



**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  
September 19, 2016  
7:00 PM

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**ORDER OF  
BUSINESS**

1 Call to Order - Roll Call

The meeting was called to order by Mayor Rob Marlowe at 7:00 pm. Those in attendance were, Deputy Mayor Bill Phillips, Councilwoman Judy DeBella Thomas and Councilman Jeff Starkey. Councilman Chopper Davis was excused.

Also in attendance were City Manager Debbie Manns, City Clerk Judy Meyers, Development Director Lisa Fierce, Public Works Director Robert Rivera and Technology Solutions Director Bryan Weed.

**DISCUSSION ITEMS**

2 Wayfinding Presentation by KMA Designs - Page 2

City Manager Manns introduced the agenda item to Council. The purpose of the project is to establish unified signage throughout the city. The City has been working with KMA since January 2016. Most important phase has been design. She stated that the purpose of tonight's work session was to bring Council up to date on design efforts and seek direction in the way to move forward. Ms. Manns then turned the presentation over to Ms. Barbara Martin and Mr. Dave Kosick who began their presentation to Council. Ms. Martin began with an overview of the existing signage located throughout the city. Councilman Starkey stated there should be signage at Green Key Road to identify gulf access. Deputy Mayor stated that the city is currently working on improving three medians along US19. The overview concluded with the fact that signage must create a sense of place, lead from macro to micro, lead to destination and back again, lead among most direct route, clearly identify points of interests, replace existing with uniform signs, remove obsolete signs and messages, provide signs at decision points to help wayfinding decisions. Ms. Martin then presented the original design and the revisions to Council. Ms. Martin stated that over the past week her staff has worked on three new concepts for Council.

Mayor Marlowe opened the floor for public comment. Ann Graffy came forward and stated that she is a realtor in NPR and specializes in waterfront properties. The design team discussed

three elements that makes our city different than others. She asked if a wave could be somehow incorporated into the signage. She also pointed out that the new lights that were installed had the Victorian base. Bob Smallwood stated that the wayfinding will help to create a brand and help to market the city. He stated he would like to see the river incorporated into the design and use sunset colors. He stated that the city should grow past the gateway aspect. He asked who made up the sign committee and City Manager Manns stated that the committee was made up of city staff. Councilman Starkey stated he would like to see the design concept include a palm tree and perforated wave design. Councilwoman DeBella Thomas stated that the previous Main Street design team worked to develop a detail an awe factor along US19 years ago. She stated that she agreed with Mr. Smallwood and was not a big fan of using the word gateway. The overall consensus was to add a sunset behind the palm tree and create the signs in a teal palette.

3 Adjournment

Councilman Starkey asked for a moment for communications. He stated he received a call from Bill Dumas today in regards to a seven acre parcel west of US19. He stated that Mr. Dumas was looking to create a motor coach villa resort. He asked Council to look at Desert Shores Resort or Pelican Lake Motor Coach Resort for more information. The project would be an upscale motor coach park.

There being no further business to consider, upon proper motion, the meeting adjourned at 9:05 pm.

Approved: \_\_\_\_\_ (date)

\_\_\_\_\_ (signed)

Initialed: \_\_\_\_\_

Judy Meyers, Interim City Clerk