

April 2009

Volume 4, Issue 1

**JOIN US AT ARBOR DAY!**

**When: Saturday, April 25th**

**Where: City Hall**

**Time: 9:00 a.m.**

At 9:00 a.m. in City Hall Chambers, there will be a presentation by the University of Florida/IFAS Extension Florida Yards & Neighborhoods Program. Following the 2 hour program, trees will be given away to the participants. Interested residents may sign up with the receptionist in the lobby of City Hall - 100 seats are available. Those who do not sign up may participate if space is available. For additional information please contact the Public Works Operations Office at 407-971-5668.

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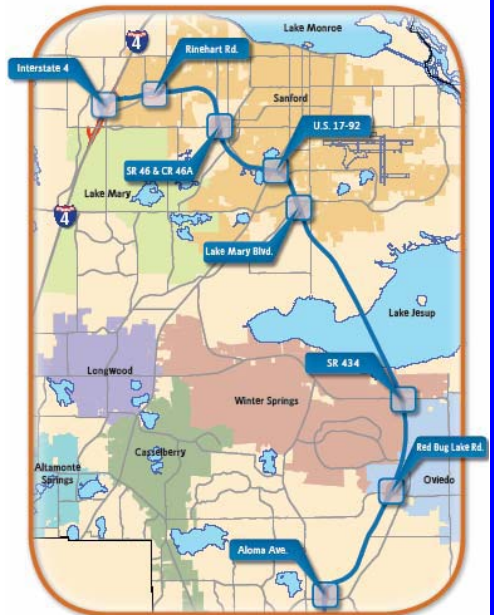
## Economic Development Initiatives Taking Center Stage

When times are tough, the tough get going. With that idea in mind, the Oviedo City Council continues to pursue a variety of economic development initiatives that involve collaborations with Seminole County and other cities. Several economic development opportunities are currently on the City's "radar screen" including:

### SeminoleWAY

**Seminole Way** is a collaborative effort between Seminole County and the cities of Oviedo, Winter Springs and Sanford that complements the City's economic development program and sets the foundation to diversify the area's tax base. **Seminole Way** is intended to create the conditions for an economic development corridor along SR 417 from I-4 to Aloma Avenue (see map at right). Along this corridor there are seven (7) interchanges providing varying access to approximately 3,700 acres of undeveloped property distributed among owners of more than 4,000 vacant or seriously underutilized parcels.

*Phase 1* of the SeminoleWay initiative identified "industry clusters" that would be appropriate along the SR 417 corridor. These "clusters" included *financial and information services*, *digital media* including modeling and simulation, film and broadcasting, themed entertainment and animation/game development, *life sciences* including biotech and medical instrumentation and *technical and research services* including civil and environmental engineering and so-called "green" architectural and engineering services. *Phase 2* determined the facility and infrastructure requirements of the four industry clusters identified in Phase 1 and evaluated potential parcels for the target industry sites. Phase 2 also set forth a 10-step action plan on how the SeminoleWAY Plan will be implemented.



### Seminole Economic Enhancement Districts (SEEDS)

**SEEDS** is an economic development tool being promoted by the City's Economic Development Committee that focuses on redevelopment of an existing business site with the intent to encourage the highest and best use of a sub standard property, create jobs and increase the tax base. More specifically, SEEDS can provide for a variety economic incentives, including a tax refund for job creation of up to \$2,500 per job, loan guarantees and sales tax credit on building materials – all of which are subject to certain eligibility criteria. The SEEDS program is currently under development and review by the Economic Development Committee and will be presented to the Oviedo City Council for approval later this summer.

### Web-Based Assistance for Local Oviedo Businesses

An initiative of the City's Economic Development Committee that seeks to make available a web-based marketing program with the purpose of encouraging Oviedo residents to utilize or shop at Oviedo businesses. The City has requested proposals to implement this unique program that seeks to build long term relationships between local businesses and the consumers who live in the nearby area. The program will offer local businesses a membership that will include a business directory with direct e-mail, a link to each merchant's website, and discounts being offered. Consumers will be able to take advantage of the discounts offered by participating businesses.

