

Boat Ramp Park:

- ▶ The site is one of the few public properties along the downtown riverfront;
- ▶ City of New Port Richey Parks and Recreation Master Plan-2017 identifies numerous enhancements to park space including relocation of the Chamber;
- ▶ Limited parking for boat trailers and users of the ramp has presented challenges with trailers being parked along streets throughout the district; and
- ▶ There are challenges with people hanging out and engaging in undesirable activities in the early mornings and evenings.

Uses:

- ▶ New uses are being developed and will serve as anchors including the Keiser University;
- ▶ The City is constructing a parking structure that will serve existing uses and additional redevelopment, as well as alleviate pressures on surface parking lots;
- ▶ Several existing businesses and restaurants operate along Main Street; and
- ▶ Several buildings are vacant and/or underutilized.

Vision

The Palm and Rivergate Districts are complementary to but distinct from the Historic Downtown, providing a vibrant gateway and transition to downtown. Long-term, the area is characterized by higher densities and taller buildings oriented to the streets. Urban design practices promote walkable districts while supporting a mix of uses and amenities that also respond to challenges associated with sea-level rise.

Recommendations and Implementing Actions

4.6A PALM DISTRICT BRAND EXTENSION

Extend the New Port Richey community branding to the Palm District, reinforcing this place as the downtown gateway.

- **Unique Logo:** Implement a distinct logo for the Palm District that is extended from the adopted New Port Richey brand identity. It should illustrate that the district has its own unique character, but be connected to and secondary to the primary brand.
- **Banner:** Deploy the logo on banners to be used along Main Street, and potentially Acorn Street and River Road as they begin to redevelop.

4.6B MAIN STREET STREETScape

Build upon the initial lane reduction project and continue to enhance the Main Street Streetscape with an emphasis on pedestrian safety, comfort and overall walkability. These improvements should occur once more redevelopment has occurred and there are fewer curb cuts along Main Street.

- **Sidewalk Bumpouts:** Reinforce the traffic-calming and lane reduction improvements recently completed by providing expanded planting bumpouts in some of the areas currently striped.
- **Shade Tree Planting:** Within the new bumpout areas, plant canopy trees to provide more shade along this segment of Main Street, while complementing the existing planting of palms. In some areas, work with property owners to explore planting canopy trees along the street within their property, once the parking garage is completed and any loss of parking could be offset.
- **Parking Lot Edges:** Until redevelopment occurs and new buildings are located along the street edge, enhance parking lot edges with low hedges/planting and or ornamental fencing to minimize the visual impact of the parking lots while reinforcing the streetscape.

4.6C SIMS BOAT RAMP PARK OPPORTUNITY

Plan for phased enhancements to the Sims Boat Ramp Park to improve this public amenity while activating with a mix of uses that interface with both the river and Main Street and reinforce the connection between the Palm District and Historic Downtown.

