

City of New Port Richey, FL

Community Redevelopment Agency
Request for Qualifications
Deadline: Friday, December 18, 2015, 3 pm EST

Response to RFQ 16-007 **Residences at**

Orange Lake



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Developer Introduction

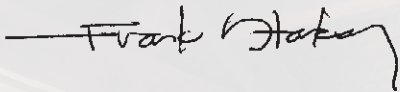
On behalf of People Places, LLC and the exceptional team of professionals we have assembled, I am pleased to present these qualifications and a brief outline of a project proposal for the Residences at Orange Lake, Request for Qualifications 16-007. We love New Port Richey and are excited about the opportunity to lend our energies and expertise to its renaissance. It is our firm belief that thoughtful redevelopment of this site will catalyze the revival of the city's urban core and surrounding neighborhoods.

Our team includes architects and urban designers with broad and practical experience in urban settings across the country and internationally. All share a commitment to the sound urban design and development principles outlined in the Charter of the New Urbanism, as well as a pragmatic approach to crafting beautiful places that are cost-efficient and financially achievable in their given settings.

Together we spent two intensive days in early December, 2015 devising a well-considered plan for the project. The results include a general site plan, conceptual building plans, architectural character studies, phasing strategy, zoning recommendations (for both the site and the surrounding areas) and an outline financial plan. This exercise refined our understanding of the challenges and opportunities of this site and the potential project. While there are countless details remaining to be worked through to bring this project to fruition we believe the time is right and the opportunity is ripe.

Thank you for the opportunity to present the following.

Sincerely,



Frank Starkey
Principal Developer
People Places, LLC
5742 Main Street
New Port Richey, FL 34652
Frank Starkey
Starkey.f@gmail.com
813-294-8029

Project Team

Principal Developer – Frank Starkey, Principal, *People Places LLC*

Project Manager – Andy Mikulski, Project Manager, *People Places LLC*

Financial Partner – Jim Goodchild, Principal, *Lamplight Capital & Asset Management*

Financial Partner; Real Estate & Design Consultant – Jose Cardenas, *Jose Cardenas Homes*

Architect: Site Planning – Mike Watkins, Principal, *Michael Watkins Architect LLC*

Architect: Building Plans – Eric Brown, *Brown Design Studio*

Urban Designer: Planning and Zoning - Andrew Georgiadis, *Georgiadis Urban Design*

Urban Designer: Charrette Volunteer: – Vinod Kadu

Civil Engineering Advisor – Gregory B. Wegener, Project Engineer, *Coastal Design Consultants*

Construction Cost Advisor – Bill Athanasoulis, Vice President, *J. Kokolakis Contracting*

Legal Counsel – Barbara L. Wilhite, Esquire, *Barbara L. Wilhite Law, P.A.*

- New Port Richey native Jim Goodchild and Jose Cardenas are personal friends and partners with Frank Starkey on a small development project in Fort Lauderdale.
- Frank Starkey and Mike Watkins have been friends and professional acquaintances for many years and serve together on the Board of Governors of The Seaside Institute. Both are members of Congress for the New Urbanism (CNU) and the National Town Builders Association (NTBA).
- Eric Brown, also a member of CNU and NTBA, was hired by Frank Starkey to design a small building in Longleaf.
- Andrew Georgiadis was on the Dover Kohl and Partners charrette team hired by Frank for the Starkey Ranch Town Center. His parents have a home in New Port Richey, and he is very familiar with the town.
- Barbara Wilhite and Bill Athanasoulis grew up in the New Port Richey area and were classmates of Frank's at Gulf Junior High and Gulf High. Barbara worked closely with Frank on the entitlements for Starkey Ranch.
- During his tenure at Florida Design Consultants Greg Wegener worked on Longleaf and the Starkey Ranch DRI. He has also worked on various projects in and for the City of New Port Richey, including the Orange Lake drainage structure.



From left to right: Andy Mikulski, Vinod Kadu, Jose Cardenas, Frank Starkey, Eric Brown, Jim Goodchild, Andrew Georgiadis, and Michael Watkins.

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Narrative and Vision Statement

New Port Richey is a wonderful town. It has a great traditional street network, authenticity, outstanding natural and recreational amenities, a convenient location, and a beautiful setting. The center of town is particularly enchanting with its intact central business district, beautiful Pithlachascotee River, Sims Park and Orange Lake, historic buildings including the landmark Hacienda Hotel, and convenient close-in neighborhoods. New Port Richey contains a rare combination of attributes that other towns covet and new suburbs can only dream of.