### Retaining a "Point Person" to Coordinate all City Economic Development Activities

In an effort to be a "player" in attracting new businesses and retaining existing ones, the City will be considering proposals to implement the Economic Development Strategic Plan, serve as the City's primary point of contact for prospective businesses, research grant opportunities,, establish a business retention and growth program, and provide support to the ED Committee.



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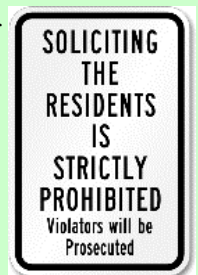
## City Council Approves Ordinance Regulating Solicitors and Peddlers

We have all experienced the unwelcome solicitor knocking on our door and roaming our neighborhood. A new ordinance passed by the Oviedo City Council on March 2, 2009 is the result of the continued increase in aggressive solicitation, peddling and canvassing throughout the City that has become disruptive to citizens and has contributed to an increased sense of anxiety and tension in residential neighborhoods. The increase in unwanted solicitation and peddling in residential areas is reflected in the increasing number of calls from Oviedo citizens. The number of solicitor/peddler complaints received by the Oviedo Police Department increased by 25% between 2007 and 2008, however, only 4 of the complaints resulted in police contact with the solicitor/peddler.

While the City recognizes the constitutional rights of persons to conduct solicitation and peddling activity in a peaceful and nonthreatening manner, there is an apparent need to balance those rights with a reasonable level of regulation, including registration and permitting requirements. *The ordinance makes some exceptions: service repairmen responding to service calls, pre-arranged service delivery (licensed vendors), pre-arranged salespersons, boy scouts, girl scouts and schools groups chaperoned by an adult for sanctioned fund raising, candidates (and persons working for the candidate) for elected office.*

The Solicitors and Peddlers Ordinance provides for definitions and exceptions while providing for a comprehensive regulation and permitting process. Solicitors and Peddlers will also be required to obtain a license and identification card through the Police Department. The Ordinance also sets forth the following prohibitions and restrictions that would make it unlawful for any solicitor or peddler to:

- ✓ Enter the property or premises of a private resident for the purpose of selling or soliciting orders for goods, wares or merchandise, personal services or information when a "No Solicitors" or "No Solicitation" sign is posted.
- ✓ Remain upon any residential premises after the owner or occupant requests the solicitor to depart.
- ✓ Conduct business between 7:30 p.m. and 9:00 a.m. or at any time on Sundays.
- ✓ To approach back, rear or side doors of a residential premise.
- ✓ To refuse or fail to exhibit his solicitor's permit and personal identification upon request of any citizen or law enforcement agent.



The Ordinance also contains an enforcement provision that provides the City with the ability to enforce the provisions of the Ordinance by any lawful means. This includes, but is not limited to, issuing a civil notice of infraction, bringing violations before a citizen-appointed Infractions Board and seeking injunctive and equitable relief. **If you observe a solicitor or peddler with no visible identification in your neighborhood, call the Police Department's non-emergency phone at 407-971-5700. This non-emergency phone number should also be used for reporting any other types of suspicious behavior.**

## A Message from the City Manager:

By Richard Gestrich, City Manager

*Breaking News: The City of Oviedo is not immune from the current economic downturn.* But despite the recession, Oviedo is benefiting from a variety of positive characteristics as reflected in the slide below (“Strengths and Opportunities”). At the same time, we have a variety of challenges or “opportunities for improvement” that City Council and staff are working diligently to achieve.

The slide at right provides a few key indicators of the impact we are experiencing from the economic downturn and recent property tax reform measures. The good news is that despite the declines in construction activity and revenues that are essential to financing City services, the City’s financial condition as measured by our reserves (i.e. savings account for unanticipated emergencies) has remained strong.

