



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
November 16, 2021
5:30 PM

**ORDER OF
BUSINESS**

1 Call to Order - Roll Call

The meeting was called to order by Mayor Rob Marlowe at 5:34 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 Attorney Timothy Driscoll, City Clerk Judy Meyers, Public Works Director Robert Rivera and Parks and Recreation Director Kevin Adams.

DISCUSSION ITEMS

2 Discussion Regarding Proposed Mural Ordinance Revisions - Page 2

City Manager Manns introduced the item to Council. She stated the purpose of the work session was to review and discuss proposed changes to the mural ordinance by the Cultural Affairs Committee. City Manager Manns highlighted the items to be discussed including whether murals should be allowed out of the downtown area, advertising and the zoning of properties that murals will be depicted upon. The current ordinance only allows for murals in the downtown area where most buildings are designated as commercial properties. Since the Council meeting on September 7, 2021, the CAC conducted a meeting and has proposed additional revisions some of which were not incorporated into the proposed ordinance and include:

- Changing the submittal of the application from the City Manager to the Parks and Recreation Director
- Changing the approval authority of a mural from the City Council to the City Manager
- Deleting the provision that an owner's notarized signature granting authorization for the mural on their building is required
- Changing the review of the proposals from the Main Street Organization Design Committee or other similar advisory board to the Cultural Affairs Committee

Councilman Altman began the discussion by discussing advertising and allowing murals outside of the downtown area. He said the murals have been historical or restricted to flora and fauna. He would like to see us open up the creativity. Deputy Mayor Davis asked questions regarding

the current sign ordinance. City Manager Manns stated we have standards which allow for signage and is based on square footage. City Attorney stated the ordinance does address non-commercial speech. He urged Council to continue with the process for them to approve in order to make sure the murals comply with the standards. Deputy Mayor Davis stated when he owned Jilly's he had someone come and paint Christmas pictures on the windows. He stated the pictures were there for a month to six weeks. Councilman Peters stated he did not recall the request for a new mural ordinance. He stated he was trying to figure out what the big picture was that the CAC was trying to accomplish. He stated in his mind murals are art not signs. Councilman Peters highlighted the early process of the mural program. Councilman Altman stated when he reported back after the trip to Safety Harbor Councilman Murphy agreed with him that this should be looked at. Mayor Marlowe stated the he is concerned with are commercialization and the risk of them being used to negate the sign ordinance. He stated to his knowledge there is only one mural in the city that is commercial. He stated he agreed with Councilman Altman's concerns about murals in residential neighborhoods. Deputy Mayor Davis agreed that murals should not be in residential areas. He stated he also has a problem with the faces not being finished on two of the murals in the downtown. Councilman Murphy agreed with the comments about murals in residential areas. Councilman Altman stated our sign ordinance is more restrictive than the County's. Mayor Marlowe stated he has noticed an increase of snipe signs especially in the median along Main Street.

CAC Chairman Rich Melton then addressed some of the questions raised. He stated this is to move the city into the 21st century and be more creative. George Romagnoli came forward and stated the proposed ordinance is for mixed residential such as Stonehaven or the Chasco Inn not just residential. He stated the City Manager can properly approve without it going to Council. The City Manager can always pass along to Council for approval if she felt the need. He stated other commercial corridors such as US 19 and along Massachusetts have buildings that need to be spruced up. Mr. Romagnoli highlighted some of the murals located in St. Petersburg. He stated the CAC was looking to beautify the city. Melissa Smith came forward and stated when she put a call out to artists to finish the mural by Fitzgerald's there was a great response. She stated decisions on murals need to be made more quickly. She stated the business owners are very interested in getting murals. Councilman Altman asked who is paying for the murals and Ms. Smith stated the CAC has funding set aside.

City Manager Manns stated she would like to speak regarding placement. She stated we have an incomplete mural program and we need to create a master plan. Deputy Mayor Davis asked if there are things we can fine tune. City Manager Manns stated we have not received a request in quite some time. Councilman Peters stated there were good suggestions made including the type of paint. He stated he is in favor of a master plan. Mayor Marlowe stated he could see where a master plan would be useful. Councilman Altman stated we have allocated funds for the next two years to implement items from Arnett Muldrow. He stated it is time for us to do things. Councilman Murphy stated a master plan will solve problems and answer some questions. Councilman Peters stated once we have standards done then we can expand the program out to other areas. Mr. Romagnoli came forward to recommend not limiting it to the downtown. He stated US19 needs more attention than the downtown.

3 Communications

None.

4 Adjournment

There being no further business to consider, upon proper motion, the meeting adjourned at 6:29 p.m.

Approved: _____ (date)

_____ (signed)

Initialed: _____

Judy Meyers, CMC, City Clerk