

CITY COMMISSION WORK SESSION
June 19, 2012

The session regarding the Fairbanks Avenue project was called to order by Vice Mayor Steven Leary at 1:00 p.m. in the Winter Park Community Center, W. New England Avenue, Winter Park, Florida.

Members present:

Commissioner Steven Leary
Commissioner Sarah Sprinkel
Commissioner Tom McMacken
Commissioner Carolyn Cooper
(by telephone)

Also present:

City Manager Randy Knight
City Clerk Cynthia Bonham
Deputy City Clerk Michelle Bernstein
Department Heads

Mayor Kenneth Bradley arrived at 1:55 p.m. and departed at 2:30 p.m.

The ULI Technical Assistance Panel briefing on the findings and recommendations with the City Commission was from 1:00-2:30 p.m.

CRA Director Dori Stone introduced the Technical Assistance Panel from the Urban Land Institute (ULI): Mike Logue of ULI who summarized the process; and Panelists: Jeff Oris, Diane Burnette, Melina Duggal, Diane Sears and Robert Karn.

Mr. Karn provided the background related to the project via a PowerPoint presentation (attached), the objectives, long and short term recommendations, districts, the big ideas that this is the gateway of Winter Park, they need a strong identity and vision, \$8 million sewer is a catalyst, the market is in influx and the city needs to be ready to respond to the future market, and the need for a vision for the piece of Fairbanks that the City, residents, and business owners embrace. Other issues addressed consisted of: administration, corridor/business survival, infrastructure, beautification, and development issues.

From 3:00-4:30 the ULI Technical Assistance Panel provided a presentation for the public of their findings and recommendations. The ULI report is also attached.

The following spoke from the public. Addresses were not provided.

Bill Shallcross
Charlie Brenner (lives in Lake Killarney)
Karl Lotspeich
Patrick Chapin
Wanda Spivey
Beth Woodard
Lisa Coney
Mary Blackburn
John Rogers
Ken Benson

Bill Bobes (pronunciation is inaudible)
Don Aberman

After discussion and comments by the City Commission, the meeting concluded that the ULI team will come back with a formal white paper sometime in August 2012.

The meeting adjourned at 4:30 p.m.

A handwritten signature in cursive script, reading "Cynthia S. Bonham". The signature is written in black ink and is positioned above a horizontal line.

City Clerk Cynthia S. Bonham

About the Urban Land Institute

The mission of the Urban Land Institute (ULI) is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

Founded in 1936, ULI has members in 95 countries worldwide, representing the entire spectrum of land use and real estate development disciplines, working in private enterprise and public service. ULI is committed to:

- **Bringing leaders together**
- **Fostering collaboration**
- **Exploring land use and development issues**
- **Advancing policies and practices**
- **Sharing knowledge**
- **Creating a global network with local impact**

About ULI Central Florida

ULI Central Florida is ULI at the local level. Through district council–sponsored educational forums and events, ULI Central Florida offers an unbiased, nonpartisan and open exchange of ideas impacting land use and the quality of life in Central Florida.

CentralFlorida.uli.org

Chair: **Cecelia Bonifay**
Shareholder, Akerman Senterfitt

Acknowledgments

The West Fairbanks Avenue Technical Assistance Panel committee wishes to thank the following people:

City Commission

- Kenneth W. Bradley**, Mayor
- Carolyn Cooper**, Commissioner Seat 3
- Steven Leary**, Commissioner Seat 1
- Tom McMacken**, Commissioner Seat 4
- Sarah Sprinkel**, Commissioner Seat 2

Office of City Manager

- Randy Knight**, City Manager
- Michelle del Valle**, Assistant City Manager

Communications Department

- Clarissa Howard**
- Craig O’Neill**
- Theresa Broman**



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Peter Moore, Assistant Director

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John Holland, Director

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Lindsey Hayes, AICP, Senior Planner

Caleena Shirley, Planner 1

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Donald Marcotte, Assistant Public Works Director

Water and Wastewater Utility

David Zusi, Director

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Disclaimer

This Briefing Book serves as a compendium of information related to the City of Winter Park West Fairbanks Avenue Technical Assistance Panel (“TAP”).

The Briefing Book is intended to collect the best currently available data related to the topic to inform stakeholders in preparation for the TAP. It is not intended to draw conclusions or make recommendations which will be included in the final TAP recommendations report.

The data contained in the Briefing Book is drawn from publically available sources. Because data sources can vary in their methodology and conclusions, inconsistencies are inevitable. The Briefing Book attempts to address this where possible but may not eliminate them entirely.

Website links, where provided, are for convenience. The presence of these links is not intended to imply endorsement of the websites or the organizations represented. Data sources and websites are subject to change.

ULI, through its Advisory Services Program, assembles teams of experts who volunteer their time to provide objective advice on challenging land use and infrastructure issues. The interdisciplinary teams assembled by ULI provide an unbiased set of recommendations for strategic action. The team includes people and expertise that may not be available by any other means. Volunteers are not permitted to be engaged in activities that constitute a conflict of interest in order to achieve the goals of the project.

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1. Introduction

1.1. About the City of Winter Park

Winter Park is a city of about 28,500 residents encompassing nearly nine square miles located just north of Orlando in Orange County, Florida (refer to Map M1). Chartered in 1887, the city was originally developed as a winter resort for wealthy Northerners seeking refuge from the harsh winters and a tranquil place to rest and relax.

Winter Park is home to Rollins College, the oldest college in Florida and the nation's premiere liberal arts college, founded here in 1885.

Today, Winter Park is known for its active and thriving downtown core, desirable neighborhoods, historic architecture, tree-lined brick paved streets, lakes and a broad spectrum of cultural amenities. These enviable attributes have earned the city a reputation as a desirable destination.



1.2. TAP Assignment

Despite Winter Park's core being a thriving and desirable destination, City leaders have determined that the various corridors serving it are in need of improvement to better align with the city's identity. Of the major arteries leading into the core, West Fairbanks Avenue serves as the primary connector between Interstate 4 making it a highly traveled and visible gateway into the city. City leaders have worked over a number of years to craft a workable redevelopment plans that address the infrastructure, urban design and economic needs of West Fairbanks Avenue.

It is important to note that West Fairbanks Avenue has weathered the recession of the last several years relatively well with only moderate impacts on vacancies and rents. They did not rise dramatically during the preceding boom and did not fall dramatically during the subsequent recession.

Winter Park has conducted a number studies over the course of the last decade intended to create a workable redevelopment plan for the corridor. Elements of the plans have met with opposition from various business owners along West Fairbanks Avenue. Early in 2012, the city began exploring the possibility of utilizing the advisory services offered through ULI's Technical Assistance Panels ("TAPs"). TAPs are uniquely designed to offer a fresh perspective on complex land use and development issues from unbiased and pragmatic experts. Based on the discussions, the city retained ULI to address the objectives outlined below.

The project outcomes will assist the city in setting a course that will meet the ultimate goal of revitalizing West Fairbanks Avenue into an attractive, vibrant and integral part of the Winter Park experience by exploring and implementing best practices from other places.

1.3. What is a TAP?

TAPs provide expert and objective strategic advice to sponsoring organizations on complex land use and development issues. TAPs link public agencies and nonprofit organizations with seasoned real estate, planning, financing, marketing and technical experts through ULI district councils. TAPs are part of ULI's Advisory Services program which has assisted over 500 communities worldwide since 1947.

TAPs commence when a sponsoring organization requests the services of a TAP with regard to a specific issue that can be addressed by a panel of experts in one or two days. ULI assists the sponsor in refining the scope of the assignment and convenes a panel to address those specific issues. The sponsor works within ULI guidelines to provide background information to ULI which is compiled into a briefing book and distributed to the panelists to the TAP convening. When convened, members of the TAP view the subject site, hear from stakeholders and then deliberate on the assigned issues. At the conclusion of its work, the panel presents an oral report on its advice and recommendations to stakeholders. A final written report is then completed within approximately four weeks.

1.4. Project Objectives

At the outset of the West Fairbanks Avenue TAP, the City established the following objectives for the panel to provide advice and recommendations on:

- I. Market Demand
 - Highest and best uses for an enhanced W. Fairbanks Ave., i.e. what does the market want?
 - Based on the lifecycle of the corridor, both near- and long-term uses.
- II. Catalysts for Change
 - Types of game-changing projects that will catalyze additional investment in redeveloping W. Fairbanks Ave.
- III. Incentives
 - Most effective incentives that the City of Winter Park can implement to enhance the market appeal including public/private partnerships.
 - Most effective physical/cosmetic enhancements that can be made to the public realm.
 - Most effective physical/cosmetic enhancements that can be made to the private realm.
- IV. Urban Design/Land Use Regulation
 - Urban design elements needed to accommodate the highest and best uses for W. Fairbanks Ave. Determine the advisability of requiring an urban form (buildings up on the frontages) as a mandatory or voluntary standard for the redevelopment along the W. Fairbanks Ave.
 - Appropriate zoning and land use regulations needed to accommodate the highest and best uses. Evaluate whether the proposed Architectural Design Standards will appropriately foster and encourage redevelopment of W. Fairbanks Ave.

- Barriers in the current regulations that need to be address to achieve the redevelopment goals.
- The necessity for expanded parking along the north side of the W. Fairbanks Ave. corridor that would require rezoning of adjacent residential land, as an essential ingredient to promote redevelopment along that north side.

1.5. TAP Panelists

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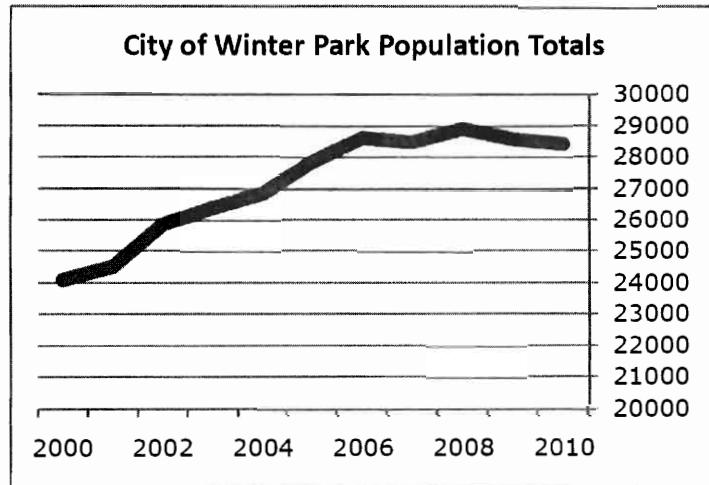
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2. Community Context

2.1. Demographics and Economic Trends

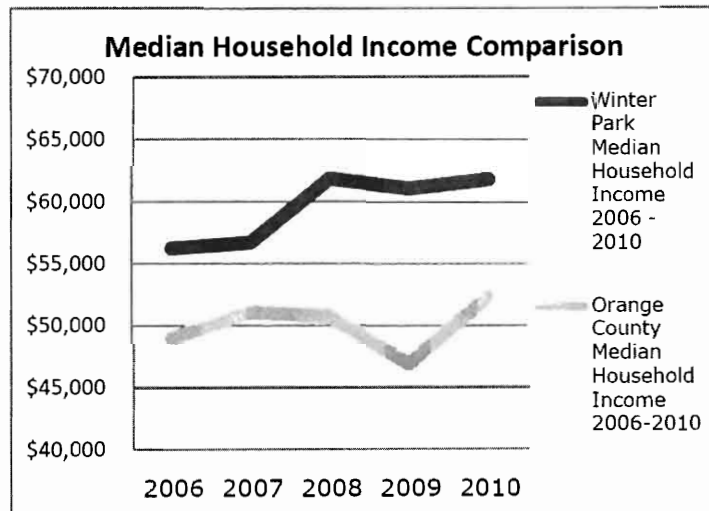
Population

The City of Winter Park has increased in population, by 18% to 28,434 from 2000-2010, representing an average annual rate of 1.67%. Over the same period Orange County's population has increased by 21.4%. With limited residential growth opportunities within the existing municipal boundaries any desire to contemplate an increase in population would require annexation.