### Impact of Economic Downturn and Property Tax Reform

- ❖ **Tax Base**
  - ✓ 6.4% *decline* between FY 07-08 and FY 08-09 compared to 14% avg. annual growth rate over prior 5 years (current tax base at \$2.3 billion)
- ❖ **Sales Tax (Half-Cent)**
  - ✓ FY09 est. of \$2 million = to amount received 5 years ago in FY 03-04. Down from high of \$2.44 million in FY 05-06.
- ❖ **Water Consumption and Utility Customer Growth**
  - ✓ Consumption down by 9% between FY 06-07 and FY 07-08 and less than FY 05-06 levels. Customer growth has been flat.
- ❖ **New Construction**
  - ✓ Relatively strong in 2008 (FY 08-09) at \$75 million but down from prior 2 year average of \$105 million.
- ❖ **Single Family and Commercial Permits**
  - ✓ # of permits issued down 38% (317 vs. 198) between FY 06-07 and FY 07-08 but permit values were up 17%.
- ❖ **General Fund Reserves**
  - ✓ Sufficient reserves to meet economic uncertainties but not for “pay-as-you go” capital improvements

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*What impact is this having on the City budget?* Although our projections are expected to fluctuate to some degree, the budget shortfall amounts (i.e. projected revenues will be less than projected expenses) are estimated at \$786,000 and \$1,038,000 for the current year (FY 08-09) and FY 09-10 respectively. At a special meeting held on February 25, 2009, I recommended a mix of cost reductions, efficiency measures and fee increases that will enable the City to preserve its strong financial position and set the foundation for balancing the FY 09-10 budget. At that special meeting, City Council made the difficult but prudent decision to approve the budget reduction measures,, which we have already started to implement. By implementing the proposed reductions now, the City will be on-track to correct projected budget shortfalls – although we still have some work to do over the next few months as the budget for FY 09-10 is developed. By making some difficult choices now, I am confident that we will maintain the City’s strong financial condition while preserving the municipal services desired by City residents.

On a more positive note, the City of Oviedo is in a position to emerge from the current economic downturn if we take advantage of our natural strengths and meet the challenges that we call “opportunities for improvement”. In the December issue of *Crossroads*, I discussed the status of Oviedo on the Park and the likelihood that this exciting project will become a reality. The City’s reclaimed water system is operational as several neighborhoods are now using reuse water for irrigation - with plans to expand the system over the next several years.

The City Council is working diligently to obtain funding for the SR426/CR419 road improvement project. We will be making intersection improvements this year along Mitchell Hammock Road to ease some of the traffic congestion on that road and we are working closely with Health Management Associates to have the new 60-bed hospital constructed in Oviedo. *So stay tuned because there is no holding back Oviedo’s great potential!*

Sincerely,



Richard Gestrich,  
City Manager

### Strengths and Opportunities

<ul style="list-style-type: none"> <li>❖ <b>Strengths</b> <ul style="list-style-type: none"> <li>✓ Family oriented community with a small town flavor</li> <li>✓ Strong household incomes</li> <li>✓ Central Florida and UCF influence</li> <li>✓ Downtown with great redevelopment potential and link to the planned Oviedo on the Park</li> <li>✓ Certificate of Need awarded for construction of 60-bed hospital</li> <li>✓ 20-year Consumptive Use Permit (CUP) approved</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>❖ <b>Opportunities for Improvement</b> <ul style="list-style-type: none"> <li>✓ Reducing traffic congestion &amp; improving capacity on major roads</li> <li>✓ Developing a “sense of place” that defines Oviedo</li> <li>✓ Expanding reuse for irrigation to reduce potable demand &amp; meet CUP conditions</li> <li>✓ Diversify the tax base to reduce burden on homeowners.</li> <li>✓ Ability to provide lower cost wastewater treatment services.</li> <li>✓ Ability to fund future infrastructure improvements</li> </ul> </li> </ul>
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## Oviedo Recreation & Parks Calendar of Events: Fun for Everyone!

The City of Oviedo Recreation and Parks Department presents events, sports and exercise for the entire family. Check the City's website at [www.cityofoviedo.net](http://www.cityofoviedo.net) under Recreation & Parks and Events for additional offerings.

**Moonlight Easter Egg Hunt** A moonlight Easter Egg Hunt will take place on Friday, April 10th at 8:00 p.m. at Riverside Park. This event is for children in grades 5, 6, and 7. Cost is \$5 for City residents and \$7 for non-residents. Bring your flashlight!



**Oviedo Community Easter Egg Hunt** An Oviedo community Easter Egg Hunt will take place on Saturday, April 11th from 10:00 a.m. to 1:00 p.m. at the Oviedo Sports Complex. This event is for children from ages infant to 10. This event is **FREE** to the public. For egg hunt schedules, please call Jenette McKinney at (407) 971-5591.

