



# Economic Development Advisory Board Regular Meeting

## Agenda

**January 13, 2026 @ 8:15 AM**

City Hall Commission Chambers  
401 S. Park Avenue

### welcome

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### please note

Times are projected and subject to change.

- 
- 1. Call to Order**
  - 2. Approval of Minutes**
    - a. Minutes of December 9, 2025 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. W. Fairbanks Discussion Cont. 25 minutes
    - b. Information Collateral 25 minutes
  - 6. Staff Updates**
    - a. Development Report 5 minutes
    - b. Econ Dev. Commercial Performance Report 5 minutes
  - 7. Board Comments**
  - 8. Upcoming Agenda Items**
  - 9. Adjournment**



# Economic Development Advisory Board

## Regular Meeting Minutes

**December 9, 2025 at 8:15 AM**

City Hall Commission Chambers  
401 S. Park Avenue

### **Present**

Sarah Grafton, Lauren Zimmerman, Phillip Anderson, Miguel De Arcos

### **Absent**

Roda Carter, Alan Chambers

### **Staff Present**

Assistant Director of Economic Development and CRA Kyle Dudgeon, CRA Coordinator Anne Sallee, Director of Office of Management & Budget Peter Moore

### **1. Call to Order**

The meeting was called to order at 8:17 am.

### **2. Approval of Minutes**

- a. Minutes of September 9, 2025

**Motion made by Mr. De Arcos to approve the minutes, seconded by Ms. Zimmerman. Motion carried unanimously with a 4-0 vote.**

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

### **4. Action Items**

### **5. Non-Action Items**

- a. EconDev Collateral

Mr. Dudgeon expressed appreciation to the board for their volunteerism, altruism, and time. He showed three infographic scorecards, curated from multiple discussions, which will aid efforts in resident engagement, business retention and attraction, and ongoing communication with the Park Avenue District. Staff plans to begin sharing these on digital media platforms and physical formats. Additionally, Mr. Dudgeon presented the 35-page Winter Park Economic Development Resource Guide, created in 2022. It features an economic overview, community profile, zoning map, business incentive programs, business assistance and services, living options, cultural experiences, and key contacts. He suggested the board make this guide their next project.

Mr. De Arcos suggested using the resource guide as digital collateral, shortening it to 5-8 pages targeted at individuals relocating, businesses recruiting employees, and

brokerage firms seeking tenants. He recommended distributing the guide through brokerage houses.

Mr. Anderson proposed dedicating time to identify the occupants of the second and third floors above the retail and restaurant establishments, focusing on retailers and business entities that are compatible with the marketing districts.

The discussion continued about how to effectively promote business incentives and market the digital and printable materials. Ms. Zimmerman recommended reaching out to the Winter Park Chamber of Commerce. Mr. De Arcos proposed focusing on larger companies that could generate employment and housing, raising the question of their potential locations. He noted that redeveloping Park Ave. is unlikely, given the 95% occupancy rate in older office buildings with higher rents. The city would need to purchase assets in anticipation of redevelopment or create a fund that might attract public participation, especially if it involves revitalizing the window into the city. The board also discussed the McCraney building on Orange Ave. as a good case study.

Mr. Anderson advised the board members to consult their respective commissioner—the individual who appointed them—and to communicate the debate currently under discussion by the board.

Mr. De Arcos noted that there is a method to advance new development in Winter Park that can boost economic growth while preserving the historic charm of specific areas.

Mr. Anderson recommended including a call to action and contact information on the business and downtown Park Avenue district report card infographics.

Ms. Grafton proposed removing the visitor origins section from the downtown report card, as most retailers believe there are more visitors from 32789. Mr. Moore suggested renaming the section "Market Breadth" to better represent the proportion of local, regional, and tourist/international visitors, given that 75% of visitors are not local. It was also recommended to update the color scheme.

b. EDAB Commercial Corridors (W. Fairbanks)

Mr. Dudgeon presented slides on the W. Fairbanks corridor, highlighting current conditions within a multi-jurisdictional area that includes Orlando, Winter Park, and Orange County. The CRA's involvement was noted. He discussed the area's composition, which features varied density, aging structures, diverse land use, and fragmented property ownership. Recent sales and projects indicate market changes.. Additionally, he covered infrastructure aspects, such as existing sewer, electric, and water systems, along with CRA-funded projects.

Planning & Zoning has developed a comprehensive plan to encourage higher density and other incentives for public improvements as part of development. Mr. De Arcos mentioned that if the city acquires properties, it can inform developers about available opportunities for targeted industries or desired developments, partnering with them accordingly. Ideas were presented to the commission for consideration. Staff is ongoing with discussions involving the CRA and other departments responsible for infrastructure

to forge a collective vision. Mr. Anderson noted that, if the city collaborates in land assembly, targeted zoning categories like workforce housing and professional services could benefit the community.

**6. Staff Updates**

- a. Project Updates
- b. EDAB Commercial Performance Report

**7. Board Comments**

Mr. Anderson thanked everyone and extended holiday wishes. He then specifically thanked Sarah Grafton for her presence on the board four years ago when it was restructured, recognizing her as a point of continuity.

**8. Upcoming Agenda Items**

**9. Adjournment**

The meeting adjourned at 9:01 a.m.

Approved by the board on  
/s/ Bahiyah Layton, Board Coordinator

DRAFT



# Economic Development Advisory Board

# agenda item 5.a

**item type**

Non-Action Items

**meeting date**

January 13, 2026

**prepared by**

Kyle Dudgeon, Assistant Division Director of  
Economic Development/CRA

**approved by****subject**

W. Fairbanks Discussion Cont.

**motion | recommendation****background**

As part of the stated EDAB goals for FY25-26, the board discussed the potential of the W. Fairbanks area. This includes exploratory conversations about potential redevelopment of the area, incentives, and where the board should actively weigh in. At the last meeting, staff gave a report on initial ideas that were shared with the Commission in the form of a worksession powerpoint. For discussion, staff is continuing to bring forward high level topics of conversation with regards to West Fairbanks for insight and consideration. For this month, staff is including relevant information from last meeting as well as a breakdown comparison of jobs and employees in the area comparative to the city as a whole in the form of another powerpoint presentation.

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

1. Business\_Summary\_W Fairbanks

# Business Summary Report (NAICS)

Polygon

Area: 0.3 square miles



## Data for all businesses in area

Total Businesses	430
Total Employees	2,892
Total Population	794
Employee/Population Ratio (per 100)	364.2

by NAICS Codes	Businesses		Employees		Businesses		Employees	
	Number	%	Number	%	Number	%	Number	%
Agriculture, Forestry, Fishing & Hunting (11)	1	0.2%	2	0.1%				
Mining (21)	0	0.0%	0	0.0%				
Utilities (22)	0	0.0%	0	0.0%				
Construction (23)	42	9.8%	289	10.0%				
Building Construction	26	6.0%	148	5.1%				
Heavy/Civil Eng Construction	1	0.2%	6	0.2%				
Specialty Trade Contractor	15	3.5%	135	4.7%				
Manufacturing (31-33)	12	2.8%	126	4.4%				
Wholesale Trade (42)	9	2.1%	44	1.5%				
Durable Goods	7	1.6%	32	1.1%				
Nondurable Goods	2	0.5%	11	0.4%				
Trade Broker	0	0.0%	0	0.0%				



**Source:** This infographic contains data provided by Esri-Data Axle (2025), Esri (2025). Data note: Not all NAICS subcategories for a 2 digit major category are being shown.

# Business Summary Report (NAICS)

Polygon

Area: 0.3 square miles



by NAICS Codes	Businesses	Employees	Businesses	Employees	Businesses	Employees
	Number	%	Number	%	Number	%
Retail Trade (44-45)	53	12.3%	386	13.3%		
Motor Vehicle & Parts Dealers	8	1.9%	28	1.0%		
Furniture & Home Furnishing Stores	7	1.6%	27	0.9%		
Electronics & Appliance Stores	4	0.9%	42	1.4%		
Building & Garden Equipment	3	0.7%	22	0.8%		
Food & Beverage Stores	6	1.4%	155	5.4%		
Health & Personal Care Stores	2	0.5%	9	0.3%		
Gasoline Stations	0	0.0%	0	0.0%		
Clothing, Shoe and Jewellery Stores	5	1.2%	22	0.8%		
Sporting Goods, Hobby & Music Stores	13	3.0%	58	2.0%		
General Merchandise Stores	4	0.9%	21	0.7%		
Transportation & Warehousing (48-49)	5	1.2%	18	0.6%		
Truck Transportation	1	0.2%	6	0.2%		
Information (51)	6	1.4%	23	0.8%		
Finance & Insurance (52)	25	5.8%	151	5.2%		
Central Bank/Credit & Related Activities	5	1.2%	34	1.2%		
Securities & Commodity Contracts	11	2.6%	56	1.9%		
Funds, Trusts & Other Financial	9	2.1%	62	2.1%		
Real Estate, Rental & Leasing (53)	24	5.6%	88	3.0%		
Professional, Scientific & Tech Services (54)	63	14.7%	380	13.1%		
Legal Services	13	3.0%	98	3.4%		



**Source:** This infographic contains data provided by Esri-Data Axle (2025), Esri (2025). Data note: Not all NAICS subcategories for a 2 digit major category are being shown.

# Business Summary Report (NAICS)

Polygon

Area: 0.3 square miles



by NAICS Codes	Businesses		Employees		Businesses		Employees	
	Number	%	Number	%	Number	%	Number	%
Management of Companies (55)	3	0.7%	12	0.4%				
Administrative, Support & Waste Mgmt (56)	16	3.7%	130	4.5%				
Educational Services (61)	7	1.6%	113	3.9%				
Health Care & Social Assistance (62)	46	10.7%	519	17.9%				
Ambulatory Health Care	31	7.2%	354	12.2%				
Hospital	2	0.5%	72	2.5%				
Nursing/Residential Care	0	0.0%	17	0.6%				
Social Assistance	12	2.8%	77	2.7%				
Arts, Entertainment & Recreation (71)	12	2.8%	37	1.3%				
Accommodation & Food Services (72)	15	3.5%	266	9.2%				
Accommodation	0	0.0%	1	0.0%				
Food & Drinking Places	15	3.5%	264	9.1%				
Other Services Except Public Admin (81)	64	14.9%	307	10.6%				
Repair & Maintenance	14	3.3%	46	1.6%				
Auto Repair & Maintenance	10	2.3%	38	1.3%				
Personal & Laundry Service	36	8.4%	180	6.2%				
Civic and Other Orgs	15	3.5%	80	2.8%				
Public Administration (92)	0	0.0%	0	0.0%				
Unclassified Establishments (99)	26	6.0%	0	0.0%				
Total (11-99)	430	100.0%	2,892	100.0%				



**Source:** This infographic contains data provided by Esri-Data Axle (2025), Esri (2025). Data note: Not all NAICS subcategories for a 2 digit major category are being shown.

# Business Summary Report (SIC)

Polygon

Area: 0.3 square miles



## Data for all businesses in area

Total Businesses	430
Total Employees	2,892
Total Population	794
Employee/Population Ratio (per 100 )	364.2

by SIC Codes	Businesses		Employees		Businesses		Employees	
	Number	%	Number	%	Number	%	Number	%
Agriculture & Mining (01-14)	11	2.6%	102	3.5%				
Construction (15-17)	42	9.8%	288	10.0%				
Manufacturing (20-39)	12	2.8%	122	4.2%				
Transportation (40-47)	8	1.9%	32	1.1%				
Communication (48)	0	0.0%	2	0.1%				
Utility (49)	0	0.0%	1	0.0%				
Wholesale Trade (50-51)	9	2.1%	44	1.5%				
Retail Trade Summary (52-59)	70	16.3%	658	22.8%				
Home Improvement	3	0.7%	22	0.8%				
General Merchandise Stores	2	0.5%	13	0.5%				
Food Stores	9	2.1%	171	5.9%				
Auto Dealers & Gas Stations	8	1.9%	28	1.0%				
Apparel & Accessory Stores	5	1.2%	20	0.7%				
Furniture & Home Furnishings	11	2.6%	69	2.4%				
Eating & Drinking Places	14	3.3%	253	8.8%				
Miscellaneous Retail	19	4.4%	81	2.8%				

**Source:** This infographic contains data provided by Esri-Data Axle (2025), Esri (2025).

# Business Summary Report (SIC)

Polygon

Area: 0.3 square miles



by SIC Codes	Businesses	Employees	Businesses	Employees	Businesses		Employees	
					Number	%	Number	%
Finance, Insurance, Real Estate (60-67)					50	11.6%	240	8.3%
Banks, Savings & Lending					4	0.9%	32	1.1%
Securities Brokers					11	2.6%	54	1.9%
Insurance Carriers & Agents					9	2.1%	62	2.1%
Real Estate, Investment Offices					26	6.0%	92	3.2%
Services Summary (70-89)					203	47.2%	1,403	48.5%
Hotels & Lodging					0	0.0%	1	0.0%
Automotive Services					14	3.3%	52	1.8%
Movies & Amusements					13	3.0%	44	1.5%
Health Services					33	7.7%	450	15.6%
Legal Services					11	2.6%	94	3.3%
Education Inst. & Libraries					6	1.4%	107	3.7%
Other Services					125	29.1%	655	22.6%
Government (91-97)					0	0.0%	0	0.0%
Unclassified Establishments (99)					26	6.0%	0	0.0%
Totals (01-99)					430	100.0%	2,892	100.0%



**Source:** This infographic contains data provided by Esri-Data Axle (2025), Esri (2025).



# Economic Development Advisory Board

# agenda item 5.b

**item type**

Non-Action Items

**meeting date**

January 13, 2026

**prepared by**

Kyle Dudgeon, Assistant Division Director of  
Economic Development/CRA

**approved by****subject**

Information Collateral

**motion | recommendation****background**

At the December EDAB meeting the board approved, with final edits, an infographic scorecard to be disbursed to the residents, businesses, and Park Avenue area as appropriate. At the conclusion of that conversation, staff referenced that as part of the MJB study, the board should be consistently looking at developing and pushing collateral to showcase the benefits of the city, its commercial corridors, and its community. At that meeting, staff showcased a 2022 business welcome packet which was developed to that end. The board agreed to consider updates moving forward and shorten the document for digestible purposes.

The intent of this item is to go over edits, suggestions, and compartmentalization strategies in order to cultivate the next piece of collateral from the board.

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

1. economic-development-resource-guide (2)



**CITY OF WINTER PARK  
ECONOMIC DEVELOPMENT  
RESOURCE GUIDE  
FEBRUARY 2022**

# CONTENTS

A GREAT PLACE TO START YOUR BUSINESS

03

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**Important Contacts**



**Winter Park is the city of arts and culture, cherishing its traditional scale and charm while building a healthy and sustainable future for all generations.**

## **WELCOME**

Renowned by its copious array of stately trees, warm temperatures, and gracefully rolling lakes, the City of Winter Park has positioned itself as a surreptitiously attractive community. Originally developed in the late 1800s as a winter resort for northerners seeking a park in the winter, today it maintains itself as a thriving community that blends a rich living experience with an inviting tourist community against the backdrop of historical gallantry and brick-lined streets.

