

**CITY COMMISSION WORK SESSION**  
**July 22, 2013**

The work session was called to order by Mayor Kenneth Bradley 6:30 p.m. in the Commission Chambers, 401 Park Avenue South, Winter Park, Florida.

Members present:

Mayor Kenneth Bradley  
Commissioner Steven Leary  
Commissioner Sarah Sprinkel  
Commissioner Carolyn Cooper  
Commissioner Tom McMacken

Also present:

City Manager Randy Knight  
City Clerk Cynthia Bonham  
Deputy City Clerk Michelle Bernstein  
City Attorney Larry Brown  
Planning Director Jeff Briggs

Others present:

Rebecca Wilson, Lowndes Drosdick Kantor and Reed Law Firm  
Paul Ellis, CNL Real Estate

This meeting was a work session with no public input.

Public/Private Partnership on the Rachel D. Murrah Civic Center parking site Discussion

The purpose of this meeting was for the Commissioners to discuss a potential public-private partnership for a new parking facility at the Rachel D. Murrah Civic Center in conjunction with a proposed development on the current Mt. Vernon Inn site.

Mayor Bradley asked the Commission to provide some sort of consensus by the end of the meeting on whether or not the City would be interested in moving forward with future negotiations. A majority agreed.

Paul Ellis, CNL Commercial Real Estate, presented the attached PowerPoint which included the purpose; the proposed property; CNL Commercial Real Estate Key Points/Track Record; preliminary concept drawings, including the green concept; Civic Center connectivity concept; and City benefits/key points.

Mr. Ellis explained that they are requesting to move forward with negotiations on a public-private partnership for parking facilities; City-wide notice for public input on Civic Center parking facilities and redevelopment of the Mt. Vernon site.

Discussion transpired whereby Mr. Ellis and Attorney Wilson addressed questions including what type of redevelopment project and FAR (floor area ratio) is planned for the Mt. Vernon site, if there will be a financial commitment required by the City, the existing vs. proposed parking space count and what incentives the developer will provide to the City in return for using City property.

Mr. Ellis explained that at this time a final decision has not been made on the type of redevelopment that will take place on the Mt. Vernon site. He said they based their market study upon the overall needs of the community and surrounding area and based on the feedback received there is a desire/need for high end restaurants, a business hotel, multi-family apartments and ample parking.

Commissioner Leary asked what the next steps would be if the Commission agrees to move forward with the discussions. Attorney Wilson responded that based on the City process, CNL will have to submit a site plan and description by the middle/end of August to the Planning Department. The first week of September City wide notices will be sent out; the first week in October, CNL will present the project to the Planning & Zoning Board for approval; the fourth week in October, CNL will present to the Commission the request for a comprehensive plan amendment and rezoning (first reading) and conditional use; it will come to the Commission at the second week in November for second reading.

City Manager Knight commented about the process. He said it would also require a rezoning or comprehensive plan change for the parking lot site which is currently zoned park land which could happen concurrently.

Mr. Ellis felt that there is enough time during this process to engage in a separate meeting or work session if the Commission needs to obtain more information and provide feedback.

In summary, Commissioners Leary and McMacken agreed with Mayor Bradley's proposal that in three weeks (August 12) a one hour work session would be held on this topic prior to the regular Commission meeting (after this meeting, this item was placed on Action Items Needing Discussion on August 12 instead of a work session). In the interim, he suggested that City staff provide dialogue on the following items: what the beginning deal points look like for some exchange for land and the identification of a City wide process in August that would allow for public input. A majority agreed that staff and the Commission need to focus on the question "what's in it for the City" during these discussions.

