

From: Randy Deshazo [<mailto:Randy@tbrpc.org>]

Sent: Monday, July 13, 2020 3:18 PM

To: Debbie Manns <MannsD@CityofNewPortRichey.org>

Cc: Sarah Vitale <sarah@tbrpc.org>; Marshall Flynn <marsh@tbrpc.org>; Sean Sullivan <Sean@tbrpc.org>; Wren Krahl, PHR, CP <wren@tbrpc.org>

Subject: Discussion draft proposal for New Port Richey: Downtown Gateway District Redevelopment Study

Dear Ms. Manns,

The City of New Port Richey, FL is seeking planning and design services for the Gateway District. As TBRPC staff understands, the City is interested in two distinct but related studies for the Downtown Gateway area, which will be divided into phases. Please find our draft discussion proposal below.

Scope of Work & Services:

Phase 1. Rapid Redesign of the Parking Structure

The first phase will include conceptual visualizations of a proposed parking structure site, as well as economic impact simulations for different uses at buildout.

The first phase effort will be similar in style to the designs created by TBRPC for the City in February 2020 ([see example](#)). Visualizations will include a conceptual site plan, 3D renderings, and a 3D SketchUp model suitable for presentation to the City Council and community, respectively.

Visualizations will be accompanied by a brief economic impact at buildout analysis estimating direct jobs, indirect jobs, personal income, Gross County Product, and the City's return on investment in the project.

In this phase, the work will be completed in two Tasks:

Task 1.1 Inventory and Analysis

TBRPC will produce this work using data available publicly and/or provided by the City and private sector partners. TBRPC will conduct a strengths, weaknesses, opportunities, and threats (SWOT) analysis of the Gateway District planning area (the boundaries of which are depicted in the attachment). The SWOT analysis will include but is limited to the following topics of interest: (1) Land Uses, Architecture, Streetscape, and Density, (2) Circulation and Parking, (3) Economics, (4) Resiliency, (5) Environmental, and (6) Image and Identity.

The SWOT analysis will be presented in a summary with accompanying maps and hand-drawn or digital illustrations. The City's feedback and comments on the SWOT analysis will establish the basis for further conceptual planning and design.

Task 1.2 Conceptual Planning & Design

TBRPC will create conceptual visualizations and a brief economic impact at buildout analysis for the redevelopment of the parking structure site. Our understanding of the desired program elements for the parking structure are outlined below:

- Multi-story parking structure that accommodates up to 350-375 parking spaces
- Mixed-use development concepts within the parking structure
- Mix of activities associated with the structure and its immediate surroundings
- Multi-modal transportation amenities (pedestrian, bicycle, public transit, and vehicular)
- Emphasis on sustainability, green infrastructure, and resilience to coastal hazards

Phase 1 deliverables will include the following for the parking structure site:

1. Concept Site Plan, 3D Renderings, and 3D SketchUp Model
2. Economic Impact Analysis
3. Presentation to City Council (date to be confirmed)

Phase 2. Rapid Redesign of the Gateway District

In this phase, TBRPC will produce a broader conceptual site plan for the Gateway District planning area. Visualizations will include 3D renderings and a 3D SketchUp model for the entire planning area, as well as for the City's proposed redevelopment sites (i.e. the Main Street corridor, a new urban park, and several waterfront parcels). The steps in Phase 2 have two tasks. Please note, TBRPC feels that this scope needs to be fleshed out a bit more in order to better estimate cost and deliverables schedule.

Task 2.1 incorporates the SWOT analysis of Task 1 but with a broader spatial scope and will include an analysis of the types of businesses in the area by industry sector to specify potential economic development strategies in Task 2.

Task 2.2 TBRPC will create conceptual visualizations and a brief economic impact at buildout analysis for the redevelopment of the Gateway District. Our understanding of the desired program elements for the Gateway District are outlined below:

- Mixed-use development concepts within the Gateway Area
- 2-3 Economic and Fiscal Impact scenarios of potential future development
- Multi-modal transportation amenities (pedestrian, bicycle, public transit, and vehicular)
- Emphasis on sustainability, green infrastructure, and resilience to coastal hazards

Phase 2 deliverables will include the following for the Gateway Redevelopment Area:

1. Concept Site Plan, 3D Renderings, and 3D SketchUp Model
2. Economic Development Impacts and Strategies and Fiscal Impact Analysis Memorandum
3. Up to two TBRPC public presentations hosted on Zoom to present the redevelopment concepts to the public
4. Presentation to City Council (date to be confirmed)

Compensation and the Use of EDA CARES Act Funding and Schedule

TBRPC was recently awarded funding under the CARES Act to provide technical assistance to its member agencies to help the region's communities recover from the economic impacts of COVID-19. With six counties and 21 cities to serve with this funding TBRPC must allocate a maximum technical support allowance for each jurisdiction in order to ensure that the entire region can benefit from the services the Council provides. As such, TBRPC will commit up to \$20,000 in staff time to the Council's estimate of the combined value of the two phases of this project. The rest will be the responsibility of New Port Richey to pay.

Fee for Phase 1:

Compensation (as well as phasing schedule and specific tasks) for project Phases will be determined and agreed upon by all parties prior to the initiation of work for that Phase.

Phase 1. Rapid Redesign of the Parking Structure

Task 1. Inventory and Analysis	\$3,000
Task 2. Conceptual Planning and Design	\$8,000
Phase 1 Total	\$11,000
TBRPC CARES Discount	-\$11,000
Due from New Port Richey	Total
	\$0

With a start date of August 1, 2020, TBRPC could provide Phase 1 deliverables by August 21, 2020.

Phase 2. Rapid Redesign of the Gateway District – to be determined after Phase 1/More detailed scoping

Task 1. Inventory and Analysis	TBD
Task 2. Conceptual Planning and Design	TBD
Phase 2 Total	TBD
EDA CARES Discount	TBD
Due from New Port Richey	Total
	TBD

While we would need some more discussion, we are anticipating that with a start date of September 1, 2020, TBRPC could provide Phase 2 deliverables as described in the draft scope by November 15, 2020.

Thank you and we look forward to further discussion.

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