Home to a little over 30,000 residents, Winter Park is celebrated for its world-renowned shopping districts and long-standing commitment to arts, history, and culture. Local businesses, established and preserved through several generations, have become a complement to new companies relocating to this flourishing community. Boasting a favorable taxing structure and one of the lowest property tax rates in the region, Winter Park is an advantageous location for any business.

Winter Park prides itself as being a walkable community with a distinct and elegant aesthetic that encourages the interplay between residents, visitors, and business owners, which is perfect for an increasingly connected world. Winter Park is committed to maintaining steady growth while preserving the many elements that make the city a prime location for business relocation, business expansion, and overall economic health. Ultimately, Winter Park looks forward to creating meaningful pathways for businesses to blossom within the community and maximize business success.

Please take a moment to explore and learn about our socioeconomic characteristics, business incentives, services, and our exceptional quality of life. If you are interested in moving to Winter Park, the Economic Development/CRA Department would be happy to provide you with local contacts to meet all your needs. If you require customized information or require further assistance, please contact the department at 407.599.3217.

# Top 4 Reasons Why Winter Park is the Premier Business Community

Comprehensive city and business development services, financial incentives, and proximity to capital resources.

Access to highly educated workforce and talent to help grow your company.

Strong network of business support groups and partnership opportunities.

Proven track record of success & promising outlook for new business in this post-COVID, diverse economy.

## ECONOMIC OVERVIEW

The Winter Park economy is comprised of local, state, and global businesses that all demonstrate a vested interest in the preservation of the local community. What sets the City of Winter Park apart from other areas in Florida is the area's deep-rooted commitment to preserving its identity while maintaining strategic and responsible growth trends. Winter Park's inviting and productive culture, sustainable infrastructure, strong roster of municipal services, and stable economic environment make the city a highly sought-after community for local and international business investments.

Winter Park is conveniently located in the heart of central Florida with convenient access to Interstate 4 (I-4), U.S. Highway 17-92 (17-92) as well as the Amtrak and SunRail rail station, which provides prime access for local commuters.

Winter Park consists of a strong structure of business support groups and networking opportunities, which fosters a tradition of success and economic innovation.

Winter Park is home to a variety of businesses. However, based on recent location quotient (LQ) data, the top three target industries that are unique and specialized to this area include real estate, professional services, and education. Nevertheless, the city is an ideal place for a wide range of occupational clusters to live and work.

## TARGET INDUSTRIES

Corporate  
Headquarters

Education &  
Knowledge  
Creation

Real Estate &  
Development

Arts & Culture

Healthcare  
Services

Financial &  
Professional  
Services

Scientific &  
Technical  
Services

Creative  
Services

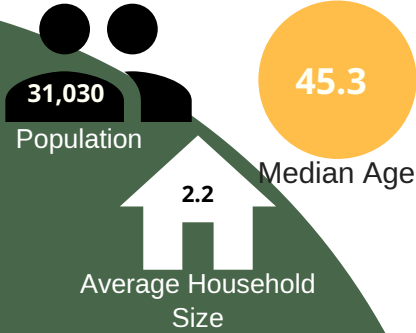
Retail Services

# COMMUNITY PROFILE

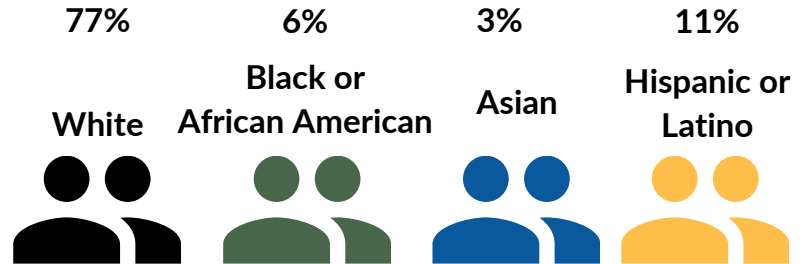
The City of Winter Park serves a robust community of business owners, families, college students, and working adults interconnected through a variety of different social and economic classes, cultural identities, and many other walks of life. The demographics data for the City of Winter Park represent a vibrant City that is home to affluent, well educated, professional families.

No Personal Income Tax  
 Personal Property Tax  
 Millage Rate 16.3156  
**Sales Tax**  
 6.5%

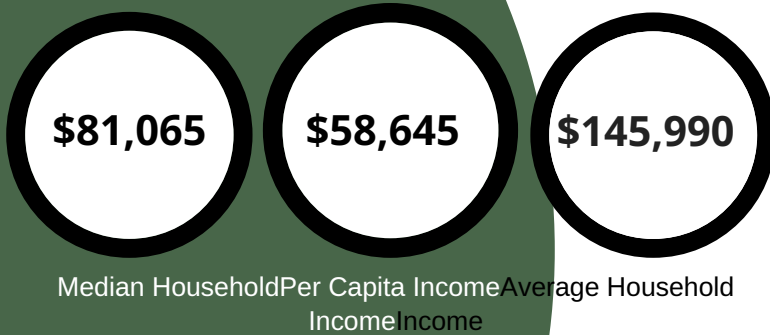
## POPULATION PROFILE\*



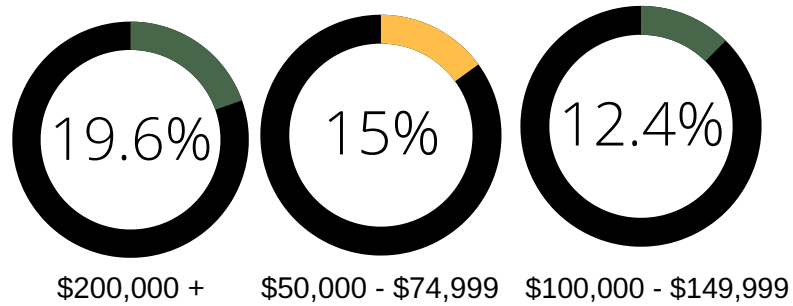
## DEMOGRAPHICS\*



## INCOME PROFILE\*

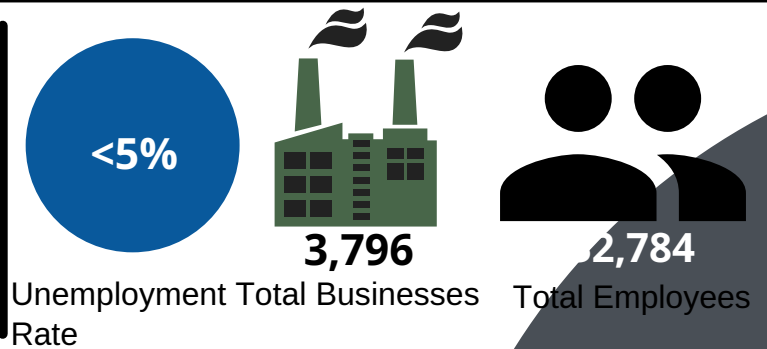


## LARGEST HOUSEHOLD INCOMES\*

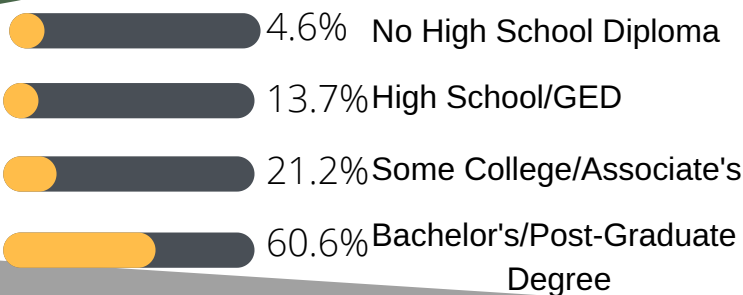


8.8% Percentage of families below the poverty level, compared to an Orange County average of 12.6%

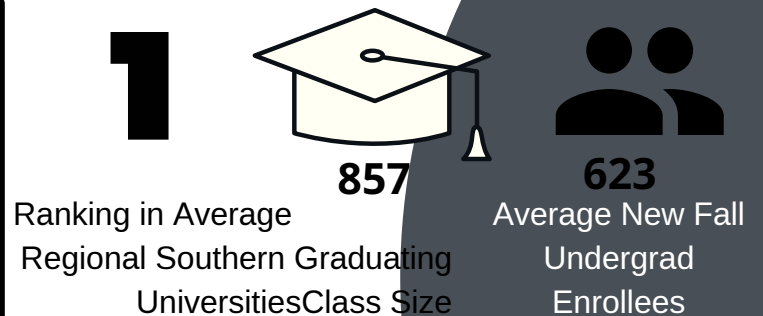
## EMPLOYMENT PROFILE\*



## EDUCATION PROFILE\*



## ROLLINS COLLEGE STATS\*



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2016

Source: Integrated Postsecondary Education Data System. Enrollment/Graduate data averaged from 2014-2020

\*Data is subject to changes as a result of new information, change in process requirements for data collection, and availability of resources.

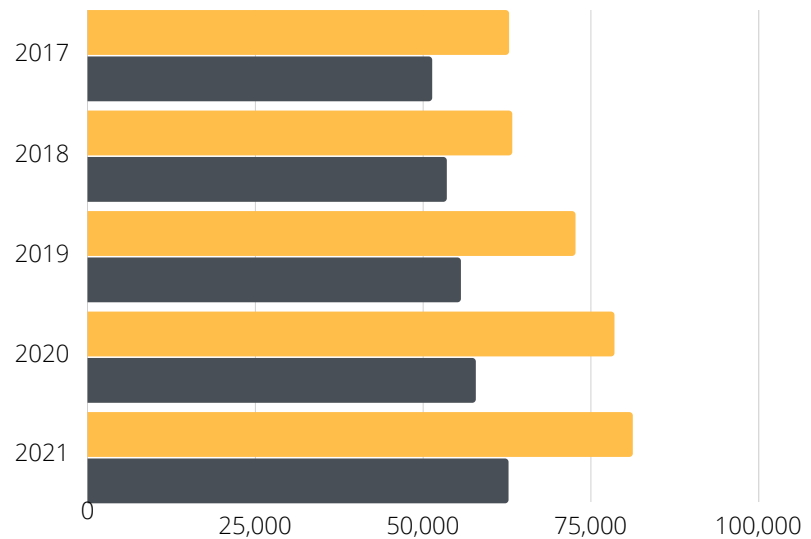
# COMMUNITY PROFILE

## POPULATION

Winter Park has seen stable population growth demonstrating a 1.3% increase to 30,630 from 2019-2020, representing an average annual rate of 1.1% growth. Over the same period, Orange County's population increased by 3%, with average annual growth rate of 2 percent.

## MEDIAN HOUSEHOLD INCOME

Median Household Income for Winter Park is \$81,065 a nearly 30% premium over Orange County. Overall growth in income has steadily increased over the last few years and is projected to increase by approximately 12% over the next five years. Furthermore, with an average household income over \$100,000, the city is an attractive demographic for relocating businesses. 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.

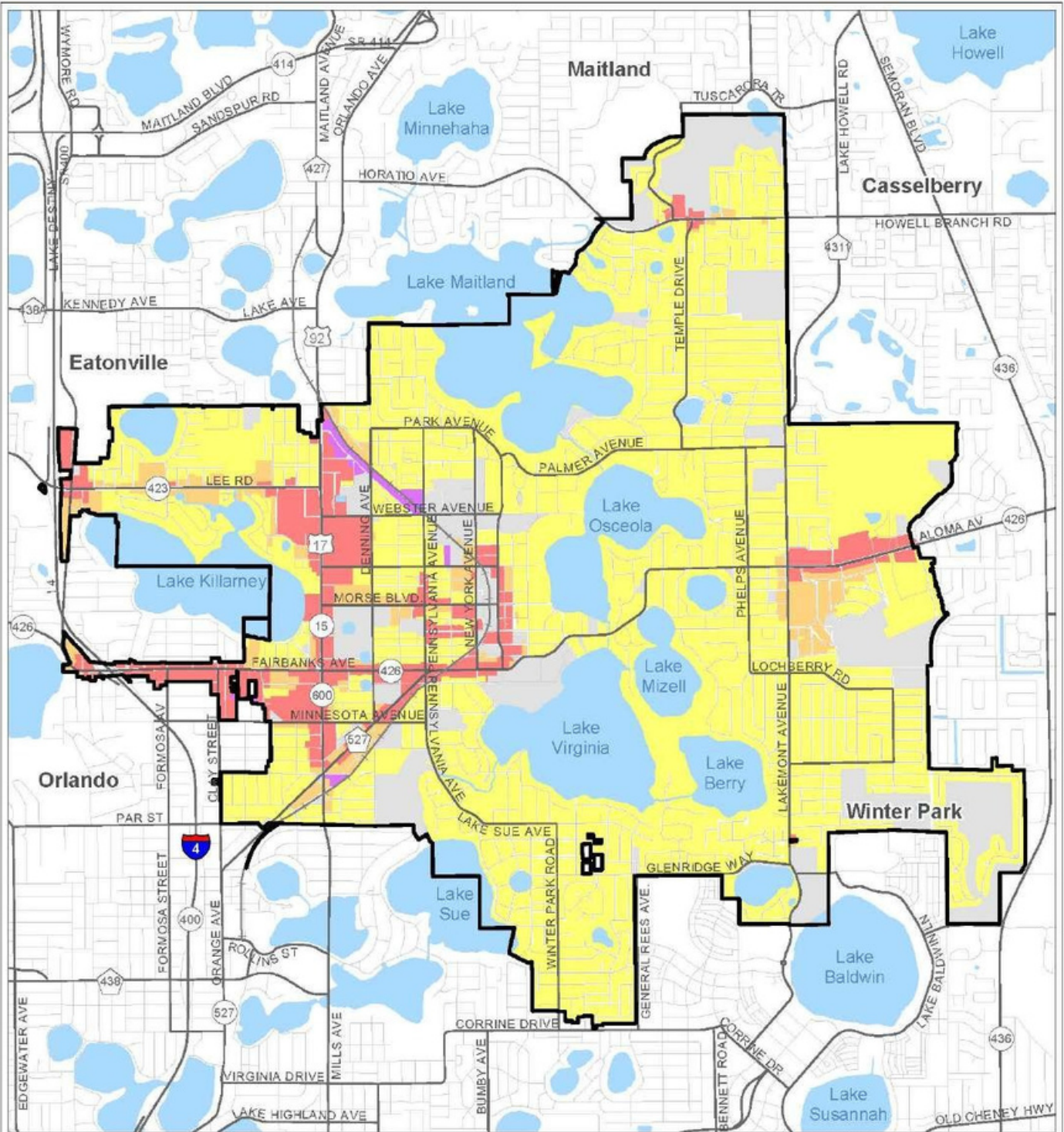


## EDUCATIONAL ATTAINMENT

With more than 83% of the population age 18+, over 32% of the population with a college degree, and 28% of the population with an advanced graduate level degree, Winter Park has a highly educated population and boasts some of the region's most well-known educational institutions. Rollins College is a well-known, regionally accredited, highly ranked liberal arts college, that graduates over 800 new students a year—a graduating class dominated by its business, marketing, and social science majors. Thus, Rollins College serves as the heartbeat of the Winter Park workforce and provides a plethora of opportunities for new businesses seeking to call Winter Park home.