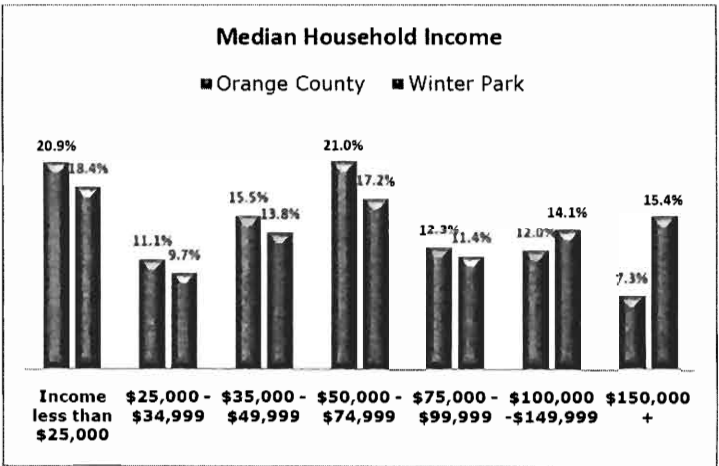
Median Household Income

Median Household Income for Winter Park has increased by 10% over the last 5 years to almost \$62,000. Growth was strongest in the earlier years but as the economy has slowed, income growth has declined as well. The city consistently maintains an overall higher level of income (15 – 20% premium) compared against Orange County. Winter Park's higher than average income levels are due primarily to the concentration of jobs in higher wage paying industries such as health care, financial services, and real estate.



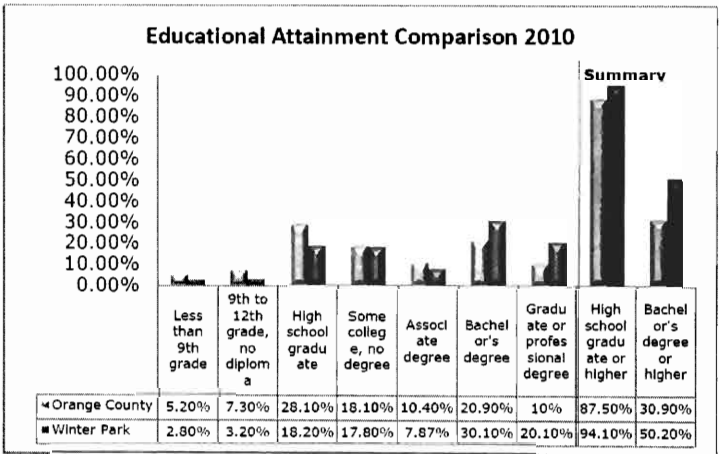
Income Diversity

Winter Park’s Median Household Income distribution is fairly evenly distributed with approximately half of all households making less than \$50,000 annually. Compared against Orange County, the city has a higher distribution of those making larger annual incomes with 15% of households bringing in over \$150,000 annually. This makes Winter Park an attractive market due to its favorable income demographics however with almost 30% of all households making under \$35,000, it is important to continue to promote policies and programs that enable workforce populations to remain within the city and nearby places of employment.



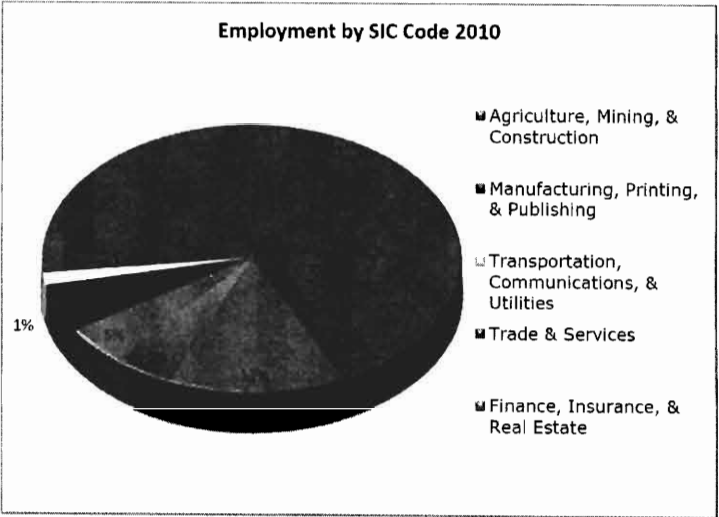
Educational Attainment

Winter Park offers a highly educated workforce with over 50% of workers having obtained a bachelor’s degree or higher (31% for the county), and over 20% boasting a graduate or professional degree (10% for the county).



Industry Sectors and Employment

The City of Winter Park has almost 4,000 businesses located within the city limits with employment totaling 31,348. The economy is driven by smaller specialty service and boutique businesses. The largest industry grouping by SIC code is Trade and Services with 70% of all employees and is comprised predominately of retail, restaurants, health care, legal, and other professional service occupations.



The last 5 years have seen great economic distress and this is reflected in the overall 5 year loss of 5,000+ jobs mostly from the Retail Trade and Services sector however the largest percentage drops have come from the Transportation, Communications, and Utilities (-51.9%) as well as Public Administration (37.0) sectors.

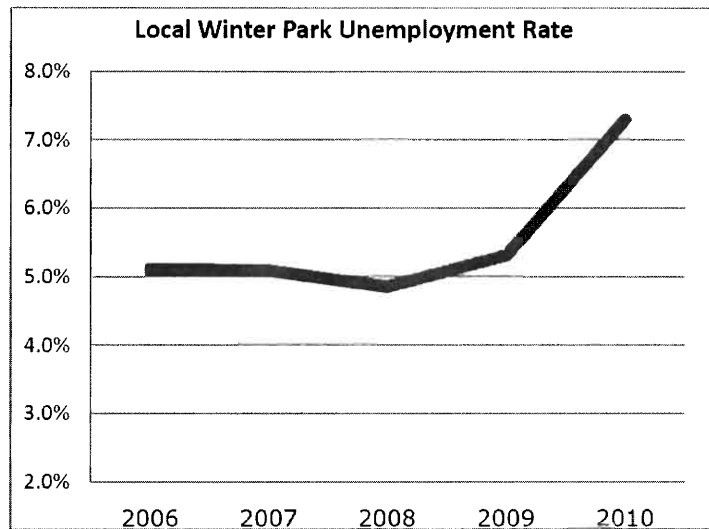
5-Year Change in Industry Employment 2006 - 2010

	2010		2006		Change in Employment Number	Change in Employment Percentage
Agriculture, Mining, and Construction	1,467	4.7%	1,498	4.1%	-31	-2.1%
Manufacturing, Printing, and Publishing	1,832	5.8%	2,166	5.9%	-334	-15.4%
Transportation, Communications, and Utilities	461	1.5%	958	2.6%	-497	-51.9%
Retail Trade and Services	21,869	69.8%	24,948	68.1%	-3,079	-12.3%
Finance, Insurance, and Real Estate	4,237	13.5%	4,700	12.8%	-463	-9.9%
Public Administration	1,482	4.7%	2,352	6.4%	-870	-37.0%
Total Employees	31,348		36,622		-5,274	-14.4%

Unemployment

As the total number of jobs in Winter Park has declined over a 5 year period the unemployment of residents in the city has increased. The figure at right shows the 5 year change in the number of jobs located within the city with major reductions occurring in 2007 – 2009 as the effects of the recession hit the job market.

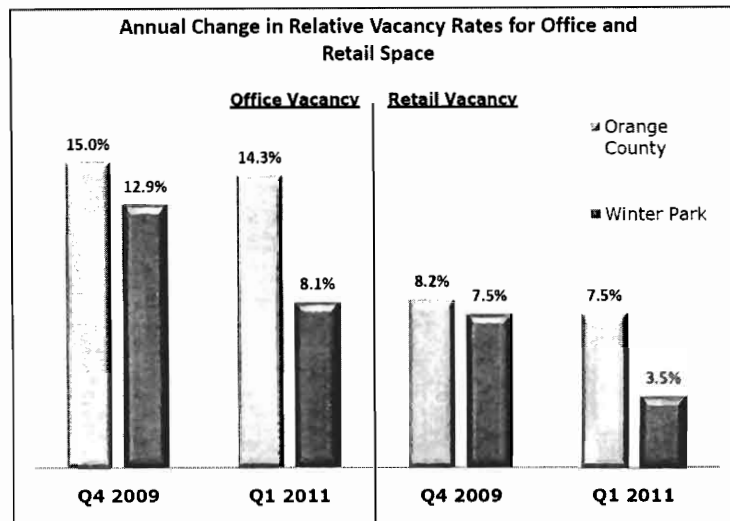
Despite the loss of jobs in the city and the rising rate of unemployment of the residents, with an unemployment rate of 7.2%, Winter Park maintains a rate that is significantly better than the State average of 11.5% in 2010.



Even though jobs were leaving Winter Park as early as 2007, Winter Park residents did not feel the loss of jobs until 2010 with a 2% hike to local unemployment. Winter Park’s higher rate of educational attainment may account for the better than average figures for the city as unemployment differs dramatically between those with a college education verses those without.

Office and Retail Vacancy

The last year has shown signs of strength in absorption of office and retail space within the city. Winter Park leads the region in terms of occupancy rates boasting a significant change in both retail and office vacancy rates.



2.2. Winter Park Economic Development Plan

The 2011 City of Winter Park Economic Development Plan identifies the following five objectives to be pursued in order to accomplish substantial economic development:

- Promote Development and Grow the Tax Base
- Promote and Enhance Community Character & Livability
- Engage in Economic Gardening
- Target and Grow Business Clusters
- Achieve Strategic Partnerships

As a part of the plan, the City conducted an analysis to identify its strengths, weaknesses, opportunities and challenges (SWOT).

Strengths

Providing high quality of life

Winter Park offers a small town quality of life with all the attractions and conveniences of being in a major metropolitan area. The city offers world-renowned shopping districts, long-standing commitment to arts and culture, abundance of parks and beautifully landscaped avenues and the best schools in the region.

An environment rich in culture, art and education

Winter Park offers its residents and visitor's year-round arts and cultural events, nationally recognized museums, home to Florida's prestigious liberal arts school, Rollins College, and is in close proximity to a creative design school, Full Sail University.

Growing demand for business space

Winter Park is leading the region's business economic growth. As of first quarter of 2011, Winter Park had a retail vacancy of retail of 3.5 percent for retail and 8.1 percent for office space. This surpasses the percentages of our surrounding cities.

A prosperous central business district

Well known Park Avenue and Hannibal Square offer residents and visitors a unique collection of restaurant, shops, parks and museums. With the upcoming Historic National Registration, this area will attract a higher number of national and international visitors.

Weaknesses

Limited land development opportunities

Due to our geographic location, Winter Park has a very limited inventory of available land and buildings for sale or for lease. Properties that are available are not maintained in a database for easy sharing.

Inefficient business permitting and development process

The City's business climate is favorable; however the permitting and plan check process has been rated unfavorable by many business customers. Departments must collaborate with businesses to resolve challenges and capitalize on opportunities.

Regional perception

Winter Park is seen by many as a great place to live, but possibly difficult to do business in. Unpredictable business and development environment, politicization of development process, and perceived slow and difficult city decision-making are some of the factors that have contributed to this concern.

Lack of economic vision

Winter Park does not have an adopted economic development vision and strategy. The city is not capitalizing their ability to attract, grow and retain businesses through the development of an economic development plan.

Opportunities

Leveraging economic, educational, and community partners

Winter Park holds strong state, regional and local partners that will allow it to collaborate and capitalize upon their mutual initiatives.

Implementation of efficient economic development policies

The adoption of a citywide economic development plan will give city leaders and departments a shared vision and goal.

Expansion of the Winter Park brand to businesses and visitors

The recent marketing efforts by the Community Redevelopment Agency will assist Park Avenue and Hannibal Square merchants to attract the right mix of customers who can appreciate and partake in the Winter Park lifestyle.

Threats

Unhealthy regional economy

The local economy continues to improve, however the Central Florida region is still suffering from high unemployment, above average number of foreclosures, and low national tourist numbers.

Lack of economic development community consensus

Winter Park does not have a consensus on growth. There is a need to define the differences between economic and population growth.

Regional economic development competition

Due to the recent economic crisis, most surrounding cities have developed and implemented economic development measures in order to attract businesses and increase their tax base.

3. West Fairbanks Avenue Study Area

3.1. The Story of West Fairbanks Avenue

The recent history of West Fairbanks Avenue (“WFA”) begins with a true story. It is May 2000 and Tom Willis, an orthopedic surgeon from Naples, Florida is driving to Winter Park. Tom has the ‘Midas’ touch. Everything Tom invests in brings huge financial success. Tom is the bell cow of a group of wealthy southwest Florida investors. If Tom says to invest, the group follows. Tom has never been wrong.

Tom has the iconic Langford Hotel in Winter Park under contract and has just been given the zoning approval from the Winter Park City Commission to rebuild the Langford as a brand new luxury boutique hotel. Tom has brought John Ayers, the operator of the Bellasera Hotel in Naples on board to be the operator. Tom has everything lined up.

