

1 MINUTES OF THE LAKE MARY CITY COMMISSION STRATEGIC WORKSHOP held  
2 November 17, 2016, 5:30 P.M., Lake Mary City Commission Chambers, 100 North  
3 Country Club Road, Lake Mary, Florida.

4  
5 The workshop was called to order by Mayor David Meador at 5:34 P.M.

6		
7	Mayor David Meador	Jackie Sova, City Manager
8	Commissioner Gary Brender	Carol Foster, City Clerk
9	Deputy Mayor George Duryea	Dianne Holloway, Finance Director
10	Commissioner Sidney Miller	John Omana, Community Development Dir.
11	Commissioner Jo Ann Lucarelli	Steve Noto, City Planner
12		Krystal Clem, Senior Planner
13		Tom Tomerlin, Economic Development Dir.
14		Bruce Paster, Public Works Director
15		Bryan Nipe, Parks & Recreation Director
16		Steve Bracknell, Police Chief
17		Frank Cornier, Fire Chief
18		Katie Reischmann, City Attorney
19		Mary Campbell, Deputy City Clerk
20		

21 ITEM FOR CONSIDERATION:

22  
23 1. Growth and Development

24  
25 Mayor Meador said the item for consideration will be growth and development. He  
26 thought staff had done a good job putting this together. The intent of tonight's meeting  
27 is for staff to seek very specific direction from us on the topics under consideration.

28  
29 Ms. Sova said the economy is improving and growth and development is happening  
30 again. Developers are asking questions we haven't heard in quite some time. It is time  
31 for us to regroup with the Commission and be sure staff has a clear understanding with  
32 their direction. The items before the Commission tonight are density, parking, and 46A  
33 and Rinehart Road. Staff has done a fantastic job of putting this agenda together.

34  
35 Mr. Omana said as pointed out there are three items that have come to the surface:  
36 density, Rinehart Road, and parking. The development community has approached us  
37 saying they need more than 9 units per acre and need for you to look at TDRs, density  
38 bonuses and things of that nature and go above and beyond our established 9 units per  
39 acre which is our standard land use designation, and going above and beyond what the  
40 Griffin Farm project has also. One way to put this density issue in perspective is do you  
41 want to reset the regulatory table and do you want to go above and beyond the 9 units  
42 per acre that is currently part of our comprehensive plan.

43  
44 Mr. Omana said with respect to Rinehart Road, we have been monitoring the traffic  
45 counts on Rinehart Road. All of us see what's going on out there. That with a  
46 combination of development requests and increase of density issues, we are looking at

1 how do we address this issue as the ADT figures continue to rise, as the background  
2 traffic continues to rise, and how do we mitigate it and deal with it. He said Mr. Noto will  
3 present some options, alternatives and ideas for the Commission's consideration.  
4

5 Mr. Omana said the last topic is the parking issue. Some of the users along the I-4  
6 corridor are cramming in more people per square foot which is creating an increased  
7 demand in parking. The million dollar question is how do we react to that and how do  
8 we deal with that. Right now we are one at 250 square feet and four per 1,000 square  
9 feet. This resulting cramming in of people has made those figures go up to six or seven  
10 per 1,000 which turns into a new parking garage or potentially makes expansion of  
11 surface parking. He said Mr. Noto and Ms. Clem will get into alternatives.  
12

13 Mr. Omana said to keep in mind do we want to reset the regulatory table and if we do,  
14 what are the potential ramifications of resetting with respect to infrastructure impacts  
15 and process impacts. There is just an array of impacts.  
16

17 Mayor Meador said if that happens, he asked if it has to be reflected in the 2017 EAR  
18 report.  
19

20 Mr. Omana said that is a great tie-in because whatever feedback we get this evening  
21 will help us frame the issues when we do file the EAR through our letter of  
22 determination. The Commission's feedback in his opinion would be very important to  
23 this.  
24

25 Commissioner Miller said he would like to make a comment based on what someone  
26 else told him. He was having a conversation with a person that used to be a county  
27 commissioner and is now in development. We were talking about traffic and what has  
28 happened in Lake Mary, the volume of traffic we see, and the road potential that is  
29 coming our way. This person told him it was time for you guys on the City Commission  
30 to wake up and smell the coffee. You are at the point where you are switching from  
31 being a suburban community to being an urban community and that means you have to  
32 get used to waiting for the same traffic light two or three times. Where we are with our  
33 commercial growth, we are not a suburb anymore. He said he was thinking the whole  
34 time that conversation was going on that he didn't want to preside over the conversion  
35 of the City of Lake Mary from a suburb to an urban community. He thought that was  
36 kind of what they were talking about today. This is all about growth and what we are  
37 going to do. He was nervous about all the stuff that is happening. He said he was glad  
38 they were doing this.  
39

40 Deputy Mayor Duryea said he didn't want to see this become an urban area. He thought  
41 the biggest effect in our city is what's around it and what goes through it. He said he  
42 was open to suggestions but we can't have toll booths.  
43

44 Dr. Tomerlin said his role this evening is to introduce a process that we think is going to  
45 allow us to examine those issues brought up. The game plan is we will introduce the  
46 process that we are going to walk through and thought it would allow them to work

1 through those very issues just discussed by Commissioner Miller and Deputy Mayor  
2 Duryea. He said he would then turn it over to Steve Noto and Krystal Clem to get into  
3 the nitty gritty details of what we have identified as three big issues. These big issues  
4 all have a common theme. That common theme is pretty simple. They all address what  
5 the future growth and development is going to look like in this city.  
6

7 Dr. Tomerlin said his role is to try to describe an approach and help facilitate this  
8 approach. Staff has identified summaries of what we believe are big strategic issues  
9 facing the City of Lake Mary at this moment. We want to bring forward staff generated  
10 ideas for solution ideas. He said to keep in mind add to them. The purpose of this  
11 workshop is we have a handful of solution ideas that we think address these strategic  
12 issues but we need the Commission's feedback on our marching orders and what our  
13 next steps ought to be. We will try to guide this workshop with this PICK matrix which is  
14 an acronym and would get into that in a moment. He showed the matrix on the  
15 overhead.  
16

17 Dr. Tomerlin said we have isolated these three issues of density, Rinehart Road, and  
18 parking and we believe that's a nice encapsulation of what we're facing in the City of  
19 Lake Mary. As we begin to discuss, maybe something else comes from the City  
20 Commission about another way to summarize what these issues are. There are three  
21 basic questions but wouldn't go through all of them. He thought the last point is the  
22 most important issue is that no matter what we do, staying the course and keeping the  
23 regulatory table exactly the way it is is always an option. We need to think about what  
24 are the consequences of keeping this status quo. We ask the Commission to think  
25 about that. Staff has generated some solution ideas in response to what we are seeing  
26 the development industry come to us with. We will get into a lot more detail about what  
27 those issues and solution ideas are.  
28

