



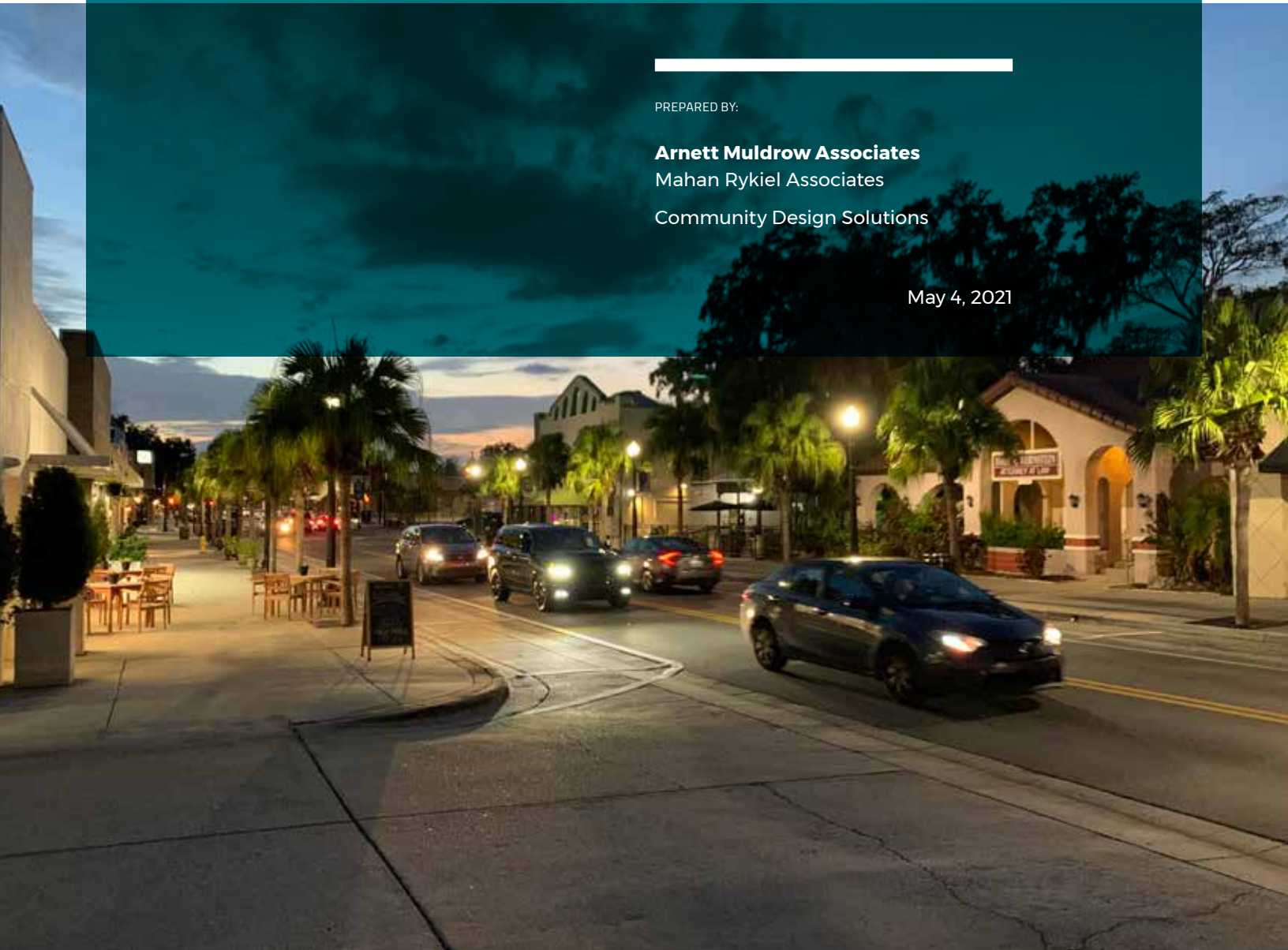
THE CITY OF
**NEW PORT
RICHEY**
FLORIDA

Phase II Planning Effort: Downtown and Highway 19 Corridor Master Plan

PREPARED BY:

Arnett Muldrow Associates
Mahan Rykiel Associates
Community Design Solutions

May 4, 2021



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Executive Summary

Overview

The City of New Port Richey, Florida retained Arnett Muldrow Associates of Greenville, South Carolina and its team, including Mahan Rykiel Associates of Baltimore, Maryland and Community Design Solutions of Columbia, South Carolina to prepare a two-phase master plan for Downtown New Port Richey and the Highway 19 Corridor. Phase I included a market analysis and community branding and Phase II, the focus of this report, includes urban design and planning.

Purpose of Master Plan

The purpose of the master planning effort is to create an achievable planning and design framework for Downtown and the Highway 19 Corridor. Specifically, the master plan will:

- Build upon successes of the past several years that have included streetscape enhancements in Downtown, comprehensive wayfinding, new business startups, and private investment in key mixed-use projects.
- Plan for short-term successes and long-term incremental implementation.
- For downtown, “fill in the gaps” and connect areas of success for a complete whole.
- For Highway 19, focus on specific areas/nodes to serve as precedents for other areas along the corridor.
- Recognize that neighborhood planning is also occurring by the City, but not part of this focus. However, this effort considers how neighborhoods interface with downtown and Highway 19.

Process

The Planning Team followed the process outlined below for the Phase II planning effort, over an approximately eight (8) month timeframe beginning in September 2020 and concluding in May 2021. The process included review of previous plans and studies; coordination with concurrent planning efforts; on-site assessments; and stakeholder engagement. This review, assessment and engagement formed the foundation for the plan recommendations.

Key Takeaways

New Port Richey is a community in transition: moving from saying, “look what’s possible” to asking, “what’s next?” The community is transitioning:

- From being a place convenient for automobiles to one that is convenient for pedestrians;
- From focusing on existing markets to preparing for emerging and potential markets;
- From a community with a compact, defined existing downtown core to one with an expanded downtown; and
- From one where some surface parking areas can transition to more active uses.

New Port Richey is a community that, while evolving, must maintain its inherent community character. Changes must be sensitive to the scale of the community and must work for both residents and visitors.

Vision Frameworks

The Plan visions and recommendations are organized into two frameworks: functional frameworks and geographic frameworks. Functional frameworks include recommendations that apply throughout the downtown and corridor areas and are not tied to specific areas. Geographic frameworks include recommendations specific to distinct geographic areas in both the downtown and along the corridor. The frameworks are summarized below.

Functional Frameworks

ACTIVE MOBILITY AND MICROMOBILITY

Description

“Active mobility” is defined as transportation based on human physical activity (walking, bicycling, use of push scooters, use of kayaks, etc.). “Micro-mobility” is defined as transportation using small, lightweight, low-speed vehicles (electric bikes, electric scooters, golf carts, etc.). Opportunities for both active and micro-mobility exist throughout the Downtown and Highway 19 corridor.

Vision

New Port Richey is friendly, safe, and convenient for pedestrians, non-motorized, and low speed motorized vehicles with an interconnected network of infrastructure.

PARKING

Description

Parking includes structured, surface and on-street parking resources as they apply throughout the Downtown and Highway 19 Corridor.

Vision

New Port Richey offers a balanced network of parking resources that are convenient but located in a way that supports a walkable downtown and neighborhood districts and a “park once” philosophy. Parking resources are aesthetically appealing and multi-functional.

PUBLIC ART

Description

Public art encompasses permanent and temporary installations and may include murals, pavement insets/patterns and sculpture. It may also manifest itself in functional elements such as shade structures, street furnishings, bike racks, etc.

Vision

New Port Richey embraces the diversity of its history and its culture through public art, and this is apparent in the built form of the downtown.

HOUSING

Description

Downtown New Port Richey has seen a significant amount of new investment in various housing and mixed-use products over the past five years. These market-rate rental developments are desirable places to live and their success is indicative of the demand for different housing products in New Port Richey above the single-family and duplex products that dominate the neighborhoods adjacent to downtown and the Highway 19 corridor.

Vision

New Port Richey continues to invest and support investment in existing single-family homes and neighborhoods while balancing this with expanding the mix of housing product to include different housing types and increased densities in appropriate locations.

COMMUNITY CHARACTER AND DESIGN

Description

Community character varies throughout New Port Richey and includes positive examples from richly detailed early Twentieth-Century historic buildings; recent contemporary architectural design; and lush landscapes. Conversely, many examples exist that negatively impact one's experience of the community and include utilitarian buildings with blank facades; vacant buildings and properties; and properties defined by vast expanses of pavement with limited landscape. Deliberate attention to protecting and expanding the positive aspects of community character through design is critical component of revitalization.

Vision

New Port Richey is a community with a strong design "signature" that includes a broad range of architectural styles but is consistent throughout in terms of design quality and respect for its community character.

Geographic Frameworks

HISTORIC DOWNTOWN

Description

The Historic Downtown includes the areas along Main Street from the Cotee River to Adams Street and along Grand Boulevard from Orange Lake to Missouri Avenue.

Vision

The Historic Downtown continues to symbolize the heart of the community, maintaining its low scale while showcasing its architectural integrity and expanded mix of uses.

RAILROAD SQUARE

Description

Railroad Square is defined by Nebraska Avenue, between Adams Street and Bank Street.

Vision

Railroad Square is a vibrant, funky, colorful flexible gathering space providing a contrasting, yet complementary experience to Main Street. The square is active throughout the day and evenings and is designed to allow for service access and access to parking most of the time but can be closed off for expanded pedestrian space.

SIMS PARK/ORANGE LAKE

Description

Sims Park/Orange Lake is the City's premier greenspace. The area is defined by the existing park boundaries extending from the Cotee River to Circle Blvd., and Grand Boulevard and the adjacent frontages.

Vision

Sims Park continues to serve as New Port Richey's premier central green space and as a Signature Park that adds value to the adjacent neighborhoods and Historic Downtown. It is active throughout the day and evening and investment in existing uses and redevelopment adjacent to its edges provide "eyes on the park" and further activate this amenity.

EAST MAIN

Description

East Main includes the portion of Main Street that extends from Adams Street to Madison Street.

Vision

East Main is a residentially scaled civic and arts district that transitions between the

neighborhoods to the east and the Historic Downtown.

SOUTH GRAND

Description

This area is defined by Grand Boulevard, between Missouri Avenue and Delaware Avenue.

Vision

South Grand is a residentially scaled services district that transitions between the neighborhoods to the south and the Historic Downtown.

PALM AND RIVERGATE DISTRICTS

Description

The Palm District area is defined by the section of Main Street between the Cotee River and Highway 19 and the inter-related Rivergate District extends south to South Road.

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.

MAIN STREET GATEWAY AREA

Description

This area includes both sides of Highway 19 from Graston Drive to South Road, centered on the Main Street gateway to downtown.

Vision

The Main Street Gateway Area is visually distinctive from other intersections along Highway 19 and provides a clear identity for and transition to downtown.

SOUTH GATEWAY AREA

Description

The South Gateway Area includes both sides of Highway 19 at the southern boundary of the City, from Marine Parkway to Gulf Drive.

Vision

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

NORTH GATEWAY AREA

Description

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

Vision

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

HIGHWAY 19 CORRIDOR GENERAL

Description

New Port Richey's Highway 19 Corridor extends from Trouble Creek Road in the south to the Cotee River crossing to Port Richey in the north.

Vision

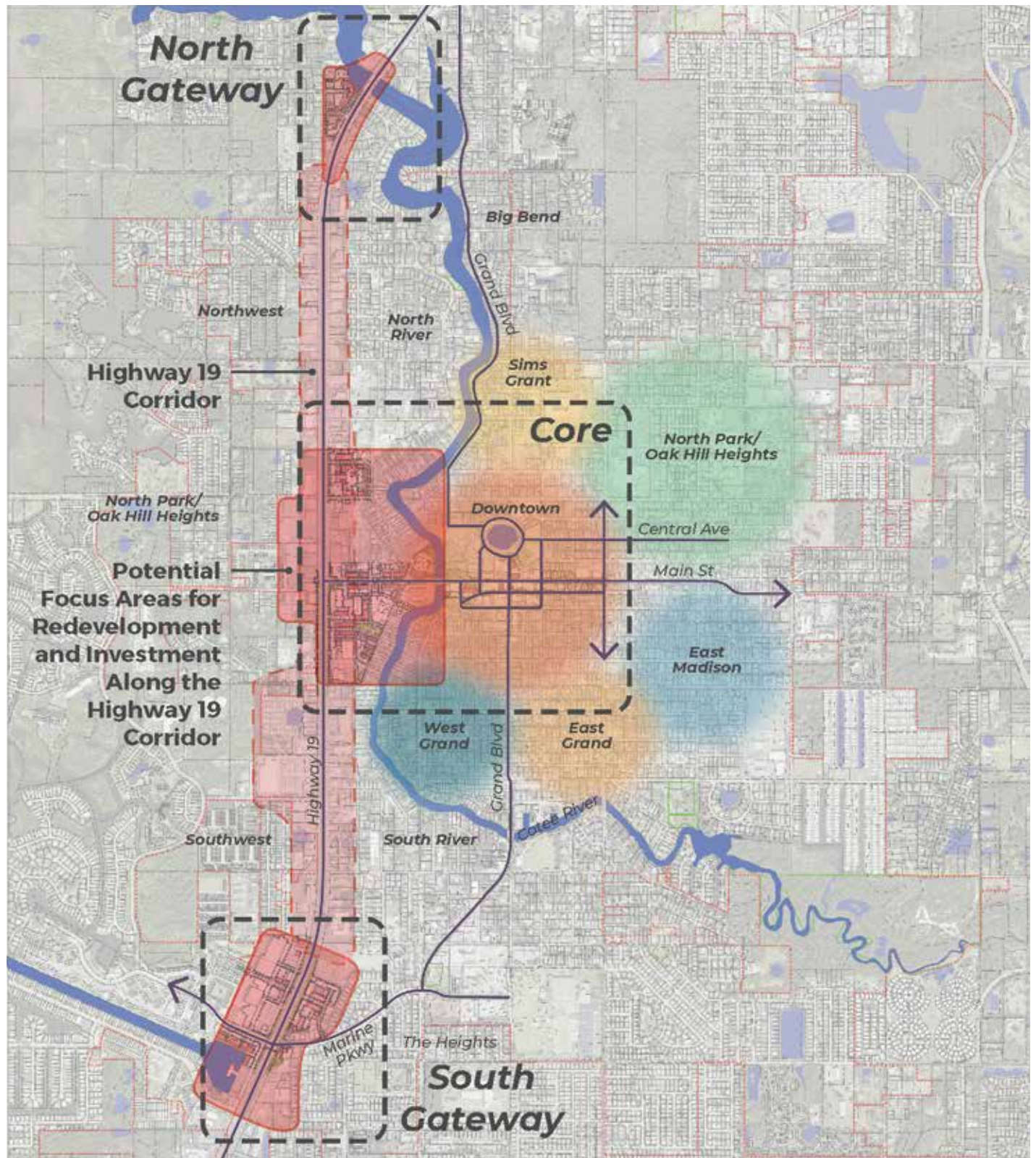
The Highway 19 Corridor projects a positive image for New Port Richey as it transitions to include a more diverse mix of uses with

distinct retail districts. While the overall corridor remains automobile-oriented, the retail districts are enhanced with pedestrian gathering areas, improved amenities and improved neighborhood connections.

Implementation Plan

This master plan is a framework to manage change and enhancements in the Downtown and Highway 19 Corridor areas of New Port Richey over the next twenty years and beyond and intends to be a guiding, yet flexible document. The City of New Port Richey will be the entity in charge of incrementally implementing the master plan, however, private sector, non-profit entities and individuals will have a significant partnership role for many of the projects. Many of the concepts illustrated

will be further refined and vetted should they become projects. Should opportunities arise, the plan also includes redevelopment concepts shown for inspiration. It is important to view the master plan as a “menu” of projects, particularly given public sector fiscal constraints and the unknown opportunities and challenges that may arise over time. Implementation partners may likewise need to consider new technologies and/or strategies that may arise that are better suited for certain projects or that encourage innovation. As unforeseen challenges and opportunities emerge, the flexible approach offered in this master plan will guide the City and its partners. Together, the City and its partners will protect and enhance New Port Richey as a community that proactively addresses change as they continue to build upon past successes.



Plan Geographies







1.0 INTRODUCTION

The City of New Port Richey, Florida retained Arnett Muldrow Associates of Greenville, South Carolina and its team, including Mahan Rykiel Associates of Baltimore, Maryland and Community Design Solutions of Columbia, South Carolina to prepare a two-phase master plan for Downtown New Port Richey and the Highway 19 Corridor. Phase I included a market analysis and community branding and Phase II, the focus of this report, includes urban design and planning.

Purpose of the Master Plan

The purpose of the master planning effort is to create an achievable planning and design framework for Downtown and the Highway 19 Corridor. Specifically, the master plan will:

- ▶ Build upon successes of the past several years that have included streetscape enhancements in Downtown, comprehensive wayfinding, new business startups, and private investment in key mixed-use projects.
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- ▶ Recognize that neighborhood planning is also occurring by the City, but not part of this focus. However, this effort considers how neighborhoods interface with downtown and Highway 19.

Process

The Planning Team followed the process outlined below for the Phase II planning effort, over an approximately eight (8) month timeframe beginning in September 2020 and concluding in May 2021:

1. Reviewed relevant background information, including previous plans and studies; concurrent planning efforts by the Tampa Bay Regional Planning Commission; and the Team’s Phase I market analysis and community branding and the stakeholder input generated during that phase;
2. Conducted on-site assessments of Highway 19 and downtown and conducted stakeholder and public input;
3. Organized the input and background information to identify themes and opportunities to develop recommendations;
4. Worked both remotely and in-person during a charrette week in late October 2020 to observe COVID-19 restrictions, while maximizing the Team’s ability to generate plans, illustrative graphics, and outline preliminary recommendations; and presented the recommendations to the City and the public during a visit to New Port Richey at the conclusion of the charrette.
5. Following the charrette presentation, the Team prepared the DRAFT plan and presented it to City Council in late February, 2021.

2.0 INFORMING THE PLAN

Previous and Current Planning Efforts

The Planning Team reviewed several previous plans and coordinated with concurrent planning efforts to prepare for the charrette. These included, but are not limited to:

Tampa Bay Regional Planning Commission Planning for Resiliency, Current

Prior to the charrette and during the development of the draft plan, the Team participated virtually in the Tampa Bay Regional Planning Commission's planning for resiliency with a focus on the area between Highway 19 and the Cotee River (the areas described on the following pages as the "Palm District" and "Rivergate"). The focus of this effort includes:

- ▶ Resiliency for Rivergate
- ▶ Addressing sea level rise during hurricanes
- ▶ Long-term redevelopment
- ▶ Internal street networks
- ▶ Integrated storm-water management and open space amenities
- ▶ Identified importance of boat landing and Chamber site

Additional Studies

The Planning Team reviewed additional plans and studies that included, but were not limited to:

- ▶ City of New Port Richey Parks and Recreation Master Plan
- ▶ Vision 19: A Catalyst for Change in The Harbors, 2014
- ▶ Community Redevelopment Plan Update, 2019
- ▶ Progress Update for 2016 Strategic Plan, 2018
- ▶ Downtown Shopability Analysis, 2018
- ▶ Retail Market Analysis, 2016
- ▶ Building Façade Design Guidelines for the Downtown Land Use District
- ▶ Architectural Design Guidelines for the Downtown Zoning District, 1996

Phase I: Community Branding and Visioning

To illustrate how the charrette planning effort was grounded in previous stakeholder input and previous Planning Team recommendations, the Planning Team summarized successes related to implementation of the community branding and summarized the market research. This also helped to demonstrate to the community that the City has a solid track record with implementation success.

Community Branding Implementation

The Community Brand for New Port Richey included a graphic identity, market position, and complete toolkit of graphic marketing collateral tied to the marketing plan strategies below. Since the completion of the Community Branding phase of work in March 2020, the City has methodically implemented the brand including banners, collateral materials, logo adaptations, and a new Website. The City has also implemented marketing strategies to aggressively promote Downtown and businesses, including using the brand identity to help businesses negotiate reopening and operation during COVID. Phase II (this Master Plan) included further extension of the brand to character district identities and additional branding recommendations.

Marketing Plan

Phase I included a Marketing Strategy and Public Relations Plan. This included target market profiles, key messaging, a marketing action plan, as well as a marketing and advertising budget. Since the completion of Phase I, the City approved a marketing budget and established a Marketing Specialist position. The Marketing Specialist has systematically implemented many of the branding items mentioned above.

Market Research

The Planning Team's market research indicated that New Port Richey is experiencing moderate population growth (projected to increase by 4.2% in the next five years); has an older population (median age of 45.9); and has approximately \$97 million in retail leakage which translates to up to 200,000 SF of retail demand; the market is trending positive and is improving; several recent investments demonstrate success and confirm there is a market demand to meet; and identified target market segments. This data provided context and guidance to many of the

recommendations developed during the charrette. In addition, communication with city officials, property owners and investors further defined market need and opportunity that supplemented the Phase I market research and is reflected in the design recommendations.

Stakeholder Input

During the October 8 public meeting, the Planning Team facilitated discussion among stakeholders and the community to identify challenges to address and opportunities to capture during the charrette and the preparation of the draft and final plans that followed. Following is a summary of that input:

Downtown

- ▶ Address the "gaps" and connect areas of investment
- ▶ Respect community character and scale
- ▶ Continue to reinforce walkability
- ▶ Provide comforts and shade
- ▶ Consider the right balance of bike and other forms of "active mobility" infrastructure
- ▶ Establish continuity (level of quality)
- ▶ Accommodate placemaking
- ▶ Plan for resiliency-environmental and economic
- ▶ Expand downtown living (investment in existing homes and new options)
- ▶ Increase opportunities for viable retail and active uses
- ▶ Engage the Cotee River
- ▶ Examine the regulatory environment
- ▶ Continue code enforcement
- ▶ Continue to address vagrancy and

impacts on the community

Highway 19 Corridor

- ▶ Recognize as a long-term framework
- ▶ Continue addressing problem properties and land uses
- ▶ Focus on gateways and areas with successes
- ▶ Communicate community character and active downtown
- ▶ Consider broader mix of land uses as retail dynamics continue to change
- ▶ Consider walkable districts/" nodes" that relate to adjacent neighborhoods

KEY TAKEAWAYS

Community in Transition

New Port Richey is a community in transition: moving from saying, "look what's possible" to asking, "what's next?" The community is transitioning:

- ▶ From being a place convenient for automobiles to one that is convenient for pedestrians;
- ▶ From focusing on existing markets to preparing for emerging and potential markets;
- ▶ From a community with a compact, defined existing downtown core to one with an expanded downtown; and
- ▶ From one where some surface parking areas can transition to more active uses.