But Tom has actually never been to Winter Park. Not that it matters. Winter Park has a reputation just like Naples. An affluent high class jewel in Florida. Tom gets off Interstate 4 at the Fairbanks exit... Tom sees the homeless people begging for money on the exit ramp and sleeping under the I-4 overpass. Tom drives down WFA and looks around. He sees used car lots, car repair businesses, tattoo parlors, pawn shops and bars. Tom reaches downtown Winter Park and turns onto Park Avenue. By then it is too late. Tom can’t shake the images of WFA - the “gateway” corridor to his new luxury boutique hotel. Tom dumps the project.

City Commission Vision

The true story of Tom Willis had a major impact on the City Commission. Winter Park has always had a limited annexation philosophy and never had aspirations to annex and grow big. To those who lived in Winter Park at this time, WFA was in the County. Take one look and you can tell it was in the County and not Winter Park. Everyone knows that.

But to those outside of Winter Park, the city limits were invisible. Like it or not, the story of Tom Willis made everyone realize that the City of Winter Park had been defined by WFA. Like it or not, that was the reality. So if WFA was going to define the ‘character’ of Winter Park, then Winter Park was going to try to change that first impression.

Manifest Destiny

In 2001, the City Commission directed the Planning staff to work on annexing the Fairbanks Avenue and Lee Road corridors. The manifest destiny of Winter Park would grow westward to I-4. Winter Park would then control the “gateway” corridors into the City.

Over the next two years, the planning staff, with much help from a small group of WFA property owners, worked in partnership to cobble together 51% of the property owners along the WFA corridor that agreed to be annexed. It was not an easy process. To many of the WFA property owners the attitude was and still is “it’s not broken why fix it”. A large segment of the property owners were and still are completely content with the existing character of WFA. Their property and buildings are rented. They haven’t seen a code enforcement officer or fire inspector in years and they are more than happy to keep it that way. But by the slimmest margins, the lure of

Winter Park Police enforcement and the promise of millions of dollars of city investments in sanitary sewer and streetscape improvements were sufficient to get a majority to believe that change could eventually result in rising property values for all. In June 2003, the annexation of the WFA corridor became official.

Infrastructure Improvements

In 2012, the long awaited sanitary sewer and streetscape project for WFA is scheduled to begin. The City Commission is investing \$8 million to bring sanitary sewer to WFA - a huge investment with a very long term payoff. If WFA is to see redevelopment of new office buildings, restaurants or hotels, sanitary sewer facilities are a must.

In addition to the investment in sanitary sewer, the City Commission is also investing another \$1.4 million in streetscape improvements along the WFA corridor. The old traffic lights and concrete poles will be replaced with new attractive mast arm poles and signals. When the project ends in July 2013 and the resurfacing project is complete, the WFA will be attractive and ready for redevelopment. The only adjustment to the plans is the removal of medians from the resurfacing project. These were removed at the request of the property owners and tenants at the City Commission during a 2011 review of the plans.

Planning Work for the WFA

Most of the planning work to enable the redevelopment of the corridor has been done. In 2006, Planning staff initiated zoning code changes that prohibit any new used car lots and new car repair businesses and prohibit new tattoo parlors, pawn shops and hookah lounges. The “go dark” window for these now non-conforming businesses was shortened and slowly a small evolution has occurred. The two tattoo parlors are gone. Three used car lots are gone. Three more used car lots are under binding development agreements that will require them to relocate in 2015.

In 2009 the City’s new Comprehensive Plan was adopted with much greater densities and heights allowable for the redevelopment along WFA. Along the south side of the WFA corridor, the Plan now allows six to eight story buildings where otherwise the tallest buildings in the rest of Winter Park are limited to five stories. The same area is designated for “Planned Development” (“PD”) zoning which enables projects to be undertaken at greater densities and with parking garage components. The WFA corridor is the one area of the City where there is total agreement that density is not a political issue.

The Planning staff has also taken the work of Placemakers and synthesized it down to an understandable and manageable document of WFA Design Standards. The desire may be just to rely on the typical land development code (zoning) regulations. But if there is a desire to add a ‘design’ review component in order to insure a quality image for the redevelopment, then those design standards are ready for adoption.

Constraints to Redevelopment

Aside from a sputtering national economy, there are several factors that directly impact the redevelopment of WFA. Staff has listed the top four concerns:

1. The north side of the WFA corridor is composed of very shallow 105 foot deep commercial lots that have limited parking. New redevelopment must meet parking

- and storm water retention codes. No one will redevelop a property, for example, with an existing 3,000 square foot building to get 2,000 square feet as a result. Unless these properties can expand to the north (onto residentially zoned properties) for expanded parking there is no financial incentive for redevelopment. Planning staff has put together the specific design requirement for those parking lot expansions that will protect the adjacent residential neighborhood. There are concerns about neighborhood opposition in any change to existing uses along the north side of WFA.
2. The south side of the WFA corridor has sufficient lot depth (280 feet back to Kentucky Ave.) and the possibility of vacating that street to assist in the aggregation of large parcel development. However, the area further to the south is a quasi-industrial area composed of warehouses, small manufacturing businesses, body shops, car repair, etc. Developing a project adjacent to older mixed commercial and industrial uses will present a challenge in compatibility.
 3. Aesthetic issues will continue to plague the redevelopment of the corridor. These include five existing billboards, a lattice communications tower and electric transmission lines as well as a lack of property owner maintenance and form along the corridor itself. As in most areas that are older, the state of each property varies given the concern of the owner and the tenants.

Summary

The City of Winter Park clearly recognizes the ability of a gateway corridor to set the tone for redevelopment throughout their community. This corridor has not struggled with vacancy even during the past several years, but has not found an identity that promotes sound redevelopment. The four project objectives will provide clarification and direction for timely redevelopment of the WFA.

Commissioners at the City of Winter Park voted unanimously in 2011 to kill a nearly \$2 million beautification project, hampering a planning strategy that put greater emphasis on mixed use development. The original plan was part of a \$9 million street and sewer upgrade to the road.

The beautification project would have happened parallel to planned work upgrading sewers in the area. City planners wanted to add planted medians to the center of the road, in coordination with a planned repaving by the Florida Department of Transportation.

The medians would have eliminated a center turn lane. Planners say the medians would make the road safer by reducing conflict zones during turns and slow down traffic.

However merchants along West Fairbanks corridor became concerned about paying an anticipated assessment for the improvements as well as forcing customers of some businesses to make U-turns to reach them. They showed up en masse at the City Commission's meeting to express their worries. Commissioners voted to go ahead with planned sewer and repaving, but axed the median component.

The beautification efforts would have also started an incremental experiment with form based codes in Winter Park, which are considered to be a leading trend in city planning. Form-based codes allow mixed-use buildings, such as ground floor commercial spaces with residences on a second level.

City planning staff had been working on the project since 2005 under a previous City Commission. It had been estimated to take one year and cost just under \$9 million dollars. New estimates without the median are not available yet.

3.2. Planning

Winter Park Comprehensive Plan: Future Land Use Element

Future Land Use Designation for West Fairbanks Avenue:

Commercial. This land use designation includes both the wide variety of commercial retail uses, restaurants, and various professional office uses. It is designed to relate to those areas zoned C-1, C-3 and C-3A, but may also include areas zoned I-1 when used for commercial or office or residential purposes. This designation also allows a density of residential uses as a conditional use up to 17 units per acre. Residential units however, shall only be permitted above the first or ground floor level. The intensity of use (floor area ratio) of buildings in this designation may not exceed the standards as listed in the Maximum Future Land Use Density/Intensity Table and as governed by the maximum number of stories permitted in the Maximum Height Map within this Future Land Use Element.

High Density Planned Development (PD 2). This land use designation includes retail businesses, restaurants, offices and residential uses within building projects permitting higher density mixed and single use in designated areas. This land use designation is restricted to geographic areas of the City identified in the Future Land Use Map Series – Map 1-6c, and 1-6d. The maximum floor area ratio shall not exceed the percentages listed in the Maximum Future

Future Land Use Map Designation Maximum Density/ Intensity Table					
	Office	Commercial	Medium Density PD 1	High Density PD 2	C.B.D.
Density (units/ acre)	17	17	17	25	17
Intensity (FAR)					
Up to 2-3 story limit	45%*+ 60%**	45%*+ 60%**	130%	130%	200%
Up to 4 story limit	45%*+ 60%**	45%*+ 60%**	175%	200%	Not permitt ed
Up to 5-8 story limit	45%*+ 60%**	45%*+ 60%**	N/A	250%	Not permitt ed

Land Use Density/ Intensity Table and as governed by the maximum number of stories permitted in the Maximum Height Map within this Future Land Use Element.

Planning Area L: West Fairbanks Avenue

Policy 1-4.1.L.1: Protect the Lake Killarney Residential Neighborhood from Commercial, Office And Parking Lot Encroachments. The City shall preserve and protect the existing Lake Killarney residential neighborhood from commercial, office and parking lot encroachments.

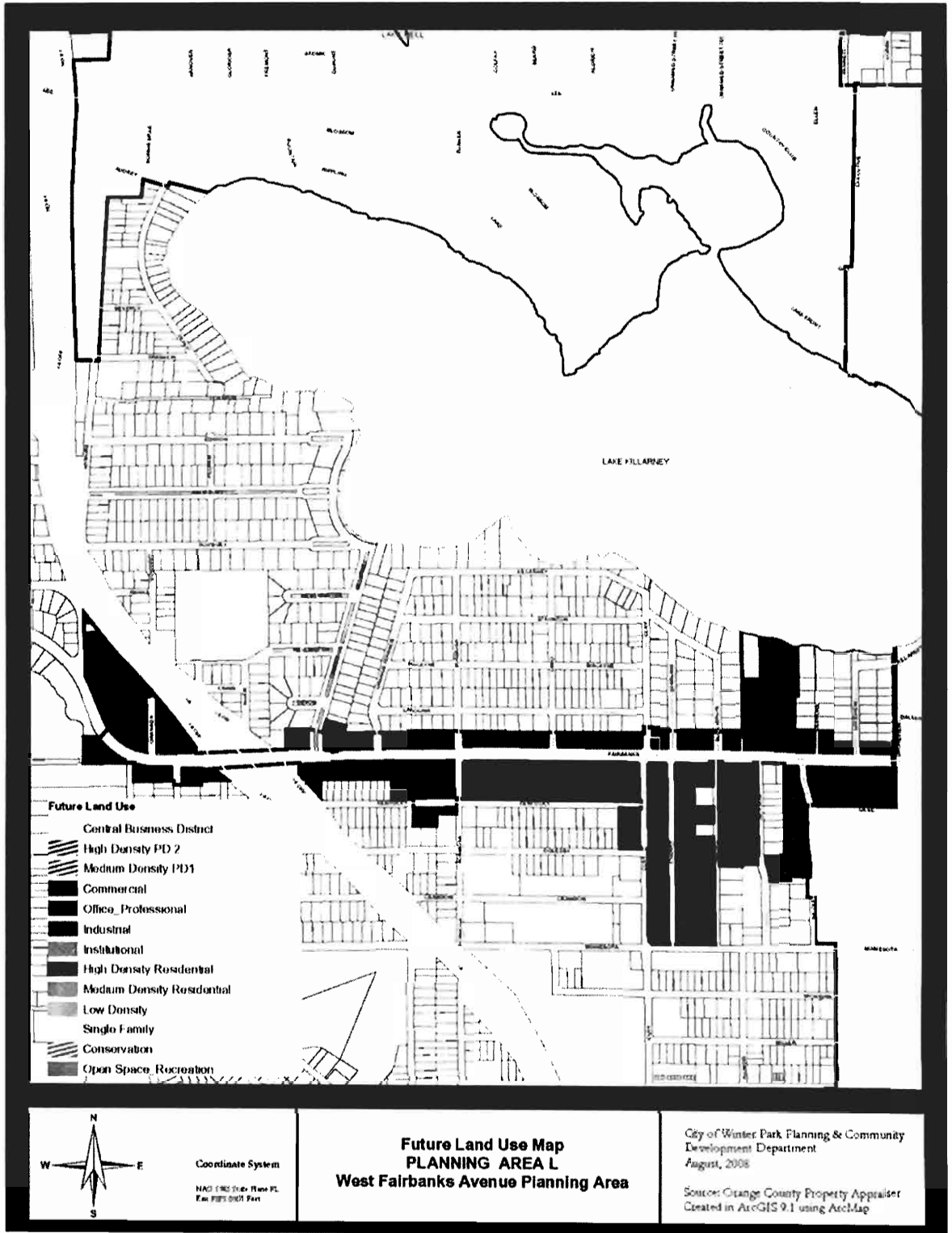
Policy 1-4.1.L.2: Annexation, Rezoning, and Redevelopment of Certain Residential Properties in the Lake Killarney Neighborhood. At such time annexation occurs, the City shall consider amending the Future Land Use Map to allow non-residential use and redevelopment of the residential properties abutting commercial or office properties that front on the north side of Fairbanks Avenue in the Lake Killarney neighborhood from Kilshore Lane west to Interstate 4 subject to compliance for special setback and design standards to ensure compatible development and to enhance the appearance of the Fairbanks Gateway corridor.