**Family Bingo Night** It's baaaaack! Family Bingo Night will be held at Riverside Park on Friday, April 17th at 7:00 p.m. Cost is \$2 per card, with a maximum of 5 cards per person. Prizes will be awarded. Space is limited.

**MLB Pitch, Hit, and Run** Oviedo Recreation and Parks will be hosting a Major League Baseball PITCH, HIT & RUN competition. This national skills program provides boys and girls, ages 7-14, the opportunity to showcase their pitching, hitting & running abilities. PITCH, HIT & RUN is intended to encourage youth participation and emphasize the "FUN" element of baseball competition. Since there is no registration fee for this program, every boy and girl, ages 7-14, will have a chance to compete. Participants will compete in three important aspects of baseball: pitching, hitting & running. This event will take place on April 26th at 10:00 a.m. at the Oviedo Sports Complex. This is a **FREE** event.

**Movie in the Park** Spend a Saturday evening with your family and friends under the stars enjoying a movie! Saturday, May 2nd join us at Riverside Park for a **FREE** movie. Movie to be announced. Bring your family, blankets and picnic baskets. The movie will begin at dusk. Snacks and drinks will also be available for purchase.

For further information on any of these fantastic programs, please contact Riverside Park at (407) 971-5575.

**Note:** Events are subject to change of date or cancellation.

## Aquatics Programs

### Swim Lessons

Oviedo offers group swim lessons. Lessons are taught by certified American Red Cross instructors.

**Group lessons** are offered March - October at Riverside Pool. All swimmers must be tested by a swim instructor before registration so they may be placed in the correct level. Registration is held at Riverside Park. Contact Liz Fiorey at 407-971-5582 or [lfiorey@cityofoviedo.net](mailto:lfiorey@cityofoviedo.net) with any questions.

## Aquatics Programs Continued

### May Lessons:

Registration: May 2<sup>nd</sup> 8am - Residents 10am - Non-Residents

Lessons: May 4<sup>th</sup> - 21<sup>st</sup>

### Summer Lessons:

Registrations: June 6<sup>th</sup>, June 13<sup>th</sup>, June 27<sup>th</sup>, July 11<sup>th</sup>, July 18<sup>th</sup>, July 25<sup>th</sup> and August 8<sup>th</sup>

Lessons are offered mornings and evenings throughout the summer.

Please check our website or pick up a flyer for the schedule of class times. Any returning swimmer will need to be retested before Summer Swim Lessons as Red Cross has changed the format of swim lessons.

### **Birthday Parties**

We offer poolside birthday parties at the Aquatic Facility. We offer a variety of brand new packages you can choose from! In order to have a party at the Aquatic Facility the birthday child must be turning at least 4 years old. All birthday parties are not private rentals therefore there may be more than one party at the same time. Reservations for 2008 parties are now underway. Splash Zone Parties will be offered from April 17<sup>th</sup> - September 26<sup>th</sup>. Questions or to make a reservation: contact Lori Hickey at 407-971-5570 or lhickey@cityofviedo.net for the Aquatic Facility.

### **Summer Barracudas**

Barracudas Summer Swim Team is designed for the novice swimmer. We practice several days a week and compete in meets on Saturdays. The swimmers' will work on their strokes, distance swimming, starts and finishes, and relays. The swimmers will receive a team t-shirt, team swim cap, meet ribbons, season award and year end season party. All swimmers must complete a try-out prior to registration. Summer Registration is May 16<sup>th</sup> at 8am for Residents and 10am for Non-Residents at the Aquatic Facility. Please contact Lori Hickey at 407-971-5570 or lhickey@cityofviedo.net for more information.



### **Stroke Clinics**

Stroke Clinics are designed to help refine the strokes of young swimmers. They are offered Saturday mornings at Riverside Pool. Each clinic focuses on one stroke incorporating kick and stroke drills. Stroke clinics are not meant to be swim lessons, all swimmers must pass a swim test prior to registration. Contact Donny Wood 407-971-5567 with any questions.

