Meeting Called to Order

Invocation

Parks and Recreation Director John Holland
Pledge of Allegiance

Approval of Agenda

Citizen Budget Comments

Mayor’s Report
  a. Board appointments

Projected Time
  5 minutes

City Manager’s Report

Projected Time
  5 minutes

City Attorney’s Report

Projected Time
8 **Non-Action Items**

9 **Citizen Comments**  |  5 p.m. or soon thereafter
(if the meeting ends earlier than 5:00 p.m., the citizen comments will be at the end of the meeting) (Three (3) minutes are allowed for each speaker; not to exceed a total of 30 minutes for this portion of the meeting)

10 **Consent Agenda**

| a. Approve the minutes of 7/11/11. |
| b. Approve the Encroachment Agreement for the property located at 1270 Burning Tree Lane between Paul & Emmanuela Bough and the City |
| c. Approve the Encroachment Agreement for the property located at 1580 Palm Avenue between David & Ann Fuller and the City |
| d. Approve the following purchases and contracts: |
|   1. PR 147235 to Reynolds Inliner, LLC for sanitary sewer rehab lining at various locations; $342,340.00 |
|   2. Sale of 12 surplus Motorola XTS500 portable radios to the Lake County Sheriff's Department and authorize the City Manager to sign corresponding agreement (if applicable); $11,880. |
|   3. Sale of surplus XTS500 Motorola portable radios to the Lake County Public Safety Department and authorize the City Manager to sign corresponding agreement (if applicable) |
|   4. Piggybacking the City of Orlando contract BI09-2570 with Reynolds Inliner, LLC for Sewer Line Rehabilitation Cleaning and Video Recording and authorize the Mayor to execute the Piggyback Contract |

11 **Action Items Requiring Discussion**

| a. Set the tentative millage rate |
| b. Three year Economic Development Plan approval |
| c. Approval of “Pink Out Winter Park” |
| d. Request to Advertise Notice of Disposal for City property located at 941 W. Morse Boulevard |

12 **Public Hearings**

| a. Request of Bank First for properties at 1289 and 1301 Gene Street. |
|   - **Ordinance** - Changing the Future Land Use Map designation of Office to Commercial (1) (Legislative Proceeding) |
|   - **Ordinance** - Changing the official zoning map designation of Office (O-1) District to Commercial (C-3) District (1) (Quasi-Judicial Proceeding) |

| b. **Resolution** - Designating 1240 Miller Avenue and 1111 South Orlando Avenue, as the Dingman Economic Enhancement District and as a Brownfield area for the purpose of environmental remediation, rehabilitation, and economic development |
c. Request of the City of Winter Park: BOTH ORDINANCES WITHDRAWN BY THE APPLICANT PLANNING DEPARTMENT
   - Ordinance - Repealing within Chapter 10 “Alcoholic Beverages” and within Chapter 58 “Land Development Code” special hours of sale and consumption of alcoholic beverages for the Hannibal Square or Westside Neighborhood (1)
   - Ordinance – Amending Chapter 62 regarding noise ordinance violations the Hannibal Square Neighborhood Commercial District and other commercial properties located within 300 feet of residential properties (1)

13 City Commission Reports
   a. Commissioner Leary
   b. Commissioner Sprinkel
   c. Commissioner Cooper
      1. Discussion regarding first right of refusal for purchase of Post Office Property
   d. Commissioner McMacken
      1. Non-active construction sites
   e. Mayor Bradley

Projected Time

appeals & assistance

“If a person decides to appeal any decision made by the Commission with respect to any matter considered at such meeting or hearing, he/she will need a record of the proceedings, and that, for such purpose, he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.” (F. S. 286.0105).

“Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk’s Office (407-599-3277) at least 48 hours in advance of the meeting.”
<table>
<thead>
<tr>
<th>ID</th>
<th>First Name</th>
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<th>Home Address</th>
<th>City</th>
<th>State</th>
<th>Zip</th>
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<tbody>
<tr>
<td>73</td>
<td>Tom</td>
<td>Sacha</td>
<td>304 Wing Lane</td>
<td>Winter Park</td>
<td>FL</td>
<td>32789</td>
</tr>
<tr>
<td>162</td>
<td>Bob</td>
<td>Hahn</td>
<td>1181 Via Salerno</td>
<td>Winter Park</td>
<td>FL</td>
<td>32789</td>
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PLANNING AND ZONING
Below are issues of interest to the Commission and community that are currently being worked on by staff, but do not currently require action on the Commission agenda. These items are being tracked to provide the Commission and community the most up to date information regarding the status of the various issues. The City Manager will be happy to answer questions or provide additional updates at the meeting.

<table>
<thead>
<tr>
<th>issue</th>
<th>update</th>
<th>date</th>
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</thead>
<tbody>
<tr>
<td>Pensions</td>
<td>The pension analysis for additional pension modifications is underway.</td>
<td>July/August</td>
</tr>
<tr>
<td></td>
<td>The Pension Boards have modified the contracts with their actuary to provide a 10 year projection as suggested by the City.</td>
<td></td>
</tr>
<tr>
<td>Lee Road Median Update</td>
<td>Responses to FDOT comments have been delivered to FDOT and we await their reply which we should receive in the next 30 days.</td>
<td>Dependent on acceptance of our responses.</td>
</tr>
<tr>
<td>Pro Shop Renovation</td>
<td>The project is underway.</td>
<td>Anticipate completion in August 2011</td>
</tr>
<tr>
<td>Community Center</td>
<td>We expect to get the report from GreenPlay on programming by the end of July. Turner estimates construction completion by the end of July, move-in during August and a soft opening in September.</td>
<td>Up and running in September</td>
</tr>
<tr>
<td>Fairbanks Improvement Project</td>
<td>The 90% drawings have been submitted to FDOT and comments received and incorporated into the plans. Permitting with FDEP and Orange County is underway.</td>
<td>Project should be out to bid by the middle of August and Construction should begin in Sept/Oct.</td>
</tr>
<tr>
<td>Fairbanks/Orange/Pennsylvania</td>
<td>Reconfiguration, paving, striping, new traffic signals and lighting are substantially complete. Currently performing punch list cleanup and street light wiring. Island landscaping will be complete in the next 2 weeks.</td>
<td>Total project should be complete by the end of August.</td>
</tr>
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</table>
### Hazardous Waste

Another round of comments has been forwarded to the County for review. We have requested and received permission to temporarily allow Winter Park residents to use the Orange County HHW disposal facility while the details of the Interlocal Agreement are being finalized.  

**Anticipated agreement to City Commission in August.**

### Budget

The tentative millage rate will be set July 25, 2011.  

**Adopted in September.**

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Once projects have been resolved, they will remain on the list for one additional meeting to share the resolution with the public and then be removed.
The meeting of the Winter Park City Commission was called to order by Mayor Kenneth Bradley at 3:32 p.m. in the Commission Chambers, 401 Park Avenue South, Winter Park, Florida.

The invocation was provided by Finance Director Wes Hamil, followed by the Pledge of Allegiance.

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

Also present:
City Manager Randy Knight
City Attorney Larry Brown
Deputy City Clerk Michelle Bernstein

Approval of the agenda

Motion made by Commissioner McMacken to approve the agenda as presented; seconded by Commissioner Sprinkel. The motion carried unanimously with a 5-0 vote.

Mayor’s Report

a. Proclamation: “Playdays 2011” promoting healthy lifestyles and participating in the national “Let’s Move” campaign

Mayor Bradley read a proclamation “Playdays 2011” and declared July 16 and September 17, 2011 as Playdays in the City to encourage outdoor exercise and to participate in the National “Let’s Move” campaign. He thanked the Parks and Recreation Department for the work they perform every day which greatly improves the quality of life for residents. Parks and Recreation Director John Holland invited everyone to come to the new playground at Cady Way Park this Saturday to enjoy the festivities.

b. Presentation: Employee of the Second Quarter 2011, Howard Hadden

Mayor Bradley presented Howard Hadden with Employee of the Second Quarter 2011 and thanked him for his dedication and outstanding performance in the Stormwater Department for the past 9 years. Mayor Bradley and the entire City also thanked him for his heroic efforts when a serious accident happened to one of his crew members on the job last month. With his quick action by placing pressure to the injury and reducing the blood loss until Fire Rescue personnel could arrive he was able to save the co-workers arm and his life.

c. Board appointments

Mayor Bradley appointed the following board members:

Construction Board of Adjustment
Benjamin McCoy (New, alternate 2011-2012)

Keep Winter Park Beautiful
Kelly Olinger (New appointment 2011-2014)
Motion made by Mayor Bradley that the above appointments are accepted as presented; seconded by Commissioner Leary and carried unanimously with a 5-0 vote.

City Manager’s Report

City Manager Knight advised that the new board member orientation is this Wednesday at 6:00 p.m. in the Commission Chambers.

The community conversations blog and survey have been activated and emails have been sent to all the City News subscribers. The deadline to respond is July 25, 2011.

Commissioner McMacken requested that the 90% drawings for the Fairbanks Avenue project be posted to the website. The request was acknowledged.

Commissioner McMacken said he wanted to see the new HydroBurst machine in full operation mode even if it means coming out in the middle of the night. Water and Wastewater Utility Director Dave Zusi said the next bursting will be around 10:00 p.m. on either Tuesday or Wednesday of this week and will email the information to the Commissioners. Mayor Bradley explained that a few months ago the City purchased equipment to help maintain the pipes and sewers and the Commission was so intrigued that they requested to see it in action.

Commissioner Cooper asked if the pension consultant is going to provide them with a cost analysis relative to moving new hires onto a defined contribution program. City Manager Knight said yes. He also advised that the pension report will be ready in August instead of July due to the pension consultant’s vacation schedule.

a. Announcement of a Public Hearing for a Brownfield Designation Request for 1240 Miller Ave and 1111 S. Orlando Ave.

City Manager Knight announced that a public hearing for a Brownfield designation request will be held on July 25, 2011.

Commissioner Cooper mentioned the need for policy decisions regarding incentive levels, local level responsibilities relative to EDAB and notification to neighbors. CRA Director Dori DeBord explained that the current property owner is not looking for incentives. She advised that as part of the public hearing process the neighbors will be notified and that statutorily there is no requirement for a neighborhood meeting. Ms. DeBord clarified for Commissioner Leary that this is a local designation as a Brownfield resolution.

Commissioner Sprinkel requested staff to provide an incentive package for their review and comment. Ms. DeBord acknowledged and advised that if staff does not have the opportunity to provide the list by the July 25 meeting, a complete list will be provided by the second public hearing in August.

City Attorney’s Report

Commissioner McMacken asked for clarity concerning ex-parte communications because his understanding is that it is up to the Commission to decide how they would like to proceed on these types of issues.
Attorney Brown clarified that most cities do not have expressed prohibitions and that Winter Park has decided to operate under Florida Statute 286.0115 which allows for ex-parte communication if it is disclosed, particularly with land use matters. He further explained that it allows them to obtain expert opinions, to conduct site inspections and to view the property as long as they disclose all of that information.

Commissioner Cooper said she would like for the Commission to decide how they are going to operate since she prefers consistency and suggested having a work session to discuss this. Mayor Bradley clarified that this was not an agenda topic but was for informational purposes.

**Non-Action Items**

a. Streamlining the permitting process – 90 day plan

Planning Director Jeff Briggs spoke about improving the efficiencies with the timeframe that it takes for applicants who need zoning approvals from the Planning and Zoning Board and City Commission and to improve the efficiencies from the time someone applies for a building permit until they receive the building permit.

Mr. Briggs explained that the zoning approval process can be streamlined or shortened for applicants by changing the code to permit more administrative staff approvals versus planning board approvals and by shortening the public notice requirements for citywide notices for conditional uses, significant changes to approved plans, building plans in the CRA, lakefront reviews and large scale comprehensive plan changes. He suggested increasing the threshold for a citywide notice from 25,000 sq. ft. to 50,000 sq. ft. and for FLU/rezonings from 1 acre to 2 acres. Mr. Briggs mentioned that they will not be voting on this tonight since it has to be advertised, hold a Planning & Zoning hearing and then two more public hearings.

Building Director George Wiggins addressed the steps taken to improve the building permit process: 1) created flowcharts for residential and commercial construction that identifies the normal processes of the permitting process; 2) implemented computer usage for citizens so they can have access and up-to-date information on the status of their project; 3) issued guidelines; 4) made checklists; and 5) made a step-by-step guide making it user friendly to residents and contractors/designers.

Mayor Bradley said he would like to see community comparisons for benchmarking purposes and instead of having an approximate review date, to include an exact date such as “there will be a three day process.” Mr. Wiggins said they can provide a time period in which the City will have the plans reviewed and comments back to the applicant but then it is up to the applicant which may take longer thus the reason for the wording of approximate. Mayor Bradley said maybe there should be two different processes, an applicant process and a City process. Mr. Wiggins acknowledged.

Commissioner Cooper mentioned that she would prefer to not remove the public hearing process for conditional uses when it pertains to future land use changes in excess of one acre since it requires public notification. She also did not want to remove conditional uses for liquor licenses, restaurants, bars, taverns and cocktail lounges providing alcoholic beverages within 300 feet of a residential home because of the impact to the quality of life or the character of the community.
Commissioner Sprinkel suggested that staff review what other cities are doing to help fine tune our process and to come up with another system of notification, possibly on-line communication.

Commissioner Leary said perception is reality and asked staff to work with the Communications Department to get the word out to the public that the City is easy to deal with.

b. 2012 Budget Presentation

City Manager Knight provided a Powerpoint presentation on the 2012 budget which is listed on the City’s website. The presentation included the budget goals, new beginnings, key statistics, major changes, budget overview, taxable value and operating millage, millage rate comparison, Orange County vs. City of Winter Park Fire Service, Orange County vs. City of Winter Park library comparison, general fund balance, human resources salary and benefits, Police and Fire pensions, capital improvement program, potential add backs or new items, millage voting options and the budget schedule. There were no questions from the Commission.

There was consensus to hold the first budget work session on July 18, 2011 at 3:30 p.m.

Consent Agenda

a. Approve the minutes of 6/27/11. – PULLED FROM CONSENT AGENDA FOR DISCUSSION – SEE BELOW

b. Approve a permanent drainage easement between Presbyterian Retirement Communities, Inc. and the City (Winter Park Towers). – PULLED FROM CONSENT AGENDA FOR DISCUSSION – SEE BELOW

c. Approve early morning concrete pours at Winter Park Towers construction project located at 1111 S. Lakemont Avenue – PULLED FROM CONSENT AGENDA FOR DISCUSSION – SEE BELOW

d. Approve the Pole License Joint Use Agreement with Embarq Florida, Inc. d/b/a/ Century Link and authorize the Mayor to execute the agreement.

e. Approve the following change order and contracts:
   1. Deduct Change Order COR-023 to Community Center contract (RFQ-17-2009) with Turner Construction Company and authorize the Mayor to execute the change order document; $239,160.83
   2. Piggybacking the State of Florida contract 425-001-06-1 for Office Furniture and Files and authorize the Mayor to execute the Piggyback Contract as required for specific purchases
   3. Piggybacking the State of Florida contract 991-160-11-2 for Statewide and Global Courier Services with UPS and authorize the Mayor to execute the Piggyback Contract
   4. Piggybacking the State of Florida contract 420-420-10-1 for Furniture: Educational/Institutional and authorize the Mayor to execute the Piggyback Contract as required for specific purchases

Motion made by Commissioner Sprinkel to approve Consent Agenda Items ‘d’ and ‘e.1-4’; seconded by Commissioner Leary and carried unanimously with a 5-0 vote.
Consent Agenda Item ‘a’ - Approve the minutes of 6/27/11.

Commissioner McMacken referenced page 4, paragraph 1 referencing “conditions of approval as discussed during their last shade meeting with Attorney Reischmann.” He recalled that Attorney Brown was present and asked to change this to Attorney Brown. City Manager Knight and Mayor Bradley confirmed. Commissioner Sprinkel referenced page 8, paragraph 1 and requested to change the word “gain” to “game”.

Motion made by Commissioner McMacken to approve Consent Agenda Item ‘a’ with the above changes; seconded by Commissioner Cooper and approved by acclamation of the City Commission. The motion carried with a 4-1 vote with Commissioner Cooper voting no.

Consent Agenda Item ‘b’ - Approve a permanent drainage easement between Presbyterian Retirement Communities, Inc. and the City (Winter Park Towers).

Commissioner McMacken said his understanding is that Winter Park Towers is going to contribute money towards the purchase of the material to be used for the drainage easement. Assistant Public Works Director Don Marcotte said that is correct and clarified and explained that it would not benefit the City to upsize the pipe.

Motion made by Commissioner McMacken to approve Consent Agenda Item ‘b’; seconded by Commissioner Sprinkel and approved by acclamation of the City Commission. The motion carried unanimously with a 5-0 vote.

Consent Agenda Item ‘c’ – Approve early morning concrete pours at Winter Park Towers construction project located at 1111 S. Lakemont Avenue.

Commissioner McMacken asked if the concrete trucks are going to back up the morning rush hour traffic on Lakemont. Building Director George Wiggins said this is one of the major reasons for this request which will prevent the interference with the morning rush hour traffic and for safety reasons with children getting ready to go to school. Vice President Joe Robertson of McCree General Contractors, Inc. confirmed that the concrete trucks will not back up the morning traffic on Lakemont.

Commissioner Cooper asked Mr. Robertson if they can include a stipulation that the approval of the eight pours are conditioned upon acceptable mitigation of any complaints that may ensue and that between Mr. Wiggins and himself they would successfully mitigate those complaints. If not, it would be the Commission’s option to change their decision relative to this approval. Mr. Robertson said that would be acceptable to them.

Motion made by Commissioner McMacken to approve Consent Agenda Item ‘c’; seconded by Commissioner Sprinkel.

Motion amended by Commissioner Cooper that they approve the eight pours conditioned upon acceptable mitigation of any potential noise complaints to the satisfaction of City staff; seconded by Commissioner McMacken.
Upon a roll call vote on the amendment, Mayor Bradley and Commissioner Sprinkel voted no. Commissioners Leary, Cooper and McMacken voted yes. The motion carried with a 3-2 vote.

Upon a roll call vote to approve the item, Mayor Bradley and Commissioners Leary, Sprinkel, Cooper and McMacken voted yes. The motion carried unanimously with a 5-0 vote.

Public comments

1. Dan Bellows, representing Sydgan and W. G. Limited, spoke about the development agreement from 2000 that was amended in 2007 and extended to 2014. He stated that a year ago six new conditions were placed and he wanted to make sure that the Commission was aware that all of the residential components within the development agreement that refer to the additional two levels of the parking garage is adhered to. He also clarified that there is no modification or removal of that condition. He then spoke briefly about compatible development and explained his position. He believed that they have the right and are entitled to build the two additional levels of the parking garage which provides for extra parking and said that he appreciates the extension.

Mayor Bradley explained that this is a pending litigation matter and thanked Mr. Bellows for bringing forth these points. He advised that this would be best handled between his counsel and the City’s counsel and instructed Attorney Brown and City Manager Knight to work with Mr. Bellows on accomplishing a mutual agreement that everyone will be satisfied with.

2. Joe Terranova, 700 Melrose Avenue, spoke about the budget and commended staff for a dynamite budget. He said in these economic times the library usage has increased by 25% and agreed that the library should receive the 1% increase.

A recess was taken from 5:10 p.m. to 5:30 p.m.

Action Items Requiring Discussion:

a. Temporary partial hiatus for water and sewer impact fees

Planning Director Jeff Briggs provided background and that the City has been contacted by several new full service restaurants requesting reconsideration of the water and sewer impact fees charged by the City. The issue is not the impact fee charge per gallon but whether the 40 gallon per seat estimate of peak usage is accurate. The City has been using this estimate for many years and it is derived from information provided by the Florida Department of Environmental Protection. It is based on peak usage not average usage and now that we have AMR (Automated Meter Reading) we have actual readings every day of the year. The City is currently engaged in a utility rate study to look at the rates used by other cities and the actual peak usage experience of various restaurants. He noted that the study is due in October.

Mr. Briggs explained that there are two restaurants in particular that may be permitted prior to the September rate study. Staff is proposing to permit a partial payment of 50% of the impact fees with an agreement that commits the restaurant to pay the balance following adoption of the
rate study by the City Commission. Mr. Briggs noted that this would only pertain to restaurants and not office buildings, etc.

Commissioner McMacken asked about the study and if there is going to be a standard format for the usage of water/sewer or if it will be on a per restaurant basis. Mr. Briggs said there will still be a standard that they would apply to restaurants of a certain type and three categories.

Commissioner McMacken asked if the City is able to bond or have the applicant bond the fees. Attorney Brown said it would be lawful if a majority of the Commission wanted to make it a condition of the contract.

Motion made by Commissioner McMacken that the City charge the applicants 1/2 of the fee for water/sewer with the remaining 1/2 to be bonded or provided by a letter of credit until such time as the City has completed their study and is able to determine whether that should be added to the total or not. Attorney Brown clarified that this is a contract issue but it could be a consistent policy. Commissioner McMacken said he would be happy to amend his motion to include anything in the interim that may occur between now and the conclusion of the City’s study on water/sewer rates. Mayor Bradley asked if it would be better to have a date certain. Attorney Brown said he would recommend adoption of the rate study. Motion was seconded by Commissioner Leary.

Upon a roll call vote, Mayor Bradley and Commissioners Leary, Sprinkel, Cooper and McMacken voted yes. The motion carried unanimously with a 5-0 vote.

Public Hearings

a. RESOLUTION NO. 2087-11: A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF WINTER PARK, FLORIDA, TO EXECUTE A LOCAL AGENCY PROGRAM AGREEMENT WITH THE FLORIDA DEPARTMENT OF TRANSPORTATION FOR THE HOWELL BRANCH ROAD PEDESTRIAN IMPROVEMENTS (TEMPLE TRAIL TO TEMPLE DRIVE).

Attorney Brown read the resolution by title. Motion made by Commissioner McMacken to adopt the resolution; seconded by Commissioner Cooper. No public comments were made. Upon a roll call vote, Mayor Bradley and Commissioners Leary, Sprinkel, Cooper and McMacken voted yes. The motion carried unanimously with a 5-0 vote.

b. RESOLUTION NO. 2088-11: A RESOLUTION OF THE WINTER PARK CITY COMMISSION, AMENDING RESOLUTION NO. 2013-08, PURSUANT TO THE PROVISIONS OF SECTION 110-107 OF CHAPTER 110 OF THE CODE OF THE CITY OF WINTER PARK, ESTABLISHING AN EMERGENCY FUEL SURCHARGE FOR TAXICABS.

Attorney Brown read the resolution by title. Building Director George Wiggins provided background that due to increased fuel costs, taxi fares in the Orlando area are being increased slightly to cover the higher costs of fuel. On June 27, the City of Orlando approved a surcharge under their "Vehicle for Hire" ordinance with a resolution which is to be in place until the national average fuel price drops below $3.40 for two consecutive months or on March 31, 2012. The City approved a similar Resolution on August 25, 2008 after passing Ordinance No. 2746-08 amending our taxi ordinance that enabled the Commission to make this fuel surcharge adjustment by resolution (expired on March 31, 2009).
Mr. Wiggins explained that the taxicab drivers lease their cabs from the taxi company so this would help the taxi drivers compensate their operating costs. He clarified that this is an optional surcharge at the discretion of the driver.

