

CITY OF WINTER PARK
PARK AVENUE AREA TASK FORCE

January 24, 2012

Welcome Center
151 W. Lyman Ave.
Winter Park, FL 32789

12:00 PM - 1:30 PM

WORKSESSION WITH CRA ADVISORY BOARD

1. **INFORMATIONAL ITEMS**
 - A. **Business Improvement District Update with Neil Fritz, RMA**

MEETING

1:30 PM

AGENDA

2. **ADMINISTRATIVE ITEMS**
 - A. Approval of Minutes ----- October 28, 2011
3. **ACTION ITEMS**
 - A. One Way Valet Parking Approval
 - B. Downtown Parking Strategies
4. **INFORMATIONAL ITEMS**
5. **NEW BUSINESS**
6. **ADJOURNMENT**

"If a person decides to appeal any decision made by the Commission with respect to any matter considered at such meeting or hear, he/she will need a record of the proceedings, and that, for such purpose, he/she may need to ensure that a verbatim record of the proceedings is made, which record included the testimony and evidence upon which the appeal is to be based." (F. S. 286-0105).
"Persons with disabilities needing assistance to participate in any of these proceeds should contact the City Clerk's Office (407-599-3277) at least 48 hours in advance of the meeting."

**CITY OF WINTER PARK
PARK AVENUE AREA TASK FORCE**

ITEM (1A): Approval of Minutes from 10-28-11

DATE: January 24, 2012

ADMINISTRATIVE ITEM ACTION ITEM INFORMATION ITEM

ACTION REQUESTED:

Approval of minutes from the October 28, 2011 meeting of the PAATF.

KEY ELEMENTS/FACTS:

NA

STAFF RECOMMENDATION:

Approval of minutes as presented.

**CITY OF WINTER PARK
PARK AVENUE AREA TASK FORCE**

**Regular Meeting
10:00 a.m.**

**October 28, 2011
City Hall -Room 200**

MINUTES

Co-Chairman John Dowd called the meeting to order at 10:05 a.m. in the Park and Recreation Department conference room.

BOARD MEMBERS PRESENT: Woody Woodall, Paige Blackwelder, Susan Lawrence, John Dowd, Dexter Richardson, Ed Furey, and Patrick Chapin

BOARD MEMBERS ABSENT: Margie Varney and Grant Leibell

STAFF MEMBERS PRESENT: Dori DeBord, Peter Moore, Gabriella Serrado and Craig O'Neil

APPROVAL OF MINUTES

Motion made by Mr. Woody Woodall, seconded by Mrs. Susan Lawrence to approve the minutes of the July 19, 2011 meeting. Motion carried unanimously with a 7-0 vote.

INFORMATIONAL ITEMS

A. Park Avenue Area Strategic Plan Update

Peter Moore, Economic Development/CRA Assistant Director, presented the task Force with a list of the goals under the Park Ave Strategic Plan and the status of each to-date. With the help of the task Force, staff has been able to complete most goals listed on the Plan. Many of the remaining steps within the Plan are connected to the City's Economic Development Plan or relate to the creation of the Business Improvement District.

B. Preliminary Analysis of Park Avenue BID

Ms. Dori DeBord, Economic Development/CRA Director, introduced Neil Fritz and Chris Brown from Redevelopment Management Associates (RMA). RMA has helped other cities in Florida to establish a business improvement district (BID). Their latest client was the City of Naples who established their BID on December 2010. Mr. Fritz will be the project manager for the Downtown Winter Park BID project.

