



# City Commission Work Session Minutes

November 5, 2020 at 1:00 p.m.

Virtual Meeting

## Present

Vice Mayor Carolyn Cooper  
Commissioner Marty Sullivan  
Commissioner Todd Weaver  
Commissioner Sheila DeCiccio

City Clerk Rene Cranis

## Also present:

Bronce Stephenson, Director of Planning and Transportation  
ACi Architects, Larry Adams and Scott Webber  
LandDesign, Chad Kovaleksi and Ray Waugh  
Daryl Spradley, Charles Wayne Consulting

## Meeting Called to Order

Vice Mayor Cooper called the work session to order at 2:01 p.m.

## OA0 Discussion

### a. Progress Point

Vice Mayor Cooper opened the meeting for introductions of representatives of ACi Architects and LandDesign. She asked for the status on the scope of work.

Mr. Adams gave a brief recap of the vision and deal points discussed by the Commission at the at the July 23, 2020 work session. He stated that today's update would focus on the vision and refining it into a high-level schematic including key deal points, as well as identifying any challenges such as storm water capacity and realigning Palmetto Avenue. He gave a brief overview of the areas being covered in the update.

Mr. Waugh presented a map of the existing stormwater infrastructure on both sides of Orange Avenue and discussed the stormwater flow and collection and retention challenges for Progress Point. He stressed the importance of considering solutions for stormwater treatment and hot spot occurrences.

Mr. Waugh presented images of Palmetto Avenue in its current location and discussed challenges related to the realignment such as moving land to the park side of the property, utilities along Palmetto, the buried cell tower foundation and the arsenic area of capped concrete. He provided additional slides showing the stormwater conflict areas on the property.

Mr. Waugh provided images of existing street conditions for the area surrounding Progress Point. He discussed enhancements to the park as well proposals for a multi-use trail, pedestrian

lighting, streetscapes, brick resurfacing, landscaping and potential cross-sections throughout the corridor. He explained that the group was in the early stages of discussing how the site would become the entrance to Mead Garden and the corridor and is developing the cost estimate to begin discussions with the Commission on moving forward.

Discussion ensued on solutions for the stormwater conflict areas and flooding on Orange Avenue and at the five-point intersection. It was noted that in the minutes from the previous work session that options for stormwater and associated costs would be provided to the Commission so informed decisions could be made.

Mr. Adams addressed market data research for the park including the best market segments for the site, food space, collaborative work space and cultural arts & education partnerships. Discussion was held on parking options for the area including public/private partnerships, Jewett Orthopedic parking options, leased parking for small businesses, free and/or monetized parking, community parking and surface vs. structured parking.

Discussion was held on the timing and construction for the park, buildings and parking. Commissioner DeCiccio stated that the types of businesses would dictate the amount of parking needed. After discussion, consensus was that the types of developments would be next to the park would be identified prior to discussions on parking needs. Mr. Adams briefly discussed parking space requirements based on types of programming options at the park and noted that Mead Garden has expressed interest in future use of the parking garage for certain events throughout the year.

Mr. Adams stated that the group has had conversations with Orlando Health, Mead Garden, and Valencia College on cultural and education partnerships and stated that Orlando Health is motivated in sponsoring programs and becoming a greater presence in the community. He presented various educational programs and partnership opportunities such as food and wellness programs at the park. He suggested asking a developer or culinary tenant, through the RFP process, to provide a small classroom where students could be taught how to grow food. Consensus was to utilize space at Mead Garden as an option for a food lab/classroom.

Daryl Spradley, Chase Bradley Consulting, presented demographic indicators, site evaluation, market/demand drivers and development recommendations. He stated that one of the most important demand drivers for the group is employment as it relates to the immediate market area. He provided slides showing the Progress Point property and discussed market research for the following:

- Employment by place of work at ¼ mile radius and a 3-mile radius
- Food analysis - primary trade area with a 5-minute drive time.
- Purchases for food at home and away from home in the US – Jan 2019 to present
- Percentage share of food away from home by generation in the US
- Demand for food services and drinking places in the primary trade area
- Metro Area food hall map

- US food halls

Discussion was held on the definition of a food hall and the types of micro retail one might see in a food hall concept. Ms. Spradley responded to questions on how food halls and micro retail become an “incubator” for smaller businesses to grow, the quality of decor, what demographic should be pursued for this concept and what types of identifiers will indicate to a person that they are in Winter Park.

After discussion on details of development of the property and buildings, the following items were approved by consensus:

- One-story concept with rooftop element.
- Hybrid solution with the City maintaining the Palmetto Avenue right-of-way, with on-street parking similar to Park Avenue.
- Oak trees (not palm trees) throughout the corridor and the park site.
- Use of quality of building materials for construction
- Keeping height and mass compatible with existing buildings and the addition of Winter Park-specific micro retail shop.

Mr. Stephenson informed the Commission that Jeffrey Blydenburgh requested to meet with the commission to discuss “master planning” for the site. Vice Mayor Cooper suggested setting up a 2-hour meeting time for residents to address the Commission and present their ideas for Progress Point in 15-minute intervals. Staff will coordinate the details for the meeting.

Approved by consensus.

Additionally, Vice Mayor Cooper noted that two public sessions, visualizations from LandDesign and transportation from Kimley-Horn, need to be scheduled. Staff will coordinate the details for the meetings. Approved by consensus.

Vice Mayor Cooper asked staff to create a 5-minute video informing the public of the changes to the existing code so people have an idea of what questions to have prior to the meeting. In response to questions regarding vetting presentations, Mr. Stephenson remarked that Staff will vet the presentations prior to the meeting.

Parking, FAR, setbacks and building height will be discussed at the next OAO work session.

The work session adjourned at 5:37 p.m.

---

Steve Leary, Mayor

Attest:

---

City Clerk Rene Cranis