Roger Chapin, Vice President of Mears Transportation, explained the taxicab rates and how they are established. He explained the emergency surcharge will help to have consistent rates throughout geographical boundaries. He mentioned that the City of Orlando and Winter Park regulate taxicab rates and Orange County does not.

Motion made by Commissioner Sprinkel to adopt the resolution; seconded by Commissioner Leary.

Mayor Bradley asked staff to provide the pros and cons on regulating taxicab rates in Winter Park. City Manager Knight acknowledged the request.

Upon a roll call vote, Mayor Bradley and Commissioners Leary, Sprinkel, Cooper and McMacken voted yes. The motion carried unanimously with a 5-0 vote.


Attorney Brown read the resolution by title. Mayor Bradley advised the Commission to limit their conversation to the Resolution since they are not an official body to accept testimony about whether there is validity or not to this or to adjudicate. They are to address whether or not the Resolution needs to be reviewed by the State authorities.

Commissioner Leary advised the draft Resolution that was included in the agenda packet labeled ‘draft’ has since been revised. On July 8, 2011 Commissioner Leary emailed the City Manager’s office with a revised Resolution labeled “final” which was distributed via email to each of the Commissioners by the City Manager’s assistant Juanita Grant for their review and acceptance. A hard copy of this document was distributed by the Deputy City Clerk to each Commissioner at the start of the meeting.

Motion made by Commissioner Leary to adopt the resolution; seconded by Commissioner Sprinkel.

Mayor Bradley stated that he was concerned, based on Attorney Brown’s comments in the last meeting, that this may also need to be investigated by the Florida Commission on Ethics since it pertains to a seated Commissioner at the time of the incident. Attorney Brown replied that this would be a Commission decision.

Motion amended by Mayor Bradley that the State Attorney’s investigator letter also be sent to the Florida Commission on Ethics; seconded by Commissioner Leary.

Motion amended by Commissioner Cooper that they limit the signature authority to the signature authority outlined in the Charter and they include the Mayor and delete the additional signatures; seconded by Mayor Bradley.
Attorney Brown provided counsel regarding ethics and the acceptance of gifts.

Commissioner Cooper read her memorandum dated July 11, 2011 and provided the Deputy City Clerk with a copy (see attached). She recommended that they initiate a standalone Resolution in support of transparency and ethical behavior in all aspects of government. She believes it is inappropriate for them to be involving themselves in a challenge or complaint when no probable cause has been determined by the Florida Elections Commission and it is an inappropriate use of their power.

Commissioner Leary explained that this Resolution is to assure the citizens and residents that when the Commission talks about ethics and transparency they mean it, regardless of who is involved.

There was a brief discussion pertaining to how the Commission will handle future complaints relative to elections. Commissioner Cooper asked which ones merit their endorsement and which ones do not.

Commissioner Leary said he hopes they are setting precedence that says to Commissioners that you should not participate in questionable activities. He mentioned that he is very comfortable if this comes before them again in the same manner.

Mayor Bradley said if this happens to a Commissioner there is precedence setting. He advised that this was not a citizen, it was a Commissioner and he thinks a Commissioner has a different level of review. He clarified that this is a request for an investigation and is not an endorsement.

Commissioner Cooper felt this is a bad precedence and did not want to be put in the position of having to judge which complaints from private citizens deserve the endorsement of a body of the government.

Commissioner Sprinkel said this is hurtful and upsetting to her and it needs to end. She shared her frustration with Commissioner Cooper’s memo and that she is against this since it relates to transparency. She explained that transparency is not word. Transparency is how you live your life and standing up for what you believe in.

Commissioner Cooper explained that they are discussing a government agency supporting the complaint of a private individual and airing selective excerpts from a potential case against a citizen in the minutes without allowing that person due process. She believed that is inappropriate use of the power of the Commission.

Mayor Bradley indicated that there was a State Attorney’s investigation letter that alleges certain things and it needs to be reviewed.

Commissioner Cooper asked if it would be more appropriate if the Resolution did not have specific references to selective excerpts from the State Attorney’s letter. Attorney Brown said those excerpts are specific factual statements in the State Attorney’s letter and they are in the recitals to demonstrate why the City may be taking this unusual action.
Attorney Brown clarified the importance for everyone to understand that the final draft of the Resolution does not state any findings concerning anyone and as worded does not invoke someone’s liberty interest, but is merely a request to a state agency to investigate. Attorney Brown then provided counsel regarding liberty interest.

Commissioner McMacken explained his struggle with where they draw the line on this going forward and what warrants a Commission setting forth such a Resolution. He said we have a country of laws and there is a process in place in which this should be handled without their intervention and he is comfortable that due process will be served. He explained that he understands where they want to go with this and it is the right thing to do, but he is not sure that this is the vehicle to do that. Commissioner Leary said the line starts and stops here, with the Commissioners.

Will Graves, 3048D George Mason Avenue, apologized and explained that he is the anti-anonymous person that everyone is talking about. He advised that he had never seen the mailer, he did not write the language nor did he have anything to do with the mailer being conceived, produced or mailed. He submitted his letter of explanation to the Deputy City Clerk and asked that a copy be given to each of the Commissioners (copy attached).

Donna Colado, 327 Beloit Avenue, fully supported Mr. Weldon’s complaint but did not support the Resolution.

Charles Namey, 1060 McKean Circle, said he is in favor of and supports the Resolution.

Upon a roll call vote on the amendment (that the State Attorney’s investigator letter also be sent to the Florida Commission on Ethics); Mayor Bradley and Commissioners Leary, Sprinkel voted yes. Commissioners Cooper and McMacken voted no. The motion carried with a 3-2 vote.

Upon a roll call vote on the amendment (that they limit the signature authority to the signature authority outlined in the Charter and they include the Mayor and delete the additional signatures); Mayor Bradley and Commissioners Leary, Cooper and McMacken voted yes. Commissioner Sprinkel voted no. The motion carried with a 4-1 vote.

Upon a roll call vote to adopt the resolution, Mayor Bradley and Commissioners Leary and Sprinkel voted yes. Commissioners Cooper and McMacken voted no. The motion carried with a 3-2 vote.

Commissioner Reports:

a. Commissioner Leary

Commissioner Leary thanked staff for the great July 4 event.

b. Commissioner Sprinkel

Commissioner Sprinkel said numerous individuals have asked her about the flags on the dais and what they represent. She requested this information be provided so it can be shared with everyone.
c. Commissioner Cooper

1. Commissioner Cooper mentioned that she could not support the Resolution because she felt it was an inappropriate action by the Commission but she would be happy to support a resolution on transparency.

2. Commissioner Cooper mentioned that she would like to continue the earlier conversation relative to ex-parte communications and how they want to function as a Commission. There was a brief discussion and a consensus to follow Attorney Brown’s advice that ex-parte communications should be disclosed.

d. Commissioner McMacken

Commissioner McMacken agreed that it was a great July 4 celebration in Winter Park.

e. Mayor Bradley

1. Mayor Bradley advised that the Governor approved SunRail this past week and encouraged all citizens and Commissioners to support this as they move forward.

2. Mayor Bradley thanked everyone that was involved in creating a wonderful July 4 event.

3. Mayor Bradley spoke about pedestrian safety. He learned that 50% of pedestrians are under the influence and in terms of safety the installation of medians is very important because it could help reduce deaths.

4. Mayor Bradley mentioned air quality monitoring in the City and that we are borderline in terms of air quality as a region. He asked City Manager Knight to provide more information on this. He acknowledged.

The meeting adjourned at 6:42 p.m.


______________________________
Mayor Kenneth W. Bradley

ATTEST:

______________________________
City Clerk Cynthia S. Bonham
subject

Encroachment Agreement for 1270 Burning Tree Lane, Paul and Emmanuela Bough

motion | recommendation

Approve Encroachment Agreement

background

Owner constructed a block fence wall (Improvements) on the property that encroaches into the City’s drainage easement. The City is willing to allow the Owner’s improvements with the understanding that the Owner will not encroach any more than the actual footprint of the current Improvements. The Owner agrees that if the Improvements are destroyed, removed, or demolished any replacement structure shall not encroach into the Easement without the prior written consent of the City.

The Owner also agrees to the following:

- To indemnify and hold harmless the City, its officers, agents, employees from and against all claims, damages, losses and expenses, including reasonable attorney’s fees
- The City will not be restricted in any manner from accessing, maintaining, repairing or reconstruction the storm water pipe and other facilities located in the easement.
- If the Improvements must be removed to access the storm water pipe, the City is not responsible for replacement of the Improvements

alternatives | other considerations

Require Owner to remove the block fence wall

fiscal impact

None

long-term impact

None

strategic objective

None
ENCROACHMENT AGREEMENT

THIS AGREEMENT made this 28th day of June, 2011, by and between the CITY OF WINTER PARK, FLORIDA, a Florida municipal corporation, (hereinafter referred to as “City”), whose address is 401 Park Avenue South, Winter Park, FL 32789, and PAUL BOUGH and EMMANUELA BOUGH, his wife, (hereinafter referred to as “Owner”), whose address is 1270 Burning Tree Lane, Winter Park, FL 32792.

WHEREAS, Owner presently owns that certain property described as:

Lot 14, Block D, GREENVIEW AT WINTER PINES, according to the Plat thereof as recorded in Plat Book 7, Pages 31-32, Public Records of Orange County, Florida;

(the “Property”), having a street address of 1270 Burning Tree Lane, Winter Park, FL 32792, in Orange County, Florida, which property is being serviced by the City’s water, sewer, and stormwater facilities; and

WHEREAS, the City presently has a stormwater pipe located on the Property which provides drainage of stormwater runoff from the Property and other properties; and

WHEREAS, Owner has constructed a block fence wall (hereinafter referred to as “Improvements”, see “Exhibit A”) on the Property that encroaches into the City’s drainage easement as shown on the Plat for Greenview at Winter Pines recorded in O.R. Book 7, Pages 31-32, Public Records of Orange County, Florida (hereinafter “Easement”); and

WHEREAS, the parties hereto wish to enter into this Encroachment Agreement.

NOW, THEREFORE, in consideration of the terms and conditions set forth herein, the parties agree as follows:

1. The “Whereas” clauses set forth above are true and accurate and are hereby incorporated herein.
2. The City hereby authorizes and allows Owner’s Improvements to encroach into the City’s Easement. Owner agrees not to encroach any more than the actual footprint of the current Improvements.
3. Owner states that the Improvements have not in any way caused damage to the stormwater pipe of the City. In the event Improvements do, in fact, damage said stormwater pipe of the City, Owner shall repair said damage immediately and at Owner’s expense; or, at the option of the City, City shall repair said damage and Owner shall immediately reimburse City for said cost and expense.

4. It is specifically understood by the parties that any future improvements constructed by Owner on the Property shall not now or in the future encroach into said Easement. In the event that any of the Improvements on said Property, or any portions thereof, are destroyed, removed or demolished so that said encroachment is terminated, Owner, for themselves and their successors in interest in the Property, agree that any replacement structure built on the Property shall not encroach into the Easement without the prior written consent of the City.

5. To the fullest extent permitted by law, Owner hereby indemnifies and agrees to hold harmless the City, its officers, agents and employees, from and against all claims, damages, losses and expenses, including reasonable attorney’s fees, arising out of or resulting from the construction, location and maintenance of the Owner’s Improvements on and within the City’s Easement.

6. The City will not be restricted in any manner from accessing, maintaining, repairing or reconstructing the stormwater pipe and other facilities located in the Easement. In the event the Improvements must be removed to access the stormwater pipe, the City is not responsible for the replacement of the Improvements.

7. This Agreement shall inure to the benefit of and be binding upon the respective heirs, personal representatives, successors and assigns of the parties hereto, and shall be recorded in the Public Records of Orange County, Florida.

8. Nothing contained herein shall be interpreted to grant or convey to the City any rights or interests in the Property not already contained in the Easement.

9. This Agreement shall not be construed as a waiver of the City’s sovereign immunity.

IN WITNESS WHEREOF, the parties have set their hands and seals hereto on the day and year first above written.

[signatures to follow]
Signed, sealed and delivered in the presence of:

________________________________________

(print)

________________________________________

(print)

CITY OF WINTER PARK, FLORIDA

By:_____________________________________
   Kenneth Bradley, Mayor

ATTEST:

By:_____________________________________
   Cynthia S. Bonham, City Clerk

Date:_____________________________________

STATE OF FLORIDA
COUNTY OF ORANGE

The foregoing instrument was acknowledged before me this ___ day of _____________, 2011 by Kenneth Bradley, as Mayor of the City of Winter Park, Florida, a municipal corporation, who is personally known to me or who produced ______________________ as identification.

NOTARY PUBLIC, STATE OF FLORIDA
Print name:___________________________
My Commission Expires:
Signed, sealed and delivered in the presence of:

6/28/11

Paul Bough
(print)

Emmanuela Bough
(print)

6/28/11

1270 Burning Tree Lane
Winter Park, FL 32792

STATE OF FLORIDA
COUNTY OF ORANGE

The foregoing instrument was acknowledged before me this 28th day of June, 2011, by PAUL BOUGH and EMMANUELA BOUGH, (check one) ☐ who are personally known to me or ☐ who produced FL DL # B200685 SL 4440 as identification.

FL DL # B200685 SL 4440

Notary Public - State of Florida
Print Name: JESSICA JIMENEZ
My Commission expires: 2-23-2015
EXHIBIT "A"

PLAN VIEW

SECTION VIEW "A"

SECTION VIEW "B"

1270 BURNING TREE LN.

N.T.S.
Subject:

Encroachment Agreement for Sanitary Sewer Easement for the property located at 1580 Palm Avenue, Winter Park. Property Owner: David & Ann Fuller

Background:

The above noted property owner has applied for a Building Permit (#11-1602) to construct a small patio and walkway that will encroach into the City’s Sanitary Sewer Easement (OR 10137 PG 9125). The proposed hardscape will not impact the existing Sanitary Sewer Main. The property owner has agreed to the terms of the Encroachment Agreement drafted by the City Attorney. Following standard procedures regarding permitting, the Encroachment Agreement shall be approved and recorded prior to Permit approval.

Staff Recommendation:

Approval of attached Encroachment Agreement
ENCROACHMENT AGREEMENT

THIS AGREEMENT made this ___ day of ____________, 2011, by and between the CITY OF WINTER PARK, FLORIDA, a Florida municipal corporation, (hereinafter referred to as “City”), whose address is 401 Park Avenue South, Winter Park, FL 32789, and DAVID E. FULLER and ANN H. FULLER, husband and wife, (hereinafter referred to as “Owner”), whose address is 1580 Palm Avenue, Winter Park, FL 32789.

WHEREAS, Owner presently owns that certain property described as:

Lot 1 and East 1/2 of Lot 2, Block 5, Lake Knowles Terrace 2nd Addition, according to the map or plat thereof, as recorded in Plat Book K, Page 78, of the Public Records of Orange County, Florida.

(the “Property”), having a street address of 1580 Palm Avenue, Winter Park, FL 32789, in Orange County, Florida, which property is being serviced by the City’s water, sewer, and stormwater facilities; and

WHEREAS, the City presently has a sanitary sewer main and appurtenances located on the Property which provides for sewage disposal and treatment from the Property and other properties; and

WHEREAS, Owner has constructed a gravel walkway with paver border and a flagstone patio (hereinafter referred to as “Improvements”, see “Exhibit A”) on the Property that encroaches into the City’s Non-Exclusive Sanitary Sewer Easement as recorded in O.R. Book 10137, Page 9125, et seq., Public Records of Orange County, Florida (hereinafter “Easement”); and

WHEREAS, the parties hereto wish to enter into this Encroachment Agreement.

NOW, THEREFORE, in consideration of the terms and conditions set forth herein, the parties agree as follows:
1. The "Whereas" clauses set forth above are true and accurate and are hereby incorporated herein.

2. The City hereby authorizes and allows Owner's Improvements to encroach into the City's Easement. Owner agrees not to encroach any more than the actual footprint of the current Improvements.

3. Owner states that the Improvements have not in any way caused damage to the sanitary sewer main of the City. In the event Improvements do, in fact, damage said sanitary sewer main of the City, Owner shall repair said damage immediately and at Owner's expense; or, at the option of the City, City shall repair said damage and Owner shall immediately reimburse City for said cost and expense.

4. It is specifically understood by the parties that any future improvements constructed by Owner on the Property shall not now or in the future encroach into said Easement. In the event that any of the Improvements on said Property, or any portions thereof, are destroyed, removed or demolished so that said encroachment is terminated, Owner, for themselves and their successors in interest in the Property, agree that any replacement structure built on the Property shall not encroach into the Easement without the prior written consent of the City.

5. To the fullest extent permitted by law, Owner hereby indemnifies and agrees to hold harmless the City, its officers, agents and employees, from and against all claims, damages, losses and expenses, including reasonable attorney's fees, arising out of or resulting from the construction, location and maintenance of the Owner's Improvements on and within the City's Easement.

6. The City will not be restricted in any manner from accessing, maintaining, repairing or reconstructing the sanitary sewer main and other facilities located in the Easement. In the event the Improvements must be removed to access the sanitary sewer main, the City is not responsible for the replacement of the Improvements.

7. This Agreement shall inure to the benefit of and be binding upon the respective heirs, personal representatives, successors and assigns of the parties hereto, and shall be recorded in the Public Records of Orange County, Florida.

8. Nothing contained herein shall be interpreted to grant or convey to the City any rights or interests in the Property not already contained in the Easement.

9. This Agreement shall not be construed as a waiver of the City's sovereign immunity.

IN WITNESS WHEREOF, the parties have set their hands and seals hereto on the day and year first above written.
Signed, sealed and delivered in the presence of:

__________________________________________

______________________________
(print)

______________________________
(print)

CITY OF WINTER PARK, FLORIDA

By: ________________________________

Kenneth Bradley, Mayor

ATTEST:

By: ________________________________

Cynthia S. Bonham, City Clerk

Date: ________________________________

STATE OF FLORIDA
COUNTY OF ORANGE

The foregoing instrument was acknowledged before me this _____ day of ________________, 2011 by Kenneth Bradley, as Mayor of the City of Winter Park, Florida, a municipal corporation, who is personally known to me or who produced ___________________________ as identification.

______________________________
NOTARY PUBLIC, STATE OF FLORIDA
Print name: _______________________
My Commission Expires: ________________
Signed, sealed and delivered
in the presence of:

____________________   ____________________
David Fuller            David E. Fuller
____________________   ____________________
Emily Fuller            Ann H. Fuller
(print)                (print)
____________________
Ann H. Fuller
____________________
R. L. Woodall
(print)

1580 Palm Avenue
Winter Park, FL 32789

STATE OF FLORIDA
COUNTY OF ORANGE

The foregoing instrument was acknowledged before me this 7th day of
July, 2011, by DAVID E. FULLER and ANN H. FULLER, (check one) ☐ who are
personally known to me or ☐ who produced their identification.

____________________
Tonya Malik
Notary Public - State of Florida
Print Name: Tonya Malik
My Commission expires: 10/14/2013
### Purchases over $50,000

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Item</th>
<th>Background</th>
<th>Fiscal Impact</th>
<th>Motion</th>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reynolds Inliner, LLC</td>
<td></td>
<td>Sanitary Sewer Rehab Lining at Various Locations</td>
<td>Total expenditure included in approved FY11 budget. Amount: $342,340.00</td>
<td>Commission approve PR 147235 to Reynolds Inliner, LLC for sanitary sewer rehab lining</td>
<td></td>
</tr>
</tbody>
</table>

The purchase will be made under City of Orlando contract BI09-2570. **See item 4 below**

### Contracts

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Item</th>
<th>Background</th>
<th>Fiscal Impact</th>
<th>Motion</th>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lake County Sheriff’s Department</td>
<td></td>
<td>Sale of 12 surplus Motorola XTS500 portable radios</td>
<td>Revenue from the sale will be placed in the General Fund. Amount: $11,880.</td>
<td>Commission approve the sale of surplus Motorola portable radios to the Lake County Sheriff’s Department and authorize the City Manager to sign corresponding agreement (if applicable)</td>
<td></td>
</tr>
</tbody>
</table>

The Lake County Sheriff’s Department may opt to purchase additional surplus units at a cost of $990.00 each.

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Item</th>
<th>Background</th>
<th>Fiscal Impact</th>
<th>Motion</th>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lake County Public Safety Department</td>
<td></td>
<td>Sale of surplus Motorola XTS500 portable radios</td>
<td>Revenue from the sale will be placed in the General Fund.</td>
<td>Commission approve the sale of surplus Motorola portable radios to the Lake County Public Safety Department and authorize the City Manager to sign corresponding agreement (if applicable)</td>
<td></td>
</tr>
</tbody>
</table>

The Lake County Public Safety Department may opt to purchase surplus units at a cost of $990.00 each.

### Piggyback contracts

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Item</th>
<th>Background</th>
<th>Fiscal Impact</th>
<th>Motion</th>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reynolds Inliner, LLC</td>
<td></td>
<td>Piggybacking contract for Sewer Line Rehabilitation Cleaning and Video Recording</td>
<td>Total expenditure included in approved FY11 budget</td>
<td>Commission approve piggybacking the City of Orlando contract BI09-2570 with Reynolds Inliner, LLC and authorize the Mayor to execute the Piggyback Contract</td>
<td></td>
</tr>
</tbody>
</table>
The City of Orlando utilized a competitive bidding process to award this contract. The contract was awarded on November 16, 2009 for a period of twelve (12) months with four (4) additional twelve (12) month renewal options, upon mutual agreement. The current contract period is November 16, 2010 through November 16, 2011. **See item 1 above**
subject – set tentative millage rate
The Commission must adopt and submit the tentative millage rate to the Property Appraiser by Wednesday, August 4, 2011. This is the rate the Property Appraiser will use in preparing the “Notice of Proposed Property Taxes” to all property owners in August 2011. Once the tentative millage rate is set, it may not be exceeded unless an extensive notification to property owners is undertaken. The final millage can be lower than the tentative millage without additional notification requirements.

motion | recommendation
Adopt a tentative operating millage rate of 4.0923 mills. Voted debt service millages of .1046 and .2197 mills are required to service debt on the General Obligation Bonds, Series 2004 (Golf Course bonds) and Series 2011 (Public Safety Complex bonds), respectively.

background
The proposed budget presented to the Commission on July 11 was based on keeping the current operating millage at 4.0923 mills.
alternatives | other considerations

If the Commission chooses, it can override the millage limitation and increase property tax revenue as follows:

<table>
<thead>
<tr>
<th>Action</th>
<th>Vote</th>
<th>Rate</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Same millage rate</td>
<td>Simple majority</td>
<td>4.0923</td>
<td>$14.1M</td>
</tr>
<tr>
<td>Rolled-back millage rate</td>
<td>Simple majority</td>
<td>4.2065</td>
<td>$14.6M</td>
</tr>
<tr>
<td>Maximum millage rate allowed with simple majority</td>
<td>Simple majority</td>
<td>5.1700</td>
<td>$18.1M</td>
</tr>
<tr>
<td>10% above adjusted rolled-back rate</td>
<td>Super majority (four votes)</td>
<td>5.6870</td>
<td>$20.0M</td>
</tr>
<tr>
<td>Unanimous vote (up to ten mills)</td>
<td>Unanimous vote (up to ten mills)</td>
<td></td>
<td>$3.5M for each mill added</td>
</tr>
</tbody>
</table>

fiscal impact
An increase in the millage rate of one tenth of one mill increases property tax revenue by about $345,500.

strategic objective
The current millage rate of 4.0923 mills will allow the City to have a budget that meets the goals presented to the Commission at the strategic planning session held on April 5, 2011.
subject

Three Year Economic Development Plan Approval

motion | recommendation

Request City Commission approval of the Three Year Economic Development Plan with support to fund the first year’s initiatives.

background

In May 2011, staff presented a three year work plan outlining the Mission, Goal and five strategic objectives in a citywide Economic Development Plan. Each strategic objective has a number of action steps that meet the objective and build the framework for a communitywide economic plan.

