

The Community Redevelopment Agency of
New Port Richey

Request for Proposals
Community Redevelopment Plan Update

RFP # 17-004



Prepared for



New Port Richey
Community Redevelopment Agency

Prepared by

Kimley»Horn

SEVEN EIGHTS PT

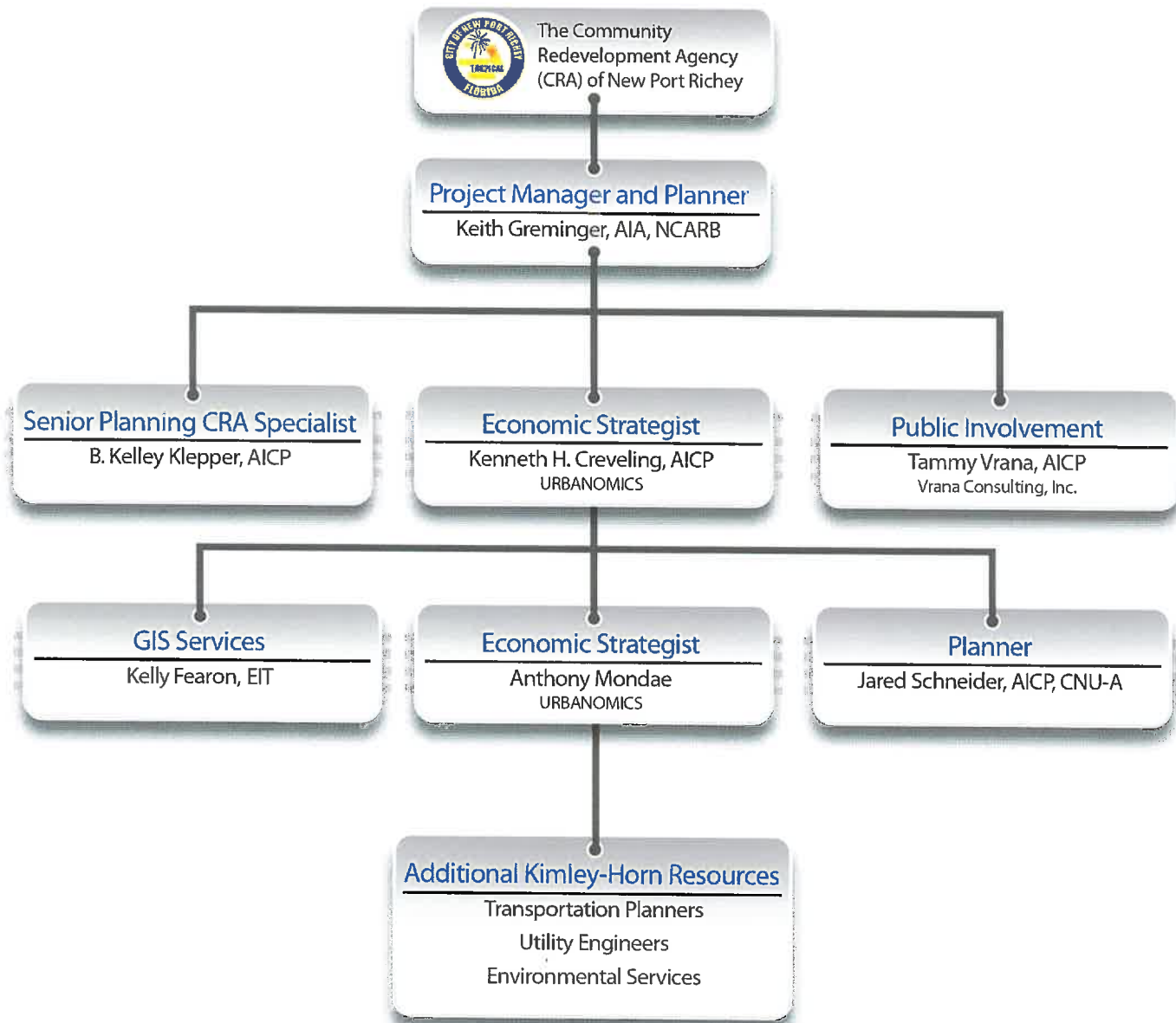


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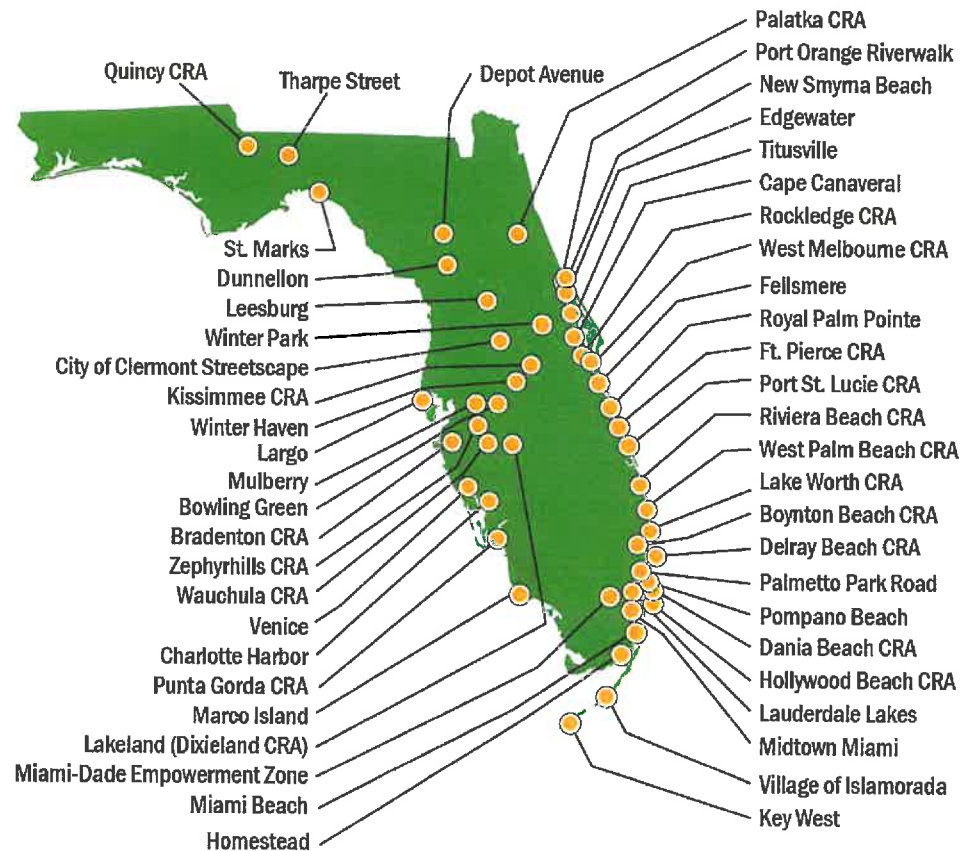