After a brief overview of what a BID is, the steps to establish one and what a BID can do in Winter Park, Mr. Fritz showed the task force a preliminary analysis of the BID boundaries. RMA associates have had the opportunity to walk through the downtown and were able to make adjustments to the BID boundaries. They see the Downtown Winter Park BID all along commercial Park Avenue, starting south at W. Fairbanks Avenue going north till E. Swoope Avenue, with the railroad tracks and S. Knowles Avenue being the east-west boundaries. Certain properties will be excluded from the BID district, such as city hall, parking lots, and some strictly office space on the corner of Canton Avenue and Swoope Avenue. RMA does not feel that Hannibal Square should be included in this BID. There is no smooth pedestrian continuity between Hannibal Square and Park Avenue. Hannibal is an area that has its own vibe and character that deserves its own BID.

For assessment methodology, RMA's preliminary recommendation is to establish the assessment based on parcel square footage. Mr. Fritz and Mr. Brown were able to walk the downtown this week and

realized that there are many parcels that would benefit from the BID that lay outside Park Avenue frontage. Mr. Fritz did clarify that this is a preliminary recommendation, but it all comes down to what the property owners feel more comfortable with. RMA and the ED/CRA department have started to meet with property owners and will continue to do so for the next several weeks.

Staff will keep the task force updated on the BID process. Staff does not foresee the task force meeting until RMA provides a final recommendation, which should be sometime in January 2012.

There was no further business. Meeting adjourned at 11:46 p.m.

Respectfully Submitted,

Gabriella Serrado,
Economic Development/CRA Coordinator

CITY OF WINTER PARK PARK AVENUE AREA TASK FORCE

ITEM (3A): One-Way Valet Request

DATE: January 24, 2012

ADMINISTRATIVE ITEM __ ACTION ITEM INFORMATION ITEM __

ACTION REQUESTED:

Provide 10 additional public spaces in the municipal lot for valet parking and designate the parking spaces on the north side of New England Ave, west of the bump-out, for valet ramping.

KEY ELEMENTS/FACTS:

One-Way Valet has operated valet services in the downtown for almost 7 years, and minutes indicate that in 2003 the City Commission approved valet service on New England Ave. and provided public parking spaces for the storage of vehicles in the municipal lot behind Central Park. The valet service was established as a method to alleviate parking confusion and provide a convenience to visitors and residents. The city has long been a partner in the valet program and has subsidized operations of the program from both the general fund and CRA.

Presently, One-Way Valet operates a single valet stand at the SW corner of New England and Park Ave utilizing the commercial loading zone area that stretches along the eastbound side of the street near Tunis'. The zone is designated for commercial use only during the day and then becomes public parking after 5pm. In addition there are 10 spaces reserved in the municipal lot for parking of valet cars, though minutes indicate that up to 50 spaces were discussed at one time (minutes excerpts attached).

In January 2012, city staff received a letter (attached) from One-Way Valet and met with members of the company, the Park Plaza Gardens restaurant, the Chamber of Commerce and nearby property owners. As Park Ave has greatly improved over the last two years, including substantial drops in the vacancy rate and turnover of businesses, the demand for valet has increased substantially. One-Way parks an average of 40-60 vehicles per day and they indicate that the 10 spaces provided in the municipal lot are insufficient for demand. After 5pm, the company has to struggle with maintaining their ramping area free of cars when

the commercial zone becomes public parking at 5pm. In meeting with the representatives of the company and restaurant, they asked that the City add 10 spaces to those reserved in the municipal lot and allow them to move their valet ramping services to the north side of New England Ave. in the westbound lane, near the RR tracks.

Staff has met on the issue and developed the following recommendations:

- 1) Approve the additional 10 spaces on a trial basis and monitor demand. Past minutes seem to indicate that more spaces were originally intended and staff can monitor the expanded spaces to make sure that they remain full during operating hours. Additionally, depending upon the layout of the spaces, One-Way Valet may be able to make better use of the 20 spaces by stacking the cars, thereby increasing yield.
- 2) Move the ramping location to the north side of New England, westbound lane, and designate the existing parking spaces near the tracks as exclusive for valet only (on map). This would solve the conflicts of dealing with commercial loading traffic but may feel like a greater taking of public parking areas as those spaces are currently available all day for public use vs. the loading zone which is only public after 5pm. However this would not require a U-turn for the majority of customers as most of the users of valet travel westbound on New England Ave.
- 3) Require that the valet service remains free to all customers of any business.
- 4) Verify that all appropriate insurance and licensing is recorded with the city.
- 5) Encourage One-Way Valet and the restaurant to continue to search out private lot agreements that would provide them additional storage space for vehicles.

