



**MINUTES OF THE CITY COUNCIL REGULAR MEETING
CITY OF NEW PORT RICHEY**

NEW PORT RICHEY CITY HALL COUNCIL CHAMBERS

5919 MAIN STREET, NEW PORT RICHEY, FLORIDA

May 2, 2017

7:00 PM

**ORDER OF
BUSINESS**

1. Call to Order – Roll Call

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

Also in attendance were City Manager Debbie Manns, City Attorney Timothy Driscoll, City Clerk Judy Meyers, Chief of Police Kim Bogart, Finance Director Crystal Feast, Development Director Lisa Fierce, Economic Development Director Mario Iezzoni, Public Works Director Robert Rivera, Parks and Recreation Director Elaine Smith, Technology Solutions Director Bryan Weed, Human Resources Manager Bernie Wharran, Assistant to the City Manager Martin Murphy and Assistant Fire Chief/Fire Marshal Adam Darling.

2. Pledge of Allegiance

3. Moment of Silence

4. Approval of April 18, 2017 Regular Meeting Minutes

Motion was made to approve the minutes as presented.

Motion made by Jeff Starkey and seconded by Judy DeBella Thomas. The Motion Passed. 4-0.
Ayes: Davis, DeBella Thomas, Marlowe, Starkey Absent: Phillips

5. Library Advisory Board Report

Library Advisory Board Chair, Joan Nelson Hook, made a presentation to Council regarding the proposed expansion of the library.

6. Proclamation - Women's Lung Health Week

Mayor Marlowe read the proclamation by title only.

7 Proclamation - Older Americans Month

Mayor Marlowe read the proclamation by title only.

8 Proclamation - Kids to Parks Day

Mayor Marlowe read the proclamation by title only.

9 Vox Pop for Items Not Listed on the Agenda or Listed on Consent Agenda

Mayor Marlowe opened the floor for public comment. No one else came forward to speak therefore Mayor Marlowe closed Vox Pop.

10 Consent Agenda

Motion was made to accept the Consent Agenda.

Motion made by Jeff Starkey and seconded by Judy DeBella Thomas. The Motion Passed. 4-0.
Ayes: Davis, DeBella Thomas, Marlowe, Starkey Absent: Phillips

a Police Pension Board Special Meeting Minutes - March 22, 2017

b Parks and Recreation Advisory Board Minutes - March 14, 2017

c Purchases/Payments for City Council Approval

11 Public Reading of Ordinances

a First Reading, Ordinance No. 2017-2109: Rezoning - 6571 Circle Boulevard & Ordinance No. 2017-2110: Vacation of a Portion of Central Avenue Right-of-Way

City Attorney Driscoll read Ordinance No. 2017-2109 by title only. City Manager Manns introduced Development Director, Lisa Fierce, who then made a presentation to Council. She stated that the property in question was 2.82 acres total and the former sight of the First Baptist Church. The City's CRA owns the site and entered into a purchase agreement last October. The existing zoning to the north of the property is R-2, southern is downtown district and eastern MF-14 district. The request is to rezone the whole property to PDD which provides alternative land development and is design driven. Includes zoning central avenue right-of-way which will be vacated. The project is proposed to be done in three phases with a total of 85 units. The plan features buildings oriented to street with parking in the back. There will be a pedestrian walkway constructed during Phase II. The City's LDRB held a hearing on April 20th and recommended approval. The developer is proposing one parking space per unit for parking. Also constructing on street parking spaces. Plan to market to millennials and empty nesters. Residents at the LDRB meeting were concerned about special event parking. The City is to look at alternatives for future events including partnering with commercial developers and providing shuttles. No traffic study is required for this site proposal. Development is within a block of public transportation. Speed issues have been addressed by the police department and public works. The design of the buildings will be mansion style. The City amended the Comp Plan to amend the density and created a new downtown core. The 2015 housing study provided for 500 new units. Rezoning meets concurrency requirements and is consistent with the City's Comp Plan.

Upon opening the floor to public comment, Jennifer Melton came forward to speak about parking concerns along Central Avenue. She stated she has previously talked to Chief Bogart regarding speeding along Central Avenue. Ms. Melton left a letter for the record outlining the concerns of the residents.

