



# RFP22-015 Community Redevelopment Plan Update City of New Port Richey Community Redevelopment Agency

Prepared by Stantec Consulting Services Inc.  
June 30, 2022

777 S. Harbour Island Blvd. Suite 600  
Tampa, FL 33602

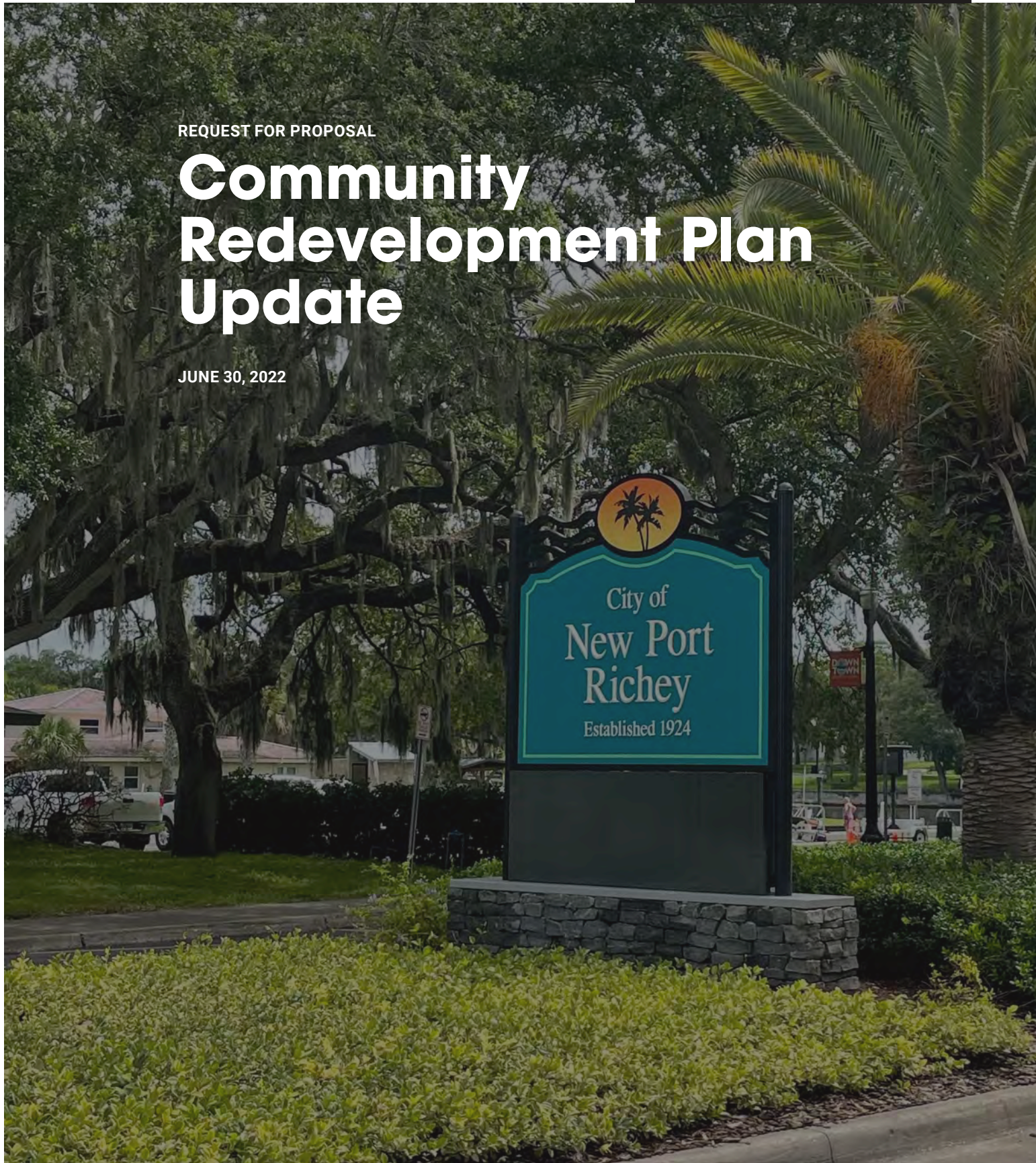


REQUEST FOR PROPOSAL

# Community Redevelopment Plan Update

JUNE 30, 2022

PREPARED FOR: CITY OF NEW PORT RICHEY // PREPARED BY: STANTEC'S URBAN PLACES





June 30, 2022

**THE CITY OF  
NEW PORT RICHEY**

Attention: City Clerk  
5919 Main Street,  
New Port Richey,  
Florida, 34652

RE: RFP22-015 COMMUNITY  
REDEVELOPMENT PLAN  
UPDATE

**Stantec Consulting  
Services Inc.**

777 S. Harbour Island Blvd.  
Suite 600,  
Tampa, FL 33602  
stantec.com | T: (813) 223-9500

Dear Members of the Selection Committee:

Nearly a century after its incorporation as a city, this is an exciting time for New Port Richey. The last few years have brought several positive improvements to the community including: the investment made in the Rivergate Area and Main Street Gateway with the completion of Keiser University and the parking garage that will help support downtown visitation; the long-awaited Main Street Landings project and The Central on Orange Lake- introducing new high quality residential and commercial into the city; and the beloved Hacienda Hotel that will reopen this year as a community treasure.

While there is much to celebrate, there is still work to do – we are excited to introduce our team to partner with you in preparing the New Port Richey CRA Redevelopment Plan Update that will help guide the CRA and City in the upcoming years!

Our team has worked with CRA's and cities throughout Florida and beyond in realizing their community visions for decades, and there is nothing more we like better than helping those in the very communities where we live and work. With a proven track record of success, intimate knowledge of Florida's Community Redevelopment statute, and the true dedication and care for the communities we work in – we hope you will see us as the right partner for this important project. Our team includes a core group with broad skills: urban planners, analysts, economists, engineers, marketers, entrepreneurs, public engagement specialists, and visionaries. We are also excited that Keith Greminger will serve as Principal-in-Charge on this project and brings extensive knowledge through his role in leading the previous Plan update.