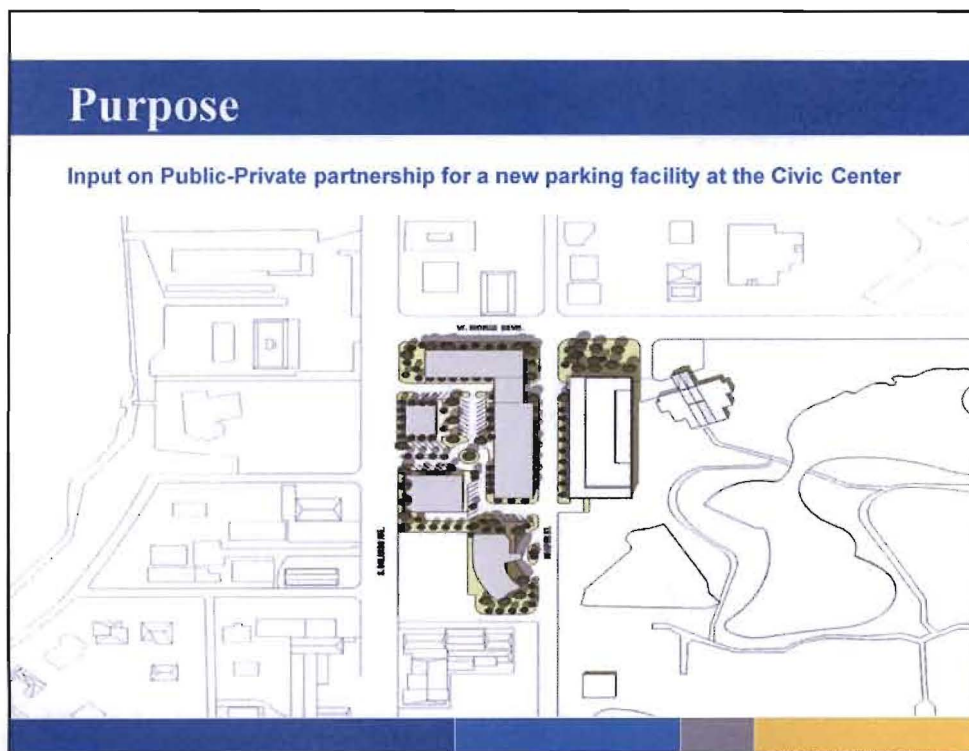
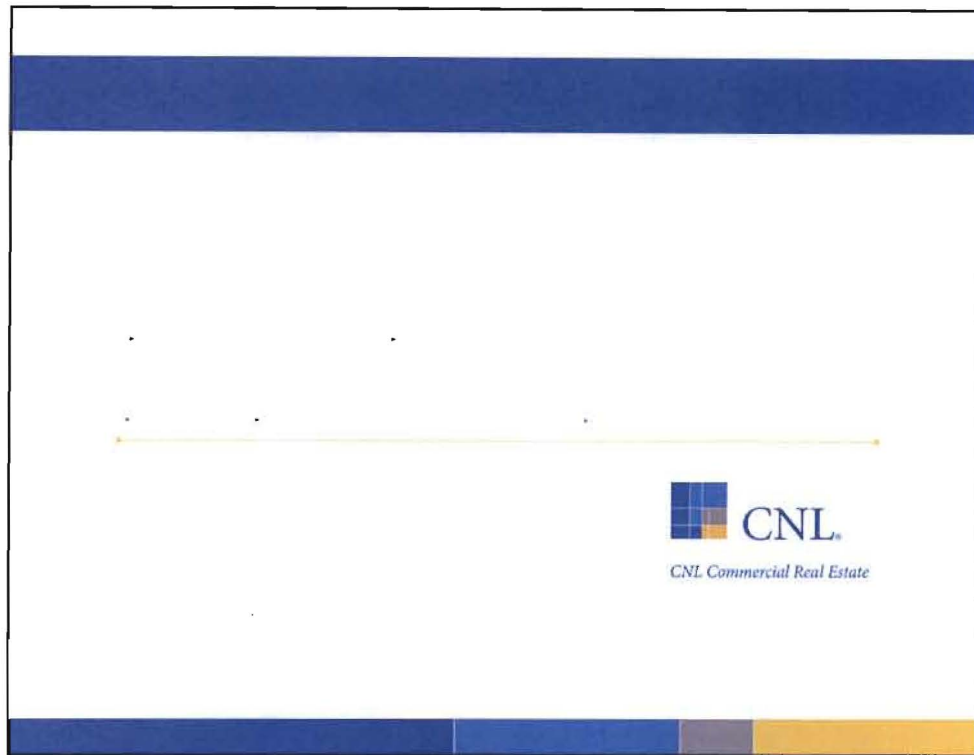
Mr. Ellis responded by stating that CNL is willing to work with staff during this three week time period by providing their threshold discussions and project information for consideration.

