



Community Redevelopment Agency (CRA)

Agenda

August 24, 2022 @ 1:30 pm

Winter Park City Hall Commission Chambers

welcome

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

assistance & appeals

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

"If a person decides to appeal any decision made by the Board with respect to any matter considered at this hearing, a record of the proceedings is needed to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based." (F.S. 286.0105).

please note

Times are projected and subject to change.

-
1. **Called to Order**
 2. **Consent Agenda**
 - a. [Approval of the minutes of February 9, 2022.](#) 1 minute
 3. **Citizen Comments (for items not on the agenda): Three minutes allowed for each speaker**
 4. **Action Items**
 - a. [CRA Budget FY22-23](#) 60 minutes
 - b. [Resolution 0017-22 - Approving applicant participation in the Florida Main Street Program](#) 5 minutes
 5. **Staff Updates**
 - a. [CRA extension discussion](#) 60 minutes
 6. **Board Comments**
 7. **Adjournment**



Community
Redevelopment
Agency (CRA)

agenda item

item type	Consent Agenda	meeting date	August 24, 2022
prepared by	Kim Breland	approved by	Peter Moore, Michelle del Valle, Randy Knight
board approval	Completed		
strategic objective			

subject

Approval of the minutes of February 9, 2022.

motion / recommendation

background

alternatives / other considerations

fiscal impact

ATTACHMENTS:

[CRA-min-2022-02-09.pdf](#)



Community Redevelopment Agency Meeting Minutes

February 9, 2022 at 2:00 p.m.

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

Present

Mayor Phillip Anderson; Commissioners Marty Sullivan, Sheila DeCiccio, Carolyn Cooper and Todd Weaver; Orange County Representative Hal George; City Manager Randy Knight; City Clerk Rene Cranis.

1) Call to Order

2) Consent Agenda

- a. Approval of minutes of the regular meeting, September 8, 2021

Motion made by Commissioner DeCiccio to approve the Consent Agenda; seconded by Commissioner Weaver. Motion carried unanimously with a 6-0 vote.

3) Citizen Comments (for items not on the agenda): Three minutes allowed for each speaker

4) Action Items

- a. Shady Park Improvements Project

Kyle Dudgeon, Asst. Division Director of CRA and Economic Development, gave a presentation on the background of the development of Shady Park plans. He reviewed proposed improvements that include a heritage and history memorial, increased greenspace and landscaping, site amenities and rehabilitation of existing historic markers. He said a community group is recommending an art piece in recognition of four historical figures in the community. Staff is requesting direction on the art piece, the budget - that all improvements including the art proposal can be accommodated within the existing project budget of approximately \$250k (after \$50k spent to remove the spray play), and pending direction, consideration of a Letter of Interest (LOI) to solicit artists.

Commissioner Cooper expressed her reluctance about the statue since the city does not have statues of city founders, but has numerous plaques. She spoke about the city's naming policy and said she is comfortable with looking at this but does not want to change that policy. She said she feels it is critical to stay within the budget and that there should be no sole sourcing of an artist.

Mr. Knight said that the policy applies to naming of parks and facilities but he is not aware of policy relating to statues.

Jason Seeley, Director of Parks and Recreation, provided details on the budget and on the different components of the plan.

After discussion, Mayor Anderson summarized actions requested to approve move forward with a remaining budget of \$250k and whether the commission is comfortable with the artwork being a statue/bust of individuals.

Motion made by Commissioner DeCiccio to approve the budget and the dimensional artwork; seconded by Commissioner Sullivan.

Lee Rambeau Kemp, 1359 Chapman Circle, thanked the CRA and staff for their support and named the members of the MLK/Shady Park Committee. She stated their most important request is approval of a monument depicting the bust and bios of four pioneers of Hannibal Square area (Mary Lee DePugh, Gus Henderson, Frank Israel and Walter Simpson). Their request also includes a panel at the base of the monument with the history of Hannibal Square, restoration and enhancement of current markers and funding at a total cost of approximately \$225k.

Mr. Seeley noted that there is a bust of Ruby Ball at the Ruby Ball Amphitheater.

Maria Bryant responded to questions about the cost and budget noting that the cost has increased from before the pandemic. She spoke about sustainable development goals and feels these projects add to the goals of sustainable living, quality education and partnership.

Commissioner Cooper said that she feels the budget needs to identify the components and cost and asked whether the art would be funded first. Mr. Seeley said they would start with the art and adapt the budget based on remaining funds after the monument is completed. Commissioner Cooper said she would not be opposed to eliminating brick sidewalks as they do not have them in Central Park.

Discussion followed on the details of the artwork. It was confirmed that the budget would cover the cost of the artwork and delivery, but the city would have the responsibility for preparing for installation and installation.

Mary Daniels asked for approval of the request and the budget.

Lawanda Thompson, 664 W. Lyman Avenue, supported the plan and spoke about the Soko Marketplace and tours offered of the community. She invited everyone to attend the 1619 Festival this weekend. She urged caution in the accuracy of the historical information on any markers.

Martha Bryant Hall, 331 W. Lyman, expressed her support of the project.

Jane Turner said she supports the project.

Forrest Michael, 358 W. Comstock, spoke about results of research they conducted for this project.

Madison Jamerson, 268 Balsam Lane, recognized the work of the committee and urged the commission to approve the project.

Mayor Anderson said he feels that 3-D depictions are more impressionable than the verbiage and it is consistent with city's pursuit of installing historical markers.

Mr. George agreed with Mayor Anderson and asked for clarification on the budget for improvements aside from the artwork.

Division Director of OMB Peter Moore said that the budget is \$250k and suggested that the cap for artwork be set at \$200k and the remaining improvements at \$50k.

Motion made by Commissioner DeCiccio to amend the motion to approve at \$200k for the artwork and \$50k for the landscape and hardscape; seconded by Commissioner Weaver.

Commissioner Cooper said she supports the west-side community and respects its history but expressed her concern about losing the sense of the city's history. She said she would like to talk about "our" history, combined to avoid further division of the east and west side of Winter Park in the future. She said she sees value in investing in Shady Park provided it is done within a budget.

Commissioner DeCiccio noted other monuments in the city and feels there is no better way to commemorate the founding of the city.

Upon a roll call vote on the amendment, Commissioners Sullivan, DeCiccio, Cooper and Weaver, Mayor Anderson and Mr. George voted yes. Motion carried unanimously with a 6-0 vote.

Upon a roll call vote on the main motion as amended, Commissioners Sullivan, DeCiccio, Cooper and Weaver, Mayor Anderson and Mr. George voted yes. Motion carried unanimously with a 6-0 vote.

b. MLK Park Memorial Corner

Mr. Dudgeon reviewed the background of efforts to install a memorial at MLK Park and prior conceptual plans. Direction is needed on whether to move forward with the plan from 2011, the budget, cost and Letter of Interest on elements of the memorial wall and monument. He noted that \$100k has been budgeted for hardscape improvements with an overall cost estimate between \$450-500k. He explained the CRA 10-year pro forma and suggested that most direct path for funding would be to reallocate \$400k from FY 22 cumulative fund balance to the MLK Park Improvement Budget.

Staff responded to questions regarding the budget. Mr. Seeley noted that \$100k is budgeted for Unity Corner as well funds for landscaping and general hardscape improvements as part of the \$625k budgeted for overall MLK Park improvements. Mr. Moore clarified that the request is to add \$400k to the existing \$100k budget for this project which is included in the \$625k budgeted in FY 22 for MLK Park Improvements which results in a total of \$500k to do the memorial corner.

Motion made by Mayor Anderson to approve increasing the allowance from \$100k to \$500k with \$400k to be funded from the CRA surplus; seconded by Commissioner Weaver.

Mrs. Kemp provided historical context of memorial and land of former Lake Island Estates with lots once owned by black residents and converted to a park in 1955 through eminent domain and named MLK Park in 2013. She showed images of the preferred style for MLK statue (6 ft. bronze). She asked for approval for a monument honoring Dr. King, a naming wall to commemorate west side residents who once lived where MLK Park and the library and events center now stand and for funding (\$500k) to complete this project.

Mr. Dudgeon provided details on the MLK memorial corner which includes sidewalks, paver elements behind the flag poles, monument wall, MLK statue/sculpture. He requested approval of the conceptual plan in order to prepare a more detailed plan. Discussion followed on components of the plan.

Commissioner DeCiccio spoke in favor of moving forward as completion has been delayed far too long. Commissioner Sullivan and Mr. George agreed.

Commissioner Cooper expressed her concern about the statue. She showed a photo of a dedication plaque that she had expected would be displayed at this corner and questioned where the plaque is and how it turned into a promise for a sculpture. She said she is not going to support this because she does not want statues of people who are not Winter Park residents; however, she does support the wall. Mr. Seeley confirmed that the plaque is at the Community Center. Discussion followed on the intent for the plaque.

Mary Daniels stated the bronze statue was part of plan in 2013.

Maria Bryant noted that the plan is the same conceptual plan that was presented at ribbon-cutting.

Martha Hall urged commission to approve and said there are options in lieu of a statue.

Forrest Michael, 358 W. Comstock, said the committee has discussed alternatives to sculpture and would like for committee to look further at alternatives.

Anjali Vaya, 521 N. Capen, expressed her hope for Commission approval.

Carol Rosenfelt, 1642 Lookout Landing Circle, CRA Advisory Board member, said the board discussed concerns about the cost and rules for statues. She said she feels statues should be of founders and should be considered.

Motion made by Commissioner Cooper to approve the request as stated with the amendment that the committee look into a representation of the value and the life of MLK, something similar to the plaque or a more conceptual art piece as was presented during the unveiling in 2013. Motion failed for lack of second.

Upon a roll call vote on the main motion, Commissioners Sullivan, DeCiccio and Weaver, Mayor Anderson and Mr. George voted yes. Commissioner Cooper voted no. Motion carried with a 5-1 vote.

5) Board Comments

6) Adjournment

The meeting was adjourned at 4:00 p.m.

Mayor Phillip M. Anderson

ATTEST:

City Clerk Rene Cranis



Community
Redevelopment
Agency (CRA)

agenda item

item type	Action Items	meeting date	August 24, 2022
prepared by	Kyle Dudgeon	approved by	Peter Moore, Michelle del Valle, Randy Knight
board approval	Completed		
strategic objective	Fiscal Stewardship		

subject

CRA Budget FY22-23

motion / recommendation

Approve as recommended by staff and the CRA Advisory Board.

background

During this past fiscal year, the real estate market yielded varying degrees of growth due to the wake of the pandemic and early affects of inflation, labor and material volatility. As a result, modest returns on TIF were produced.

Revenue:

Budget estimates suggest increment revenue will increase 9.60%. With added interest earnings and revenue totals are projected at \$7.43 million. Contributions from Orange County over \$2 million in increment revenue are met with a 30% rebate and a 50% rebate of contributions over \$3 million. The CRA will rebate \$990,000 to the County as part of this agreement. This will be the fourth year increment revenue contributions to the trust fund by the City exceed that of the County.

Expenses:

Staff has proposed a budget that maintains all debt service payments, supports operations, fulfills all contracts, provides funding for existing programs and includes capital improvement projects. For FY22-23, general personnel and indirect costs are expected to each stay at ten percent or below of total expenditures. Debt Service shows no significant change. The table below demonstrates budget expense categories consistent with the proforma for FY22-23.

<u>FY22-23 CRA Budget Expenses</u>		<u>%</u>
Personnel & Indirect Costs	\$567,389	10%
General Operating	\$384,503	7%
Community Initiatives	\$545,000	10%
Capital Maintenance	\$120,000	2%
Debt Service	\$1,484,485	26%
Misc. Capital Enhancements	\$140,000	2%
Proposed Additional Projects	\$2,600,000	45%

Personnel & Indirect Costs: Identified as any cost related to salaries, wages, and benefits.

General Operating: Costs associated with operating supplies, memberships, books, periodicals, equipment, promotional activities, travel and training, and contractual services.

Community Initiatives: Includes CRA resident and business programs, support funding for the Winter Park Community Center and other nonprofits.

Capital Maintenance: Funding for parking agreements within the CRA district.

Debt Service: Approved bonds through the CRA. Bonds are expected through the existing life of the district.

Misc. Capital Enhancements: Funding for smaller capital intensive projects, or partnership opportunities through the upcoming year. Past projects have included weekend Sunrail, the moonlight garden project, downtown sidewalk repair, parking sensors, and pedestrian safety improvements such as rapid rectangular flashing beacons (RRFBs).

Capital Projects: Projects included as part of the capital improvement plan (e.g. FY22-23 proforma).

Capital Improvement Plan

The proposed capital improvement plan estimates future increment revenue growth, project costs, and Agency direction into the remaining life of the CRA. At this time, conservative growth (roughly 3.3% average) is presumed through 2027. For reference, the attached CRA pro forma sheet hypothesizes potential future increment growth yet to be determined.

Funding Highlights

The chart below represents highlights of new funding for the upcoming fiscal year divided by project, program, and social and event:

Budget Highlights:

<i>Project Funding</i>	<i>Cost</i>	<i>Budget Category</i>
MLK Park Enhancements	\$2,400,000	Capital Projects
Hannibal Sq. Design Guideline Implementation	\$200,000	Capital Projects
CRA Enhancement Fund	\$100,000	Misc. Capital Enhancement
Small Scale CRA Projects Fund	\$40,000	Misc. Capital Enhancement
<i>Program Funding</i>		
Affordable Housing	\$200,000	Community Initiatives
Business Façade Program	\$100,000	Community Initiatives
Residential Driveway Program	Rollover	Community Initiatives
Residential Paint Program	Rollover	Community Initiatives
Summer Youth Employment Program (SYEP)	\$30,000	Community Initiatives
<i>Social & Event Funding</i>		
Community Center Programming	\$48,000	Community Initiatives
Heritage Center Operations	\$40,000	Community Initiatives
Winter Park Playhouse	\$40,000	Community Initiatives
Snow in the Park	\$35,000	General Operating
Welbourne Nursery Program	\$35,000	Community Initiatives
Organizational Support Grant	\$25,000	Community Initiatives
Depugh Nursing Home	\$20,000	Community Initiatives
Popcorn Flicks	\$7,000	Community Initiatives
<i>Total:</i>	<i>\$3,320,000</i>	

The table highlights over \$3.3 million of investment by the CRA to the district in project, program, and social & event funding. Included for discussion is the MLK Park Enhancement project, Hannibal Sq. Design Guideline Implementation, additional project considerations, and program updates.

MLK Park Enhancement

Under redevelopment goals and objectives sections 1.8, 1.9, and 6.5 of the 1999 CRA plan highlights the need to beautify the corridor including "to augment and improve open space", "to showcase Lake Island (MLK) Park", and "to resolve stormwater pollution issues." To that end, the CRA budget includes \$2.4 million to continue the improvements to MLK Park that began in FY22 with replacement of the fields and funding of the MLK Memorial Corner. Remaining enhancements include boardwalks, cultural and historical signage, improved lighting and sidewalks, parking expansion, restroom & playground area enhancements, and stormwater upgrades. There is additional funding within the CRA stormwater Master Plan, developed in 2020, to assist in the cost of the project at \$492K. The project has also seen a series of public input sessions noting dialogue with

Winter Park residents from all areas of the city regarding uses, infrastructure, and interactive and passive elements of the park.

Given the uncertain nature of material and labor costs, staff is continuing to hone in on a final price for the project. Because of these frequent changes, the board may wish to consider additional funding to the project. Staff's working number is \$500,000 in unencumbered funds.

Hannibal Sq. Design Guideline Implementation

Originally contemplated by the CRA Advisory Board in 2018, this item is an opportunity to promote multimobility and connectivity within the neighborhood. As this project is still in concept phase and the priority placed on improvements to Shady and MLK Park, staff is proposing this be pushed backwards in the CIP, at least one year, to allow for completed park improvements first prior to the consideration of connectivity enhancements between the two newly enhanced amenities. By in large, this movement would unencumber \$200,000 for other projects the board may wish to consider for this fiscal year.

Additional Project Considerations

Staff is providing additional projects for funding not yet contemplated within the CRA CIP, but have been discussed and are compliant within the CRA plan.

Denning Drive north of Webster Ave to (+\$500,000)

Continuing the work provided in FY2016-17, the Denning Drive rightsizing project has seen several benefits including the promotion of multi-mobility within the corridor, creation of buffer space between residential and commercial properties, sewing a closer pedestrian connection between MLK Park and Mead Gardens, and safety enhancements (including installation of rapid rectangular flashing beacons (RRFB) for pedestrians to adjacent partnered parking facilities). This improvement builds on this critical infrastructure by extending multi-mobility north of Denning Drive and Webster Avenue by providing a mixed-use path to Solana Avenue and the northern boundary of the CRA (see attached). As it exists today, this section of road is in dire need of repair. The attached design concept showcases a a ten foot mixed use path, ten foot buffer space for shade trees, and two ten and a half foot vehicle lanes for traffic. The plan also contemplates a six foot pedestrian crossing with RRFB north of Carver Street and in close proximity to the existing driveway aprons and parking area for the Orange County Public Schools (OCPS) site. The crosswalk may change to the south depending on field evaluation and power availability. Staff did evaluate the potential of including the mixed use path on the east side of the road. While possible, the number of residential driveways impacted (9) during construction without an alternative means of access presented a major contention point.

Denning Drive/Fairbanks Ave Improvements (+\$321,765)

With the purchase of the now demolished dry cleaner and spa properties near the

Denning/Fairbanks intersection, staff has moved forward with the design of an extended southbound right turn lane at that location. The proposed improvements have been designed by a private consultant, Kimley Horn over past fiscal year. The intention of the design is to provide relief for this traffic movement by installing a 120' turn lane (phase I attached).

An additional fifty feet in deceleration length was also considered, but the estimated added cost of \$128,663 *not including* several added layers of design, geotechnical work, and a retaining wall for the structural integrity of the road against the sinkhole provide additional unknowns and costs which may be better served to be contemplated as an additional phase (phase II). At this time, staff has moved forward to request comments by the Florida Department of Transportation (FDOT) on the phase I portion of the project then; as needed, phase II could be considered.

From a cash flow perspective, further amending the CRA budget would provide for 100% funding of all proposed capital projects. In addition to moving the Hannibal Square design standards project, staff is also proposing using existing funds for the business façade program and misc. enhancement fund. Based on existing demand, these programs can be accommodated for next fiscal year while unencumbering an additional \$240K. The attached proposed CRA proforma indicates these changes for board consideration.

Program Updates

Respectively contemplated and approved by the CRA advisory board, the budget provides for updates to both the CRA's business façade and housing rehabilitation program.

Changes include a time certain before reapplication by business façade property owners/lessees and an updated cap of \$30,000 for eligible rehabilitation improvements. At their July 28, 2022 meeting, the CRA advisory board unanimously approved the budget with recommended changes by staff. Additional changes, which may be a result of fluctuating material and labor costs, can be addressed either at time of budget approval or during the year as allowed by Florida Statute.

alternatives / other considerations

Consider modifications to the budget

fiscal impact

Impacts are provided within the context of the budget as modified/approved. These changes were unanimously supported by the CRA Advisory Board.

ATTACHMENTS:

[Ten Year Pro-Forma - FY 2023.pdf](#)

ATTACHMENTS:

[Ten Year Pro-Forma - FY 2023 PROPOSED.pdf](#)

ATTACHMENTS:

[2022-05-10 MLKjr Concept Package_REDUCED.pdf](#)

ATTACHMENTS:

[Denning_Webster-Solana_REV-COLOR.pdf](#)

ATTACHMENTS:

[Denning & Fairbanks TL exhibits.pdf](#)

ATTACHMENTS:

[CRA Social Highlightsv2.2.pdf](#)

**Community Redevelopment Agency 10-Year Proforma
Existing Approved Capital Plan**

		FY 2023	FY 2024	FY 2025	FY 2026	FY 2027	FY 2028	FY 2029	FY 2030	FY 2031	FY 2032
ESTIMATED REVENUES											
TIF Revenue - City		4,043,522	4,326,569	4,369,834	4,457,231	4,590,948					
TIF Revenue - County		3,390,920	3,628,284	3,664,567	3,737,859	3,849,994					
Investment Earnings		-	30,000	30,450	30,907	31,370					
Misc. Revenues		-	-	-	-	-					
CRA Revenues		7,434,442	7,984,853	8,064,851	8,225,996	8,472,313					
Fund Balance		-	-	-	-	-					
Total Revenues		7,434,442	7,984,853	8,064,851	8,225,996	8,472,313					
ESTIMATED EXPENDITURES											
Personnel & Indirect Costs		567,389	592,565	616,318	638,423	660,700					
General Operating		384,503	400,193	414,763	428,017	439,801					
Community Initiatives		545,000	550,310	555,242	559,731	563,713					
Capital Maintenance		120,000	126,000	131,040	135,626	139,695					
Misc. Capital Enhancements		140,000	140,000	140,000	140,000	140,000					
Debt Service & Transfers		1,484,485	1,071,284	1,066,442	710,568	-					
Total Expenditures		3,241,377	2,880,351	2,923,805	2,612,365	1,943,909					
Annual Surplus/Deficit (Funding Available for Additional Projects and Programs)		4,193,065	5,104,502	5,141,047	5,613,631	6,528,403					
Proposed Project Addl. Funding											
	Est. Totals	FY 2023	FY 2024	FY 2025	FY 2026	FY 2027	FY 2028	FY 2029	FY 2030	FY 2031	FY 2032
17/92 Streetscape	5,185,228	-	1,000,000	2,000,000	2,185,228	-					
MLK Park Improvements	2,400,000	2,400,000	-	-	-	-					
Land Acquisitions	1,500,000	-	1,500,000	-	-	-					
Post Office Purchase	7,075,000	-	-	5,000,000	2,075,000	-					
Parking Improvements	7,000,000	-	-	-	-	7,000,000					
Hannibal Sq. Design Guideline Implementation	200,000	200,000	-	-	-	-					
Proposed CRA Project Funding Total	23,360,228	2,600,000	2,500,000	7,000,000	4,260,228	7,000,000					
Fund Surplus/Deficit		1,593,065	2,604,502	(1,858,953)	1,353,403	(471,597)					
Cumulative Fund Balance (Reserves)	(622,747)	970,318	3,574,820	1,715,866	3,069,270	2,597,673					