Policy 1-4.1.L.3: Annexation, Rezoning, and Redevelopment of Certain Residential Properties South of Fairbanks Avenue. At such time that annexation occurs, the City shall encourage and permit amending and redeveloping residential properties located south of Fairbanks Avenue from US Highway 17-92 to Interstate 4 to ensure compatible development and to enhance the appearance of the Fairbanks Gateway corridor.

Policy 1-4.1.L.4: Support West Fairbanks Gateway Enhancements and Prohibit Certain Uses to Reinforce the Gateway Design and Land Use Principles. In order to establish the character of this corridor as a gateway entrance to Winter Park, the City shall prohibit certain business types along the frontage of the corridor including new or used car sales, auto repair businesses, resale stores or pawn shops, tattoo businesses, adult oriented businesses, fast food businesses and convenience stores.

Policy 1-4.1.L.5: Pursue Annexation South to Include All Commercial Areas South to Minnesota Avenue and the Calvary Church Properties. Pursuant to the annexation policies of the City, this planning area and policies shall extend and expand south to include all commercial areas south to Minnesota Avenue and the Calvary Church properties.

Policy 1-4.1.L.6: Community Redevelopment Area (CRA) in the West Fairbanks Planning Area. The City shall analyze and evaluate the creation of a Community Redevelopment Area (CRA) for all or portions of this West Fairbanks Planning Area.



Zoning Code Provisions for West Fairbanks Avenue

Sec. 58-76. Commercial (C-3) District.

(a) Purpose and intent.

(1) Certain areas of the city along arterial and collector roadways have developed and are being redeveloped as highway-oriented commercial areas. The purpose of this district is to provide areas for this type of use and to provide regulations which enhance the convenience of use of these buildings as well as contribute to the attractiveness of the City and minimize any possible adverse effect on the entire community.

(2) Uses permitted within this district shall include highway-oriented retail commercial establishments and personal and professional services. Regulations will include requirements for sufficient off-street parking, attractive parking areas and control over the ingress and egress points.

(b) Permitted uses. All business uses and activities shall be conducted exclusively and wholly within an enclosed building except those uses permitted which are customarily conducted in the open such as off-street parking, plant and landscape garden sales and outdoor patio dining. Storage shall be limited to accessory storage of commodities sold at retail on the premises and storage shall be within a completely enclosed building. Some minimal display of bulk merchandise for sale within the business may be permitted outside and adjacent to an enclosed building but only if under a permanent covered building canopy but not to include vending machines.

(1) Retail businesses involving the sale of merchandise on the premises within enclosed buildings and excluding resale establishments or pawn shops (other than clothing resale stores). Liquor stores, provided the store is more than 300 feet from external residentially used properties. Convenience stores (unless in conjunction with fuel sales). The retail sale of motorized scooters (not motorcycles) is permitted except that only one scooter may be displayed outside the building within two feet of the building façade, and absolutely no scooter display is permitted in the area designated on the site plan for parking.

(2) Establishments involved in the rendering of a personal or business service including banks or similar financial institutions, barber shops, beauty or nail salons, spas, cosmetic treatments, car rental agencies, dry cleaning establishments, hotel or motels, laundries, post office, theaters, travel agencies, and restaurants, bars, taverns, cocktail lounges (provided that if these establishments are serving alcoholic beverages for consumption on the premises, they are located more than 300 feet from residential properties) but specifically excluding tattoo, body art or fortune telling businesses.

(3) Funeral homes or mortuaries without incinerators;

(4) Business, financial, governmental, medical and professional offices, agencies and clinics;

(5) Off-street parking lot except not involving the parking or storage of construction equipment, trucks, drill rigs, etc.

(6) Permanent recreational facilities within enclosed soundproof buildings, but excluding adult video arcades and including both publicly and privately owned including lodges;

(7) Blueprinting, photocopying and printing offices;

(8) Animal hospitals, pet stores and other animal care businesses provided that there shall be no outside kennels, pens or runs, and there shall be no overnight boarding of animals unless the structure is located more than 250 feet from a residentially zoned parcel of land;

(9) Churches, non-profit organizations' halls/lodges, uses and schools less than 5,000 square feet in size (see parking requirements for limitations).

(10) Uses customarily incidental and accessory to the permitted uses, including the repair of goods of the types sold in stores are permitted. Such repair must be carried on within a completely enclosed building, may not be carried on as a separate business, and provided further that there shall be no manufacturing, assembling, compounding, processing or treatment of products, other than that which is clearly incidental and essential to the permitted uses.

(c) Conditional uses. The following uses may also be permitted as conditional uses following review by the planning and zoning commission and approval by the city commission in accordance with the provisions of this Article. See Sec. 58-90 Conditional Uses.

(1) New and used motor vehicle, boat or trailer sales but per the policies of the Comprehensive Plan restricted and limited to locations north of Webster Avenue, west of Denning Drive and east of Bennett Avenue and locations on the west side of Wymore Road, north of Lee Road.

(2) Cemetery monument sales but excluding outdoor display.

(3) Public utility substations or sub-installations.

(4) Convenience stores or service station operations selling retail gasoline/diesel and other petroleum products along a variety of retail products with or without the service/repair of vehicles;

(5) Businesses involving the repair and servicing of motor vehicles or boats.

(6) Automatic car washes, paint and body shops.

(7) Retail and/or wholesale automobile part sales.

(8) Office/showroom/warehouse use.

(9) Drive-in components of any business.

(10) Restaurants, bars, taverns, cocktail lounges providing alcoholic beverages for consumption on the premises and liquor stores when located within 300 feet of residential properties.

(11) Buildings over 10,000 square feet, or any addition over 250 square feet to an existing building over 10,000 square feet, or additions to existing buildings that result in a building over 10,000 square feet in size.

(12) Any conditional use provided in the R-3 or R-4 districts, however said use is limited to the site and improvement regulations of this district.

(13) Any building with residential units as a component of the building. However, time shares are not permitted.

(14) Churches, community clubs, non-profit organizations' halls/lodges, and schools 5,000 square feet or larger in size. (See parking requirements for limitations).

(15) Buildings with a third floor within the Central Business District up to forty (40) feet in height; requires the affirmative votes of four (4) city commissioners to be approved;

(d) Minimum building site. There shall be no minimum lot size area however the lot must have a minimum frontage of fifty (50) feet on a major arterial street

(e) Development standards.

(1) Any building constructed within this district shall adhere to the following minimum or required setbacks for front, rear and side yards. The front setback to all streets shall be a minimum of ten (10) feet from the property line and a minimum of fifteen (15) feet on Orlando Avenue and on the north side of Fairbanks Avenue and twenty (20) feet on the south side of Fairbanks Avenue. For properties along Orange Avenue, the front setback may be reduced to the average front setback of the existing buildings within that block if approved by the City Commission. Side yard setbacks shall be a minimum of five (5) feet from each property line unless the parcel shares a common line with a residentially zoned parcel, then a fifteen (15) foot setback shall be observed. The rear setback shall be a minimum of thirty (30) feet from the property line unless the rear yard abuts a residentially parcel, then a thirty-five (35) foot setback shall be observed. However, within the Hannibal Square Neighborhood Commercial District area, as set forth in this section, new buildings shall have a required ten (10) foot front setback and may be permitted zero-foot side setbacks unless the parcel shares a common line with a residentially zoned parcel, then a fifteen (15) foot setback shall be observed. For any required front setback, the distance may be increased upon the determination by the public works director and police chief that a traffic sight distance safety problem may exist, to the extent required to remedy the problem.

(2) If a person constructing a building within this district desires to combine the minimum side yard setbacks and provide them on only one side of the lot, a site plan showing the locations of the proposed building as well as the location of existing adjacent building must be submitted to the planning and zoning commission for approval prior to the issuance to a building permit to ensure sufficient compatibility with adjacent properties. This reduction to the required side setback however, shall not be permitted if adjacent to a residentially zoned parcel.

(3) The maximum floor area ratio and building lot coverage shall be forty-five (45%) percent. The floor area ratio shall include the floor area of any attached or detached above grade private parking garage. The forty-five (45%) percent floor area ratio and building lot coverage may be increased by an additional five (5%) percent if the parking for the increased five (5%) percent

floor area ratio is located entirely underground beneath the building's footprint or if the building's upper floor(s) are cantilevered over such parking or if it is for a hotel building.

(4) Exclusively residential buildings are not permitted. Residential units are not permitted on the first or ground floor. When residential units are included on the second floor or above, the floor area ratio of the project may be up to sixty (60%) percent FAR. Limited residential use of the first or ground floor of such buildings may be permitted when such space is limited to the functions of entrance lobby/elevator/stair access, leasing or management office or residential amenity spaces such as health/fitness, meeting/activity room or storage. However, in no case shall more than fifteen (15%) percent of first or ground floor be devoted to these ancillary residential uses (not counting the area of parking garages).

(5) The maximum floor area ratios outlined above are not an entitlement and are not achievable in all situations. Many factors may limit the achievable floor area ratio including limitations imposed by the Maximum Height Map, concurrency management/level of service standards, physical limitations imposed by property dimensions and natural features as well as compliance with applicable code requirements such as, but not limited to, parking and internal circulation, setbacks, landscaping requirements, impervious lot coverage, design standards and on-site and off-site improvements and design amenities required to achieve land use compatibility. Land located across a street and/or separated from the building site shall not be included in the floor area ratio calculations.

(6) The maximum residential density shall not exceed seventeen (17) units per acre.

(7) Building heights shall not exceed the height limits imposed by the Maximum Height Map. For those properties shown with a two story maximum, the maximum building height shall be thirty (30) feet; for those properties shown with a three story maximum height, the maximum building height shall be forty-two and a half (42.5) feet, unless located within the Central Business District where the maximum height for three stories shall be forty (40) feet if approved as a conditional use. Variances for more than three stories in the Central Business District are prohibited. For those properties shown with a four story maximum height, the maximum building height shall be fifty-five (55) feet; for those properties shown with a five story maximum height, the maximum building height shall be sixty-five (65) feet and for the properties shown permitting up to eight stories, the maximum height shall be ninety-five (95) feet. Unless specifically approved by the City Commission as a conditional use, buildings developed with less than the maximum building stories shall conform to the maximum height for the applicable stories. For example, if a two story building is developed within an area permitting a four story building, the two story building shall conform to the thirty (30) foot height limit. Parking garage levels shall be counted as stories for each level except for any basement level or the open roof level.

(8) Parapet walls, or mansard roofs functioning as parapet walls, may be added to the permitted building height but in no case shall extend more than five (5) feet above the height limits in this subsection. Mechanical penthouses, mechanical and air conditioning equipment, elevator/stair towers and related non-occupied structures may be permitted to extend up to ten (10) feet above the height limits in this subsection. Architectural appendages, embellishments and other architectural features may be permitted to exceed the roof heights specified in this section, on a limited basis, encompassing no more than thirty (30) feet of the building roof length and area, up to eight (8) feet of additional height, upon approval of the City Commission, based on a finding that said features are compatible with adjacent projects.

(9) For properties not shown on the Maximum Height Map, located adjacent to four land roadways, the maximum height shall not exceed fifty-five (55) feet, and the maximum height shall not exceed forty-two and a half (42.5) feet for properties located adjacent to two lane roadways. For corner properties adjacent to both four lane and two lane roadways, the maximum height shall be fifty-five (55) feet.

(10) Terracing and articulation providing additional setbacks are required to create relief to the overall massing of the building facades. Such design features of building façade articulation are required at least every sixty (60) feet on average along the primary building façades facing streets, or the building frontage where the building fronts primary parking lot area. For any building over two stories in height and over 200 feet in length, there shall be a thirty-five (35) foot break on at least the first floor, the design of which shall be a component of the architectural review process required for conditional use. For any building over two stories or 30 feet in height, a significant portion, comprising at least seventy-five (75%) of the top floor, shall be terraced and stepped back from the exterior face of the next lower floor by an average of at least five (5) feet. Parking structures are exempt from this terracing requirement.

