

**CITY OF WINTER PARK  
SPECIAL MEETING OF THE CITY COMMISSION  
May 20, 2003**

The special meeting of the Winter Park City Commission was called to order by Mayor Kenneth "Kip" Marchman at 3:30 p.m. in the Commission Chambers, 401 Park Avenue South, Winter Park, Florida.

PRESENT: Mayor Kenneth "Kip" Marchman, Commissioners John Eckbert, Doug Metcalf, and Barbara DeVane; City Attorney C. Brent McCaghren; City Manager James Williams and City Clerk Cynthia Bonham. Absent: Commissioner Douglas Storer.

1. Resolution regarding additional funding from Orange County for roads and the Mobility 20/20 plan.

RESOLUTION NO. 1827-03. A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF WINTER PARK, FLORIDA, IN SUPPORT OF THE ORANGE COUNTY TRANSPORTATION MOBILITY 20/20 INITIATIVE.

City Manager Williams presented this resolution. He reported that Orange County has asked that a resolution be considered in support of the 20/20 initiative. Mr. Williams explained that a letter was received that commits the County to assist the City with a share of the funds received from the 20/20 plan for roadway and pedestrian improvements. He continued that the County has asked that this resolution be presented at their meeting this afternoon. Commissioner Metcalf commented about the County committing to fund improvements to Fairgreen Street and the need for this improvement. Commissioner DeVane asked that Staff send a letter regarding the volume of funding the County is receiving from the development of Windsong and Baldwin Park which is independent from the 20/20 plan. Discussion ensued on whether Fairgreen Street should be completed with funds from the 20/20 plan and if the County should provide assistance with the improvements for Glenridge Way with funding from the 20/20 plan or from an alternate County funding source.

Mayor Marchman asked for public comments. No comments were provided.

Attorney McCaghren read the resolution by title.

**Motion made by Commissioner Metcalf to adopt the resolution, seconded by Commissioner DeVane. Upon a roll call vote, Mayor Marchman and Commissioners Eckbert, Metcalf and DeVane voted yes. The motion carried unanimously with a 4-0 vote. Commissioner Storer was absent.**

2. State of Park Avenue - Reports by Gordon Blicht, Debi Rodi and Michael Winn

Gordon Blicht, Economic and Cultural Development, provided a report on the number of Park Avenue property and business ownerships. He elaborated on Park Avenue property valuations, vacancies and tenant turnovers.

Park Avenue Area Association President Debi Rodi provided a report on the state of Park Avenue from the merchants perspective. She spoke about the need to bring events to Park Avenue and branding the area for certain events. She distributed packages of proposed events and elaborated on ways to market Park Avenue that would result in an increase in the number of visitors to the

area.

Discussion ensued regarding the overall state of the economy and the competition that currently exists regionally. Discussion continued on ways to deal with vacant retail spaces, whether an assessment should be considered, demographics of retail customers and appropriate marketing strategies.

Planning Director Don Martin reported that Michael Winn was unable to attend the meeting and introduced the following presenters.

Rollins College President George Herbst elaborated on the improved vibrancy of the south side of Park Avenue due to the development of the Suntrust Plaza. He provided ways to improve the pedestrian and retail traffic for the area. He suggested developing an anchor store for the north end of Park Avenue.

Roger Holler representative Russ Mueller provided additional comments related to increasing pedestrian traffic for the north end of Park Avenue.

Michael Schwartz, Pannulo's Restaurant, provided additional comments on ways to increase retail traffic to the avenue.

3. Marketing District Status - Report by Chip Weston

Economic and Cultural Development Director Chip Weston provided an update on issues currently being discussed by the Economic Development Advisory Board which include the creation of a marketing assessment district, the status of the Regent development and the branding of Winter Park.

4. Short-Term Parking Strategy - Report by Chip Weston

Lastly, Mr. Weston reported on the Short-Term Parking Strategy. He provided an update on issues currently being discussed by the Economic Development Advisory Board.

5. Development Projects Update and Review - Don Martin

a. Post Office

ACi President Larry Adams provided an update on the redevelopment of the Post Office site. Discussion ensued regarding the importance of the Florida Power issue to the City and the risk of having too many projects pending approval from the citizens.

b. Jacobson's

Planning Director Martin provided this report. He explained how the redevelopment of the Jacobson's space needs to be co-planned with the redevelopment of the post office site.

c. Sprint Property

Mr. Martin reported that although many proposals for redevelopment of this site have been received, there has been no decision made regarding a developer for the site. Discussion ensued regarding whether a developer can be selected without an approval by the City.

d. Bank of America

Mr. Martin explained that there has been a delay with this project related to the restructuring of the lobby on the first floor. Discussion ensued regarding whether the City could assist to resolve the outstanding issue.

e. City Hall Redevelopment

Mr. Martin provided a report on this issue. He said the space needs study is moving towards completion.

f. Laurence Center

Mr. Martin spoke that this property could be factored into the long term redevelopment plans of the City. Additionally, Mr. Martin elaborated on parking issues in the downtown area.

6. Downtown Design Guidelines Review - Alberto Vargas

CRA Manager Vargas provided a powerpoint presentation on the Downtown Design Guidelines Review.

Commissioner Eckbert summarized his preference of potential action items as the following: if a marketing assessment plan for Park Avenue, is needed, he believes it should be requested by the Park Avenue Merchants Association. Regarding the Park Avenue parking issues, he commented that the merchants should request a plan from the City that removes Park Avenue employees from parking along the street. Commissioner Eckbert expressed his preference that the Enzian Theater be a top priority regarding economic development and that it should be relocated as close to the avenue as possible. He asked that existing Park Avenue tenants submit a wish list to the Commission detailing their preferences of possible tenants for the vacant spaces. He spoke that the signage issue should be resolved as soon as possible. Commissioner Eckbert continued that the development of the Regent Hotel should move forward as soon as possible. He noted that no other major City projects should move forward until the resolution of the electric power issue.

Commissioner Metcalf spoke that additional restaurants are needed on Park Avenue. He commented about the barriers that hinder possible expansion for existing restaurants located on the avenue. He spoke that the Enzian Theater should be relocated to Winter Park. He said that the issue with parking along the avenue is more of an enforcement problem. He suggested off avenue parking sites. He expressed that the City should facilitate a resolution for the Regent Hotel and the Jacobson's site issues. He concurred with Commissioner Eckbert regarding the

importance of the electric power issue.

Commissioner DeVane provided comments regarding the current state of the economy, possible ways to market the avenue and the need for a parking facility. She concurred with Commissioners Eckbert and Metcalf about relocating the Enzian Theater to Winter Park. Commissioner DeVane elaborated on possibly expanding the cultural assets located within the City. She noted that the electric power issue should not paralyze the planning process of pending projects.

Mayor Marchman said that the parking issue is the barrier to the economic viability of the avenue. He spoke that the Progress Energy issue is the most important issue facing the City but that issues have a life span and need to move forward.

Commissioner Metcalf suggested whether Park Avenue parking enforcement staff could monitor the empty spaces on the avenue because he believes that the parking problem on the avenue is more of an enforcement issue. There was discussion about enforcing a fee in lieu of parking.

Mayor Marchman asked for public comments. No comments were provided.

Mayor Marchman adjourned the meeting at 6:00 p.m.

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Mayor Kenneth R. Marchman

ATTEST:

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City Clerk