



COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING

CITY OF NEW PORT RICHEY

NEW PORT RICHEY CITY HALL COUNCIL CHAMBERS

5919 MAIN STREET, NEW PORT RICHEY, FLORIDA

March 28, 2024

6:00 PM

AGENDA

ANY PERSON DESIRING TO APPEAL ANY DECISION MADE BY THE CITY COUNCIL, WITH RESPECT TO ANY MATTER CONSIDERED AT ANY MEETING OR HEARING, WILL NEED A RECORD OF THE PROCEEDINGS AND MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDINGS IS MADE, WHICH INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED. THE LAW DOES NOT REQUIRE THE CITY CLERK TO TRANSCRIBE VERBATIM MINUTES; THEREFORE, THE APPLICANT MUST MAKE THE NECESSARY ARRANGEMENTS WITH A PRIVATE REPORTER (OR PRIVATE REPORTING FIRM) AND BEAR THE RESULTING EXPENSE. (FS.286.0105)

ORDER OF BUSINESS

- 1 Call to Order - Roll Call
- 2 Approval of March 19, 2024 CRA Meeting Minutes - Page 2
- 3 FY2022-2023 Annual Report - Page 6
- 4 Main Street Entry Feature Project Change Order No. 1 - Page 36
- 5 Proposed Redevelopment Grant Award to Missouri Grand, LLC, for 6220 Grand BLVD - Page 40
- 6 Proposed Update to the Community Redevelopment Plan - Page 57
- 7 Communications
- 8 Adjournment

Agendas may be viewed on the City's website: www.citynpr.org This meeting is open to the public. In accordance with the Americans with Disabilities Act of 1990 and Section 286.26, Florida Statutes, all persons with disabilities needing special accommodations to participate in this meeting should contact the City Clerk, 727-853-1021, not later than four days prior to said proceeding.



NEW PORT RICHEY

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

TO: Members of the Community Redevelopment Agency

FROM: Judy Meyers, CMC, City Clerk

DATE: 3/28/2024

RE: Approval of March 19, 2024 CRA Meeting Minutes - Page 2

REQUEST:

The request is for the Board of Directors to approve the minutes from the March 19, 2024 CRA meeting.

DISCUSSION:

The Board of Directors met for a regularly scheduled meeting on March 19, 2024. The minutes from that meeting are attached for the Board's review and approval.

RECOMMENDATION:

Staff recommends that the Board of Directors approve the minutes from the March 19, 2024 CRA meeting as submitted.

BUDGET / FISCAL IMPACT:

No funding is required for this item.

ATTACHMENTS:

Description	Type
March 19, 2024 CRA Meeting Minutes	Backup Material



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

March 19, 2024

March 19, 2024

MINUTES

ORDER OF
BUSINESS

1 Call to Order - Roll Call

The meeting was called to order by Chairman Chopper Davis at 5:00 p.m. Those in attendance were Director Matt Murphy and Director Kelly Mothershead. Director Altman arrived at 5:09 p.m. Director Peters arrived at 5:13 p.m.

Also in attendance were Executive Director Debbie Manns, City Attorney Timothy Driscoll, City Clerk Judy Meyers, Finance Director Crystal Dunn, Public Works Director Robert Rivera, Police Chief Bob Kochen, and Assistant City Manager Greg Oravec.

2 Approval of March 5, 2024 CRA Meeting Minutes - Page 2

Motion was made to approve the minutes as presented.

Motion made by Kelly Mothershead and seconded by Matt Murphy. The Motion Passed. 3-0. Ayes: Davis, Mothershead, Murphy Absent: Altman, Peters

3 Proposed Purchase and Sale Agreement for 6348-6352 River Road (a/k/a the "Montemayor" Property) - Page 5

Executive Director Manns introduced the item to the Board. She stated the purpose of this agenda item was to approve a Purchase and Sale Agreement for 6348-6552 River Road. She stated that this proposal has been in progress for years. She then introduced Asst. City Manager Gregory Oravec who then made a presentation to the Board. Mr. Oravec began his presentation by highlighting the subject property area. Mr. Oravec then highlighting the boat ramp park. He stated the purchase price is \$1.1m. Mr. Oravec then highlighted the key considerations for acquiring this property. He then highlighted the budget and fiscal impact. Mr. Oravec then highlighted the next steps in the process. Mr. Oravec then spoke regarding moving the boat ramp and creating a walkable riverfront. Upon opening the floor to public comment, no one came forward therefore Chairman Davis returned the floor to Council. Director Altman stated this has been in our CRA Plan to do this. He would like to suggest that when we acquire properties to look at both short and long term plans. He also stated that when we acquire a property with a building, whether occupied or vacant, we think of the short term way to get to our vision. He suggested moving the GPCC to the second floor of the bank building. Director Murphy

stated businesses are struggling on that side of the bridge and this will be a huge part of revitalizing that area to where it needs to be. Director Mothershead stated she agreed that businesses on that side of the bridge will benefit for this. She stated that we look at environmental concerns and the seawall during our due diligence. Director Peters stated that this is key to merge those three parcels together for a future use to be determined. Chairman Davis stated that this will help commercial to go there and is only a few blocks from the garage. Executive Director Manns stated that the Montemayor family has requested that the City acknowledge Vivian Montemayor on the property for all of her contributions to the community. Motion was made to approve the item and to acknowledge the Montemayor name on the property as requested.

Motion made by Pete Altman and seconded by Matt Murphy. The Motion Passed. 5-0. Ayes: Altman, Davis, Mothershead, Murphy, Peters

4 Proposed Update to the Community Redevelopment Plan - Page 32

Executive Director Manns introduced the item to the Board. She stated the purpose of this agenda item was to review the proposed updates to the CRA Master Plan. Executive Director Manns then gave a history of the City's CRA Plans. She stated the reason we are advancing an update is to memorialize planning work that has been done over the last few years as well as to incorporate several important projects for the future. She stated it is also to turn the focus off the downtown as an economic driver and into the neighborhoods and US 19 corridor. She stated that there was public engagement in 2022 and 2023 and it is requested to gather more at this time for this update. She then introduced Asst. City Manager Gregory Oravec who then made a presentation to the Board. Mr. Oravec began his presentation by stating that a community redevelopment plan is a big book and what you really need to communicate is a vision, high level goals, objectives and projects. Mr. Oravec then highlighted what is needed for a vision statement. He stated he would like to see the renaissance spread out into the neighborhoods. Mr. Oravec then spoke briefly on the strategic priorities and that historic Gulf High School being in the top five priorities. Mr. Oravec then introduced Jared Beck and Matt Lewis from Stantec who then presented the proposed updates to the Board. Mr. Beck began his presentation by highlighting the annexation and shopability analysis. He then highlighted the 2019 Plan Update. Mr. Beck then highlighted the Downtown and Highway Master Plan. Mr. Beck then spoke regarding active/micro mobility, parking, public art, housing, community character and image creation. Mr. Beck then highlighted Railroad Square, Sims Park/Orange Lake, Historic Downtown, East Main, Palm & Rivergate Districts, South Grand, South Area Gateway, Main Street Gateway Area, North Gateway Area, Community Hospital Site and Leisure Lane/Van Doren Avenue. Mr. Beck then spoke regarding the previous focus groups and community meetings. Mr. Lewis then came forward to highlight how to build the vision including the reasons why people live in the city, the concerns for the future and focus groups and stakeholder discussions. Mr. Lewis then highlighted the data from 2019. Mr. Lewis then spoke regarding the vision and its focus areas which included neighborhoods, the downtown and the US Highway 19 corridor. Mr. Lewis then highlighted the objectives under the goal of healthy neighborhoods, a historic downtown and a transformed US Highway 19 corridor. Executive Director Manns stated that the Schwettman Oaks neighborhood is at the top of the list. Mr. Lewis then highlighted the objectives under the goal of safe, clean and beautiful public realm. Mr. Oravec then spoke regarding what a public realm is. Mr. Lewis then highlighted the objectives under the goal of resilient high-quality interconnected roads and infrastructure. Director Altman suggested adding vulnerability to assist with obtaining grant funds. Mr. Lewis then highlighted the objectives under the goal of prospering local businesses, diverse economy and abundant jobs. Mr. Lewis then highlighted the objectives under the river, arts, culture, parks, recreation and the environment. Director Altman spoke briefly about his conversation with the BOCC Chair and an Olympic pool at the RAC. He stated we should add competitive recreation wording to the plan. Mr. Lewis then highlighted the objectives under the award-winning administration and collaboration with community institutions. Mr. Lewis then spoke regarding the approach to each of the goals and objectives. Mr. Lewis then spoke about the thirteen project sites. Director Altman suggested grouping the projects as public, private and public-private partnerships. Mr. Lewis then highlighted what needed to be confirmed moving forward which included the draft vision statement, community discussion and work sessions, confirming strategic priorities. Mr. Lewis then highlighted each of the target project sites. Executive Director Manns stated that a Master Plan would be formulated for the Community Hospital area site.

5 Communications

None.

6 Adjournment

There being no further business to consider, upon proper motion, the meeting adjourned at 6:32 p.m.

(signed) _____
Judy Meyers, CMC, City Clerk

Approved: _____ (date)

Initialed: _____



TO: Members of the Community Redevelopment Agency

FROM: Crystal M. Dunn, Finance Director

DATE: 3/28/2024

RE: FY2022-2023 Annual Report - Page 6

REQUEST:

The CRA Board is asked to review and approve the annual report, as required by Florida Statute 163.356 (3)(d) and 163.371.

DISCUSSION:

Florida Statute 163.371 requires that a Community Redevelopment Agency (CRA) shall file an annual report with the county that created the agency and publish the report on the agency's website. The report must include certain financial information and performance data for each plan authorized, administered, or overseen by the CRA.

The accompanying report highlights CRA activity for the fiscal year ending September 30, 2023. Listed in the report is a brief narrative of projects and initiatives that the CRA was involved in, including:

Once approved, notification of the submission and accessibility of the report will be advertised in the local newspaper. The report will be made available in the City Clerk's Office and the City's website.

RECOMMENDATION:

The recommendation is that the CRA Board reviews and approves the annual report, as required by Florida Statute 163.356 (3)(d) and 163.371.

BUDGET / FISCAL IMPACT:

No budget or fiscal impact.

ATTACHMENTS:

Description	Type
□ FY2022-2023 Annual Report	Backup Material



CRA

NEW PORT RICHEY

ANNUAL REPORT

FISCAL YEAR 2022/2023



CRA Annual Report

Fiscal Year 2022-2023

BOARD OF DIRECTORS

The City of New Port Richey's City Council serves as the Community Redevelopment Agency's Board of Directors.

The members for Fiscal Year 2022–2023 are as follows:

Alfred C. Davis, Chairman
Matt Murphy, Board Member
Peter Altman, Board Member
Mike Peters, Board Member
Kelly Mothershead, Board Member

CRA STAFF

Debbie L. Manns, CRA Executive Director
Position Vacant, Economic Development
Director
Nadine Ward, Sr. Assistant to the CRA Director

5919 Main Street
New Port Richey, FL 34652
(727) 853-1248
mannsd@cityofnewportrichey.org
wardn@cityofnewportrichey.org

Financial data has been provided by Crystal M. Dunn, Finance Director.



MISSION STATEMENT

It is the mission of the Community Redevelopment Agency (CRA) to nurture an environment that supports the growth and retention of businesses, increases property values, and enhances the quality of life for New Port Richey residents.

PURPOSE OF THIS REPORT

This annual report is required by Florida Statute, Chapter 163.371, the governing statute for all community redevelopment agencies across the state, and covers redevelopment activities from October 1, 2022 through September 30, 2023. The statute also requires the report to contain a complete financial statement of assets, liabilities, income and operating expenses, amount of tax increment funds collected and a record of key accomplishments for the fiscal year.