(11) Whenever the rear or side property lines within this district share a common property line with parcels zoned residential, either a solid wall or fence (other than wood) shall be provided along the entire common line. The wall or fence shall be six (6) feet in height; except that such wall or fence shall be only three feet in height from the front setback line of the adjoining parcel to the front property line of the adjoining parcel.

(12) Development shall not exceed eighty-five (85%) percent impervious coverage in this district.

(13) Other code sections related to development that should be referenced include but are not limited to Off-street Parking Regulations, Maximum Height Map, General Provisions, Definitions, Sign Regulations (Article IV), Environmental Protection (Article V) (this section includes Division 1 Storm Water, Division 6 Tree Preservation, Division 8 Landscape Regulations Division 9 Irrigation Regulations and Division 10 Exterior Lighting), Subdivision Regulations (Article VI), Historic Preservation (Article VIII) and Concurrency Management Regulations (Article II).

Sec. 58-83. Planned Development Two (PD-2) District.

(a) Purpose and Intent:

(1) The Planned Development Two (PD-2) district provides for and encourages the development of Class A office space, complementary specialty retail businesses, restaurants and residential units as compatible uses at urban densities in accordance with the Comprehensive Plan. The provisions of this zoning district shall establish the setting and character of improvements and structures allowed on the land that enhances the historic village character of the City and promotes a pedestrian-friendly environment.

(2) The PD-2 district should encourage the development of diverse urban infill projects containing specialty retail shops, Class A offices, restaurants, residential units, and public places. The increased density permitted by this district contrasted with other districts should be balanced by the provision of meaningful public amenities and open spaces. Each urban use

project shall incorporate designs and architecture that enhances the surrounding area and which encourages traditionally designed, pedestrian friendly neighborhoods.

(c) Permitted Uses or Permitted Mix of Uses:

(1) Retail businesses involving the sale of merchandise within enclosed buildings. However, single tenant retail stores in excess of 65,000 square feet are prohibited. While single tenant retail stores may sub-lease interior portions of their floor space to banks, car rental agencies, food vendors, coffee shops, etc., if the balance of the retail floor space is at least eighty-five (85%) devoted to a single retail user/business, then the entire business shall be deemed to be a single retail store.

(2) Establishments involved in the rendering of a personal or business service, including banks, barber or beauty shops, dry cleaning establishments, hotel or motels, theaters, travel agencies, and restaurants (provided that if these restaurant establishments are serving alcoholic beverages for consumption on the premises then such restaurants must be located more than 300 feet from off-site residential properties). Bars, taverns, lounges, tattoo, body art and fortune telling businesses are prohibited.

(3) Residential units; provided, however, that in buildings with street frontage, the first floor shall contain non-residential uses in at least seventy-five percent (75%) of the first floor and along the entire street frontage. For buildings with multiple street frontages the requirement that seventy-five (75%) percent of the frontage be non-residential shall apply only to the primary street frontage(s) based upon the project's visibility and roadway function. For purposes of calculating the seventy-five percent (75%), the floor area of parking garages shall not be included.

(4) Business, financial, governmental, medical and professional offices;

(5) Off-street parking lot or parking garage, except for the storage of heavy duty construction equipment and trucks, drill rigs, etc.

(6) Permanent recreational facilities within enclosed soundproof buildings, both publicly and privately owned.

(d) Conditional Uses: The following uses may also be permitted as conditional uses under Section 58-90:

(1) Drive-in components of any business.

(2) Restaurants providing alcoholic beverages for consumption on the premises when such restaurant is located within three hundred (300) feet of off-site residential properties.

(3) Buildings over 10,000 square feet, any addition over 500 square feet to an existing building over 10,000 square feet, or additions to an existing building that result in a building over 10,000 square feet.

(4) Any significant change to the representations provided as part of the application as are approved pursuant to Section 58-83 (b).

(e) Development Standards:

(1) Minimum and Maximum Property Size - Minimum property size for a PD project shall be eighty thousand (80,000) square feet. The maximum property size for any project shall be three (3) acres. For properties between three (3) acres and six (6) acres, only fifty (50%) percent up to a maximum of three (3) acres may be used for a planned development project, with the balance of the property limited to traditional zoning. On properties larger than six (6) acres, there may be multiple planned development projects, and in no case shall any individual planned development project encompass a site larger than three (3) acres. For example, on a nine (9) acre site, two separate PD projects of three (3) acres each may be permitted, with the remaining portion of the site developed under traditional zoning. Allowable densities shall be based on the portion used for the planned development project, not the total site area. Separate but adjoining PD projects under different ownership created by subdivision or lease from a parent parcel previously in single ownership may not be used as a means to circumvent this requirement, absent approval from the City Commission based on the compatibility of the projects with the adjoining properties. In addition, there shall be no less than seventy-five (75) feet of separation between any two principal PD project buildings.

(2) Maximum Floor Area Ratio (FAR) – Based upon the maximum number of stories as specified in the Maximum Height Map, the maximum FAR shall be one hundred thirty (130%) for any property having a three (3) story maximum height, two hundred (200%) percent for any property having a four (4) story maximum height and two hundred-fifty (250%) percent for any property identified as having a five to eight (5-8) story maximum height. For any property not designated on the Maximum Height Map, the maximum FAR shall be two hundred (200%) percent. Private structured parking above grade shall be counted toward the maximum floor area ratio. Basement parking structures or any other basement areas are not included in the FAR calculations. These maximum floor area ratios are not an entitlement and are not achievable in all situations. Many factors may limit the achievable floor area ratio, including limitations imposed by the Maximum Height Map, concurrency management/level of service standards, physical limitations imposed by property dimensions, and natural features, as well as compliance with applicable code requirements, such as, but not limited to, parking and internal circulation, setbacks, landscaping requirements, impervious lot coverage, design standards and on-site and off-site improvements and design amenities required to achieve land use compatibility. In addition, in the review and approval of specific projects, the city commission may limit and restrict the achievable floor area ratio.

(3) Maximum Building Lot Coverage – The maximum building lot coverage (footprint) of the project shall not exceed forty-seven (47%) percent for any project limited to a maximum height of three (3) stories and shall not exceed fifty-five (55%) percent for any project with more than three (3) stories. Variances to these building lot coverage maximum provisions are prohibited. Furthermore, these maximum building lot coverage percentages are not an entitlement and are not achievable in all situations. Many factors may limit the achievable building lot coverage including physical limitations imposed by property dimensions and natural features as well as compliance with applicable code requirements such as, but not limited to parking, setbacks, lot coverage and design standards. In addition, the City Commission in the review and approval of specific projects may limit and restrict the achievable building lot coverage.

(4) Minimum Open Space – The land area of the PD project within the private property not covered by buildings shall constitute the project's open space. At least twenty-five (25%) of the total dimensions of the private property shall be natural pervious green space and shall not be

covered by any impervious surfaces or be utilized as an above ground required storm water retention area. Such required open space shall not satisfy the concurrency requirement for parks.

(5) The street front setbacks required in this district shall be as follows:

Building Height					
	1 story	2 story	3 stories	4 stories	5-8 stories
Road Type					
Primary 4 Lane	20 feet	25 feet	30 feet	35 feet	40 feet
Secondary 2 Lane	20 feet	20 feet	25 feet	30 feet	35 feet

(6) Minimum street front setbacks along primary four lane roads starting from the property line should consist of at least a seven (7) foot wide landscape planting pedestrian protection zone. The remaining setback width up to the building face may be a combination of sidewalk (minimum eight (8) foot width fronting office or retail space and minimum ten (10) feet fronts restaurant space) and landscape areas. These dimensions may be adjusted on a case by case basis by the City Commission in the review of specific building projects based on the compatibility of the project with adjoining areas.

(7) Side setbacks shall be a minimum of five (5) feet for one or two story building components and twenty (20) feet for three story or higher building components. If the project abuts other residentially zoned land then the side setbacks shall be twenty (20) feet for a one or two story building and thirty (30) feet for three story buildings or higher.

(8) Rear setbacks shall be a minimum of ten (10) feet for one or two story building components and twenty (20) feet for three story or higher building components. If the project abuts other residentially zoned land, the rear setbacks shall be twenty (20) feet for a one or two story building and thirty (30) feet for three story buildings or higher.

(9) Building facades in excess of one hundred twenty (120) feet in length shall incorporate horizontal articulation design features intended to create relief. This may be accomplished through horizontal articulation or breaks in the building façade, with increased setbacks greater than five (5) feet, and variations in the massing or other architectural elements which create relief along the façade. Such design features shall occur at least every sixty (60) feet on average along the primary buildings' facades facing streets or the building frontage facing the primary parking area. For any building, the maximum building length along a street frontage shall be two hundred (200) feet, and the separation between buildings shall be a minimum of thirty-five (35) feet.

(10) Terracing and/or additional setbacks to accomplish vertical articulation are required to create relief to the overall massing of the building facades. For any building over two stories in height, a significant portion of the top floor shall be terraced and stepped back from the exterior face of the next lower floor by an average of at least five (5) feet. Parking structures are exempt from the step back and terracing requirements.

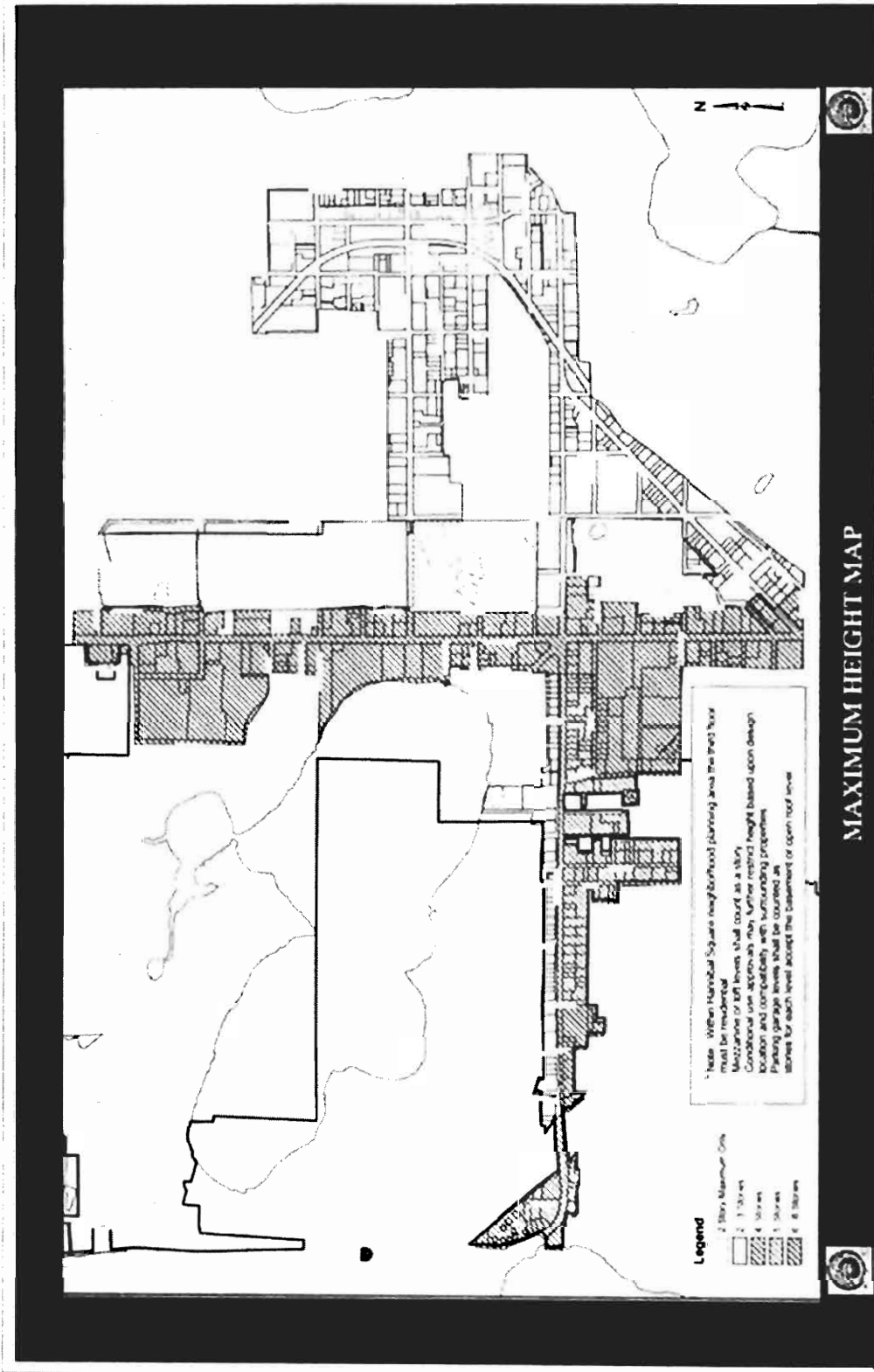
(11) Parking garages shall be minimally visible from adjoining streets (except for entrances and exits) either with screening by linear building components or through architectural design

compatible with the principal buildings that creates the appearance that the parking garage is retail, office or a residential building, and not obviously a parking garage.