Registration: Begins March 30<sup>th</sup> at Riverside Park OR the Aquatic Facility

Program Dates: April 25<sup>th</sup> - Freestyle; May 2<sup>nd</sup> - Backstroke; May 9<sup>th</sup> - Breaststroke;

May 16<sup>th</sup> - Butterfly; May 23<sup>rd</sup> - Starts; May 30<sup>th</sup> - Turns

### **Splash Zone**

The Splash Zone will open for the Season on May 2<sup>nd</sup>!! Come and join the fun!

Splash Zone Hours	May 2 <sup>nd</sup> - June 6 <sup>th</sup>
Sunday:	12 pm - 6 pm General Admission
Mon - Fri:	Closed
Saturday:	12 pm - 6 pm General Admission

For more information or questions please contact the Aquatic Facility at (407) 971-5570.

## FY 08-09 Road Resurfacing to Resume

By the time you receive the Crossroads Newsletter, road resurfacing efforts will have started again. The first road that was completed in March was Alafaya Woods Boulevard from McKinnon Avenue to Pearson Drive. The other roads that will be paved over the next couple of months are listed below. The estimated cost for the resurfacing is \$570,000 with funding derived from the City's share of local option gas taxes levied throughout Seminole County. The exact starting and ending dates are subject to change based on unforeseen circumstances and weather conditions.

Street Name	Description of Limits	LF	Start Date	End Date
Alafaya Woods Blvd.	McKinnon Avenue to Pearson Drive	3,200	3/16/2009	3/20/2009
C.R. 426	Kimble Avenue to the Roundabout	1,200	4/13/2009 - Milling	4/14/2009 - Paving
Magnolia Street (E)	Central Avenue to Division Street	1,200	4/14/2009 - Milling	4/15/2009 - Paving
Magnolia Street (W)	N. Lake Jessup Ave. to Central Avenue	1,200	4/15/2009 - Milling	4/16/2009 - Paving
South Lake Jessup	Mitchell Hammock Road to S.R. 426	5,000	4/16/2009 - Milling	4/24/2009 - Paving

\*LF denotes linear feet

## Have a Request or Complaint? New On-Line Service Makes it Easier to Let City Know

**Citizen Request Tracking and On-Line Service Center** was quietly unveiled on the City's web site recently as a pilot effort involving Utility Billing and Finance and Public Works Utilities. The new web-based application allows you to report a problem or submit a complaint and have that request sent to the proper City Department for resolution. The status of the service request is monitored until completion which allows City Departments to quickly and

efficiently respond to citizen requests while collecting and tracking information. You will be notified via email of the resolution or answer to your request. The pilot effort is still being refined but is available for your use once you set up account number and user identification. Additional City departments such as Code Enforcement, Building Services and others will be added over the next couple of months.

**To access Citizen Request Tracking, go to the City's home page at [www.cityofoviedo.net](http://www.cityofoviedo.net) and click on City Hall On-Line at the top left panel.**

The screenshot shows the 'Citizen Request Tracking' page on the City of Oviedo website. The page is titled 'Citizen Request Tracking' and includes a navigation menu on the left with options like 'City Hall Online', 'News, Publications/Reports & Events', 'Home and Environment', 'Public Safety', 'Getting Around', 'People & Places', 'Recreation & Parks', 'For Business', and 'Experience Oviedo'. The main content area is titled 'Citizen Request Tracking' and includes a welcome message, a 'Please Note' section about browser requirements, and instructions for new and returning users. A sidebar on the right lists various city services and resources such as 'Temporary Sign Ordinance & Permit Application', 'City's Federal Funding Priorities', 'Looking for Community Assistance Resources?', 'Infraction Hearing Board Applications', 'Meet the City Manager', 'Water Conservation & H2Oviedo Incentive Program', 'Flood Information & Links', 'Mosquito Control', '2007-2008 Community Profile', and 'Lightning Prediction'.

## City Council Dedicates New Fire Station and Administration Building



Saturday, January 31<sup>st</sup> was a beautiful crisp morning - a perfect day for a dedication ceremony! On that morning, the Oviedo City Council along with other officials and city residents officially dedicated the City's newest Fire Station and the Fire Administration building located on CR 419 adjacent to the Sanctuary subdivision. The new fire station replaces the 1,500 square foot temporary mobile home station that has served the east side of Oviedo since 2003. The new facility includes 7,000 square feet of living and apparatus bay space while the new fire administration building (located behind the fire station), includes 6,000 square feet of administrative office space for housing the fire chief, division chiefs and training officer, fire inspectors and administrative staff. These personnel were located in a modular office building behind City Hall since 2005. Taking advantage of lower construction costs and other efficiencies, both buildings combined were *under budget* by \$750,000 compared to the \$3.2 million authorized by voters in November 2006.