29 Dr. Tomerlin said he wanted to describe this because we think it will help guide this  
30 conversation. It is called a PICK (Possible, Implement, Challenged, Kill) grid and was  
31 developed out of a manufacturing process. It is a true back-of-the-envelope way to  
32 think about a return on investment for different ideas. There is color coding for each  
33 cell. Think of it as a stop light. A green light is something you ought to do. It is  
34 something with a big pay off and it's easy to implement. It is the low hanging fruit that is  
35 still really good fruit. You ought to pick it first.  
36

37 Dr. Tomerlin said the yellows are labeled with "possible" and "challenged". Yellow like a  
38 traffic light we are saying proceed with caution, examine it, measure it twice, and cut  
39 once with those types of solutions.  
40

41 Dr. Tomerlin said the cell at the southwest corner has the harsh name of "kill" and is  
42 something that is not very effective and has a small payoff so why go any further with  
43 that particular approach.  
44

45 Dr. Tomerlin said we would like to give the numbered solutions 1, 2, 3, 4, 5, 6 and  
46 maybe the Commission can come up with 7, 8 and 9. Let's try to guide the

1 conversation about when it comes to these solution ideas, where would you put it in this  
2 grid. Would you put it in the green zone, would you put it in the yellow zone, or do you  
3 think it belongs in the red zone. It's an approach to try and get some direction.  
4 Something important he wanted to mention is that when we say direction it is really first  
5 steps for us to go down that path as staff. Anything we come up with, the Commission  
6 is going to see time and time again as it gets developed through the rule process. It  
7 does give us short term marching orders. The goal is to come up with short term  
8 marching orders by going through this exercise with this PICK matrix.

9  
10 Mr. Tomerlin said the PICK matrix is simple. It is trying to evaluate the solution ideas  
11 we are throwing out and seeing if any stick to the wall. How do they look in regard to  
12 their payoff and how do they look in terms of their implementation. How effective are  
13 they and how achievable are they. We think if we are able to examine them from that  
14 simple perspective of those two dimensions, we might be able to get something  
15 actionable out.

16  
17 Dr. Tomerlin said John did a good job summarizing this at a high level. He said he had  
18 been in plenty of these meetings with John, Steve and Krystal where the development  
19 industry has come and said we like this greenfield. He said he didn't know what the  
20 exact number is but we are at about 250 acres or less of greenfield development,  
21 meaning undeveloped land, and the Commission is aware of where 150 of that  
22 approximately 250 are coming from off Rinehart Road. Regarding the issue of density,  
23 we have had the development industry come in and say we would like to develop on  
24 this parcel but the regulatory table as it is set caps density at 9 dwelling units per acre.  
25 We have an ability to go over 9 dwelling units per acre in our Downtown area because  
26 this commission has brought forth a TDR program, which is an innovative program for  
27 transfer of development rights within the Downtown. The Midtown is an entirely new  
28 land use designation that was created for the City of Lake Mary. It is an innovative land  
29 use designation that permitted densities to go above 9 dwelling units per acre in  
30 Midtown.

31  
32 Dr. Tomerlin said of this greenfield development, the lion's share is on Rinehart Road  
33 and is why we identified Rinehart Road as its own stand-alone strategic issue. Rinehart  
34 Road and future development of that greenfield development that exists on that  
35 roadway depends on transportation improvements that need to occur on that road;  
36 otherwise, the traffic is not going to permit for that additional intensity to occur.

37  
38 Dr. Tomerlin said he had heard some of the commissioners talk about the parking. He  
39 said he had been in this line of work for some time and it used to be thought that one  
40 office worker would occupy about 300 square feet. With Deloitte that is down to less  
41 than 100 square feet per office worker. They work in highly efficient space that is very  
42 tight. The filing cabinets that Deloitte pulled out is a chair for someone to sit at  
43 underneath the desk. The office workers are working in a much denser environment.  
44 They are working closer together. They have collaborative space in all the corners of  
45 the office and that is where a lot of the activity occurs. What does this cause to

1 happen? When you're able to get that kind of efficient use of an office building,  
2 meaning more workers can be absorbed in that building, it requires more parking.

3  
4 Dr. Tomerlin said what we would like to do if it is okay with the Commission is to talk  
5 about density and think out loud about where this might fit on this PICK matrix and the  
6 solution ideas that Steve will present. Our goal ideally is that we are able to walk away  
7 with one of these filled out grids for each one of these three strategic issues. That  
8 would be staff's goal for the evening. We will see if we get there but that would be our  
9 goal to come up with the grid for each of these strategic issues.

10  
11 Mr. Noto said he had been set up well by John and Tom for the first item to discuss  
12 which is density. We have outlined some issues on the overhead. As John and Tom  
13 said, we are getting a lot of inquiries as a result of the current market for residential  
14 densities higher than 9 dwelling units per acre. The average in the City is somewhere  
15 between 3 and 6 dwelling units per acre—look at the Timacuans, Woodbridge Lakes,  
16 Manderleys, Evansdales—they are all around 2 to 6 units per acre. The Commission  
17 has set the regulatory table in Downtown at 18 dwelling units per acre. We have the  
18 TDR program, and we have the density bonus program which resulted in Station  
19 House. We have gone as far as the Midtown program with Unicorp on Lake Mary  
20 Boulevard with higher average densities.

21  
22 Mr. Noto said we are getting to the point where the detached single-family product,  
23 while still popular, the hottest option is apartments or townhomes. They want densities  
24 of around 20 dwelling units per acre. We say we can't do that. Our max is 9 units per  
25 acre. They say to us we can't do that either and the conversation usually ends but the  
26 inquiries continue. We started thinking maybe we should revisit this. Maybe we should  
27 talk about it a little bit and see where we want to go as a city as it relates to that. Nine  
28 units per acre is fine and we all know how to deal with that but if we jump up to 20, what  
29 is the domino effect. We don't know exactly what the domino effect is or what the result  
30 is but we know there will be the general impacts to all of our infrastructure, public safety  
31 response and things of that nature. Part of the direction we want to receive from the  
32 Commission this evening is if you want us to explore these higher densities then we will  
33 explore the domino effect—what may happen to our roads, what may happen to our  
34 public safety response and things of that nature.

35  
36 Mr. Noto said some of the discussions aren't so specific that they want just give me 16  
37 units per acre. Some folks have said how about density bonuses outside the  
38 Downtown, what about TDR programs. What would be a big step for the City. The  
39 density bonus request was specifically related to a senior housing development that we  
40 found interesting but the numbers didn't work. When he says senior housing he means  
41 active senior housing similar to the Forest and not ALFs, although we have been getting  
42 numerous inquiries for ALFs throughout the years. The direction we need on this and  
43 something we want to help the Commission understand and staff to understand if we go  
44 this direction is what results to the City will there be.