Community Character

New Port Richey is a community that, while evolving, must maintain its inherent character. Changes must be sensitive to the scale of the community and must work for both residents and visitors.



Implementation of the community branding aggressively promotes downtown and downtown businesses.



Community stakeholders provided valuable input to inform the master plan recommendations.

3.0 A VISION FOR THE FUTURE- FUNCTIONAL FRAMEWORKS

During the charrette, the Planning Team developed a series of recommendations to review with City leadership, stakeholders, and the broader community. The recommendations are organized into two frameworks: functional frameworks and geographic frameworks. Functional frameworks include recommendations that apply throughout the downtown and corridor areas and are not tied to specific areas. These are outlined throughout Chapter 3.0. Geographic frameworks include recommendations specific to distinct geographic areas in both the downtown and along the corridor. These recommendations are outlined in Chapter 4.0.

3.1 ACTIVE MOBILITY AND MICROMOBILITY

Description

“Active mobility” is defined as transportation based on human physical activity (walking, bicycling, use of push scooters, use of kayaks, etc.). “Micro-mobility” is defined as transportation using small, lightweight, low-speed vehicles (electric bikes, electric scooters, golf carts, etc.). Opportunities for both active and micro-mobility exist throughout the Downtown and Highway 19 corridor.

Context

Trends:

- ▶ Active and micro-mobility is gaining favor across the country as a means of reducing auto dependence and increasing health;
- ▶ Golf carts are utilized extensively throughout New Port Richey;
- ▶ Many in the community utilize bikes for recreation and/or their preferred mode of transportation; and
- ▶ Some in the community use bikes as their only mode of transportation.

Challenges:

- ▶ Downtown, there are conflicts between pedestrians and bicyclists using the sidewalks;
- ▶ Casual bicyclists are uncomfortable riding in the travel lanes of Main Street;
- ▶ While other downtown streets are more comfortable for bicyclists, they lack markings or signage identifying them to motorists as shared space; and
- ▶ While there is a desire to make downtown more bike-friendly; there is a preference to maintain wider sidewalks and on-street parking as opposed to having dedicated bike lanes.

Planned Improvements:

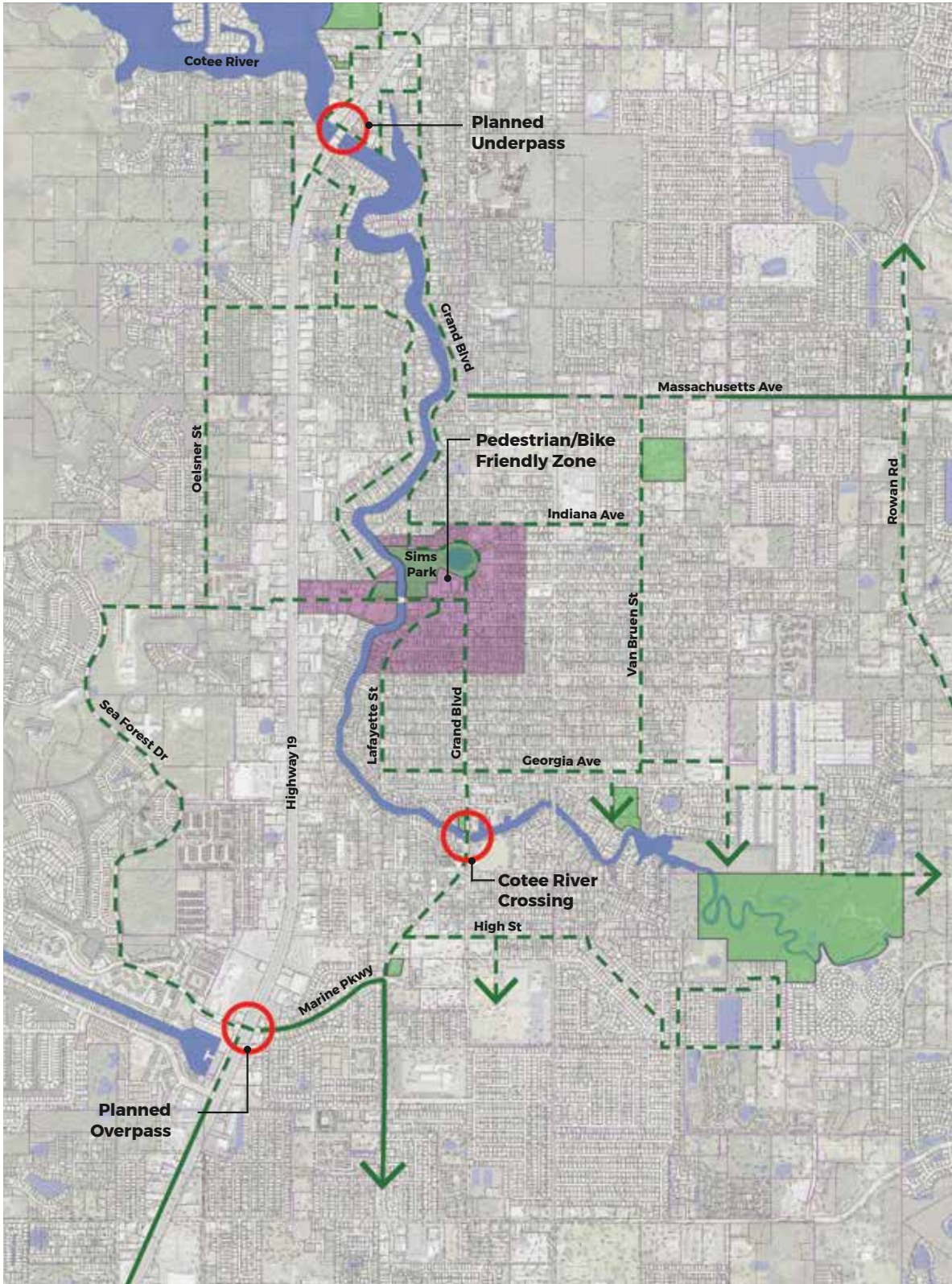
- ▶ The City of New Port Richey Parks and Recreation Master Plan identifies bike networks and infrastructure improvements throughout the city, connecting to regional networks;
- ▶ A bike path is planned in the median of Grand Boulevard in the form of a cycle track which will link Sims Park to the bike path along Marine Parkway and along Highway 19, south of Floramar Terrace;
- ▶ Changes to Grand Boulevard north of Sims Park are being considered to accommodate a bike path; and a bike/pedestrian bridge crossing of Highway 19 is planned in the vicinity of Marine Parkway and is currently prioritized as #9 on the MPO priority project list; and
- ▶ An underpass of the Highway 19 bridge at the northern city boundary is planned to allow connections along the river between New Port Richey and Port Richey.



While some bicycle infrastructure exists (above), additional infrastructure is needed to create a safe interconnected network for non-automobile modes of travel.

Vision

New Port Richey is friendly, safe, and convenient for pedestrians, non-motorized, and low speed motorized vehicles with an interconnected network of infrastructure.



Bike Master Plan Network as shown in the New Port Richey Parks and Recreation Master Plan.

Recommendations and Implementing Actions

3.1A PARKS AND RECREATION MASTER PLAN

Continue to implement the recommendations for active mobility outlined in The City of New Port Richey Parks and Recreation Master Plan.

- **Network:** Continue to emphasize a network of paths, trails and routes, connecting existing infrastructure.
- **Grand Boulevard Bike Facility:** Design and implement the Grand Boulevard bike facility between Marine Parkway and the proposed Highway 19 underpass to the north.



Existing condition along Grand Boulevard.



Potential Grand Boulevard Cycle Track.

3.1B DOWNTOWN ACTIVE AND MICRO MOBILITY-FRIENDLY ZONE

Establish the broader downtown district as a “pedestrian and bike-friendly zone.”

- **Sharrow Lane Markings:** Where bike routes run along roadways, utilize pavement markings in the form of “sharrows” to communicate to motorists that the roads are shared with bicycles.
- **Bike Lanes (Where Space Allows):** On some streets, where space allows, consider restriping to delineate bike lanes.
- **Driver Awareness Signage:** Incorporate signage, utilizing the New Port Richey community branding, to promote better awareness to motorists of alternative modes of transportation sharing the roadway.
- **Golf Cart and Bike Parking:** Incorporate highly visible and convenient bike and golf cart parking as part of site and streetscape improvements.
- **Other Active and Micro-Mobility Forms:** Allow flexibility for the evolution of convenience of use for other forms of mobility including electric or push scooters and kayaks (for access to downtown amenities via the river).



“Sharrow” symbols added to downtown streets increase awareness that streets are shared with bicycles.



Utilize community branding to promote bike and golf cart wayfinding signage.

3.1C HIGHWAY 19 UNDERPASS

Continue plans to implement the bike/golf cart/pedestrian pathway underpass along the river, linking New Port Richey and Port Richey underneath the north side of the Highway 19 bridge landing.

3.1D HIGHWAY 19 OVERPASS

Pursue design and implementation of the overpass at Marine Parkway as a priority project to enhance pedestrian and bicyclist connectivity between downtown and the existing bike network/regional trail network.

- **Overpass Design:** Utilize a design that enhances the corridor aesthetics and symbolizes the high architectural standards of New Port Richey.
- **Gateway Signage:** Incorporate gateway signage as an integral part of the overall overpass design.
- **Ramp and Stair Design:** Consider how the ramp and stairs are integrated in the overall design of the overpass and the associated landscape and how they can be inviting to users.



Example of a highway overpass from Lake Mary, Florida.



View showing potential Highway 19 overpass at Marine Parkway

3.2 PARKING

Description

Parking includes structured, surface and on-street parking resources as they apply throughout the Downtown and Highway 19 Corridor.

Context

Parking Supply:

- ▶ Sufficient parking supply exists downtown with on-street parking and several surface parking lots;
- ▶ Surface lots within the Historic Downtown are well-located behind buildings fronting on the streets;
- ▶ Surface lots within the Palm/Rivergate Districts are generally located between the building and street; and
- ▶ Expansive underutilized parking areas exist along much of the Highway 19 corridor.

Parking Experience:

- ▶ Parking resources are well-distributed throughout downtown;
- ▶ Parking lots are attractive and named; however,
- ▶ Additional signs would enable visitors to find parking more easily.

Planned Improvements:

- ▶ Completed and on-going improvements to downtown lots, including the Gloria Swanson Lot adjacent to the Hacienda Hotel and the Nebraska Avenue lot; and
- ▶ A parking structure is planned in the Palm/Rivergate Districts to serve Keiser University and the adjacent business uses and the downtown area.

Character

- ▶ Downtown lots are attractive and well landscaped;
- ▶ Many surface lots are shaded by mature canopy trees, softening the visual impact of large expanses of paving while providing user comforts; however,
- ▶ Landscaping within many parking areas along Highway 19 is limited.

Parking Infrastructure:

- ▶ Many surface parking lots lack storm water management infrastructure.

Vision

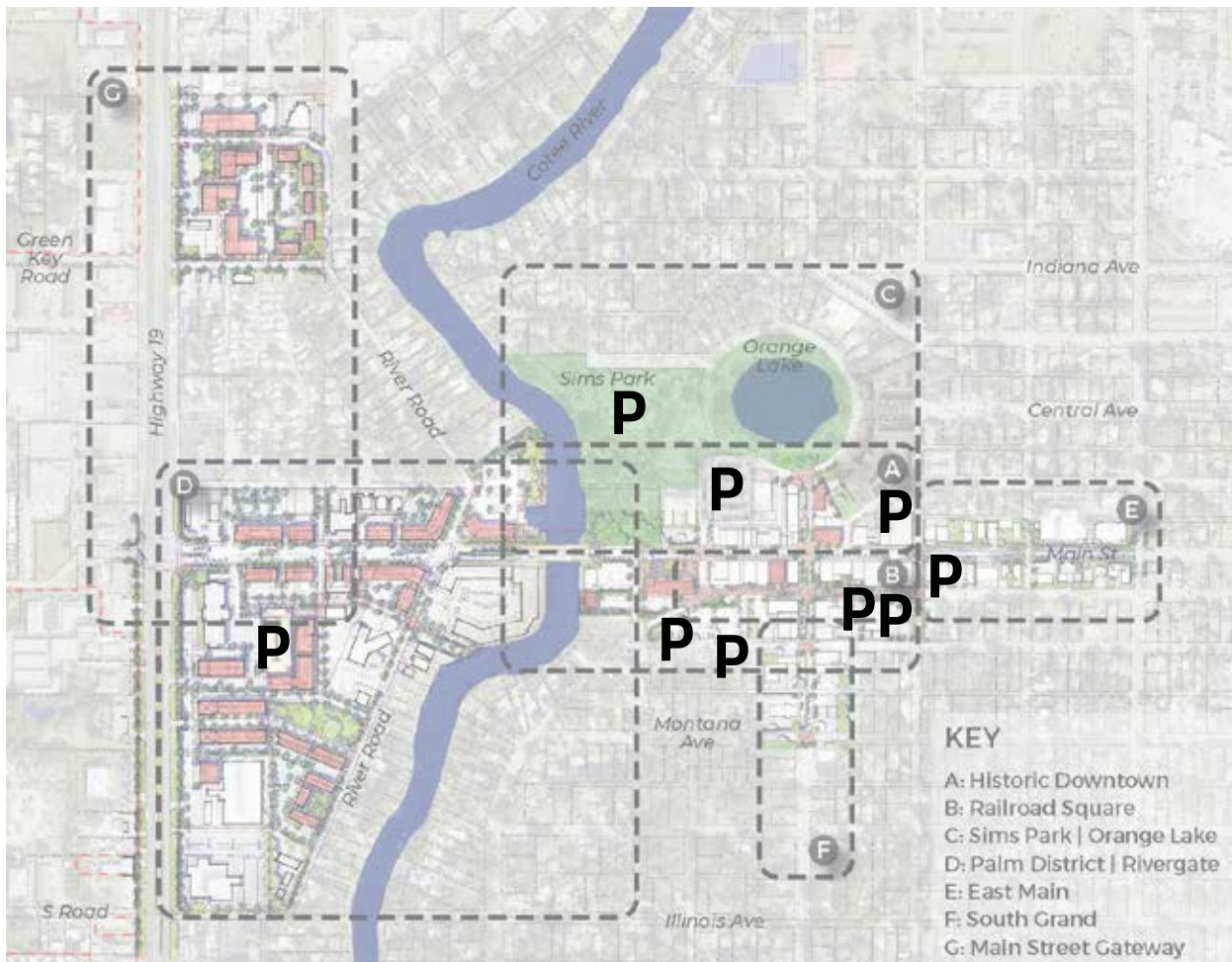
New Port Richey offers a balanced network of parking resources that are convenient but located in a way that supports a walkable downtown and neighborhood districts and a “park once” philosophy. Parking resources are aesthetically appealing and multi-functional.



Downtown parking lots are attractive and comfortable for users.



Parking for Golf Carts in downtown.



Planned and existing parking resources are well-distributed throughout the downtown.

Recommendations and Implementing Actions

3.2A PARKING WAYFINDING

Extend the existing wayfinding system to better direct visitors to New Port Richey's exceptional parking assets.

- **Wayfinding Signs:** Apply a round "P" and directional arrows to existing wayfinding signs along Main Street to better signal to motorists the key parking resources.
- **Banners:** At key entrances to public parking lots, using branded "P" banners to delineate ingress and egress will provide better visibility to these resources.
- **Stencils:** At certain parking resources where there may be too much visual clutter or activity, branded "P" logos with arrows could be stenciled right on the pavement in the lane of traffic. These stencils are highly visible and very inexpensive but will require more maintenance over time than physical signage.

3.2B PARKING STRUCTURE CONSTRUCTION

Implement the parking structure within the Palm/Rivergate Districts and promote this new resource to the community.

- **Main Street Access:** Provide clear, comfortable, and safe pedestrian access to both Main Street and the Rivergate District south of Main Street.
- **Surface Parking Repositioning:** Work with adjacent property owners to market

the parking garage resource and to explore the potential to convert some of the nearby surface parking spaces into temporary or permanent gathering spaces (adjacent to restaurants) or landscape planting areas.

3.2C PARKING AWARENESS CAMPAIGN

In addition to the wayfinding described above, utilize the community branding to further develop a parking awareness campaign as parking resources continue to change and evolve and it may be necessary to change the community mindset. For example, prior to opening the structure, begin to promote it as a resource to nearby businesses and visitors.



Example of how pavement markings can direct motorists to parking resources.



Example of how banners can be used to identify public parking resources.



Parking Lot Sign



Public Parking Banner



Small Parking Directional Sign



Public Parking Icon/Stencil



Medium Parking Directional Sign

Expand wayfinding system to include signage for parking.

3.3 PUBLIC ART

Description

Public art encompasses permanent and temporary installations and may include murals, pavement insets/patterns and sculpture. It may also manifest itself in functional elements such as shade structures, street furnishings, bike racks, etc.

Context

Murals:

- ▶ Murals are the most predominant example of public art;
- ▶ They are primarily located within the Historic Downtown;
- ▶ They are mostly literal in style, depicting historic themes or prominent citizens; and
- ▶ Many utilize muted color palettes.

Functional Elements:

- ▶ In some instances bike racks take on the form of a piece of sculpture or art;
- ▶ The Main Street Bridge linking the Palm and Historic Downtown Districts functions as public art with colorful planters and railing; otherwise,
- ▶ Functional art forms are somewhat limited in the community.

Prominence:

- ▶ While there are excellent examples of public art within the community, there are not enough nor enough variety to convey that New Port Richey is an “arts community.”

Vision

New Port Richey embraces the diversity of its history and its culture through public art, and this is apparent in the built form of the downtown.



Murals depicting historic figures can be found throughout downtown.



Examples of how functional elements can also serve as public art and introduce color into the landscape.

Recommendations and Implementing Actions

3.3A MURAL PROGRAM

Work with local artists to formalize the mural program to provide general guidelines and flexibility for public art murals. Include in the guidelines and communicate to the public that murals are considered to be temporary, not permanent installations.

- **Themes and Style:** Encourage a greater diversity of themes for murals. Themes may continue to promote community history, but could also be used to reinforce the unique character of different downtown districts. Some areas may utilize more traditional or literal murals whereas others might utilize more abstract murals.

- **Color:** As with themes and style, encourage more variety in the use of colors. Encourage vibrant colors in some areas, particularly Railroad Square and other activity spaces.



Example of abstract and colorful contemporary mural from Greenville, SC.



Example of playful mural from Fort Collins, CO that introduces bright color in an alleyway.

3.3B ART AS FUNCTION

Promote and encourage public art as part of functional elements.

- **Site Furnishings:** Carefully consider adding vibrant color through the use of umbrellas, tables and chairs and benches.
- **Bike Racks:** Work with artists to design custom bike racks that can provide bike parking while also adding a sense of whimsy.
- **Fences:** Explore opportunities to incorporate art into metal fence designs or panels interspersed within the fencing, including those forming enclosures that screen equipment.
- **Planters:** Consider other opportunities to incorporate colorful planters such as those along the Main Street bridge.
- **Shade Sails/Structures:** Utilize bold colorful shade structures to provide shade for pop up gathering areas and throughout Railroad Square.



Example from Denver, CO showing how a bench can also be art.



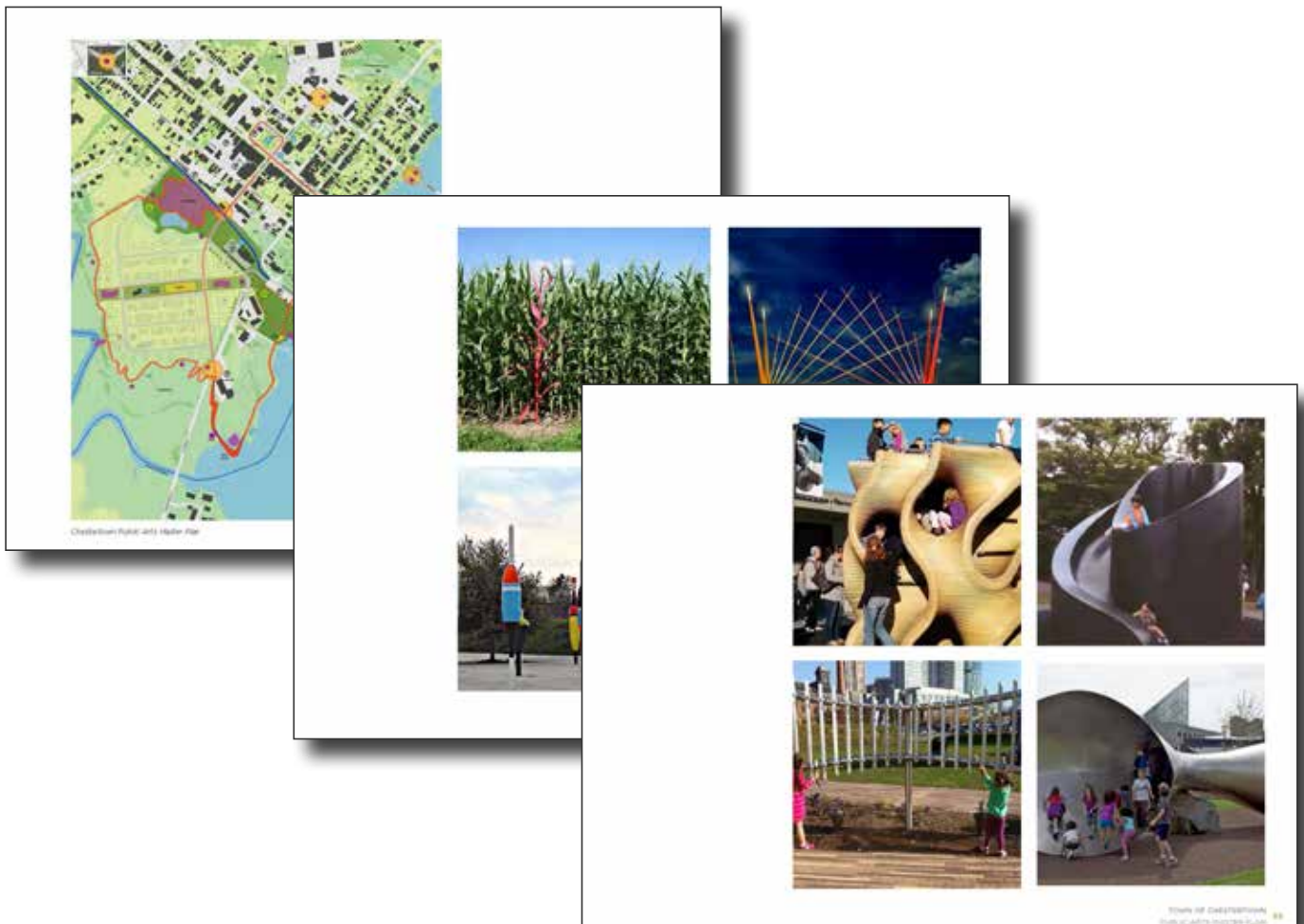
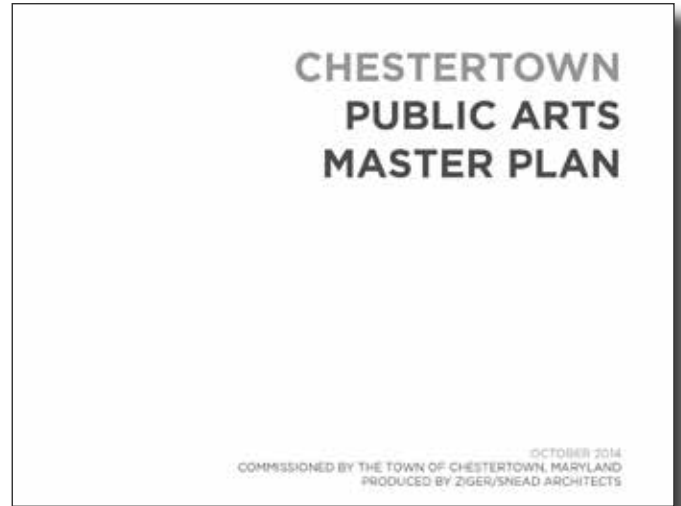
Example from Leonardtown, MD showing community branding colors applied to colorful moveable furniture.



