

CITY OF WINTER PARK  
ECONOMIC DEVELOPMENT ADVISORY BOARD

Regular Meeting  
Commission Chambers

September 26, 2007

8:15 a.m.

MINUTES

---

**PRESENT:** Michael Gay, James Barnes, Jane Hames, Bill Traylor, William Dingman, Michael Harbison, Agatha Frances, Steve Snively, Bill Traylor, Sam Stark, J. Blair Culpepper, Ruther Prather. Cultural & Economic Development Director Chip Weston, Economic Development Financial Analyst/CRA Assistant Director Peter Moore and Recording Secretary Marva Fortson.

Chairman Michael Gay called the meeting to order at 8:18 a.m.

The September minutes were unanimously approved as submitted.

The Board thanked former EDAB Chairman James Barnes for several years of tremendous leadership and presented him with a plaque.

Mr. Weston stated that the Board has been working on the Economic Development Analysis Formula to measure the impact of projects within the City of Winter Park. He introduced Paul Bryan and Allan Keene to present their analysis of the 1100 North Orange Avenue redevelopment (Progress Point).

Mr. Keene stated that he has been involved with the City for over forty years and gave an update summary of plans for the redevelopment of the Progress Energy site. He stated that there have been meetings with neighbors and interested parties to discover what citizens wanted to see in the redevelopment. He suggested that the project is important to the City and that it is important to understand the positive economic impact from the development. Mr. Keen asked EDAB members to attend a workshop that has been planned with P&Z and the City Commission in October and a reconstituted Progress Energy/Holler Task Force meeting.

Mr. Bryant distributed materials and presented a PowerPoint that included a 3-D animated model of the projected redevelopment. He stated that the project consists of six-acres of land located at the intersection of Minnesota, Orange Avenues and Denning Drive, with Palmetto and Cypress Avenues on the eastside. The redevelopment will not be in the CRA and will provide revenue to the general fund. Mr. Bryant stated that there have been two neighborhood workshops (April & September) discussing the development and goals of the property. From the citizens expressed desires learned in these meetings the developers have planned two acres of open space with many trees, hidden parking garages, three main buildings with retail, residential (lease only) and office space. The project should be completed 2010 or 2011. He gave a summary of the fiscal economic impacts (taxable value \$28M, 400 jobs, cost over \$60M, significant permit fees) and answered questions from the Board.

Former Mayor, Joe Terranova, inquired about the overall redevelopment of Orange Avenue, the assessment to property owners for the streetscape enhancement, the impact of taxable value, open space, and building height.

Mr. Bryant stated that the cost of the streetscape improvements on Orange Avenue will be based on the taxable value of properties on the street; when completed, the 1100 North Orange redevelopment will pay half the cost of the streetscape assessment.

The Board discussed and questioned the adjacent property values, land values, low density projects, affordable housing, project analysis, any significant opposition, setbacks, new office potential, community meetings, retail building prices and the potential for a location for Enzian Theater.

Mr. Bryant asked the Board to attend the next three meetings: 1) 10/10-Holler Progress Task Force, 2) 10/24-Joint Workshop (P&Z, City Commission) and 3) 11/6-Public Meeting with P&Z.

Mr. Bryant stated that other recommendations are to bring corporations and national restaurant entrepreneurs into Winter Park that are not here now. He stated that the Planning Department views the Holler Progress Task Force as being the first step in creating the new mix-use code for Winter Park and the City has retained Cannon & Associates to work with the staff specifically on code drafting.

9:15 am - Mr. Gay & Mr. Culpepper left the meeting. Vice chair Barnes took over the Chair for Mr. Gay.

Mr. Weston will present staff's assessment of the developer's analysis at the next EDAB meeting (October 10).

Mr. Barnes thanked all guest speakers for attending the meeting.

Old Business:

There were no items of old business.

New Business:

Mr. Weston stated that Stephen Sniverly was appointed a Diplomatic position as the Honorary Counsel of Namibia for the United States.

Mr. Weston introduced to the Board Kim Lyon, intern and student at Rollins College. He distributed the new cultural brochures to the Board.

Meeting adjourned at 9:25 a.m.

Next Economic Development Advisory Board meeting will be announced (October 10).

Respectfully Submitted

Marva D. Fortson,  
Recording Secretary