OVERVIEW

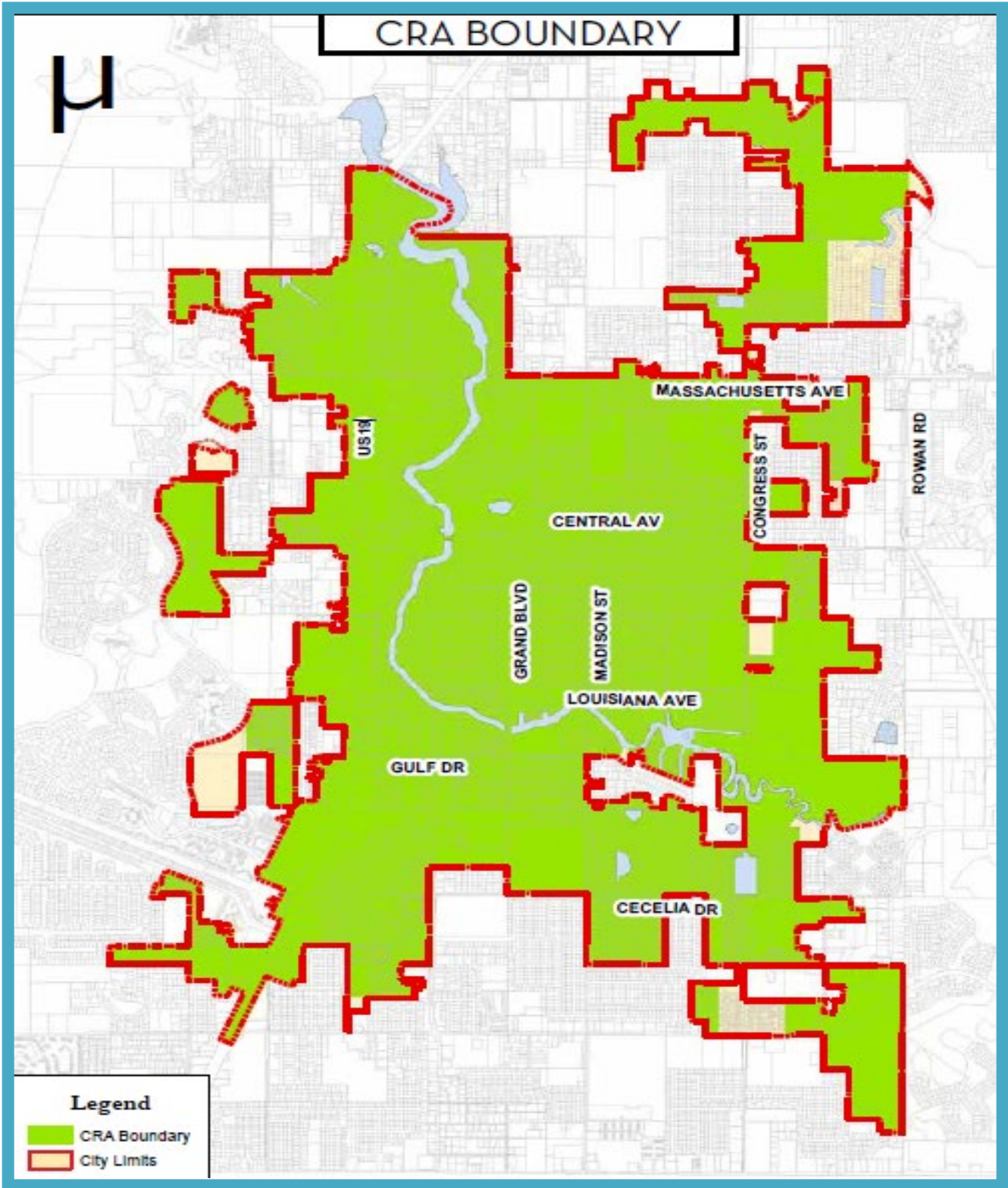
Authorized by Chapter 163, Part III, Florida Statutes, a community redevelopment agency is created to guide redevelopment activities that are designed to return properties to their highest and best use and to improve the economic vitality of a specially designated area, rendering it more appealing for private sector investment. When properly administered, the general purpose of a community redevelopment agency is to preserve and enhance the redevelopment district's tax base through development activities and the establishment of public-private partnerships.

Redevelopment endeavors are implemented through a public body, which is known as a community redevelopment agency. Community redevelopment agencies have the ability to utilize a designated funding tool, known as Tax Increment Financing, which is available to cities and counties for redevelopment activities. Tax Increment Financing is used to leverage public funds to promote private-sector activity in the denoted area or areas. When established, the dollar value of all real property in a redevelopment district is determined as of a fixed date, also known as the "frozen value."

Taxing authorities that contribute to the redevelopment district continue to receive property tax revenues based on the frozen value, and these frozen value revenues are available for general government purposes. However, any revenues from increases in real property value, referred to as "increment," are deposited into a community redevelopment agency trust fund and are allocated to the redevelopment district.

Under the authority of Chapter 163, Part III, Florida Statutes, the New Port Richey City Council established the City of New Port Richey Community Redevelopment Agency on November 15, 1988 as a dependent special district to guide the City in its redevelopment efforts. The CRA boundaries were originally established in 1988 and included the central business district or urban core of the City and some surrounding neighborhoods. In 2001, The City expanded its CRA boundaries to include all properties within the city limits.

CRA DISTRICT



FY2022 — 2023 MAJOR HIGHLIGHTS

The redevelopment of our community is a central focus of the Community Redevelopment Agency. It is the responsibility of the Agency to plan, coordinate, and facilitate the City's efforts to attract, retain, and grow businesses and jobs. In the following pages a report of the Agency's activities covering the FY 2022-2023 will be provided.

Comfort Inn and Suites

The project to establish an 89 room Comfort Inn and Suites Hotel on U.S. Highway 19 just south of Main Street has been completed. The hotel is designed to accommodate leisure or business travel, alone or with family members. The required parking for the project is accommodated through a mix of surface parking and use of a number of spaces in the adjacent parking structure. The owners of the hotel report that their business has been quite good at this location since in opening in July of 2023.



Zen Kitchen and Bar

Zen Kitchen & Bar is a brand-new dining experience which opened in the City's downtown on August 9, 2023 after 15 months of renovation work on the existing building at 6229 Grand Boulevard. The restaurant features truly memorable Asian-Fusion offerings in a well-appointed atmosphere.



Estuary

James Renew, chef and owner of a new contemporary restaurant, Estuary, brings chef-driven dining with a neighborhood feel to Downtown New Port Richey. The Estuary is known to feature local and seasonal foods as well as regional products. They are appreciated both for their dinners as well as their weekend brunch offerings.



Business & Developer Incentive Grants

Business and developer incentive grants are an integral part of the activities of the CRA because they help to revitalize and bring new life, as well as new investment, into the City of New Port Richey. Incentives are designed to leverage private capital investments into commercial properties. During the fiscal year, the CRA aided 9 different property and business owners, expending \$340,356 in grant funds.



Thomas Meighan Parking Lot

Parking lot improvements were completed at this location to provide for additional parking for visitors to the Downtown area. With the increase in interest of our local business community, additional parking is a necessity.



U.S. Highway 19

CRA staff have been focusing on potential assemblages of property which may be dedicated to improved use. Some of the advantages involved in the assemblage of property for redevelopment purposes could include the removal of obsolete structures, which if left unaddressed, could limit the possible reuse of the property.



Capital Projects & Purchases

FY2023 Budget vs. Actual

During the fiscal year, the CRA continued with two capital projects and the assemblage of property in anticipation of future CRA development. Below is a summary of Budget vs. Actual for FY2023.

Description	FY2023 Budgeted Amount	FY2023 Actual Expenditures
Property Assemblage	800,000	280,000
US Hwy 19/Main St Gateway Proj	380,000	226,763
Railroad Square Improvements	1,292,550	248,043
Streetscape Improvements	75,000	-
	2,547,550	754,806

FY2023 Business & Developer Incentive Grants

Type of Grant	Total Amount Awarded in FY2023
Developer Incentives	\$ 84,117
Commerical Interior Build-Out	47,784
Commerical Façade Improvement	49,749
Commercial Real Estate Redevelopment	106,856
Commerical Rent Reimbursement	51,850
	\$ 340,356



Redevelopment Projects from the 2023 CRA Plan

US HIGHWAY 19

Former SunTrust & River Road Church Properties

In December of 2022, the CRA purchased the former SunTrust property on U.S. Highway 19 which is adjacent to the River Road property, also owned by the City. A request for proposal was originally projected for April 2023 which would solicit offers for design and construction of a residential community along with an inundation pond. As a result of several variables, to include the desire to acquire 5332 Acorn Street, the CRA has delayed the release of the RFP.



US Highway 19 & Main Street Entryway Signage

As a component of the City's Branding Campaign, this project includes the design and construction of a Way Finding Gateway Entrance Sign that identifies the City of New Port Richey. The project sign will be located on Main Street just east of U.S. Highway 19 and will span over the roadway. The project also includes the establishment of a monument sign on the southeast corner of Main Street and U.S. Highway 19 along with landscaping elements to adorn the entryway.



19 CORRIDOR

Magnuson Motel

The 3.67 acre waterfront property is located on the west side of U.S. Highway 19 at the Marine Parkway intersection. The property, up until recently, contained a 124-room two-story motel built in 1970. The proposed project involves the establishment of a 90-room hotel, branded under a major flag, with a conference and banquet center, and roof top bar. Plans also call for the establishment of 96 condominium units on Marine Parkway. The condominiums are well prepared for an expected base price of \$420,000. Incidentally, a number of the condominiums will be sold with a boat slip.



Leisure Lane – Van Doren Avenue Area

The City and Pasco County have reached an agreement related to the annexation of this area. The agreement calls for the addition of this area into the CRA District as well as the installation of many neighborhood improvements.



US 19 Corridor: Cotee River Underpass

The New Port Richey Downtown District and Port Richey Waterfront Business District are the cornerstones for tourism and entertainment in western Pasco County. The proposed project is to establish a trail under U.S. Highway 19 at the Cotee River in the City of Port Richey to join these two districts together. The pathway will go through New Port Richey mainly on city streets. Funds are necessary for design, construction, and possible right-of-way acquisition. Pasco County is the lead agency as part of a Tri-Party Intergovernmental Agreement. At this time, some preliminary design work has been achieved. The project though is not currently funded beyond the design work which has been accomplished.



DOWNTOWN

Railroad Square Improvements

Based on the need for event space in the downtown area, the City began the design of improvements to the existing Railroad Square. The purpose was to create public space that provides areas for social interaction and economic activities, which improves the development and desirability of the downtown business district. The first phase of the project will be constructed on Nebraska Avenue spanning from Adams Street to Grand Boulevard. A second phase of the project is contemplated spanning from Grand Boulevard to Bank Street. Elements will include reducing the traffic to one-way, generous pedestrian walkways, seating areas, landscaping, lighting, vendor areas, and installation of shade structures. In addition, improvements will be implemented at Cavalier Square as an important node in the overall plan design.