On a more personal note, as the Project Manager, CRA's and helping to enable impactful community redevelopment is my passion. I see character, opportunity, and a very bright future for New Port Richey. In addition to my many years as an urban planner, I am also a former Executive Director of a once fledging downtown business district that has transformed into a vibrant destination and I know first-hand the value in engaging and supporting the success of our locally owned businesses, embracing incorporation of housing to support economic development and create community activity, and in building an exciting yet functional public realm and connectivity that brings residents and visitors together. I understand how important it is that redevelopment be thoughtful and inclusive – we must work to include and lift the entire community from those that have long called the city home to those who will become a part of its future!

Our approach is simple: **we look through a broad lens at the big picture to help you develop the plan that captures your vision and goals, and provide you with a unique playbook and tools to bring the vision into reality!**

We do not take the task of earning the community's trust lightly, as well as that of the city staff and officials. After all, at Stantec, our corporate promise is to "**design with community in mind.**" Our team brings our values and our corporate promise to all our projects. If we are honored to be selected as your consultants to work on this project, our team will bring you an approach that is:

- + Community-based,
- + Interdisciplinary, and integrative,
- + Future-based,
- + User-friendly and visually rich, and
- + Implementation focused.

We think about implementation from the beginning. That means identifying actions and initiatives that are both aspirational and achievable and using the planning process to set the stage for implementation. We do this by bringing real-world context into all parts of the analysis and engagement. We pair all recommended actions with clear implementation strategies, funding mechanisms, and timelines. And we bring prospective implementation leaders into the process so that they can refine the action strategies and start to grapple with the role they can play in bringing the Plan's vision and objectives to fruition.

Our approach to prioritizing feasibility and implementation considerations also include focus on development insights. We will build on our nuanced understanding of the New Port Richey development context by going beyond traditional research approaches, adding structured conversations with developers and real estate professionals familiar with New Port Richey or similar markets. This gives us a much deeper understanding of New Port Richey's development opportunities, its locational strengths and weaknesses, and the likely public sector role in fostering new development.