Greg Smith came forward to speak about his concerns for the project. He asked what was the rush and

why apartments. He suggested letting Main Street Landings finish building and become occupied and then see what the need is. The 2015 study numbers reflect Tampa, Palm Harbor and Westchase. He did not believe there will be anyone who will be able to afford \$1,100 for a one bedroom apartment. There are still streetlighting problems and there are blighted neighborhoods. Haven't looked at the history. One of biggest mistake is building apartments in residential areas.

Rod Wortham came forward to speak in support of the project. He stated that people want to live where they can walk to work. The City can work out the parking and speeding issues. The more that live in the downtown will spend their money in the downtown. He applauds the City for the improvements to Sims Park. Both Residences at Orange Lake and Main Street Landings are great projects for the city.

Dale Webb came forward to speak about his concern for one parking space per unit. He stated th builder should be responsible for more parking not tax payers.

Mary Moran came forward and stated she moved to New Port Richey for small town feel. Not opposed to nice townhomes with a nice [aesthetic](#). Traffic is a major concern. Ever since the real estate depression the city has turned into nothing but rentals. There is no pride in home ownership and the rentals do not add to the small town feeling.

Frank Starkey came forward to speak. He thanked city staff for their collaboration on this project. With regard to parking, this project provides 1.1 unit per site with additional on-street parking. There will be paved parallel spaces along Florida Avenue behind Johnny Grits. When you count spaces in front of the site it calculates to be 1.75 space per unit. Different apartment renter as it is mostly one bedroom units. Targeting household incomes of \$50k or more. No intention of dropping the rent. Economy is different than when the property was purchased in 2005. Project will be professionally managed. Residential can lead to new places not commercial. Once residences are established then commercial and retail will follow. He finished his comments by saying he is committed to New Port Richey.

Councilwoman DeBella Thomas asked what the timeline of the project is and if he is just the builder. Mr. Starkey replied that in this project is a long term investment and he is not going to flip it. He stated that construction will begin as soon as the closing on the property occurs. Construction drawings are ninety percent complete. Phase III will only be three units to fit in with the current homes that are along Central Avenue. There are development standards and setbacks in place.

Deputy Mayor Starkey began by stating that although they share the same last name he is in no way related to Mr. Starkey. He then asked Mr. Starkey why he is so confident in the Zimmerman Volk study. Mr. Starkey replied he has seen them come to fruition. The studies look at future potential instead of past supply and demand. Deputy Mayor stated that Mr. Starkey is putting his own money up as equity. He has a great vision for downtown and that he is creating a market instead of waiting for it to happen.

Councilman Davis stated he thinks there will be a senior component as well.

Linda Blake came forward and stated that residents are not opposed to change but rather seem to suffer from PTSD with city government's involvement in real estate. The project's vision is beautiful. What concerns residents is that this could become another slum project after ten or fifteen years. She stated that she truly and sincerely wants to see it work but it is scary for realistic reason.

With no one else coming forward to speak, Mayor Marlowe returned the floor to Council. Each of the Council members [acknowledged their ex-parte communications on this matter](#).

Councilwoman DeBella Thomas stated she has lived and worked in the city for forty years. Chose to stay in the city because can walk into downtown. She stated that she does not want the albatross of Main Street Landings every time the city wants to move forward on a project. It is an exciting time to live in the city. Stay with momentum and move forward. She stated that there are other areas of the

country that are the epitome of this concept all with intention of having feet on the street. She believes that with this project will be on the cutting edge. She is excited to be part of the next phase of the city. Exactly what we need to fulfill vision.

Deputy Mayor Starkey stated that Council has to go with what is best for the city. He stated that he hopes that five years from now we look back and say we are glad we did it. He stated Mr. Starkey has a phenomenal track record.

Councilman Davis stated he is in favor of the project but will reach out to Mr. Smith after reviewing the information he provided.

Mayor Marlowe stated he is an empty nester and after all the expenses on his home moving into a two bedroom apartment would still save money. There is a market for it. Seeing what is happening with all of the potential going in downtown. Part of transformation process. Downtown has begun to change its complexion.

Motion was made to approve the Ordinance No. 2017-2109 upon first reading. City Attorney Driscoll then read Ordinance No. 2017-2110 by title only. Motion was made to approve the Ordinance No. 2017-2110 upon first reading.

