



Orange Avenue Overlay Steering Committee Minutes

August 21, 2019 at 5:30 p.m.

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

1. Call to Order:

Planning Director and Committee Lead Bronce Stephenson called the meeting to order at 5:35 p.m. in the Commission Chambers of City Hall. Steering Committee Members Present: Bill Segal, Sheila De Ciccio, Laura Turner, Ben Ellis, Jill Hamilton-Buss, Lamont Garber and Bill Sullivan. Absent: Michael Dick, Lambrine Macejewski, Phil Kean, and Sally Flynn. Staff Present: Planning Director Bronce Stephenson; Senior Planner Allison McGillis; Planning Intern Nicholas Lewis; and Recording Secretary/Clerk Kim Breland.

2. Minutes Approval for August 7th Meeting:

Motion to approve minutes made by Sheila De Ciccio, seconded by Lamont Garber. The motion carried unanimously with a 6-0 vote (Committee Member Ben Ellis arrived at 6:35pm and was not present for approval of the minutes).

3. Discussion Items:

A. Walk-shop Overview

Mr. Stephenson gave a recap of the walk-shop the Steering Committee participated in on Tuesday, August 20th. He stated that there were approximately 40-50 people on the tour, which included Steering Committee members, Winter Park residents and business owners. He explained that the walk-shop was a great planning opportunity where participants were able to see first-hand, prevalent traffic and safety issues from a pedestrian standpoint and obtain a better understanding of business owner concerns in the Corridor including inefficient stormwater retention, drainage and parking issues.

B. Good Morning Winter Park

Mr. Stephenson stated that he was invited to speak at the Winter Park Chamber of Commerce series “Good Morning Winter Park” where he discussed the planning effort and process for the redevelopment of Orange Avenue.

Before the meeting moved on to the Panelist question and answer session, Mr. Stephenson took a moment to address the Committee and audience members and explain the role of the Steering Committee in the development of the Orange Avenue Overlay language. He explained that the task of the Committee is to guide the process and assist Staff with the creating the language that will guide the redevelopment of the Corridor.

Mr. Stephenson then informed the Committee that the meeting would include two groups of panelists. The first panel included representatives for properties that have already been developed within the Corridor, Commerce National Bank & Trust (Gateway Plaza), Jewett Orthopedic Clinic and Rollins College. He informed the Committee that there would be prepared questions from Staff for each group of panelists and then he would open the discussion to questions from Committee members. The second panel would include Demetree Global, City of Winter Park and Holler Properties.

C. Receive Input & Hold Discussion with Stakeholders of Developed Properties. The panelists introduced themselves in turn:

Ray Colado, President, Commerce National Bank & Trust (Gateway Plaza). Mr. Colado explained that Commerce National Bank & Trust is a Winter Park family owned business. He shared his eagerness to participate in the redevelopment of the Corridor. He stated that the intent of Commerce National Bank

& Trust (Gateway Plaza) is to be a good steward to the Winter Park Community and stated that he would like to see the intersection of 17-92 and Orange Avenue, where his property is located, to become a gateway into Winter Park.

Jon Albert, CEO, Jewett Orthopedic Clinic. Mr. Albert discussed Jewett's plans to grow its business and make Winter Park the hub for all of their branch operations.

Ed Kania, Vice President for Business and Finance, Rollins College. Mr. Kania talked about recent renovations made to the baseball field on Orange Avenue. He stated that Rollins College is very excited about the Orange Avenue redevelopment process and seeing what can be done around the stadium and how that can be incorporated in the entire experience of the Corridor.

Steering Committee member Bill Segal addressed Mr. Kania. He remarked that during the walk-shop the Committee had an opportunity to walk by the Rollins baseball stadium and parking lot. He asked Mr. Kania what Rollins' policy was for public parking on the lot when games are not in session. Mr. Kania stated that Rollins is not policing who is parking in the lot other than when games or other events are in happening.