ALTERNATIVES:

Maintain valet ramping on the south side of New England Ave but designate that the commercial loading zone will become "Valet Use Only" after 5pm as opposed to public parking. This will not solve the issue of fighting for space with commercial loading traffic but will provide a longer ramping area for stacking of cars with no risk of traffic backing into the intersection. Would require a U-turn for the majority of traffic as most customers drive up Park Ave and turn onto New England Ave.

Use the existing loading zone in front of the hotel for valet use. Staff was concerned with the likelihood of vehicles stacking into the intersection at peak times and recommends against this.

BUDGET IMPACT:

None to the city. The valet services agreement is executed between the Park Plaza Gardens restaurant, Chamber of Commerce, and One-Way Valet.

STAFF RECOMMENDATION:

Approve expanding the designated parking spaces for valet in the municipal lot by 10 additional spaces and monitor for use. Designate the 3 spaces near the RR tracks on the north side of New England Ave as valet ramping area.

To whom it may concern,

One Way Valet has been operating a complimentary valet parking service for the patrons of Park Avenue since 2005, to date. Our goal has been to offer customers of *any* Park Avenue venue an opportunity for convenience and class while parking their vehicle. Through the years we have seen the area flourish and the parking become an increasing issue. The usage of the valet service has continued to increase and our numbers grow gradually year after year. With the increase in use we have experienced an elevated need for change and adaptation to accommodate the growth.

The Numbers:

Average vehicles parked daily: 40-60. Busiest days as many as 80-100.
Our assigned parking spaces - 10(valet can maximize to 150%-200% more usage per space) overflow being farmers market and empty street spaces when available.

The Staging area:

Loading Zone on the south corner of New England adjacent to Park Ave. This lane is often blocked by delivery trucks and also requires a U-turn for all west-bound vehicles wanting to use the valet service.

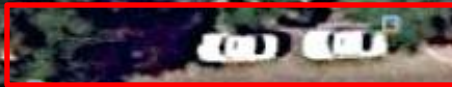
The demand for the valet service speaks for itself concerning it's value and necessity. The tools, though sufficient for past years are proving in-sufficient for the demand we have seen recently. In order to continue the forward momentum and serve the patrons of Winter Park's Park Avenue we will need to have additional Staging area and allotted parking.

For your consideration,

Jesse Dennen
Director of Operations
One Way Valet
321-274-3437



Proposed Valet Ramping Area



Existing Valet Ramping Area

MINUTES FROM OCTOBER 13, 2003

c) Park Plaza Gardens valet parking.

Economic Development Director Chip Weston introduced this item and explained the request from Park Plaza Gardens for valet parking services on New England Avenue and to use 50 parking spaces in Municipal Lot A (south lot on Morse and New York) from 5:30 p.m.-11:00 p.m., Thursday-Saturday. Various questions were asked by the Commission. Attorney Rubio suggested that an agreement be made to include staff's recommendations and any other issues the Commission may want to be consider, i.e., hours of operation, duration, termination, indemnification clause, etc. Mr. Weston addressed the importance of this agreement.

Applicant Mary Demetri, 1231 Mayfield Avenue, stated they are willing to underwrite the costs necessary to get valet parking started for the use of all vendors on Park Avenue. She spoke about expanding the hours to the day time if valet parking is well received. Ms. Demetri answered questions of the Commission regarding the 50 spaces and hours. Discussion ensued regarding their request to allow non-alcoholic beverages and food to be consumed while waiting for their vehicle and to provide tables and chairs at the valet service area. Assistant Planning Director Alberto Vargas addressed the permitting process and the details that will be worked out at that time with the cafe tables and chairs and their placement and also the canopy that will be installed at the site.