## WINTER PARK WORKFORCE

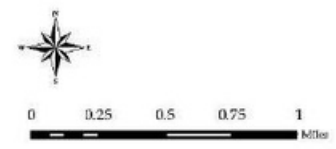
Winter Park strives to create new opportunities to expand its workforce and support local businesses. As such, approximately 97% of the total Winter Park population is employed, boasting a 2.6% unemployment rate—1.7% lower than Orange County. With a booming Services industry and thriving Financial and Real Estate industries, Winter Park is a great location for business seeking expansion.



**ZONING BY GENERALIZED CLASS**  
 City of Winter Park, Florida

**Legend**

<span style="color: red;">■</span> Commercial	<span style="background-color: yellow;">■</span> Residential
<span style="color: purple;">■</span> Industrial	<span style="background-color: grey;">■</span> Other
<span style="color: orange;">■</span> Office	



Date: 11/11/2021  
 Project: CRA20211111  
 Source: Winter Park Planning Department

# WINTER PARK ZONING MAP



## **BUSINESS INCENTIVE PROGRAMS**

The City of Winter Park aims to remain competitive among surrounding communities and therefore offers a wide range of programs that can help your business relocate to and grow in our community. Please contact the Economic Development Department for more information about these programs.

### **TARGET INDUSTRY ENHANCEMENT (TIE) PROGRAM**

The purpose of the TIE Program is to promote the expansion, growth, and development of high wage jobs and maintain the City of Winter Park's competitiveness as a location for major employers, incentivizing continued long-term investment and involvement in the community. Any private company desiring to locate within the municipal boundaries of the City of Winter Park that meets the Program Guidelines is eligible to apply.

### **WINTER PARK BUSINESS FACADE PROGRAM**

The City of Winter Park established the Business Façade Matching Grant program to provide a financial incentive to property and business owners to renovate and reinvest in the exterior of their business or commercial property. Eligible businesses must be located within the city limits of Winter Park. For more information on Winter Park's business incentives, please contact our Economic Development contact at 407.599.3225.

# BUSINESS ASSISTANCE

The City of Winter Park is open for business. Boasting a convenient location in the heart of the fast-growing Metro Orlando area while setting itself apart from its neighbors with its small-town charm, superior level of service, low tax rates, and a proven track record of commercial success, Winter Park is *the* location for new businesses.

## WINTER PARK CHAMBER OF COMMERCE

The mission of the Winter Park Chamber of Commerce is to develop, promote and sustain a vital, thriving business climate throughout the community and to initiate, support and enhance the civic, educational and economic well-being of the area. For more information go to [www.WinterPark.org](http://www.WinterPark.org).

## NATIONAL ENTREPRENEUR CENTER

Dedicated to fostering new business ideas, supporting business growth, and providing resources to the small business in Central Florida. The National Entrepreneur Center provides a single location where small businesses can access a variety of business resources, technology, research tools and support organizations that can provide: free one-on-one business coaching, low-cost seminars, networking events, access to business building tools and resources, certification assistance for minority owned businesses, connections to procurement opportunities, and publicity opportunities. For more information go to [www.nationalec.org](http://www.nationalec.org).

## FLORIDA VIRTUAL ENTREPRENEUR CENTER

The Florida Virtual Entrepreneur Center is a free web portal designed to connect entrepreneur with business support organizations, programs and service providers who can support their new or growing business. The Virtual Entrepreneur Center provides useful links to service providers, latest business resources, and other agencies to support starting up, expanding or relocating your business. To learn more go to [www.flvec.com](http://www.flvec.com).

## GROWFL

GrowFL provides companies, at no cost, a suite of high-end, high-speed technical assistance and business resources to companies that have grown beyond the startup phase and need access to information and decision-making tools typically only available to larger companies. The goal of the Florida Economic Gardening Technical Assistance Program is to stimulate investment in Florida's economy by providing technical assistance for expanding businesses in the state. For more information go to [www.growfl.com](http://www.growfl.com).

## BIZLINK ORANGE

BizLink Orange, powered by the National Entrepreneur Center, is an online platform that provides business owners with free "How-To" guides, action plans, business resources, and coaching services. BizLink aims to develop a network of resource partners who work together to "accelerate the growth and development of Central Florida's small business community."

**IF OPPORTUNITY DOESN'T KNOCK, BUILD A DOOR.**  
MILTON BERLE

# BUSINESS SERVICES

## WHERE TO START

Opening a business in a new location is an exciting. It is Winter Park's goal to guide business owners through the process from start to finish. Ultimately, the city will work tirelessly to help new businesses open their doors as quickly and as smoothly as possible. See more on page 11.

## BUSINESS CERTIFICATES

Winter Park's Planning and Transportation Department is available to walk business owners through the process of applying for and receiving their business certificate. Winter Park's user-friendly self-service portal simplifies the business certificate application process that's making it easier for new companies to operate in the city. Our Planning Technician is dedicated to ensuring an accurate and compliant journey. See more on page 12.

## BUSINESS PERMITS

Winter Park's Building and Permitting Services department is available to walk business owners through the process of applying for and receiving proper business permits. Our Permit Specialists are dedicated to ensuring an accurate and compliant journey. See more on page 14.

## HELPFUL LINKS

The City of Winter offers a wealth of business services designed to streamline the startup journey. We invite prospective companies to visit our website to learn more about what it means to conduct business in the city and contribute to our economy. See more on page 15.





# WHERE TO START

## **STEP 1:**

### **FORM AN ENTITY**

It is important that new businesses understand state licensing and permitting in the State of Florida as well as the City of Winter Park and Orange County. Before a company can own and operate a new business in the City, the owners must first identify the appropriate zoning, business certificates, and building permits that are necessary for their type of business to open. For any questions about zoning or business certificates at the City of Winter Park, please contact the Business Certificates Division at 407-599-3530.

## **STEP 2:**

### **ACQUIRE INSURANCE**

Depending on your structure, location, and employees, you may need additional insurance to operate. Please feel free to reach out to the City for more information on required and recommended insurance.

## **STEP 3:**

### **REGISTER YOUR BUSINESS**

Florida Law requires you to register your business at the federal, state, county, and local level. You will need to apply for a Employer Identification Number Online with the IRS and register your business with the state of Florida. Please make sure to apply for all state licenses required for your type of business. After those have been acquired you will be able to apply for a Business Certificate with the City and after that has been obtained you will need to apply with Orange County. If you have any questions during the process, please reach out to our Business Certificate Division.

## **STEP 4:**

### **GET BUSINESS SUPPORT**

Before you open a new business in the City, there is an abundance of information and resources available for you to determine your best foot forward. The City of Winter Park provides start-up assistance, business planning and training, access to valuable networking groups, and a dedicated department committed to helping new businesses grow and thrive.

# BUSINESSES CERTIFICATE



It is important for new businesses to understand the requirements for obtaining a license to operate within the City of Winter Park. One of the many ways that the City aims to create a welcoming setting for merchants is to provide expert assistance, information, and direction throughout the process of obtaining a business certificate. For information on how to apply for a business certificate, please contact the Business Certificate Division at 407-599-3530.

Winter Park welcomes all types of business such as:

- All businesses located within city limits
- Home-based businesses
- New restaurant, food, and/or beverage establishments
- Insurances conducting business within city limits
- All state licensed individuals/establishments

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Winter Park promotes entrepreneurial accessibility. In supporting all types of businesses, Winter Park establishes itself as an ideal location for an economically diverse business population.

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# BUSINESS CERTIFICATES



## **Why do I need to obtain a business certificate?**

Business certificates grant owners the right to operate within the City of Winter Park. Business certificates also help the City ensure that that businesses are safe for the community by acquiring the right permits and adhering to established municipal codes.

## **How much does a business certificate cost?**

The cost to obtain a business certificate depends on various factors as well as business classification. Owners should access the City's fee schedule to guide them in determining the total cost for acquiring a new business certificate. When a business does initially apply for a business certificate, the owner will first pay a \$15 processing fee, and if a fire inspection is required, then a \$40 fire inspection fee will also be assessed.

## **How often do I need to obtain business certificate?**

Business must renew their business certificate every year. The renewal period begins every September 1st and runs through the end of the month, September 30th. Owners will be charged their respective annual fee to renew their certificate. Late renewals will be assessed a 10% late fee on October 1st. Owners will be charged an additional 5% late fee for each day after October 1 until October 6 where a maximum of 25% is reached.

Owners that fail to submit a renewal during their applicable renewal period will be required to go before compliance.

## **Are there any additional costs associated with business certificates?**

Business owners requesting to make any changes to their business certificates will be charged a \$5 processing fee.

# BUILDING PERMITS

Winter Park is constantly seeking new ways to streamline the business service process as a means to encourage business growth and merchant performance. Therefore, the City has developed an online portal to make applying for permits, business certificates, plans, and tree removals easier. All permits must be submitted via the City of Winter Park Permitting Self Service portal. Online submission of permit applications will help to streamline application intake and will improve transparency for the permitting process.

For more information on the building permit submission checklist, the permit application process, the plan review process, or the inspection process, please reach out to the Building & Permitting Services Department at 407-599-3237.





# IMPACT FEES

Business owners proposing new development within the City should be mindful of any and all applicable impact fees.

## PARKS IMPACT FEE

Fee assessed to accommodate any parks and recreation facilities necessitated by new development projects.

## WATER IMPACT FEE

Fee assessed to reimburse Winter Park a proportional share of the capital costs incurred by the City to provide water capacity for new customers.

## SEWER IMPACT FEE

Fee assessed to reimburse Winter Park a proportional share of the capital costs incurred by the City to provide sewer capacity for new customers.

## SCHOOL IMPACT FEE

Fee assessed to ensure that new development bears a proportionate share of the capital costs of educational facilities necessary to accommodate new development.

## TRANSPORTATION IMPACT FEE

Fee assessed to accommodate transportation services necessitated by new development.

## WHAT ARE IMPACT FEES?

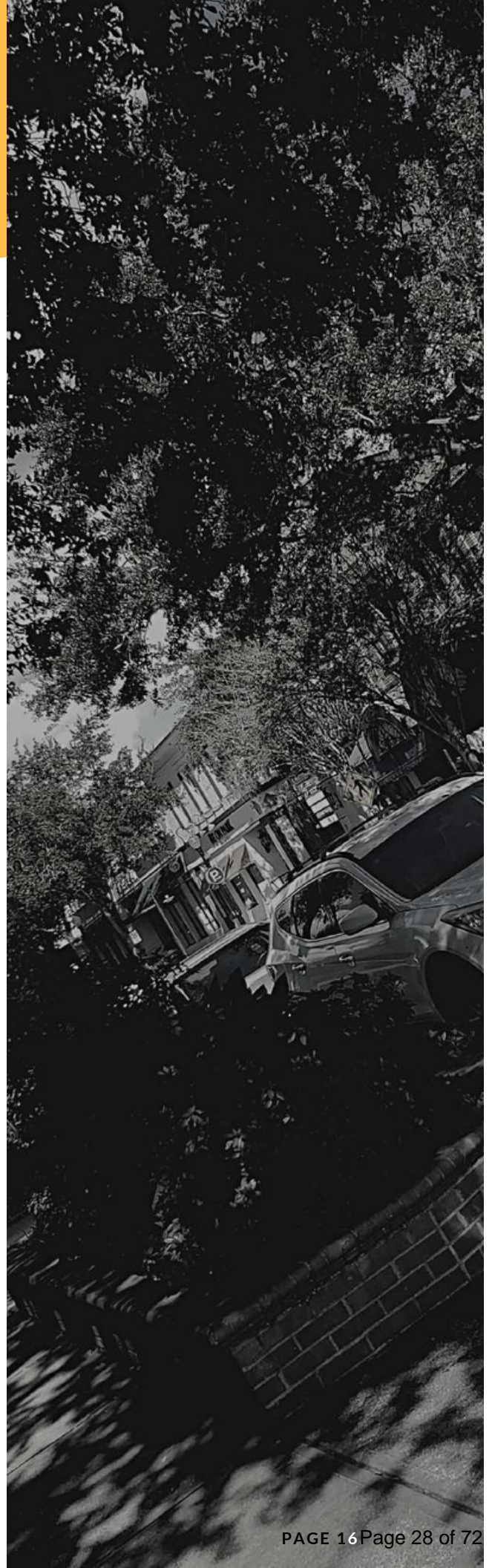
An impact fee is a one-time fee that the City of Winter Park imposes on new developments. Impact fees serve as a new business's **initial investment** into the City and supports, in part, the costs of providing public services to the new project. Essentially, impact fees help support new growth opportunities and development while protecting the health, safety, and welfare of residents.

For more information on impact fees, please contact the Planning and Transportation department at 407-599-3290. You can also view the City's **fee schedule** at <https://cityofwinterpark.org/feeschedule>.

# TRANSPORTATION IMPACT FEES

The City of Winter Park's transportation impact fee is a relatively new fee introduced by city officials to support the added transportation related services associated with new developments. The one-time transportation impact fee will ensure that new projects receive necessary expansions of transportation capacity to maintain adequate levels of service and transportation choices (bicycle lanes, pedestrian walkways, transit modes, etc.) for both residents and businesses.

For more information about transportation impact fees or any other business-related fees, please contact the Planning and Transportation department at 407-599-3290.



# RECENT PUBLIC INITIATIVES

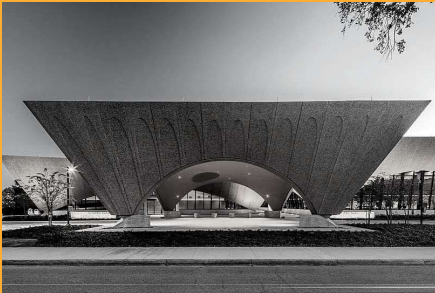
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The City of Winter Park is constantly seeking new and innovative ways to serve the community best. Therefore, city officials have launched several noteworthy public initiatives developed for local businesses and residents to support the efforts of creating a well-designed community.



## **ELECTRIC UNDERGROUNDING**

The City has made the long-term commitment to underground all of the primary and secondary overhead lines in the city. Learn more about this initiative on page 17.



## **LIBRARY EVENT CENTER**

Winter Park's new Library and Events center opened its doors to the public on December 11, 2021. Learn more about this exciting new addition to the city on page 18.



## **ORANGE AVENUE OVERLAY DISTRICT**

Winter Park's overlay district is a great tool for attracting new businesses to the community as it engineers a productive space for the interplay between businesses and City residents. Learn more on page 19.

Please visit the City of Winter Park website to learn more details about each of the public initiatives listed above as well as any upcoming developments and projects.