Example from Shelby, NC showing an artful application of a rear facade improvement.

3.3C PUBLIC ART MASTER PLAN

Consider developing a public art master plan that identifies opportunities for public art, strategic locations throughout the community for temporary and permanent art installations, and potential partnerships. A master plan could help the City and its partners thoughtfully and proactively address public art projects rather than having to react to opportunities as they arise.



Example of a Public Arts Master Plan. Credit: Town of Chestertown, MD and Ziger Snead Architects.

3.4 HOUSING

Description

Downtown New Port Richey has seen a significant amount of new investment in various housing and mixed-use products over the past five years. These market-rate rental developments are desirable places to live and their success is indicative of the demand for different housing products in New Port Richey above the single-family and duplex products that dominate the neighborhoods adjacent to downtown and the Highway 19 corridor.

Context

Neighborhood Investment:

- ▶ The City continues to invest in and address neighborhood planning as a concurrent effort to the Downtown and Highway 19 Corridor Master Plan effort; and
- ▶ The continued elimination of problematic uses along the Highway 19 corridor helps stabilize existing adjacent neighborhoods.
- ▶ The City continues to work with local realtors and realtor organizations to cultivate unofficial spokespersons for the City brand campaign.

Higher Density Multi-Family/Mixed-Use Housing:

- ▶ Successful implementation of higher-density downtown housing products such as The Central and Stonehaven at Main Street has resulted in approximately \$30 million in recent investment in downtown;
- ▶ There will likely be continued demand for housing products other than single-family homes;

- ▶ It will be important to strategically identify where non-single-family housing products are appropriate and will likely be successful; and
- ▶ Any new development of residential of mixed-use in downtown should be sensitive to the scale of the existing architecture on Main Street and surrounding neighborhoods.

Single Family Renovations:

- ▶ In addition to this creating a greater variety of product, there has also been renovation of existing single-family in and around the downtown core;

Challenges:

- ▶ Even with reinvestment in existing residential products, New Port Richey's largest residential challenge is the percentage of rental properties, most of which are owned by absentee landlords who don't maintain the property; and
- ▶ Similarly, New Port Richey has a proliferation of transient housing, particularly in some of the motels located along Highway 19. The City adopted an ordinance restricting the use of motels for transient housing purposes. The ordinance has also eliminated the possibility of future construction of motels and only allows for construction of hotels.



In addition to providing a variety of housing products, it is important to continue to encourage investment in existing single family homes adjacent to downtown.

Vision

New Port Richey continues to invest and support investment in existing single-family homes and neighborhoods while balancing this with expanding the mix of housing product to include different housing types and increased densities in appropriate locations.

Recommendations and Implementing Actions

3.4A HOUSING MARKET ANALYSIS

Conduct a housing market analysis to determine the variety of housing products most feasible for New Port Richey and the demand for these products. Housing products might include multi-family condominiums and apartments; upper floor residential; multi-story duplex and tri-plex units; townhouses and/or Accessory Dwelling Units (ADU's).

3.4B IMPROVING EXISTING HOUSING STOCK ADJACENT TO DOWNTOWN

Target substandard housing products adjacent to downtown and Highway 19 that negatively impact the character and activity within the district.

- **Continued Code Enforcement:** Continue to enforce the minimum property maintenance code.
- **Engage Property Owners:** Work directly with properties that include substandard lodging establishments to determine solutions for the reinvestment or sale of the property, or assist with demolition.
- **Build and Engage the Community:** Current renters may become future home owners as they identify with the city they will look for opportunities to purchase homes and reinvest in the community.
- **Create Wealth Building Opportunities for Residents:** The economics of homeownership often prohibit prospective buyers from investing and upgrading their current properties. Consider adopting an accessory dwelling unit (ADU) ordinance to offer an incoming gaining opportunity for residents committed to the city; expanding the housing rehabilitation program; and establishing home improvement grants.



The high occupancy rates at Stonehaven at Main Street and the Central illustrate that there is a market for higher density housing products.

3.5 COMMUNITY CHARACTER AND DESIGN

Description

Community character varies throughout New Port Richey and includes positive examples from richly detailed early Twentieth-Century historic buildings; recent contemporary architectural design; and lush landscapes. Conversely, many examples exist that negatively impact one's experience of the community and include utilitarian buildings with blank facades; vacant buildings and properties; and properties defined by vast expanses of pavement with limited landscape. Deliberate attention to protecting and expanding the positive aspects of community character through design is critical component of revitalization.

Context

Architectural Styles and Quality:

- ▶ Architectural styles and quality vary throughout the community;
- ▶ Many historic early-Twentieth Century commercial buildings remain intact while others have been significantly altered;
- ▶ Good recent new construction including Spanish-influenced design and Southern coastal design;
- ▶ Some downtown buildings have improved highly visible rear facades;
- ▶ Residential architecture is predominantly one level, single-family, with recent examples of multi-story single family and multi-family product; and
- ▶ Strip commercial development includes non-descript and poorly maintained utilitarian architecture, national chain branded design, and successful renovations of existing

commercial centers.



Historic Hacienda Hotel showcases the Spanish influence in much of New Port Richey's architectural character.



Thoughtful renovation of historic commercial buildings.



Typical utilitarian architectural quality along Highway 19.

Site Design:

- ▶ Traditional urban development patterns in the downtown historic core with buildings oriented to the street, mostly attached, creating a continuous “street wall” and parking/service areas located to the rear;
- ▶ Downtown transition areas include buildings (new construction or residential conversion) set back from the street edge with parking areas located between the building and street edge; and
- ▶ Highway 19 development patterns respond to the automobile and are predominantly comprised of buildings set well back from the street edge, behind broad expanses of parking, and outparcels surrounded by parking.

Scale:

- ▶ Throughout the community the overall scale is low, predominantly one-two story development with a few exceptions;
- ▶ Within the downtown, this translates to a pedestrian scale and “walkable” environment; however,
- ▶ Along the Highway 19 Corridor, the low scale along with large building setbacks and multiple lanes of traffic create a vast scale, unfriendly to pedestrians; and
- ▶ Landscape, particularly the use of large canopy trees, has been used effectively to reinforce a pedestrian scale in both the Downtown and Highway 19 Corridor areas.

Character Areas:

- ▶ As with any community the character is not consistent throughout; and
- ▶ Sub-districts exist within the Downtown and Highway 19 Corridor with distinct character;

Codes and Guidelines

- ▶ Land use, site layout, building heights, and landscape requirements are controlled with the zoning code;
- ▶ Architectural guidance for Downtown building renovations only is outlined in the “Building Façade Design Guidelines for the Downtown Land Use District, City of New Port Richey,” dated 1994; this is a good document, however it is very text-heavy and limited in scope; and
- ▶ No design-focused guidelines exist for new construction, site layout, resiliency, and landscape within the Downtown or the Highway 19 Corridor.

Note: A detailed review of the existing design guidelines, referenced above, is outlined in Appendix B: Design Guideline Review.

Vision

New Port Richey is a community with a strong design “signature” that includes a broad range of architectural styles but is consistent throughout in terms of design quality and respect for its community character.



Maintaining the Historic Downtown's low scale is important to stakeholders.

Recommendations and Implementing Actions

3.5A DESIGN GUIDELINES

Prepare a comprehensive set of design guidelines and establish a design review process to guide new construction and redevelopment throughout Downtown and the Highway 19 Corridor. Consider three approaches as described below.

Option 1

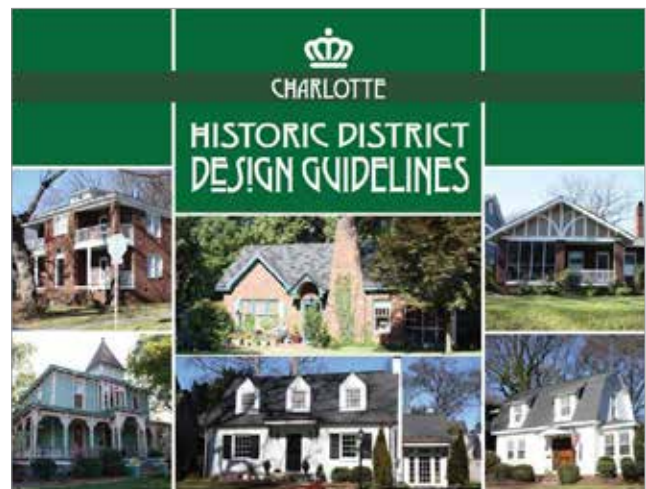
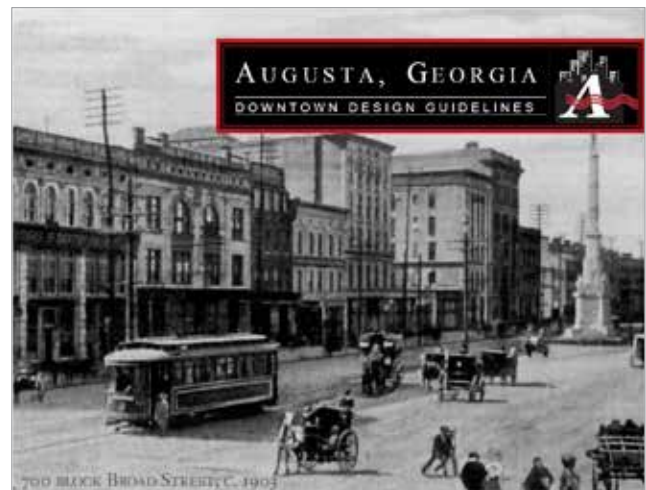
Create a “Style Guide” that encourages businesses and property owners to follow specific design guidelines and recommendations through a voluntary but incentive-based process. These would apply to both the Downtown, Highway 19 Corridor and adjacent Neighborhoods with design criteria specific to those districts. This is the approach most appropriate for New Port Richey at this time.

Option 2

Create a design review process including one or more locally zoned Historic District(s), New Port Richey Historic Preservation Commission, and mandatory design guidelines based on the Secretary of Interior’s Standards for Rehabilitation for the district(s) and mandatory design guidelines for areas that would not qualify to be designated an Historic District (such as the Highway 19 Corridor).

Option 3

Utilize a combination of the above two options. This could include creating a locally-zoned Historic District for Downtown (boundary to be determined) with mandatory design guidelines in combination with style guides with incentive-based voluntary design guidelines for areas outside of the Historic District.



Examples of different types of design guidelines from Augusta, GA; Charlotte, NC; and Alabama Main Streets.

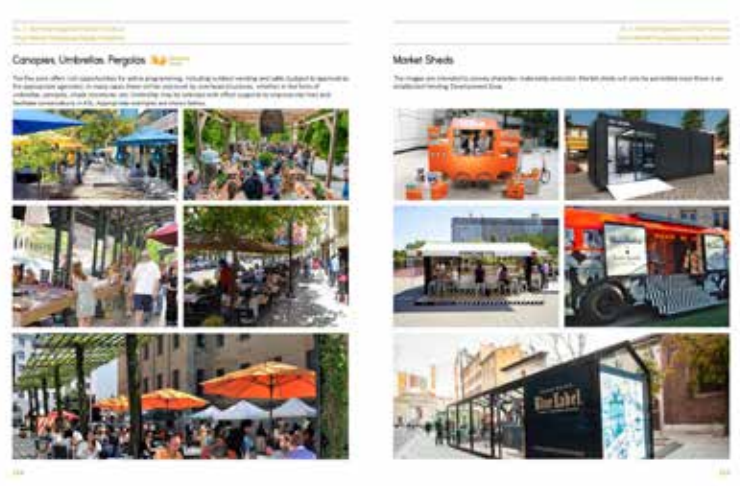
General

Regardless of the approach, the design guidelines should be highly visual with photographs that outline appropriate and inappropriate examples and include the following content.

- **Community Character:** Document and describe the existing community character for different sub-areas/districts that is important to protect and enhance. Give attention to scale as well as aesthetic qualities.
- **Renovation/Rehabilitation of Existing Buildings:** Expand upon existing guidelines for appropriate building renovations and/or historic rehabilitation and include both front facades and visible rear facades. For buildings that are within a local historic district (if created) or eligible for historic status, rehabilitation work should follow the Secretary of the Interior’s Standards for Rehabilitation Projects. These projects may be eligible for substantial tax credits for the rehabilitation work.
- **New Construction and Additions:** Include guidelines for new construction, addressing scale, massing, materials, relationship to street edges and surrounding context, etc.

- **Site Design:** Include recommendations for site design that is appropriate for the district or sub-district, including placement of buildings and parking in relation to the street, design for resiliency and management of storm water, service areas and landscape.
- **Signs:** Expand upon and update the existing sign guidelines.
- **Awnings, Canopies and Marquees:** Expand upon and update the existing guidelines.
- **Guidelines for Streetscape Elements:** Expand upon and update the existing guidelines and address recent trends in placemaking and both temporary and permanent activation.
- **Guidelines for Demolishing and Moving Buildings:** Include guidelines for demolishing to minimize impacts to adjacent properties; and include guidelines for moving buildings, including appropriate context for new locations.

Refer to Appendix B, Design Guideline Review for a review of the current design guidelines and links to example documents.



Sample page from a highly visual design guideline document

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4.0 A VISION FOR THE FUTURE- GEOGRAPHIC FRAMEWORKS

The vision statements and recommendations outlined in this chapter respond to specific geographic areas in New Port Richey and are divided among Downtown and the Highway 19 Corridor.

Downtown

Overall Vision

Downtown New Port Richey continues to be a vibrant mixed-use district, composed of complementary areas, each with their own distinct personality.

4.1 Historic Downtown

Description

The Historic Downtown includes the areas along Main Street from the Cotee River to Adams Street and along Grand Boulevard from Orange Lake to Missouri Avenue.

Context

Scale:

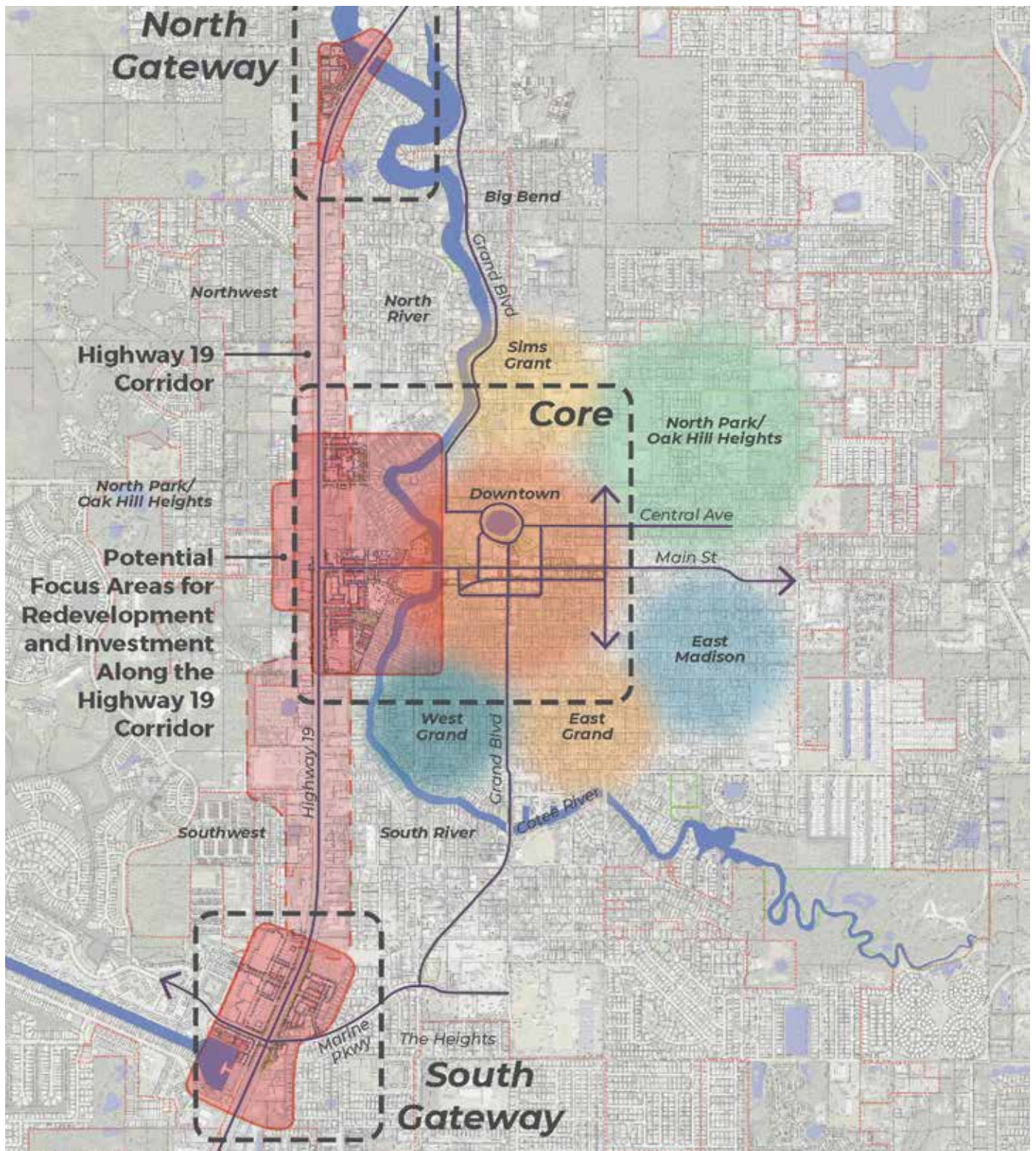
- ▶ Low, human scale, comprised of one and two-story buildings;
- ▶ Primarily a strong street edge defined by buildings;
- ▶ Some areas with a strong street edge defined by trees; and
- ▶ Some weak street edges defined by surface parking.

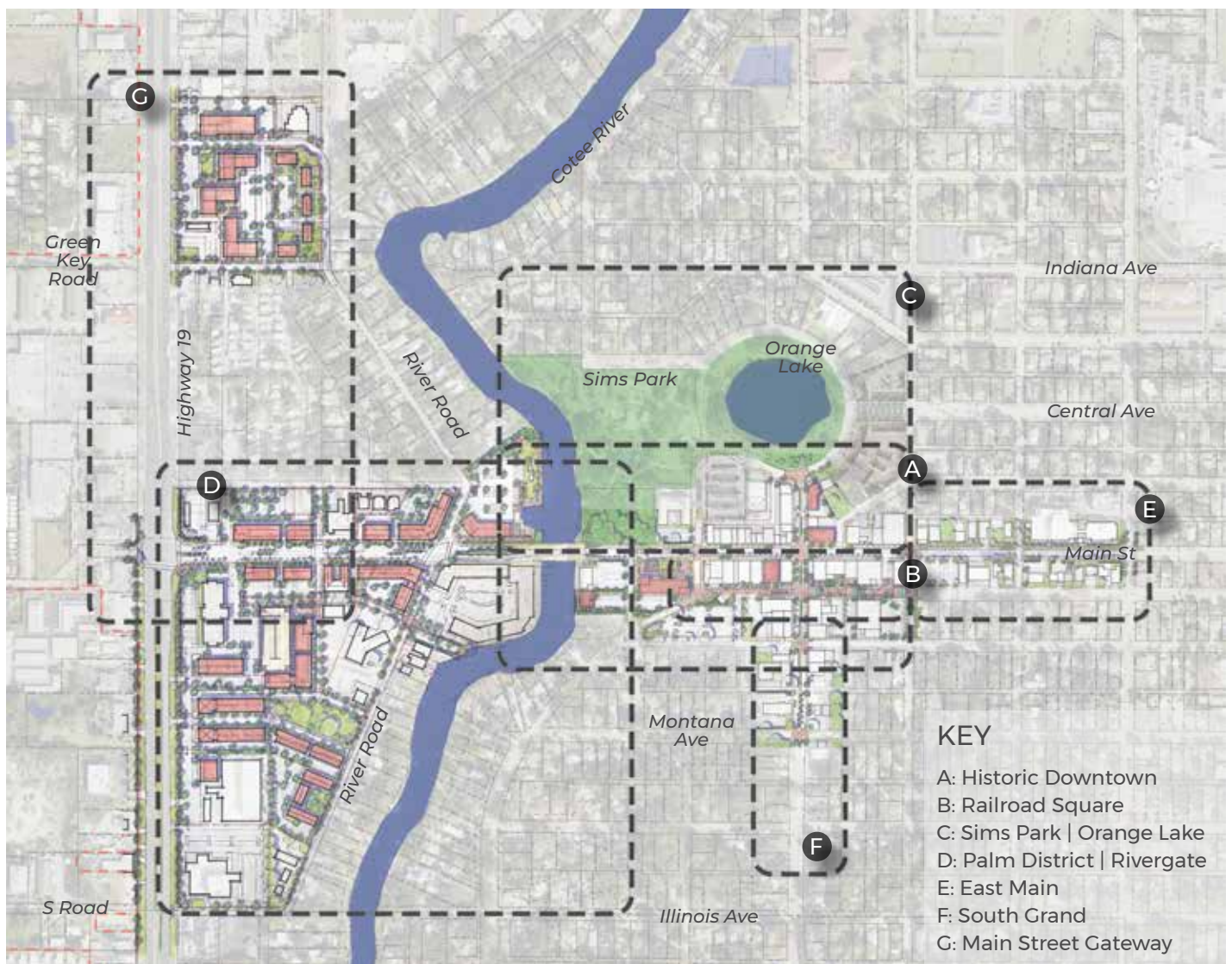
Architecture:

- ▶ Primarily early Twentieth-Century commercial architecture;
- ▶ Several buildings restored, reflecting their historic character;
- ▶ Many buildings with the original architecture concealed by mid-Twentieth Century renovations that covered windows, brickwork and building details;
- ▶ Architectural gems that include the Hacienda Hotel and Richey Suncoast Theater and buildings such as the Sims Building that still have original architectural elements intact; and
- ▶ Several façade renovations.