1 Mr. Noto said one thing we want to bring to the Commission's attention is that last bullet  
2 point on the overhead: What entitlements are left in the City. There might be two  
3 hundred and something acres of greenfield left. We have a lot of entitlements that are  
4 already on the books, already approved and this information is key not just on this slide  
5 but is extremely important for our discussion about Rinehart Road and it's also  
6 important about our discussion about the parking as it relates to what codes are already  
7 in place. Starting at Colonial/Heathrow we have over a million square feet of office  
8 entitlements left in that DRI. We have over 15,000 square feet of commercial  
9 entitlements left. There are some parcels over there that can handle three, four, five  
10 story office buildings where you can get 50,000 to 70,000 square feet on them. It's very  
11 possible that the million square feet, while it may not happen tomorrow it may ultimately  
12 happen at the end. Primera is approaching buildout very quickly. The retail is at zero.  
13 We are working on a redevelopment project now that has brought that number to zero.  
14 We're aware of other projects that are going to bring that office number from about  
15 390,000 square feet to probably below 100,000 square feet if not completely wiped out  
16 in the very near future. These are entitlements that have already been approved so you  
17 are looking at traffic impacts and such that have already been reviewed and are entitled  
18 and vested as part of these development projects.

19  
20 Mayor Mealor said Mr. Noto said vested and he asked him to help him understand  
21 something. We have 390,000 square feet and Mr. Noto says it may go to 100,000. He  
22 asked if he was correct that they would have to have approval for that. We have to  
23 approve any modifications to that earlier agreement.

24  
25 Mr. Noto answered affirmatively. When he said 100,000 what he meant to say it will fall  
26 below 100,000 square feet sometime in the near future.

27  
28 Mayor Mealor asked Mr. Noto if he was saying if they are allowed to do what they would  
29 like to do. There is no guarantee that would happen.

30  
31 Mr. Noto said that is correct. All of these reviews, while vested and entitled have to go  
32 through staff review, P&Z and depending on the project type the City Commission for  
33 approval.

34  
35 Mr. Noto said in Fountain Park we have the continued build out.

36  
37 Commissioner Miller said he didn't understand that exchange. He asked if they are  
38 allowed to exercise their entitlements.

39  
40 Mayor Mealor said they are entitled to 390,000 square feet remaining in the DRI. If they  
41 want to come in and put apartment buildings or something like that and say we don't  
42 want 390,000 but want to use 200,000 for something else. His concern is the County  
43 went on a projectory in the mid to late 2000's where they are taking a lot of this office  
44 and commercial space and converting it to apartments. At Leadership Seminole the  
45 Board of County Commissioners said we need to reevaluate our economic development  
46 plans with the County. That allowed them to refocus. There are a lot of market

1 demands we have to be sensitive to just as we did with Verizon. We started in 1992  
2 and worked backwards. We are now at the point where we are beyond that. We've got  
3 to be looking at ten years and working backwards. What looks good today in the  
4 development market may look very bad for Lake Mary in seven or eight years. He said  
5 that's what causes him to lose sleep.  
6

7 Mr. Noto said a request such as that to make a significant change to the DRI would go  
8 through our full review process and would end at the City Commission. The requests  
9 we have been receiving have been office and retail related. All of the apartment,  
10 townhomes or any type of residential has been outside of our DRIs unless they have  
11 those types of uses already entitled. In Fountain Park we have the continued buildout  
12 of the 500 townhome units. We now have both developers constructing simultaneously  
13 (DR Horton and Ashton Woods). For the two commercial parcels out front there are  
14 entitlements for just over 190,000 square feet of commercial space. Not too much  
15 activity happening there but would say those are one of those interesting parcels that  
16 people find and say maybe we can look at doing something different there. Those are  
17 conversations that have not gone very far due to our current regulatory framework. The  
18 last two projects on the list are Rinehart Place at the north end of Rinehart Road and  
19 then Griffin Farm with almost 400 residential units and over 100,000 square feet of  
20 commercial space entitled.  
21

22 Mr. Noto said the final density slide and our next step is we have the issues he has  
23 outlined, the general requests being can we go above 9 dwelling units per acre outside  
24 of the Downtown and outside of Midtown. Can you the City review potential alternatives  
25 such as density bonuses, TDR programs, density bonuses for senior housing  
26 developments. What would happen to the City if we start aggressively pursuing those  
27 first three bullet points. On the right hand of the slide are solution ideas that staff has  
28 come up with. One solution idea is to allow the higher density in the comp plan. As Dr.  
29 Tomerlin alluded to, if that is a directive this evening it wouldn't be tomorrow that we say  
30 we can do 20 DU's per acre. The directive would be research it, look into it. That is the  
31 type of action we would take. If the Commission would like us to look at a 20 DU per  
32 acre max, what would happen.  
33

34 Mr. Noto said No. 2 would be the citywide TDR density bonus program. No. 3 is the  
35 senior housing density bonus, and No. 4 is stay as is. There is nothing wrong with that.  
36 We have the regulatory framework in place. No. 5 is Other and those are any other  
37 ideas the Commission may have related to this topic. We have the PICK matrix set up  
38 and there are some colored sharpies. We will open it up for discussion on this topic of  
39 density and utilizing the PICK matrix.  
40

41 Mayor Meador said let's begin with solution idea No. 1, allow a higher density in the  
42 comprehensive plan across the board. He asked if anyone was in favor. No one on the  
43 Board was in favor.  
44

45 Mayor Meador said we have requests on the north side where we have site specific  
46 types of requests. As far as he was concerned to allow an across the board higher

1 density in the comprehensive plan is off the table. In the '90's when we had many of our  
2 residents upset about the development that would be occurring, we said if they will allow  
3 us to develop the I-4 corridor in the manner we feel will be helpful, we will buffer our  
4 residential communities and we have been true to that and the residents bought into  
5 that. As you can see in the P&Z minutes, several of the last projects that have come  
6 before us there was a lot of concern about density.

7  
8 Commissioner Lucarelli suggested putting it in the challenged section. We have made  
9 a commitment to our residents to buffer. If we are going to do that we have to be very  
10 cautious on where and how.

11  
12 Commissioner Brender recalled having a deep discussion with one of the matriarchs of  
13 the City and was trying to explain we can grow the City and get development but don't  
14 have to destroy the neighborhoods. She pointed her finger at him and said "no you  
15 can't". About ten or 12 years later when we built the police station he saw her there and  
16 one of the greatest compliments he has ever gotten as a politician is when she said  
17 "Okay, you did it". The question for us is can we keep doing it from this point going  
18 forward. If we are going to add 1.3 million square feet on Rinehart and a million square  
19 feet in Colonial Center, that's office space and is relatively easy as long as we can  
20 address the parking. We have to address the road issue too. The question is do we  
21 screw up the entire city to get the development or can we keep doing what we have  
22 been doing the last 20 years. It's hard now when we're down to our last 250 acres of  
23 developable green space.

24  
25 Deputy Mayor Duryea said he drove Rinehart Road today and looked over at the  
26 Siemens property and hoped they didn't turn that into apartments or residential. We did  
27 a great thing. It was more Lowry Rockett's idea than anybody's--that target industry  
28 theory about the I-4 corridor is excellent. We are in a position where we are in the  
29 driver's seat. We get to say what's there or what's not there because we have  
30 developed this community to the point that people want to be here. Let's get the best  
31 we can out of it. Let's not change what it is.