The first question Mr. Stephenson asked the panelists was what their biggest challenges are as property owners with fully developed properties in the Orange Avenue area. Mr. Colado stated the biggest challenge for his property is water and drainage. He explained that watershed improvements would be needed to keep the building secure and maintain its integrity. In addition, Mr. Colado remarked that he found the intersection of 17-92 and Orange Avenue, where his property is located, to be unsafe for drivers and pedestrians. Mr. Albert stated that with Jewett's growth, parking, drainage and the need for better crosswalks were the biggest challenges. Mr. Kania stated that he would like to make sure the area around the stadium is walkable and safe. He noted that while the stadium has parking, having another source for additional parking during peak events would benefit the area. Mr. Colado added that there is plenty of parking on his property and has had occasion to provide shared parking for groups holding events in the area and is open to providing shared parking as a solution for the area. Mr. Stephenson noted that the Committee has heard from people east of 17-92 that parking is always an issue and currently the relief valves for parking have been the Progress Point and the Holler properties.

Mr. Stephenson's second question for the panelists was what they envision for Orange Avenue. Mr. Colado stated that he would like the intersection of 17-92 to be a true gateway into Winter Park and his vision would be that Orange Avenue become Park Avenue 2.0. He gave examples of the similarities that he sees between both Corridors and stated that it would be a unique opportunity for a city the size of Winter Park to have both areas (Orange Avenue and Park Avenue) offer walkability, restaurants, medical facilities, banking institutions, living space and recreation space. Mr. Colado noted that the Holler, Demetree and Colado families have been in Winter Park for generations and want the best for Winter Park.

Mr. Albert stated that he considers Winter Park to be a destination city. He agreed with Mr. Colado's vision of the Corridor being Park Avenue 2.0. Mr. Albert noted that for the last eighteen months Jewett has been consolidating and shaping their strategic plan so that everything comes back to Winter Park. He explained that most of the doctors at Jewett live in Winter Park or have strong roots in the community. Additionally, Jewett has moved their entire infrastructure back to Winter Park. He explained that their IT, scheduling and triage staff are now housed in Winter Park and they support their surrounding sites. Lastly, Mr. Albert remarked that with Jewett's growth, they need the upgrades in the area such as restaurants and hotels and other types of mixed-use establishments to make the Corridor everything it could be, with a group of owners who all get along.

Mr. Kania stated that while Rollins does not have a specific vision, having a vibrant and pedestrian friendly Corridor where families, students and visitors can feel safe and comfortable when trying to visit the college or businesses in the area is important. He agreed with Mr. Colado and Mr. Albert that having a gateway that looks and feels good when coming into town, encourages a pedestrian and bike riding community as well as driver safety is imperative. He also agreed with Mr. Colado and Mr. Albert that the largest landowners are firmly entrenched in community, part of the Winter Park history and visionaries for the future of the City. Lastly, he shared his excitement with whom the players are in the redevelopment process and the opportunities to make changes happen with people who are local and want to create a place that Winter Park can be proud for generations to come.

Mr. Stephenson opened the meeting for Committee questions. He started with a question for Mr. Albert (Jewett Orthopedic Clinic). He noted that Jewett has a parking deficiency and asked if Jewett would be interested in partnering or adding on to a parking structure that was built by another entity in another location. Mr. Albert responded yes, they would be interested in shared parking solutions. He remarked

that with the growth Jewett anticipates over the next twelve months, they are looking for alternative parking solutions.

Committee member Lamont Garber asked Mr. Kania if Rollins College had ever considered building a parking garage as a relief valve in the Corridor for their use as well as the community. Mr. Kania stated that presently there are no plans to build a parking garage in the Corridor and explained that the college recently built a parking garage on site to accommodate faculty and students so they no longer have to cross Fairbanks Avenue to get to campus. Mr. Garber asked if Rollins would consider a shared parking collaboration with businesses in the area for use when the stadium not holding ballgames or Rollins' events. Mr. Kania responded that Rollins is open to discussing a shared parking option to support the Corridor. He noted occasions where the college partnered with some of the large land owners to provide shared parking when needed for specific projects.

Committee member Lamont Garber then asked Mr. Albert where he envisioned additional parking could be located near his facility and if Jewett had anticipated what their parking needs would be. Mr. Albert responded that Jewett expects their parking needs to double in the next twelve to eighteen months and stated that the Progress Point property would be an ideal place for additional parking.