Streetscape:

- ▶ Two-way travel lanes with left turn lane at intersections;
- ▶ Well-delineated parallel parking zone defined by curb extension areas (“bumpouts”);
- ▶ Wide sidewalks;
- ▶ Concrete sidewalk paving with accent banding in generally good condition;
- ▶ Thermoplastic crosswalk markings;
- ▶ Outdoor dining areas;
- ▶ Temporary Parklets;
- ▶ Pedestrian-scale ornamental lighting and site furnishings;
- ▶ Uniform street tree planting of palms;
- ▶ Lack of shade and very hot during the day;





Core Sub-Districts

Uses and Destinations:

- ▶ Hacienda Hotel;
- ▶ Restaurants and bars;
- ▶ Retail shops; and
- ▶ Offices.

Infill and Reuse Opportunities (Potential Partnerships with Private Property Owners)

- ▶ Bourbon on Main surface parking lot (“MID MAIN SITE”);
- ▶ Market Grill site (“Main and Grand”);
- ▶ Southwest corner of Main and Bank Streets (“Main and Bank”); and
- ▶ Health Department Building Reuse.

Public Art/Murals

- ▶ Several murals depicting history of and important individuals from New Port Richey



Murals throughout the Historic Downtown depict New Port Richey's history.



The historic Hacienda Hotel will be an anchor destination once renovations are complete.



Wide sidewalks and low scale add to the appeal of the Historic Downtown.



Some historic buildings have been significantly altered over time.

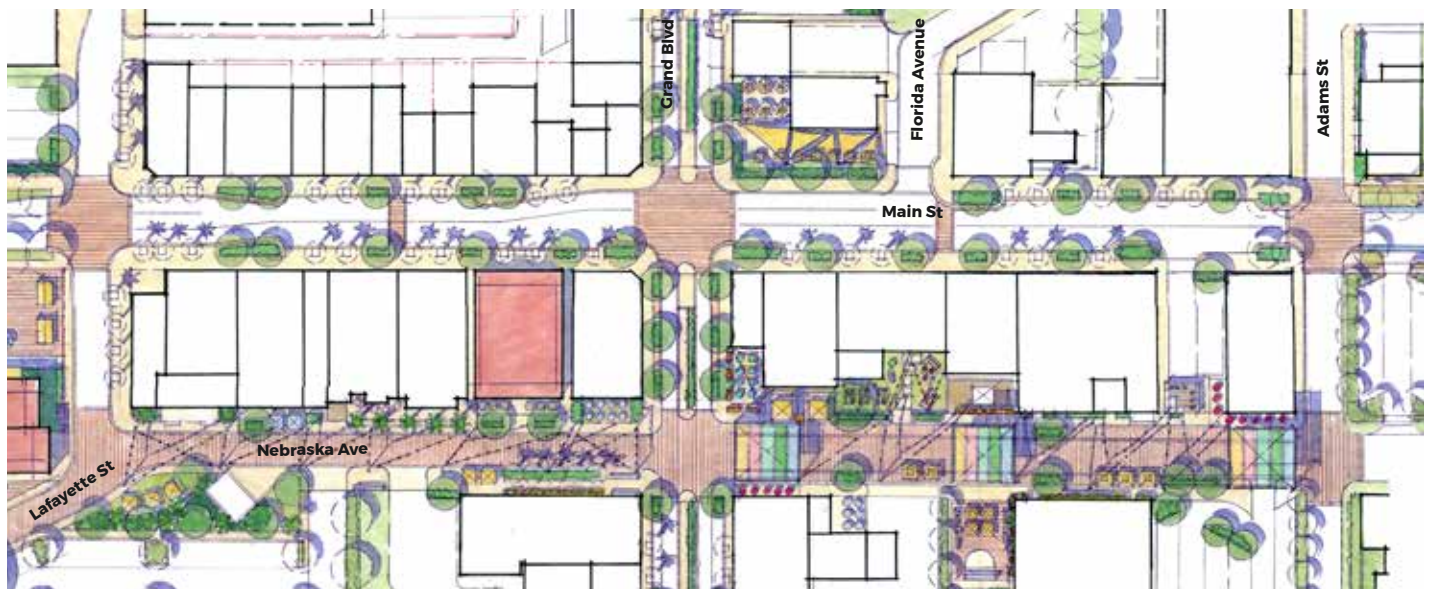
Recommendations and Implementing Actions

4.1A MAIN STREET STREETScape

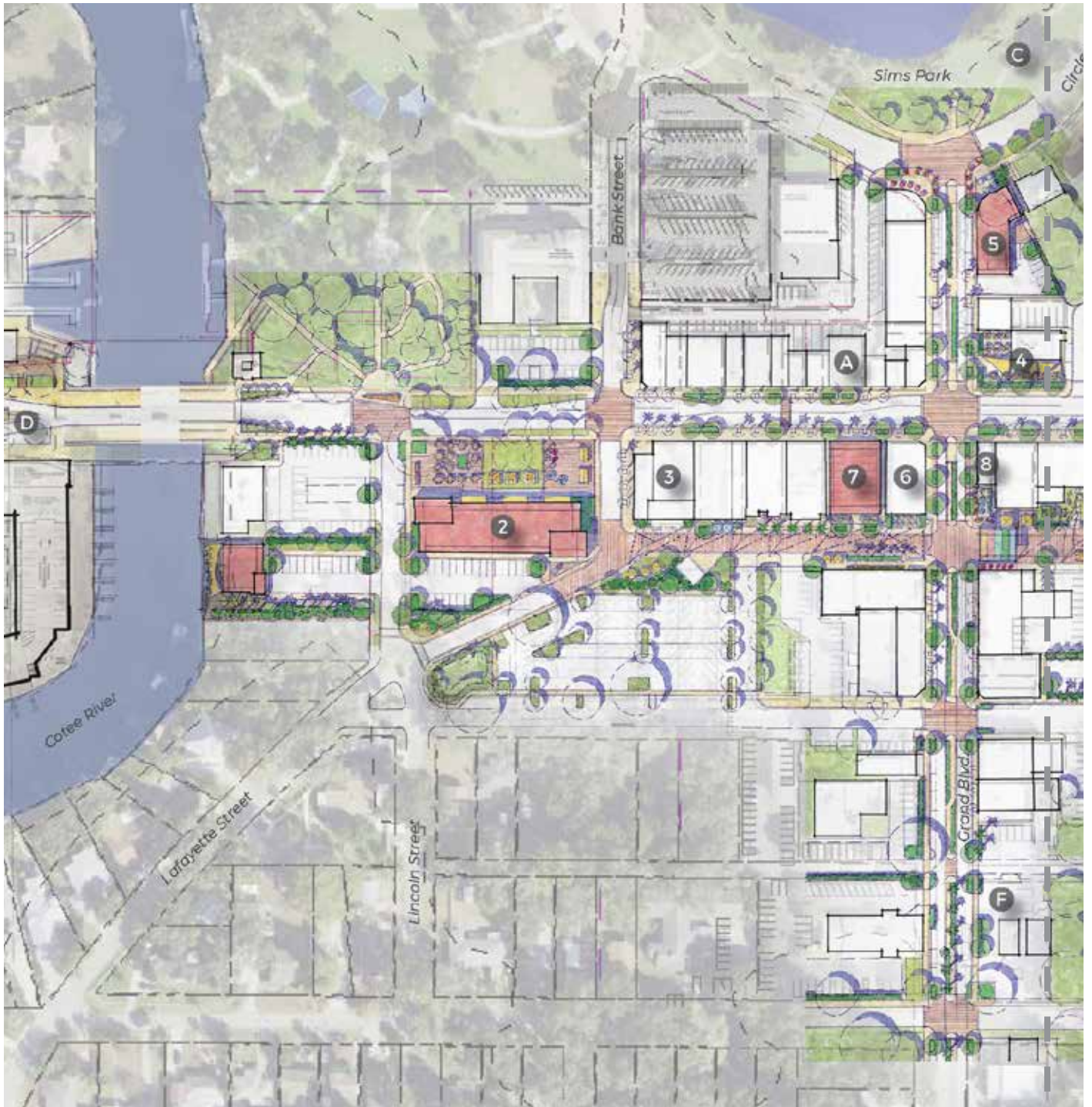
Design and implement streetscape enhancements for Main Street from Madison Street to Lincoln Street with an emphasis on pedestrian/bicyclist safety and comfort, aesthetics, and business success.

- **Shade Trees:** Explore options to introduce canopy trees into the streetscape within the Historic Downtown to provide shade and pedestrian comfort. Consider replacing every third palm tree with a canopy tree as conditions allow to spread canopy trees throughout the streetscape.
- **Sidewalk Bumpouts:** Utilize existing sidewalk bumpouts (expanded sidewalk areas) and consider new bumpouts to accommodate larger planting areas for canopy trees and additional pedestrian space.
- **Crosswalks:** Provide a crosswalk at Florida Avenue.

- **Mid-Block Crossings:** Consider mid-block crosswalks (or raised crosswalks) between Bank Street and Grand Boulevard and between Grand Boulevard and Adams Street at Florida Avenue to provide more options for pedestrians and to help calm traffic.
- **Special Paving:** Consider the use of special paving within the street and sidewalk areas where it could make the most impact visually. Within the street, consider special paving (brick, concrete unit pavers, and/or scored concrete) for intersection areas and crosswalks to emphasize pedestrian crossings and reinforce traffic-calming. For sidewalks, consider the entire sidewalk area, however, utilize light-colored special paving to minimize creating a “heat islands”.
- **Outdoor Dining Areas:** Continue to incorporate outdoor dining areas along the sidewalk where possible to activate the streetscape environment. Plan outdoor dining areas along with canopy tree plantings to take advantage of shade.

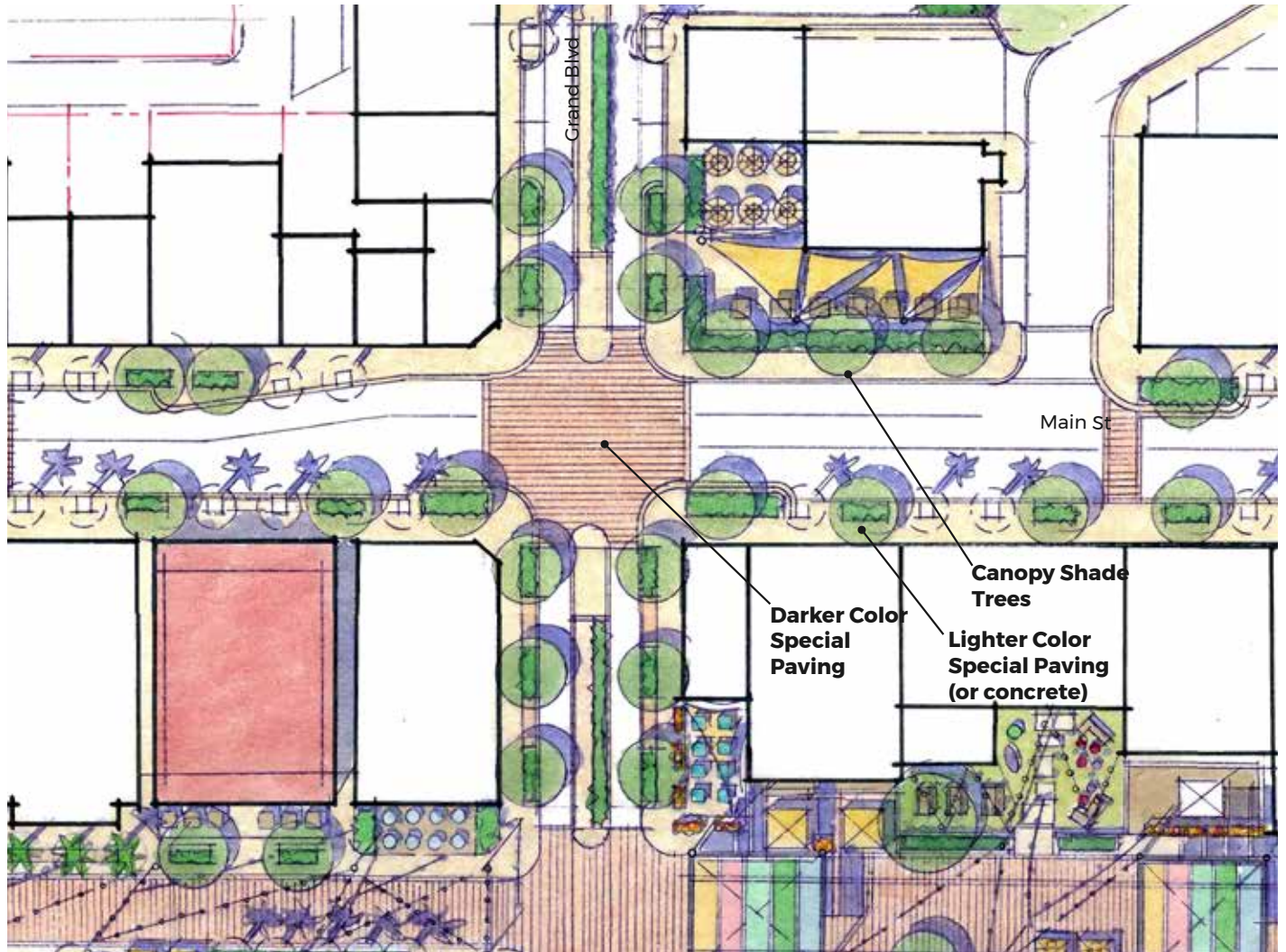


The focus of the Main Street streetscape should be between Bank and Adams Street with an emphasis on adding shade trees and highlighting intersections/pedestrian crossings.



Downtown Overall Plan.





Detail Plan showing Main Street Streetscape Enhancements.



Potential shade tree additions along Main Street.



Example from Winter Park, FL showing the impact of one large shade tree.



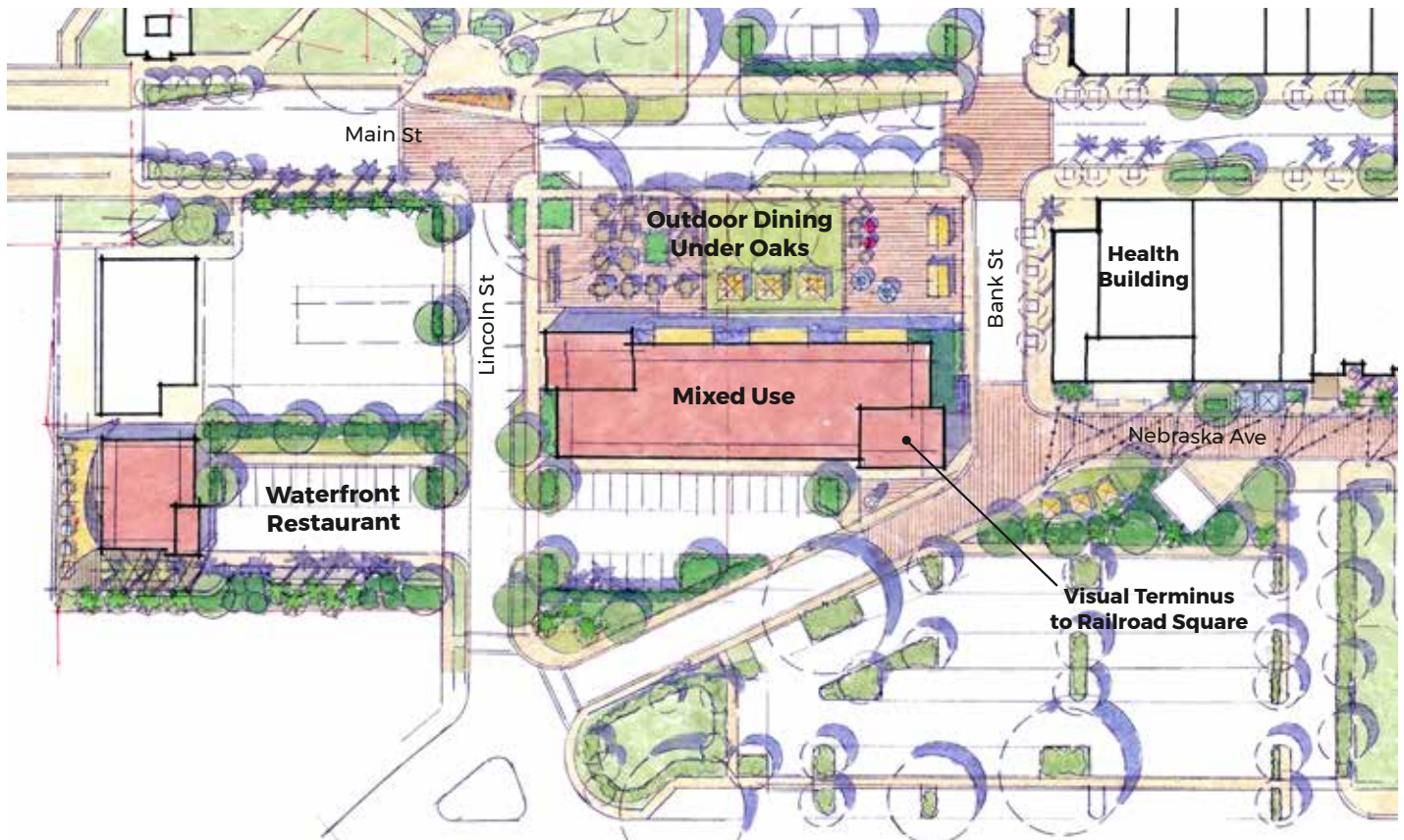
Example from Winter Park, FL showing how intersections and crosswalk areas can be accented with brick or special paving.

4.1B "MAIN AND BANK" INFILL DEVELOPMENT OPPORTUNITY

Work with private property owner to explore development of the vacant property at the southwest corner of Main and Bank Streets with uses that complement downtown businesses; reinforce connections between the Historic Downtown and the river; and preserve the existing character of the site.

- **Mix of Uses:** Provide a mix of uses, emphasizing commercial retail uses on the lower level and residential uses above.
- **Tree Preservation:** Preserve as many of the existing Live Oaks as possible, particularly along Main Street. They reinforce the gateway and transition to the Historic Downtown, provide comforting shade and offer ecological value.

- **Main Street Frontage:** Consider a broader setback from Main Street that mirrors the setback for the Hacienda Hotel to reinforce this as a transition zone between the Historic Downtown and the Palm District and to maximize preservation of the existing Live Oaks. Utilize the setback area for outdoor dining and gathering spaces beneath the canopies of the trees. Consider paving materials and construction methods for the gathering spaces, such as the use of boardwalk planking, to minimize impacts to tree roots.
- **Building Height:** Consider additional building heights up to four stories as a transition from the Historic Downtown to the Palm District and to compensate for providing a larger setback area along Main Street.



Potential site plan for long-term mixed-use development.

- **Architectural Design:** Utilize architectural design techniques that respect the transition of scales from the Historic Downtown to the Palm District and a ground floor design that engages and activates pedestrian spaces along Main Street.
- **Terminus to Railroad Square:** Recognize this site as a visual terminus to Nebraska Avenue and an extended Railroad Square. Consider architectural treatment that responds to Nebraska Avenue and a pedestrian connection through the site between Nebraska Avenue and the river.

- **Interim Uses:** Until development occurs, consider temporary uses on the site to take advantage of the high canopy and proximity to Main Street, Nebraska Avenue/Railroad Square and the public parking lot. Temporary uses might include pop-up markets, a container park or venue for food trucks.



Potential temporary use of the site as a "Container Park" or Pop-Up Gathering Space.

4.1C “MAIN AND GRAND” INFILL DEVELOPMENT OPPORTUNITY

Work with the existing property owner of the property on the northeast corner of Main Street and Grand Boulevard to explore improvements to and/or redevelopment of the property. Two approaches are illustrated and described on this page and the following pages.

Approach 1

- **Facade and Site Improvements**

This vacant restaurant building occupies a key corner of a downtown intersection. Ideally the building should be occupied and the site activated to create a sense of drama and animation upon arrival to the downtown core.



Existing View



Option 1: In addition to architectural enhancements to be determined by the actual occupant, install a continuous landscape buffer with low ground covers and shade trees to create an edge to the sidewalk.



Option 2: The same as Option 1 but include relocating the sign panel upwards to conceal the mechanical units atop the roof.



Option 3: In lieu of a landscaped buffer/edge to the sidewalk, install a low brick knee wall.



Option 4: Take a significant portion of the parking area and devote it to outdoor dining that would be covered by colorful shade sails and string lights. This version shows the buffer/edge to the sidewalk using plant material.



Option 5: The same as Option 4 except the buffer/edge to the sidewalk is achieved with a brick knee wall.

Approach 2

- **Mix of Uses:** Emphasize a mix of uses complementary to downtown and a building that anchors the street corner. Encourage ground-level commercial retail/restaurant uses and upper-level residential uses.
- **Architectural Design:** Encourage a two-story building with a scale and proportions complementary to the historic early twentieth century buildings along Main Street. Emphasize storefront windows and awning overhangs that activate the streetscape. Recognize the prominent corner location by responding to the corner architecturally such as with a tower element.
- **Parking Areas:** Locate any off-street parking to the rear and east side of the building.
- **Building Setback:** Utilize a larger building setback to accommodate two-three canopy trees and provide for a shaded outdoor dining area for this south-facing site.



Approach 2 Site Plan



Potential mixed-use redevelopment and mid-block crossing at Florida Avenue

4.1D "GRAND AT ORANGE LAKE" INFILL DEVELOPMENT OPPORTUNITY

Should the property owner discontinue the existing business at the southeast corner of Grand Boulevard and Circle Road, explore opportunities for redevelopment that reinforces connections between downtown and Sims Park at Orange Lake.

- **Mix of Uses:** Consider ground-level commercial retail/restaurant uses and upper-level residential uses.
- **Architectural Design:** Encourage a two-story building with a scale and proportions complementary to the historic early twentieth century buildings within the Historic Downtown.