Mayor Mary Lou Andrews (center) along with her City Council colleagues cut the ribbon at the dedication of the new Fire Station located on CR419 next to the Sanctuary.

During the dedication ceremony, **Mayor Andrews** made the point of thanking the residents of Oviedo: *"The main thanks, of course, goes to the citizens who actually financed the project. We have now serviced the whole radius of Oviedo."* **Deputy Mayor Dominic Persampiere** succinctly stated: *"We have the finest fire department in Seminole County and the new buildings were very much needed."*



## City Council Makes Pitch for Federal Funding

On March 10<sup>th</sup>, Deputy Mayor Dominic Persampiere and City Manager Richard Gestrich travelled to Washington D.C. to make the City's pitch for federal funding. The two City representatives met with Congressmen and their respective staffs to discuss the City's top funding priorities. They came away feeling confident about the City's chances to obtain some much needed assistance knowing that the City has the ability to "match" the federal funds with local dollars that have already been earmarked for the specific City projects listed below. The top four priorities are as follows:

### **Priority #1: SR 426/419 Roadway Improvement Project (Phase I)**

\$ 2.0 million: Transportation-HUD Appropriations Bill  
\$23.5 million: Highway and Transit Reauthorization Bill  
Project will create 50 jobs over 18 months

### **Priority #2: Oviedo on the Park Infrastructure (roads, utilities, site work)**

\$2.0 million: Transportation-HUD Appropriations Bill  
Design is 100% complete  
City dedicated bond proceeds will provide grant "match"  
Project will provide 78 jobs over 24 months

### **Priority #3: Reclaimed Distribution System (Big Oaks, Twin Rivers Phase 1, Alafaya Woods Sections 17&18)**

\$731,120: State and Tribal Assistance Grant (STAG)  
Design is 100% complete  
Project will create 7 jobs over 24 months

### **Priority #4: Willa Lake Stormwater Improvement Project**

\$200,750: State and Tribal Assistance Grant (STAG)  
Design is 100% complete  
City Stormwater Utility Fund will provide grant "match"  
Project will create 14 jobs over 16 months

Two other projects are *candidates* for Federal Economic Stimulus funds being provided to the State of Florida from the American Recovery and Reinvestment Act:

### **Lockwood Boulevard - \$777,633**

Reconstruction and repaving from CR 419 to Geneva Dr. This project was ranked 5<sup>th</sup> out of 30 projects by METROPLAN Orlando - the regional transportation agency that includes Seminole, Orange and Osceola counties.

### **Mitchell Hammock Intersection Improvements - \$280,000**

Improvements at Manigan Avenue, Eastbridge Drive and SR434 near Albertsons. This project was ranked 5<sup>th</sup> out of 23 projects that are on a secondary list that is tied to the region receiving Federal stimulus funds in excess of the original allocation of \$29 million.

## City Of Oviedo

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Phone: 407-971-5555

**Growing in the Right Direction!**



Questions or comments related to **Crossroads** may be directed to the City Offices at 407-971-5555 or via e-mail, [receptionist-ch@cityofoviedo.net](mailto:receptionist-ch@cityofoviedo.net).

**PROJECT PRESSURE:** Saturday, May 23rd at Shane Kelly Park - You can be part of a Guinness World Record by having your blood pressure checked! - **Mark Your Calendar for May 23rd!**

**Taste of Oviedo Taste of Oviedo Taste of Oviedo Taste of Oviedo**

*SPRING IS IN THE AIR.....*

*So Mark Your Calendar for the 15<sup>th</sup> Annual Taste of Oviedo!!!*

*When: Saturday, April 18, 2009*

*Where: Oviedo Boulevard (Between Towne Center Apts. and Mitchell Hammock Rd.)*

*Time: 10:00 a.m. to 6:00 p.m.*

**Take the free shuttle bus from the Macy's parking lot!**