**Community Redevelopment Agency 10-Year Proforma
Proposed Capital Plan Changes FY2022-2023**

	FY 2023	FY 2024	FY 2025	FY 2026	FY 2027	FY 2028	FY 2029	FY 2030	FY 2031	FY 2032	
ESTIMATED REVENUES											
TIF Revenue - City	4,043,522	4,326,569	4,369,834	4,457,231	4,590,948						
TIF Revenue - County	3,390,920	3,628,284	3,664,567	3,737,859	3,849,994						
Investment Earnings	-	30,000	30,450	30,907	31,370						
Misc. Revenues	-	-	-	-	-						
CRA Revenues	7,434,442	7,984,853	8,064,851	8,225,996	8,472,313						
Fund Balance	-	-	-	-	-						
Total Revenues	7,434,442	7,984,853	8,064,851	8,225,996	8,472,313						
ESTIMATED EXPENDITURES											
Personnel & Indirect Costs	567,389	592,565	616,318	638,423	660,700						
General Operating	384,503	400,193	414,763	428,017	439,801						
Community Initiatives	445,000	550,310	555,242	559,731	563,713						
Capital Maintenance	120,000	126,000	131,040	135,626	139,695						
Misc. Capital Enhancements	-	140,000	140,000	140,000	140,000						
Debt Service & Transfers	1,484,485	1,071,284	1,066,442	710,568	-						
Total Expenditures	3,001,377	2,880,351	2,923,805	2,612,365	1,943,909						
Annual Surplus/Deficit (Funding Available for Additional Projects and Programs)	4,433,065	5,104,502	5,141,047	5,613,631	6,528,403						
Proposed Project Addl. Funding	Est. Totals	FY 2023	FY 2024	FY 2025	FY 2026	FY 2027	FY 2028	FY 2029	FY 2030	FY 2031	FY 2032
17/92 Streetscape	5,185,228	-	1,000,000	2,000,000	2,185,228	-					
MLK Park Improvements	2,900,000	2,900,000	-	-	-	-					
Land Acquisitions	1,500,000	-	1,500,000	-	-	-					
Post Office Purchase	7,075,000	-	-	5,000,000	2,075,000	-					
Parking Improvements	7,000,000	-	-	-	-	7,000,000					
Hannibal Sq. Design Guideline Implementation	200,000		200,000	-	-	-					
Denning/Fairbanks Improvements	321,765	321,765	-	-	-	-					
Denning Streetscape (North of Webster)	500,000	500,000	-	-	-	-					
Proposed CRA Project Funding Total	24,681,993	3,721,765	2,700,000	7,000,000	4,260,228	7,000,000					
Fund Surplus/Deficit		711,300	2,404,502	(1,858,953)	1,353,403	(471,597)					
Cumulative Fund Balance (Reserves)	(622,747)	88,553	2,493,055	634,101	1,987,505	1,515,908					

DR. MARTIN LUTHER KING, Jr. PARK

CONCEPT PACKAGE

Prepared for the City of Winter Park

May 10, 2022



TABLE OF CONTENTS

6D'S PROCESS	3	MEMORIAL CONCEPTUAL PLAN	28
PROJECT SCHEDULE	4	MEMORIAL PERSPECTIVE SKETCHES	29
DREAM	5	EXISTING SITE FURNISHING IMAGERY	32
DISCOVERY	7	ADDITIONAL SITE FURNISHING IMAGERY	33
SITE CONTEXT	8	WAYFINDING & SITE ELEMENTS	34
CULTURAL CONTEXT	9	PLAYGROUND IMAGERY	35
SITE INVENTORY	10	SPRAY AND PLAY IMAGERY	36
EARLY EXPLORATIONS	11	LEARNING GARDEN IMAGERY	37
SITE ANALYSIS	12	WATERS EDGE IMAGERY	38
DESIGN	14	LID STORMWATER POND IMAGERY	39
FUNCTIONAL DIAGRAM	15	LANDSCAPE PALETTE IMAGERY	40
CONCEPTUAL RENOVATION MASTER PLAN	16		
DESIGN ETHOS	18		
EXPERIENCE	23		
MEMORIAL	26		
MEMORIAL FRAMEWORK	27		

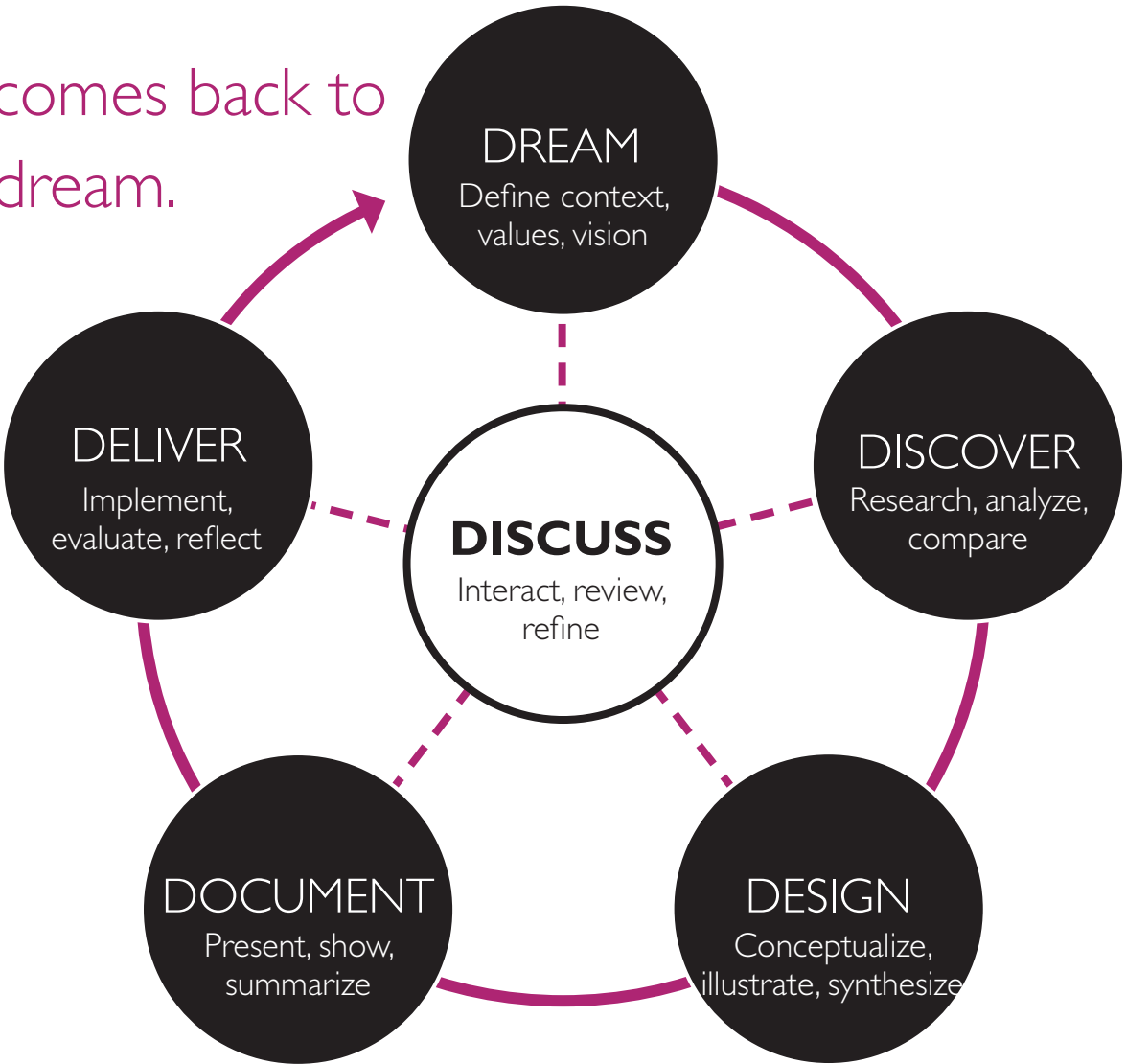


6D PROCESS

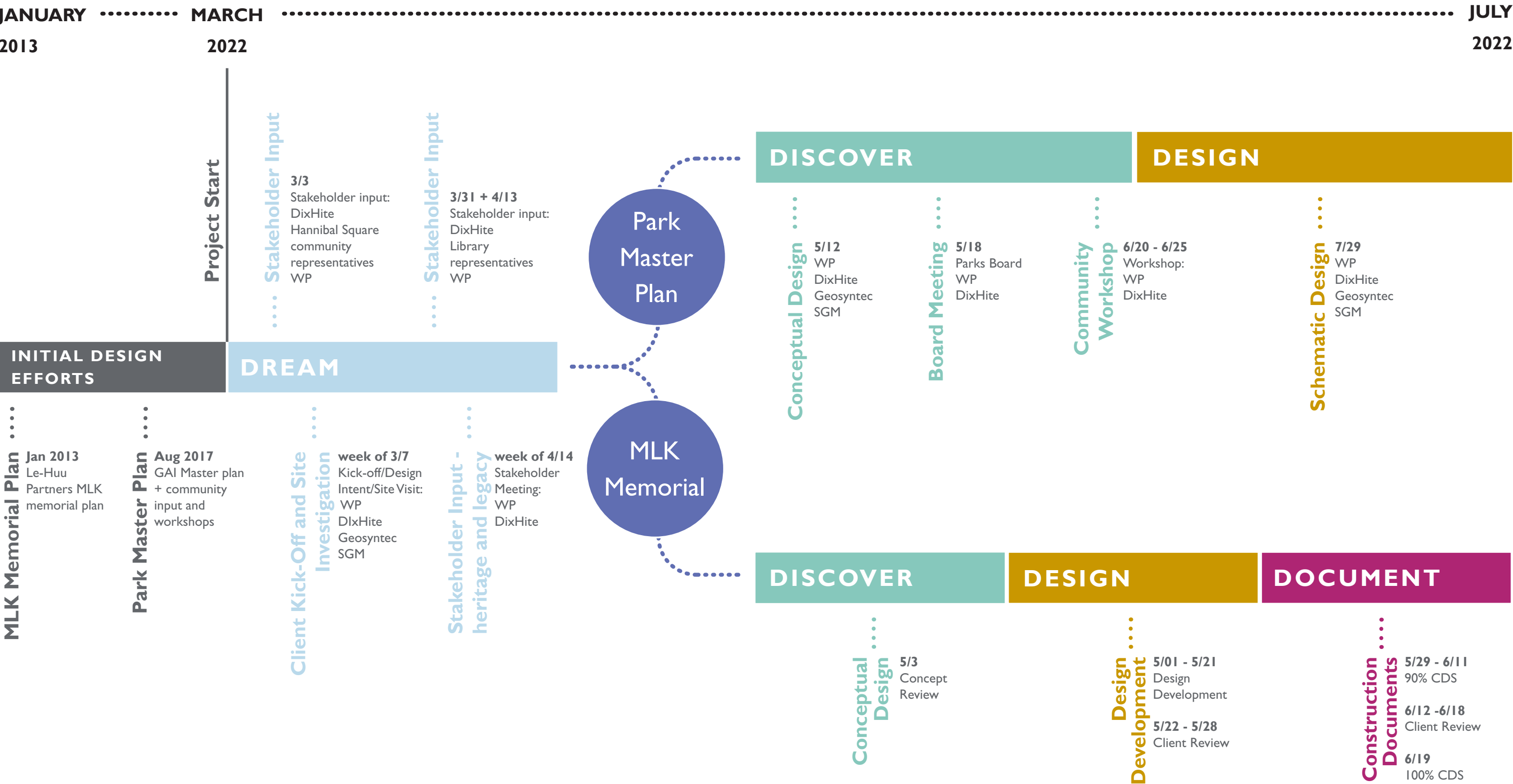
We're true believers in the power of the design process. To help clients meet their goals, we apply the "6D" approach: a transparent and scalable process that engages the entire design team in collectively identifying opportunities and constraints.

These steps provide a framework for project management, ensuring that outcome matches the intent and that the results fulfill the vision. As details of the project are uncovered, we adapt our approach to meet specific goals, deliverables and timeframes.

Everything comes back to the client's dream.



PROJECT SCHEDULE



DREAM

To enhance the City's Dr. Martin Luther King, Jr. Park through better neighborhood and internal connections, integration of additional recreational and cultural programming, environmental sustainability, while honoring the legacy of Dr. MLK, Jr. and the historic neighborhood.



LEGACY



SUSTAINABILITY



ENGAGEMENT

DISCOVERY

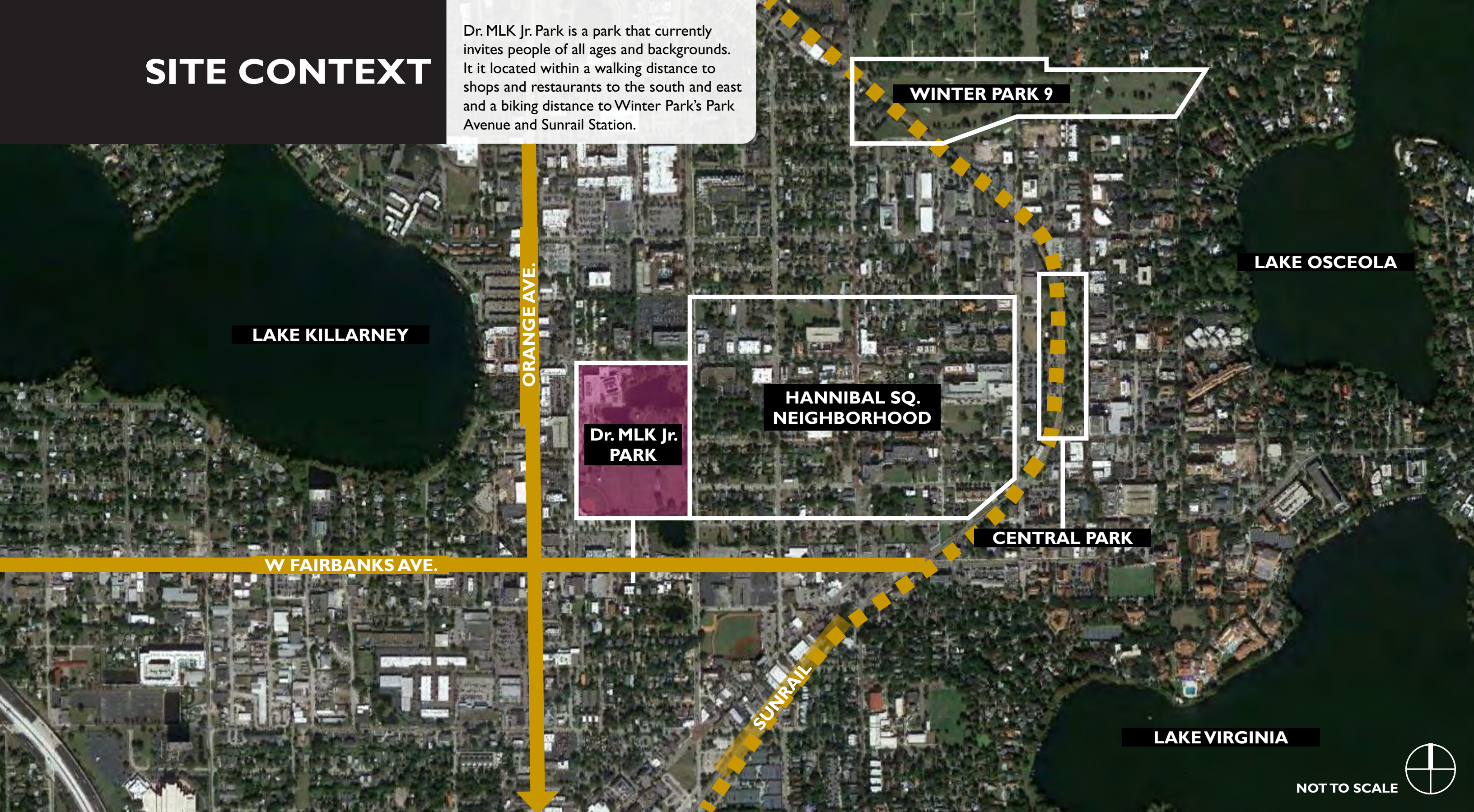
CONTEXT. HISTORY. SITE



2022-05-05

SITE CONTEXT

Dr. MLK Jr. Park is a park that currently invites people of all ages and backgrounds. It is located within a walking distance to shops and restaurants to the south and east and a biking distance to Winter Park's Park Avenue and Sunrail Station.



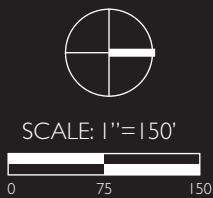
CULTURAL CONTEXT

A closer study on the community that surrounds the park highlights the African American influence that is present in the area.



SITE INVENTORY

- ① PAVILION
- ② PARKING LOT
- ③ PLAYGROUND
- ④ LAKE MENDESEN
- ⑤ FLEXIBLE SPORT FIELDS
- ⑥ SOFTBALL FIELD
- ⑦ BASKETBALL COURTS
- ⑧ MAINTENANCE BUILDING
- ⑨ WEATHER STATION
- ⑩ UNITY CORNER
- ⑪ SINKHOLE
- ⑫ ADULT FITNESS
- ⑬ UNITY BRIDGE
- ⑭ OVERLOOK DECK
- ⑮ OPEN LAWN
- ⑯ EXISTING PEDESTRIAN BRIDGE



Dr. MLK Jr. Park currently provides a range of activities for the local community such as a local playground, pavilion, and trails as well as sports fields used by leagues from all surrounding municipalities.

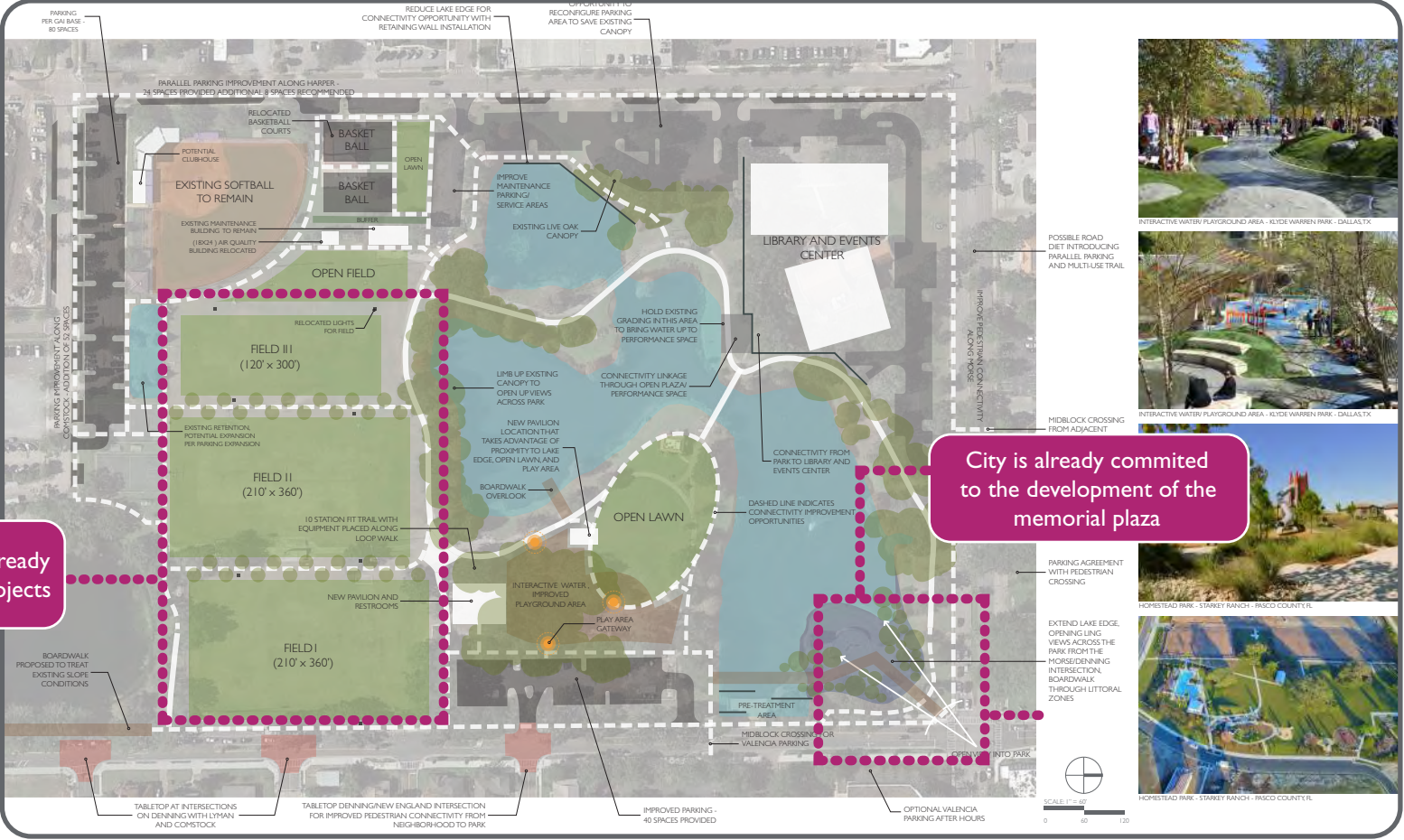


March 2020 - Study on the connectivity from Shady Park to the new Library and Events Center. The study proposed road enhancements for better connection and improved crossings at Denning Dr.

EARLY EXPLORATIONS

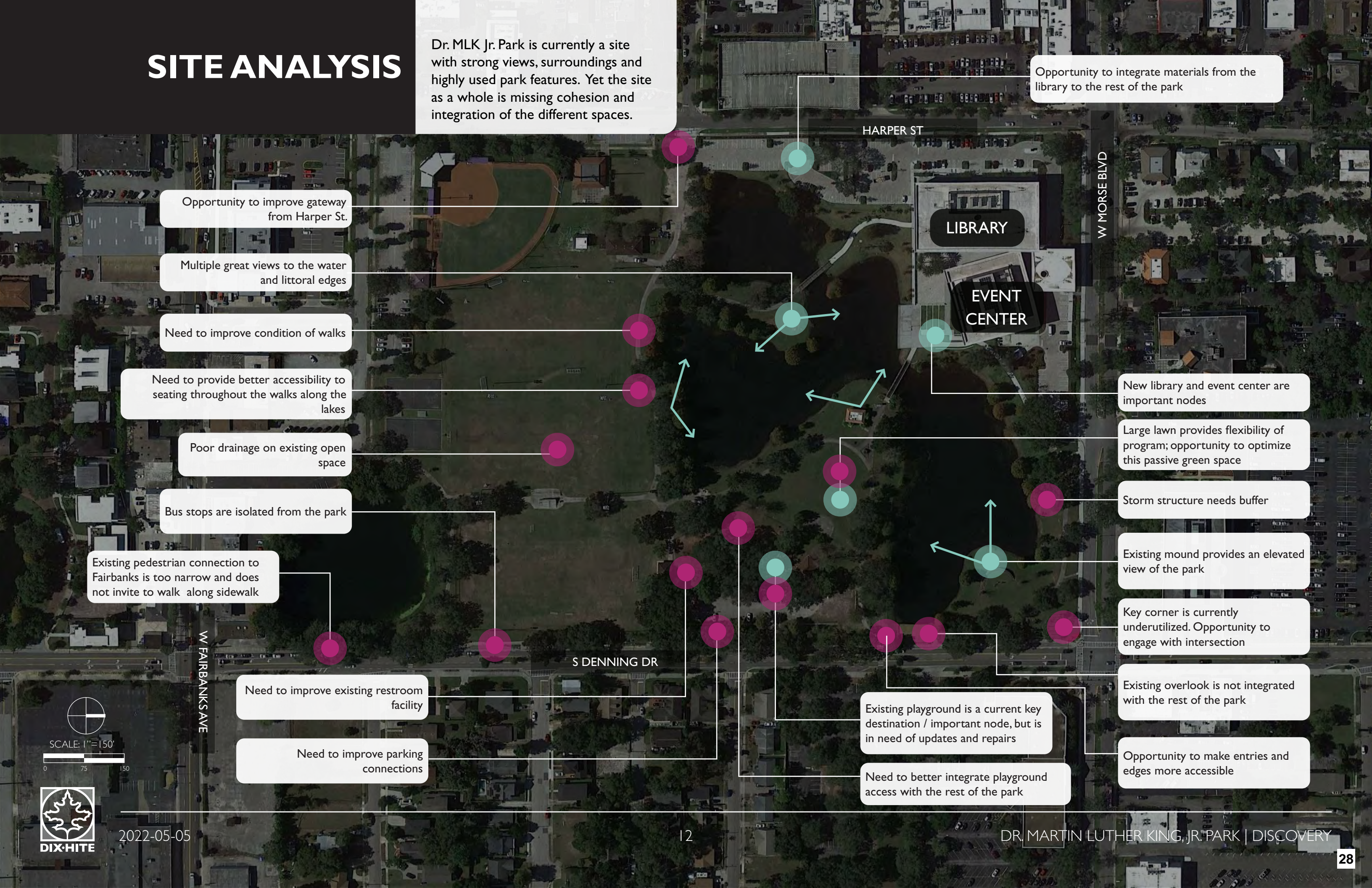


March 2020 - Study on the previous park planning master plan. This study took into account existing improvement projects, studied previous program and simplified the remaining areas of the site through program reduction to address the budget on the areas that still need improvement.