32  
33 Mayor Mealor said he thought Deputy Mayor Duryea was right. We made a bold move  
34 with the TOD and Station House. We made a bolder move with Midtown where we  
35 have apartments. He asked if this was the time that we stop apartment permitting until  
36 we truly evaluate the impact of Griffin Farm and Griffin Park. Some developers aren't  
37 going to want to hear that. Lake Mary doesn't want to say no to the developer but we  
38 never want to say yes to the wrong development. We have been fortunate. We need to  
39 monitor the Pulte project and the impact that may have. We made a promise to the  
40 Pine Circle Drive residents that area would be buffered. We have to make sure that  
41 promise is kept. We are in an ideal position and didn't want us to be shortsighted. He  
42 didn't want to go down a path that we can't come back.

43  
44 Ms. Reischmann said on the transfer of developments rights, it is a difficult thing to  
45 implement. It is generally used for ocean side property where developers are entitled to  
46 put condos along the ocean and the community wants to prevent that so they deed

1 restrict the properties along the ocean and allow them to build inland at a much higher  
2 density.

3  
4 Mr. Omana said when he worked in South Florida, we had a TDR program in place that  
5 dealt with the agricultural areas and transferring densities to the core areas with the  
6 purpose of transferring whatever densities were the sending area, i.e. the agricultural  
7 area, over to the receiving area and encumbering that agricultural area with an  
8 easement for purposes of preservation. Those elements existed for that to happen.  
9 What we have been able to do here with the TDRs in the Downtown has been  
10 appropriate because it's been a compact area—a compact area with specific criteria. In  
11 South Florida it was a once you open that door and made it area wide there was no  
12 coming back. Once that program was in place you were married to it. Then you got  
13 into the issue of introducing quasi-judicial aspects into that TDR for the rezoning and it  
14 could make for an interesting recipe.

15  
16 Mayor Mealor said several years ago and with Katie's help we prevailed, but pulling a  
17 private property rights act on us. If you deny it you buy it. We don't want to ever find  
18 ourselves in that position. There are unintended consequences. The discussion tonight  
19 is to avoid the unintended consequences.

20  
21 Dr. Tomerlin showed a comparison of taxable values on the overhead. He noted he got  
22 the acreage wrong for Station House. It is actually 3.2 acres so it reduced the  
23 assessment. What this is doing is cherry picking several projects, seeing what the  
24 property appraiser currently assesses it at, dividing that assessed value by the acreage  
25 of that parcel to get the assessed value per acre. On one hand it's not a complex way  
26 to think about it but on the other it reveals some things that might be surprising. For  
27 Station House you put a lot of building on very little land and it ends up being a high  
28 value use of land.

29  
30 Dr. Tomerlin said the No. 2 ranked is Verizon Finance Center. On a per acre basis it is  
31 assessed at \$2.7 million per acre. Station House on a per acre basis should be higher  
32 but it has parking. Having a Downtown area is something important. If you go halfway  
33 down the list and you look at places like the Fourth Street Grill where parking didn't  
34 have to be absorbed on the parcel itself, on a per acre basis it is a very small parcel. It  
35 is only .3 acres in size but on a per acre basis, it has the highest assessed value. He  
36 intended to show this when they talked about parking but if it can help informed  
37 decisions when we talk about density he wanted to present that.

38  
39 Commissioner Brender said he liked the way Midtown and Griffin Park came into being.  
40 We set up a new name and made some new rules and allowed something to happen.  
41 We won't know what the end result of that for five or ten years. He liked being able to  
42 control based upon somebody coming in. For the Sun Drive parcel a developer wants  
43 to come in and do an active adult condominium community for 55 and over. It has very  
44 limited visibility to any road. Very limited use as far as roads and impacts and that kind  
45 of stuff. He could see negotiating that point. The question is can we do that on a per  
46 parcel basis. We have to find a way to get to that point. We've got to take it in on a

1 parcel by parcel or development by development basis. He didn't want to hand out 22  
2 units per acre all around the City.

3  
4 Ms. Reischmann cautioned everyone that they needed to speak in generalities as much  
5 as they can. They are getting into some specifics. All of these matters may come  
6 before the Commission and anything they say that is specific to a project could be  
7 considered ex parte communication, could be considered a due process violation and it  
8 ties their hands. She said to try and express more generally if they can.

9  
10 Deputy Mayor Duryea asked do we want to change the comp plan or don't we. He said  
11 for him it would be no.

12  
13 Commissioner Lucarelli said regarding the Midtown area she thought they would know  
14 in less than five or ten years. Once that's built out, people are moving in and it gets  
15 bustling we are going to see the immediate impacts. She lives off Washington and  
16 comes out that way every morning. She didn't want to change the comp plan and didn't  
17 want to see increased densities of 20 dwelling units per acre. She thought it was great  
18 they should stay the course as far as the I-4 corridor plan that we have had. We need  
19 to be very cautious going forward and not cave to developers' pressure. This isn't their  
20 city and they don't have to live with what happens ten or 20 years down the road. We  
21 and our residents do and that is priority. They are looking out for their wallet and not  
22 our future.

23  
24 Commissioner Miller said on the outset the answer is no. He thought about this as an  
25 obligation to the people who are here already. We are obligated to have slow,  
26 reasonable growth that doesn't cause trauma and dramatic change. Growth is  
27 wonderful and we love having it but would like to see it be at a slow, reasonable pace  
28 that we can manage to move traffic along with it.

29  
30 Commissioner Brender said I-4 is our growth place. Cities that don't grow don't just  
31 simply stop growing. There is no "no growth" for a city because it leads to the eventual  
32 decline of all the infrastructure. You need that growth and that replacement of services,  
33 buildings, roads and everything else and to pay for that you have to grow. Rinehart  
34 Road, Colonial Center, Primera and the area down south on Lake Emma is our growth  
35 areas. We designated that. When the Marriott came they said they wanted ten stories.  
36 We are a three story city. They are on I-4 and ten stories is great on I-4. If Google  
37 wanted to open up their southeastern division on I-4 along Rinehart Road and wanted  
38 ten or 12 stories he thought he could give it to them. Even though we've added Verizon  
39 as an example, that is controlled growth. It's a big unit but it wasn't massive. Fifty  
40 percent of our taxes comes from office and commercial. We are the only city in Central  
41 Florida that has anything close to the number. He thought they could do that especially  
42 with the way the County and Sanford develop areas around us which we have to deal  
43 with. Sanford is planning on close to 1,000 apartment units on the open land on the  
44 other side of 46A.

45

1 Mayor Meador said when Florida Hospital wanted to come into this community it was  
2 controversial. We heard all the negativity. What we asked our staff to do is find a way  
3 that Florida Hospital can get what they need and take it to the next level so our  
4 residents get what they want. How we did Rinehart Place turned out to be an incredibly  
5 positive project with a lot of buy-in from those homeowners' associations that all of a  
6 sudden were thanking us for having that resource in this community. Rather than  
7 making these dramatic changes to the comp plan, we trust staff. When a project comes  
8 to you and it deals with a specific parcel area or site, what is the highest and best use of  
9 that property keeping in mind community standards and the feedback that we had from  
10 our residents. We want a big picture long-term view and not something for the take.