Committee member Bill Sullivan asked Mr. Albert to explain the legislation on overnight stays for surgical patients as it would help the Committee better understand needs in the Corridor. Mr. Albert explained that Florida is one of the states that allows Jewett (and other surgical centers) to admit patients for overnight stays in their ambulatory surgery center. He stated that over the next ten years, it is anticipated that 40% of surgical procedures will shift from hospitals to ambulatory surgery centers. He explained that one of the main reasons for this shift is that procedures done at outpatient surgery centers are significantly less expensive than at hospitals. He also noted that the odds of infection resulting from surgery go down significantly when done at ambulatory centers versus hospitals. Mr. Sullivan then asked Mr. Albert to discuss Jewett's need for a hotel in the Corridor. Mr. Albert explained the need for a hotel is the accommodate the families of patients with overnight stays as opposed to the family's having to drive back and forth from their homes to the facility. Lastly, Mr. Sullivan asked Mr. Albert if Jewett has evaluated any properties in the area, such as Progress Point, to assist with their needs. Mr. Albert responded that Jewett has looked at other properties for parking purposes only as their facility has enough space to provide for other purposes.

Committee member Sheila De Ciccio asked Mr. Kania if Rollins would be amenable to other uses for the stadium, such as music concerts and movies, when the stadium is not used for baseball. Mr. Kania responded that Rollins College wants to be supportive to the community and issues related logistics and safety for people using the stadium would need to be evaluated to determine that possibility.

There were no more questions from the Committee for the panelists. Mr. Stephenson thanked the first panelists for participating in the meeting and sharing their thoughts with the Committee.

D. Receive Input & Hold Discussion with Stakeholders of Key Properties. The panelists introduced themselves in turn:

Michelle Heatherly, Director of Strategic Development, Demetree Global. Ms. Heatherly explained that Demetree has been in the community for over seventy years and has a rich history in Central Florida. She gave a brief background of some of the partnerships and developments Demetree Global has been involved in over the years and stated that as a long time stakeholder in Winter Park, Demetree Global is excited to have an opportunity to be a part of the redevelopment process for the Corridor.

Randy Knight, City Manager, City of Winter Park. Mr. Knight stated that the City is the owner of Progress Point located in the center of the Corridor. He stated that is looking forward to what the process will bring for Progress Point and the Corridor.

Frank Hamner, General Council Holler Properties. Mr. Hamner stated that he is the general council and one of the executive managers for the Holler organization. He stated that he has worked with the Holler family for the past 20 years and has his own practice, Frank Hamner, P.A., in Winter Park.

Mr. Stephenson asked the panelists what opportunities for improvement they could envision for Orange Avenue and the surrounding area. Ms. Heatherly stated that there is an opportunity to create a beautiful gateway into Winter Park with walkable community that reconnects neighborhoods and provides a vibrant, active neighborhood for residents and visitors. Mr. Knight stated that parking, walkability and drainage

needed to be improved. Mr. Hamner stated that parking, ability to fix drainage/stormwater retention and provide areas for open space were things that need to be improved in the Corridor.

Mr. Stephenson asked the panelists why they think that development/redevelopment of some of the major properties in the Orange Avenue area has not occurred, especially given the demand and high value of land in Winter Park. Ms. Heatherly stated that Demetree has been waiting for the City to create the mixed-use framework needed for Demetree to understand what can be built in the Corridor. In addition, she noted that Winter Park has certain code restrictions that are limiting such as parking/FAR calculations that create challenges. Mr. Knight explained that while there have been applications for projects at the Progress Point site, none have been the right fit for the property thus far. He stated that having a community vision for what type of project should go on the property would be beneficial. Mr. Hamner stated that the lack of communication with the stakeholders during past planning processes was an issue. He noted however, that the current planning process has been collaborative and inclusive with conversations between staff and stakeholder not only surrounding what the community would like to see, but also what the owner envisions for their property.

Mr. Stephenson asked that panelist that given what they have heard throughout the Committee process, how they feel they can help with area-wide problems such as parking, drainage, traffic, pedestrian safety, connectivity, etc. Ms. Heatherly stated that she believes the larger land owners open to and have the ability to help with shared parking, drainage improvements, pedestrian safety as well create meaningful open space to activate the area and just need to understand what the financial impacts would be. Mr. Knight reiterated that Progress Point has been the parking relief valve for the area for a long time. He stated that a joint parking solution and potential shared drainage would be needed to make the process viable. Mr. Hamner agreed that Holler and the other large land owners have the ability to help with the all of the area issues. In addition, he noted that Holler Properties assisted and worked closely with the City on the redevelopment of Denning Drive. Lastly, he reiterated that the large land owners have the ability and are willing to assist with area-wide problems in an effort to improve the Corridor.