SITE ANALYSIS

Dr. MLK Jr. Park is currently a site with strong views, surroundings and highly used park features. Yet the site as a whole is missing cohesion and integration of the different spaces.



Opportunity to integrate materials from the library to the rest of the park

Opportunity to improve gateway from Harper St.

Multiple great views to the water and littoral edges

Need to improve condition of walks

Need to provide better accessibility to seating throughout the walks along the lakes

Poor drainage on existing open space

Bus stops are isolated from the park

Existing pedestrian connection to Fairbanks is too narrow and does not invite to walk along sidewalk

Need to improve existing restroom facility

Need to improve parking connections

LIBRARY

EVENT CENTER

New library and event center are important nodes

Large lawn provides flexibility of program; opportunity to optimize this passive green space

Storm structure needs buffer

Existing mound provides an elevated view of the park

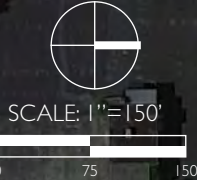
Key corner is currently underutilized. Opportunity to engage with intersection

Existing overlook is not integrated with the rest of the park

Opportunity to make entries and edges more accessible

Existing playground is a current key destination / important node, but is in need of updates and repairs

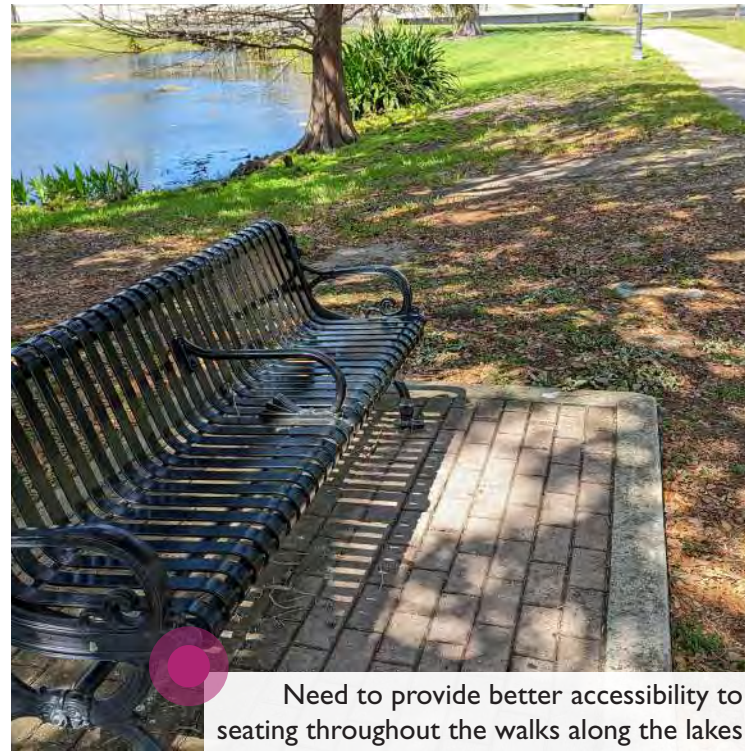
Need to better integrate playground access with the rest of the park



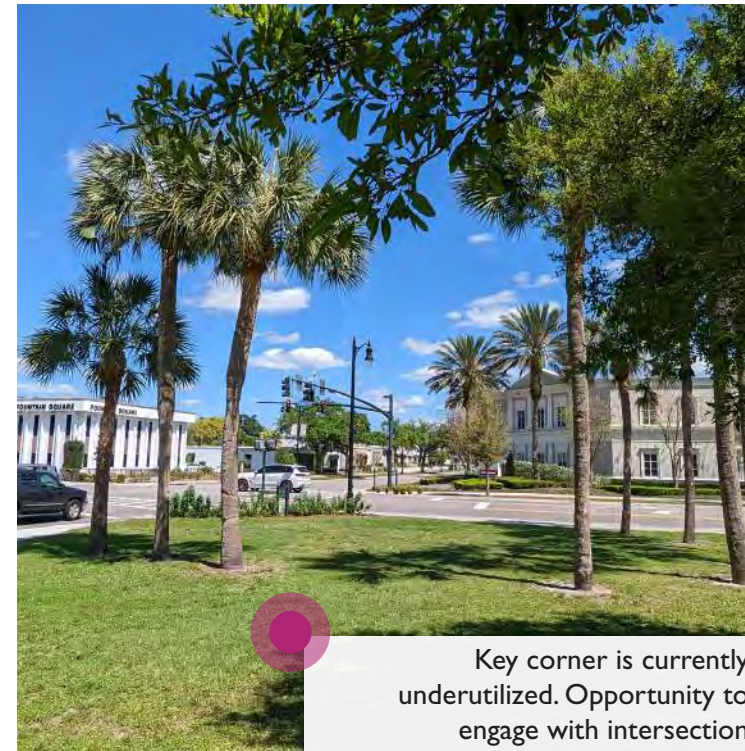
2022-05-05



Multiple great views to the water and littoral edges



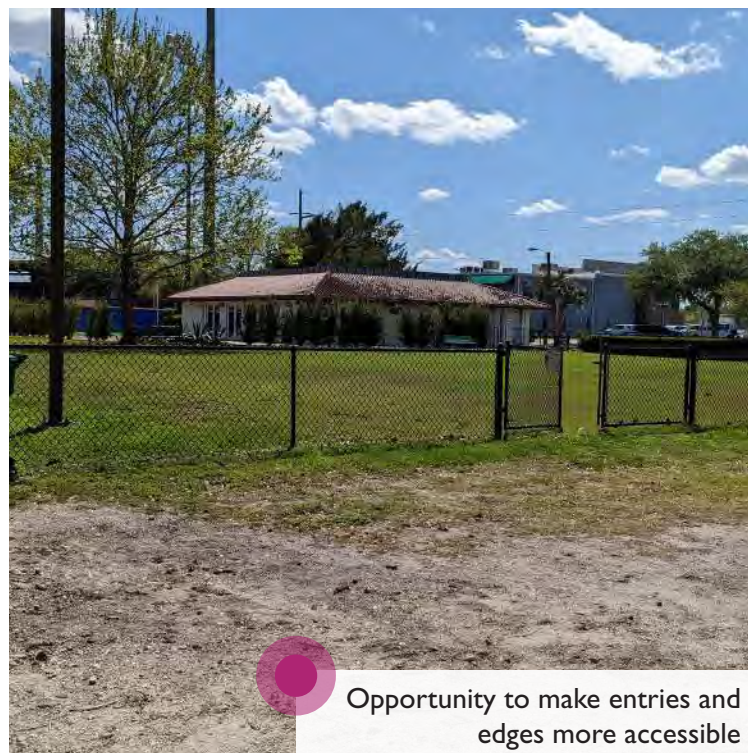
Need to provide better accessibility to seating throughout the walks along the lakes



Key corner is currently underutilized. Opportunity to engage with intersection



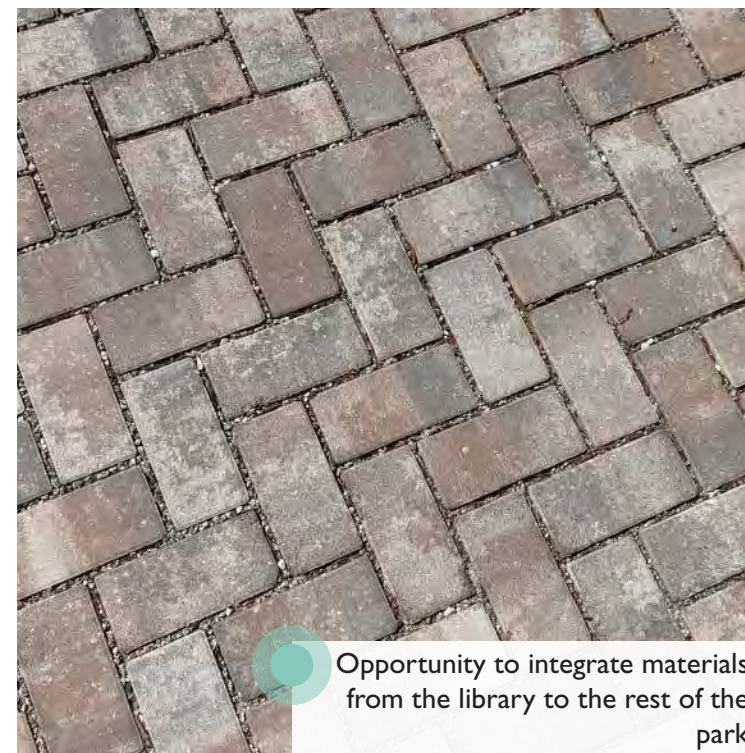
Existing playground is a current key destination / important node with enjoyable shade from existing trees



Opportunity to make entries and edges more accessible



Need to better integrate playground access with the rest of the park



Opportunity to integrate materials from the library to the rest of the park



Existing overlook is not integrated with the rest of the park

STUDY: COST TO INTENSITY (PARK CONSTRUCTION AND PROGRAMMING RELATIONSHIPS)



DESIGN

UNITY: The timeless principles of Love, Righteousness, Peace, Justice, Hope, and Dream are embodied and expressed throughout the park and offer opportunities for gathering, dialogue, and introspection.

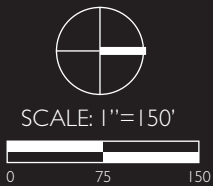
FUNCTIONAL DIAGRAM

An initial study on space needs and their relation on site. The key drivers of this space are the existing trails, play elements, lakes and access to the park.



DR. MARTIN LUTHER KING JR. PARK: CONCEPTUAL RENOVATION MASTER PLAN

- 1 MEMORIAL SIGN
- 2 DR. MLK JR. MEMORIAL
- 3 BUS SHELTER
- 4 BOARDWALK
- 5 LID STORMWATER POND
- 6 UPDATED PARKING
- 7 PLAYGROUND
- 8 SPLASH PAD
- 9 PAVILION
- 10 RESTROOM/ PAVILION
- 11 ART FRAME STRUCTURE
- 12 OPEN LAWN
- 13 OUTDOOR FITNESS
- 14 FLEX SPORTS FIELDS
- 15 RESURFACED BASKETBALL COURTS
- 16 READING CIRCLE
- 17 LEARNING GARDEN
- 18 CAPROCK SEATING
- 19 RESTROOM / PAVILION



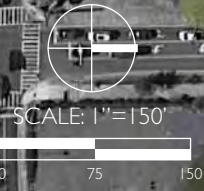


HARPER ST

W MORSE BLVD

S DENNING DR

W FAIRBANKS AVE



2022-05-05

18

DR. MARTIN LUTHER KING, JR. PARK | CONCEPTUAL PLAN

DESIGN ETHOS

Our Dix.Hite Design Ethos is a design approach to ensure that every project has an opportunity to positively contribute, or as we like to say, “push the needle” on four quadrants of focus to enrich the lives of citizens and of nature itself:

Social - equality, education, and opportunity for interactions both people and community;

Environmental - integrated infrastructure that is Nature forward;

Economic - both opportunities and long term care;

Spirit - Humanity’s hardwired attraction and need for Nature.

We look for design opportunities in each focus area using the park program generated in the Discovery phase (the stuff that gets designed and built!). For Dr. Martin Luther King, Jr. Park, these focus areas are organized into four key overlays:

CULTURE

Opportunity and appreciation for the Winter Park historic neighborhood, Library, and Dr. Martin Luther King Jr. Memorial

WELLNESS

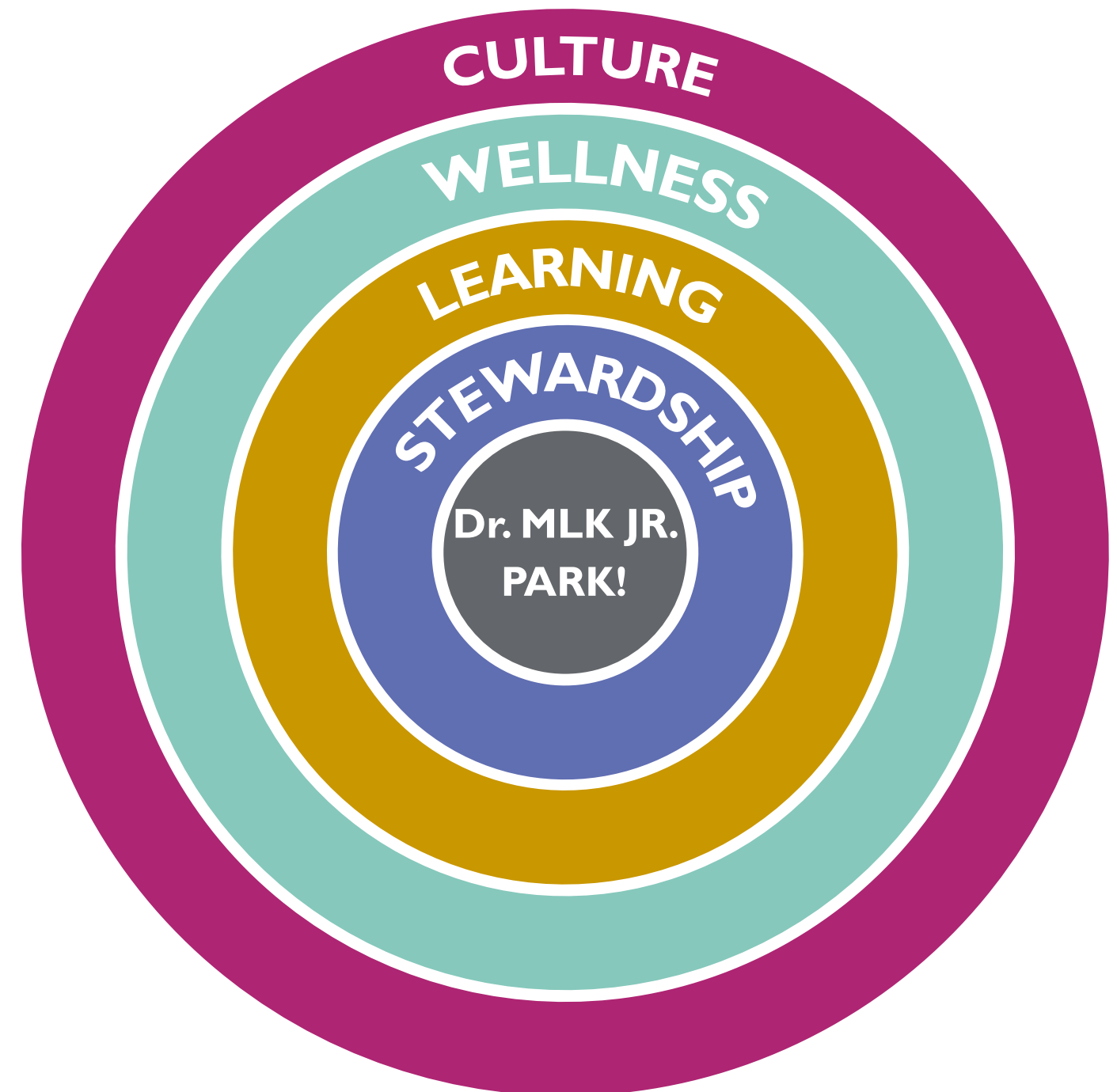
Opportunities and spaces for mental and physical activity and/or recharging

LEARNING

Opportunities to expand one’s knowledge of culture, wellness, and stewardship through interaction

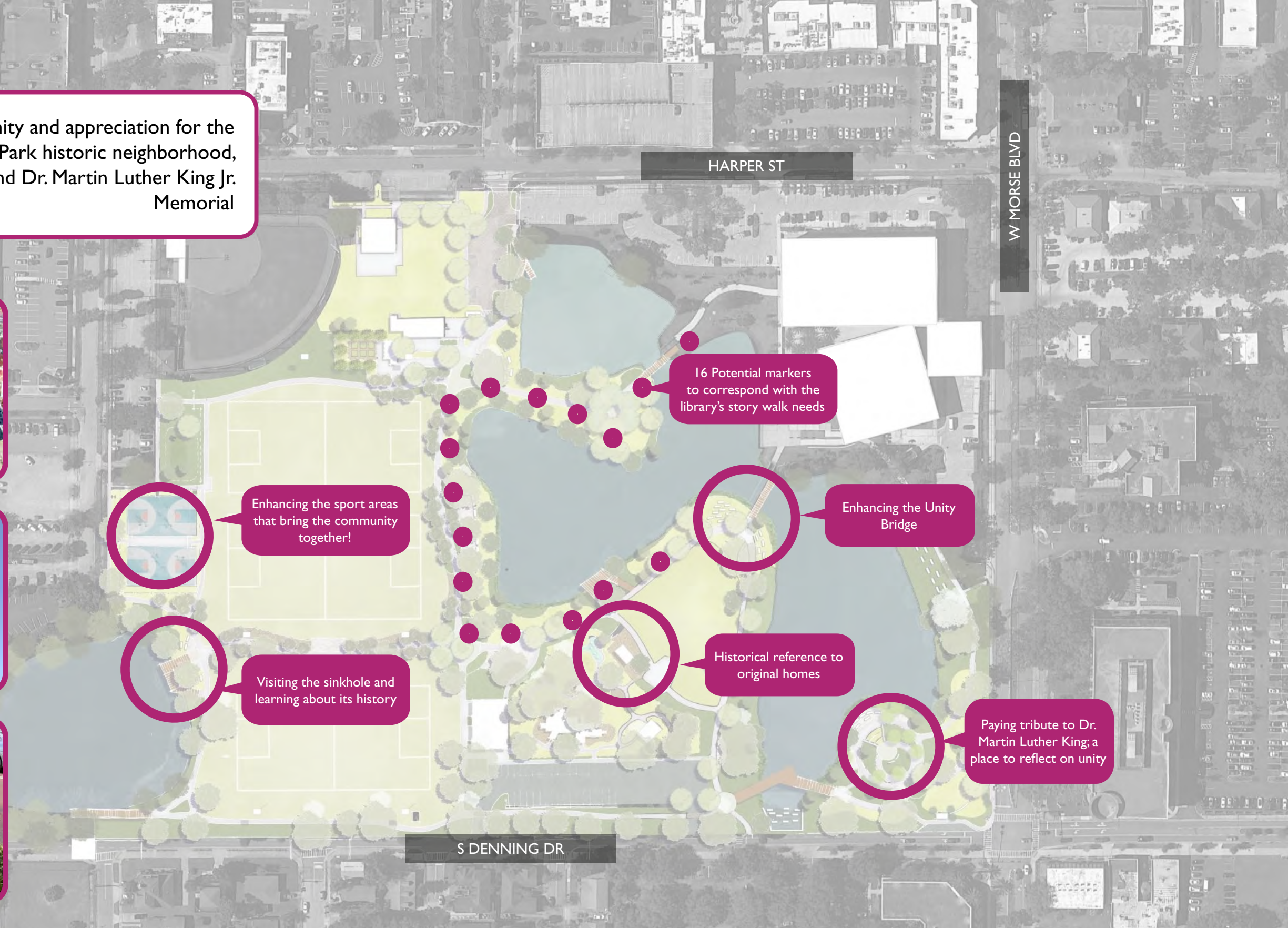
STEWARDSHIP

Opportunities to enhance our understanding and practice of environmental responsibility



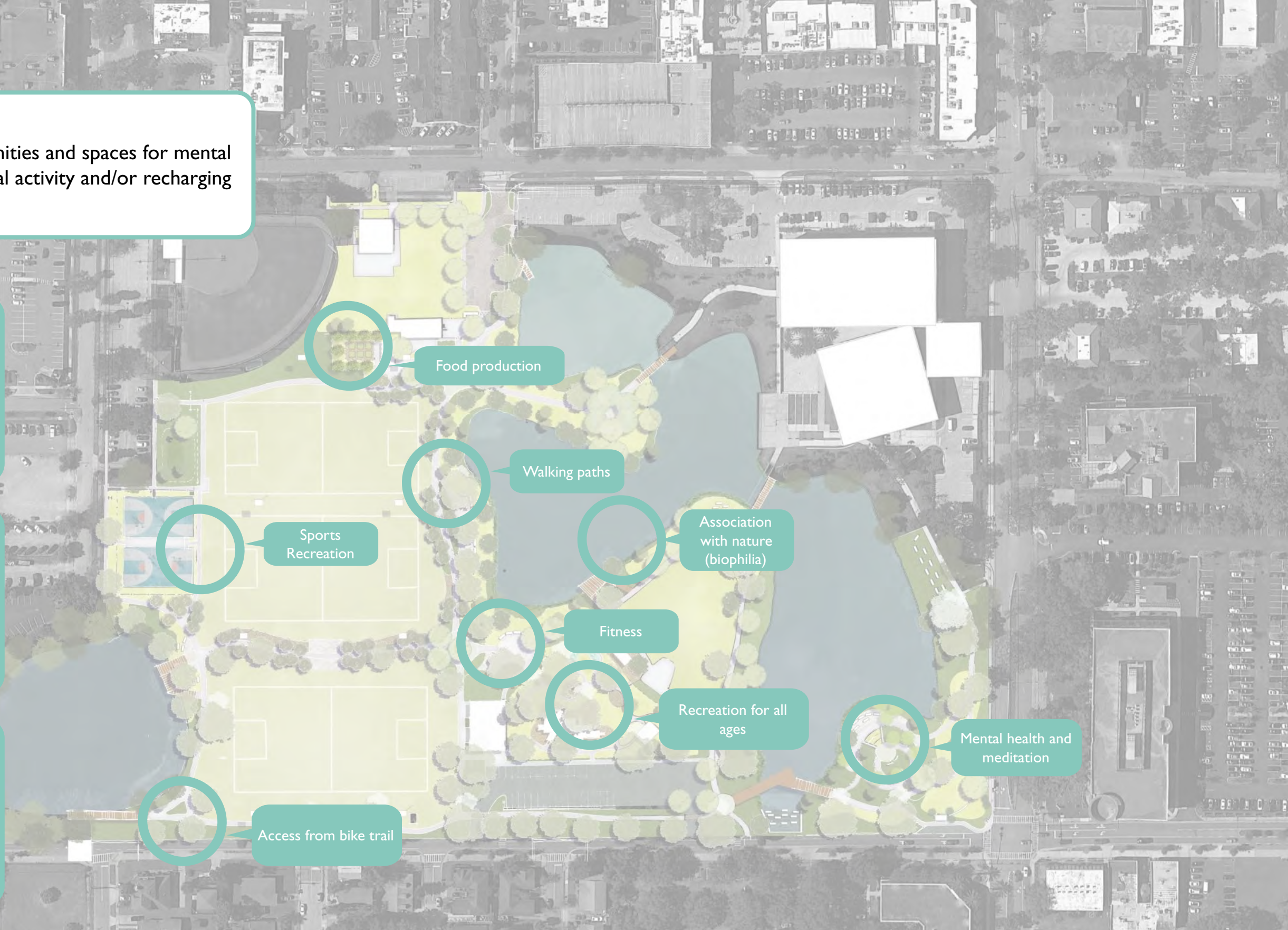
CULTURE

Opportunity and appreciation for the Winter Park historic neighborhood, Library, and Dr. Martin Luther King Jr. Memorial



