



**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**  
**March 2, 2021**  
**6:00 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 5:00 p.m. Those in attendance were, Deputy Mayor Chopper Davis, Councilman Peter Altman, Councilman Matt Murphy and Councilman Mike Peters.

Also in attendance were City Manager Debbie L. Manns, City Clerk Judy Meyers, Assistant City Manager Rodd Hale, Economic Development Director Charles Rudd, Public Works Director Robert Rivera, Finance Director Crystal Feast, Fire Chief Chris Fitch, Police Chief Kim Bogart and Technology Solutions Director Bryan Weed.

**DISCUSSION ITEMS**

2 Presentation by the Tampa Bay Regional Planning Council RE: Resiliency Plan for Rivergate/Palm District - Page 2

City Manager Manns introduced the item to Council. She stated that the purpose of this work session was to review a presentation by the Tampa Bay Regional Planning Council. Funds were received through the CARES Act in order to work with TBRPC on this project. The plan is to be guided by resiliency. There was also input by stakeholders and a SWOT analysis completed. She then introduced Sarah Vitale who then made a presentation to Council. Ms. Vitale began her presentation by highlighting an overview of the TBRPC. Ms. Vitale then highlighted the project context which included a rapid redesign exercise. Deliverables include conceptual master plan, 3D model and 3D flyover animation. The plan covers just the Rivergate/Palm District. There was a community meeting held last October. Ms. Vitale then discussed the threats in regards to flooding. Case studies from St. Petersburg and Cascades Park were included in the plan. Ms. Vitale then discussed the vision statements created from the public meeting in October. There were seven concepts developed to coincide with the three vision statements. Ms. Vitale then highlighted the gateway arch that would span across Main Street. Ms. Vitale then highlighted mixed-use concepts. Ms. Vitale then highlighted multi-modal options. Ms. Vitale also discussed new routes in addition to existing routes. Ms. Vitale then highlighted a concept park which would have the capability to collect stormwater. There would also be additional boat ramps.

There is the possibility for a new kayak launch just south of Main Street and River Rd. Ms. Vitale then highlighted residential concepts.

Mr. Harry Walsh came forward to present the economic analysis. Mr. Walsh stated the calculations were based on square footage. There is an estimated 430 jobs supported by this plan. This number does not include Keiser University. Mr. Walsh then discussed property valuation. The median value is about \$15 per square foot. For zip code 34652 it calculated out to be about \$19 per square foot. Overall it calculates to be a \$2m increase. The overall percentage increase is estimated at 24%.

Ms. Vitale then highlighted the recommendations which included address the results of the SWOT analysis, develop guiding vision statements through community engagement, implement land development regulations and design standards and to consider the economic development potential.

Ms. Vitale stated the draft report is under review now. The final deliverables will be available within the next few weeks.

Deputy Mayor Davis stated the plan was beautiful and hopefully we can find investors to come. He stated with a project like this people will take another look and we can change the whole downtown.

Councilman Murphy stated that we could introduce these concepts into our future developments. He stated we should start planning now.

Councilman Altman stated he appreciated the effort the TBRPC has put in on this project. He stated some resiliency efforts could be funded through FEMA. He stated this puts us into the position to put in the applications. This can be incorporated into our branding and personality. He stated this can happen incrementally.

Mayor Marlowe stated that the other presentation included a boat ramp on the west side of US 19. He stated that he drove by the property and it is big enough to do it. Some of it is owned by the City of Port Richey. He stated we need to reach out to the City of Port Richey.

Councilman Peters stated that the property across from Sims Park needs to be looked at. He stated that in this particular area that is being reviewed is hard. We have a head start with the college. He stated he liked that the plan was pedestrian friendly.

3 Adjournment

There being no further business to consider, upon proper motion, the meeting adjourned at 6:43 p.m.

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

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

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

Judy Meyers, CMC, City Clerk