Vacant Property on Main Street South of the Hacienda Hotel

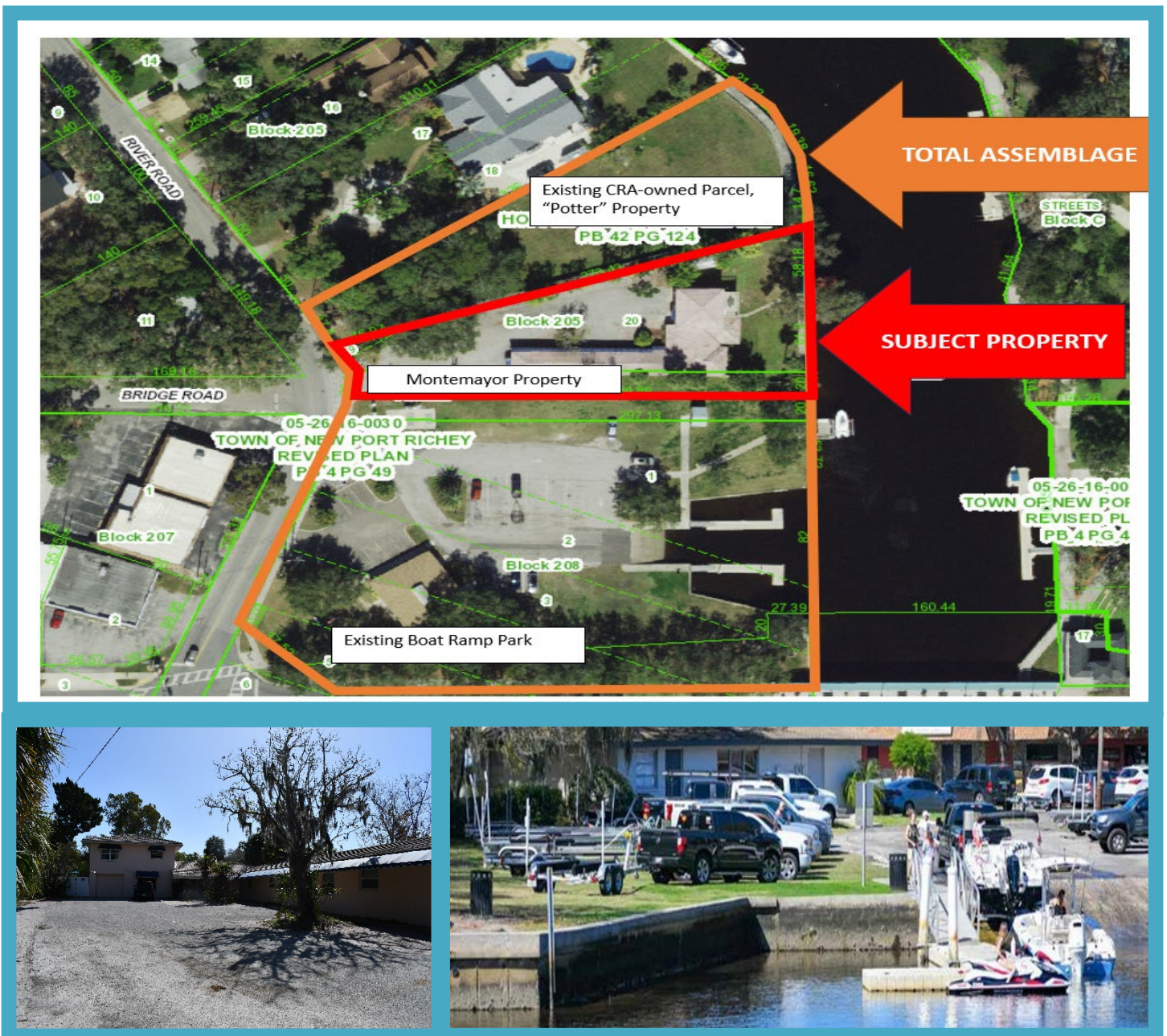
The property owner has shared several concepts with the City in respect to the development of the property. At the current time, the developer has indicated an interest in establishing retail uses fronting Main Street with residential units overhead and adjacent to the retail use. The developer has not attached any specific time frame to his plans for the development of the property.



PALM DISTRICT

City-Owned Boat Ramp, Parking & Chamber of Commerce Building

This project calls for the redevelopment of this prominent location at Main Street and River Road. Continued discussions related to necessary property acquisitions for the redevelopment of this area have taken place.



Business Incentive Grants

The City continues to work with local businesses to accommodate façade and leasehold improvements.



Streetscape Improvements

Assessments of the condition of the City's streetscape elements in the downtown area continue so that future plans will be developed to improve and update the existing amenities. In addition, banners and holiday display, as well hardscape items such as bike racks, planter and shade structures may be included in future projects.

MARINE DISTRICT

Former Community Hospital Site

The property, which is located on the northeast corner of Marine Parkway and Grand Boulevard, is under contract to a developer that plans to construct a residential development. Specifically, at this point in the planning stage, the project involves the establishment of 440 townhomes and apartments as well as some potential limited retail operations. The value of the proposed project is estimated to be \$150 million. The City staff is working very closely with the developer on the proposed layout of the project as well as the concept drawings of the residential units.



Former Schwettman Education Center

The property, which is located on Grand Boulevard at Gulf Drive, is a valuable resource and as such it is of interest to the CRA. Some discussion has occurred related to the CRA's interest in the property and the potential for reuse of the historical building and property upon which it is situated. It is expected that a purchase offer will be submitted to the Pasco County School Board during the coming months.



Vacant/Underutilized Properties

The City continues to work with businesses, realtors and developers to reuse vacant/underutilized office buildings located within the District for more productive use.





BUSINESS INCENTIVE GRANTS

- Commercial Façade Improvement
- Commercial Retail Recruitment Interior Build-out Grant
- Commercial Rent Reimbursement Grant
- Commercial Real Estate Redevelopment Grant

MARKETING

In FY 2022-2023, marketing efforts remained a crucial component in enhancing the city's image. Events and lifestyle photographs used in advertising and social media posts showcased the city's vibrance, enhancing community pride and visitor appeal. Additionally, brand assets including logos, fonts, and colors remained prominent in all communication materials. Traditional methods were employed in fiscal year 22-23, but emphasis was placed on the significance of social media and community outreach efforts in the updated marketing strategy.

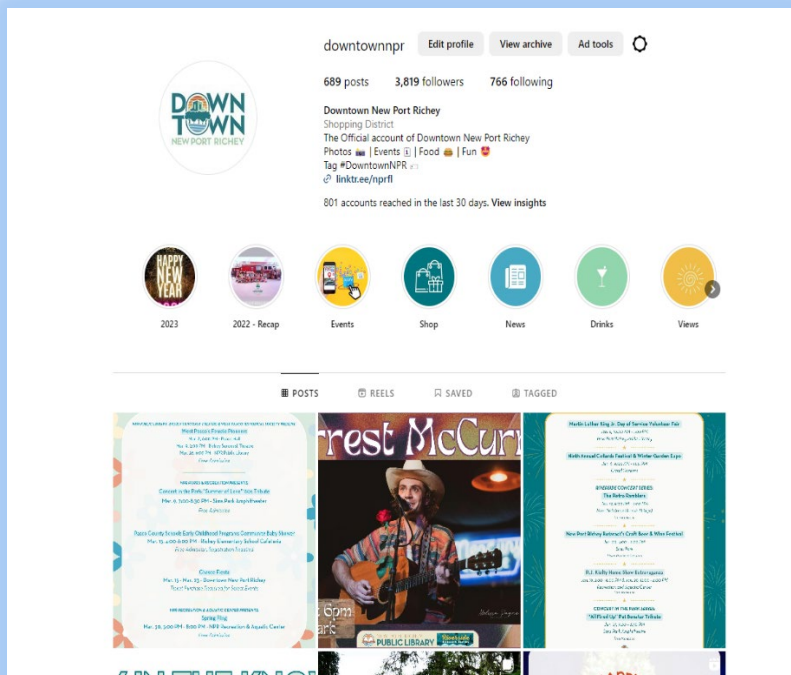
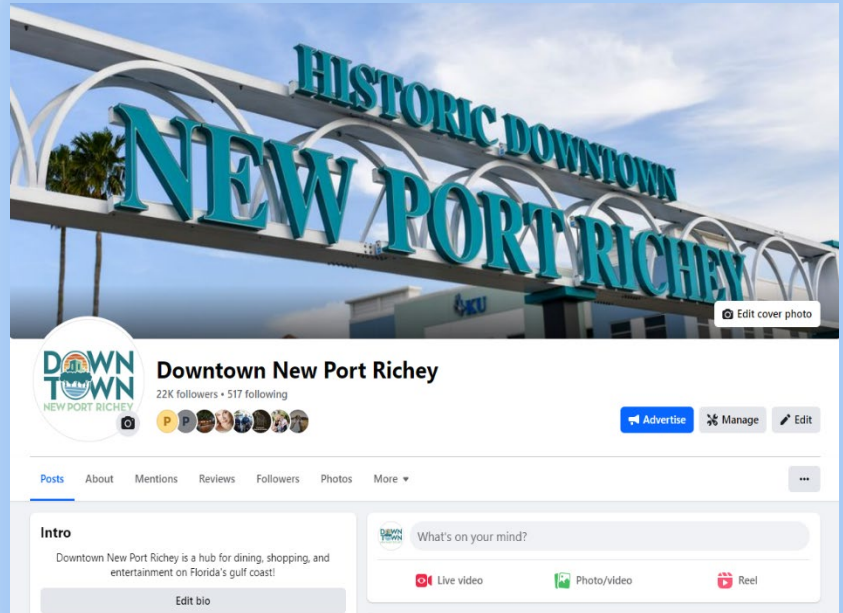


Downtown Facebook

(facebook.com/newportricheydowntown)

Followers: 22,132

Previous Year: 19,623



Downtown Instagram

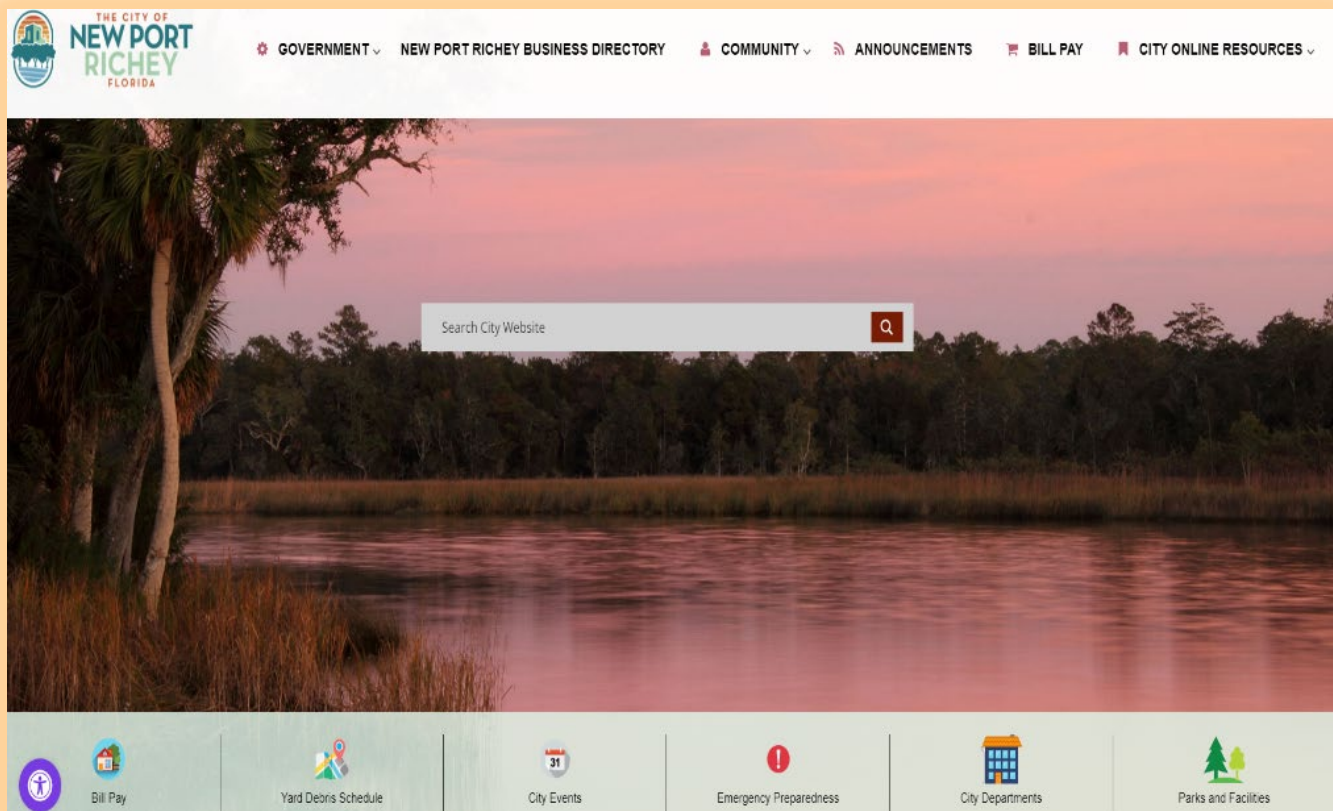
(@downtownnpr)

Followers: 3,819

Previous Year: 3,302



WEBSITE



City of New Port Richey Website
(www.cityofnewportrichey.org / www.citynpr.org)

Total users from Oct. 1, 2022-Oct. 1, 2023: 180,000

FINANCIAL REPORT

The CRA funds its programs and projects primarily through Tax Increment Financing (TIFs). Each fiscal year, the CRA reinvests its TIF dollars, along with other revenue from sources such as grants and property sales, back into the redevelopment activities within the CRA district. Below is the CRA's Statement of Revenues, Expenditures, and Changes in Fund Balance, as of September 30, 2023.