Like most small towns New Port Richey has languished in the wake of the suburban expansion that exploded in recent decades but we believe it is coming back stronger than ever. Folks are rediscovering the pleasure and convenience of living in a walkable, vibrant place. People who see New Port Richey for the first time are captivated and often think to themselves; “I would love to live here.” Unfortunately, the range of residential options in the Urban Core is lacking, particularly for those seeking new high-quality rental apartments.

The Residences at Orange Lake is a prime opportunity to meet that demand, and to catalyze the City’s urban renaissance. Seizing the market opportunities identified in the 2015 Zimmerman Volk Associates (ZVA) study “Analysis of Residential Market Potential of the Urban Core,” the Residences will occupy a desirable new address overlooking Orange Lake and Sims Park. Mere steps from Downtown, the new residents will add more “feet on the street” to support the businesses and enhance the vibrancy of Main Street, Grand Boulevard and Railroad Square. In turn, the existing amenities of the area – restaurants and nightlife, Sims park and the river, the recreation and aquatics center, authentic character and walkability – are significant attractors for new residents.

If selected as the Developer we propose to build approximately 86 1- and 2-bedroom high-quality rental apartments in a series of 3-story buildings. The architecture and site plan would encourage pedestrian activity on the street as well as within and through the site, employing proven urban design principles. Our goal is for the property to be integral to the vibrant urban fabric of downtown, with an architectural signature that celebrates New Port Richey’s heritage and moves it into the future. We aim to put Downtown New Port Richey on the map of the most desirable places to live in the Tampa Bay Area.



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Team Experience/Qualifications

Frank Starkey is a real estate developer with deep experience developing pedestrian oriented neighborhoods. As co-founder (with his brother, Trey) of Longleaf, a 568-acre Traditional Neighborhood Development just Northwest of Tampa he was intimately involved in neighborhood design, entitlement, engineering, permitting, construction, builder program, architectural review (using a form-based design code) marketing, homeowner association, mixed-use development and property management (he even operated a coffee shop in its Downtown!) From 2005 through 2012 the brothers co-managed the planning, engineering, entitlements, marketing and sale of Starkey Ranch, a 2,500-acre multi-use development planned for the family's remaining land. In December, 2012, the Starkey brothers closed a multi-year takedown of the Ranch to Wheelock Street Capital, which is now developing the project.

Throughout his career Mr. Starkey has been at the leading edge of New Urbanism, serving as board member and President/chairperson of the National Town Builders Association and The Seaside Institute; as a member of the Rollins College Masters of Planning in Civic Urbanism advisory board, and as the first Developer in Residence at the University of Miami's Masters in Real Estate + Urbanism (MRED+U) program. He is a frequent presenter at the Congress for the New Urbanism and other state and national conferences, and has participated in various steering committees, symposia and summit meetings related to urban development, including an Urban Land Institute Technical Advisory Panel in Bradenton, Florida.



Town of Longleaf.

In 2013 Mr. Starkey founded People Places, LLC, a real estate development, design and consulting company. Drawing on his broad experience, the People Places goal is to craft vibrant, people-oriented residential and/or retail places in walkable settings. The firm is pursuing infill and redevelopment opportunities in various towns throughout Florida.

An Associate Member of the American Institute of Architects, he holds undergraduate and professional degrees in architecture and urban design from Rice University, is CNU (Congress for the New Urbanism) Accredited, and a member of Urban Land Institute and Leadership Florida (Class XXVII).

Financial Reference

Kerry K. Clapper

Resident Director, First Vice President - Wealth Management

Merrill Lynch

(727)-799-5646

Selected Project Experience

1. Town Architect, Longleaf: Mr. Starkey was responsible for the planning and architecture of Longleaf, a 568-acre Traditional Neighborhood Development in the Trinity area. Beginning with the master planning charrette in 1997 and continuing today with his continued service on the Longleaf Architectural Review Board, he has been involved in shaping virtually every aspect of the built environment of Longleaf. Working with urban designers, architects, landscape architects, site contractors, utility companies and builders afforded him exceptionally broad experience building a place, supplementing his formal training in architecture.

2. The Pioneer Building, Longleaf: Downtown Longleaf's first building is the 24,500 square foot mixed-use Pioneer Building. Comprised of 16 rental apartments above 7,550 square feet of retail space, this 3-story "Main Street" building forms one side of Town Avenue, the primary street into Longleaf. Mr. Starkey oversaw the design and construction of the building in 2005. The building's street frontage follows the principles for urban retail design he learned at Harvard University's Graduate School of Design's course on the subject.