The meeting adjourned at 7:37 p.m.



---

City Clerk Cynthia S. Bonham



## Proposed Property



## CNL Commercial Real Estate

### Key Points:

- CNL's current track-record on Heritage Park.
  - We have a straight forward approach and we seek Win/Win projects.
  - Deep understanding of City needs and creative solutions to meet those needs
  - Diversified the corporate environment, B&G – Corporate HQ, Regus – Incubator Space
  - Next step in enhancing Winter Park
- Harper Exchange is market oriented to what we are hearing “on the ground”
  - Pedestrian experience within this area is not attractive
  - Kids/Grandkids of Winter Park and employees can't find housing in Winter Park
  - Business Community has limited options for regional meetings
  - 17-92 Commercial Experience is sub-optimal
- P3's are a thoughtful trend in enhancing great cities across the country.  
Entrepreneurial approach aligned with City needs.
- Successful Track record in Mixed Use and P3 partnerships
  - CNL Plaza – 650,000 square feet of office joint use with Orlando City Hall. Innovative land exchange and co-ownership of the largest garage in Orlando CBD at 2,200 parking spaces.
  - Promenade, Boynton Beach FL. \$150M mixed use P3 developed as part of the CRA's initiatives to revitalize its Downtown 317 residential units, 77 hotel units, 19,000 square feet of Retail.
  - The Slade, Tampa, FL. \$90 M mixed use project 290 residential unites and approximately 20,000 SF of retail in Tampa's Channelside District.