Mayor Marchman questioned whether the improvements should be in place before valet parking begins or wait until a trial period is completed to determine if the valet parking is successful. They agreed to a 90 day trial period.

Sissy Spang, Park Plaza Hotel, expressed concerns with the noise that may occur at the site and the disturbance to her hotel guests.

Joe Terranova, 700 Melrose Avenue, agreed that a 90 day trial period for the valet parking was a good idea and commented about the plans already approved for the park that includes the removal of the parking lot sometime in the future.

Motion made by Commissioner Storer to approve the request for valet parking for a 90 day trial period, with no outdoor dining areas at this time and including staff recommendations as listed; to monitor it to see how it is working with adjacent businesses to determine if this is a benefit or deterrent; and to see how it works with the public lot. Seconded by Commissioner DeVane.

Mayor Marchman asked that staff and the applicant review this during the trial period and to work hard on the details and toward an agreement as to the improvements and when they will be in place and whether or not the ability exists to sell beverages at this site. It was clarified that the noise ordinance will remain in effect during the 90 day period. **Motion carried unanimously with a 4-0 vote.**

MINUTES FROM JANUARY 26, 2004

a) Valet Parking on New England Avenue for Plaza Gardens.

City Manager Williams addressed the previous proposal for the Park Plaza Gardens restaurant to provide capital improvements in conjunction with their business and valet parking. He reported on the 90 day trial period that has passed and the applicant's request to approve this on a more permanent basis. Economic and Cultural Development Director Chip Weston indicated that the trial period for the valet parking has been successful and that the owner is asking for the valet program to be expanded indefinitely. He commented in return the owner will expend large funds to construct a new entranceway across the street from the rose garden which will significantly enhance the area.

Attorney McCaghren reminded the Commission that they are committing to the use of parking spaces on a public lot and that this would not be a permanent extension that commits those spaces indefinitely. The property owner indicated that they would like the valet parking approved indefinitely but that they are not asking the City to commit the parking spaces being proposed for use at this time. He stated if the parking spaces are no longer available for use that they would be responsible to obtain other parking spaces. Upon discussion, **a motion was made by Commissioner Eckbert to indefinitely extend the valet parking with the addition of the City's ability to provide a 90 day termination notice and that the City will construct the W. Park Avenue/Municipal Lot A curb cut to be reimbursed by Park Plaza Gardens to the City, seconded by Commissioner Metcalf and carried unanimously.**

Commissioner Metcalf sought clarification regarding the phasing issue. Mr. Martin noted that a final design is not being selected at this point and the only decision under consideration is to select a partner to move forward with. He explained why the Pizzuti team is the best team for the City. Mr. Martin continued that staff is asking for the Commission to approve the rank as proposed and recommended by the City Hall Committee. Additionally, he asked to move forward with a work shop to establish a continuing process to finalize a design and secure the public/private finance plan. Mayor Marchman was amenable to a work shop to discuss a plan and a process and to receive citizen input.

Joe Terranova, 790 Melrose Avenue, expressed his concern with selecting the second bidder if staff is unable to arrive at a satisfactory arrangement with the first bidder. He asked the Commission to consider starting the process over if this happens.

George Herbst, 1742 Temple Drive, as a member of the selection committee, spoke of the two proposals received.

Commissioner DeVane expressed her concern with the financial assumptions made in both of the proposals.

Motion made by Commissioner Metcalf to rank the developers as recommended by staff, seconded by Commissioner Devane. The motion carried unanimously.

Oath of Office

Former Mayor Dan Hunter administered the oaths of office to re-elected Commissioners John Eckbert and Douglas Metcalf. Both Commissioners provided speeches thanking their supporters which are made part of the record. A 30 minute recess was taken for the reception after the swearing in.

d) Park Avenue parking update.

