford Inn guests; City to promote Instagram more and Steering Committee to post and tag #visionwinterpark; include something funny, controversial or critical to get people's attention

### Steering Committee Outreach Action Items (To complete by the end of October)

- Peter: Art Community/ Heritage Center
- Sharon/ Patty: Health/ Doctors' Offices
- Becky: Restaurants
- Bill: Public, gift cards
- Michael: HOAs, Condos
- Dykes: Higher Education
- Sean: Faith-based Organizations
- Meg: Brookshire Elementary
- Pitt: Realtors
- Marketa: West Side Residents
- John C.: Community Group
- John G. Water Ridge, Winter Park High Neighborhoods
- City staff will pull together meeting materials for Steering Committee members to use

### Peter Kageyama Introduction

Peter led a discussion about For the Love of Winter Park, and that the process should:

- Not focus on planning, but visioning
- Be intentional about reaching past the typical responders
- Ask different questions – what's fun, what do you love.
- Take in a broad view

Peter then asked Steering Committee members what they love about Winter Park?

- Rollins
- Active living
- Historic Downtown
- Walkability
- Intense small community feeling, like living in a bubble
- Boutique atmosphere, restaurants and shopping , both major retailers and small, local mom/ pop shops
- Live, work , play community
- Central Park, green space, train station, Park Avenue
- Mead Gardens: oasis, escape, peaceful, underutilized asset

## Survey

Bruce led a discussion on the Phase 2 survey, and the Committee decided to send out as suggested. The survey was posted Thursday, August 20.

---

## NEXT STEPS

September 29, Steering Committee Meeting

October 27, Steering Committee Meeting

October 27, Winter Park Keynotes

---

## PUBLIC COMMENT

How are we going to pay for the things that we want to maintain? Residents don't have a say in where the money goes - the Steering Committee should be aware that this is a big issue.

Make it transparent, let people know – we don't want something sprung on us that large sums are being spent somewhere. I love my community – I chose this community. Changes are happening that are not transparent, and that are motivated politically. With love goes honesty and trust – we can't have that without clarity in our processes.

---

## ADJOURNMENT

There being no further business to discuss, the meeting adjourned.



# Website Activity

## Summary

### OVERALL NUMBERS

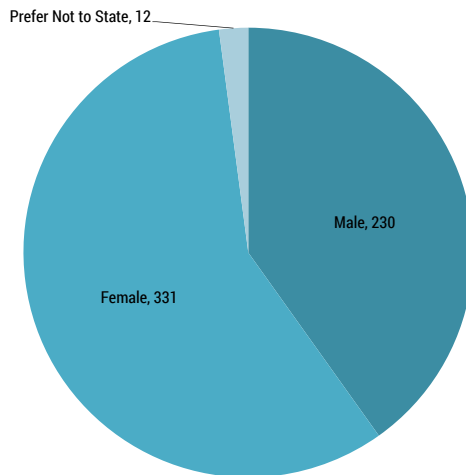
577  
Website Registrations

369  
Phase 1 Survey Respondents

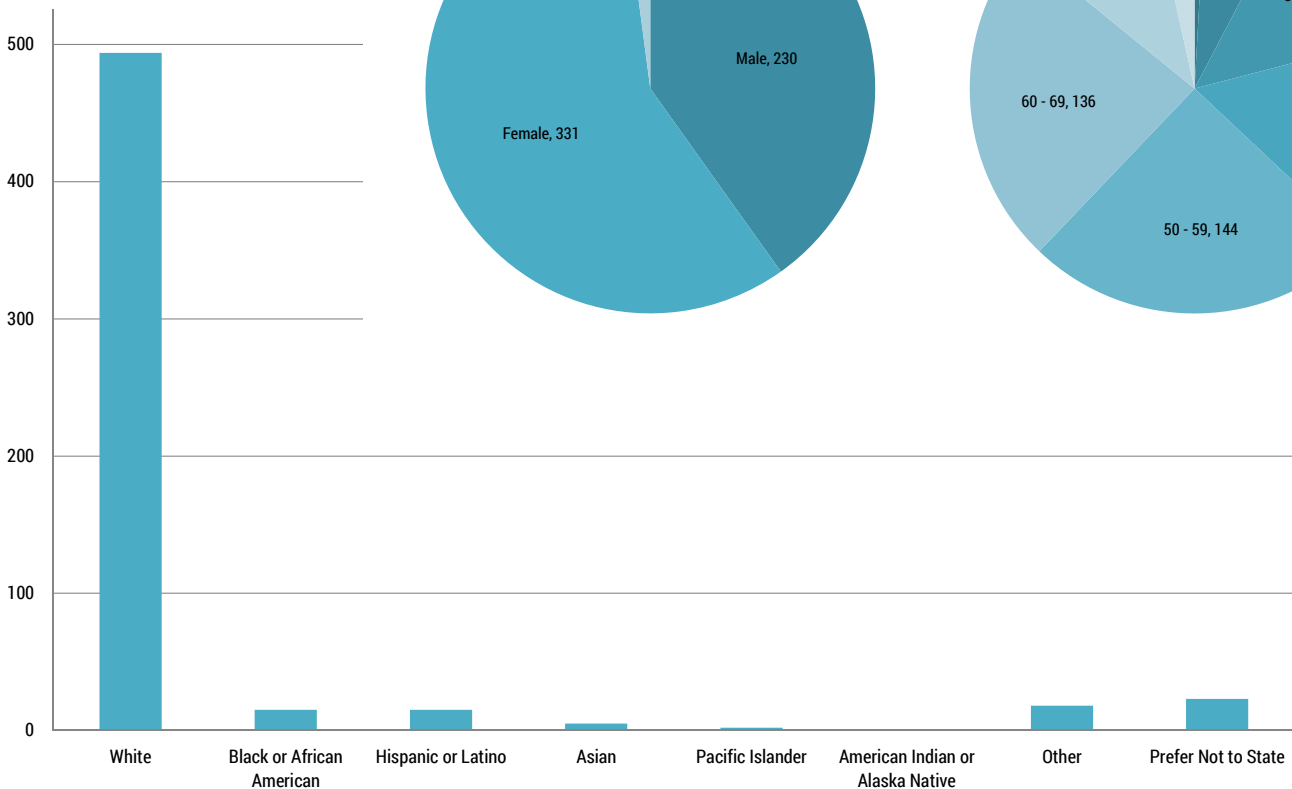
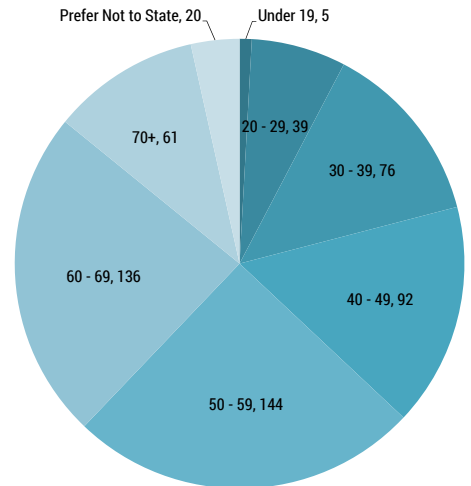
62  
Phase 2 Survey Respondents

### DEMOGRAPHIC INFO

#### Sex



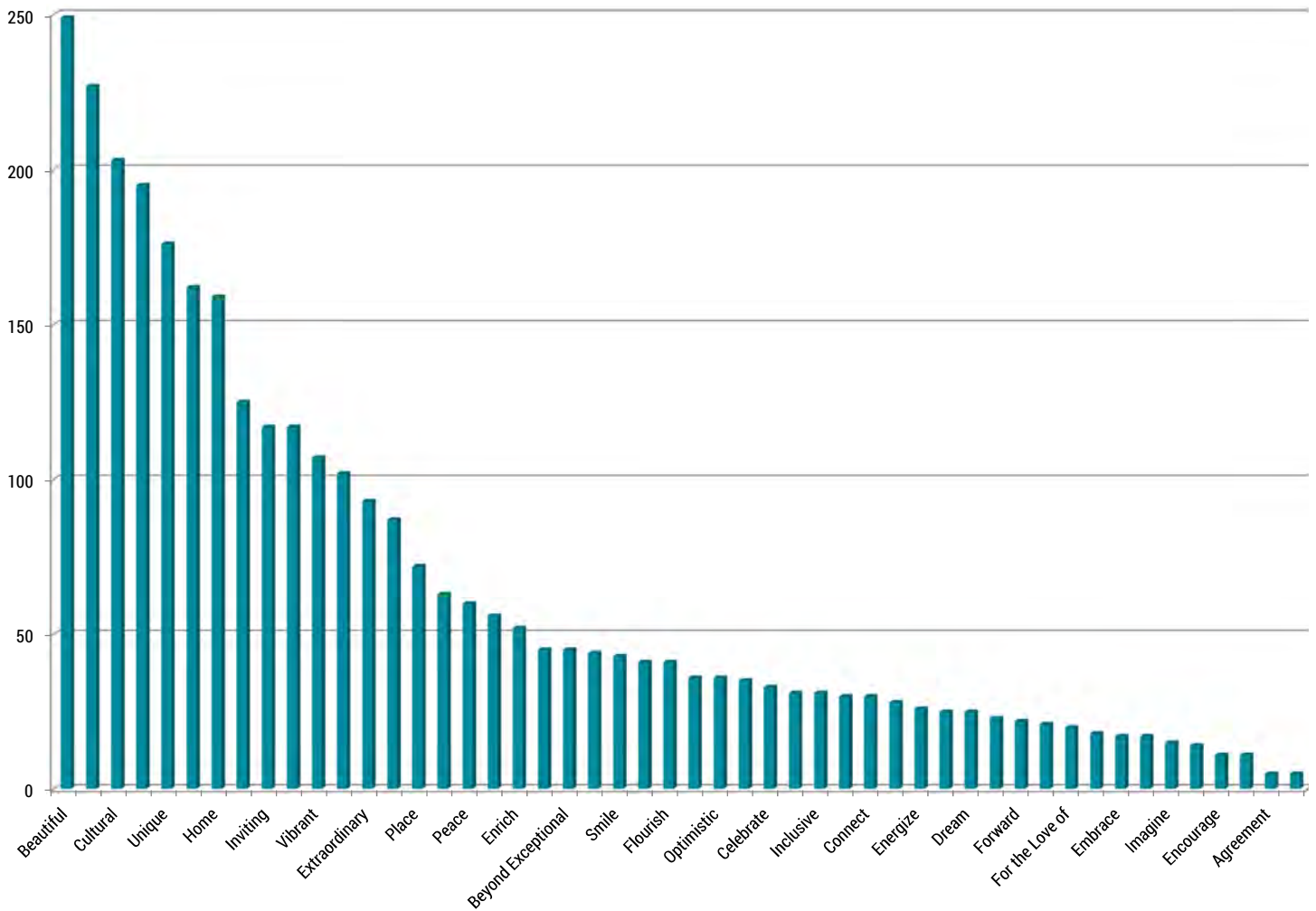
#### Age



#### Race/ Ethnicity

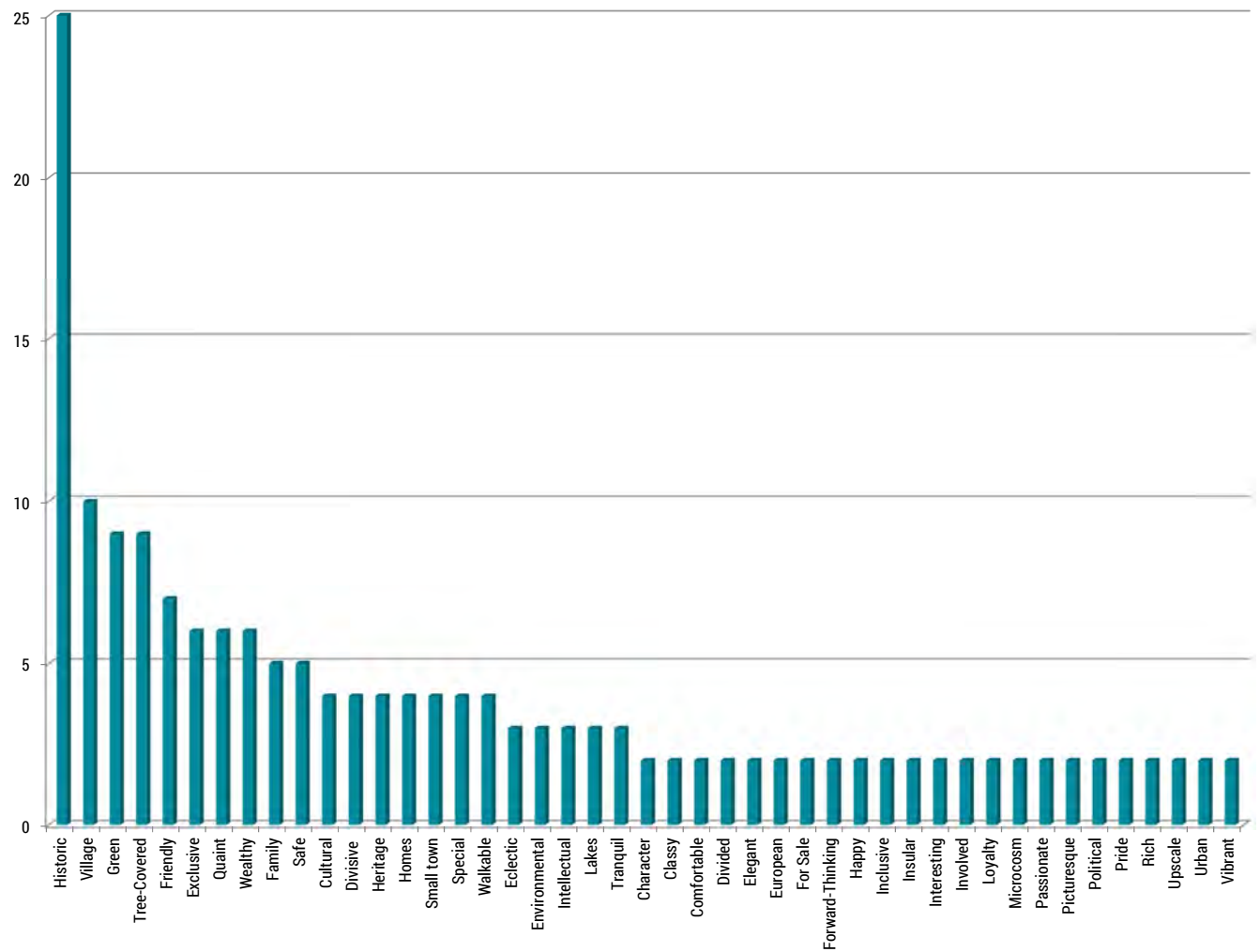
Updated with responses received as of 24 September 2015

## WHICH WORDS BEST DEFINE WINTER PARK?



Words Best Representing Winter Park





Added Words Best Representing Winter Park With Two or More Responses





# *For the Love of* WINTER PARK

Steering Committee  
Meeting Packet  
October 2015

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Developed  
Process

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Communicated  
Through  
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For the Love of  
Winter Park

[visionwinterpark.org](http://visionwinterpark.org)

# Steering Committee *Agenda*



---

## 1. EDUCATION

Welcome

SC Meeting #5 Summary Approval

Phases 1 + 2 Updated Survey Compilation

Vision Theme + Vision Statements Comparison

Trends by Vision Theme

---

## 2. EXERCISE

Vision Statements

**Instructions:** Within small groups, based on the survey responses, the loves, and the trends that you've reviewed in your packets, please first identify which vision statements are most important to you, then list any opportunities to achieve them. If time permits, please review the trends, and feel free to suggest any additional trends that should be investigated.

**Report Back:** Each group will report back their discussion and outcomes

---

## 3. HOMEWORK/ OUTREACH

Community Event #3: "Winter Park Keynotes "

Neighborhood Analyses + Meetings

Focus Group Meetings

---

## 4. PUBLIC COMMENT

### 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."

27 October 2015  
2:00 pm - 4:00 pm  
Winter Park Community Center



# SC Meeting #5

## Summary

---

### CALL TO ORDER

Steering Committee Chair, John Gill called meeting to order.

---

### ATTENDEES

#### Committee Members Present:

John Gill, Jeffrey Blydenburgh, Meg Baldwin, Scott Bodie, John Caron, Steve Castino, Michael Dick, Shawn Garvey, Sharon Line-Clary, Patty Maddox, Garret Preisser, Peter Schreyer, David Strong, Bill Sullivan, Pitt Warner, Rebecca Wilson

#### Staff Members Present:

Randy Knight, Dori Stone, Clarissa Howard, Kyle Dudgeon, Laura Neudorffer, Allison McGillis

#### Consultant Team Members Present:

Bruce Meighen, Megan Moore, Heather Roberts

---

### PUBLIC COMMENT

Samantha, Liam and Claire Goodowens presented their concept for "Friendly Neighborhood Little Game Boxes" to the Steering Committee. The Steering Committee agreed to support the concept and to provide the necessary permitting fees required to move forward with the concept.

---

### EDUCATION

#### SC Meeting #4 Summary Approval

Patty Maddox made the motion, seconded by Sharon Line-Clary to approve the Steering Committee Meeting #4 summary.

#### \$500 Game Night

Jeffrey Blydenburgh made the motion, and Peter Schreyer and Garrett Preisser seconded the motion. There was discussion about port-a-lets, and Dori responded that the City would work with Parks and Recreation to pick up the fees for those. Jeffrey Blydenburgh suggested using Dexter's as the location for Game Night. A tentative date of January 2nd, was discussed for Game Night.

29 August 2015, 3:00 pm - 5:00 pm  
Winter Park Community Center

---

## EXERCISE

**Vision Themes Exercise:** Bruce addressed the Steering Committee regarding the Vision Theme Exercise and allotted one hour to create their own set of vision themes.

### Team Report Back

#### Group #1:

**Spirit:** passion, soul, pride

**Engaged:** reciprocity, both city and citizens providing support for each other

**Connected:** organically and not contrived; layered like tree rings; generational connectedness; physical connectedness through sidewalks, and safe pedestrian and bike routes

#### Group #2:

**Sustainability Characteristics:** local; green (Mead); health (food, hospital); culture (Crealde, Morse, Rollins); welcoming (extravagant); recreation; walkability; entrepreneur; learning (schools); light rail

#### Thrive in/ Through Diversity:

- Age
- Ethnicity
- Environments
- Winter Park Neighborhoods: Park Avenue; Aloma; 17/192; Lee; Fairbanks; Lakemont; Westside

#### 21st Century (Town, Village, City, Community?):

- Commerce
- Culture
- Community
- Connected

#### Group #3:

**Exceptional Living:** embracing the past; a work, live and play community; “discover your inner peacock”

**Generational Appeal:** families move here, kids come back here; seniors stay here

**Progressive Environment:** holistic living



---

## EXERCISE (CONTINUED)

### Group #4:

*Winter Park is committed to retaining and enhancing its character as an extraordinary community to live, work, and play.*

**Social Collaboration + Engagement:** civic events, civic involvement; community/ people, family-oriented; support local arts

**Education + Health:** K-12 schools, colleges/ universities; parkland; recreational opportunity; bikability/ walkability; quality of life; cultural assets; healthy lifestyle; exceptional healthcare; extraordinary exercise options; intellectual aptitude

**Village Ambiance:** aesthetically appealing; uniqueness; history/ heritage; scalability/ balance; landscape features; old/new balance; tree canopy; neighborhoods

**Exceptional City Services:** safety/ security; fire/ rescue; infrastructure maintenance; fiscal stability

---

## NEXT STEPS

Winter Park Keynotes, 5:30 - 7:30 pm

Focus Group + Neighborhood Outreach

---

## ADJOURNMENT

There being no further business to discuss, the meeting adjourned.

# Outreach Activity

## Summary

### OVERALL NUMBERS

784  
Website Registrations  
+ Event Participants

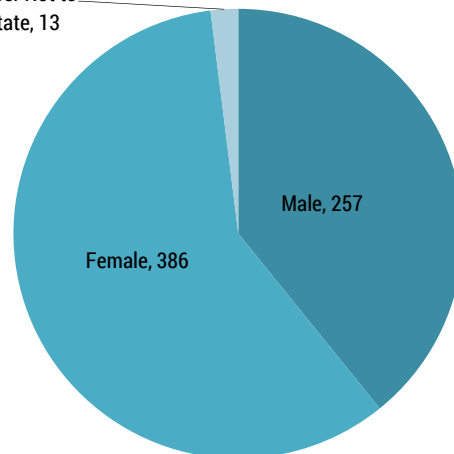
411  
Phase 1 Survey  
Respondents

116  
Phase 2 Survey  
Respondents

### DEMOGRAPHIC INFO

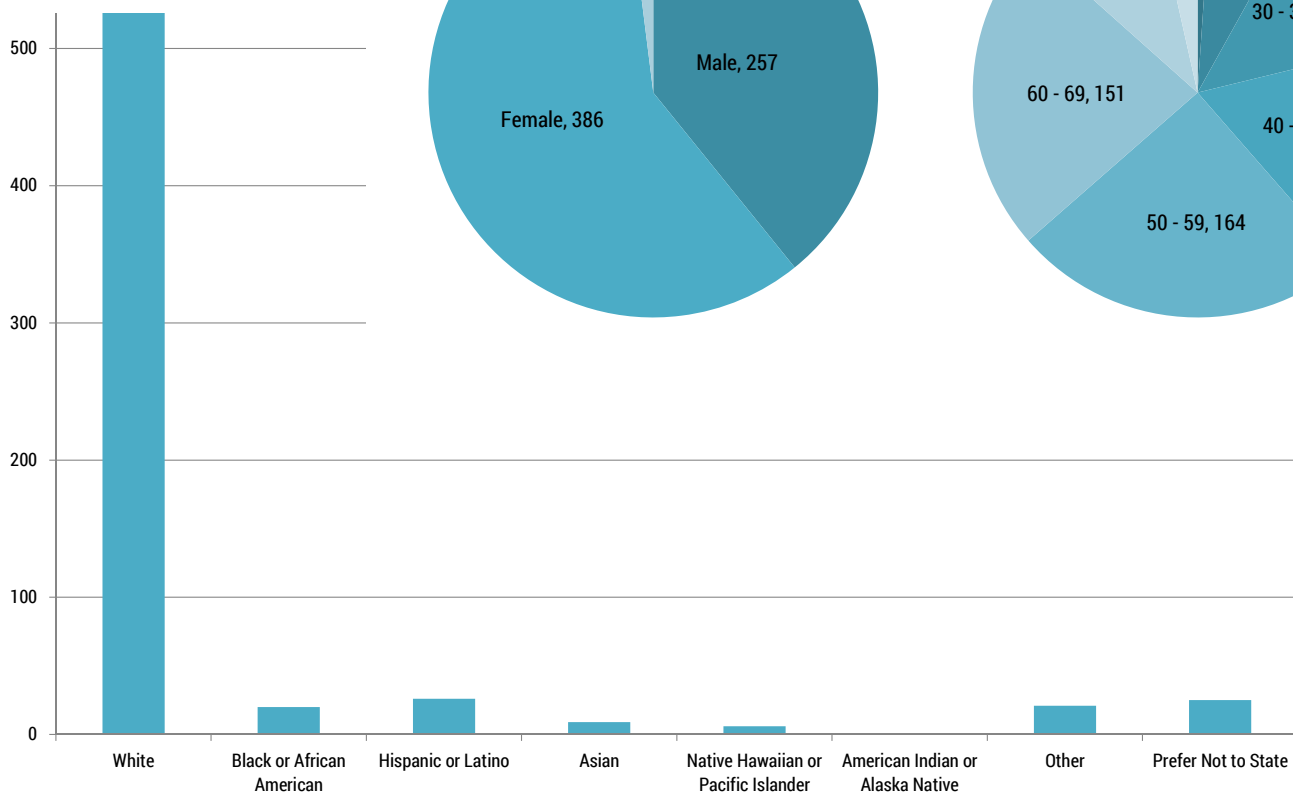
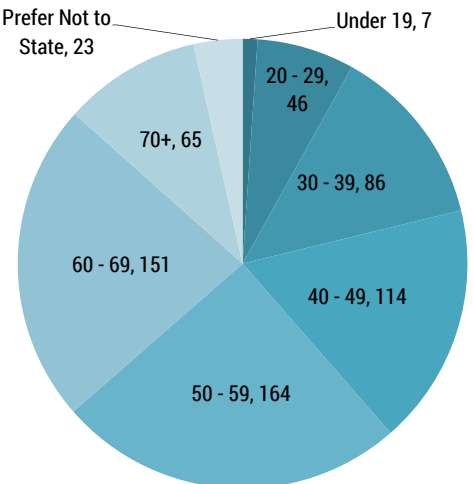
#### Sex

Prefer Not to  
State, 13



#### Age

Prefer Not to  
State, 23



#### Race/ Ethnicity

Updated with responses received as of 20 October 2015



## RESPONDENT + EVENT LOCATIONS

### Winter Park Neighborhoods, Survey Responses, and Vision Events

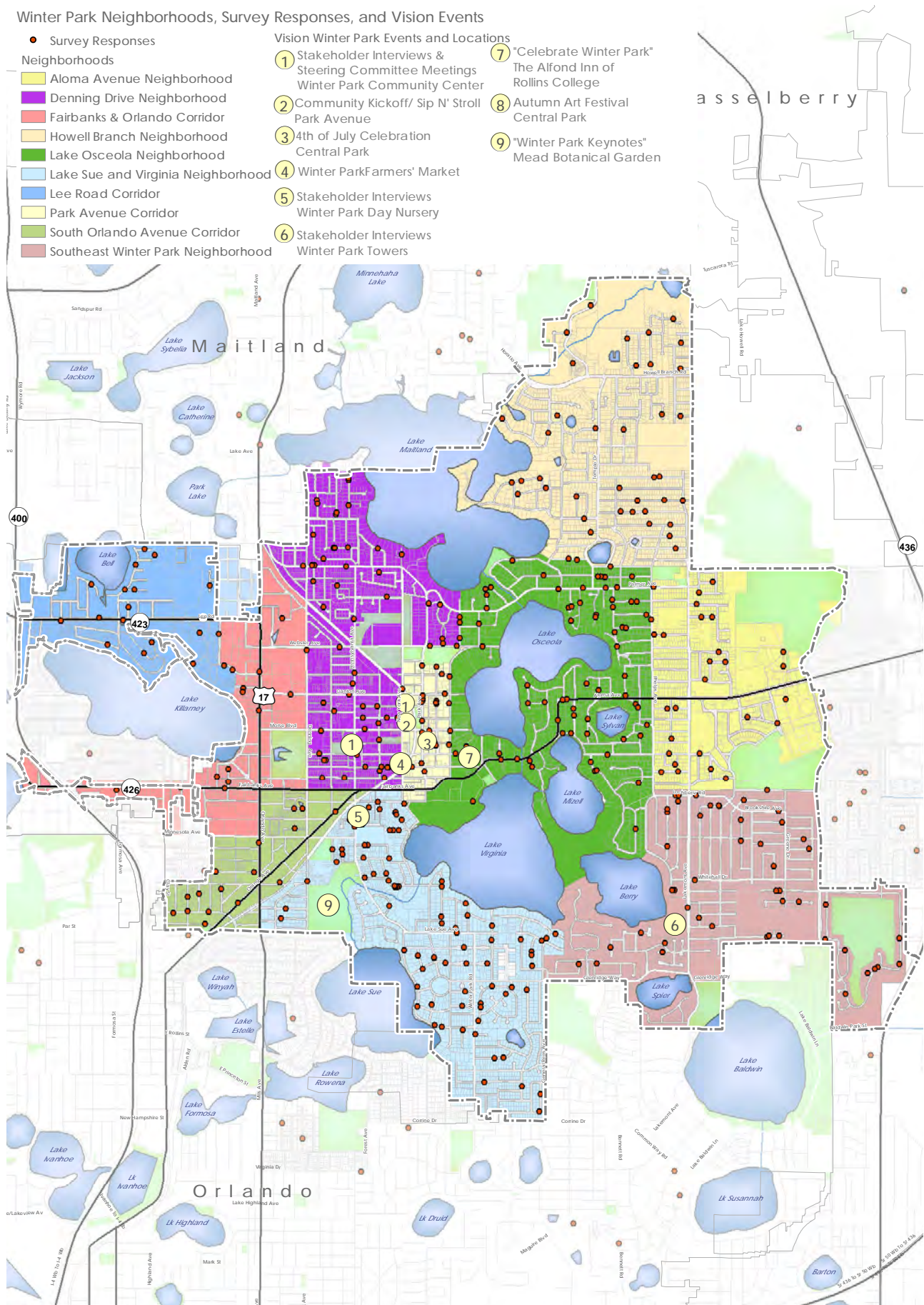
● Survey Responses

#### Neighborhoods

- Aloma Avenue Neighborhood
- Denning Drive Neighborhood
- Fairbanks & Orlando Corridor
- Howell Branch Neighborhood
- Lake Osceola Neighborhood
- Lake Sue and Virginia Neighborhood
- Lee Road Corridor
- Park Avenue Corridor
- South Orlando Avenue Corridor
- Southeast Winter Park Neighborhood

#### Vision Winter Park Events and Locations

- 1 Stakeholder Interviews & Steering Committee Meetings  
Winter Park Community Center
- 2 Community Kickoff/ Sip N' Stroll  
Park Avenue
- 3 4th of July Celebration  
Central Park
- 4 Winter Park Farmers' Market
- 5 Stakeholder Interviews  
Winter Park Day Nursery
- 6 Stakeholder Interviews  
Winter Park Towers
- 7 "Celebrate Winter Park"  
The Alford Inn of  
Rollins College
- 8 Autumn Art Festival  
Central Park
- 9 "Winter Park Keynotes"  
Mead Botanical Garden



Updated with responses received as of 20 October 2015

# Vision Theme + Statement *Comparison*

---

## BACKGROUND

Suggested Vision Statements were compiled from the Phase 1 Surveys, and categorized by the General Topic(s) addressed within each statement.

---

## CONSOLIDATION OF VISION THEMES

The suggested Vision Themes from the September Steering Committee Meeting, were compiled and consolidated into three overarching Themes:

Spirit	Exceptional Living + Universal Appeal
Engaged	Progressive Environment
Connected	Progressive Environment
Sustainability	Progressive Environment
Thrive in/ Through Diversity	Universal Appeal
21st Century (Town, Village, City, Community?)	Exceptional Living
Social Collaboration + Engagement	Progressive Environment + Universal Appeal
Education + Health	Exceptional Living + Progressive Environment
Village Ambiance	Exceptional Living
Exceptional City Services	Exceptional Living



---

## CATEGORIZATION OF GENERAL TOPICS INTO VISION THEME CATEGORIES

The General Topics were then also categorized into one of the three recommended Vision Themes, to ensure that all ideas are able to be captured within the three Vision Themes.

---

Aesthetics

Character

Cultural Assets

Education

Entertainment/ Activities

Excellence/ High-Quality/  
World-Class

Exclusivity

History/Heritage

Housing

Landscape Setting/ Wildlife

Locational Convenience

Parks/ Recreation

Safety/ Security

Thriving Commercial Areas

Tranquility/ Calmness

Transportation/ Transit

Uniqueness

Vibrancy

Village Ambiance/ Small  
Town Feel

Walkability/ Bikability

---

*Exceptional  
Living*

---

Appeal/ Destination

Collaboration/ Involvement

Diversity

Equality

Family-Oriented

Friendly/ Welcoming

Generational Appeal

Inclusiveness

---

*Universal  
Appeal*

Active/ Healthy Lifestyle

Community/ People

Creativity

Pride

Proactive Growth/ Future

Progressive

Quality of Life

Stewardship/  
Sustainability

Technology

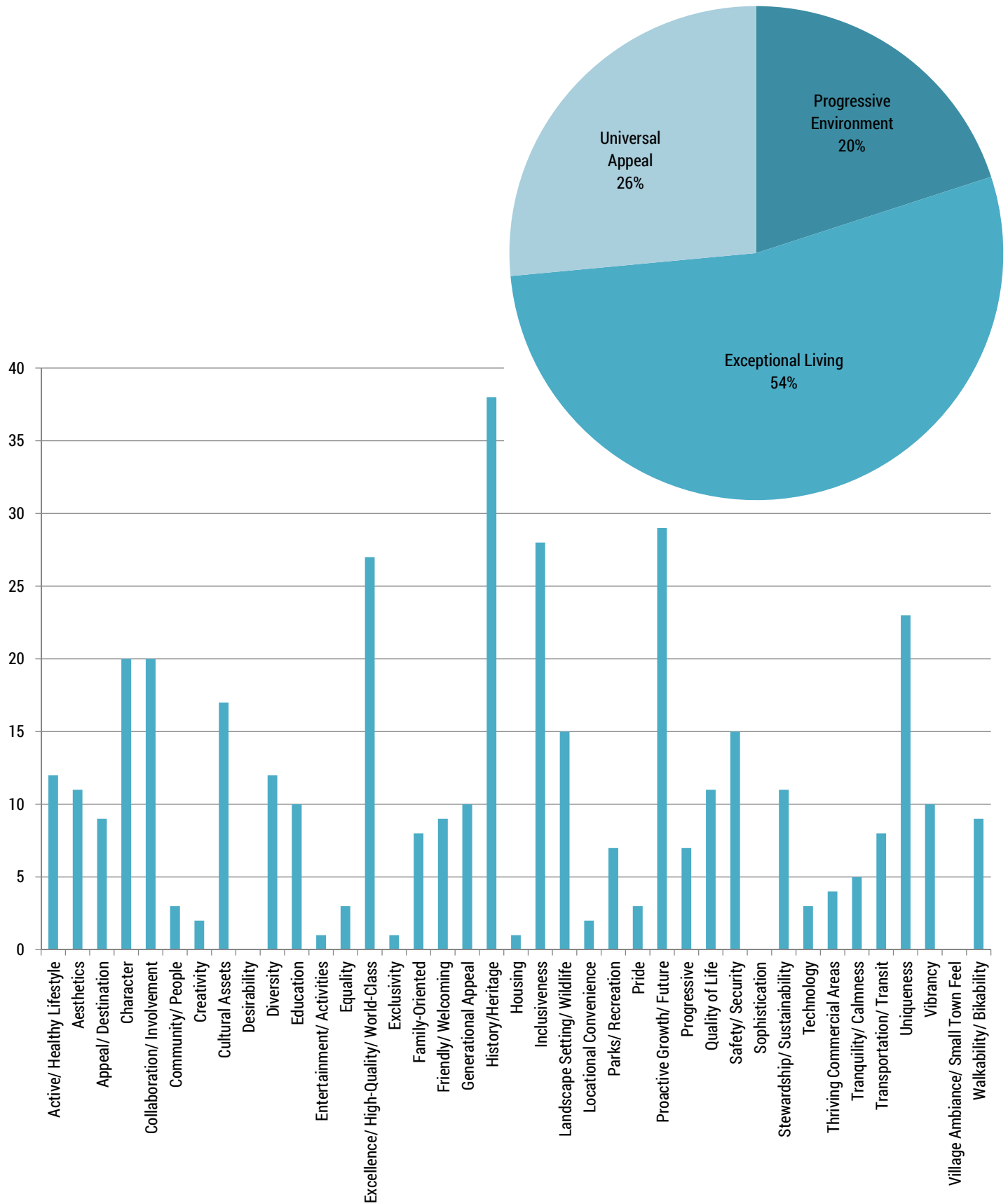
---

*Progressive  
Environment*



## RESULT COMPARISON

Detailed results can be found in the Vision Theme + Vision Statement Comparison handout, but summarized results of the breadth and extent to which each General Topic was mentioned, and therefore the comparison of times of which each Vision Theme was used is illustrated below.



# Vision

## Statements

### Exceptional Living

Winter Park is beautiful and charming and offers the locational convenience and amenities associated with the nation's greatest planned cities.

Winter Park encompasses a mix of integrated land uses where we can recreate, work, learn, and socialize close to where we live.