Redevelopment Partnerships

- Zephyrhills CRA Master Plan Update
- Wauchula CRA Master Plan Redevelopment Plan
- New Smyrna Beach Planning Services for CRA
- Merritt Island Redevelopment Agency Commercial Core Land Use and Infrastructure Report
- Largo CRA Expansion – Finding of Necessity

Florida Redevelopment **Projects** and Clients



An aerial photograph of a city grid, likely New York City, with a semi-transparent dark grey overlay. The text is centered on the image. The text is white and reads: Approach Strategies, Economic Development, Engagement, and Delivery.

Approach Strategies

**Economic
Development
Engagement
Delivery**



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Approach Strategies

**New Port Richey Community Redevelopment Plan 2012
Excellent Document to Build Upon**



Do not Start Over!

Validate - Update - Implement

Create a Strategic Action Plan

A detailed, dark-toned map of a city grid, likely a street map, with the word "Economic" overlaid in large white text. The map shows a complex network of streets, including major thoroughfares and smaller residential streets. The word "Economic" is centered vertically and horizontally, written in a bold, sans-serif font. The map's color palette is muted, with greys, greens, and browns, giving it a technical or historical appearance. The overall composition is a square format with the text as the primary focal point.

Economic



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Market and Financial Analysis

- Florida-based urban and real estate economic research and consulting firm with a 26-year history in market and financial analysis, strategic planning, and development consulting.
- Work with local governments, public agencies, community organizations, landowners, developers, and homebuilders.
- Experienced in community redevelopment market and financial analyses and strategy development -- Bradenton, Charlotte, Clearwater, Fort Pierce, Jacksonville, Key West, Miami, Savannah, St. Augustine, and West Palm Beach.
- Worked with Kimley-Horn on a number of CRA projects in Florida -- New Smyrna Beach, Port Orange, Punta Gorda, Winter Haven, and Zephyrhills.

URBANOMIC\$
Urban and Real Estate Economics



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New Port Richey Market Facts

- Tax Base
 - Per capita tax base is **lowest** of peer cities studied
 - Property tax rate (9.2500 mills in 2015) is among **highest** in state
- Household Incomes
 - Median is two-thirds of county median
 - Median is **lowest** of peer communities studied
- Retail Sales
 - Accounts for 8.6% of countywide sales vs. only 3.1% of population
 - Per capita sales are among **highest** of peer communities studied
- Primary Market Area
 - Population of primary market area (Zip Codes 34652 and 34653) is **55,834** (11.2% of county)



More Market Facts

- Housing Inventory
 - Very affordable – median value of only \$88,711
 - 25% vacancy rate – very high
 - 45% renters; 55% owners – high percentage of renters, typically a very transient market
 - 77% of housing units have two bedrooms or less – not family oriented
- Employment
 - High percentage in lower wage retail and service occupations
 - Primary market area (Zip Codes 34652 and 34653) **lost 2,316** private sector jobs from 2005 to 2014
 - Zip Code 34652 (includes the US 19 corridor) **lost 2,241** jobs, down 25% from 2005 to 2014



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New Port Richey Market Characteristics

	City	Zip Code 34652	Zip Code 34653	Zip Code 34655	Pasco County
Population	15,168	25,312	30,522	40,803	494,700
Household Income (\$)					
Median	29,116	32,248	34,912	57,209	45,824
Average	43,098	49,692	44,770	75,728	62,527
Household Value (\$)					
Median	88,711	99,558	96,729	212,076	137,351
Average	141,131	192,287	115,496	245,070	181,427

Source: florida.hometownlocator.com, 2016 estimates



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Taxable Value & Tax Rate Comparisons

City	Taxable Property Value Per Capita (\$)	Millage Rate (\$/\$1,000)
New Port Richey	31,996	9.2500
Port Richey	93,699	5.7666
Dade City	39,458	7.1540
Zephyrhills	39,715	6.3500
Brooksville	48,193	6.6439
Tarpon Springs	60,172	5.4500
Clermont	61,654	4.2061
Leesburg	51,712	4.2678
Haines City	37,795	7.7900

Source: Florida Department of Revenue, 2015 Tax Data



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Retail Sales & Median Income Comparisons

City	Retail Sales Per Capita, 2012 (\$)	Median Income 2015 (\$)
New Port Richey	30,238	29,882
Dade City	32,147	31,497
Zephyrhills	16,170	37,884
Brooksville	42,129	30,392
Tarpon Springs	12,999	45,104
Clermont	24,916	51,938
Leesburg	44,573	34,305
Haines City	14,513	34,598
Pasco County	11,221	45,064

Source: U.S. Census Quick Facts



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Economic Development Assessment & Strategies

- Assess needs to expand the real property tax base
- Assess the future role of New Port Richey in West Pasco, Florida, and Nationally – visioning, branding and marketing
- Assess promising commercial, residential, and institutional market opportunities, including affordable housing for area workers
- Assess development/redevelopment strategies targeting specific areas and properties, such as:
 - Vacant and underutilized commercial buildings and sites on US 19, Main Street, and other commercial locations
 - Key properties including the Hacienda Hotel and former Community Hospital site
 - Stabilizing and upgrading neighborhoods in greatest need



CRA Capital & Operating Budgets

- Review financial data and projections in 2012 CRP, FY16/17 Budget and Work program, and FY16/17-20/21 CIP
- Review basis (e.g., assumptions) for existing TIF revenue projections
- Update TIF revenue projections to reflect latest taxable value trends and assessment of real estate development opportunities
- Prepare updated capital and operating budgets to reflect new TIF revenue projections and analysis of current and expected expenditure and capital project needs and priorities