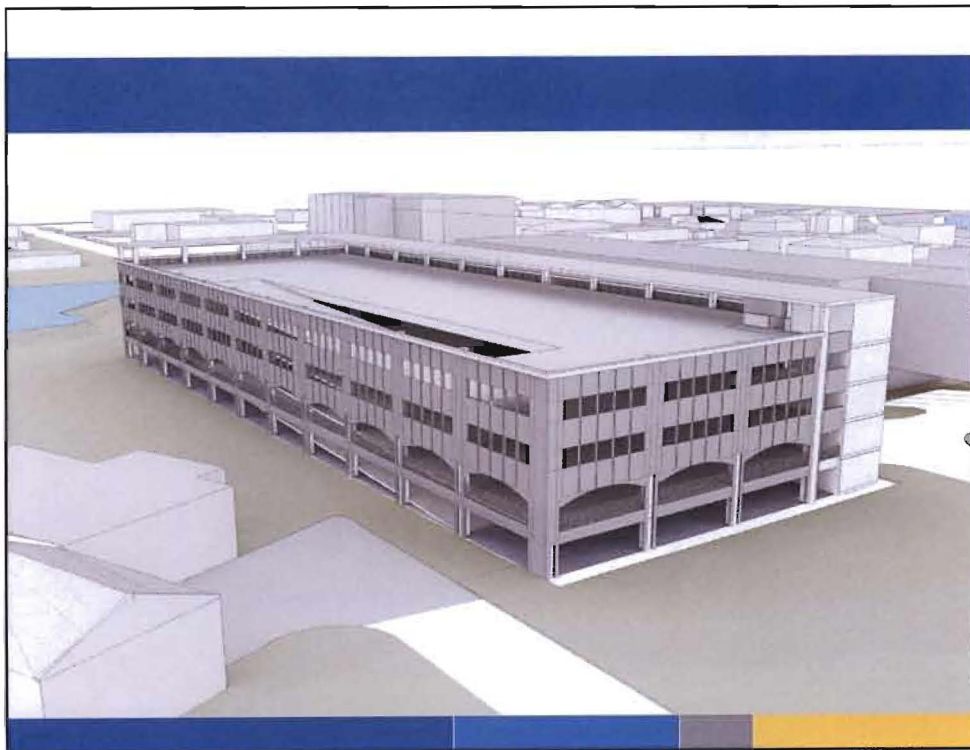
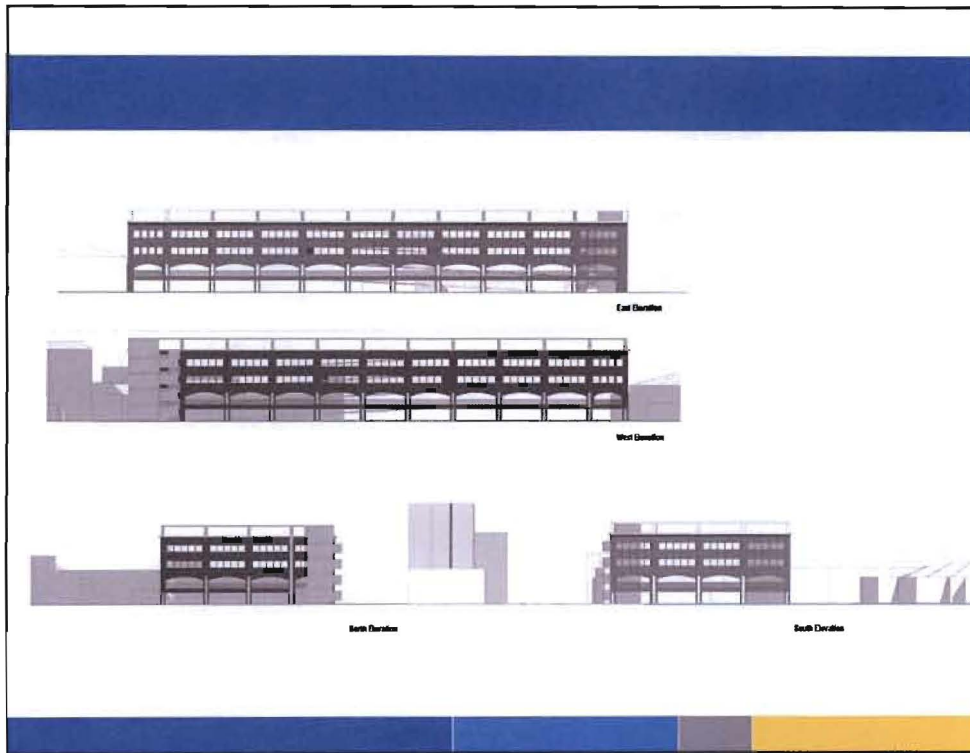
## CNL Commercial Real Estate

