



MINUTES OF THE CITY COUNCIL SPECIAL MEETING
CITY OF NEW PORT RICHEY

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

February 22, 2018

4:00 PM

ORDER OF
BUSINESS

1 Call to Order – Roll Call

The meeting was called to order by Mayor Rob Marlowe at 4:00 pm. Those in attendance were, Deputy Mayor Jeff Starkey and Councilwoman Judy DeBella Thomas. Councilman Bill Phillips participated electronically. Councilman Chopper Davis was excused.

Also in attendance were City Manager Debbie Manns, City Attorney Timothy Driscoll, City Clerk Judy Meyers, Finance Director Crystal Feast, Development Director Lisa Fierce, Fire Chief Chris Fitch, Economic Development Director Mario Iezzoni, Public Works Director Robert Rivera, Library Director Andi Figart, Parks and Recreation Director Elaine Smith, Technology Solutions Director Bryan Weed, Human Resources Manager Bernie Wharran and Police Lieutenant Lauren Letona.

2 Pledge of Allegiance

3 Moment of Silence

4 Business Items

a. Urban Land Institute Technical Assistance Panel Presentation

City Manager Manns introduced the item to Council. She stated that the purpose of this special meeting was to review the findings from the Urban Land Institute's (ULI) Technical Assistance Panel. The City was selected to participate in a study with ULI to assess current housing stock and reinvestment. Five questions were posed to the Panel for their review. She then introduced Stuart Rogel who made a presentation to Council. Mr. Rogel began his presentation by giving an overview of what the ULI does. ULI has over 40,000 members throughout the country and the world. ULI provides advisory services which give different perspectives from developer and land use point of view to kick start changes. Mr. Rogel then introduced the members of the Panel to Council and also discussed the five questions which were proposed to the Panel. The questions included:

- What role can the city play in motivating the occupancy of both foreclosed and unoccupied residential properties in the next 12, 24, 36 months?

- With the City's limited resources what programs and initiatives can be implemented to motivate cohesive and proactive neighborhoods?
- There are 5 mobile home parks located in the city with a total of ----site locations. These mobile home parks vary in size but all have a consistent level (poor) of condition and value. What programs can be developed to encourage a more dedicated stewardship and focus on raising the value of the structures in these parks?
- Should the city consider reinvestment programs geared towards improving the percentage of home ownership vs. rental properties?
- What can the city offer as an incentive for positive reinvestment in our residential housing stock in order to improve the appearance of properties and the sense of community throughout the City?

Mr. Rogel commended Council for many good things that are already happening. There is a lot to build upon. He then introduced Chris Worley who made a presentation to Council regarding market opportunities. Mr. Worley began his presentation by stating that housing trends have been along the Suncoast Parkway and the SR 54 corridor. Entry level product has been pushed into Hernando County and towards Zephyrhills. Average home price in New Port Richey is \$203,000. MLS reports show average rent rate \$1,425/month in greater New Port Richey. Mr. Worley suggested building relationships with local real estate professionals. He also suggested continuing to offer incentives for repairing existing homes. He also suggested encouraging vertical development in infill locations. He then introduced Jim McCarthy who then made a presentation to Council regarding developer's perspective. He stated the number one thing we all want in a place is a quality of life and a place to thrive. He stated the SR54 corridor is the hottest corridor in the State of Florida but has no urban core like there is in New Port Richey. He encouraged staff and community leaders to keep up the sense of community. There are equity in our neighborhoods. What happens in the downtown area will benefit the surrounding neighborhoods. He then introduced Nikki Nate and John Osborne who then made a presentation to Council regarding mobile homes. He stated that there are many aging mobile homes which pose major issues. He suggested instituting State Coastal High Hazard regulations which will not allow for them to be reconstructed in these areas. Need post-disaster redevelopment plan for these properties reflected in zoning and land use plan. He suggested continuing Code Enforcement pressure. If properties become City owned then hold on to them. He also suggested amending Future Land Use categories where mobile homes occur reflecting their existence, but also expand to allow redevelopment activities. Ms. Nate suggested amend zoning regulations to allow redevelopment to other uses and to be explicit that no new mobile homes be allowed in the Coastal High Hazard Area. She then introduced Carol Stricklin. Ms. Stricklin stated that the challenge is to administer all and evaluate effectiveness of programs in place. A Citywide CRA presents challenges to focus and measure geographical impact. She suggested implementing a vacant and foreclosed property inventory. Detail on lien priority for problem properties. Set goals for performance measures for programs. Focus on key programs and discontinue others. Ms. Nate suggested instituting an administrative lien forgiveness program for new owners. Evaluate façade and grant matching program to look at data on how often the program is being used and why people are not using it. Determine geographic focus and have a pilot program in neighborhoods. Ms. Stricklin suggested clear standards in land development regulations. Encourage diverse and dense uses around downtown. Improve the process by administrative site plan approvals and electronic submittals. Build capacity for best practices. Other considerations included solid waste, annexation and school quality. Ms. Nate stated by focusing on programs already in place will help engage perspective. She then introduced David Conner who made a presentation to Council regarding identity and community engagement. Mr. Conner stated we have a downtown with character, history and scale. He stated we also have a walkable identity which is important. Mr. Conner stated that there are parks and accessible natural resources. He highlighted Sims Park and the river. Mr. Conner also noted the ease of access to major metropolitan areas via US19 and the Suncoast Parkway. Strategies included a grassroots effort to listen to the local community and embrace key stakeholders. Promote accomplishments and embrace private investment that reinforces our identity. Other suggestions included an improved entry, walkability and encourage more mobility via golf carts and bicycles. Mr. Conner suggested being aggressive with code enforcement. Mr. Osborne stated that there is a lack of identity, community and voice. Do not recognize the potential of their properties. His recommendations included creating an outreach person to act as an ombudsman to help establish rapport with neighborhood groups and associations. Mr.

Rogel then discussed our next steps. There is opportunity for quality housing. Need to build up from the grassroots in the neighborhoods. Work with code enforcement and land use regulations for mobile homes. Build on culture of community service. Next steps include a full report in next 6-8 weeks, convene an action team, review study findings. Take action one step at a time until you see results.

Mayor Marlowe, Deputy Mayor Starkey and Councilman Phillips thanked the Panel for their time and for the information presented.

5 Communications

None.

6 Adjournment

There being no further business to consider, upon proper motion, the meeting adjourned at 5:49 p.m.

(signed) _____
Judy Meyers, City Clerk

Approved: _____ (date)

Initialed: _____



NEW PORT RICHEY

5919 MAIN STREET • NEW PORT RICHEY, FL 34652 • 727.853.1016

TO: City of New Port Richey City Council

FROM:

DATE: 2/22/2018

RE: Urban Land Institute Technical Assistance Panel Presentation

REQUEST:

DISCUSSION:

RECOMMENDATION:

BUDGET/FISCAL IMPACT:

ATTACHMENTS:

Description

Type

No Attachments Available