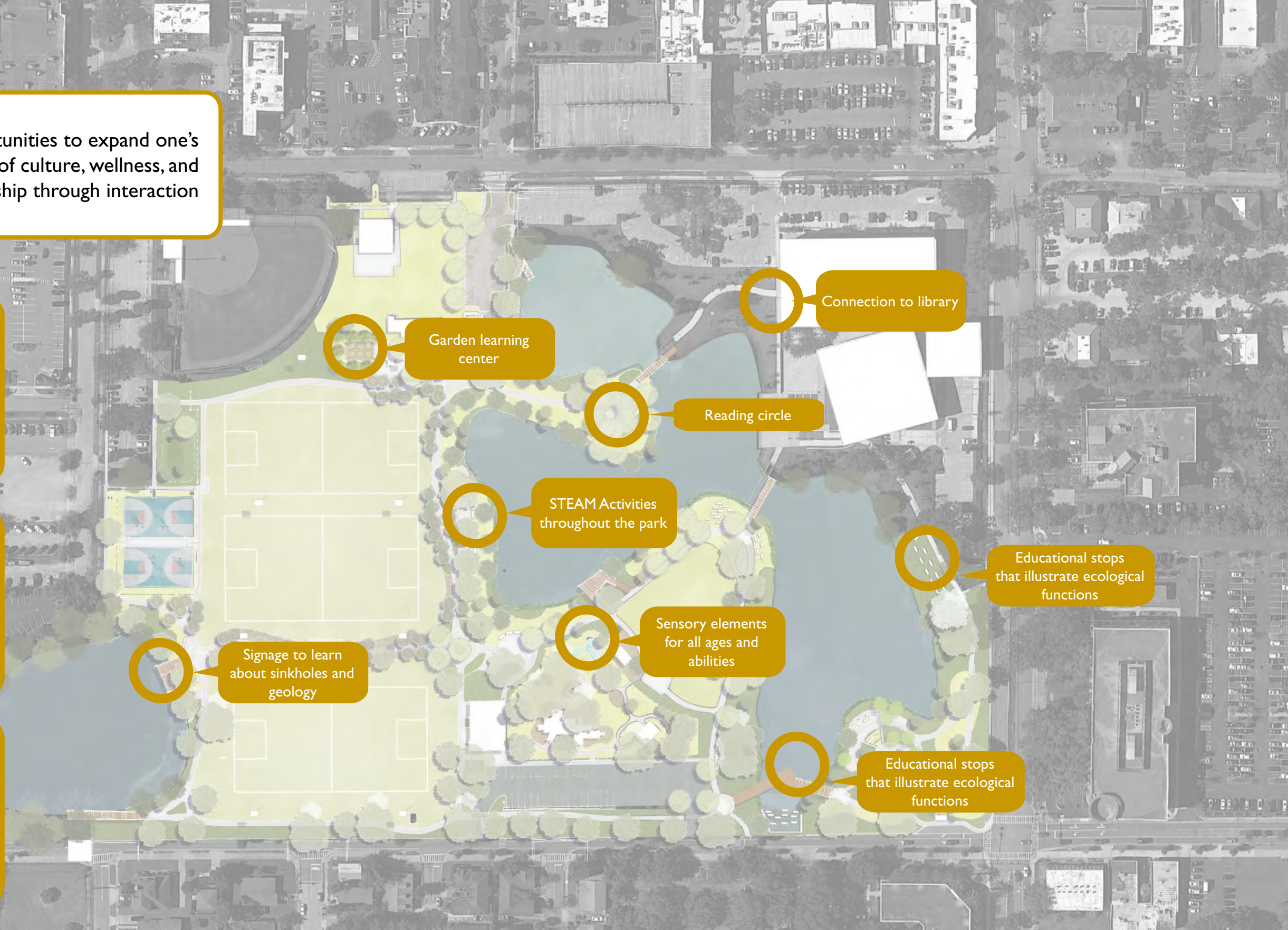
WELLNESS

Opportunities and spaces for mental and physical activity and/or recharging



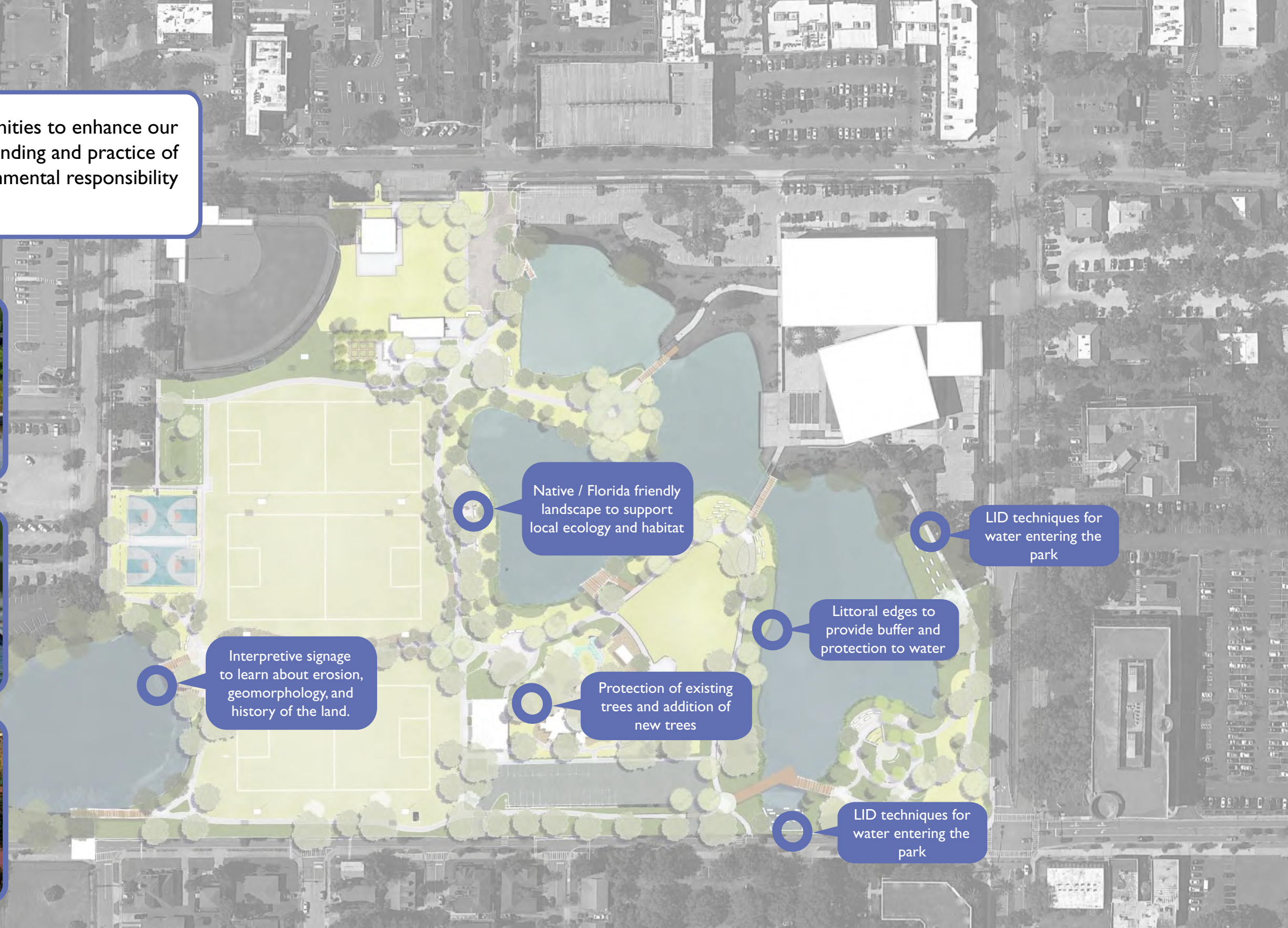
LEARNING

Opportunities to expand one's knowledge of culture, wellness, and stewardship through interaction



STEWARDSHIP

Opportunities to enhance our understanding and practice of environmental responsibility



Native / Florida friendly landscape to support local ecology and habitat

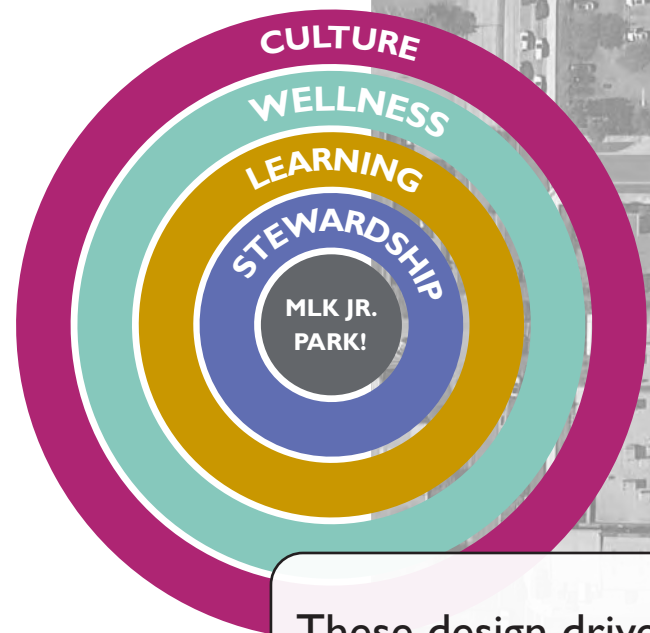
LID techniques for water entering the park

Littoral edges to provide buffer and protection to water

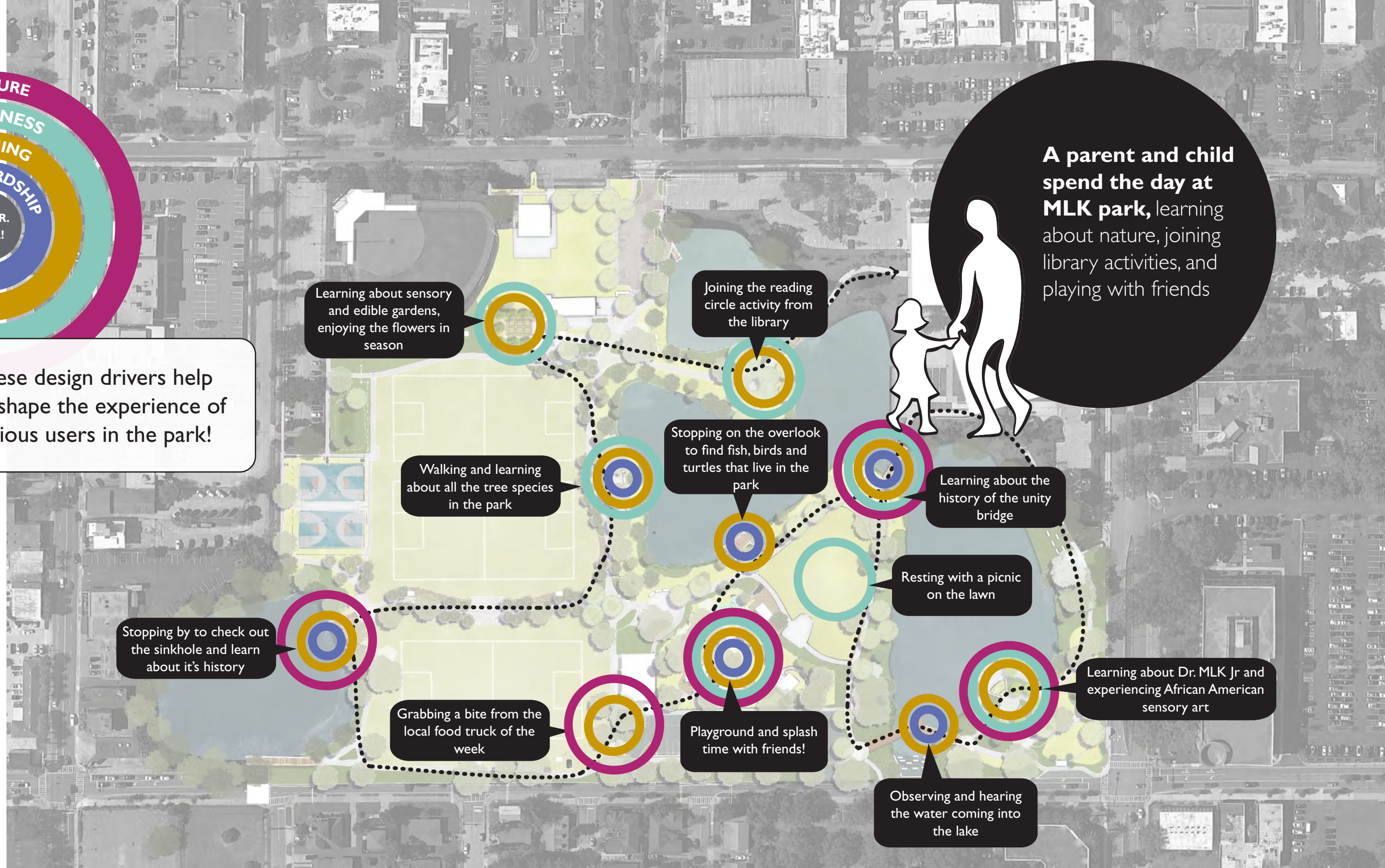
Protection of existing trees and addition of new trees

LID techniques for water entering the park

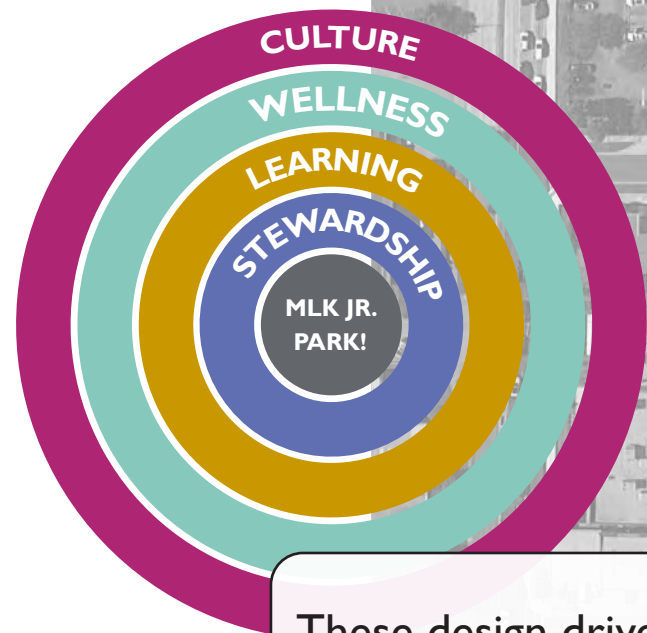
Interpretive signage to learn about erosion, geomorphology, and history of the land.



These design drivers help to shape the experience of various users in the park!

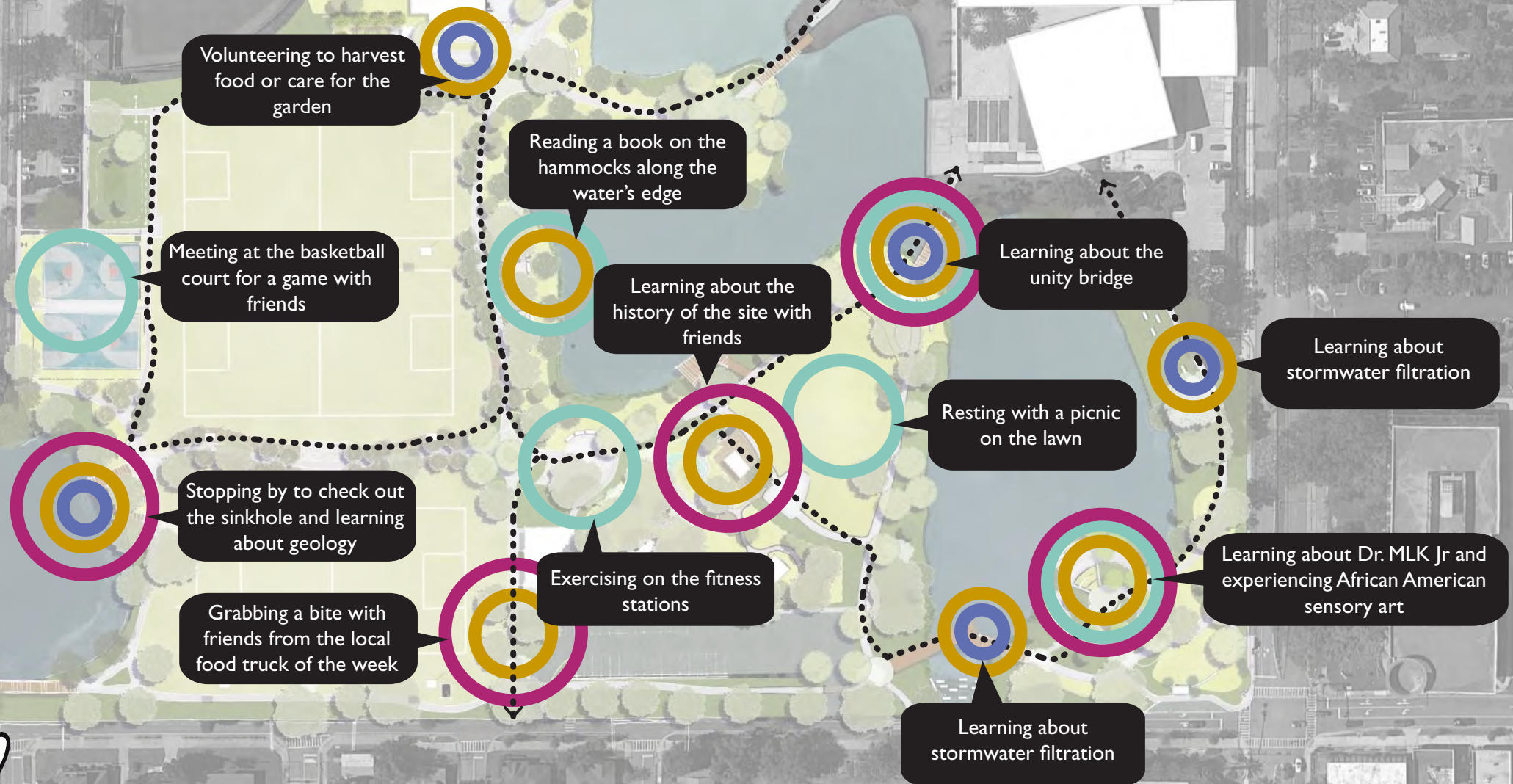


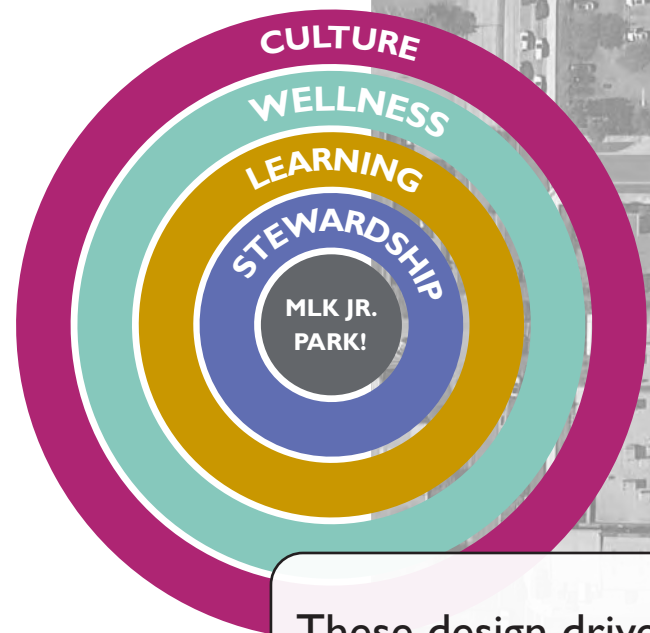
A parent and child spend the day at **MLK park**, learning about nature, joining library activities, and playing with friends



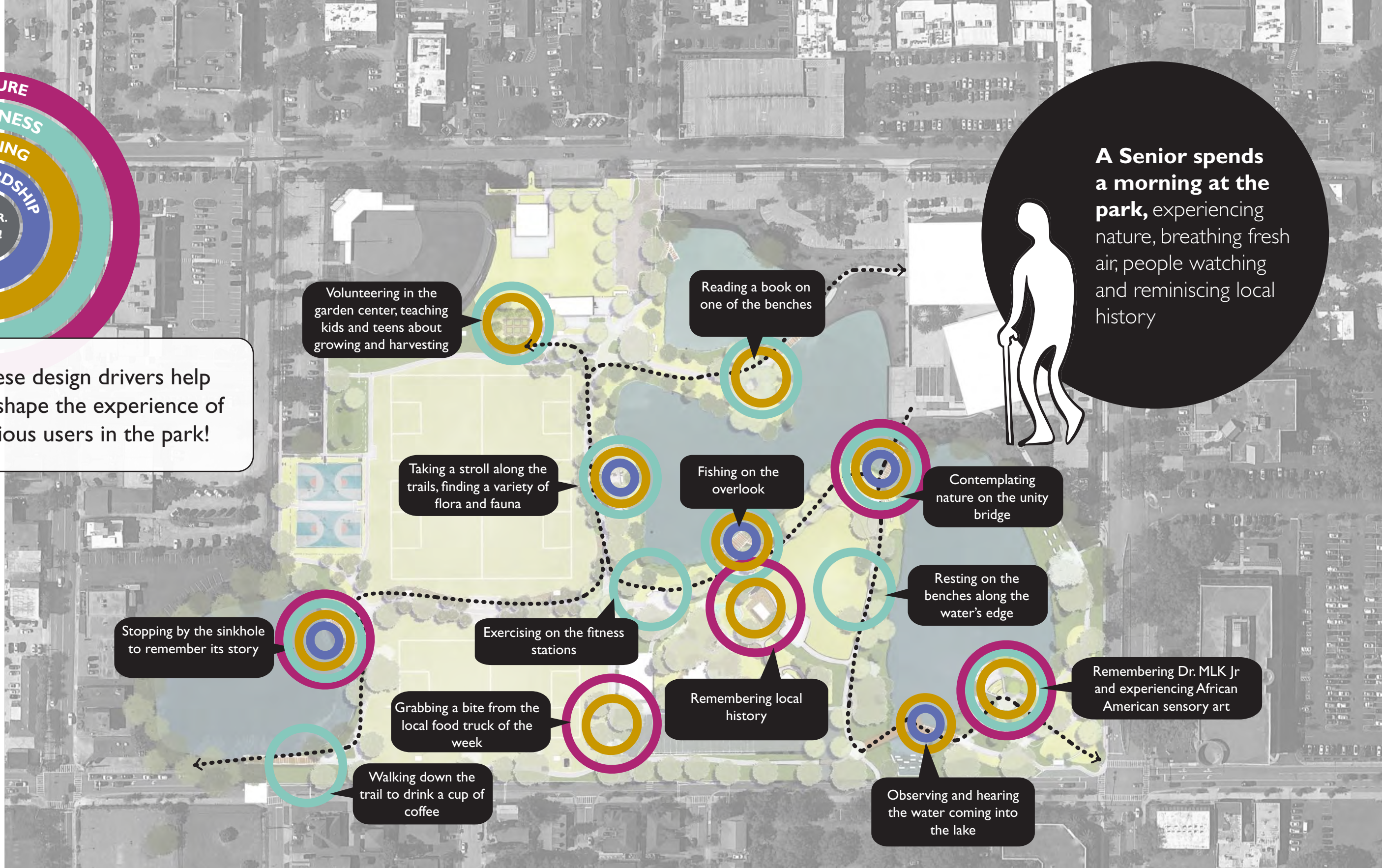
These design drivers help to shape the experience of various users in the park!