11  
12 Commissioner Brender asked how we get there.

13  
14 Mr. Omana said what he is hearing is respect and carry forward what's committed  
15 through the vested entitlements.

16  
17 Mayor Meador said with the community backing and support we had on major projects,  
18 let's work those through and truly evaluate what is the impact.

19  
20 Mr. Omana said to address the issue of how we deal with that density increase given  
21 the direction already given on No. 1, we have the process in place to assess a specific  
22 parcel if it comes in, i.e. the comprehensive plan amendment process. The  
23 Commission as a legislative body will be able to make an assessment and say if that  
24 developer wants more than nine, you make your decision based on what's presented to  
25 you at that time. That process is in place for the Commission to make that assessment  
26 without giving away the farm.

27  
28 Mayor Meador said that is fairer. It takes Mr. Omana's team and others to sit down and  
29 guide that process. We put our confidence and trust in them. We have been well  
30 served. When the team that did Verizon uses us as a statewide model in terms of how  
31 best development can occur, that's why our citizens win. They win because we have  
32 this incredible project done in a manner that is going to sustain itself and we get the  
33 revenue stream. Those are the kinds of things that are beneficial in the long term.

34  
35 Ms. Reischmann said the Commission's control over comp plan amendments is so  
36 broad and really can't be challenged. Once you give that away and you put something  
37 in the comp plan that says you can go up to X number of units then they come in a seek  
38 a rezoning to go to that or whatever else they need then your hands are tied. You have  
39 to show there's a huge reason that would be a bad idea. If they are coming in for a  
40 comp plan amendment they are coming in on their hands and knees saying pretty  
41 please, Mother may I and you are able to say sorry. All they can do is go to circuit court  
42 and the standard of review is is there a reasonable basis for what the Commission did  
43 and was the Commission acting arbitrarily.

44

1 Mayor Mealor said what we are saying is if the right kind of project comes to us and it  
2 has merit and has a long term benefit to this community and can be justified, we will  
3 entertain it.

4  
5 Commissioner Brender said we have to make sure that information is expounded on  
6 and put out by us. He didn't want somebody looking at us and saying they are only 9  
7 units an acre and don't want to talk to them. Let's let people know we are open to good  
8 ideas.

9  
10 Mr. Omana said present your justification statement. If I as a developer come to Mr.  
11 Noto and Ms. Clem and say I have this tract of land but the density in the comp plan  
12 doesn't work for me. What I would like to do is propose another land use category  
13 fitting my needs and here is the justification statement. He asked the City Attorney if he  
14 could do that as a developer.

15  
16 Ms. Reischmann answered affirmatively.

17  
18 Mr. Omana said we have the mechanisms in place to consider that without giving away  
19 the farm.

20  
21 Mayor Mealor said we still retain control on the final say-so. It's just what we dealt with  
22 for Lake Emma Sound. A year and a half or two years ago it was totally unacceptable  
23 with a unanimous "no" decision. Because of what John and his team communicated to  
24 them, they brought forward something that was palatable to the Commission. Those  
25 are the kinds of things he thought the flexibility was there, creativity is there, and the  
26 accountability.

27  
28 Ms. Reischmann said Winter Park had a comp plan that was almost written as a zoning  
29 code. It was extremely specific as to the parcels and very rigid. She thought our comp  
30 plan was written in a very open way and we communicate. That communicates the  
31 message that allows someone to come in and bring that project.

32  
33 Mayor Mealor said Dr. Tomerlin presented to the Leadership Seminole group a couple  
34 of weeks ago. When you think about all the economic development models out there,  
35 the correlation coefficient when they come together and blend there are five areas that  
36 stand out: education, schools, talent, neighborhoods, and amenities. We have all five.  
37 We've got the desirable area and product to promote. He didn't think they had to  
38 compromise it. He didn't think they had to marginalize it or break it down.

39  
40 Mayor Mealor asked staff if they had their marching orders on density.

41  
42 Mr. Omana answered affirmatively.

43  
44 Commissioner Miller asked if there were any more entitlements on Rinehart Place.

45  
46 Mr. Omana answered affirmatively. It is tied to the ADT tract.

1  
2 Mr. Noto said regarding Rinehart Road, we wanted to start out by looking at some traffic  
3 count numbers that we looked up within the last month. Straight from Seminole County  
4 they have updated data for the entire county. We will start from the north segment of  
5 Rinehart Road in the City at 46A and work our way south and use this data to move into  
6 the next part of our discussion.

7  
8 Mr. Noto said looking at the north end of Rinehart Road on 46A between Rinehart and I-  
9 4, that small segment of 46A has an average daily trip count of 41,000 trips. That's just  
10 for 46A between Rinehart and I-4. Going south the big segment between 46A and  
11 Anderson Lane has 34,515 average daily trips. That's from 46A going south to  
12 Anderson Lane. What you see is a big drop off as you go beyond Anderson to 25,000  
13 average daily trips. We believe that is a result of Primera and some of the other  
14 employment centers with folks turning into Primera, folks turning on Wallace going to  
15 New Century Point, folks turning in and out of Fountain Park and going northbound.  
16 We'll take a turn west and jump onto Lake Mary Boulevard between Rinehart and Lake  
17 Emma with 46,500. Between Lake Emma and I-4 on Lake Mary Boulevard the number  
18 has dropped over the last couple of years to 66,546. It was close to 70,000 a couple of  
19 years ago. Those are the big hit areas.

20  
21 Mr. Noto said we know what's going on. We all drive the corridor and we have all been  
22 talking about I-4 Beyond the Ultimate, what is or isn't funded, and the Michigan lefts.  
23 We provided in the packet links to YouTube videos. We found one we added today that  
24 we feel drives the point home as to what is a Michigan left. He showed the video. We  
25 are using this video to continually educate ourselves as to how this is going to work.  
26 We provided it this evening as one of the ways to potentially alleviate the continuing  
27 concern on Rinehart Road.

28  
29 Mr. Noto said we have three other options we have outlined as issues. He showed a  
30 PDF of potential road improvements in this small corridor. He started from the north.  
31 We covered the Michigan U turns. As part of the Beyond the Ultimate there is that  
32 diverging diamond interchange. Our understanding is you don't need that as part of the  
33 Michigan U's but as we move down the line as the BTU project goes forward, the  
34 diverging diamond is needed. The immediate improvements would be these U turns.

35  
36 Mr. Noto said going south based on projects that are currently under review, there is the  
37 option of internal roadway connections that may result due to projects that may be  
38 approved in the future, giving people the ability to leave Primera and go northbound  
39 without going on Rinehart and going to existing infrastructure on Wallace Court utilizing  
40 the traffic signal at Wallace Court instead of getting onto Rinehart.

41  
42 Mr. Noto said there is something we are looking at very preliminarily. It's an idea of a  
43 continual exit from Primera onto I-4 eastbound. As you are leaving Primera south you  
44 have those two right-turn lanes. One of them goes through to Lake Emma. The  
45 furthest west gets backed up badly at 5:00 P.M. One of the ideas is why don't you shift  
46 that to the west and a little to the north and allow continual flow onto I-4. It is a very

1 conceptual idea. We haven't flushed it out through any engineering review but it is an  
2 option we wanted to bring to the table.