COMMUNITY REDEVELOPMENT AGENCY OF NEW PORT RICHEY, FL
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCES
For the Year Ended September 30, 2023
(UNAUDITED)

REVENUES	
Tax Increment Financing	\$ 2,908,279
Investment Income (Loss)	97,989
Miscellaneous revenues	<u>8,791</u>
TOTAL REVENUES	3,015,058
EXPENDITURES	
Current	
General government	672,723
Capital projects	<u>779,806</u>
TOTAL EXPENDITURES	<u>1,452,529</u>
EXCESS OF REVENUES OVER (UNDER) EXPENDITURES	<u>1,562,529</u>
OTHER FINANCING SOURCES (USES)	
Transfers in	3,185,340
Transfers out	<u>(2,295,740)</u>
TOTAL OTHER FINANCING SOURCES (USES)	<u>889,600</u>
NET CHANGE IN FUND BALANCE	2,452,129
FUND BALANCE - BEGINNING OF YEAR	<u>(6,910,080)</u>
FUND BALANCE - END OF YEAR	<u><u>\$ (4,457,951)</u></u>

Items of significance in the above statement include:

- *Transfers In* includes \$3,185,340 in Tax Increment Financing from the City's General Fund.

FINANCIAL REPORT, cont.

COMMUNITY REDEVELOPMENT AGENCY OF NEW PORT RICHEY, FL
BALANCE SHEET
September 30, 2023
(UNAUDITED)

ASSETS

Cash and pooled cash, cash equivalents, and investments	\$ 805,505
Accounts receivable, net	28,781
Redevelopment properties held for resale	<u>1,938,516</u>

TOTAL ASSETS	<u>\$ 2,772,803</u>
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LIABILITIES AND FUND BALANCE

LIABILITIES:

Accounts payable	\$ 67,681
Accrued liabilities	12,897
Advances from other funds	<u>7,150,175</u>

TOTAL LIABILITIES	<u>\$ 7,230,753</u>
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FUND BALANCE

Redevelopment	<u>(4,457,951)</u>
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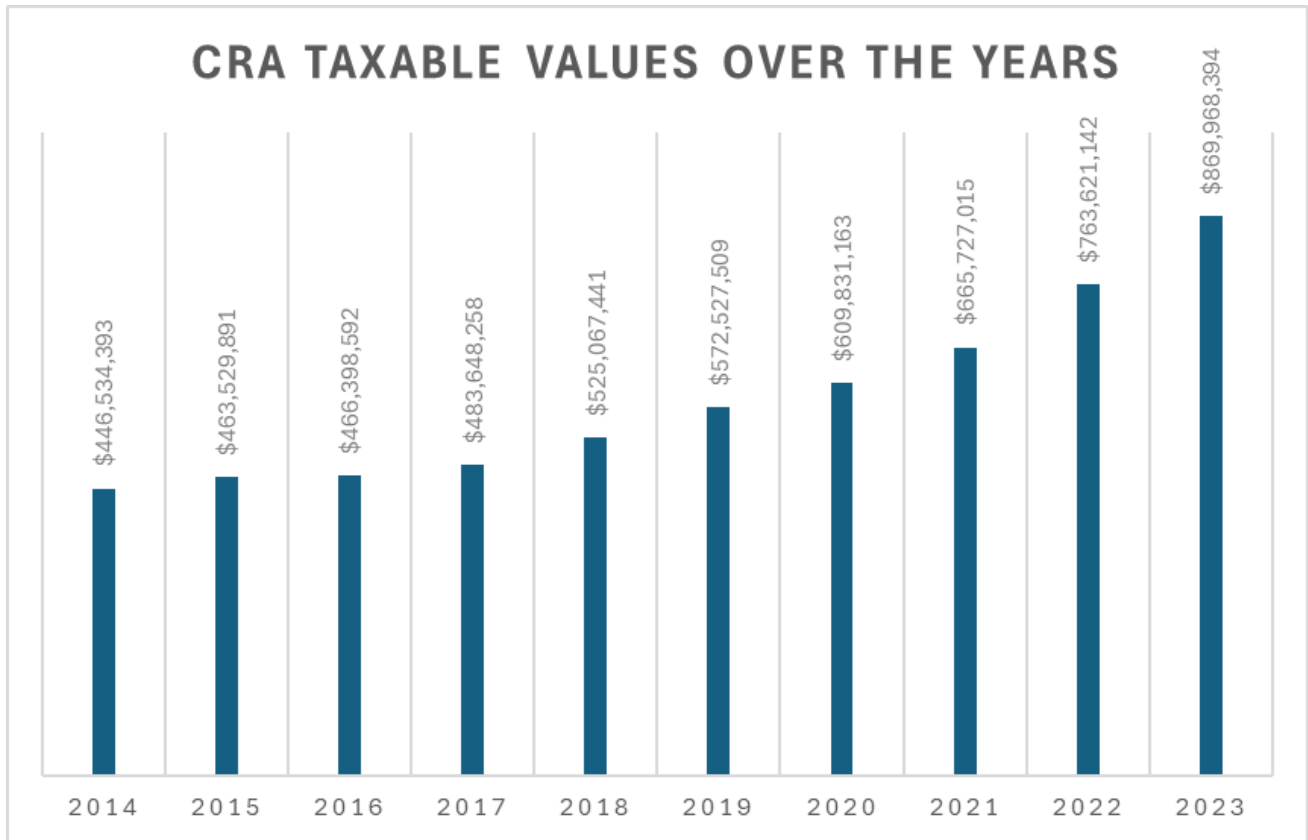
TOTAL FUND BALANCE	<u>(4,457,951)</u>
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TOTAL LIABILITIES AND FUND BALANCE	<u>\$ 2,772,803</u>
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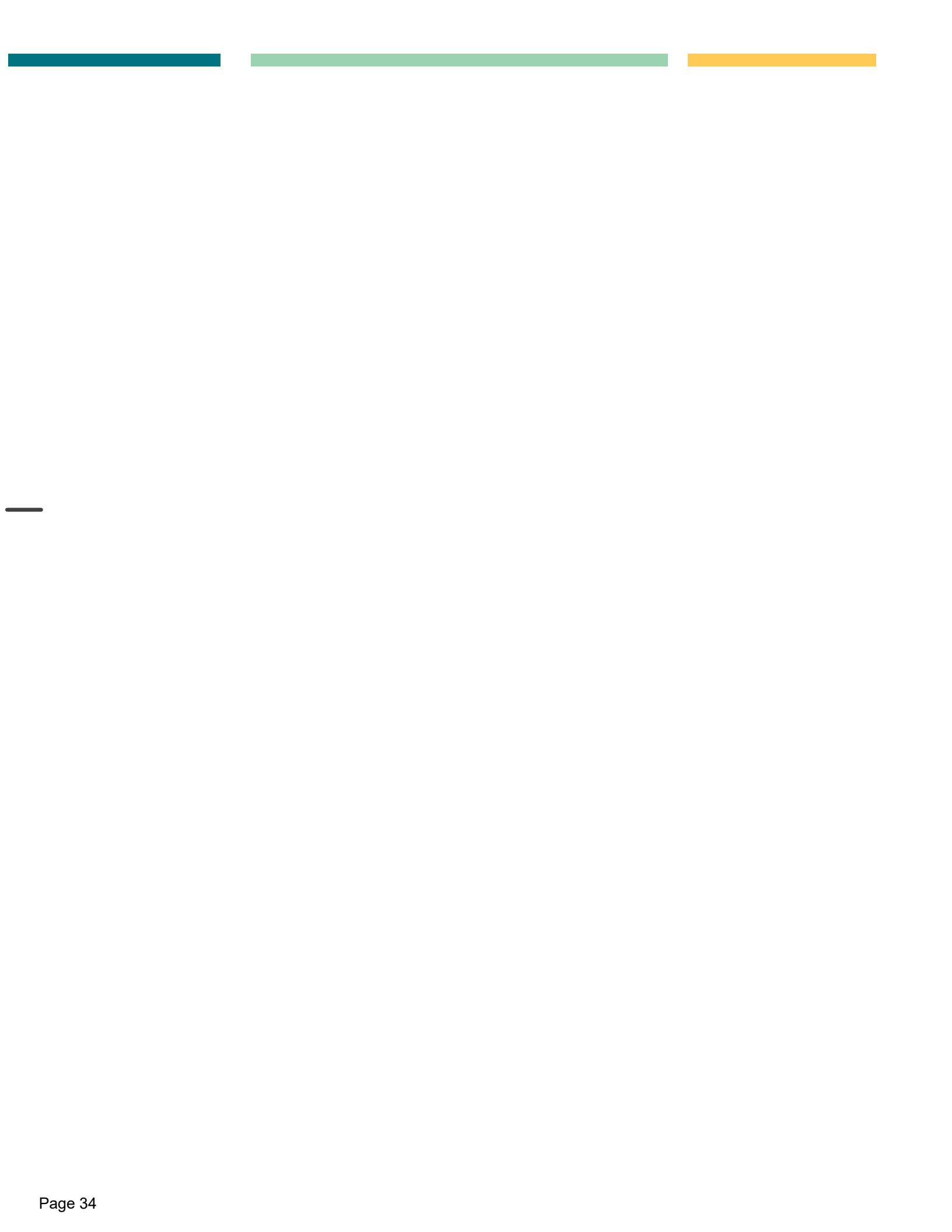
Items of significance in the above Balance Sheet include:

- The CRA has purchased real estate with the intent of reselling to qualified private-sector purchasers to enable the properties to be redeveloped. The properties that have been acquired are located in economically distressed areas of the City. The properties are valued at \$1,938,516 at September 30, 2023.
- In FY 2014, the City advanced the CRA funds to pay off debt. Under the terms and conditions of the agreement, the CRA began repayment in FY2020-2021. At September 30, 2023, the advance totaled \$7,150,175.
- The negative fund balance is directly related to the Advance between the Agency and the City, mentioned above. The Agency's fund balance will remain negative until it pays back the Advance of \$8,226,393.

CRA TAXABLE VALUES



- The original assessed property values within the CRA's area as of the day of creation (Base Year) is valued at \$366,805,411.