In 2008 Mr. Starkey took over management responsibility for the property and subsequently increased overall occupancy from around 60% to 100%. His strategy included opening a coffee shop and a consignment shop to demonstrate the viability of the retail. The plan worked and attracted other businesses that have kept the retail space fully leased ever since. He also brought on professional property management, which improved the apartment occupancy and rents and significantly improved the overall financial performance of the property.

Mr. Starkey has been engaged by the current owners of Downtown Longleaf to plan additional retail space and rental apartments for the three remaining building sites along Town Avenue.

3. Starkey Ranch Town Center: During the Development of Regional Impact planning and entitlement for Starkey Ranch, he oversaw a two-part planning charrette for a proposed 200-acre town center at the intersection of Gunn Highway and State Road 54. The design team included leading urban designers Dover Kohl and Partners, Geoffrey Ferrell (who led the master planning and architectural code writing for Longleaf) and Glatting Jackson. The program included a Publix-anchored retail core surrounded by, office, multi-family and single-family residences.

Andy Mikulski is a real estate developer with a background in landscape architecture and urban planning. He has worked on several high profile projects such as the DC United Soccer Stadium and the Pentagon Reservation Master Plan update, conducted visioning charrettes for international planning projects, and worked on transit oriented development (TOD) planning studies for the Washington Metropolitan Area Transit Authority. He practices landscape design, and has designed and built several residential landscape projects.

He holds professional degrees in Urban Planning and Landscape Architecture from the University of Florida and Florida International University, respectively. He is a member of the CNU (Congress for the New Urbanism), National Town Builders Association, and Urban Land Institute.

Jim Goodchild has 33 years of commercial and corporate banking experience with a background in real estate lending and executive leadership. Mr. Goodchild is also a founding member of Lamplight Capital & Asset Management, LLC and currently serves as the Chief Executive Officer. Lamplight is an owner of single family real estate projects across the U.S. Additionally, Lamplight provides services to financial institutions as a manager of distressed assets and adviser on disposition strategies in the single family residential industry.

Previously, Mr. Goodchild was employed with Royal Bank of Canada through various U.S. affiliates serving in senior roles related to management of core businesses with portfolios up to \$10 billion in assets, risk management, and, distressed assets strategy and disposition. He has degrees in Russian Language, Russian Studies and Political Science, Magna Cum Laude, from the University of Houston. Mr. Goodchild was raised in New Port Richey and graduated from Gulf High School, and returned to the area two years ago after retiring from the financial services industry.

Financial Reference

Justin Bremer

Account Executive, Fidelity Brokerage Services LLC

Fidelity Investments

(713)-622-6358 x53547

Jose Cardenas is a talented designer, life-long artist, and real estate investor who understands the power of design. Art has been a part of his personal and professional development and continues to be an important inspiration. Mr. Cardenas attributes his professional success to the influence of art in the day to day running of his business Jose Cardenas Homes as a Home Designer, Renovator, Investor and a Realtor with Berkshire Hathaway Homes Services Florida Properties Group. He is also a board member of the *Greater New Port Richey Main Street* organization and chairs the organization's Design Services Committee.

Michael Watkins Architect, LLC is an architecture and town planning firm dedicated to designing and implementing a dynamic public realm. Mr. Watkins founded the firm in 2007 when he left his position of Director of Town Planning with Duany Plater-Zyberk & Company. While with DPZ he established their Washington, D.C. office in 1988 to serve as Town Architect for Kentlands, a 352-acre neo-traditional neighborhood northwest of Washington, D.C. Under his direction, the work of DPZ's DC office grew to include projects throughout the U.S. and abroad. Likewise, the work of Michael Watkins Architect extends throughout North and South America and includes a wide variety of projects: working with existing communities to rediscover and promote the cultural heritage of their built environment and assisting developers by planning new sustainable communities and neighborhoods.

Current projects include the design of neighborhoods, hamlets and town extensions, preparation of design guidelines and zoning ordinances, town architect services for Traditional Neighborhood Developments (TNDs), and leading and participating in urban design charrettes. MWA frequently collaborates with other leading New Urbanist firms, among them Urban Design Associates, TortiGallas and Partners, Placemakers and the Prince's Foundation for Building Community.

