



Community Redevelopment Advisory Board Regular Meeting

Agenda

April 25, 2024 @ 5:30 PM

City Hall Commission Chambers
401 S. Park Avenue

welcome

Agendas and all backup material supporting each agenda item are accessible via the city's website at cityofwinterpark.org/meetings and include virtual meeting instructions.

assistance & appeals

Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office ([407-599-3277](tel:407-599-3277)) at least 48 hours in advance of the meeting.

"If a person decides to appeal any decision made by the Board with respect to any matter considered at this hearing, a record of the proceedings is needed 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).

please note

Times are projected and subject to change.

-
- 1. Call to Order**
 - 2. Consent Agenda**
 - a. Approve the minutes of February 22, 2024 1 minute
 - 3. Public Comments (for items not on the agenda): Three minutes allowed for each speaker**
 - 4. Action Items**
 - 5. Non-Action Items**
 - a. Review of Program/Project Marketing 30 minutes
 - 6. Staff Updates**
 - a. CRAAB Board Appointments 5 minutes
 - b. Project Updates 20 minutes
 - 7. Board Comments**
 - 8. Upcoming Agenda Items**
 - a. CRA 101 (Program, Projects, Partnerships) 1 minute
 - 9. Adjournment**



Community Redevelopment Advisory Board

agenda item

item type

Consent Agenda

meeting date

April 25, 2024

prepared by

Kim Breland, Deputy City Clerk

approved by

Peter Moore, Director of Office of
Management and Budget

subject

Approve the minutes of February 22, 2024

motion | recommendation

Approve the minutes as presented

background**strategic objectives****alternatives | other considerations****fiscal impact****attachments**

1. CRAB-min-2024-02-22



Community Redevelopment Advisory Board Regular Meeting Minutes

February 22, 2024 at 5:30 PM

City Hall Commission Chambers
401 S. Park Avenue

Present

Maria Bryant, Jay Trent, Lindsay Eriksson, and Carlos Benitez.

Absent

Matthew Downs, Anjali Vaya, Sherwin Sargeant.

Staff Present

Assistant Division Director of Economic Development and CRA Kyle Dudgeon, CRA Coordinator Anne Sallee, and Deputy City Clerk Kim Breland.

1. Call to Order

Chair Bryant called the meeting to order at 5:36 p.m.

a. CRA Annual Report Board Photo

A photo of the board will be included in the annual CRA Report as an effort to acknowledge the members for their time and hard work with the decision process on projects throughout the year.

2. Consent Agenda

a. Approve the minutes of January 25, 2024

Motion made by Maria Bryant to approve the regular meeting minutes of January 25, 2024, seconded by Lindsay Ericsson. Motion carried unanimously with a 4-0 vote.

3. Public Comments (for items not on the agenda):

4. Action Items

a. CRA Plan Modification & Update

Assistant Division Director of Economic Development/CRA Kyle Dudgeon thanked the board and consultants for their work in this process. He spoke about the timeline and Staff is requesting approval to continue the process and introduced John Jones and Tom Koehler of GAI Consultants who prepared the CRA Plan. Mr. Jones presented maps showing the existing CRA and proposed expansion areas: Fairbanks Avenue, Lee Road, and 17-92/Orange Avenue areas and outlined the basis for the inclusion of the Fairbanks Avenue area. He showed a map of the new CRA boundary and said the CRA increases by 760 acres with the inclusion of the Fairbanks Corridor.

Mr. Jones explained qualifying number of slum and blight conditions present to be considered for inclusion in the CRA. However, after lengthy discussions with Orange

County, it was determined that the Fairbanks Avenue corridor was the corridor that consensus agreed upon for expansion.

Mr. Jones reviewed stakeholder and community engagement efforts and defined the redevelopment focus areas for affordable housing, environmental sustainability and transportation safety. He spoke about CRA Plan Elements identified that address the day-to-day operations of the CRA and items that may not have been directly mentioned in the redevelopment focus areas. These elements address, administration, housing, community development and culture, economic development, public space amenities, public health and safety and also the regulatory environment.