COMMUNITY REDEVELOPMENT AGENCY NEW PORT RICHEY

5919 MAIN STREET,
NEW PORT RICHEY, FL 34652



citynpr.org



(727) 853-1016



@citynpr



TO: Members of the Community Redevelopment Agency

FROM: Robert M. Rivera, Public Works Director

DATE: 3/28/2024

RE: Main Street Entry Feature Project Change Order No. 1 - Page 36

REQUEST:

The request of staff for CRA board of directors is to review and consider for approval the attached Change Order No. 1 from Augustine Construction Inc. in the amount not to exceed \$150,000.

DISCUSSION:

As the directors are aware, the construction of a signature entry feature over Main Street facing US Hwy 19 highlighting the entrance of the City's downtown area has been completed. In addition to the entry feature, elements included in the base bid for the project are landscaping improvements, trees, shrubs, ground cover, irrigation, hardscape, and finally the construction of an LED monument sign on the S.E. corner of Main Street and US Hwy 19.

In addition to the project base bid submission, bidders were required to complete and submit a bid breakdown alternate bid one form for the construction of a court-yard on the S.E. corner of Main St. behind the monument sign north of Keiser University. The bid alternate was included in the City's current Capital Improvement Program as the US Hwy 19 and Main St. Court Yard Project. Included in the court yard project/bid alternate were tree plantings, ground cover, shrubbery, hardscape, outdoor furniture such as tables, chairs, tree wells with seating benches and trash receptacles.

RECOMMENDATION:

Approval of the change order is recommended.

BUDGET / FISCAL IMPACT:

Funding is identified as CRA tax dollars and private cooperative funding from Keenan Developers and Keiser University.

ATTACHMENTS:

Description	Type
❑ Change Order No.1	Backup Material
❑ Site Map and Concept Rendering	Backup Material

**CONTRACT MODIFICATION
(CHANGE ORDER)**

Contract Modification No.: 1
Project Name: 2021 Main Street Entry Feature
Owner: City of New Port Richey, City Council
Contractor: Augustine Construction
Engineer: Wannemacher Jensen

Date: March 21, 2024
Project No: 23-020

This is a Change Order to the Contract Amount and the Following Modifications to the Contract are hereby ordered:

Contract Amount		Contract Time (Cal. Days)	
Original Contract Amount	\$ <u>707,143.20</u>	Original Duration	<u>180</u> Days
Previous Change Orders (Add/Deduct)	\$ <u>0.00</u>	Previous Change Orders (Add)	<u>0</u> Days
This Change Order (Add)	\$ <u>150,000.00</u>	This Change Orders (Add)	<u>0</u> Days
Revised Contract Amount	\$ <u>857,143.20</u>	Revised Contract Time	<u>180</u> Days

The Final Contract Completion Date is:
February 28, 2024

Contractor's Certification

By executing this Change Order, the contractor acknowledges and agrees that the stipulated price and/or time adjustment includes the costs and delays for all work contained in the Change order, including costs and delays associated with the interruption of schedules, extended overheads, delay, and cumulative impacts or ripple effect on all other non-effected work under this contract. Signing of the Change order constitutes full changes and constitutes full and mutual accord and satisfaction for the adjustment in contract price or time as a result of increases or decreases in costs and time or performance caused directly and indirectly from the change, subject to the current scope of the entire work as set forth in the contract documents.

Recommended By:

Engineer _____

By: _____

Title _____

Date _____

Public Works Director Robert M Rivera

By: _____

Date: 03/22/2024

Contractor JOSEPH McLOY

By: _____

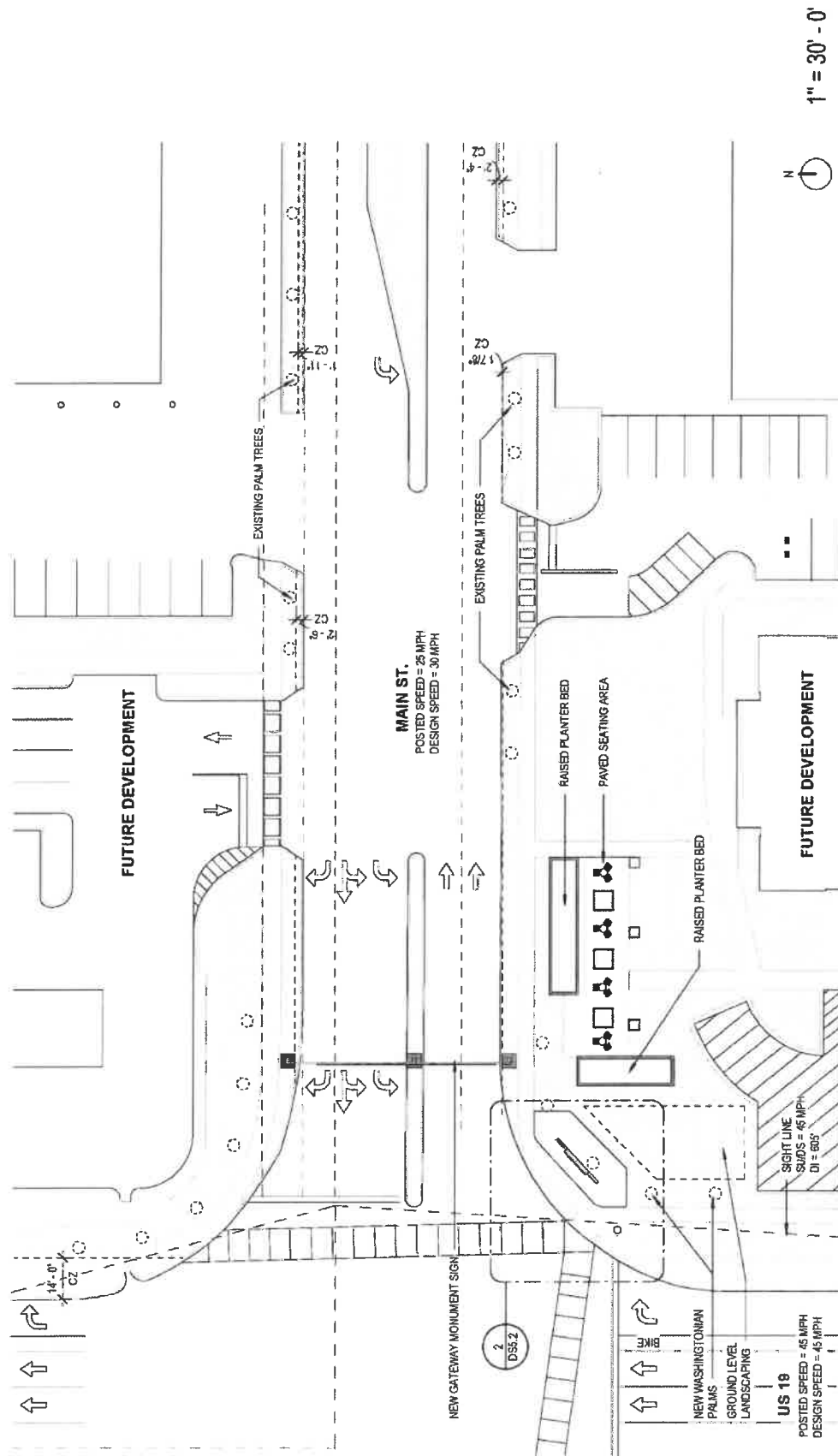
Title PROJECT MANAGER

Date: 3/22/24

Project Manager Martin Field

By: _____

Date: 3-21-2024



W&A Associates, Inc.
12271 B075, 5506
www.waassoc.com
A00002221

MAIN STREET SIGNATURE ENTRY FEATURE
US 19 & MAIN ST., NEW PORT RICHEY, FL 34652

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Project #	2006	SITE PLAN
Rev	2006	DS5.1
Sheet	02/20/2022	
Date		





TO: Members of the Community Redevelopment Agency

FROM: Gregory J. Oravec, Assistant City Manager/Economic Development Director

DATE: 3/28/2024

RE: Proposed Redevelopment Grant Award to Missouri Grand, LLC, for 6220 Grand BLVD - Page 40

REQUEST:

This request is for the Community Redevelopment Agency Board's approval of a Redevelopment Grant Award of up to \$213,240 to Missouri Grand, LLC, for the redevelopment of the two-story building located at 6220 Grand Boulevard, authorizing the Executive Director to enter into a Redevelopment Grant Agreement and to execute all contracts and forms consistent with such approval.

DISCUSSION:

As the Board is aware, the Community Redevelopment Agency (the "Agency") offers a Commercial Real Estate Redevelopment Grant Program (the "Program") in order to support qualifying private redevelopment projects that effectuate the Community Redevelopment Plan. The Program sets forth several notable eligibility requirements, including:

- Targeted project location of the Downtown, Marine District, or Highway 19 Corridor.
- Minimum investment of \$500,000.
- Specific outcomes:
 - Purchase and/or significant upgrade of commercial properties.
 - Improvements to the leasehold space...so the building can be prepared for multiple tenants and/or an anchor tenant.
 - Redesign of the building façade and exterior grounds...
 - Jobs creation and business growth...

The Program caps grant awards at 20 percent of the total verified investment; and awards are subject to Board approval and limited by the amount of funding made available in the Agency's Adopted Annual Budget.

As the Board is also aware, in late 2019, Missouri Grand, LLC, led by Authorized Manager, Member, Frank Starkey, acquired the building and property located at 6220 Grand Boulevard and proceeded to carry out a comprehensive redevelopment project, which was substantially completed in 2023. The redevelopment project transformed the building inside and out, dramatically upgrading its architecture and converting what had been a second-floor mezzanine into a full floor of modern office space.

Today, the ground floor is home to the Estuary, "a contemporary, Chef-driven" restaurant, which has already won a rave review from the Tampa Bay Times, and the second floor is being actively marketed as a potential location for a professional services firm (engineering, architecture, planning, CPA, etc.) or executive suites by Commercial Asset Partners.

Mr. Starkey has been communicating with Agency staff regarding this redevelopment project since its inception and had submitted a Program application to a previous Economic Development Director. On January 19, 2024, Mr. Starkey submitted a revised Program application with a corresponding funding request of \$213,240, approximately 12 percent of the applicant's total investment in eligible expenses. Please see the attached letter.

Agency staff finds the application consistent with the parameters of the Program and past approvals granted by the Agency. In considering the application, staff noted several positive outcomes associated with the redevelopment project,

including:

- It was a major investment in our community that satisfies all four specific outcomes targeted by the Program. All-in, the property owner has invested over \$2.3 million.
- It breathed new life into an old building, showcasing and exemplifying important architectural, planning, and design principles we should want to see emulated elsewhere, including:
 - Mixed use (vertical, housed in the same building).
 - Active ground floor use. (This is a big part of what makes Downtown a place that people want to be. Downtown is a big part of what makes NPR a place that people want to be.)
 - Office or residential use above active ground floor use, not on the ground floor.
 - Outdoor dining.
 - Increase in window glass on the ground floor. (As food for thought, please know that some downtowns have a minimum amount of window glass to encourage placemaking, such as 25 percent of total front elevation area, and that some experts recommend 65 to 75 percent of the area at eye level.)
 - Proper depth of awnings. (Please note how they are deep enough to provide pedestrians with shelter from sun and rain. Ideally, a downtown should have continuous awning and/or arcade coverage.)
 - Enhanced architectural details on the exterior elevations.
- It created 3,850 SF of new office space, which will likely house at least 12 employees and help our economic development efforts. A preliminary estimate suggests that a second floor occupied by a professional services firm would generate an annual local economic impact of over \$2.5 million.
- The Estuary has already garnered positive reviews and press which helps make the City and Downtown a place people want to go, marketing and advertising Downtown without the City or other businesses having to pay for it (“earned media”). Please see the attached article.