(12) The minimum residential unit size shall be 450 square feet and the maximum residential density shall be twenty-five (25) units per acre. However, the City Commission on a case by case basis may permit the maximum densities within the district to be exceeded by up to five units per acre when such allowances are used exclusively for the construction of affordable or workforce housing. This incentive shall not permit additional floor area ratio, building lot coverage or building height but is intended to allow additional units within the building parameters than otherwise permitted by the district.

(13) Building heights shall not exceed the height limits imposed by the Maximum Height Map. For those properties shown with a two story maximum, the maximum building height shall be thirty (30) feet; for those properties shown with a three story maximum height, the maximum building height shall be forty-two and a half (42.5) feet; for those properties shown with a four story maximum height, the maximum building height shall be fifty-five (55) feet; for those properties shown with a five story maximum height, the maximum building height shall be sixty-five (65) feet and for the properties shown permitting up to eight stories, the maximum height shall be ninety-five (95) feet. For any property not shown on the Maximum Height Map, the maximum building height shall be fifty-five (55) feet. Unless specifically approved by the City Commission based on compatibility with adjoining properties, where buildings are developed at lesser building stories than might otherwise be permitted by the Maximum Height Map, those buildings shall conform to the maximum height as outlined above for the applicable stories. For example, if a two story building is developed within an area designated as permitting a four story building, the two story building shall conform to the thirty (30) foot height limit. Parking garage levels shall be counted as stories for each level except for any basement level or the open roof level. Parapet walls or mansard walls functioning as parapet walls, may be added to the building, but shall not exceed more than five (5) feet above the building roof height, limitation outlined above. Mechanical equipment, elevator towers, and related non-occupied structures may be added to the building roof height, but in no case shall exceed more than ten (10) feet above these building roof height limitations, and shall be located and screened to the maximum extent possible so that they are not visible from the street. Architectural appendages, embellishments and other architectural features may be permitted to exceed these roof heights specified, on a limited basis encompassing no more than thirty (30%) percent of the building roof length and area, up to eight (8) feet above the maximum building roof heights detailed above, upon approval of the City Commission.

(14) Any above grade parking garages or decks constructed within this district must be at least one hundred (100) feet away from any single family or low density residential zoned property.



3.3. Public Works and Utilities

The City of Winter Park has proposed the installation of a gravity sewer system and related streetscape improvements. The original purpose of the project is described as follows:

- Promote long-term redevelopment and beautification of the Fairbanks Ave corridor
- Improve traffic safety
- Improve traffic flow and efficiency with controlled vehicle turning movements
- Improve gateway aesthetics and pedestrian safety with landscaped medians, improved lighting, and signalized intersections and crosswalks
- Reduce potential environmental impact of septic tanks on Lake Killarney

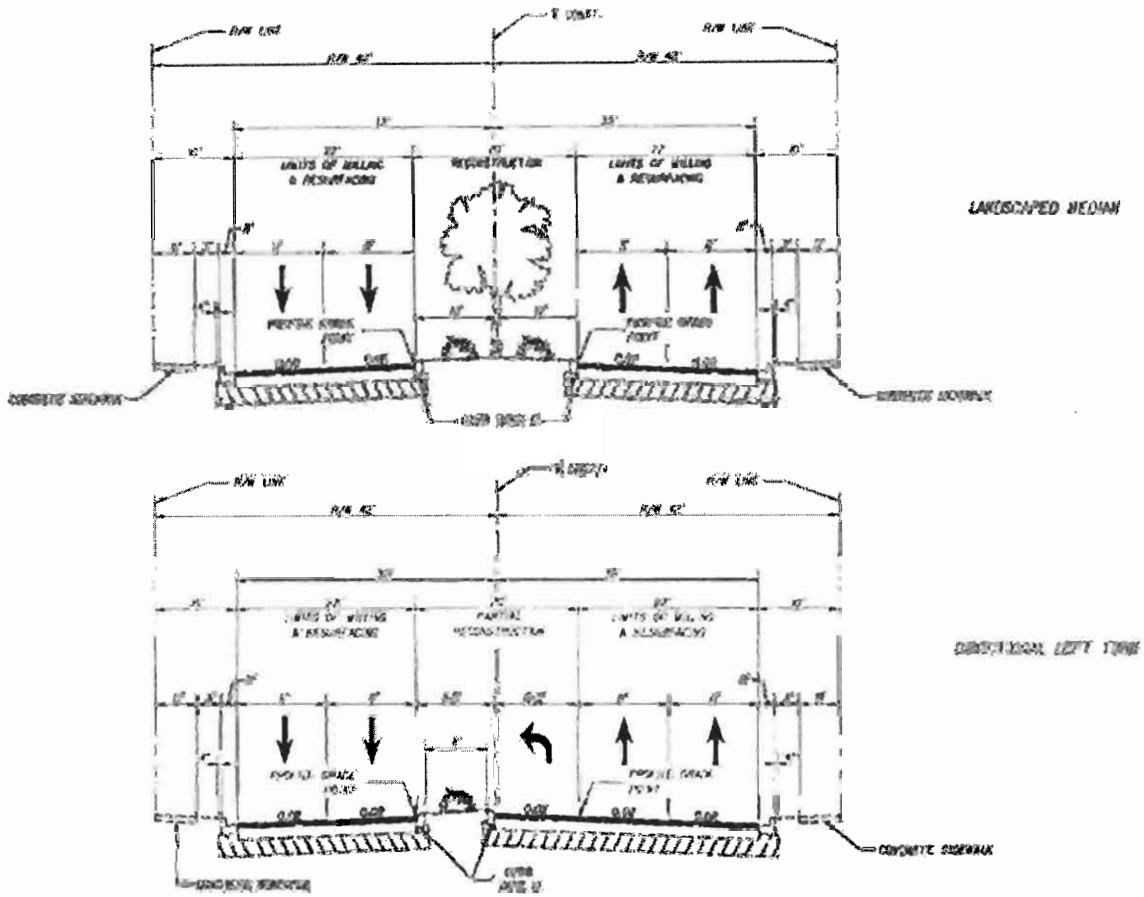
The plan would have included a landscaped median thus eliminating the “suicide lane” down the middle of most of this section of West Fairbanks Avenue. However, the business owners along the section voiced their concern that the median would hurt their businesses by eliminating left-turn vehicular access.

The city has decided to proceed with construction of the gravity main sewer and resurfacing the roadway while deferring the landscape median improvement pending further study including this TAP.

Public Works

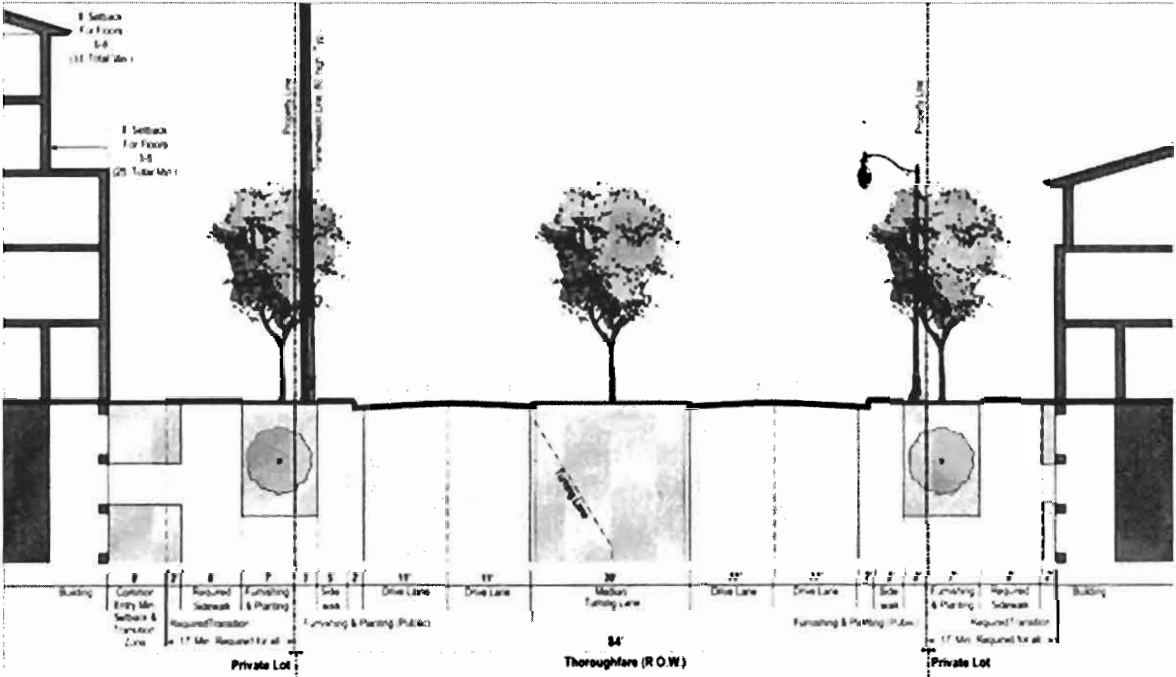
Orange County traffic counts show this portion of West Fairbanks Avenue averages over 35,000 vehicles per day. The road cross-sections below show the proposed median street sections. The design standards for the proposed cross-section include:

- Maintain 35 mph speed limit
- Reduce lane width to 11 feet
- Turn lane width 10.5 feet
- Landscaped median 20 feet
- Turning lane median 9.5 feet
- Lighting on northside R-O-W
- Improve signalization and pedestrian crossings
- Provide for U-turns @ designated locations
- No additional ROW or easements required

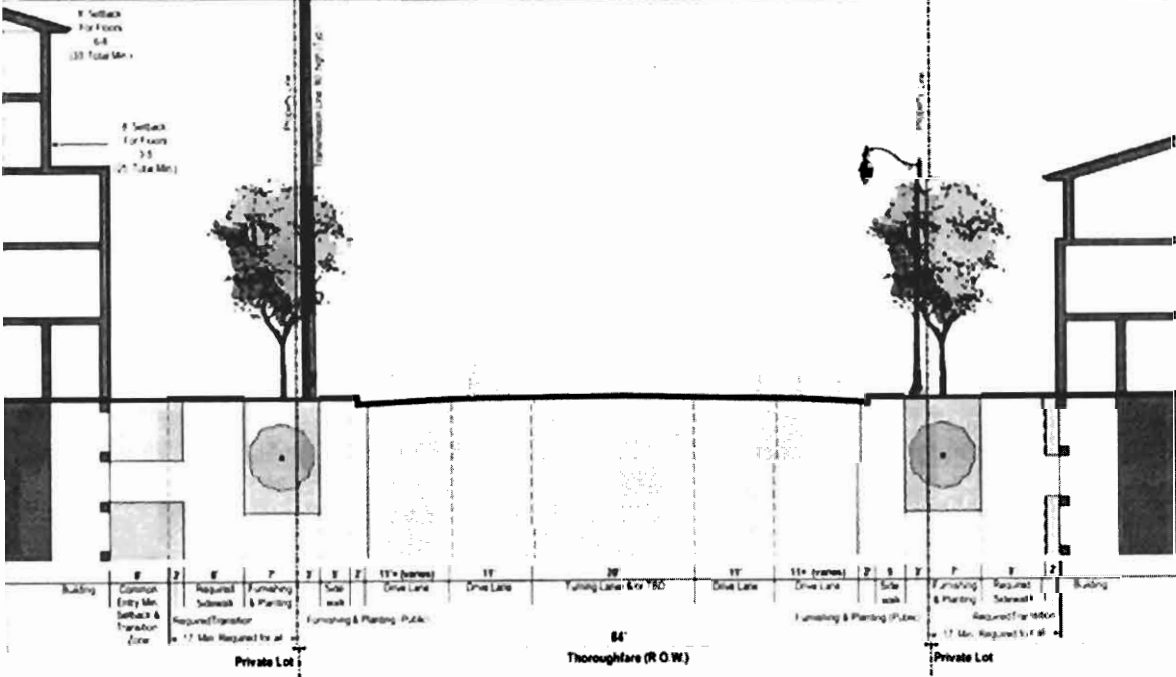


PROJECT NO. 1000000000 SHEET NO. 1000000000		CITY OF WINTER PARK PROJECT NO. 1000000000 SHEET NO. 1000000000		FAIRBANKS AVENUE IMPROVEMENTS BRIDGE TYPICAL SECTIONS	
DATE: 10/1/2010		DRAWN BY: J. SMITH		CHECKED BY: J. SMITH	

The illustrative cross-section with medians looks like this:



The illustrative cross-section without medians looks like this:



Underground Electric Distribution by Progress Energy

Fairbanks Avenue from Orange Avenue (17/92) to Interstate 4
Estimated cost: \$2.6M

Design Criteria:

Utilize standard underground practices for commercial and residential development. Pad mounted equipment, such as switchgears, transformers and above ground secondary pedestals are common equipment employed in underground applications and will be used in this application. All cable will be installed in a conduit system with pull boxes that have removable lids. The standard practice of providing redundancy by looping transformers will be applied. The integrity of the existing distribution system will not be compromised. Switch-ties at the feeder level will not be eliminated.