CRA Initiatives & Financing

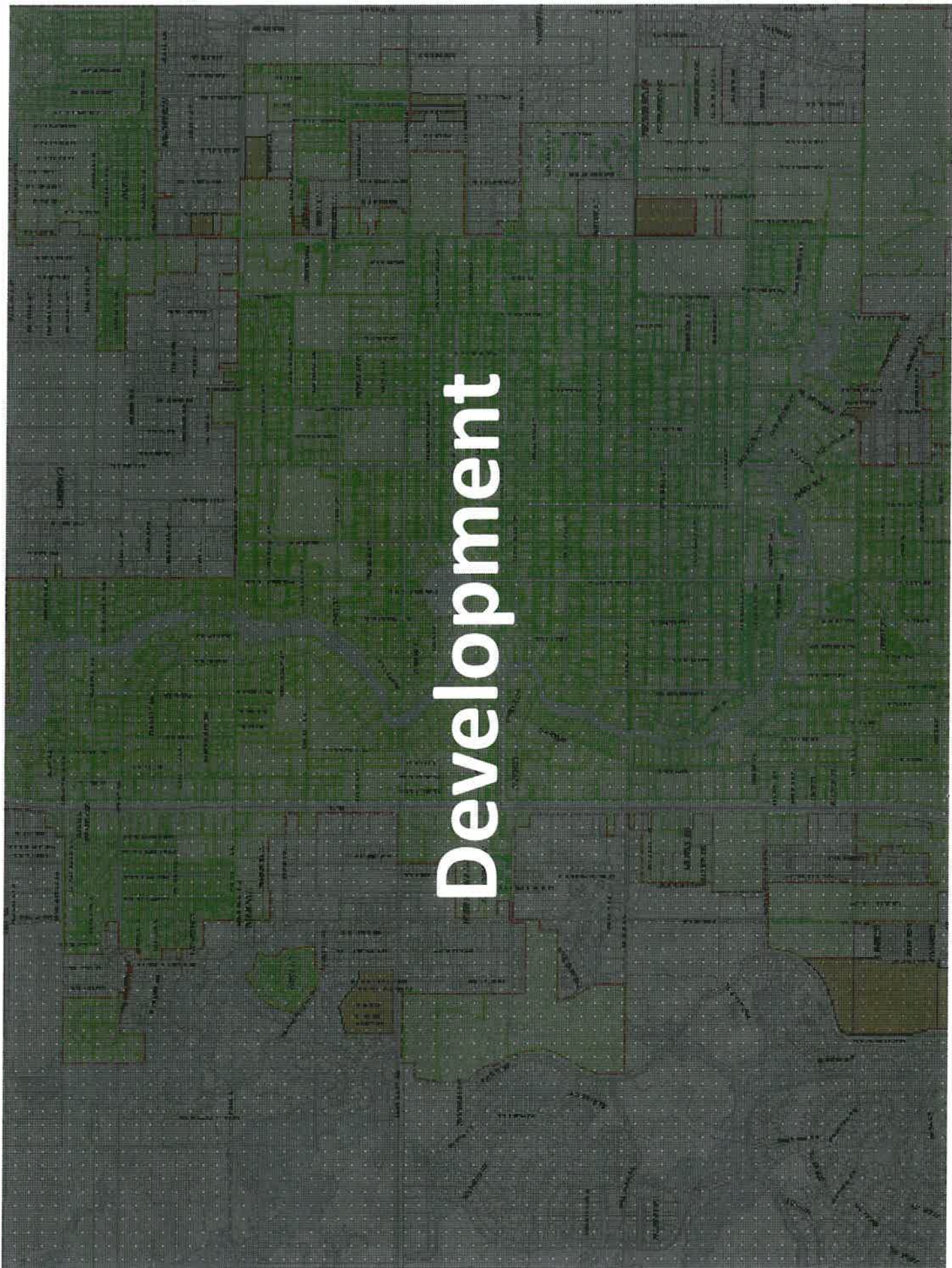
CRA Initiatives – review status and use, and ID “best practices”

- Land assembly and cleanup
- Sale/lease of city-owned properties
- Infrastructure improvements (e.g., streets, utilities, parks)
- Incentive programs (e.g., facades, leasehold improvements, promotion of upper floor usage)
- Community events (e.g., food festivals, arts & crafts fairs, etc.)

Sources of Financing – review status and use, and ID “best practices”

- TIF revenues – annual cash flow and bonding
- Transportation improvement and enhancement grants
- Recreational improvement and enhancement grants
- Low income housing (LIHTC)
- New market tax credits (NMTC)
- Historic preservation grants and tax credits
- Business loan and microloans
- SHIP and NSP programs

