



# Orange Avenue Overlay Steering Committee Minutes

June 26, 2019 at 5:30 p.m.

City of Winter Park Commission Chambers  
401 S. Park Avenue | Winter Park, Florida

## Call to Order:

Planning Director and Committee Lead Bronce Stephenson called the meeting to order at 5:33 p.m. in the Commission Chambers of City Hall. Steering Committee Members Present: Bill Segal, Bill Sullivan, Lamont Garber, Sheila De Ciccio, Laura Turner, Michael Dick, Phil Kean, Jill Hamilton Buss, Sally Flynn and Ben Ellis. Also Present: Planning Director Bronce Stephenson; Nicholas Lewis, Planning Intern; Senior Planner Allison McGillis and Recording Secretary/Clerk Kim Breland.

## Minutes Approval for June 12<sup>th</sup> Meeting:

Motion to approve minutes made by Michael Dick, seconded by Bill Sullivan. The Committee members voted unanimously to approve the minutes for the June 12<sup>th</sup> meeting.

## Updated Meeting Schedule and Topics:

Mr. Stephenson discussed modifications to the meeting schedule including meeting with the small property business owners' panel during the meeting at hand on June 26, 2019. Other schedule amendments such as pushing back the input meeting with the stakeholders to August 21, 2019.

## Discussion Items:

- A. Committee Lead Bronce Stephenson asked the Committee members to create a set of goals for the Steering Committee and went over the importance of goal setting for overlay districts. Discussion ensued about the main goals for the Committee. Members of the Committee brought up the following goals they wish to achieve for the district:
  - Ensure that the Committee's vision is the City's vision.
  - Develop examples of what redeveloped properties would look like.
  - Look at the impacts for adjacent neighborhoods, existing owners, and larger stakeholders.
  - Solve the issue of parking.
  - Bring a complete recommendation to the Commission.
  - Help Orange Avenue develop its own personality starting with a consistent gateway.
  - Keep the goals of the Comprehensive Plan in mind.
  - Create incentives for large parcels to address underlying issues and make sure there is flexibility within the district.
- B. Small Business/Property Owner Panel. The panelists introduced themselves in turn: Dr. Peter Lemieux is a practicing dentist and business owner along Orange Avenue; Stephanie Henley is a property owner on Orange Avenue; and Fred Thimm is the owner for Reel Fish Coastal Kitchen and Bar along Orange Avenue.

Mr. Stephenson then asked the panelists what they think the biggest challenges are for business owners on Orange Avenue. Dr. Lemieux responded that parking and storm-water runoff are the biggest issues facing his property. Ms. Henley presented the biggest issues as the inability to expand, the need to increase walkability, no connectivity between Orange Avenue and other destination areas, the trees are in the way of signage, and the Designers Row brand should be further developed. Mr. Thimm identified traffic intensity, parking, and overgrown trees.

Mr. Stephenson then asked what opportunities for improvement the panelists can envision for Orange Avenue. Dr. Lemieux stated he was hesitant to slow down traffic. Ms. Henley stated the importance of the major stakeholders in the redevelopment and to use Designers Row and the history of Orange

Avenue to improve its personality. Mr. Thimm proposed increasing walkability for pedestrians, get rid of abandoned buildings, and increased signage and aesthetic improvements.

Mr. Stephenson asked the panelists why they thought redevelopment of major properties has not occurred. Dr. Lemieux identified Progress Point as a major problem and believes that after 20 years, development has recently been positive. Ms. Henley stated that smaller businesses cannot increase personal development and the fast-paced traffic makes it difficult for people to stop at businesses along Orange Avenue. Mr. Thimm identified Progress Point as a major issue in redevelopment.

Mr. Stephenson asked what the area is currently missing. Dr. Lemieux stated that the area is missing a parking garage, greenspace, and mixed-use development. Ms. Henley agreed with Dr. Lemieux and added the need for height increases, walkability, and nighttime draws to the area. Mr. Thimm stated that the area is missing excess parking and is underserved for hotels.

Mr. Stephenson then asked what would make the properties more successful and reach their full potentials. All three panelists identified the need to trim the tree canopies to increase visibility of the properties.

Mr. Stephenson's final question for the panelists was what they envision for Orange Avenue. Dr. Lemieux stated that Orange Avenue is headed in the right direction and just needs to keep going. Ms. Henley stated that district is heading in the right direction but needs a push to get its personality to shine. She also said that Progress Point needs to be developed, connectivity needs to be a focus, and the historic aspects of the area need to be identified and utilized. Mr. Thimm stated that the goal of the city is to incubate and guide the positive redevelopment and to take lessons from other areas that started to see positive change and then went stagnant.

Mr. Stephenson opened up questions from the Committee members. The Committee members asked a variety of questions involving topics such as parking, design standards, and mobility on and around Orange Avenue. The panelists agreed that parking is a major concern and are willing to have a parking garage, but are less willing to remove the street parking along Orange Avenue to increase walkability. There was discussion about having only one side of the street parking remain and the rest of the parking be contained within a parking garage(s). All panelists were in favor of having design standards to give Orange Avenue its own personality. Panelists agreed about the need for better connectivity. They were hesitant to road-diet Orange Avenue but are open to the possibility of using the surrounding areas to increase mobility for all modes of transportation.

The Committee opened public comment and the following members of the public spoke:

Bonnie Ferguson, 700 Melrose Avenue, Winter Park, FL. Ms. Ferguson wanted to express that some of the surrounding senior communities would really like more walkability along Orange Avenue. She also asked the Committee to keep in mind preserving the greenspace feel when constructing parking structures.

Commissioner Carolyn Cooper, 1074 McKean Circle, Winter Park, FL. Commissioner Cooper wanted to let the Committee know that Ms. Henley has spent a significant amount of time and dedication into making Orange Avenue what it is today.

No one else wished to speak. The public hearing was closed.

Mr. Stephenson opened the floor for Committee comments:

Committee member Jill Hamilton Buss brought up the need to keep the tree canopy for walkability and the need for the committee members to think about what to do with signage and connectivity.

The meeting was adjourned at 7:29 p.m.

Respectfully submitted,  
Nicholas Lewis, Planning Intern