

# CITY OF LARGO CITY COMMISSION WORK SESSION

July 9, 2019  
Minutes

**COMMISSION PRESENT:** Commissioners Smith, Fenger, Holmes, Robinson, Holck, Carroll, Mayor Brown

**PARTICIPATING STAFF PRESENT:** City Mgr. Schubert, City Clerk Bruner, Economic Dev. Coord. Rojas-Norton, Comm. Dev. Dir. Stricklin, Engineering Services Dir. Woloszynski, City Attorney Zimmet, Communications and Marketing Mgr. Oyer, Planning Mgr. Perez, Planner Lunan-Gordon, Finance Dir. Adams

The Work Session began at 4:00 pm.

## **BUSINESS SPOTLIGHT**

### **Business Spotlight – Master Restoration Services**

Master Restoration provides complete loss management and restoration services to residential and commercial properties in the Tampa Bay area. The company, led by Founder and CEO, Jarrett Dixon, is located at 17129 US Highway 19 N. just north of Whitney Road in the former Harley Davidson building. Master Restoration purchased the 30,000 square foot building in November 2018 and the new location will allow the company to grow and have more satellite offices throughout the state. The company employs 55 permanent full-time employees, as well as approximately 70 temporary employees who are providing continued services in the Florida panhandle following Hurricane Michael. Their goal is to hire an additional 25 full-time staff members over the course of 2019.

Master Restoration will celebrate their ten year anniversary in August 2019. The company's mission is to be a servant leader to the community. Their team has grown to be a trusted residential and business resource in the Tampa Bay area for disaster preparedness and property restoration. The company and their team of experts are involved with various organizations such as the Central Pinellas Chamber of Commerce and the Governor's Hurricane Conference, and involved with non-profits such as Project R.a.i.n, Habitat for Humanity, Clothes to Kids, and the Florida Sheriffs Youth Ranches. They have also provided education and expert advice to the community through various events such as Largo Fire Rescue's Hurricane Preparedness Expo and ALICE Training at Pinellas Technical College. For more information about their expertise, visit [MasterRestorationServices.com](http://MasterRestorationServices.com).

Discussion:

Ms. Rojas-Norton introduced Scott Bedell. Mr. Bedell stated that they were a 24 hour company. He stated that they will be having an open house on August 22nd at 4:00 pm and that one of their goals was to build relationships with businesses. He stated that Largo was chosen for the location and the activity level in the City. He stated that the company's headquarters will remain here, however they wanted to open satellite offices throughout the state. He stated that workforce development was one of their needs.

## **PRESENTATIONS**

### **FDOT US Alternate 19 Corridor Study Presentation**

The Florida Department of Transportation (FDOT), District 7 is conducting a corridor planning study along Alternate US 19 (SR 595) from Park Street North to the Pinellas/Pasco County Line in Pinellas County – a distance of approximately 28.9 miles. Alternate US 19 is a major north-south corridor in Pinellas County, connecting to numerous regionally significant corridors – including Ulmerton Road (SR 688), East Bay Drive (SR 686), SR 60, and US 19. Brian Shoyer, representing the Florida Department of Transportation, will attend the July 9 Work Session to provide an overview of the study, which was recently completed.

The corridor is divided into two (2) study segments. The southern segment begins at Park Street North and ends at Belleair Road. This 11-mile segment traverses through the cities of Largo and Seminole. The northern segment is from Belleair Road to the Pinellas/Pasco County Line. The study, which began in December 2016, included technical work and data analysis, along with various opportunities for public involvement to discuss a vision for Alternate US 19 that makes it accessible for all users. This study had a two-pronged purpose:

1. To address near-term multimodal transportation needs through context sensitive solutions, and
2. To develop a long-term corridor vision that defines the goals and objectives and policy requirements to establish a more walkable, bicycle-friendly, urban environment.

Improvements to Alternate US 19 (SR 595) are needed to: improve congestion along the corridor; improve level of service at major intersections; reduce the number of pedestrian/bicycle crashes; and improve connectivity and accessibility to transit. In an effort to improve mobility and enhance safety within the corridor, several alternatives will be developed including short-term improvements like added bike lanes, lighting improvements or lengthening turn lanes; and long-term options such as lane repurposing or innovative intersection concepts like roundabouts.

Representing FDOT were Brian L Shroyer, FDOT Project Manager; Erik Fleming, RK&K Project Manager; and Heather Coons, RK&K Associate Planner.