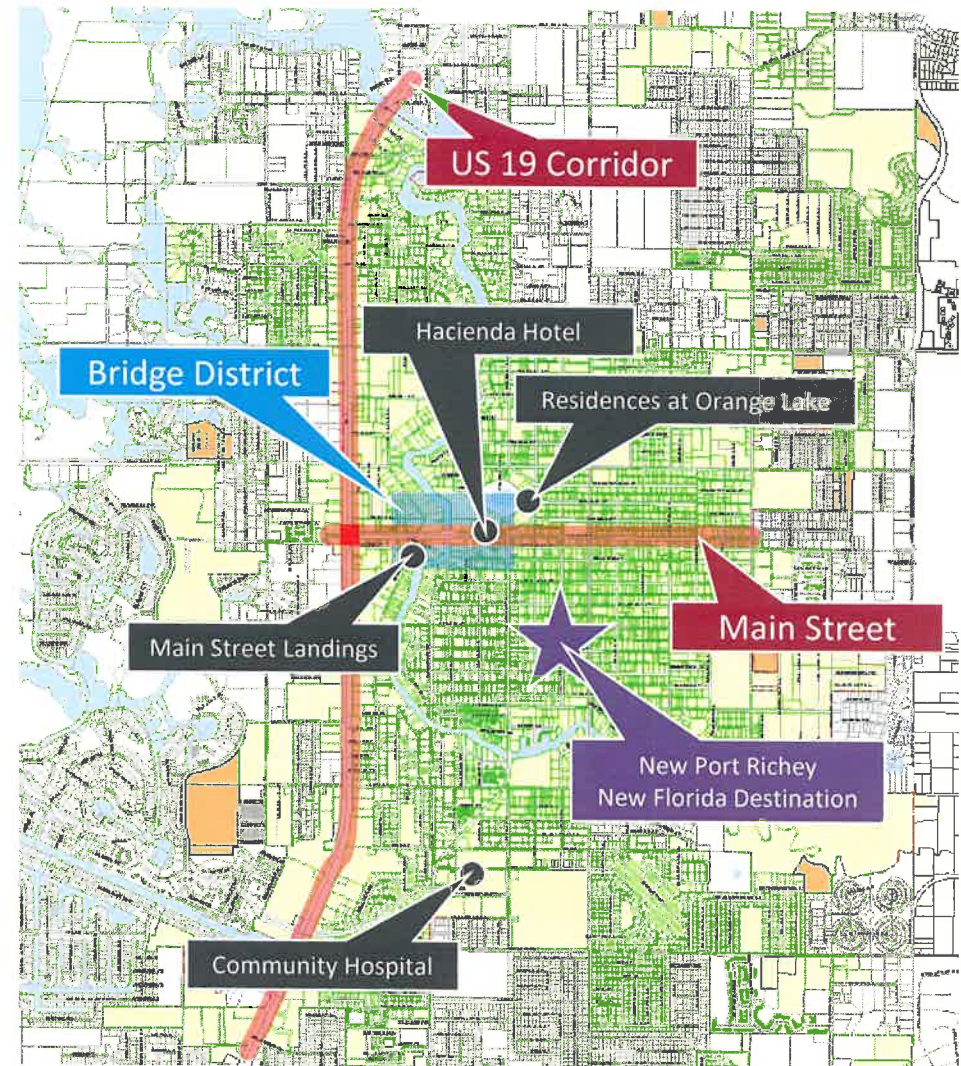
Development





Targeted Redevelopment

- City-Wide wayfinding system
- Main Street “Bridge District”
- US Highway 19 corridor improvement
- New Port Richey as a destination
- Branding strategy
- Efforts underway
 - Main Street Landings
 - Hacienda Hotel
 - Residences at Orange Lake
 - Community Hospital VA Outpatient





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Its More than Just a “Plan”

Comprehensive planning

Public Participation

Codes: Zoning, Form Based, Hybrid

Community master planning

Brownfields

Economic/fiscal/marketing analysis

Corridor, design, and implementation

Urban planning, design, and placemaking

Engineering: utilities, stormwater, sewer

Small Area Plan

Landscape architecture

Bike/Ped/Mobility Plans

Signing and wayfinding plans and design

Community Visioning

Park and recreation planning



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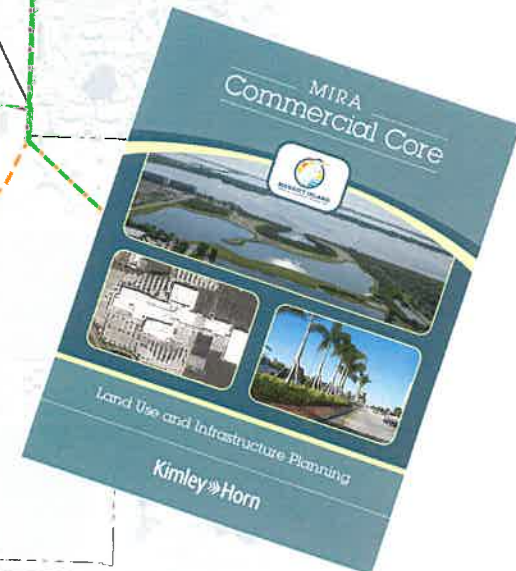
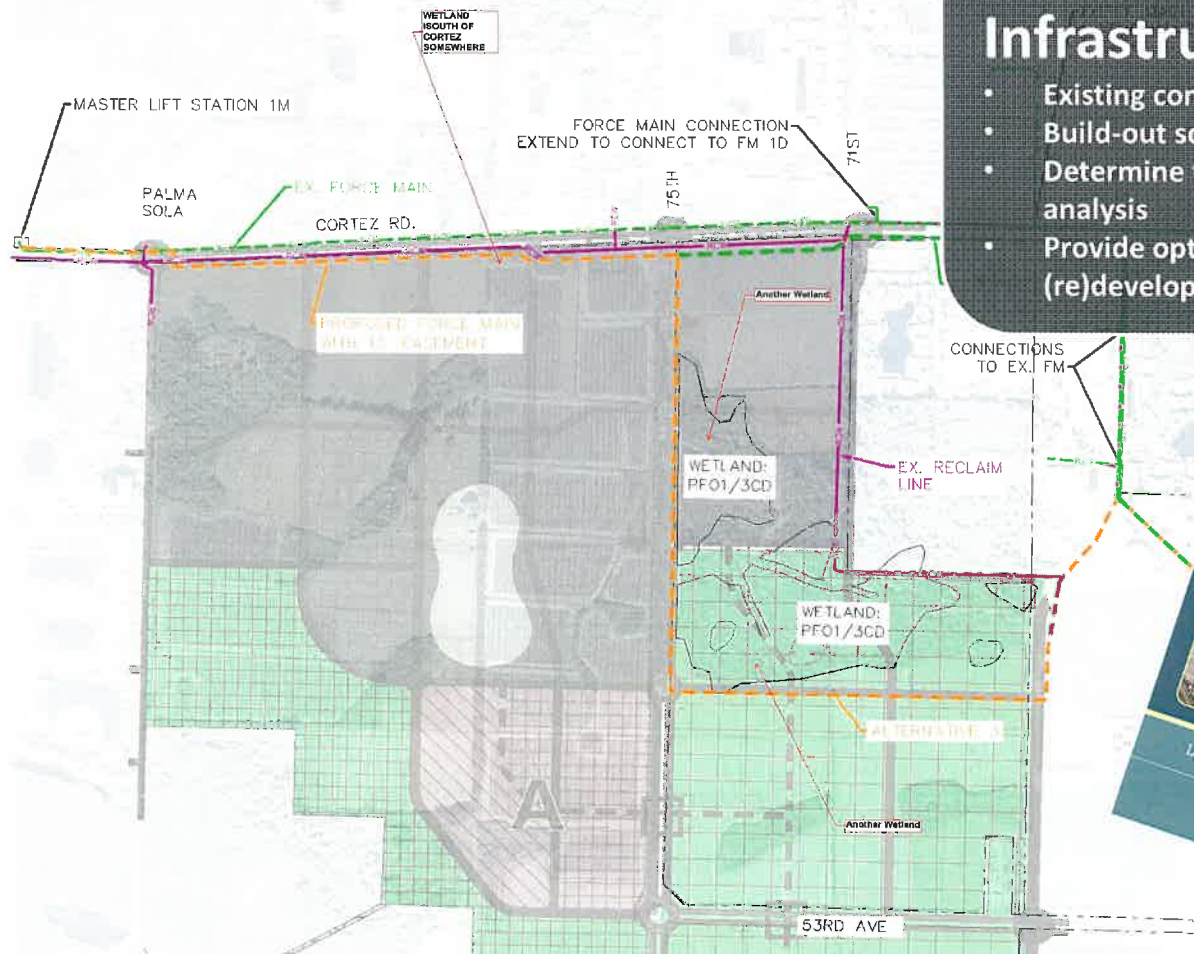
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Its Not Just the Financial....