Motion made by Judy DeBella Thomas and seconded by Jeff Starkey. The Motion Passed. 4-0.
Ayes: Davis, DeBella Thomas, Marlowe, Starkey Absent: Phillips

b Second Reading, Ordinance No. 2017-2111: Refuse Collection Services

City Attorney Driscoll read the proposed ordinance by title only. Upon opening the floor to public comment, Jeffrey Saragosey came forward to speak. He stated that he represents communities adjacent to Southgate. The dumpster noise is disturbing and requested the hour of collections commence begin at 7:00 a.m. and go until 6:00 p.m.

Deb Morris came forward and stated that the 3:00 am start time is disturbing and she was requesting Council change it so trucks cannot come into the city at 3:00 a.m.

David Parker with JD Parker & Sons came forward to speak. He stated his company has been in business for 68 years. Safety is a top issue. Several close calls over the years. They start early for a reason. Keep out of traffic, the sun and school zones. Key is to get in and out and not be in the way. A 6:00 a.m. start time would put them in rush hour. Other benefits include acting as a community watch. He requested Council move the 6:00 a.m. residential time to 4:00 a.m. He stated the City street sweepers start earlier than 6:00 a.m. He stated that his company is the subject of very few noise complaints.

Lisa Tinker came forward and stated that to have them start and work in the heat of the day is ludicrous. A 3:00 a.m. start windows will be closed and you won't hear it. Her issue is the mandatory requirement for service. Force to pay for bi-weekly service. The people who are disposing of garbage in places where they shouldn't and those that are doing it are not the residents living right there. Some people take their home garbage to their business.

With no one else coming forward to speak, Mayor Marlowe returned the floor to Council.

Deputy Mayor Starkey asked for City Manager Manns to address the comments made from Ms. Tinker. City Manager Manns stated that the ordinance does not distinguish whether you are a rental or owner only that every property has disposal service. There are seasonal exceptions. This ordinance was prompted by the number of who currently do not have any service. Last records checked in excess of 600 properties. She stated that it was a good point that some people do have businesses. This ordinance does not contemplate every scenario.

Deputy Mayor Starkey stated it was absurd to have this discussion. We can look at everyone individually. Does not have to be in black and white. We have to put something in writing to address the

over 600 properties without service. He stated he hears a lot of complaints about noise.

Mayor Marlowe stated he can hear dumpsters clanging early and the noise is obnoxious. There are people in this industry picking up commercial dumpsters in the wee hours of morning and waking numbers of residents in considerable distance around them.

Councilwoman DeBella Thomas asked for clarification that this ordinance addresses residential and commercial. City Attorney Driscoll stated that the residential time did not change and this ordinance sets the time for commercial. Councilwoman DeBella Thomas stated that people get very creative where they put their trash. That piece of it is very unfortunate but we need to address it. Companies want to be quick and efficient and out of the weather. She stated that nothing has changed in forty years in how trash is picked up. She stated she is in favor for everyone having service but not sure about the time element. She would like to see it come back and revisited.

Councilman Davis stated he is in favor of the commercial start time. His neighborhood is one where everyone walks to school. Pass this for commercial but revisit residential to take care of safety.

Motion was made to approve the ordinance upon its second and final reading.

Motion made by Jeff Starkey and seconded by Chopper Davis. The Motion Passed. 4-0. Ayes: Davis, DeBella Thomas, Marlowe, Starkey Absent: Phillips

12 Business Items

a Recommendation of Firm for Annexation and Feasibility Strategy Study RFQ 17-003

City Manager Manns introduced Assistant to the City Manager Marty Murphy who then presented the item to Council. He stated that the purpose of this agenda item was to approve the recommendation of the firm of PMG Associates, Inc. in an amount not to exceed \$54,650 for professional planning services to conduct the City's annexation and feasibility strategy study. He stated that the City received five proposals and invited the top two firms to interview. Staff is requesting that Council approve the item and direct the City Manager to enter into the Professional Services Agreement.

Upon opening the floor to public comment, no one came forward therefore Mayor Marlowe returned the floor to Council. Councilwoman DeBella Thomas asked about a timeframe for the project. Mr. Murphy replied two to two and a half months.

Councilman Davis asked what precludes owners from saying do not want to be part of city. Mr. Murphy replied that all State statutes are met. Residents would be given the opportunity by referendum to be annexed. He stated that enclaves can be easier to annex. Those surrounded by corporate boundaries have little option if proven financial viability to the city. City Attorney Driscoll added that if truly an enclave then annexation can be done by Interlocal Agreement between the City and the County.