Mr. Jones outlined potential projects, proposed costs and timing and provided anticipated tax increment financing (TIF) revenue projections to 2037. He reviewed the CRA Plan adoption schedule and noted adoption of the ordinance by the City Commission is scheduled for March 27th followed by adoption by Orange County and Orlando City Commission in April/May.

In response to questions, Mr. Jones explained the projects identified derive from the city's Transportation and Public Works Master Plans and public engagement meetings. Projects but are not limited to just those projects. He clarified that Lee Road was not included as part of the expansion area and explained the TIF process. Discussion followed on the decision by Orange County to include Fairbanks Avenue, but not Lee Road for expansion.

The board stressed the importance of making sure residents in the Hannibal Square area are included in this process. Mr. Dudgeon spoke about past projects, process, and funding allocated for projects and programs for the area through the existing CRA and discussion followed.

The board heard public comment from:

Ruben Paige, 840 Carver Street, Winter Park, FL. Mr. Paige spoke about the need for residents to additional assistance for home repairs and flooding issues as well. He feels the city should find ways to improve the quality of living on west side to raise it to the same standard as the east side of Winter Park.

Discussion followed on existing grant programs offered through the CRA for home improvements. Mr. Dudgeon will discuss available grants with Mr. Paige.

Motion made by Maria Bryant, to approve CRA extension/expansion; seconded by Carlos Benitez. Motion carried unanimously with a 4-0 vote.

b. MLK Playground Scope of Services

Mr. Dudgeon said this item is part of the CRA budget and approved by the Community Redevelopment Agency in August 2023. The Commission has directed that the scope of requests are reviewed by the appropriate Advisory Board, which is In this case CRAB, as the project is being funded by the CRA. The scope of services for this project provides for a refinement of schematic design for the new version of the Martin Luther King (MLK) playground concept, design development, construction, quality assurance, quality control day to day management and community engagement. In addition, scope will be

presented to the Parks and Recreation Advisory Board in March. Staff is seeking approval to move forward with the scope as presented.

Motion made by Maria Bryant, to approve the scope as presented; seconded by Lindsay Eriksson. Motion carried unanimously with a 4-0 vote.

c. Downtown Gateway Scope of Services

Mr. Dudgeon said the scope of services for the Downtown Gateway Project was approved by the Community Development Agency in August 2023. He reviewed the project scope and said it included design development, fabrication, and installation. He mentioned management of traffic (MOT) is also going to be a critical issue. In response to questions, Mr. Dudgeon identified the gateway entry locations for the project, including in the scope Fairbanks Avenue/Park Avenue and Park Avenue/Webster Avenue.

Public Comment: Ruben Paige, 840 Carver Street. Winter Park, FL. asked if there were any plans to represent the historic aspect of the west side of the city.

Chair Bryant responded that initiatives to include historic features on the west side include the new MLK Park design and the area of Shady Park called The Founders that includes historic statues. The signage for the statues is being enhanced to include history. She said additional efforts will be considered. Mr. Paige suggested a plaque be placed on the west side that reads, "Historic Hannibal Square".

Martha Bryant Hall commended the board for approving the gateway project. She noted that lights are being placed under The Founders' names with history in Shady Park.

Motion made by Maria Bryant to approve the scope of services as presented, seconded by Lindsay Eriksson. Motion carried with a 4-0 vote.

5. Non-Action Items

6. Staff Updates

Denning Drive improvements: Staff is working on the Denning/Fairbanks project, once complete improvements will begin on the north side at Denning/Webster.

7. Board Comments

8. Upcoming Agenda Items

9. Adjournment

The meeting adjourned at 6:40 p.m.

Respectfully,
Kim Breland
Recording Secretary



Community Redevelopment Advisory Board

agenda item

item type

Non-Action Items

meeting date

April 25, 2024

prepared by

Kyle Dudgeon, Assistant Division Director of
Economic Development/CRA

approved by

Peter Moore, Director of Office of
Management and Budget

subject

Review of Program/Project Marketing

motion | recommendation

N/A

background

During the course of board conversations, staff has been asked to elaborate on the various mediums used to share information related to programs, projects, and more specifically, how to extend awareness for eligible CRA initiatives to residents and businesses.