After reviewing and accepting the work plan, the Commission asked staff to create a document that specifically sets out an annual work program for economic development activities over the next three years. Through the annual reporting process, staff has a mechanism to provide data regarding the success or challenges facing the programs as they are implemented. To set a base year, staff has provided a FY 2010-11 Annual Report as part of this study package.

alternatives | other considerations

The Commission could choose to limit or not fund any economic programs and may choose to not adopt a plan.

fiscal impact

Staff is requesting $150,000 during the FY 2011-12 budget process to fund first year strategic objectives.

long-term impact

This Economic Development Plan provides a framework for three years that allows the City to be competitive among other Central Florida communities. Implementation of this Plan allows for proactive use of incentives by corridors, recognizing new and existing businesses within the City and working with partners to make Winter Park a place that people want to come to and do business.

strategic objective

The City recognizes economic development in the City’s strategic plan.
Office of City Manager
Randy Knight
City Manager

Michelle del Valle
Assistant City Manager

Economic Development/CRA Department
Dori DeBord
Director

Peter Moore
Assistant Director

Gabriella Serrado
Coordinator

Economic Development Advisory Board
Chair: Marc Reicher
Vice Chair: Michael Winn
Owen Beitsch
Patrick Chapin
Stephen Flanagan
John Gill
Gwen Lennox
Daniel Smith

Former Members:
Michael English
Robert Lewis

Please direct comments to:
Economic Development/CRA Department
Phone: 407-599-3398
Fax: 407-599-3499
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Figure 7 – 5 Year Change in Job Totals

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Figure 9 – Annual Change in Relative Vacancy Rates for Office and Retail Space

Figure 10 – Taxable Value Allocation by Use Type 2010
EXECUTIVE SUMMARY
The Economic Development Plan provides an operational framework for the City of Winter Park that will guide the city’s investment in economic development initiatives. These initiatives are designed to strengthen the city’s economic vitality and quality of life through careful growth and development of targeted industries and by recognizing and removing impediments that may restrict or prohibit business development.

The Economic Development Plan builds upon an economic development strategy plan first drafted in August 2009 and it complements the City of Winter Park’s Comprehensive Plan. This Plan includes background data, implementation policies, and implementation initiatives.

The initiatives target specific development opportunities and the pursuit of specific business-friendly programs. Winter Park’s business and community leaders have acknowledged that a balanced, sustainable economy is needed, and that it will not happen by chance - but with careful effort. This balance provides for the continued diversification of the tax base in the city, allowing the commercial sector to ensure that the quality of life in Winter Park is maintained.

The Plan identifies the following five objectives that will be pursued in the next three years 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

The core of the Plan is the action steps, which detail initiatives to be undertaken over the next three years. Implementing the Objectives and Action Steps outlined in this Plan will require participation of city departments, citizens, stakeholders and partners. Furthermore, it will require the city to embrace a proactive stance wherein staff time and financial resources will be focused on: (a) working with property and business owners to identify economic development opportunities, (b) assessing how all participants may capitalize on those opportunities, and (c) subsequently working with property and business owners to make these opportunities come to fruition.

Monitoring of the city’s Economic Development Plan and its success in achieving the economic development goals is the key to maintaining focus and relevancy in a constantly changing and evolving economic environment. City staff will track and report the milestones and results achieved by city government and its partners in implementing the Plan every year.

City leadership has actively recognized economic development as an important component to the city’s economic well-being and necessary to a balanced tax base. It is staff’s goal that this Plan will stimulate economic growth, bring success to Winter Park’s business community, and generate a long-term sustainable market.
OVERVIEW

The City of Winter Park was established in the late 1880’s as a destination resort for northern investors looking for a warmer climate. Since that time, the city has become known for an active and thriving downtown retail core, desirable neighborhoods, a broad spectrum of cultural events and an exceptional quality of life.

This quality of life is driven by several strongly defined market segments which includes retail and office development with limited warehouse activities. This development pattern has been spurred by the redevelopment of the Park Avenue and the Hannibal Square area as well as the revitalization of the Winter Park Village along US Highway 17-92.

The city is also home to several large employers outside of the retail sector, including Bonnier Corporation, Rollins College and Florida Hospital Winter Park. Overall, there are approximately 31,500 employees within the city limits. Vacancy rates in the city of Winter Park have improved substantially in the last year and Winter Park tends to lead other areas in the region.

Looking at a more regional picture, Winter Park competes with employment centers in the region such as Downtown Orlando, Maitland, Lake Mary/Heathrow and Millenia/MetroWest markets which are all located along the I-4 corridor, also called the Florida High Tech Corridor.

An important component to the city’s continued arts and cultural development is the growth of tourism. In 2005, Americans for the Arts completed a survey and estimated that over 700,000 cultural tourists visit the city annually. The Winter Park Art Festival attracts the largest number of tourists interested in arts and culture with an estimated annual average of 300,000 visitors during the three day event. The Charles Hosmer Morse Museum of American Art averages 65,000-80,000 visitors per year, while the Polasek Sculpture Gardens and the Cornell Fine Arts Museum have a combined attendance of about 45,000 visitors per year.

Tourism has significant effect on the Winter Park economy. Due to the economic recession, domestic and international visitors numbers fell by about 9% in 2009, however indicators show that growth in the tourism market in 2010 is substantially at the same number as 2008, showing no further losses. Slow but steady increases in the national and international economy will hopefully mean stable tourism growth throughout the Metro Orlando region.

Over the years many, articles and travel pieces have been written about Winter Park including a 2009 National Geographic piece ranking Winter Park in their list of the world’s top historic destinations for their fifth annual “Places Rated” survey. Many qualify Winter Park as a “hidden gem” and a great place to shop, dine and visit. This has encouraged and accommodated the community redevelopment effort along the downtown corridors.
PLAN DEVELOPMENT PROCESS

The City of Winter Park Economic Development Plan is the result of a three-year study and planning process, which included the involvement of many city and regional stakeholders, and an extensive economic overview and analysis of the city.

Public outreach was a large component of the Plan. Over eight public meetings were held since June 2008. The public was invited to share their thoughts about economic development and engaged in discussions about community opportunities, challenges, and goals.

In addition, a series of one-on-one interviews was also held with community business leaders and area economic development professionals to gain their perspectives on the current and future directions of the area’s economy and to offer insights for effective public sector actions.

In total, this Plan has been developed through the following community input:

- 2007 Community Survey - A survey was conducted to determine community priorities. It was learned through this survey that there was a strong desire for business development programming.
- 2007 Economic Development Advisory Board - This Board was reconfigured to provide recommendations and consensus for Economic Development and provide input on priorities and direction.
- 2008 Economic Development Advisory Board Public Input Session – The Board held a visioning session to hear input from businesses and property owners city-wide.
- Comprehensive Plan Adoption - The Comprehensive Plan was adopted on February 23, 2009 and it includes objectives in the Future Land Use section that promotes economic vitality in the city.
- Winter Park Strategy Map – The Winter Park Strategy Map was revised on February 6, 2009 which included strong economic development language.
- 2009 Park Avenue Area Strategic Plan - The adopted plan highlighted six goals to promote the economic health and wellbeing of the downtown core.
- 2009 Industry Cluster Analysis - An Industry Cluster Analysis was completed that identified businesses the areas of strong growth potential based on Winter Park’s assets. The study validated survey results and community input and identified targeted business clusters that the city would be interested in fostering through its adopted development program and that could substantially benefit the city’s tax base and drive growth. This cluster analysis incorporates five specific areas:
  - Education and Knowledge Creation
  - Real Estate and Development
  - Arts and Culture
  - Health Care Services
  - Financial and Professional Services
  - Creative Services
  - Retail & Services
- 2009 Draft Economic Development Plan – Created but not adopted, this Plan started to delineate a strategy for economic development city-wide.
SWOT ANALYSIS

SWOT analysis is used to provide a clear assessment of a situation. It identifies the fields and activities that have higher potential for further development and improvement for Winter Park. A SWOT analysis was prepared by the City’s consultant as a result of surveys and meetings with representatives of the business community.

This technique is considered as a simple, yet effective, means to assess the current situation by analyzing four key points:

S  What are the strengths and advantages of Winter Park?
W  What are the weaknesses and disadvantages?
O  What are the opportunities that Winter Park can exploit?
T  What are the threats and obstacles that can negatively affect the development of the city?

**Strengths**
1. Providing a high quality of life
2. An environment rich in culture, art and education
3. Growing demand for business space
4. A prosperous central business district

**Weaknesses**
1. Limited land development opportunities
2. Inefficient business permitting and development process
3. Regional perception
4. Lack of economic vision

**Opportunities**
1. Leveraging economic, educational, and community partners
2. Implementation of efficient economic development policies
3. Expansion of the Winter Park brand to businesses and visitors

**Threats**
1. Unhealthy regional economy
2. Lack of economic development community consensus
3. Regional economic development competition
STRENGTHS

1. 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, abundant parks and beautifully landscaped avenues and the best schools in the region.

2. 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.

3. 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.

4. 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

1. 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.

2. 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.

3. 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.

4. 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

1. 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.

2. 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.

3. 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

1. 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.

2. 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.

3. 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.
DEMOGRAPHIC & ECONOMIC TRENDS

Demographic 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. Figure 2 shows the 5 year historical change in median household income for Winter Park and Orange County.

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1 Data provided by Claritas custom annual reports for the City of Winter Park, and the Bureau of Economic and Business Research at the University of Florida
**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).
Economic Trends

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. Figure 5 presents the industries with greatest concentrations - by number of employees - in Winter Park in 2010.

![Employment by SIC Code 2010](image)

The next graph shows the change in employment across all of Winter Park’s industrial sectors classified by SIC code. 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.

---

\(^{2}\) Data provided by Claritas custom annual reports for the City of Winter Park
### 5-Year Change in Industry Employment 2006 - 2010

<table>
<thead>
<tr>
<th>Sector</th>
<th>2010</th>
<th>2006</th>
<th>Change in Employment Number</th>
<th>Change in Employment Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture, Mining, and Construction</td>
<td>1,467</td>
<td>1,498</td>
<td>-31</td>
<td>-2.1%</td>
</tr>
<tr>
<td>Manufacturing, Printing, and Publishing</td>
<td>1,832</td>
<td>2,166</td>
<td>-334</td>
<td>-15.4%</td>
</tr>
<tr>
<td>Transportation, Communications, and Utilities</td>
<td>461</td>
<td>958</td>
<td>-497</td>
<td>-51.9%</td>
</tr>
<tr>
<td>Retail Trade and Services</td>
<td>21,869</td>
<td>24,948</td>
<td>-3,079</td>
<td>-12.3%</td>
</tr>
<tr>
<td>Finance, Insurance, and Real Estate</td>
<td>4,237</td>
<td>4,700</td>
<td>-463</td>
<td>-9.9%</td>
</tr>
<tr>
<td>Public Administration</td>
<td>1,482</td>
<td>2,352</td>
<td>-870</td>
<td>-37.0%</td>
</tr>
<tr>
<td>Total Employees</td>
<td>31,348</td>
<td>36,622</td>
<td>-5,274</td>
<td>-14.4%</td>
</tr>
</tbody>
</table>

Within these sectors the following business categories have seen the greatest loss over a 5 year period:

<table>
<thead>
<tr>
<th>Code</th>
<th>Type</th>
<th>Change #</th>
<th>Change %</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIC 87</td>
<td>Eng, Acct, Research and Mgmt Related Services</td>
<td>-866</td>
<td>-30.2%</td>
</tr>
<tr>
<td>SIC 91</td>
<td>Exec, Leg. and Gen. Gov’t (excluding Finance)</td>
<td>-466</td>
<td>-47.7%</td>
</tr>
<tr>
<td>SIC 48</td>
<td>Communication</td>
<td>-454</td>
<td>-76.3%</td>
</tr>
<tr>
<td>SIC 52</td>
<td>Building Materials, Garden Supply</td>
<td>-418</td>
<td>-66.2%</td>
</tr>
</tbody>
</table>

Within these sectors the following business categories have seen the greatest gain over a 5 year period:

<table>
<thead>
<tr>
<th>Code</th>
<th>Type</th>
<th>Change #</th>
<th>Change %</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIC 15</td>
<td>Building Construction &amp; General Contractors</td>
<td>+176</td>
<td>37.7%</td>
</tr>
<tr>
<td>SIC 83</td>
<td>Social Services</td>
<td>+150</td>
<td>18.2%</td>
</tr>
<tr>
<td>SIC 73</td>
<td>Business Services</td>
<td>+124</td>
<td>6.8%</td>
</tr>
<tr>
<td>SIC 81</td>
<td>Legal Services</td>
<td>+106</td>
<td>9.0%</td>
</tr>
</tbody>
</table>
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. Figure 7 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.

The following figure shows the historical change in the local civilian unemployment rate as compared against the National and State levels. 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, WP 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

\(^3\) Data provided by Claritas custom annual reports for the City of Winter Park

\(^4\) www.bls.gov/lau
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. Figure 8 below shows the most recent 1 year change in rates for both the city and Orange County.

![Annual Change in Relative Vacancy Rates for Office and Retail Space](image)

**Tax Base Composition**

Sorted for property use codes provided by the Orange County Property Appraiser’s office, Figure 10 shows the breakdown of the city’s taxable value by type of use. With almost 80% of the city’s property tax base coming from residential properties, citizens of Winter Park shoulder a high percentage of the tax burden. Comparing the two types, commercial properties generate an average of $31.66 in taxable value per square foot of land area vs. $22.64 for residential properties. The difference is due to the greater density of commercial property development.

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6 Data provided by the Orange County Property Appraiser through GiS.
over residential. In addition, the city also carries a high percentage of properties exempt from property taxes (15% of total assessed value) primarily due to city owned assets, a large homesteaded residential tax base, and institutional users like religious organizations, nursing homes, the hospital, and educational centers. Due to legal constraints on the appreciation of residential property taxes Winter Park will have difficulty growing its tax base to previous levels without the aid of further commercial property development.
A MISSION FOR WINTER PARK’S ECONOMIC FUTURE

Analysis of these demographic, economic, and market trends, as well as interviews with numerous stakeholders, has led to identification of the mission statement for economic development in Winter Park. This Plan establishes the mission for economic development as:

**MISSION FOR WINTER PARK**

To promote a diverse, sustainable, and proactive economic environment that incorporates all elements of the City’s identity, focused on community, culture, and commerce.

GOAL OF THE PLAN

The key to any plan is to provide a timeline that ensures it is implemented and the tools that are developed can be put in place and function as anticipated at adoption. As such, the Goal of this Plan is defined as:

Winter Park shall expand and implement activities and programs over the next three years that will promote and support the five key strategic objectives.

STRATEGIC OBJECTIVES

This Plan identifies five objectives that the City of Winter Park should pursue with its economic development partners to achieve the mission and desired economic outcomes. Action in these areas will make Winter Park more competitive and attractive as a place to start and grow businesses in the Central Florida region. These actions will also improve economic opportunity and quality of life for residents.

**STRATEGIC OBJECTIVES**

1. Promote Development and Grow the Tax Base
2. Promote and Enhance Community Character & Livability
3. Engage in Economic Gardening
4. Target and Grow Business Clusters
5. Achieve Strategic Partnerships
ANNUAL REPORT AND MEASUREMENTS

The Winter Park Economic Development Plan is intended to be a living document, which communicates Winter Park’s vision of economic success, and provide a standard for measurement of that success. City staff will track and report two kinds of measures related to the implementation of the Plan.

• **Performance on Desired Economic Outcomes** – This strategy identifies some desired economic outcomes from the Winter Park economy: increased economic prosperity, changes in industry employment rates, and city unemployment rate. The city will track key indicators of Winter Park’s economic structure and community success factors.

• **Implementation of Strategy** – The city will track key milestones and results achieved by city government and its partners in implementing the strategy. Doing so means tracking progress in implementing specific tactical initiatives, such as establishing a buy-local program, completing corridor studies, or creating new economic incentive programs or policies.
**ECONOMIC ACTION PLAN**

The following strategic objectives identify how our community will realize its mission and achieve its desired outcomes. Each strategic objective is described and aligned with the vision theme that it most directly supports. For each strategic objective, the section identifies tactics that the city could pursue to drive implementation.

**OBJECTIVE 1: PROMOTE REDEVELOPMENT AND GROW THE TAX BASE**

The redevelopment, renovation and rehabilitation of city corridors are the primary role of the Economic Development Department. Revitalizing Winter Park with public and private projects leads to a stronger tax base, which in turn, provides more revenue to fund more projects in the city. Critical projects and studies will pave the way for redevelopment to occur and further expansion of the tax base, which are outlined under Objective One.

<table>
<thead>
<tr>
<th>Strategy:</th>
<th>Develop Corridor Master Plans (e.g.: W. Fairbanks, 17-92, Lee, Denning, New York, Aloma)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action Steps:</td>
<td>Establish priority ranking for corridor study, development and implementation. Delineate study boundaries, analyze land use and zoning, look at marketplace needs analysis and identify issues and constraints</td>
</tr>
<tr>
<td></td>
<td>Create an implementation plan and budget. The implementation plan may include redevelopment incentives, targeted business/anchor tenant development plans and streetscape options. Initiate plan amendment/code change as required</td>
</tr>
<tr>
<td>Community Investors:</td>
<td>Commission, EDAB, City Staff, &amp; Consultant Services</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strategy:</th>
<th>Identify a Strategy to Address Annexation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action Steps:</td>
<td>Complete annexation studies for each of the priorities. These studies should include a revenue/expenditure comparison, expansion of services review, park land quotient implications</td>
</tr>
<tr>
<td></td>
<td>Create an annexation schedule based on data provided through the studies</td>
</tr>
<tr>
<td>Community Investors:</td>
<td>Commission, EDAB, City Staff, &amp; Consultant Services</td>
</tr>
</tbody>
</table>
OBJECTIVE 2: PROMOTE AND ENHANCE COMMUNITY CHARACTER AND LIVABILITY

Winter Park is known for possessing a livable and highly desirable urban environment that is people-friendly, with integrated land uses. The city will continue to build off of this legacy by enhancing our partnerships with our entertainment, arts and culture partners, strengthening pedestrian, bicycle and transit connections and ensuring that workforce housing is available.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Evaluate Entertainment, Arts and Culture, Recreation and Events from an economic development perspective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action Steps</td>
<td>Participate with cultural leaders to create city-wide cultural arts features and create marketing materials that support these events</td>
</tr>
<tr>
<td>Action Steps</td>
<td>Evaluate to determine economic impact and survey local businesses to determine results</td>
</tr>
<tr>
<td>Community Investors</td>
<td>Cultural organizations, City Staff, &amp; Chamber of Commerce</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Strengthen Pedestrian, Bicycle and Transit Connections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action Steps</td>
<td>Promote business and existing residential development patterns around Sunrail station while allowing for adequate pedestrian and transit activities</td>
</tr>
<tr>
<td>Action Steps</td>
<td>Identify pedestrian/bicycle gaps and investigate transit circulator connecting business districts through the City’s Bike/Pedestrian Advisory Board as well as Metroplan Orlando</td>
</tr>
<tr>
<td>Community Investors</td>
<td>City Staff</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Ensure that Workforce Housing is Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action Steps</td>
<td>Analyze workforce housing availability in areas close to downtown. Incorporate hospital, Rollins, Full Sail and Valencia</td>
</tr>
<tr>
<td>Action Steps</td>
<td>Identify viable sites and research partnership opportunities on cost-effective properties with developers on a program</td>
</tr>
<tr>
<td>Community Investors</td>
<td>Regional affordable housing organizations, CRA, &amp; City Staff</td>
</tr>
</tbody>
</table>
OBJECTIVE 3: ENGAGE IN ECONOMIC GARDENING

With streets lined with small shops, Winter Park is known for creating an environment that attracts entrepreneurship and small businesses. Objective three focuses on creating the right business climate that gives local businesses an edge in the market place.