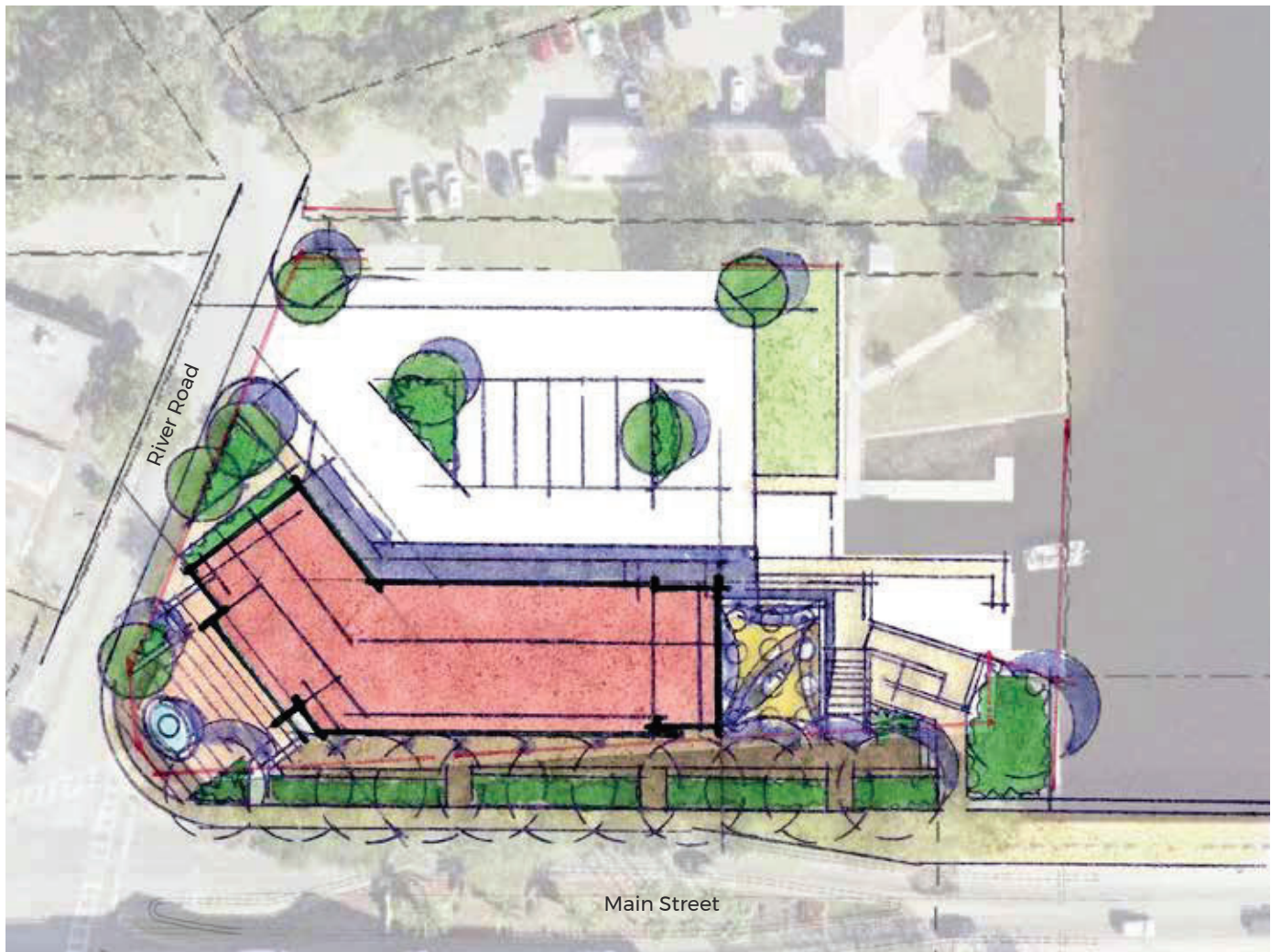
- **Parks and Recreation Master Plan Update:** Update the recommendations outlined in the Parks and Recreation Master Plan to include new development that would complement the park space and river location and to consider expansion of the site.

Boat Ramp Parking Feasibility Study:

Incorporate some boat ramp parking for vehicles and trailers as part of any enhancement scheme. As part of the feasibility study, examine how expanded parking can be accommodated in the short-term while exploring other long-term parking solutions. These might include any of the following or a combination of the following:

- ▶ Formalized agreements with surrounding properties whose parking is not in demand every day (nearby Churches or vacant businesses). These could be revenue-generating opportunities for these property owners).
- ▶ Identify opportunities for satellite vehicle and boat trailer parking, particularly within underutilized properties along Main Street in the Palm District (until further investment occurs) or along Highway 19. These satellite parking areas may be a fluid in that locations change as opportunities to redevelop with higher and better uses are realized.

- ▶ Explore opportunities for a shuttle system (golf cart or small vehicles) that could run between the satellite facilities and the boat ramp. This could be developed as a private enterprise.
- ▶ Incorporate wayfinding signage directing users to the satellite facilities.
- ▶ Explore fee and/or lottery-based permitting system for use of the boat ramp to help manage demand.
- **Main Street Mixed Use Infill:** Plan for an implement high quality multi-story infill development with ground-level restaurant uses along the Main Street frontage, allowing for view corridor to the river between the infill development and the Main Street Bridge. Set any development back from the street to preserve the Live Oaks along Main Street which would provide shade along this south-facing frontage. The existing grade change could allow for parking below the first floor uses that are at grade with Main Street.



Sims Boat Ramp Park Mixed-Use Opportunity

- **“Under the Oaks” Dining Deck:** To maintain the existing landform where the oaks are located, incorporate a dining deck-constructed around the oaks-that connects the Main Street sidewalk area with the ground floor uses.
- **Riverfront Access:** Provide public pedestrian access to the riverfront between the Main Street bridge and the new building.
- **Riverfront Promenade:** Create a riverfront promenade along the existing riverfront and any expanded riverfront to allow public access to the river and to accommodate outdoor waterfront dining and gathering spaces.
- **Public Art:** Incorporate water/river-themed public art throughout the park spaces.



Shade trees along Main Street should be protected with any redevelopment concept.



Existing conditions.



Potential redevelopment opportunity and outdoor dining along Main Street.