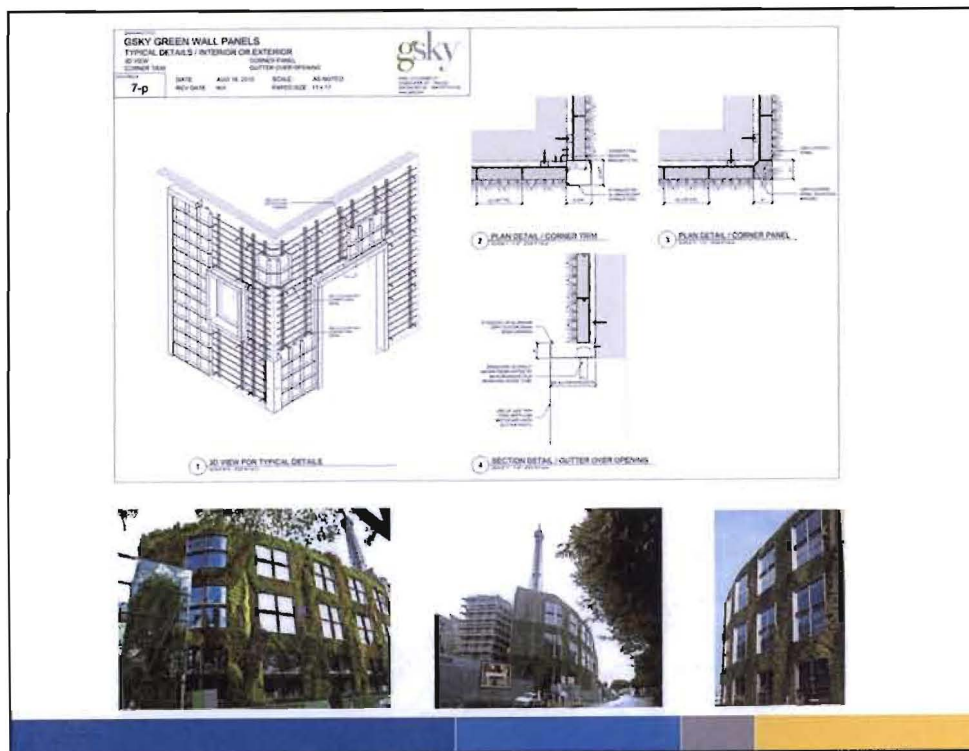
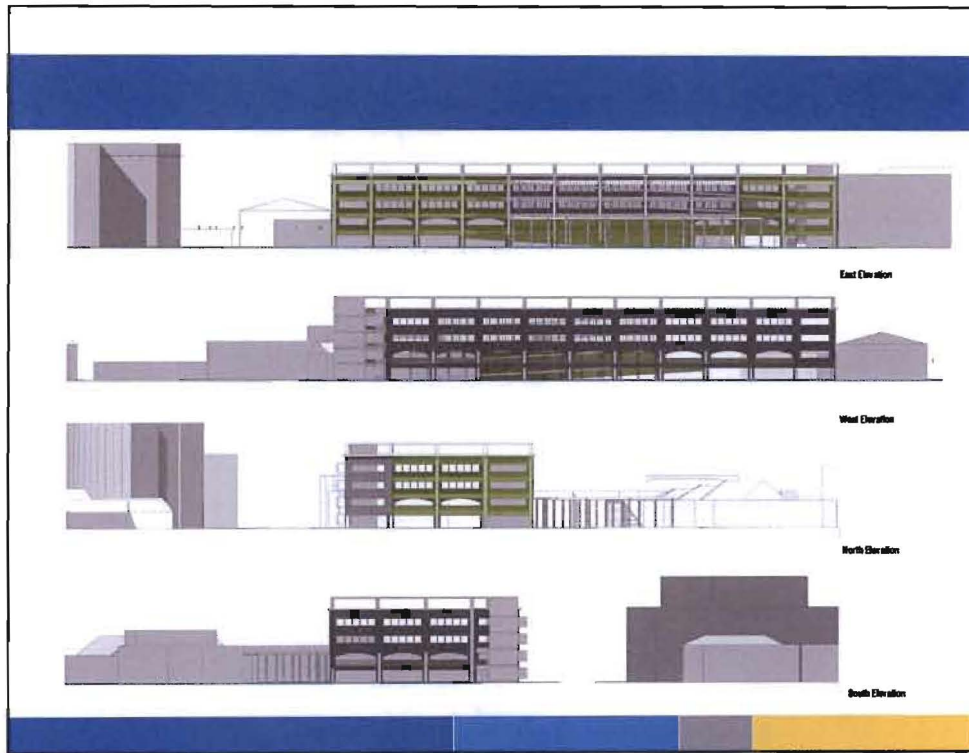
### Track Record, Continued

- CNL Teams have worked on and/or currently managing some of the most dynamic mixed use – lifestyle centers in the Southeast.
  - **Biltmore Park** - Asheville, NC Size: 285,000 square feet retail and entertainment, 274 residences, 270,000 class A office space
  - **Latta Arcade**– Downtown Charlotte, historic, mixed-use project
  - **Blakeney** – 270-acre multi-use development comprised of retail, office & residential