Winter Park is beyond exceptional through its first class museums and cultural assets, expansive parks and recreation opportunities, and first rate city services.

As a planned city, Winter Park's design boasts distinctive architecture; small, walkable blocks; a fine-grain street network; and vibrant public spaces that preserve and respect both past and future.

---

### Universal Appeal

Winter Park finds a harmony between providing needs and amenities for every stage of life, while creating a beautiful, safe and joyful community in which to grow up and grow old.

Winter Park transcends generational barriers, offering a richness in diversity; educational opportunities; housing choices; and cultural and recreational assets for our youth, families, and seniors.

Winter Park represents community through respect for our neighbors and leaders, volunteerism, philanthropy, and a welcoming environment.

Winter Parks was founded and designed to create a city welcoming of tourists and visitors.

---

### Progressive Environment

Winter Park leads in environmental and fiscal responsibility and pursues progressive ideas and technology to preserve its landscape setting, active living, and healthy environments.

Winter Park appreciates and promotes community diversity and creativity through collaborative programs available to and for the benefit of all.

Winter Park thrives on its diversity, and is a friendly, welcoming community that offers a high quality of life for all.

Winter Park embraces new forms of mobility, allowing for vehicular travel, while emphasizing the city as a walkable and bikable community, that is served by transit to the larger region.



# Exceptional Living

## *Trends*

---

### EXCEPTIONAL LIVING

Population Growth

Historic Design Intentions

Overall School Rating

Rollins College Ratings

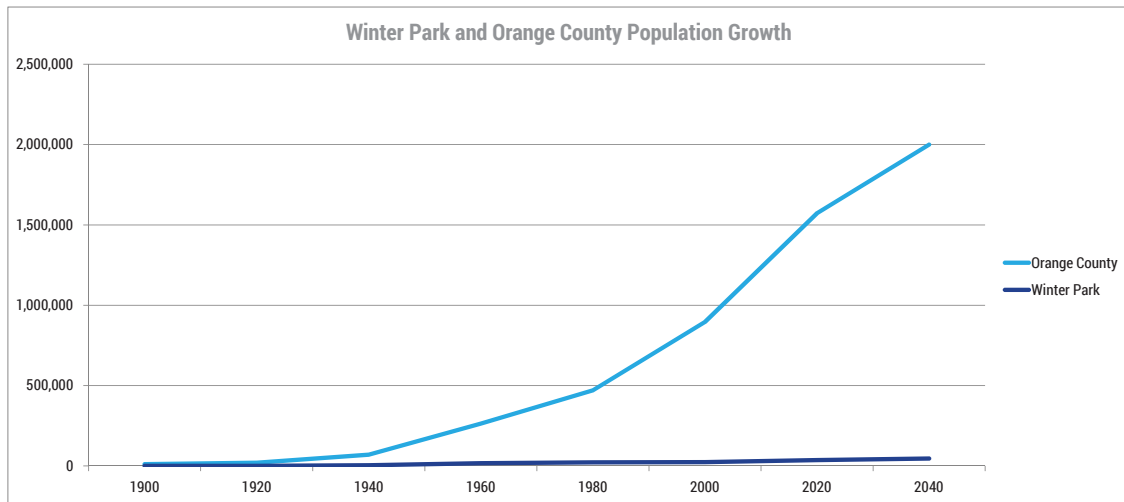
Restaurants per Capita

Median Home Price

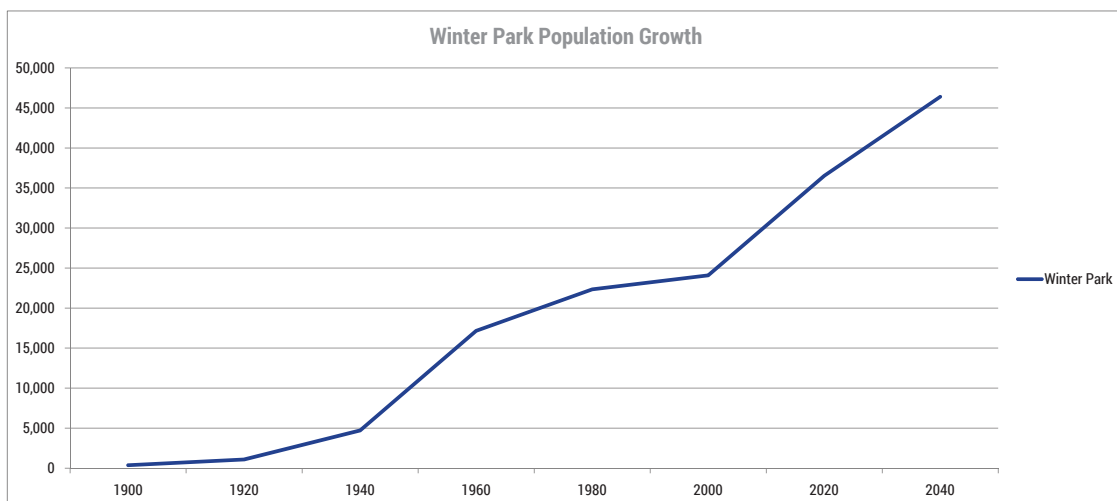
Tree Canopy; ROW Plantings

Parks per Resident

Inflow vs. Outflow



Sources: Historic Census, Metro Plan TAZs



Sources: Historic Census, Winter Park 2015 Budget, Metro Plan TAZs





## Historic Design Intentions

- Centrally Located Public Transportation
- Rollins College as an Anchor Point
- Park Avenue Promenade
- Walkable Scale
- Small Lots
- “Long Lots” Around the Lake for Increased Access
- Healthy Living
- Hotels and entertainment

Source: Winter Park Library

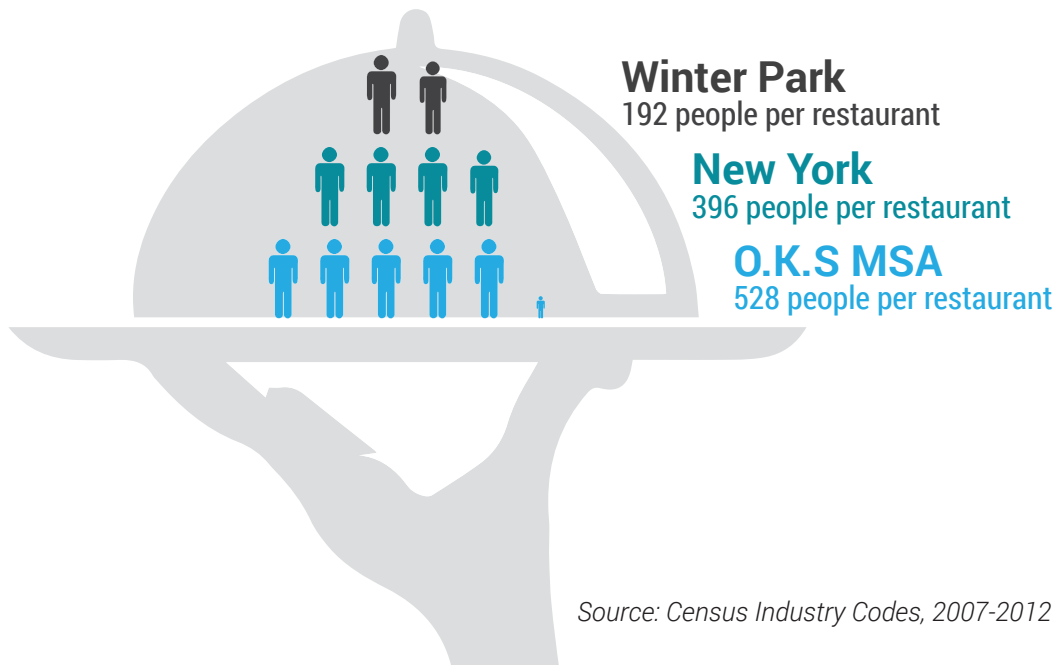
Winter Park has an  
**Overall School Rating** of  
**8/10**

Source: [greatschools.org](https://greatschools.org)

For 20 years,  
**Rollins College** has been **rated**  
**Number 1 or Number 2**  
**Regional University in the**  
**South** according to the  
*U.S. News & World Report*

*Source: Rollins College*

## Restaurants Per Capita

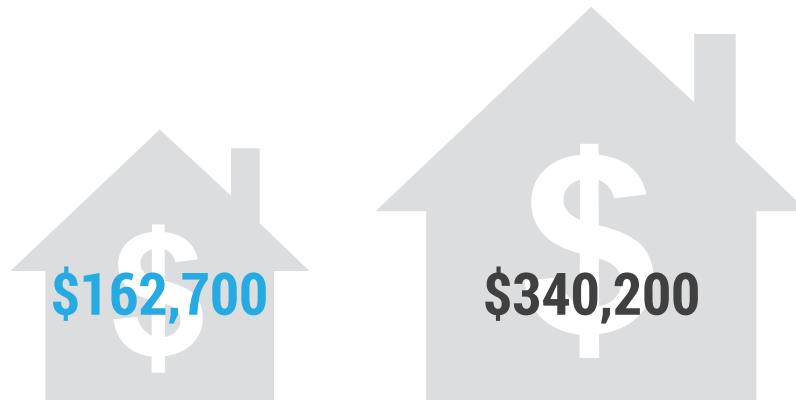




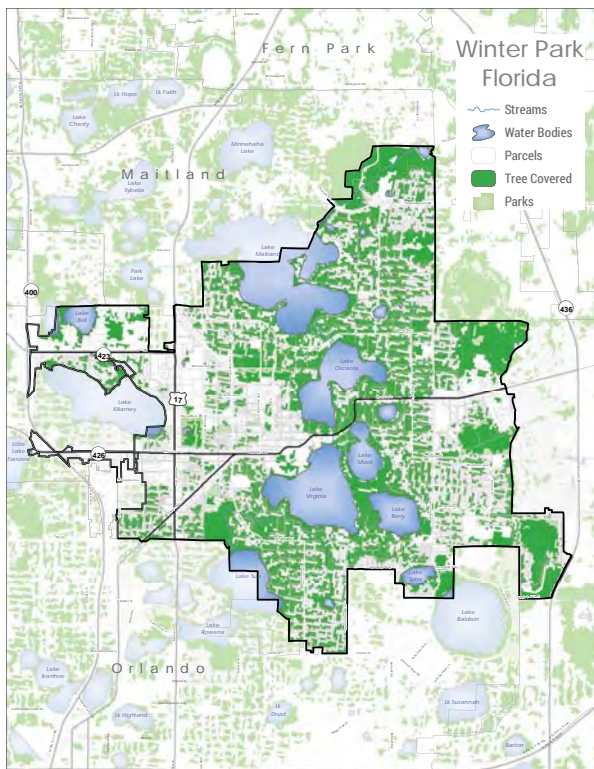
## Median Home Price

■ Winter Park

■ Orlando-Kissimmee-Sanford MSA



Source: American Community Survey 2013



**93%** of The  
City Right of Ways  
are **Planted  
with Trees**

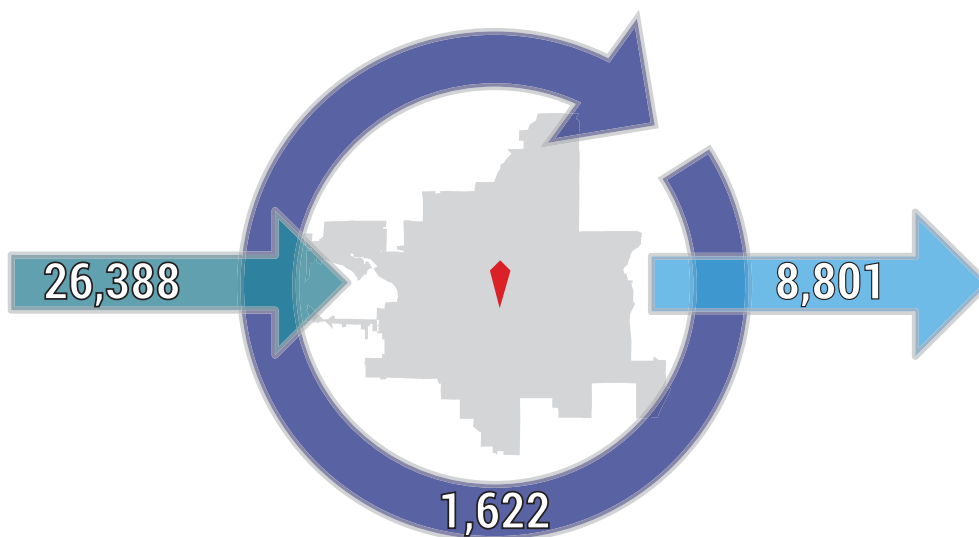
Sources: Winter Park Urban Forestry and USGS  
National Land Cover Data

**55 Parks** that cover over  
**296 Acres** creating  
a ratio of **9.7 Acres of  
Park for Every 1,000  
Residents**



*Source: Parks Master Plan*

## **Inflow/Outflow of Employees**



*Source: American Community Survey 2013*



# Universal Appeal

*Friends*

---

## UNIVERSAL APPEAL

Visitation Rates

Charitable Donations

Volunteerism

City Events

Housing Diversity

Rollins College Enrollment

Race & Ethnicity

Changing Age Demographics



At any given time, Winter Park  
has **50,000 Visitors**

Every year, **400,000 Visitors**  
seek out Winter Park to see  
the **Sidewalk Art Festival**

*Source: City of Winter Park*



**The Edyth Bush**  
**Charitable Association** alone  
has given over **\$100 Million**  
**Grant Dollars** since its start

*Source: Edyth Bush Charitable Foundation*



# Volunteers



**15+  
City Programs**



**1,987+  
Volunteers**



**33,947+  
Hours Donated**

*Source: 2015 America In Bloom Outstanding Achievement Award Memorandum*

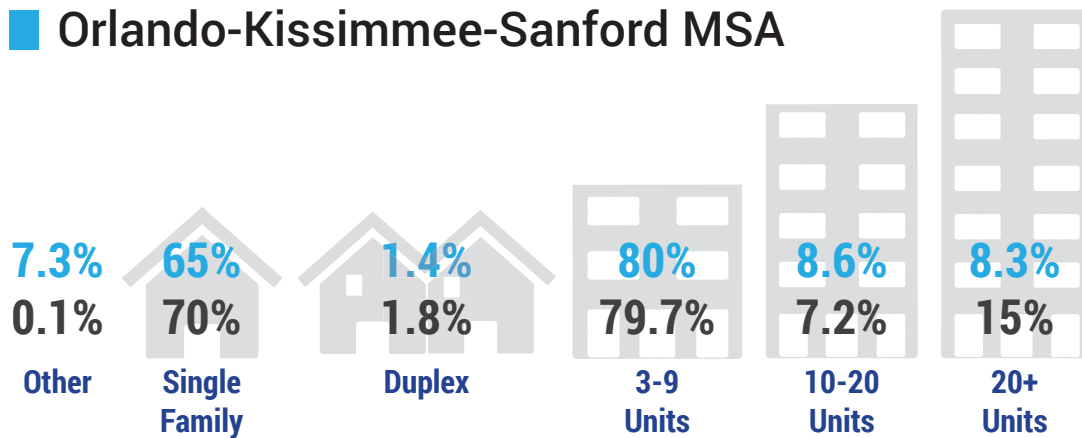


*Source: Winter Park Events Calendar*

## Housing Diversity

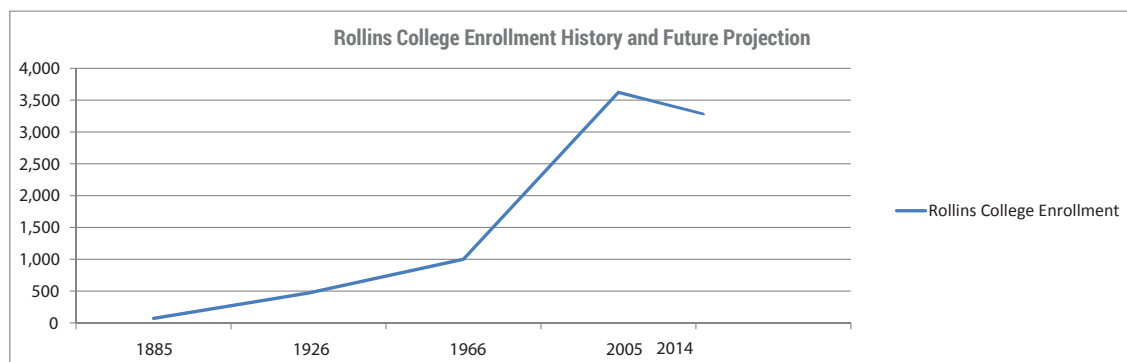
■ Winter Park

■ Orlando-Kissimmee-Sanford MSA



Source: American Community Survey, Housing Diversity 2013

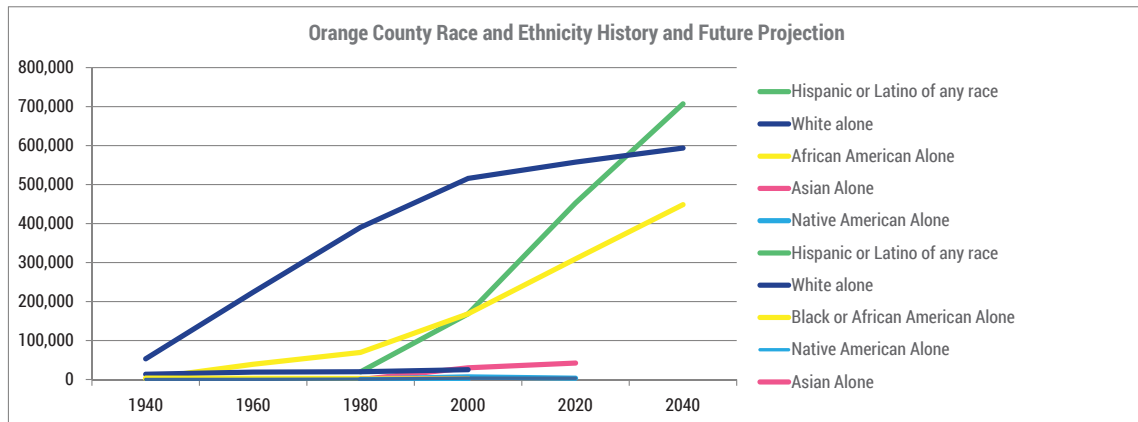
## Rollins College Enrollment



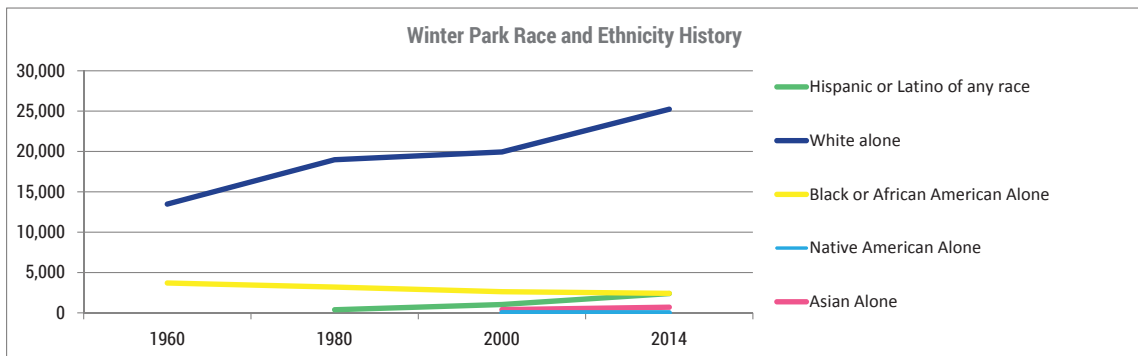
Sources: "Rollins College: A Centennial History," by Dr. Jack C. Lane  
and Rollins College Factbook 2009-2010



# Race and Ethnicity

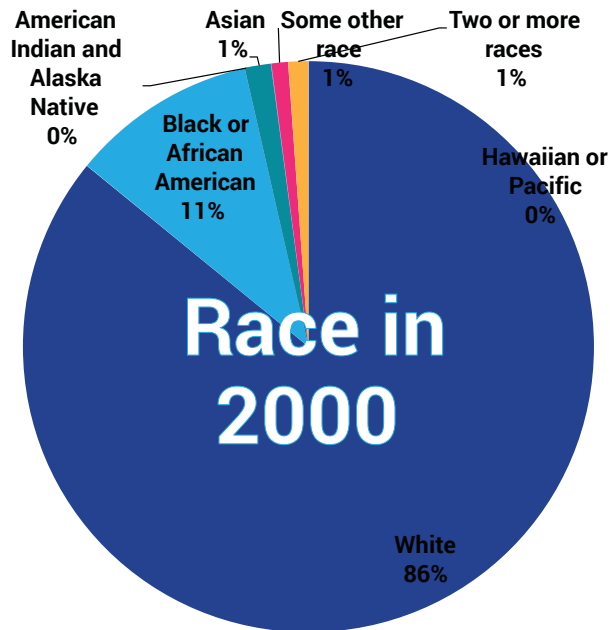


Sources: Historic Census, Winter Park 2015 Budget, Metro Plan TAZs

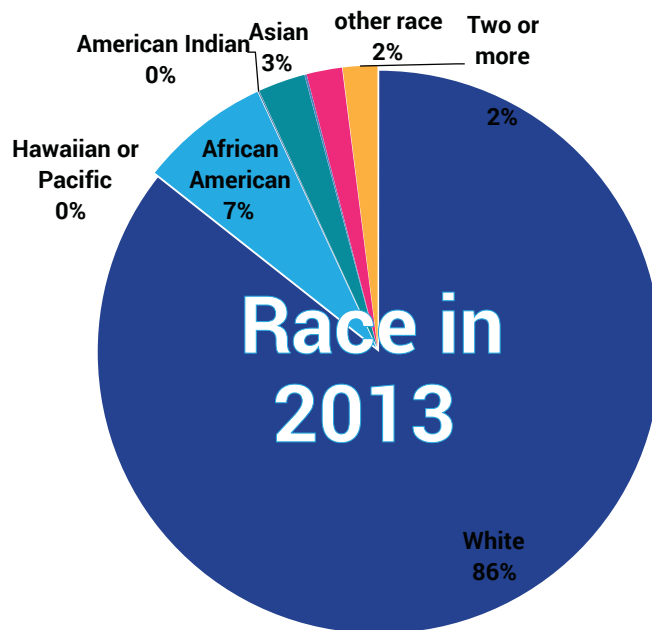


Sources: Historic Census, Winter Park 2015 Budget

# Race and Ethnicity



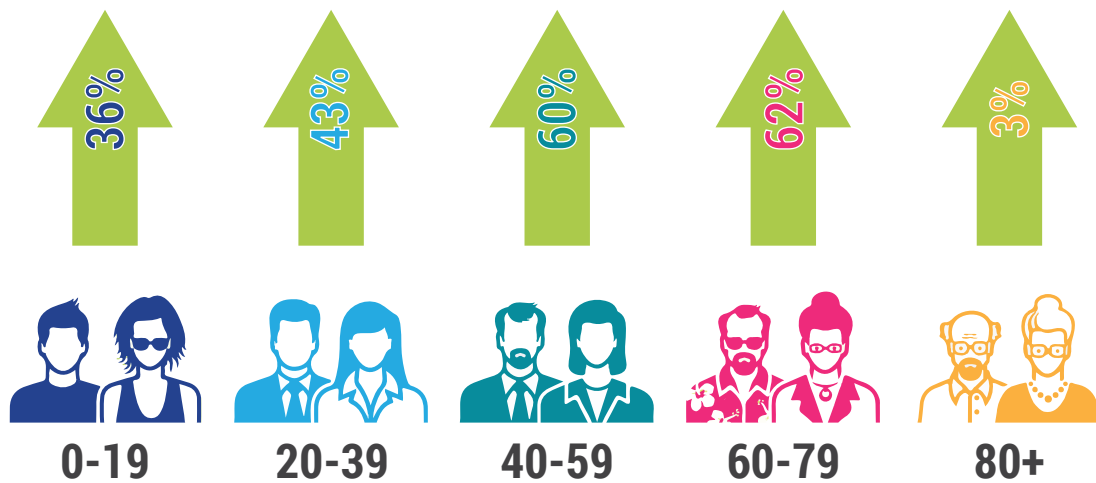
Source: American Community Survey



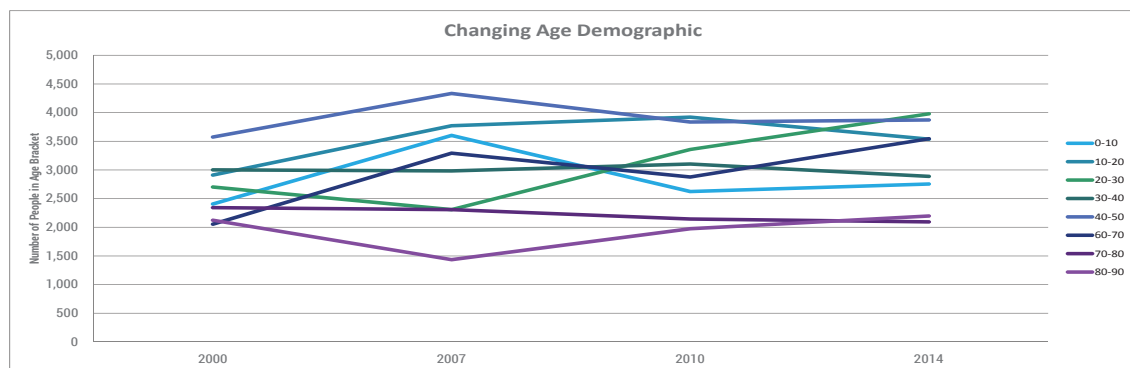
Source: American Community Survey and Winter Park City Data



## Changing Age Demographics, 2000-2014



Source: 2000 Census and Winter Park City Data



Sources: 2007 American Community Survey; 2000 Census; 2010 Census; and Winter Park 2015 Budget

# Progressive Environment

## *Trends*

---

### PROGRESSIVE ENVIRONMENT

Walk Scores

Jobs to Households Ratio

Graduation Rates

Green Building Certification

Journey to Work

Average Density



## Walk Scores

■ Winter Park

■ Maitland

■ Orlando



Source: [www.walkscore.com](http://www.walkscore.com)

## Jobs to Household Ratio

■ Winter Park

■ Maitland

■ Orlando



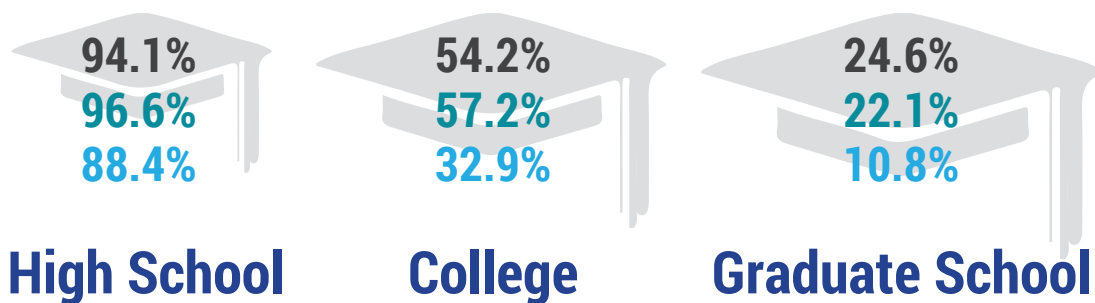
Source: American Community Survey 2013

## Graduation Rates

■ Winter Park

■ Maitland

■ Orlando



Source: American Community Survey 2013

Winter Park has a  
**GOLD level**  
**certification** with the  
*Florida Green*  
*Building Coalition*

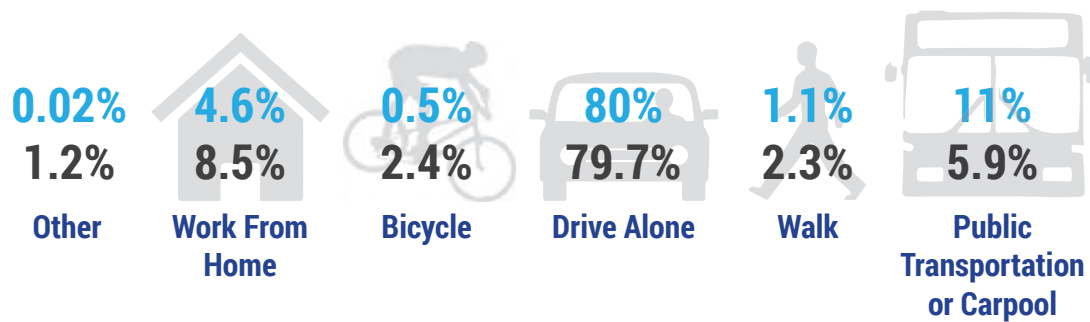
Source: Florida Green Building Coalition



## Journey to Work

■ Winter Park

■ Orlando-Kissimmee-Sanford MSA



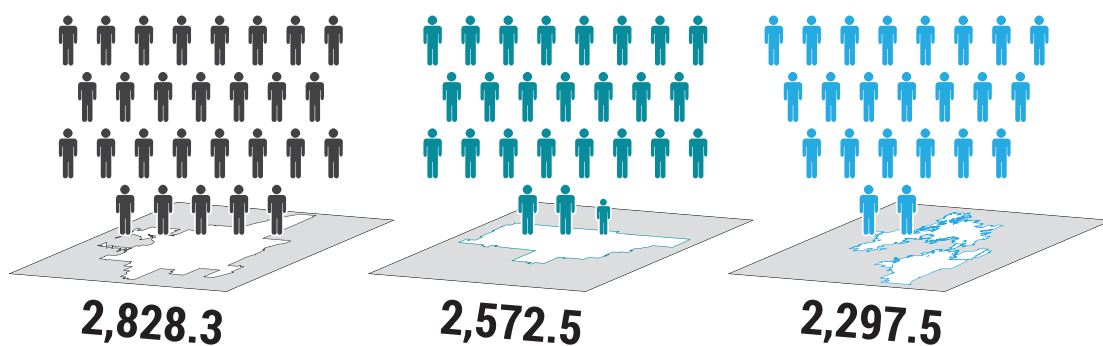
Source: American Community Survey 2013

## Average Density/Square Mile

■ Winter Park

■ Maitland

■ Orlando



Source: Orange County GIS Data





# *For the Love of* WINTER PARK

Steering Committee  
Meeting Packet  
December 2015

1

A Community-  
Developed  
Process

2

Communicated  
Through  
Community  
Advocates

3

Where are We  
Now?  
Where are We  
Going?

4

Where do We  
Want to Go?

5

How do We Get to  
Our Destination?

6

For the Love of  
Winter Park

[visionwinterpark.org](http://visionwinterpark.org)

# Steering Committee *Agenda*

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## 1. EDUCATION

### Welcome

### SC Meeting #6 Summary Approval

---

## 2. EXERCISE

### Exercise Introduction by the Chair

#### Introduction:

1. Rules of the Charette
2. Things to Consider
3. Warm Up Exercise, Building on a Common Understanding

**Instructions:** In ten minutes, write down ten words that describe what makes Winter Park special today.

#### Vision Themes

1. Origin of the Vision Themes *(Based on the 9/29 and 10/27 Steering Committee meetings)*
2. Testing of the Vision Themes *(unveiling of the refined Vision Themes by Chair and Co-Chair as compared to the Warm Up Exercise)*

#### Exercise:

1. Vision Statement Development

**Instructions:** Each small group will be assigned one to two Vision Themes, and will work to add the detail through vision statements, words, and imagery, underneath each.

2. Testing of the Vision Statements

**Instructions:** Each small group will also be asked to answer the following questions as part of their discussion

- What makes the Vision Theme unique to Winter Park?
- What Vision statements will keep this Vision Theme unique?

3. Vision Themes Polling

**Instructions:** As each small group reports back, we will ask for sign off by the larger Steering Committee on each Vision Theme through a “keep”, “refine”, or “lose” exercise.

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## 3. HOMEWORK/ OUTREACH

### Neighborhood Analyses + Meetings

### Focus Group Meetings

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## 4. PUBLIC COMMENT

15 December 2015  
2:00 pm - 5:00 pm  
Winter Park Civic Center



# Vision Theme Exercise

# Structure

Overall Vision Theme: *Exceptional Living*

VISION THEME 1	VISION THEME 2	VISION THEME 3	VISION THEME 4	VISION THEME 5	VISION THEME 6
What makes this Vision Theme unique to Winter Park?	What makes this Vision Theme unique to Winter Park?	What makes this Vision Theme unique to Winter Park?	What makes this Vision Theme unique to Winter Park?	What makes this Vision Theme unique to Winter Park?	What makes this Vision Theme unique to Winter Park?
What Vision Statements will keep this Vision Theme unique to Winter Park?	What Vision Statements will keep this Vision Theme unique to Winter Park?	What Vision Statements will keep this Vision Theme unique to Winter Park?	What Vision Statements will keep this Vision Theme unique to Winter Park?	What Vision Statements will keep this Vision Theme unique to Winter Park?	What Vision Statements will keep this Vision Theme unique to Winter Park?

# Suggested Vision Theme *Compilation*

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## BACKGROUND

Vision Themes were recommended by the Steering Committee within their small group exercise on September 27th, 2015. Additional words and Themes were discussed at the October 27th Meeting. The full list of these suggested Vision Themes is compiled below.

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## STEERING COMMITTEE'S SUGGESTED VISION THEMES, 09/29

---

Exceptional Living

---

Generational Appeal

---

Progressive Environment

---

Spirit

---

Engaged

---

Connected

---

Sustainability

---

Thrive in/ Through Diversity

---

21st Century (Town, Village, City, Community?)

---

Social Collaboration + Engagement

---

Education + Health

---

Village Ambiance

---

Exceptional City Services

---



---

**STEERING  
COMMITTEE'S SMALL  
GROUP ADDITIONS,  
10/27**

---

Active/ Healthy Lifestyle  
Community/ People  
Education  
History + Heritage  
21st Century Village Ambiance

---

Exceptional Living (Health + Activity; Heritage; Culture; Green Space + Nature; Innovation; Charming, Small-Town Feel; Generational)

---

Exceptional Living: A Community that Feels Like a Village (Healthy + Active; Heritage; Cultural; Charming, Small-Town Feel; Generational Appeal; Innovation; Green Space/Nature)

---

Why Winter Park?

- City - Small Town Appeal
  - Integrated - Lakes, Heritage
- 

---

**ADDITIONAL  
COMMENTS NOTED IN  
DISCUSSION, 10/27:**

---

Innovation

---

NOT progressive

---

Charming, intimate (small town feel with the scale to match)

---

Green space & nature (tree canopy, parks, lakes)

---

City with village appeal

---

Building on generations of the past

---

Authenticity

---

Village with the benefits of a city/ city with benefits of a village

---

Village with complexity

---

Rollins College intentionally chose to remain a college to keep that small, intimate feeling

---

Education is a lead indicator of a healthy lifestyle

---

If we were to change out "Winter Park" and insert "Orlando", would it work, and how are we different?