Watkins is one of several contributing co-authors of Andres Duany's SmartCode, a zoning ordinance that legalizes the development of traditional neighborhoods. He edited and produced *The Guidebook to the Old and New Urbanism* in the Baltimore/Washington Region. Watkins and his staff speak on the subject of traditional architecture and urban design at universities and conferences in the U.S. and abroad. Watkins is a member of the Congress for the New Urbanism, the Institute of Classical Architecture and Art, the New Urban Guild, the American Institute of Certified Planners and the American Institute of Architects' College of Fellows.

Selected Project Experience

1. Town Architect for Norton Commons: Louisville, Kentucky, 1997 – present. As the Town Architect, Watkins provides extensive urban design development and conceptual architectural designs, and reviews proposed designs for private buildings, civic buildings and civic spaces prepared by others for compliance with the Design Code and Pattern Book. The original Master Plan for Norton Commons was prepared by DPZ and the Pattern Book was prepared by Steve Mouzon and PlaceMakers.



Norton Commons.

2. Capon Bridge Master Plan: Capon Bridge, West Virginia 2012. This small town in West Virginia is home to a passionate and committed community. They recognize that its attributes have not gone unnoticed by those in the greater Washington region looking for

that “small-town life” and sense of community that they have enjoyed for generations. Excited about its future and determined to see that future changes reinforce their sense of community, Watkins was asked by members of the community to prepare a master plan that would direct future growth in a manner that enhances and protects this tight-knit community.

3. Church Lands: Kingston, Jamaica, 2009. Church Lands is a 22-acre infill site located between Kingston’s historic downtown and their bustling new downtown. The plan offers the owner, the Anglican Church, the opportunity to grow their existing ministries on the site (including a hospital and a seminary) through better stewardship of the land, specifically through the sale and thoughtful development of underutilized parcels.

4. Hammonds Ferry: North Augusta, South Carolina 2008 – 2013. This beautiful traditional neighborhood on the Augusta River was master-planned by DoverKohl a number of years ago. Changes in the market in recent years led the developer to hire Watkins to redesign the neighborhood center, still within the principles of New Urbanism, but with reducing soils, topography and other expensive site costs also in mind.

5. Storrs Center: Storrs, Connecticut, 2012. Leyland Alliance, a longstanding client of Watkins’, asked him to join their design team for Storrs Center, and redesign the predominantly residential component of the mixed-use town center to maximize yield while creating a high-quality public realm.

References

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Eric Brown formed Brown Design Studio with the intent of designing quality traditional architecture and urbanism projects. Based out of historic downtown Savannah, Georgia, Brown Design Studio brings a strong understanding of historic urbanism and walkable communities to every project. Drawing on 16 years of experience and continual research, Mr. Brown applies traditional design lessons to modern development patterns and building models.

Brown Design Studio specializes in traditional urbanism and architecture, and builds sustainable communities, places and buildings that people love while also building value for clients. Mr. Brown's experience includes new construction, urban infill and historic preservation/re-use. Brown Design Studio also has significant experience in Smart Code/Form Based Code calibration, product planning, land planning and infill/sprawl repair design, community land planning, town center design, and project implementation.

A strong commitment to urbanism and traditional architecture is the cornerstone of the award winning firm. Mr. Brown has appeared in several publications and gives lectures as part of his ongoing commitment to leadership in the field of traditional architecture and urbanism.

Selected Project Experience

1. Lafayette Street Project: A 2 acre urban infill site located in Beaufort, South Carolina. A Public-Private partnership between the City of Beaufort, the City of Beaufort Redevelopment Commission and the Private Project team. This site was the feature of an open RFP responding to City planning efforts on a City owned site with the desire to increase City Tax base, provide market rate housing and the improvement of the Civic Realm. The Project team won the RFP with their design for six cottages, a new alley system and a pocket park. Project is on-going with three of the six cottages build. Eric S. Brown is a development partner and Brown Design Studio has performed project management, land planning and architectural design. Reference: Lauren Kelly, Planner, City of Beaufort (843)-525-7014.



Housing typology at Lafayette Street.

2. Willow Bend Project: A 7.6 acre infill site in Fayetteville, Arkansas. A multi-stakeholder partnership led by the Fayetteville Partners for Better Housing, the City of Fayetteville and others, this project provides 78 residential units of mixed types and sizes, including affordable housing. The project is on-going with grant money allocated to begin construction. Brown Design Studio produced the architectural design work for the core 14 unit types and architectural vocabulary for the project. Reference: Brian Teague, Community by Design (479)-790-6775.