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# UNDERGROUNDING MAP



## ELECTRICAL UNDERGROUNDING

Winter Park is one of the only cities in America that has a plan in place to underground their entire electrical system by 2026. Because the utility is owned by the city, it is able to provide this undergrounding service while maintaining rates that are below the average for the State of Florida. Although businesses are not required to use undergrounding, we encourage businesses to be aware of its advantages. Added benefits to electrical undergrounding include considerable savings, decreased outages, increased property value, enhanced aesthetics, and reduced maintenance charges. For more information on this city-wide initiative, please contact our Electric Utility department's undergrounding message line at 407-643-1661.

# WINTER PARK LIBRARY AND EVENTS CENTER



In an effort to enhance Winter Park's dynamic and cultural community, the City Commission approved the construction of a multi-million dollar, state-of-the-art library and events center that finished fall of 2021. The library and events center is a wonderful addition to the local community and boasts new, cutting-edge features that include a new business center for entrepreneurs and creatives, collaborative and technologically-equipped work rooms, large event spaces, and so much more. For additional information, please contact the Reservations Office at 407-599-3571 or visit their website.



# HELPFUL LINKS

[Municipal Code](#)

[Future Land Use Map](#)

[Orange Avenue  
Overlay District \(OAO\)](#)

[Permitting Self-service  
Portal](#)

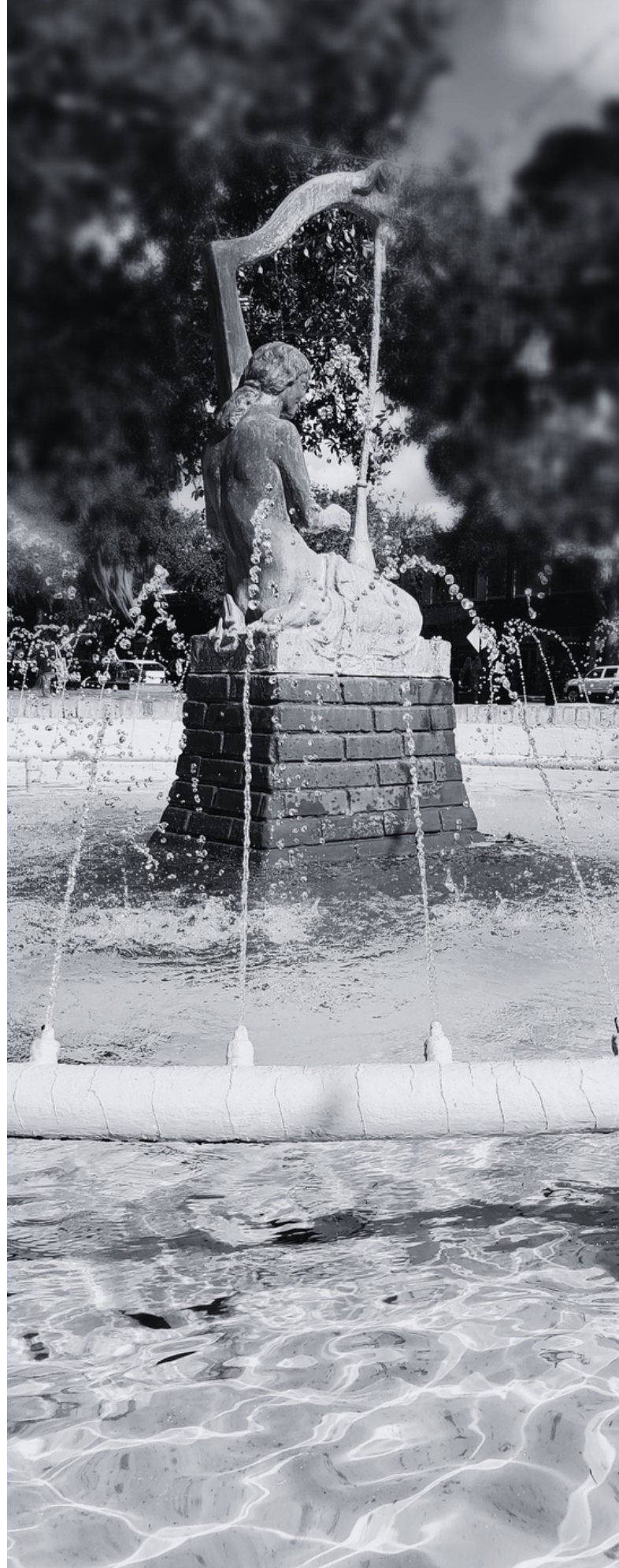
[Home-based Business  
Form](#)

[Application Forms](#)

[Permit Search](#)

[Fee Schedule](#)

[Fee Schedule Caculator](#)





# PARKING

Fundamentally, our local community aims to advance overall vibrancy and adaptive accessibility.

# PARKING

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Winter Park applies a context-sensitive approach to its municipal parking code, which allows for space utilization to reflect the unique and variable conditions of the surrounding community. In the City's continued efforts to promote mobility, access, and community vibrancy, we strive to make finding parking in downtown and all throughout the city as easy and convenient as possible.



## Where to Park

A context-sensitive parking approach recognizes that some areas have different needs and expectations based on the form and scale of development and mix of uses. Thus, Winter Park has several parking lots, spaces, and garages that all residents, merchants, employees, and visitors can use throughout the city. View our helpful **parking map** on page 19.



## Curbside-To-Go Parking

In response to the COVID-19 pandemic, Winter Park launched the Curbside-To-Go initiative to make take-out and pick-up convenient to retailers, restaurateurs, customers and diners alike. Learn more on page 20.



## Merchant Employee Parking Program

As a means to simplify the parking experience for merchants and their employees, Winter Park started the Merchant Employee Parking Program. Learn more on page 21.

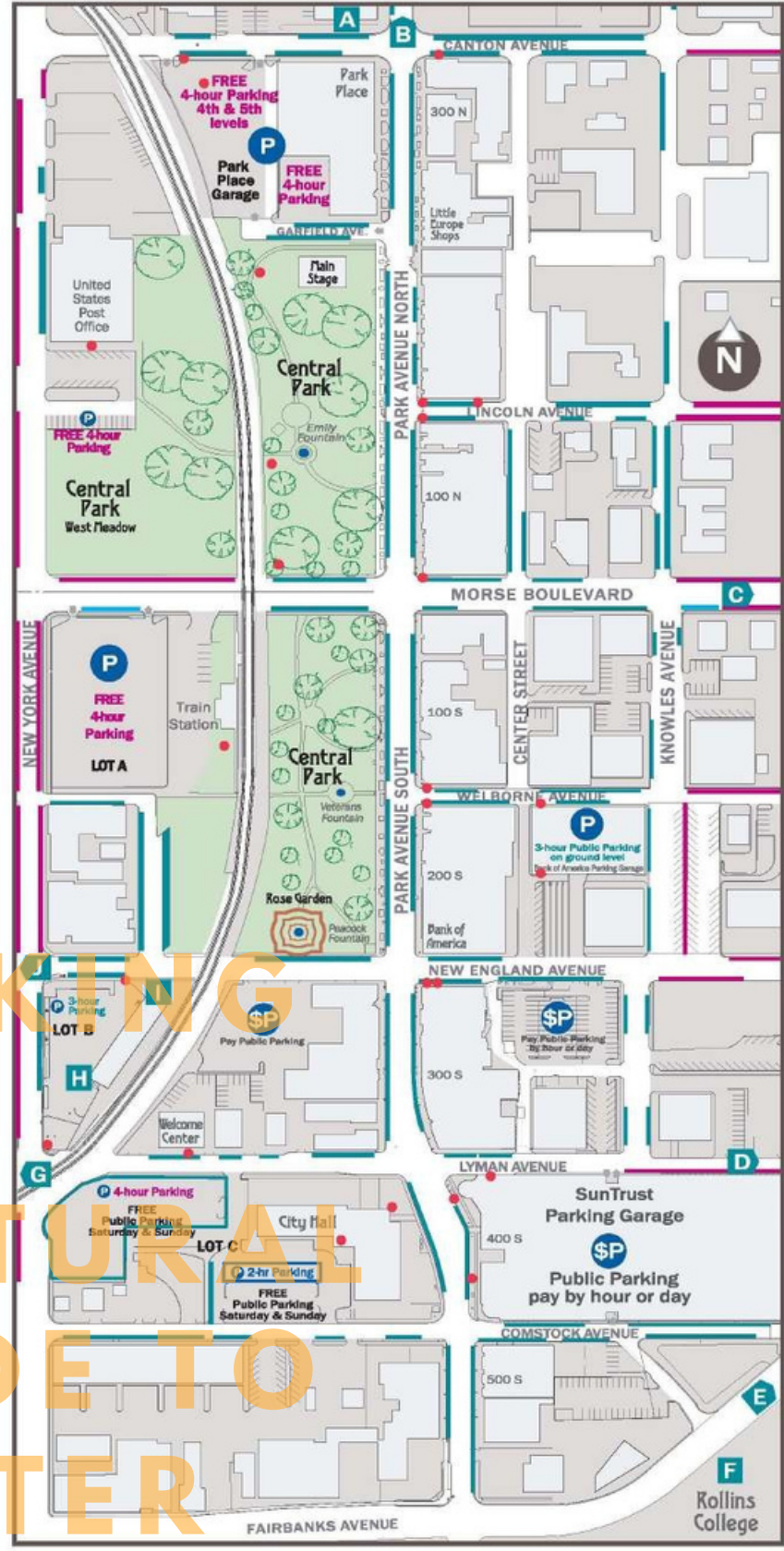


### LEGEND

-  FREE 4-HOUR Public Parking
-  FREE 3-HOUR Public Parking
-  FREE Public Parking
-  Pay Public Parking
-  Bus Parking
-  Bicycle Parking
-  Buildings

- A** The Charles Hosmer Morse Museum of Art
- B** Winter Park Golf Course
- C** Scenic Boat Tour
- D** Winter Park Public Library
- E** Albin Polasek Museum & Sculpture Gardens
- F** Annie Russell Theatre  
Cornell Fine Arts Museum  
Tiedtke Concert Hall
- G** Winter Park Wedding Chapel
- H** Winter Park Farmers' Market
- I** Winter Park History Museum
- J** Hannibal Square  
Heritage Center &  
Winter Park  
Community Center

enjoy!



# PARKING AND CULTURAL GUIDE TO WINTER PARK

IN WINTER PARK, WE MAKE PARKING EASY.

**1**

**WP**

**CURBSIDE  
TO GO**

LOOK FOR THE WHITE PEACOCK

- 1** CALL IN YOUR ORDER
- 2** LOCATE YOUR CURBSIDE KIOSK
- 3** WAIT IN YOUR VEHICLE
- 4** GRAB AND GO!

**EAT & SHOP LOCAL!**

# CURBSIDE-TO-GO PARKING

## WHAT IS CURBSIDE-TO-GO?

Curbside-To-Go parking spaces are convenient curbside pickup locations that give customers a convenient space for those who want the convenience of curbside pick-up.

## WHERE IS CURBSIDE-TO-GO?

When searching for curbside-to-go locations, customers need only to look for the white peacock. Large dynamic signs and teal-colored curbs anchor each zone and are numbered so retailers and restaurants can ask customers to pick up food or merchandise at a specific area. Once customers text when they arrive to the designated location, delivery is as seamless as possible.

Curbside-To-Go kiosks are located in targeted areas throughout the city, including:

Park Avenue

North Orange Avenue

Hannibal Square

Winter Park Village

Aloma Shopping Center

Winter Park Corners

# MERCHANT EMPLOYEE PARKING PROGRAM

The City of Winter Park implemented the Merchant Employee Parking Program to:

1. Provide convenient all-day parking for Park Avenue area employees.
2. Eliminate the need for employees to continually move their car.
3. Open up spaces on the Avenue for customers and guests.

This program provides free 8-hour designated parking areas for all employees located in the downtown Winter Park area; specifically, within the boundaries from Fairbanks to Webster avenues, and New York to Interlachen avenues

**Winter Park is committed to promoting a supportive business environment that purports a supreme quality of life.**

For additional information and questions pertaining to the Merchant Employee Parking Program, please contact: [wpparking@cityofwinterpark.org](mailto:wpparking@cityofwinterpark.org) or call the Planning and Transportation Department at 407-599-3290.





# **WINTER PARK LIVING**

**A DYNAMIC AND  
IMMERSIVE URBAN  
VILLAGE DEDICATED TO  
GROWTH AND  
CULTURAL  
PRESERVATION.**

Winter Park offers a small-town quality of life with all the attractions and conveniences of a major metropolitan area. From world-class shopping and dining to an abundance of parks and beautifully landscaped avenues, Winter Park is a place that anyone can call home.

# **DOWNTOWN WINTER PARK**

Since 1887, Park Avenue has welcomed winter-weary visitors. A canopy of century old oaks, quaint brick streets, and thousands of acres of lakes provide the distinctive backdrop for Park Avenue's casually elegant offerings. "The Avenue's" charm is magnified in the truly unique details: hidden gardens and side streets that are home to unique stores, a farmer's market that attracts both locals and visitors alike each Saturday morning, festive parades that mark the seasons, and the scenic boat tour that cruises the canals between the City's lakes overlooking the area's most prestigious homes. Winter Park is a year-round destination that is sure to charm visitors of all ages.



## **RECREATION EVENTS**

Winter Park offers some of the most beautiful and well renowned park spaces in the region. With over 10 acres of park space for every resident, Winter Park is truly a refuge for nature intertwined with community in the heart of one of the fastest growing metro regions in the country. Whether it's enjoying our world class events, cycling on our regionally integrated bike trails, cruising three of the seven Winter Park lakes on the world-famous Scenic Boat Tour, or enjoying the many community amenities like tennis courts, pools, and a state-of-the-art brand-new community center, Winter Park is the place to live, work, and play.



## DINING

Winter Park is a culinary smorgasbord. Winter Park's historical charm and beguiling scenery draws a wide variety of highly acclaimed, prominent restaurants to the local area with the goal of serving the community's diverse dining patrons and enhancing Winter Park's culinary scene. Whether it be one of Winter Park's new trendy walk-up joints, its inviting outdoor venues designed to allow patrons to bask in the city's natural beauty, to its Michelin star rated establishments, Winter Park's dining scene is more than a mere experience—it is the Winter Park way of life.



## SATURDAY FARMERS' MARKET

Located just around the corner from Park Avenue, the Winter Park Farmers' Market makes for a fun morning of browsing while sipping on a flavored coffee. Rated as one of the best farmers' markets in central Florida, the Winter Park Farmers' Market offers a wonderful selection of beautiful orchids, indoor and outdoor plants, fresh produce, baked goods, delectable treats, and so much more. The market takes place every Saturday morning from 7 a.m. to 1 p.m. and provides a lush array of foot traffic for the market as well as local businesses.

# **PUBLIC SAFETY**

Featuring a nationally recognized Police and Fire Departments, the City of Winter Park is committed to the safety of its residents and businesses. With one of Central Florida's lowest crime rates and a Class 2 Insurance Services Office Fire Protection Classification, Winter Park's residents and businesses can rest securely knowing that they have one of the most dedicated and effective Police and Fire forces in the County.