<table>
<thead>
<tr>
<th>Strategy:</th>
<th>Market Brand Image and Establish Advertising Program</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Action Steps:</strong></td>
<td>Develop marketing program geared to residents and retail customers. This program will promote the City's image and desires in the regional marketplace</td>
</tr>
<tr>
<td><strong>Community Investors:</strong></td>
<td>City Staff, EDAB, &amp; Consultant Services</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strategy:</th>
<th>Create a Business Climate that Gives Local Businesses an Edge</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Action Steps:</strong></td>
<td>Initiate a Buy Local Program</td>
</tr>
<tr>
<td></td>
<td>Create a quarterly Business Recognition Program</td>
</tr>
<tr>
<td></td>
<td>Create a quarterly Business Ambassador Program with Elected Officials</td>
</tr>
<tr>
<td><strong>Community Investors:</strong></td>
<td>City Staff, EDAB, Chamber of Commerce, EDC, Commission, &amp; Consultant Services</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strategy:</th>
<th>Create a business climate that grows entrepreneurship and businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Action Steps:</strong></td>
<td>Create a customer service environment that favors business through expedited permitting. This may include the use of electronic permitting for projects over a specific size and a Business Assistance Liaison to ensure service-oriented communications within the City</td>
</tr>
<tr>
<td></td>
<td>Create database with inventory availability and property owner contact information for prospective new and relocating businesses</td>
</tr>
<tr>
<td></td>
<td>Develop and host Business Start-up / Business Information Seminars</td>
</tr>
<tr>
<td></td>
<td>Continue Micro Loan Program for small businesses developing within Winter Park</td>
</tr>
<tr>
<td></td>
<td>Continue Facade Matching Grant Program within the CRA and find funding options to expand city-wide</td>
</tr>
<tr>
<td></td>
<td>Create a Business Welcome Package</td>
</tr>
<tr>
<td><strong>Community Investors:</strong></td>
<td>City Staff &amp; Chamber of Commerce</td>
</tr>
</tbody>
</table>
### OBJECTIVE 4: TARGET AND GROW BUSINESS CLUSTERS

The development of competitive industry clusters is one of the key generators of regional wealth. These symbiotic businesses become dependent on each other and the local resources and support infrastructure that exists in a community. Winter Park has some strong industry clusters that with a little work could become the linchpin for economic vitality.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Create Growth Map for Targeted Business Clusters</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Action Steps:</strong></td>
<td></td>
</tr>
<tr>
<td>Establish network groups for each business cluster. These groups would establish strategies and priorities for individual clusters that would be implemented through the plan</td>
<td></td>
</tr>
<tr>
<td>Compile a database for each business cluster and email notification list and create communication network</td>
<td></td>
</tr>
<tr>
<td>Prepare an annual report outlining priorities and strategies for each business cluster</td>
<td></td>
</tr>
<tr>
<td><strong>Community Investors:</strong></td>
<td>City Staff, EDAB, Chamber of Commerce, EDC Partners, &amp; Consultant</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Leverage ED programs to grow targeted business clusters</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Action Steps:</strong></td>
<td></td>
</tr>
<tr>
<td>Partner with Enterprise Florida and Metro Orlando EDC in leveraging State Economic Development Programs</td>
<td></td>
</tr>
<tr>
<td>Fund policies through the Targeted Industry Enhancement (TIE) program</td>
<td></td>
</tr>
<tr>
<td>Develop targeted plan to provide incentives through impact fee programs, tax abatement, anchor programs, home rule districts or permitting fee waivers</td>
<td></td>
</tr>
<tr>
<td>Review all City regulatory codes for constraints and evaluate potential changes that ensure quality yet encourage growth</td>
<td></td>
</tr>
<tr>
<td><strong>Community Investors:</strong></td>
<td>City Staff, EDAB, EDC Partners, &amp; Consultant Services</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Advance higher education/economic development partnerships to grow business clusters</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Action Steps:</strong></td>
<td></td>
</tr>
<tr>
<td>Establish relationships with Metro Orlando EDC, UCF, Rollins, Full Sail, Valencia</td>
<td></td>
</tr>
<tr>
<td>Work with Education Partners to align curriculum and programs based on targeted business clusters and workforce needs</td>
<td></td>
</tr>
<tr>
<td><strong>Community Investors:</strong></td>
<td>City Staff, EDAB, &amp; EDC Partners</td>
</tr>
</tbody>
</table>
**OBJECTIVE 5: ACHIEVE STRATEGIC PARTNERSHIPS**

By creating strategic partnerships and aligning with other economic development partners, economic synergy can be created that will allow for new results in the economic development arena. This objective identifies new working networks, partnerships, collaborative initiatives and communication methods. This strategy possesses the most power in attaining high impact results.

<table>
<thead>
<tr>
<th>Strategy:</th>
<th>Establish a Quarterly Economic Development Roundtable Program</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Action Steps:</strong></td>
<td>Meet and identify ways to collaborate to strengthen economy with ED Partners</td>
</tr>
<tr>
<td></td>
<td>Build a communication network among all the economic development partners</td>
</tr>
<tr>
<td><strong>Community Investors:</strong></td>
<td>City Staff, EDAB, EDC &amp; Chamber of Commerce</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Action Steps:</strong></td>
<td>Identify areas that could benefit from a BID throughout the City</td>
</tr>
<tr>
<td></td>
<td>Provide education and information for affected property owners</td>
</tr>
<tr>
<td></td>
<td>Provide support for BID election and implementation including coordination with City Departments</td>
</tr>
<tr>
<td><strong>Community Investors:</strong></td>
<td>City Staff, EDAB, &amp; ED Partners</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strategy:</th>
<th>Establish performance metrics and work with ED Partners to attain and monitor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Action Steps:</strong></td>
<td>Work with ED Partners to create performance metrics based on Economic Development strategy</td>
</tr>
<tr>
<td></td>
<td>Create an annual report using performance metrics</td>
</tr>
<tr>
<td><strong>Community Investors:</strong></td>
<td>City Staff, EDAB, &amp; ED Partners</td>
</tr>
</tbody>
</table>
Economic Development Plan Update

YEAR 1 UPDATE AND ANNUAL SUMMARY

CITY OF WINTER PARK
ECONOMIC DEVELOPMENT DEPARTMENT
July 2011
# Economic Development Plan

**Economic Development Plan**

## Year 1 Update and Annual Summary

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</table>
Overview

Market Trends
The FY 2011 has seen many changes in the economy. Most indicators have stopped falling but consensus places recovery at a slow pace with job creation being a major lag on the economy. As a state, Florida has weathered a hard fall and may have a slower climb out due to the heavy reliance on the real estate and construction sector for job growth and wealth creation. At just over 10% Florida’s unemployment rate is about 1% higher than the national average.

Winter Park tends to lead the region in overall indicators with unemployment and vacancy rates under the area average. Where the city still suffers is in job losses over the last 5 years that have reduced total estimated employees in the city by 10,000+ and in a recent climb in the unemployment rate of residents. However with a retail vacancy rate that is now half of the region’s and an office vacancy that is one of the lowest, Winter Park should see improving fundamentals in the next few years including a growth in employment and a leveling off or decline in unemployment.

Financially, FY 2012 may still show flat or declining revenues for local government as residential and commercial property values lag for property tax purposes by a year. Winter Park’s exposure to the decline in residential housing values has been offset in large part by the Save Our Homes program which had kept property values from rising during the boom times, however much of that cushion has been exhausted and may result in additional declines to the tax base even though the economy as a whole may be improving. However other governmental revenues like sales tax should continue to climb from previous years’ numbers.

Benchmark data for the City of Winter Park is included in Appendix A.
Programming Updates

**Business Façade Matching Grant Program**
Established in 2008 the Program provides matching grants to eligible small businesses to make improvements to the exteriors of commercial properties. Successful programs leverage public funds with private investment to make meaningful visual change to commercial districts while assisting the growth and expansion of small businesses.

Since its inception the program has assisted 45 businesses within the CRA and leveraged over $7 million in private funding with $468,000 in grant awards. For every $1 awarded, the private sector has invested $15. For FY 2011, ten applications were approved totaling $104,445 in grant awards and $1,833,050 in private investment (leverage ratio of 1:17.55). The next few years will see fewer applications due to constraints on program funding due to declines in CRA revenues. The Business Façade Program, however, still remains as one of the city’s most popular programs.

**Micro Loan Program with BankFIRST**
Created in 2007 in partnership with BankFIRST, the Program offers smaller loans to eligible small businesses in the CRA looking to start-up or expand operations. The program provides loans of prime + 1%, in amounts of $5,000 - $40,000 over 3-5 year terms. Created prior to the collapse of the lending market in 2008 and 2009 the program has had limited success with only one loan issued in the last 4 years. However with the recovery of lending, FY 2011 has already seen the approval of an additional loan with another currently in the approval process. Under the arrangement with BankFIRST the CRA provided $25,000 as a loan loss reserve against a total lending pool of $250,000.

<table>
<thead>
<tr>
<th>Maturity Date</th>
<th>Type of Business</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/11/12</td>
<td>Retail – Apparel/Misc</td>
<td>$40,000</td>
</tr>
<tr>
<td>4/28/14</td>
<td>Entertainment</td>
<td>$39,999</td>
</tr>
<tr>
<td>TBD</td>
<td>Restaurant – Bakery</td>
<td>$40,000</td>
</tr>
</tbody>
</table>
Accomplishments

Economic Development Plan Creation
The Economic Development Advisory Board (EDAB) has spent much of FY 2011 crafting the City of Winter Park’s Economic Development Master Plan. The three year plan lays out five key objectives to strengthen the local economy, grow business, and capitalize on the city’s strengths. The Plan’s objectives and immediate year goals are outlined as part of this document and will be updated as part of the annual reporting process.

Banner Policy
At the request of the Park’s Board, EDAB was tasked with revising the existing city banner policy. With many major thoroughfares throughout the Central Business District sporting banner arms the opportunity to promote awareness of city and private events and functions is greatly expanded. The new banner policy crafted with EDAB formalizes the banner approval process in-house, clarifies rules for eligibility and timing of banner hanging, and raises the fee structure to a level that matches the city’s cost to provide the service. Staff is also working to create placeholder banners that can be hung in different districts when no banner is scheduled.

Currently all of the remainder of the calendar year for the downtown Park Avenue corridor and some of the other major roads are booked.

Brownfield Designations
Under the auspices of the State’s Department of Environmental Protection, brownfield designations offer communities another tool to encourage redevelopment of blighted areas in accordance with existing comprehensive planning guidelines adopted by the city. In the last few years these districts have been aggressively used throughout Central Florida and now include such notable areas as Downtown Orlando, most of the Hwy 17-92 corridor (excluding Winter Park), Maitland, Altamonte Springs, Longwood, Sanford, and Winter Garden. Brownfields, much like the State QTI program, offer job creation based grants to redevelopment projects that meet certain criteria as well as other benefits related to loan guarantees and sales tax credits. In addition the program offers State funding to assist with any environmental remediation that may need to take place as part of the development process. Suffering from an unfortunate name, a brownfield designation does not require that there be any contamination present but can be overlaid on properties and areas to encourage redevelopment.

In 2008 the City Commission met with a representative from the state DEP to discuss brownfields but the issue was never pursued. In 2010, EDAB took up the issue of understanding the designations, has worked with the DEP and City staff, and has proposed creating Winter Park’s first brownfield at the request of a local property owner. It is staff’s vision to consider the expansion of designations throughout targeted areas of the city as part of the 3 year Economic Development Plan.
Targeted Industry Enhancement (TIE) Program Creation

Modeled after the State Qualified Target Industry (QTI) Program the TIE Program offers up to $200,000 to eligible major employers looking to relocate high wage jobs to Winter Park from elsewhere in the state. Grants are based on the relocation of at least 50 full time jobs or equivalent and an average wage at least 115% of the County average wage. Eligible applicants must be a targeted industry as defined by the program and payouts are made over a five year period but could vary by contract.

The Economic Development Department is very pleased to announce that the relocation of the international corporate headquarters for Ruth’s Chris was facilitated in part by the creation of this program. Ruth’s Chris will be relocating approximately 90 jobs with an annual average wage in excess of 200% of the County average wage and expect to have their office open and running by the close of FY 2011.
Economic Development Master Plan 3 Year Workmap

The adopted Plan outlines objectives and action steps to be accomplished over three years. As part of the annual reporting process the Economic Development Department will provide an updated action plan and associated budget for completion of the plan. This workmap represents the work of staff, EDAB, and consultant cost estimates which are used to estimate budgetary needs on an annual basis. This should be considered a working document, subject to change as issues arise and action steps are further refined.

The workmap is divided into “Implementation Year” and shows the chronological approach that staff intends to take to accomplish each Objective. Years 1, 2, 3, or “Ongoing” represent the year in which an Action Step is tentatively planned to commence and in some cases many steps may become “Ongoing” items once initial research is completed and Action Steps are implemented. In addition there are a number of “Ongoing” items that should be considered reoccurring activities or events and budgeted funding is represented annually where applicable.

The “Status” category will represent an annually updated field to indicate which steps have been completed and which items are underway. Note that some items include multiple years over which they may be implemented, these will be assumed to be started in the earlier time period for budgeting purposes but may be adjusted as the Plan is executed.
Year One

Comprised of the Action Steps that provide much of the consensus building and background research for the plan, year 1 will include a comprehensive study of targeted corridors as well as lay the groundwork for future programs and business outreach.

**Total Estimated Budget: $145,000**

**Including Ongoing Annual Items: $154,500**
<table>
<thead>
<tr>
<th>Objective Category</th>
<th>Strategy</th>
<th>Action Steps</th>
<th>Implementation</th>
<th>Est. Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Objective 1: Promote Redevelopment and Grow the Tax Base</strong></td>
<td></td>
<td>Develop Corridor Master Plans (e.g.: W. Fairbanks, 17-92, Lee, Denning, New York, Aloma)</td>
<td>Establish priority ranking for corridor study, development and implementation. Delineate study boundaries, analyze land use and zoning, look at marketplace needs analysis and identify issues and constraints</td>
<td>100,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Create an implementation plan and budget. The implementation plan may include redevelopment incentives, targeted business/anchor tenant development plans and streetscape options. Initiate plan amendment/code change as required</td>
<td>1</td>
<td>Cost already included elsewhere</td>
</tr>
<tr>
<td><strong>Objective 2: Promote and Enhance Community Character &amp; Livability</strong></td>
<td></td>
<td>Evaluate Entertainment, Arts and Culture, Recreation and Events from an economic development perspective</td>
<td>Evaluate to determine economic impact and survey local businesses to determine results</td>
<td>Underway</td>
<td>5,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ensure that workforce housing is available</td>
<td>Analyze workforce housing availability in areas close to downtown. Incorporate hospital, Rollins, Full Sail and Valencia</td>
<td>Underway</td>
<td>Little to no cost</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ensure that workforce housing is available</td>
<td>Identify viable sites and research partnership opportunities on cost-effective properties with developers on a program</td>
<td>Underway</td>
<td>Little to no cost</td>
</tr>
<tr>
<td><strong>Objective 3: Engage in Economic Gardening</strong></td>
<td></td>
<td>Create a business climate that gives local businesses an edge</td>
<td>Initiate a Buy Local Program</td>
<td>Underway</td>
<td>Little to no cost</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Establish programs that nurture and cultivate existing and new businesses</td>
<td>Create a customer service environment that favors business through expedited permitting. This may include the use of electronic permitting for projects over a specific size and a Business Assistance Liaison to ensure service-oriented communications within the City</td>
<td>Underway</td>
<td>Little to no cost</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Establish programs that nurture and cultivate existing and new businesses</td>
<td>Create a business climate that gives local businesses an edge</td>
<td>Underway</td>
<td>Little to no cost</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Establish programs that nurture and cultivate existing and new businesses</td>
<td>Create a quarterly business recognition program</td>
<td>Underway</td>
<td>1,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Establish programs that nurture and cultivate existing and new businesses</td>
<td>Create a business climate that gives local businesses an edge</td>
<td>Underway</td>
<td>1,000</td>
</tr>
<tr>
<td><strong>Objective 4: Target and Grow Business Clusters</strong></td>
<td></td>
<td>Leverage ED programs to grow targeted business clusters</td>
<td>Review all City regulatory codes for constraints and evaluate potential changes that ensure quality yet encourage growth</td>
<td>Underway</td>
<td>30,000 Aspects could be done in-house</td>
</tr>
<tr>
<td><strong>Objective 5: Achieve Strategic Partnerships</strong></td>
<td></td>
<td>Implement Business Improvement Districts (e.g.: Park, W. Fairbanks, New England, Aloma)</td>
<td>Identify areas that could benefit from a BID throughout the City</td>
<td>Underway</td>
<td>None</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Establish performance metrics and work with ED Partners to attain and monitor work</td>
<td>Work with ED Partners to create performance metrics based on Economic Development strategy</td>
<td>Underway</td>
<td>Little to no cost</td>
</tr>
<tr>
<td><strong>Objective 3: Engage in Economic Gardening</strong></td>
<td></td>
<td>Establish programs that nurture and cultivate existing and new businesses</td>
<td>Develop a business climate that gives local businesses an edge</td>
<td>Underway</td>
<td>Little to no cost</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Establish programs that nurture and cultivate existing and new businesses</td>
<td>Create a quarterly business recognition program</td>
<td>Underway</td>
<td>1,000</td>
</tr>
<tr>
<td><strong>Objective 4: Target and Grow Business Clusters</strong></td>
<td></td>
<td>Leverage ED programs to grow targeted business clusters</td>
<td>Review all City regulatory codes for constraints and evaluate potential changes that ensure quality yet encourage growth</td>
<td>Underway</td>
<td>30,000 Aspects could be done in-house</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Establish performance metrics and work with ED Partners to attain and monitor work</td>
<td>Work with ED Partners to create performance metrics based on Economic Development strategy</td>
<td>Underway</td>
<td>Little to no cost</td>
</tr>
<tr>
<td><strong>Objective 5: Achieve Strategic Partnerships</strong></td>
<td></td>
<td>Implement Business Improvement Districts (e.g.: Park, W. Fairbanks, New England, Aloma)</td>
<td>Identify areas that could benefit from a BID throughout the City</td>
<td>Underway</td>
<td>None</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Establish performance metrics and work with ED Partners to attain and monitor work</td>
<td>Work with ED Partners to create performance metrics based on Economic Development strategy</td>
<td>Underway</td>
<td>Little to no cost</td>
</tr>
</tbody>
</table>
Year Two

The second year builds upon the first by developing programs and initiatives that focus economic development efforts and build awareness based upon the corridor studies completed. Major initiatives include addressing the possibility of annexations, marketing and promotion, incentive program development, and building industry clusters.

Total Estimated Budget: $123,510

Including Ongoing Annual Items: $133,010
<table>
<thead>
<tr>
<th>Objective Category</th>
<th>Strategy</th>
<th>Action Steps</th>
<th>Implementation Year</th>
<th>Status</th>
<th>Est. Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective 1: Promote Redevelopment and Grow the Tax Base</td>
<td>Identify a strategy to address annexations</td>
<td>Complete annexation studies for each of the priorities. These studies would include a revenue/expansion of service comparison, expansion of services analysis, and potential annexation outcomes.</td>
<td>2-3</td>
<td>7/8/2011</td>
<td>Included above costs, no ongoing research and costs considered</td>
<td>7,860</td>
</tr>
<tr>
<td>Objective 2: Promote and Enhance Community Character &amp; Livability</td>
<td>Strengthen pedestrian, bike and transit connections</td>
<td>Create a business climate that grows entrepreneurship and businesses</td>
<td>2-3</td>
<td>In progress</td>
<td>Aspects could be done in-house</td>
<td>Little to no cost</td>
</tr>
<tr>
<td>Objective 3: Engage in Economic Gardening</td>
<td>Engage in Economic Gardening</td>
<td>Develop marketing program geared to residents and regional marketplace. This program will promote the City’s image and desire in the regional marketplace.</td>
<td>2-3</td>
<td>In progress</td>
<td>Research and setup, no ongoing costs considered</td>
<td>3,000</td>
</tr>
<tr>
<td>Objective 4: Target and Grow Business Clusters</td>
<td>Leverage ED programs to grow targeted business clusters</td>
<td>Prepare an annual report outlining priorities and strategies for each business cluster. Prepare an annual report outlining priorities and strategies for each business cluster.</td>
<td>2-3</td>
<td>In progress</td>
<td>Create growth map for targeted business clusters</td>
<td>22,870</td>
</tr>
<tr>
<td>Objective 5: Achieve Strategic Partnerships</td>
<td>Create a business climate that grows entrepreneurship and businesses</td>
<td>Work with regional educational leaders and establish strategic and efficient support for targeted business clusters. These efforts would establish strategic and efficient support for targeted business clusters.</td>
<td>2-3</td>
<td>In progress</td>
<td>Creation of 4 Targeted and Economic Gardening</td>
<td>Little to no cost</td>
</tr>
<tr>
<td>Objective</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Year Three

Year three builds on the prior work and require little additional capital to implement new initiatives. It should be assumed that as the result of years one and two, new items may appear or may need to be funded as part of the third year as new programs and concepts move from creation to ongoing implementation.

**Total Estimated Budget: $15,600**

**Including Ongoing Annual Items: $25,100**
<table>
<thead>
<tr>
<th>Objective Category</th>
<th>Strategy</th>
<th>Action Steps</th>
<th>Est. Cost</th>
<th>Status</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective #4</td>
<td>Target and Grow Business Clusters</td>
<td>Implement Business Improvement Districts (e.g.: Park, W. Fairbanks, New England, Aloma)</td>
<td>15,600</td>
<td>3</td>
<td>Little to no cost</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Provide support for BID election and implementation including coordination with City Departments</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Work with Education Partners to align business clusters and workforce needs based on targeted business areas</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Advance higher education/economic development partnerships to grow business clusters</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Updated July 2011
Economic Development Plan - Workmap
**Ongoing Items**

Representing items that reoccur on an annual basis, Ongoing Items are either activities that are already done as part of regular workflow or indicate newly planned initiatives. Budgeted cost could vary significantly depending upon demand and/or funding for items like Marketing, the Business Façade Program, and the TIE Program.