Assumptions:

1. Installation of facilities will be performed using open trench and directional boring techniques. Trench conditioning such as well pointing and shoring are not included.
2. Project will be continuous until completed. In order to minimize the duration of customer outages and maintain the switching integrity of the system, the proposed underground system must be energized before the overhead is removed.
3. Pad mounted equipment will be located in private property easements.
4. The estimated does not include removing and resurfacing sidewalks, driveways, roadways, and landscaping, or the restoration of grass areas and ditches.

Responsibilities of the City of Winter Park (At no cost to Progress Energy):

1. To obtain all easements prior to commencement of construction.
2. To provide suitable locations in easements for proposed equipment.
3. To provide survey layout in the field for property lines and final grade as necessary.
4. To provide survey information of all existing underground utilities.
5. To convert required meter sockets from overhead to underground in accordance with the requirements set forth by Progress Energy, the "National Electric Code" and local ordinances.
6. To provide and install all secondary cables and service side terminations for customer facilities which are commercial.
7. To obtain permits required from local building authority and other agencies.
8. To assist Progress Energy with the notification to customers and share responsibility for outages that may occur during this transition.
9. To remove and replace all sidewalks, driveways, roadways, and landscaping. To restore all grass areas and ditches.
10. To notify and coordinate with companies with underground facilities which may conflict.

11. To notify and coordinate with companies attached to poles, such as cable television and communication companies. To pay attached company's any charges associated with this request.

Underground Transmission Scenarios

Scenario 1:

Estimated Cost: \$8.1M

Scope: Install new Underground (UG) Transmission along Fairbanks Avenue, and remove Existing overhead Transmission. Length of UG section ~ 6000'

Specific Assumptions to this option:

- Transition stations not needed at either end (transition stations are not needed)
- UG section begins on the east side of I-4, and runs to app. 200' E/O 17/92 (we may want to extend a few hundred feet up Harper St. to get the corner pole off of Fairbanks)

Scenario 2:

Estimated Cost: \$12M

Scope: Install new Underground (UG) Transmission along Fairbanks Avenue, and remove Existing overhead Transmission. Length of UG section ~ 9800'

Specific Assumptions to this option:

- Transition station(s) or Substation(s) required at both ends
- Cost estimate does not include the cost of the transition station on the West end
- UG run begins at Transition station located at an assumed location adjacent to West side of I-4 and Fairbanks, and ends @ Winter Park Substation
- Real Estate for the transition station adjacent to I-4 can be secured

Global Assumptions to both options:

- All estimates provided are very high-level, and were compiled without the benefit of Detailed Engineering; If a more detailed quote is desired, a full feasibility Study would need to be commissioned, for which the customer would be required to reimburse Progress Energy
- These estimates do not include Real Estate/Easement acquisition costs; the proposed facilities would need to be placed in easement within private property; these facilities will not be installed in Road R/W; inability to secure easements would render this project "not viable"
- All existing underground facilities on Fairbanks Ave. are accurately shown on the 60% drawings from CH2M Hill
- There are no major obstacles to prevent us from installing jack and bore facilities under 17/92 and West Morse Blvd.
- There are no major obstacles under Harper St. to prevent the construction of the Transmission Duct bank
- The existing 12" sanitary sewer at the east end of Fairbanks Ave. can be supported at a reasonable cost while Transmission Duct bank construction progresses below it
- No information regarding the thermal properties of the native soils have been obtained

- Estimated costs based on actuals from previous similar projects
- Approximate 3-year duration from execution of contract and financial terms, to “In-service”, depending on permitting

Photographs

West Fairbanks Avenue North –Side View





West Fairbanks Avenue South-Side View





West Fairbanks Avenue

Urban Land Institute
Technical Assistance Panel

Sponsored by



Urban Land Institute
Central Florida

ULI Participants

Facilitator

Jim Sellen

Panelist

Diane Burnette

Jeff Oris

Melina Duggal, AICP

Robert Karn, AIA, LEED AP



Background & Objectives

- Market Demand
- Catalysts for Change
- Incentives
- Urban Design/Land Use Regulations



Agenda Outline

- Long-term Context
- Issue Identification
 - Short-Term Recommendations
 - Long-Term Recommendations

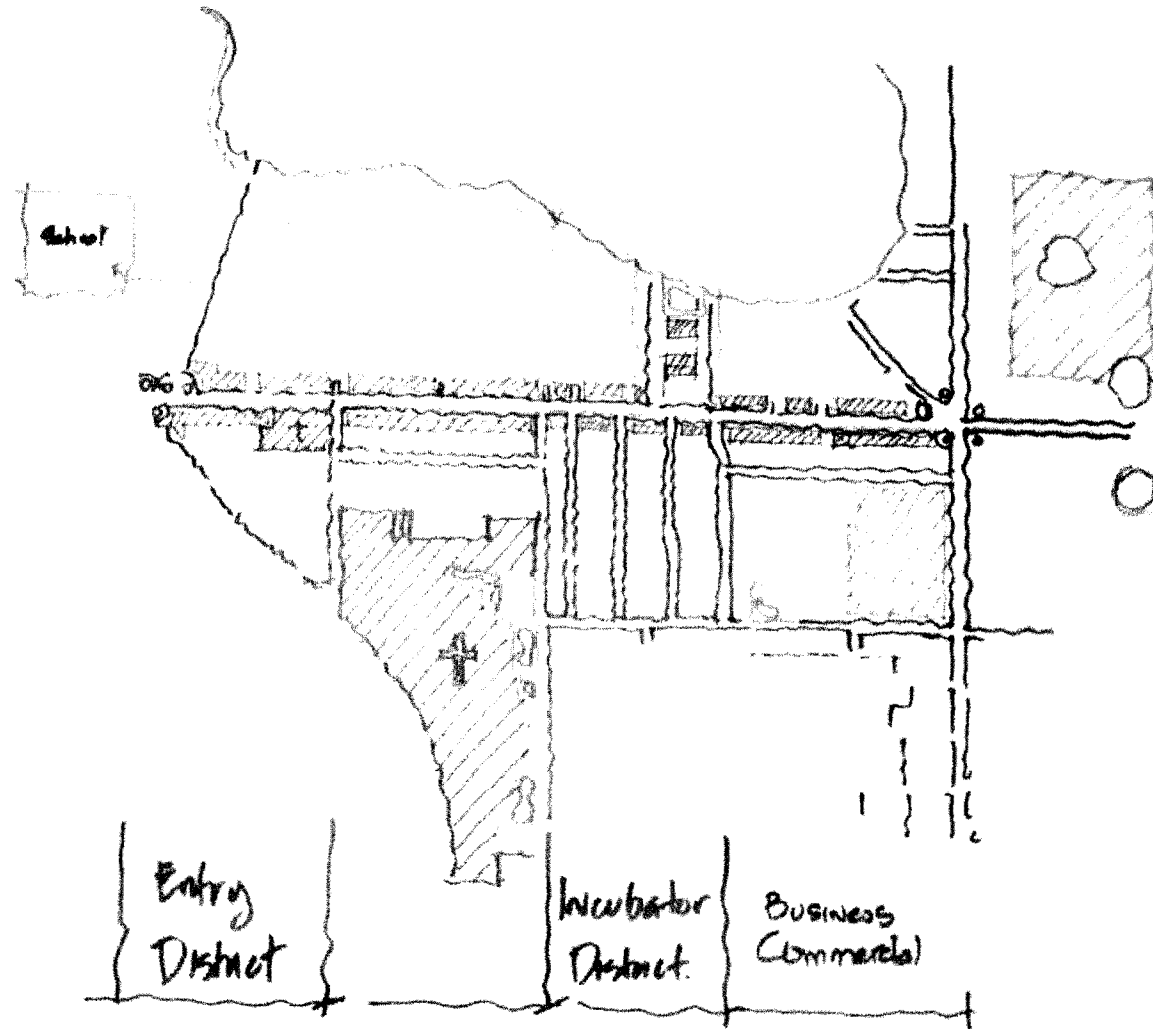
Long-Term Context



Long-Term Context

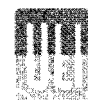


Districts



Big Ideas

- This is the **gateway** of Winter Park
- Winter Park is a leader in implementing state-of-the-art thinking in terms of urban planning and community redevelopment – strong **identity and vision**
- \$8 million sewer is a **catalyst**
- **Market is in flux** – city needs to be ready to respond to the future market
- Need a **vision** for this piece of Fairbanks that city, residents, and business owners embrace



Issues

- Administration
- Corridor/Business Survival
- Infrastructure
- Beautification
- Development Issues



Administration Issues

- Trust
- Do it “to” you not “for” you or “with” you
- Form-based code versus design issues
- Funding wanted improvements



University of
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Central Florida

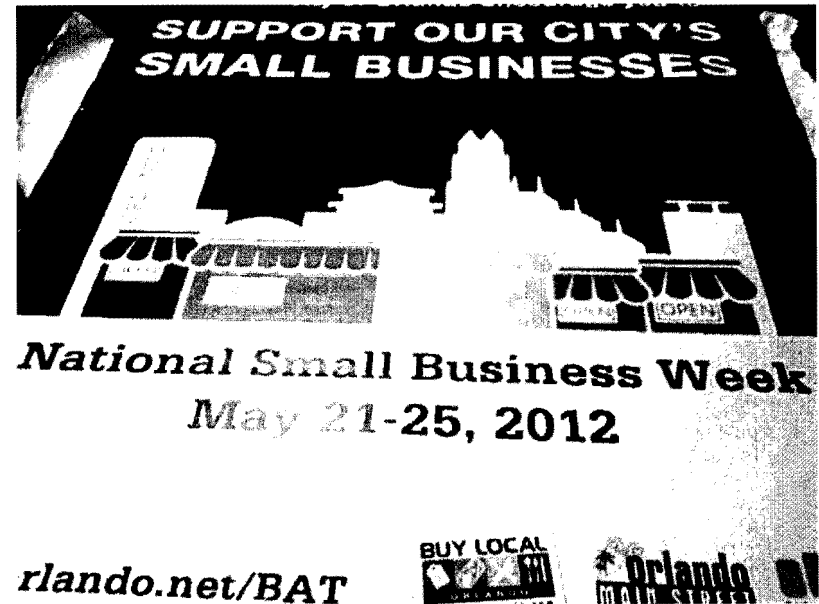
Administration Recommendations

- The \$8 million investment in sewer will be starting within the next six months
 - Need to work with businesses during construction to manage construction process
 - Opening the door to coordinate through formal lines of communication
- Utilize design standards instead of a form based code – still can address build to lines, parking location
- Create a mechanism for long-term funding such as BID or CRA (continuous) or brownfield designation (tax credits)



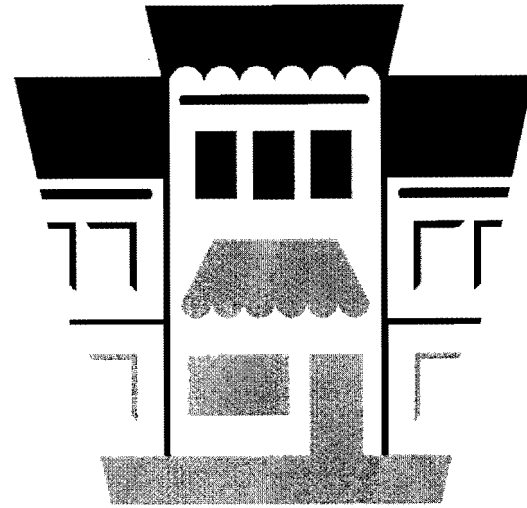
Corridor/Business Survival Issues

- Communication between businesses and city
- Business and Merchants association is reactive, not proactive
- Issues of existing businesses versus long-term corridor potential