Print Media:

- Hard copies of the CRA Annual Reports
- Inclusion in the Winter Park update
- Participation in messaging on the city's utility bills
- Disbursing hard copies of its programs
- Hand delivered leaflets on programs/initiatives
- Snipe/bronze signs (ex: Central Park Stage, Community Center)

Digital Media:

- Social media posts
- Online presence (website, etc.)
- Digital download of plans, documents, activity
- CRA videos
- 3rd party blogs and articles

Board Meetings/Roundtables/Workshops:

- CRA Advisory Board
- CRA Agency
- City Commission
- Community Project Workshops
- Neighborhood Meetings
- Florida Redevelopment Association (FRA)

Partner Utilization:

- The CRA distributes program and project information to its nonprofit and community partners at the beginning of the fiscal year and on an as needed basis. This includes information to:
 - Winter Park Community Center
 - Winter Park Heritage Center
 - Winter Park Day Nursery
 - Winter Park Playhouse
 - Depugh Nursing Home
 - Chamber of Commerce
 - Park Avenue District
 - Enzian Theatre (Popcorn Flicks)
 - (Non/For) profit businesses and residents

Success Stories:

- Daily interaction between staff and the public
- Before and after work product
- Annual Reports (again)

Word of Mouth:

- CRA Advisory Board champions
- Applicants who have been through the program
- Vendors/contractors
- Neighborhood communication

The direction of the board is to consider any other outlets that may be appropriate for dissemination of information regarding programs or projects in the CRA.

strategic objectives

alternatives | other considerations

fiscal impact

attachments

1. CRA Community HighlightsvADA_2021
2. SAMPLE_COWP.CRA Economic Development Incentives Flyer 2023

Social Investment Highlights

COMMUNITY CENTER

38,000 sq. ft.