3  
4 Mr. Omana said adding to that which is key, as a non-engineer, he says signal timing is  
5 crucial. After we put all of this together, if we don't have signal timing then forget about  
6 it.

7  
8 Mr. Noto said we have the diverging diamond shown midway up the sheet that is part of  
9 the Beyond the Ultimate is that double exit off I-4 east to get you behind Gander  
10 Mountain and a more direct access onto Lake Emma. You have an opportunity to go I-  
11 4 east and I-4 west from this access point direct from Lake Emma. That is a very  
12 exciting potential improvement because that could really free up the intersection we saw  
13 at 66,000 average daily trips between I-4 and Lake Emma Road.

14  
15 Mr. Noto said those are some of the potential solutions. One of the issues and this was  
16 talked about at the density discussion is the buildout of those existing entitled projects  
17 such as Primera. There are over 300,000 square feet of office left. We believe almost  
18 all of that may come in for review and construction within the next year and a half. The  
19 retail is all gone.

20  
21 Mr. Noto said what has been alluded to tonight is background development. We  
22 created this slide to discuss a little bit of what's going on on north Rinehart in Sanford.  
23 We did some additional research as to what exists along that corridor. We know about  
24 the mall. We wanted to identify how many apartment units existed. There are over  
25 1,100 and there are 176 currently under construction. The buildout continues for the  
26 South Gate PUD which is where the Cheddar's and Buffalo Wild Wings are located. We  
27 recently received through our intergovernmental coordination with the City of Sanford  
28 notice about a Bahama Breeze going in by the PDQ restaurant. We see that area  
29 continues to be a hotbed for new development. Something recently is the northeast  
30 corner of Rinehart Road and 46A is a Headquarter Hyundai by the Infinity dealer. That  
31 is also part of a PUD that has a mixture of uses with a hotel, office spaces and things of  
32 that nature.

33  
34 Mr. Noto said it's not just north Rinehart where we see the background development.  
35 We continue to see development in Volusia and we continue to see development much  
36 further east on Lake Mary Boulevard. Our population during the day triples and maybe  
37 quadruples at certain points, and we are going to keep seeing that. Rinehart Road is  
38 the one road that really gets impacted as a result.

39  
40 Mr. Noto gave some of the solution ideas. The Michigan lefts, looking at these internal  
41 roadway networks as possible solutions in the event those projects are designed in a  
42 certain manner, the Primera direct I-4 exit. As non-engineers it is something we are  
43 looking at but it may merit looking at closer, and other if there are other options that the  
44 Commission thinks about as we move on to the PICK matrix.

1 Mr. Noto said as we go to the parking discussion, we emphasized it for the density  
2 discussion and have emphasized it for Rinehart Road, and will emphasize it the third  
3 time. The existing entitlements that are in place for Primera and Colonial Center, it is  
4 important to remember that those entitlements are tied to bulk requirements in those  
5 PUDs that relate to parking standards and other standards that no matter what comes  
6 out of tonight, some hands are tied as it relates to how those sites are developed from a  
7 bulk requirement standpoint.

8  
9 Mayor Meador said regarding Beyond the Ultimate and Michigan lefts, we had  
10 discussions in the past with the County and others. He believed the presentation here  
11 earlier this week talked about there is no funding right now or that's down the road.

12  
13 Mr. Omana said there is funding for the design but there is no funding for the  
14 construction. Construction is roughly \$480 million.

15  
16 Mayor Meador said he thought this has merit. He believed this is an opportunity for us to  
17 partner with the County and have a discussion with them. We have the One-Cent Sales  
18 Tax, we could work with FDOT and others in terms on how that could be arranged. We  
19 talk about expediting that process. We also talked about expediting the Gander  
20 Mountain/I-4 ramp. Those are the kinds of things we have an opportunity to get out in  
21 front of this issue and partner with the County just as we partnered with them with the  
22 TOD and some other areas in terms of the Michigan lefts and how we can get that  
23 done.

24  
25 Commissioner Miller asked the cost of the Michigan lefts.

26  
27 Ms. Sova said we heard in one of those meeting \$2.5 million.

28  
29 Mr. Omana said the \$480 million he mentioned was for that segment.

30  
31 Mr. Paster said there has been some additional work. He said he sat down with DOT  
32 about six months ago and said we are interested in that portion of Beyond the Ultimate  
33 and what can you do for us. They are willing to design it at their cost 100%. He was  
34 still talking to them but they are still interested in a contract with their designer. Let their  
35 designer design just this portion. We are about a year away. Once their contract is  
36 signed it will be about a year before they have 100% plans. They usually take 30%  
37 design/build once it's funded. This is such a small piece for them. He laid out some  
38 plans on the table and showed the Commission. Before the One Cent Sales Tax  
39 discussion a year ago, we already said we have to modify Rinehart. Back then it was  
40 called widening but widening Rinehart is not going to help the intersections. They  
41 changed the name to Rinehart Intersection Improvements. It was a joint venture  
42 between the City and the County. The City puts in \$2.5 million from the One Cent Sales  
43 Tax. It is \$5 million to modify Rinehart. This might be \$2 million of it and the other \$3  
44 million would be all the other intersection improvements. That is the part we are going  
45 to have to design. FDOT will design the U turns. We're on board and the County is  
46 getting to that point where they are willing to spend their \$2.5 million.

1  
2 Mayor Mealor said the Chairman of the County Commission is interested in this. We  
3 can't do anything until we get improvements in place so we are going to see some  
4 movement in that area. A lot of us travel here to get to South Gate. A lot of people like  
5 the amenities so this is benefitting more than just Lake Mary.

6  
7 Commissioner Brender said these kinds of turns that turn into a lane is similar to what  
8 we've been seeing on I-4. When you get on I-4 there is no merge. You get on and are  
9 clear all the way to the next intersection. That will take a lot of traffic that is going to turn  
10 into those two intersections or even Timacuan Boulevard and that clears so much of  
11 that southbound traffic. The other thing is the continuous right at Primera Boulevard.  
12 That should be easy low hanging fruit. We're not building a long road. We are going to  
13 have to buy some property maybe but was not sure of that.

14  
15 Mr. Paster said there will be a time for that because FDOT is at 30% with the Lake Mary  
16 Boulevard one. We can approach them with that turn lane.

17  
18 Commissioner Brender said the flyover at 436 and Red Bug Road was supposed to  
19 happen in 2028 when initially proposed but it is out there now. That's the way we need  
20 to be thinking about relatively minor improvements.

21  
22 Mr. Paster said Seminole County staff, at staff level there was some push saying the  
23 Rinehart portion is going to be funded in the future so let's wait until they fund it and  
24 then get into an agreement with them to get reimbursed.

25  
26 Commissioner Brender asked how far away was the funding.

