

US 19/River Side Inn/North Riverfront

The County's Vision 19 report includes a Millers Bayou Small Area Plan with redevelopment and infill concepts and recommendations for a "town center" area in Port Richey and a small area of New Port Richey identified as Bayou Pointe. Concepts and recommendations for Bayou Pointe target the existing River Side Inn and essentially the same adjacent vacant properties on US 19 and the Cotee River shown in Figure 12.

The Vision 19 report cites generally poor aesthetics and maintenance conditions and antisocial behavior on and around the site. Redevelopment options for the properties outlined in the Vision 19 report include a new up-to-date hotel with a name brand and development of a mix of destination uses, including retail, hotel, and waterfront recreation.



Figure 12: River Side Inn-North Riverfront Area

With a total area of 8.06 acres, the Bayou Pointe site is large enough to accommodate a mix of commercial and recreational uses, including a branded hotel, destination retail shops, and marine uses on the waterfront, or water-oriented residential development with 100-160 townhomes, condominiums, or apartments. The Cotee River and Millers Bayou is an attractive waterfront area with expansive views from Pier Road, which runs along the west side of this Bayou Pointe property.

Opportunities for a new hotel in the area may be limited, given the competitive nature and price sensitivity of the US 19 market, whereas a waterfront location and environment make the site an attractive and marketable place for higher density residential development with some amount of compatible waterfront commercial use.

The 105-room River Side Inn occupies 3.39 acres and has a taxable value of \$1,004,552, averaging a very low \$9,567 per room. This compares to \$30,000 to \$50,000 per room for several newer hotels in the area. The other five parcels, totaling 4.67 acres, are classified as vacant commercial and vacant residential. Total taxable value of all parcels is approximately \$1.6 million, which averages around \$200,000 per acre, or approximately \$120,000 per acre, excluding buildings. Parcels 1 through 3 are within the city limits, and Parcel 4 through 6 are outside the city limits.

Development of a waterfront residential community with up to 100 townhomes at an average density of 12 units per acre or 160 apartments at an average density of 20 units per acre would generate average taxable values of around \$125,000 per unit, or \$12-\$20 million compared to an existing \$1.6 million. This is based, in part, on analysis of values of existing Sea Forest Beach Club Townhomes on Cross Bayou Blvd just east of US 19, built between 2004 to 2014. Recent sales prices for newer townhomes reach up to \$185,000.

Development of up to 100 townhomes or 160 apartments would be more than adequate to cover estimated costs of acquiring the site, given that the current assessed value of the entire property is only \$10,000 per apartment or \$16,000 per townhome, which is less than current land cost factors for new multifamily developments.

Redevelopment Initiatives

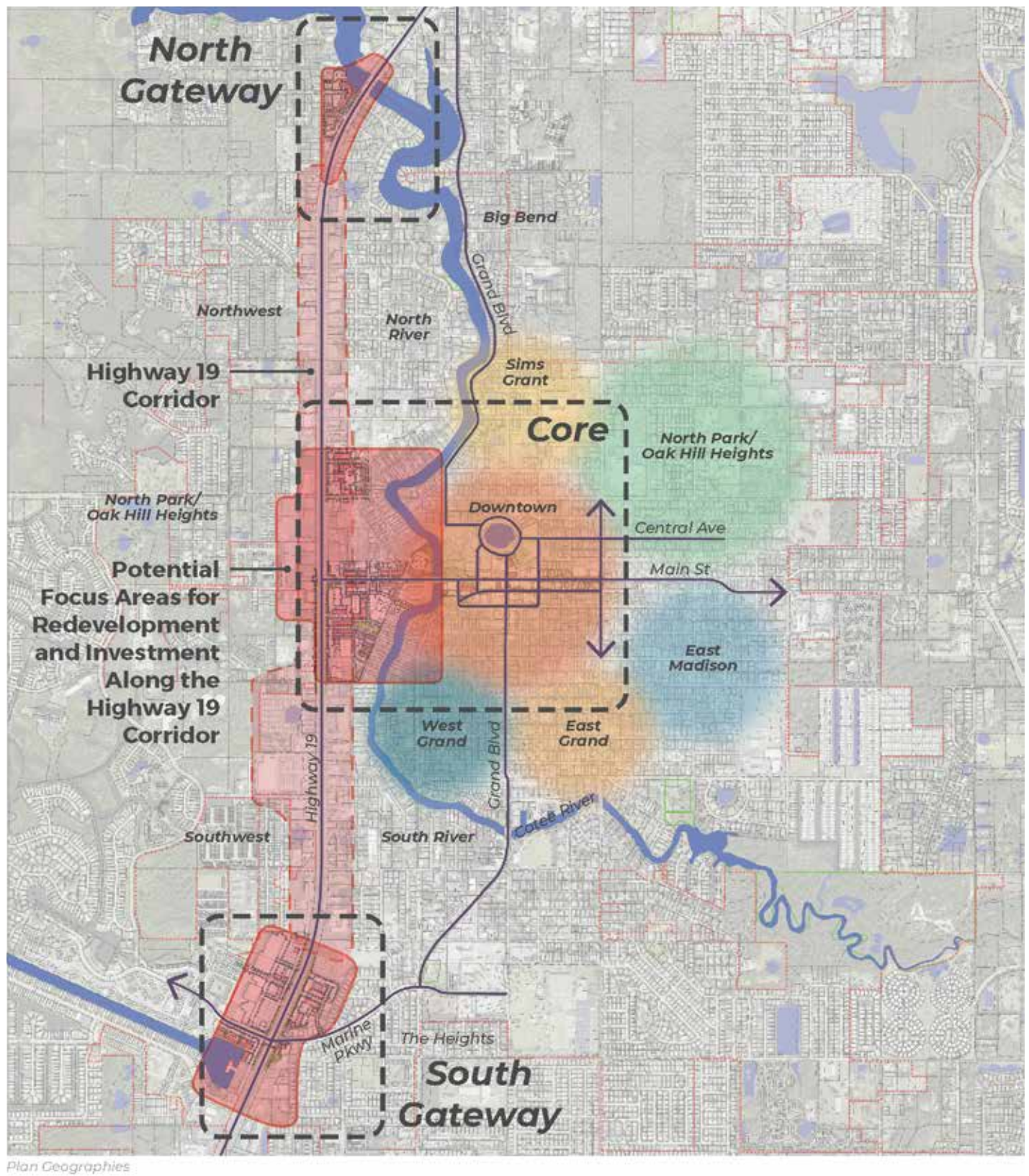
Actions the City and CRA should undertake to promote and facilitate redevelopment of the property include the following:

- If the property is in the Coastal High Hazard Area (CHHA), determine that the City has a sufficient credit reserve to allow for redevelopment of the property.
- Enter discussions with property owners to determine their level of interest in redevelopment and sale of the properties.
- Develop a conceptual master plan for the site to introduce redevelopment concepts to potential developers, including provisions to buffer the site from noise and visual impacts generated by US 19 traffic.
- Facilitate meetings between interested developers and property owners and assist as may be appropriate in permitting and the assembly of land.

Figure 13 provides a conceptual site layout for the Riverside Inn site and adjacent parcels that reflects a hospitality, retail, and residential development. The layout takes advantage of the river front and orients buildings with views of this asset. Circulation for this site can be accommodated by a roundabout that provides access to the driveway network and parking accommodations for each use.



Figure 13: Riverside Inn Redevelopment Concept



Highway 19 Corridor

4.9 NORTH GATEWAY AREA

Description

The North Gateway Area is defined by the Cotee River to the north and Bellview Avenue to the south

Context

Character and Scale:

- ▶ Distinct arrival to New Port Richey with river crossing;
- ▶ Strong sense of the river;
- ▶ Vast highway scale;
- ▶ Expansive parking areas; and
- ▶ Vacant properties.

Uses:

- ▶ Predominantly underperforming retail uses;
- ▶ Motels;
- ▶ Automobile-related uses;
- ▶ Limited engagement between land uses and the river; and
- ▶ Problem properties and land uses are being aggressively addressed by the City.

Landscape:

- ▶ Lush landscape at bridge landing provides green image but blocks New Port Richey gateway signage; and
- ▶ Recent enhancements in the median with tree plantings.

Pedestrian Environment

- ▶ Planned underpass connecting to Port Richey; and
- ▶ Wide sidewalks along both sides of the Highway 19 bridge.

Vision

The North Gateway Area is visually distinctive, providing a clear sense of arrival to New Port Richey from the City of Port Richey to the north and serving as a pedestrian, bicyclist and boater-friendly commercial center for adjacent neighborhoods and river traffic.



North Gateway from the Highway 19 Bridge.

Recommendations and Implementing Actions

4.9A GATEWAY SIGN AND ELEMENTS

Make existing gateway sign more visible and consider long-term landscape enhancements that contribute to a positive gateway character.

- **Tree Removal:** Selectively remove existing trees that block views of the gateway sign.
- **Tree Planting and Vertical Element:** Incorporate tall canopy trees within the landscape setback, particularly near the south end of the district at Cedar Lane, to emphasize New Port Richey's landscape while allowing for unobstructed sight lines beneath the canopies. Consider a vertical monument in this location (at Cedar Lane) as part of the gateway. The curve in the highway adds to the high visibility of this location from the north.



Potential boat launch area.

4.9B REDEVELOPMENT

OPPORTUNITIES

Consider long-term redevelopment of parcels on the west side of Highway 19 to create a walkable district that enhances the gateway image while taking advantage of the waterfront location.

- **Mix of Uses:** Plan for a mix of uses, particularly those that would benefit from and enhance the riverfront location, such as restaurants with waterfront dining, and water activity related businesses.
- **Internal Street Network:** Build off the existing street network of Pier Road, Cedar Lane, Behms Court and Limestone Drive to create a logical internal street network around which redevelopment is organized.
- **Gathering Amenity Spaces:** Provide amenity gathering spaces as central focal points, particularly along the water.
- **Landscape Enhancements:** Use canopy street trees to delineate the internal street network and shade pedestrian areas. Incorporate lush landscaping and landscaped stormwater management areas within the Highway 19 setback area.

4.9C NORTH BOAT LAUNCH

As part of the long-term redevelopment, work with Pasco County and the City of Port Richey to facilitate the creation of a public boat launch to the river and with convenient access to the Gulf. Consider a permit system to manage demand and incorporate vehicle and trailer parking and drop-off into the overall redevelopment plan.

4.9D HIGHWAY 19 BRIDGE REPLACEMENT

While there are no plans to replace the Highway 19 bridge crossing of the Cotee River, preserve opportunities to be involved in the long-term planning of the eventual bridge replacement to enhance river and pedestrian connections between New Port Richey, Port Richey and the Gulf of Mexico.

- **Boat Clearance:** Ensure adequate bridge clearances to allow for the passing of a variety of boats and better boat access to downtown New Port Richey.

- **Pedestrian and Bicycle Accommodations:** Provide for safe and attractive pedestrian and bicycle access on both sides of the bridge and beneath the bridge.
- **Bridge Design:** Utilize a signature design that highlights the gateway to New Port Richey from the north and Port Richey from the south.



Boat launch west of Highway 19 could provide better access to the Gulf.



North Gateway phased development.



North Gateway existing conditions.



North Gateway potential redevelopment.