Economic Development Director Chip Weston provided a power point presentation regarding the current conditions and suggestions for the parking situation on Park Avenue. He said staff recommends implementing a comprehensive valet parking program for all of Park Avenue. Mr. Weston explained that the program would operate from approximately 8:30 am until 11:00 pm from Monday to Saturday and from noon to 10 pm on Sunday. He commented that the flexible program can move as needed depending on parking displacement and demand. He elaborated that a comprehensive valet program also supports the existing parking deficits articulated in the Glatting Jackson parking study. Mr. Weston stated Park Avenue employees, who now park on the Avenue, will be encouraged to utilize this free valet program. Lastly, Mr. Weston said staff suggests that funding for this program come from a partnership between the CRA, developers who displace parking, and merchants who benefit from this program.

Commissioner Eckbert inquired into the percentage of Park Avenue employees versus the number of customers that would use the valet parking program. Mr. Weston spoke of the Glatting Jackson study that was performed. He said the program will provide alternate parking for the employees that work on Saturdays and when parking restrictions are not enforced. Commissioner DeVane expressed her concern with co-mingling the problems of the displaced parking created by the downtown construction, and the parking that is needed to accommodate the construction workers.

She asked staff to consider the parking at St. Margaret Mary Catholic Church for shoppers and offer valet service as long/short term solutions. She said the developer should pay for displaced parking. Commissioner Metcalf said valet parking seems to be the only solution. Mayor Marchman expressed that valet parking needs to be considered as part of the equation, but noted his concern with how it will be utilized. Commissioner Metcalf suggested that staff work with the Chamber of Commerce to devise a plan for the Commission to review. Consensus was to move forward with staff recommendation 'G'.

Park Avenue merchant Brian Wettstein commented on the need to address and devise a short term solution. He spoke in support of a valet parking program.

Park Avenue merchant Carolyn Luce spoke of the need to address the parking issue that exists on the north end of Park Avenue.

Chamber of Commerce Representative Bill Walker spoke of the complexity of this problem and that the Chamber intends to devise a solution to the problem.

Chamber of Commerce Representative Sam Starke stated that the recommended parking valet program is a solution to the problem.

Mayor Marchman asked that each item recommended be discussed separately and asked for additional public comments. The list of recommendations are made part of these minutes.

Joe Terranova, 700 Melrose Avenue, expressed his support of the recommendations from the Economic Development Advisory Board.

City Attorney McCaghren spoke of the legalities involved with establishing a parking assessment. Commissioner DeVane expressed her concern with this recommendation.

Consensus was to consider the following items: A,B,C, D, G, H, and I. Additional discussion ensued regarding items E, and F. Although not accepted, it was discussed to factor in a portion of the Blake lot in any final plan proposed. Commissioner DeVane asked that staff review occupancy rates of all the privately owned public parking places within the Central Business District and to use New York Avenue and Interlachen as the boundary. Consensus was also to accept the resolution from the Economic Development Advisory Board.

e) Update on the proposal to establish a new Community Redevelopment Area for the Home Acres neighborhood.

Planner Briggs provided an update on the status of this matter. He explained the restraint on the City's Charter that restricts the ability of the Commission to condemn property and incur debt without a voter referendum. He spoke of the reluctance from Orange County in promoting a CRA that is tied into a single developer. Mr. Briggs noted that Orange County stated the City would have to agree and move forward with the annexation process. He said staff is prepared to move forward with the annexation process once the proposed interlocal annexation agreement is approved. He said the agreement will enable the City to annex all the properties in the area. Mr. Briggs explained the provision in Florida Statute that allows the County to give the City the ability to annex the areas without a referendum. He continued that the entire area including acreage and population does not exceed the 1% thresholds on population or land area that were established by ordinance.