A teenager meets their friends at MLK park, enjoying their favorite sports and games, hanging out by the lake, and catching up on their studies at the library





These design drivers help to shape the experience of various users in the park!



A Senior spends a morning at the park, experiencing nature, breathing fresh air, people watching and reminiscing local history

MEMORIAL

“Even if I knew that tomorrow the world would go to pieces, I would still plant my apple tree.”

Dr. Martin Luther King Jr.

MEMORIAL FRAMEWORK

This memorial provides a spatial framework for the intellectual dialogue each of us go through in the matters of humanity. The opportunity here is to create an orchestrated sequence of space to process this dialogue and make a decision or recommit to how we will respond to the injustices around us.

OBSERVATION

Provide an opportunity to sharpen our focus on the inequality and indifference around us. The action or process of observing something or someone carefully or in order to gain information. This gathering space gives the viewer a framed view of the Dr. King's statue from behind with the lake beyond. The walls that frame the statue will have supporting imagery and/or messaging. This space gives the viewer a moment to contemplate and reflect.

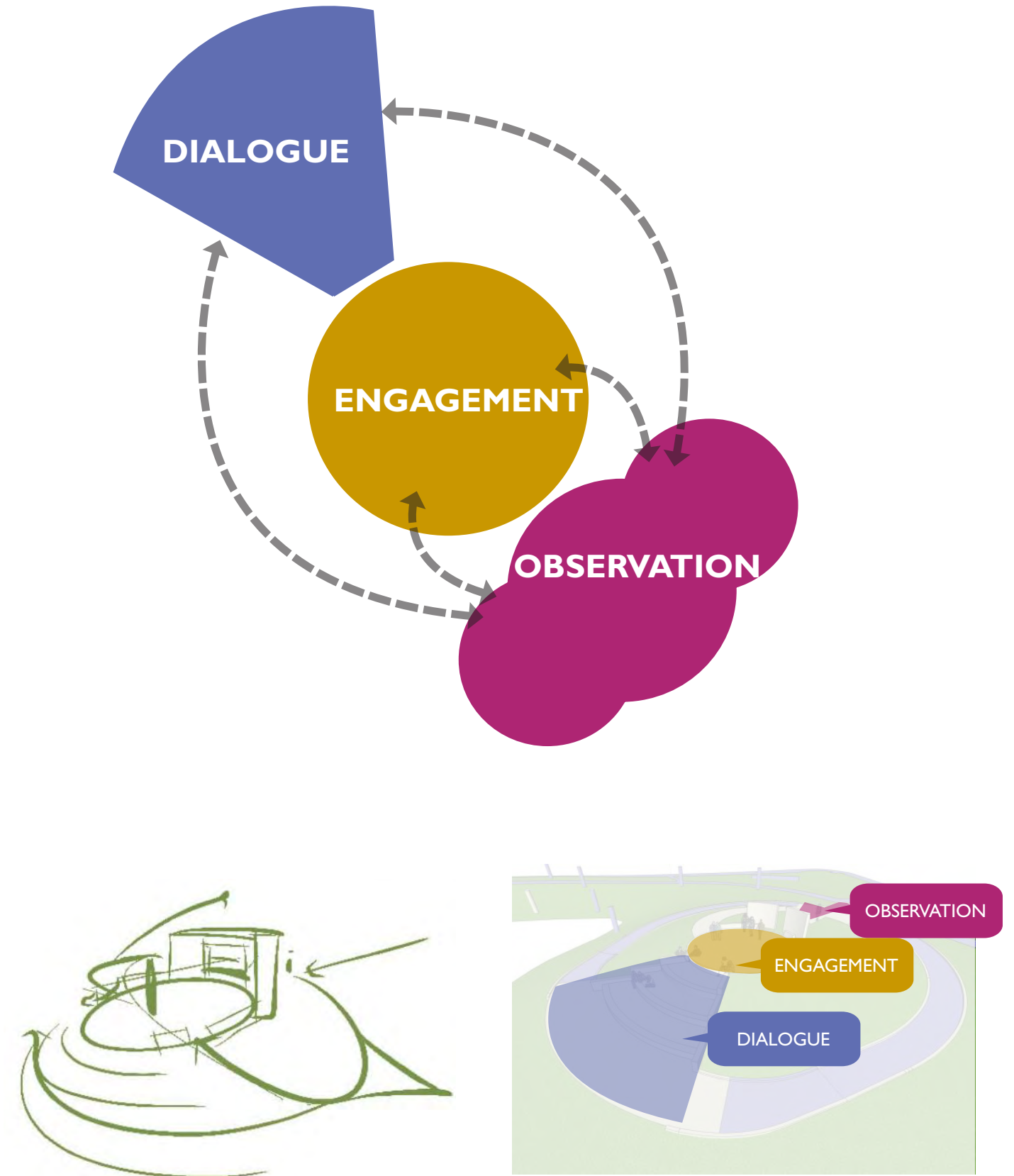
The viewer can then decide how to approach the memorial space. They can take the path that leads to the engagement node, or they can take a path down to the waters edge.

ENGAGEMENT

Provide a path to approach a deeper understanding of Dr. King's words and the universal truths he preached. You enter the engagement node from the side, as Dr. King welcomes you in. This is the center of the memorial space where the statue of Dr. King will be. The space will provide armatures for the story to be told. Messaging can be supported on walls, seats, and as plaques and metal inlays in the ground plane.

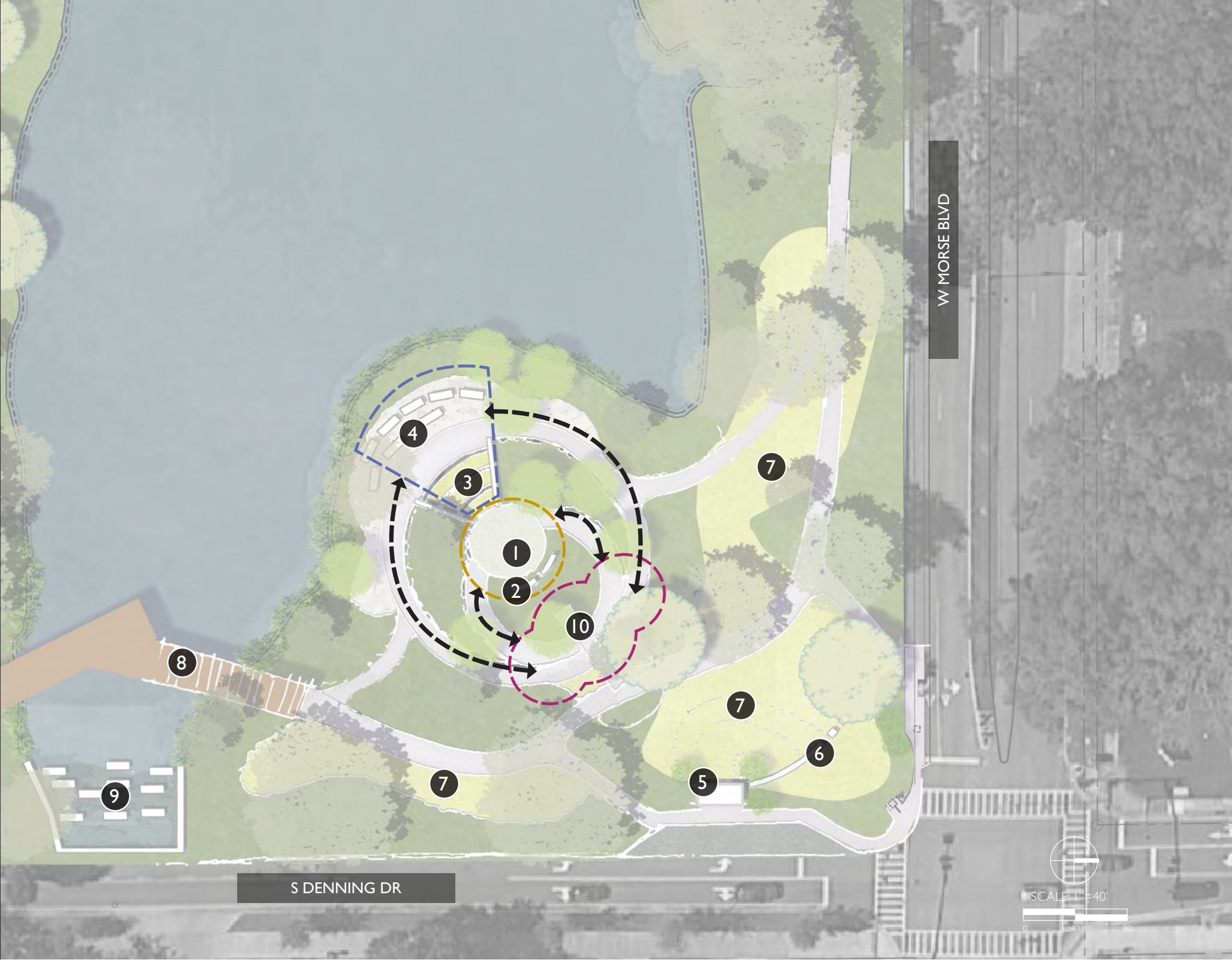
DIALOGUE

Provide physical space to for discussion with ourselves and others about our experiences, responsibilities, and actions to achieve 'the dream.' Take part in a conversation or discussion to resolve a problem. This is the action after engaging with the memorial. The space provides seating areas for people to gather and discuss the memorial and Dr. King's legacy.



CONCEPTUAL PLAN

- ① STATUE
- ② ART WALLS FRAMING STATUE
- ③ TERRACED SEATING
- ④ CAPROCK SEATING
- ⑤ BUS SHELTER
- ⑥ PARK SIGN
- ⑦ LAWN
- ⑧ BOARDWALK
- ⑨ LID STORMWATER
- ⑩ FRAMED VIEW OF STATUE



2022-05-05

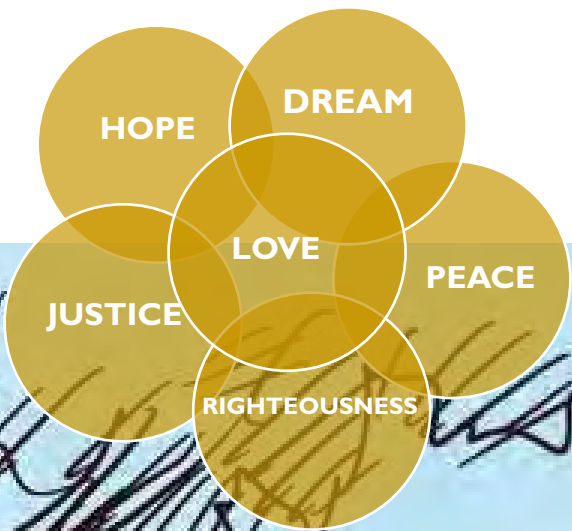


**INTERNALLY LIT
GRAPHIC WALL**

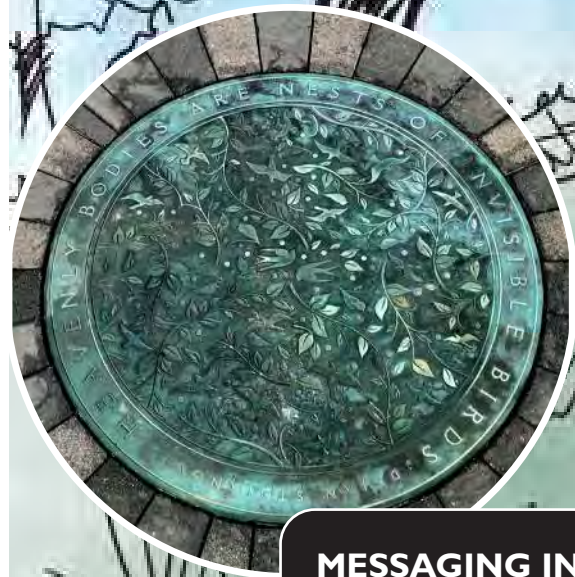


CONCRETE GRAPHIC WALL
A textured, sensory concrete wall
with images and messaging supporting
memorial.





**METAL MESSAGING
IN CONCRETE**



MESSAGING IN CONCRETE





TERRACED GATHERING



EXISTING SITE FURNISHINGS



2022-05-05

33

DR. MARTIN LUTHER KING, JR. PARK | FURNISHINGS



BIKE RACKS



**SPORTS FIELD
SEATING**



FITNESS

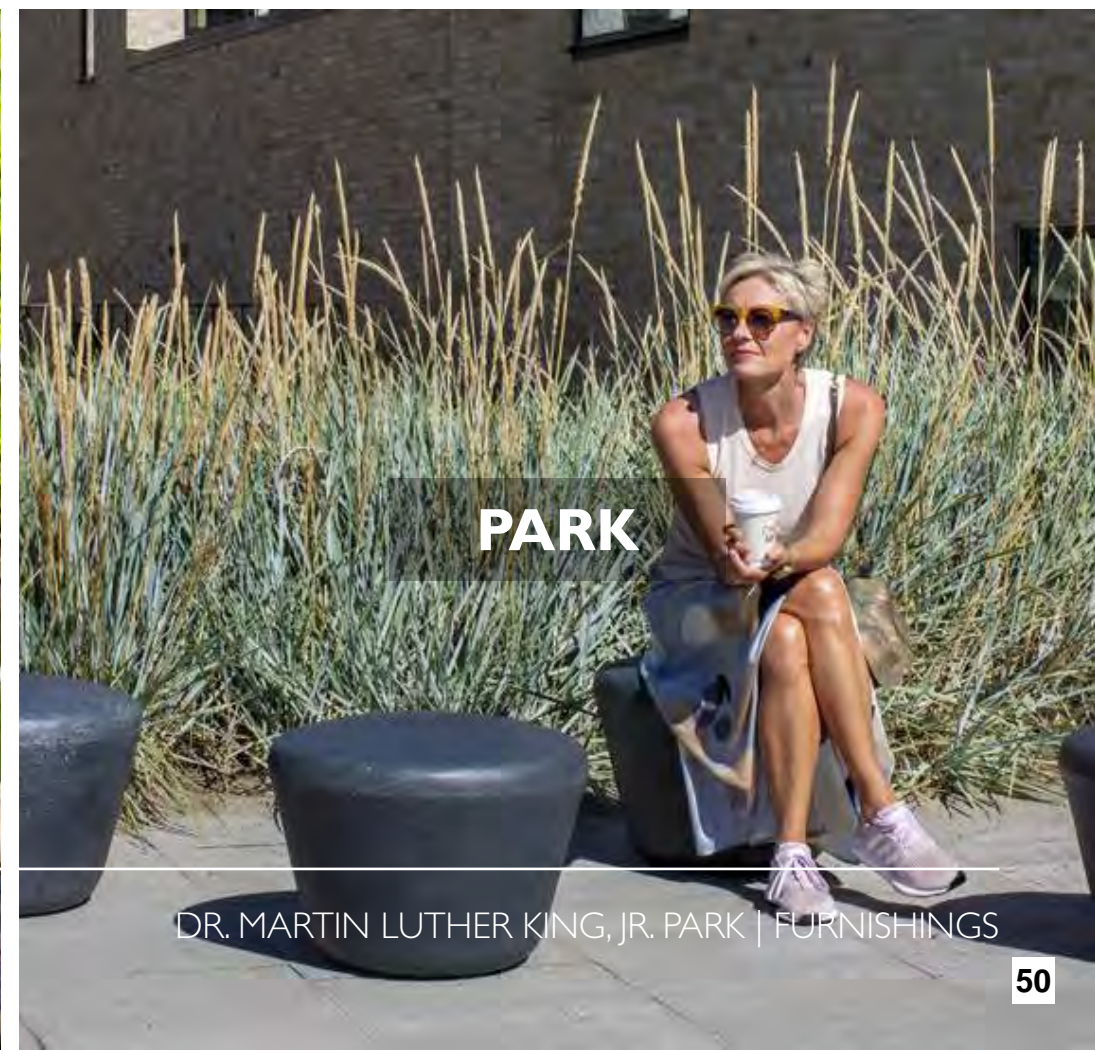
ADDITIONAL SITE FURNISHING CONSIDERATIONS



PARK



PICNIC



PARK



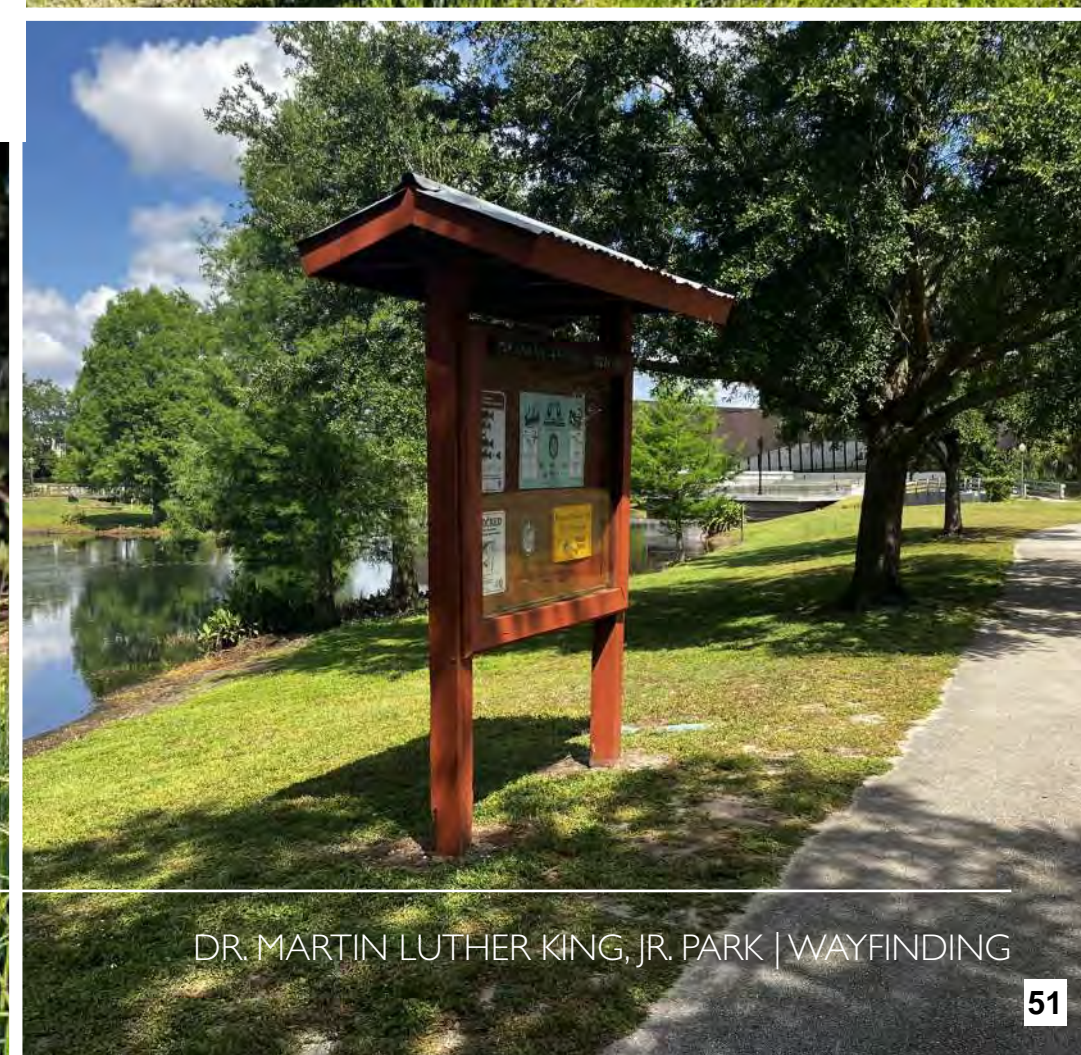
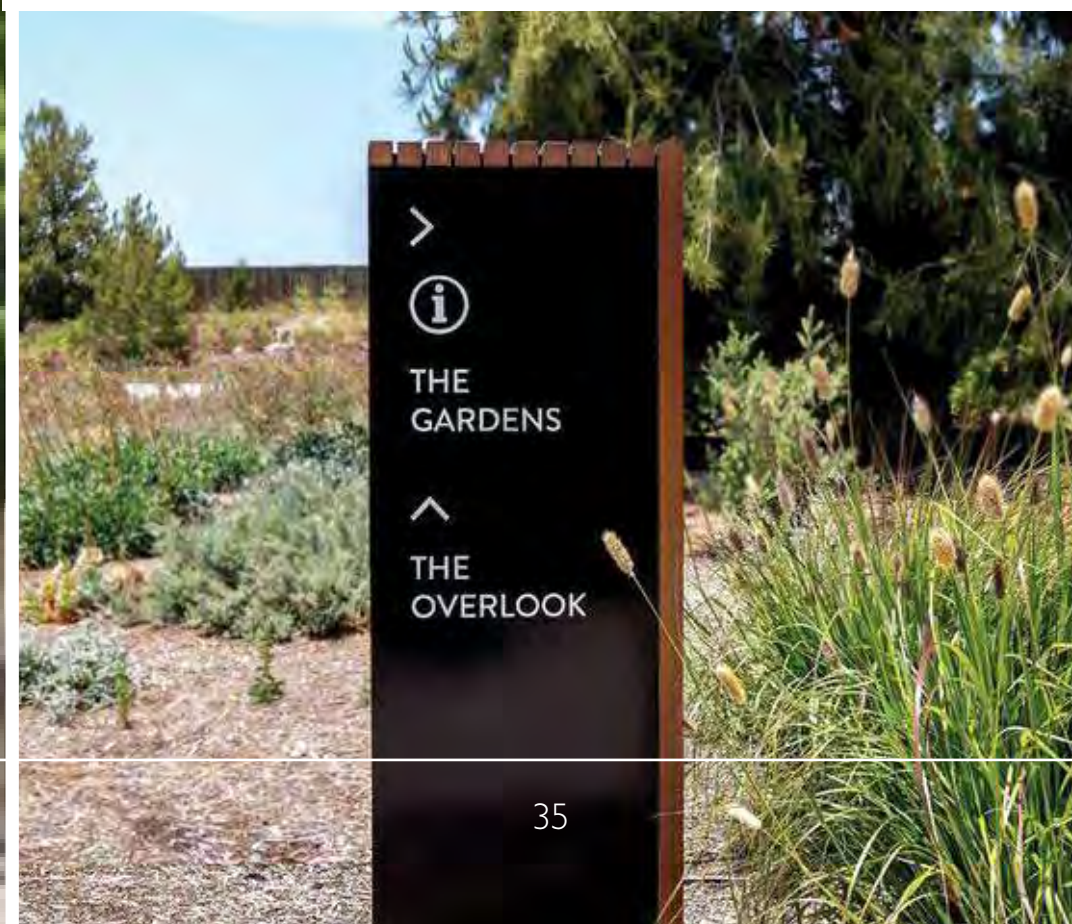
2022-05-05