Mayor Marlowe stated that a recently picked up water customer on the east side of Rowan Road contacted him and wanted to know when he can be annexed into the city. There is interest out there. If study done then we know what can be done.

Deputy Mayor Starkey stated that there are jigsaw pieces owned by city and county. This study give us options and would be beneficial to residents.

Motion was made to approve the item as presented.

Motion made by Jeff Starkey and seconded by Judy DeBella Thomas. The Motion Passed. 4-0. Ayes: Davis, DeBella Thomas, Marlowe, Starkey Absent: Phillips

b First Amendment to the Lease with West Pasco Chamber of Commerce

City Manager Manns introduced the item to Council. She stated that the purpose of this agenda item was to renew the current lease with the Chamber of Commerce for an additional year with an increase in rent paid by the Chamber from \$250 to \$400 per month. Upon opening the floor to public comment, no one came forward therefore Mayor Marlowe returned the floor to Council. Councilwoman DeBella Thomas asked if it has always been for a year. City Manager Manns stated the current lease calls for a one year renewal. Motion was made to approve the item as presented.

Motion made by Chopper Davis and seconded by Judy DeBella Thomas. The Motion Passed. 4-0.
Ayes: Davis, DeBella Thomas, Marlowe, Starkey Absent: Phillips

c 2016/2017 Roadway Striping Project Close Out

City Manager Manns introduced the item to Council. She stated that the purpose of this agenda item is twofold. The first is to approve a deductive change order and the second to authorize a final pay request for the completion of the roadway striping project. Upon opening the floor to public comment, no one came forward therefore Mayor Marlowe returned the floor to Council. Motion was made to approve the item as presented.

Motion made by Chopper Davis and seconded by Judy DeBella Thomas. The Motion Passed. 4-0.
Ayes: Davis, DeBella Thomas, Marlowe, Starkey Absent: Phillips

d 2016 Stormwater Lining Project Close Out

City Manager Manns introduced the item to Council. She stated that the purpose of this agenda item was to approve the final pay request for stormwater lining. Mr. Rivera stated these are standard projects. Upon opening the floor to public comment, no one came forward therefore Mayor Marlowe returned the floor to Council. Motion was made to approve the item as presented.

Motion made by Chopper Davis and seconded by Judy DeBella Thomas. The Motion Passed. 4-0.
Ayes: Davis, DeBella Thomas, Marlowe, Starkey Absent: Phillips

e Recreation and Aquatic Center - 90 Days of Summer Membership Sale

City Manager Manns introduced the item to Council. She stated that the purpose of this agenda item was to seek authorization for sale of three month memberships. She stated that last year's sale came to a total of \$28k. If approved, the sale would run from May 3rd until June 30th and would be good for three months from date of purchase. Upon opening the floor to public comment, no one came forward therefore Mayor Marlowe returned the floor to Council. Councilwoman DeBella Thomas asked that after three months what can a person do to continue memberships. Ms. Smith stated that they can purchase a daily pass or annual membership. Councilman Davis asked City Manager Manns to provide a breakdown of the \$28k in this Friday's City Manager's report. Motion was made to approve the item as presented.

Motion made by Judy DeBella Thomas and seconded by Chopper Davis. The Motion Passed. 4-0.
Ayes: Davis, DeBella Thomas, Marlowe, Starkey Absent: Phillips

f Board Re-Appointment: Louis Parrillo, Land Development Review Board

City Manager Manns introduced the item to Council. She stated that the purpose of this agenda item was for Council to approve the re-appointment of Louis Parillo to the Land Development Review Board. She stated that Mr. Parillo has been a valued member of the Board for many years and his re-appointment would be for a term of two years with an expiration date of May 6, 2020. Upon opening the floor to public comment, no one came forward therefore Mayor Marlowe returned the floor to Council. Motion was made to approve the item as presented.

Motion made by Chopper Davis and seconded by Jeff Starkey. The Motion Passed. 4-0. Ayes: Davis, DeBella Thomas, Marlowe, Starkey Absent: Phillips

g Three Minute Report: Economic Development Department

13 Communications

Mayor Marlowe agreed with Deputy Mayor Starkey that a work session is needed regarding Sims Park. He stated that Seafest did not take advantage of the greenway. He is concerned about damage being done from back to back events. Build in cost for replacement sod into the event. The park is being over utilized for large events. He reminded everyone of the event at the Grey Preserve on Saturday.