Willow Bend

3. Morris Square Project, Phase 2: A tight urban infill project in the Historic Landmark district of Charleston, South Carolina. This project was a complex balance of Historic preservation, public space creation and the addition of 68 attached and multifamily units on a dense urban site. Design consideration were given to a complex group of neighborhood groups, preservation groups



Morris Square.

along with City staff. Project was sold and built to a modified design. Brown Design Studio performed the architectural design of the buildings. Reference: Demetri Baches, Metrocology (305)-606-7701.

Andrew Georgiadis is an urban designer with extensive experience in the private sector, government, and academia. His experience covers the full spectrum of New Urbanism from design and illustration to code writing and policy updates. Mr. Georgiadis has a background in both architecture and town planning, and spent almost 12 years as a Project Manager at Dover, Kohl and Partners Town Planning, one of the nation's pre-eminent New Urbanist design firms. From 2012 to 2013 he also served as a Professor at the University of Miami School of Architecture.

Selected Project Experience

1. Principal Urban Designer: City of Sarasota, Florida, 2013-2015. Mr. Georgiadis drafted a form-based code, zoning text amendments, and new zoning district standards in order to encourage walkable and economically sustainable development. He designed the State Street Parking Garage and Mixed-Use Block, as well as the Lift Station 87, a regional water treatment facility.

2. Project Director and Designer: Main Street Landing Charrette, New Port Richey, Florida. While working for Dover, Kohl & Partners Town Planning, Andrew Georgiadis produced a master plan for Main Street Landing. By placing the buildings at the perimeter of the site rather than in the middle of a sea of parking, a walkable model of development was reintroduced onto New Port Richey's Main Street, the first such development to be built in several decades. The Master Plan also included a conceptual site plan for the Municipal Parking Garage that is contemplated for the area west of Grand Blvd and South of Nebraska Ave.

3. Designer and Illustrator: Pasco County Transfer of Development Rights (T.D.R.) Program, Pasco County Florida. The T.D.R. program for Pasco County establishes sending and receiving areas for development intensity and density. The sending areas are generally agricultural zones and areas of habitat and high ecological value. The receiving areas are suburban and urban corridors such as Highways 54 and 19, as well as Downtowns such as New Port Richey. The T.D.R. program has as its goal the revitalization of the cores of existing cities while preserving the hinterland and preventing sprawl. Andrew produced numerous renderings to help citizens and elected officials visualize the difference between sprawl and smart growth.



Main Street Landing, New Port Richey.

References

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Paul Caragiulo

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Sarasota County, Former
Commissioner for City of
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Gregory Wegener has 21 years of experience working providing engineering services for a wide array of commercial, residential, school, and educational projects in the Tampa Bay area. His areas of expertise are in commercial and residential land development and permitting including the production of construction drawings for paving, grading, drainage, and utilities. His experience includes project master planning, project management, engineering design, permitting, and construction administration. Mr. Wegener is proficient with the latest stormwater modeling software and has experience with the design and permitting procedures of the Southwest Florida Management District (SWFWMD) in areas of storm water hydrology, treatment/attenuation for both small and large-scale watershed hydrology projects, the Florida Department of Environmental Protection (FDEP) for stormwater and utilities projects, the Florida Department of Transportation (FDOT) for drainage, right-of-way use, and connection permits.

Selected Project Experience

1. Academy at the Farm Campus Expansion: Dade City, Pasco County

Engineer of Record for the Site Planning, Survey, Environmental, Civil Engineering, Plans Preparation, Permitting and Construction Phase Services for the addition of 29,725± square feet of classroom area with related parking, drainage, and utility improvements at the newly expanded 20± acre Academy at the Farm Campus in Dade City, Pasco County. The project also includes the realignment of the on-site parking, the expansion of the drop-off/pick-up area, relocation of an existing onsite septic system, and the addition of an access drive to Handcart Road with turn lanes.

2. Verandahs: Hudson, Pasco County

Senior Project Manager for the Design, Plans Preparation, Utility Master Plan, Master Drainage Plan, and Permitting of a Master Planned Unit Development (MPUD) containing 495 detached single family units, 116 townhome units, and 7 professional office parcels located on 448 acres on the northside of State Road 52, approximately 0.85 miles east of Moon Lake Road in the Hudson area of Pasco County.

