Economic Development Advisory Board Meeting Minutes

May 09, 2023 at 8:15 a.m.

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

Present

Sarah Grafton, Drew Madsen, Kevin Mcclanahan, Tracy Liffey, and Elijah J. Noel; Virtually: Betsy Gardner Eckbert; Board Coordinator Tatia Ghviniashvili.

Absent

Ginny Enstad.

Staff Present

Assistant Division Director of Economic Development/CRA Kyle Dudgeon; Budget & Management Division Director Peter Moore; Economic Development/CRA Coordinator Anne Sallee.

1) Call to Order

Chair Sarah Grafton called the meeting to order at 8:17 a.m.

2) Consent Agenda

a. Approve the minutes of regular meeting March 14, 2023.

Motion made by Kevin Mcclanahan to approve the minutes as presented; seconded by Drew Madsen. Motion carried unanimously with a 4-0 vote.

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

Mayor Phil Anderson, 1621 Roundelay Ln., gave brief comment on his support of the work this board is doing and is hopeful recommendations made will be considered by the City Commission.

4) Action Items

There were none.

5) Non-Action Items

a. Retail Strategies Report - Phase II

Staff gave a few opening remarks regarding maximizing retail potential and ensuring there is a symbiotic relationship between businesses. In partnership with consultants, the Retail Strategies Report was drafted and presented for initial feedback. A variety of trends, themes, and concepts were pulled together for the draft report, such as cross corridor traffic, critical mass, understanding behavior changes, etc., in order to seamlessly transition from theory to practice.

Elijah J. Noel arrived at 8:21 a.m.

Michael Berne, MJB Consulting, went through the report, and noted that the recommendations made are preliminary and curated to leverage Winter Park's retail potential in the form of action items. Found in the report is the implementation matrix which has four areas of focus: marketing, zoning, capital improvements, and incentives. The board asked questions to clarify the differences between permitted and conditional use as they relate to city code and retail.

Turning toward the implementation matrix in the agenda packet, Mr. Berne noted the importance of timing of the specific action items, such as those that can be completed in short, mid, and long-term windows. Also highlighted in the matrix are chief sponsors- those who would be primarily responsible for funding, as well as others that would be directly impacted- along with context and commentary which summarizes the reasoning and rationale behind this item.

Key themes and concepts were reviewed, which all relate to the discussions from Phase I.

- Co-tenancy and critical mass, especially when looking at the retail on Park Avenue and ensuring that the consumer continues to have a variety of options to choose from.
- Ecology of various districts was briefly mentioned, which is the interaction of districts, including competition and spillover. With this a notion was made of zoning and policies that might be grounded in different expectations for otherwise similar properties and stakeholders.
- Ground-floor tenancy, specifically the notion that space which exists along the frontage should be preserved for retail uses who have the greatest need for visibility.
- Understanding the roles of what uses are permitted and what rents are expected by landlords.
- Supply and demand working to determine the retail potential of structures with the same fiscal and design attributes.

Mr. Berne briefly spoke on place management entities, and explained their importance. He also highlighted a critical difference between main street organizations and business improvement districts/neighborhood improvement districts, which the later guarantees a funding mechanism that reduces the dependence on city grants, private fundraising/revenue generating events, and also provides greater certainty for longer term initiatives.

The board made remarks about place management entities and asked clarifying questions about who provides funding for these entities. Mr. Berne explained that both the landlord and property owner are responsible for funding, in that, the assessment is on the property owner which is then passed down to the tenant. Further discussion ensued about C2 zoning in Winter Park and potentially ratifying it to accommodate the evolved industry. Staff noted that any modifications to the zoning code will have to be reviewed and approved by the Planning & Zoning Department, explaining why the time horizon for this item in the matrix is median term (3+ years).

The board asked further questions about activating the downtown in terms of businesses such as theaters, and playhouses, that would draw people in engage in an activity before or after dining/shopping. Mr. Berne addressed this and explained that it is important to ensure that the critical mass is not threatened by adding these types of businesses to Park Avenue. A discussion ensued and further clarifying questions were asked about C2 zoning for purposes of timing and inclusion in the Comprehensive Plan, and why this is projected for 3+ years. Staff made further clarifications.

Mr. Berne continued the presentation by highlighting that healthy districts and corridors tend to lean toward food and beverage. He also spoke on the modifications proposed for Orange Avenue Zoning- found in the matrix- most notably making certain uses that were previously permitted into conditional. He further spoke on zoning codes and the current process that prospective retailers have to navigate in order to secure necessary approvals and permits, and noted that zoning codes do not keep up with how quickly retail moves.

Staff and board made a few closing remarks and highlighted the general takeaways to be incorporated into the document and brought back at the next meeting.

6) Staff Updates

a. EDAB subcommittee

Staff gave a brief update on the latest EDAB Subcommittee meeting and the material that was discussed. Found in the agenda packet is a comprehensive list of definitions of economic development and types of things that the subcommittee valued as part of that. An abridged version will be brought back before this board at a future meeting.

b. EDAB Commercial Performance Report

Report was provided for board review, and no discussion took place.

c. 2023 Development Report

Report was provided for board review, and no discussion took place.

7) Board Comments

There were none.

8) Upcoming Agenda Items

Retail Strategies Phase II for board approval.

9) Adjournment

The meeting adjourned at 9:19 a.m.

Minutes approved by the board on June 13, 2023.
/s/ Tatia Ghviniashvili, Board Coordinator