34

DR. MARTIN LUTHER KING, JR. PARK | FURNISHINGS



WAYFINDING & SITE ELEMENTS





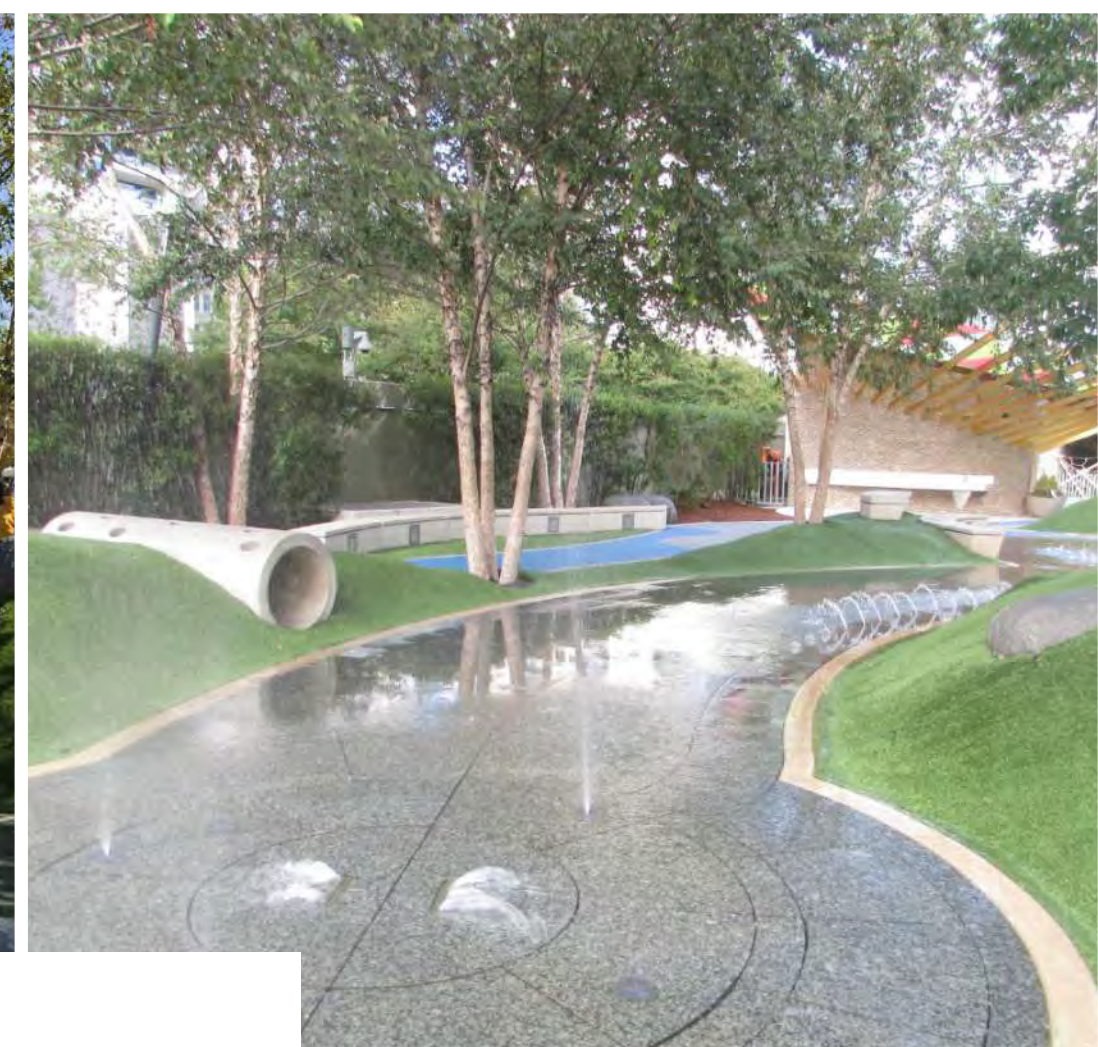
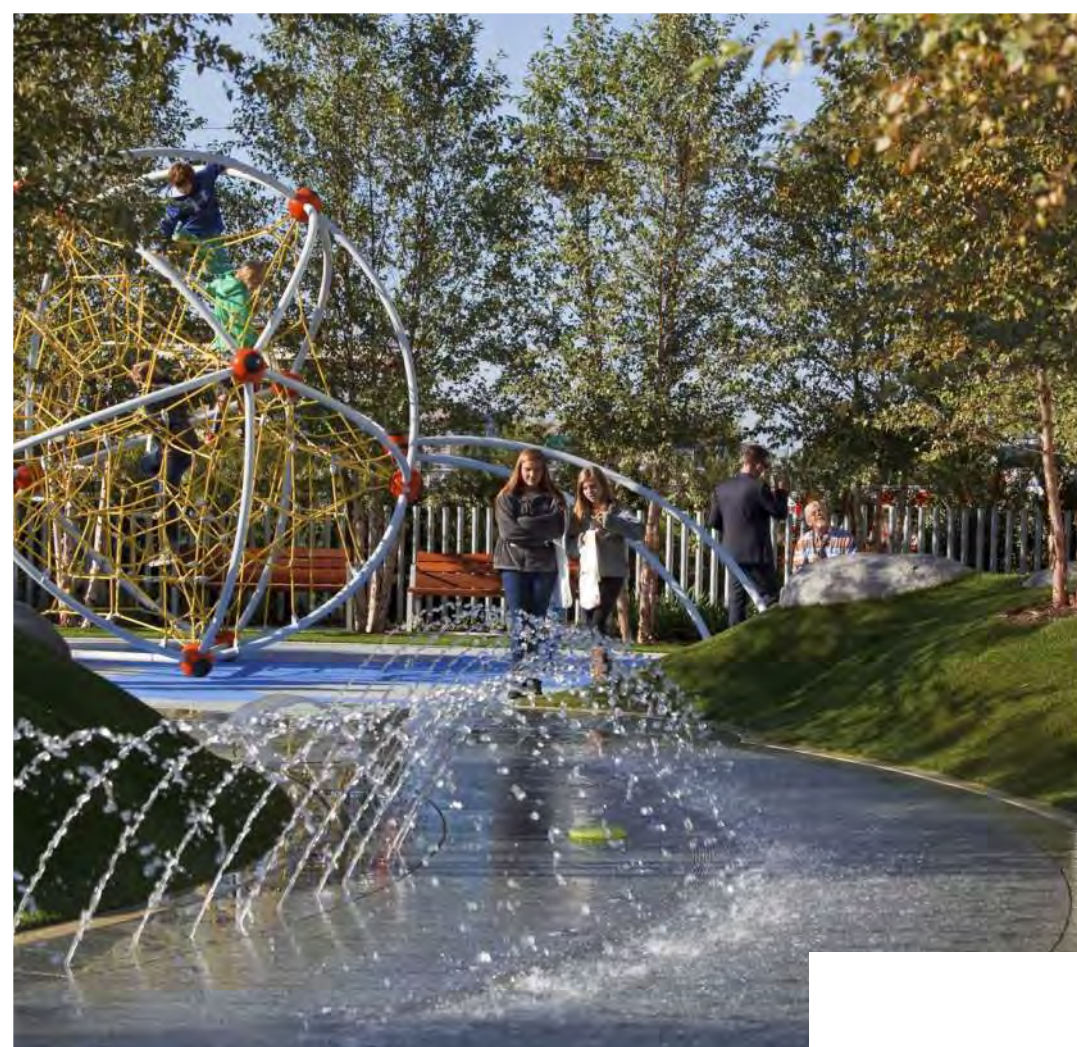
PLAYGROUND