---

---

**PRELIMINARY VISION  
THEMES DISCUSSED  
WITH CHAIR AND VICE  
CHAIR, 11/17:**

**(JOHN AND JEFFREY TO  
REFINE/ REVISE)**

- 
1. Exceptional living (world class, extraordinary, unique living experience, phenomenal, uncommon, remarkable)

---

  2. Generational appeal/ building on generations of the past

---

  3. Innovation/ education/ Rollins/ college vs. university

---

  4. Green space and nature

---

  5. Authenticity/ historical context

---

  6. Village with the benefits of a city/ city with benefits of a village/ village with complexity/ part of a larger urban/metro community

---

  7. People/ engaged/ passionate/ intense
-

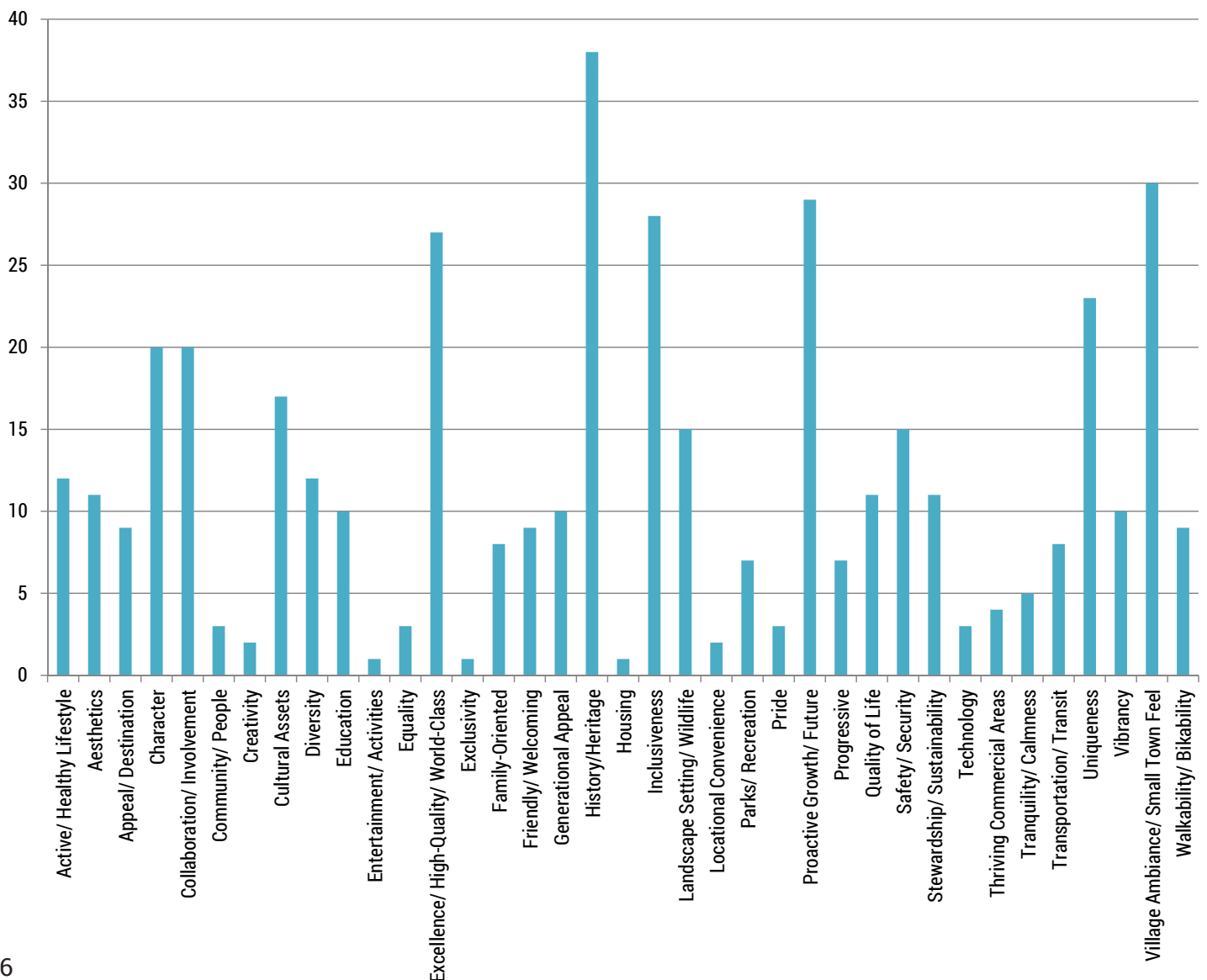


# General Topic

# Comparison

## BACKGROUND

In review of public comment to date, the General Topics listed below were found in vision statements and loves regarding the City of Winter Park, and have been tallied by the number of times they have been mentioned within this feedback.



# SC Meeting #6

## Summary

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### CALL TO ORDER

Steering Committee Chair, John Gill called meeting to order.

---

### ATTENDEES

#### Committee Members Present:

John Gill, Jeffrey Blydenburgh, Scott Bodie, John Caron, Steve Castino, Michael Dick, Jeffrey Eisenbarth, Dykes Everett, Steve Goldman, Patty Maddox, Garret Preisser, Bill Sullivan, Pitt Warner, Rebecca Wilson

#### Staff Members Present:

Laura Neudorffer, Allison McGillis

#### Consultant Team Members Present:

Bruce Meighen, Megan Moore, Heather Roberts, Peter Kageyama, Michelle Royal

---

### EDUCATION

#### SC Meeting #5 Summary Approval

The Steering Committee Meeting #5 summary was approved.

#### Phases 1 + 2 Updated Survey Compilation:

A request was made to track residents vs. non-residents, and redo the Topic compilation and charts by resident vs. non-resident.

A request was made to compare the number of return respondents - those that have completed both Phase 1 and Phase 2 surveys.

SC Members to send any additional event locations to Dori for inclusion on the Respondents + Event Location Map.

---

### EXERCISE

#### Vision Theme + Vision Statements Comparison

Bruce Meighen gave an overview of the three Vision Themes that had been suggested during the last SC Meeting, and the vision statements had been drafted for review by the SC at this meeting. Discussion revolved around whether or not the three Vision Themes were the correct words or phrases, and how the group could refine each to more accurately reflect the feedback heard, and the values and significance of Winter Park.

27 October 2015, 2:00 pm - 4:00 pm  
Winter Park Community Center



### Trends by Vision Theme

Bruce Meighen and Megan Moore gave an overview of quick highlights for some of the trends that have been researched and illustrated for use by the SC in their small group exercise.

---

## EXERCISE (CONTINUED)

### Vision Statements:

Within small groups, Steering Committee members reviewed the survey responses, the loves, and the trends and discussed and suggested new themes and vision statements.

### Group #1 Report Back:

- Active/ Healthy Lifestyle
- Community/ People
- Education
- History + Heritage
- 21st Century Village Ambiance

### Group #2 Report Back:

Exceptional Living: A Community that Feels Like a Village (Healthy + Active; Heritage; Cultural; Charming, Small-Town Feel; Generational Appeal; Innovation; Green Space/Nature)

### Group #3 Report Back:

Why Winter Park?

- City - Small Town Appeal
- Integrated - Lakes, Heritage

### Additional Comments Noted in Discussion:

Exceptional: Different and set apart from anybody else; different from most towns within the US

Innovation

NOT Progressive

Charming, Intimate

Green Space & Nature (Tree Canopy, Parks, Lakes)

City with Village Appeal/ Village with the Benefits of a City/ City with Benefits of a Village

Building on Generations of the Past

Authenticity

Village with Complexity

---

## NEXT STEPS

Winter Park Keynotes, 5:30 - 7:30 pm

Focus Group + Neighborhood Outreach

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## PUBLIC COMMENT

None.

---

## ADJOURNMENT

There being no further business to discuss, the meeting adjourned.

# Outreach Activity

## Summary

### OVERALL NUMBERS

**784**  
Website Registrations  
+ Event Participants

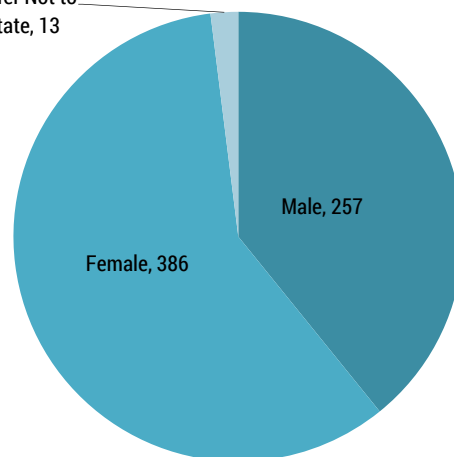
**411**  
Phase 1 Survey  
Respondents

**116**  
Phase 2 Survey  
Respondents

### DEMOGRAPHIC INFO

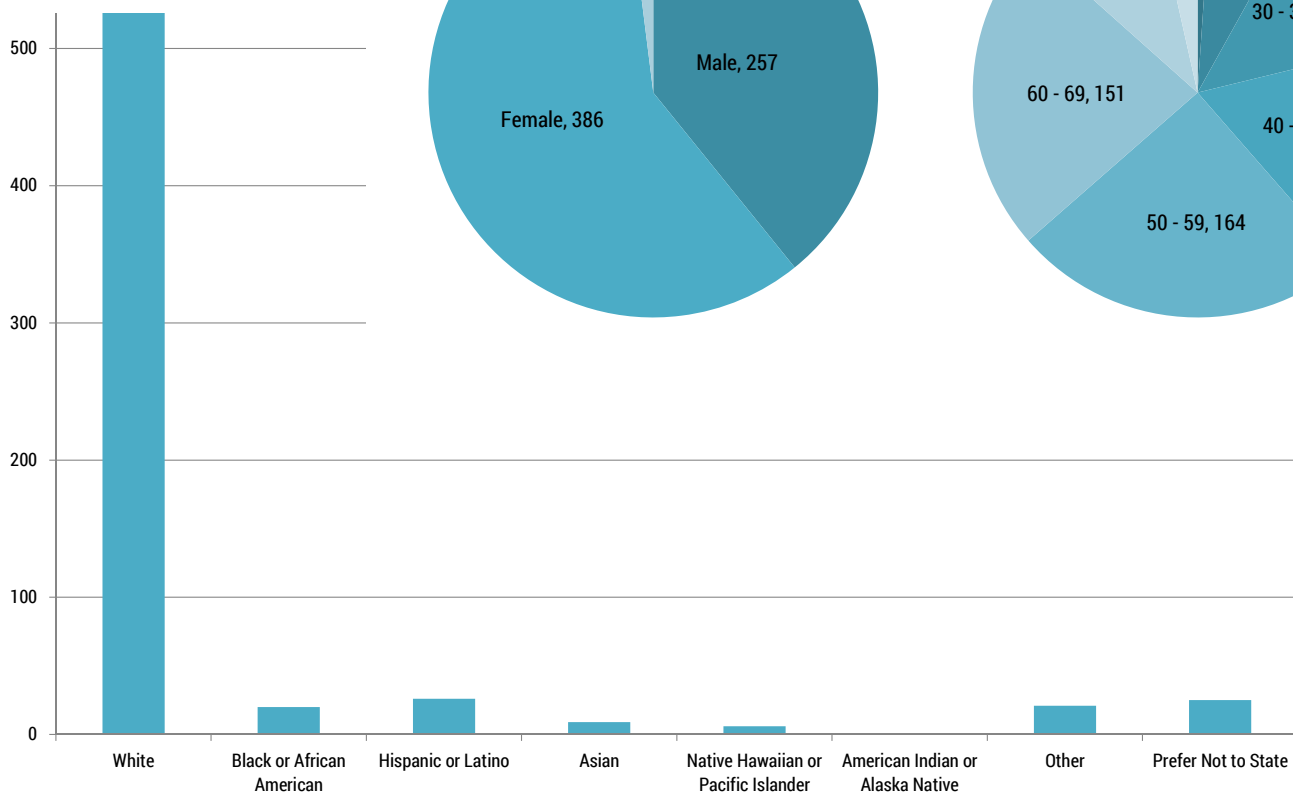
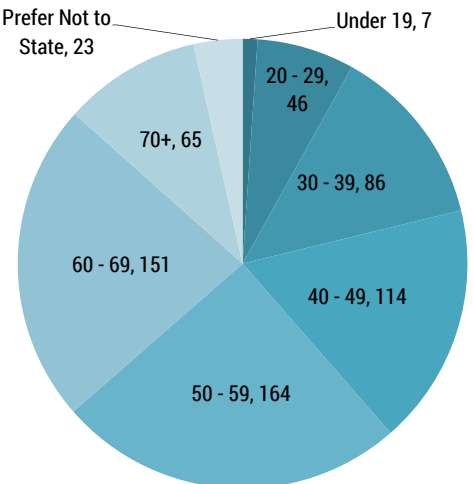
#### Sex

Prefer Not to  
State, 13



#### Age

Prefer Not to  
State, 23



#### Race/ Ethnicity

Updated with responses received as of 20 October 2015



## RESPONDENT + EVENT LOCATIONS

### Winter Park Neighborhoods, Survey Responses, and Vision Events

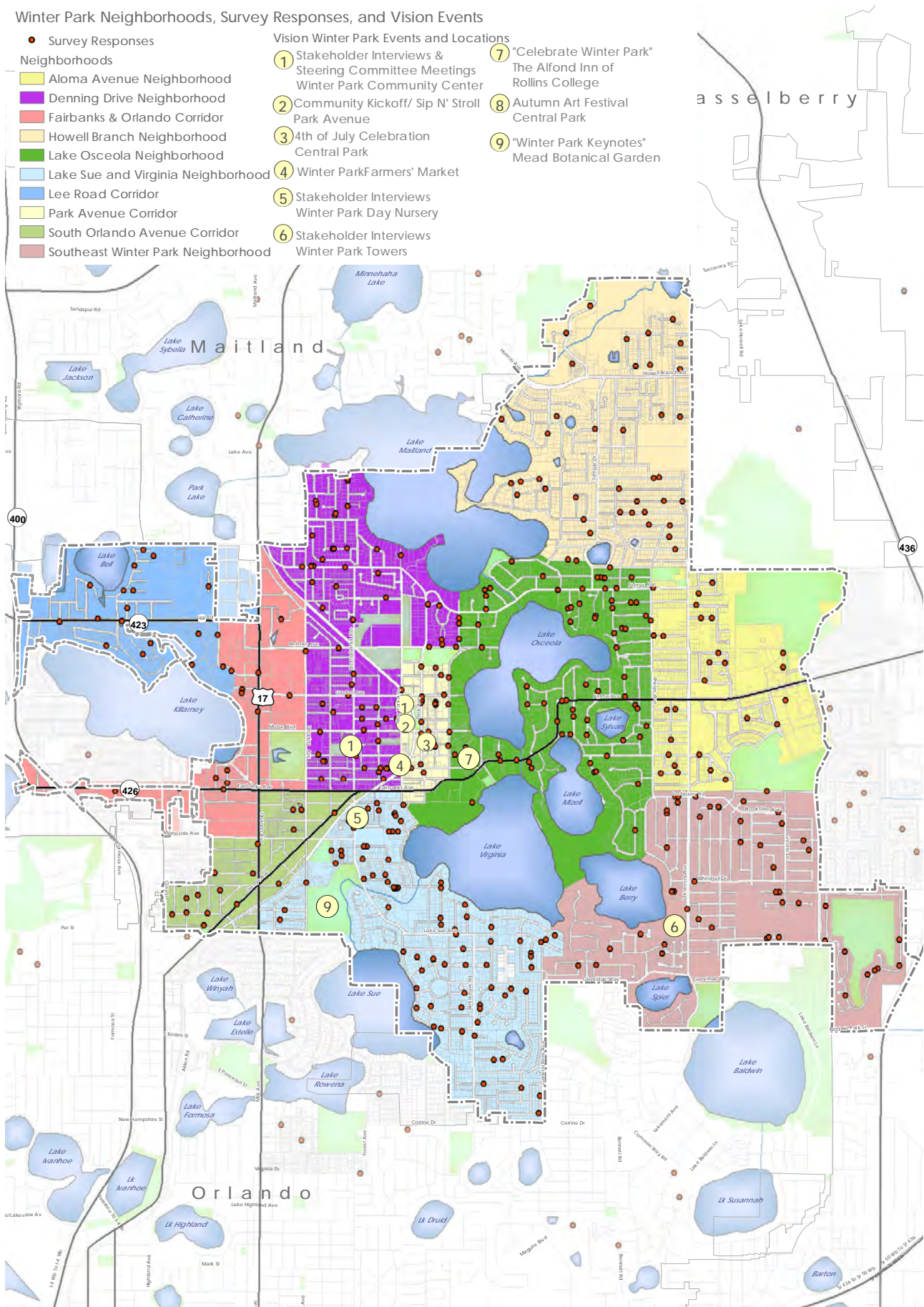
● Survey Responses

#### Neighborhoods

- Aloma Avenue Neighborhood
- Denning Drive Neighborhood
- Fairbanks & Orlando Corridor
- Howell Branch Neighborhood
- Lake Osceola Neighborhood
- Lake Sue and Virginia Neighborhood
- Lee Road Corridor
- Park Avenue Corridor
- South Orlando Avenue Corridor
- Southeast Winter Park Neighborhood

#### Vision Winter Park Events and Locations

- 1 Stakeholder Interviews & Steering Committee Meetings  
Winter Park Community Center
- 2 Community Kickoff/ Sip N' Stroll  
Park Avenue
- 3 4th of July Celebration  
Central Park
- 4 Winter Park Farmers' Market
- 5 Stakeholder Interviews  
Winter Park Day Nursery
- 6 Stakeholder Interviews  
Winter Park Towers
- 7 "Celebrate Winter Park"  
The Alford Inn of  
Rollins College
- 8 Autumn Art Festival  
Central Park
- 9 "Winter Park Keynotes"  
Mead Botanical Garden



Updated with responses received as of 20 October 2015





# *For the Love of* **WINTER PARK**

Trends Packet  
Updated, December 2015

# [UPDATED VISION]

## *Trends*

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### EXCEPTIONAL LIVING

Population Growth

Historic Design Intentions

Overall School Rating

Rollins College Ratings

Restaurants per Capita

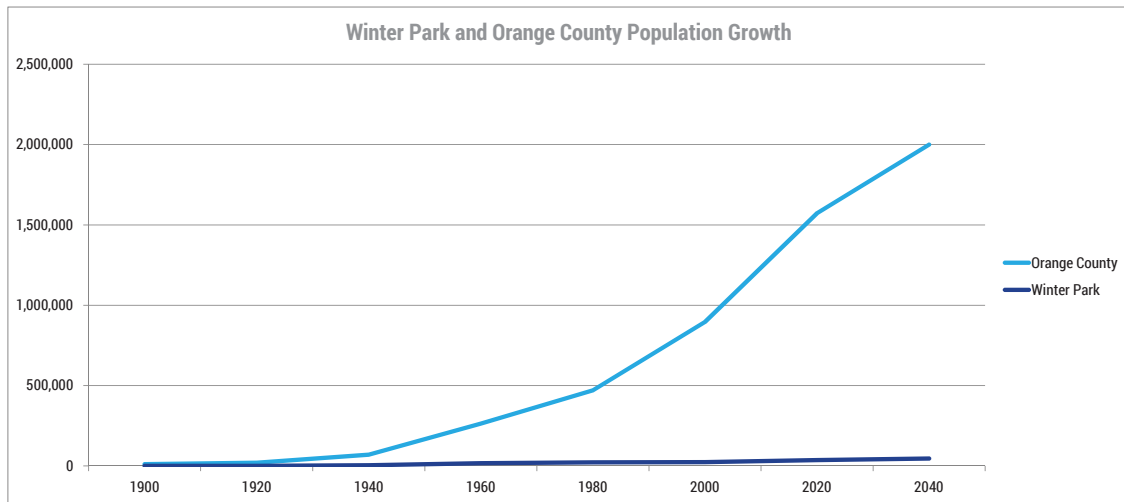
Median Home Price

Tree Canopy; ROW Plantings

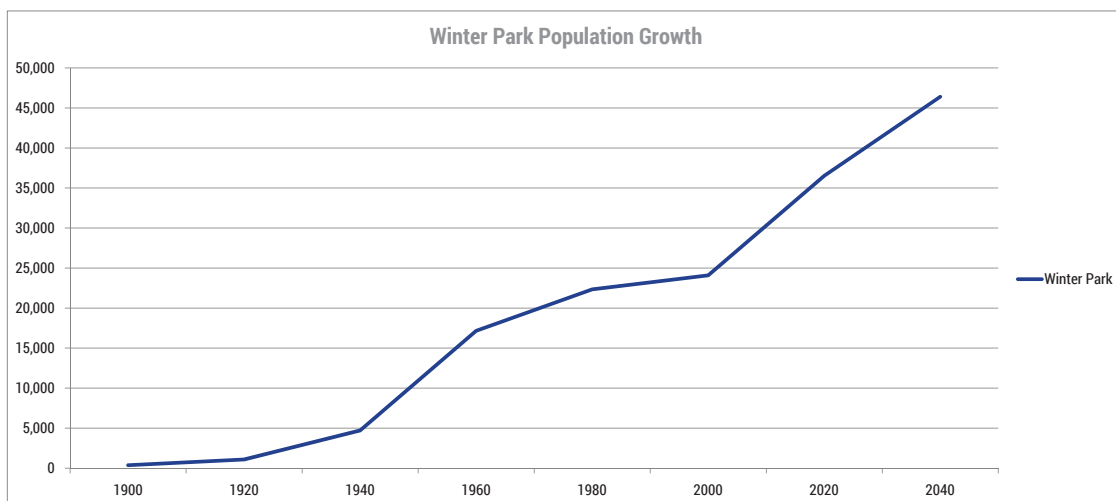
Parks per Resident

Inflow vs. Outflow





Sources: Historic Census, Metro Plan TAZs



Sources: Historic Census, Winter Park 2015 Budget, Metro Plan TAZs



## Historic Design Intentions

- Centrally Located Public Transportation
- Rollins College as an Anchor Point
- Park Avenue Promenade
- Walkable Scale
- Small Lots
- “Long Lots” Around the Lake for Increased Access
- Healthy Living
- Hotels and entertainment

Source: Winter Park Library

Winter Park has an  
**Overall School Rating** of  
**8/10**

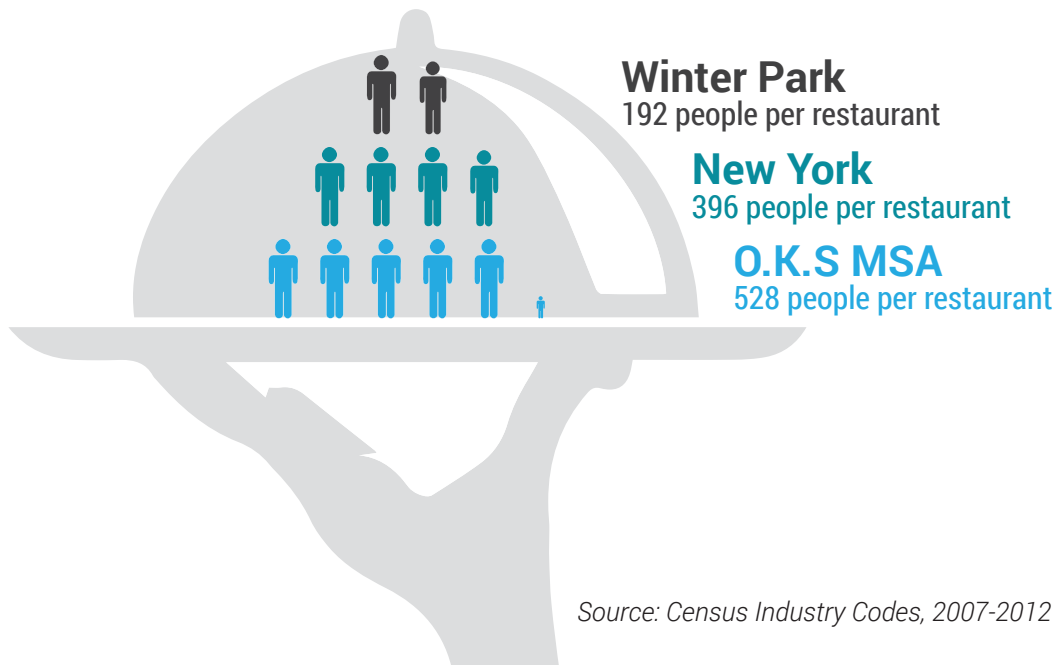
Source: [greatschools.org](https://greatschools.org)



For 20 years,  
**Rollins College** has been **rated**  
**Number 1 or Number 2**  
**Regional University in the**  
**South** according to the  
*U.S. News & World Report*

*Source: Rollins College*

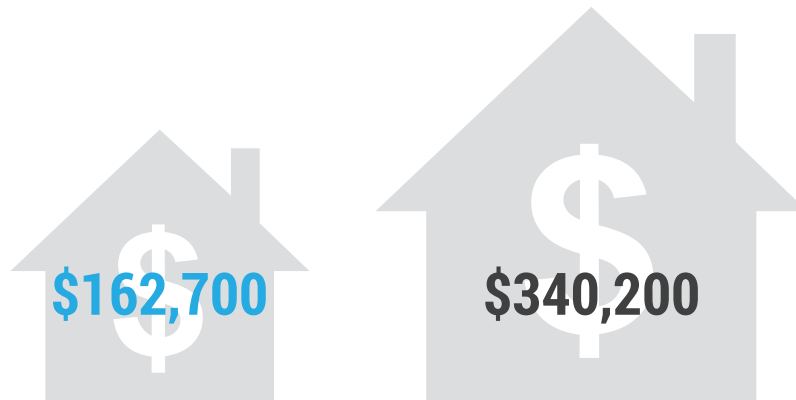
## Restaurants Per Capita



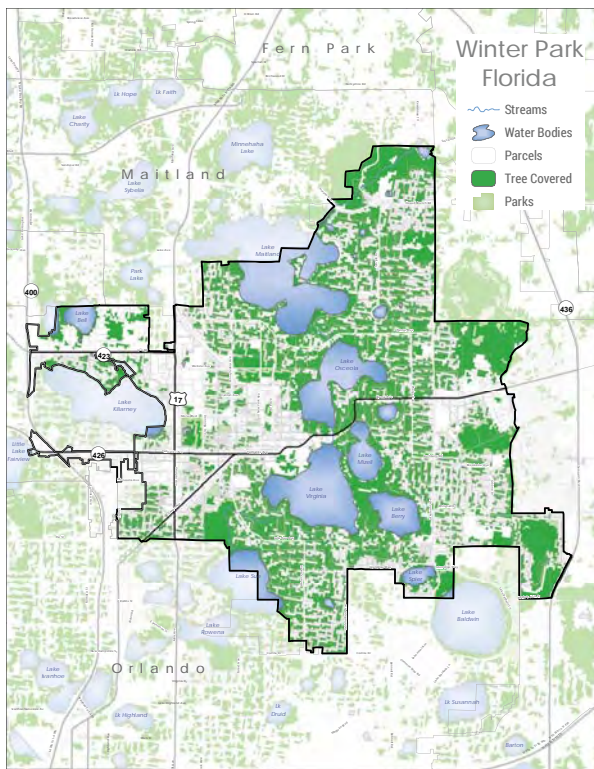
## Median Home Price

■ Winter Park

■ Orlando-Kissimmee-Sanford MSA



Source: American Community Survey 2013



**93%** of The  
City Right of Ways  
are **Planted  
with Trees**

Sources: Winter Park Urban Forestry and USGS  
National Land Cover Data

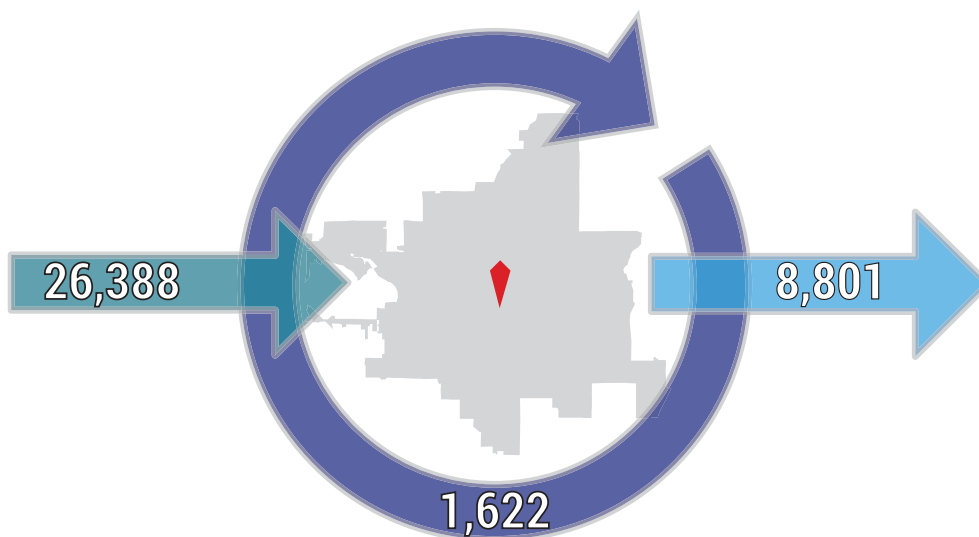


**55 Parks** that cover over  
**296 Acres** creating  
a ratio of **9.7 Acres of  
Park for Every 1,000  
Residents**



*Source: Parks Master Plan*

## Inflow/Outflow of Employees



*Source: American Community Survey 2013*

# [UPDATED VISION]

*Trends*

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## UNIVERSAL APPEAL

Visitation Rates

Charitable Donations

Volunteerism

City Events

Housing Diversity

Rollins College Enrollment

Race & Ethnicity

Changing Age Demographics





At any given time, Winter Park  
has **50,000 Visitors**

Every year, **400,000 Visitors**  
seek out Winter Park to see  
the **Sidewalk Art Festival**

*Source: City of Winter Park*



**The Edyth Bush**  
**Charitable Association** alone  
has given over **\$100 Million**  
**Grant Dollars** since its start

*Source: Edyth Bush Charitable Foundation*

# Volunteers



**15+  
City Programs**



**1,987+  
Volunteers**



**33,947+  
Hours Donated**

*Source: 2015 America In Bloom Outstanding Achievement Award Memorandum*



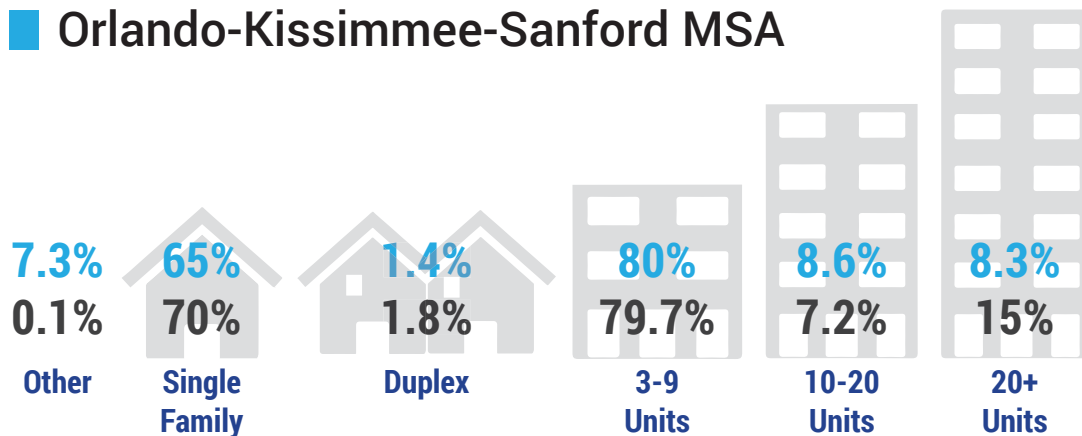
*Source: Winter Park Events Calendar*



## Housing Diversity

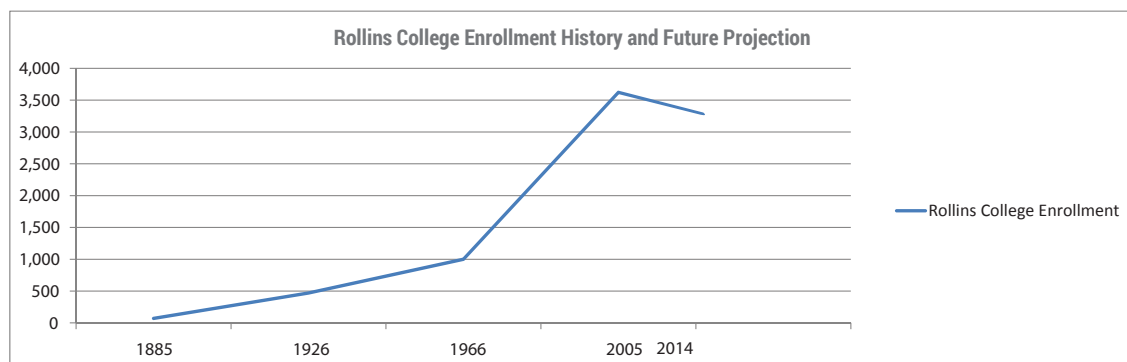
■ Winter Park

■ Orlando-Kissimmee-Sanford MSA



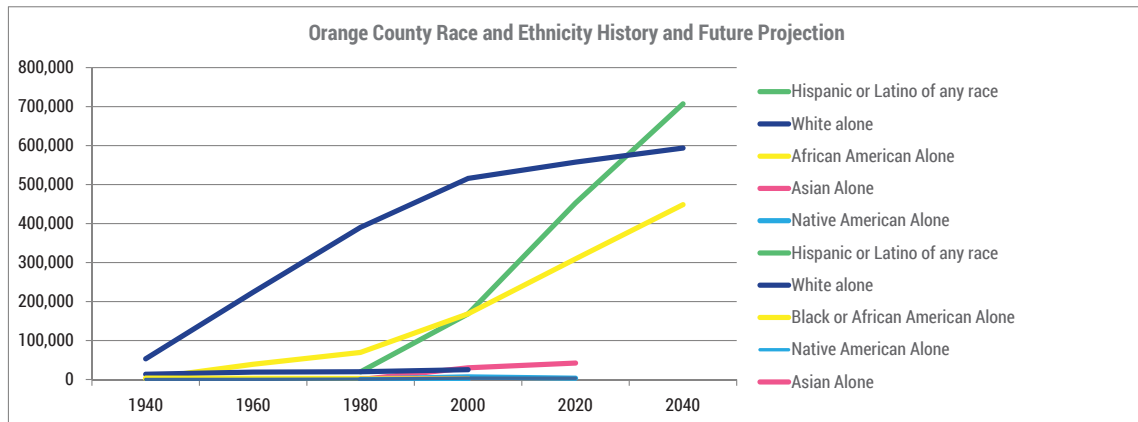
Source: American Community Survey, Housing Diversity 2013

## Rollins College Enrollment

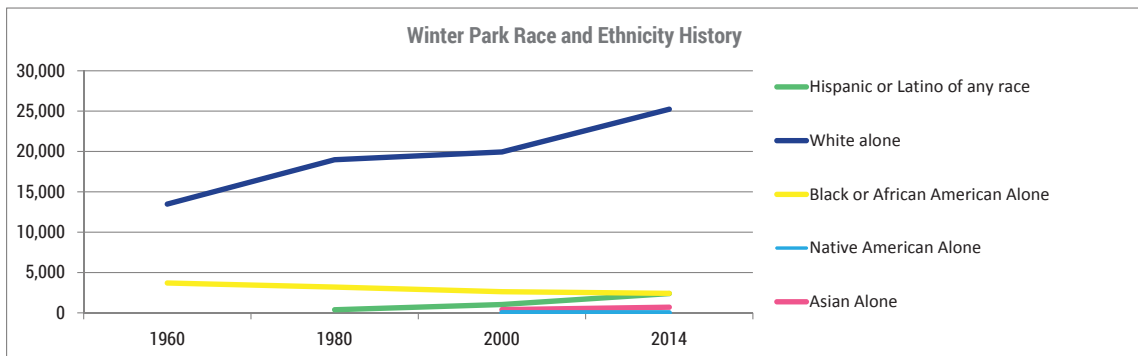


Sources: "Rollins College: A Centennial History," by Dr. Jack C. Lane  
and Rollins College Factbook 2009-2010