# **HEALTH SERVICES**

Winter Park residents have access to a wide variety of healthcare services for all individual and family needs. Advent Health, headquartered in Winter Park, is ranked number one in the Orlando metropolitan area and is ranked number three in all of Florida. Advent Health's nationally ranked specialty programs coupled with Winter Park's high rated, premium health care providers ensures that Winter Park residents and visitors are well covered for a wealth of health care and wellness needs.

# **EDUCATION**

With top rated schools and nationally ranked institutions of higher education, Winter Park offers your family and workforce quality education at all levels. With outstanding primary school facilities, Winter Park hosts 'A' ranked elementary, middle, and high schools. In addition, the city is home to Rollins College, Full Sail University, Valencia Community College, and Winter Park Tech, giving adult residents and employees easy access to higher education.



THE LIFE BLOOD OF THE  
WINTER PARK COMMUNITY  
ARE ITS CULTURAL ROOTS



## The Winter Park Cultural Experience

Winter Park is as beautiful as it is unique. As the official city seal's tagline touts, "The City of Culture and Heritage," Winter Park is not only known for its abundance of upscale shopping and dining. Winter Park is committed to preserving its history and showcasing its culture by imparting and cultivating several cultural amenities that articulates the lifeblood of the Winter Park community. With over 700,000 cultural tourists visiting each year, Winter Park is proud of the many museums and galleries located right in the core of its downtown. Winter Park is the destination for those interested in world-class art and rich cultural experiences.


# CHARLES HOSMER MORSE MUSEUM OF AMERICAN ART

The Charles Hosmer Morse Museum of American Art houses the world's most comprehensive collection of works by Louis Comfort Tiffany (1848-1933), the scope of which includes Tiffany jewelry, pottery, paintings, art glass, leaded-glass windows, lamps, and the chapel interior he designed for the 1893 World's Columbian Exposition in Chicago. In its galleries, the museum also features a major collection of American art pottery and representative collections of late-19th and early-20th century American painting, graphics and decorative art. Located at 445 N. Park Ave, 32789. For hours and information visit: [www.morsemuseum.org](http://www.morsemuseum.org).

# ROLLINS MUSEUM OF ART

The newly named Rollins Museum of Art (RMA) is famed as the first college museum in the state of Florida to be accredited by the American Alliance of Museums (AAM) and is also one of only four AAM-accredited art museums in all of Orlando. The RMA features rotating exhibitions that encourage transformative encounters with art and culture across a dynamic spectrum of artistic expression. Original and traveling exhibitions change seasonally and feature outstanding works of art for all tastes, from the early Renaissance to cutting-edge contemporary. Original exhibitions are drawn from a broad range of paintings, prints, drawing, sculpture, and objects in the permanent collection that includes the works of Albert Bierstadt, Alex Katz, John Frederick Kensett, Henri Matisse, Thomas Moran, Pablo Picasso, Ed Ruscha, Tintoretto, and Tiepolo among many other artists. Located at 1000 Holt Ave, 32789, on the Rollins College campus. For hours and information visit: [www.rollins.edu/cfam](http://www.rollins.edu/cfam).





Winter Park values a strong quality of life as well as support for the people that live and work in our community.

MAYOR PHIL ANDERSON

## **ALBIN POLASEK MUSEUM & SCULPTURE GARDENS**

Founded in 1961, this former Mediterranean-style home and studio of internationally known sculptor, Albin Polasek (1879-1965), features over 200 of his life-like busts and grand sculptures in several rooms as well as the broad gardens that slope down to Lake Osceola. The Museum and Sculpture Gardens is located at 633 Osceola Avenue, 32789. For hours and information visit: [www.polasek.org](http://www.polasek.org).

## **HANNIBAL SQUARE HERITAGE CENTER**

This City of Winter Park facility managed by Crealdé School of Art pays tribute to the past, present, and future contributions of Winter Park's founding African American community through a unique collection of historic photographs and oral histories. Established by Crealdé in 2007, the center aims to preserve the community's historical legacy and bring awareness to the community's cultural significance while featuring visual art exhibitions and educational programs that explore Southern folklore and cultural preservation. Come share an inspiring history told by the people who have lived it! Free admission. Located at 642 New England Avenue, 32789. For hours and information visit: [www.hannibalsquareheritagecenter.org](http://www.hannibalsquareheritagecenter.org).

# CASA FELIZ HISTORIC HOME MUSEUM

One of Winter Park's most stunning historical attractions, Casa Feliz is a restored farmhouse overlooking the golf course in the heart of Winter Park Florida and is the signature residential work of noted architect James Gamble Rogers II. Today, Casa Feliz serves the community as a historic home museum and rental location for private parties, weddings, and business events. Open to the public for tours. Located at 656 North Park Ave, 32789. For hours and information visit: [www.casafeliz.us](http://www.casafeliz.us).



## WINTER PARK HISTORICAL MUSEUM

Discover the tradition and history of Central Florida's premier urban village. The Winter Park Museum houses themed displays, including pictorial history, collectibles, memorabilia, and artifacts that reflect specific eras of Winter Park history as well as relate to the cultural growth of the community. Located in the Farmers' Market, 200 West New England Avenue, 32789. Free admission. For hours and information visit: [www.wphistory.org](http://www.wphistory.org).



**LET'S  
STAY IN  
TOUCH**

## **IMPORTANT CONTACTS**

**IT'S IMPORTANT TO  
STAY IN TOUCH!**

**CITY OF WINTER PARK**

**ECONOMIC DEVELOPMENT**

**401 SOUTH PARK AVENUE  
WINTER PARK, FL 32789**

**FOR MORE INFO CONTACT US  
[WWW.CITYOFWINTERPARK.ORG/ED](http://WWW.CITYOFWINTERPARK.ORG/ED)  
407-599-3398 PH  
407-599-3499 FAX**

## **PLANNING AND TRANSPORTATION**

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General line: 407-599-3290

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Bronce Stephenson, Planning Director: 407-599-3665

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## **BUILDING AND PERMITTING SERVICES**

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General line: 407-599-3237

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Zoning Information: 407-599-3290

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Automated Inspection: 407-599-3350

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Contractor Registration and Pre-review Meetings: [permits@cityofwinterpark.org](mailto:permits@cityofwinterpark.org)

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## **CODE ENFORCEMENT**

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General line: 407-599-3600

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24-Hour Complaint Line: 407-599-3392

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## **UTILITIES CUSTOMER SERVICE**

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General line: 407-599-3220

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Email: [Customer\\_Service@cityofwinterpark.org](mailto:Customer_Service@cityofwinterpark.org)

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## **POLICE DEPARTMENT**

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Officer Belcore, Neighborhood Watch 407-599-3507

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Drug Tip Hotline: 407-599-3286

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Non-Emergency: 407-644-1313

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## **FIRE-RESCUE DEPARTMENT**

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Jim Santoro, Chief Fire Marshall: 407-599-3610

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Non-Emergency: 407-644-1212

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## **CENTURY LINK**

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CenturyLink is a leading provider of high-quality broadband, entertainment and voice services over its advanced communications networks to consumers and businesses in 33 states.

Local Line: 407-901-3688

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Toll-free line: 800-786-6272

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Website: [www.centurylink.com](http://www.centurylink.com)

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## **BRIGHTHOUSE NETWORKS**

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Offers TV, home phone, and high speed internet services throughout the nation. They have repeatedly won awards from JD Power and Associates for customer satisfaction and residential telephone service.

Toll-free line: 866-309-3279

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Local line: 855-222-0102

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Website: [www.bighthouse.com](http://www.bighthouse.com)

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## **TECO PEOPLE GAS**

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Offers TV, home phone, and high speed internet services throughout the nation. They have repeatedly won awards from JD Power and Associates for customer satisfaction and residential telephone service.

Toll-free line: 877-TECO-PGS

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Local line: 407-425-4662

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Website: [www.peoplesgas.com](http://www.peoplesgas.com)

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## **POWER OUTAGES**

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Toll-free line: 877-811-8700

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## **ORANGE COUNTY ZONING**

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For questions regarding zoning, permits, or business certificates.

General line: 407-836-5650

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# WINTER PARK

**"All of us, at some time or other, need help. Whether we're giving or receiving help, each one of us has something valuable to bring to this world. That's one of the things that connects us as neighbors--in our own way, each one of us is a giver and a receiver.."**

**-Mr. Rogers**



Economic  
Development  
Advisory Board

# agenda item 6.a

**item type**

Staff Updates

**meeting date**

January 13, 2026

**prepared by**

Kyle Dudgeon, Assistant Division Director of  
Economic Development/CRA

**approved by**

**subject**

Development Report

**motion | recommendation**

**background**

Development reports are submitted to the board biannually.

**alternatives | other considerations**

**fiscal impact**

**attachments**

1. Development Report-January 2026-Adobe



# ECONOMIC DEVELOPMENT REPORT



## 2025 COMMERCIAL PROJECTS COMPLETED

- **Royal Bank of Canada**  
360 Garfield Avenue

New two-story financial services office, 5,724 s.f.

Status: Complete

- **Winter Park Village**  
510 Orlando Ave

Work on the \$51 million revival of the Winter Park Village lifestyle center is complete. The retail and office spaces are 100% leased out. Bringing the streets up to sidewalk level allows for a different strolling feel, more like an open air full experience. Exciting new restaurants and stores have opened as well as more green space, sculptures, artwork, and streetscapes.

New Arhaus Furniture Store added.

Status: Complete

- **McLaren Dealership**  
1111 S Orlando Avenue

Luxury car dealership, in the footprint of the former Orchid Supply Hardware building. Contractors are working on the mechanical, electrical and plumbing. The site which will include a 38,920 s.f. building and 22,000 square feet of green space, opened for business during the summer of 2025.

Status: Complete

## REPORT HIGHLIGHTS

### 2025

- More than 216,801 s.f. Office and Retail completed by year-end
- Financial, Retail, High End Automobile, and Self-Storage

### 2026

- More than 534,052 s.f. Office, Retail, and residential projects in process.
- New Financial, Retail, Medical, Art/Culture, Residential, Educational, & Self-Storage
- New Residential;
  - Rollins Staff - 30 units
  - Rollins Students, 300 beds
  - Rauvadage, 8 townhomes & 13 apartments
  - Enclave, Lakemont, 14 single family homes & 12 townhomes
  - Winter Park Commons, 15 single family homes, 38 apartment units
  - Mixed use on S Pennsylvania
  - Storyville Coffee, Owner Residence
  - 730 Minnesota Ave, 3 single family homes



- **McCraney Properties Office**

1100 Orange Avenue

Three story, 29,500 s.f. office building on the vacant property at the intersection of Orange, Minnesota and Denning.

**Status: Substantially complete**

- **Hill/Gray Project**

900/950 N Orlando Avenue

SE Corner of Lee Rd & 17/92

Construction of 3,357 s.f. Wells Fargo bank and an 11,000 s.f Fidelity Investments office building including parking, drainage, and utilities infrastructure.

**Status: Complete**

- **US Storage Center - Rauvadage**

1561 Lee Road

95,000 s.f. storage facility, which includes 4,000 square feet of office space.

**Status: Complete**

- **Paradise Grills**

220 N Orlando Avenue

5,300 s.f. outdoor furniture store.

**Status: Complete**

- **Ferguson Plumbing**

1133 W Morse Boulevard

Two story 16,000 s.f. storefront.

**Status: Complete**

- **Louisiana Offices**

1501 Louisiana Ave

Six individual 2,000 s.f. offices, total 12,000 s.f.

**Status: Complete**

- **New Dimension Wellness**

800 Formosa Ave

State of the Art Wellness facility, second location (first is in Orlando).

Grand Opening January 9, 2026

**Status: Complete**

## **PROJECT UPDATES**

- **Rollins College Faculty/Staff Housing**

316 W Welbourne Avenue

Rollins College three story structure, 45,842 s.f., 30-unit multifamily housing project for Rollins staff and faculty

**Status: construction underway**

- **Storyville Coffee**

111 Morse Avenue

**Status: Under construction**

- **Verax Medical**

W Fairbanks Avenue

**Status: Permit approved.**

**Construction Start TBD**



- **Winter Park Commons**

821 W Swoope & 770 Annesly Pl. will consist of 15 Single Family Homes, 6 Apartment Buildings with 38 units. Amenities will include Mail Kiosk, Trash Enclosure and Pool Cabana, 6ft high privacy walls, gazebo, site lighting, hardscape, underground fire line.

**Status: Construction underway**

- **Verax Medical Lakemont**

1871 Aloma Ave.

Two story, 17,626 s.f. of medical office.

**Status: Permit Issued.**

- **Blue Bamboo (Old Library)**

460 E New England Ave

**Status: Complete**

- **Fairbanks Retail**

805 W Fairbanks

26,000 s.f. of restaurant/retail space and regional stormwater pond.

**Status: Permit in process**

- **BMW Dealership Expansion**

8955 Wymore Rd

Approx. 22,000 s.f. addition of showroom and vehicle service area.

**Status: Awaiting permit submission**

- **Lifetime Fitness**

1225 Bennet Ave.

85,000 s.f. Fitness Center, parking garage, outdoor pool, & pickleball facilities.

**Status: Under Construction**

- **Winter Park Business Center (Minnesota Row)**

1311 Minnesota Ave

**Status: Under construction.**

- **Sama Restaurant**

1449 Lee Rd.

Two story, @8,000 s.f. restaurant.

**Status: Under construction.**

- **Pig Floyds**

1471 Lee Rd.

New barbecue restaurant, renovation/façade improvements on the site of the old Bubbalou's.

**Status: Project complete, restaurant open.**

- **Ceredex Offices**

1260-1330 Palmetto Ave.

Renovation/façade improvements of existing buildings for office use.

**Status: Under construction**

- **Enclave ( WP Christian Church)**

New 6,500 s.f. sanctuary

**Status: Sanctuary completed, 14 single family and 12 townhomes to come.**

## **NEW PROJECTS - NOT PREVIOUSLY REPORTED**

### **Winter Park Raquet Club - 2111 Via Tuscany**

New 6,300 s.f. admin office and tennis pro shop. Under Construction

### **Orlando Health/Jewitt - 1428 Gay Rd.**

New 27,000 s.f. medical office building. Under construction.

### **Office W Fairbanks - 1980 W Fairbanks**

Renovation/Facade improvements and parking lot. Under construction

### **Storage Building - 687 Harold Ave**

4,400 s.f. warehouse. Permit in process

### **Golf Course Building - 2647 Eastham Rd.**

Restrooms and storage facility. Under construction.

### **Orosz Office Building - 2161 N Park Ave.**

New 8,000 s.f. office building. Under construction.

### **Mixed Use Building - 218 S Pennsylvania Ave**

Retail/residential building. Under construction

### **Winter Park National Bank - 345 Carolina Ave**

Under construction

### **Autozone - 2684 Lee Rd. (Old Denny's location)**

New 7,000 s.f. retail building. Under construction.

### **Bank OZK - 1231 Kindel Ave.**

New 16,000 s.f. bank building with drive-thru. Under Construction.