**Ongoing Items Annual Budget: $9,500**
<table>
<thead>
<tr>
<th>Objective Category</th>
<th>Strategy</th>
<th>Action Steps</th>
<th>Implementation Notes</th>
<th>Est. Cost</th>
<th>Year</th>
<th>Status</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective #2</td>
<td>Promote Community Character &amp; Livability</td>
<td>Evaluate Entertainment, Arts and Culture, Recreation and Events from an economic development perspective</td>
<td>Participate with cultural leaders to create city-wide cultural arts features and create marketing materials that support these events</td>
<td>TBD</td>
<td>Year To Date</td>
<td>Underway</td>
<td>Depends upon scope of materials and outside participation.</td>
</tr>
<tr>
<td>Objective #2</td>
<td>Promote Community Character &amp; Livability</td>
<td>Strengthen pedestrian, bicycle and transit connections</td>
<td>Identify pedestrian/bicycle gaps and investigate transit circulator connecting business districts through the City’s Bike/Ped Committee as well as with Metroplan Orlando.</td>
<td>Little to No Cost</td>
<td>Year To Date</td>
<td>Underway</td>
<td>Little to no cost.</td>
</tr>
<tr>
<td>Objective #3</td>
<td>Engage in Economic Gardening</td>
<td>Create a business climate that gives local businesses an edge</td>
<td>Create a quarterly Business Ambassador Program with Elected Officials.</td>
<td>Underway</td>
<td>Year To Date</td>
<td>Underway</td>
<td>$1,000 Annual.</td>
</tr>
<tr>
<td>Objective #3</td>
<td>Engage in Economic Gardening</td>
<td>Create a business climate that grows entrepreneurship and businesses</td>
<td>Collaborate with stakeholders to hold networking events.</td>
<td>Underway</td>
<td>Year To Date</td>
<td>Underway</td>
<td>$3,000 Annual.</td>
</tr>
<tr>
<td>Objective #3</td>
<td>Engage in Economic Gardening</td>
<td>Establish programs that nurture and cultivate existing and new businesses</td>
<td>Develop and host Business Start-up / Business Information Seminars.</td>
<td>Underway</td>
<td>Year To Date</td>
<td>Underway</td>
<td>$3,000 Annual.</td>
</tr>
<tr>
<td>Objective #3</td>
<td>Engage in Economic Gardening</td>
<td>Establish and fund policies through the Targeted Industry Enhancement (TIE) program</td>
<td>Continue Micro Loan Program for small businesses developing within Winter Park.</td>
<td>Underway</td>
<td>Year To Date</td>
<td>Underway</td>
<td>Little to no cost. In CRA Only.</td>
</tr>
<tr>
<td>Objective #3</td>
<td>Engage in Economic Gardening</td>
<td>Develop and implement programs to grow targeted business clusters</td>
<td>Continue Facade Matching Grant Program within the CRA and find funding options to expand city-wide.</td>
<td>Underway</td>
<td>Year To Date</td>
<td>TBD</td>
<td>In CRA Only.</td>
</tr>
<tr>
<td>Objective #4</td>
<td>Target and Grow Business Clusters</td>
<td>Leverage Economic Development programs to grow targeted business clusters</td>
<td>Partner with Enterprise Florida and Metro Orlando EDC in leveraging State Economic Development Programs.</td>
<td>Underway</td>
<td>Year To Date</td>
<td>Underway</td>
<td>Little to no cost.</td>
</tr>
<tr>
<td>Objective #4</td>
<td>Target and Grow Business Clusters</td>
<td>Establish and fund policies through the Targeted Industry Enhancement (TIE) program</td>
<td>Establish and fund policies through the Targeted Industry Enhancement (TIE) program.</td>
<td>Underway</td>
<td>Year To Date</td>
<td>TBD</td>
<td>Minimum of $20,000 annually if used.</td>
</tr>
<tr>
<td>Objective #4</td>
<td>Target and Grow Business Clusters</td>
<td>Advance higher education/economic development partnerships to grow business clusters</td>
<td>Establish working relationships with Metro Orlando EDC, UCF, Rollins, Full Sail, Valencia Community College.</td>
<td>Underway</td>
<td>Year To Date</td>
<td>Underway</td>
<td>Little to no cost.</td>
</tr>
<tr>
<td>Objective #5</td>
<td>Achieve Strategic Partnerships</td>
<td>Establish a Quarterly Economic Development Roundtable Program</td>
<td>Meet and identify ways to collaborate to strengthen economy with ED Partners.</td>
<td>Underway</td>
<td>Year To Date</td>
<td>Underway</td>
<td>Little to no cost.</td>
</tr>
<tr>
<td>Objective #5</td>
<td>Achieve Strategic Partnerships</td>
<td>Build a communication network among all economic development partners.</td>
<td>Establish a communication network among all economic development partners.</td>
<td>Underway</td>
<td>Year To Date</td>
<td>Underway</td>
<td>Little to no cost.</td>
</tr>
<tr>
<td>Objective #5</td>
<td>Achieve Strategic Partnerships</td>
<td>Create an annual report using performance metrics</td>
<td>Create an annual report using performance metrics and work with Strategic Partnerships Office to refine and improve the annual report.</td>
<td>Underway</td>
<td>Year To Date</td>
<td>Underway</td>
<td>Little to no cost.</td>
</tr>
</tbody>
</table>
## Appendix A - Benchmark Demographic, Income, Housing, and Industry Data

Data Source: Orange County Property Appraiser, Claritas, Bureau of Economic and Business Research, CoStar

### Orange County

<table>
<thead>
<tr>
<th>Data Source</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male/Female Ratio</td>
<td>0.91</td>
<td>0.89</td>
<td>0.9</td>
</tr>
<tr>
<td>Speak a Language other than English</td>
<td>10.26%</td>
<td>9.00%</td>
<td>12.20%</td>
</tr>
<tr>
<td>Median Age of Population</td>
<td>41.86</td>
<td>42.74</td>
<td>43.1</td>
</tr>
<tr>
<td>Population</td>
<td>28,921</td>
<td>28,581</td>
<td>28,434</td>
</tr>
</tbody>
</table>

### Orange County

<table>
<thead>
<tr>
<th>Data Source</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male/Female Ratio</td>
<td>0.91</td>
<td>0.89</td>
<td>0.9</td>
</tr>
<tr>
<td>Speak a Language other than English</td>
<td>10.26%</td>
<td>9.00%</td>
<td>12.20%</td>
</tr>
<tr>
<td>Median Age of Population</td>
<td>41.86</td>
<td>42.74</td>
<td>43.1</td>
</tr>
<tr>
<td>Population</td>
<td>28,921</td>
<td>28,581</td>
<td>28,434</td>
</tr>
</tbody>
</table>

### Winter Park

<table>
<thead>
<tr>
<th>Data Source</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population Characteristics</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male/Female Ratio</td>
<td>0.91</td>
<td>0.89</td>
<td>0.9</td>
</tr>
<tr>
<td>Speak a Language other than English</td>
<td>10.26%</td>
<td>9.00%</td>
<td>12.20%</td>
</tr>
<tr>
<td>Median Age of Population</td>
<td>41.86</td>
<td>42.74</td>
<td>43.1</td>
</tr>
<tr>
<td>Population</td>
<td>28,921</td>
<td>28,581</td>
<td>28,434</td>
</tr>
</tbody>
</table>

### Educational Attainment by Population Age 25+

<table>
<thead>
<tr>
<th>Data Source</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 9th grade</td>
<td>3.28%</td>
<td>3.00%</td>
<td>2.80%</td>
</tr>
<tr>
<td>9th to 12th grade, no diploma</td>
<td>6.42%</td>
<td>5.40%</td>
<td>3.20%</td>
</tr>
<tr>
<td>High school graduate</td>
<td>17.15%</td>
<td>17.50%</td>
<td>18.20%</td>
</tr>
<tr>
<td>Some college, no degree</td>
<td>20.35%</td>
<td>20.80%</td>
<td>18.00%</td>
</tr>
<tr>
<td>Associate degree</td>
<td>7.37%</td>
<td>6.80%</td>
<td>7.87%</td>
</tr>
<tr>
<td>Bachelor's degree</td>
<td>28.54%</td>
<td>28.80%</td>
<td>30.10%</td>
</tr>
<tr>
<td>Graduate or professional degree</td>
<td>16.90%</td>
<td>17.80%</td>
<td>20.10%</td>
</tr>
<tr>
<td>High school graduate or higher</td>
<td>90.31%</td>
<td>91.50%</td>
<td>94.10%</td>
</tr>
<tr>
<td>Bachelor's degree or higher</td>
<td>45.44%</td>
<td>46.50%</td>
<td>50.20%</td>
</tr>
</tbody>
</table>

### Household Income

<table>
<thead>
<tr>
<th>Data Source</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income less than $25,000</td>
<td>18.35%</td>
<td>18.80%</td>
<td>18.4%</td>
</tr>
<tr>
<td>$25,000 - $34,999</td>
<td>9.17%</td>
<td>9.60%</td>
<td>9.7%</td>
</tr>
<tr>
<td>$35,000 - $49,999</td>
<td>13.75%</td>
<td>14.10%</td>
<td>13.8%</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>18.40%</td>
<td>16.90%</td>
<td>17.2%</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>11.64%</td>
<td>11.50%</td>
<td>11.4%</td>
</tr>
<tr>
<td>$100,000 - $149,999</td>
<td>14.23%</td>
<td>14.20%</td>
<td>14.1%</td>
</tr>
<tr>
<td>$150,000 +</td>
<td>14.45%</td>
<td>14.90%</td>
<td>15.4%</td>
</tr>
</tbody>
</table>

### Income Statistics for Orange County and Winter Park

<table>
<thead>
<tr>
<th>Data Source</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Household Income Orange County</td>
<td>$50,750</td>
<td>$46,897</td>
<td>$52,332</td>
</tr>
<tr>
<td>Median Household Income Winter Park</td>
<td>$61,854</td>
<td>$61,115</td>
<td>$61,857</td>
</tr>
<tr>
<td>Per Capita Income Winter Park</td>
<td>$42,046</td>
<td>$42,852</td>
<td>$42,197</td>
</tr>
</tbody>
</table>

### Housing Data

<table>
<thead>
<tr>
<th>Data Source</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Housing Units</td>
<td>13,353</td>
<td>12,844</td>
<td>12,375</td>
</tr>
<tr>
<td>Owner Occupied</td>
<td>65.02%</td>
<td>65.00%</td>
<td>64.60%</td>
</tr>
<tr>
<td>Avg. Household Size</td>
<td>2.16</td>
<td>2.15</td>
<td>2.15</td>
</tr>
<tr>
<td>Median Build Yr of Structure</td>
<td>1966</td>
<td>1964</td>
<td>1963</td>
</tr>
<tr>
<td>Median Household Value – Owner Occupied</td>
<td>$367,072</td>
<td>$351,316</td>
<td>$309,956</td>
</tr>
</tbody>
</table>
### Appendix A - Benchmark Demographic, Income, Housing, and Industry Data

**Data Source:** Orange County Property Appraiser, Claritas, Bureau of Economic and Business Research, CoStar

<table>
<thead>
<tr>
<th>Major Industries by % Employment</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture, Mining, &amp; Construction (SIC 01 – 17)</td>
<td>5.0%</td>
<td>4.7%</td>
<td>4.95%</td>
</tr>
<tr>
<td>Manufacturing, Printing, &amp; Publishing (SIC 20 – 39)</td>
<td>5.1%</td>
<td>5.8%</td>
<td>5.41%</td>
</tr>
<tr>
<td>Transportation, Communications, &amp; Utilities (SIC 40 –</td>
<td>2.6%</td>
<td>1.5%</td>
<td>1.62%</td>
</tr>
<tr>
<td>Trade &amp; Services (SIC 50 – 59, 70 – 89)</td>
<td>66.0%</td>
<td>69.8%</td>
<td>69.89%</td>
</tr>
<tr>
<td>Finance, Insurance, &amp; Real Estate (SIC 60 – 67)</td>
<td>14.2%</td>
<td>13.5%</td>
<td>13.33%</td>
</tr>
<tr>
<td>Public Administration &amp; Other (SIC 90 – 99)</td>
<td>7.1%</td>
<td>4.7%</td>
<td>4.80%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Job Totals and Unemployment Rate</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Est. Total Employees Working in City</td>
<td>43,828</td>
<td>33,976</td>
<td>31,348</td>
</tr>
<tr>
<td>Civilian Unemployment Rate Age 16+</td>
<td>4.85%</td>
<td>5.30%</td>
<td>7.30%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Retail and Office Vacancy Rates</th>
<th>Q3 2007</th>
<th>Q4 2009</th>
<th>Q1 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Vacancy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Winter Park</td>
<td>5.0%</td>
<td>7.5%</td>
<td>3.5%</td>
</tr>
<tr>
<td>Orange County</td>
<td>4.5%</td>
<td>8.2%</td>
<td>7.5%</td>
</tr>
<tr>
<td>Office Vacancy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Winter Park</td>
<td>5.7%</td>
<td>12.9%</td>
<td>8.1%</td>
</tr>
<tr>
<td>Orange County</td>
<td>9.2%</td>
<td>15.0%</td>
<td>14.3%</td>
</tr>
</tbody>
</table>
subject
Winter Park Memorial Hospital’s PINK OUT promotion

motion | recommendation
Approval of PINK OUT elements as outlined below.

background
Winter Park Memorial Hospital is proposing for City of Winter Park, Park Avenue and Hannibal Square “go pink” during the month of September to bring awareness to breast health and the importance of the early detection of breast cancer.

Items in need of approval from the City Commission:
1. Pink ribbons on key city buildings and trees
   - City Hall
   - Winter Park Public Library
   - Winter Park Country Club
   - Rachel D. Murrah Civic Center (facing Morse)
   - Farmers’ Market (facing New York)
   - Public Safety Building (facing Canton)
   - Trees in Central Park
2. Pink flamingos flocked (10-60 flamingos) in front of City Hall, Central Park and the Winter Park Golf Course in honor of people who have been touched by breast cancer.

Other items that would be a part of PINK OUT, pending feasibility by city staff:
- Turn city fountains pink in Central Park
- Pink flowers in key city areas with a small sign to explain the awareness campaign
- PINK OUT Farmers’ Market Booth September 3 and September 10, 2011
  - Have a mobile Mammography unit parked outside the Farmers’ Market or City Hall to do mammograms and raise awareness

Items already submitted and in process:
- PINK OUT pole banners
- Downtown merchant support
  - Decorating store windows pink
  - Mammography education materials share with customers
  - Educational events for patrons
  - Selling “PINK OUT merchandise
- Donating a portion of sales of certain items to the Winter Park Memorial Hospital Mammography Scholarship Fund at Winter Park Memorial Hospital to support women who cannot afford a screening mammogram or further diagnostic testing.

**alternatives | other considerations**

n/a

**fiscal impact**

Winter Park Memorial Hospital will be providing the materials. City staff will be assisting in the installation and removal of large pink ribbons on the city facilities.

**long-term impact**

Increased breast cancer awareness, early detection and lives saved.

**strategic objective**

Quality government services
Pink Out Winter Park

September | 2011
Overview

- City of Winter Park, Park Avenue and Hannibal Square “go pink” to bring awareness to breast health and the importance of the early detection of breast cancer. Merchants donate a portion of their sales to the Mammography Scholarship Fund at Winter Park Memorial Hospital to support women who cannot afford a screening mammogram or further diagnostic testing.

  • $25 to help a woman get a screening mammogram
  • $50 to help a woman get a diagnostic mammogram
  • $174 to sponsor a screening mammogram
  • $204 to sponsor a diagnostic mammogram and breast ultrasound
  • $2000 to sponsor a breast biopsy
Breast Cancer Facts

- The most common cancer among women accounting for nearly **1 in 4 cancers diagnosed** in US women.

- **White women over the age of 40 have a higher rate of breast cancer than African American the same age.** **African American women under the age of 40 have a higher breast cancer rate than white women the same age.**

- A women’s **risk of breast cancer approximately doubles if she has a first-degree relative** (mother, sister, daughter) that has been diagnosed with breast cancer. **20-30% of women** diagnosed with breast cancer have a **family history of breast cancer.**

- Mutations of the **BRCA1 and BRCA2 genes are the most common inherited genetic mutations.** Women with this mutation have up to an **80% risk of developing breast cancer during their lifetime, often at a younger age than it typically develops.**

Source: American Cancer Society
Pink Out Winter Park

Items seeking City Commission approval:
• Pink ribbons on key city buildings and trees
  – City Hall, Winter Park Public Library, Winter Park Country Club, Rachel D. Murrah Civic Center (facing Morse), Farmers’ Market (facing New York) and Public Safety Building (facing Canton)
  – Trees in Central Park
• Pink flamingos flocked (10-60 flamingoes) in front of City Hall, Central Park and the Winter Park Golf Course in honor of people who have been touched by breast cancer

Items awaiting feasibility from city staff:
• Turn city fountains pink in Central Park
• Pink flowers in key city areas with a small sign to explain the awareness campaign
• Pink Out Farmers’ Market Booth September 3rd and 10th
  – Have a mobile Mammography unit parked outside the Farmers’ Market or City Hall to do mammograms and raise awareness

Items already in the works:
• Pink Out Pole Banners
• Downtown merchant support

Winter Park Memorial Hospital
A Florida Hospital
The skill to heal. The spirit to care.
City of Winter Park

Expressions of Hope

Pink Ribbon Example

Pink Fountain Example
Expressions of Hope – Pink Ribbon Locations

Winter Park Chamber: (1) 12 foot pink ribbon

Public Works Building: (1) 10 foot pink ribbon

Farmer’s Market: (1) 10 foot pink ribbon

Winter Park City Hall: (1) 15 foot pink ribbon
Expressions of Hope – Pink Ribbon Locations

- Murrah Civic Center: (2) 4 foot pink ribbons
- Winter Park Country Club: (1) 8 foot pink ribbon
- Winter Park Library: (1) 20 foot pink ribbon
Pink Flamingos for a Cure

- Residents purchase pink flamingos in honor of someone they love. Messages are placed around each Flamingos neck. Flamingos flock to Central Park, other iconic locations and in front of homes.
Pink Out Logo
Contact Information

**Teresa Mairn**
Winter Park Memorial Hospital Marketing
407.646.7033 office
407.388.4572 cell
Teresa.mairn@flhosp.org
subject

Request to Advertise Notice of Disposal for city property located at 941 W. Morse Boulevard, Winter Park, Florida 32789

motion | recommendation

Recommend approval to advertise the City’s intent to solicit proposals to dispose of property in a community redevelopment area, subject to the statutory requirements of Chapter 163.380, Florida Statutes. If approved, the advertisement would run on September 28, 2011.

background

Staff has been directed to evaluate future offers on the property owned by the City located at 941 W. Morse Boulevard, also known as the State Office Building. Several proposals have been discussed at the staff level and there is a need to formalize these discussions to allow the Commission to make a decision about the redevelopment of the property.

Under the requirements to dispose of property within a CRA, the City must advertise through a public notice of disposition at least 30 days prior to any decision about a proposal and give anyone interested in redeveloping or rehabilitating the property the right to submit a proposal for consideration. This action is required for any type of redevelopment of this property that may involve the sale, lease, disposal or transfer of real property.

If approved, the advertisement will run in the Orlando Sentinel on July 28, 2011. Proposals will be due to the City Clerk’s office on August 29, 2011. Staff anticipates bringing forward a recommendation to the Commission at their September 12, 2011 meeting.

This notice does not obligate the City Commission to accept any proposals to redevelop this property as this point in time. After the notice is over, the City may choose to reject all proposals.

alternatives | other considerations

The City Commission may choose to wait and consider any redevelopment alternatives at a later date.
fiscal impact

This would be determined on any proposals received on the property.

long-term impact

Redevelopment of this site by a private developer has the potential to add taxable value back into the CRA, promote employment opportunities and potentially stimulate redevelopment of this area.

strategic objective

1. Quality Development & Redevelopment
2. Quality Economic Development
163.380 Disposal of property in community redevelopment area.—The disposal of property in a community redevelopment area which is acquired by eminent domain is subject to the limitations set forth in s. 73.013.

(1) Any county, municipality, or community redevelopment agency may sell, lease, dispose of, or otherwise transfer real property or any interest therein acquired by it for community redevelopment in a community redevelopment area to any private person, or may retain such property for public use, and may enter into contracts with respect thereto for residential, recreational, commercial, industrial, educational, or other uses, in accordance with the community redevelopment plan, subject to such covenants, conditions, and restrictions, including covenants running with the land, as it deems necessary or desirable to assist in preventing the development or spread of future slums or blighted areas or to otherwise carry out the purposes of this part. However, such sale, lease, other transfer, or retention, and any agreement relating thereto, may be made only after the approval of the community redevelopment plan by the governing body. The purchasers or lessees and their successors and assigns shall be obligated to devote such real property only to the uses specified in the community redevelopment plan and may be obligated to comply with such other requirements as the county, municipality, or community redevelopment agency may determine to be in the public interest, including the obligation to begin any improvements on such real property required by the community redevelopment plan within a reasonable time.

(2) Such real property or interest shall be sold, leased, otherwise transferred, or retained at a value determined to be in the public interest for uses in accordance with the community redevelopment plan and in accordance with such reasonable disposal procedures as any county, municipality, or community redevelopment agency may prescribe. In determining the value of real property as being in the public interest for uses in accordance with the community redevelopment plan, the county, municipality, or community redevelopment agency shall take into account and give consideration to the long-term benefits to be achieved by the county, municipality, or community redevelopment agency resulting from incurring short-term losses or costs in the disposal of such real property; the uses provided in such plan; the restrictions upon, and the covenants, conditions, and obligations assumed by, the purchaser or lessee or by the county, municipality, or community redevelopment agency retaining the property; and the objectives of such plan for the prevention of the recurrence of slum or blighted areas. In the event the value of such real property being disposed of is for less than the fair value, such disposition shall require the approval of the governing body, which approval may only be given following a duly noticed public hearing. The
county, municipality, or community redevelopment agency may provide in any instrument of conveyance to a private purchaser or lessee that such purchaser or lessee is without power to sell, lease, or otherwise transfer the real property without the prior written consent of the county, municipality, or community redevelopment agency until the purchaser or lessee has completed the construction of any or all improvements which he or she has obligated himself or herself to construct thereon. Real property acquired by the county, municipality, or community redevelopment agency which, in accordance with the provisions of the community redevelopment plan, is to be transferred shall be transferred as rapidly as feasible in the public interest, consistent with the carrying out of the provisions of the community redevelopment plan. Any contract for such transfer and the community redevelopment plan, or such part or parts of such contract or plan as the county, municipality, or community redevelopment agency may determine, may be recorded in the land records of the clerk of the circuit court in such manner as to afford actual or constructive notice thereof.

(3)(a) Prior to disposition of any real property or interest therein in a community redevelopment area, any county, municipality, or community redevelopment agency shall give public notice of such disposition by publication in a newspaper having a general circulation in the community, at least 30 days prior to the execution of any contract to sell, lease, or otherwise transfer real property and, prior to the delivery of any instrument of conveyance with respect thereto under the provisions of this section, invite proposals from, and make all pertinent information available to, private redevelopers or any persons interested in undertaking to redevelop or rehabilitate a community redevelopment area or any part thereof. Such notice shall identify the area or portion thereof and shall state that proposals must be made by those interested within 30 days after the date of publication of the notice and that such further information as is available may be obtained at such office as is designated in the notice. The county, municipality, or community redevelopment agency shall consider all such redevelopment or rehabilitation proposals and the financial and legal ability of the persons making such proposals to carry them out; and the county, municipality, or community redevelopment agency may negotiate with any persons for proposals for the purchase, lease, or other transfer of any real property acquired by it in the community redevelopment area. The county, municipality, or community redevelopment agency may accept such proposal as it deems to be in the public interest and in furtherance of the purposes of this part. Except in the case of a governing body acting as the agency, as provided in s. 163.357, a notification of intention to accept such proposal must be filed with the governing body not less than 30 days prior to any such acceptance. Thereafter, the county, municipality, or community redevelopment agency may execute such contract in accordance with the provisions of subsection (1) and deliver deeds, leases, and other instruments and take all steps necessary to effectuate such contract.
(b) Any county, municipality, or community redevelopment agency that, pursuant to the provisions of this section, has disposed of a real property project with a land area in excess of 20 acres may acquire an expanded area that is immediately adjacent to the original project and less than 35 percent of the land area of the original project, by purchase as provided in this chapter, and negotiate a disposition of such expanded area directly with the person who acquired the original project without complying with the disposition procedures established in paragraph (a), provided the county, municipality, or community redevelopment agency adopts a resolution making the following findings:

1. It is in the public interest to expand such real property project to an immediately adjacent area.
2. The expanded area is less than 35 percent of the land area of the original project.
3. The expanded area is entirely within the boundary of the community redevelopment area.

(4) Any county, municipality, or community redevelopment agency may temporarily operate and maintain real property acquired by it in a community redevelopment area for or in connection with a community redevelopment plan pending the disposition of the property as authorized in this part, without regard to the provisions of subsection (1), for such uses and purposes as may be deemed desirable, even though not in conformity with the community redevelopment plan.

(5) If any conflict exists between the provisions of this section and s. 159.61, the provisions of this section govern and supersede those of s. 159.61.

(6) Notwithstanding any provision of this section, if a community redevelopment area is established by the governing body for the redevelopment of property located on a closed military base within the governing body’s boundaries, the procedures for disposition of real property within that community redevelopment area shall be prescribed by the governing body, and compliance with the other provisions of this section shall not be required prior to the disposal of real property.