# Race and Ethnicity



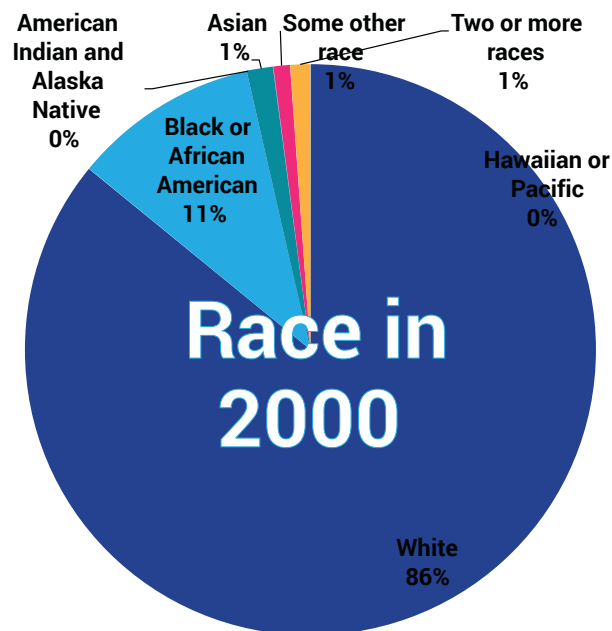
Sources: Historic Census, Winter Park 2015 Budget, Metro Plan TAZs



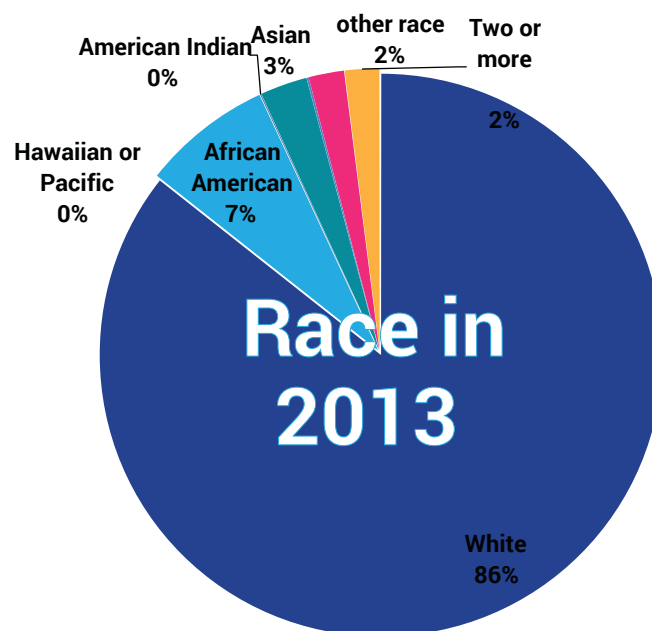
Sources: Historic Census, Winter Park 2015 Budget



# Race and Ethnicity

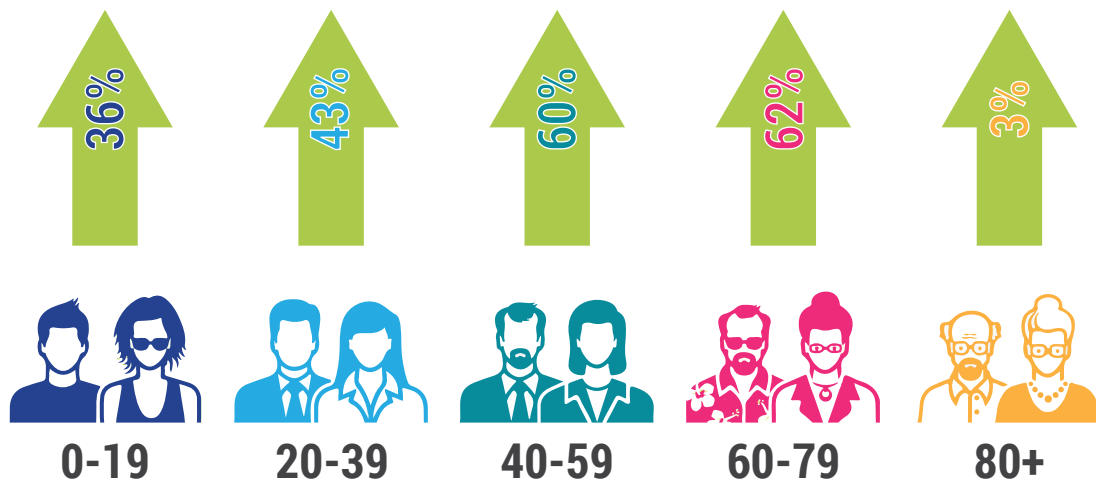


Source: American Community Survey

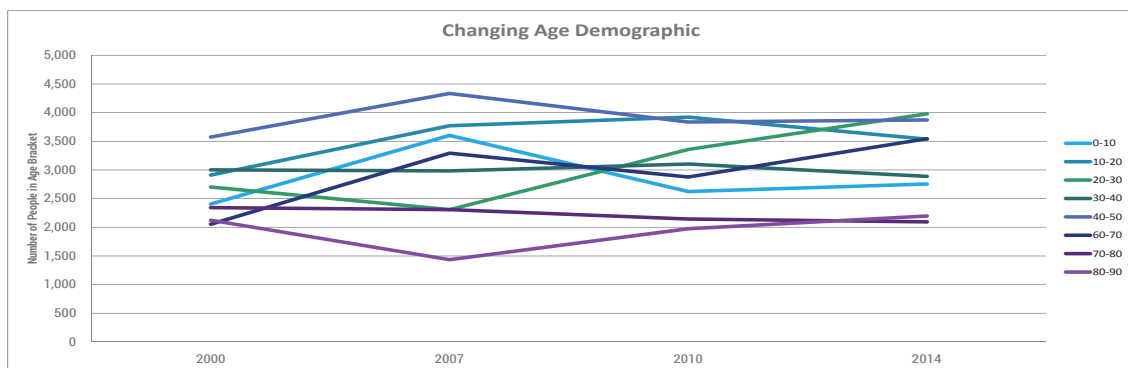


Source: American Community Survey and Winter Park City Data

## Changing Age Demographics, 2000-2014



Source: 2000 Census and Winter Park City Data



Sources: 2007 American Community Survey; 2000 Census; 2010 Census; and Winter Park 2015 Budget



# [UPDATED VISION]

*Trends*

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## PROGRESSIVE ENVIRONMENT

Walk Scores

Jobs to Households Ratio

Graduation Rates

Green Building Certification

Journey to Work

Average Density

## Walk Scores

■ Winter Park

■ Maitland

■ Orlando



Source: [www.walkscore.com](http://www.walkscore.com)

## Jobs to Household Ratio

■ Winter Park

■ Maitland

■ Orlando



Source: American Community Survey 2013

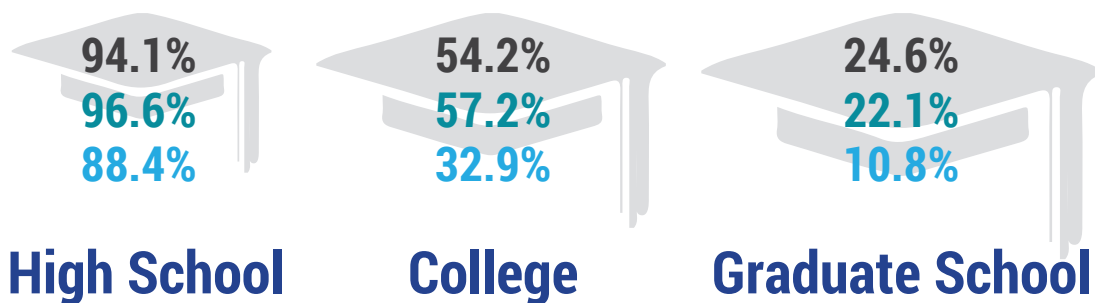


## Graduation Rates

■ Winter Park

■ Maitland

■ Orlando



Source: American Community Survey 2013

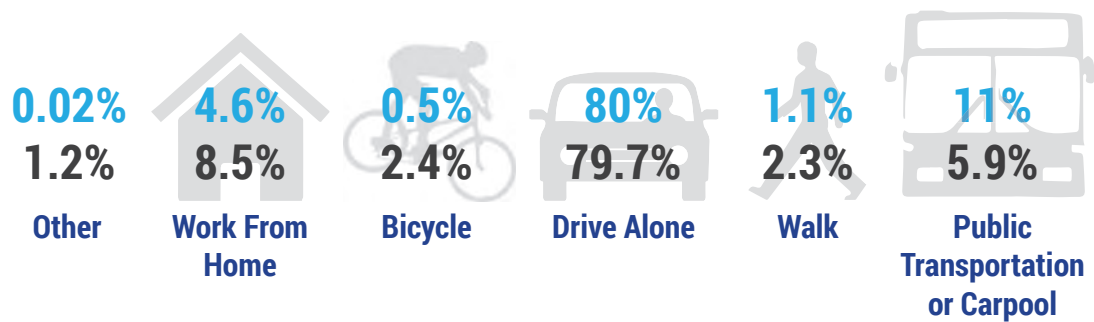
Winter Park has a  
**GOLD level**  
**certification** with the  
*Florida Green*  
*Building Coalition*

Source: Florida Green Building Coalition

## Journey to Work

■ Winter Park

■ Orlando-Kissimmee-Sanford MSA



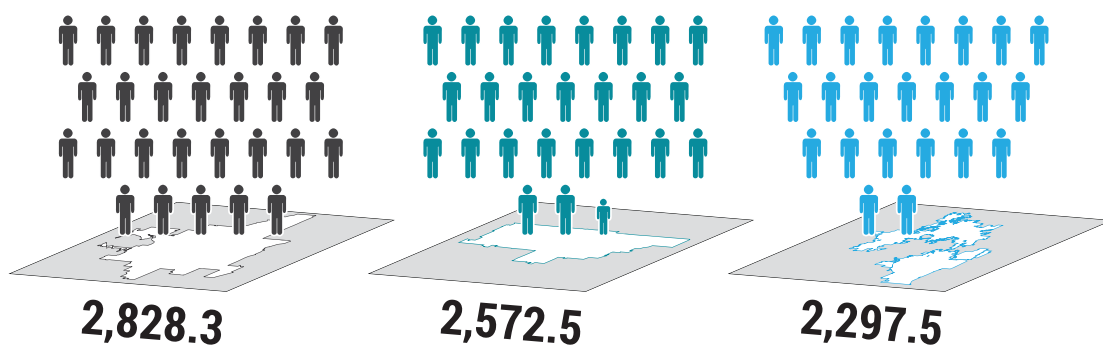
Source: American Community Survey 2013

## Average Density/Square Mile

■ Winter Park

■ Maitland

■ Orlando



Source: Orange County GIS Data









# *For the Love of* WINTER PARK

Steering Committee  
Meeting Packet  
February 2016

1

A Community-  
Developed  
Process

2

Communicated  
Through  
Community  
Advocates

3

Where are We  
Now?  
Where are We  
Going?

4

Where do We  
Want to Go?

5

How do We Get to  
Our Destination?

6

For the Love of  
Winter Park

[visionwinterpark.org](http://visionwinterpark.org)

# Steering Committee *Agenda*



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## 1. EDUCATION

### Welcome

SC Meeting #6 and #7 Summary Approvals

"Formulating the Winter Park Vision" Review

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## 2. EXERCISE

### Process Update and Next Steps

#### Discussion on "Formulating the Winter Park Vision"

Steering Committee members will have a chance to offer comments and enhancements to the "Formulating the Winter Park Vision" work in progress document.

#### Focus Group Meeting(s) + Neighborhood Meeting Preparation

Our next steps include reaching out to both Focus Groups and Neighborhoods. It is anticipated that the Focus Group meetings will occur at a static location over a period of two days in March, and the Neighborhood Meetings will occur within Neighborhood Parks. These meetings will include the review of the "Formulating" document, and compiling feedback on the Vision Themes and Statements. We will review instructions and messaging for these meetings, and ask for volunteers with facilitation assistance.

---

## 3. HOMEWORK/ OUTREACH

Co-Creator Meeting (5:30 - 7:30 PM)

SC Meeting #9 (01 March 2016)

Focus Group Meetings/ Neighborhood Meetings (mid March)

SC/ Co-Creator Report Back/ Check In Meeting (mid March)

---

## 4. PUBLIC COMMENT

### 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."

03 February 2016  
2:00 pm - 4:00 pm  
Winter Park Community Center





# SC Meeting #7

## Summary

---

### CALL TO ORDER

#### Welcome

Dori Stone welcomed everyone to the meeting, and stressed the importance of refining and agreeing upon the final Vision Themes and supporting Vision Statements in order to continue our next steps of public outreach in January, and to remain on schedule for plan completion in late spring/ early summer.

Jeffrey Blydenburgh asked the public attendees to join the Steering Committee members in their groups and discussions.

---

### ATTENDEES

#### Committee Members Present:

**Kraft Gardens:** Jeffrey Blydenburgh, Michael Dick, Marketa Hollingsworth, member of the public

**Hannibal Square:** Scott Bodie, Peter Schreyer, Bill Sullivan

**Rollins College:** Steve Castino, John Caron, Pitt Warner, Rebecca Wilson

**Mead Gardens:** Dykes Everett, Garret Preisser, member of the public

**Staff Members Present:** Dori Stone, Kyle Dudgeon, Laura Neudorffer, Clarissa Howard

**Consultant Team Members Present:** Bruce Meighen, Megan Moore, Heather Roberts

---

### EDUCATION

#### SC Meeting #6 Summary Approval

The Steering Committee Meeting #6 Summary approval was held until the next meeting, as there was no quorum.

---

### EXERCISE

#### Part I. Exercise Introduction

Bruce Meighen reviewed the overall agenda, and exercise instruction, and gave an overview of the Meeting Principles (attached).

Jeffrey Blydenburgh reminded the groups about a conversation at the last meeting that stressed highlighting what is unique about Winter Park, and noted that the list of Vision Themes suggested by Chair and Co-Chair may not be conclusive. The group agreed to poll each Vision Theme as well in Part III.

15 December 2015, 2:00 pm - 5:00 pm  
Winter Park Civic Center



## EXERCISE (CONTINUED)

### Warm Up Exercise: Building on a Common Understanding

Each individual was asked to state one vision statement for consideration by the groups during the exercise:

- Look at future economy and jobs
- Recognize that growth is necessary, but plan in conjunction with architectural and historical heritage
- Old, has age, and doesn't have strip malls
- Extraordinary village to live, work, and play (and its collective comments, but look at other words aside from "extraordinary" and "exceptional")
- Generational appeal; what does that mean for families that have been here for four generations; for our kids, and grandkids
- Heritage and history: remembering where we come from to know where we're going
- Generational appeal, extraordinary village: most active community that you can find with an amazing number of community events
- Extraordinary village (determine words other than "live, work, and play")
- Education; Rollins College and other schools are vital to the community
- Support local businesses and merchants, which make us a city and not a suburb, and we're fortunate to have those merchants downtown in order to create character and reduce the need for or reliance on for big boxes
- Passion for community, and for everything in the community
- In 2040, the population of Orange County will grow by 900,000; how does that growth work; Orlando will be the largest metro area in Florida, but this growth may not be as high within Winter Park

### Part II. Creating Our Vision Statements:

1. Vision Statement Development: Each small group was assigned two Vision Themes, and worked to refine the Vision theme language if necessary, and added detail in the form of Vision Statements. Each group was asked to keep in mind as part of their discussion:
  - What makes the Vision Theme unique to Winter Park?
  - What Vision statements will keep this Vision Theme unique?All suggested Vision Statement were then compiled into one cohesive powerpoint for review with the larger group.

---

### 3. HOMEWORK/ OUTREACH

---

### PUBLIC COMMENT

#### Part III. Vision Themes Polling

1. Using the compiled polling powerpoint, each attendee was asked to vote on each Vision Theme and Vision Statement suggested by the small groups. A summary of the results of the “keepit”, “refine it”, or “lose it” exercise is attached.

#### Next Steps

1. Neighborhood Analyses + Meetings + SC Meeting #8
2. Focus Group Meetings
3. For the Love of Winter Park Technical Sessions

There was no public comment.



# Refined Overall

# Vision Themes

---

## PROPOSED VISION THEMES

### Education for Innovation to Create a Learning Community

*(more connections with Rollins and Valencia; collaborative learning center: Winter Park library; K-12 education connected to the community)*

### Smart Growth to Invest in the Future

*(continue the precedence of a masterplanned community; open space connecting neighborhoods sustainable development; use density to expand the amount of open space)*

### Generational Appeal

*(family oriented activities; faith-based community; affordable housing; aging in place)*

### Extraordinary Village to Live, Work + Play

*(collection of neighborhoods; a 21st century village: small town in a large city; authenticity: be true to our roots; an art town of museums, artists, theater, and music; retain village scale, character, and quality design of neighborhoods)*

---

## REVISED VISION THEMES + VISION STATEMENTS

### Enhance Learning Through Collaboration + Social Interactions

- Foster a learning community by connecting and integrating our learning institutions.

### Plan Our Future Growth Based on the Mix of Neighborhood, Village + Urban Character

- Develop a process to encourage a higher level of design in planning and building.
- Increase the amount green space through sensitive use of density.
- Plan for an acceptable level of growth to retain village character and open space.
- Utilize technology to understand our future growth.

### Generational Appeal

- A community that cares generation to generation.
- Keep Winter Park family-friendly.
- Attract younger generations.

### Extraordinary Village to Live, Work + Play

- Winter Park; welcome home.
- A brick village, thoughtfully built to invite the future.

# Refined Overall

# Vision Themes

## Investing for the Future

*(foundation headquarters;  
grow local jobs; think tank for  
collaborative solutions)*

## Investing for the Future

- In a town that gets better everyday, provide the best possible infrastructure and institutions to keep Winter Park at its highest level.
- Encourage a climate for visitors that want to stay and enjoy the experience of Winter Park.
- Use the City's obligation to its heritage to direct its future cultural and civic development.

---

## Connect to Nature

*(open space; dedicated parks  
and gardens; tree canopy;  
access to lakes and waterfront)*

## Connect to Nature

- An abundance of natural resources and activities in a connected, approachable environment.

---

## Improving the Means to Get Around: Mobility and Access

*(design and plan for walkability;  
put pedestrians first)*

## Improve the Means to Get Around

- Integrate pedestrian connectivity between neighborhoods, especially around schools, parks, and shopping.
- Promote and incorporate pedestrian-oriented streetscapes for commercial corridors.
- Design corridors to take advantage of all technology, i.e. smart signals, etc.
- Create a network that permits locals to travel within the City without having to access major corridors.

---

## Living Through Wellness for All Ages

*(Winter Park Hospital; Winter  
Park Health Foundation;  
complete streets; YMCA)*

## Wellness for All Ages

- City involvement in health initiatives.

---

## Promote, Expand, and Improve Public Involvement

*(engage public involvement  
through collaboration; celebrate  
the wins)*

## Promote, Expand + Improve Public Involvement

*(No Vision statements suggested)*



# *For the Love of* WINTER PARK

Steering Committee  
Meeting Packet  
March 2016

1

A Community-  
Developed  
Process

2

Communicated  
Through  
Community  
Advocates

3

Where are We  
Now?  
Where are We  
Going?

4

Where do We  
Want to Go?

5

How do We Get to  
Our Destination?

6

For the Love of  
Winter Park

[visionwinterpark.org](http://visionwinterpark.org)

# Steering Committee *Agenda*

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## 1. EDUCATION

### Welcome

### SC Meeting #8 Summary Approval

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## 2. EXERCISE

### Focus Group Meetings Logistics

Review SC member Focus Group sign up, suggested contacts and logistics.

### Focus Group Meetings Preparation

Each SC Member will be provided the following materials:

- rolling sideshow with Video #1, Video #2, and the "Formulating the Winter Park Vision" document
- one to two laptops/ ipads in order to facilitate folks utilizing the online survey; alternatively, attendees could be asked to bring and use their personal phone, ipad and/or laptop
- set of nine boards with each Vision Theme and their supporting Vision Statements
- large-scale aerial map for attendees to note location of Big Ideas
- flip chart and markers to note report back and comments
- set of hard copy questionnaires
- set of postcards for the neighborhood meetings

### 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."

08 March 2016  
3:00 pm - 4:30 pm  
Winter Park Civic Center



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## EXERCISE (CONTINUED)

### Focus Group Meetings Agenda + Instructions:

Each SC member will need to run their group through the following exercise:

**1. Part 1. Welcome + Introductions (20 minutes):**

Welcome the Focus Group members, and ask each to introduce themselves and give a little background about themselves.

Play the video showing both videos to date, and the “Formulating the Vision” document.

**2. Part 2. Vision Themes (25 minutes):**

Ask each attendee “Which Vision Theme resonated most with you?”, and “Are there Vision Themes that are missing?” For those Vision Themes mentioned, place a star on that board.

Add any additional suggested Vision Themes on a flip chart.

State to the audience that you’ll be focusing the subsequent discussion on these Themes and their supporting Vision Statements in order to refine them.

**3. Part 3. Vision Statements: (25 minutes)**

Have attendees identify any Vision Statements that are missing or need refinement under the new or existing Vision Themes identified in Part 1. Be sure to write these additional statements on the flip charts.

**4. Part 4. Big Ideas (45 minutes):**

Next, ask attendees to provide the Big Ideas, specific to their Focus Group and to achieve the Vision Statements. These could simply be best practices or general projects.

Discuss the Big Ideas that your Focus Groups has provided. Take notes on the flip chart and large-scale aerial map.

**5. Part 5. Additional Outreach (5 minutes):**

Thank everyone for their attendance, and hand out postcards for the “Weekends in the Park” event. Ask attendees to help get word out about the events and the online questionnaire.

### Neighborhood Meetings Sign Up:

SC members will be asked to help with facilitation at the neighborhood meetings “Weekends in the Park” on April 2 and 3. SC members will be asked to sign up for one or more timeframes and venues for assistance.

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## 3. HOMEWORK/ OUTREACH

Focus Group Meetings/ Neighborhood Meetings (mid March)

Neighborhood Meetings “Weekends in the Park” (April 2 and 3)

SC Meeting #9 (05 April 2016)

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## 4. PUBLIC COMMENT

# SC Meeting #8

## Summary

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### CALL TO ORDER

#### Welcome

John Gill welcomed everyone and opened the meeting.

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### ATTENDEES

**Committee Members Present:** John Gill, Jeffrey Blydenburgh, Scott Bodie, Steve Castino, Michael Dick, Steve Goldman, Sharon Line-Clary, Patty Maddox, Peter Schreyer, David Strong, Bill Sullivan, Pitt Warner, Rebecca Wilson

**Staff Members Present:** Randy Knight, Dori Stone, Kyle Dudgeon, Laura Neudorffer, Clarissa Howard, Lindsey Hayes, Allison McGillis

**Consultant Team Members Present:** Bruce Meighen, Megan Moore, Heather Roberts, Brooke Seaman

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### EDUCATION

#### SC Meeting #6 and #7 Summary Approvals

Both Meeting Summaries were approved.

---

### EXERCISE

#### Overview and Discussion on "Formulating the Winter Park Vision"

Bruce Meighen gave a general overview of the "Formulating the Vision" document that outlines the process to date, and has been prepared to give Council an update on the process. The document summarizes the 9 Vision Themes that were refined and agreed upon at SC Meeting #8, and their supporting Vision Statements. This document is still in progress, and will continue to be refined as part of the background and basis for the Focus Group and Neighborhood Meetings through March and April.

Discussion revolved around the fact that the document really represents the process and hard work to date, and the passion for the community is evident through the process and products.

Specific discussion included additional refinements on the identification of opportunities to acquire land; defining the word "Village"; continuing to encourage people to get and remain involved; specifically the younger generations; and ensuring that the subsequent comprehensive plan and code changes reflect the vision.



---

## EXERCISE (CONTINUED)

### Focus Group Meeting(s) + Neighborhood Meeting Preparation:

#### Focus Group Meetings:

SC members had volunteered to reach out to specific groups earlier in the process. That tentative list was shown on-screen, and refined through discussion, as to who would be available and willing to reach out to the following groups. City staff will assist with logistics, and meeting materials will be prepared by Logan Simpson and City staff, and provided to each SC member in order to facilitate their meetings.

- **Arts/ Culture:** Peter Schreyer
- **Medical/ Health:** Patty Maddox and Sharon Line-Clary
- **Education:** John Gill
- **Restaurants/ Retail:**
  - Business Corridors: Fairbanks/ Orange, Hannibal, Aloma, Lee: Bill Sullivan
  - Park Avenue: Becky Wilson
- **Real Estate Development:** Pitt Warner
- **Faith-Based Organizations:** Shawn Garvey
- **Community Groups (Rotary, Chamber, Foundations):** Jeffrey Blydenburgh
- **Neighborhood Watch/ HOAs:** Michael Dick
- **Youth Groups (Library/ WPHF Youth Board):** Jeffrey Blydenburgh/ Dori Stone

#### Neighborhood Meetings:

Neighborhood Meetings should be located in a way to serve the following areas:

- Aloma Avenue Neighborhood
- Denning Drive Neighborhood
- Fairbanks & Orlando Corridor
- Howell Branch Neighborhood
- Lake Osceola Neighborhood
- Lakes Sue & Virginia Neighborhood
- Lee Road Corridor
- Park Avenue Corridor
- South Orlando Avenue Corridor
- Southeast Winter Park Neighborhood
- Hannibal Square/ West Side (Added)

---

## 3. HOMEWORK/ OUTREACH

### Next Steps

1. City Council Presentation, February 8th
2. SC Meeting #9, March 8th
3. Focus Group Meetings (March 16, 17)
4. Neighborhood Meetings (April 2, 3)

---

## PUBLIC COMMENT

There was no public comment.

# Focus Group

# Questionnaire

Name:

Email:

Physical Address:

Age:

19 and under  
20 - 29  
30 - 39  
40 - 49  
50 - 59  
60 - 69  
70 and over

Sex:

Male  
Female

Race/ Ethnicity:

White  
Black/ African American  
Hispanic or Latino  
Asian  
American Indian or Alaska Native  
Native Hawaiian or Pacific  
Islander  
Other

Residency:

Resident  
Non-resident

Focus Group:

## PART 1: VISION THEMES

Winter Park is an extraordinary community in which to live, work, and recreate.

### A VILLAGE WITH ALL OF THE AMENITIES OF A CITY.

A community that invests in its future by honoring all generations; fostering continual learning; designing high-quality places; offering access to nature and green space; our visitors, celebrating our culture; walkability, technology and health. It is our home, thoughtfully built to invite a future created from the values of each of our citizens. These initial values center around a beautiful, cultural, unique, vibrant, and inviting community.

These initial nine themes and nineteen vision statements have been built on Our People, Our Places, and Our Future. They represent the initial thoughts of our community and Steering Committee. As we take our next steps, we ask you to think about how these statements represent your personal needs, what opportunities exist to fulfill them.

1. Please select those the Vision Themes that resonate most with you or are most important to you:

Retain Our Extraordinary Village to Live, Work + Play

Plan Our Future Growth Based on the Mix of  
Neighborhood, Village + Urban Character

Improve Our Means to Get Around

Connect to Nature

Increase Our Generational Appeal

Enhance Learning Through Collaboration + Social  
Interactions

Embrace Wellness for All Ages

Invest for Our Future

Promote, Expand + Continually Improve Community  
Engagement



## PART 1: VISION THEMES (CONTINUED)

2. Please suggest any wording refinements to any or all of the Vision Themes:

[illegible]

### 3. Please suggest any additional Vision Themes:

[illegible]

## PART 2: BIG IDEAS

1. Please provide the Big Idea(s) specific to your Neighborhood, to achieve the Vision Themes. Feel free to mark up the map on the following page to illustrate your Big Idea(s), or comment by specific location:

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

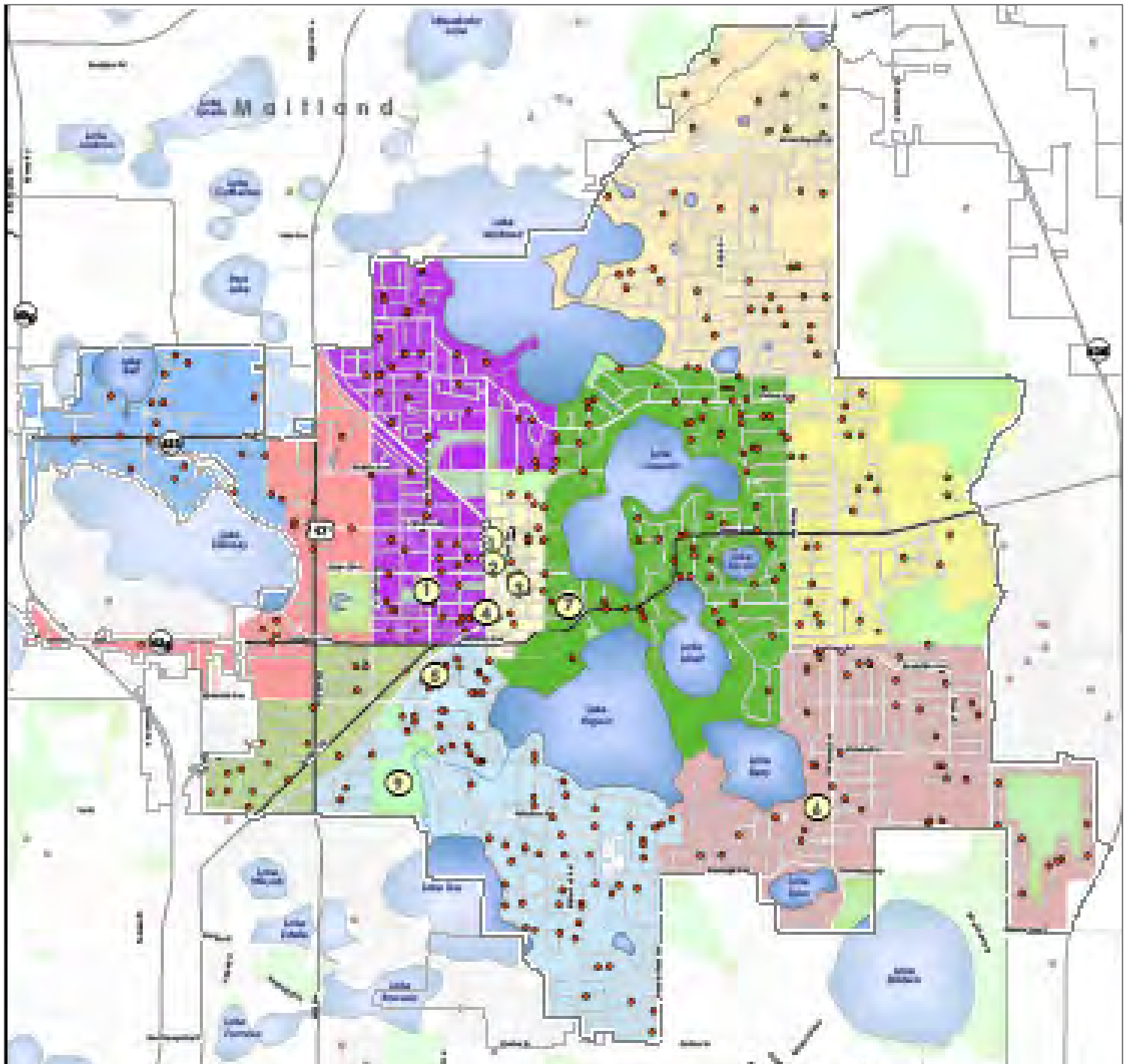


## PART 2: BIG IDEAS (CONTINUED)

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# Weekends in the Park

## Questionnaire

Name:

Email:

Physical Address:

Age:

19 and under  
20 - 29  
30 - 39  
40 - 49  
50 - 59  
60 - 69  
70 and over

Sex:

Male  
Female

Race/ Ethnicity:

White  
Black/ African American  
Hispanic or Latino  
Asian  
American Indian or Alaska Native  
Native Hawaiian or Pacific Islander  
Other

Residency:

Resident  
Non-resident

### PART 1: VISION THEMES

Winter Park is an extraordinary community in which to live, work, and recreate.

#### A VILLAGE WITH ALL OF THE AMENITIES OF A CITY.

A community that invests in its future by honoring all generations; fostering continual learning; designing high-quality places; offering access to nature and green space; our visitors, celebrating our culture; walkability, technology and health. It is our home, thoughtfully built to invite a future created from the values of each of our citizens. These initial values center around a beautiful, cultural, unique, vibrant, and inviting community.

These initial nine themes and nineteen vision statements have been built on Our People, Our Places, and Our Future. They represent the initial thoughts of our community and Steering Committee. As we take our next steps, we ask you to think about how these statements represent your personal needs, what opportunities exist to fulfill them.

1. Please rank the Vision Themes above in order of your priority (number one being the Vision Themes most important to you):

Retain Our Extraordinary Village to Live, Work + Play

Plan Our Future Growth Based on the Mix of Neighborhood, Village + Urban Character

Improve Our Means to Get Around

Connect to Nature

Increase Our Generational Appeal

Enhance Learning Through Collaboration + Social Interactions

Embrace Wellness for All Ages

Invest for Our Future

Promote, Expand + Continually Improve Community Engagement



## PART 1: VISION THEMES (CONTINUED)

2. Please suggest any wording refinements to any or all of the Vision Themes:

[illegible]

### 3. Please suggest any additional Vision Themes:

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings on the paper.

## PART 2: BIG IDEAS

1. Please provide any big ideas specific to a neighborhood (feel free to mark up the map on the following page to illustrate your big idea, or comment by specific location):

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.









# *For the Love of* WINTER PARK

Steering Committee  
Meeting Packet  
April 2016

1

A Community-  
Developed  
Process

2

Communicated  
Through  
Community  
Advocates

3

Where are We  
Now?  
Where are We  
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Where do We  
Want to Go?

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How do We Get to  
Our Destination?

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For the Love of  
Winter Park

# Steering Committee *Agenda*

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## 1. EDUCATION

Welcome

Focus Group Meetings Summaries

---

## 2. EXERCISE

Focus Group Meetings Report Back

Each SC member will be asked to touch on the **top three key topics** and/or issues that they discussed at their Focus Group Meetings:

**Planners + Architects:** Jeffrey Blydenburgh

**Community Organizations + Foundations:** Jeffrey Blydenburgh

**Arts + Culture:** Peter Schreyer

**Health + Wellness:** Sharon Line Clary, Patty Maddox

**Neighborhood/ HOA:** Michael Dick

**Retail:** Rebecca Wilson

**Education:** John Gill

**Faith-Based Organizations:** Rev. Shawn Garvey

Neighborhood Meetings Report Back

City Staff will report back the key topics and big ideas heard at "Weekends in the Park".

Public Outreach Update + Next Steps

Consultant and staff will report back on outreach to-date, and discuss next steps, and additional feedback/ event format.

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## 3. HOMEWORK/ OUTREACH

Additional Focus Group Meetings (mid April)

SC Meeting #11 (03/04 May 2016)

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## 4. PUBLIC COMMENT

### 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."

07 April 2016  
3:00 pm - 5:00 pm  
Winter Park Civic Center, Room D



# SC Meeting #9

## Summary

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### CALL TO ORDER

#### Welcome

The meeting was called to order at 3:09 pm.

---

### ATTENDEES

**Committee Members Present:** John Gill, Jeffrey Blydenburgh, Scott Bodie, Steve Castino, Michael Dick, Dykes Everett, Sharon Line-Clary, Patty Maddox, Peter Schreyer, Bill Sullivan, Pitt Warner, Rebecca Wilson

**Staff Members Present:** Dori Stone, Kyle Dudgeon, Laura Neudorffer,

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### EDUCATION

#### SC Meeting #8 Summary Approval

Meeting Summary #8 was approved by Rebecca Wilson and Steve Castino.

---

### EXERCISE

#### Focus Group Meetings Logistics

Staff and SC members reviewed logistics, materials, scheduling, and instructions for hosting the Focus Group workshops. 6 Focus Groups have currently been scheduled. Still need to schedule the Businesses outside of Park Avenue, Education, and Youth Groups.

Rooms have been booked at the Winter Park Civic Center on March 16th and 17th, and available time slots still remain to accommodate additional groups. The Park Avenue Businesses Group, run by Rebecca Wilson will be conducted at the PAMA meeting.

Dori Stone provided an overview of the boards that the Focus Groups will have at the meetings in order for those attending to rank the Vision Themes. City staff will provide a handout as well with all Vision Themes and Statements listed.

