

If members of the public wish to attend the workshop digitally the link is below in yellow.
The workshop will go on in person regardless of technical difficulties with Zoom.

WINTER PARK TOWN COUNCIL WORKSHOP

Winter Park Town Hall - 50 Vasquez Road
Tuesday, December 6, 2022
3:00 p.m.



WORKSHOP AGENDA

1. Slate Communications Scope of Work for 2023 Presentation (3:00 p.m. – 3:30 p.m.)
2. Condotel Discussion (3:30 p.m. – 4:30 p.m.)
3. Other items to be discussed (if time allows)

You are invited to a Zoom webinar.

When: December 6, 2022 3:00 PM Mountain Time (US and Canada)

Topic: Town of Winter Park Workshop

Register in advance for this webinar:

https://us02web.zoom.us/webinar/register/WN_DWzbonYxRzOczSD94EVv3w

Slate Communications

Town of Winter Park
2023 Communications Strategy



2022 Recap



Facebook

- **321** new followers (119% increase)
- **33,229** page reach (130% increase)
- **3,814** page visits (147% increase)



Enewsletters

- **1,748** subscribers
- **52** emails total sent (Home Scoop, Scoop, Council Recap)
- **48.9%** average open rate (39.7% increase)



Instagram

- **NEW**
- **648** followers
- **36,647** post reach
- **985** profile visits

2022 Recap – State of the Town



- New in 2022
- Covered four core priorities
- 224 views on YouTube
- 2.1K views on Facebook
- Large in-person attendance
- Continuing in 2023



onelastwish 4 weeks ago

Thank you so much for sharing all of this great info! So excited to be a brand-new part of the Winter Park community :)

👍 🗨️ ❤️ Reply

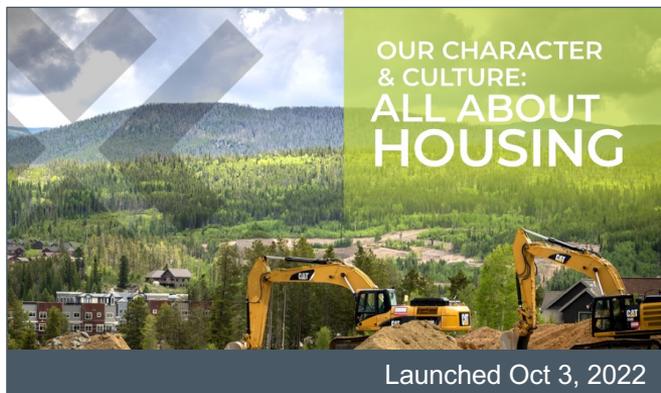
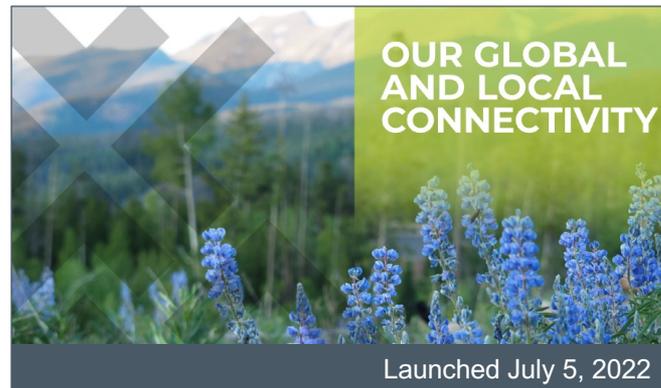


Claude Diamond 9 months ago

Good Video Mayor Nick; Very informative. Thank you

👍 1 🗨️ ❤️ Reply

2022 Recap – Digital Publications



2022 Recap – Housing

- Continuation of Housing Communications Plan from 2021
- Home Scoop Email
 - 7 emails in 2022
 - +142 subscribers in 2022
 - 44.2% average open rate
- Open Houses for Hideaway Junction Phase II
- Promotion of Housing Assistance Fund and other resources
- Built Short-Term Fix landing page
 - Easing staff workload
 - Easier to find information for residents