Emphasize storefront windows and awning overhangs that activate the Grand Boulevard streetscape. Recognize the prominent location by responding to the corner and Orange Lake frontage architecturally.

- **Parking Areas:** Locate any off-street parking to the rear of the building to maintain continuous architectural frontage along Grand Boulevard.
- **Mural:** If appropriate, consider re-creating the existing mural (or creating a new mural) as part of the new infill development.



Potential redevelopment with mixed-use building activating Grand and Circle Boulevards.

4.1E BOURBON ON MAIN FAÇADE OPPORTUNITY

Work with the property owner of Bourbon on Main to explore façade enhancement opportunities for this highly visible building, with an emphasis on better activating the street frontages for both Main Street and Grand Boulevard. Historically, this building was a stunning brick edifice that anchored one of the most strategic intersections in downtown New Port Richey (NPR). However, at some point the brick was covered by synthetic stucco and most all of its architectural features such as windows and arches and parapet extensions were concealed. In an effort to provide multiple options, the renderings feature examples of how to improve the stucco version of the building as well as the impact of removing the stucco to reveal the historic brick substrate.

Option 1

- **Paint:** Paint the stucco a lighter, warmer, tan color. Introduce a charcoal gray with burgundy accent wainscot to visually anchor the building to the ground. Introduce a similar accent stripe motif at the upper facade to recall the line of the window lintels and to break-up the large, blank wall area.
- **Awning:** Replace or re-stain the charcoal gray fabric awning.
- **Signage:** Introduce painted signage on the stucco at the upper facade.

Option 2

- **Awning:** In addition to the Option 1 enhancements, change the awning fabric to a burgundy color to draw out that accent color and to give a brighter, fresher appearance.

Option 3

- **Brick:** Remove the stucco to reveal the historic brick substrate beneath.
- **Storefront System:** Restore the storefront system and install new stained, wood doors at the corner entry.
- **Canopy:** Remove the canvas awning and install a replication bronze canopy that wraps around the entirety of the building. Refer to historic photographs that document this condition accurately.
- **Windows:** Reveal or replace the upper facade windows.



Historic Photo of the Clark Building that is currently Bourbon on Main



Bourbon on Main Existing Conditions.



Options 1 and 2.

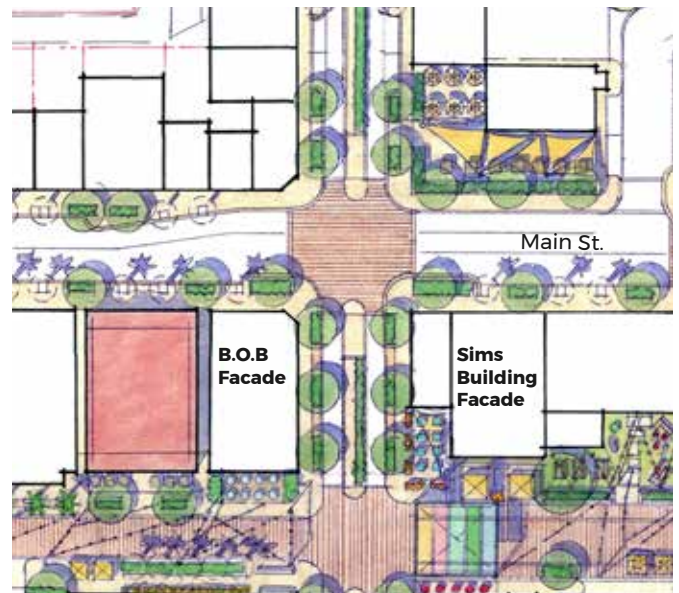


Option 3, also showing Main Street streetscape improvements and Grand Boulevard Cycle Track.

4.1F “MID MAIN” ENHANCEMENT OPPORTUNITY

Work with the property owner of Bourbon on Main to explore short and long-term enhancements to the existing surface parking lot fronting onto Main Street with an emphasis on reinforcing the street edge.

- **Short-Term Enhancements:** Consider providing a planting strip, hedge or ornamental fence along the north side of the parking lot to reinforce the Main Street edge and soften the visual impact of parking.
- **Long-Term Infill Development:** Consider two-story infill development that fronts onto Main Street, respecting the existing building line. Incorporate ground-level commercial retail uses with upper floor office, residential or additional restaurant space.



Potential long-term infill opportunity adjacent to Bourbon on Main.

4.1G SIMS BUILDING FAÇADE OPPORTUNITY

Work with the property owner of the Sims Building to explore additional façade enhancements with an emphasis on accentuating the historic integrity of the building: This tri-partite storefront building is quite charming and features solid architectural detailing. However, the lack of awnings or canopies causes the building to seem “flat.” Simple architectural gestures could take this building from good to great.

Option 1

- **Canopy:** Install a replication bronze canopy at each of the three storefronts. This not only provides shelter from the elements, it also further distinguishes each storefront while unifying the entire facade. It also has the effect of creating depth to an otherwise ‘flat’ building.

- **Paint:** In the central bay where the previous business is no longer operational, consider repainting the stucco a tone that is exactly between the white of Ella’s and the dark bronze of SandPeak Realty as shown. This creates a harmonious graduated color scheme from light to dark.
- **Lighting:** Add one gooseneck light fixture above each bay to illuminate the business signage beneath. This will provide a dramatic wash of light on the upper facade at night.
- **Planters:** Place box planters at the base of the central bay and SandPeak Realty similar to those at Ella’s.

Note: The business signage used in the central bay is for illustrative purposes only.

Option 2

- **Storefront:** In addition to the improvements outlined in Option 1, restore full storefront windows in all three building bays.



Existing Conditions.



Option 1.



Option 2.

4.1H HEALTH DEPARTMENT BUILDING REUSE AND FAÇADE OPPORTUNITY

Once the Health Department vacates the building on the southeast corner of Main and Bank Streets, find a partner to assist the City in renovating the building to include uses that complement downtown and activate the adjacent street edges. Consider completing facade improvements in advance of complete renovations, should a partner not be initially forthcoming.

This building serves as a gateway to downtown and, as such, needs to be treated with utmost care. It currently features a mural that covers what was once a storefront window and outlines the corner forecourt. A round planter occupies most of the space in the corner forecourt.

Option 1

- **Mural Preservation:** Preserve the existing mural at the corner of Bank and Main Streets or consider recreating it in another location (on the façade or on another building) if preservation of the mural precludes the highest and best reuse of the building.
- **Banners:** Because the building serves as a gateway into downtown, consider placing four large, building-mounted banners of different ascending lengths that state: Welcome; To Historic; Downtown; New Port Richey. The four banners should feature the four primary colors of the NPR brand system.
- **Flag Replacement:** Place an American flag atop the pole mounted on the side of the column.
- **Space Activation:** Place colorful bistro tables and chairs, and accompanying umbrellas in the forecourt to introduce vibrancy and color to this intersection at a fraction of the cost of facade renovations or streetscape enhancements. Consider the use of colorful Adirondack chairs or rocking chairs in this location for the same purpose. Tables and chairs can be tethered with a bicycle cable if necessary.

Option 2

- **Canopy Tree:** In addition to the above, add a significant shade tree at the corner to help provide afternoon shade of the outdoor space.

Option 3

- **Shade Sails:** In addition to improvements described above, utilize colorful shade sails instead of umbrellas or shade tree to create relief from the sun for the outdoor corner space.

Option 4

- **Building Reuse:** In addition to the cosmetic improvements described, consider reuse of the building with ground-level commercial retail and restaurant uses and upper-level residential in the form of loft apartments.
- **Windows:** As part of the reuse, introduce storefront and upper floor windows on blank facades. Consider removing the mural so that the storefront window along that facade can be replaced, allowing the building uses to better engage with the corner plaza (not illustrated).

Rear Façade

- **Canopy:** Remove the outdated teal awning structure in favor of a metal canopy of mid-century design to coordinate with the architectural style of the building. Feature brushed metal statuary letter signage atop the canopy at its leading edge to further reinforce the mid-century modern architectural style.
- **Windows:** Insert contemporary metal storefront systems at the first floor to provide views into the retail space. Install compatible windows in the upper floor to support the upper floor apartments.
- **Mural:** Consider painting an artistic mural at the large blank wall of the three-story portion of the complex.
- **Railroad Square Coordination:** Coordinate façade improvements with overall redesign of Nebraska Avenue as part of Railroad Square.



Existing conditions.



Option 1.



Option 2.



Option 3.



Option 4.



Existing conditions.



Potential renovations.

Downtown

4.2 Railroad Square

Description

Railroad Square is defined by Nebraska Avenue, between Adams Street and Bank Street.

Context

Character:

- ▶ “Back door” and service space;
- ▶ Some businesses adapted to “front” onto the space in addition to fronting on Main Street;
- ▶ Rear facades with blank walls on many buildings;
- ▶ Sunny with limited shade; and
- ▶ Potential to be “funky” and less traditional than Main Street.

Streetscape:

- ▶ Inconsistent street edge resulting in varying degrees of spatial definition and yard areas for some properties;
- ▶ Outdoor dining for some businesses;



Lack of shade limits the use of Railroad Square during the day.

- ▶ Pedestrian-scaled lighting;
- ▶ Overhead utility lines;
- ▶ Planter walls;
- ▶ Special paving treatment at intersections/crosswalks and along parking zone (Intersections with Bank Street, Grand Blvd., and Adams Street);
- ▶ Flush curb between sidewalk and street along most of the length of the street; and
- ▶ Railroad crossing arms remaining from when the railroad ran along Nebraska Avenue.

Function:

- ▶ Currently used for outdoor events;
- ▶ Outdoor dining;
- ▶ Service; but
- ▶ Lack of shade limits daytime use.
- ▶ Adjacent Spaces
- ▶ Nearby Cavalier Square is underutilized.



Cavalier Square is underutilized unless programmed for events.

Planned Improvements:

- ▶ Phase I improvements are currently being planned for the section between Grand Boulevard and Adams Street.

Related Projects for Coordination:

- ▶ Grand Boulevard Cycle Track

Vision

Railroad Square is a vibrant, funky, colorful flexible gathering space providing a contrasting, yet complementary experience to Main Street. The square is active throughout the day and evenings and is designed to allow for service access and parking most of the time but can be closed off for expanded pedestrian space.

Recommendations and Implementing Actions

4.2A RAILROAD SQUARE BRAND EXTENSION

Extend the New Port Richey community branding to include a logo and identity for Railroad Square, recalling the history of the place while reinforcing this as a unique gathering place within downtown.



Application of community branding to identify and promote Railroad Square.

4.2B RAILROAD SQUARE CHARACTER GUIDELINES

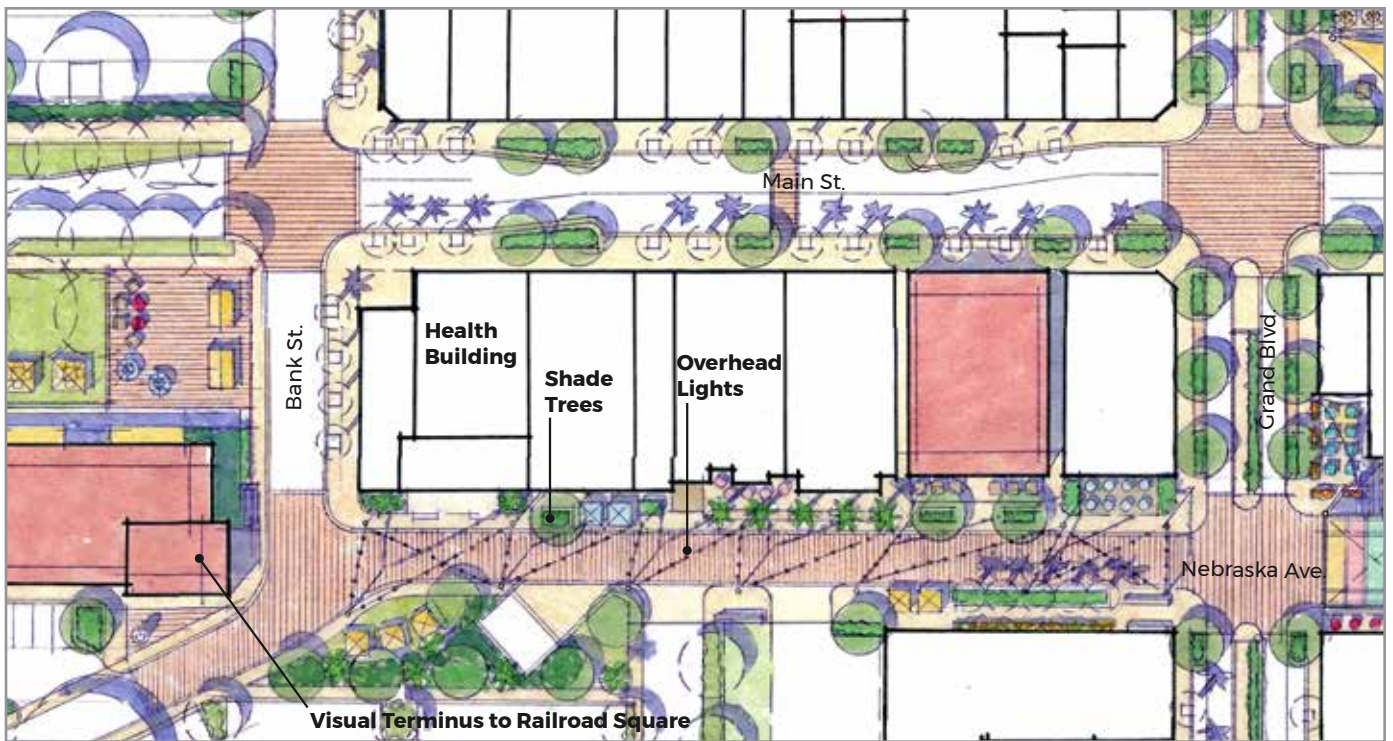
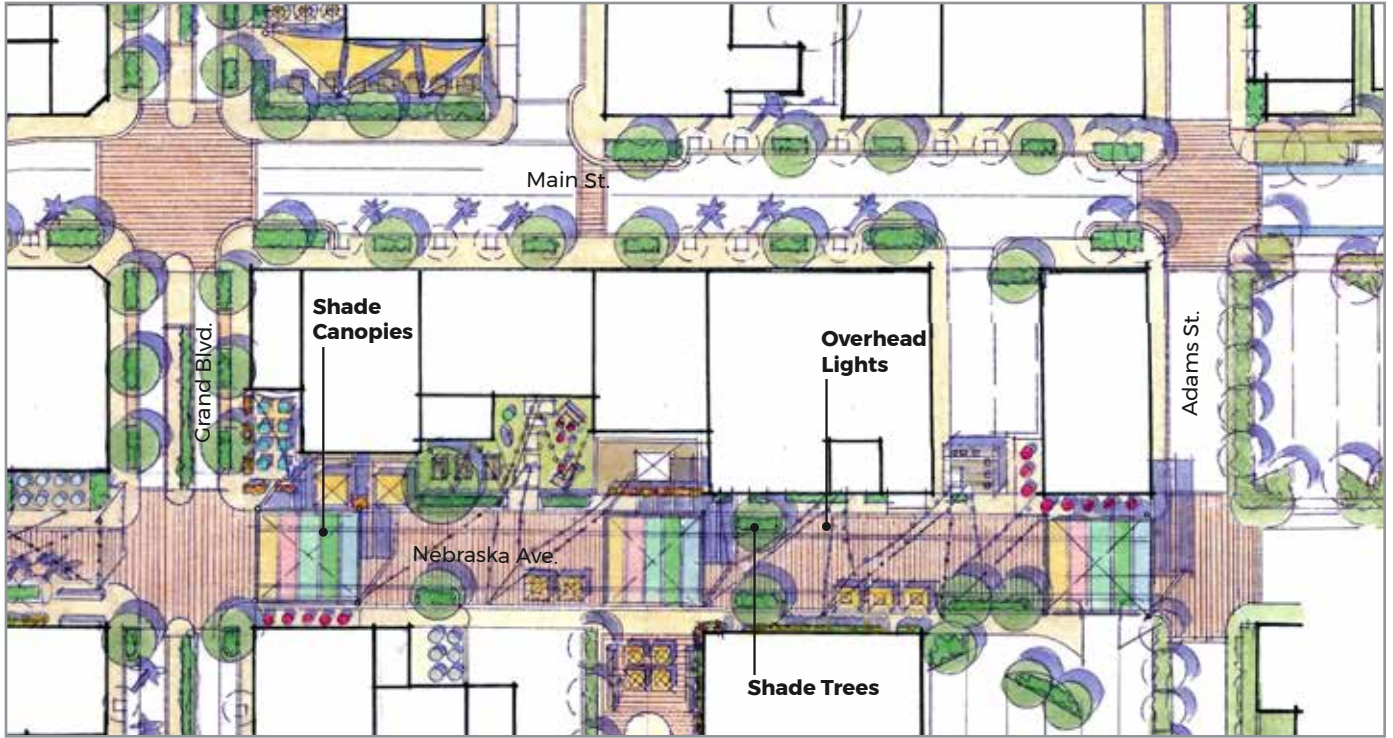
Establish design guidelines to reinforce the unique character of Railroad Square and guide phased improvements over time to both the public realm and private properties.

- **Color:** Encourage bold, bright colors for elements within the space that may include façades, street furniture, canopies and awnings, umbrella tables and shade sails.
- **Public Art:** Encourage public art throughout the square-both permanent and temporary- in the form of murals to animate blank walls, sculpture, and pavement insets. Encourage extending public art to utilitarian elements such as visible utility boxes/transformers, fencing, bike racks, etc.
- **Façade Enhancements:** Encourage playful treatments for rear facades that face onto the square and further animate the square.

4.2C NEBRASKA AVENUE STREETSCAPE

Design and implement phased streetscape enhancements for Nebraska Avenue between Adams and Bank Streets with an emphasis on reinforcing the unique character of this district while allowing for flexibility in how the street is utilized by both vehicles and pedestrians.

- **Special Paving:** Utilize special paving (brick or concrete unit pavers) that distinguishes the street and sidewalk area from other streets in downtown. Consider using lighter colored paving to minimize excessive heat generation, however, darker colors may be considered where shade will be provided.
- **Curbs:** Continue the existing curbsless condition to emphasize an environment that prioritizes pedestrians over vehicles.
- **Shade Structures:** Incorporate shade structures/sails throughout the square to make the space more useable during the day.
- **Canopy Trees:** Where space allows, incorporate canopy shade trees either within public or private property (in partnership with private property owners) to provide additional shade, spatial definition and aesthetic appeal.
- **Planters:** Utilize moveable planters to define use areas within the square and to define the pedestrian-only areas when the square is closed to vehicular traffic.
- **Lighting:** Incorporate a variety of lighting to further emphasize the unique character of the square. Consider façade lighting, ornamental pedestrian-scaled fixtures and overhead string lights.
- **Banners:** Incorporate banners with the Railroad Square brand, particular at the intersections with Grand Boulevard, Adams Street and Bank Street.



Railroad Square Phase 1 (top) and Phase 2 (bottom).



Existing conditions.



Railroad Square potential enhancements.

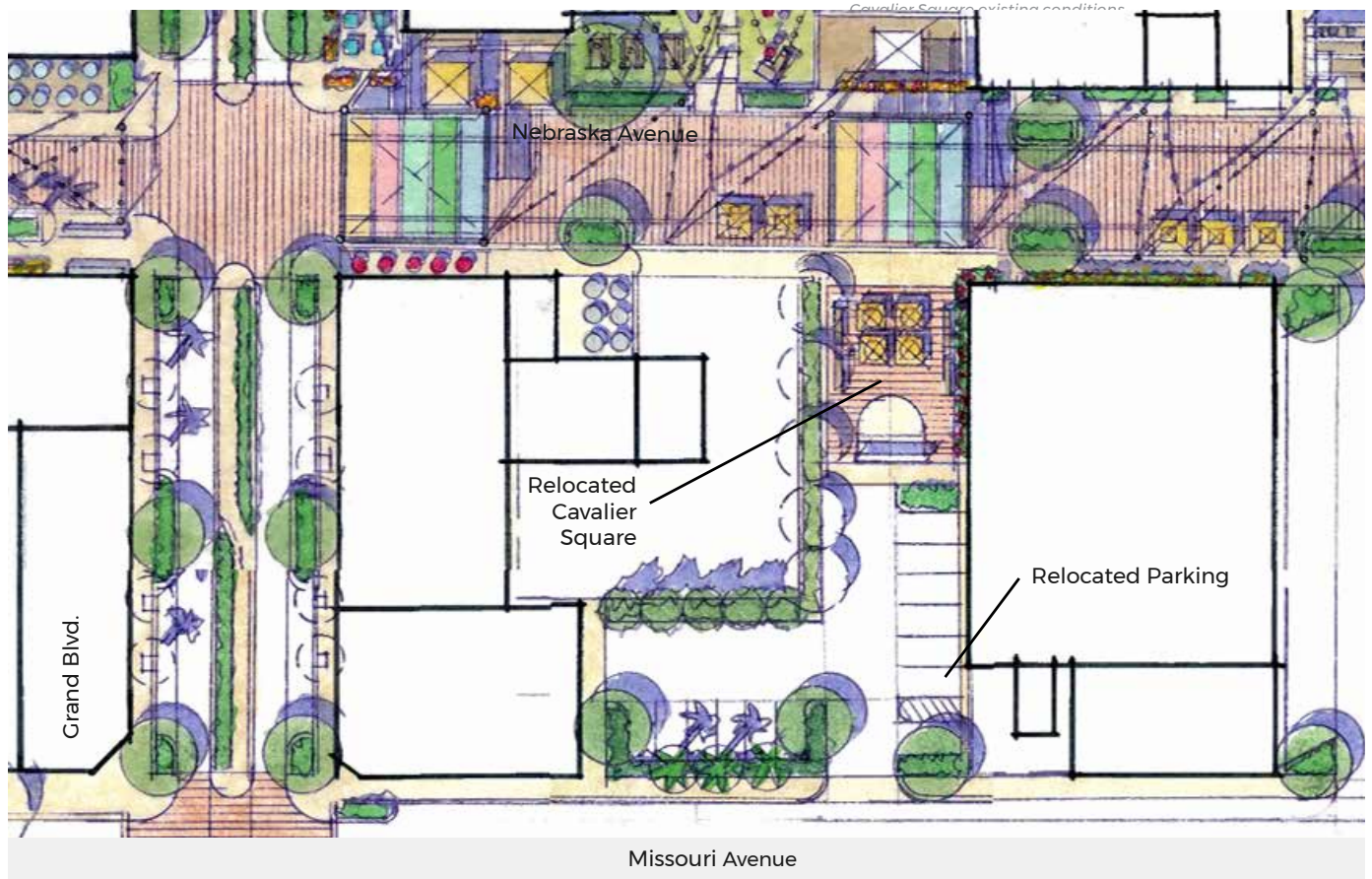
4.2D CAVALIER SQUARE

Enhance Cavalier Square in its existing location or consider relocating it to a new location along Nebraska Avenue- as part of Railroad Square-to make more inviting during special events and on a daily basis.