The purpose of these meetings is to discuss the Vision Themes and Vision Statements, and identify implementation items for each. Discussion revolved around whether using a packet or powerpoint may be better, and it was left up to the Focus Group hosts to decide which media they would prefer, and alter their agendas and meeting details as they preferred..

08 March 2016, 3:00 pm - 4:30 pm  
Winter Park Civic Center  
SC Meeting #8 Summary 1

---

### 3. HOMEWORK/ OUTREACH

#### Neighborhood Meetings Sign Up:

Dori Stone gave a brief overview of the Neighborhood Meetings as well, planned for April 2 and 3 in a number of parks around the City.

SC members were asked to sign up for one or more timeframes and venues for assistance with "Weekends in the Park", as 4 - 5 people are anticipated to be needed for each location. Co-Creators have also been enlisted to help over the course of the weekend.

#### Focus Group Meetings/ Neighborhood Meetings (March 16 and 17)

#### Neighborhood Meetings "Weekends in the Park" (April 2 and 3)

#### SC Meeting #10 (07 April 2016):

Report Back on Focus Group Meetings

Report Back on Neighborhood Meetings

---

### PUBLIC COMMENT

There was no public comment. The meeting was adjourned at 4:03.



# Focus Group

# Summary



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## PLANNERS + ARCHITECTS

Jeffrey Blydenburgh

---

## ATTENDEES

---

## GENERAL COMMENTS/ DISCUSSION

The group felt that the visioning process was good but to what end. There was a lot of discussion about visual preference and what the terms in the themes mean (neighborhood, village, urban). They each gave a meaningful place to look for design. They also feel that they and others need to ensure that the city gets great design in some format..

Brooks Weiss, Larry Adams, John Cunningham, Michael Wenrich

Generations > Able to afford to live here?

City Role in Development

Where are the Arts & Culture

#2 > Scale to be added

Add a 10th Theme with process to ensure Visioning

Urban Design > Pedestrian Connectivity

Urban Design > Functionality

Portland > Pearl District

- Parks provide connections, small is still great
- Gateways are good but not pedestrian friendly

Tree canopy > parking lot design

Look at challenges/problems

A lot of controversy about development-oriented

- HP
- Form codes

Millennials changing the landscape

How does the community get into the details

NO big ideas > parking drives projects > create fluid options that “not’s” about a car

16 March 2016, 5:30 pm - 7:30 pm

Winter Park Civic Center

Planners + Architects Focus Group Summary 1

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## GENERAL COMMENTS/ DISCUSSION (CONT.)

Development process needs review to be current

Every garage surrounded by public use

Something happens beyond the words

Ideas reflecting changes

Pedestrians = Human Scale

How does WP reconnect with the human scale?

Real estate facilities task force

Visual Examples of design standards

Develop a process to allow higher design

Pattern books for pedestrians, building examples

Vision is missing visuals

Policy statements with incentives

Process to make policies flexible and desirable

Where's Connectivity?

- Connect to nature
- park connectivity
- sidewalks

Design charrettes > part of Comp. Plan

- Look at themes to expand and create
- Piece that's missing in process

Where is the design process???

Quarterly development meetings

Extraordinary design and planning

Enforce our rules

How do you do something new?

ID 3 to 4 areas that can be bold and developed distinctly

Combine private sector resources before approval > provide metrics

\*\*\*\*\*After Vision, pre-Comp Plan, identify and promote select areas in the City\*\*\*\*\*

Add Visual examples beyond statements

Professional Input > ad hoc group to look at standards and plans



# Focus Group

## Summary



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### COMMUNITY ORGANIZATIONS + FOUNDATIONS

Jeffrey Blydenburgh

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### ATTENDEES

To be added

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### GENERAL COMMENTS/ DISCUSSION

They emphasized the need to think small and recognize the business model around foundations. Both participants had been in the city for a number of years and thought that the community needed to remember its roots and redesign its collective humanitarian help on a more personal scale.

Two representatives were present to discuss the mission and importance of foundations within the city.

#### Support Small Organizations

- Focus on meaningful causes
- Provide critical funding for youth-oriented groups such as Scouts and WP Day Nursery, etc.

Ensure community support obligation to children to help escape poverty

Recognize multi-cultural as well as multi-generational features

Recognize inter-generational contributions

Rollins plays a key role in Senior activities

#### Transportation

- Efficient
- Low-cost
- How do we get around?

#### ITN > International Transportation Network

- Assistance Based

#### Located in the heartbeat of WP

- Base of interest

#### In the business of Community

- Circle of business

#### Future Service Model (?)

17 March 2016, 8:00 am - 10:00 am

Winter Park Civic Center

Community Organizations + Foundations Focus Group Summary 1

---

## GENERAL COMMENTS/ DISCUSSION (CONT.)

Vitality of New Detroit, New Brooklyn, Colorado Springs

- Make something Job Creation

Florida Chamber > 6 pillars

- Civic Government

Rollins – Philanthropy Institute

No one group has all the answers

- That's why there's community organizations, living lab of service

Great cities have museums, libraries, schools, civic structures attract people

NGO's working together > Jesse Ball Dupont center in Jax

- Non-profits pay rent (not market value)
- Space for makers

Better internet service

Accidental collisions make big things happen

- Provide space for big ideas

We need a place/organization for retired executives, professionals to work for the community

Place is less important than the attraction

Foundations need to make money, need returns

Disruptive innovation

- Social media development

The future is bright

- Focus on neighbors helping neighbors
- Social interaction

Identify and integrate each generation's focus/goals/investment

Volunteerism is lacking in the younger generation

Service above self

- Integration to themes

Winter Park is the leadership center of Central Florida

Relationship of Gov't. > NGO > Public > Gov't.

Eileen Fisher quilt from Apopka Farmworkers

In window: How can you support?

Word to tie themes together "Vitality"

Winter Park sets the tone

- Authenticity



# Focus Group

# Summary



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## ARTS + CULTURE

Peter Schreyer

The meeting discussed the place of arts and culture in Winter Park, the importance to the community and the desire to brand WP as an arts and culture hub. Recognizing the long history of the museums throughout the city started off the conversation. At the end, all the participants agreed that a unified marketing plan sponsored by the city or a private agency with the time and resources to market would be helpful. They also agreed that collaborating on events throughout the year provides reinforcement to the arts and culture scene in the city.

---

## ATTENDEES

To be added

The Arts and Culture group consisted of \_\_ representatives.

---

## GENERAL COMMENTS/ DISCUSSION

### Age of Organizations

- Morse 75
- Bach 81
- Crealde 40

Why is it important to come to WP?

Hear from visitors every day

We are the City of Arts and Culture

Need to work on image, let the world know

WP not perceived as thriving arts

Create brand

People want to come here because of the Arts and Culture

Transformational experience

- Something inside moves with Arts and Culture

Arts and Culture needs to be a Theme!

Implied Arts and Culture is not enough

Work with existing tourism

Umbrella Organization

Copyright on work #Winter Park

17 March 2016, 12:00 pm - 2:00 pm

Crealdé Main Campus

Arts + Culture Focus Group Summary 1

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## GENERAL COMMENTS/ DISCUSSION (CONT.)

Heritage sets WP apart from the rest of Central Florida  
Multi-generational relationships with cultural venues  
Visitors are astonished by what's in WP Art is essential to life  
Why didn't the community make it a priority?  
Residents may not know, locals need more marketing  
If Arts and Culture is on the Logo, it needs to be a Theme  
The Community takes it for granted, residents don't know  
Cross-marketing is an important opportunity  
Add to the City e-blast for promotion and support  
Where is concerted effort?  
Joint Marketing/Community marketing is needed  
Consolidated piece that lists everything great to have  
Way to get revenues  
Where to go in WP  
Walkability  
Social Media  
Guests may come for just one thing, how do we expand on that?  
One promotional piece for everyone (website/paper map) > budget  
would be cheaper  
Can the City be a better partner? Chamber?  
It's not just about the tourists  
Arts and Culture is taken for granted!  
How do we make Art a part of people's lives?  
Citizen's Board > PAAB  
Invigorate PAAB to handle marketing, notice  
Cultural Consortium  
No themed presence into City with Arts and Culture brand > gateway  
opportunities  
Maps at key points  
How to move people > trolley system?  
Make roads more walkable, add more benches  
Remove cards to promote walking  
Keep media alive  
Arts and Culture are the cornerstone of walkability? Tie it together!  
City is not friendly to bicyclists and/or pedestrians



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## GENERAL COMMENTS/ DISCUSSION (CONT.)

Social media reaches out to an international audience

Think Local!

Engaging young people (diversity is key)

New transformative experience

Generational divide between Orlando and WP

Change the hours to make it work

Look for different opportunities

---

## DISCUSSION WRAP UP/ RECAP

Group that comes together and brings ideas to fruition, coordination

Paid staff to coordinate cultural activities, importance to make it work

Find a way to communicate better – City

The City could do more Arts and Culture that has been taken for granted

Collaborative, central > Celebrate heritage, uniqueness, and recognize what we have

Arts and Culture theme strategies

Having walkable map with everyone noted

Vision theme > core part of identification and appeal

Where is history/heritage in theme?

Reach out to multi-generational groups such as high schools

Thinking of future and today> reaching out to keep culture here

Long-range > great arts and culture

Marketing > walkability and non-walkability

Need to be a Theme # 1 bedrock of Arts and Culture > exciting, fresh experiences

# Focus Group

# Summary



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## HEALTH + WELLNESS

Sharon Line Clary, Patty Maddox

---

## ATTENDEES

Sara Channing, Rosemary Laird, Diana Silvey, Deb Watson, Lisa Portelli, Jill Hamilton Buss, Eddie Needham, Michael Clary, Mitch Maulfair, Ken Bradley

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## GENERAL COMMENTS/ DISCUSSION

#3 – Not just pedestrians, but ‘all users’

#1 – Access to greenspaces: how is ‘play’ interpreted generationally?

#5 – ‘Aging in Place’

#3 – ‘Transportation options’

#7 – Longer and better life

#7 – Engagement: build a healthy community

Combined efforts towards wellness

Health in policy and practice

Symbol for health metrics? (button, pin, etc)

Health = safety

Continue small checks (fire alarms, etc.)

#2 – Public spaces over open spaces

Inspiring and activating public spaces

#6 – health not just about learning in institutions: enhancements to your health

Neighbors caring for neighbors

Place where people care about other people

Mind, body, soul: spiritual growth

Art has a healing process

17 March 2016, 5:30 pm - 7:30 pm

Winter Park Health Foundation

Health + Wellness Focus Group Summary 1



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## GENERAL COMMENTS/ DISCUSSION (CONT.)

Culture & expectations that we support each other  
'Organic living'  
Generational AND diversity/ethnicity  
Connectedness of neighborhoods: Safety  
Importance of emotional health  
Economic base for the future: services (delivery/quality)  
'Health before wealth'  
Access: (% of Primary Care Physician, appointment lead times)  
Building on health-related, successful events (Farmers market, Pink-out, 5Ks)  
Kiosks for health: Directory for health related items  
Medical/social rating scale (community level driven)  
Transportation: health means different things to different people/ages  
Access to basic health/wellness options. A matter of convenience  
'Free Range Kids'  
Connecting generations as a healing device  
Purpose for health: ex) volunteering/physical health  
Technology & health relationship: ex) genome mapping/preventative care  
Lifelong relationships to health  
Beacon Hill village: neighbors network case study  
Project Wellness  
Walking infrastructure=healthy communities  
...and socio-economic benefits  
Importance of mental/emotional health ex) alcohol consumption is higher in WP  
People 'in balance'  
Inverse relationship of diversity/affordability & economics  
Affordability of health  
Attract AND retain future generations  
Wifi connection in public areas: 'take your work with you..., but there's a balance'  
Residential co-ops (monitor each other's' health)  
Winter Park Portal: wifi access to connectors  
Aspirational statement: 'I would love to live in a place that...'

# Focus Group

# Summary



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## NEIGHBORHOOD/ HOA

Michael Dick

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## ATTENDEES

To be added

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## GENERAL COMMENTS/ DISCUSSION

There were six representatives at this focus groups. They discussed a number of the themes and felt that sustainability and safety were missing. They also addressed the importance of generations in the community and the need to provide many types of housing. Overall, the group felt that the themes were good but wanted to see a visual preference in what they mean and how they may be interpreted.

Missing: Sustainability should play a major role

Future Growth: Question about sustaining and growing, identifying what growth means

Responsible growth is good - reflecting entitlements

Maslow's Hierarchy of Needs (missing sustainability; tree canopy; clean water)

Safety: rise in crime/break-ins - Are we safe?

Recreation: where is it in the Vision Themes?

- Emphasize active uses
- Recreation facilities need improvement not organized madness
- Lake access

Compatible uses with recreational uses

What does growth mean?

- Words are esoteric
- Work on descriptions

Visual Preference - make it visual

Define and Design

Look at land area for growth, protecting what makes it WP

Sensitive use of density

17 March 2016, 5:30 pm - 7:30 pm

Winter Park Community Center

Neighborhood/ HOA Focus Group Summary 1



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## GENERAL COMMENTS/ DISCUSSION (CONT.)

Protect Winter Park as a destination; do not want rampant growth  
Take advantage of the rest of Central Florida, don't try to cover it all  
Make it easier to use recreation  
Community feel  
What opportunities exist? (i.e. Sun Rail, Golf Course)  
Improve quality of life  
Connectivity of bike lanes (Orlando emphasis)  
What does Technology mean?  
Relationship with other communities  
Guidelines for new development (complete streets; ped/bike; sensitivity to cost)  
Transit around town (should budget play a role?)  
Parking: garages and impacts  
Connect with Nature (fill up with buildings ex: Mead Gardens)  
Tree Farm (farm to table; economics and sustainability)  
Density needs definition (people/SF or acre; level/even term about what it means)  
Can have high density with village appeal (sensible development, tasteful)  
Create a benchmark for quality  
Architectural Task Force (form -based code)  
How do we stop homogeneous development? (David Weekly)  
Where do you want people to live? (younger stock)  
Where do young people live?  
Generational appeal  
Neighbor's network (seniors)  
  
If the City commits to workforce housing it can happen  
Add muscle to workforce housing  
Perceptions of large house is necessary (is a 4/3 necessary?)  
Parks (10 acres/1000 ppl – maintain)  
Protect wetlands (Howell Branch Road to protect)  
Add sense of community (WP has it)  
Keep community human scale  
Welcome Home (gathering space)

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## GENERAL COMMENTS/ DISCUSSION (CONT.)

Village captures human scale; can extend and make connections with other areas; village equals community creating pockets

Urban area coming into residential area

Diversity is not in themes (racial, age, economic)

#7 could go under another theme

---

## DISCUSSION WRAP UP/ RECAP

As WP grows, get back as much or more as we give them

Concern is that Visioning stops

- Express passion and momentum to Commission

Support meaningful connections between themes

Sustain our future diverse mix

Preserve and enhance "IT"

- Sense of Community

Beautiful – sense of beauty within the city

- Sustainable is equal



# Focus Group

# Summary



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## RETAIL

Rebecca Wilson

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## ATTENDEES

To be added

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## GENERAL COMMENTS/ DISCUSSION

Anna Christmas, Mark Reid, Pam Ward, Timothy Bird, Ally Dickinson, Melanie Rose, John Dowd, Woody Woodall, Kaitlyn Gonzalez, Jody Lazar, Zach Alfson, Devin Hendrickson, Erika Spence, Kimberly Thevenin

Arts and culture needs to be included

Art needs to also have generational ties

Parking remains an issue and is not addressed

Demographics well represented on the Avenue, and needs to stay in the themes

Sunrail is slowly bringing more people to the Avenue

Auto-centric vs. pedestrian/bike-centric not addressed

Patrons looking for free parking.

They would pay if it was convenient

Sunrail should expand to nights and weekends

Altamonte/Mall of Millennia are our competitors locally and regionally

City events are good for the brand ,not always for sales

Events and road closures help some, not all, but depends on the event

Locals can drive sales while events are going on (Winter on the Avenue)

Safety on the Avenue should be a high priority including police presence, signs/notifications to deter crime

Parking garage design standards are a good idea if structure parking is the next phase

Garage should include local artists for murals, design, and/or light installations

Street performers are good....when they are good - integrate into the arts culture

Integration with schools

# Focus Group

# Summary



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## EDUCATION

John Gill

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## ATTENDEES

To be added

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## GENERAL COMMENTS/ DISCUSSION

Mike Armbruster, Tom Ott, Pam Cribb, Ali DeMaria, Cindy Bowman  
Lafronz, Tim Smith, Rosene Johnson, Mick Meyer

Rollins – Strategic Plan – Mirror City

Diversity, Inclusion, Globalization, Connectivity- regional, state, global  
integration

Rollins 5 year – change in demographics – diversity (decrease N & W;  
increase Texas, Florida)

Global Student – as residents (Manifestation into Vision?)

Keep intellectual capital in community (capture here)

Diversity – Big Word

Inclusion #3

Mobility for disabilities (revisit the way WP is constructed)

Accessibilities in learning institutions

Full Sail – huge global support (impact on WP; tech/cutting edge)

Affordable housing is needed (workforce housing)

Trends – WP Tech – Placements outside WP (thoughts: can't afford to  
live here far removed from possibility of live/work)

High School Diversity (reflects diversity & cultural differences; continue  
to accept/embrace diversity)

Tourism to embrace diversity (how do we change the landscape; Rollins  
– international parents)

Rollins in partnership with India (liberal arts; opportunity for commerce  
in WP)

Domestic Diversity (safe & welcome)

06 April 2016, 11:30 am - 1:30 pm  
Winter Park Welcome Center  
Education Focus Group Summary 1



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## GENERAL COMMENTS/ DISCUSSION

Diversity means different things to different people  
Education needs to build dreams and build viability in those dreams  
Tech Express (seamless approach between tech & Valencia)  
Create an environment where people can see their dreams (anyone can make it; create believable dreams)  
Education is about community  
Breakdown class system (make it visible, plausible, and part of the mission)  
Work together & start as early as possible (need very early start – whole community)  
Resources (people) to help kids get ready for school and life  
Obligation to help parents succeed  
Cradle to Career (mis-perception that college is the only way to success)  
Mindset to what we do from high school “what college are you going to?” to “what career do you want?”  
Define success (success is kids graduating and going forward to be productive citizens)  
Over-riding thought of vision process: we care about people  
Potential of interactive, collaborative work (Orange Technical College)  
Highlight people matter. There are great things in place. Use creative ideas to inspire more  
Unique opportunity-based on number of institutions  
Look at education as a whole family

#6 – Intentional relationships - \*Tangible result- Educational consortium (platform created by city to meet)  
#6 – Training professionals to work with students and citizens  
Collaborative effort with disability service areas in institutions  
Thriving – Big Word  
WPHS students become part of community  
School Choice Bill – impact on community  
Do not have to do things the way they have always been done (encourage open-mindedness in different possibilities)  
Collaborative efforts (enrichment program)  
Chamber Youth Leaders

---

## DISCUSSION WRAP UP/ RECAP

Macro

Reflect the changes of the world

Educator's Consortium #9

SYEP

Inclusion – Word of the Day

All residents find a place that is relevant

Population Diversity (Education Consortium, share out info)

Encouraged with like-minded educators \*Inclusion is important!

New library – strong statement of embracing learning

Consortium has potential

City to continue to focus on children and families

Remember the whole family (example is Rollins CDC open @ night;  
library - new course for new parents)

SYEP student

Inclusion is exciting (include not being inclusive access to WP)



# Focus Group

# Summary



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## FAITH-BASED ORGANIZATIONS

Shawn Garvey

City staff described the City's Vision and how it sets the stage for future generations. Outreach has extended to thousands of people, and through that process has determined 9 Vision Themes and a number of supporting Vision Statements. Included within this outreach have been city-wide public involvement and Steering Committee, and also local focus groups and neighborhoods. These Vision Themes are based on how we define ourselves: our range of development; how we move around; to connecting to nature; to fostering our younger generations; interconnecting education with various institutions and businesses; our healthy community; investing in the future; and promoting community engagement.

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## ATTENDEES

To be added

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## GENERAL COMMENTS/ DISCUSSION

"A Brick Village Thoughtfully Built to Invite the Future Comments" could use improvement, - maybe a "quaint and unique place"

"A Means to Get Around" is important

Acquire the post office property to create a new amenity

Allow more community gathering areas around churches and other places

Improve streetscape, include a parking structure and connect to transit stations on New York Avenue

Many faith based groups are land locked. Expansion (such as reading rooms) is based on adding programs, but limited due to parking issues.

Use of common space to hold other spiritual functions

The architecture of churches and the grounds is important - how the buildings fit into the overall community

Faith-based organizations must be viewed as a business, and be incorporated within all themes that relate to business

Great that the steering committee, looked up each member to start a collaboration

07 April 2016, 12:00 pm - 2:00 pm  
Winter Park Welcome Center

Faith-Based Organizations Focus Group Summary 1

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## GENERAL COMMENTS/ DISCUSSION (CONT.)

Can use this as a basis for collaboration; a great example of Theme #9, Promote, expand community involvement

This is a common challenge among all groups; and could bring all religions together; could help transcend the issue of race or gentrification; could rely on the work of a non-profit organization

This is great, whoever came up with this idea of bringing in the faith based communities and other groups is awesome

This faith-based component is part of Winter Park, all have the intent of giving back to the community





# *For the Love of* WINTER PARK

Steering Committee  
Meeting Packet  
May 2016

1

A Community-  
Developed  
Process

2

Communicated  
Through  
Community  
Advocates

3

Where are We  
Now?  
Where are We  
Going?

4

Where do We  
Want to Go?

5

How do We Get to  
Our Destination?

6

For the Love of  
Winter Park



# Steering Committee *Agenda*

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## 1. EDUCATION

### Welcome

SC Meeting Summaries #9 and #10, with Updated Focus Group Summaries

### Review of Revised Vision Themes and Statements

SC members will receive the revised Vision Themes and Statements beforehand, and be asked to highlight those that they would like to discuss at the SC Meeting. Background information including summarized comments heard through the online survey, Focus Group meetings, and neighborhood meetings will be provided.

---

## 2. EXERCISE

### DAY 1

#### Revised Vision Themes and Vision Statements Exercise (Part I)

Based on SC responses to the revised Vision Themes and Statements, SC members will break into groups to answer the following questions:

- What is missing?
- Do any statements need adjustment?
- Do any statements need to be more compelling (more detail) based on review of public comment?

The group will provide final direction on the 6 Vision Themes and Vision Statements.

#### Overall Vision Statement Homework (Part II)

The group will also be asked if they would like to develop an overarching vision statement based on the approved Vision Themes.

### 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."

04 May 2016 and 05 May 2016  
5:00 pm - 7:00 pm  
Winter Park Community Center

# Steering Committee

# Agenda

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## EXERCISE, CONTINUED

### DAY 2

#### Overall Vision Statement (Part I)

Based on the approved Vision Themes, the group will identify an overall vision for the plan.

#### Recommendations By Theme (Part II)

The SC will break into small groups, and provide the largest recommendations to achieve each Vision Theme. The groups will consider public recommendations to date as part of their discussion.

#### Where Do Our Recommendations Live? (Part III)

The SC will brainstorm to determine what form these recommendations should take within the Plan.

---

## 3. HOMEWORK/ OUTREACH

Public Workshops (17 - 19 May 2016)

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## 4. PUBLIC COMMENT



# SC Meeting #11

## Summary

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### CALL TO ORDER

#### Welcome

The meeting was called to order at 3:09 pm.

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### ATTENDEES

**Committee Members Present:** John Gill, Jeffrey Blydenburgh, Scott Bodie, John Caron, Michael Dick, Dykes Everett, Sharon Line-Clary, Patty Maddox, Peter Schreyer, David Strong, Bill Sullivan, Pitt Warner

**Staff Members Present:** Dori Stone, Kyle Dudgeon

**Consultant Team Members Present:** Bruce Meighen, Megan Moore, Heather Roberts, Clif Tate

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### 1. EDUCATION

#### Welcome

**SC Meeting Summaries #9 and #10, with Updated Focus Group Summaries  
Review of Revised Vision Themes and Statements**

Ensure that elected officials' values are integrated into the statements.  
Strengthen the statements of diversity regarding income levels  
Keep statements broad enough  
concentrating on people adapting to the city; or the city adapting to the people

activities, options, health,

SC members will receive the revised Vision Themes and Statements beforehand, and be asked to highlight those that they would like to discuss at the SC Meeting. Background information including summarized comments heard through the online survey, Focus Group meetings, and neighborhood meetings will be provided.

#### Appeals + Assistance

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04 May 2016 and 05 May 2016  
5:00 pm - 7:00 pm  
Winter Park Community Center

# Steering Committee

# Agenda

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## 2. EXERCISE

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#### Overall Vision Statement Homework (Part II)

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---

## EXERCISE, CONTINUED

### DAY 2

#### Overall Vision Statement (Part I)

Based on the approved Vision Themes, the group will identify an overall vision for the plan.

#### Recommendations By Theme (Part II)

The SC will break into small groups, and provide the largest recommendations to achieve each Vision Theme. The groups will consider public recommendations to date as part of their discussion.

#### Where Do Our Recommendations Live? (Part III)

The SC will brainstorm to determine what form these recommendations should take within the Plan.

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## 3. HOMEWORK/ OUTREACH

Public Workshops (17 - 19 May 2016)

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## 4. PUBLIC COMMENT



# Outreach Summary

# Update

## OVERALL WEBSITE PARTICIPATION NUMBERS

804

Website Registrations/ User Accounts

411

Phase 1 Survey Respondents

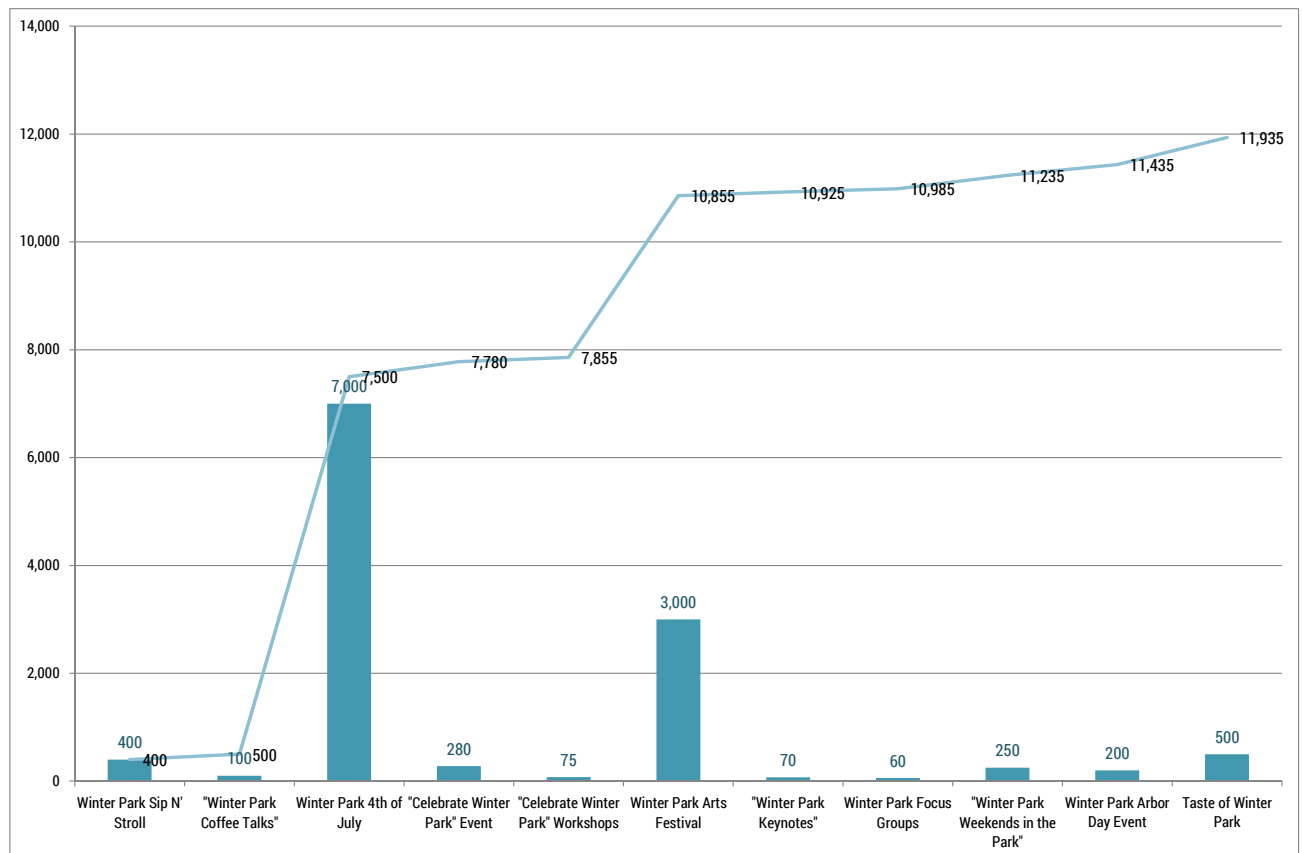
141

Phase 2 Survey Respondents

163

Phase 3 Survey Respondents

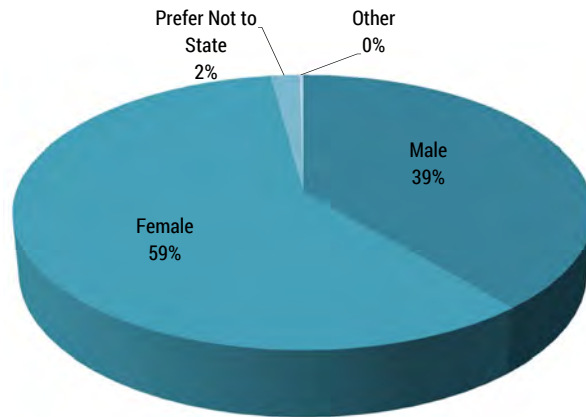
## EVENT PARTICIPATION, As of 25 April 2016



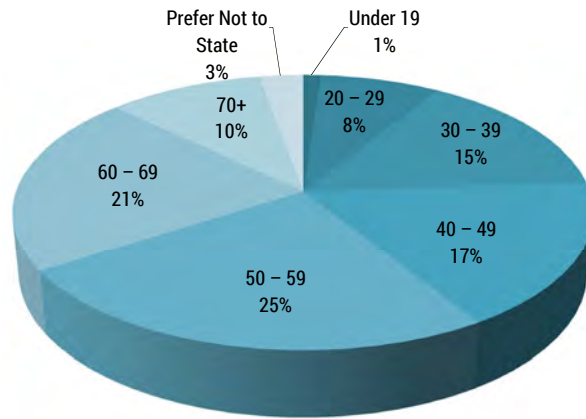
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## DEMOGRAPHIC INFO, As of 25 April 2016 + Based on 804 User Accounts

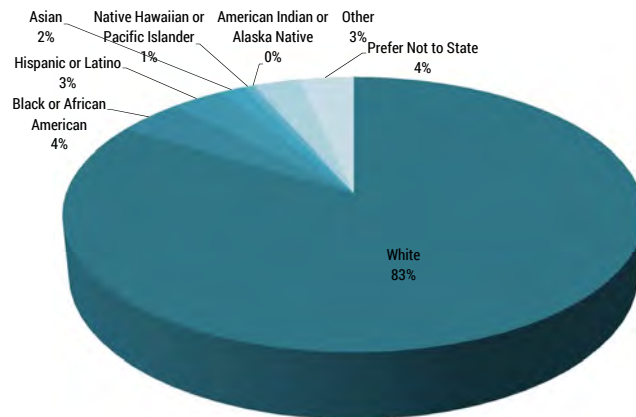
### Sex



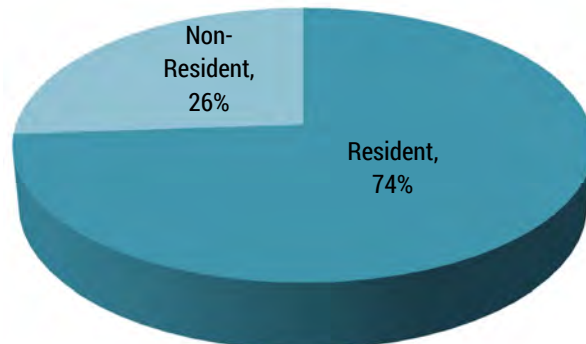
### Age



### Race/ Ethnicity



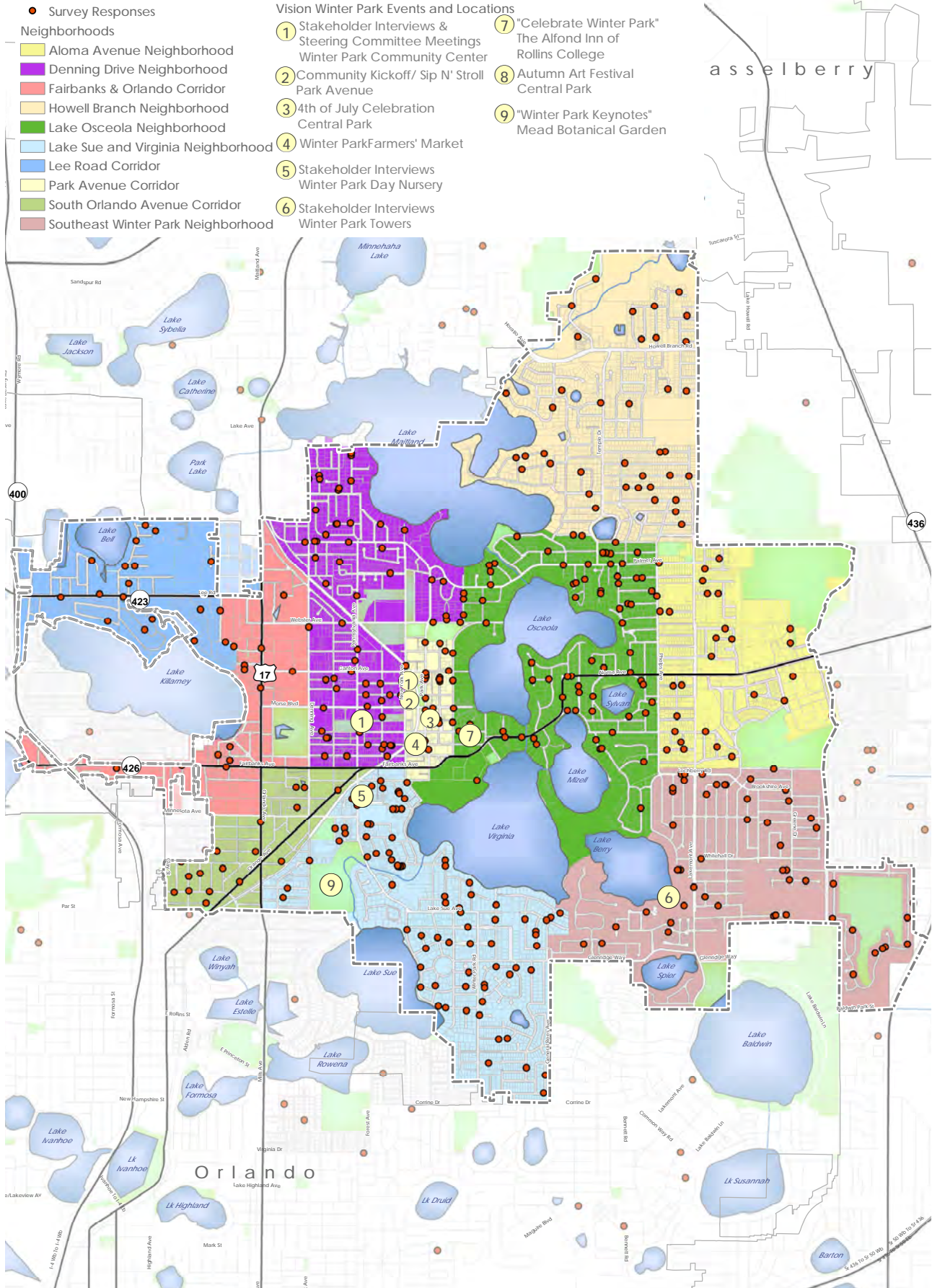
### Resident/ Non-Resident





## RESPONDENT + EVENT LOCATIONS, As of 25 April 2016 + Based on 804 User Accounts

### Winter Park Neighborhoods, Survey Responses, and Vision Events



# SC Meeting #9

## Summary

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### CALL TO ORDER

#### Welcome

The meeting was called to order at 3:09 pm.