In closing, staff believes it is important to note that grant payments would only be made after the verification of applicant expenditures on eligible expenses and that this application is for less than the Program maximum of 20 percent.

RECOMMENDATION:

Staff recommends the Board’s approval of a Redevelopment Grant Award of up to \$213,240 to Missouri Grand, LLC, for the redevelopment of the two-story building located at 6220 Grand Boulevard, authorizing the Executive Director to enter into a Redevelopment Grant Agreement and to execute all contracts and forms consistent with such approval.

BUDGET / FISCAL IMPACT:

The adopted Agency Budget includes \$1.55 million for redevelopment incentives, of which over \$1 million is still available.

ATTACHMENTS:

Description	Type
❑ Grant Request Letter from Missouri Grand, LLC	Backup Material
❑ Before and After Photographs	Backup Material
❑ Tampa Bay Times Article regarding The Estuary	Backup Material

January 29, 2024

City of New Port Richey
Gregory Oravec, Economic Development Director

Re: Missouri Grand LLC Business Improvement Grant Request

Dear Greg:

Missouri Grand LLC acquired the building located at 6220 Grand Blvd in November of 2019. Built in 1991, it had always been a nightclub, restaurant, or both. The interior comprised around 3,900 square feet on the first floor, with a 2,427 square foot second floor mezzanine. At purchase it was fully built out as a restaurant/nightclub, featuring two large bars, and a high-ceilinged dancefloor with stage.

In my view it was simply too large an establishment for this market to support, and that any business would struggle in it. A better use of the building would be to complete the second floor and convert it to office space, and renovate the ground floor to a “right-size” restaurant space of around 3,500 square feet.

Architecturally, the building’s exterior was a detriment to the street. It lacked sufficient windows, had low-quality detailing and stucco, and was painted a drab gray with a deteriorating canvas awning. Given its downtown location the exterior needed substantial storefront glass, upstairs windows, upgraded architectural character, and a new separate entrance and stair lobby for the upstairs offices.

Planning and construction were delayed due to the Pandemic, but construction began in earnest in 2021. The work falls into 3 contracts:

1. Core and Shell: **\$880,000**
 - a. Selective demolition;
 - b. Repaired and extended parapet and all new roof;
 - c. All new stucco and decorative ceramic tile exterior;
 - d. All new storefront glass and entry doors, two glass roll-up doors, upstairs windows;
 - e. New solid-poured reinforced concrete block cells and lintels at all new openings;
 - f. New metal canopies at the entrances and canvas awnings on storefront openings and upstairs windows;
 - g. New decorative exterior lighting
 - h. New custom decorative wood stair with metal railing, new chair lift;
 - i. Additional structural columns and new wood truss floor system to enclose second floor;
 - j. New fire-rated separation between first and second floor;
 - k. New and reconfigured fire sprinklers;
 - l. Additional electrical service and reconfigured panels to serve separate tenant spaces;
 - m. New shared egress corridor and rear exterior doors;
 - n. Downspouts on North side routed directly into the neighbor's parking lot drain.

2. Restaurant Tenant Improvements: **\$497,000**
 - a. Expanded and reconfigured kitchen, dry storage, server/beverage station;
 - b. Relocated, enlarged, and replaced external walk-in cooler;
 - c. Reconfigured dining room seating with booth seating dividers, private dining room;
 - d. Refinished decorative concrete floor;
 - e. Refurbished mens and womens bathrooms;
 - f. Rebuilt bar, built-in arched back bar, and reconfigured bar plumbing;
 - g. All new HVAC, electrical, lighting, built-in speakers, plumbing, plumbing fixtures;
 - h. Acoustic panels in ceiling;
 - i. All new lighting;
 - j. Decorative wallpaper and large original mural painting.
3. Office Tenant Improvements: **\$400,000**
 - a. 12 enclosed offices, 16-seat conference room, large common seating/workspace; large break room/kitchen; 2 unisex bathrooms, printer/copier space, 2 sound-enclosed "zoom rooms;"
 - b. All new drywall partitions with large interior windows and full-lite doors to each office;
 - c. All new HVAC, lighting, electrical, drywall, plumbing and fixtures;
 - d. All new flooring, paint, cabinetry, accessories.
4. Total Investment (not including purchase, or furniture, fixtures, equipment): **\$1,777,000**

Our goal was to convert a box-like windowless building into a visually appealing and activated urban presence. We updated the style while harmonizing with the detail and character of the adjacent historic buildings. Moreover, we introduced a significant amount of Class A professional office space downtown without taking up valuable storefront space.

We believe the project has made a significant positive contribution to the vitality of Downtown NPR.

- With Estuary we introduced a higher-quality restaurant to Downtown, in a category that has been underserved in recent years;
- We currently have the office space listed with a commercial real estate broker to find a high-quality professional office tenant. If we are unable to secure a firm to lease the full space we plan to operate it as executive office suites; renting it by the individual office. We are confident that either scenario will be a viable option, meeting a market need and adding much-needed daytime activity downtown.

My initial request was submitted to Rod Kirk on June 12, 2023. Having invested over \$2.3 Million (including purchase) in this project over several years, I respectfully request the CRA's prompt consideration of this request. This reimaged and recast building promises to make significant contributions to the tax base and business economy of New Port Richey for decades to come.

Sincerely,



Frank Starkey,

Owner, Missouri Grand LLC

6220 Grand Boulevard/5727 Missouri Avenue, Suite 201—Before





6220 Grand Boulevard/5727 Missouri Avenue, Suite 201—After



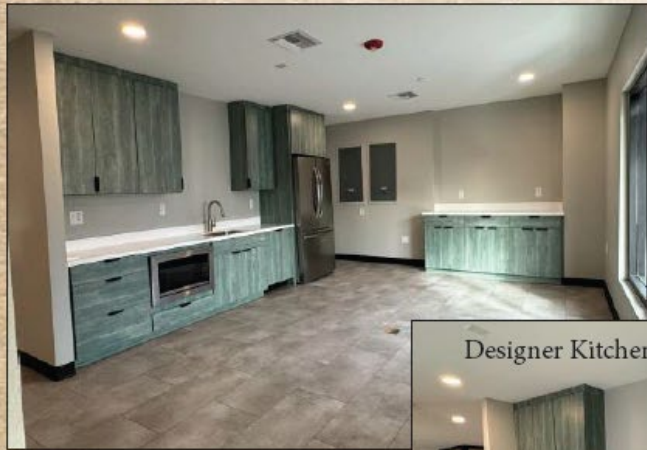
6220 Grand Boulevard/5727 Missouri Avenue, Suite 201—After



Source: whatswhatnewportrichey.com/business-spotlight-estuary-marks-first-anniversary-of-raising-the-bar-in-downtown-new-port-richey/

Stunning Construction!

**Must See - everything is brand NEW!*



Designer Kitchen



Beautiful Wood Staircase



High-End Finishes

All offices have
glass partition windows



Light and
Bright!



This information is believed to be accurate, Broker is not responsible for misstatements of fact, errors or omissions, prior sale, change of price, terms or withdrawal from market without notice. Buyer and/or tenants shall verify all Information.

FLOOR PLAN - 3,850 SF AVAILABLE



*Furniture sketch for representation purposes only



This information is believed to be accurate, Broker is not responsible for misstatements of fact, errors or omissions, prior sale, change of price, terms or withdrawal from market without notice. Buyer and/or tenants shall verify all Information.

<https://www.tampabay.com/life-culture/food/2024/02/13/new-port-richey-restaurant-review-estuary-little-lamb/>

This restaurant in New Port Richey is serving up seriously good food

Restaurant review: The Estuary, from Little Lamb chef James Renew, delights with creative dishes in a welcoming downtown New Port Richey setting.



A strip steak is served with a black garlic demi-glace sauce at The Estuary in downtown New Port Richey. [JEFFEREE WOO | Times]

By

- **Helen Freund** *Times staff*

Published Yesterday|Updated Yesterday

NEW PORT RICHEY — Almost every Sunday, James Renew gets a call from the owners over at Lost Coast Oyster Company.

They'll tell him where in Florida they're [sourcing their oysters](#) from that week: salty bivalves from Indian River Oyster Co. over in New Smyrna Beach, perhaps, or from Treasure Coast Shellfish, just south of the Sebastian Inlet.

It's the same with Tanner Kauffman of Theo's Harvest, a New Port Richey farmer who calls Renew on Mondays with the current supply. One week, it's lettuce and root vegetables. Another week, it might be starfruit. Then there are the mushrooms, from Maple Brook Mushroom Company in Lutz, and microgreens plucked from a handful of local farms.

As the executive chef and owner of The Estuary, Renew sources locally when he can. But that's not the sole focus. Rather, Renew's approach emphasizes quality of ingredients, sustainability

and seasonality. Coupled with the chef's creative whimsy, the menu here can change quite frequently.

It's a welcome reminder that your next great meal can be found in the most unexpected places — in this case, a charming neighborhood restaurant in downtown New Port Richey. And at a time when the schtick of sourcing locally or seasonally in kitchens has taken a backseat to other restaurant trends, dining at the Estuary feels like a familiar return to more thoughtful dining.



Oysters from Indian River Oyster Company are served at The Estuary in downtown New Port Richey. [JEFFEREE WOO | Times]

It isn't exactly new territory for Renew, who also owns the celebrated Little Lamb Gastropub in Clearwater. Last February, he followed that up with this second restaurant, a modern New American eatery at 6220 Grand Blvd., a corner building in the heart of downtown New Port Richey.

There have been the inevitable growing pains accompanying any restaurant opening, including wooing the New Port Richey audience (the spot is among the more upscale dining options in town), slight shifts in concept (what was initially pitched as a seafood-forward menu now feels more balanced between land and sea) and some adjustments in pricing. But as The Estuary approaches its one-year anniversary, Renew and his team, including chef de cuisine Robert Daugherty, appear to have more than comfortably hit their stride.

Meals here should start with oysters (\$18 for six, always sourced from Florida waters) and the excellent pull-apart house rolls (\$8), which arrive warm from the oven and are served alongside

a smoked chicken butter that's flavored with drippings from smoked chicken bones and tastes every bit as good as it sounds.



Warm house rolls are served with smoked chicken butter and sea salt. [JEFFEREE WOO | Times]

A zingy lime-and-jalapeno aioli is perfectly suited to puffy, fried crab beignets (\$13), while a spicy spin on shrimp toast (\$16) hits high marks. Plump Gulf shrimp are swathed in a buttery sauce spiked with garlic, tomatoes, fermented chiles and chorizo. Coupled with onions and bell peppers, the rich medley is draped over thick hunks of grilled sourdough bread, a fiery combo of heat and crunch.



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A decadent beef tartare (\$15) is paired with a smoked beef aioli, punctuated with enough shallots and capers to cut through the richness. The tartare tops golden-fried potato cakes (not

unlike the consistency of a latke), and everything is tucked beneath a shower of finely shaved Parmesan.

Though the menu here is distinct from the Little Lamb, there are a few dishes that proved popular enough to grace both locations, albeit with some small tweaks. The crowd-pleasing fried cauliflower (\$11) makes an appearance, but arrives with the bronzed florets flecked with almonds and sitting in a tangy labneh (like a Greek yogurt), which helps temper some of the plate's inherent sweetness, imbued by a sticky coconut caramel and golden raisins.



Beef tartare on crispy potatoes is served under finely shaved Parmesan. [JEFFEREE WOO | Times]

And unlike the Little Lamb's casual, gastropub approach, the menu here more closely reflects a traditional appetizer and entree setup — though the portions are generous enough that it's entirely possible to cobble together a meal with a few shared plates.