Mr. Stephenson asked the panelists how the current process has been different from planning processes in the past. Ms. Heatherly stated that she has enjoyed the approach the City has taken with the planning process as it has promoted inclusiveness by listening to and involving the community, business owners and stakeholders in the process. Mr. Knight stated the extraordinary effort to involve as many people as possible in the process and get their views before the Committee, has given the process the best chance of making the process successful. Mr. Hamner discussed past experiences he had with the City where redevelopment efforts did not include communication or inclusivity with the stakeholders or the public. He stated that the current process has been different, as it has incorporated giving the community, business and stakeholders the opportunity to be actively involved. Ms. Heatherly added that in the past the planning process included consultants from out of town, who did not have a true understanding of the City. She remarked that current process has been community driven; she read one of the themes from the 2015/2016 Visioning documents that said, "Plan our growth through collaborative process that protects our City's timeless scale and character". She stated that the current process is doing exactly what the Visioning document instructed. Lastly, she remarked that the process is unique because the people who live, work and play in the City of Winter Park are creating it.

Mr. Stephenson asked the panelists if they would be willing to give up some of their current entitlements (allowed uses, etc.) if they are provided with flexibility in development standards. Ms. Heatherly responded that yes, Demetree is willing to give up some of their entitlements and reiterated that Demetree is open to helping the City with solving wide-area problems. Mr. Knight stated that Progress Point is the public's property and the City has an opportunity to do what is right for the City as a whole. He stated that the Commission as a policy making body, would determine what is best for the community as a whole in relation to Progress Point. Mr. Hamner responded that yes, his client would be willing to give up some of their entitlements in order to have flexibility in creating standards that would benefit both his client and the community.

Committee member Lamont Garber asked Mr. Hamner if he could provide the members with general idea of what kind of development Holler is looking build, what the height/ FAR (Floor Area Ratio) calculation could be and if they would be open architectural review to ensure that the design fits with the City's vision. Mr. Hamner stated that his client has no plans currently. He stated that until the redevelopment process is over, they would not know what they could build. He discussed possibilities for building heights and stated that the large vision would be a place with a lot of vibrancy that would attract people, be easily easy to get to with a variety of things to do and a place for people who would want to live there.

Committee member Ben Ellis asked the panelists what some of the request they foresee asking for flexibility with. Mr. Hamner stated that height and FAR calculations, as well as looking at each property individually when considering flexibility allowances are the requests he would make. Ms. Heatherly agreed that height and FAR allowances would be an important consideration.

Committee member Bill Segal asked Mr. Knight if the City had drainage maps that outlined water flow throughout the Corridor. He stated that the reason for his question was as the City is considering which properties could alleviate drainage issues in the area, it is important to determine which properties could realistically help with that effort. Brief discussion ensued and Mr. Knight and Mr. Stephenson stated that they would research and obtain that information for the Committee.

Mr. Stephenson asked the panelists what they envision for the Orange Avenue Area. Ms. Heatherly reiterated that Demetree Global sees the redevelopment as a great opportunity to create a beautiful gateway entrance into the City, reconnect the neighborhood and promote walkability. She stated that she wanted to reinforce that Demetree Global is not an outsider to the community; they live and raise their families in Winter Park. She stated that Demetree Global is completely invested in the community and having a distinguished entrance is something that Winter Park deserves and can be accomplished through the mixed-use overlay. Mr. Knight stated that the purpose of the process is to find out what the community's vision is. He mentioned Mr. Colado's vision that the Corridor become Park Avenue 2.0 and stated that he disagreed in the sense that Corridor should remain Orange Avenue and should become its own destination. He stated that Orange Avenue should have its own unique appeal and making the area is key. Mr. Hamner stated that the Holler vision is to find a way to build vibrancy that will attract people to the area and make it its own destination. He agreed that the City does need a true gateway and the Demetree property has the ability to provide that gateway for the City.