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### ATTENDEES

**Committee Members Present:** John Gill, Jeffrey Blydenburgh, Scott Bodie, Steve Castino, Michael Dick, Dykes Everett, Sharon Line-Clary, Patty Maddox, Peter Schreyer, Bill Sullivan, Pitt Warner, Rebecca Wilson

**Staff Members Present:** Dori Stone, Kyle Dudgeon, Laura Neudorffer,

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### EDUCATION

#### SC Meeting #8 Summary Approval

Meeting Summary #8 was approved by Rebecca Wilson and Steve Castino.

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### EXERCISE

#### Focus Group Meetings Logistics

Staff and SC members reviewed logistics, materials, scheduling, and instructions for hosting the Focus Group workshops. 6 Focus Groups have currently been scheduled. Still need to schedule the Businesses outside of Park Avenue, Education, and Youth Groups.

Rooms have been booked at the Winter Park Civic Center on March 16th and 17th, and available time slots still remain to accommodate additional groups. The Park Avenue Businesses Group, run by Rebecca Wilson will be conducted at the PAMA meeting.

Dori Stone provided an overview of the boards that the Focus Groups will have at the meetings in order for those attending to rank the Vision Themes. City staff will provide a handout as well with all Vision Themes and Statements listed.

The purpose of these meetings is to discuss the Vision Themes and Vision Statements, and identify implementation items for each. Discussion revolved around whether using a packet or powerpoint may be better, and it was left up to the Focus Group hosts to decide which media they would prefer, and alter their agendas and meeting details as they preferred..

08 March 2016, 3:00 pm - 4:30 pm  
Winter Park Civic Center  
SC Meeting #9 Summary 1



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### 3. HOMEWORK/ OUTREACH

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### PUBLIC COMMENT

#### Neighborhood Meetings Sign Up:

Dori Stone gave a brief overview of the Neighborhood Meetings as well, planned for April 2 and 3 in a number of parks around the City.

SC members were asked to sign up for one or more timeframes and venues for assistance with "Weekends in the Park", as 4 - 5 people are anticipated to be needed for each location. Co-Creators have also been enlisted to help over the course of the weekend.

#### Focus Group Meetings/ Neighborhood Meetings (March 16 and 17)

#### Neighborhood Meetings "Weekends in the Park" (April 2 and 3)

#### SC Meeting #10 (07 April 2016):

Report Back on Focus Group Meetings

Report Back on Neighborhood Meetings

There was no public comment. The meeting was adjourned at 4:03.

# SC Meeting #10

## Summary

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### CALL TO ORDER

#### Welcome

The meeting was called to order

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### ATTENDEES

**Committee Members Present:** John Gill, Jeffrey Blydenburgh, Scott Bodie, Steve Castino, Michael Dick, Dykes Everett, Steve Goldman, Marketa Hollingsworth, Sharon Line-Clary, Patty Maddox, Garrett Preisser, Peter Schreyer, Bill Sullivan, Pitt Warner, Rebecca Wilson

**Staff Members Present:** Randy Knight, Dori Stone, Kyle Dudgeon, Laura Neudorffer

**Consultant Team Members Present:** Bruce Meighen, Heather Roberts

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### EDUCATION

**SC Meeting #9 Summary Approval:** Meeting approval was held until May

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### EXERCISE

**Focus Group Meetings Report Back:** SC members gave a report back on the top three key topics and/or issues discussed at their respective Focus Group Meetings:

**Planners + Architects:** Jeffrey Blydenburgh

- Connectivity to both nature and people/mobility
- Generational appeal

**Community Organizations + Foundations:** Jeffrey Blydenburgh

- Community leaders
- Collaboration needs more disruptive innovation
- Non-profit/network encore careers

**Arts + Culture:** Peter Schreyer

- Arts & Culture brand for Winter Park
- Needs to be included within the Vision Themes
- Consortium (reconnect locals; engage with tourists/increase the time they spend in Winter Park)

#### Appeals + Assistance

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07 April 2016  
3:00 pm - 5:00 pm  
Winter Park Civic Center, Room D  
SC Meeting #10 Summary 1



**Health + Wellness:** Sharon Line Clary, Patty Maddox

- Inspire health and wellness and safety
- Lifelong
- Whole-person care (emotional)
- Live 10 years longer/increase life expectancy

**Neighborhood/ HOA:** Michael Dick

- Development/Growth (affordable housing; human-scale village)
- Sustainability (water quality; lake access; nature)
- Recreation

**Retail:** Rebecca Wilson

- Parking garage aesthetics
- Safety/security
- Transportation (trains/bikes/bike share/pedestrians)

**Education:** John Gill

- Diversity
- Inclusion
- Accessibility
- Educational collaboration

**Faith-Based Organizations:** Rev. Shawn Garvey

- Collaboration among leaders (facilitator, and involvement in the community)
- Part of the City
- Business (parking)

### Neighborhood Meetings Report Back

Dori Stone provided updates on the “Weekends in the Park” results. 121 surveys were received over a two-day period. Additional meetings will be held over the next few weeks, and are included in Next Steps, below.

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## HOMEWORK/ OUTREACH

“Weekends in the Park” (9 - 11 am, 23 April at Harland Park, and Howell Branch Preserve)

Arbor Day (10 April)

Taste of Winter Park (20 April)

Farmers’ Market (TBD in April)

SC Meeting #11 and #12 (1st week of May 2016)

Public Workshops (17 and 18 of May 2016)

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## PUBLIC COMMENT

There was no public comment. The meeting was adjourned at 4:35.

# Focus Group

# Summary



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## ECONOMIC DEVELOPMENT ADVISORY BOARD

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### ATTENDEES

To be added

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### GENERAL COMMENTS/ DISCUSSION

John Gill, John Caron, Dori Stone, (others to be added)

Business Development's best representation is represented by Vision Themes 1, 2 or 3

Economic development runs through all themes

Clarity and cohesion from staff to elected officials is important in regards to the vision, comprehensive plan, LDR

Tension of Historic Preservation vs. Development is evident in language

Accepted level of growth', 'sensitive density' needs to be clarified

Themes should, in general, not constrain but lift/aspire

Business > development (word use)

Business growth means increases in intellectual capital, arts and culture

Outside of #1, nothing addresses work, or the term working

New theme may work better than weave in economic development

For some, their prism is only downtown WP, the term village may be a reflection of that

Recognize there are multiple constituents outside downtown

Themes are 'ripe with caution, short of inspiration'

Maybe the question should be how can we be a 'world class village'

Agreement in areas outside CBD that some change in development is good

If we were to use the Alford Inn as a standard, would it meet all of the Vision Themes



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## DISCUSSION WRAP UP/ RECAP

Library expands the limits of Downtown

Just because of our geographic location, we will grow

From a developer perspective, we are redeveloping, no 'greenfields'

Themes should not just be for downtown. Need to address the, 'how do you know when you're in WP'

Look & feel = design standards

What discourages us from putting Alford on 17-92?

"When Rollins gives you directions, they say take Princeton, not Lee or Fairbanks

Clear, simple design standards then let the market take over

We want better (Lakeside, Lakeside Crossing)

Be careful with traffic; no neighborhood pass-throughs

A 'Wall of Affluence' is being created around Downtown which limits inclusion/diversity

Identify more areas for special treatment; entitlements, etc.

Land that affects us is annexable

Change is easy; improvement is hard

Vision statements should be used as a scorecard (e.g. Alford)

Create a package of standards to ensure the Winter Park feel

Manage growth with Winter Park's values

Look at areas/corridors holistically

Should the vision statements avoid argument or provide direction

# Focus Group

# Summary



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## REAL ESTATE + DEVELOPMENT

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### ATTENDEES

Pitt Warner, Dan Bellows, Daniel Butts, Drew Hill, Allan Keen, Mark Squires, Mike Winn

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### GENERAL COMMENTS/ DISCUSSION

Don't like village persona – more than that  
Front parking is an issue – ugly  
Need a carrot and stick approach to parking garages  
Example that 17-92 was ripe for redevelopment (Once in a lifetime opportunities existing i.e., Mt. Vernon; could have done better)  
Developers need to voluntarily commit to better development  
Conditional use process should place conditions that make better development happen  
City didn't care  
Example of Maitland – different  
Whole foods didn't take existing approved development into account  
Lee Road ext. will fail  
City had an opportunity to do it right and dropped the ball  
Whole Foods – city didn't take advantage of that opportunity  
Comp Plan is a big issue  
Plenty of chances for city to do upgrades  
Look at incentives to encourage improvements – Pennsylvania – bricking and street lighting to cut developer costs to improve area  
Correct Comp Plan to incentive better development  
Take vision and create statements that are meaningful  
Look at a welcoming process for creative, unique planning

21 April 2016, 8:30 am - 10:30 am  
Real Estate + Development Focus Group Summary 1



Winter Park should have a unique set of rules and opportunities  
 It's not easy to build "crap"  
 Desire a town architect that can work with developers to ensure quality  
 Architect to look at design standards, details, scale and landscaping  
 Want the "right" thing for WP  
 Flexibility is important and we need a creative code  
 Look at PD  
 Loosen the Comp Plan, tighten the LDC  
 Flexibility may scare people – replace with creative  
 Apply creativity to development process so that rubberstamping projects doesn't work  
 City should be able to ask for things  
 Comes down to an issues of TRUST  
 Need a vision statement that play s on the theme of creativity  
 Paseo/Trader Joes started the poor development trend  
 May cost more to care about the development process  
 Design standards are important  
 Through conditional use projects, the city should get quality projects  
 City needs to make deals that bring quality  
 Comp Plan was made more restrictive for a purpose  
 Can't let any project go – takes too much to fix a bad project  
 Came up with vision statements that steer towards great development  
 Allow developers to negotiate with the city  
  
 Look at smaller luxury that currently doesn't meet code – carriage houses, smaller units, higher density  
 Example of development options – Charlotte NC – developers and staff gather around a table and hammer out a project – developers pays a fee for service and it's done  
 Integrate into neighborhoods is important – standard models in transitional areas don't work  
 Vision statements should support a process of identifying zones to show how it works and what benefits the city can get from transition.  
 Density and height need to translate into property  
 More affordable options in housing need to be integrated  
 WP will never be inexpensive

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## DISCUSSION WRAP UP/ RECAP

By better planning, opposition can be up front when zones are designed rather than when project is designed and in process Need to look at generational appeal

City doesn't allow neat stuff to be built – too much fear

Process needs to mean something – ability to allow property owners to develop at or higher density and height today with character, scale, landscaping. It needs to be reasonable for the city to say no.

Incentives for developers would be nice to promote transition to help spur redevelopment. A study to look citywide to stop the fight about growth is needed and allows everyone to work together.

Flexibility is key to building great projects. Ad-hoc project should be negotiated. Look for FAR relief

We don't have adequate zoning for multi-family projects. Need to look at transitional areas

Allow flexibility in the Comp Plan with tradeoffs for developers. This would allow more downsizing options in housing.

Winter park needs the opportunity to transition. Develop with intentional appeal, adding density to support generational options.

City needs to be more intentional through study in the type of districts that spring up. Come up with incentives

Staff needs to talk to each other and create a program like DRC to meet and talk to developers as a group.



# Focus Group

# Summary



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## PLANNERS + ARCHITECTS

Jeffrey Blydenburgh

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## ATTENDEES

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## GENERAL COMMENTS/ DISCUSSION

The group felt that the visioning process was good but to what end. There was a lot of discussion about visual preference and what the terms in the themes mean (neighborhood, village, urban). They each gave a meaningful place to look for design. They also feel that they and others need to ensure that the city gets great design in some format..

Brooks Weiss, Larry Adams, John Cunningham, Michael Wenrich

Generations > Able to afford to live here?

City Role in Development

Where are the Arts & Culture

#2 > Scale to be added

Add a 10th Theme with process to ensure Visioning

Urban Design > Pedestrian Connectivity

Urban Design > Functionality

Portland > Pearl District

- Parks provide connections, small is still great
- Gateways are good but not pedestrian friendly

Tree canopy > parking lot design

Look at challenges/problems

A lot of controversy about development-oriented

- HP
- Form codes

Millennials changing the landscape

How does the community get into the details

NO big ideas > parking drives projects > create fluid options that “not’s” about a car

16 March 2016, 5:30 pm - 7:30 pm

Winter Park Civic Center

Planners + Architects Focus Group Summary 1

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## GENERAL COMMENTS/ DISCUSSION (CONT.)

Development process needs review to be current

Every garage surrounded by public use

Something happens beyond the words

Ideas reflecting changes

Pedestrians = Human Scale

How does WP reconnect with the human scale?

Real estate facilities task force

Visual Examples of design standards

Develop a process to allow higher design

Pattern books for pedestrians, building examples

Vision is missing visuals

Policy statements with incentives

Process to make policies flexible and desirable

Where's Connectivity?

- Connect to nature
- park connectivity
- sidewalks

Design charrettes > part of Comp. Plan

- Look at themes to expand and create
- Piece that's missing in process

Where is the design process???

Quarterly development meetings

Extraordinary design and planning

Enforce our rules

How do you do something new?

ID 3 to 4 areas that can be bold and developed distinctly

Combine private sector resources before approval > provide metrics

\*\*\*\*\*After Vision, pre-Comp Plan, identify and promote select areas in the City\*\*\*\*\*

Add Visual examples beyond statements

Professional Input > ad hoc group to look at standards and plans



# Focus Group

## Summary



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### COMMUNITY ORGANIZATIONS + FOUNDATIONS

Jeffrey Blydenburgh

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### ATTENDEES

To be added

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### GENERAL COMMENTS/ DISCUSSION

They emphasized the need to think small and recognize the business model around foundations. Both participants had been in the city for a number of years and thought that the community needed to remember its roots and redesign its collective humanitarian help on a more personal scale.

Two representatives were present to discuss the mission and importance of foundations within the city.

#### Support Small Organizations

- Focus on meaningful causes
- Provide critical funding for youth-oriented groups such as Scouts and WP Day Nursery, etc.

Ensure community support obligation to children to help escape poverty

Recognize multi-cultural as well as multi-generational features

Recognize inter-generational contributions

Rollins plays a key role in Senior activities

#### Transportation

- Efficient
- Low-cost
- How do we get around?

#### ITN > International Transportation Network

- Assistance Based

#### Located in the heartbeat of WP

- Base of interest

#### In the business of Community

- Circle of business

#### Future Service Model (?)

17 March 2016, 8:00 am - 10:00 am

Winter Park Civic Center

Community Organizations + Foundations Focus Group Summary 1

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## GENERAL COMMENTS/ DISCUSSION (CONT.)

Vitality of New Detroit, New Brooklyn, Colorado Springs

- Make something Job Creation

Florida Chamber > 6 pillars

- Civic Government

Rollins – Philanthropy Institute

No one group has all the answers

- That's why there's community organizations, living lab of service

Great cities have museums, libraries, schools, civic structures attract people

NGO's working together > Jesse Ball Dupont center in Jax

- Non-profits pay rent (not market value)
- Space for makers

Better internet service

Accidental collisions make big things happen

- Provide space for big ideas

We need a place/organization for retired executives, professionals to work for the community

Place is less important than the attraction

Foundations need to make money, need returns

Disruptive innovation

- Social media development

The future is bright

- Focus on neighbors helping neighbors
- Social interaction

Identify and integrate each generation's focus/goals/investment

Volunteerism is lacking in the younger generation

Service above self

- Integration to themes

Winter Park is the leadership center of Central Florida

Relationship of Gov't. > NGO > Public > Gov't.

Eileen Fisher quilt from Apopka Farmworkers

In window: How can you support?

Word to tie themes together "Vitality"

Winter Park sets the tone

- Authenticity



# Focus Group

## Summary



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### ARTS + CULTURE

Peter Schreyer

The meeting discussed the place of arts and culture in Winter Park, the importance to the community and the desire to brand WP as an arts and culture hub. Recognizing the long history of the museums throughout the city started off the conversation. At the end, all the participants agreed that a unified marketing plan sponsored by the city or a private agency with the time and resources to market would be helpful. They also agreed that collaborating on events throughout the year provides reinforcement to the arts and culture scene in the city.

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### ATTENDEES

To be added

The Arts and Culture group consisted of \_\_ representatives.

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### GENERAL COMMENTS/ DISCUSSION

#### Age of Organizations

- Morse 75
- Bach 81
- Crealde 40

Why is it important to come to WP?

Hear from visitors every day

We are the City of Arts and Culture

Need to work on image, let the world know

WP not perceived as thriving arts

Create brand

People want to come here because of the Arts and Culture

Transformational experience

- Something inside moves with Arts and Culture

Arts and Culture needs to be a Theme!

Implied Arts and Culture is not enough

Work with existing tourism

Umbrella Organization

Copyright on work #Winter Park

17 March 2016, 12:00 pm - 2:00 pm

Crealdé Main Campus

Arts + Culture Focus Group Summary 1

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## GENERAL COMMENTS/ DISCUSSION (CONT.)

Heritage sets WP apart from the rest of Central Florida  
Multi-generational relationships with cultural venues  
Visitors are astonished by what's in WP Art is essential to life  
Why didn't the community make it a priority?  
Residents may not know, locals need more marketing  
If Arts and Culture is on the Logo, it needs to be a Theme  
The Community takes it for granted, residents don't know  
Cross-marketing is an important opportunity  
Add to the City e-blast for promotion and support  
Where is concerted effort?  
Joint Marketing/Community marketing is needed  
Consolidated piece that lists everything great to have  
Way to get revenues  
Where to go in WP  
Walkability  
Social Media  
Guests may come for just one thing, how do we expand on that?  
One promotional piece for everyone (website/paper map) > budget  
would be cheaper  
Can the City be a better partner? Chamber?  
It's not just about the tourists  
Arts and Culture is taken for granted!  
How do we make Art a part of people's lives?  
Citizen's Board > PAAB  
Invigorate PAAB to handle marketing, notice  
Cultural Consortium  
No themed presence into City with Arts and Culture brand > gateway  
opportunities  
Maps at key points  
How to move people > trolley system?  
Make roads more walkable, add more benches  
Remove cards to promote walking  
Keep media alive  
Arts and Culture are the cornerstone of walkability? Tie it together!  
City is not friendly to bicyclists and/or pedestrians

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## GENERAL COMMENTS/ DISCUSSION (CONT.)

Social media reaches out to an international audience

Think Local!

Engaging young people (diversity is key)

New transformative experience

Generational divide between Orlando and WP

Change the hours to make it work

Look for different opportunities

---

## DISCUSSION WRAP UP/ RECAP

Group that comes together and brings ideas to fruition, coordination

Paid staff to coordinate cultural activities, importance to make it work

Find a way to communicate better – City

The City could do more Arts and Culture that has been taken for granted

Collaborative, central > Celebrate heritage, uniqueness, and recognize what we have

Arts and Culture theme strategies

Having walkable map with everyone noted

Vision theme > core part of identification and appeal

Where is history/heritage in theme?

Reach out to multi-generational groups such as high schools

Thinking of future and today> reaching out to keep culture here

Long-range > great arts and culture

Marketing > walkability and non-walkability

Need to be a Theme # 1 bedrock of Arts and Culture > exciting, fresh experiences



# Focus Group

# Summary



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## HEALTH + WELLNESS

Sharon Line Clary, Patty Maddox

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## ATTENDEES

Sara Channing, Rosemary Laird, Diana Silvey, Deb Watson, Lisa Portelli, Jill Hamilton Buss, Eddie Needham, Michael Clary, Mitch Maulfair, Ken Bradley

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## GENERAL COMMENTS/ DISCUSSION

#3 – Not just pedestrians, but ‘all users’

#1 – Access to greenspaces: how is ‘play’ interpreted generationally?

#5 – ‘Aging in Place’

#3 – ‘Transportation options’

#7 – Longer and better life

#7 – Engagement: build a healthy community

Combined efforts towards wellness

Health in policy and practice

Symbol for health metrics? (button, pin, etc)

Health = safety

Continue small checks (fire alarms, etc.)

#2 – Public spaces over open spaces

Inspiring and activating public spaces

#6 – health not just about learning in institutions: enhancements to your health

Neighbors caring for neighbors

Place where people care about other people

Mind, body, soul: spiritual growth

Art has a healing process

17 March 2016, 5:30 pm - 7:30 pm

Winter Park Health Foundation

Health + Wellness Focus Group Summary 1

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## GENERAL COMMENTS/ DISCUSSION (CONT.)

Culture & expectations that we support each other  
'Organic living'  
Generational AND diversity/ethnicity  
Connectedness of neighborhoods: Safety  
Importance of emotional health  
Economic base for the future: services (delivery/quality)  
'Health before wealth'  
Access: (% of Primary Care Physician, appointment lead times)  
Building on health-related, successful events (Farmers market, Pink-out, 5Ks)  
Kiosks for health: Directory for health related items  
Medical/social rating scale (community level driven)  
Transportation: health means different things to different people/ages  
Access to basic health/wellness options. A matter of convenience  
'Free Range Kids'  
Connecting generations as a healing device  
Purpose for health: ex) volunteering/physical health  
Technology & health relationship: ex) genome mapping/preventative care  
Lifelong relationships to health  
Beacon Hill village: neighbors network case study  
Project Wellness  
Walking infrastructure=healthy communities  
...and socio-economic benefits  
Importance of mental/emotional health ex) alcohol consumption is higher in WP  
People 'in balance'  
Inverse relationship of diversity/affordability & economics  
Affordability of health  
Attract AND retain future generations  
Wifi connection in public areas: 'take your work with you..., but there's a balance'  
Residential co-ops (monitor each other's' health)  
Winter Park Portal: wifi access to connectors  
Aspirational statement: 'I would love to live in a place that...'

# Focus Group

# Summary



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## NEIGHBORHOOD/ HOA

Michael Dick

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## ATTENDEES

To be added

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## GENERAL COMMENTS/ DISCUSSION

There were six representatives at this focus groups. They discussed a number of the themes and felt that sustainability and safety were missing. They also addressed the importance of generations in the community and the need to provide many types of housing. Overall, the group felt that the themes were good but wanted to see a visual preference in what they mean and how they may be interpreted.

Missing: Sustainability should play a major role

Future Growth: Question about sustaining and growing, identifying what growth means

Responsible growth is good - reflecting entitlements

Maslow's Hierarchy of Needs (missing sustainability; tree canopy; clean water)

Safety: rise in crime/break-ins - Are we safe?

Recreation: where is it in the Vision Themes?

- Emphasize active uses
- Recreation facilities need improvement not organized madness
- Lake access

Compatible uses with recreational uses

What does growth mean?

- Words are esoteric
- Work on descriptions

Visual Preference - make it visual

Define and Design

Look at land area for growth, protecting what makes it WP

Sensitive use of density

17 March 2016, 5:30 pm - 7:30 pm

Winter Park Community Center

Neighborhood/ HOA Focus Group Summary 1



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## GENERAL COMMENTS/ DISCUSSION (CONT.)

Protect Winter Park as a destination; do not want rampant growth  
Take advantage of the rest of Central Florida, don't try to cover it all  
Make it easier to use recreation  
Community feel  
What opportunities exist? (i.e. Sun Rail, Golf Course)  
Improve quality of life  
Connectivity of bike lanes (Orlando emphasis)  
What does Technology mean?  
Relationship with other communities  
Guidelines for new development (complete streets; ped/bike; sensitivity to cost)  
Transit around town (should budget play a role?)  
Parking: garages and impacts  
Connect with Nature (fill up with buildings ex: Mead Gardens)  
Tree Farm (farm to table; economics and sustainability)  
Density needs definition (people/SF or acre; level/even term about what it means)  
Can have high density with village appeal (sensible development, tasteful)  
Create a benchmark for quality  
Architectural Task Force (form -based code)  
How do we stop homogeneous development? (David Weekly)  
Where do you want people to live? (younger stock)  
Where do young people live?  
Generational appeal  
Neighbor's network (seniors)  
  
If the City commits to workforce housing it can happen  
Add muscle to workforce housing  
Perceptions of large house is necessary (is a 4/3 necessary?)  
Parks (10 acres/1000 ppl – maintain)  
Protect wetlands (Howell Branch Road to protect)  
Add sense of community (WP has it)  
Keep community human scale  
Welcome Home (gathering space)

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## GENERAL COMMENTS/ DISCUSSION (CONT.)

Village captures human scale; can extend and make connections with other areas; village equals community creating pockets

Urban area coming into residential area

Diversity is not in themes (racial, age, economic)

#7 could go under another theme

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## DISCUSSION WRAP UP/ RECAP

As WP grows, get back as much or more as we give them

Concern is that Visioning stops

- Express passion and momentum to Commission

Support meaningful connections between themes

Sustain our future diverse mix

Preserve and enhance "IT"

- Sense of Community

Beautiful – sense of beauty within the city

- Sustainable is equal

# Focus Group

## Summary



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### RETAIL

Rebecca Wilson

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### ATTENDEES

To be added

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### GENERAL COMMENTS/ DISCUSSION

Anna Christmas, Mark Reid, Pam Ward, Timothy Bird, Ally Dickinson, Melanie Rose, John Dowd, Woody Woodall, Kaitlyn Gonzalez, Jody Lazar, Zach Alfson, Devin Hendrickson, Erika Spence, Kimberly Thevenin

Arts and culture needs to be included

Art needs to also have generational ties

Parking remains an issue and is not addressed

Demographics well represented on the Avenue, and needs to stay in the themes

Sunrail is slowly bringing more people to the Avenue

Auto-centric vs. pedestrian/bike-centric not addressed

Patrons looking for free parking.

They would pay if it was convenient

Sunrail should expand to nights and weekends

Altamonte/Mall of Millennia are our competitors locally and regionally

City events are good for the brand ,not always for sales

Events and road closures help some, not all, but depends on the event

Locals can drive sales while events are going on (Winter on the Avenue)

Safety on the Avenue should be a high priority including police presence, signs/notifications to deter crime

Parking garage design standards are a good idea if structure parking is the next phase

Garage should include local artists for murals, design, and/or light installations

Street performers are good....when they are good - integrate into the arts culture

Integration with schools



# Focus Group

# Summary



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## EDUCATION

John Gill

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## ATTENDEES

To be added

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## GENERAL COMMENTS/ DISCUSSION

Mike Armbruster, Tom Ott, Pam Cribb, Ali DeMaria, Cindy Bowman  
Lafronz, Tim Smith, Rosene Johnson, Mick Meyer

Rollins – Strategic Plan – Mirror City

Diversity, Inclusion, Globalization, Connectivity- regional, state, global  
integration

Rollins 5 year – change in demographics – diversity (decrease N & W;  
increase Texas, Florida)

Global Student – as residents (Manifestation into Vision?)

Keep intellectual capital in community (capture here)

Diversity – Big Word

Inclusion #3

Mobility for disabilities (revisit the way WP is constructed)

Accessibilities in learning institutions

Full Sail – huge global support (impact on WP; tech/cutting edge)

Affordable housing is needed (workforce housing)

Trends – WP Tech – Placements outside WP (thoughts: can't afford to  
live here far removed from possibility of live/work)

High School Diversity (reflects diversity & cultural differences; continue  
to accept/embrace diversity)

Tourism to embrace diversity (how do we change the landscape; Rollins  
– international parents)

Rollins in partnership with India (liberal arts; opportunity for commerce  
in WP)

Domestic Diversity (safe & welcome)

06 April 2016, 11:30 am - 1:30 pm  
Winter Park Welcome Center  
Education Focus Group Summary 1

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## GENERAL COMMENTS/ DISCUSSION

Diversity means different things to different people  
Education needs to build dreams and build viability in those dreams  
Tech Express (seamless approach between tech & Valencia)  
Create an environment where people can see their dreams (anyone can make it; create believable dreams)  
Education is about community  
Breakdown class system (make it visible, plausible, and part of the mission)  
Work together & start as early as possible (need very early start – whole community)  
Resources (people) to help kids get ready for school and life  
Obligation to help parents succeed  
Cradle to Career (mis-perception that college is the only way to success)  
Mindset to what we do from high school “what college are you going to?” to “what career do you want?”  
Define success (success is kids graduating and going forward to be productive citizens)  
Over-riding thought of vision process: we care about people  
Potential of interactive, collaborative work (Orange Technical College)  
Highlight people matter. There are great things in place. Use creative ideas to inspire more  
Unique opportunity-based on number of institutions  
Look at education as a whole family

#6 – Intentional relationships - \*Tangible result- Educational consortium (platform created by city to meet)  
#6 – Training professionals to work with students and citizens  
Collaborative effort with disability service areas in institutions  
Thriving – Big Word  
WPHS students become part of community  
School Choice Bill – impact on community  
Do not have to do things the way they have always been done (encourage open-mindedness in different possibilities)  
Collaborative efforts (enrichment program)  
Chamber Youth Leaders

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## DISCUSSION WRAP UP/ RECAP

Macro

Reflect the changes of the world

Educator's Consortium #9

SYEP

Inclusion – Word of the Day

All residents find a place that is relevant

Population Diversity (Education Consortium, share out info)

Encouraged with like-minded educators \*Inclusion is important!

New library – strong statement of embracing learning

Consortium has potential

City to continue to focus on children and families

Remember the whole family (example is Rollins CDC open @ night;  
library - new course for new parents)

SYEP student

Inclusion is exciting (include not being inclusive access to WP)



# Focus Group

# Summary



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## FAITH-BASED ORGANIZATIONS

Shawn Garvey

City staff described the City's Vision and how it sets the stage for future generations. Outreach has extended to thousands of people, and through that process has determined 9 Vision Themes and a number of supporting Vision Statements. Included within this outreach have been city-wide public involvement and Steering Committee, and also local focus groups and neighborhoods. These Vision Themes are based on how we define ourselves: our range of development; how we move around; to connecting to nature; to fostering our younger generations; interconnecting education with various institutions and businesses; our healthy community; investing in the future; and promoting community engagement.

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## ATTENDEES

To be added

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## GENERAL COMMENTS/ DISCUSSION

"A Brick Village Thoughtfully Built to Invite the Future Comments" could use improvement, - maybe a "quaint and unique place"

"A Means to Get Around" is important

Acquire the post office property to create a new amenity

Allow more community gathering areas around churches and other places

Improve streetscape, include a parking structure and connect to transit stations on New York Avenue

Many faith based groups are land locked. Expansion (such as reading rooms) is based on adding programs, but limited due to parking issues.

Use of common space to hold other spiritual functions

The architecture of churches and the grounds is important - how the buildings fit into the overall community

Faith-based organizations must be viewed as a business, and be incorporated within all themes that relate to business

Great that the steering committee, looked up each member to start a collaboration

07 April 2016, 12:00 pm - 2:00 pm  
Winter Park Welcome Center

Faith-Based Organizations Focus Group Summary 1

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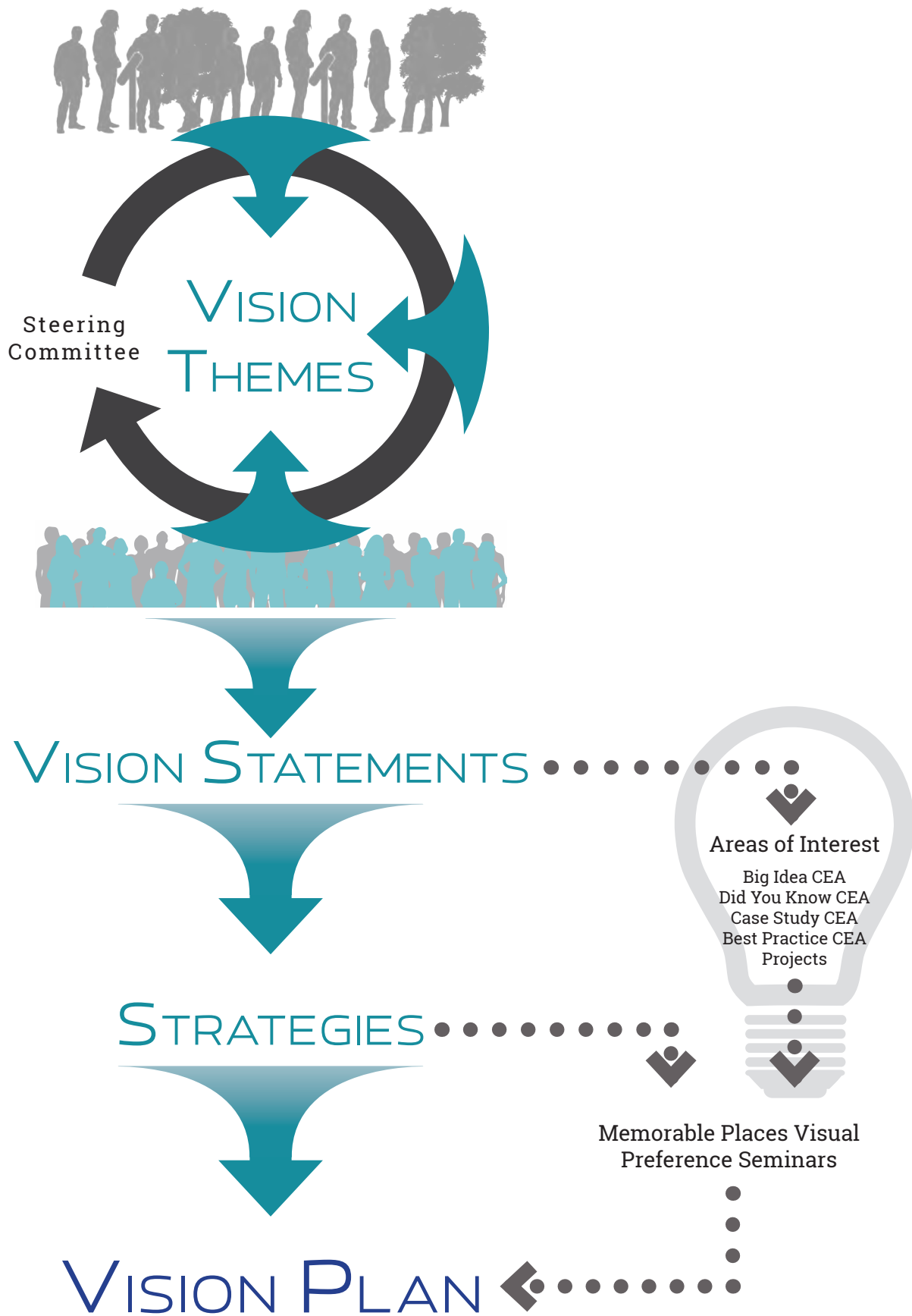
## GENERAL COMMENTS/ DISCUSSION (CONT.)

Can use this as a basis for collaboration; a great example of Theme #9, Promote, expand community involvement

This is a common challenge among all groups; and could bring all religions together; could help transcend the issue of race or gentrification; could rely on the work of a non-profit organization

This is great, whoever came up with this idea of bringing in the faith based communities and other groups is awesome

This faith-based component is part of Winter Park, all have the intent of giving back to the community







# *For the Love of* WINTER PARK

Steering Committee  
Meeting Packet  
May 2016

1

A Community-  
Developed  
Process

2

Communicated  
Through  
Community  
Advocates

3

Where are We  
Now?  
Where are We  
Going?

4

Where do We  
Want to Go?

5

How do We Get to  
Our Destination?

6

For the Love of  
Winter Park

[visionwinterpark.org](http://visionwinterpark.org)

# Steering Committee *Agenda*



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## 1. EDUCATION

### Welcome

SC Meeting Summaries #9 and #10, with Updated Focus Group Summaries

### Review of Revised Vision Themes and Statements

SC members will receive the revised Vision Themes and Statements beforehand, and be asked to highlight those that they would like to discuss at the SC Meeting. Background information including summarized comments heard through the online survey, Focus Group meetings, and neighborhood meetings will be provided.

