



MINUTES OF THE COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING
CITY OF NEW PORT RICHEY

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

July 28, 2020

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MINUTES

ORDER OF
BUSINESS

1 Call to Order - Roll Call

The meeting was called to order by Chairman Rob Marlowe at 7:00 p.m. Those in attendance were, Director Jeff Starkey, Director Chopper Davis, Director Altman and Director Murphy.

Also in attendance were Executive Director Debbie Manns, City Attorney Timothy Driscoll, City Clerk Judy Meyers, Economic Development Director Charles Rudd, Development Director Earl Hahn, Technology Solutions Director Bryan Weed and Assistant Finance Director Crystal Dunn.

2 Approval of July 21, 2020 CRA Meeting Minutes - Page 2

Motion was made to approve the minutes as presented.

Motion made by Jeff Starkey and seconded by Matt Murphy. The Motion Passed. 5-0. Ayes: Altman, Davis, Marlowe, Murphy, Starkey

3 Discussion on Proposal by Tampa Bay Regional Planning Council - Page 5

Executive Director Manns introduced the item to the Board. She stated that the purpose of this agenda item was to review a proposal from the Tampa Bay Regional Planning Council. The proposal was for design services for the parking garage. Executive Director Manns stated after a conversation with TBRPC's representatives, a revised proposal was submitted for the downtown gateway area and withdrew their proposal for the parking garage. The revised proposal would be for a SWOT analysis and stakeholder meetings. They would make a presentation after the work has been done which includes an economic forecast. The work in the revised proposal would begin in August and finished in November. Director Starkey asked what prompted their interest in the downtown and the Board replied it was at the request of Director Altman as he was on the resiliency subcommittee for TBRPC. Director Starkey stated he just wants to make sure we are in the driver's seat and thanked TBRPC for their efforts. Director Altman stated that Commissioner Mariano is the County representative on the TBRPC. Director Murphy stated there were some good concepts. Director Davis stated with the development of Keiser he would like to see this deferred until next year. He stated the area on the west of US19 could be a part of this. Chairman Marlowe stated we are on a tight timeline with the parking structure but doing something that would recognize Keiser that it may not be too early to envision what

the area will look like. Upon opening the floor to public comment, no one came forward therefore Chairman Marlowe returned the floor to the Board. Motion was made to approve the item as presented.

Motion made by Pete Altman and seconded by Jeff Starkey. The Motion Passed. 5-0. Ayes: Altman, Davis, Marlowe, Murphy, Starkey

4 Commercial Landscaping Grant Program - Page 39

Executive Director Manns introduced the item to the Board. She stated that the purpose of this agenda item was to approve a new Commercial Landscaping Grant Program. On October 15, 2019, City Council approved an ordinance which provided for development standards for vehicle sales dealerships which included new landscaping requirements in and around the parking and display areas of these establishments. Some dealers have expressed concern over the costs associated to comply. Mr. Rudd then presented the program to the Board. He stated that the Commercial Landscape Improvement Grant Program offers financial assistance in the form of a reimbursable, matching (50%) grant up to \$25,000 to the landlord or business owner for eligible expenses associated with improving the external appearance of their business and to encourage businesses to invest in their operations. Projects and items eligible for funding under the program are, but not limited to:

- Landscaping around buildings and lot perimeter, for buffers, parking lot islands, green space, stormwater ponds/swales, planters, etc.
- Parking lot re-paving, re-sealing, re-stripping
- Irrigation
- Demolition/removal of asphalt/concrete/impervious surfaces to add landscape areas

Executive Director Manns stated staff has been in contact with FDOT and their position has changed and landscaping is now permitted on the ROW. Director Davis asked if you are a dealer why would you come to the City to pave your lot. Executive Director Manns stated that it was thought that asphalt would have to be removed for irrigation but since that time it was learned that may not be the case for most dealerships. Upon opening the floor to public comment, no one came forward therefore Chairman Marlowe returned the floor to the Board. Motion was made to approve the item as presented.

Motion made by Jeff Starkey and seconded by Chopper Davis. The Motion Passed. 5-0. Ayes: Altman, Davis, Marlowe, Murphy, Starkey

5 US Highway 19 and Downtown Master Plan - Page 46

Executive Director Manns introduced the item to the Board. She stated last year an RFP was let for branding and marketing. At the time that this item was originally presented we felt comfortable moving forward with the first phase of the project. The agenda item being presented tonight is for Phase II and III and is in an amount not to exceed \$92,060. Mr. Rudd stated that Phase II and III of the process is the creation of a Vision and Master Plan for US Highway 19 and downtown. The first few months will be research with a planning charrette planned for September. The next phase will be a visioning session with the public. Once complete we will receive a draft report of their findings. The process is expected to take 8-10 months to complete. Mr. Rudd stated this will mostly be about the US 19 area. Upon opening the floor to public comment, no one came forward therefore Chairman Marlowe returned the floor to the Board. Executive Director Manns asked City Clerk Meyers about comments received from Frank Starkey and she read the following comments from Mr. Starkey into the record:

I have some comments for the Board's consideration with regard to the downtown/US 19 master plan proposal and the TBRPC proposal. Some of this might be addressed by the presentation; I'm just going by what I read in the agenda packet.