2022-05-05

36

DR. MARTIN LUTHER KING, JR. PARK | CONCEPTS



SPRAY AND PLAY





LEARNING GARDEN



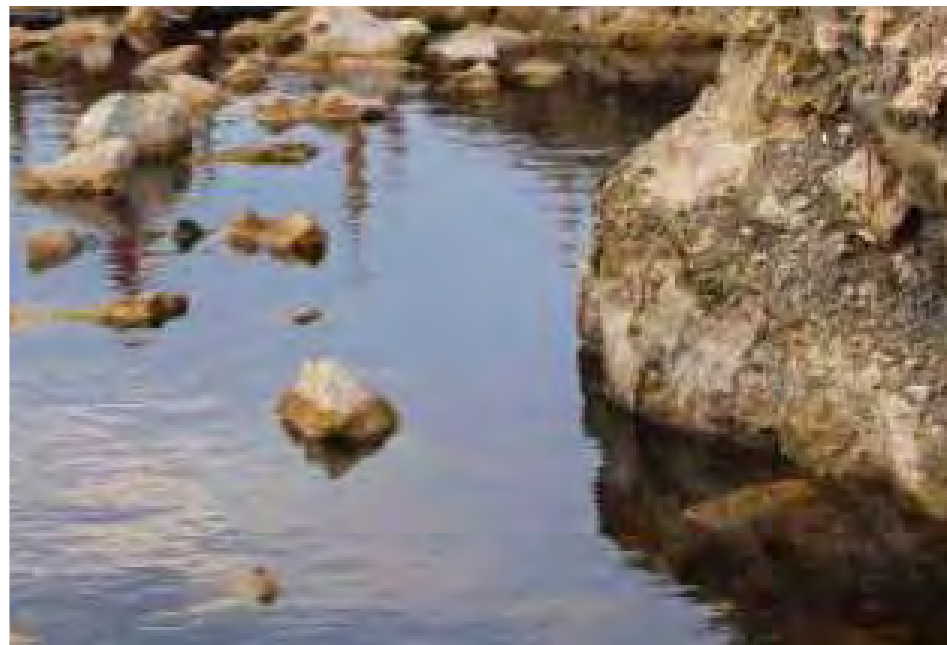


LITTORAL LANDSCAPES



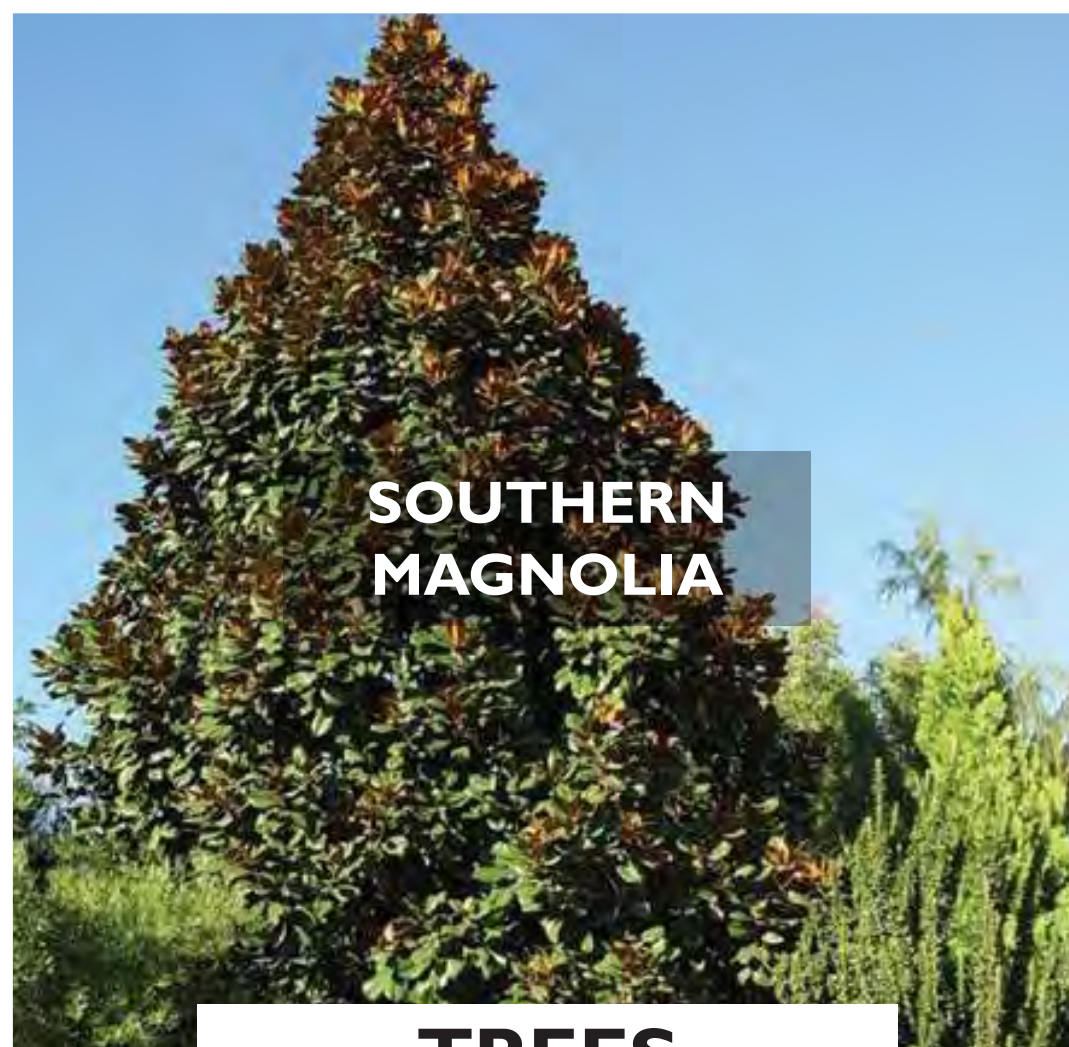


LOW IMPACT DESIGN

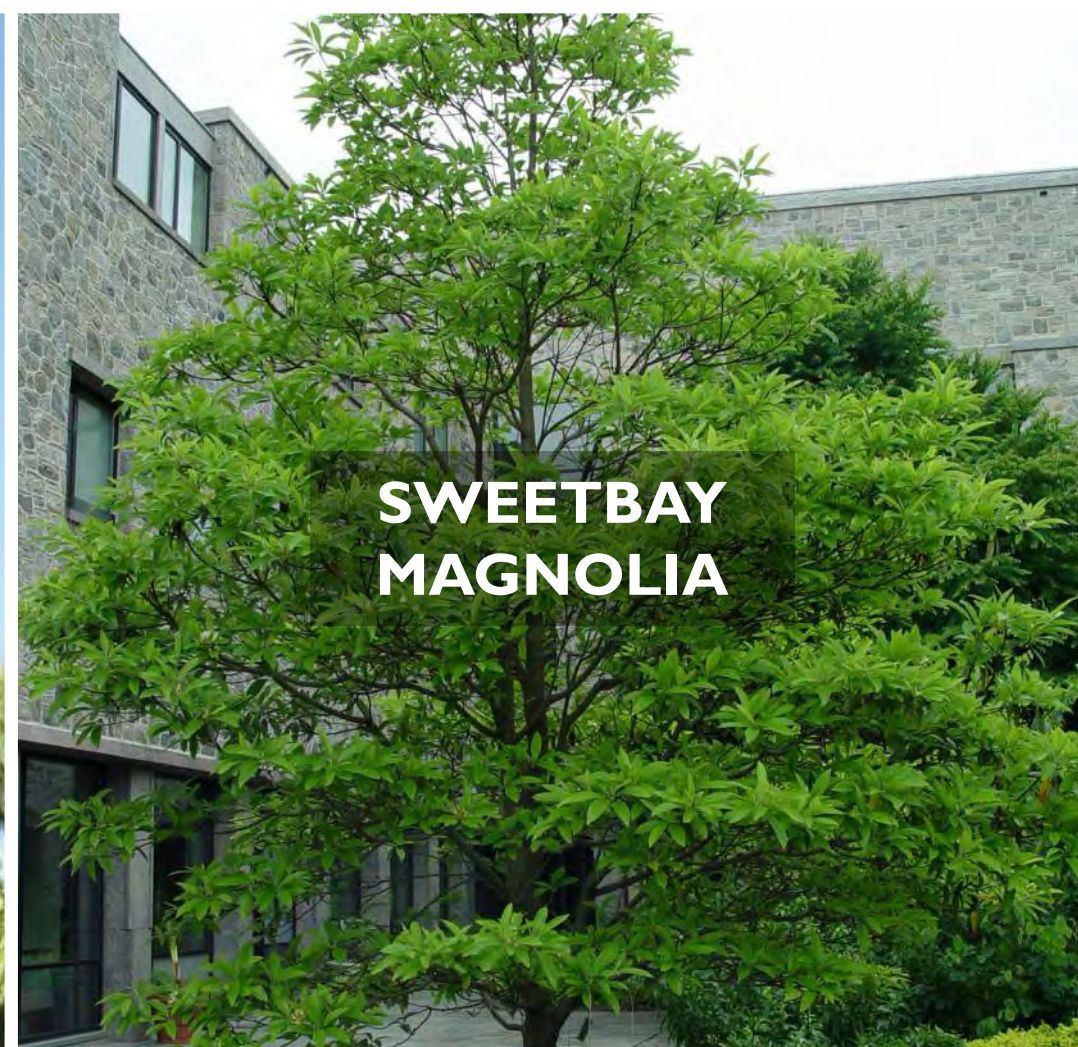




LIVE OAK



**SOUTHERN
MAGNOLIA**



**SWEETBAY
MAGNOLIA**

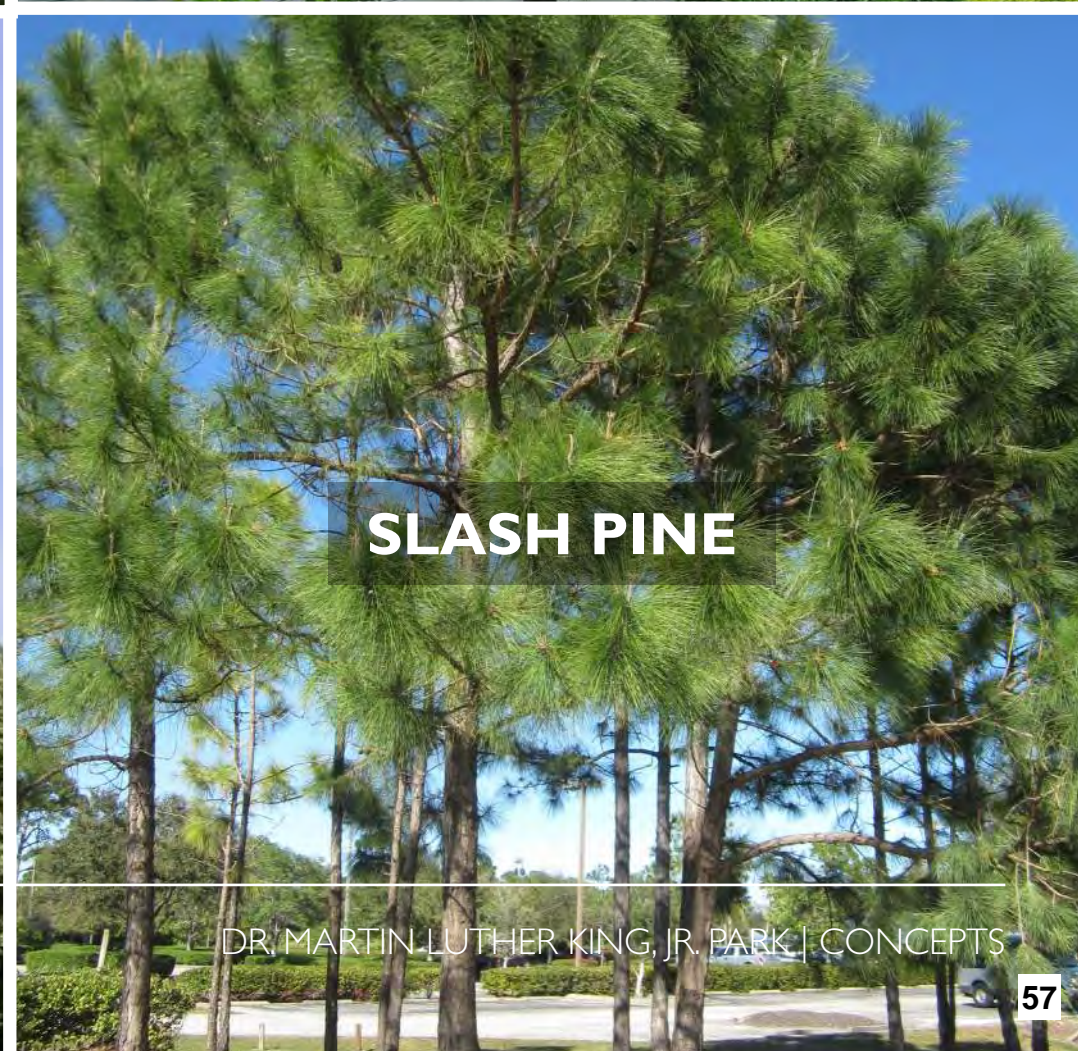
TREES



WAX MYRTLE



BALD CYPRESS



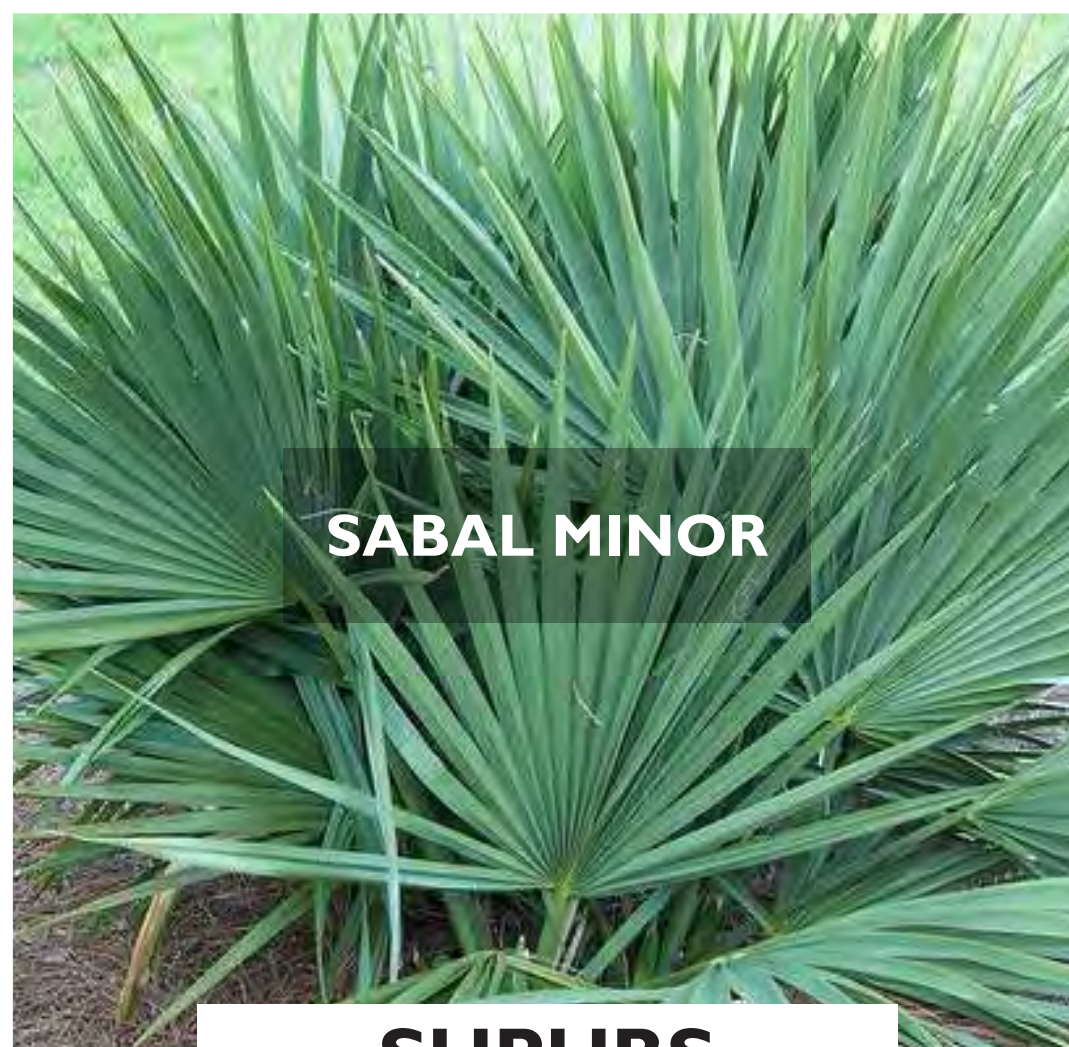
SLASH PINE



2022-05-05



**AMERICAN
BEAUTYBERRY**



SABAL MINOR

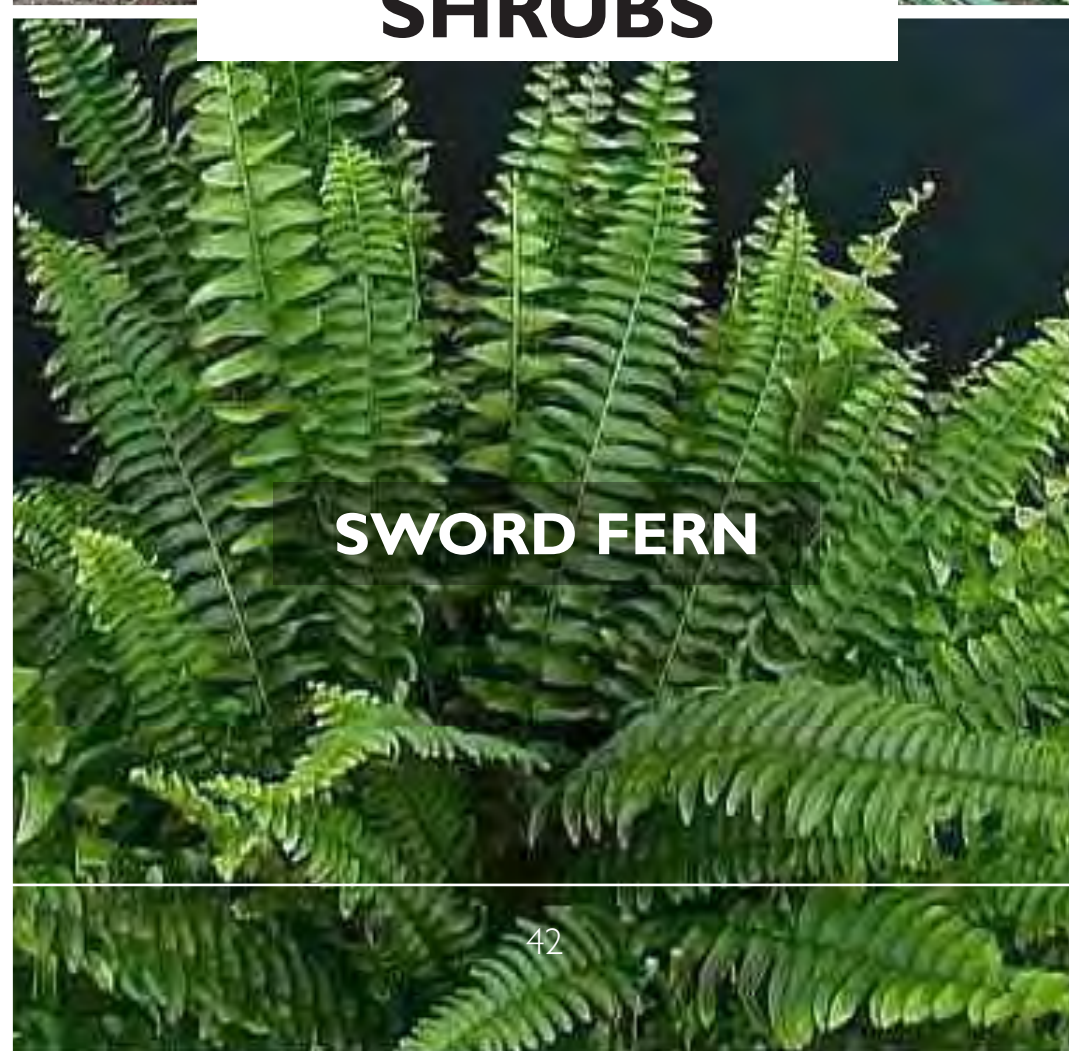


**WILD
COFFEE**

SHRUBS



**MUHLY
GRASS**



SWORD FERN



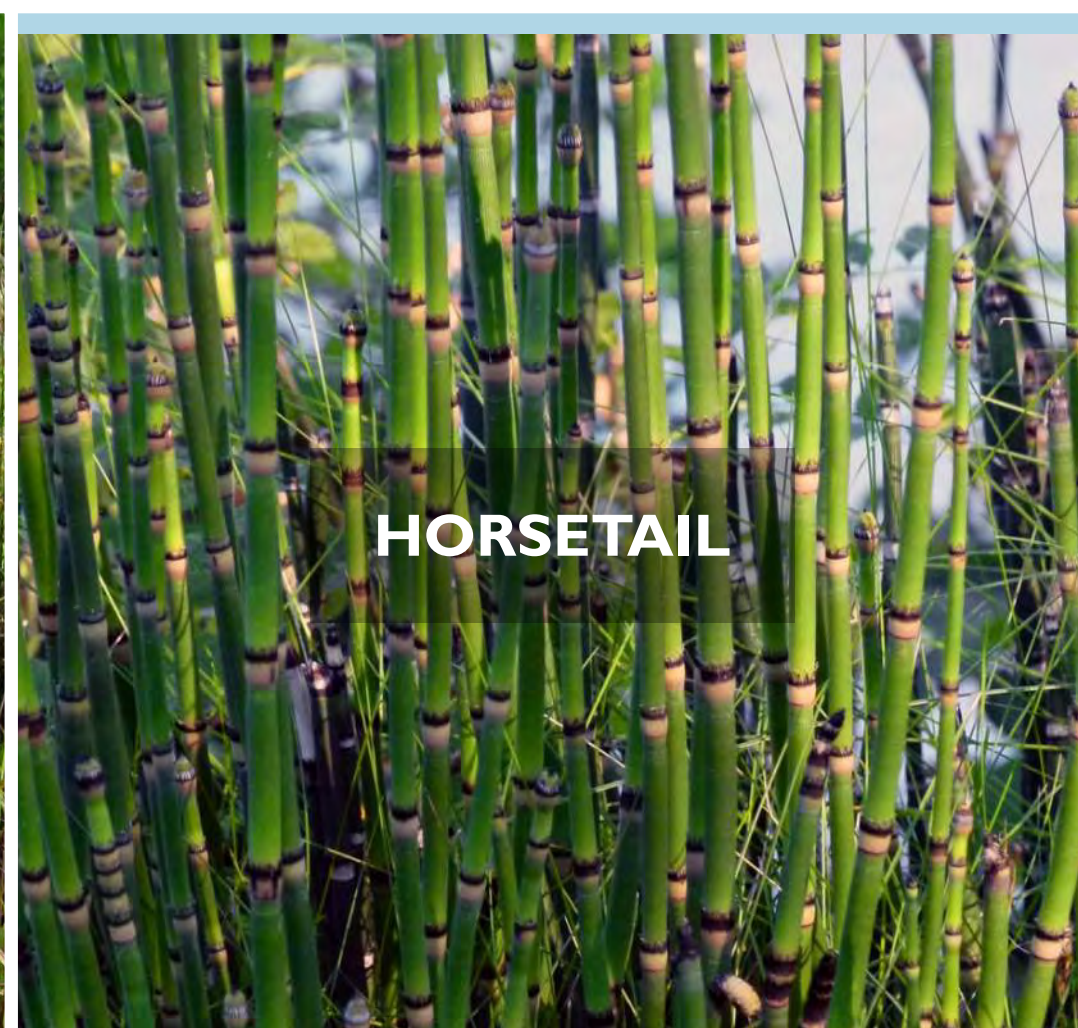
**FAKAHATCHEE
GRASS**



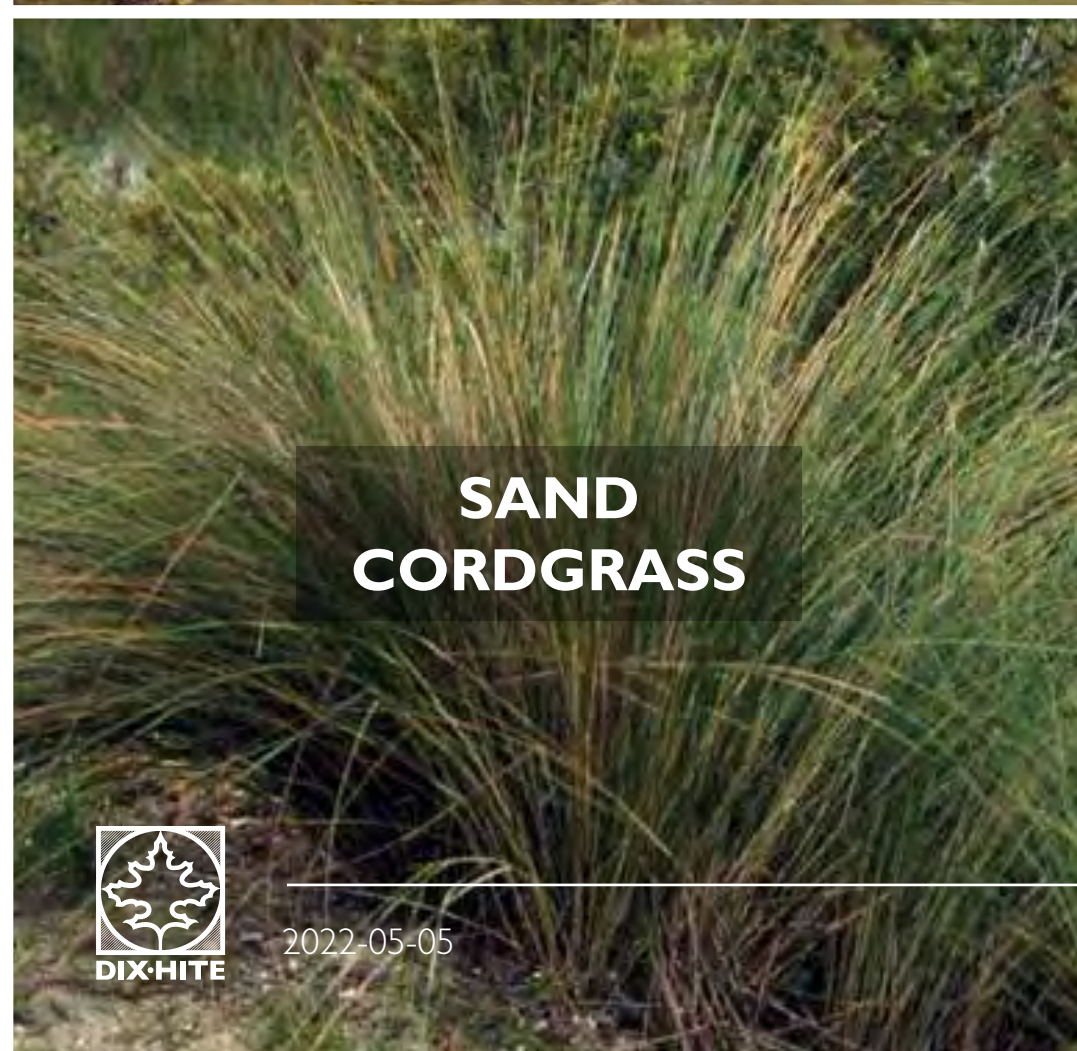
ALLIGATOR FLAG



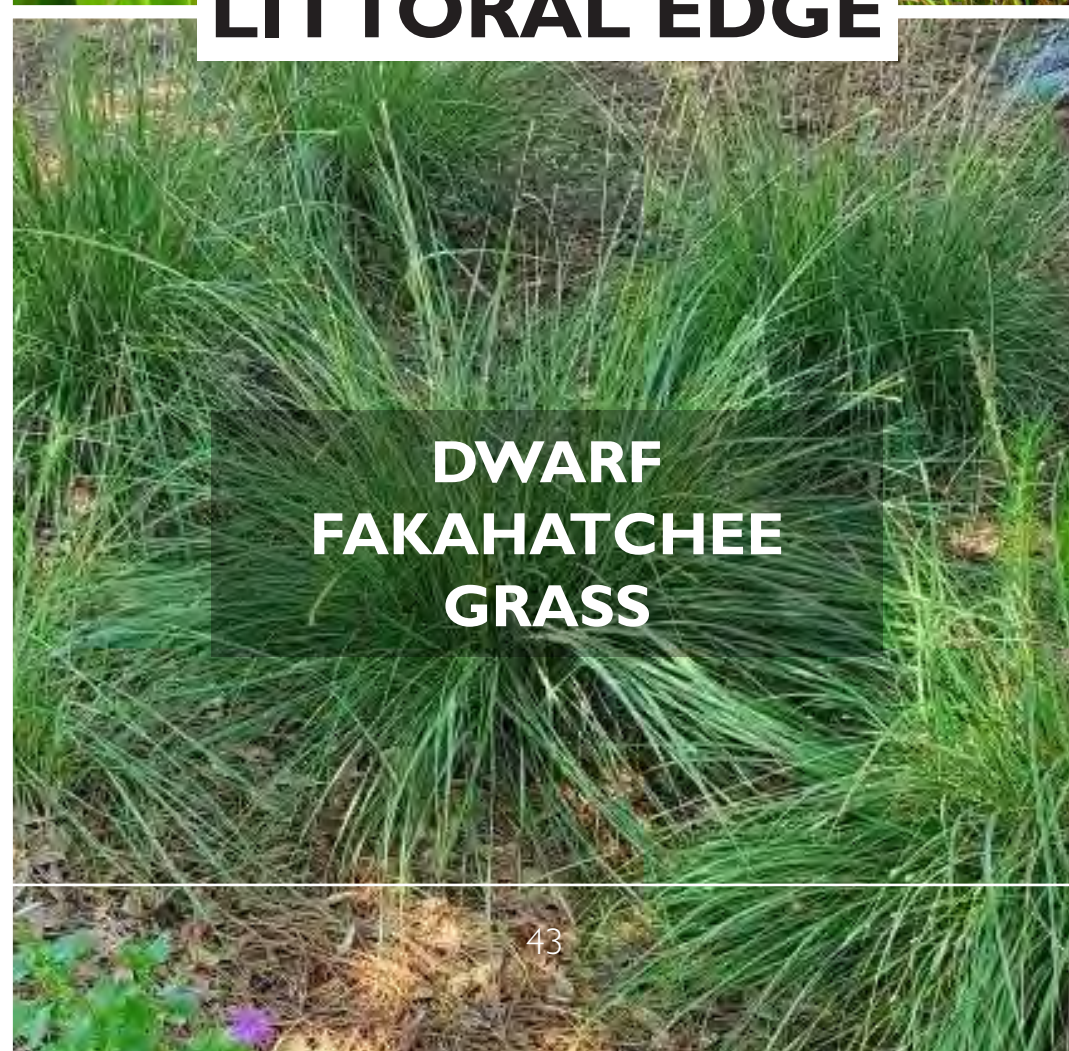
**GOLDEN
CANNA LILY**



HORSETAIL



**SAND
CORDGRASS**

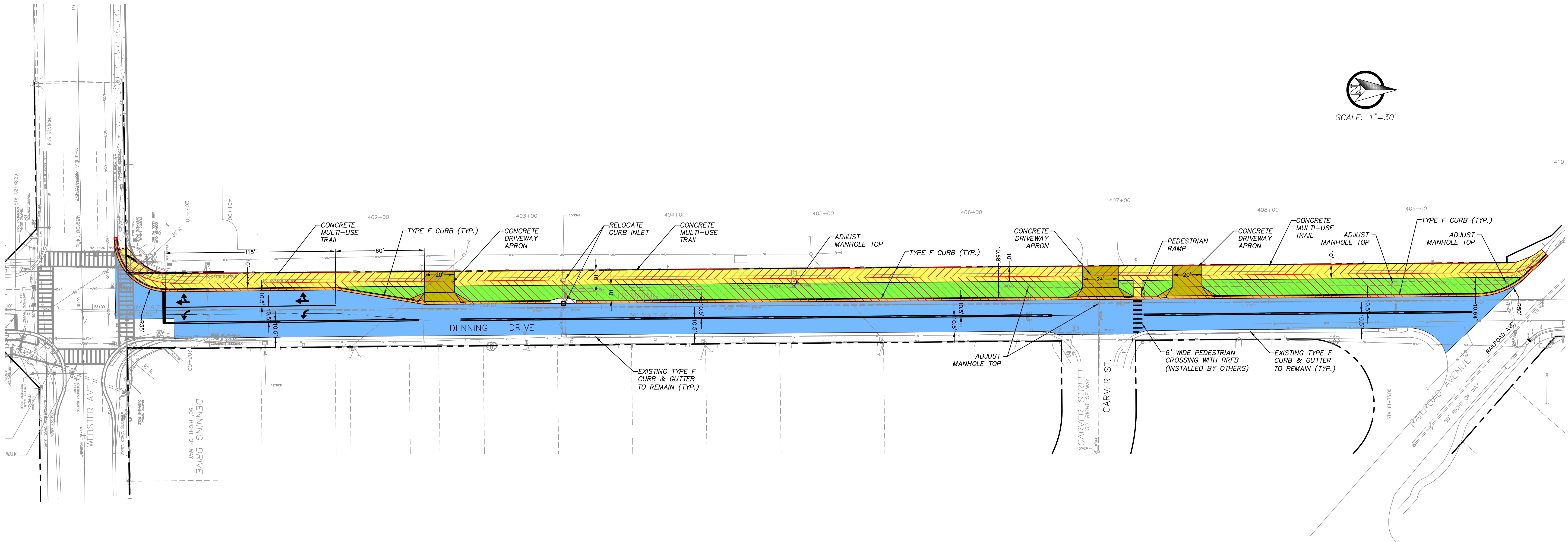


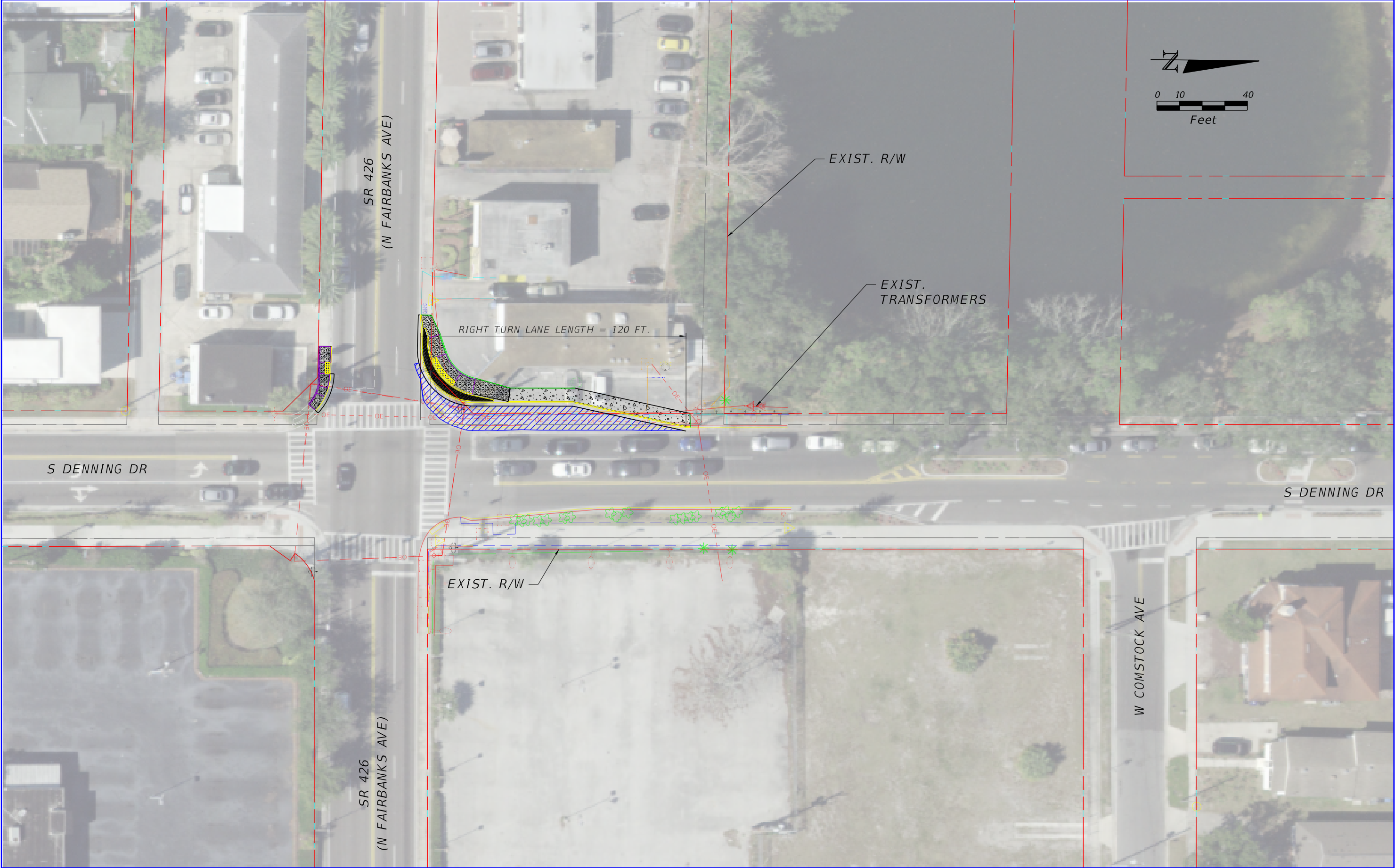
**DWARF
FAKAHATCHEE
GRASS**



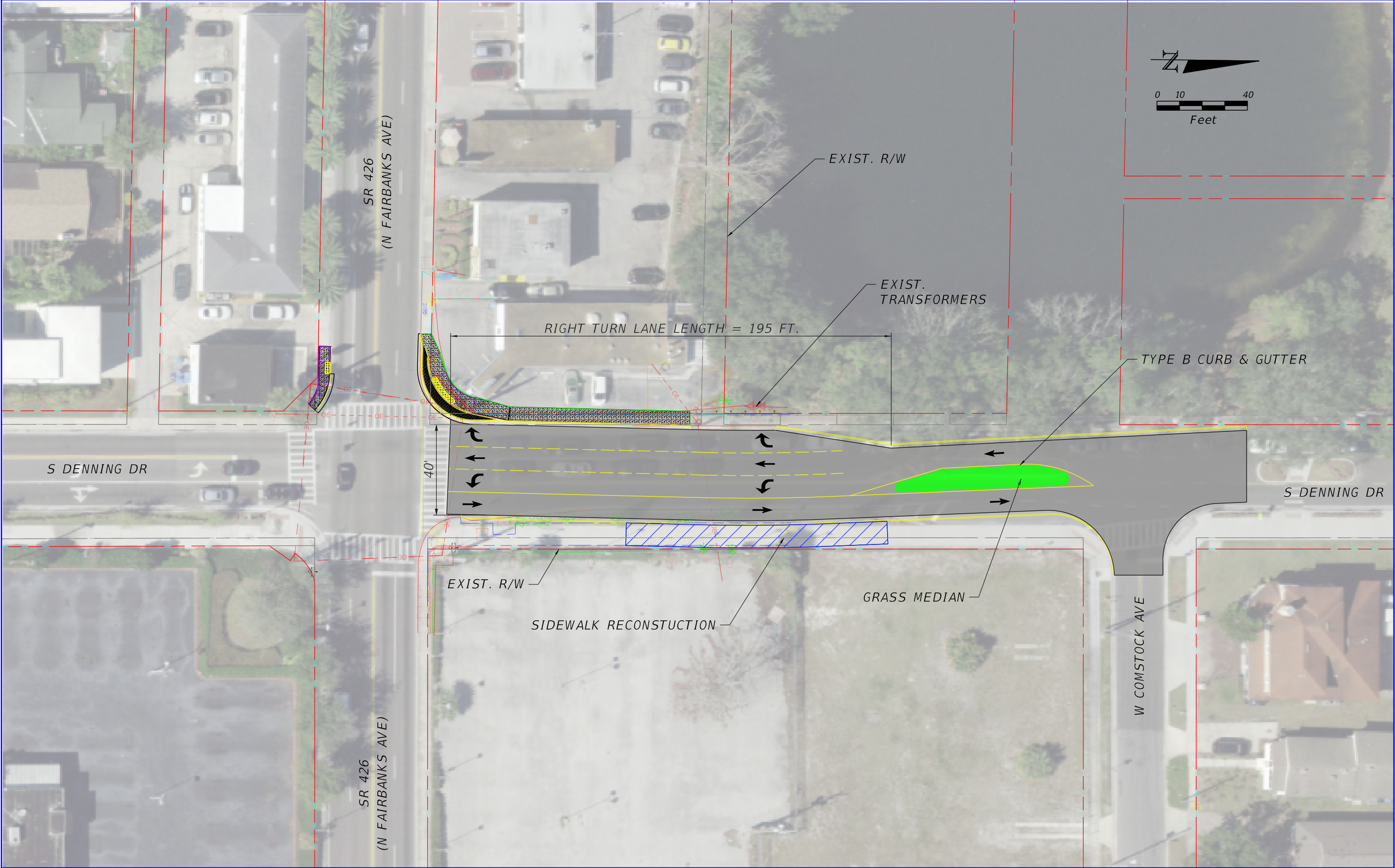
**PICKEREL
WEED**







REVISIONS					STATE OF FLORIDA DEPARTMENT OF TRANSPORTATION			SHEET NO.
DATE	DESCRIPTION	DATE	DESCRIPTION		ROAD NO.	COUNTY	FINANCIAL PROJECT ID	



REVISIONS					STATE OF FLORIDA DEPARTMENT OF TRANSPORTATION			SHEET NO.
DATE	DESCRIPTION	DATE	DESCRIPTION		ROAD NO.	COUNTY	FINANCIAL PROJECT ID	

CRA Social Investment



COMMUNITY CENTER

38,000 sq. ft.

Est. 2011



\$9M

AFFORDABLE HOUSING

Rehabilitated & New Homes

186 aggregate number not including CDBG partnerships Est. 2002

Driveway & Paint Programs

35 CRA resident homes Est. 2016



\$4.0M*

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

PROGRAMS &

PARTNERSHIPS

Summer Youth Enrichment Program

194 students graduated Est. 2008

Community Center Programs

52,000 annual youth to senior interactions Est. 2010

Unity Heritage Festival

250 attendees per year Est. 2004

Snow in the Park

2,500 annual attendance Est. 2018

Winter in the Park

16,219 annual attendance Est. 2010-18

WP Heritage Center

120,000 aggregate number of attendees Est. 2008

Welbourne Day Nursery

64 students per year Est. 2008

Enzian Theatre

5,000 annual attendance Est. 2008

WP Playhouse

32,971 patron support Est. 2015

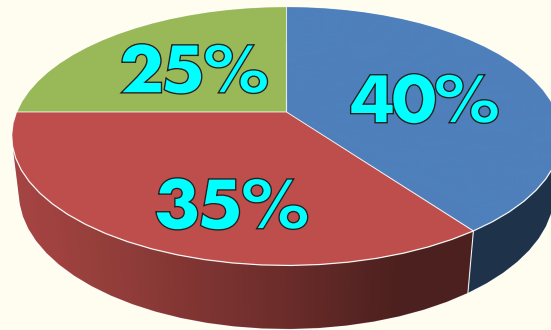
Depugh Nursing Home

40 total residents Est. 2018

\$5.3M

Total Support Since 2002: \$21.8M

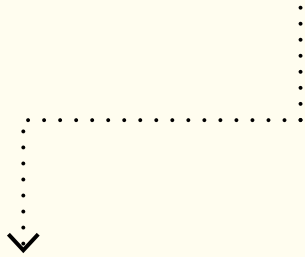
Community Center Percentage of Funding



■ Senior Programming

■ Youth and Teen Programming

■ Community Events

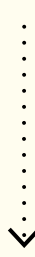


Zumba

Pottery & Art

Computer & Tech

Holiday Socials

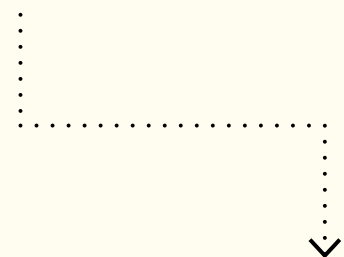


Fitness & Nutrition

UCF Nursing

Healthy Habits

Midnight Basketball



*Unity Heritage
Festival*

'Dive-in' Movie

Backpack Drive





Community
Redevelopment
Agency (CRA)

agenda item

item type Action Items	meeting date August 24, 2022
prepared by Kyle Dudgeon	approved by Peter Moore, Michelle del Valle, Randy Knight
board approval Completed	
strategic objective Quality of Life	

subject

Resolution 0017-22 - Approving applicant participation in the Florida Main Street Program

motion / recommendation

Approve as presented

background

The City of Winter Park and CRA were approached about assisting in an application by the Park Avenue District for inclusion into the Main Street America program, specifically under Florida Main Street. Governed under F.S. 267.031 and administered under the Florida Department of State, the program's intent is to provide support to approved Main Street organizations in the form of technical assistance, training, promotion, and grant opportunities and match waivers. A copy of their assistance guide is provided for reference.

Each approved applicant, enters into an Apprentice Program for three years under strict guidelines and requirements in order to provide training, financial support opportunities, and education for long term benefit. In all, the intent of the Program is to ensure self-sufficiency of any approved applicant. Once through the Apprentice Program, the applicant must still adhere to all the requirements under Florida Main Street criteria, but with less direct oversight.

If the application requires further review into the future, participation today should not preclude the Park Avenue District or the City/CRA from participating in the program in the future.

alternatives / other considerations

Do not consider the resolution

fiscal impact

No fiscal impact to-date

ATTACHMENTS:

[Resolution_0017-22_Florida Main Street Participation Approval.pdf](#)

ATTACHMENTS:

[Florida_Mainstreet_Guide.pdf](#)

RESOLUTION 0017-22

A RESOLUTION OF THE CITY OF WINTER PARK COMMUNITY REDEVELOPMENT AGENCY, FLORIDA, APPROVING PARTICIPATION IN THE FLORIDA MAIN STREET PROGRAM.

WHEREAS, the Florida Main Street Program (Program) has been created to assist Florida communities in developing public-private efforts to revitalize their Local Program Areas; and

WHEREAS, the Secretary of State will select a specific number of communities to participate in the Program in the upcoming year based on Department resources; and

WHEREAS, the Winter Park Community Redevelopment Area includes the Park Avenue District (PAD); and

WHEREAS, PAD has additional resources available through the Main Street America and the Florida Main Street programs to assist in the historical benefit and promotion of its Historic District, the CRA, and the City at large.

NOW, THEREFORE, be it resolved by the City Commission of the City of Winter Park, Florida that:

SECTION 1. The Winter Park CRA hereby approves submission by the Park Avenue District of an application to participate in the Program under Florida Main Street and Main Street America.

SECTION 2. The Winter Park CRA agrees to encourage and support the Park Avenue District through the Apprentice Program.

ADOPTED at a regular meeting of the Winter Park Community Redevelopment Agency of the City of Winter Park held in City Hall, Winter Park on this 24th day of August, 2022.

Philip M. Anderson, Mayor

ATTEST:

Rene Cranis, City Clerk

FLORIDA MAIN STREET

A GUIDE TO BECOMING A MAIN STREET



What is Florida Main Street?

Florida Main Street is a technical assistance program with the goal of revitalizing historic downtowns and encouraging economic development within the context of historic preservation.

The program is a part of a network of over 40 nationally recognized programs throughout the country. Florida Main Street is administered by Division of Historical Resources under the Florida Department of State. The program is affiliated with the National Main Street Center and utilizes the National Main Street Center's Four-Point Approach® which offers a framework for community-based revitalization initiatives.

The statewide Florida Main Street Program is administered by the Florida Department of State, Division of Historical Resources, Bureau of Historic Preservation. Each year, the Florida Secretary of State designates Local Main Street Programs (Local Programs) to participate in the statewide program from the applications received. The maximum number of Local Programs to be selected each year for participation in the program is indicated in the application solicitation announcement published in the Florida Administrative Register. Applications are evaluated on a competitive basis consistent with the provisions of Chapter 1A-36, F.A.C.

The Main Street Four Point Approach

This approach works where existing assets—such as older and historic buildings and local independent businesses—can be leveraged. It encourages communities to take steps to enact long term change, while also implementing short term, inexpensive and place-based activities that attract people to the commercial core and create a sense of enthusiasm and momentum about their community. Both small-city downtowns and urban neighborhoods throughout the nation are renewing their community centers with Main Street methodology.



Economic Vitality focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

Design supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

Promotion positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

Organization involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

Main Street America™

Main Street America™ is a program of the National Main Street Center, Inc., a subsidiary of the National Trust for Historic Preservation. To help communities achieve their economic goals, the National Main Street Center/Main Street America™ has developed a comprehensive revitalization strategy that pairs thoughtful preservation of historic assets with sensible business practices.

The Principles of Main Street

While the Main Street Four-Point Approach™ provides the format for successful revitalization, implementation of the four-point approach is based on eight principles that pertain to all areas of the revitalization effort:

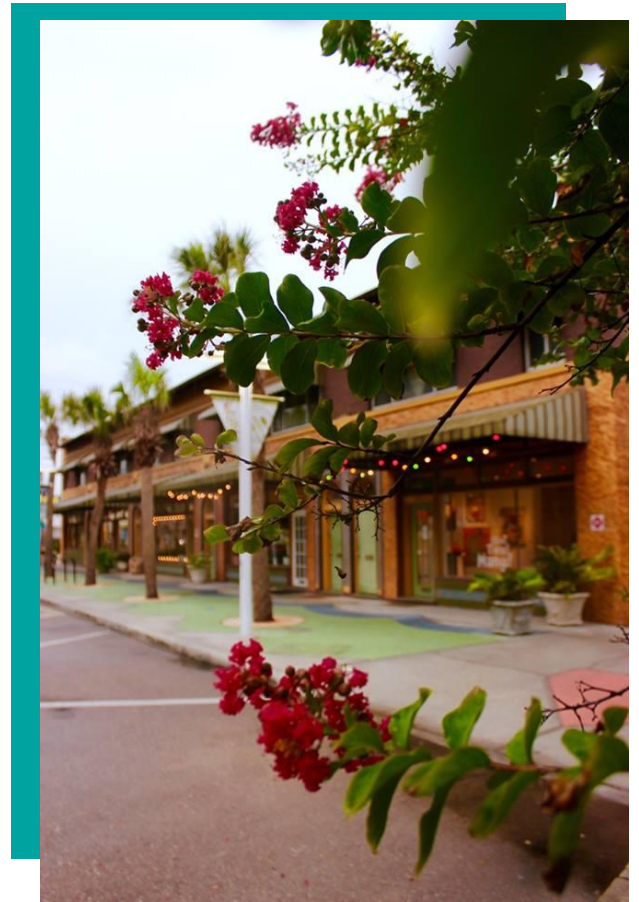
1. **Comprehensive.** Downtown revitalization is a complex process and cannot be accomplished through a single project. For successful long-term revitalization, a comprehensive approach must be used.
2. **Incremental.** Small projects and simple activities lead to a more sophisticated understanding of the revitalization process and help to develop skills so that more complex problems can be addressed, and more ambitious projects undertaken.
3. **Grass roots.** Local leaders must have the desire and the will to make the project successful. The National Main Street Center and the state Main Street program provide direction, ideas, and training, but continued and long-term success depends upon the involvement and commitment of the community.
4. **Public/private partnership.** Both the public and private sectors have a vital interest in the economic health and physical viability of the downtown. Each sector has a role to play, and each must understand the other's strengths and limitations so that an effective partnership can be forged.
5. **Identifying and capitalizing on existing assets.** Business districts must capitalize on the assets that make them unique. Every district has unique qualities – like distinctive buildings and human scale that give people a sense of belonging. These local assets must serve as the foundation for all aspects of the revitalization process.
6. **Quality.** Quality must be emphasized in every aspect of the revitalization program. This applies equally to each element of the program, from storefront design to promotional campaigns and to educational programs.
7. **Change.** Changes in attitude and practice are necessary to improve current economic conditions. Public support for change will build as the program grows.
8. **Implementation-oriented.** Activity creates confidence in the program and ever-greater levels of participation. Frequent, visible changes are a reminder that the revitalization effort is under way. Small projects at the beginning of the program pave the way for larger activities as the revitalization effort matures.

National Main Street Performance Standards

1. **Broad-based public/private support** for the commercial district revitalization process, with strong support from both the public and private sectors