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## 2. EXERCISE

### DAY 1

#### Overall Vision Statement

Based on the approved Vision Themes, the group will identify an overall vision for the plan.

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## EXERCISE, CONTINUED

### DAY 2

#### Recommendations By Theme (Part I)

The SC will break into small groups, and provide recommendations to achieve each Vision Theme. The groups will consider public recommendations to date as part of their discussion.

#### Where Do Our Recommendations Live? (Part II)

The SC will brainstorm to determine what form these recommendations should take within the Plan.

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## 3. HOMEWORK/ OUTREACH

### Public Workshops

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## 4. PUBLIC COMMENT

### 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."

17 May 2016 and 18 May 2016  
400 pm - 6:00 pm  
Winter Park Community Center



# SC Meeting #11 + #12

## Summary

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### ATTENDEES

#### DAY 1, SC MEETING #11

**Committee Members Present:** John Gill, Jeffrey Blydenburgh, Scott Bodie, John Caron, Michael Dick, Dykes Everett, Sharon Line-Clary, Patty Maddox, Peter Schreyer, David Strong, Bill Sullivan, Pitt Warner; **Staff Members Present:** Dori Stone, Kyle Dudgeon; **Consultant Team Members Present:** Bruce Meighen, Megan Moore, Heather Roberts, Clif Tate

#### DAY 2, SC MEETING #12

**Committee Members Present:** John Gill, Jeffrey Blydenburgh, John Caron, Michael Dick, Dykes Everett, Steve Goldman, Marketa Hollingsworth, Patty Maddox, Pitt Warner, Rebecca Wilson; **Staff Members Present:** Dori Stone; **Consultant Team Members Present:** Bruce Meighen, Megan Moore, Joe McGrane, Heather Roberts, Clif Tate

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### EXERCISE

#### Review of Revised Vision Themes and Statements

The group was presented with a series of refined Vision themes and Vision Statements based on comment at Focus Group meetings and the Weekends in the Park events and online surveys. Over the two-day meeting period, the exercise focused on review and refinement of each Vision Theme and Statement by the larger group. The exercise and revisions are documented in the attached Vision Theme and Statements documents. The first being what was provided at the initiation of Meeting #11, with the subsequent documents highlighting the revisions made at each meeting, and then a final, clean version of the recommended changes.

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### HOMEWORK

SC members were asked to think about an overarching vision statement, as well as identify specific recommendations or projects and bring those ideas to the next set of meetings on May 17 and May 18.

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### PUBLIC COMMENT

None.

#### 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."

04 May 2016 and 05 May 2016  
5:00 pm - 7:00 pm  
Winter Park Community Center

# Refined Vision Themes + *Statements*

## **1. Celebrate Winter Park as an extraordinary place to live, work, learn, and play.**

- a. Plan and grow the community with high-quality development that honors the original design of our village core.
- b. Preserve the legacy of Winter Park as a safe, beautiful, and family-friendly environment.
- c. Recognize and protect our historic homes and cultural features throughout Winter Park.
- d. Preserve our character by reflecting a mix of traditional neighborhoods that have multigenerational appeal.
- e. Distinguish and expand the city's unique tourism market and national recognition by targeting public and private resources.

## **2. Plan our future based on an integrated mix of neighborhood, village, and urban character.**

- a. Recognize unique areas of the city and provide a creative planning process that ensures high-quality development while reflecting the context and heritage of the area.
- b. Design areas around the city that create inviting places for all generations.

- c. Provide opportunities to enhance walkability and open space within corridors through innovative design and integration.
- d. Protect and build on the local and unique brand and reputation of Park Avenue.
- e. Create a blueprint for business clusters in Winter Park that enhances economic development opportunities.

### **3. Improve our means to get around.**

- a. Promote connectivity between neighborhoods, schools, parks, and shopping districts to allow people to move efficiently and safely within our community.
- b. Design our transportation corridors to take advantage of new technology to move people safely.
- c. Promote and incorporate streetscapes within all commercial corridors to attract and improve the experience of walkers and bicyclers.
- d. Expand our fixed route transit system through facilities, service, and stops that link local destinations and connect us to the larger region.
- e. Create innovative parking solutions that reflect the quality and character of Winter Park.

### **4. Connect to nature.**

- a. Increase usable public and private green space through the design and development process.
- b. Recognize Winter Park for its inviting and active recreation and fitness amenities for the city's multigenerational residents and visitors.
- c. Expand and enhance passive open space recreation and park facilities that celebrate our natural features through innovative design and inspiration.
- d. Explore funding and maintenance of open green space within the village core, along commercial corridors, and within neighborhoods.



- e. Foster a sustainable public and private parks and open space system using state-of-the-art practices and techniques.
- f. Preserve our lakes as the crown jewels of Winter Park's natural system.

## **5. Retain a flourishing community of arts and culture.**

- a. Support our cultural institutions and the arts through the development of complementary improvements, marketing, events, and programs.
- b. Recognize the value of our unique arts and cultural venues and their connection to Winter Park's character and tourism.
- c. Integrate arts into all environments - our businesses, parks, neighborhoods, and institutions.
- d. Develop innovative partnerships to maximize the community's reach and budgets.
- e. Preserve and enhance the Winter Park brand through arts and culture.

## **6. Invest in our future through lifelong learning, collaboration, and investment in our community.**

- a. Promote lifelong learning by connecting and integrating our education and health institutions through continued collaboration.
- b. Create an environment that supports our College and educational institutions by crafting a healthy environment and creatively built community.
- c. Reinforce our community as a community that honors and invests in past and future generations.
- d. Maintain the city's high level of service through continued investment in public infrastructure and services to support our high-quality way of life and business environment.
- e. Promote a business environment that attracts a variety of unique businesses and clientele through infrastructure, recognition, and support.

# Refined Vision Themes + *Statements*

## 1. Celebrate Cherish and sustain Winter Park ~~Park's as an~~ extraordinary place to live, work, learn, and play quality of life.

~~a. Plan and grow the community with high-quality development that honors  
the original design of our village core.~~

~~b. a.~~ Preserve the legacy of Winter Park as a safe, beautiful, healthy,  
and family-friendly environment.

~~c. b.~~ Recognize and protect Honor our historic ~~homes~~ and cultural features  
throughout Winter Park.

~~Preserve our character by reflecting a mix of traditional neighborhoods that  
have multigenerational appeal.~~

~~Distinguish and expand the city's unique tourism market and national  
recognition by targeting public and private resources.~~

a. Preserve our tree canopy and lakes as the crown jewels of Winter Park's  
natural system.

b. Invest in a sustainable future that encourages and supports lifelong  
learning, healthy living, and daily connectivity to the natural world.

## 2. Plan our City's future based on an integrated mix of neighborhood, and village, and urban character.

- a. Recognize unique areas of the city and provide a creative planning process that ensures ~~high~~-quality development while reflecting the context and heritage of the area.
- b. Preserve our character~~diverse population~~ by reflecting a mix of traditional neighborhoods that have multigenerational appeal.
- ~~c. Design areas around the city that create inviting places for all generations.~~
- ~~d. c.~~ Provide opportunities to enhance ~~walkability~~ walking, biking, and open space within corridors through innovative design and integration.
- ~~e. d.~~ Protect and build on the local and unique brand and reputation of Park Avenue.
- e. Create a blueprint for business clusters in Winter Park that enhances economic development opportunities.
- f. Invest in innovative infrastructure to ensure that our means to get around is safe and efficient, through prioritization of pedestrians, bicyclists and transit users.. Promote connectivity between neighborhoods, schools, parks, and shopping districts to allow people to move efficiently and safely within our community.
- g. Foster a sustainable public and private parks and open spaces ~~system~~ using state-of-the-art practices and techniques.
- h. Increase the connection to nature by incentivizing public and private green space through the design and development process.

### ~~3. Improve our means to get around.~~

- a. ~~Promote connectivity between neighborhoods, schools, parks, and shopping districts to allow people to move efficiently and safely within our community.~~
- ~~b. Design our transportation corridors to take advantage of new technology to move people safely.~~



- ~~c. Promote and incorporate streetscapes within all commercial corridors to attract and improve the experience of walkers and bicyclers.~~
- ~~d. Expand our fixed route transit system through facilities, service, and stops that link local destinations and connect us to the larger region.~~
- ~~e. Create innovative parking solutions that reflect the quality and character of Winter Park.~~

#### ~~4. Connect to nature.~~

- ~~a. Increase usable public and private green space through the design and development process.~~
- ~~b. Recognize Winter Park for its inviting and active recreation and fitness amenities for the city's multigenerational residents and visitors.~~
- ~~c. Expand and enhance passive open space recreation and park facilities that celebrate our natural features through innovative design and inspiration.~~
- ~~d. Explore funding and maintenance of open green space within the village core, along commercial corridors, and within neighborhoods.~~
- ~~e-c. Foster a sustainable public and private parks and open space system using state-of-the-art practices and techniques.~~
- ~~f. Preserve our lakes as the crown jewels of Winter Park's natural system.~~

#### 5.3. ~~Preserve and enhance~~Embrace the Winter Park brand through a flourishing community of arts and culture.

#### ~~6. Retain a flourishing community of arts and culture.~~

- a. Support our cultural institutions and the arts through the development of complementary improvements, innovative partnerships, marketing, events, and programs.
- b. Recognize the value of our unique arts and cultural venues and their connection to Winter Park's character ~~and tourism~~as a destination.
- c. Integrate arts into all environments - our businesses, parks, neighborhoods, and institutions.

~~d. Develop innovative partnerships to maximize the community's reach and budgets.~~

~~e.d. Preserve and enhance the Winter Park brand through arts and culture.~~

**7.4. Invest in our future through lifelong learning, collaboration, and investment in our community's future generations.**

- a. Promote lifelong learning by connecting and integrating our education and health institutions through continued collaboration.
- b. Create an environment that supports our ~~College~~colleges, library, and educational institutions by crafting a healthy environment and creatively built community.
- ~~c.~~ Reinforce our community as a community that honors and invests in past and future generations.
- ~~e.d.~~ Foster collaboration among our citizens, elected officials and institutions to create extraordinary places and spaces.
- ~~d.e.~~ Maintain the city's high level of service through continued investment in public infrastructure and services to support our high-quality way of life and business environment.
- ~~e.f.~~ Promote a business environment that attracts a variety of unique businesses and clientele through infrastructure, recognition, and support.

# Refined Vision Themes + *Statements*

## 1. Cherish and sustain Winter Park's extraordinary quality of life.

- a. Preserve the legacy of Winter Park as a safe, beautiful, healthy, and family-friendly environment.
- b. Honor our historic and cultural features throughout Winter Park.
- c. Preserve-Steward and enhance our tree canopy and lakes as the crown jewels of Winter Park's natural system.
- d. Invest in a sustainable future that encourages and supports lifelong learning, healthy living, and daily connectivity to the natural world.

## 2. ~~Plan our City's future based on an integrated mix of neighborhood and village character.~~ Plan our growth through a collaborative process that protects our City's timeless scale and character.

- a. Recognize unique areas of the city and provide a creative-collaborative planning process that ensures quality development while reflecting the context and heritage of the area.
- b. Preserve-Support our diverse population with a mix of housing types and while respecting our by reflecting a mix of traditional neighborhoods ~~that have multigenerational appeal~~ character and scale.
- c. ~~Provide opportunities to enhance walking, biking, and open space within corridors through innovative design and integration.~~ Enhance walking.



biking, and recreational activities through an integrated network of open space.

d. Foster a sustainable public and private parks and open spaces using state-of-the-art practices and techniques.

e. Increase the connection to nature by incentivizing public and private green space through the design and development process.

e.f. Protect and build on the local and unique brand and reputation of Park Avenue.

~~f.g. Create a blueprint for business clusters in Winter Park that enhances economic development opportunities. Retain and attract businesses that enhance the quality and character of the City.~~

g.h. Invest in innovative infrastructure to ensure that our means to get around is safe and efficient, through prioritization of pedestrians, bicyclists, and transit users.

~~h.i. Foster a sustainable public and private parks and open spaces using state-of-the-art practices and techniques.~~

~~i.j. Increase the connection to nature by incentivizing public and private green space through the design and development process.~~

### 3. ~~Embrace~~ Enhance the Winter Park brand through a flourishing community of arts and culture.

- a. Support our cultural institutions and the arts through the development of complementary improvements, innovative partnerships, marketing, events, and programs.
- b. Recognize the value of our unique arts and cultural venues and their connection to Winter Park's character as a destination.
- c. Integrate arts into all environments - our businesses, parks, neighborhoods, and institutions.

**4. ~~Invest in our future through lifelong learning, collaboration, and investment in our community's future generations. Build and embrace our local institutions for lifelong learning and future generations.~~**

- a. Promote lifelong learning by connecting and integrating our ~~education and health~~ institutions through new and continued collaboration.
- b. Create an environment that supports our colleges, library, and educational institutions by crafting a healthy environment and creatively built community.
- ~~c. Reinforce our community as a community that honors and invests in past and future generations.~~
- ~~d. Foster collaboration among our citizens, elected officials and institutions to create extraordinary places and spaces.~~
- ~~e. Maintain the city's high level of service through continued investment in public infrastructure and services to support our high-quality way of life and business environment.~~
- ~~f. Promote a business environment that attracts a variety of unique businesses and clientele through infrastructure, recognition, and support.~~

# Refined Vision Themes + *Statements*

## **1. Cherish and sustain Winter Park's extraordinary quality of life.**

- a. Preserve the legacy of Winter Park as a safe, beautiful, healthy, and family-friendly environment.
- b. Honor our historic and cultural features throughout Winter Park.
- c. Steward and enhance our tree canopy and lakes as the crown jewels of Winter Park's natural system.
- d. Invest in a sustainable future that encourages and supports lifelong learning, healthy living, and daily connectivity to the natural world.

## **2. Plan our growth through a collaborative process that protects our City's timeless scale and character.**

- a. Recognize unique areas of the city and provide a collaborative planning process that ensures quality development while reflecting the context and heritage of the area.
- b. Support our diverse population with a mix of housing types and while respecting our traditional neighborhood character and scale.
- c. Enhance walking, biking, and recreational activities through an integrated network of open space.
- d. Foster a sustainable public and private parks and open spaces using state-of-the-art practices and techniques.
- e. Increase the connection to nature by incentivizing public and private green space through the design and development process.



- f. Protect and build on the local and unique brand and reputation of Park Avenue.
- g. Retain and attract businesses that enhance the quality and character of the City.
- h. Invest in innovative infrastructure to ensure that our means to get around is safe and efficient, through prioritization of pedestrians, bicyclists, and transit users.

### **3. Enhance the Winter Park brand through a flourishing community of arts and culture.**

- a. Support our cultural institutions and the arts through the development of complementary improvements, innovative partnerships, marketing, events, and programs.
- b. Recognize the value of our unique arts and cultural venues and their connection to Winter Park's character as a destination.
- c. Integrate arts into all environments - our businesses, parks, neighborhoods, and institutions.

### **4. Build and embrace our local institutions for lifelong learning and future generations.**

- a. Promote lifelong learning by connecting and integrating our institutions through new and continued collaboration.
- b. Create an environment that supports our colleges, library, and educational institutions by crafting a healthy environment and creatively built community.



# *Vision* WINTER PARK

Steering Committee  
Meeting Packet  
June 2016

1

A Community-  
Developed  
Process

2

Communicated  
Through  
Community  
Advocates

3

Where are We  
Now?  
Where are We  
Going?

4

Where do We  
Want to Go?

5

How do We Get to  
Our Destination?

6

For the Love of  
Winter Park



# Steering Committee *Agenda*



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## 1. EDUCATION

### Welcome

### SC Meeting Summary Approval

### Review of Revised Vision Document

SC members will receive the revised Vision document beforehand for review.

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## EXERCISE

### Final Vision, Vision Themes, and Vision Statements Approval

The SC will be asked for their final sign off on the Vision, Vision Themes, and Vision Statements that have been developed and refined over the course of the past six months, and seven SC meetings.

### Recommendations By Theme

SC members will receive an overall list of the updated recommendations (big ideas/ projects) (those submitted by the public and fellow SC members) for review prior to the meeting, as part of this packet, and that have been provided at the last two meetings. Recommended inclusions of generalized big ideas are included as part of Chapter 4 of the Vision document.

As part of the exercise, the consultant will walk through a series of and confirm which big ideas or additional big ideas to include prior to the Chair and Co-Chair recommending adoption Vision Winter Park by City Council. Please note that all big ideas will be included in an Appendix.

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## 3. HOMEWORK/ OUTREACH

### Council Approval (*anticipated 11 July 2016*)

### Vision Room/ Vision Hub

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## 4. PUBLIC COMMENT

### 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."

9 June 2016  
3:00 pm - 5:00 pm  
Winter Park Welcome Center/  
Chamber of Commerce

# SC Meeting #13

## Summary

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### ATTENDEES

**Committee Members Present:** John Gill, Jeffrey Blydenburgh, Scott Bodie, Dykes Everett, Steve Goldman, Peter Schreyer, Bill Sullivan, Pitt Warner, Rebecca Wilson

**Staff Members Present:** Randy Knight, Dori Stone

**Consultant Team Members Present:** Bruce Meighen, Heather Roberts

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### EXERCISE

#### Review of Revised Vision Themes and Statements

The group quickly reviewed the most recent changes to the Vision Themes and Statements, and made one additional change to Vision Statement 2c: to add “connected and” and “trails”, with the final statement being: “Enhance walking, biking, and recreational activities through a connected and integrated network of open space and trails.”

#### Overall Vision Statement

Through discussion, the group identified two possible overarching vision statements:

1. The City of Arts and Culture, cherishing its traditional scale and charm while building a healthy sustainable and collaborative future for all generations.
2. Cherish and sustain Winter Park’s extraordinary quality through a collaborative process that protects our City’s timeless scale and character by enhancing the Winter Park brand through community, arts, and culture.

Through refinement, the following statement was ultimately decided on as the preferred statement:

**Winter Park is the City of arts and culture, cherishing its traditional scale and charm while building a healthy and sustainable future for all generations.**

#### 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.”

17 May 2016

4:00 pm - 6:00 pm

Winter Park Community Center

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## HOMEWORK

### Public Review

The group discussed possibilities for public review as a Vision Room; within a common location, including interactive components, as well as boards on each Vision Themes and its associated Vision Statements. Public comment would include adding to the Big Ideas and Recommendations.

### Commission Approval:

It is anticipated to go for Commission approval in early July (July 11), and it's requested that the SC attend in support of the Vision that they have developed, and assist with the presentation of the Vision to Commission.

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## PUBLIC COMMENT

None.





# city commission public hearing

item type	Public Hearing	meeting date	July 11, 2016
prepared by department division	Jeff Briggs Planning Department	approved by	<input checked="" type="checkbox"/> City Manager <input checked="" type="checkbox"/> City Attorney <input type="checkbox"/> N/A
board approval	Planning & Zoning Board	<input checked="" type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> N/A	6-0 final vote

**Subject:** Second Reading of the Zoning Change from Parking Lot (PL) to Medium Density Multi-Family (R-3) at 226 Hannibal Square, East.

This is the second reading of the rezoning ordinance for 226 Hannibal Square, East from Parking Lot (PL) to Multi-Family (R-3).

## Planning and Zoning Board Recommendation:

**Motion made by Mr. Sacha, seconded by Mr. Hahn to APPROVE, alternatively a change of zoning on the same property from parking lot (PL) to multi-family residential (R-3) as recommended by staff.**

**Motion carried unanimously with a 6-0 vote.**

**Summary:** At the June 27<sup>th</sup> meeting, the City Commission denied the proposed Comp. Plan FLU change; approved the conditional use for the proposed three story building, but alternatively, the applicant consented and the City Commission passed on first reading the rezoning to R-3. This is the second reading.

**ORDINANCE NO. \_\_\_\_\_**

**AN ORDINANCE AMENDING CHAPTER 58 "LAND DEVELOPMENT CODE" ARTICLE III, "ZONING" AND THE OFFICIAL ZONING MAP SO AS TO CHANGE PARKING LOT (PL) DISTRICT ZONING TO MEDIUM DENSITY MULTI-FAMILY RESIDENTIAL (R-3) DISTRICT ZONING ON THE PROPERTY AT 226 HANNIBAL SQUARE, EAST, MORE PARTICULARLY DESCRIBED HEREIN, PROVIDING FOR CONFLICTS, SEVERABILITY AND AN EFFECTIVE DATE.**

**WHEREAS**, the owners of property at 226 Hannibal Square, East has requested a Zoning map amendment that is consistent with the Comprehensive Plan, and the requested zoning map change will achieve conformance with the Comprehensive Plan for the property and such municipal zoning does meet the criteria established by Chapter 166, Florida Statutes and pursuant to and in compliance with law, notice has been provided to the public by publication in a newspaper of general circulation to notify the public of this proposed Ordinance and of public hearings to be held; and

**WHEREAS**, the Planning and Zoning Board of the City of Winter Park has recommended approval of this Ordinance at their June 7, 2016 meeting; and

**WHEREAS**, the City Commission of the City of Winter Park held a duly noticed public hearing on the proposed zoning change set forth hereunder and considered findings and advice of staff, citizens, and all interested parties submitting written and oral comments and supporting data and analysis, and

**WHEREAS**, the City Commission hereby finds that this Ordinance serves a legitimate government purpose and is in the best interests of the public health, safety, and welfare of the citizens of Winter Park, Florida.

**NOW THEREFORE BE IT ENACTED BY THE CITY COMMISSION OF THE CITY OF WINTER PARK, FLORIDA, AS FOLLOWS:**

**SECTION 1. Official Zoning Map Amendment.** That Chapter 58 "Land Development Code", Article III, "Zoning" and the Official Zoning Map is hereby amended so as to change the zoning designation of Parking Lot (PL) District to Medium Density Multi-Family Residential (R-3) District zoning on the property at 226 Hannibal Square, East, more particularly described as follows:

LOT 10 & THE N 10 FT OF LOT 11 AND THE VACATED ALLEY BETWEEN SAID LOTS LOT 7, BLOCK 41 PER THE REVISED MAP OF THE TOWN OF WINTER PARK, AS RECORDED IN PLAT BOOK "A", Pages 67-72 OF THE PUBLIC RECORDS OF ORANGE COUNTY, FLORIDA.

Property Tax ID # 05-22-30-9400-41-100

**SECTION 2. Severability.** If any Section or portion of a Section of this Ordinance proves to be invalid, unlawful, or unconstitutional, it shall not be held to invalidate or impair the validity, force, or effect of any other Section or part of this Ordinance.

**SECTION 3. Conflicts.** All Ordinances or parts of Ordinances in conflict with any of the provisions of this Ordinance are hereby repealed.

**SECTION 4. Effective Date.** This Ordinance shall become effective upon adoption.

**ADOPTED** at a regular meeting of the City Commission of the City of Winter Park, Florida, held in City Hall, Winter Park, on this \_\_\_\_\_ day of \_\_\_\_\_, 2016.

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Mayor Steve Leary

ATTEST:

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Cynthia S. Bonham, City Clerk





# city commission agenda item

Item type	Public Hearing	meeting date	July 11, 2016		
prepared by	Kris Stenger	approved by	<input checked="" type="checkbox"/> City Manager		
department	Building & Permitting		<input type="checkbox"/> City Attorney		
division			<input type="checkbox"/> N/A		
board approval		<input type="checkbox"/> yes	<input type="checkbox"/> no	<input type="checkbox"/> N/A	final vote
strategic objective	<input checked="" type="checkbox"/> Exceptional Quality of Life	<input checked="" type="checkbox"/> Fiscal Stewardship			
	<input type="checkbox"/> Intelligent Growth & Development	<input type="checkbox"/> Public Health & Safety			
	<input checked="" type="checkbox"/> Investment in Public Assets & Infrastructure				

## subject

PACE (Property Accessed Clean Energy) Resolution and interlocal agreement with Ygrene Energy Fund Florida, LLC

## motion | recommendation

Approve the signing of the interlocal agreement with Ygrene Energy Fund Florida, LLC to provide PACE services to citizens of Winter Park

## background

Presentation on PACE was provided at a previous Commission meeting. Currently we have a non-exclusive agreement with Florida PACE agency as of January 11, 2016.

## alternatives | other considerations

Alternatives would be to maintain non-exclusive agreement with Florida PACE agency

## fiscal impact

There is no cost to the City as the program is managed by Ygrene Energy Fund Florida, LLC.

**RESOLUTION NO. 2175-16**

**A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF WINTER PARK, FLORIDA, CREATING A PROPERTY ASSESSED CLEAN ENERGY PROGRAM AND JOINING THE CLEAN ENERGY GREEN CORRIDOR PROGRAM IN ACCORDANCE WITH SECTION 163.08, FLORIDA STATUTES; APPROVING A NON-EXCLUSIVE MEMBERSHIP AGREEMENT PURSUANT TO SECTION 163.01, FLORIDA STATUTES BETWEEN THE CITY AND THE GREEN CORRIDOR PROPERTY ASSESSMENT CLEAN ENERGY DISTRICT; PROVIDING FOR AUTHORIZATION; AND PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS**, in 2010, the Florida Legislature adopted HB 7179 (Section 163.08, F.S.)(the “Bill”), which allows local governments to create Property Assessed Clean Energy (PACE) programs in order to provide the upfront financing for energy conservation and efficiency (i.e. energy-efficient heating, cooling, or ventilation systems), renewable energy (i.e. solar panels), wind resistance (i.e. impact resistant windows) and other improvements that are not inconsistent with state law (the “Qualifying Improvements”); and

**WHEREAS**, PACE programs not only assist residents and business owners in reducing their carbon footprint and energy costs, but also stimulate the local economy by the creation of needed construction jobs; and

**WHEREAS**, the Bill authorizes local governments that create PACE programs to enter into a partnership in order to provide more affordable financing for the installation of the Qualifying Improvements; and

**WHEREAS**, given the wide spread energy and economic benefits of PACE programs, the City Commission desires to join the Clean Energy Green Corridor PACE District in order to provide the upfront financing to property owners for Qualifying Improvements and to enter into an interlocal with the District for the purpose of financing such improvements; and

**WHEREAS**, the City Commission finds that this Resolution is in the best interest and welfare of the residents of the City of Winter Park.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF WINTER PARK, FLORIDA, AS FOLLOWS:**

**Section 1. Recitals.** The above recitals are true and correct and are incorporated herein by this reference.

**Section 2.**     **Creation of PACE Program.** The City Commission hereby creates a PACE Program pursuant to Section 163.08, Florida, for the purpose of providing upfront financing to property owners for Qualifying Improvements.

**Section 3.**     **Adoption of Membership Agreement.** The City Commission hereby approves an membership agreement pursuant to Section 163.01, Florida Statutes between the City of Winter Park and the Green Corridor Clean Energy Property Assessed (PACE) District in substantially the form attached hereto as Exhibit “A,” relating to the Clean Energy Green Corridor (the “Membership Agreement”). This Membership Agreement is non-exclusive and shall not affect any existing PACE Program that the City has or the ability of the City to create, join or participate in any other similar programs.

**Section 4.**     **Authorization.** The City Manager or designee is hereby authorized to execute the Membership Agreement.

**Section 5.**     **Effective Date.** This Resolution shall take effect immediately upon adoption.

ADOPTED this 11th day of July 2016.

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Steve Leary, Mayor

ATTEST:

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Cynthia Bonham, City Clerk



MEMBERSHIP AGREEMENT BETWEEN THE GREEN CORRIDOR PROPERTY  
ASSESSMENT CLEAN ENERGY (PACE) DISTRICT AND CITY OF WINTER PARK

This Membership Agreement (the “Membership Agreement”) is entered into this 11<sup>th</sup> day of July , 2016 by and between the Green Corridor Property Assessment Clean Energy (PACE) District, a public body corporate and politic (the “Green Corridor”), and City of Winter Park, Florida, a [municipality] of the State of Florida (the “City”) (collectively, the “Parties”) for the purpose of providing a PACE program within the City of Winter Park.

**RECITALS**

**WHEREAS**, on August 6, 2012, the Green Corridor was created as a separate legal entity pursuant to Section 163.01(7), Florida Statutes, to finance qualifying improvements in accordance with Section 163.08, Florida Statutes; and

**WHEREAS**, on July 11, 2016, the City Commission of the City of Winter Park adopted Resolution No. 2175-16 agreeing to join the Green Corridor as a non-voting member in order to finance qualifying improvements in the City of Winter Park in accordance with Section 163.08, Florida Statutes; and

**WHEREAS**, the Parties have determined that entering into this Membership Agreement is in the best interest and welfare of the property owners within the Green Corridor and the City of Winter Park.

**NOW, THEREFORE**, in consideration of the terms and conditions, promises and covenants hereinafter set forth, the Parties agree as follows:

1. Recitals Incorporated. The above recitals are true and correct and incorporated herein.
2. Purpose. The purpose of this Membership Agreement is to facilitate the financing of qualifying improvements for property owners within the City of Winter Park in accordance with Section 163.08, Florida Statutes, by virtue of the City’s joining the Green Corridor as a non-voting member and utilizing the Green Corridor’s existing program (the “Program”).
3. Qualifying Improvements. The City shall allow the Green Corridor to provide financing of qualifying improvements, as defined in Section 163.08, Florida Statutes, on properties within the City of Winter Park.
4. Non-Exclusive. The Green Corridor Program is non-exclusive, meaning City specifically reserves the right to join any other entity providing a similar program under Section 163.08, Florida Statutes, or create its own program under Section 163.08, Florida Statutes. Green Corridor acknowledges that the City has in fact already created and authorized other similar Property Assessment Clean Energy (PACE) programs within the City of Winter Park, and may continue to create and

authorize additional PACE programs and contract with other agencies concerning the same matters addressed herein.

5. Program Guidelines: The Parties agree that, unless the City desires to implement its own local program guidelines as described below, the Program to be offered in the City of Winter Park will be wholly governed by the Green Corridor's Program Guidelines in regards to property owners that use the Program. The Green Corridor's Program Guidelines do not apply to property owners that use a different PACE program. If the City desires to implement its own local program guidelines, it may do so upon sixty (60) day's written notice to the Green Corridor. Any such local program guidelines can be amended and changed only by the authorized designee of the City. These local program guidelines shall be consistent with the Green Corridor's guidelines. The City may adopt more restrictive guidelines than that of the Green Corridor. However, if there is a conflict between the Green Corridor's guidelines and the City's guidelines, the Green Corridor's guidelines shall control.
6. Boundaries. Pursuant to this Membership Agreement, the boundaries of the Green Corridor shall include the legal boundaries of the City of Winter Park, which boundaries may be limited, expanded, or more specifically designated from time to time by the City by providing written notice to the Green Corridor. As contemplated in the Interlocal Agreement (as defined in Section 8) and as supplemented by this Membership Agreement, the Green Corridor will, on a non-exclusive basis, levy voluntary non ad valorem special assessments on the benefitted properties within the boundaries of the City of Winter Park to help finance the costs of qualifying improvements for those individual properties. Those properties receiving financing for qualifying improvements shall be assessed from time to time, in accordance with Section 163.08, Florida Statutes and other applicable law. Notwithstanding termination of this Membership Agreement or notice of a change in boundaries by the City of Winter Park as provided for above, those properties that have received financing for qualifying improvements shall continue to be a part of the Green Corridor, until such time that all outstanding debt has been satisfied.
7. Financing Agreement. The Parties agree that the Green Corridor may enter into a financing agreement, pursuant to Section 163.08, Florida Statutes, with property owner(s) within the City who obtain financing through the Green Corridor for qualifying improvements for energy efficiency, renewable energy, or wind resistance as described in Section 163.08, Florida Statutes. Green Corridor, not the City, shall be solely responsible for all matters associated with the origination, funding, financing, collection and administration of each the Green Corridor's financing agreements and authorized non-ad valorem assessments.
8. Amended and Restated Interlocal Agreement. The Parties agree that the City shall be subject to all terms, covenants, and conditions of the Amended and Restated Interlocal Agreement recorded in the Official Records of Miami-Dade County at Official Records Book 28217, Page 0312, which created the Green

Corridor (the "Interlocal Agreement"). In the event of any conflict between the Interlocal Agreement and this Membership Agreement, this Membership Agreement shall control the rights and obligations of the City. In no event shall Green Corridor or any of its members (voting or nonvoting) have the right or power to assess, charge or seek any dues, fees or any other compensation from the City or otherwise monetarily obligate the City arising out of or concerning the City's membership, the Interlocal Agreement and this Membership Agreement. In no event shall the City be liable for or obligated to pay or perform any debts, liabilities, conditions or obligations arising as a result of any financing agreement, financing documents, special assessment, financed improvements or any act or omission of any property owner or its/their agents. In no event shall the City be obligated or responsible for any debts, obligations or liabilities arising out of or resulting from any acts or omissions of Green Corridor or its members, directors, officers, employees, contractors and agents.

9. Responsibilities of the Green Corridor; Indemnification. The Green Corridor shall be solely responsible for all matters associated with origination, funding, financing, collecting and administration of each of the Green Corridor's authorized non-ad valorem assessments, including responding to any complaints or inquiries by participants, tax certificate holders, lenders or others relating to the Program's special assessments, the Program's financing agreements, the Program's qualifying improvements, or any other aspect of the Program. Green Corridor shall be solely responsible for professionally coordinating interface with the tax collector and property appraiser. Green Corridor shall ensure and be responsible for compliance with all laws, rules and regulations in the imposition and collection of any special assessments levied upon property owned by participating property owners who have entered into a financing agreement. The Parties understand and agree that indemnification of the Green Corridor members is provided for in Section 16 of the Interlocal Agreement, and that such provisions shall apply to the City. Nothing in this Membership Agreement or the Interlocal Agreement shall be deemed nor construed as a waiver or avoidance of any common law or statutory sovereign immunity or of any other defenses, privileges and immunities enjoyed by the City and Green Corridor and their respective elected and appointed officers, employees and agents under the law.

10. Agreements with Tax Collector, Property Appraiser and Municipalities. [The Green Corridor acknowledges that the City has no authority to bind the County Tax Collector and the County Property Appraiser, and the Green Corridor will be required to enter into separate agreement(s) with the County Tax Collector and/or the County Property Appraiser, which shall establish the fees (if any) to be charged by the Tax Collector and Property Appraiser for the collection or handling of the Program's special assessments.
11. Resale or Refinancing of a Property. The Green Corridor recognizes that some lenders may require full repayment of the Program's special assessments upon resale or refinancing of a property subject to the Program's special assessments.



The Green Corridor agrees to provide written disclosure of this matter to all City of Winter Park property owners that may utilize the Program.