Corridor/Business Survival Recommendations

- Coordinate a longer-term solution to build a sophisticated organization (BID, 501c3, Main Street Program)
- Figure out who they are, what they are, what their name is (identity) – what do you want the corridor to be
- Create a marketing and branding campaign to promote identity (city supports business association, but they lead it)



main street
COMMUNITY



Business Association
Central Florida
Burlington

Corridor/Business Survival Long-Term

- Should be about thriving, not surviving
- Let the market drive the timing of the turnover in the corridor – city and businesses to figure out the vision and framework, stick with the plan, incentivize what you want, and let the market take care of specific businesses
- Annex additional land
- Preserve and strengthen existing neighborhoods/districts
- Businesses to create brand identity



Infrastructure Issues

- Sewers
- Stormwater
- Power lines
- Road issues
 - Median
 - DOT
 - Bike lanes
- Parking
- Lights



Infrastructure Recommendations

Sewer, Stormwater, & Power

- Sewer is going in – complete the sewer and re-paving, wait on other improvements
- Create a corridor/area-wide master stormwater solution
- Bury the power lines
- Need to connect to appropriate data infrastructure to attract office to the area



Infrastructure Recommendations

Roads

- Fix street – the current re-paving doesn't solve any of the problems – maintenance solution, not a complete street fix
 - Median, landscaping, streetscaping, burying power lines
- The property owners and city need to sit together and figure out what works from a beautification standpoint, not from a traffic standpoint – they need to stand together and work with DOT - sell it as a group
- Figure out how Fairbanks and surrounding feeder streets fit into regional transportation network – many residential streets have limited access
 - Bike lanes, buses, bus shelters



Infrastructure Recommendations

Parking and Lights

- Need to develop a parking strategy to maximize parking
 - Off-site parking
 - Cross parking access
 - Shared parking
- Parking needs to be at the rear of the building and/or at the side with landscaping
- Provide pedestrian-scale, uniform lighting

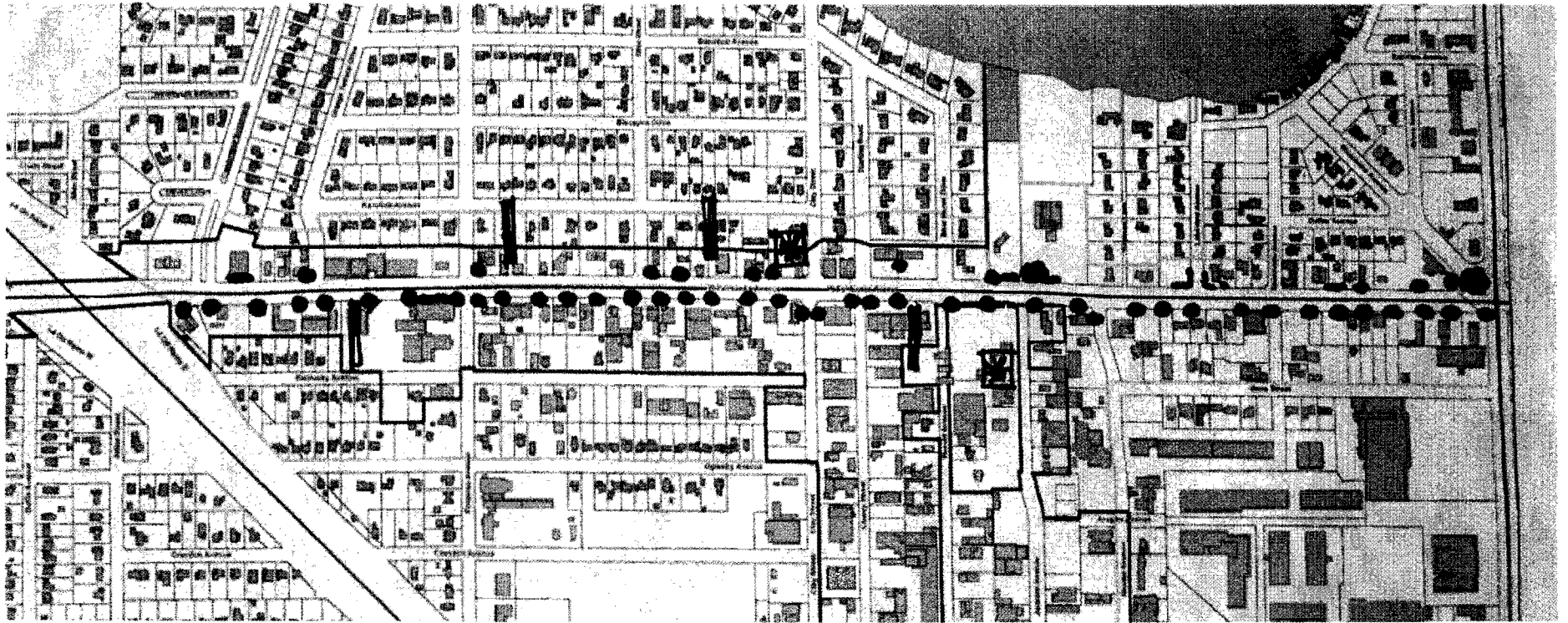


Beautification Issues

- Code enforcement – need to keep doing it
- Aesthetics
- Signage



Clutter on Street



Beautification Recommendations

- Decide on a vision and stick with it
- Clarify gateway and retail messaging
 - Get rid of the clutter (consolidate roadway signs, remove excess poles)
 - Create city gateways and neighborhood markers
- Create a long-term open space network that residents, business owners, and guests can enjoy
 - Create a unique road landscape incorporating both public and private property
 - Incorporate stormwater management into open space network
- Beautification needs to be incorporated into the design standards

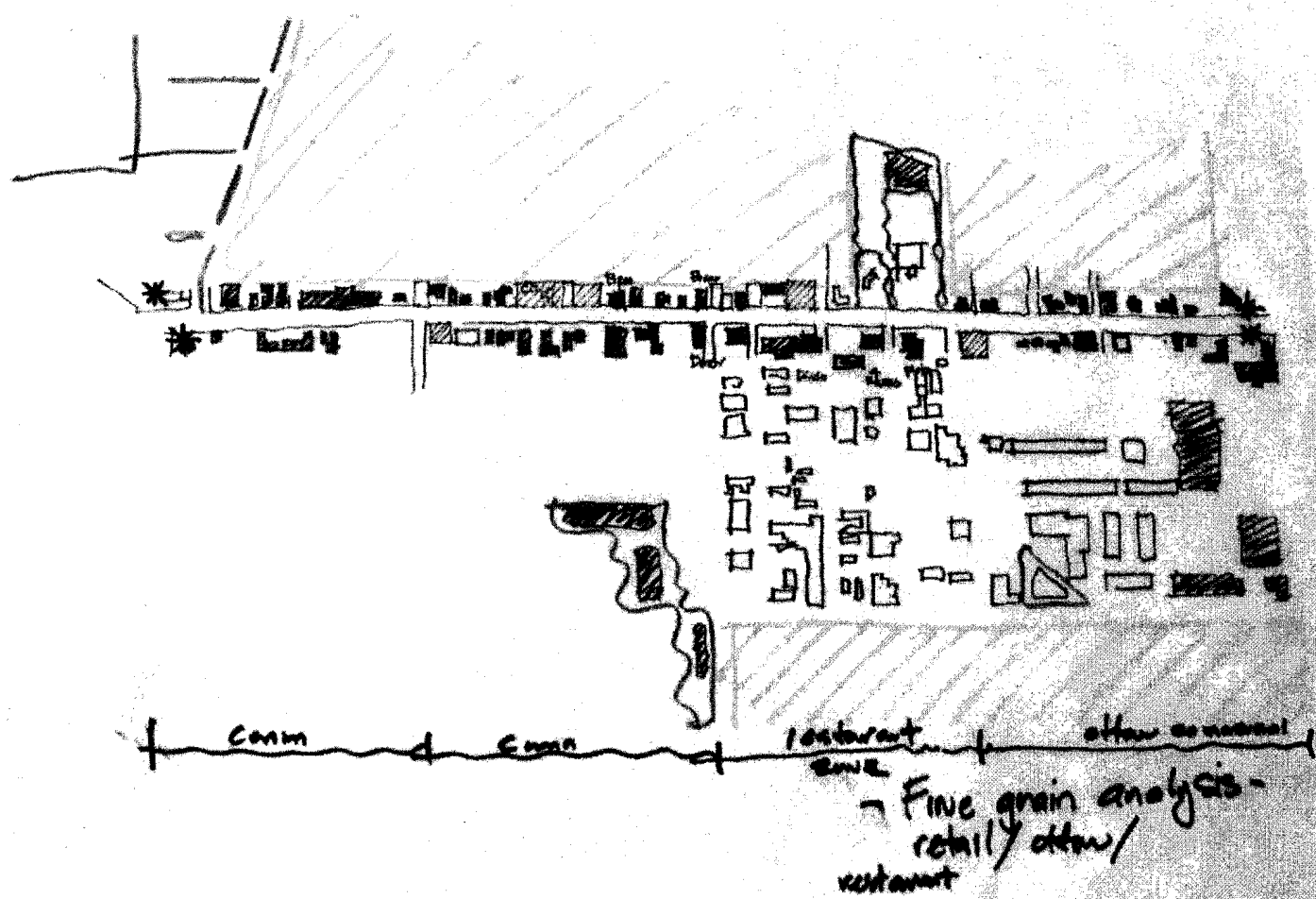


Development/Market Issues

- Small parcels
- Need to assemble land
- Parking
- Market
- Cost
- Incentives



Commercial Uses



Five grain analysis -
retail/other/
restaurant

Development Recommendations

Market Changes

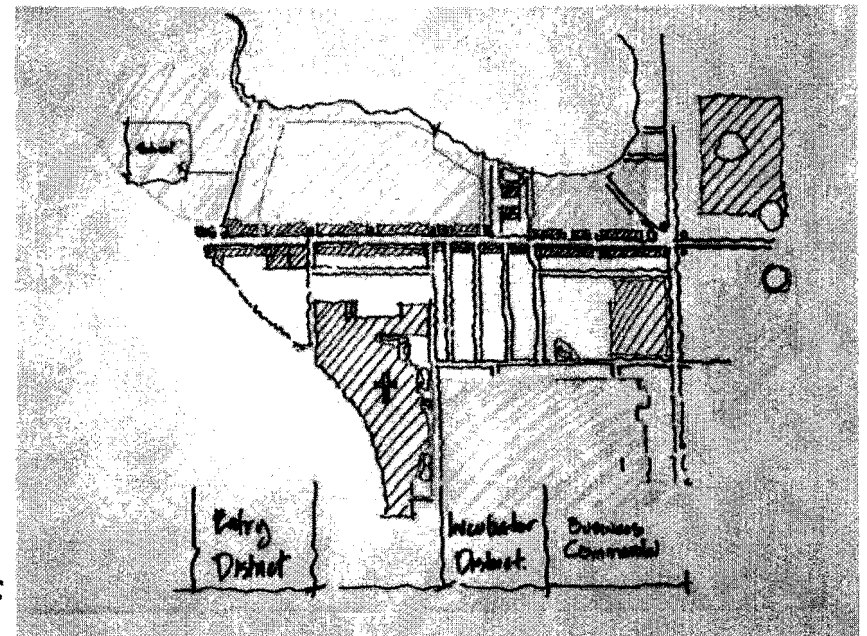
- Market is going to change – need to be prepared for likely land uses and plan for those that are part of the vision
 - Highway-oriented retail will want to come – need to stay with vision
 - Marketable land uses (south of Fairbanks) – retail, office, quasi-industrial, multifamily
 - Marketable land uses (north of Fairbanks) - commercial
 - Parcels along Karolina should be annexed in over time - need an annexation agreement with Orange County and an annexation policy
 - Need to communicate the policy with market



Development Recommendations

Districts

- Districts
 - Creative district
 - affordable rent, business incubator, creative, warehouse
 - Keep residential neighborhoods
 - Future potential for office near interchange, south of Fairbanks
- Identify key sites



Development Recommendations Incentives

- If city wants office, need to help identify an end user
- Property improvement matching grant program
- Design a program based on anticipated increase in property taxable value to be utilized for necessary or required improvements in the public realm or impact fees



Final Thoughts

- Work with property and business owners
- Create the vision
- Stick to the code and design standards
- Fix the street (sewer, power lines, etc.)