History.—s. 11, ch. 69-305; s. 9, ch. 77-391; s. 13, ch. 84-356; s. 1, ch. 92-162; s. 906, ch. 95-147; s. 1, ch. 96-254; s. 9, ch. 98-314; s. 12, ch. 2006-11.
Subject: 1289 & 1301 Gene Street - Future Land Use and Zoning Change

These requests by Bank First are to amend the Comprehensive Plan future land use map and zoning map on two lots of property at 1289 and 1301 Gene Street from Office to Commercial in order to build a restaurant. These two lots, fronting on Gene Street are combined in ownership with four other lots including the adjacent lot on Gene Street and the three adjacent lots fronting on West Fairbanks Avenue that are all designated Commercial.

Restaurants are not permitted on properties designated as “office”. They need to be designated “commercial”. So in order to build a restaurant, the applicant needs the City to change the Comprehensive Plan designation on these two lots from “office” to “commercial” and the zoning from O-1 to C-3.

Should a drive-in restaurant be the end user of this property, then ultimately they will need three approvals from the City of Winter Park. They first need the change to the Comprehensive Plan future land use map, which is a “legislative” change. Then, if that is successful, they secondly need the companion rezoning. The rezoning is a “quasi-judicial” decision because if the Comprehensive Plan future land use designation is changed to commercial, then the property owner is entitled to, in this case, commercial C-3 zoning.

Later on, at a subsequent meeting, if these approvals are granted; a drive-thru restaurant would need a Conditional Use approval for a drive-in business. That also is a “quasi-judicial” decision.

Recommendation:

The Planning and Zoning Board voted 4-2 for approval of the requested changes from office to commercial for the Future Land Use Map change and the Zoning Map change.

The majority of the Planning Board felt there was no substantial reason for these two lots in this location to be office versus commercial. Especially as only one third of this property is office and two-thirds are already zoned commercial. The majority felt that circumstances have changed since the office zoning was established in 1953. The majority also recognized that since these two lots could be used as a parking lot under the existing office zoning and commercial development could be concentrated on the commercial portion of the overall property, that a case could be made that no increase in traffic generation would result from this
change, just more flexibility on the location of buildings. In addition, the majority of P&Z felt that to the extent traffic issues might exist from a future fast-food restaurant; the appropriate venue for those issues was during the conditional use review.

The minority of the Planning Board felt that the additional potential impacts of added traffic and additional hours of operation by a commercial business versus an office business would not be compatible with the surrounding area.

**Background:**

These two lots in question have been designated as “office” in the Comprehensive Plan since the City adopted our first Comprehensive Plan in 1976. They have been zoned office at least since 1953. (That’s the earliest zoning map we have). It is likely that since Gene Street is a local brick street and Gene Street in the past was primarily residential (most of the offices along Gene Street were residential conversions) that office zoning was deemed appropriate given those circumstances.

The major differences between commercial and office land use is that commercial represents the potential for additional traffic and expanded hours of operation for versus typical office businesses. So that is part of the City Commission’s consideration of this “legislative” question, as to whether that resultant increase in intensity (traffic & hours of operation) is in the best interests of the City at this location.

The City Code states that “all proposed comprehensive plan amendments shall be submitted to the planning and zoning commission for study and recommendation”. The city commission shall study such proposals to determine:

a. *The need and justification for the change;*

b. *When pertaining to the future land use designation of land, the effect of the change, if any, on the particular property and the surrounding properties;*

c. *When pertaining to the future land use designation of land, the amount of undeveloped land in the general area and in the city having the same classification as that requested;*

d. *The relationship of the proposed amendment to the goals, objectives and policies text of the city’s comprehensive plan, with appropriate consideration as to whether the proposed change will further, or at least not be contrary to the comprehensive plan.*
ORDINANCE NO. __________________

AN ORDINANCE OF THE CITY OF WINTER PARK, FLORIDA AMENDING CHAPTER 58, "LAND DEVELOPMENT CODE", ARTICLE I "COMPREHENSIVE PLAN" FUTURE LAND USE MAP SO AS TO CHANGE THE FUTURE LAND USE DESIGNATION OF OFFICE TO COMMERCIAL ON THE PROPERTIES AT 1289 AND 1301 GENE STREET, MORE PARTICULARLY DESCRIBED HEREIN.

WHEREAS, this amendment of the Comprehensive Plan future land use designation meets the criteria established by Chapter 163, Florida Statutes and Rule 9J-5, Florida Administrative Code and pursuant to and in compliance with law, notice has been given to Orange County and to the public by publication in a newspaper of general circulation to notify the public of this proposed Ordinance and of public hearings to be held.

NOW THEREFORE BE IT ENACTED BY THE CITY COMMISSION OF THE CITY OF WINTER PARK, FLORIDA, AS FOLLOWS:

SECTION 1. That Chapter 58 "Land Development Code", Article I, "Comprehensive Plan" future land use plan map is hereby amended so as to change the future land use map designation of office to commercial on the properties at 1289 and 1301 Gene Street, said properties being more particularly described as follows:

Lots 40 & 41, Beverly Park subdivision as recorded in Plat Book "K", Pages 45 of the Public Records of Orange County, Florida.

SECTION 2. This ordinance shall become effective 31 days after adoption on ________, 2011. If this Ordinance is challenged pursuant to Florida Statutes Section 163.3187 within 30 days after adoption, it will not become effective until the State Land Planning Agency or the Administration Commission, respectively, issues a Final Order determining the Ordinance is in compliance with Chapter 163, Florida Statutes.

ADOPTED at a regular meeting of the City Commission of the City of Winter Park, Florida, held in City Hall, Winter Park, on this _____ day of ________________, 2011.

__________________________________________
Mayor

Attest:

__________________________________________
City Clerk
ORDINANCE NO.

AN ORDINANCE OF THE CITY OF WINTER PARK, FLORIDA AMENDING CHAPTER 58, “LAND DEVELOPMENT CODE”, ARTICLE III, “ZONING” AND THE OFFICIAL ZONING MAP SO AS TO CHANGE THE EXISTING ZONING DESIGNATION OF OFFICE (O-1) DISTRICT TO COMMERCIAL (C-3) DISTRICT ON THE PROPERTIES AT 1289 AND 1301 GENE STREET, MORE PARTICULARLY DESCRIBED HEREIN.

WHEREAS, the owner of the property more particularly described herein has requested rezoning in compliance with the Comprehensive Plan, and

WHEREAS, the requested zoning will achieve conformance with the Comprehensive Plan future land use designation for this property and such municipal zoning meets the criteria established by Chapter 166, Florida Statutes and pursuant to and in compliance with law, notice has been given to Orange County and to the public by publication in a newspaper of general circulation to notify the public of this proposed Ordinance and of public hearings to be held.

NOW THEREFORE BE IT ENACTED BY THE CITY COMMISSION OF THE CITY OF WINTER PARK, FLORIDA, AS FOLLOWS:

SECTION 1. That Chapter 58 “Land Development Code”, Article III, “Zoning” and the Official Zoning Map is hereby amended so as to change the existing zoning designation of office (O-1) to commercial (C-3) district zoning on the properties at 1289 and 1301 Gene Street, more particularly described as follows:

Lots 40 & 41, Beverly Park subdivision as recorded in Plat Book “K”, Pages 45 of the Public Records of Orange County, Florida.

SECTION 2. This ordinance shall become effective 31 days after adoption on , 2011. If this Ordinance or the related companion Ordinance amending the Comprehensive Plan for this property is challenged pursuant to Florida Statutes Section 163.3187 within 30 days after adoption, it will not become effective until the State Land Planning Agency or the Administration Commission, respectively, issues a Final Order determining the Ordinance is in compliance with Chapter 163, Florida Statutes.

ADOPTED at a regular meeting of the City Commission of the City of Winter Park, Florida, held in City Hall, Winter Park, on this day of , 2011.

Attest:

Mayor

City Clerk
June 3, 2011

Mr. Jeff Briggs  
Planning & Community Development Director  
Winter Park Planning Dept.  
401 Park Avenue South  
Winter Park, FL 32789

Re: Comprehensive Plan Amendment and Rezoning

Dear Jeff,

Enclosed please find an application to amend the Comprehensive Plan Future Land Use and Rezone two lots on Gene Street ("Subject Property"), our Check No. 236811 in the amount of $1,000.00 fees as well as an Agent Authorization form. We are requesting that they be amended to Commercial/C-3.

The City Code sets forth the following criteria for consideration of Comprehensive Plan amendments:

(a) need and justification for the change;
(b) effect of the change, if any, on the particular property and the surrounding properties;
(c) the amount of undeveloped land in the general area and in the City having the same classification as requested;
(d) relationship of the proposed amendment to the goals, objectives and policies test of the City’s comprehensive plan, with appropriate consideration as to whether the proposed change will further, or at least not be contrary to the comprehensive plan.

Below please find an analysis of how each of these criteria is met:
(a) **Need and Justification for the Change**

The Subject Property is approximately 15,000 sq. ft. The adjacent property to the north and east are Commercial/C-3. To the south is the Hollianna Shopping Center which is also Commercial/C-3. The Subject Property’s location as part of the 17-92 corridor (as set forth in the City’s Comprehensive Plan Planning Area J) and its proximity to the Hollianna Shopping Center make it appropriate for commercial development. In addition, the property owner also owns the adjacent lot on Gene Street along with the adjacent three lots which face Fairbanks Avenue. These four lots are Commercial/C-3. In order to most efficiently redevelop those lots, they should be under a common development pattern instead of having piecemeal development.

(b) **Effect of the Change**

The change will not negatively affect the Subject Property or the surrounding properties. The Subject Property was previously developed, that development has been demolished and this property is now vacant. The Office/O-1 category allows up to .45 FAR which is the same intensity as allowed for Commercial/C-3. As to the surrounding properties, to the north, south and east they are all Commercial/C-3. The C-3 to the north is vacant; to the south is a large parking lot and the side of Tuesday Morning; and to the east is a drive-thru for a bank. To the west is a lot which is partially zoned C-3 and partially zoned O-1. The O-1 portion is a parking lot and the C-3 portion is a vacant flower shop and further west is a funeral home. The pattern of development surrounding the Subject Property is commercial and the proposed request is compatible with the surrounding properties.

(c) **Amount of Undeveloped Land in the General Area**

There is little, if any, undeveloped Commercial property in this area (with the exception of our adjacent lots). In addition, the City has been working to encourage redevelopment of its commercial corridors in order to enhance its commercial tax base. The change to the Subject Property’s designation will put it and four other lots back on the tax rolls as developed commercial property.

(d) **Goals, Objectives and Policies**

The proposed amendment is consistent with the City Goal 1-1 in particular by “allowing new growth and redevelopment which (i) enhances the City’s attractive environment; (ii) preserves the City’s economic, socio-economic and ethnic diversity; (iii) strengthens the City’s excellence, character and reputation by promoting quality in-fill development conducive to the most efficient provision of services; . . .” In addition, the Subject Property will also have to go through a Conditional Use Permit application process to ensure “good design, pedestrian connectivity, landscaping and buffering, harmonious building colors, materials and signage, outdoor photo metrics and good proportional relationships in design of building mass and scale.” (Policy 1-1.1.2)
As demonstrated above, the proposed request meets the City's criteria for a Comprehensive Plan Amendment and Rezoning. We are available to meet with staff to discuss any aspect of the application.

Very truly yours,

M. Rebecca Wilson

MRW/nle
Enclosures
cc:  Lynne West  
     Ramon Santos  
     Justin Polk  
     Catherine Reischmann, Esq.

0215035L51478M136000s8v
Mr. Krecicki called the meeting to order at 7:00 p.m. in the Commission Chambers of City Hall.

Present: Chairman Drew Krecicki, Sarah Whiting, George Livingston, Randall Slocum and James Johnston, and Peter Gottfried. City Attorney: Catherine Reischmann. Staff Planning Director Jeffrey Briggs, Senior Planner Stacey Hectus, Planning Technician Caleena Shirley and Recording Secretary Lisa Smith.

Approval of minutes – June 7, 2011

Motion made by Mrs. Whiting, seconded by Mr. Livingston to approve the June 7th meeting minutes as amended. Motion carried unanimously with a 6-0 vote.

PUBLIC HEARINGS:

REQUEST OF BANK FIRST TO: AMEND THE COMPREHENSIVE PLAN FUTURE LAND USE MAP SO AS CHANGE THE FUTURE LAND USE MAP DESIGNATION OF OFFICE TO COMMERCIAL ON TWO LOTS OF PROPERTY AT 1289 AND 1301 GENE STREET.

REQUEST OF BANK FIRST TO: AMEND THE OFFICIAL ZONING MAP DESIGNATION OF OFFICE (O-1) DISTRICT TO COMMERCIAL (C-3) DISTRICT ON TWO LOTS OF PROPERTY AT 1289 AND 1301 GENE STREET.

Mr. Briggs announced that there will be a simultaneous public hearing on these two items.

Planning Director Jeffrey Briggs presented the staff report. He explained that the applicant, Bank First is requesting to amend the Comprehensive Plan future land use map and zoning map on two lots of property at 1289 and 1301 Gene Street from Office to Commercial. These two lots, fronting on Gene Street are combined in ownership with four other lots including the adjacent lot on Gene Street and the three adjacent lots fronting on West Fairbanks Avenue that are all designated Commercial. He noted that the same request had been advertised for the March meeting of P&Z when the CPH engineering firm had made the request on behalf of McDonald’s who was prospectively either leasing or buying this entire property to use for a new fast food restaurant. The current application only states the request is for “all uses consistent with C-3 zoning including restaurant”, however, the staff assumes it is the same end user. He said that restaurants are not permitted on properties designated as “office”. They need to be designated “commercial”. So in order to build a restaurant, the applicant needs the City to change the Comprehensive Plan designation on these two lots from “office” to “commercial” and the zoning from O-1 to C-3. He gave an overview of the approval process, the differences between legislative versus quasi-judicial decisions, the comprehensive plan history, the West Fairbanks Avenue Improvement project and the Form Based Code, and provided a code standard analysis.
Staff indicated that these two lots in question have been designated as “office” in the Comprehensive Plan since the City adopted our first Comprehensive Plan in 1976. They have been zoned office at least since 1953. (That’s the earliest zoning map we have). It is likely that since Gene Street is a local brick street and Gene Street in the past was primarily residential (most of the offices along Gene Street were residential conversions) that office zoning was deemed appropriate given those circumstances.

Staff indicated that the major differences between commercial and office land use is that commercial represents the potential for additional traffic and expanded hours of operation for versus typical office businesses. So that is part of the City Commission’s consideration of this “legislative” question, as to whether that resultant increase in intensity (traffic & hours of operation) is in the best interests of the City at this location.

He summarized by stating that staff believes this Comprehensive Plan change has the potential to create significant and detrimental additional traffic onto a local street and it creates additional (evening/weekend) hours of operation that are not compatible with the character of the surrounding area that includes residential properties. Staff recommended denial. Mr. Briggs responded to Planning Board member questions and concerns.

Mr. Johnston asked if the two lots in question (as part of the overall parcel of six lots) could be used solely as parking for a commercial business, then in that case there would be no increase in potential traffic generation. Mr. Briggs agreed with that scenario but indicated that his analysis was based only on these two lots developing by themselves which lead to a different conclusion.

Mr. Gottfried asked whether the Police Department had examined the traffic safety issues raised. Mr. Briggs indicated that the full traffic analysis happens at the conditional use stage of approval.

Becky Wilson, (Lowndes, Drosdick, Kantor & Reed PA) 215 North Eola Drive, Orlando, FL represented the applicant. She stated that the property is under contract to be sold to McDonalds. She noted that representatives from Bank First, McDonalds and engineers are present to answer any questions that the Board members may have. She used a Power Point presentation to give details of the request and to provide an overview of the dynamics of the neighborhood adjacent to the property. Mrs. Wilson also spoke concerning West Fairbanks Avenue improvement, the proposed form based code, and traffic flow by providing a brief traffic analysis. She also discussed the proposed future land use amendment with regard to compatibility and consistency. She also expressed her concerns regarding the effect that the proposed form based code would have on the subject property, traffic generation and new growth management legislation. She stressed that Gene Street is no longer residential in nature. She responded to Board member questions and concerns. Mrs. Wilson was questioned by the City Attorney as to if she objects to the speakers being sworn in. Mrs. Wilson expressed no objection, and requested that all of the speakers make it known where their property is in relation to the site.

The following people spoke in opposition to the request: Nort Northam, 120 Broadview; Tommy Drake, 500 Shoreview Avenue; Jeff Adams, 490 Shoreview; Mary Black, 1334 Dallas Avenue; Heather Huddleston, 1366 Gene Street; Rick Frazee, 1921 Englewood; Judith Knight, 712 Nicolette; James McClain, 659 and 808 Nicolet; and Jim Strollo, 777 French Avenue. The speakers expressed concern with the following issues: traffic going to and from the site, cut thru traffic, future redevelopment along the Fairbanks corridor, noise to the adjacent home and appropriateness of the location for the proposed use. No one else wished to speak concerning the request.

In a brief rebuttal, Mrs. Wilson acknowledged residential properties owned by Mr. Jim Veigle that are located adjacent on Gene Street. She restated that the requests are to change the zoning and future land use on properties on Gene Street. She responded to traffic concerns for the 17/92 and Fairbanks Avenue intersection. She also noted that it was at the request of staff that the conditional use did not accompany this item. There was no further public comment. The public hearing was closed.
Mrs. Reischman, requested that the Board members disclose any ex-parte communications concerning this request. The Board members provided that information.

Mr. Johnston stated that he understands staff’s position as well as those of the residents. He said that that issue for the board to consider is the future land use map amendment and rezoning of the Gene Street parcels and the appropriateness of the potential change. He said that he feels that it is appropriate for commercial to abut office and that the line dividing the two should conform to ownership. He expressed that there was no substantial reason for these two lots in this location to be office versus commercial, especially as only one third of this property is office and two-thirds are already zoned commercial. He said that he feels that many of the issues raised tonight will be discussed further when the conditional use application is dealt with. He was in support of the request. Mrs. Whiting said that she appreciates the neighborhood input, but feels the focus needs to remain on the two lots in question. She said that she is comfortable with those parcels changing from office to commercial usage. She agreed with the comments made by Mr. Johnston. She spoke to the issues raised concerning traffic. She said that she feels that there should be consideration given to the safety of access to Gene Street and Fairbanks Avenue deserves more study. Mr. Livingston expressed that he felt that circumstances have changed since the office zoning was established in 1953. Mr. Gottfried said that he feels that the entire Fairbanks Avenue corridor must be taken into consideration. He discussed the necessity of future planning for Fairbanks Avenue, and that this corridor is a major consideration needing future planning, including potential improvements to Gene Street. He said that he does not want to see “piece meal” along the Fairbanks Avenue. Mr. Krecicki stated that he does not support the request. He said that when looking at the future land use map for Gene Street, and as you move away from the 17/92 Fairbanks intersection, the uses become less intense especially on the north side. He said that he does not think it is an appropriate change and that approval will add to the increased intensity on Gene Street. Mr. Slocum stated that he agrees with Mr. Krecicki and further the residents that spoke have a vested interested in that area and those concerns have to be taken into consideration. He said that he feels that the applicant should design the project within the parameters of the zoning category that they are in.

Motion made by Mr. Gottfried, seconded by Mr. Johnston to approve the comprehensive plan future land use map designation change from office to commercial on 1289 and 1301 Gene Street. Motion carried with a 4-2 vote. (Board members Gottfried, Livingston, Whiting and Johnston voted yes. Board members Krecicki and Slocum voted no.)

Motion made by Mr. Johnston, seconded by Mr. Gottfried to approve the zoning change from office to commercial on 1289 and 1301 Gene Street. Motion carried with a 4-2 vote. (Board members Gottfried, Livingston, Whiting and Johnston voted yes. Board members Krecicki and Slocum voted no.)

The City Attorney was excused from the meeting at 8:15 p.m.
Public hearing of the resolution to designate 1240 Miller Avenue and 1111 S. Orlando Avenue as the Dingman Economic Enhancement District and as a brownfield area according to State statute.

Approval of designating 1240 Miller Avenue (Parcel ID# 12-22-29-3412-02-070) and 1111 S. Orlando Avenue (Parcel ID# 12-22-29-3412-02-010) as the Dingman Economic Enhancement District and as a brownfield area.

In September 2010 of last year, city staff received a letter from Mr. Richard Dingman and Mr. William Dingman asking the city to designate their property as a brownfield area (letter attached). Mr. Dingman has informed staff that he has received three requests to consider the site for the development of medical office space and that those entities making the requests have also asked if the site is designated as a brownfield. Brownfields as a redevelopment tool have grown in popularity in the last couple years and now the private sector is becoming more familiar with them.

City staff has spent the last 6 months working with EDAB and the State Department of Environmental Protection to understand the use of the special districts and in March of 2011, EDAB voted unanimously to approve Mr. Dingman’s request and move it for consideration before the City Commission (adopted minutes attached).

Under the auspices of the State’s Department of Environmental Protection, brownfield designations offer communities another tool to encourage redevelopment of blighted areas in accordance with existing comprehensive planning guidelines adopted by the city. In the last few years these districts have been aggressively used throughout Central Florida and now include such notable areas as Downtown Orlando, most of the Hwy 17-92 corridor (excluding Winter Park), Maitland, Altamonte Springs, Longwood, Sanford, and Winter Garden (see attached map of already designated areas). Brownfields, much like the State QTI program, offer job creation based grants to redevelopment projects that meet certain criteria as well as other benefits related to loan guarantees and sales tax credits (see attached program sheet on brownfields). In addition the program offers State funding to assist with any environmental remediation that may need to take place as part of the development process. Suffering from an unfortunate name, a brownfield designation does not require that there be any contamination present but can be overlaid on properties and areas to encourage redevelopment.

There is no funding anticipated for this program. Designation requires the passage of a resolution by the local municipality. The only funding consideration that could be required with a brownfield designation is for any environmental remediation that may need to take place as part of the development process.
designation is a matching component similar to the state QTI program where the local municipality pays 20% of the job credit. This match is entirely at the discretion of the municipality and is not required for the state to still pay its 80% portion. Eventually the DEP will require the city to set up a monitoring board to govern brownfields in the city but has stated that EDAB could fulfill that duty and that this can be decided at a later date. DEP has also informed staff that the adopted comprehensive plan meets the requirement of a redevelopment plan for the purpose of passing the resolution and that specific site plans for a property are not required at this stage for designation. Designation simply opens the door for a property owner to access benefits offered by the State for projects that meet their requirements as they relate to job creation and contamination if found.

It is staff’s intention to use this small designation as an opportunity to educate the community on brownfields and their use and to open the door for consideration of establishing larger brownfield districts in such areas as W. Fairbanks and 17-92.

The resolution, notice, and presentation delivered to EDAB by Mr. George Houston the DEP Brownfield Coordinator for Central Florida, are attached for review.

board comments

EDAB had requested that the official name of the brownfield area exclude the use of the term brownfield and instead follow the format of other districts and refer to it as an economic enhancement district (see attached minutes).
RESOLUTION NO. _______

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF WINTER PARK, FLORIDA, DESIGNATING CERTAIN LAND WITHIN THE MUNICIPAL BOUNDARIES OF THE CITY OF WINTER PARK LOCATED AT 1240 MILLER AVENUE, WINTER PARK, FLORIDA 32789 (PARCEL ID. NO. 12-22-29-3412-02-070) AND 1111 SOUTH ORLANDO AVENUE, WINTER PARK, FLORIDA, 32789 (PARCEL ID. NO. 12-22-29-3412-02-010) AS THE DINGMAN ECONOMIC ENHANCEMENT DISTRICT AND AS A BROWNFIELD AREA FOR THE PURPOSE OF ENVIRONMENTAL REMEDIATION, REHABILITATION, AND ECONOMIC DEVELOPMENT; PROVIDING FOR REPEAL OF PRIOR INCONSISTENT RESOLUTIONS, AND AN EFFECTIVE DATE.