12. Term. This Membership Agreement shall remain in full force and effect from the date of its execution by both Parties and for a period of three years thereafter, subject to early termination as provided herein. Thereafter, the term of this Agreement shall then be renewed for successive three-year periods, unless either Party provides notice to the other in writing of its intent to terminate at the end of the initial term or any renewal term. Further, any Party may terminate this Membership Agreement at any time upon ninety (90) days prior written notice. Green Corridor's obligations under this Membership Agreement shall survive termination in regards to financing agreements that have not be satisfied prior to termination of this Membership Agreement until such time as outstanding debt has been satisfied.
13. Consent. This Membership Agreement and any required resolution or ordinance of an individual Party shall be considered the City's consent to joining the Green Corridor and participation therein, as required by Section 163.08, Florida Statutes.
14. Voting Rights. The Parties agree that the City shall be a non-voting member of the Green Corridor for the term of this Membership Agreement.
15. Notices. Any notices to be given hereunder shall be in writing and shall be deemed to have been given if sent by hand delivery, recognized overnight courier (such as Federal Express), or by written certified U.S. mail, with return receipt requested, addressed to the Party for whom it is intended, at the place specified. For the present, the Parties designate the following as the respective places for notice purposes:

If to Green Corridor:  
Paul Winkeljohn, Executive Director  
Green Corridor  
5385 Nob Hill Rd.  
Sunrise, FL 33351

If to City of Winter Park:  
Attn: City Manager  
401 Park Ave SWinter Park, FL 32789

With a Copy to:  
City Attorney  
A. Kurt Ardaman  
1947 Lee Road  
Winter Park, FL 32789

16. Amendments. It is further agreed that no modification, amendment or alteration in the terms or conditions herein shall be effective unless contained in a written document executed by the Parties hereto.
17. Joint Effort. The preparation of this Membership Agreement has been a joint effort of the Parties hereto and the resulting document shall not, solely as a matter of judicial construction, be construed more severely against one of the Parties than the other.
18. Merger. This Membership Agreement incorporates and includes all prior negotiations, correspondence, agreements, or understandings applicable to the matters contained herein; and the Parties agree that there are no commitments, agreements, or understandings concerning the subject matter of this Membership Agreement that are not contained in this document. Accordingly, the Parties agree that no deviation from the terms hereof shall be predicated upon any prior representations or agreements, whether oral or written. It is further agreed that no change, amendment, alteration, or modification in the terms and conditions contained herein shall be effective unless contained in a written document, executed with the same formality, and of equal dignity herewith by all Parties to this Membership Agreement.
19. Assignment. The respective obligations of the Parties set forth in this Membership Agreement shall not be assigned, in whole or in part, without the written consent of the other Party hereto.
20. Records. The Parties shall each maintain their own respective records and documents associated with this Membership Agreement in accordance with the requirements for records retention set forth in Chapter 119, Florida Statutes.
21. No Third Party Beneficiaries. It is the intent and agreement of the Parties that this Agreement is solely for the benefit of the Parties and no person not a party hereto shall have any rights or privileges hereunder.
22. Severability. In the event a portion of this Membership Agreement is found by a court of competent jurisdiction to be invalid, the remaining provisions shall continue to be effective.
23. Venue. The exclusive venue of any legal or equitable action against the City that arises out of or relates to this Membership Agreement shall be the appropriate state court in Miami-Dade County.
24. Effective Date. This Membership Agreement shall become effective upon the execution by the Parties hereto.

**IN WITNESS WHEREOF**, the Parties hereto have made and executed this Membership Agreement on this 11th day of July, 2016.

ATTEST:

GREEN CORRIDOR PROPERTY  
ASSESSMENT CLEAN ENERGY  
(PACE) DISTRICT

By: \_\_\_\_\_  
District Secretary

By: \_\_\_\_\_  
Executive Director

APPROVED AS TO FORM  
AND LEGAL SUFFICIENCY:

By: \_\_\_\_\_  
Weiss Serota Helfman Cole &  
Bierman, P.L., District Attorney

ATTEST:

CITY OF WINTER PARK, FLORIDA

By: \_\_\_\_\_  
Cynthia S. Bonham, City Clerk

By: \_\_\_\_\_  
Steve Leary, Mayor





# city commission public hearing

item type	Public Hearing	meeting date	July 11, 2016
prepared by department division	Jeff Briggs Planning Department	approved by	<input checked="" type="checkbox"/> City Manager <input checked="" type="checkbox"/> City Attorney <input type="checkbox"/> N/A
board approval	Planning & Zoning Board	<input checked="" type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> N/A	7-0   final vote

**Subject: Request to Amend the Conditional Use Approval Granted on October 12, 2015 to Redevelop the Property Located at 652 West Morse Boulevard.**

This public hearing involves the request by Morse and Pennsylvania, LLC to amend the previously approved Conditional Use for redevelopment of the property located at 652 West Morse Boulevard, just to the west of the Coop Restaurant. This amendment involves changing the proposed number of residential units to 10 in lieu of the approved 11 units, and to modify the approved architectural elements of the building, and the landscape and hardscape plan.

## Planning and Zoning Board Recommendation:

**Motion made by Tom Sacha, seconded by James Johnston to amend the Conditional Use approval granted on October 12, 2015 to redevelop the property located at 652 West Morse Boulevard in order to develop 10 residential units in lieu of the approved 11 residential units, and to modify the approved architectural elements, together with the original conditions of approval. Motion carried unanimously with a 7-0 vote.**

## Project History:

In October of 2015, the City Commission approved the following requests:

1. Change to the Comprehensive Plan Future Land Use map from Commercial to Central Business District; and
2. Change to the Zoning Map from Office (O-1) to Commercial (C-2); and
3. Conditional Use for the construction of eleven residential townhouses, 2 & 3 stories in height with a total project size of 40,566 square feet.

## Amendment of the Conditional Use:

The property is now zoned C-2, which allows a maximum of 17 units per acre. Based on this lot size of 29,036 square feet, the originally proposed eleven (11) units were the maximum number permitted. The applicant is requesting to amend this approval to build ten (10) units in lieu of the approved eleven (11) units. They have also decreased the total building coverage by 233 square feet, and reconfigured the layout of the buildings to allow for additional greenspace in-between the five buildings. This has reduced the floor area ratio (FAR) from the originally approved 139.7% to 133.8%.

The applicant has also made changes based on the Planning and Zoning Board recommendations from the September 1, 2015 meeting. The buildings, as you can see from the attached elevations, are terraced and stepped back from the exterior face of the lower floors. Also, an additional three parallel parking spaces were created with the rearrangement of Welbourne Avenue.

The architectural elements of the buildings have also changed (see attached renderings). The applicant also had discussions with the City's Parks and Recreation department to receive approvals of their landscape and hardscape plan. Staff expressed the concerns that the front yard of these units are City property, and recommended changes to the plans to reflect that this is a shared space. All other details of the original Conditions Use are to remain the same.

### **Planning Staff Recommendation:**

The planning staff recommendation was for approval of this amendment to the approved Conditional Use, which still maintains the three original conditions of approval from October 12, 2015. The Code requires, even with amendments, two public hearings for approval by the City Commission for three story buildings within the C-2 zoning.

### **Planning and Zoning Board Minutes: May 3, 2016**

**REQUEST OF PHIL KEAN DESIGNS INC. TO:** AMEND THE CONDITIONAL USE APPROVAL GRANTED ON OCTOBER 12, 2015, TO REDEVELOP THE PROPERTY LOCATED AT 652 WEST MORSE BOULEVARD IN ORDER TO DEVELOP 10 RESIDENTIAL UNITS IN LIEU OF THE APPROVED 11 RESIDENTIAL UNITS, AND TO MODIFY THE APPROVED ARCHITECTURAL ELEMENTS.

Mrs. DeCiccio announced that she is the prior owner of the subject property, and no longer has an economic interest in the property.

Planning Manager Jeffrey Briggs presented the staff report and explained that this public hearing involves the request by Morse and Pennsylvania, LLC to amend the previously approved Conditional Use for redevelopment of the property located at 652 West Morse Boulevard, just to the west of the Coop Restaurant. He said that this amendment involves changing the proposed number of residential units to 10 in lieu of the approved 11 units, and to modify the approved architectural elements of the buildings. The applicant has also decreased the total building coverage by 233 square feet, and reconfigured the layout of the buildings to allow for additional green space in-between the five buildings. This has reduced the floor area ratio (FAR) from the originally approved 139.7% to 133.8%. He noted that the applicant has also made changes based on the Planning and Zoning Board recommendations from the September 1, 2015 meeting by terracing and stepping back from the exterior face of the lower floors. An additional three parallel parking spaces were created with the rearrangement of Welbourne Avenue. He said that the architectural elements of the buildings have also changed and the applicant is also working with the City's Parks and Recreation department to receive approval of their landscape plan. All other details of the original Conditions Use remain the same.

Mr. Briggs summarized by stating that the scale of this project and the materials presented allows the City to combine the amendments to the Preliminary and Final Conditional Use approvals; and the final civil engineering and landscape plans can be administratively approved. However, the Code requires, even with amendments, two public hearings for approval by the City Commission for three-story buildings within the Central Business District. Staff recommended approval of the amendment to the Conditional Use approvals subject to the following conditions:

1. The electric transformer/switch gear and all backflow preventers shall be located where not visible from a public street and shall also be landscaped so as to be effectively screened from view.
2. That a common area be provided in the rear (not in the right-of-way) for the placement of the 10 trash carts.
3. That a Development Agreement incorporate a mutual use and maintenance provision for the adjacent city park land property as well as the construction of the three offsite parking spaces.

Mr. Briggs responded to Board member questions and concerns.

Jacob Farmer, 135 North Knowles Avenue, was present to address concerns of the Board. No one else wished to speak in favor of or in opposition to the request. Public Hearing closed.

**Motion made by Tom Sacha, seconded by James Johnston to amend the Conditional Use approval granted on October 12, 2015 to redevelop the property located at 652 West Morse Boulevard in order to develop 10 residential units in lieu of the approved 11 residential units, and to modify the approved architectural elements. Motion carried unanimously with a 7-0 vote.**



**PREPARED BY AND RETURN TO:**

Jeffrey Briggs, Planning Manager  
City of Winter Park  
401 Park Avenue  
Winter Park, FL 32789  
(407) 599-3440

Orange County Tax Parcel # 06-22-30-1168-11-030

**DEVELOPER'S AGREEMENT FOR  
MORSE BROWNSTONES – 652 WEST MORSE BOULEVARD**

**THIS AGREEMENT** ("Agreement") entered into and made as of the \_\_\_\_\_ day of \_\_\_\_\_, 2016, by and between the **CITY OF WINTER PARK, FLORIDA**, 401 S. Park Avenue, Winter Park, Florida, 32789 (hereinafter referred to as the "City"), **MORSE AND PENNSYLVANIA, LLC and/or its successors and assigns**, a Florida limited liability company (hereinafter referred to as "Developer"), 912 West Fairbanks Avenue, Winter Park, Florida 32789.

**W I T N E S S E T H**

**WHEREAS**, Developer is the owner and developer of that certain real property located at 652 West Morse Boulevard, lying within the municipal boundaries of the City, having Orange County Tax Parcel Identification Number 06-22-30-1168-11-030 and is more particularly described on Exhibit "A" attached to and incorporated into this Agreement (hereinafter referred to as "Property"); and

**WHEREAS**, the Developer desires to develop the Property with ten (10) residential townhomes totaling approximately 38,786 S.F. subject to a fee simple plat, as more particularly shown on Exhibit "B", the final site plan, attached to and incorporated into this Agreement by reference (hereinafter, the "Project"); and

**WHEREAS**, the Developer is the owner of the Property who will execute this Agreement; and

**WHEREAS**, the Developer desires to facilitate the development of the Project, in compliance with the laws and regulations of the City and of other governmental authorities, as well as provide assurances that the Project will be compatible with surrounding properties; and

**WHEREAS**, on October 12, 2015 the City Commission granted certain conditional use approvals and other zoning code exceptions, as modified by City Commission on July 25<sup>th</sup>, 2016 providing the approval for a Project referred to as Morse Brownstones and has approved the development of the Project, provided that Developer abide by the restrictions mutually agreed upon for the operation and future use of the Property, and that this Agreement shall set out the development entitlements, exceptions, conditions and terms of the City's approvals; and

**WHEREAS**, this Agreement is not a statutory development agreement pursuant to Chapter 163, Florida Statutes (Florida Local Government Development Agreement Act), and is being entered into by the City pursuant to the City's home rule authority as a condition of development approvals.

**NOW THEREFORE**, in consideration of the mutual promises and covenants herein contained, the City, and the Developer agree as follows:

**SECTION 1. RECITALS**

The above recitals are true and correct and form a material part of the Agreement.

## SECTION 2. CONDITIONS OF APPROVAL

Developer agrees to develop and maintain the Project and Property in accordance with the conditions of approval imposed by the City Commission concerning the October 12, 2015 approval as modified by City Commission on July 25<sup>th</sup>, 2016 of the conditional use and other zoning code exceptions, which are outlined as follows:

- a. The Project consists of approximately 38,786 square feet of residential development which includes ten (10) townhomes of two and three stories in height that will be owned in fee simple. Developer shall submit (and obtain approval for) a final plat of the Property to be reviewed and approved by the City in accordance with applicable statutes and ordinances, and thereafter recorded in the Public Records of Orange County, Florida. As part of the final plat process, the Developer shall cause the formation of a Homeowners Association for the Project providing that each of the townhome unit owners shall be members of the homeowners association and each unit and unit owner subject to a set of declaration of covenants, conditions and restrictions. The Project is further subject to the conditions outlined below.
- b. The electric transformer/switch gear and all backflow preventers shall be located where not visible from a public street and shall also be landscaped so as to be effectively screened from view. Issuance of building permit by the City for this Project shall constitute compliance with this condition.
- c. Changes to the Welbourne Avenue parking arrangement are approved for the creation of three parallel parking spaces by the Developer subject to further permitting from the City for the construction of the spaces.
- d. That a common area be provided in the rear (not in the right-of-way) for the placement of the 11 trash carts. Issuance of building permit by the City for this Project shall constitute compliance with this condition.
- e. Developer and the City shall work together to agree on a landscape and hardscape plan for the City-owned public space located to the west of the Property (being on a portion of real property having Orange County Tax Parcel Identification # 05-22-30-9400-44-010) (the "Park Area"). Developer, at its expense, will then make the improvements which shall be inclusive of a six foot wide sidewalk within the Park Area depicted on the approved landscape and hardscape plan (the "Park Improvements"). As part of the final platting of the Property, a use and maintenance agreement shall be drafted and executed between the City, Developer and the homeowners association for this Project providing for the Developer's (until HOA turnover occurs) and the homeowners association's non-exclusive licensed use and right and obligation to maintain the Park Improvements. Such use and maintenance agreement shall be in a form and with terms acceptable to the City, including without limitation, terms incorporating the provisions of this subsection g. Except for the Park Improvements, the Developer and homeowner's association will not have the obligation to repair or replace any existing or future improvements, equipment, or facilities, on or under the Park Area; however, the homeowners association will be given the right, at its expense, to maintain sod and landscaping within the Park Area not otherwise originally installed by the Developer. If the Developer or homeowners' association defaults in its obligation to maintain the Park Improvements, the City may deliver written notice of the default to Developer and the homeowners' association giving the Developer or the homeowners' association a forty-five (45) days opportunity to cure the default. If Developer or the homeowners' association does not cure the default as provided in the preceding sentence, the City shall have the right to (x) self-maintain the Park Improvements, and charge the costs for the same to the homeowners' association, or (y) terminate the use and maintenance agreement. Such use and maintenance agreement shall provide that the homeowners' association and its members (i.e. unit owners) use of the Park Area is non-exclusive, subject to rules and regulations as may be imposed from time to time by the City, and that the homeowners association and its members shall not interfere with the City's or public's use and enjoyment of the Park Area and Park Improvements constructed thereon. At any time after the thirtieth (30th) year after the effective date of such use and maintenance agreement, if the City Commission determines that the Park Area would best serve the public interest with different purpose or improvements, the City may

terminate the use and maintenance agreement by giving one year written notice to the Developer and homeowners' association. Upon termination of such agreement, the City may remove the Park Improvements, or any parts thereof, at the City's expense. In no event shall certificates of occupancy be issued for the Project or any portion thereof unless and until the use and maintenance agreement is executed.

f. In addition to the requirements and obligations of the Developer herein, the development of the Property and the Project shall be subject to the City of Winter Park Code of Ordinances requirements and any other development orders, approvals and permits for the Project and Property, including the conditions of such development orders, approvals and permits.

### **SECTION 3. STORM WATER RETENTION**

The Developer will be responsible for any modifications to the storm water retention area required for the Property to conform to the storm water retention requirements of the City and the St. Johns River Water Management District.

### **SECTION 4. AMENDMENTS TO THIS AGREEMENT**

Amendments to this Agreement, if requested by the Developer, may be permitted if approved following review by the City in conformance with the City's Land Development Code and other applicable requirements of the City.

### **SECTION 5. AGREEMENT TO BE BINDING**

This Agreement, including any and all supplementary orders and resolutions, together with the approved development plan, the master sign plan, and all final site plans, shall be binding upon the Developer and their successors and assigns in title or interest. The provisions of this Agreement and all approved plans shall run with the Property and shall be administered in a manner consistent with Florida Statutes and local law.

### **SECTION 6. ENFORCEMENT**

a. This Agreement may be enforced by specific performance by either party. In the event that enforcement of this Agreement by either party becomes necessary, then the prevailing party shall be entitled to a reimbursement from the opposing party for all costs and expenses, including attorney's fees, and if necessary, both at trial and on appeal, incurred in enforcing or ensuring compliance with the terms and conditions of this Agreement. In the circumstance where the City is deemed a prevailing party subject to the terms and conditions of Section 6, such costs, expenses and fees shall also be a lien upon those portions of the Property that constitute the "Lienable Property". Prior to the recording of the plat of the Project, the term "Lienable Property" shall mean all of the Property. After the plat of the Project is recorded, the term "Lienable Property" shall mean those portions of the Property constituting all property interests owned by the Project's homeowners association.

b. In addition to the foregoing, the City shall be permitted without notice to immediately withhold the issuance of certificates of occupancy and building permits associated with the Project in the event Developer is in violation of any provision of this Agreement until such violation is cured to the City's satisfaction. Further, if Developer or the homeowners' association fails to timely pay the City any monies due pursuant to this Agreement, the City may record a Notice of Lien against the Lienable Property in the amount owed to the City. Interest on unpaid overdue sums shall accrue at the rate of eighteen percent (18%) compounded annually or at the maximum rate allowed by law if lower than 18%. A copy of such Notice of Lien shall also be delivered to the homeowners' association and the Developer in the same manner as required under this Agreement for delivery of written notices. The recorded Notice of Lien shall constitute a lien upon the Lienable Property and the lien may be foreclosed upon for the benefit of the City any time after sixty (60) days after the Notice of Lien has been recorded in the public records. City may foreclose the lien in accordance with the procedures established in Chapter 702, Florida Statutes, or successor or other statute providing for lien foreclosure procedures. Developer or the homeowners' association may obtain a release from the lien by paying the amount stated in the lien, plus accrued interest, plus attorney's fees and costs incurred by the City in filing and collecting upon the lien.



#### **SECTION 7. GOVERNING LAW; VENUE**

This Agreement shall be governed by and construed in accordance with the laws of the State of Florida. The exclusive venue for purpose of litigation in any action to construe or enforce the provisions of this Agreement shall be in a court of competent jurisdiction in and for Orange County, Florida.

#### **SECTION 8. EXECUTION/RECORDING**

Prior to issuance of any plat approval, or any building or site permits for the Property and the Project, the City and Developer shall execute this Agreement. In the event the Developer fails to promptly execute this Agreement, then any development approvals and entitlements obtained concerning the Project, including without limitation, as set forth in this Agreement, shall be null and void. This Agreement shall be recorded, at Developer's expense, among the Public Records of Orange County, Florida no later than fourteen (14) days after full execution. Notwithstanding the foregoing, the same shall not constitute any lien or encumbrance on title to the Property and shall instead constitute record notice of governmental regulations, which regulates the use and enjoyment of the Property.

#### **SECTION 9. TIME IS OF THE ESSENCE**

Time is hereby declared of the essence as to the lawful performance of all duties and obligations set forth in this Agreement.

#### **SECTION 10. SEVERABILITY**

If any part of this Agreement is found invalid or unenforceable in any court, such invalidity or unenforceability shall not affect the other parts of this Agreement, if the rights and obligations of the parties contained herein are not materially prejudiced and if the intentions of the parties can be affected. To that end, this Agreement is declared severable.

#### **SECTION 11. DEVELOPMENT PERMITS**

Nothing herein shall limit the City's authority to grant or deny any development permit applications or requests subsequent to the effective date of this Agreement. The failure of this Agreement to address any particular City, County, State and/or Federal permit, condition, term or restriction shall not relieve Developer or the City of the necessity of complying with the law governing said permitting requirement, condition, term or restriction. Unless expressly authorized or granted herein, nothing in this Agreement shall constitute or be deemed to constitute or require the City to issue any approval by the City of any rezoning, Comprehensive Plan amendment, variance, special exception, final site plan, preliminary subdivision plan, final plat or subdivision plan, building permit, grading, stormwater drainage, engineering, or any other land use or development approval. These and any other required City development approvals and permits shall be processed and issued by the City in accordance with procedures with respect to same as otherwise set forth in the City's Code of Ordinances and subject to any conditions of approval thereof. This Agreement is approved under the City's home rule authority and is not a statutory development agreement under Chapter 163, Florida Statutes.

#### **SECTION 12. SUBORDINATION/JOINDER.**

Developer represents and warrants to City that in the event they acquire title to the property herein referenced that unless otherwise agreed to by the City, all liens, mortgages and other encumbrances not satisfied or released of record, must be subordinated to the terms of this Agreement or the lienholder join in this Agreement. It shall be the responsibility of the Developer to promptly obtain the said subordination or joinder, if necessary, in form and substance acceptable to the City Attorney, prior to the City's execution of the Agreement.

#### **SECTION 13. NOTICE**

Any notices required or permitted under this Agreement shall be addressed to the City, Owners and the Developer at the addresses listed in the first paragraph of this Agreement, or at such other addresses designated in writing by the party to receive notice. Notices shall be either: (i) personally delivered (including without limitation, delivery by UPS, Federal Express or other commercial courier service), in which case they shall be deemed delivered on the date of delivery; or (ii) sent by certified mail, return receipt requested, in which case they shall be deemed delivered on the date shown on the

receipt unless delivery is refused or intentionally delayed by the addressee, in which event they shall be deemed delivered on the date of deposit in the U.S. Mail.

#### **SECTION 14. MISCELLANEOUS**

a. Nothing contained in this Agreement nor in any instruments executed pursuant to the terms of this Agreement shall be construed as a waiver or attempted waiver by the City of its home rule authority, police power, zoning authority and sovereign immunity under the Constitution and laws of the State of Florida or any other privilege, immunity or defense afforded to the City or the City's officials, officers, employees and agents under the law.

b. This Agreement is entered into voluntarily by the Developer without duress and after full review, evaluation and consideration by the Developer. Developer is represented by counsel, or alternatively, has been afforded an opportunity to retain counsel for review of this Agreement.

c. The captions or section headings of this Agreement are provided for convenience only and shall not be deemed to explain, modify, amplify or aid in the interpretation, or meaning of this Agreement.

d. City and Developer are not partners and this Agreement is not a joint venture and nothing in this Agreement shall be construed to authorize the Owners or Developer to represent or bind the City to matters not expressly authorized or provided in this Agreement.

e. None of the parties shall be considered the drafter of all or any portion of this Agreement for the purposes of interpreting all or any portion of this Agreement, it being recognized that all parties have contributed substantially and materially to the preparation of this Agreement.

#### **SECTION 15. TERM; EFFECTIVE DATE**

This Agreement shall not be effective and binding until the latest date that this Agreement is approved by and signed by all parties hereto. The Agreement will be effective for 50 years from the Effective Date.

*[SIGNATURES TO FOLLOW]*

**IN WITNESS WHEREOF**, the Owner, Developer and the City have executed this Agreement as of the day and year first above written.

Witnesses

**DEVELOPER**

**MORSE AND PENNSYLVANIA**, a Florida Limited Liability Company

Name: \_\_\_\_\_

By: \_\_\_\_\_

Name: Jacob Farmer

Its: Manager

Name: \_\_\_\_\_

Date: \_\_\_\_\_

STATE OF FLORIDA  
COUNTY OF ORANGE

The foregoing instrument was acknowledged before me this \_\_\_\_ day of \_\_\_\_\_, 2016, by \_\_\_\_\_, as \_\_\_\_\_ of Virginia and Morse LLC. He (She) ☐ is personally known to me or ☐ has produced \_\_\_\_\_ as identification.

(NOTARY SEAL)

\_\_\_\_\_  
Notary Public Signature

\_\_\_\_\_  
(Name typed, printed or stamped)



CITY OF WINTER PARK, FLORIDA

ATTEST:

By: \_\_\_\_\_  
Mayor Steve Leary

By: \_\_\_\_\_  
City Clerk

STATE OF FLORIDA            )  
COUNTY OF ORANGE        )

The foregoing instrument was acknowledged before me this \_\_\_\_ day of \_\_\_\_\_, 2015, by Steve Leary, as Mayor of the City of Winter Park, Florida, who is personally known to me.

\_\_\_\_\_  
Notary Public  
Printed Name: \_\_\_\_\_  
My commission expires: \_\_\_\_\_

## EXHIBIT "A" Legal Description

The land referred to herein below is situated in the County of Orange, State of Florida, and is described as follows:

Lot 3, Block K, CAPEN'S ADDITION TO WINTER PARK, as recorded in Plat Book A, Page 95, Public Records of Orange County, Florida, less the following portion thereof, to wit:

Begin at the Northwest corner of said Lot 3; thence run North 90°00'00" East along the North boundary of said Lot 3 a distance of 60.00 feet; thence run South 00°45'09" East parallel with the West boundary of said Lot 3, a distance of 45.00 feet; thence run South 90°00'00" West 45.00 feet; thence run South 00°45'09" East 261.00 feet to the South boundary of said Lot 3; thence run South 90°00'00" West 15.00 feet to the Southwest corner of said Lot 3, thence run North 00°45'09" West 306.00 feet to the point of beginning.

AND

The Westerly 50 feet of the North 106 feet of Lot 2, Block K, CAPEN'S ADDITION TO WINTER PARK, according to the plat thereof, as recorded in Plat Book "A", Page 95, Public Records of Orange County, Florida.

AND

The North 45 feet of the West 60 feet, less the West 40 feet thereof, Lot 3, Block K, CAPEN'S ADDITION TO WINTER PARK, according to the plat thereof as recorded in Plat Book "A", Page 95, Public Records of Orange County, Florida.

AND

A three foot (3') by four foot (4') tract of land lying in Lot 3, Block K, CAPEN'S ADDITION TO WINTER PARK, according to the plat thereof as recorded in Plat Book "A", Page 95, Public Records of Orange County, Florida, and more particularly described as follows:

Commencing at the Northwest corner of said Lot 3, Block K, CAPEN'S ADDITION TO WINTER PARK, for a point of reference; thence East, 40.00 feet along and with the South right-of-way line of Morse Boulevard and the North line of said Lot 3; thence S 00°45'09" E, 3.00 feet to the Point of Beginning; thence continue S 00°45'09" E, 3.00 feet; thence West, 4.00 feet; thence N 00°45'09" W, 3.00 feet; thence East, 4.00 feet to the Point of Beginning.

LESS

The South 19 feet of the North 64 feet of the West 40 feet, less the West 15 feet thereof, Lot 3, Block K, CAPEN'S ADDITION TO WINTER PARK, according to the plat thereof as recorded in Plat Book "A", Page 95, Public Records of Orange County, Florida.

LESS

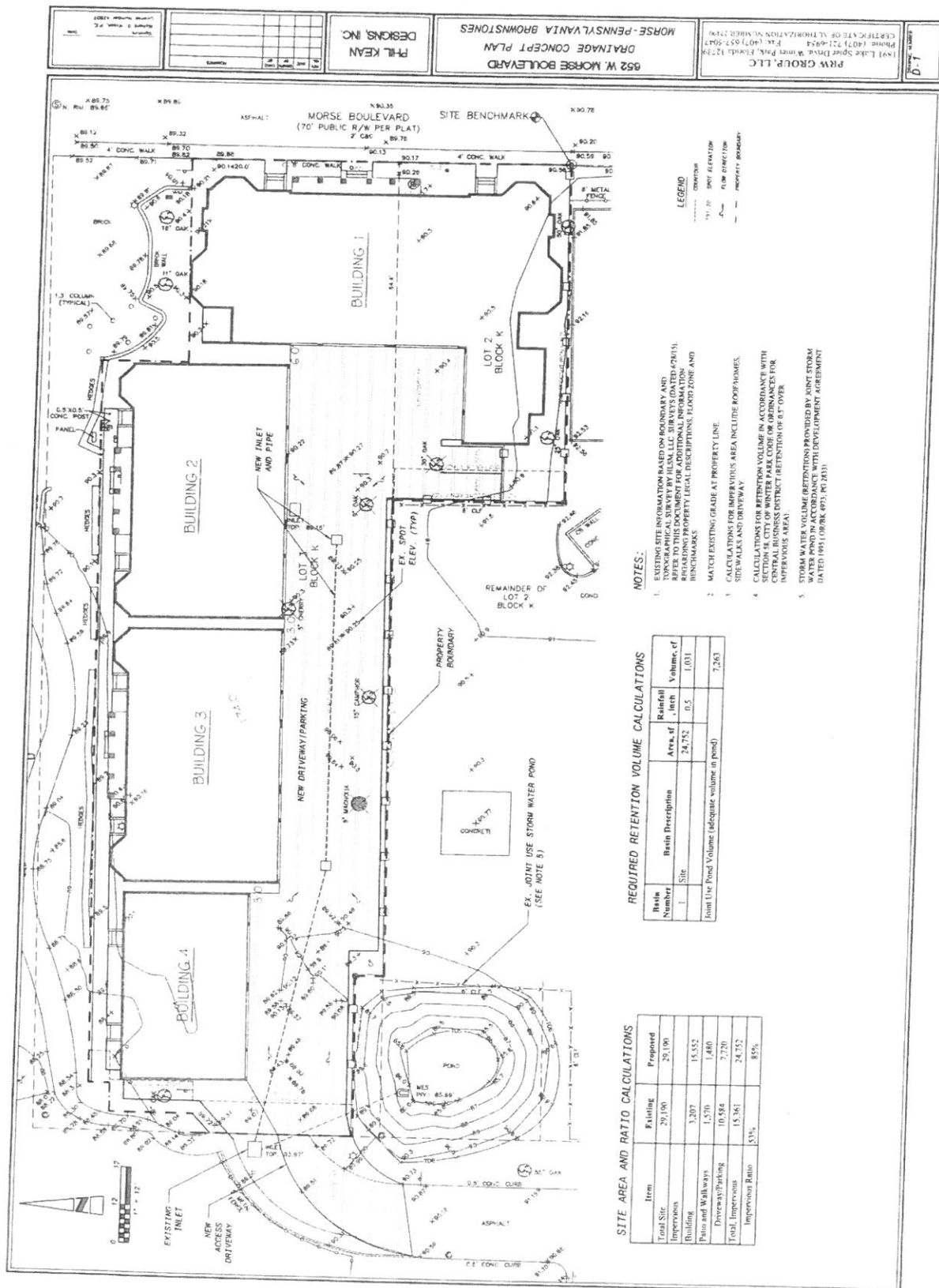
The East 8.5 feet of the South 50 feet, Lot 3, Block K, CAPEN'S ADDITION TO WINTER PARK, according to the plat thereof as recorded in Plat Book "A", Page 95, Public Records of Orange County, Florida.

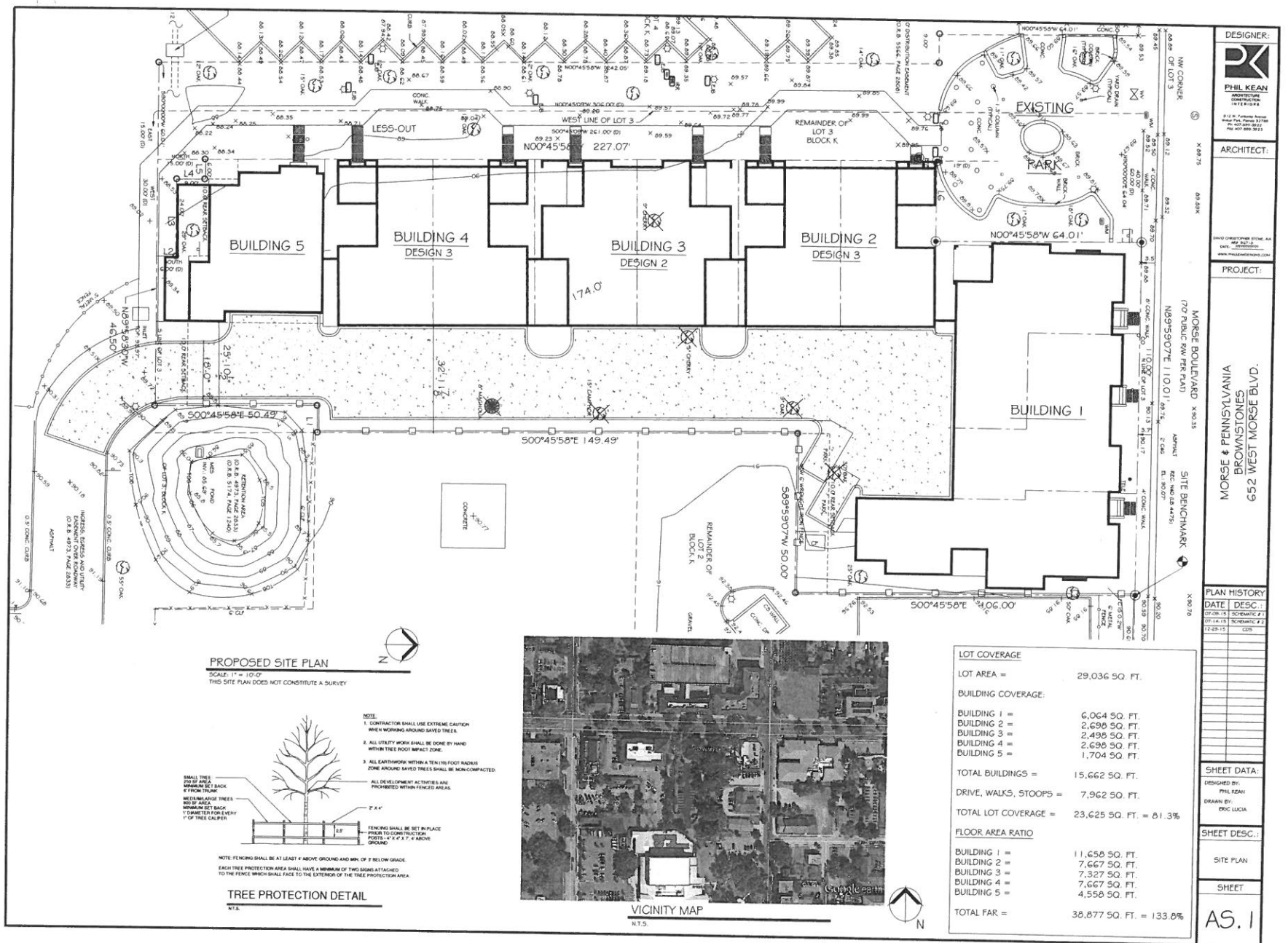
AND LESS

A tract of land lying in Lot 3, Block K, CAPEN'S ADDITION TO WINTER PARK, according to the plat thereof as recorded in Plat Book "A", Page 95, Public Records of Orange County, Florida, and more particularly described as follows:

Commencing at the Southwest corner of said Lot 3, Block K, CAPEN'S ADDITION TO WINTER PARK, for a point of reference; thence East, 15.00 feet along and with the South line of said Lot 3 to the Southwest corner of the tract being described and the Point of Beginning; thence North, parallel to the West line of said Lot 3, 15.00 feet to the Northwest corner of the tract being described; thence East, parallel to the South line of said Lot 3, 6.00 feet; thence South, parallel to the West line of said Lot 3, 9.00 feet; thence East, parallel to the South line of said Lot 3, 24.00 feet; thence South parallel to the West line of said Lot 3, 6.00 feet to the South line of said Lot 3; thence West, along and with the South line of said Lot 3, 30.00 feet to the Point of Beginning.









### CONCEPT PLANT SCHEDULE



**SMALL EVERGREEN**  
*Ilex cornuta* 'Nelle R. Stevens' / Nelle R. Stevens  
*Ilex* x 'Robin' / Robin Holly  
*Ilex* x *affinis* 'Eagleston' / Eagleston Holly

Liriodendron muscari / Evergreen Giant / Evergreen Giant Border Grass  
 Muehlenbergia trinervia / African Iris  
 Ophiopogon japonicus / Mondo Grass  
 Trachelospermum asiaticum 'Asia Minor' / Dwarf Asiatic Jasmine

— *Journal of Management Education*, 2006, 30(1), 10–20