27  
28 Mr. Paster said we don't know. Could be a year or could be five or ten years. The City  
29 is on board spending our One Cent Sales Tax money.

30  
31 Mayor Mealor said let's go to the internal road networks.

32  
33 Deputy Mayor Duryea said we have to wait until the development comes in. If we did  
34 something like that or had the money for that we are taking up land.

35  
36 Mr. Omana said a development isn't for that internal connector. If there is a comp plan  
37 amendment tied to the entire holdings, it would be our opinion we could ask that  
38 question.

39  
40 Commissioner Brender said when somebody comes along and says I want a 400,000  
41 square foot building and not a 200,000 and you've already designed the road for  
42 200,000 then we have a problem.

43  
44 Mr. Omana said what excites us about this internal connector is that it will allow more  
45 stacking internally off of Rinehart Road. In our non-engineering opinion that would allow

1 with proper signal timing the flushing out of Rinehart Road when people are stacking on  
2 those side roads.

3  
4 Commissioner Miller said the combination of those internal roads and the right turn  
5 lanes, as that area builds up you can see that they can make right turns. Right turns get  
6 you out fast. That's all right turns that get you back to I-4, 417, to the interstate network  
7 to the Wekiva expressway.

8  
9 Commissioner Brender said that's why UPS and FedEx make sure the trucks don't  
10 make left turns.

11  
12 Ms. Clem said she would talk about the parking issue. We are going to focus on how it  
13 relates to Class A office space. The current trend is for employers to place workers in  
14 smaller footprints thereby increasing parking demand. This creates a challenge for land  
15 development and has impacts on the environment. Some of these impacts include  
16 increased impervious surface, increase in runoff, and decrease of groundwater  
17 recharge. Because land is at a premium in Lake Mary, it's also decreasing the amount  
18 of space for development.

19  
20 Ms. Clem said some recent examples are Deloitte that has drastically reduced the  
21 amount of square footage per employee and we have seen their parking needs  
22 increase. They have had to move to a parking garage. We saw with Verizon they  
23 needed more space for parking and in turn purchased a lot next to them and paved it  
24 over with surface parking.

25  
26 Ms. Clem said she would touch on each of these issues and then talk about some of the  
27 proposed solutions. Office parking needs are increasing. We are seeing higher ratios.  
28 Some options are structured parking versus pervious parking. When we look at  
29 structured parking, the main barrier is cost. When you think of a surface lot cost per  
30 parking spot and a structured cost per parking spot, the paved spot is about \$5,000  
31 whereas a structured parking garage is between \$10,000 and \$15,000. The other  
32 option is pervious parking. This will deal with some of the environmental issues and  
33 helping with groundwater recharge and decreasing the amount of runoff. This also has  
34 some price barrier. There is increased cost up front but does increase permeability.  
35 There are some advantages in the long term using less space for retention ponds and  
36 land that you are using in general.

37  
38 Ms. Clem said we looked at floor to area ratio or do we just stick with straight parking  
39 ratios. For the City of Lake Mary it is four spots per 1,000 square feet. That is for office  
40 space, or we look at bulk requirements and the effects it has on open space.

41  
42 Ms. Clem said there are ramifications for each solution. Structured parking may lead to  
43 taller buildings. Developers may want to put parking garages under the base of the  
44 building. It could also lead to smaller buildings to reduce the amount of parking spots  
45 required thereby not taking advantage of all the land they have. From a structured  
46 parking perspective what does this do to open space. If we take the initiative and have

1 structured parking required before a developer comes in, we can take advantage of the  
2 land and get more open space. If it's more of a reactive decision, chances are the lot is  
3 going to be paved over by the time they want to move to structured parking. We are not  
4 seeing an open space benefit.

5  
6 Ms. Clem said the first option is higher parking requirements for offices of a certain size.  
7 This would provide high parking requirements not blanketed over the whole city for all  
8 offices but once they hit a certain square footage it will trigger an option to have more  
9 parking.

10  
11 Ms. Clem said we could go to structured parking incentives. Do we incentivize  
12 something for developers to come in and be more willing to do structured parking up  
13 front rather than retroactive. We brainstormed and thought what about giving a break  
14 on impact fees or a certain reduction to incentivize structured parking. We are open to  
15 other options for incentives.

16  
17 Ms. Clem said option three is having a pervious parking requirement. This would be  
18 two options. One could be blanketed. Say we want to have pervious parking or once  
19 the building reaches a certain capacity the rest will need to be pervious parking.

20  
21 Ms. Clem said option four is do a code adjustment based on market trends. We adjust  
22 our codes to facilitate these increased parking requirements.

23  
24 Ms. Clem is said option five is "Other" which could be anything such as off-site parking,  
25 have people bused in from certain locations, or it could be let the market deal with this  
26 on their own.

27  
28 Ms. Clem said something to keep in mind is there are some developments that already  
29 have entitlements so if we were to go the route of enforcing certain parking  
30 requirements, it will only be for parcels that are not already entitled.

31  
32 Deputy Mayor Duryea said having gone down the Florida Hospital three times a week,  
33 they charge people to park. He would not be opposed to having a public/private  
34 partnership. Let's say one of the Primera buildings says we don't have enough parking  
35 and we say build something. We will participate with you and you can charge the  
36 employees \$10 a month and we have a revenue source.

37  
38 Ms. Sova said we have had companies propose doing partnerships like that.

39  
40 Commissioner Lucarelli asked if there was a way to combine all of those options to  
41 where we are putting it on them to be creative and encouraging some creativity in  
42 parking.

43  
44 Commissioner Miller said the businesses have changed how they provide space. It  
45 used to be you have cubicles for everybody and 80 or 100 square feet for each person.  
46 Nowadays they have adjustable work stations and put collaboration spaces in the

1 corners of the buildings. Their people are in tight compared to what they used to. They  
2 now put two to three times the number of people in a building.

3  
4 Mr. Noto said this is the most intriguing topic of the three because there are so many  
5 puzzle pieces. If you make this decision this might happen and all these different  
6 solutions pop up. We see the challenge happening along the high tech corridor. We  
7 have seen one user build a parking garage on an existing impervious surface. We have  
8 seen Verizon go the opposite direction and eat up more land for surface parking that  
9 may be more useful for office space in the future. The millennial generation wants to  
10 drive less and is using their cars less and yet we see a different reaction from the office  
11 environment where they want more cars to be parked in their parking lots. It begs the  
12 question are we driving less cars or do we have less access to multi-modal  
13 transportation or being crammed in less space.

14  
15 Mr. Noto said we did research and are trying to figure out what is happening elsewhere  
16 and are other cities having this problem. What are the trends nationwide. We went  
17 through the Urban Land Institute. We found an interesting article from 1996 in the Wall  
18 Street Journal. They were having the same exact discussion we are having now where  
19 they were cramming more people in offices and everybody was wondering what to do  
20 about parking. Eventually the market just fixed itself. We did some research on what  
21 other folks locally are doing. We might be on the low end of the parking requirements at  
22 the four per 1,000. Some require five. The City of Orlando has a maximum of six per  
23 1,000. We have some projects coming in where they are going quite a bit above that  
24 four per 1,000 minimum and we think that is going to continue.