Est. 2011



\$9M

PROGRAMS

Summer Youth Enrichment Program

178 students graduated Est. 2008

Community Center Programs

52,000 annual youth to senior interactions Est. 2010

Unity Heritage Festival

250 attendees per year Est. 2004

Snow in the Park

2,500 annual attendance Est. 2018

Winter in the Park

16,219 annual attendance Est. 2010-18

\$3.7M

AFFORDABLE HOUSING

Rehabilitated & New Homes

187 aggregate number Est. 2002

Driveway & Paint Programs

26 CRA resident homes Est. 2016



\$3.9M*

PARTNERSHIPS

WP Heritage Center

120,000 aggregate number of attendees Est. 2008

Welbourne Day Nursery

64 students per year Est. 2008

Enzian Theatre

5,000 annual attendance Est. 2008

WP Playhouse

32,971 # of patrons per year Est. 2015

Depugh Nursing Home

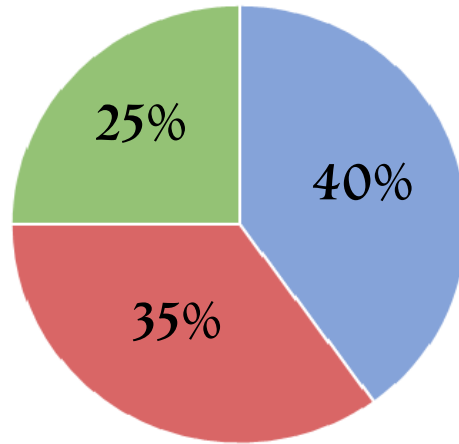
40 total residents Est. 2018

\$1M

*Does not include value of land assets gifted for affordable housing

Total Support Since 2002: \$17.6M

% of Annual CRA Program Funding



■ Senior Programming

■ Youth & Teen Programming

■ Community Events

Zumba

Pottery & Art

Computer & Tech

Holiday Socials

Movie Days

50 Plus FYL Expo

Senior Food Insecurity Fair

Arts in Action

Fitness & Nutrition

UCF Nursing

Healthy Habits

Midnight Basketball

Junior Achievement

Art classes/pottery

Drama/Theatre

Computer Graphics

Book Club

Teen Youth Club

Unity Heritage Festival

Pumpkins and Munchkins Halloween Festival

Community Luau

'Dive-in' Movie

Backpack Drive

Targeted Industry Enhancement Program

Targeted Industry Enhancement (TIE) is a local program incentivizing expansion, growth and development of high-wage jobs as well as maintaining the City of Winter Park's competitiveness as a location for major employers, incentivizing continued long-term investment and involvement in the community. Rebate is dependent upon City Commission/Community Redevelopment Agency (CRA) Board approval plus validation of wage and job growth in the area.

Vacant Storefront Program

The Vacant Storefront Program is established as a mitigation strategy to offset commercial vacancies and promote vibrancy through the city's downtown commercial corridor. Its intent is to transform dark stores and empty windows into opportunities for economic enhancement by encouraging illuminated storefronts and artistic partnership. Successful applicants will be offered an incentive on their electric utility bill in exchange for providing well-lit window décor to boost consumer shopping experiences, brand and economic vibrancy.

To apply for these, please access cityofwinterpark.org/ed-programs.

CRA

Business Façade Improvement Program

The Business Façade Improvement Program allows for matching grant funds of up to \$20,000 to be provided toward exterior improvements to businesses within the CRA. The program supports economic stability and maintains the character and quality of commercial districts through leveraging private-public funds. The program was adopted to improve the aesthetic appearance of buildings in the boundaries of the CRA District.

Business Sign Replacement Program

The Business Sign Replacement Program provides a financial incentive to property and business owners to replace existing pole-style signs and reinvest in the exterior of their business or commercial property with a monument-style sign. The CRA may pay up to 75% of total sign cost replacement.

To apply for these, please access cityofwinterpark.org/cra-programs.

WEST FAIRBANKS

Business Façade Matching Grant Program

The West Fairbanks Business Façade Matching Grant Program provides a financial incentive to encourage renovation of and reinvestment in the exterior of properties along West Fairbanks Avenue between Interstate 4 and U.S. Highway 17-92/Orlando Avenue. The program offers a 50% matching grant up to \$5,000 for eligible improvements including storefronts, paint, signs and awnings. Water and sewer connections, and parking lot landscaping are eligible in conjunction with façade improvements. To apply, access cityofwinterpark.org/ed-programs.

SUSTAINABILITY

The city's Sustainability Program offers residential and commercial support grants for buildings, energy and water. Grant funding is subject to availability. To apply, please access cityofwinterpark.org/sustainability under **Buildings, Energy & Water**.



Community Redevelopment Advisory Board

agenda item

item type

Staff Updates

meeting date

April 25, 2024

prepared by

Kyle Dudgeon, Assistant Division Director of
Economic Development/CRA

approved by

Peter Moore, Director of Office of
Management and Budget

subject

CRAAB Board Appointments

motion | recommendation

N/A

background

Staff is providing a roster of CRA Advisory Board members, term durations, and Commission appointments for review by the board. If any member would like to be re-appointed please fill out a citizen board application on the city website:

<https://winterpark.granicus.com/boards/forms/667/apply/3881713?code=b4a8606a-7c7a-4934-9f25-d49bbe46d1c6>

Current terms have been extended and will run through May 2024.

strategic objectives**alternatives | other considerations****fiscal impact****attachments**

1. 6a. CRAAB Board Appointments

- [Anjali Vaya](#)

1st Term

May 10, 2023 to Apr 30, 2024

Appointing Authority

City Commission

Category

At-large

Dais Seat

Mayor

- [Matthew F Downs](#)

1st Term

Apr 12, 2023 to Apr 30, 2024

Appointing Authority

City Commission

Category

At-large

Dais Seat

Mayor

- [Jay R Trent](#)

1st Term

Jan 11, 2023 to Apr 30, 2024

Appointing Authority

City Commission

Category

Resident in CRA

Dais Seat

Commission Seat 3

- [Maria Bryant](#)