Still, some of the larger entrees shouldn't be skipped, including a dreamy redfish, which arrives bronzed and crispy-skinned atop a bed of dirty rice (\$30), flavored with a fennel- and garlic-studded shrimp sausage and finished with a citrusy beurre blanc dotted with chive oil. Also very good is the beef coulotte (\$32), where lightly marbled steak arrives fanned out in thick, juicy slices across crackling-crisp smashed potatoes, garlicky rapini and a dark schmear of black garlic on the plate.



A decadent play on shrimp toast features Gulf shrimp swathed in a buttery sauce spiked with garlic, tomatoes, fermented chiles and chorizo. [JEFFEREE WOO | Times]

For dessert, the kitchen again nods to a Little Lamb staple (and really, why fix it if it ain't broke?): a perfect slice of banana cream pie (\$8), served with a sticky slick of dulce de leche, sweet banana crumble and cloud-like dollops of chantilly cream. It's the perfect pairing to a boozy nightcap like the house Old Fashioned (\$12) — but really, the pie is pretty perfect served all on its own.



An Old Fashioned cocktail is served at The Estuary, in New Port Richey. [JEFFEREE WOO | Times]

If you go to The Estuary in New Port Richey

Where: 6220 Grand Blvd., New Port Richey. 727-807-5914. www.estuarynpr.com

Hours: Dinner, 4-9 p.m. Sunday and Tuesday-Thursday, Friday and Saturday till 10 p.m.
Brunch, 11 a.m.-2 p.m. Saturday-Sunday.

Prices: Appetizers, \$11 to \$16; entrees, \$18 to \$32; desserts, \$7 to \$9.

Don't skip: House rolls, shrimp toast, beef tartare.

Details: Cash and credit card accepted. Reservations recommended. Wheelchair accessible.
Some gluten-free and vegetarian options available.



TO: Members of the Community Redevelopment Agency

FROM: Gregory J. Oravec, Assistant City Manager/Economic Development Director

DATE: 3/28/2024

RE: Proposed Update to the Community Redevelopment Plan - Page 57

REQUEST:

This request is to permit Community Redevelopment Agency (CRA) Consultant, Stantec Consulting Services, Inc. (Stantec), to provide a status report on the proposed Update to the Community Redevelopment Plan (Plan) and for the CRA Board to provide feedback and corresponding policy direction.

DISCUSSION:

As the CRA Board is aware, Stantec has been actively engaged in an Update to the Community Redevelopment Plan (Update) since summer 2022 pursuant to a scope of services which included the following items.

- Kick Off
- Document Review & Assessment
- Public Involvement
- Evaluate CRA District Boundary Map
- Vision and Goals, Objectives, and Policies
- Five Year Capital and Operating Budget, and Funding Sources
- Grant Programs
- Economic Development Incentives
- Redevelopment Plan

At the Board's meeting of March 19, 2024, Stantec, Staff, and the Board began a discussion regarding the work to date, which includes: studying relevant past planning efforts, especially the previous versions of the Community Redevelopment Plan; incorporating community input; recognizing the many accomplishments to date; and drafting the preliminary statement of Vision, Goals, Objectives, and Specific Strategic Priorities for your consideration. The meeting of March 28, 2024, provides us with the opportunity to continue this discussion, and it is hoped that the Board will see fit to provide our team with policy guidance and direction on:

- The Vision.
- Goals and Objectives.
- Specific Strategic Priorities.
- Completing a Finding of Necessity Study for the Leisure and Van Doren Area.

With this end in mind, staff will make an introductory presentation and then turn over facilitation of the meeting to Stantec, who is expected to guide the Board through a detailed discussion of Draft #2 of the Vision, Goals, Objectives, and Specific Strategic Priorities. Please know that we would be grateful for your guidance on additions, deletions, and other desired modifications, and we will take the meeting subject matter item by item in order to encourage active discussion and ideation.

We think it is fair to say that we want this effort to lead to the adoption and implementation of a good plan or, even better, a great one. Accordingly, in addition to incorporating the Board's feedback to date into the attached Draft #2 of the proposed Vision, Goals, Objectives, and Specific Strategic Priorities, staff has also inserted comments on what makes for a good plan and a good vision statement.

RECOMMENDATION:

Staff recommends that the Board receive Stantec's presentation, provide feedback and corresponding policy guidance, and continue leading our community to an even better future.

Staff also recommends that the Board direct staff to prepare a Finding of Necessity Report for the Leisure and Van Doren Area and to present the Report to the City Council for its consideration.

BUDGET / FISCAL IMPACT:

None at this time.

ATTACHMENTS:

Description	Type
▣ Proposed Vision, Goals, Objectives, and Specific Strategic Priorities	Backup Material

A Good Plan will set forth:

Where we've been	<i>Our History...it's foundational to our identity, instructive to our present and future.</i>
-------------------------	--

Where we are	<i>An honest assessment of our present. This is where SWOT analysis, listening sessions, expert data analysis, and other tools are often utilized.</i>
---------------------	--

Where we are going	<i>Our desired destination, our vision for the future. This should be articulated in a specific vision statement.</i>
---------------------------	---

How we are going to get there	<i>The details...the goals, objectives, and specific strategic priorities with estimated timelines and budgets. (The timelines and budgets will become more detailed during active implementation and be updated as part of the annual strategic planning and budgeting processes.)</i>
--------------------------------------	---

Best practices include having: the fewest number of goals necessary to achieve our vision; the greatest number of tools available to achieve our goals; the flexibility to address unforeseen opportunities and threats; and the specificity and thoughtfulness necessary to demonstrate that achievement of our stated goals, objectives, and specific strategic priorities will take us from where we are to where we want to go...and inspire us to work hard, smart, and together to get there.

Expectations for continuous communication and continuous improvement!

A Good Vision will:

- Convey our desired end state/future.
- Be short enough to be remembered, long enough to convey the desired meaning, and understood by everyone who reads or hears it.
- Be aspirational, inspirational, and achievable.

Vision, Goals, Objectives, and Specific Strategic Priorities

Setting NPR's Vision

Who are we, where are we, and, most importantly, where are we going?

This is our existing Brand Statement from Arnett Muldrow:

We are New Port Richey, a tropical river town and through our soul runs the Cotee River, whose current leisurely drifts from bayous and mangroves to the heart of our historic downtown. The Cotee sets the pace of our laid back personality while opening up a natural adventure that is uniquely Florida.

New Port Richey drew many idols of the past looking for an escape - a breath of fresh air from the pressures of box office success or the next at-bat. From Babe Ruth to Shirley Temple, and Charlie Chaplin to Johnny Cash, heroes and superstars were drawn to the "Hollywood of the East" to relax and to recharge. The echoes of this amazing history still surround us, from the silver screen at the Richey Suncoast Theatre to the halls of the Hacienda Hotel.

Once a bit faded, that refuge has been reborn in New Port Richey, defined by our enchanting Sims Park, enlivened on the streets of our historic downtown, and celebrated in our vibrant business community. We are not the typical beach town nor are we the towering metro neighbor. Ours is a unique scale, a human scale, not common in this region. A planned community with a park at its heart where you can stroll along our boardwalk on the Cotee, bike downtown to enjoy a delicious meal, or sit on your riverfront balcony quietly watching over our Main Street.

This new energy is nearly as diverse as are the voices to this place we call home:

...It's launching your kayak from Sims Park, or enjoying a craft beer with friends in Downtown

...It's discovering 'awesome' daily at our Aquatic Center, or picking out the perfect produce at our organic farmers market

...It's earning a degree at our new university campus, or learning a language at our award winning Library

Our connection to our community is difficult to put into words but easy to experience, and we are intensely proud of what we have become. Newcomers and long-time residents alike have become diehard fans of New Port Richey, and people on the outside are quickly becoming more aware of what we have to offer.

New Port Richey is the definition of a passionate, engaged and immersive community, and we have all that you would ever need! And we aren't done yet. We are still on a dedicated and purposeful path to evolve, enhancing our home, and solidifying ourselves as the best city on central Florida's west coast! [emphasis added]

We invite you to discover New Port Richey, Florida: **Classic. Florida. Current.**

Stantec's Proposed Planning Vision:

A safe, prospering waterfront community, composed of beautiful neighborhoods, that connects people with an award-winning downtown, education, healthcare, jobs, shopping and services, arts, culture, nature, and each other.

Distill that into something that is true to who we are and states where we are going. As an example:

The best walkable, waterfront, historic hometown in Florida.

Discussion points:

- What is our ideal end state?
- Address the attributes which are most loved and most important now and in, and to, our future.
- Address the greatest consensus hopes of our community.
- Aspirational, inspirational, achievable.
- Wordsmithing: waterfront vs. riverfront; hometown vs. small town; walkable and historic speak to some of the most important attributes of our community, are there others equally or more important? A word like "best" is important because it conveys aspiration and can capture so many other general attributes like safe, clean, infrastructure, tax environment/overall value proposition because they are prerequisites to being a "best" city.

Once set, everything else flows from the Vision, starting with the fewest number of goals necessary to achieve the Vision.

Proposed Goals

1. Healthy Neighborhoods, Historic Downtown, and a Transformed US Highway 19 Corridor.
2. Safe, Clean, and Beautiful.
3. Resilient High-Quality Interconnected Roads and Infrastructure.
4. Prospering Local Businesses, Diverse Economy, and Abundant Jobs.
5. The River, Arts, Culture, Parks, Recreation, and the Environment.
6. Award-winning Administration and Collaboration with Community Institutions, Stakeholders, and Citizens.

Discussion points:

- Is anything missing?
- Should anything be deleted?
- Wordsmithing?

Proposed Goals, Objectives, and Specific Strategic Priorities

The Goals, Objectives, and Specific Strategic Priorities with estimated timelines and budgets are the details of the Plan. It should be noted that the timelines and budgets will become more detailed during active implementation and be updated as part of the Agency's annual strategic planning and budgeting processes.

Best practices for goals and objectives include having: the fewest number of goals necessary to achieve our vision; the greatest number of tools, via objectives, available to achieve our goals; the flexibility to address unforeseen opportunities and threats; and the specificity and thoughtfulness necessary to demonstrate that achievement of our stated goals, objectives, and specific strategic priorities will take us from where we are to where we want to go...and inspire us to work hard, smart, and together to get there.

Objectives are more specific than goals. Specific Strategic Priorities, as the name implies, are more specific still. They can also be included as objectives, but they are of such importance and interest that they warrant separate identification and discussion.

Goals & Objectives

1. Healthy Neighborhoods, Historic Downtown, and a Transformed US Highway 19 Corridor.

- 1.1 As part of realizing the Overall Vision for New Port Richey, implement the goals, objectives, projects, and initiatives necessary to fulfill the following vision statements for the Focus Areas of this Plan—Healthy Neighborhoods, Historic Downtown, and a Transformed US Highway 19 Corridor.

Healthy Neighborhoods

New Port Richey neighborhoods are desirable, well-maintained, and provide a range of housing affordability options and styles, and are connected to parks, recreation, schools, and goods and services in the Downtown area and US Highway 19.

Historic Downtown

Downtown is a thriving destination for residents and visitors alike who enjoy the wide range of locally owned businesses and array of community events and activities throughout the Downtown area and its recreational opportunities including Sims Park and the River.

Transformed US Highway 19 Corridor

US Highway 19 has transformed from a pass-through highway lined with aging strip centers to a network of connected mixed-use neighborhoods with goods, services, and range of employment opportunities.

1.2 Implement NICE (Neighborhood Improvement and Community Enhancement) Program

- Involve citizens in confirming the boundaries of, and naming, all the neighborhoods of New Port Richey.
- Carry out a neighborhood master planning program for each of the City's neighborhoods, starting with Schwettman Oaks.
- As part of each master plan:
 - Identify and plan beautification of key gateways and corners.
 - Map Historic Buildings and Resources.
 - Register Resources as appropriate.
 - Evaluate form-based codes for each neighborhood.
 - Consider decorative streets and wayfinding signage.