CITY MANAGER'S REPORT

DATE: March 28, 2005

SUBJECT: Park Avenue Parking Update

Park Avenue merchants have asked staff to address the potential disruptions to public parking caused by new central business district developments.

The Economic Development Advisory board has made the following recommendation: March 16, 2005

Resolution from the Economic Development Advisory Board for the Winter Park City Commission

The developer of any Central Business District project that displaces public parking shall bare the burden and/or cost of providing temporary parking during the time the public parking is displaced at a ratio of one to one.

STAFF RECOMMENDATION:

Staff recommends implementing a comprehensive valet parking program for all of Park Avenue. This program would operate from approximately 8:30 am until 11:00 pm from Monday to Saturday and from noon to 10 pm on Sunday. This flexible program can move, as needed depending on parking displacement and demand. A comprehensive valet program also supports the existing parking deficits articulated in the Glatting Jackson parking study. Park Ave. employees, who now park on the Avenue, would be encouraged to utilize this free valet program. Staff suggests that funding for this program come from a partnership between the CRA, developers who displace parking and merchants who benefit from this program.

CRA funding requires approval from the CRA Advisory Board.

THIS ITEM HAS BEEN DISCUSSED WITH/REVIEWED BY OTHER DEPTS. AS FOLLOWS:

<input type="checkbox"/> Finance	<input type="checkbox"/> Parks & Recreation	<input type="checkbox"/> Public Relations
<input type="checkbox"/> Fire	<input type="checkbox"/> Planning Dept.	<input type="checkbox"/> Public Works
<input type="checkbox"/> MIS	<input type="checkbox"/> Police	<input type="checkbox"/> Purchasing
<input type="checkbox"/> City Attorney	<input type="checkbox"/> Risk Mgmt.	

CITY OF WINTER PARK PARK AVENUE AREA TASK FORCE

ITEM (3B): Downtown Parking Strategies

DATE: January 24, 2012

ADMINISTRATIVE ITEM __ ACTION ITEM INFORMATION ITEM __

ACTION REQUESTED:

Formal recommendations by the Park Avenue Area Task Force regarding parking and parking programs in the downtown area.

KEY ELEMENTS/FACTS IMPACTING DECISION:

At the December 12, 2011 City Commission meeting, the Commission reviewed a non-action item from Jeff Briggs, Planning Director about parking in the downtown (CBD) area. Mr. Briggs provided a history of previous parking studies that have been completed in the downtown and the alternatives that have come forward based on those studies. These alternatives include:

1. Parking garages
2. Public/private partnerships with Bank of America and Morse/Genius Foundation
3. Valet service for downtown patrons

The Commission expressed concern about the perception that parking is not available in the downtown and that an employee parking program needs to be considered.

At this meeting, the City Commission asked for a formal recommendation from the Park Avenue Area Task Force regarding the findings of the inventory update completed in 2010 and any recommendations that the Commission should consider when addressing parking issues in the downtown. Staff explained that the Task Force had reviewed this item as part of Goal 2 of the Park Avenue Area Strategic Plan and had recommended continued effort after the wayfinding program is implemented. The Task Force also discussed an employee parking program but there was no agreement as to the type or operation of this program.

Staff has include the agenda item from Mr. Briggs to the City Commission on this item as well as the updated parking plan that was completed by this Task Force in the summer of 2010.

BUDGET ALLOCATION:

N/A

STAFF RECOMMENDATION IS:

Staff offers the following recommendations for the Task Force to consider sending to the City Commission:

1. The City may wish to pursue additional public/private parking options with private providers in the downtown area, particularly at peak times throughout the year, such as Art Festivals, large downtown events and during the holiday season.
2. The City should pursue a task force to look into the development and implementation of an employee parking program. This task force would include:
 - a. City staff including police, CRA, planning and public works
 - b. Merchants located in the downtown area
 - c. Property owners
 - d. Chamber of Commerce representatives
3. The City should re-evaluate the public perception of downtown parking once the wayfinding program is in place.