Mr. Stephenson asked the panelists what their next steps would be if the overlay were approved. Ms. Heatherly stated that their team has been on standby waiting for the outcome of the overlay framework and as soon as the framework has been created the team would reconvene and put a project together to present to the City. Mr. Hamner stated that his client would need to understand what the overlay would provide and what the "trade-offs" would be and once they have that information they will begin discussions for next steps. Mr. Hamner remarked that ultimately the approval of the overlay comes down to the City Commission. He stated that his next step is to assist in defending the Committee's decision of what the overlay would be against those who may have an agenda against the process.

Committee member Sheila De Ciccio asked Ms. Heatherly if Demetree has had any thoughts about what they would like to see on their property, such as hotel, office, apartments, restaurants or a mix of those uses. Ms. Heatherly responded that some of the uses that have been brought up during the steering committee process have been the same as the feedback they received from some residents and as they listened to other stakeholder needs, such as Jewett, there was a huge need for a hotel. She stated that a hotel is one of the uses that Demetree has looked at and in talks with the neighbors, it was stated that they would like to have a luxury or boutique hotel similar to the scale of the Alford Inn. In addition, Ms. Heatherly stated that residential and retail concepts were other considerations in an effort to create an area where people can live, work and play in place.

Committee member Lamont Garber asked Ms. Heatherly what the Demetree contribution to the 17-92 intersection and gateway would be. Ms. Heatherly stated that crosswalk improvements and dedicated right turns so cars are not stacked on the railroad tracks are some of the contributions being considered.

Committee member Jill Hamilton Buss asked the panelists their thoughts on a Denning Drive type of treatment on Orange Avenue. The panelists stated that they would welcome a Denning Drive type treatment along Orange Avenue and Fairbanks Avenue. Discussion ensued regarding challenges with Orange Avenue and Fairbanks Avenue that would not allow the exact same type of treatment, but the panelists stated they were open to explore similar possibilities for the area.

Committee member Bill Segal asked Mr. Knight what the plans were for Progress Point. Mr. Knight stated that no decision has been made yet regarding the sale of Progress Point. He stated that a few years ago the City sent out an RFP for the property, but no bidders were selected. Mr. Knight stated that he did not think maximizing profit was the key goal of the Commission. He stated that he felt a mixed-use office/retail space with a parking garage could be ideal and would potentially offer shared parking in the evenings for the Corridor.

Committee member Ben Ellis asked the panelists if there were any "non starters" related to architectural standards such as signage, lighting and building setbacks that they felt they would be less flexible with.

The panelists agreed that until the stakeholders know what the overlay would provide and what the “trade-offs” could be, it was too soon to discuss issues related to flexibility. In addition, the panelists agreed that they did not feel there were any “non-starters” and they are not approaching the process with that state of mind.

Mr. Stephenson opened the meeting for public comment. The Committee heard public comment from:

A resident from the Lake Midget area addressed the board. (Audio for this portion of the meeting was not clear and the resident’s name could not be heard). The resident expressed concerns with the noise level coming from the Rollins baseball stadium as well as traffic concerns she has experienced since the Denning Drive improvements were implemented. She asked that the Committee consider those issues when making plans for the Corridor.

Bonnie Ferguson, 700 Melrose Avenue, Winter Park, Florida. Ms. Ferguson shared her concerns with traffic volumes coming into Winter Park from the area of State Route 436 and Aloma Avenue, increased traffic from the I-4 expansion and the potential for increased traffic resulting from the Jewett expansion. She asked if asked the Committee to consider these concerns during their vision process for the Corridor.

Kimberly Sheppard 1211 S. Pennsylvania Avenue, Winter Park, addressed the Committee. She commended the City of Winter Park for the collaborative nature of the process. Ms. Sheppard then expressed her concerns related to the scale of properties that could be developed and asked the Committee to address concerns related to traffic and scale concerns. Mr. Stephenson explained that the City is working with traffic engineer and design consultants from Kimley-Horn to compile data that would provide information on current conditions and different scales of future development. He stated that the City is taking traffic and density concerns into consideration as the redevelopment process moves forward.

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

The meeting was adjourned at 7:38 p.m.

The next Orange Avenue Overlay Steering Committee will be held, Wednesday, September 4, 2019 at 5:30 p.m.

Respectfully submitted,

Kim Breland, Recording Secretary