Deputy Mayor Starkey stated he would like to have a discussion with special event organizers about what is best for residents and the city. He stated we need smaller high quality events. The park is not a fairground. He requested conducting a work session within the next six months.

Councilwoman DeBella Thomas wanted to clarify that she noticed the proclamation was for Women's Lung Health and she was referring to Women's Wellness Month.

Councilman Davis asked Mr. Iezzoni about the \$20k raised by the Friends of the Hacienda. Mr. Iezzoni stated the Friends will spend the money and that the first project will be historic wall.

City Manager Manns formally introduced new Assistant Fire Chief/Fire Marshal Adam Darling.

14 Adjournment

There being no further business to consider, upon proper motion, the meeting adjourned at 9:10 p.m.

(signed) _____
Judy Meyers, City Clerk

Approved: _____ (date)

Initialed: _____

City of New Port Richey Library Advisory Board
5939 Main Street, New Port Richey, FL 34656

May 2, 2017

City Council of New Port Richey
Mayor Rob Marlowe
Deputy Mayor Bill Phillips
Hon. Chopper Davis
Hon. Jeff Starkey
Hon. Judy DeBella Thomas

Dear Council Members,

Wouldn't it be exciting to learn that a "business" in New Port Richey is showing a return on investment (ROI) of \$10.18? "And, that same "business" has as its goals the very same goals articulated by the City, those being:

- * Reducing crime
- * Improving living standards
- * Nurturing a thriving business community

What is this "business"? None other than the New Port Richey Library!

Yes, although the Library is a not-for-profit entity, a State of Florida study showed the return on investment (ROI) for every library dollar invested averages \$10.18!

From 2006 to 2016, the number of registered Library borrowers increased by more than 40%, the number of Library visits increased by more than 30%, and the total circulation of Library materials more than tripled. Yet, over the same period, no Library expansion occurred in terms of either physical space or Library staff. In particular, additional staff is needed in order to increase Library hours.

The numbers clearly show that the Library is being utilized as intended as a community resource for both educational and entertainment purposes, both of which are vital to the City which is currently undergoing positive economic change and growth. It is imperative that our Library be part of the improvement plans being developed and instituted by the City Council and we ask your assistance with both short and long-term financial commitments and an approved expansion plan.

The Library building opened twenty-six years ago. It is cramped and overflowing. In a recent Library survey, 83.5% of the community respondents indicated that it is time for the Library to expand. Despite expansion approval in several Capital Improvement Plans, and as recently as the 2010 - 2017 Long Range Plan, expansion has been delayed. We implore you to consider the valuable contribution the Library makes to New Port Richey goals and include Library expansion in the upcoming 2017 - 2018 budget.

Many citizens who were born and raised in the City have indicated how proud they are of their Library. It has won many awards throughout the years. To continue this, the Library must expand to be progressive and to comply with the Americans with Disabilities Act regulations and State of Florida Library Association standards. The Library Advisory Board looks forward to working with the City Council to achieve these objectives.

Sincerely,

Joan Nelson Hook,
Chair, City of New Port Richey Library Advisory Board

Mayor and City Council Members,

Please allow us a few moments of your time to express some of our local residents concerns regarding the proposed Residence Apartments at Orange Lake.

As you are all aware and the residents agree, this project is a good thing for our community.

Still several issues need to be addressed before Council makes its final approval. We the residents have a few "concessions" that should be taken into account. We want to be good neighbors and expect the same in return.

We feel certain concessions need to be addressed as we the Residents of Central Avenue will be inconvenienced for a minimum of **three years**.

In order of importance;

1. **Parking issues:** Everyone admits there are problems with parking and no solution to remedy this has been addressed. This must be resolved before construction is started. Although the Developer is suggesting that most residents of the Apartments will not have cars, we feel this to be untrue in this day and age. There are not enough planned parking spaces for the number of proposed units. There should be ample parking within the complex to accommodate the residents and guests.

Residents on Central: Many homes on Central Avenue were not constructed with driveways and must utilize Central Avenue as their only means of parking. If the Residences at Orange Lake and their visitors utilize parking on Central Avenue, Homeowners will be without parking.