3. Projects for City of New Port Richey

- Jasmine Heights Drainage Improvements
- Madison and Massachusetts Drainage Improvements
- Orange Lake Drainage Improvements (1995)

4. Projects designed within New Port Richey

- Mitchel Oral Surgery and Implant Centers
- Coastline Building expansion
- Venetian Isles

Barbara Wilhite has 11 years of experience working as the Chief Assistant County Attorney for the Pasco County Board of County Commissioners, and 11years of experience in private practice as a land use and litigation counsel.

While working at Pasco County, she negotiated many development approvals and development agreements. At her current private practice, Ms. Wilhite has been the land use counsel for many large and small projects in Pasco County, drafted and negotiated dozens of development approvals and development agreements, and represented clients with zoning issues before the City of New Port Richey.

Ms. Wilhite grew up in downtown New Port Richey, attended Richey Fundamental Elementary and Gulf Middle School, and graduated from Gulf High School. She has a permanent local office in the New Port Richey area.

Conceptual Development Proposal

Planning and Architecture

Our design team has devised a direction for the architecture, site planning and landscape design that is appropriate to the project's prominent location. The different sides of the parcels address the following goals:

- Enclose the East side of Orange Lake with stately buildings, complementing New Port Richey's small but fine collection of Mediterranean Revival architecture;
- Frame Central Avenue as a well-designed urban "room" and;
- Address Adams Street and Florida Avenue with context-appropriate urban scales and architecture.



Conceptual Site Plan of The Residences at Orange Lake.

Proposed buildings will meet the demands of contemporary construction methods and the needs of future residents. Floor plans will be livable and efficient, interiors well appointed, the beautiful views framed with good architecture and landscaping.



Conceptual architecture of “soft lofts.”

The proposed buildings fall into two basic types, each of which is structurally simple and architecturally straightforward (as is typical of traditional buildings.) This keeps construction and operating costs reasonable and allows the architectural details to vary harmoniously among the different buildings. We want to avoid the “apartment project” appearance that comes from the repetition of identical building designs.

We propose to provide two of the primary product types identified in the ZVA study in order to appeal to the broadest portions of the target market segments. “Upscale Apartments” front Circle Boulevard and Central Avenue with “Soft Lofts” on Adams, Florida and interior portions of the site.

Amenities

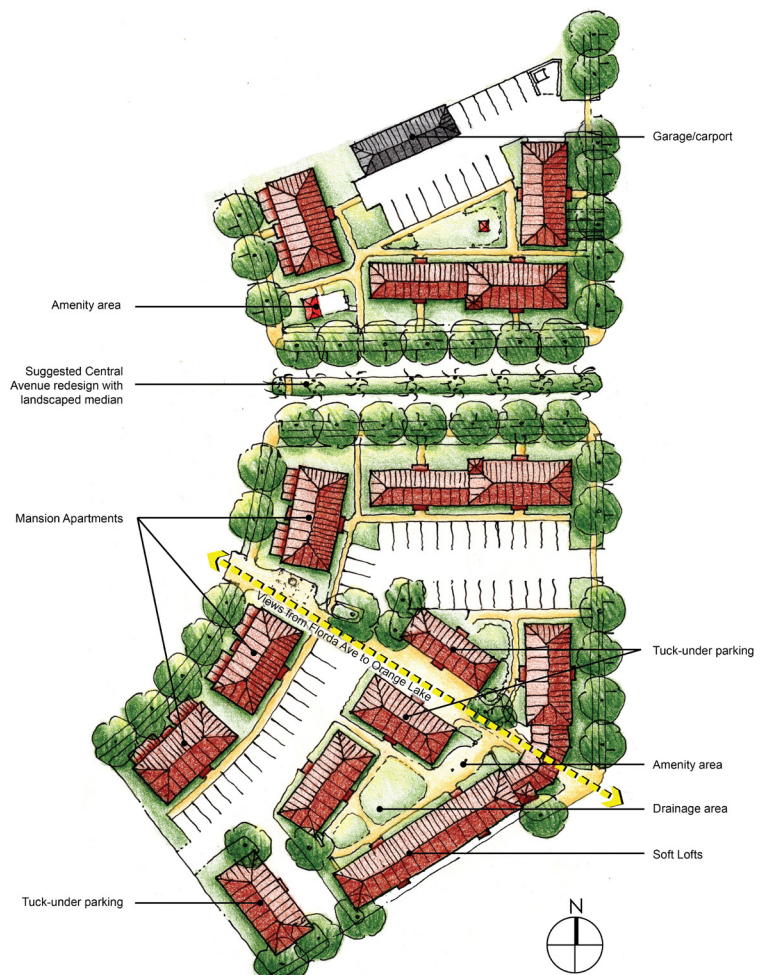
The convenient location of the site already provides a high degree of amenity, and the Residences will also provide a variety of on-site amenities for use by residents. Potential uses may include barbecue area, courtyard with fountain and seating, community garden, community dining table, pavilion or gazebo.