- Evaluate desirability of creating neighborhood associations and an annual block party.
 - Evaluate opportunities to enhance buffering between different land uses.
 - Make Neighborhood Improvement Grants available annually to those neighborhoods that have completed the master planning process.
 - Work with City to complete annual housing studies and code enforcement sweeps.
 - Consider model programs, including but not limited to those pertaining to infill, renovation, addition, accessory dwelling unit, and mobile home conversion projects.
 - Consider demonstrating the value of alleyways.
 - Support building envelope modernization and energy efficiency projects.
 - Identify a launch/postcard/catalyst improvement project.
- 1.3 Continue to maintain and enhance the public realms and built environment of Historic Downtown, including the completion of those projects identified as Specific Strategic Priorities and:
- Railroad Square. In addition to Phases 1 and 2, evaluate opportunities to expand the project to include the former Red Cross Building and to extend to the Riverfront.
 - Sims Park and Orange Lake.
 - The Riverfront.
 - Downtown Streetscape.
- 1.4 Demonstrate the potential of a transformed US HWY 19 through strategic projects, including but not limited to:
- The redevelopment of Riverside Inn and Aqua Harbor.
 - A demonstration of how outdated strip centers can be transformed into mixed use developments featuring workforce housing.
 - The beautification of properties visible from the right-of-way.
- 1.5 Promote, consider and support:
- Traditional neighborhood design principles.
 - Architectural styles true to City's history.
 - The adoption of appropriate design guidelines and landscaping requirements.
 - Improved parking options for Downtown and other Focus Areas, which may include but not be limited to construction of additional surface parking, on-street parking, structured parking, mixed use parking garages, valet parking, parking management systems, and code changes for shared parking.
 - Purchasing and assembling properties to facilitate desired redevelopment.
 - Public-private partnerships and incentives to effectuate desirable beautification, renovation, and redevelopment.
 - Incentivizing improvements, renovation, and redevelopment that fulfills the Overall Vision, Focus Area Visions, and/or visions for Specific Strategic Priorities.
 - The adoption of a form-based code for Downtown.
 - The creation of a mix of housing types and price points, including workforce housing.

- The development of programs to improve the existing housing stock.
- Property owners in the improvement of their properties through renovation loan and grant programs.
- Citizens becoming homeowners through homeownerships assistance and other programs.
- Citizens becoming business owners through local training, entrepreneurship, and incubator programs.

2. Safe, Clean, and Beautiful.

2.1 Ensure a safe, clean and beautiful public realm.

2.2 Maintain and enhance:

- Community Oriented Policing Program.
- Crime Prevention through Environmental Design.
- Public information programs by Code Enforcement.
- Litter & graffiti removal programs.
- Public property maintenance programs.

2.3 Consider Vacant Property Fence Regulations and corresponding incentive programs or cost-sharing agreements.

2.4 Designate and beautify gateways into the City.

2.4.1 Work with Pasco County and other jurisdictions on areas located outside of the City and/or on areas under the control of another jurisdiction, such as Rowan and Main Street.

3. Resilient High-Quality Interconnected Roads and Infrastructure.

3.1 Support the City's efforts to adopt and/or implement its:

- Repaving Master Plan.
- Sidewalk Master Plan.
- Resiliency Plan.
- Stormwater Master Plan with a special emphasis on improving flood control and water quality in the River and other surface waters.
- Golf Cart Master Plan.
- Greenways & Trails Master Plan.
- Streetlights Program.
- Traffic Calming Program.
- Wayfinding Signage Program.

3.2 Collaborate on the completion of specific improvement projects, including:

- Railroad Square
- Grand Boulevard

- Floramar Terrace fronting US HWY 19
- Main Street Streetscape Project from Cotee River to US HWY 19.
- Main Street Streetscape Project to widen sidewalks and increase landscaping.
- US HWY 19 Corridor Beautification

3.3 Promote the consideration of:

- The Community Redevelopment Area's vulnerability to sea level rise, flooding, storm events, climate change, and other disasters.
- The creation of design guidelines for typical right of way sections in the City, including lanes, sidewalks, multimodal pathways, streetlights, and landscaping.
 - Roadway and streetscape improvements in accordance with those design guidelines.
- The expansion of the reclaimed water system.
- A canal/channel maintenance program and other opportunities to improve navigability.

3.4 Collaborate with FDOT and Pasco County on the improvement of those rights-of-ways they own and maintain, such as US HWY 19 and Marine Parkway.

3.5 Support the City in the evaluation of proposed over- and underpasses at Marine Parkway & US HWY 19, the US HWY 19 Cotee River Bridge, and any other locations.

3.6 Consider strategic investments in infrastructure to attract desirable redevelopment and private investment.

4. Prospering Local Businesses, Diverse Economy, and Abundant Jobs.

4.1 Support local businesses, attractions, and venues that help form the character of the community.

4.2 Promote and support the recruitment of:

- Targeted industries.
- Missing or desirable retailers, restaurants, attractions, and venues.

4.3 Support the expansion and growth of North Bay Morton Plant Hospital (BayCare) and other medical providers and facilities.

4.4 Collaborate with Pasco County Schools, Pasco Hernando State College, Keiser University, and other public and private institutions on programs which promote best in class educational and workforce training opportunities, including lifelong learning.

5. The River, Arts, Culture, Parks, Recreation, and the Environment.

5.1 Promote and enhance the public waterfront, including boat ramps, boardwalks, and promenades.

- 5.2 Champion the continuing renaissance of the Richey Suncoast Theatre.
 - 5.3 Identify, recruit, and support desirable arts, cultural, recreational, and competitive sports uses and related attractions, venues, and organizations.
 - 5.4 Promote Public Art, including but not limited to murals, exhibits, interactive installations, metal fence designs, and fence panels, that brings people Downtown, beautifies the City, and reinforces the community character.
 - 5.5 Continue to support the implementation of the City's Parks Master Plan.
 - 5.6 Evaluate opportunities for the continuous improvement of Sims Park and the Amphitheater.
 - 5.7 Continue to support the continuous improvement of the City of New Port Richey Library and the implementation of its mission.
 - 5.8 Support:
 - The City and others in producing a full calendar of special events which celebrate and reinforce the character of the community.
 - Efforts to increase utilization and celebration of the River and other local waterbodies, such as kayak trails, boat races, etc.
 - A City goal of providing a park within a 10-minute walk of every home.
 - The City in adding pocket parks and other open spaces to neighborhoods as part of the neighborhood planning program.
 - Efforts to maintain and enhance opportunities for lifelong learning.
6. Award-winning Administration and Collaboration with Community Institutions, Stakeholders, and Citizens.
- 6.1 Enhance communication.
 - 6.2 Actively Collaborate with:
 - City of New Port Richey.
 - Pasco County, County Commissioners and Administration, Metropolitan Planning Organization, Tourism Development Council, Economic Development Council, and School Board.
 - State of Florida, Governor's Office, Legislative Delegation, State Agencies, including but not limited to Florida Department of Transportation, Florida Commerce, Florida Division of Historical Resources, Department of Environmental Protection.
 - Southwest Florida Water Management District.
 - Army Corps of Engineers.
 - Select Florida.
 - Visit Florida.
 - Tampa Bay Regional Planning Council.
 - City of Port Richey, the Suncoast Regional League, Florida League of Cities, and Florida Redevelopment Association.
 - Main Street, The Greater Pasco Chamber of Commerce, West Pasco Board of Realtors, and other business and professional organizations.

- Richey Suncoast Theatre, West Pasco Historical Society, West Pasco Art Guild, the Richey Community Orchestra, Friends of the New Port Richey Library, and other arts and cultural organizations and stakeholders
- Local churches, social and fraternal organizations, and stakeholders.
- Utility providers.
- Any and all stakeholders acting in good faith to bring the Plan to life.

6.3 Support:

- Citizen participation and the City's use of citizen advisory boards and committees.
- The City in its efforts to:
 - Reduce the millage rate and other taxes and fees.
 - Administer a streamlined transparent reliable development review process.
- The coordinated marketing of Downtown and the City.
- Historic preservation.

6.4 Seek grants and legislative appropriations, where appropriate, for implementation of the Plan's Vision, Goals, Objectives, and Specific Strategic Priorities.

6.5 Design, Adopt, and Administer Grant and Incentive Programs that effectuate the adopted Community Redevelopment Plan, consider return on public investment, and may include, but not be limited to, those already referenced and the following categories:

- New development consistent with the Community Redevelopment Plan and vision.
- Renovation and rehabilitation of development consistent with the Community Redevelopment Plan.
- Recruitment of targeted industries, uses, and development.
- Land banking, site assembly, and property disposition.
- Business retention.
- Business relocation.
- Environmental remediation.
- Infrastructure improvements.
- Public-Private Partnerships.
- Site preparation.
- Demolition, rehabilitation, and/or relocation of structures.
- Property management and maintenance.
- Revolving loan programs.
- Tax Increment rebates.
- Impact Fee payments.
- Façade improvements.
- Landscaping improvements.
- Residential Rehabilitation.
- Commercial Rehabilitation.
- Homeowner Assistance Programs.
- Building envelope and weatherization.
- Fast track permitting.
- Other programs consistent with Florida Statutes.

Specific Strategic Priorities

Objectives are more specific than goals. Specific Strategic Priorities, as the name implies, are more specific still. They can also be included as objectives, but they are of such importance and interest that they warrant separate identification and discussion.

Some of the Agency's proposed specific strategic priorities are public improvement projects, like the Restoration of Historic Gulf High School, Railroad Square, and Grand Boulevard Reconstruction. Others will be fairly characterized as partnerships between the public and private sectors, such as Aqua Harbor, where the Agency makes investments in public infrastructure or project improvements in return for the private sector completing desirable private improvements which bring the Plan to life. It is important to note that when categorizing these projects, there is not always a clean break between the two categories. They sometimes fall on a spectrum. Additionally, sometimes, a public improvement leads to a partnership. In all cases, it is the Agency's hope that public investment leverages private investment and a better quality of life for our citizens.

Specific Strategic Priorities (currently, not in order of priority)

Public Improvement Projects

- Railroad Square Street Improvements.
- Grand Boulevard Reconstruction.
- Grand Boulevard Bridge Replacement.
- Historic Gulf High School.

Historic Gulf High School, also known as the Schwettman Education Center, is prominently located at the northeast corner of Grand Boulevard and Gulf Drive. The main building predates the incorporation of the City and is considered an invaluable historic resource. The CRA is pursuing the acquisition of the School and associated property from the Pasco County School Board and hopes to carry out a citizen-driven planning process for the overall site, which would lead to the adoption of a corresponding master plan. Such a master plan would be based upon public input and set forth the City Council's vision and direction for the site.

It is expected that this vision and direction will include:

- **The preservation and restoration of the Historic Gulf High School Building.**
- Collaborations with community organizations and stakeholders.
- Establishing public space along the waterfront.
- Leveraging of grants and other resources, as part of formulating appropriate capital and operating budgets.
- Creation of a special destination and gathering place that:
 - Serves as one of our community's crown jewels.
 - Catalyzes the revitalization of the surrounding neighborhood and southern half of the City.

Public/Private Partnerships

- Champion the continuing renaissance of the Richey Suncoast Theatre.
- Main & Bank Redevelopment.
- Health Department Building.
- Main Street & River Road Redevelopment.
- SunTrust Redevelopment Project.
- Former Community Hospital Redevelopment.
- River Side Inn Redevelopment.
- Aqua Harbor Redevelopment.
- Leisure and Van Doren.
- NICE (Neighborhood Improvement and Community Enhancement).