- **Planting:** If the square is to remain in its existing location, enhance it as a special place by replacing the small ornamental trees in planters with larger canopy shade trees, such as Live Oaks, that will provide more spatial definition, help screen the blank facades of adjacent buildings and provide cooling shade. Remove the low planter walls to make the space more inviting and allow for the planting of larger trees. If the square is to be relocated to Nebraska Avenue, use canopy trees to achieve the same

objectives above with the new location.

- **Fencing:** Consider ornamental fencing along with planting beds that allow for views into and out of the space in either the existing or new location.
- **Activation:** Consider long-term infill development in a portion of the adjacent City-owned parking lot with a use that could help activate Cavalier Square in its current location.



Potential relocation of Cavalier Square to Nebraska Avenue.

Downtown

4.3 SIMS PARK/ORANGE LAKE

Description

Sims Park/Orange Lake is one of the City's premier greenspace. The area is defined by the existing park boundaries extending from the Cotee River to Circle Blvd, and Grand Boulevard and the adjacent frontages.

Context

Character:

- ▶ Presents image of a green oasis linking downtown and adjacent neighborhoods;
- ▶ Includes active and passive uses; and
- ▶ Provides public access to the river.

Adjacent Uses:

- ▶ Adjacent uses include single-family neighborhoods;
- ▶ The Hacienda Hotel;
- ▶ Downtown businesses;
- ▶ New multi-family residential; and
- ▶ River activities.



Orange Lake at Sims Park.

Challenges:

- ▶ Spaces and amenities not fully utilized throughout the day;
- ▶ Limited dock space available for boaters who want to dock their boats while dining downtown; and
- ▶ Undesirable activity.

City of New Port Richey Parks and Recreation Master Plan-2017:

- ▶ Master Plan includes a good list for increased amenities and activities, but does not include an associated plan or drawings to illustrate how these additional amenities can be added while protecting the inherent character of the park.

Related Projects for Coordination:

- ▶ The Grand Boulevard Cycle Track which will connect to the park from the south;
- ▶ And bike lanes along Grand Boulevard to the north of the park.

Vision

Sims Park continues to serve as New Port Richey's premier central green space and as a Signature Park that adds value to the adjacent neighborhoods and Historic Downtown. It is active throughout the day and evening and investment in existing uses and redevelopment adjacent to its edges provide "eyes on the park" and further activate this amenity.

Recommendations and Implementing Actions

4.3A PARKS AND RECREATION MASTER PLAN IMPLEMENTATION AND UPDATE

Continue to implement the recommendations for Sims Park outlined in the 2017 New Port Richey Parks and Recreation Master Plan and consider preparing a specific Sims Park Master Plan as a supplement to the next Parks and Recreation master plan update. The purpose of the Sims Park Master Plan will be to provide a physical framework that provides visual guidance to the recommendations of the Parks and Recreation Master Plan and new challenges and opportunities as they arise while protecting the inherent qualities of this asset.

- **Open Sightlines:** Plan for landscape treatments that allow for open sightlines into and out of the park and throughout the park, emphasizing tall canopy trees and low plantings 3' or under.
- **Complementary Uses:** Continue to accommodate additional uses and activities that expand the user base and further encourages use throughout the day and evening.
- **Guidelines for Future Investment:** Provide guidelines and/or an illustrative master plan describing how future investment can protect and enhance the inherent qualities of the park.

4.3B PARK EDGES

As redevelopment opportunities arise across from Sims Park/Orange Lake, continue to encourage uses that activate the amenity and provide “eyes” on the park, being sensitive to the context of adjacent neighborhoods and the adjacent Historic Downtown.

4.3C BOAT DOCKING

Explore opportunities to provide more opportunities to expand the docks along the park frontage to allow boaters to park their boats for a limited time and fee-based system so that they can visit downtown restaurants via the river.



The Central represents a good example of how new development can engage and activate the park edges.

Downtown

4.4 EAST MAIN

Description

East Main includes the portion of Main Street that extends from Adams Street to Madison Street.

Context

Character and Scale:

- ▶ Predominantly residential in scale;
- ▶ Low density;
- ▶ Strong civic presence with Library, City Hall and Fire Station #1;
- ▶ Significant tree canopy provides a shaded contrast to the Historic Downtown; and
- ▶ District serves as a transition between the neighborhoods to the east and downtown.

Uses and Destinations:

- ▶ City Hall;
- ▶ Library;
- ▶ Fire Station #1;
- ▶ Restaurant;
- ▶ Small offices; and
- ▶ Market.

Streetscape:

- ▶ Wide street with oversized parking lane;
- ▶ Constrained planting strip with closely planted maturing oaks; and
- ▶ Concrete sidewalks.

Vision

East Main is a residentially scaled civic and arts district that transitions between the neighborhoods to the east and the Historic Downtown.



City Hall, the library and tree canopy reinforce a positive character for East Main.



The predominantly residential scale of East Main.

Recommendations and Implementing Actions

4.4A LONG-TERM USES

Attract a mix of uses complementary to City Hall, the library, and the residential scale of the district. These may include arts-related uses, makers spaces and other independent businesses.

- **Outdoor Spaces:** Encourage businesses to make use of the shaded front yards as display areas, gathering areas, classes, etc.
- **Architecture:** Encourage façade renovations of existing structures that promote the area as an arts district with the creative use of color. For new structures, maintain the residential scale and respect proportions of adjacent buildings.
- **Landscape:** Encourage lush landscaping to reinforce outdoor display areas and gathering spaces as a contrast to the more urban streetscape of the Historic Downtown.



Residentially scaled commercial district in Rehoboth Beach, DE.



Residentially scaled arts district in Saugatuck, MI.

4.4B MAIN STREET STREETScape ENHANCEMENTS

Protect and enhance the existing Main Street streetscape character, between Adams and Madison Streets as a complement to the different streetscape character along the blocks between Adams and Bank Streets.

- **Live Oak Canopy:** Protect and maintain the Live Oak street tree canopy that distinguishes this part of Main Street. Over time, evaluate opportunities to selectively remove some trees if it promotes a better growing environment for the remaining trees, without compromising the overhead canopy.

- **Parking Lane Alterations:** Consider changes to the parking lane to take advantage of the wide dimension. Changes may include designated bike lane markings between the parking lane and travel lane or narrowing of the curb-to-curb dimension to allow for an expanded growing area for the existing trees.
- **Sidewalk Demarcation:** Extend the sidewalk paving across parking zones that extend directly off of Main Street and curb cuts to visually emphasize the pedestrian zone and support traffic-calming.



Wide parking lane along Main Street provides opportunity for dedicated bike lane or expanded planter zone to support health of trees.

4.4C MAIN STREET FOOD MART FAÇADE AND SITE ENHANCMENT OPPORTUNITIES

Work with property owners to explore façade and site enhancements for existing properties, using potential enhancements to the Main Street Food Mart as a precedent. This building is what is typical for a convenience store: the architecture is subservient to the product merchandising and signage, and essentially has no character. Fortunately, in this instance the signage is rather clean and the building is rather nondescript providing a blank canvas upon which to work.

Option 1

- **Paint:** Paint the body of the building a dark, cool gray (or other dark color) that compliments the current, branded signage, but has the effect of reducing glare and highlighting the sign fascia band.
- **Outdoor Amenity Space and Mural:** On the large blank wall to the right, paint a colorful mural. Place a small outdoor dining area in the parking lot adjacent to the mural for market customers. Work with the adjacent property owner to the left to see if they would paint a similar mural on the large, blank wall that faces the Main Street Food Mart.
- **Fascia and Sign Band:** Simplify the fascia sign band as shown, and paint the descriptive signage (Milk, Bread, Soda, Beer, Wine, Snacks) on the privacy fence to the lower left.
- **Freestanding Sign:** Place a new sign panel in the existing column sign adjacent to the sidewalk.
- **Public Art Opportunity:** Place a public art installation atop the low concrete pedestal adjacent to the sidewalk.
- **Planting:** Install a grass strip and low shrub buffer to the left of the sign and a flower bed with palm trees to the right to lessen the impact of the expansive pavement.

Option 2

- **Equipment Screening:** In addition to improvements noted in Option 1, construct a wood slatted screen at the roof edge to conceal views to the rooftop equipment.
-



Existing conditions.



Main Street Food Mart Option 1.



Main Street Food Mart Option 2.

4.4D 5840-5848 MAIN STREET SITE ENHANCEMENTS

This building is in the process of architectural renovations and the transformation thus far has been remarkable and commendable. The three-toned stucco facade creates interest in a subtle way. The primary recommendations here pertain to the parking area in front of the building.

- **Parking Lot:** Consider placing brick or concrete pavers in the parking bays to distinguish the parking zone from the roadway and to give the appearance of a courtyard/plaza area instead of a parking lot.
- **Space Delineation:** Create parking space stripes insertion of granite (or other paving) insets.

- **Sidewalk Delineation:** Create a clean and contrasting color concrete (or matching materials if streetscape is redone) sidewalk/roadway apron for pedestrian safety and to emphasize the pedestrian zone clearly delineate the parking area from the roadway and to alert motorists that they are crossing a pedestrian zone.



5840-5848 Main Street current conditions showing recent facade improvements.



Potential pavement improvements.

Downtown

4.5 SOUTH GRAND

Description

This area is defined by Grand Boulevard, between Missouri Avenue and Delaware Avenue.

Context

Character and Scale:

- ▶ Predominantly residential in scale;
- ▶ Low density;
- ▶ Occasional large trees provide a shaded contrast to the Historic Downtown; and
- ▶ District serves as a transition between the neighborhoods to the south and downtown.

Uses and Destinations:

- ▶ Predominantly service-oriented businesses;
- ▶ Automobile-oriented uses;
- ▶ Restaurants;
- ▶ Offices; and
- ▶ Retail uses, including service retail such as salons and florists.

Streetscape:

- ▶ Wide street with unnecessary turn lane that is one area being considered for conversion to a cycle track;
- ▶ Sidewalk improvements and curb bumpouts; and
- ▶ Site furnishings.

Vision

South Grand is a residentially scaled services district that transitions between the neighborhoods to the south and the Historic Downtown



Existing residential scale of South Grand.

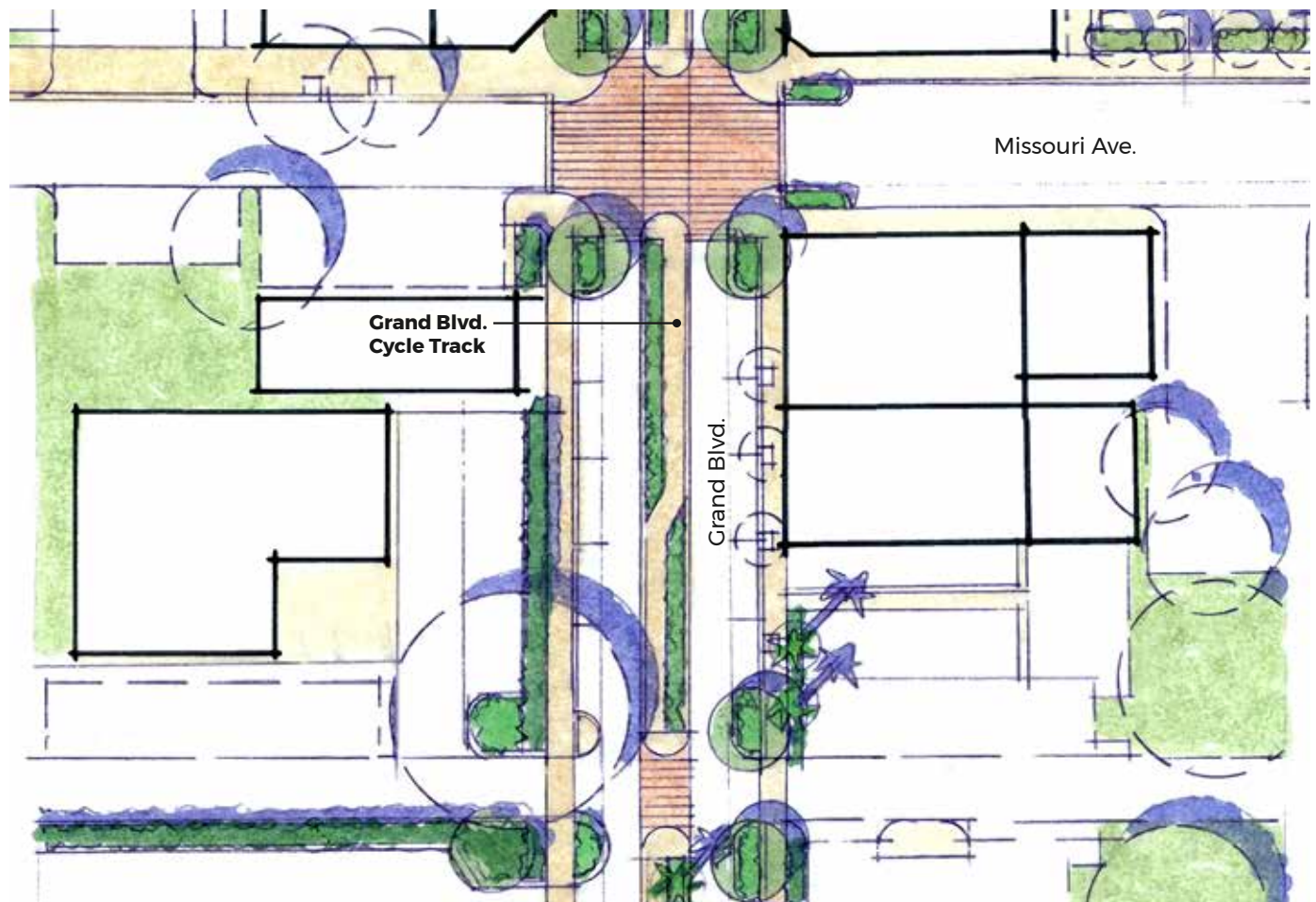
Recommendations and Implementing Actions

4.5A LONG-TERM USES

Attract additional uses complementary to the Historic Downtown, the existing and future service uses, and the residential scale of the district. These may include makers spaces, and businesses, such as bicycle retailers and repair shops, that might serve bicyclists using the Grand Avenue Cycle Track.



Example of residential conversion to retail space in New Mexico.



Detail plan view of potential Grand Blvd. Cycle Track.

4.5B GRAND BOULEVARD CYCLE TRACK

Design and implement the protected Grand Boulevard Cycle Track as part of the bike master plan. Consider incorporating a planting strip and bollards or fencing to protect the cycle track from adjacent travel lanes.

- **North of Missouri Avenue:** Within the Historic Downtown, utilize low planting in the planting strip to maintain visual connection between building facades.
- **South of Missouri Avenue:** South of the Historic Downtown, consider the use of palms in the planting strip to delineate the cycle track.



Grand Boulevard existing conditions.



Potential Grand Boulevard Cycle Track.

4.5C FAÇADE AND SITE ENHANCEMENT OPPORTUNITIES

Work with private property owners to explore opportunities for façade enhancements and enhancements to property.

- **Parking:** Encourage businesses to provide well-landscaped surface parking areas, particularly through canopy trees that shade the large expanses of paving. Consider transformation of some parking spaces to outdoor gathering areas that support the business use, if other outdoor areas are not available.
- **Outdoor Spaces:** Encourage businesses to make use of their site area not dedicated to parking as display areas, gathering areas, and outdoor dining.
- **Architecture:** Encourage façade renovations of existing structures that promote the area as a unique district. For new structures, maintain the residential scale and respect proportions of adjacent buildings.
- **Landscape:** Encourage lush landscaping, fencing, low walls to reinforce outdoor display areas and gathering spaces as a contrast to the more urban streetscape of the Historic Downtown. In particular, encourage the preservation of existing large canopy trees and encourage the planting of additional canopy trees to shade outdoor areas and further distinguish this district from the Historic Downtown.

MyFuel Service Station

Option 1: Landscape Enhancements

- **Curb Cuts:** Narrow both curb cuts to expand landscape buffer areas.
- **Buffers:** Provide lawn, ground covers, low shrubs, and colorful plantings to create a strong edge to the sidewalk and serve as a buffer for pedestrians.
- **Shade Trees:** Consider the installation of canopy trees that will, ultimately, provide a high tree canopy, an implied street 'wall,' and the comfort provided from their shade.

Option 2: Architectural Enhancements

- **Monument Sign:** Consider lowering the height of the sign to achieve the design guidelines goal of more pedestrian-scaled commercial signage.
- **Fuel Canopy:** If the owner should replace the fuel canopy at some point in the future, strive for a narrower profile as shown.
- **Paint Colors:** Should the owner repaint at some point, consider toning down the blue-violet color to something more akin to a light navy blue.

Option 2b:

If the owner is willing to do a more ambitious renovation, then consider wrapping the existing steel canopy support columns in brick veneer. Then either remove the white paint from the brick portion of the building to expose brick to match the columns, or alternatively, simply paint the brick currently painted white a color to match the new brick columns.



Existing conditions.



Option 1



Option 2



Option 2B



Downtown

4.6 PALM AND RIVERGATE DISTRICTS

Description

The Palm District area is defined by the section of Main Street between the Cotee River and Highway 19 and the inter-related Rivergate District extends south to South Road.

Context

Scale:

- ▶ Distinct from the historic downtown; and
- ▶ Represents a transition area between the vast scale of the Highway 19 Corridor and downtown.

Architecture:

- ▶ Mix of architectural styles, mostly utilitarian;
- ▶ Limited historic architecture;
- ▶ Mostly single story development, set back and separated from the roadway by parking;
- ▶ Recent positive examples of taller and thoughtfully designed buildings.

Geography:

- ▶ Area is subject to high water during storm events.

Streetscape:

- ▶ Recent Main Street lane reductions and addition of parallel parking spaces have provided traffic-calming;
- ▶ Alternating planting of tall

Washingtonian Palms with shorter palms creates a distinctive streetscape but offers little shade;

- ▶ Acorn Street serves as an important service street for the uses fronting onto Main Street and it will provide access to the new parking structure. It currently does not offer an appealing pedestrian environment, lacking shade, lighting and scale.
- ▶ The broader Rivergate District lacks a logical internal street network and hierarchy.



Palm and Rivergate districts are characterized by low buildings separated from the street by parking.



Dramatic Washingtonian Palms distinguish this part of Main Street.

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.



Community branding extended to include the Palm District.

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.

4.6D PALM DISTRICT SHORT-TERM FAÇADE AND SITE ENHANCEMENT OPPORTUNITIES

In the short-term, until some properties may warrant redevelopment, work with property owners to consider façade and site enhancements to enhance the aesthetics of their properties/businesses and activate the district. Use the River Road Plaza, the shopping center across Main Street from River Road Plaza (5401 Main Street), and the office at 5300 Main Street as precedents for other businesses and properties. Potential enhancements are outlined below and on the following pages.

River Road Plaza

This strip shopping center has undergone a renovation in recent years that most assuredly unified the entirety of the building far better than before. However, there are some minor treatments that could be considered that would improve its appearance even more.

- **Siding:** Consider placing wood siding atop the stucco of the upper facade. This reduces glare and further serves to make the signage more readable due to the

contrasting colors.

- **Paint:** Paint the black metal canopy dark, warm bronze to introduce a color that unifies the upper and lower facade.
- **Paving:** Paint an artistic crosswalk to provide visual interest and pedestrian safety in the parking lot.
- **Planting:** At select locations show, install tree islands with flower planters and large shade trees.
- **Outdoor Dining:** Consider converting some parking spaces into amenity/gathering areas particularly adjacent to restaurants to accommodate outdoor dining. These enhancements can be permanent or could be temporary “pop-ups” to allow the business owner to use as parking some of the time and amenity space other times. In the age of Covid this is an important gesture for restaurants that might have lost seating capacity due to social distancing requirements.



River Road Plaza existing conditions.



River Road Plaza potential enhancements.

Office Building at 5300 Main Street

This strip commercial office building appears stark and features a variety of architectural motifs that are not necessarily harmonious with each other. Simple changes could make a significant visual impact to the building and adding strategic landscape treatments to the sidewalk/street edge could complete the redesign in a positive fashion.

- **Landscape Buffers:** Take advantage of the grass islands adjacent to the sidewalk to plant ground covers, low shrubs, and colorful plantings to create a strong edge to the sidewalk. Consider adding a canopy shade tree in the rightmost buffer area to provide an implied street 'wall,' and the comfort provided from shade.
- **Fascia/Sign Band:** Paint the fascia/sign band a medium-to-dark gray to provide a unifying horizontal band for the complex as a whole. The gray band also serves as a high-contrast background for statuary brushed metal letter signage to ensure a consistent, professional look from business to business.

- **Painting:** Since the building to the left features a classic "Florida color" in a pastel yellow, utilize similar pastel colors (blue, green, and pink) to paint each individual storefront to distinguish them from one another and to lend some much-needed character and detailing to the complex.
- **Columns:** Consider installing non-structural columns as a way to lend visual strength to the building as well as further clarifying the individual storefronts contained within the whole of the complex.
- **Mural:** Work with the adjacent building owner to see if they would be amenable to painting a colorful mural on the lower bare wall facing the parking lot of this strip center.



5300 Main Street Existing Conditions



5300 Main Street Potential Enhancements

Shopping Center at 5401 Main Street

This strip commercial center is adjacent to the Professional Medical Center building that is undergoing a significant renovation. As a result, ideally this center should receive a commensurate facelift to help form an attractive corridor leading to downtown. Moreover, landscaping buffers along the sidewalk can enhance the appearance of this site independent of any architectural enhancements.

- **Landscape Buffers:** In the area between the sidewalk and parking stops, sawcut the asphalt and install a grass island with shrubs and tall grasses to form a visual buffer between the roadway and the parking lot.
- **Fascia/Sign Band:** Replace the vertical, aluminum slats with horizon bronze-colored metal siding.

- **Box Signs:** Remove the temporary vinyl signs and convert to fascia cabinet box signs of consistent size and color.
- **Outdoor Dining:** Consider outdoor dining opportunities in the parking spaces in front of the restaurant.



5401 Main Street Existing Conditions



5401 Main Street Potential Enhancements



Examples from Greenville, SC showing how modest buildings could be enhanced in the short term, prior to major redevelopment.