The screenshot shows the Town of Winter Park website's Short-Term Fix Program landing page. At the top, there are navigation menus for 'RESIDENT RESOURCES', 'DOING BUSINESS', 'winter park', 'LIVE, PLAY, VISIT', and 'OUR GOVERNMENT'. Below the navigation is a large banner image of a winter scene in Winter Park with a sign that says 'TOWN OF winter park'. The main heading is 'Short-Term Fix Program'. Below this is a sub-heading 'What is the Short-Term Fix Program?' followed by a detailed paragraph explaining the program's purpose: to help property owners convert short-term rental property or underutilized second homes into long-term workforce housing. Below the text are two buttons: 'FORM FOR INTERESTED PROPERTY OWNERS' and 'FORM FOR INTERESTED BUSINESS OWNERS'. There are four icons with corresponding text: 'I am a Property Owner' (key icon), 'I am a Business Owner' (store icon), 'I am an Interested Renter' (house with arrow icon), and 'Frequently Asked Questions' (speech bubbles icon). Below these is a section 'For Property Owners' with 'Incentives are structured as follows:' and a list of requirements and eligibility criteria. At the bottom, there are 'Deadlines for Property Owners' and a 'FORM FOR INTERESTED PROPERTY OWNERS' button.

Core Priorities



Character & Culture



World-Class Recreation



Local & Global Connectivity



Healthy & Thriving
Environment



In 2023 – Winter Park Champions

- Resident-driven program
- Tapping into those extremely involved in their own networks
- Will reach the hard-to-reach in all areas of the community
- Improve resident feedback and questions
- Quarterly meetings in 2023



In 2023 – Social Media

The Chamber and Local Social

More Posts

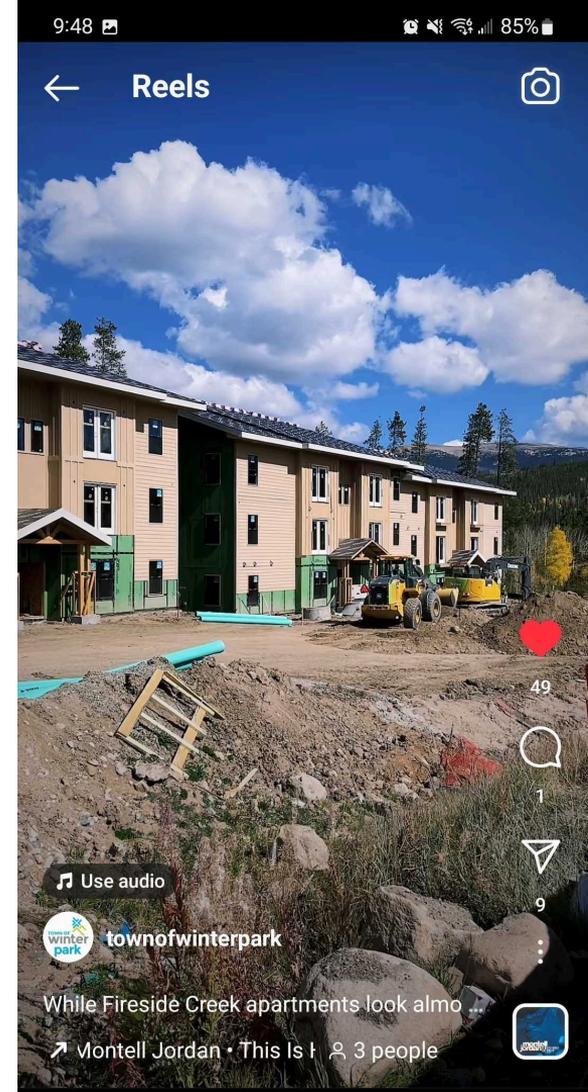
- 4-6 posts a week
- LinkedIn Strategy for Recruiting

The Lift and Police Accounts

- New contracts
- Increase consistency

Creative Assets

- More engaging imagery
- Creating reels and videos
- Following trends



In 2023 – Digital Publication

In 2023, we hope to ...