Engineering / Infrastructure

- Existing conditions
- Build-out scenarios
- Determine future infrastructure needs/LOS analysis
- Provide options and incentives for (re)development sites





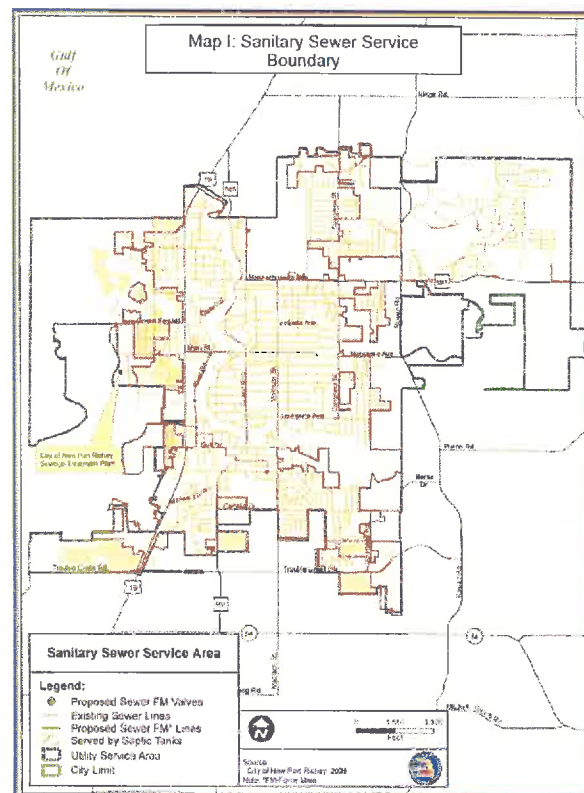
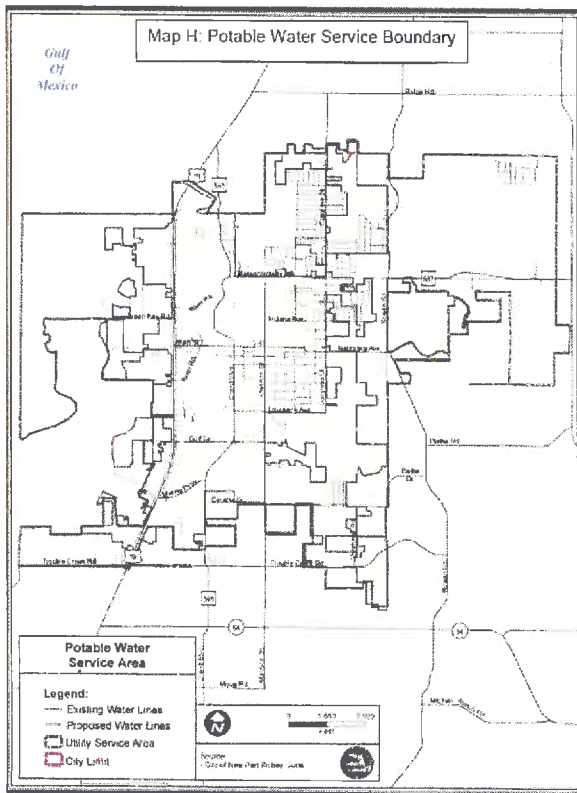
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Infrastructure Assessment



Improvement	Optimistic Cost (2015 \$)	Phase 1 Year 1-2	Phase 2 Year 3-5	Phase 3 Year 6-8	Potential Funding Source(s)
Streets					
Service Street	\$2,081,082		\$2,081,082		Land Sales Proceeds City/CRA Choice
Pine Street	\$2,109,090	\$609,674		\$1,519,419	Land Sales Proceeds City/CRA
West River Boulevard	\$2,813,428	\$2,813,428			Land Sales Proceeds City/CRA
Main Street	\$2,189,120	\$1,076,216	\$828,904		Land Sales Proceeds City/CRA
Other Street Rehabilitation	\$1,000,000			\$1,000,000	
Subtotal - Streets	\$10,518,920	\$4,691,519	\$2,088,996	\$2,519,419	
Infrastructure					
Water Main Relocation					
Relocation 1 - NW 2nd	\$412,494	\$412,494			Land Sales Proceeds City/CRA
Relocation 2 - Pine 12"	\$219,863	\$219,863			Land Sales Proceeds City/CRA
Relocation 3 - E 4 - NW 2nd 12" Installation	\$1,183,448	\$1,183,448			Land Sales Proceeds City/CRA
Relocation 4 - 12" Diameter Storm	\$608,283		\$608,283		Land Sales Proceeds Choice
Sanitary Sewer Main Relocation					
Relocation 1 - S along Main St	\$419,189		\$419,189		Land Sales Proceeds Choice, City/CRA
Stormwater Relocation					
Relocation 1 - NW 60	\$1,245,800	\$1,245,800			Land Sales Proceeds City/CRA
Subtotal - Infrastructure	\$4,286,978	\$3,041,524	\$1,245,481	\$0	
Open Space Features					
Open Space Features	\$4,240,000	\$1,537,480		\$2,716,520	Land Sales Proceeds City/CRA
Subtotal - Open Space Features	\$4,240,000	\$1,537,480	\$-	\$2,716,520	
Community Improvement					
New Community Center	\$2,000,000	\$2,000,000			Choice, Philanthropic
25' Water & Lane Competition Loop Field	\$1,500,000	\$1,500,000			Philanthropic, City/CRA
150' Flection Bridge with Signs	\$1,400,000	\$1,400,000			City/CRA, Choice
River Walk & Rip Rap	\$2,240,000			\$2,240,000	Land Sales Proceeds City/CRA
School Field Reconstruction	\$1,830,000	\$1,830,000			Land Sales Proceeds City/CRA
Subtotal - Community Improvements	\$10,470,000	\$6,530,000	\$-	\$2,940,000	
Grand Total	\$31,418,105	\$19,030,122	\$4,414,047	\$7,874,936	
Most Likely Source of Funding					
Land Sales Proceeds or Other City/CRA Funds	\$23,679,858	\$10,530,126	\$3,068,996	\$7,874,936	
Choice Grant or Philanthropic	\$7,848,481	\$8,500,000	\$1,345,451	\$-	
Grand Total	\$31,418,105	\$19,030,122	\$4,414,047	\$7,874,936	