Discussion:

Commissioner Smith questioned the impact on the Rosery Road project. Mr. Woloszynski stated that the Rosery project will be ahead of the subject project. Mr. Shoyer stated that the information they had indicated that a roundabout would work. Vice Mayor Carroll stated that it was important that Largo High School be included in discussions. Mr. Shoyer stated that PSTA has also been involved. Mayor Brown questioned the characteristics looked at for a multi-lane intersection roundabout and stated that other area projects included moving the sidewalks back from the road. He questioned whether a buffer between traffic lanes and sidewalks would be considered.

City Commission Direction:

No direction requested.

### **Community Recognition and Social Inclusion**

City Administration is seeking Commission direction on a proposed plan to formalize a policy of community recognition and inclusion efforts. The City of Largo currently supports various global, national, regional and local causes; and locally, partners with dozens of community groups and organizations representing the diverse population across Largo.

To authentically strengthen community pride, the City of Largo has the opportunity to more formally align with broader efforts of social inclusion (e.g., national holidays, public information efforts, expanded partnerships) that recognize and celebrate diversity. Efforts to recognize and promote awareness directly support the City's Strategic Plan. Official recognition of social inclusion supports the sustainability initiative to foster a community where opportunities exist and are accessible for residents and businesses to realize their full potential. Efforts support community pride as we welcome and attract new residents and businesses that will further enrich our communities. When individuals feel recognized, the fabric of our community is strengthened, and measures promote a positive city image and engagement with historically socially excluded communities. Increased community recognition and awareness also supports the City of Largo's focus on public health and safety, by further connecting community members, neighborhoods, and organizations and creating a supportive environment for all individuals to thrive.

The future policy will seek to define the different types of recognition of initiatives (e.g., Proclamation, Public Information, Flag Raising) while ensuring efficient use of City resources to positively impact the organization and community. Recognition and messaging should align with the organization's mission, vision, and values and set a standard for the operational procedure. Successful recognition, public information campaigns, and partnerships are identified by their level of impact on the local or regional community, or the mission and message alignment with the City's strategic plan focus areas (Sustainability, Public Health, and Safety, Community Pride). Within the policy, it is recommended that efforts including proclamations, commemorative flags, and other City public information channels are exclusively used by the City and City Commission as a form of government expression rather than a forum of public expression. The City should not accept requests from third parties.

The policy and procedure will identify recommended recognition of Nationally declared events including:

PROPOSED	CITY RECOGNITION		
	DATE	NATIONAL DECLARATION	POPULATION
Feb	African American History	6%	Proclamation Public Information
Mar	National Women's History	53%	Proclamation Public Information
May	Asian Pacific American Heritage	3.3%	Proclamation Public Information
Jun	LGBTQ Pride	—	Proclamation Rainbow Flag Raising Public Information
Sep 15-Oct 15	National Hispanic-Latino Heritage	11.4%	Proclamation Public Information
Nov	National Native American Heritage	.4%	Proclamation Public Information

(Sources: BEBR 2018, ESRI 2018, American Community Survey 2017, City of Largo 2018)

With direction from City Commission, a policy will be drafted to include a procedure for planned proclamations, raising of commemorative flags and other public information as it pertains to various global, national, regional and local causes the City officially supports. Additional national commemorative dates of recognition will be included as relevant to Largo's demographic population and alignment to City of Largo mission, vision and values (e.g., Martin Luther King Jr. Day, Women's History Month, International Friendship Day, Veterans Day) public information efforts, expanded partnerships.

Discussion:

Mayor Brown thanked staff for the presentation. He stated that the City Commission wanted to do everything possible to ensure that everyone feels welcome, however some people would be offended because of their own biases. Commissioner Robinson also complimented staff on the presentation. He stated that he understood that everyone would not be happy, however it was more important to do the right thing and reflect the diversity of the community. Vice Mayor Carroll stated that he did not want Largo to be ground zero for someone else's movement. Commissioner Holmes stated that City government's only job was to provide public safety, therefore the City may be better off doing no harm by staying neutral. He stated that he did not have a problem with doing Proclamations. Mayor Brown stated that the other services a City provides and being welcoming to all residents were important. Commissioner Holmes stated that he did not want any

recognition beyond a proclamation. Vice Mayor Carroll stated that the City Commission represented the people and that the City should recognize and celebrate what residents want recognized and celebrated. Commissioner Holck questioned the impact if someone requested the City fly a flag that the City did not want to fly. Mr. Zimmet stated that as long as the City keeps control over flags that fly on the City flagpole, it can say no. He further stated that the City cannot fly religious flags. He stated that some flags may not fit the City's policy, however as long as the City keeps control it is considered government speech. Mayor Brown asked whether the City would be precluded from flying a Largo High or other local high school flag, which Mr. Zimmet stated that they could. Mayor Brown stated that a policy should come back to the City Commission for approval.