1st Term

Apr 28, 2021 to Apr 30, 2024

Appointing Authority

City Commission

Category

At-large

Dais Seat

Mayor

- [Sherwin Sargeant](#)

1st Term

Apr 29, 2022 to Apr 29, 2025

Appointing Authority

City Commission

Category

Business in CRA

Dais Seat

Commission Seat 4

- [Lindsay Eriksson](#)

1st Term

Apr 26, 2023 to Apr 30, 2026

Appointing Authority

City Commission

Dais Seat

Commission Seat 2

- [Carlos M Benitez](#)

1st Term

Apr 27, 2023 to Apr 30, 2026

Appointing Authority

City Commission

Dais Seat

Commission Seat 1



Community Redevelopment Advisory Board

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Staff Updates

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subject

Project Updates

motion | recommendation

N/A

background

Staff is providing an update relative to the following topics. In general, these do not necessitate action by the board, but are included to provide the public the most up-to-date information regarding the status of various issues. The board may use this time to address discussion or viewpoints on these items.

(1) New York Avenue Streetscape - Phase II intersection of New York at Comstock is complete. Morse is at 50% including removal of mast arm on the northeast corner. Remaining intersections at Welbourne (50%) and New England (50%).

(2) Denning/Webster North Enhancements - Extension of mixed-use path north of Webster approved by CRA Agency on August 24 with a value of 500k. Design concept at 100% construction documents. With focus on Denning/Fairbanks intersection improvements now complete, staff has been coordinating quotes and scope of services to schedule work.

(3) Denning/Fairbanks Improvements - Project completion occurred in March 2024 and is currently operational.

(4) Shady Park Enhancements - Design of monuments and hardscape housing bust have been completed. Monuments are in production with an expectation of being ready for installation by end of May. Staff is still communicating with community stakeholders on revisions to plaques needed as part of the monument production. CRA and Parks have engaged one of the city's extension of services for general contracting for construction of the hardscape space. GC has requested engineered construction drawings which they have in motion. We are still expecting installation of both the monuments and hardscape by end of May/early June.

(5) MLK Park Unity Corner - City has been coordinating with artist, landscape architect (Dix Hite), and general contractor regarding construction and installation plan. Complete construction documents were received from Dix Hite on 4/10/24 and expect to solidify cost and construction schedule before end of May. Artist is expecting completion of statue and other elements within their scope to be ready for installation by

late summer/early fall. Site preparation and construction are expected begin late Summer 2024 with completion Fall 2024 as portions of surrounding hardscape cannot be completed until after installation of the statue and memorial wall by artist. Copies of the latest information on MLK Park can be found at: <https://cityofwinterpark.org/government/projects/mlk-jrpk-reno-projects/>

(6) MLK Park Community Playground - Upon approval by the CRA and Parks & Recreation Advisory Board, staff released a request for proposal (RFP) on April 8, 2024. The due date for responses is May 29, 2024.

(7) Park Avenue Gateway Arches - Upon approval by the CRA Advisory Board, staff released a request for proposal (RPF) on April 4, 2024. The due date for responses is May 21, 2024.

Details for either RFPs can be found at:

<https://cityofwinterpark.org/departments/management-budget/procurement/>

(8) CRA Extension - Staff has participated in numerous approvals including the CRA Advisory Board, Planning and Zoning, CRA Agency, and City Commission. Through it, the CRA received unanimous approvals at all levels. To date, staff is working with Orange County staff on a date to push the CRA plan amendment forward for consideration by the County Commission. It is anticipated this will occur early summer.

strategic objectives

alternatives | other considerations

fiscal impact

attachments

None



Community Redevelopment Advisory Board

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Upcoming Agenda Items

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subject

CRA 101 (Program, Projects, Partnerships)

motion | recommendation

N/A

background

Per previous discussion, staff is building a set of WP CRA 101 deck slides to help showcase purpose, mission, and past and present projects. Delivery is anticipated in June.

strategic objectives**alternatives | other considerations****fiscal impact****attachments**

None