

## **COMMUNITY REDEVELOPMENT AGENCY MEETING**

A Regular Community Redevelopment Meeting was held on January 23, 2023 at 5:00 p.m. in the Council Chambers of City Hall and via GoToMeeting +1 (646) 749-3122 - Access Code: 362-271-597.

CRA Board Chairperson Lance Smith called the meeting to order at 5:04 p.m. Roll call was taken. Present were members Lance Smith, Kenneth Burgess, Jodi Wilkeson, Alan Knight, Charles Proctor and Mayor Gene Whitfield. City Manager William Poe was present. City Attorney Matthew Maggard was absent.

Staff present: CRA Director Gail Hamilton, Public Information Officer Kevin Weiss, IT Director Mike Panak and City Clerk Lori Hillman.

Charles Proctor moved to add the Photography Competition for the FCCMA Magazine Cover to the agenda as Business Item 1.3. Seconded by Jodi Wilkeson. Motion passed unanimously.

### **1. BUSINESS ITEMS**

#### **1.1 Residential Paint Grant – 5430 16<sup>th</sup> Street – Joel and Terri Shafer**

CRA Director Gail Hamilton said Joel and Terri Shaffer submitted an application for a Residential Paint Grant for 5430 16<sup>th</sup> Street that provides \$500 in matching funds. She said the application meets the requirements of the grant and recommended approval.

Charles Proctor moved to approve Business Item 1. Seconded by Kenneth Burgess. Motion passed unanimously.

#### **1.2 Zephyr Park and Oakside Neighborhood Presentation**

CRA Director Gail Hamilton requested the CRA Board review the plan which included short-term, mid-term, and long-range improvements. She said the choices need to be bold and creative moving forward to create redevelopment with investment from the private sector and the neighborhood. She asked the CRA Board to think about implementing harsher regulations for improvements or creating incentives for improvements that would be in the homeowner's best interest.

Wes Shaffer, Urban Planner with Community Solutions Group at GAI Consultants, Inc. – 301 West 9<sup>th</sup> Street – Sanford, FL

Mr. Shaffer said this project is part of a bigger effort that involves four tasks; Existing Conditions Snapshots, Comparable Park Profiles, Neighborhood Design Plan and Strategic Roadmap. He clarified the PLANNING AREA refers to the Oakside and Zephyr Park neighborhoods within the CRA, the STUDY AREA encompasses zip code 33542, and CITY LIMITS refers to the jurisdictional boundary of the City of Zephyrhills. He narrated a PowerPoint presentation addressing three ideas; the problem (challenges), the plan (response to problems) and playbook (steps taken to implement the plan). He said Zephyrhills stands out as one of the most walkable communities in Pasco County with a unique character. He said walkability is tied to desirability and citizens and families value the idea of walking to a park, to the grocery store and to school. Walkability is a proxy for accessibility. He referred to a map depicting persistently vacant land since 2011. He there is to some extent incentives to hold land. Vacant property owners benefit from a lower tax burden, despite owning valuable land with potential for redevelopment.

Mr. Schaffer discussed six interventions and displayed a map depicting each intervention.

1. Zephyr Park Master Plan – begins with implementing the plan.
2. Catalyst Redevelopments – Zephyr Park Village, a development on the corner of 5<sup>th</sup> Avenue at 4<sup>th</sup> Street with dwellings on 5<sup>th</sup> Avenue. The privately owned property is well positioned to become residential with a live/work component using alleyways to create a muse environment/shared space.
3. 5<sup>th</sup> Avenue “Rambla” – confine parking spaces to the middle to create a narrow environment enticing people to drive slower with a tree canopy for traffic calming.
4. US-301 Roundabout – connecting Zephyr Park with downtown. Raised crosswalks, wider sidewalks, improved traffic flow and signature moment as you enter Zephyrhills.
5. Alleyway Placemaking – alleyways are part of the City's network that are used for service. The plan envisions the alleyways becoming part of the life blood of movement for pedestrians and bicyclists in line with a combination of garages and dwelling spaces. New housing could be layered in with accessory units built over garages.

6. Public Realm Boosts – enhancements to stormwater ponds, additional tree canopy and sidewalks create a more comfortable and pleasant built environment.

The CRA Board concurred to prioritize projects and track with a time line.

Tom Kohler Senior Director at GAI Consultants, Inc. – 618 East South Street – Orlando, FL 32806

Mr. Kohler addressed prioritizing and said the City has a park that is a phenomenal amenity, the City has alleyways that other cities are paying millions of dollars for property to have backloaded amenities and a school as an institutional anchor.

City Manager William Poe said the City is requesting state appropriations funding for Zephyr Park.

### 1.3 FCCMA Magazine Cover Photography

CRA Director Gail Hamilton said 57 entrees were received for the photography contest. The FCCMA has a contest annually for cities to submit photos for the front page of their magazine. Last year, the City submitted a picture of City Hall and placed second. This year photographs were submitted from citizens and the selection committee narrowed down the 57 entries to three that represented Zephyrhills; Rooster on Fifth, Explore our Hometown mural, and a boy eating ice cream in the commons area of City Hall by the fountain with a sign “Happiness is ice cream in January, Zephyrhills, Florida. First prize \$300, second prize \$200 and third prize \$100. The winning photograph will be submitted to FCCMA January 24, 2023.

City Manager William Poe addressed a rumor relating to painting over the mural on the Hynes Building and said there is no truth to the rumor.

## 2. CRA DIRECTOR’S REPORT

CRA Director Gail Hamilton said underground work has begun for new street signage on 5<sup>th</sup> Avenue from US-301 to 10<sup>th</sup> Street. The numbers came in high for the Backyard Project and staff will meet with Project Manager A.D. Morgan on Thursday, January 26<sup>th</sup> to remove items such as the aluminum overhangs for the lounge and stage areas that came in at \$250,000. Sailcloth will be used as originally planned. Staff will rework and bring back to the CRA Board for a final decision.

CRA Boardmember Wilkeson requested staff design the aluminum structure to add a roof at a later date because the sailcloth will not last long-term and shed roofs could be added in the future. A contract for construction services for sidewalks and trails will be added to the February 13<sup>th</sup> City Council meeting. Hercules Park is on schedule for 90% construction plan completion by January 31<sup>st</sup>. Plans will be brought before the Site Plan Review Committee and forwarded to the water management district for permitting. Code Enforcement is struggling with conflicting ordinances and will begin meeting every month with planning, code enforcement, building, City Manager and CRA director to review ordinances for resolution.

## 3. MAIN STREET ACTIVITY REPORT

CRA Director Gail Hamilton said Main Street Director Erin Beasley is attending a quarterly Main Street meeting in Orlando, FL. Main Street, in partnership with Friends of the Library, will create a mural on the crosswalk in front of the Library that will be funded by the Friends of the Library. The call to artists went out this past week and the submission deadline is mid-March. Founder’s Day will be held March 4<sup>th</sup>, 4:00 p.m. – 9:00 p.m., with a parade at 7:00 p.m. Music and Motorcycles will be held April 15<sup>th</sup>.

## 4. CITIZEN COMMENTS

N/A

Meeting Adjourned: 6:10 p.m.  
Submitted by Lori L. Hillman