City Commission Direction:

It was the consensus of the City Commission to move forward with preparing a policy.

### **Comprehensive Development Code (CDC) Hotel Standards**

Planning Division staff is seeking City Commission direction on a proposed Comprehensive Development Code (CDC) Amendment to establish standards for hotels and expand the land use classifications where such uses are allowed. The City of Largo has five (5) hotels, out of the more than 413 located in Pinellas County. The majority of the hotels in Pinellas County are geared towards the beach tourism. Current development trends suggest that there is market demand in Largo for hotels oriented towards: business professionals; visitors (who want to be near the beaches); and travelers from nearby airports (ie. PIE). In addition, there is a potential demand for midscale to upper midscale hotels with space for events, professional meetings and conferences.

The CDC currently provides that hotels are allowed or conditionally allowed in the Commercial Neighborhood (CN), Commercial General (CG), Residential/Office/Retail (R/O/R), Residential/Office General (R/OG), and Commercial Recreation (CR) future land use classifications. The goal of the proposed CDC amendment would be to expand the areas where hotels are allowed to include the Industrial Limited future land use classification. The amendment will also create supplemental standards to ensure that the hotel uses are compatible with the surrounding area. Consequently, establishing standards will, at a minimum, amend the following CDC chapters, sections and tables:

- Chapter 6: Allowable Uses
  - Table 6-1: Allowable Uses Within Land Use Classifications and
  - Table 6-2: Allowable Uses Within the Community Redevelopment Districts
- Chapter 15: Supplemental Standard, Purpose, Applicability, Standards
- Chapter 20: Definitions

Staff is also identifying possible incentives in the form of higher intensity within the Target Employment Center Overlay (TECo) which encompasses the majority of the Industrial Limited (IL) land use classification and two major business parks, Bay Vista and ICOT Center; as well as areas surrounding/located within the St. Pete-Clearwater International Airport, Gateway/Mid County Master Plan Area, US19 Corridor, and US19-East Bay Drive/Roosevelt Boulevard special area. The supplemental standards created will allow Largo the same land uses that others in Pinellas County offer to be more competitive for hotel development in Pinellas County and support the City's annexation strategy.

Planning staff will seek input on the proposed amendment from the Community Development Advisory Board (CDAB) in July and present a proposed draft ordinance to amend the CDC to the Planning Board in August. It is anticipated that the proposed ordinance will come before the City Commission for first and second readings in September.

Discussion:

Commissioner Fenger questioned the number of properties that could be available. Mr. Perez stated that staff proposed allowing hotels in Industrial Limited and Residential Office General, which would double the existing amount of properties where hotel development could take place. Mayor Brown questioned the density bonus. Ms. Lunan-Gordon explained that the bonus would be at 2.5, which would come with more stipulations, such as a development agreement. Mr. Perez stated that staff has been approached by developers interested in building hotels in Largo. Mayor Brown stated that he supported the density bonus.

City Commission Direction:

It was the consensus of the City Commission to support the hotel standards.

**Police Officers' And Firefighters' Pension Plan Actuarial Valuation Report Review**

The most recent Actuarial Valuation Report ("Report") for the Police Officers' and Firefighters' Pension Plan dated October 1, 2018 has been forwarded to the City Commission electronically. Overall, the Plan is reporting a stronger financial position than at the end of FY 2017, due mostly to investment earnings that were above the assumed rate of return.

Discussion:

Mayor Brown questioned the 43% payroll requirement, which Mr. Adams stated was Police and Fire eligible payroll costs.

City Commission Direction:

No direction requested.

**BOARD/COMMITTEE REPORTS:**

Forward Pinellas – Commissioner Smith stated that they would meet the following day.

Suncoast League of Cities – Vice Mayor Carroll stated that a Planning Retreat will be held on Friday.

Pinellas Suncoast Transit Authority – Commissioner Fenger stated that at the last meeting they finalized votes regarding security.

Tampa Bay Regional Planning Council – Mayor Brown stated that they did not meet in July.

**ITEMS FROM COMMISSION, MAYOR, CITY MANAGER**

Vice Mayor Carroll stated that he attended Coffee With the Mayor last week. He thanked everyone involved with the 4th of July event.

Commissioner Robinson stated that he drove on Trotter Road and that the project looked fantastic. He stated that he had lunch at City Hall today, as it was food truck day.

Commissioner Holck thanked staff for tonight's presentations.

Commissioner Fenger thanked the Police and Fire Chiefs for changing the introductions of new Officers and Firefighters to include their families.

Mayor Brown congratulated West Florida Dance Center.

**ACTION ITEMS**

None

**ADJOURNMENT**

The meeting adjourned at 6:26 pm.