Event Parking: Chasco, Christmas, Seafood Festival, etc., where will the public and event participants park. Will building all these apartments on these parcels end these events? The Developer should build on the larger parcel first adding buildings as needed and leave the smaller already existing parking area.

2. We ask that a medium not be built in the center of Central Avenue, it blocks the view of Orange Lake for the residents up Central Avenue and takes away some of the charm of the area.

3. The alley ways, north and south of Central Avenue, should be paved and made one way at the city or builders expense to accommodate the additional traffic.

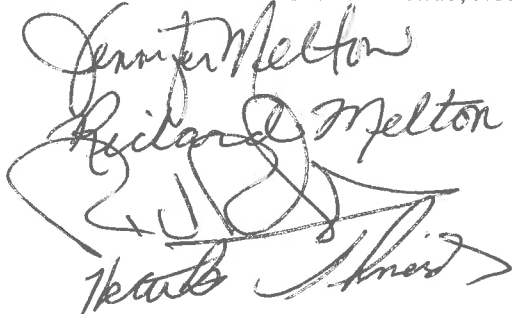
4. **Traffic:** Construction Traffic should only be allowed Monday - Friday from 7am - 5pm and should be directed to obey speed limits on Central Avenue and surrounding streets.

Resident Traffic: Speed limits should be painted on the roadways on Central Avenue and surrounding streets to ensure speed limits are obeyed. Add four way stop signs at Central and Adams Street and also at Central and Jefferson Street. As this area will be highly traveled by vehicles and pedestrians alike, the traffic and speed need to be better controlled. It was also noted that all traffic from these rentals will be using Adams, therefore, a stop light should be placed at Main and Adams to assist residents and visitors with their navigational needs.

Again, please consider all these issues and devise a plan that is satisfactory to all involved. There is always a win-win solution to all problems if you are willing to be patient and review all sides of the issue before continuing.

Regards,

Residents & Homeowners of Central Avenue, New Port Richey, FL 34652



Handwritten signatures of Jennifer Melton, Richard Melton, and Keith Knier.

What's the rush?

Posted May 19, 2004

New Port Richey city council approves Main Street Landing project

Calling it the spark that is needed to launch New Port Richey's redevelopment, **city council members voted 3-1 late Tuesday night to approve final plans for a development agreement that will make the multimillion-dollar Main Street Landing a reality.** The Tuscan-themed project will add condos, townhomes, restaurants and shops to the downtown area along the Pithlachascotee River.

"I can hardly wait for it to come to fruition," said Council member Bob Langford. Council members Ginny Miller and Tom Finn also approved the plan. Mayor Dan Tipton voted no on the agreement, citing an increase in the incentive amount New Port Richey would pay developers Ken and Linda McGurn and Peter Altman to build the project. Council member Matthew McCaffery was absent from the meeting. The council's formal approval of the plan means the city will turn sell the last piece of land (a vacant lot of less than one acre) to the McGurns and Altman. The property will be sold for \$115,000 and was the final parcel needed for the planned retail/residential complex on the riverfront. Per the approved agreement, New Port Richey will also pay about \$1.2-million in incentives to the developers - an increase from the \$950,000 initially proposed when the contract was first submitted to city staff April 30.

Ken McGurn said Tuesday night that the increase factors in the developers' up front costs and expenses incurred as the project is built over the next two and a half to three years. The contract also includes conceptual plans for Phase II of Main Street Landing - an additional retail/residential project to be built on the north side of Main Street. The area is now occupied by the West Pasco Chamber of Commerce and a public boat ramp. Officials with Main Street Landing, LLP, which has a one-year option to redevelop the area per the agreement, said they want the ramp to stay.

13 Years later:

For more than a decade, New Port Richey city officials have tried to walk the walk and talk the talk about attracting prosperous residents with a walkable community downtown.

Begun in 2004, the Main Street Landing project will restart construction after a public ceremony 11 a.m. Friday, Feb. 24, at the site at 5500 Main St.

Gainesville-based developers Ken and Linda McGurn and Onicx Construction executives are scheduled to join city leaders.

Only the empty shell of the first building has been constructed, with the exterior finished in recent years.

Located in the heart of downtown, the upscale complex will include 80 residential units right on the Pithlachascotee River, and 14 commercial units directly on Main Street when fully completed, officials announced.