WHEREAS, Sections 376.77 - 376.85, of the Florida Statutes, as amended, (the "Brownfields Redevelopment Act" or the "Act") authorizes the City Commission to designate by resolution certain lands as a "Brownfield Area for purposes of environmental remediation, rehabilitation, and economic development for such areas; and

WHEREAS, William E. Dingman and Richard A. Dingman, the property owner, has requested that the property located at 1240 MILLER AVENUE, WINTER PARK, FLORIDA 32789 (PARCEL ID. NO. 12-22-29-3412-02-070) AND 1111 SOUTH ORLANDO AVENUE, WINTER PARK, FLORIDA, 32789 (PARCEL ID. NO. 12-22-29-3412-02-010) and more particularly described in Exhibit "A" attached hereto and incorporated by reference (the "Dingman Property") be designated as a Brownfield Area; and

WHEREAS, the City Commission of the City of Winter Park, Florida has considered the criteria set forth in Section 376.80(2)(a), Florida Statutes, namely:

1. Whether the brownfield area warrants economic development and has a reasonable potential for such activities;

2. Whether the proposed area to be designated represents a reasonably focused approach and is not overly large in geographic coverage;

3. Whether the area has potential to interest the private sector in participating in rehabilitation; and

4. Whether the area contains sites or parts of sites suitable for limited recreational open space, cultural, or historical preservation purposes.

WHEREAS, the City Commission of the City of Winter Park, Florida has reviewed the requirements for designation set forth in Section 376.80(2)(b), Florida Statutes, and based on the representations of the property owner, William E. Dingman and Richard A. Dingman, has determined that the proposed area qualifies for designation as a Brownfield Area because the following requirements have been satisfied:

1. William E. Dingman and Richard A. Dingman, the owner of the proposed parcel, has requested the designation and has agreed to rehabilitate and redevelop the brownfield site;

2. The rehabilitation and redevelopment of the proposed brownfield site will result in economic productivity of the area and William E. Dingman and Richard A. Dingman has provided
assurances that the redevelopment of the site will result in the creation of at least 5 new permanent jobs at the brownfield site which are full-time equivalent positions not associated with the implementation of the brownfield site rehabilitation agreement and which are not associated with redevelopment project demolition or construction activities pursuant to the redevelopment agreement;

3. The redevelopment of the proposed brownfield site is consistent with the City of Winter Park Comprehensive Policy Plan and is a permissable use under the City's land development regulations;

4. Notice of the proposed rehabilitation of the brownfield area has been provided to neighbors and nearby residents of the proposed area to be designated, and William E. Dingman and Richard A. Dingman has afforded to those receiving notice the opportunity for comments and suggestions about rehabilitation; and

5. William E. Dingman and Richard A. Dingman has provided reasonable assurance that he has sufficient financial resources to implement and complete the rehabilitation agreement and redevelopment plan.

WHEREAS, the City Commission of the City of Winter Park, Florida wishes to notify the Florida Department of Environmental Protection of its decision to designate a Brownfield Area for remediation, rehabilitation, and economic development for the purposes set forth in the Act; and

WHEREAS, the procedures set forth in Section 376.80 of the Act, including the notice and public hearing requirements set forth in Sections 125.66 and 125.66(4)(b)(2) Florida Statutes (2010), have been complied with.

BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF WINTER PARK, FLORIDA:

Section 1. The recitals and findings set forth in the Preamble to this Resolution are hereby adopted by reference thereto and incorporated herein as fully set forth in this Section.

Section 2. Upon application by William E. Dingman and Richard A. Dingman, the Dingman Property described in Exhibit "A" attached hereto and incorporated herein by reference, located entirely within the municipal boundaries of the City of Winter Park, is hereby designated as the "Dingman Economic Enhancement District" which shall hereafter be known as the "Dingman: EED" and as a Brownfield Area for environmental remediation, rehabilitation, and economic development as set forth in the Act, under the following terms and conditions:

a. Pursuant to Section 376.80(3), Florida Statutes, William E. Dingman and Richard A. Dingman shall be the entity responsible for the brownfield site rehabilitation as that term is defined in Section 376.79(13), Florida Statutes.

b. The designation of the Brownfield Area by this Resolution does not, by itself, render the City Commission of the City of Winter Park, Florida responsible for the costs and liabilities associated with site remediation, rehabilitation, economic development, or source removal, as those terms are defined in the Act, unless the City Commission of the City of Winter Park,
Florida specifically designates itself as a responsible person pursuant to Section 376.80(3), thereof.

c. Nothing in this Resolution shall be deemed to prohibit, limit, or amend the authority and power of the City Commission of the City of Winter Park, Florida, otherwise legally available, to designate any other property or properties as a Brownfield Site or Brownfield Area, or to modify, amend, or withdraw the designation as established herein.

**Section 3.** In accordance with Section 376.80(1), Florida Statutes (2007), the City Commission of the City of Winter Park, Florida hereby directs the Economic Development/CRA Department of the City of Winter Park to notify the Florida Department of Environmental Protection of the City of Winter Park, Florida’s, decision to designate this Brownfield Area for the purposes of remediation, rehabilitation, and economic development.

**Section 4.** All prior resolutions or parts of resolution in conflict herewith are hereby repealed to the extent of the conflict.

**Section 5.** This Resolution shall become effective immediately upon adoption by the City Commission of the City of Winter Park, Florida.

ADOPTED at a regular meeting of the City Commission of the City of Winter Park, Florida, held at City Hall, Winter Park, Florida on the 25th day of July, 2011.

________________________________
Kenneth W. Bradley, Mayor

Attest:_________________________________
Cynthia S. Bonham, City Clerk
Exhibit "A"

Lots 1 and 2, and the northerly 43 feet of Lot 3, also all of Lot 6, of Block "B" of Harper Place, as recorded in Plat Book N, Page 57 of the Public Records of Orange County, Florida, and being further described as follows:

Commencing at an iron located at the southwest corner of the intersection of Orlando and Miller Avenues, in the City of Winter Park, Florida, and run thence south along the western boundary of Orlando Avenue, a distance of 143 feet to an iron, run thence west and parallel with Miller Avenue, a distance of 195 feet, more or less, to a point located in the southwest corner of Lot 6; run thence north along the west line of Lot 6 and parallel with Orlando Avenue, a distance of 143 feet to a point in the southerly line of Miller Avenue, being the northwest corner of Lot 6; run thence east along the south line of Miller Avenue, a distance of 195 feet, more or less, to an iron located at the southwest corner of Orlando and Miller Avenues, being the point of beginning.

LESS AND EXCEPT that portion thereof conveyed to the State of Florida for right-of-way purposes by Gulf Oil Corporation by Warranty Deed dated October 16, 1968 and recorded in O.R. 1779, Page 999 on November 13, 1968 in the office of the Clerk of the Circuit Court of Orange County, Florida.


OWNED BY WILLIAM E. DINGMAN AND RICHARD A. DINGMAN
EXHIBIT "A"

PARCEL #1:
LOT 4 AND THE SOUTH 7 FEET OF LOT 3, BLOCK B, HARPER PLACE, ACCORDING TO THE PLAT THEREOF, AS RECORDED IN PLAT BOOK N, PAGE 57, PUBLIC RECORDS OF ORANGE COUNTY, FLORIDA.

PARCEL #2:
LOT 5, THE EAST 12.8 FEET OF LOT 20, LOT 21, LOT 22 AND LOT 23, BLOCK B, HARPER PLACE, ACCORDING TO THE PLAT THEREOF AS RECORDED IN PLAT BOOK N, PAGE 57, PUBLIC RECORDS OF ORANGE COUNTY, FLORIDA.

PARCEL #3:
LOTS 7 AND 8 AND THE EAST 12.8 FEET OF LOT 9, BLOCK "B", HARPER PLACE, AS RECORDED IN PLAT BOOK N, PAGE 57, PUBLIC RECORDS OF ORANGE COUNTY, FLORIDA.

PARCEL #4:
THE WEST 39.03 FEET OF LOTS 9 AND 20, AND THE EAST 35.7 FEET OF LOTS 10 AND 19, BLOCK B, HARPER PLACE, ACCORDING TO THE PLAT THEREOF RECORDED IN PLAT BOOK N, PAGE 57, OF THE PUBLIC RECORDS OF ORANGE COUNTY, FLORIDA.

TOGETHER WITH:
THE 10 FOOT ALLEY LYING BETWEEN LOTS 4 AND 5, BLOCK B AND LOT 23, BLOCK B, HARPER PLACE, ACCORDING TO THE PLAT THEREOF, AS RECORDED IN PLAT BOOK N, PAGE 57, PUBLIC RECORDS OF ORANGE COUNTY, FLORIDA; AND THE EAST 5 FEET OF THE ALLEY LYING WEST OF THE SOUTH 7 FEET OF LOT 3, BLOCK B, HARPER PLACE, ACCORDING TO THE PLAT THEREOF, AS RECORDED IN PLAT BOOK N, PAGE 57, PUBLIC RECORDS OF ORANGE COUNTY, FLORIDA, AS VACATED IN ORDINANCE NO. 1538 RECORDED SEPTEMBER 18, 1984 IN OFFICIAL RECORDS BOOK 3555, PAGE 1573, PUBLIC RECORDS OF ORANGE COUNTY, FLORIDA.

LESS THAT PART DEEDED TO STATE OF FLORIDA IN DEED RECORDED OCTOBER 4, 1968 IN OFFICIAL RECORDS BOOK 1770, PAGE 254; AND DEED RECORDED OCTOBER 4, 1968 IN OFFICIAL RECORDS BOOK 1770, PAGE 246; AND LESS ROAD RIGHT OF WAYS.

OWNED BY DINGMAN BROS., LLC
September 29, 2010

Mr. Peter Moore  
Assistant Director Economic Development/CRA  
City of Winter Park  
401 Park Avenue South  
Winter Park, FL 32789

Dear Mr. Moore,

The undersigned, as owners of the property attached hereto, hereby request that the City proceed with designation of this property pursuant to the provisions of Section 373.79, Florida Statutes.

Please advise if you need any additional information.

Richard A. Dingman

William E. Dingman

1051 W. Webster Avenue  
Winter Park, Florida 32789  
(407) 644-6043 Phone  
(407) 644-3799 Fax
# Earl K. Wood
Orange County Tax Collector
Property Tax Information

The Orange County Tax Collector makes every effort to produce and publish the most current and accurate information possible. No warranties, expressed or implied, are provided for the data herein, its use, or its interpretation. The assessed values are NOT certified values and therefore are subject to change before being finalized for ad valorem tax purposes. Utilization of the search facility indicates understanding and acceptance of this statement by the user. This Site Should not be relied upon for a title search.

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**Comments:**

**Current Taxes and Unpaid Delinquent Warrants:**

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<td></td>
<td>DINGMAN RICHARD A</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Unpaid Real Estate Certificates:

<table>
<thead>
<tr>
<th>Year</th>
<th>Current Payoff</th>
<th>If Paid By</th>
<th>Current Payoff</th>
<th>If Paid By</th>
<th>Make Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>DINGMAN WILLIAM E</td>
<td>* PAID (View Taxbill For Receipt) *</td>
<td>Taxbill</td>
<td>* PAID (View Taxbill For Receipt) *</td>
<td>Taxbill</td>
</tr>
</tbody>
</table>

* UNPAID DELINQUENT TAXES MUST BE PAID BY A CASHIERS CHECK, MONEY ORDER, OR CERTIFIED FUNDS AND ARE DUE BY THE LAST BUSINESS DAY OF THE MONTH.
**Earl K. Wood, Tax Collector**

**ORANGE COUNTY NOTICE OF AD VALOREM TAXES AND NON-AD VALOREM ASSESSMENTS**

<table>
<thead>
<tr>
<th>ACCOUNT NUMBER</th>
<th>EXEMPTIONS</th>
<th>L.S.-EXEMPTION</th>
<th>TAXABLE VALUE</th>
<th>ASSESSED VALUE</th>
<th>ESCROW CODE</th>
<th>MILEAGE CODE</th>
</tr>
</thead>
<tbody>
<tr>
<td>0179386-8</td>
<td></td>
<td></td>
<td></td>
<td>568,960</td>
<td>568,960</td>
<td></td>
</tr>
</tbody>
</table>

**DINOCAM WILLIAM E & RICHARD A**

1051 W WEBSTER AVE
WINTER PARK FL 32789

PAID 09-004420 $9,242.56 11/30/2009

PO Box 545100
Orlando, FL 32854-5100

**Return with payment. Make checks payable to: Earl K. Wood, Tax Collector**

PO Box 545100
Orlando, FL 32854-5100

**Earl K. Wood, Tax Collector RETAIN FOR YOUR RECORDS**

**2009 REAL ESTATE**

12-22-29-3412-02010
HARPER PLACE N/57 LOTS 1 2 6 & NLY 43 FT LOT 3 BLK B (LESS RD R/W)

**SITE ADDRESS**: 1111 S ORLANDO AVE WINTER PARK 32789

**AD VALOREM TAXES**

<table>
<thead>
<tr>
<th>TAX AUTHORITY</th>
<th>ASSESSED VALUE</th>
<th>EXEMPT VALUE</th>
<th>TAXABLE VALUE</th>
<th>MILEAGE*</th>
<th>TAX LEVIED</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEN COUNTY</td>
<td>$568,960</td>
<td>0</td>
<td>$568,960</td>
<td>4.4347</td>
<td>$2,523.17</td>
</tr>
<tr>
<td>STATE SCHOOL</td>
<td>$568,960</td>
<td>0</td>
<td>$568,960</td>
<td>5.4250</td>
<td>$3,086.61</td>
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<tr>
<td>LOCAL SCHOOL</td>
<td>$568,960</td>
<td>0</td>
<td>$568,960</td>
<td>2.2480</td>
<td>$1,279.02</td>
</tr>
<tr>
<td>SJF</td>
<td>$568,960</td>
<td>0</td>
<td>$568,960</td>
<td>.4158</td>
<td>$236.57</td>
</tr>
<tr>
<td>WINTER PKK</td>
<td>$568,960</td>
<td>0</td>
<td>$568,960</td>
<td>4.0929</td>
<td>$2,328.36</td>
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<tr>
<td>WP DEBT 3</td>
<td>$568,960</td>
<td>0</td>
<td>$568,960</td>
<td>.2144</td>
<td>$122.99</td>
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<tr>
<td>WP DEBT 4</td>
<td>$568,960</td>
<td>0</td>
<td>$568,960</td>
<td>.0313</td>
<td>$51.05</td>
</tr>
</tbody>
</table>

**TOTAL MILEAGE**: 16.9215

**AD VALOREM TOTAL**: $9,627.67

**NON-AD VALOREM ASSESSMENTS**

**LEVYING AUTHORITY**: To pay by credit card, call 1-888-255-0359 (jurisdiction code 1909), or visit www.octaxcol.com.

A fee will be charged by Official Payments for this service.

**NON-AD VALOREM TOTAL**: $0.00

**COMBINED TAXES AND ASSESSMENTS**: $9,627.67

**ORANGE COUNTY NOTICE OF AD VALOREM TAXES AND NON-AD VALOREM ASSESSMENTS**

<table>
<thead>
<tr>
<th>ACCOUNT NUMBER</th>
<th>MILEAGE CODE</th>
<th>ASSESSED VALUE</th>
<th>EXEMPTIONS</th>
<th>L.S. EXEMPTION</th>
<th>TAXABLE VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov2009</td>
<td>Dec2009</td>
<td>Jan2010</td>
<td>Feb2010</td>
<td>MARCH GROSS TAX</td>
<td>INTEREST/ADV</td>
</tr>
</tbody>
</table>
Exhibit "A"

Lots 1 and 2, and the northerly 43 feet of Lot 3, also all of Lot 6, of Block "B" of Harper Place, as recorded in Plat Book N, Page 57 of the Public Records of Orange County, Florida, and being further described as follows:

Commencing at an iron located at the southwest corner of the intersection of Orlando and Miller Avenues, in the City of Winter Park, Florida, and run thence south along the western boundary of Orlando Avenue, a distance of 143 feet to an iron; run thence west and parallel with Miller Avenue, a distance of 195 feet, more or less, to a point located in the southwest corner of Lot 6; run thence north along the west line of Lot 6 and parallel with Orlando Avenue, a distance of 143 feet to a point in the southerly line of Miller Avenue, being the northwest corner of Lot 6; run thence east along the south line of Miller Avenue, a distance of 195 feet, more or less, to an iron located at the southwest corner of Orlando and Miller Avenues, being the point of beginning.

LESS AND EXCEPT that portion thereof conveyed to the State of Florida for right-of-way purposes by Gulf Oil Corporation by Warranty Deed dated October 16, 1968 and recorded in O.R. 1779, Page 999 on November 13, 1968 in the office of the Clerk of the Circuit Court of Orange County, Florida.


OWNED BY WILLIAM E. DINGMAN AND RICHARD A. DINGMAN
Parcel ID: 12-22-29-3412-02-070
Location: 1240 MILLER AVE
Municipality: WINTER PARK, FLORIDA
Millage Rate: 16.9215 details
Property Use: 1700

Name/Address Information
Name(s): DINMAN BROS LLC
Mailing Address: 1051 W WEBSTER AVE
WINTER PARK, FL. 32789

Property Description Information
Description:
HARPER PLACE N/57 THE S 7 FT OF LOT 3 & LOTS 4 & 5 & LOTS 7, 8 & 9 & THE E 20.70 FT OF LOTS 10 & 19 & LOTS 20 THROUGH 23 BLK B

Sales Information
<table>
<thead>
<tr>
<th>Instrument Number</th>
<th>OR Book/Page (Deeds)</th>
<th>Sale Date</th>
<th>Sale Amount</th>
<th>Deed Code</th>
<th>Vac/Imp Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010003156733</td>
<td>10053/5013</td>
<td>05/07/2010</td>
<td>$100,000</td>
<td>CT</td>
<td>Improved</td>
</tr>
<tr>
<td>20000127865</td>
<td>8498/2441</td>
<td>02/17/2006</td>
<td>$3,900,000</td>
<td>WD</td>
<td>Improved</td>
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</table>

Value Summary
<table>
<thead>
<tr>
<th></th>
<th>2010 Working Values</th>
<th>2009 Certified Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Method of Valuation</td>
<td>Market</td>
<td>Market</td>
</tr>
<tr>
<td>Number of Buildings</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Building(s) Value</td>
<td>$431,902</td>
<td>$502,006</td>
</tr>
<tr>
<td>Extra Feature Value</td>
<td>$16,380</td>
<td>$16,380</td>
</tr>
<tr>
<td>Market Land Value</td>
<td>$1,553,860</td>
<td>$2,850,575</td>
</tr>
<tr>
<td>Ag Classification Granted</td>
<td>No</td>
<td>No</td>
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<tr>
<td>Ag and Non-Ag Land Value</td>
<td>$1,553,860</td>
<td>$2,850,575</td>
</tr>
<tr>
<td>Total Just Value</td>
<td>$2,002,142</td>
<td>$3,368,961</td>
</tr>
<tr>
<td>Portability Amount Applied</td>
<td>No - $0</td>
<td>No - $0</td>
</tr>
<tr>
<td>Save Our Homes Savings Applied</td>
<td>No - $0</td>
<td>No - $0</td>
</tr>
<tr>
<td>Assessed Value</td>
<td>$2,002,142</td>
<td>$3,368,961</td>
</tr>
</tbody>
</table>

http://www.ocpafl.org/pls/webappI/get Parcel master?pid=292212341202070&query dat... 9/20/2010
Exemptions Applied

<table>
<thead>
<tr>
<th>Exemptions</th>
<th>No</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Original Homestead Exemption Applied to All Millages</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Amendment 1 Additional Homestead Exemption Amount</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Additional Exemptions Applied to All Millages</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Limited Income Senior Exemption Applied</td>
<td>No</td>
<td>No</td>
</tr>
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</table>

2010 Taxable Value and Estimate of Proposed Taxes

<table>
<thead>
<tr>
<th>Taxing Authority</th>
<th>Assessed Value</th>
<th>Exempt Amount</th>
<th>Taxable Value Applied</th>
<th>Millage (Tax) Rate Applied</th>
<th>Ad Valorem Taxes Levied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Schools</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>By State Law (RLE)</td>
<td>$2,002,142</td>
<td>$0</td>
<td>$2,002,142</td>
<td>5.396%</td>
<td>$10,803.56</td>
</tr>
<tr>
<td>By Local Board</td>
<td>$2,002,142</td>
<td>$0</td>
<td>$2,002,142</td>
<td>2.498%</td>
<td>$5,001.35</td>
</tr>
<tr>
<td>Orange County (General)</td>
<td>$2,002,142</td>
<td>$0</td>
<td>$2,002,142</td>
<td>4.4347%</td>
<td>$8,678.90</td>
</tr>
<tr>
<td>City Of Winter Park</td>
<td>$2,002,142</td>
<td>$0</td>
<td>$2,002,142</td>
<td>4.0923%</td>
<td>$8,193.37</td>
</tr>
<tr>
<td>City Of Winter Park Debt Service 2001</td>
<td>$2,002,142</td>
<td>$0</td>
<td>$2,002,142</td>
<td>2.394%</td>
<td>$479.31</td>
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<tr>
<td>City Of Winter Park Debt Service 2004</td>
<td>$2,002,142</td>
<td>$0</td>
<td>$2,002,142</td>
<td>.1019%</td>
<td>$204.02</td>
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<tr>
<td>St Johns Water Management</td>
<td>$2,002,142</td>
<td>$0</td>
<td>$2,002,142</td>
<td>.4156%</td>
<td>$832.46</td>
</tr>
<tr>
<td><strong>Millage Rate and Ad Valorem Tax Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$34,393.00</td>
</tr>
</tbody>
</table>

Non-Ad Valorem Assessments

<table>
<thead>
<tr>
<th>Levying Authority</th>
<th>Assessment Description</th>
<th>Units</th>
<th>Rate</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$0</td>
</tr>
</tbody>
</table>

Estimated Gross Tax Total $34,393.00

The chart above provides a detailed analysis of how total taxes are calculated on this property. Tax amounts shown are based on 2010 proposed millage rates and 2010 preliminary taxable values. Formula used to calculate ad valorem taxes is (taxable value/1000 x millage rate). Tax amounts are subject to change when 2010 millage rates are determined and applied.