- Formalize the publication with a new name
- Increase usability of the content by expanding uses with video and posting resources on social media as well
- Touch on all four core priorities in each issue
- Find a permanent place on the website with an individual landing page
 - Increase accessibility year-round



In 2023 – Recruitment

Marketing Town of Winter Park as an employer of choice

- Benefits One-Pager
- LinkedIn
- Employer of Choice
- Asset Creation



Why you should work for the Town of Winter Park



Why you should work for the Fraser Winter Park Police Department

In 2023 – Website Additions

Revamping Building Division Webpages

- Redesign Building Services landing page
- Improve user experience with clearer directions
- Increase ease of access for various building forms



QUESTIONS?





MEMO

To: Town Council
From: James Shockey, Community Development Director
Date: December 6, 2022
Re: Condo-Hotel Uses

Background

A condominium-hotel is a residential land use with a condominium form of ownership where each unit is owned separately and is rented out to guests on a short-term basis. The use also includes hotel-type services like a check-in desk, housekeeping, etc. Typically, the details of unit rentals and hotel amenities are specified in part through local land use regulations and in part through private covenants enforced by the homeowners' association of the development.

The Town's Unified Development Code (the "UDC") does not explicitly allow condo-hotel uses. While the UDC does not restrict the ownership structure of hotels, it explicitly excludes short-term rentals ("STRs") from the hotel use. In other words, under the UDC, a use cannot be a hotel where each unit is individually owned and rented as a STR. Similarly, the STR regulations, found in section 3-10-4 of the Town Code, exclude commercial hotels within a single ownership, but not other forms of ownership.

This structure was intentionally created to ensure that a use could not subvert the STR regulations by calling itself a hotel when it really operated like any other condominium. While this structure has resulted in predictability and consistency for the Town, it has caused some frustration for developers hoping to utilize the condominium form of ownership for a hotel that short-term rents each unit. In addition, the STR regulations and the applicable taxes and fees may cause the condo-hotel use to be cost-prohibitive for developers. Recall, STR registration increases compliance with the Town's sales and lodging tax applicable to STRs as accommodation units, and STR registration allows the Town to mitigate neighborhood impacts. Without mandatory STR registration, condo-hotels would enjoy special benefits among other forms of accommodations.

Of course, the Town is not required to accommodate this use and can instead keep the current structure in place. If the Town desires to modify this structure to allow for a condo-hotel use more easily, there are options to do so.

Options

We have identified three possible options that would create a more viable path for condo-hotel uses to be permitted in the Town. All the options include an exemption from the STR regulations. Such an exemption will have economic and neighborhood consequences, and without further analysis, it is not certain whether and how the options presented below would recoup, exceed, or fall short of the fee and tax revenue that would otherwise be generated under the current STR structure.

1. **Text Amendment.** The Town could amend the UDC and the STR regulations to explicitly allow condo-hotels as a standalone use in the former and exempt them from the latter. This option would keep predictability and consistency in the application of the Town's Code. It would also allow the Town to spell out how it wants to permit this use including how rentals are set up and what public amenities are required. It would take time for the Town to implement the revisions and would have to be carefully drafted and applied to avoid legal issues (namely, a recent case called *Town of Vail v. Vill. Inn Plaza-Phase V Condo. Ass'n*).
2. **Planned Development.** The UDC currently includes the planned development (PD) district, which allows for flexibility from the standards in the UDC in exchange for public benefits. Developers could utilize this tool to apply for a PD rezoning for a condo-hotel use. There is little guarantee that such an option would be predictable or consistent for both the Town and developers as the Town Council at the time of the application being received to rezone into a PD would have to determine if the public benefits proposed are adequate to meet Town goals.
3. **Development Agreement with Underlying Approval.** A third option is to execute a development agreement with any underlying approval, like a condominium plat, for a proposed hotel-condo. This option would be similar to option 2 in that the Town could require public benefits in exchange for exempting a condo-hotel from STR regulations. It would also apply on a site-by-site basis, which would encounter the same types of concerns as expressed in option 2. This would be the most expedient option available; however, it would be especially subject to unpredictability as there are no criteria in the Town's Code to which the development agreement would be judged and instead it would be approved as a condition of approval for the underlying application. Staff believes that this option, while possible and efficient, carries the most risk.

As stated previously, the Town does not have to consider any of the three options and can instead keep the current structure in place.