Parking

Resident parking is provided at grade on the interior of the parcels with a number of the spaces enclosed within the ground floors of some of the buildings. Guest parking is provided in parallel spaces on the surrounding streets. Parking ratios reflect the trend toward reduced car ownership among the younger, urban residents who will want to live here.

Zoning

We have followed sound urban design principles that are appropriate for the site’s central location and comport with the City’s Comprehensive Plan. Often, however, those conflict with current zoning standards. The project would therefore need to be zoned as a Planned Development District. However, we believe it would be better for the City to amend the zoning standards for a larger portion of the downtown area. That way this project does not stand alone but rather establishes a pattern that is easily continued in other developments. Ultimately these two parcels should be a seamless part of the evolving urban “fabric” of the town. We stand ready to assist the City with specific recommendations, expertise and resources to facilitate that process, as it will benefit both this project and the town as a whole.



Conceptual Site Plan of The Residences at Orange Lake.

The Challenge

Despite the potential we see, however, there is a fundamental hurdle to developing this project. Conventional real estate development and financing “wisdom” views New Port Richey as a high-risk market where “nothing pencils”. Current residential rents – though mostly in older, often run-down buildings – are too low as comparables to justify new construction, even when increased 10-15% for new construction. Downtown retail has been on a long steady decline, (with the important exception of food and beverage establishments). Crime and demographic statistics are viewed as intractable problems. Finally, the city has a reputation for being a difficult place to do business.



Conceptual architecture.

Developing this site will require not only a continued strong commitment from the City, but also a pioneering development team with a passionate personal commitment to the future of the city. People Places has assembled that team and we believe the City is ready, willing and able to help ensure the project’s success.

Phasing Strategy

In light of the high-risk nature of the project, of course, getting it permitted, financed, built, marketed and rented is where careful strategic planning and smart tactical execution become critical. Project phasing will be the first crucial strategic decision.



Conceptual architecture of buildings facing Orange Lake.

We would make the first phase small enough to help manage the risk while also creating the critical mass needed to attract new residents from a wide market area. Once that phase is stabilized and the rental rates are proven we would move to complete the project in one or possibly two additional phases.

Our proposal is to build an initial phase of 24 apartments on the northern parcel. This is an optimal size and has the advantage of looking “complete” on its own. Construction of the subsequent phase(s) on the Southern parcel would create minimal disruption to the initial residents as the project is completed. Interior and/or Southeastern portions of the site may be broken into a third phase if necessary.



Tower detail.

A small but important tactic may be to erect low-cost/high-impact interim activities on the undeveloped portions of the site. Public activities and amenities such as a food truck court, sand volleyball or bocce court, a small plaza for outdoor movies, temporary art installations or other “tactical urbanism” interventions can help generate activity and interest in the place, and exposure to potential residents.

Site Engineering

In preparation for site planning we conducted some initial investigation into civil engineering issues on the site such as the need for on-site drainage/retention areas, floodplain compensation, pervious surface areas and subsurface soil conditions. These items can only be answered definitively as

site planning/engineering advances into greater detail. Ideally the drainage for the site and a larger portion of the surrounding area can be handled in a City-managed drainage strategy; indeed this may already be the case with Orange Lake.

Our schematic site plan maintains the flexibility to accommodate on-site drainage if necessary, but this would result in a reduction of apartments and correspondingly lower tax revenues to the City. Alternatively, the City-owned parcel at the Southeast corner of Adams and Central could be used for drainage and/or floodplain compensatory storage, although it would be preferable to have a building there to “hold” the important frontage on Central Avenue, a pattern established by this project.