25  
26 Deputy Mayor Duryea said he didn't want to give up open space.

27  
28 Mayor Meador said yesterday at the East Central Florida Regional Planning Council  
29 meeting there was a presentation by Courtney Reynolds with reThink. They talked  
30 about ways to incentivize carpooling, vanpooling, biking, and walking. Chairman Moran  
31 asked if we would do a conscientious outreach to our large businesses on International  
32 Parkway to see if we can get them to invest in or explore some of these options. If you  
33 get X percentage of your new employees to commit to a reThink option then you will get  
34 a break on the parking requirements. It probably saves money on the front end and it  
35 incentivizes options to driving a single-person vehicle.

36  
37 Deputy Mayor Duryea said there is no way to enforce it.

38  
39 Mayor Meador said it is time to put it on the table. Since Chairman Moran is interested  
40 in pursuing it, Courtney said she would meet with the group at any time.

41  
42 Commissioner Brender said our vanpool idea didn't work. Uber has the idea there are  
43 going to be millions fewer cars in this country in the next ten to 20 years because  
44 everybody is going to take Uber everywhere. They want driverless cars and two bucks  
45 for a ride. On the shorter term he looked at the idea of larger buildings of four and a half  
46 to five or some number we come up with. That is a change that has happened and is

1 probably not going to reverse itself. We can write a code that includes this negotiation  
2 whereas if a company comes in and can prove 30% of their employees are going to ride  
3 SunRail, we'll talk to them about it. His son-in-law in Boulder rides a bike to work and  
4 he gets paid five bucks to give to a charity every time he does it. That's what  
5 companies are doing to alleviate the parking because parking is expensive. We talked  
6 about pervious versus impervious. He wasn't sure they should get into that as far how  
7 to restrict it. That would be something negotiable as we are approached by a  
8 developer. He didn't want to codify everything for parking spaces.  
9  
10 Commissioner Miller said we need more parking spaces because they are putting more  
11 people in the building. If we had a way that in the process of them coming to us about  
12 what they want to do, we can have them change to structured parking or pervious  
13 parking. We would be better off if in the process if we caused that to happen. The  
14 whole thing is fraught with problems and is why we don't have a good role model that  
15 has done this already.  
16  
17 Mayor Mealor asked the Commission if they wanted to direct staff to look at a higher  
18 parking requirement.  
19  
20 Mr. Omana said the 100,000+ buildings are going to be in those vested DRIs that are  
21 already logged into the old standards.  
22  
23 Deputy Mayor Duryea asked which 200 acres they were talking about.  
24  
25 Mr. Omana said the New Century Park.  
26  
27 Commissioner Brender said that has not been vested yet.  
28  
29 Mr. Omana said that is correct.  
30  
31 Commissioner Brender said when a 200,000 square foot building comes in, they would  
32 be following whatever guidelines we set.  
33  
34 Mr. Omana said when they come in for a land use amendment there would be a  
35 concurrent PUD and that PUD allows us to negotiate.  
36  
37 Dr. Tomerlin said if you increase that parking ratio you should understand that means  
38 more asphalt. He thought Steve Noto did a lot of research on this. For office product  
39 there has been site selectors and there has become an expectation that they want to  
40 see four-plus spaces per 1,000 square feet. The dominoes tipping affect so many  
41 things. We have two textbook examples of the market. One is Deloitte with a very tight  
42 parcel and a great deal of impervious surface. They built a parking garage because  
43 they are putting people in small spaces. Verizon with the same deal except they  
44 consumed land. Parking is not assessed at a very high rate.  
45

1 Mayor Mealor said the flexibility of a PUD could be determined on an as-presented  
2 basis.  
3

4 Mr. Noto said in the Colonial Heathrow PUD there are multiple paragraphs about  
5 flexibility as it relates to on-street parking and shared parking. He thought in moving  
6 forward with some of these other projects that are coming in that are going to go PUD, it  
7 is perfect language. Just pick up and drop right in. That way we will have that flexibility  
8 when these projects come before you.  
9

10 Mayor Mealor said what they are saying is leave it as-is, keep what we have, and  
11 negotiate.  
12

13 Mr. Omana said that's why the PUD vehicle is huge for us.  
14

15 Mayor Mealor said we know the major parcels are already entitled. As new parcels  
16 come in as PUDs then staff has the flexibility.  
17

18 Commissioner Miller said he wondered what difference it would make if we had some  
19 way of creating a fund where when someone is putting in a ton of asphalt we could offer  
20 them some money out of the penny sales tax to compensate for the cost.  
21

22 Mr. Sova said we can't spend public funds for private purposes.  
23

24 Mr. Noto said if you wanted us to look at potential incentives or partnering, we could  
25 look at plugging that into the comp plan as a policy and using it as a tool.  
26

27 Mr. Omana said this would be for a project that is asking for a comp plan amendment.  
28 As a matter of policy the Commission has the right to say we want this, this and this.  
29

30 Mr. Noto said if it is an incentive maybe through the EAR process we can look at  
31 incentive language we can put in that can help those folks that already have  
32 entitlements.  
33

34 Ms. Reischmann said they could add it to their PUD regulations.  
35

36 Mayor Mealor said if we did that with the EAR, prior to submittal staff would bring that  
37 information to us for feedback.  
38

39 Commissioner Lucarelli asked what the incentive would be and how it is going to get  
40 paid for.  
41

42 Mr. Noto said it may not be monetary for us. It might be monetary for them in that they  
43 would have to have X number of open space or could decrease by a space. We could  
44 look into other options that would cost us money or options that would save them  
45 money.  
46

1 Mayor Mealor said what you are saying is the option of those entitled to go through the  
2 incentive program, comp plan modifications, EAR review and it gives flexibility both for  
3 us and for them.

4  
5 Mr. Noto said we've received direction this evening on where to go and where not to go.  
6 Right off the bat some of this parking incentive language will be one of those things we  
7 tackle with the EAR and will bring that to the Commission in July.

8  
9 Commissioner Brender asked our population.

10  
11 Mr. Noto said right now we are just over 16,000 and change. That does not count  
12 Griffin so we can expect to see an extra 1,000 from that. In the next couple of years we  
13 may be looking at 18,000 to 19,000. If we look at higher densities Downtown, we will  
14 break 20,000.

15  
16 Mayor Mealor thanked Ms. Sova and staff. The material presented this evening was the  
17 most thorough he had seen in some time. It was specific and helpful. These are  
18 important issues. Many of them have served together. We started out making  
19 decisions that we felt would be in the best interest of our children as they move forward  
20 and now we are making decisions that will be in the best interest of our grandchildren.

21  
22 There being no further business, the workshop adjourned at 7:43 P.M.

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27 \_\_\_\_\_  
David J. Mealor, Mayor

27 \_\_\_\_\_  
Mary Campbell, Deputy City Clerk

28  
29  
30

31 ATTEST:

32  
33  
34

34 \_\_\_\_\_  
35 Carol A. Foster, City Clerk