### **Ravaudage event center - 1117 N. Orlando Ave.**

New 8,500 s.f. event and meeting center with roof top venue.

Permit in progress.

### **Ravaudage Mixed-Use/Townhomes - 1150 Bennett Ave.**

8 townhomes, 5,500 s.f. of commercial, and 13 apartment units.

Permit in progress.

### **Ravaudage McCallister Parking Garage and Liner Building - 1320 Morgan Stanley Ave.**

New 441 space parking garage and 38,000 s.f. mixed use commercial liner building.

Permit in progress.

### **Westminster Towers expansion - 1111 S Lakemont Ave.**

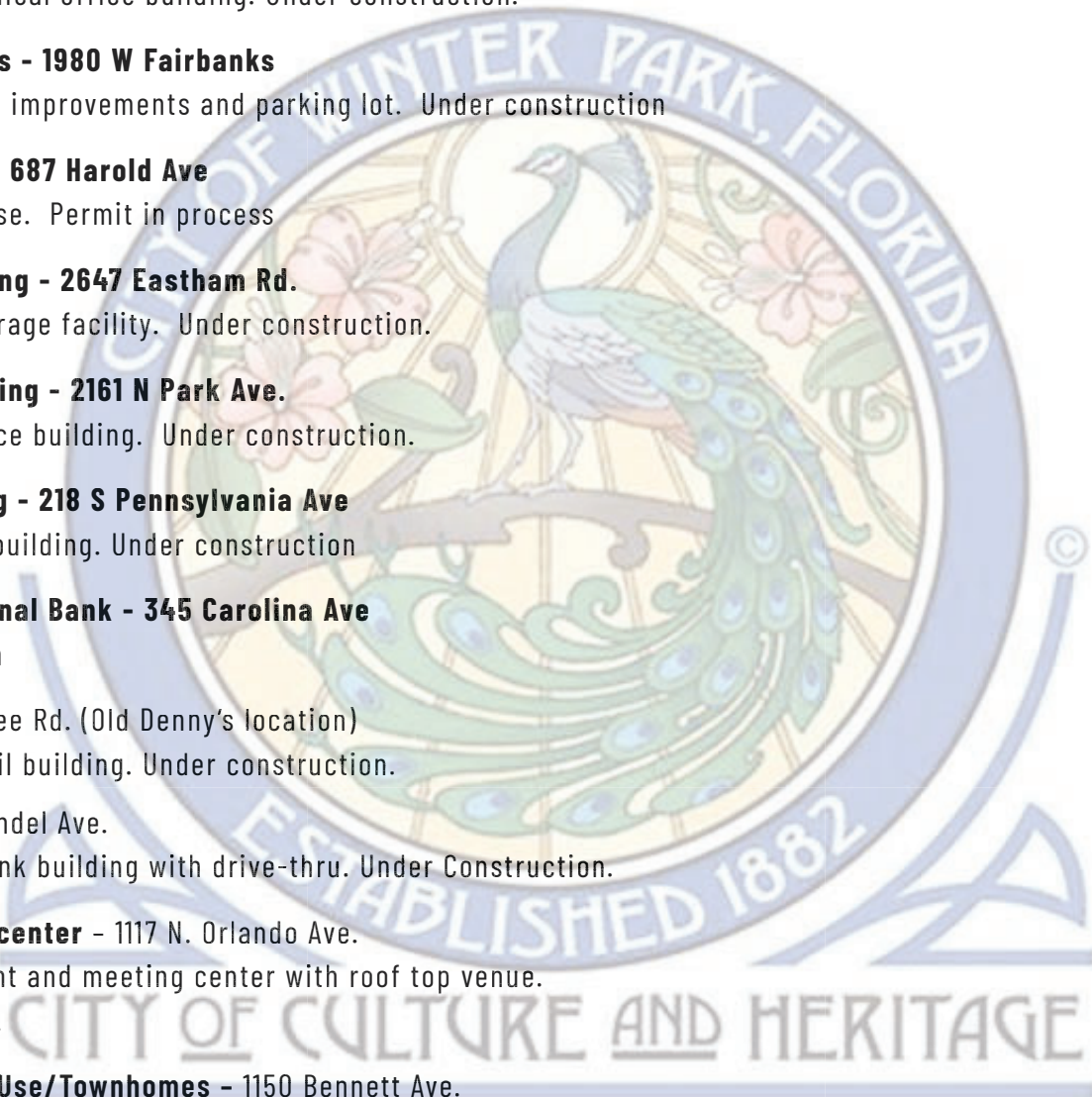
New 15,555 s.f. Lifelong Learning Center addition to existing campus. Permit issued.

### **Rollins College Innovation Triangle - 200 E New England Ave**

Rollins College has begun construction, 31,791 s.f. Rollins Art Museum and a new 47,138 s.f. Crummer Graduate School of Business building, on the properties at 200 E. New England and 203 E. Lyman Avenues

### **Rollins Student Housing - 1000 Holt Ave. 300 bed student housing complex on Rollins Campus.**

Under Construction.





Economic  
Development  
Advisory Board

# agenda item 6.b

**item type**

Staff Updates

**meeting date**

January 13, 2026

**prepared by**

Kyle Dudgeon, Assistant Division Director of  
Economic Development/CRA

**approved by**

**subject**

Econ Dev. Commercial Performance Report

**motion | recommendation**

**background**

Reports as requested

**alternatives | other considerations**

**fiscal impact**

**attachments**

1. EDAB Commercial Performance Report - Jan 2026
2. Property Overview - Park Ave 2 - Jan 1, 2025 - Dec 31, 2025
3. 1-22-26 WPBA Jan\_2026\_Flyer

# Commercial Performance Report

## 1/26

Full list of quarterly reports including annually recorded metrics are available at [www.cityofwinterpark.org/pm](http://www.cityofwinterpark.org/pm)

Sources: ESRI, CoStar, BLS

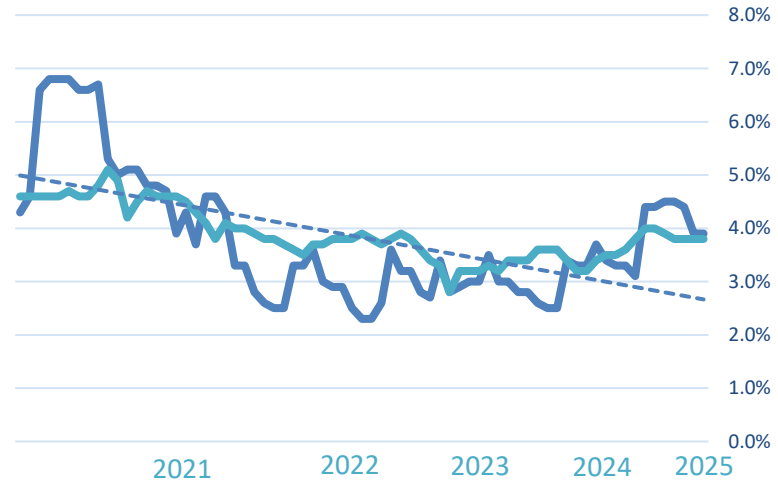
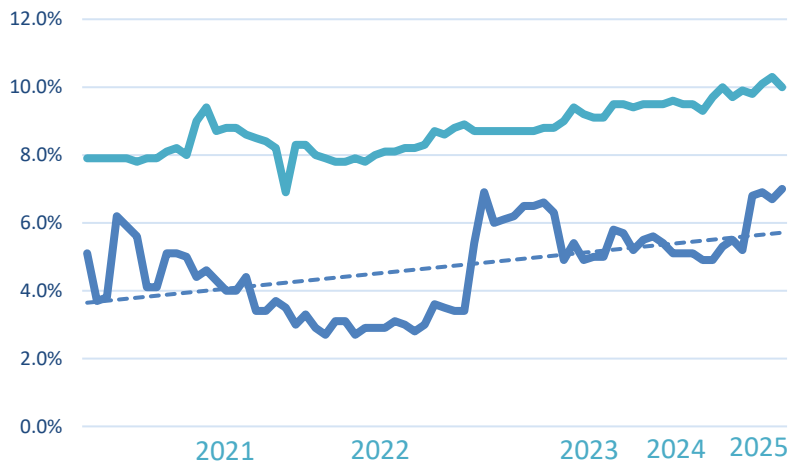
### OFFICE

### Vacancy

### RETAIL

Winter Park Orlando MSA

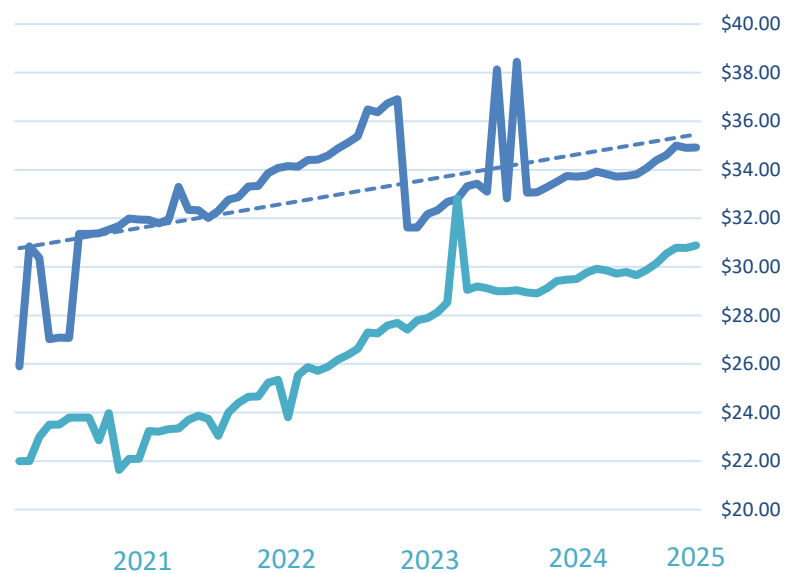
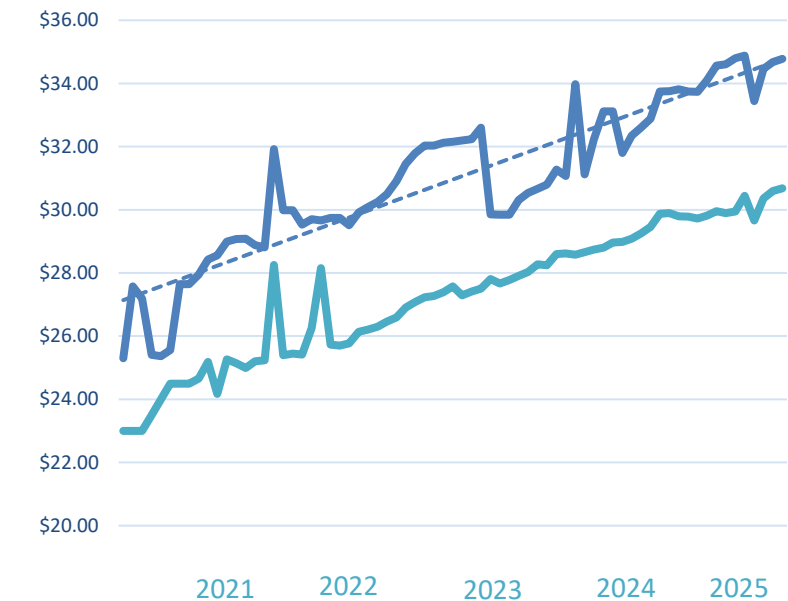
Winter Park Orlando MSA



### Rental Rate

Winter Park Orlando MSA

Winter Park Orlando MSA





## Property Overview

Jan 1 - Dec 31, 2025

Property:

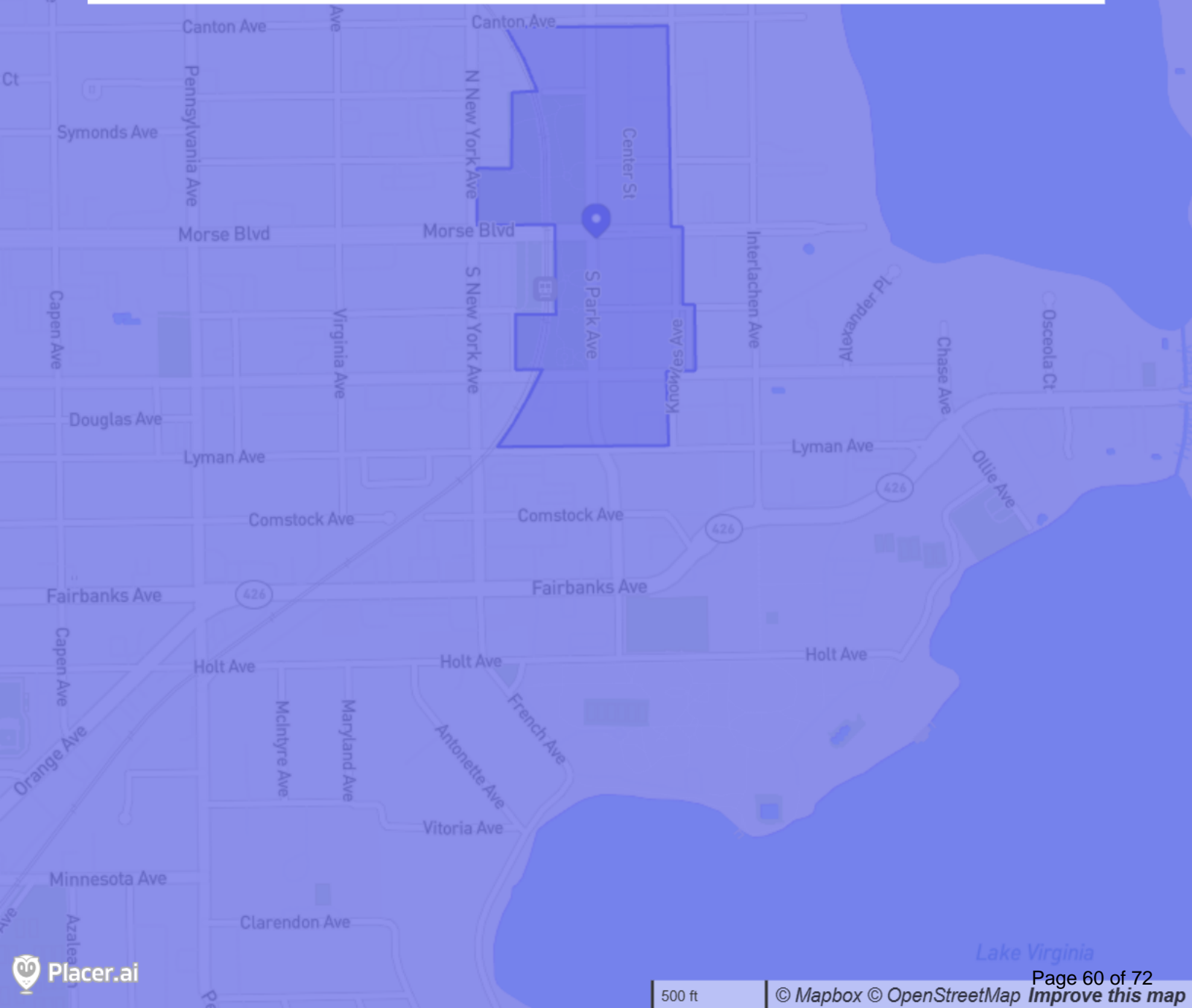


### Park Ave 2

Morse Boulevard, , FL 32789



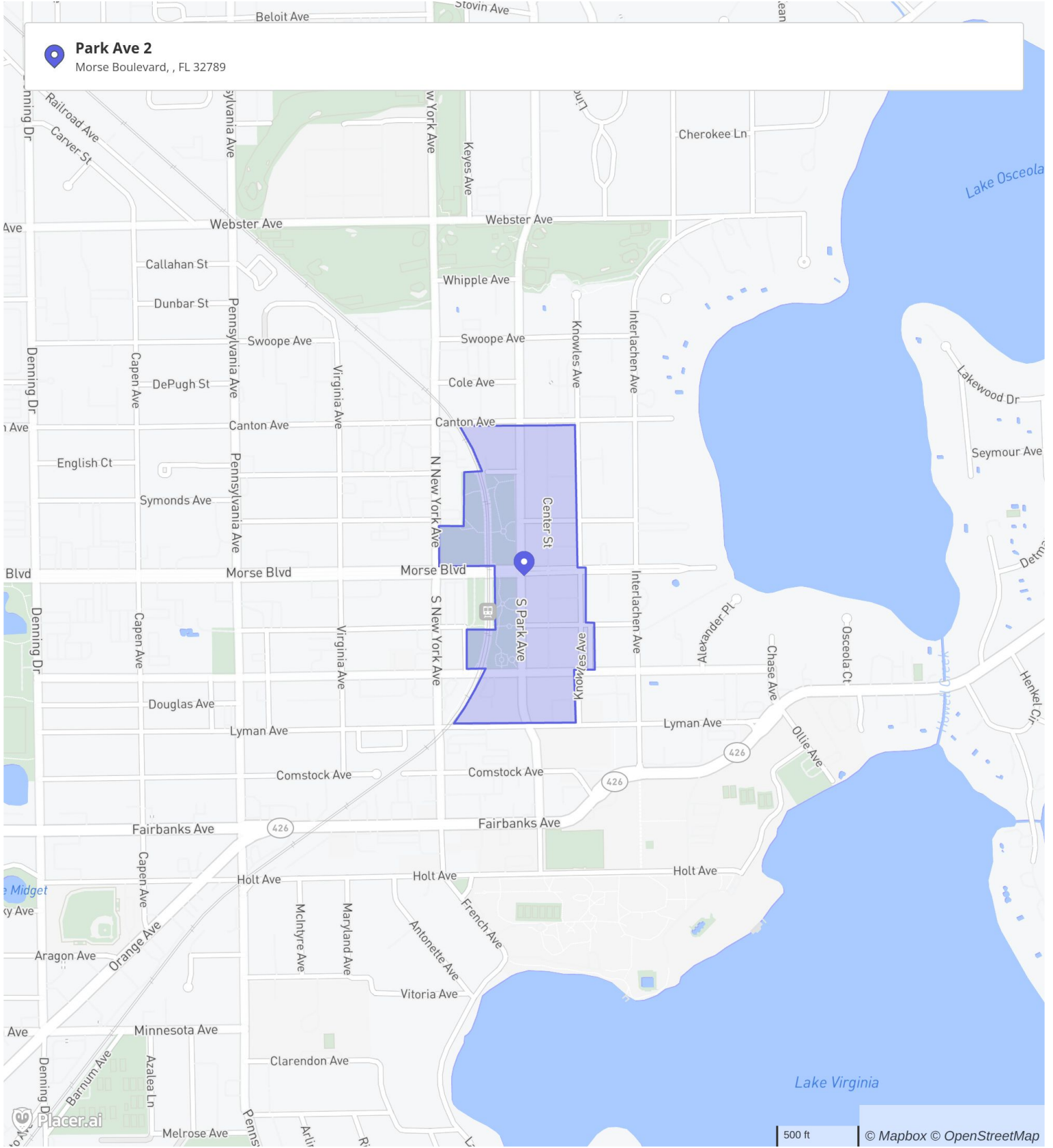
Scan to view on placer.ai platform





# Property Overview

Jan 1 - Dec 31, 2025





# Property Overview

Jan 1 - Dec 31, 2025

## Metrics

### Park Ave 2

Morse Boulevard, FL

Visits	3.4M	Panel Visits	207.5K
Visitors	1.4M	Visits YoY	+4.3%
Visit Frequency	2.37	Visits Yo2Y	+2.2%
Avg. Dwell Time	90 Min	Visits Yo3Y	+4.2%

Jan 1st, 2025 - Dec 31st, 2025

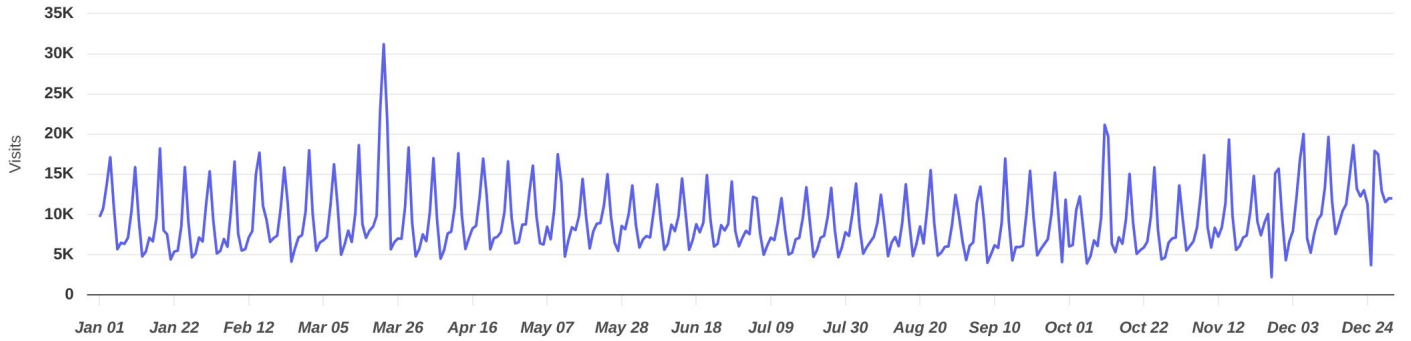
Data provided by Placer Labs Inc. (www.placer.ai)



## Visits Trend

### Park Ave 2

Morse Boulevard, FL



Daily | Visits | Jan 1st, 2025 - Dec 31st, 2025

Data provided by Placer Labs Inc. (www.placer.ai)





# Property Overview

Jan 1 - Dec 31, 2025

## Audience Overview

### Summary

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
<b>Park Ave 2</b> Morse Boulevard, FL	\$75.4K	44.3%	35.6	White (49.7%)	2.63
<b>Florida</b>	\$68.1K	32.3%	42	White (52%)	2.59

Jan 1st, 2025 - Dec 31st, 2025 | Data Source: Census 2022  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





# Property Overview

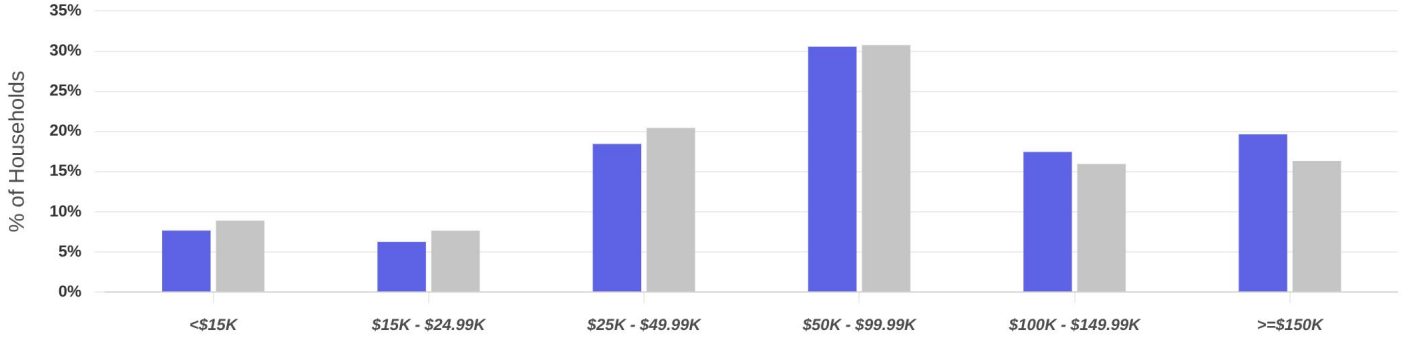
Jan 1 - Dec 31, 2025

## Household Income

### Park Ave 2

Morse Boulevard, FL

### Florida



Jan 1st, 2025 - Dec 31st, 2025 | Data Source: Census 2022  
Data provided by Placer Labs Inc. (www.placer.ai)

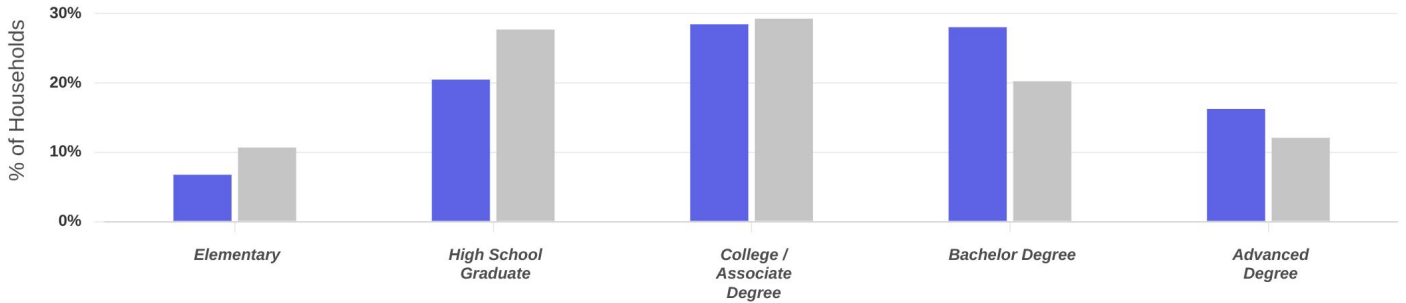


## Education

### Park Ave 2

Morse Boulevard, FL

### Florida



Jan 1st, 2025 - Dec 31st, 2025 | Data Source: Census 2022  
Data provided by Placer Labs Inc. (www.placer.ai)

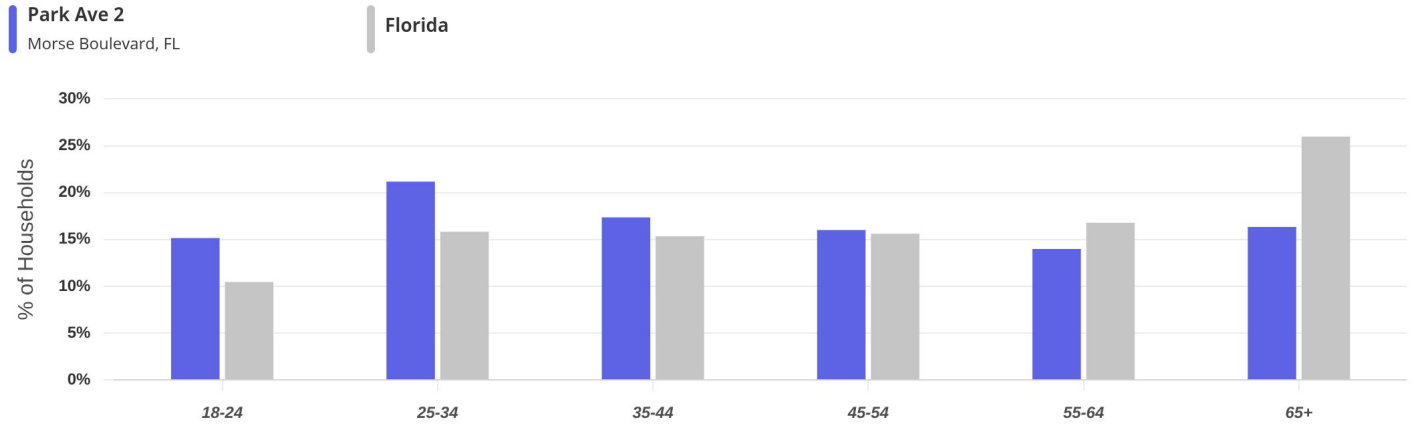




# Property Overview

Jan 1 - Dec 31, 2025

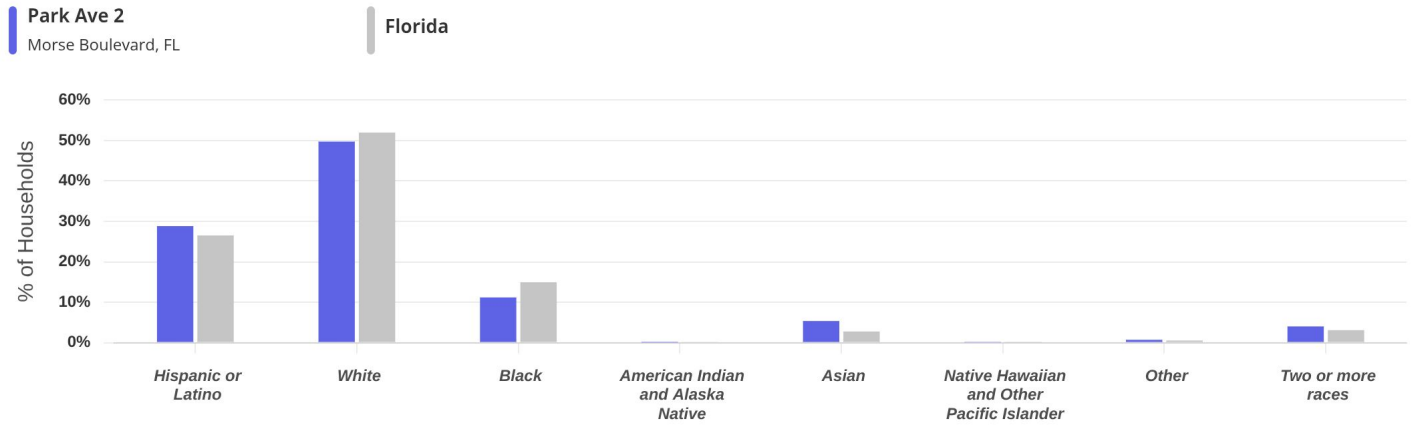
## Age



Jan 1st, 2025 - Dec 31st, 2025 | Data Source: Census 2022  
Data provided by Placer Labs Inc. (www.placer.ai)



## Ethnicity



Jan 1st, 2025 - Dec 31st, 2025 | Data Source: Census 2022  
Data provided by Placer Labs Inc. (www.placer.ai)