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Targeted Redevelopment

Quick Wins



Pedestrian Safety



Bike Lanes Planter Barriers



Painted Intersection



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Targeted Redevelopment

Quick Wins



Gateways



Painted
Medians



Pole Banners



Painted Signal
Box



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Targeted Redevelopment



Commercial corridors with exposed parking,
buildings setback and frequent driveway access



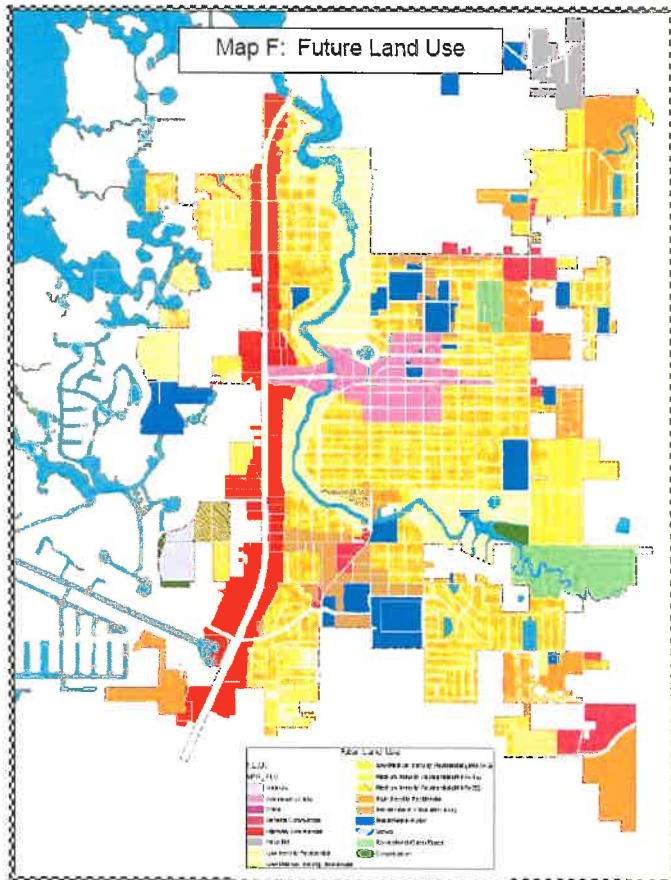
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Planning & Implementation Policy Review



LEAN URBANISM MAKING SMALL POSSIBLE

The Pink Zone – where small is possible

The Pink Zone is a tool for concentrating resources to enable small-scale, community-centered revitalization. It defines an area of focus, leverages a suite of tools, and provides a community platform to gather resources and make commitments.



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Parks and Eco Tourism





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Brand Development

Brand Footprint

Branding is not just place,
but across **ALL** the touch
points...

...and not just Pasco
County, or Florida...
but Eastern Seaboard



A detailed, grayscale map of a city grid, likely a street map, with the word "Engagement" overlaid in large, white, sans-serif font. The map shows a complex network of streets, with some areas highlighted in light gray and others in light green. The text is centered horizontally and vertically on the page.

Engagement



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Public Engagement





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Public Involvement 'Road Map'

- What are the involvement objectives?
- Who are the stakeholders?
- What means and modes of communication will be used?
- How will the public provide input? Feedback?
- What are the measures of success?





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Our Mission: Be Engaging!

- Invite participation
- Involve stakeholders with specific knowledge
- Inform
- Listen and inquire
 - Preferences/suggestions /ideas
 - Avoid unintended impacts
- Indicate how input was obtained and used





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Approach

intensive

informative

deliberative

THICK

&

THIN

engagement

faster

easier

broader



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Facade Treatment



A

Ground Floor Retail



B



A

B

THICK & THIN

engagement



NEIGHBORHOOD Associations



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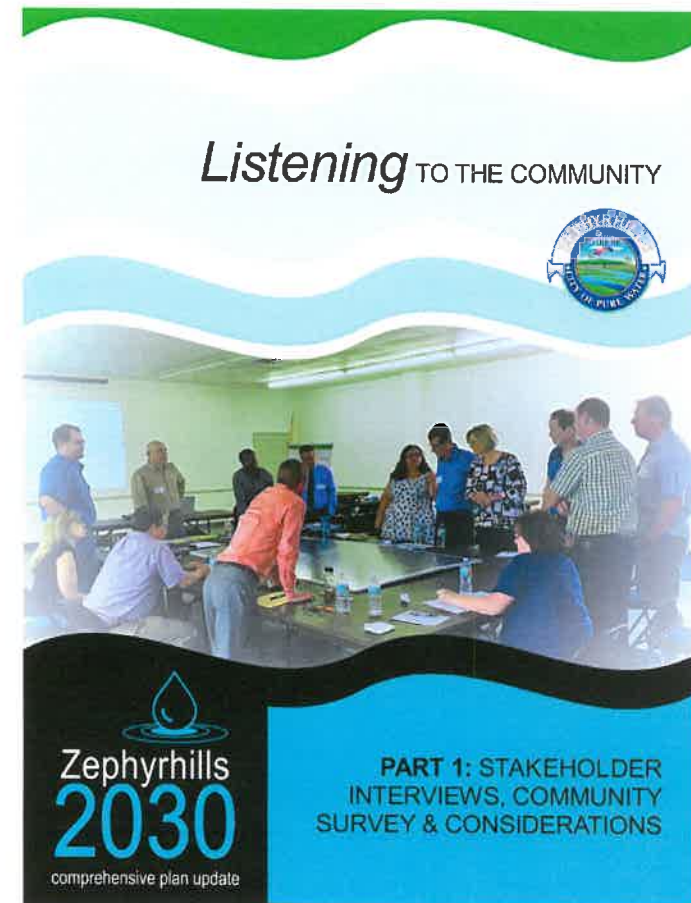
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Stakeholder Interviews