## Preliminary Concepts





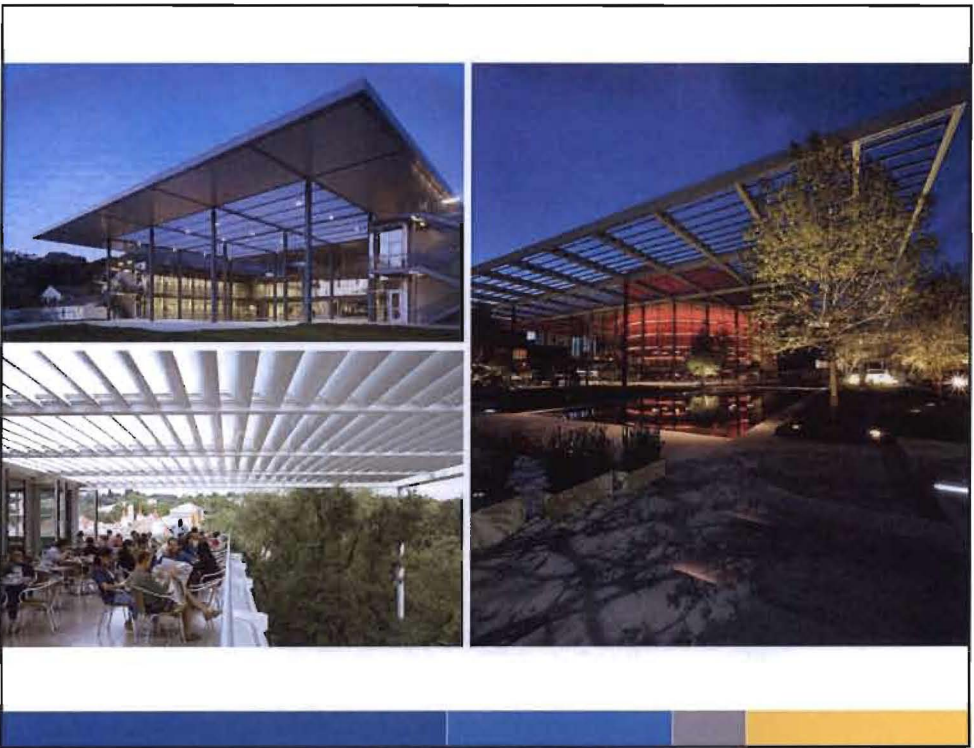
## Civic Center Connectivity Concept

**Opportunity to enhance the usability and appeal of the Civic Center as a destination for Winter Park and surrounding uses.**

---







## City Benefits

**Public Private Partnership to develop a joint use parking garage over the Civic Center parking lot that will enhance the urban, economic and pedestrian environment along 17-92 and MLK Park.**

### Key Points:

- How does a garage and our project benefit the City?
  - Solid Urban planning – Garage will enhance the surrounding existing and proposed uses that will support the use of the park and civic center property.
  - Ensures the maximum use of the park by utilizing the existing surface parking area and will provide parking for all park and civic center activities.
  - Enhances the overall appeal of the Martin Luther King Jr. Park and dramatically improves the pedestrian experience. Park your car once, enjoy the park, tournaments, exercise, and dining.
    - Enhance the opportunities for the park and the civic center – Movie Nights, outdoor entertainment
  - Garage will act as a "springboard" for redevelopment of the 17-92 corridor and activate attractive development diversifying away from Banks, Convenience, Quick Serve Restaurants (QSRs) to upscale dining, Urban residential and Hotel.
    - Creative solution to incentivize future desirable uses along 17-92 through parking.
  - Parking garage will provide an expanded economic base and create jobs.
    - \$80 million project – represents full development of site vs. partial - significant property tax base
    - Construction Jobs
    - New restaurant and hotel jobs
    - Job opportunities for local residents – establish local resident job fair.
    - Establish minimum local and minority hiring targets for construction and long term training.

## Request

**Move forward with staff to negotiate Public-Private Partnership on parking facilities; City-Wide notice for Public Input on Civic Center Parking Facilities and redevelopment of Mt. Vernon Site.**