# Property Overview

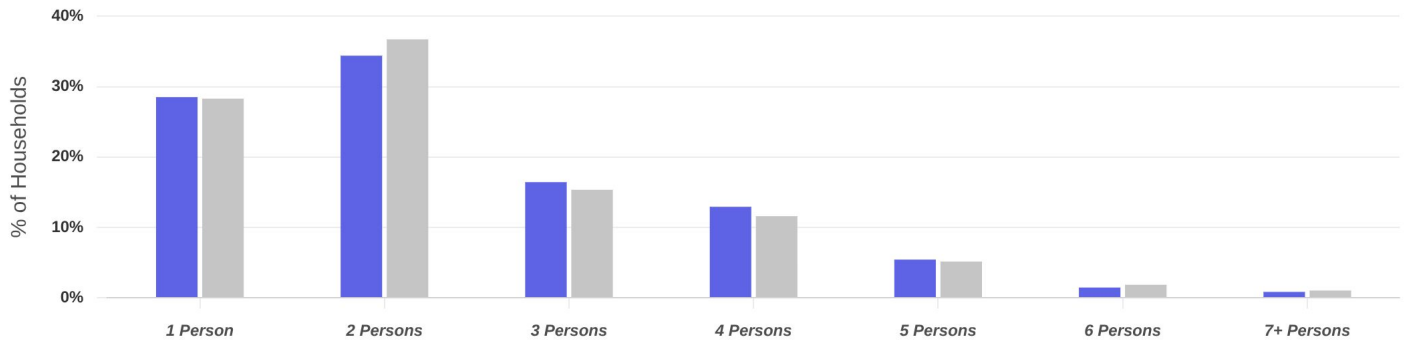
Jan 1 - Dec 31, 2025

## Household Size

### Park Ave 2

Morse Boulevard, FL

### Florida



Jan 1st, 2025 - Dec 31st, 2025 | Data Source: Census 2022  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

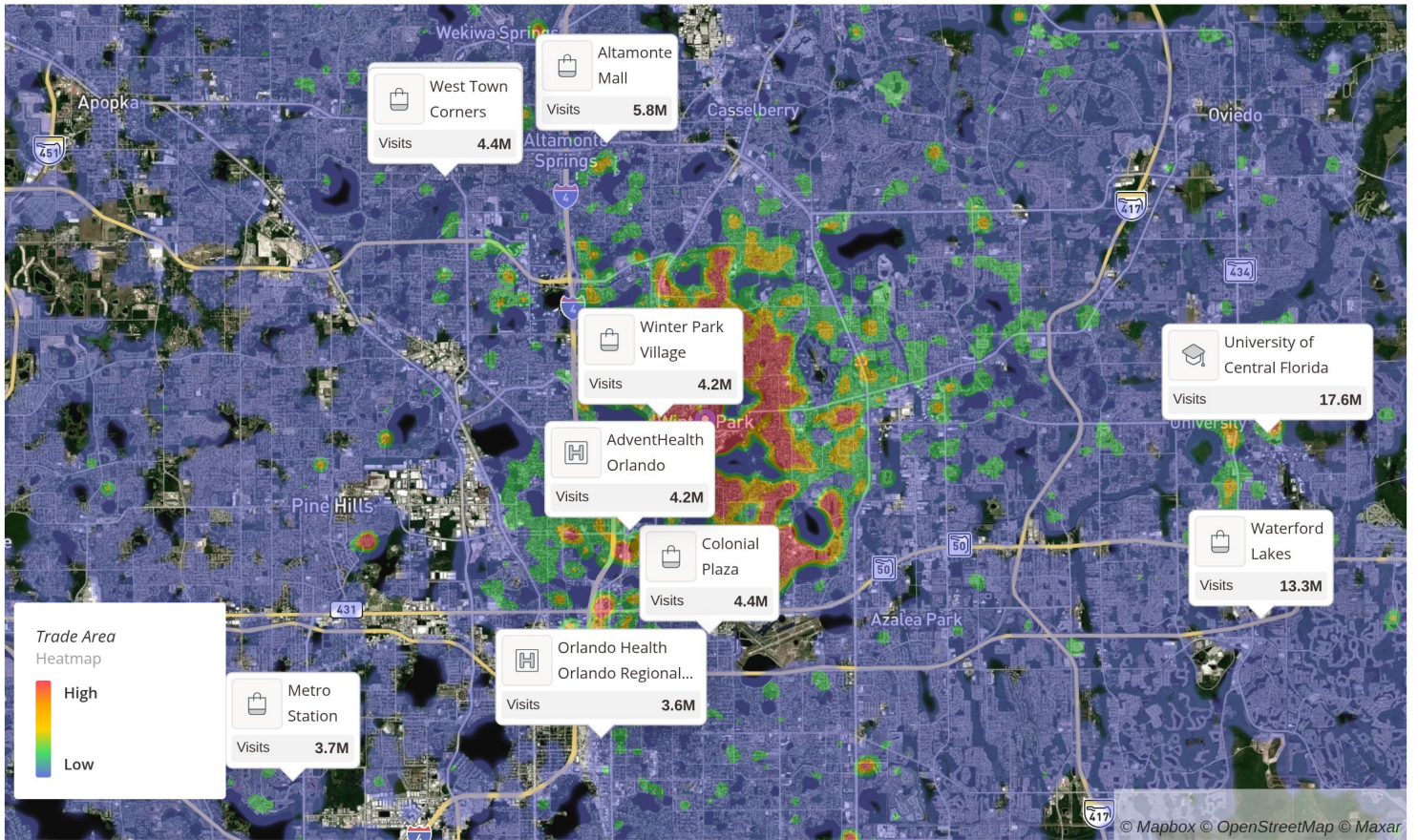




# Property Overview

Jan 1 - Dec 31, 2025

## Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jan 1st, 2025 - Dec 31st, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





# Property Overview

Jan 1 - Dec 31, 2025

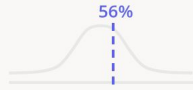
## Ranking Overview

### Park Ave 2

Morse Boulevard, FL

Nationwide

64 / 145



Florida

8 / 8



15mi

1 / 1



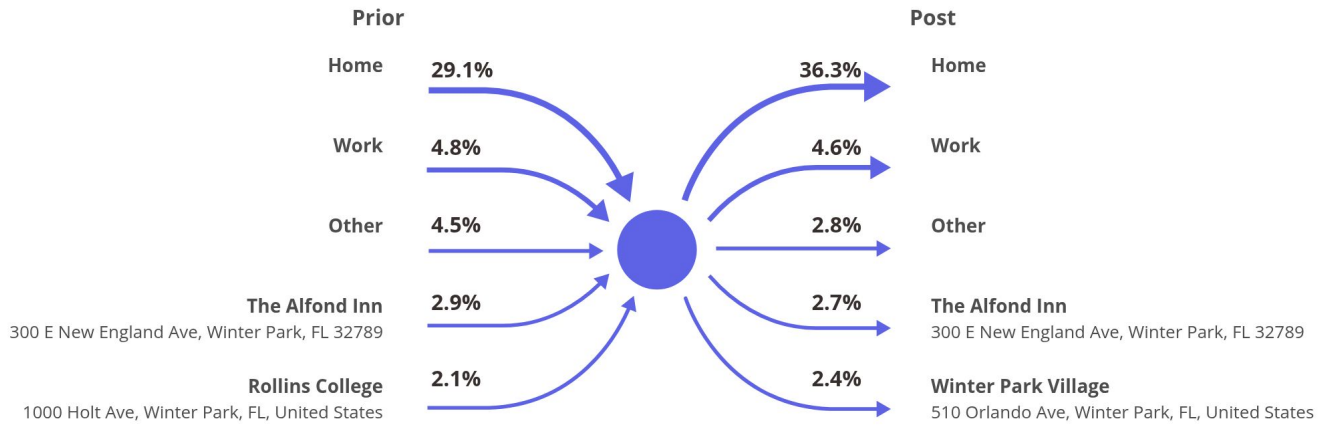
Category: Shopping District | Visits | Jan 1st, 2025 - Dec 31st, 2025  
Data provided by Placer Labs Inc. (www.placer.ai)



## Visitor Journey

### Park Ave 2

Morse Boulevard, FL



Show by: | Jan 1st, 2025 - Dec 31st, 2025  
Data provided by Placer Labs Inc. (www.placer.ai)





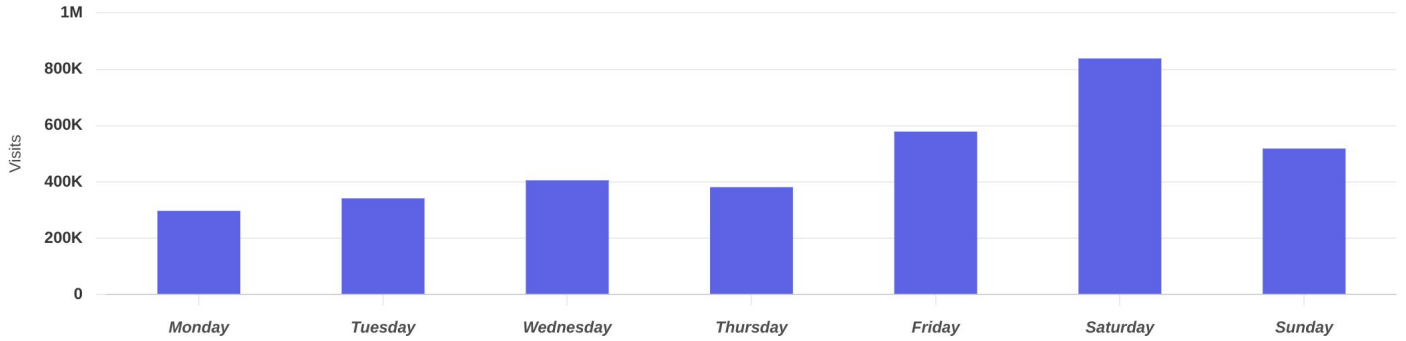
# Property Overview

Jan 1 - Dec 31, 2025

## Daily Visits

### Park Ave 2

Morse Boulevard, FL



Visits | Jan 1st, 2025 - Dec 31st, 2025

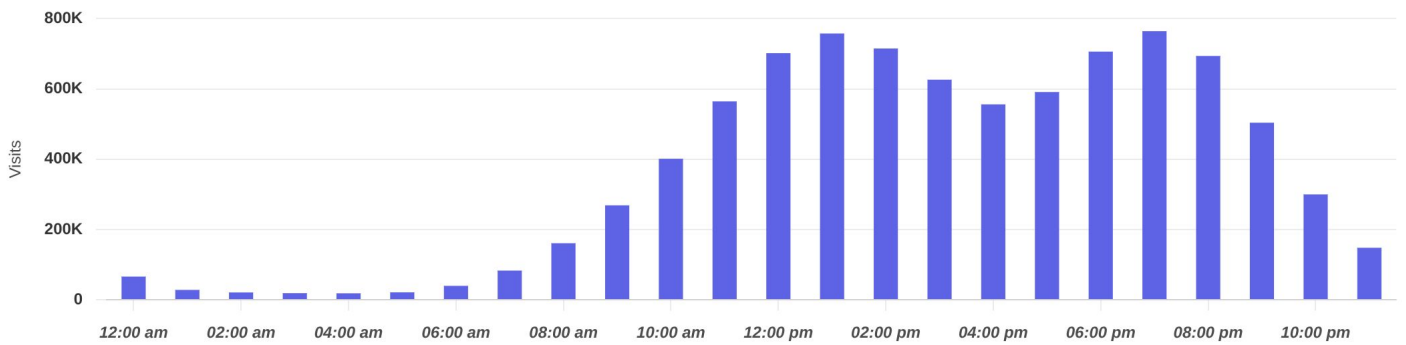
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Hourly Visits

### Park Ave 2

Morse Boulevard, FL



Visits | Jan 1st, 2025 - Dec 31st, 2025

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))















## Favorite Places

### Park Ave 2

Morse Boulevard, FL

Rank	Name	Distance	Visitors (%)
1	 <b>Orlando International Airport</b> 1 Jeff Fuqua Blvd, Orlando, FL 32827	11.8 mi	960.6K (67.7%)
2	 <b>Central Park</b> 401 S Park Ave, Winter Park, FL 32789	0.1 mi	750.5K (52.9%)
3	 <b>Walt Disney World Resort</b> 1486 Buena Vista Dr, Lake Buena Vista, FL 32830	20.1 mi	714.8K (50.4%)
4	 <b>Disney Springs</b> 1486 Buena Vista Dr, Lake Buena Vista, FL 32830	18.8 mi	572.8K (40.4%)
5	 <b>Winter Park Village</b> 510 Orlando Ave, Winter Park, FL 32789	0.8 mi	503.2K (35.5%)
6	 <b>The Mall at Millenia</b> 4200 Conroy Rd, Orlando, FL 32839	9.2 mi	492.7K (34.7%)
7	 <b>Waterford Lakes Town Center</b> 413 N Alafaya Trail, Orlando, FL 32828	9.6 mi	420.7K (29.7%)
8	 <b>Orlando Int'l Airport (MCO), FL</b> 1 Jeff Fuqua Boulevard, Orlando, FL 32827	11.8 mi	419.6K (29.6%)
9	 <b>Lakeside and Lakeside Crossing</b> 111- 131 North Orlando Avenue, Winter Park, FL 32789	0.9 mi	384.7K (27.1%)
10	 <b>Altamonte Mall</b> 451 East Altamonte Drive, Altamonte Springs, FL 32701	4.9 mi	380.7K (26.8%)

Category: All Categories | Min. Visits: 1 | Jan 1st, 2025 - Dec 31st, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





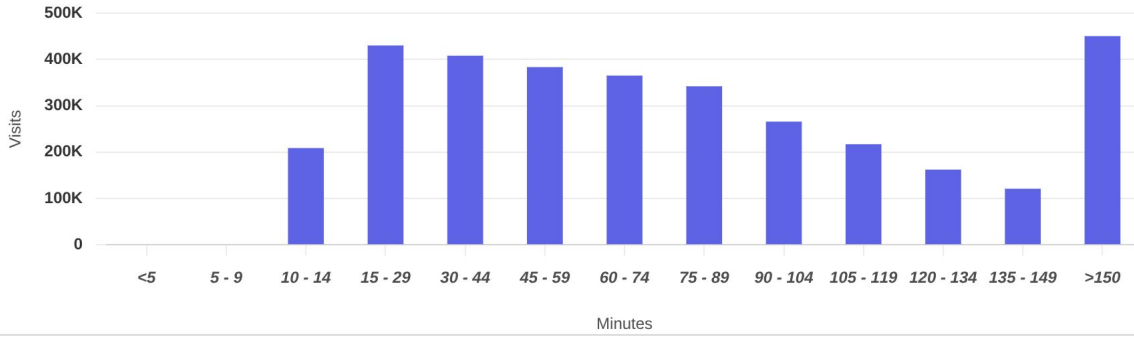
# Property Overview

Jan 1 - Dec 31, 2025

## Visit Duration

### Park Ave 2

Morse Boulevard, FL



Average Stay	90 min
Median Stay	70 min

Visits | Jan 1st, 2025 - Dec 31st, 2025  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



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