- Multiple groups (by interest)
- 60-minute interviews
 - Perceptions
 - Preferences
 - Ideas
 - Concerns
- Questionnaire
 - Must-haves (3)
 - Must avoid (if any)





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Survey | Workshop | Open House

- Online survey
 - Community opinions
 - Topics/ideas to be explored
- Vision workshop
 - Real-time polling
 - Small group visioning exercises
 - Place types | street sections | amenities
- Open house
 - Feedback (draft plan)
 - Real-time polling





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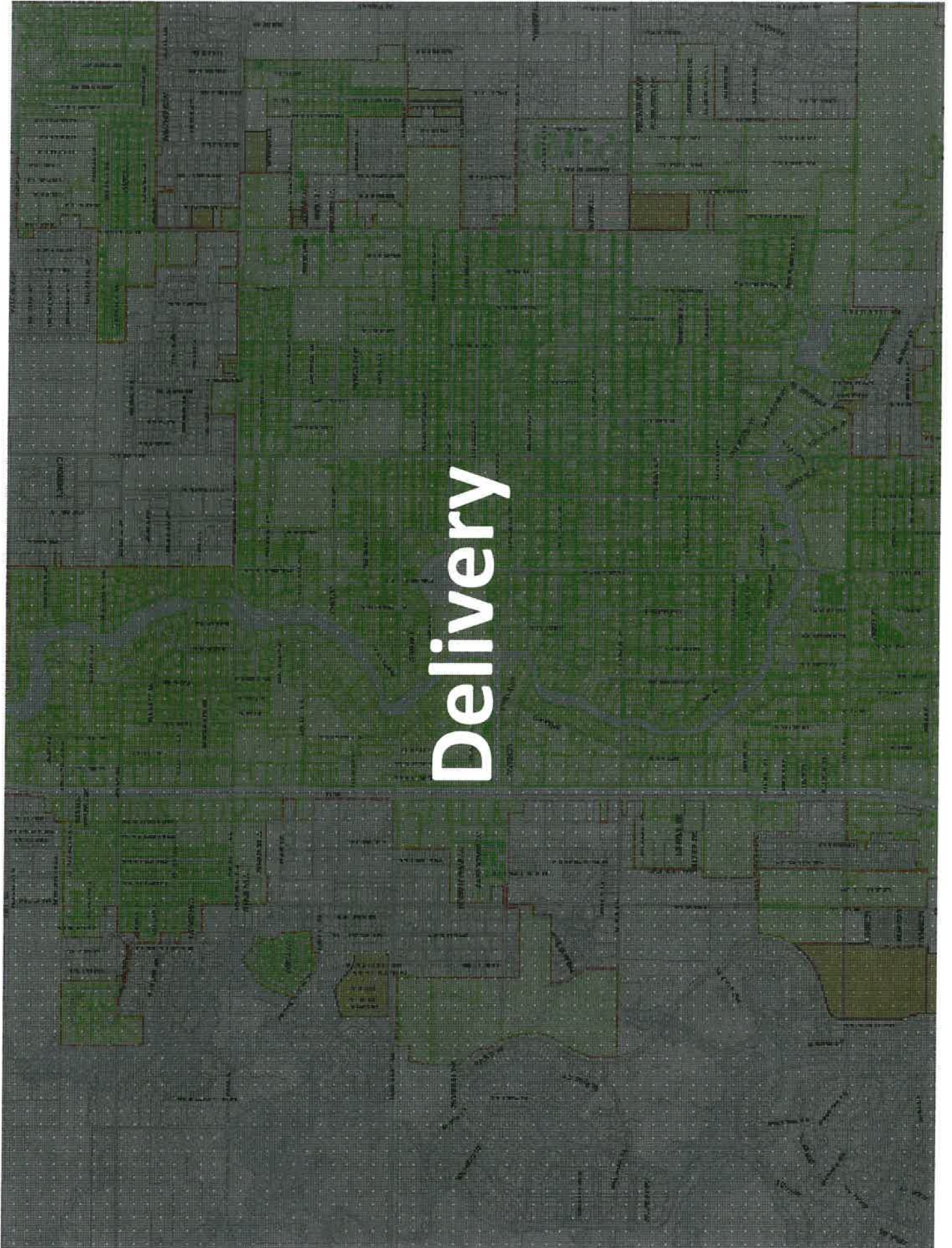
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Successful Outcomes



Delivery





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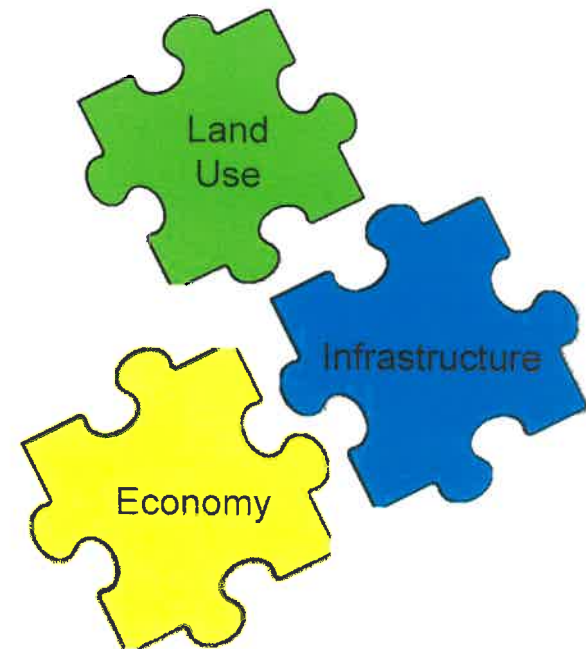
Implementation

- Overlay District(s)
- Zoning and Development Standards simplified;
 - Not more, just different
- Incentives for additional densities and intensities
 - Regional stormwater contribution
 - Reduced parking ratios or shared parking
 - Provision of additional public spaces



Common Expectations

1. Economic Vitality (General)
2. Downtown/Corridor Revitalization
3. Urban Form
4. Easier / Quicker development approval process
5. Place Specific
6. Protect Existing Community Framework
7. Enhance Public / Civic Spaces
8. Predictable Physical Results
9. Increased Density
10. *Other?*





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Deliver the Strategic Action Plan