Value and Savings Tools

- Save Our Homes 5 Year History
- NEW Tax Estimator
- View Portability Amount

Building Information

<table>
<thead>
<tr>
<th>Bldg Sketch</th>
<th>Model Code</th>
<th>Type Code</th>
<th>Beds</th>
<th>Baths</th>
<th>Flrs</th>
<th>Year Built*</th>
<th>Gross SF</th>
<th>Living SF</th>
<th>Int Wall Code</th>
<th>Ext Wall Code</th>
<th>Bldg Value</th>
<th>Est. Cost New</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>04 - Commercial</td>
<td>1700</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1948</td>
<td>4206</td>
<td>4206</td>
<td>05</td>
<td>15</td>
<td>$243,556</td>
<td>$371,810</td>
</tr>
<tr>
<td>2</td>
<td>04 - Commercial</td>
<td>1700</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>1948</td>
<td>3223</td>
<td>3223</td>
<td>03</td>
<td>15</td>
<td>$146,977</td>
<td>$317,768</td>
</tr>
<tr>
<td>3</td>
<td>06 - Warehouse</td>
<td>4900</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>1962</td>
<td>10272</td>
<td>10272</td>
<td>07</td>
<td>24</td>
<td>$29,460</td>
<td>$98,201</td>
</tr>
<tr>
<td>4</td>
<td>06 - Warehouse</td>
<td>4900</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1965</td>
<td>5780</td>
<td>3955</td>
<td>07</td>
<td>24</td>
<td>$11,929</td>
<td>$39,762</td>
</tr>
</tbody>
</table>

*Actual year built - does not reflect subsequent building improvements. Update Pending - all building details are proposed and may change when finalized.

http://www.ocpafpl.org/pls/webappl/get_parcel_master?pid=292212341202070&query_dat... 9/20/2010
## Land Information

<table>
<thead>
<tr>
<th>Item</th>
<th>Land Use Code</th>
<th>Zoning</th>
<th>Frontage</th>
<th>Depth</th>
<th>Land Units</th>
<th>Unit Price</th>
<th>Land Value</th>
<th>Class Unit Price</th>
<th>Land Class Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>4900</td>
<td>O-2</td>
<td></td>
<td></td>
<td>17143 SQUARE FEET</td>
<td>$20.00</td>
<td>$342,860</td>
<td>$0</td>
<td>$342,860</td>
</tr>
<tr>
<td>1</td>
<td>1700</td>
<td>C-3</td>
<td></td>
<td></td>
<td>60550 SQUARE FEET</td>
<td>$20.00</td>
<td>$1,211,000</td>
<td>$0</td>
<td>$1,211,000</td>
</tr>
</tbody>
</table>

*Please contact your local Zoning Agency for the latest zoning information.*

## Extra Feature Information

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Date Built</th>
<th>Units</th>
<th>Unit Price</th>
<th>XFOB Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>PAV ASPH</td>
<td>01/01/1980</td>
<td>10920</td>
<td>$2.00</td>
<td>$16,380</td>
</tr>
</tbody>
</table>

This Data Printed on 09/20/2010 and System Data Last Updated on 09/17/2010

---

Working Values - Current year assessed values "under review" which have not yet been certified and are therefore subject to change.
Certified Values - Final assessed values which have been certified by the Property Appraiser to the Tax Collector for collection of taxes.
Note: This link displays documents maintained on the Orange County Comptroller's website.
Note: Due to programming changes necessitated by the Comptroller's new system, this link will direct to the Comptroller's main search form.

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http://www.ocpafl.org/pls/webappI/get_parcel_master?pid=292212341202070&query_dat... 9/20/2010
EXHIBIT “A”

PARCEL #1:

LOT 4 AND THE SOUTH 7 FEET OF LOT 3, BLOCK B, HARPER PLACE, ACCORDING TO THE
PLAT THEREOF, AS RECORDED IN PLAT BOOK N, PAGE 57, PUBLIC RECORDS OF ORANGE
COUNTY, FLORIDA.

PARCEL #2:

LOT 5, THE EAST 12.8 FEET OF LOT 20, LOT 21, LOT 22 AND LOT 23, BLOCK B, HARPER
PLACE, ACCORDING TO THE PLAT THEREOF AS RECORDED IN PLAT BOOK N, PAGE 57,
PUBLIC RECORDS OF ORANGE COUNTY, FLORIDA.

PARCEL #3:

LOTS 7 AND 8 AND THE EAST 12.8 FEET OF LOT 9, BLOCK “B”, HARPER PLACE, AS
RECORDED IN PLAT BOOK N, PAGE 57, PUBLIC RECORDS OF ORANGE COUNTY, FLORIDA.

PARCEL #4:

THE WEST 39.03 FEET OF LOTS 9 AND 20, AND THE EAST 35.7 FEET OF LOTS 10 AND 19,
BLOCK B, HARPER PLACE, ACCORDING TO THE PLAT THEREOF RECORDED IN PLAT
BOOK N, PAGE 57, OF THE PUBLIC RECORDS OF ORANGE COUNTY, FLORIDA.

TOGETHER WITH:

THE 10 FOOT ALLEY LYING BETWEEN LOTS 4 AND 5, BLOCK B AND LOT 23, BLOCK B,
HARPER PLACE, ACCORDING TO THE PLAT THEREOF, AS RECORDED IN PLAT BOOK N,
PAGE 57, PUBLIC RECORDS OF ORANGE COUNTY, FLORIDA; AND THE EAST 5 FEET OF
THE ALLEY LYING WEST OF THE SOUTH 7 FEET OF LOT 3, BLOCK B, HARPER PLACE,
ACCORDING TO THE PLAT THEREOF, AS RECORDED IN PLAT BOOK N, PAGE 57, PUBLIC
RECORDS OF ORANGE COUNTY, FLORIDA, AS VACATED IN ORDINANCE NO. 1538
RECORDED SEPTEMBER 18, 1984 IN OFFICIAL RECORDS BOOK 3555, PAGE 1573, PUBLIC
RECORDS OF ORANGE COUNTY, FLORIDA.

LESS THAT PART DEEDED TO STATE OF FLORIDA IN DEED RECORDED OCTOBER 4, 1968
IN OFFICIAL RECORDS BOOK 1770, PAGE 254; AND DEED RECORDED OCTOBER 4, 1968 IN
OFFICIAL RECORDS BOOK 1770, PAGE 246; AND LESS ROAD RIGHT OF WAYS.

OWNED BY DINGMAN BROS., LLC
Meeting was called to order at 8:25 a.m. in the Welcome Center at 151 Lyman Ave.

BOARD MEMBERS PRESENT: Daniel Smith, Stephen Flanagan, Marc Reicher, Michael English, Gwen Lennox, and Robert Lewis.

BOARD MEMBERS ABSENT: Michael Winn, Patrick Chapin

STAFF MEMBERS PRESENT: Dori DeBord, Peter Moore, and Craig O’Neal

INFORMATIONAL ITEMS

A. TIE Program Application
Staff discussed the results of the recent City Commission decision to adopt the TIE Program without the job retention component and asked board members for comments and opinions on the format of the application.

B. Database Development
Staff discussed the desire of the board to develop a property owner and broker database that could be used to connect prospective businesses with available vacant commercial, retail, and office space. Members offered opinions on how to set up the database including using existing private companies like Blacksguide and Grubman Ellis as well as reaching out to area associations like the NAOP.

C. Economic Development Plan
Staff gave the board the previously created economic development plan created by a consultant in 2009 as a starting point for discussion about an updated plan. Board will review the plan and return to staff with opinions and revisions.

Chairman Marc Reicher arrived.

ADMINISTRATIVE ITEMS

A. Approval of Minutes
Mr. Reicher asked for a motion to approve the minutes.

Motion made by Mr. Flanagan, seconded by Mr. English to approve the minutes. Motion carried unanimously with a 6-0 vote.

ACTION ITEMS

A. Citywide Banner Policy Revisions
Staff explained that with many of the new streetscapes implemented throughout Winter Park in the last few years, most of the major commercial corridors in Winter Park now have light poles capable of hanging promotional banners advertising major events. Banner policy has traditionally been under the purview of the Parks Department as it related primarily to how banners should be treated next to Central Park. With banners now able to be hung on Orange, New England, Pennsylvania, Park, and all of Morse Blvd, the Parks Board voted to turn over Banner Policy and implementation to the Economic Development Department.

Staff explained that most of the original policy had been maintained but highlighted some changes to the program including:

- Approval Process: instead of each individual applicant that wants to hang a banner having to get board approval every time, staff would make approvals based on adopted policy guidelines.
- Fees: the existing fees are insufficient to cover the employee time necessary to hang and remove banners. The new fee structure will be based on a fee of $30 per banner (a 4-5 time increase) and will include all labor, reserve for maintenance, and overhead. Staff also looked into privatizing banner hanging but found pricing to be even higher.
- Banner Districts: major corridors were divided into banner districts that allow applicants to choose where they want banners. This will allow applicants to minimize cost by choosing areas closest to the event but still representing a large enough area as to make sure that banner coverage appears uniform.
- Morse Museum Exception: the six poles in front of the Morse Museum would be for their exclusive use to hang banners year-round.

The board discussed whether 3rd party sponsor logos should be allowed on banners to encourage support of local events but decided against it to limit commercialization.

The board suggested that when poles are not in use by an applicant that city banners be hung on the poles instead. Staff mentioned that Hannibal Square, Park Ave, and E. Morse Blvd. all had generic promotional banners that could be hung.

**Motion made by Mr. Flannigan to approve the revised Banner Policy, seconded by Mr. Smith. Motion carried unanimously with a 6-0 vote.**

**B. Approval of Individual Brownfield Designation on 17-92**

Staff explained that Mr. William Dingman sent a letter to staff requesting that the properties owned by him located at 1240 Miller Ave. and 1111 S. Orlando Ave. be designated as a brownfield in accordance with State statute. Mr. Dingman has informed staff that he has received three requests to consider the site for the development of medical office space and that those entities making the requests have also asked if the site is designated as a brownfield. Staff recapped the benefits and process of the designation approval and Mr. Dingman thanked the board for their consideration of the request.

The board suggested that staff use a different name other than “brownfield” to refer to the designation citing that the program was beneficial but that people could get hung up on the name.

**Motion made by Mr. Flannigan to approve the designation of 1240 Miller Ave and 1111 S. Orlando Ave as a brownfield site, seconded by Mr. English. Motion carried unanimously with a 6-0 vote.**

Staff explained that they would be scheduling an opportunity with the Commission to have a joint workshop on the brownfield issue as well as the citywide economic development plan.
NEW BUSINESS

Chairman Marc Reicher asked staff to look into creating or designating a Winter Park representative to the Metro Orlando Economic Development Commission.

There was no further business. Meeting adjourned at 9:40 a.m.

________________________________________
Marc Reicher, Chairman

Attest: ________________________________________
Peter Moore
Assistant Director Economic Development/CRA
Brownfield Areas in Orange County
Brownfield Areas in Seminole County
**Brownfield site** means real property, the expansion, redevelopment or reuse of which may be complicated by actual or perceived environmental contamination. 376.79(3), F.S.

**Brownfield area** means a contiguous area of one or more brownfield sites, some of which may not be contaminated, and which has been designated by a local government by resolution. Such areas may include all or portions of community redevelopment areas, enterprise zones, empowerment zones, other such designated economically deprived communities and areas, and Environmental Protection Agency-designated brownfield pilot projects. 376.79(4), F.S.

### Brownfields Program Process

1. **Brownfield Area Designation** By Local Government
2. **Identification of Responsible Person**
3. **Execution of Cleanup Agreement**
4. **Implementation of Contaminated Site Cleanup**
5. **“NFA” Letter from DEP**

### Brownfield Area Designation

- Bonus refund for job creation—up to $2,500 per job
- Loan guarantees for primary lenders
  - Up to 50% on all sites
  - Up to 75% when end use is affordable housing
- Sales tax credit on building materials for affordable housing projects
- Brownfield area benefits administered by Enterprise Florida, Inc.

### Brownfield Site Rehabilitation Agreement

- All benefits of Brownfield Area
- Regulatory framework for cleanup (Chapter 62-785, F.A.C.)
- Dedicated staff—expedited technical review
- Liability protection
- Tax credits
  - Florida corporate income tax
  - Credits may be transferred one time
- Brownfield Site Rehabilitation Agreement benefits administered by DEP

### Summary of Available Tax Credits

<table>
<thead>
<tr>
<th>Tax Credit Type</th>
<th>Application Frequency</th>
<th>Maximum Credit for Costs Incurred after 6/30/06</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site Rehabilitation</td>
<td>Annually</td>
<td>50%</td>
</tr>
<tr>
<td>No Further Action (i.e., SRCO)</td>
<td>Once</td>
<td>25%</td>
</tr>
<tr>
<td>Affordable Housing</td>
<td>Once</td>
<td>25%</td>
</tr>
<tr>
<td>Solid Waste (Removal, Transport, and Disposal)</td>
<td>Once</td>
<td>50%</td>
</tr>
</tbody>
</table>
NOTICE OF BROWNFIELD AREA AND DESIGNATION AS THE DINGMAN ECONOMIC ENHANCEMENT DISTRICT AT 1240 MILLER AVENUE, WINTER PARK, FLORIDA 32789 AND 1111 SOUTH ORLANDO AVENUE, WINTER PARK, FLORIDA, 32789

NOTICE IS HEREBY GIVEN BY THE CITY OF WINTER PARK, FLORIDA, that the Winter Park City Commission proposes to adopt the following resolution:
A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF WINTER PARK, FLORIDA, DESIGNATING CERTAIN LAND WITHIN THE MUNICIPAL BOUNDARIES OF THE CITY OF WINTER PARK LOCATED AT 1240 MILLER AVENUE, WINTER PARK, FLORIDA 32789 (PARCEL ID. NO. 12-22-29-3412-02-070) AND 1111 SOUTH ORLANDO AVENUE, WINTER PARK, FLORIDA, 32789 (PARCEL ID. NO. 12-22-29-3412-02-010) AS THE DINGMAN ECONOMIC ENHANCEMENT DISTRICT AND AS A BROWNFIELD AREA FOR THE PURPOSE OF ENVIRONMENTAL REMEDIATION, REHABILITATION, AND ECONOMIC DEVELOPMENT PROVIDING FOR REPEAL OF PRIOR INCONSISTENT RESOLUTIONS, AND AN EFFECTIVE DATE.

Two public hearings on the resolution will be held on this resolution. The first public hearing will be Monday, July 25, 2011 and the second public hearing will be on Monday, August 11, 2011. Both public hearings will be held in City Hall Commission Chambers, located at 401 Park Avenue South in the City of Winter Park, Florida.

Copies of the proposed resolution are available for inspection in the Economic Development/CRA Department in City Hall, Monday through Friday, from 8 a.m. to 5 p.m., as well as on the city’s official web site at www.cityofwinterpark.org under Government > City Commission > Agenda Packets > July 25.
All interested parties are invited to attend and be heard with respect to the adoption of the proposed area and designation. Additional information is available in the Economic Development/CRA Department so that citizens may acquaint themselves with each issue and receive answers to any questions they may have prior to the hearing.

Pursuant to the provisions of the Americans with Disabilities Act: any person requiring special accommodation to participate in this meeting, because of disability or physical impairment, should contact the Planning Department at 407-599-3453 at least 48 hours in advance of this hearing.

Pursuant to §286.0105 of the Florida Statues: if a person decides to appeal any decision made by the City Commission with respect to any matter considered at such meeting or hearing, they will need a record of the proceedings, and they need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is based.
Subject: Extension of Alcohol Beverage Hours and revision to the Noise ordinance

THESE TWO ORDINANCES HAVE BEEN WITHDRAWN FROM THE PUBLIC HEARING AGENDA BY THE APPLICANT (which is the Planning Department).

At the April 25th City Commission meeting, the discussion on the issue of consistency of the hours for alcoholic sales and consumption lead to the motion adopted to “have the Planning Department come back with a more consistent ordinance across the city”.

Planning and Zoning Board Recommendation:

A proposal to achieve “a more consistent ordinance across the city” was advertised for Public Hearing by the Planning and Zoning Board. It was rejected (Vote to deny) by the Planning Board by a 4-2 vote.

The applicant (the Planning Department) has withdrawn these ordinances in order to modify and rework the proposal for reconsideration by the Planning Board and then the City Commission in the future.
REQUEST OF THE CITY OF WINTER PARK TO: REPEAL IN THE “ALCOHOLIC BEVERAGES CODE” SECTION 10-33 SUBSECTIONS (g) AND (j) AND REPEAL IN THE “ZONING REGULATIONS” SECTION 58-84, SUBSECTION (X), THE SPECIAL HOURS OF SALE AND CONSUMPTION OF ALCOHOLIC BEVERAGES FOR THE HANNIBAL SQUARE OR WESTSIDE NEIGHBORHOOD.

REQUEST OF THE CITY OF WINTER PARK TO: AMEND THE “OFFENSES PROVISIONS CODE”, SECTION 62-98, TO ESTABLISH NOISE ORDINANCE VIOLATIONS INVOLVING LIVE MUSICAL ENTERTAINMENT WITHIN THE HANNIBAL SQUARE NEIGHBORHOOD COMMERCIAL DISTRICT AND OTHER COMMERCIAL PROPERTIES LOCATED WITHIN 300 FEET OF RESIDENTIAL PROPERTIES.

Planning Director Jeffrey Briggs presented the staff report. He said that at the April 25th City Commission meeting there was considerable discussion by the public and the city commission concerning the issue of consistency of the hours for alcoholic sales and consumption. While most of the City operates with the ability for a 2:00 am closing time, the restaurants in the Hannibal Square neighborhood commercial district have an 11:00 pm closing on Sundays – Thursdays and 12:00 midnight on Friday-Saturday. The motion adopted by the city commission was to “have the planning department come back with a more consistent ordinance across the city”. The planning staff ordinance proposal, advertised for adoption, would allow all business establishments to utilize a consistent 2:00 am closing time for the sale and consumption of alcoholic beverages. However, the planning staff ordinance proposal also calls for augmenting the city’s noise ordinance to would impose limits on musical entertainment audible 200 feet from any establishment after 11:00 pm on Sundays-Thursdays and 12:00 am midnight on Fridays –Saturdays. He said that the affected restaurants have signed a petition in favor of both of these new code changes.

He indicated that this has been a controversial topic and one that has come up at least three times before over the years. For the affected restaurants in the Hannibal Square neighborhood and on Fairbanks Avenue, their viewpoint is that if their business does not create any noise nuisances for neighbors then they should have the same hours of operation as everyone else. To many of the residents in the Hannibal Square neighborhood, they feel the current system is working and it is also about the “promise” that the hours of operation would respect their residential neighborhood, churches, etc.

Mr. Briggs provided the Board members with a detailed history concerning this issue. The public purpose of these city controls including limited hours of operation or limits on live entertainment has always been to protect those nearby residents so they can live and sleep in peace. Another factor is that the City amended our Alcoholic Beverage code in 2009 so that now all establishments have to obtain an “extended hours” permit to allow the sale and consumption of alcoholic beverages after 11:00 pm. Then based upon complaints about noise, overflow parking, underage drinking, etc. the City can revoke that “extended hours” permit and restrict the hours to no later than 11:00 pm. That gives the City a real tool or threat that gets the attention of establishments if complaints arise. Mr. Briggs responded to Board member questions and concerns.

Mr. Krecicki provided the members of the board with a graphic that he created that shows how the proposed ordinances affect each restaurant now and with the proposed change.

Joe Terranova, 700 Melrose Avenue, spoke concerning the history of Hannibal Square. He said that up until two years ago he did not support the change of hours in Hannibal Square. He detailed his concerns of what he does not feel should change in the Hannibal Square neighborhood (i.e.: allowing bars and nightclubs, noise from live or amplified music, and patrons of the establishments creating noise disturbances in the neighborhood). He said that he feels that the noise ordinance that is being proposed addresses those concerns. He said that he feels that there should be a “level playing field”. He said that he does not feel that it is fair to have more restrictions on restaurants that operate in one area versus another.
Vincent Gagliano, 511 West New England Avenue, stated that he is the owner and operator of Chez Vincent. He spoke concerning the history of his business and the effect that the restrictions have had on his establishment. He expressed his support of the proposed ordinance.

Phil Vangelakos, 240 South Pennsylvania Avenue, #302 and Jim Strollo, 777 French Avenue, spoke in favor of the proposed ordinance.

Scott Wells, 211 Holt Avenue, spoke favorably for the proposed noise ordinance but expressed opposition to the proposed ordinance that changes the hours. He stated that he owns property on Holt Avenue that is rented out to Rollins’ students. He expressed his concern with the detriment that could be created if the hours are extended.

Mary Daniels, 650 Canton Avenue, stated that she supports the noise ordinance but opposes the change in hours. She submitted a petition from neighborhood residents opposing the hours change. She said that she feels that there should be consistency for the residents and expressed the need to keep the promise that was made to residents with the creation of the ordinance.

Susan Gabel, 1539 Golfside Drive, Winnie Tyler, 210 East Morse Boulevard; 331 West Lyman Avenue; Lurline Fletcher, 790 Lyman Avenue; Elsie Epps, 832 Symonds Avenue. They were all in agreement with the comments made by Ms. Daniels. They urged the Board members to honor the promises that were made to the residents and not approve the ordinance.

Thad Seymour, 1804 Summerfield Avenue, opposed the ordinance. He said that he agrees that the stakes are extremely high on this issue. He said that he feels that the issue is the character of the community. He said that he feels that the issues of trust and character are at the heart of the decision that has to be made. He quoted Emerson... "A foolish consistency is the hobgoblin of little minds." Self-Reliance.

Vickie Kruger, 200 Carolina Avenue, also stated that she opposes the proposed ordinance. She suggested that if the hours change, require the restaurants to have police officers to assist patrons in getting to their cars. She also suggested that measures be put in place to measure the decibels so that those levels are kept under control.

Kenneth Murrah, 1601 Legion Drive, said that he is extremely opposed to changing the hours. Mr. Murrah discussed the historical aspects of this issue.

Patrick Doyle, 748 McIntyre Avenue, spoke in opposition. He said that he feels that approving the request would not be a good thing for the City to do.

No one else wished to speak concerning this issue. Public Hearing closed.

Mr. Krecicki expressed that he is not in support of extending the hours, but he does support the proposed noise ordinance. Mrs. Whiting stated that she is appreciative of the time and efforts that staff have put into this particular item. She agrees with Mr. Krecicki. She said that she feels that the restaurants that chose to locate in an area that are adjacent to residential zoning were aware of where they were moving. Mr. Gottfried stated that he supports the staff’s position on this issue. He said that he does not feel that it is fair to compare what existed then to what exists now. He said that he feels that the dynamics of the neighborhood have changed enough to support the proposed ordinance. Mr. Johnston said that he feels that the restaurants have done a very good job policing themselves. He was in support of the ordinance.

Motion made by Mr. Krecicki, seconded by Mr. Livingston to deny request of staff to repeal the in the alcoholic beverages code the special hours of sale and consumption in the Hannibal Square or Westside neighborhood. Motion carried with a 4-2 vote. (Board members Krecicki, Livingston, Whiting and Slocum voted yes. Board members Gottfried and Johnston voted no.)