Central Avenue Redesign

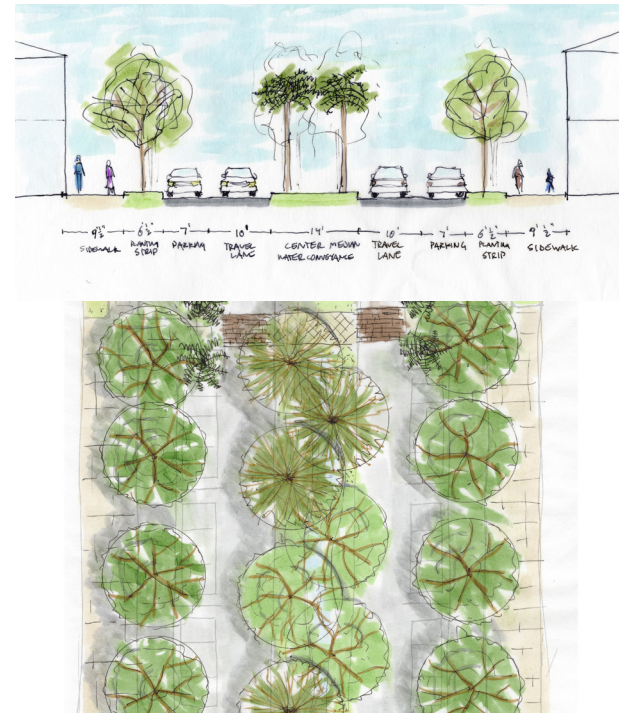
Within the physical plan of New Port Richey, Central Avenue is intended to be a special street with a wide right-of-way, enough space for a central median, and a view terminating at Orange Lake. However, the street detailing is not currently meeting that potential, particularly from Madison Avenue to Circle Boulevard. We strongly recommend that a tree-lined median be installed in conjunction with this project, both as a much needed urban-design feature and to reduce the unneeded asphalt area within the Orange Lake basin. Our design team created a design to suggest how this might look.

Economic Benefit to the CRA and the City

In addition to the benefits of new residences welcoming more people into the Urban Core, this 2.26-acre site is a large potential source of ad valorem tax revenue for the City. Like Straub Park on the waterfront in downtown St. Petersburg, Orange Lake and Sims Park should be a premier residential and (to a small extent retail) address in New Port Richey. With stunning lake views and highly desirable “walkability” this location should eventually command some of the highest dollars-per-acre real estate values in West Pasco County. But gleaning that value requires diligence, patience and the right kind of development, which we hope to have the opportunity to craft:

- High-quality architecture that improves the quality of the public realm;
- Dwelling designs that make the most of the views and appeal to the target market;
- Higher density of dwellings that can capitalize on the site’s inherent qualities;
- Careful development strategy and attention to detail in project execution;

With these principles in mind, our team’s aim is to create demonstrable real estate value for this site, where very little exists today. This will improve the City’s tax base and hopefully generate opportunities for other, more conventionally “bankable” investments in the surrounding areas. Over the long run the CRA should see a good return on its investment in purchasing the property and working with a Developer to bring this project to life.



Suggested Central Avenue streetscape redesign.



The Hacienda Hotel; architectural inspiration.

Financial Strategy

As Development partners we are committed to seeing this project through, and we understand it is a high-risk, long-return investment. In today's lending environment debt financing for at least the first phase is likely unavailable. Debt may be available for subsequent phases or at completion but nevertheless we are prepared to fund the development of the project with up to 100% equity.

Phase one is when virtually all of the "heavy lifting" occurs – imagination, hard work, investment and risk – before the first rents can be collected. We anticipate the pre-development and first phase construction costs, exclusive of land and permit and impact fees, to total roughly \$2 million, representing a significant initial financial commitment on our part. What's more, the lack of access to financing will keep our return on equity relatively low.

This sort of risk-taking is not for the faint of heart or the naïve. And it is not the sort of project that conventional developers will typically consider: "too much brain damage," would be a typical response. Even so, we care deeply about our home town and we are willing to make this commitment of energy and resources because we believe in the project and New Port Richey's potential for revitalization.



The Mediterranean Revival style is found throughout New Port Richey.

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Understanding of RFQ

Attachment "A"

Understanding of RFQ Procedures, Terms and Conditions
Residences at Orange Lake
(To be returned with qualifications submission)

Request for Qualifications
City of New Port Richey, Florida
RFQ 16-007

I acknowledge I have read and understand all procedures and requirements of the above referenced RFQ and have complied fully with the general terms and conditions outlined in the RFQ.

Development Team: PEOPLE PLACES, LLC

Representative's Signature: Frank Starkey

Representative's Printed Name: FRANK STARKEY, PRINCIPAL

Date: DECEMBER 14, 2015



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