- Implementation
- Based in reality
- Development drivers
- City resources (TIF) to stimulate investment
- Investment strategies to attract development
 - Bundling funding resources
 - Land assemblage (infill opportunities)
 - Façade improvements
 - Environmental cleanup
 - Parks & open space
 - Infrastructure



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Community Redevelopment Plan vs. Strategic Action Plan

Historic West Side Improvements	Housing Improvements	\$350,000	A	\$350,000		
	Stormwater System improvements	\$1,500,000	B			\$1,500,000
	Central sewer extensions (to eliminate existing septic tanks)	\$1,500,000	A		\$1,500,000	
	Street and sidewalk improvements/paving	\$600,000	A			\$600,000
	Streetscaping/street lighting (Myrtle, Duss, Inwood, Milford & Roberts)	\$2,000,000	B			\$2,000,000
	West Side Cultural Center renovations	\$500,000	B			\$500,000
	Improvements to Mary Harrell Black Heritage Museum & shotgun house	\$250,000	B	\$250,000		
	Petis Park improvements (pavilion and related infrastructure)	\$250,000	B			\$250,000
	Upgrades to playground equipment at Myrtle and West Canal	\$100,000	B			\$100,000
	South Myrtle landscape improvements	\$400,000	B		\$100,000	\$300,000
	Estes James Addition Phase 3	\$500,000	B			\$500,000
Sub-Total		\$7,950,000		\$600,000	\$1,600,000	\$5,750,000
Canal Street Area Improvements	Stormwater System improvements	\$500,000	B			\$500,000
	Upgrades to landscape/streetscape: Canal Street area (incl. side streets: Live Oak, Orange, Sam, Julia, Palmetto, Magnolia, Rush)	\$2,500,000	B	\$250,000	\$500,000	\$1,750,000
	Public Parking (strategic locations to enhance existing and proposed business development; parking garage)	\$5,000,000	B	\$1,000,000	\$2,000,000	\$2,000,000
	Sub-Total		\$8,000,000		\$1,250,000	\$2,500,000



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Keeping New Port Richey – New Port Richey

**REVOLUTIONARY
IDEAS.
ORDINARY
PEOPLE.**



DISCOVER WHO ▶

...“while gentrification naturally brings some improvements to a city, including more people and money, it also frequently kills some cultural traditions and diversity, the precise characteristics that make cities so dynamic and desirable in the first place.”



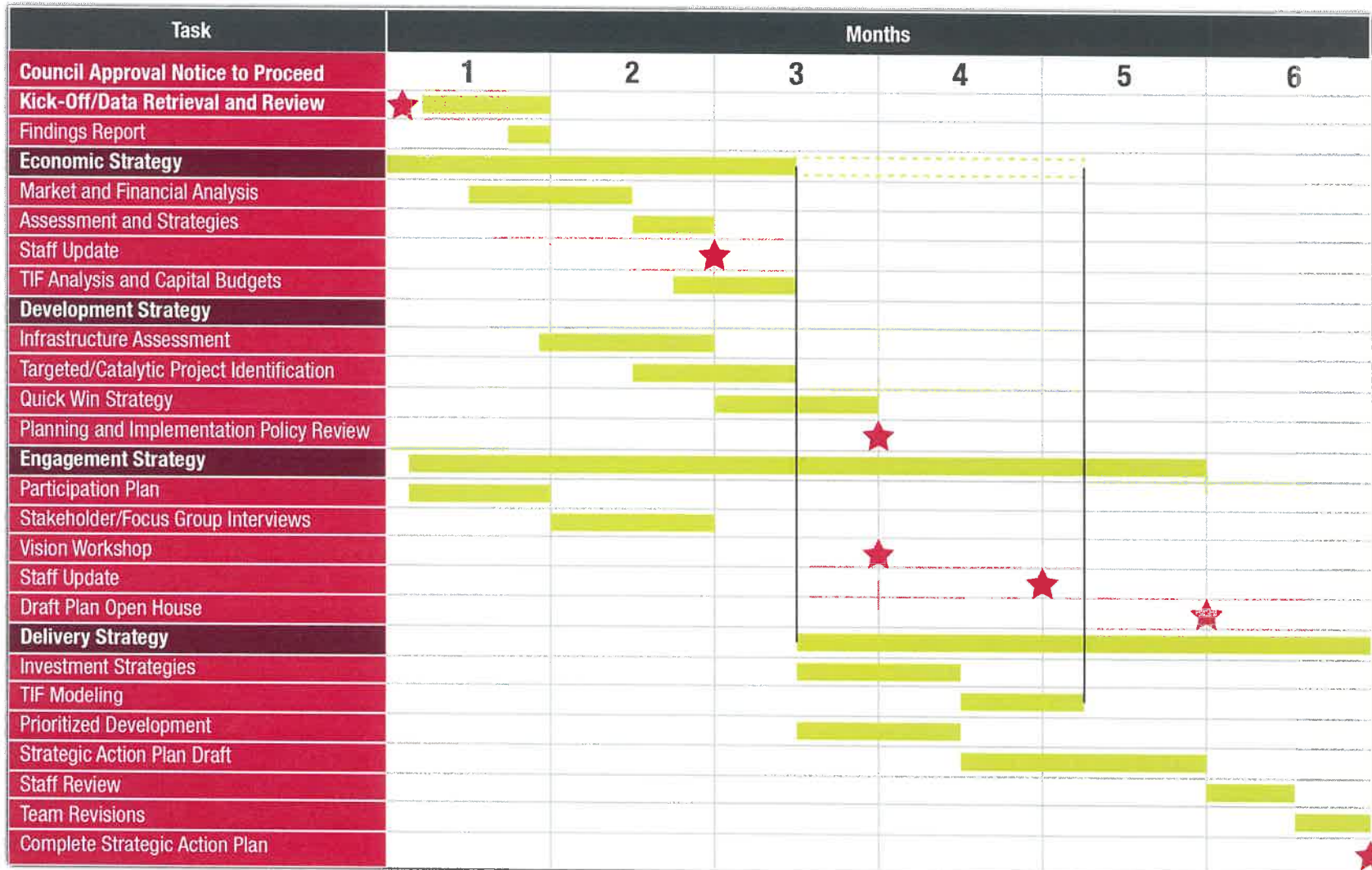
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Proposed Delivery Schedule





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Benefits of Kimley-Horn Team

Experienced Team

We Know and Understand New Port Richey

Established Relationship with City and Community

A Trusted Advisor

We are Invested in New Port Richey

Thank You



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