Master Plan proposal by Arnett/Muldrow:

1. The deliverables seem to emphasize proposals for streetscape and public space improvements - all on the public-sector dime. These are important, and need to be matched with good guidance for the redevelopment of private properties.

2. The proposal includes "Design Guidelines" to do this. I would caution that Design Guidelines *alone* are a rather weak tool for accomplishing redevelopment that meets the expectations they set. Here are some reasons for that:
 1. Guidelines are aspirational but lack teeth for enforcement. Need to have METRICS to assess design proposals, minimize making arbitrary decisions - which is a losing proposition.
 2. Need to address fundamental matters like building size, location (setbacks), FAR/Density, or parking, etc. that are key things a property owner needs to know up front.
 3. Zoning needs significant overhaul - dramatically more density/FAR, reduce/eliminate setbacks, etc. Hopefully the Master Plan will address how those should be amended.

TBRPC Garage proposal

1. I think it's premature - by many years! - to proceed with a garage in the West Main area as a LARGE amount of redevelopment can take place with smart surface parking at a sliver of the cost.
2. A better use of the study would be to compare the economics of a surface lot with trees, hidden by buildings, walls and landscaping versus a basic parking garage, rather than comparing a parking garage with a more expensive version of a parking garage.
3. The economic impact analysis needs to balance the cost of a lot or a garage (capital and operations) with the tax revenues generated by the potential development.
 1. For example; a single space costs \$X for a surface lot and \$XX for a garage. Each space generates ~300 square feet of commercial development worth \$Y/year in new tax revenue...

If both proposals are accepted there needs to be coordination among the two efforts.

TBRPC planning proposal

I would not recommend proceeding with this as it would overlap with the Arnett/Muldrow et al effort.

Motion was made to approve the item as presented.

Motion made by Pete Altman and seconded by Chopper Davis. The Motion Passed. 5-0. Ayes: Altman, Davis, Marlowe, Murphy, Starkey

6 Consideration of Amendment to the FY 19/20 Adopted Budget - Page 66

Executive Director Manns introduced the item to the Board. She stated that the purpose of this agenda item was to approve a budget amendment in the amount of \$101,780. The budget amendment would cover the following items, costs incurred developing the branding strategy, engage a consultant to develop a Master Plan for US Hwy 19 and the entryway into city, costs associated with the removal of trash from property purchased during the fiscal year, increased insurance costs of CRA related property and to engage a consultant to develop design for US Hwy 19/Main St. gateway entrance. The funds for this item would come from other projects that are being deferred until next fiscal year. Upon opening the floor to public comment, no one came forward therefore Chairman Marlowe returned the floor to the Board. Motion was made to approve the item as presented.

Motion made by Pete Altman and seconded by Jeff Starkey. The Motion Passed. 5-0. Ayes: Altman, Davis, Marlowe, Murphy, Starkey

7 Communications

Director Starkey stated he does not like graffiti. The old Mexican restaurant south of Avery was covered. Executive Director Manns stated property owners are notified. He stated he would like to know what the penalties are for graffiti. He would like an ordinance passed and impose community service within the city limits. He stated he received complaints from people who live on the river that there was no police boat over the weekend. He stated they need to be out on busy weekends. Director Starkey stated he received emails and texts regarding Railroad Square and the lack of social distancing. There are businesses shut down because they do not have restaurant licenses. He stated we have restaurant bars that are not following current guidelines. We have restaurants who are hiring bands that play inside. They need to practice social distancing. Chairman Marlowe stated he has gotten several

complaints as well. He stated all of the business owners need to be responsible and social distance and wear masks. He stated we have businesses that will not survive if the pandemic continues. Chairman Marlowe stated that there were boaters who were fighting at the ramp and there was no police presence. You cannot fly down the river in this day and age. Director Altman stated he went scalloping on Saturday and got 165 of them. He stated he got passed by several boats coming back in. He stated it is critical when we talk redevelopment that we need to have control in place. Director Davis stated he would like to know what Gatsby's is doing as their business license does not match what they are doing. Director Murphy stated it is not a level playing field with the bars and breweries. He stated there is one establishment that you can see on weekends that is not social distancing. He feels bad for the ones who are actually abiding by the rules. Director Murphy stated there has to be a way to get volunteers or something that we can do to help the police boat out. Executive Director Manns stated that Chief Bogart did visit establishments today to let them know their BTR can be revoked if they do not comply with social distancing guidelines. They have made a commitment to comply. She stated she is working with Chief Bogart on a police boat schedule.

