

ROC Seniors

ROC Seniors Housing Fund Manager, LLC

November 5, 2015

City of Winter Park
Mayor and City Commissioners
Winter Park, FL

Re: Progress Point

As we look to refine the ROC Seniors proposal for the Progress Point site, we have realized that there is a significant public policy decision that needs to be resolved. While the ROC Seniors proposal will continue the restaurant/retail presence along Orange Avenue, we can't fully plan our project until this decision is made.

Specifically, our merchants with existing businesses on Orange Avenue have a significant parking need.

Allocating a portion of the Progress Point asset for parking and the common good of the City is certainly a perfectly acceptable use of the city's property. The City currently owns/provides a significant amount of parking on the Park Ave corridor. There is no obstacle to making a similar investment decision in this area.

Of course, there is an impact on the amount of property that is left to be developed, as well as its value.

We would respectfully suggest that the commission take the following steps in moving towards a workable project:

1. Meet the goals of the merchants, assess the current parking shortage and consider setting aside part of the site for that purpose.
2. Ensure that the Orange Avenue presence include restaurant/retail consistent with the area and other Winter Park icons, similar to the Park Plaza Hotel and Greeneda Court (which ROC Seniors has done)
3. Meet the goals of the residents of the nearby neighborhoods, including College Quarter and Mead Gardens, and approve other appropriate uses. We continue to believe the ROC Seniors proposal is the best option because:
 - a. No school impact
 - b. Meets an under-served need for seniors in our community
 - c. Serves a vital, engaged senior population
 - d. Attracts residents with disposable income and investment means
 - e. Reduces parking and traffic impact compared to other uses
 - f. Higher employment opportunities compared to other uses
 - g. Flagship quality with an attractive Orange Avenue presence
4. Review and fully interpret the new appraisal. Specifically, we need to understand the impact of the following assumptions used by the appraiser:
 - a. City realigns Palmetto to create contiguous land (see page 42, "Access and Street Improvements")
 - b. City delivers a clean/clear site (see page 5, para 2 and 3)
 - c. City accommodates storm water offsite (see page 57, "Utilities")
 - d. City approves a mixed use (See page 46, para 2, last sentence and page 57, para 1, last 2 sentences)

If the commission would approve a residential use focused on meeting the needs of some of Winter Park's most engaged and vital seniors, ROC Seniors would be pleased to continue discussions with staff to incorporate the commission's decisions into a final plan. We can certainly adapt our development model and valuation once the city determines how much of the land, if any, should be used to meet a public parking demand.

Respectfully,

Winter Park Resident (and ROC Seniors CIO)

A handwritten signature in black ink, appearing to read "Phil Anderson", with a long horizontal line extending to the right.

Phil Anderson
ROC Seniors