"Main Street Landing is just one of several projects currently underway in our city that will help support our downtown businesses and make New Port Richey a great place to live for people who enjoy walkable communities," City Manager Debbie L. Manns said in a press release.

April 2017

The People Places LLC concept, introduced in January 2016, still goes by a working title of Residences at Orange Lake, bestowed on it in the city's request for proposals.

Starkey said the first phase could include 20 to 24 apartments in three-story buildings on the north side of Central Avenue between Circle Boulevard and Adams Street, across from Orange Lake. An unused parking lot now occupies the site.

The developers are targeting a largely millennial, upscale audience with household incomes of \$50,000 or more.

If rental demand is strong, Starkey said other phases, for a total of 85 apartments, would be built south of Central Avenue, on the former First Baptist Church of New Port Richey property.

People Places LLC has a contingency deal to buy parcels once permits are done, Starkey said Thursday.

"I'm looking forward to working with the city," Starkey said in January 2016 to city council members, acting in their role as the Community Redevelopment Agency. Starkey served as architect to build Longleaf in the Trinity area.

The project could fit a "renaissance" in residential development in the heart of the city, Starkey observed at the time.

Neighbors might tend to disagree, judging from Thursday night reactions.

Critics believe the city could become oversaturated with upscale apartment choices because the Main Street Landing project recently restarted at Main Street and River Road.

Some residents were irritated that an estimated price range of rental rates were not divulged.

Starkey reassured the attendees that developers have no intentions of creating apartments with subsidized rents for low-income tenants.

Some express dismay by a preliminary concept to redesign one block of Central from Circle to Adams with a median that might crimp already sparse parking choices.

Others challenged whether plans provide enough parking spaces on site. Starkey and Rod Wortham, founder and CEO of My Network One, where the meeting took place, countered that the apartments will be marketed to tenants who would prefer to walk to many places downtown. Empty nesters also might want to downsize without multiple cars, Lisa Fierce, the city's development director, said.

If the People Places LLC proposal wins approval, it could answer the prayers of city officials.

When First Baptist Church relocated to land on Trouble Creek Road, south of town, the city's Community Redevelopment Agency paid **\$3.122 million** for the site at 6561 Circle Blvd. The city bought the land in anticipation of a downtown redevelopment boom that failed to take place because of the 2008 real estate and financial market collapse.

People	New Port Richey City, Fl	UNITED STATES
Population estimates, July 1, 2015, (V2015)	15842	321418820
Owner-occupied housing unit rate, 2011-2015	56.9	63.9
Median value of owner-occupied housing units, 2011-2015	65500	178600
Median selected monthly owner costs -with a mortgage, 2011-2015	985	1492
Median selected monthly owner costs -without a mortgage, 2011-2015	327	458
Median gross rent, 2011-2015	754	928
Median household income (in 2015 dollars), 2011-2015	29882	53889
Per capita income in past 12 months (in 2015 dollars), 2011-2015	18186	28930
Persons in poverty, percent	24.7	13.5

Rentals in New Port Richey and surrounding areas	1-2 Bed Room	Pool/Fitness/W&D
Orange Lake Apartments	\$1,100	Not Available
Main Street Landings, New Port Richey	?	Included
New Washington St Apartment's, Port Richey	?	
Lake Carlton Arms	\$651	Included
Ashton Oaks Apartments	\$809	Included
Trinity Palms at Seven Springs	\$800	Included
Lansbrook Village Apartments in Palm Harbor	\$901	Included
Boot Ranch, Palm Harbor	\$885	Included
Park Place , Port Richey	\$630	Included
Aventine at Forest Lakes, Oldsmar	\$899	Included
Lexington Park at Westchase, Tampa	\$1,075	Included
Key Vista Apartments, Holiday	\$660	Included
Weston Oaks, Holiday	\$606	Included

Orange Lake Apartments 85 Units

Main Street Landings, New Port Richey 85 Units

13 years of waiting and you really think we want to go throuh this again.

The city and McGurn have agreed that, initially, the project will move forward with between 72 and 96 residential rental units.

Plans for a mixed-use residential/commercial project are on hold, but not dead; the first floor of one of the three towers will be built last, with an eye toward converting it to commercial use should rentals in the rest of the development dictate demand.

Whats the rush?