4.6E PALM DISTRICT AND RIVERGATE LONG-TERM REDEVELOPMENT

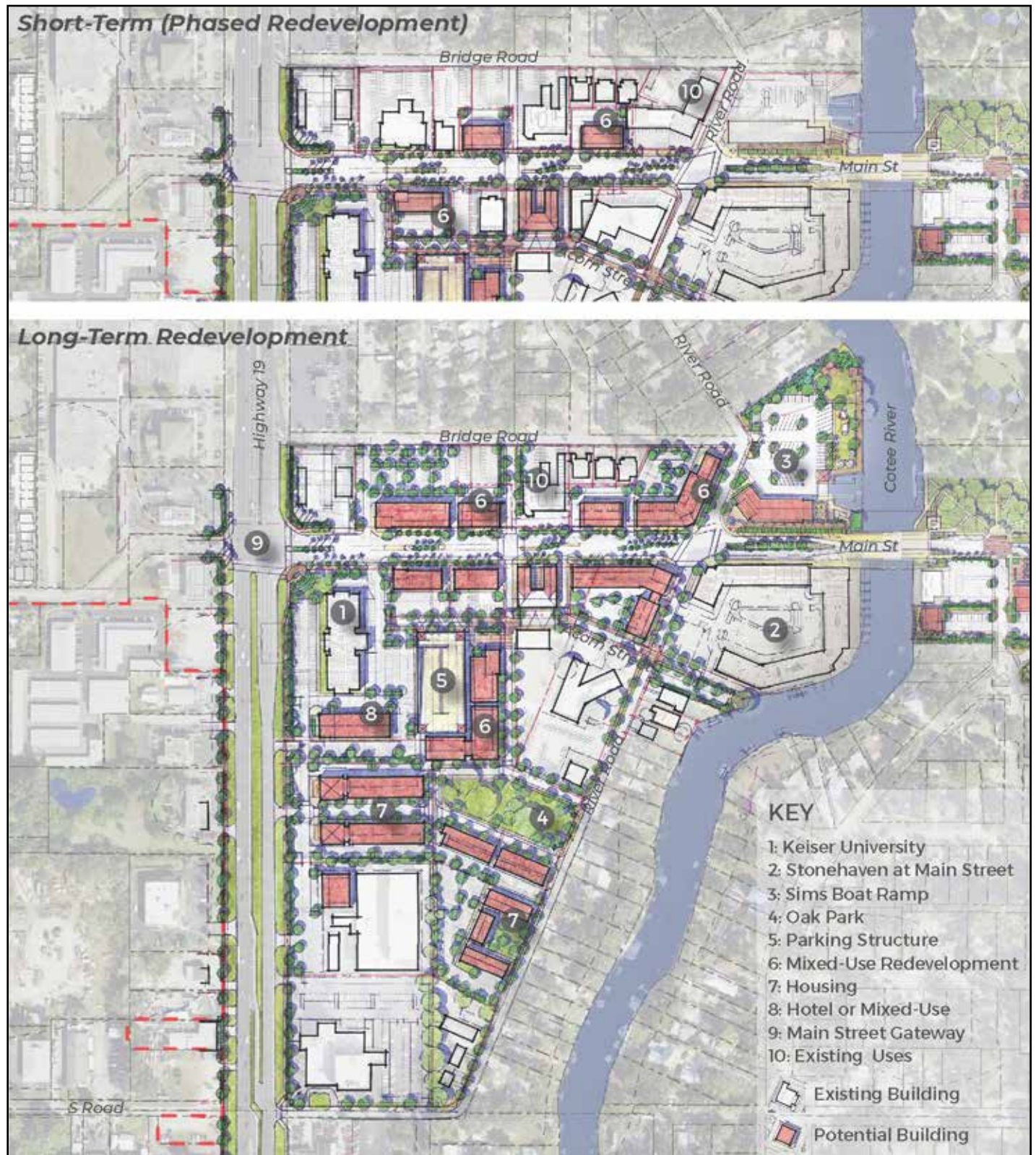
As opportunities arise, work with private property owners to redevelop the Main Street corridor within the Palm District and south to South Road within Rivergate with multi-story mixed use development organized around a network of streets and public spaces.

- **Interconnected Street Network:** Create an internal street network throughout the district that creates “blocks” and interconnects Main Street, River Road and Highway 19.
- **Public Space Network:** In association with the street network, create an internal network of public spaces. Most of these will be the pedestrian streetscape areas associated with the street network but may also include small pocket parks and building entry areas associated with redevelopment. Signature components of the public space network includes the Acorn Street Streetscape and “Oak Park” described below.
- **Acorn Street Streetscape:** Recognize that with the parking garage, some pedestrians will walk along Acorn Street. Maintain it as a service street but consider minor enhancements that might include occasional canopy trees integrated with the parking lots and lighting. Continue to emphasize Main Street as the primary street for pedestrians.
- **Oak Park:** With the City-owned church property along River Road, take advantage of the large existing Live Oaks and create a central park space on a portion of the property to serve the district as well as residents along River Road. Preservation of some of the existing oaks should be a priority for this space. Design the park in coordination with the street network so that the park has public street frontage on all sides, including River Road.

- **Infill Development:** Provide multi-story mixed-use infill development throughout Rivergate, including a portion of the City-acquired church property. Mixed use may include ground-level retail (where visible and economically feasible), hotel uses and multi-family residential uses, designed to transition in scale to the existing residences along River Road. New development should be constructed above flood elevations as outlined in the Tampa Bay Regional Planning Council proposals.
- **Building Setbacks:** Orient buildings along street edges with parking located to the rear and along streets.
- **Stormwater Infrastructure:** Incorporate stormwater infrastructure into the district, along streets as flow-through planters and as part of Oak Park.



A new Oak Park with its mature Live Oaks can be the focus of the Rivergate District.



Highway 19 Corridor

Overall Vision

The Highway 19 Corridor projects a positive image for New Port Richey as it transitions to include a more diverse mix of uses with distinct retail districts. While the overall corridor remains automobile-oriented, the retail districts are enhanced with pedestrian gathering areas, improved amenities and improved neighborhood connections.

4.7 MAIN STREET GATEWAY AREA

Description

This area includes both sides of Highway 19 from Graston Drive to South Road, centered on the Main Street gateway to downtown.



Aerial view of the Highway 19 Corridor looking north toward Downtown New Port Richey. (Credit: Google Earth).

Context

Character and Scale:

- ▶ Vast, highway-scale; and
- ▶ Limited distinction from other intersections along Highway 19.

Uses:

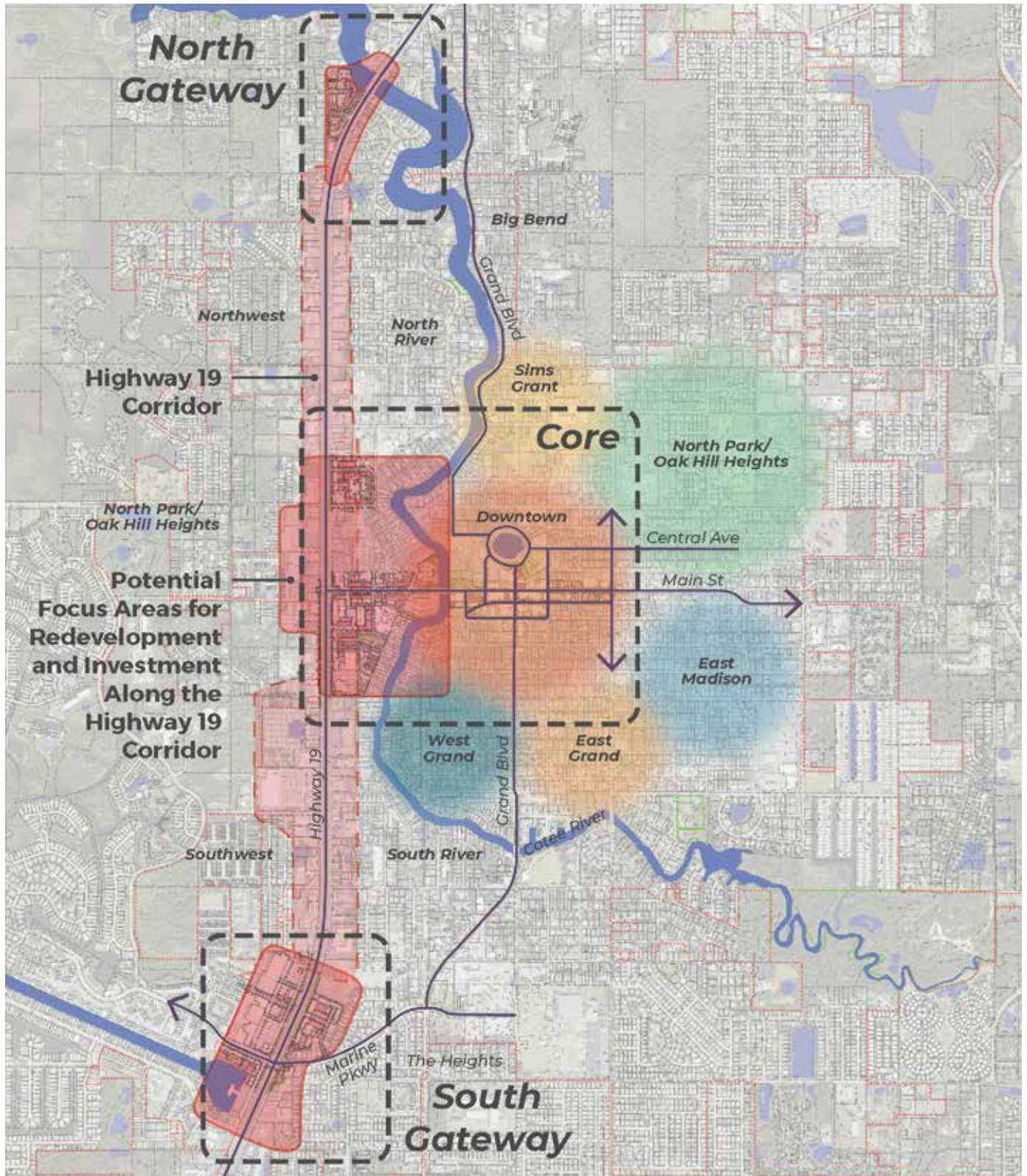
- ▶ New two-story Keiser University investment will anchor the southeast corner;
- ▶ New 7-Eleven convenience store and gas station will occupy the northeast corner;
- ▶ West side corners are occupied by one-story automobile-oriented retail uses, including a recently remodeled Burger King.
- ▶ Vacant and/or underutilized shopping centers to the north on both the east and west sides of the highway; and
- ▶ Problem properties and land uses are being aggressively addressed by the City.

Landscape:

- ▶ Recent Highway 19 median improvements;
- ▶ Planned gateway landscape improvements are associated with the Keiser University and 7-Eleven convenience store and gas station; and
- ▶ Views to the Washingtonian Palms along Main Street provide vertical contrast.

Vision

The Main Street Gateway Area is visually distinctive from other intersections along Highway 19 and provides a clear identity for and transition to downtown.



Recommendations and Implementing Actions

4.7A MAIN STREET GATEWAY

Explore opportunities to distinguish the intersection of Main Street and Highway 19 from other intersections along the corridor and clearly identifying it as the downtown gateway.

- **Planned Gateway Feature Implementation:** Implement the planned gateway amenity on Main Street in association with the new Keiser University and 7-Eleven developments.

- **Short-Term Tree Planting:** Work with property owners on all four corners of this intersection to explore planting easements for groupings of Washingtonian Palms. The height of the palms will extend the existing and visually prominent streetscape out to and across Highway 19.
- **Long-Term Redevelopment:** If existing property owners on the west side of Highway 19 wish to redevelop, explore opportunities to utilize multi-story signature buildings/uses that anchor the intersection and reinforce the importance of this intersection.



Main Street intersection is generally indistinguishable from other intersections along Highway 19.



Washingtonian Palms do make a strong visual impact from the Highway.



Model view showing potential enhancements to Main Street Gateway and redevelopment within Palm/Rivergate Districts.

4.7B NEIGHBORHOOD NODES

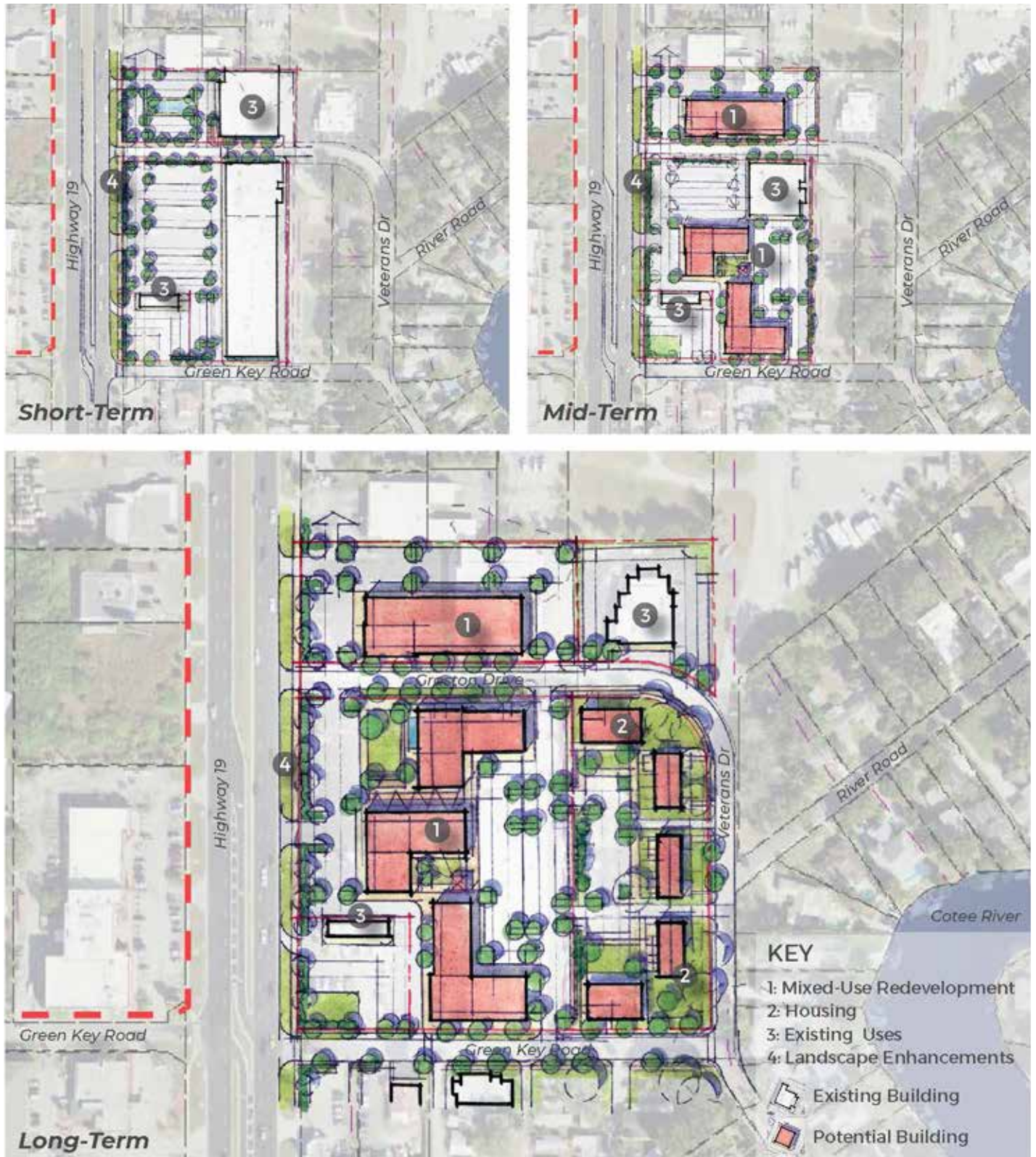
Build upon nearby investment centered on Main Street and transform existing underperforming retail centers that improve the image of the corridor while serving as vibrant mixed-use settings for adjacent neighborhoods. Consider potential redevelopment of Davis Plaza and Harbor Freight Shopping Centers as precedents for similar areas along the corridor.

- **Highway 19 Frontage Landscape:** Enhance the Highway 19 frontage with a landscape treatment that is in scale with the large right-of-way and high vehicular speeds, similar to recent improvements at Southgate Shopping Center. Utilize a low hedge and canopy trees along the edge of the parking lots. Where sufficient setback does not exist between the parking lot edge and right-of-way, incentivize partnerships with property owners to allow canopy tree planting within the parking lot area.

- **Façade Enhancements:** Work with property owners to improve existing building facades with improved signage, façade painting, awnings and/or overhead canopies.
- **Site Placemaking Enhancements:** Work with property owners to incorporate site enhancements such as outdoor dining and gathering areas in association with the building, particularly near restaurants.
- **Phased Redevelopment:** Work with property owners to encourage phased redevelopment of outdated retail centers with new development organized around internal street networks, outdoor amenity areas and well-landscaped parking areas.
- **Walkable Street Connections:** Relate new buildings to street edges in a way that encourages stronger connections and walkability to/from adjacent neighborhoods.



Most development along Highway 19 turns its back on the adjacent neighborhoods.



Davis Plaza potential phased redevelopment showing creation of a neighborhood center.



Davis Plaza and Green Key Road existing conditions.



Potential conditions with redevelopment as a neighborhood center.

Highway 19 Corridor

4.8 SOUTH GATEWAY AREA

Description

The South Gateway Area includes both sides of Highway 19 at the southern boundary of the City, from Marine Parkway to Gulf Drive.

- ▶ Underperforming and vacant retail uses on the east side of Highway 19;
- ▶ Adjacent to Gulf Harbors community; and
- ▶ Problem properties and land uses are being aggressively addressed by the City.

Context

Character and Scale:

- ▶ Vast highway scale;
- ▶ Expansive parking areas;
- ▶ Shopping centers with long uninterrupted facades; and
- ▶ Uses and development patterns that turn their back on residential neighborhoods to the rear.

Uses:

- ▶ Predominantly retail uses in shopping center and outparcel format;
- ▶ Recent investment in Southgate Shopping Center;
- ▶ Recent investment in the Quality Inn and in The Widow Fletcher's Restaurant;

Landscape:

- ▶ Recent enhancements in highway median plantings;
- ▶ New, effective streetscape along the frontage of Southgate Shopping Center with Live Oaks and hedges;
- ▶ New, effective landscape as part of recent outparcel development; and
- ▶ Ornamental trees planted within the parking islands of Southgate Shopping Center provide limited shade and do little to reinforce spaces.

Pedestrian Environment:

- ▶ Planned overpass will provide for greater bike and pedestrian connectivity and safety.



Recent landscape improvement along Southgate Shopping Center frontage.



Recent outparcel development utilizes positive architectural and landscape design

Vision

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

Recommendations and Implementing Actions

4.8A OVERPASS

Pursue design and implementation of the overpass as a priority project to enhance pedestrian and bicyclist connectivity between downtown and the existing bike network/regional trail network.

- **Overpass Design:** Utilize a design that enhances the corridor aesthetics and symbolizes the high architectural standards of New Port Richey.
- **Gateway Signage:** Incorporate gateway signage as an integral part of the overall overpass design.
- **Ramp and Stair Design:** Consider how the ramp and stairs are integrated in the overall design of the overpass and the associated landscape and how they can be inviting to users.



Example of overpass from Lake Mary, Florida.

4.8B FAÇADE AND SITE

ENHANCEMENTS-REPOSITIONING

Work with property owner of Southgate Shopping Center to build upon enhancements and reposition the center to make the center more competitive by including enhanced facades and site amenities.

- **Façade Enhancements:** Consider façade enhancements that help reduce the overall scale of the complex and divide into smaller building increments. As part of this, explore opportunities to open up a part of the building and divide into two buildings with street and pedestrian access to the neighborhoods to the rear. In addition to allowing for more connectivity it would also create more building “corners” which are particularly attractive to restaurants.
- **Site Design:** Consider how the expansive parking area can be redesigned to divide into smaller “rooms” through the use of an internal street network and planting strips.
- **Landscape Enhancements:** Replace some of the existing ornamental trees within the parking islands with taller canopy trees to frame views to the building, provide shade and help define separate parking areas.
- **Gathering Space Amenities:** Incorporate gathering space amenities, particularly near restaurant uses. Some of the parking spaces along the building frontage could be converted to these amenity areas.
- **Outparcel Opportunities:** Incorporate outparcels to bring uses closer to Highway 19 and to anchor new “streets” that help subdivide the parking area into smaller parking rooms. Incorporate outdoor amenity areas with the outparcel uses.



Example from Columbia, SC showing facade and site enhancements.



Example from Miami, FL showing outdoor gathering space amenities.

4.8C REDEVELOPMENT OPPORTUNITIES

Work with property owners of vacant and underperforming properties in the area to consider redevelopment to respond to market trends and better serve adjacent neighborhoods.

- **Uses:** Consider a broader mix of uses such as employment, service, and medical within the overall corridor while emphasizing retail and service uses at neighborhood nodes. In particular, facilitate and provide incentives for the redevelopment of the Magnuson Hotel site for residential, commercial and/or mixed-use.
- **Highway 19 Frontage Landscape:** Enhance the Highway 19 frontage with a landscape treatment that is in scale with the large right-of-way and high vehicular speeds, similar to recent improvements at Southgate Shopping Center. Utilize a low hedge and canopy trees along the edge of the parking lots. Where

sufficient setback does not exist between the parking lot edge and right-of-way, incentivize partnerships with property owners to allow canopy tree planting within the parking lot area.

