



MINUTES OF THE CITY COUNCIL WORK SESSION
CITY OF NEW PORT RICHEY

NEW PORT RICHEY CITY HALL COUNCIL CHAMBERS
5919 MAIN STREET, NEW PORT RICHEY, FLORIDA

January 11, 2023

3:00 PM

**ORDER OF
BUSINESS**

1 Call to Order - Roll Call

The meeting was called to order by Mayor Rob Marlowe at 3:00 p.m. Those in attendance were Councilman Peter Altman, Councilman Matt Murphy and Councilwoman Kelly Mothershead. Also in attendance were City Manager Debbie L. Manns, City Clerk Judy Meyers, Finance Director Crystal Dunn, Public Works Director Robert Rivera, Police Chief Kim Bogart and Parks and Recreation Director Terri Moore. Deputy Mayor Mike Peters arrived at 3:02 p.m.

DISCUSSION ITEMS

2 CRA Master Plan Update - Page 2

City Manager Manns introduced the item to Council. She stated the purpose of this work session was to discuss the CRA Master Plan Update. She stated the Master Plan was last updated in 2019. She stated we are at a point to introduce new project initiatives that will carry forward through the years. City Manager Manns then introduced Jared Beck from Stantec who then made a presentation to Council. Mr. Beck began his presentation by providing an overview of the CRA Master Plan Update process. Mr. Beck then highlighted the process timeline which began in the fall of 2022. He stated the process should be completed within the next few months. The plans they have been using are the 2019 CRA Plan Update and the 2021 Downtown and Highway 19 Corridor Master Plan. Mr. Beck then highlighted the parts of the design process which included design guidelines, public art master plan, Main Street streetscapes, facade/murals, code enforcement, beautification and continue wayfinding. Mr. Beck then highlighted image creation, active/micro mobility, parking, public art, housing, community character and design, economic development, historic downtown, Railroad Square, Sims Park/Orange Lake, East Main, Palm and Rivergate Districts, South Grand, Main Street Gateway Area, South Gateway Area, North Gateway Area, Community Hospital Site, Leisure Lane/Van Doren Avenue. Mr. Beck then highlighted successes which included Keiser University, Hacienda Hotel, Parking Structure, Stonehaven at Main Street, The Central on Orange Lake, and the Urban Core/Downtown Redevelopment.

Mr. Beck then opened the discussion up to Council. City Manager Manns stated that they

needed to discuss future projects and brainstorm for improvements to neighborhood areas and the U.S. Highway 19 corridor. Mayor Marlowe stated that we need to spend time updating our residential housing stock. He stated we have a lot of homeowners who need help. Deputy Mayor Peters asked about ramifications of removing areas out of the CRA. City Manager Manns stated we should evaluate from time to time whether an area needs to be in the CRA district. She stated the disadvantage would be a loss to the TIF budget. She stated the advantage would be that the General Fund would not be as impacted. Deputy Mayor Peters stated that there are other municipalities that have been asked by the County to remove some of the areas in their CRA's. City Manager Manns stated that the County is the second biggest contributor to the TIF and they like to reserve funds instead of share. Councilman Altman stated that the use of the TIF can only be used as what is in the plan. He stated there is an opportunity with Schwettman to create that historic link. Councilman Altman stated that the County's purchase of a property to use for a boat ramp was exciting. He stated that part of our marketing strategy needs to be for the County to take us seriously. Mayor Marlowe stated we need to come up with ways to help homeowners improve their homes and bring them up to code. He stated we are the point now that we can broaden our focus away from the downtown area. He stated the downtown is pretty much where it needs to be at this point. Councilman Murphy stated there are areas downtown that can be added to. He also referenced the area across from the Hacienda that would be a good spot for a project. He stated we have projects coming up that are outside of the downtown area including the former Truist property. Councilman Murphy stated the Grand Blvd. MUP will help boost all of the homes along Grand Blvd. City Manager Manns stated the CRA Master Plan Update is running concurrently with the Comp Plan Update. Councilman Altman stated one of the things he will be advocating for on the website is the educational component. He stated our river has always been the thing that has defined us. Deputy Mayor Peters stated that we need to keep some of the grants in place to see how people respond. He stated the area on Grand south of Main have high appeal as they are nice sized lots and have alley access. He stated when he thinks about the CRA is what can we do to generate money and help taxpayers. He stated there are a lot of old buildings in the Palm District that can be redeveloped. Deputy Mayor Peters stated whatever we do we need to be strategic about it. Councilwoman Mothershead stated the whole area from River Rd. to U.S. 19 needs help as it is the first thing people see when they come into the city. Deputy Mayor Peters stated that if we find code enforcement issues it is appropriate to have grant money available to help those improvements. Mr. Beck stated that most communities try to come up with a formula. He stated it becomes a little bit simpler when we come into the downtown. He stated we need to keep the variable and where the broader areas are. Mr. Beck stated that we do always want to be careful with incentives as CRA's are meant to go away someday. He stated we want to invest in residential programs that will help improve the neighborhoods. Mr. Beck stated he has reviewed the City's grant programs and the range of programs is a great base. Councilman Altman stated he would like to see resiliency addressed in the plan.

3 Communications

Mayor Marlowe stated the Talk About Town last evening was a great program. Deputy Mayor Peters asked about a 100-year meeting and City Manager Manns stated that meeting was hosted by NPRMS. Mayor Marlowe stated we should pick a date for our centennial and invite our sister city over.

4 Adjournment

There being no further business to consider, upon proper motion, the meeting adjourned at 4:18 p.m.

Approved: _____ (date)

_____ (signed)

Initialed: _____

Judy Meyers, CMC, City Clerk