2. **Vision and mission statements** relevant to community conditions and to the Local Program's organizational stage
3. **Comprehensive Main Street work plan;** active in all four-points
4. **Historic preservation ethic**
5. **Active board of directors and committees,** following the Four-Point Approach™
6. **Adequate operating budget**
7. **Paid professional Executive Director.** Communities with more than 5,000 population are required to hire a full-time Executive Director; communities with less than 5,000 population may employ a part-time Executive Director.
8. **On-going training for staff and volunteers.** Attendance at all quarterly meetings, annual state conference and national conference are required
9. **Reporting of key reinvestment statistics**
10. **Current member of the National Main Street network**

What are the Benefits?

- **Technical Assistance and on-site visits** to monitor the Active Local Program and assist with work plan and board development
- **Promotion of local Main Street areas and events**
- **Grant opportunities** through National Main Street and other organizations
- **Statewide Main Street Basic Training**
- **Networking and peer assistance points** for Small Cities Community Development Block Grant (CDBG) and Florida Communities Trust application scoring
- **Florida Main Street Annual Conference** is a multi-day conference that focuses on current downtown revitalization and preservation issues
- **Secretary of State's Florida Main Street Awards Program** that Local Programs are eligible to annually submit and be recognized for outstanding achievement at the Secretary of State's Florida Main Street Awards Banquet.
- **National Main Street Accreditation** to Local Programs that meet the National Main Street Performance Standards. To be designated as "Accredited signifies commitment to comprehensive revitalization, community engagement, and rigorous outcome measurement."



Services to Newly Designated Programs

- **Reconnaissance Visit.** A one-day visit by the Program Coordinator to the community following designation to promote the Local Program, train the board, and meet local stakeholders.
- **Resource Team Visit.** A three-day Resource Team Visit by an interdisciplinary team of experts in downtown revitalization issues will be provided to first-year communities. Resource Team Visits include an intensive series of meetings and workshops to assist the Local Program in establishing a sound work plan that will address Local Program needs in each of the areas of the Main Street Four-Point Approach. Each Resource Team Visit will be concluded with a public meeting to present team findings and recommendations that will be documented by a written report.
- **Annual Assessment.** A one-day visit to the Local Program Area by the Program Coordinator to (a) assess Local Program progress toward annual and long-term goals, (b) assist with goal setting for the coming year, and (c) identify training and technical assistance needs for the coming year. Observations and recommendations will be included in a written report provided to the Local Program.
- **Consultant Assistance.** On-site technical assistance will be provided by Florida Main Street staff, other state agencies, and professional consultants with expertise in a range of disciplines relating to historic preservation, organizational development and downtown revitalization.
- **National Main Street “Designated” Membership.** During the first year following designation, Florida Main Street will pay the Local Program’s membership in the National Main Street network.
- **Florida Main Street Start-up Grant of \$25,000.** Within the first three-years following designation, each Local Program will be eligible to apply for a competitive one-time \$25,000 start-up grant from the Historical Resources Small Matching Grant Program to assist initial development, projects and planning. All Local Program activities assisted through this grant shall be in accordance with the Main Street Approach. Award and administration of all such grants shall be in accordance with provisions of Chapter 1A- 39 F.A.C.

During the first three years following Main Street designation, Local Programs are required to participate in all the services available to Active Local Programs, as well as attend the annual National Main Street Now Conference.

Criteria for Application

The District

- Posses strong historic character
- Based on a grid, around a square, park or other urban form - walkable
- Gateways, public spaces, parking, buildings, businesses, and events are accessible
- Diverse businesses - products, services, experiences that support community industries and residents
- Need and potential for economic growth, design improvement and marketing/promotional efforts

Community Understanding of and Commitment to the Main Street

- Has or is putting into place an active design assistance program
- Encourages building renovation or rehabilitation consistent with *The Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings*
- Encourages public awareness of the historic properties in the proposed Program Area and the importance of their preservation
- Works toward putting in place land use policies that encourage development of property in the proposed Program Area
- Encourages development of financial mechanisms and incentives to attract investment to the proposed Program Area
- Broad community support and understanding
- Staff supported, active volunteer organization
- Relevant purpose as reflected in a clear mission statement
- Consistency of local goals with the Main Street Approach

Organizational Readiness and Financial Strength

- Adequate budget and support:
- Active board and committees with clearly defined objectives
- Local government, business, and citizen support
- Paid, professional, full-time Program Manager (Exception: Minimum of half-time paid Program Manager is acceptable for communities with populations of less than 5,000)
- At a minimum, dedicated public and private funding and in-kind resources for a one-year operating budget sufficient to cover the cost of:
 - Program Manager salary and fringe benefits
 - Rent and general office expenses
 - Travel for participation in Florida Main Street Quarterly Meetings and Annual Conference
 - Program Manager professional development
 - Activities and programs conducted by Local Program committees

Pre-Application Assistance is provided, upon request, to entities interested in making application for participation in the Florida Main Street Program. At a minimum, such assistance shall include meeting with community representatives, conducting a pre-application webinar annually, and responding to inquiries. Depending upon availability of resources, such assistance may also include an assessment visit to the proposed Local Program Area by the Program Coordinator.

Helpful Hints for Application Completion

Make sure the Application is Complete

- A. Follow the application format. Keep responses brief and in the order indicated.
- B. Proposed Local Program Area should be the small, well-defined traditional commercial core of your community. Select the area that has the strongest concentration of historic commercial buildings. Avoid the temptation to include peripheral areas with scattered buildings, residential neighborhoods and vacant land.
- C. Applicant must demonstrate a commitment to actively participate in the Florida Main Street Program for a minimum of three years and the intent should be to continue after the initial period.
- D. Offer a competitive salary to attract a qualified professional Executive Director. Offer job security by providing stable program funding. Do not expect the Executive Director to raise funds that are used for sustaining the Local Program.
- E. Provide a generous travel budget. The Executive Director is required to attend Florida Main Street training sessions, meetings and both the state and National conferences. Other members of the Local Program board and volunteers are also encouraged to attend these meetings.
- F. Population and demographic data is available from the U.S. Census Bureau (www.census.gov)
- G. Unemployment data is available through the Agency for Workforce Innovation (www.labormarketinfo.com).
- H. The tax base information requested in the application is available from your county's tax assessor. The appraised value is the value assigned to the property before any exemptions. The assessed value of property is the value upon which property taxes are based, usually after all exemptions have been taken.
- I. Each applicant will have time to present digital photographs and additional material during the public meeting at which applications are considered.

Materials to Be Submitted

- A. The original signed application and attachments, each in a separate three-ring binder, labeled either "Application" or "Appendices." Include with the original set seven (7) copies of the completed application and appendices
- B. Twenty-five (25) color high resolution **digital** photographs of the proposed Local Program Area on a flash drive. Each photo shall be labeled with the name of the city and a number. The number shall key the photo to a description sheet giving the address of the building, the direction from which the slide was taken (North, South, etc.). The photos shall also be keyed to a map of the proposed Local Program Area. DO NOT put images in a PowerPoint format.
- C. Each copy of the application form must be accompanied by the required attachments in a separate three-ring binder labeled "Appendices," and tabbed Appendix A, Appendix B, Appendix C, and Appendix D.

FOR FURTHER INFORMATION ABOUT THE FLORIDA MAIN STREET PROGRAM (850) 245-6346
or email floridamainstreet@dos.myflorida.com.



Community
Redevelopment
Agency (CRA)

agenda item

item type Staff Updates	meeting date August 24, 2022
prepared by Kyle Dudgeon	approved by Peter Moore, Michelle del Valle, Randy Knight
board approval Completed	
strategic objective	

subject

CRA extension discussion

motion / recommendation

At the pleasure of the board

background

At their June 23rd work session, the Board directed staff to analyze potential areas of Winter Park CRA expansion relative to additionally pondering a request for CRA extension of the existing boundary.

Staff has completed an initial analysis reviewing requested areas by the board including taxable value, FAR, and potential increment revenue over a horizon through to 2037. Staff will communicate their findings to the board as part of a powerpoint presentation.

alternatives / other considerations

fiscal impact

Expanding or extending the CRA's sunset date could allow the CRA accrue additional increment revenue, expand project capacity, and generate more capital investment throughout its life. Considerations would be subject to final agreement on extension or potential expansion areas amongst the City and the County.

ATTACHMENTS:

[CRA.Extension Discussion Map.pdf](#)



CRA Extension Study

City of Winter Park
Economic Development/
CRA

Legend

- Orange/Orlando connection area
- Denning to Mead
- Park Avenue reduction
- Norwood Circle
- Railroad Ave Ext.
- OCPS
- K-Mart Area
- Lee Road Extension Area
- Bennett Area
- Orange Ave remainder (Ozark/Progress)
- CRA.DBO.CRAMergedBoundary**
- WP Parcels