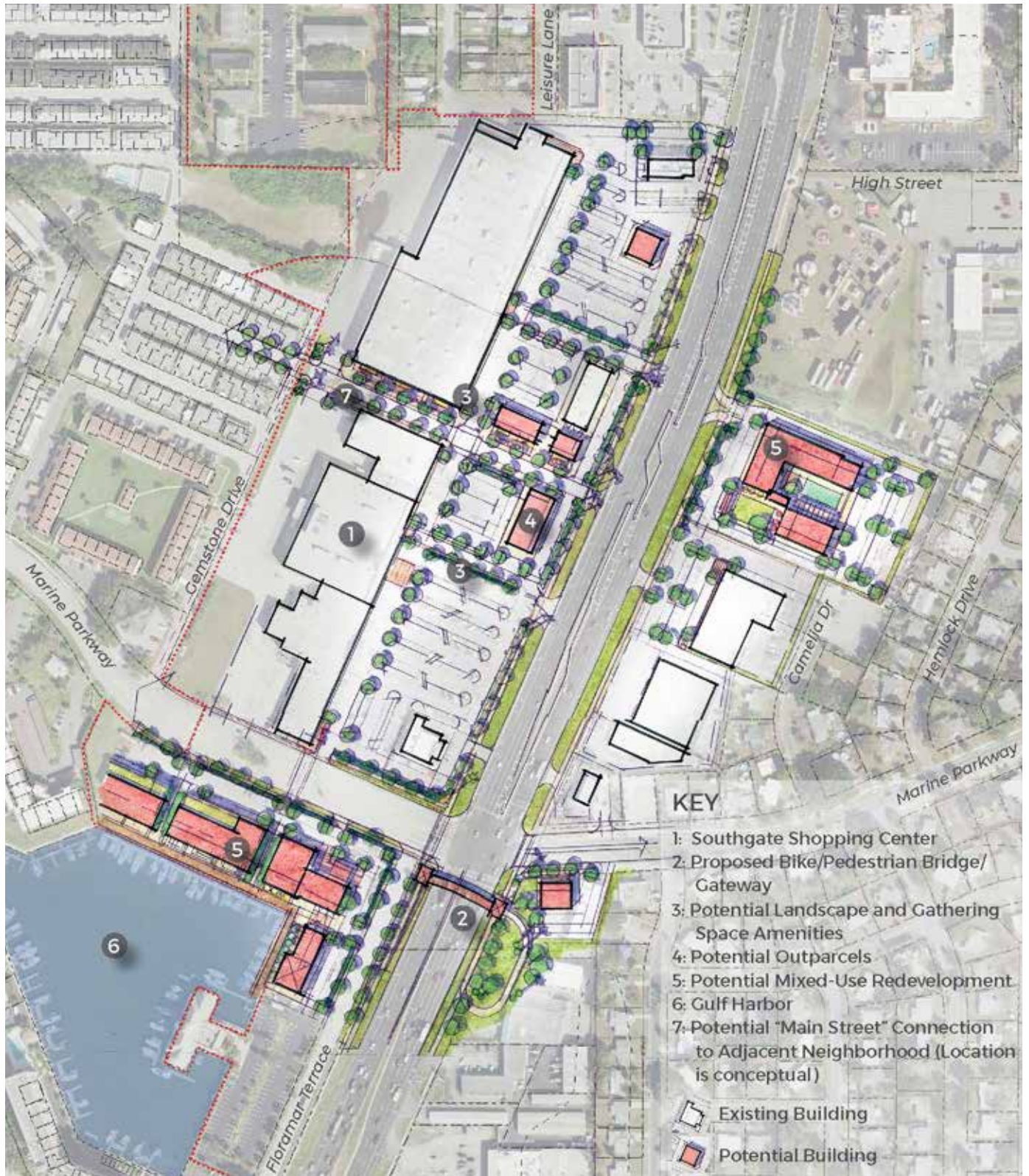
- **Internal Site Design:** With redevelopment, incorporate a pedestrian-friendly and walkable street network around which uses can be organized. Provide street and/or pedestrian connections to adjacent neighborhoods.
- **Building Setbacks:** Set buildings closer to Highway 19, with no more than one bay of parking between the right-of-way and the building frontage.
- **Internal Landscape:** Use canopy tree plantings along streets to reinforce circulation patterns while providing shade and aesthetic value.
- **Gathering Space Amenities:** Incorporate gathering and amenity spaces as part of the overall site design. Consider creating central gathering areas that serve as a focal point for the district.



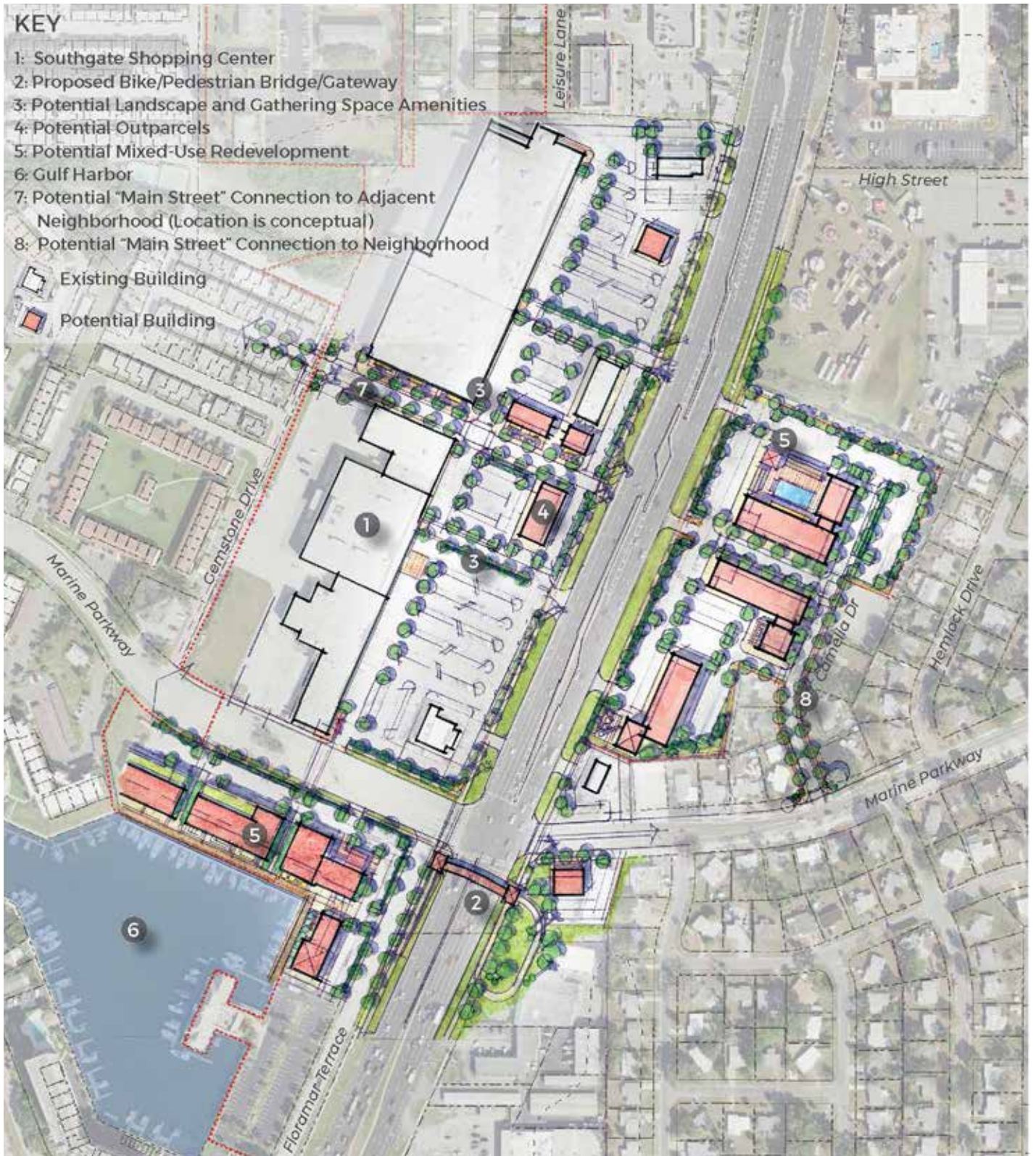
Example showing how mixed-use development can be organized around amenity space.



Potential initial phase of enhancements and redevelopment.



Potential mid-term phase of enhancements and redevelopment.



Potential long-term phase of enhancements and redevelopment.



South Gateway existing conditions.



South Gateway potential long-term conditions.

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.

5.0 IMPLEMENTATION

Overview

This master plan is a framework to manage change and enhancements in the Downtown and Highway 19 Corridor areas of New Port Richey over the next twenty years and beyond and intends to be a guiding, yet flexible document. The City of New Port Richey will be the entity in charge of incrementally implementing the master plan, however, private sector, non-profit entities and individuals will have a significant partnership role for many of the projects. Many of the concepts illustrated will be further refined and vetted should they become projects. Should opportunities arise, the plan also includes redevelopment concepts shown for inspiration. It is important to view the master plan as a “menu” of projects, particularly given public sector fiscal constraints and the unknown opportunities and challenges that may arise over time. Implementation partners may likewise need to consider new technologies and/or strategies that may arise that are better suited for certain projects or that encourage innovation. As unforeseen challenges and opportunities emerge, the flexible approach offered in this master plan will guide the City and its partners. Together, the City and its partners will protect and enhance New Port Richey as a community that proactively addresses change as they continue to build upon past successes.

Implementation Timeframes

Implementation timeframes will be determined by need, funding, emerging opportunities, and impacts/adjacencies to related to other implementation projects as they occur.

Implementation Partners

As the entity in charge of implementing the master plan, the City of New Port Richey will work among a partnership of public and private entities and individuals. Implementation partners will vary depending upon the specific project and may include state and federal entities, business owners, property owners, neighborhood associations, advocacy groups, and the private sector.

Implementation Matrix

The Implementation Matrix, divided among the following page spreads, is a summary of the recommendations and timeframes for implementation. The matrix is organized by plan frameworks and plan areas and outline the key plan recommendations and actions associated with each. Implementing timeframes are noted as short (completion within 1-2 years), medium (3-5 year completion) or long (5-10 or more years for completion). These periods align with New Port Richey’s Capital Budget. In some instances, implementation will occur over a span of time (i.e. short-mid, mid-long, or short-long). Other may be listed as ongoing to indicate they won’t necessarily have a completion date.

With this implementation matrix, it is important to note:

- Recommendations will not be implemented all at once. Rather, they will be implemented in phases over many years.
- The plan frameworks, recommendations, and actions are often interrelated; therefore, implementation will occur simultaneously and require coordination among multiple recommendations.
- The order that the plan recommendations and actions are listed does not indicate plan priorities.

FRAMEWORK/ AREA	RECOMENDATION #	OVERLAP #	PLAN ELEMENT/ACTION	TIMEFRAME
3.1 Active Mobility and Micro-Mobility	3.1A		Parks and Recreation Master Plan Implementation	S
	3.1B	4.5B	Downtown Active and Micro- Mobility-Friendly Zone	S
	3.1C		Highway 19 Underpass	M
	3.1D	4.8A	Highway 19 Overpass	L
3.2 Parking	3.2A		Parking Wayfinding	S
	3.2B		Parking Structure Construction	S
	3.2C		Parking Awareness Campaign	S
3.3 Public Art	3.3A	3.3C	Mural Program	S
	3.3B	3.3C	Art as Function	S
	3.3C	3.3A, 3.3B	Public Art Master Plan	S
3.4 Housing	3.4A		Housing Market Analysis	S
	3.4B		Improving Existing Housing Stock Adjacent to Downtown	S-M
3.5 Community Character and Design	3.5A	4.2B	Design Guidelines	S
4.1 Historic Downtown	4.1A	3.1B	Main Street Streetscape	M
	4.1B		“Main and Bank” Infill Development Opp.	P
	4.1C		“Main and Grand” Infill Development Opp.	P
	4.1D		“Grand at Orange Lake” Infill Development Opp.	P
	4.1E		Bourbon on Main Façade Opportunity	P
	4.1F		“Mid Main” Enhancement Opportunity	P
	4.1G		Sims Building Façade Opportunity	P
	4.1H		Health Department Building Reuse and Façade Opportunity	S

Short- Term: S (1-2 Years)
 Mid-Term: M (3-5 Years)
 Long-Term: L (5-10 Years+)
 Dependent Upon Private Sector: P

PRIMARY RESPONSIBILITY	PARTNERS	POTENTIAL PUBLIC INVESTMENT	POTENTIAL PRIVATE INVESTMENT
CITY CITY CITY CITY		\$9-10 M	
CITY CITY CITY		\$20-\$50K \$6.5 M	
CITY CITY CITY		\$50-100K	
CITY CITY			
CITY		\$25-50K	
CITY PRIVATE SECTOR PRIVATE SECTOR PRIVATE SECTOR PRIVATE SECTOR PRIVATE SECTOR PRIVATE SECTOR CITY	PRIVATE SECTOR AS PARTNER	\$1.7 M (Bank to Adams) \$15-30K	

Note: This implementation matrix is intended to be a working document. Information can be added and updated as projects become more solidified, such as the potential private sector investment for each project. Similarly, time frames can change as new opportunities and priorities emerge.

FRAMEWORK/ AREA	RECOMENDATION #	OVERLAP #	PLAN ELEMENT/ACTION	TIMEFRAME
4.2 Railroad Square	4.2A		Railroad Square Brand Extension	S
	4.2B	3.5A	Railroad Square Character Guidelines	S
	4.2C	3.1B	Nebraska Avenue Streetscape	S-M
	4.2D		Cavalier Square	S
4.3 Sims Park/ Orange Lake	4.3A		Parks and Recreation Master Plan Implementation and Update	M
	4.3B		Park Edges	P
	4.3C		Boat Docking	M
4.4 East Main	4.4A		Long-Term Uses	P
	4.4B	3.1B	Main Street Streetscape Enhancements	L
	4.4C		Main Street Food Mart Façade and Site Opportunity	P
	4.4D		5840-5848 Main Street Site Enhancements	P
4.5 South Grand	4.5A		Long-Term Uses	P
	4.5B	3.1B	Grand Boulevard Cycle Track	S
	4.5C		Façade and Site Enhancement Opportunities	P
4.6 Palm and Rivergate Districts	4.6A		Palm District Brand Extension	S
	4.6B	3.1B	Main Street Streetscape	L
	4.6C		Sims Boat Ramp Park	M
	4.6D		Palm District Short-Term Façade and Site Enhancement Opportunities	P (M)
	4.6E	3.1B	Palm District and Rivergate Long-Term Redevelopment	P(L)

Short- Term: S (1-2 Years)
 Mid-Term: M (3-5 Years)
 Long-Term: L (5-10 Years+)
 Dependent Upon Private Sector: P

PRIMARY RESPONSIBILITY	PARTNERS	POTENTIAL PUBLIC INVESTMENT	POTENTIAL PRIVATE INVESTMENT
CITY CITY CITY CITY		\$3.1 M (Bank to Adams) \$200-350K	
CITY PRIVATE SECTOR CITY		\$500-800K	
PRIVATE SECTOR CITY PRIVATE SECTOR PRIVATE SECTOR		\$1 M	
PRIVATE SECTOR CITY PRIVATE SECTOR		\$900K (Includes Streetscape)	
CITY CITY CITY PRIVATE SECTOR PRIVATE SECTOR	CITY (FACILITATION AND INFRASTRUCTURE)	\$500-900K \$250-300K \$8-10M (Internal Street and Park Network)	

Note: This implementation matrix is intended to be a working document. Information can be added and updated as projects become more solidified, such as the potential private sector investment for each project. Similarly, time frames can change as new opportunities and priorities emerge.

FRAMEWORK/ AREA	RECOMENDATION #	OVERLAP #	PLAN ELEMENT/ACTION	TIMEFRAME
4.7 Main Street Gateway Area	4.7A		Main Street Gateway	S
	4.7B	3.1B	Neighborhood Nodes	P (L)
4.8 South Gateway Area	4.8A	3.1D	Overpass	L
	4.8B		Façade and Site Enhancements-Repositioning	P (L)
	4.8C	3.1B	Redevelopment Opportunities	P (L)
4.9 North Gateway Area	4.9A		4.9A Gateway Sign and Elements	M
	4.9B	3.1B	4.9B Redevelopment Opportunities	P (L)
	4.9C		4.9C North Boat Launch	L
	4.9D		4.9D Highway 19 Bridge Replacement	L

Short- Term: S (1-2 Years)

Mid-Term: M (3-5 Years)

Long-Term: L (5-10 Years+)

Dependent Upon Private Sector: P

PRIMARY RESPONSIBILITY	PARTNERS	POTENTIAL PUBLIC INVESTMENT	POTENTIAL PRIVATE INVESTMENT
CITY PRIVATE SECTOR	CITY (Facilitation/Infrastructure)	\$250-350K	
CITY PRIVATE SECTOR PRIVATE SECTOR	CITY (Facilitation/Infrastructure) CITY (Facilitation/Infrastructure)	\$10M	
CITY PRIVATE SECTOR PRIVATE SECTOR FDOT	CITY (Facilitation/Infrastructure) CITY, CITY OF PORT RICHEY, COUNTY CITY, CITY OF PORT RICHEY, COUNTY	\$100-200K	

Note: This implementation matrix is intended to be a working document. Information can be added and updated as projects become more solidified, such as the potential private sector investment for each project. Similarly, time frames can change as new opportunities and priorities emerge.

Appendix A: Design Guideline Review

DATE: February 22, 2021
TO: Charles Rudd
FROM: Tom McGilloway
SUBJECT: New Port Richey “Building Façade Design Guidelines for the Downtown Land Use District” Document Review DRAFT

MEMORANDUM

Following are DRAFT review comments on the existing, “Building Façade Design Guidelines for the Downtown Land Use District, City of New Port Richey, Florida” Dated 1994.

GENERAL

- Use more precedent photographs. Include the “before/afters” generated as part of the master plan; include good examples implemented in NPR; and include good relevant examples from other communities.
- Make very user-friendly with a “do this/not that” format.
- Expand scope beyond façade improvements, as described below.
- Statements are occasionally interspersed in the document such as, “Be sure to check with the Building Official before...”. This is important information to have but this information should be included all in one section, outlining all of the relevant departments or officials that have oversight, and outlining relevant codes and resources.

PURPOSE OF THE GUIDELINES

- The introduction is missing a statement of the value good design from a historic, image and economic development perspective.
- “Voluntary Basis” as described is too soft. While it is OK to still have the guidelines be voluntary, there should be more discussion on the associated incentives. As written, it is somewhat timid.
- The boundary for where the design guidelines are applicable is somewhat vague. It would be good to set a specific boundary to eliminate potential for confusion.
- The guidelines only cover facades for existing buildings as indicated. The document needs to be expanded to cover:
 - New buildings associated with infill and redevelopment.
 - All types of existing buildings (including humble buildings).

- Higher density development and buildings with multi-floors (with emphasis on the importance of the ground floor).
- Site planning and location of new buildings to street edges and parking.
- Parking lots.
- Sidewalk activation.
- Storefronts and window displays.
- Sidewalk activation (outdoor dining, displays)
- Incorporation of public art.
- Landscape (especially with discussion on landscape that frames-not blocks-views to storefronts, provides shade, and emphasizes use of plant material native to the region).
- Repositioning of non-performing retail centers.

CITY COUNCIL GOALS

- Good emphasis on pedestrian scale, but seems to associate it only with older, historic development.
- Expand goals to include infill and redevelopment and application of pedestrian scale and walkability.
- Emphasize economic development.
- Expand to include discussion of resiliency.

HISTORIC DESIGNATION

- This paragraph should be written more objectively regarding a description of different designations and the advantages/disadvantages of each.

ARCHITECTURAL STYLES

- Good description of early Twentieth Century styles.
- Only brief mention of “other commercial buildings with no formal architectural style”. This should be expanded as these buildings offer potential to be enhanced, either permanently or until such time they are redeveloped.
- Need to expand and include recent redevelopment and contemporary buildings.
- This section would benefit from an introduction about general building design and description of “base”, “middle”, and “top” in both historic and contemporary applications.
- Expand on the importance of the scale and design of the first floor of buildings (taller floor heights, storefront windows, activation, relationship with sidewalk area, etc.)
- Expand to include discussion on resiliency and impacts/opportunities for building design. In instances where parking will be on the lower level to elevate first floors, it will be important to identify how the parking level interfaces with the street and pedestrian environment. Also expand on the incorporation of stairs and ADA accessibility with raised building finished floors to accommodate high water.
- Perhaps change title of this section to “Building Design” or “Architectural Design” with “styles” as a subheading within.

MAINTENANCE

- Vague reference to landscape here. Landscape needs a broader discussion as identified above.
- Section should be expanded to better emphasize the importance of good maintenance and property/business owner responsibilities.
- Include a description of different materials and the advantages/disadvantages for each in terms of maintenance.

AWNINGS AND CANOPIES

- Good, detailed description.
- Update to include contemporary buildings in which case metal canopies are very appropriate.

ENTRYWAYS, WINDOWS AND DOORS

- Good emphasis.
- Update to expand on importance of keeping window and door openings in existing buildings and providing in new construction.

PORCHES, BALCONIES, RAILINGS AND RAMPS

- Expand discussion to include integrating ramps and ADA accessibility into the overall building design for new construction.

SIGNS AND MORE SIGNS

- This section should be augmented with more examples.

COLOR PALLETTE

- Good emphasis on the importance of paint color and the impacts it can make.
- Supplement section with photographic examples.
- Describe the disadvantages of painting brick (unless it has already been painted).
- Consider relaxing the language on use of bright colors and talk about areas where bright colors might be appropriate (Railroad Square, rear facades, arts districts, etc.)

ORNAMENTATION AND DECORATIVE TRIM

- Expand to include discussion on the appropriateness of ornamentation and emphasize degrees of ornamentation associated with certain building styles.
- Emphasize the importance of not using ornamentation to “decorate” a building where ornamentation isn’t appropriate.

LIGHTING FIXTURES

- Change section to just “Lighting”.
- Expand to include opportunities for accent lighting-façade lighting, landscape lighting, and lighting as art.

DUMPSTERS AND TRASH CONTAINERS

- Good to include but needs to be expanded and included in an overall section on site improvements and site design.
- Update to include discussion on how enclosure design should be integrated into overall building and site design.

REAR AND SIDE FACADES

- Good to include discussion on rear and side facades.
- Update to expand that on rear facades there are opportunities to be creative with treatments that may not be appropriate for front facades (incorporation of public art, use of color, etc.).

SHUTTERS

- Expand to include that shutters are not always appropriate for a building.
- Emphasize that shutters should be functional or at a minimum designed to appear to be functional. They would need to be sized so that they would-or theoretically would-cover the window and perform their intended function.

SUGGESTIONS FOR RENOVATING THE FACADES OF ABOUT A DOZEN DOWNTOWN BUILDINGS

- Use combination of photographs of successful facades already completed and the “before and afters” generated as part of the master plan.
- Include examples of successful recent construction in NPR.
- Include examples of “what not to do” as well.
- Expand to include examples of residential renovations and new construction. Include successful examples of duplex/triplex renovations and successful examples of new multi-floor duplex/triplex infill construction and accessory dwelling units.

APPENDIX ONE: A BRIEF HISTORY OF COMMERCIAL DEVELOPMENT

- Update to include redevelopment and adapting for resiliency.

SOME OTHER IDEAS TO PONDER

- This section covers some important points, but they come across as afterthoughts.
- As described above in the “Purpose”, expand the scope of the document and elaborate on each of these.

APPENDIX TWO: GLOSSARY

- Update to include additional terms related to recent and current planning trends.

APPENDIX THREE: THE AD HOC COMMITTEE

- Update to elaborate on the design review process and application of the guidelines.
- Describe positions of the committee rather than specific names so that guidelines don't become dated as people move into and out of positions.