8 Adjournment

There being no further business to consider, upon proper motion, the meeting adjourned at 8:03 p.m.

(signed) _____
Judy Meyers, CMC, City Clerk

Approved: _____ (date)

Initialed: _____

Scope of Work & Services:

TBRPC will create conceptual visualizations and an economic impact at buildout analysis for the Rivergate planning area (the boundaries of which are depicted in the attachment you provided), as well as economic impact simulations for 2-3 different uses at buildout. The visualizations will include a conceptual site plan, 3D renderings and a 3D SketchUp model for the Rivergate planning area, including the City's proposed redevelopment sites (i.e. the Main Street corridor, a new urban park, and several waterfront parcels). The work will be completed in two tasks.

Task 1. Inventory and Analysis - TBRPC will produce this work using data available publicly and/or provided by the City and private sector partners. TBRPC will conduct a strengths, weaknesses, opportunities, and threats (SWOT) analysis of the Rivergate planning area. The SWOT analysis will include but is limited to the following topics of interest: (1) Land Uses, Architecture, Streetscape, and Density, (2) Circulation and Parking, (3) Economics, (4) Resiliency, (5) Environmental, and (6) Image and Identity. The SWOT analysis will include an analysis of the types of businesses in the area by industry sector to specify potential economic development strategies in Task 2. The SWOT analysis will be presented in a summary with accompanying maps and hand-drawn or digital illustrations.

Task 1 will culminate with the first of two public engagement meetings. The first stakeholder engagement meeting will verify conclusions drawn from the inventory and analysis process and initiate the development of conceptual program options and scenarios based on the SWOT analysis. Stakeholder feedback on the SWOT analysis will be documented in a summary and will establish the basis for further conceptual planning and design. With a start date of August 3, all Task 1 deliverables can be completed by September 30, 2020, with a public presentation in mid-September.

Task 2. Conceptual Planning & Design - TBRPC will create conceptual visualizations for the redevelopment of the Rivergate planning area. The visualizations will be similar in style to the designs created by TBRPC for the City in February 2020 ([see example](#)), and will include a conceptual site plan, 3D renderings, and a 3D SketchUp model suitable for presentation to the City Council and community, respectively. Visualizations will be accompanied by a brief economic impact at buildout analysis estimating direct jobs, indirect jobs, personal income, Gross County Product, and the City's return on investment in the project for a small number of scenarios (2-3). With a start date of August 3, all Task2 deliverables can be completed by November 30, 2020, with the final public presentation in mid-November.

Our understanding of the desired program elements for the Rivergate planning area are outlined below:

- Mixed-use development concepts within the Rivergate planning area
- 2-3 Economic and Fiscal Impact scenarios of potential future development
- Multi-modal transportation amenities (pedestrian, bicycle, public transit, and vehicular)
- Emphasis on sustainability, green infrastructure, and resilience to coastal hazards

A second stakeholder engagement meeting will be conducted to present the conceptual visualizations to the community for feedback and revisions, we recommend at a City Council meeting. All comments from City officials and the community will be compiled for an internal meeting between TBRPC and the City to confirm which revisions will be made.

Task 2 will culminate with a final presentation to the City Council.

Deliverables will include the following:

1. Visualizations: Conceptual Site Plan, 3D Renderings, and 3D SketchUp Model
2. Economic Development Impacts and Fiscal Impact Analysis Memorandum
3. SWOT Analysis Summary
4. Up to two TBRPC public presentations to present the results of Tasks 1 and 2 to the public, with the final presentation in front of City Council.

Public presentations may be conducted either in-person or virtually, as determined by present public health risks.

Compensation and Use of EDA CARES Act Funding and Schedule

TBRPC was recently awarded funding under the CARES Act to provide technical assistance to its member agencies to help the region's communities recover from the economic impacts of COVID-19. With six counties and 21 cities to serve with this funding TBRPC must allocate a maximum technical support allowance for each jurisdiction in order to ensure that the entire region can benefit from the services the Council provides. As such, TBRPC will commit up to \$20,000 in staff time to the Council's estimate of the combined value of the two phases of this project. With this Scope and timeline, we would charge 100% of the project cost to the EDA CARES grant. Should the City wish to make changes to the Scope TBRPC will have to consider any potential cost impact and make changes.

With a start date of August 3, 2020, TBRPC could provide all deliverables as described in the draft scope by November 30, 2020.