We are confident that the team we have assembled for this assignment possesses the experience to provide the City of New Port Richey with the support and guidance to create a Plan that will bring sustainability, and fiscal responsibility to fruition while preserving the City's character. Collectively, our team shares a commitment to assist and guide our client communities through every stage of the planning process to ensure they understand their full potential, the consequences of their decisions.

The time for visioning and reinvestment for New Port Richey is now! Our Stantec team is excited about this opportunity and are ready to hit the ground running. We look forward to discussing our unique expertise, experience, and resources with you in greater detail. Should you have any questions or require any additional information please do not hesitate to contact us at the email listed below.

Regards,



**Jared Beck, AICP**  
Project Manager  
Senior Associate  
Direct: (305) 445-2900 x 2234  
jared.beck@stantec.com



**Keith Greminger, AIA, NCARB**  
Principal-In-Charge and Project Director,  
Senior Principal, Urban Planning and Design  
Direct: (813) 746-3865  
keith.greminger@stantec.com

**CERTIFICATE OF VOTE**  
of  
**STANTEC CONSULTING SERVICES INC.**  
A NEW YORK, CORPORATION

I, the undersigned, do hereby certify that:

1. I am the duly elected and acting **Corporate Counsel** of **Stantec Consulting Services Inc.**, a **New York** corporation (the "**Corporation**").
2. On **April 1, 2022**, the following resolution was adopted by the Corporation's Board of Directors:

BE IT RESOLVED THAT:

1. the Corporation hereby adopts the Signing Authority Policy, as modified or amended from time to time, of Stantec Inc.
2. execution of any documents for and on behalf of the Corporation shall be governed by the Signing Authority Policy, as modified or amended from time to time, of Stantec Inc.;
3. the Secretary or any of the Corporate Counsels of the Corporation be authorized, empowered and directed from time to time as required to facilitate the execution of contracts or submission of proposals, to sign, and to seal with the Corporate Seal, Certificates of the foregoing action evidencing the authority delegated in the Signing Authority Policy, as amended from time to time, of Stantec Inc.

**Jared Beck** is a **Senior Associate** of the Corporation, and in that capacity is duly authorized to sign the proposal in connection with the following project:

**City of New Port Richey Community Redevelopment Agency**  
**RFP22-015 Community Redevelopment Plan Update**  
**Consulting Services**

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of the Corporation, this 27th day of June, 2022.



  
\_\_\_\_\_  
Tom Curran, Corporate Counsel

Corporate Address: 370 Interlocken Boulevard  
Suite 200  
Broomfield, CO 80021

State of Incorporation: New York

Schedule A  
NON-COLLUSIVE AFFIDAVIT

State of FL; County of Hillsborough being first duly sworn, deposes and says that:

(1) He/she is the Representative  
(Owner, Partner, Officer Representative or Agent) of the PROPOSER that has submitted the attached proposal;

(2) He/she is fully informed respecting the preparation and contents of the attached proposal and of all pertinent circumstances respecting such proposal;

(3) Such proposal is genuine and is not a collusive or sham proposal;

Signed, sealed and delivered in the presence of:

By: [Signature]

(Printed Name) JARED PITH

(Title) SENIOR ASSOCIATE

ACKNOWLEDGEMENT

State of FL

County of Hillsborough

The foregoing instrument was acknowledged before me this 29 day of June, 2022, by, who is personally known to me or who has produced \_\_\_\_\_ as identification and who did (did not) take an oath.

WITNESS my hand and official seal

NOTARY PUBLIC  
(Name) [Signature]

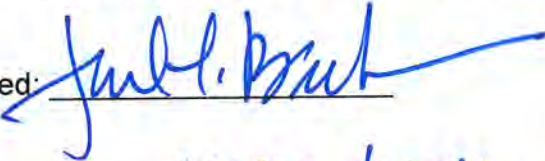


My Commission expires on 6-9-2026

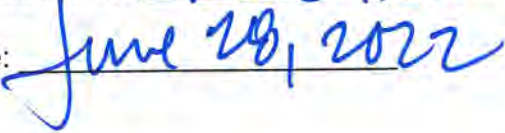
### CITY OF NEW PORT RICHEY PUBLIC ENTITY CRIME STATEMENT

"A person or affiliate who has been placed on the convicted vendor list following a conviction for public entity crime may not submit a bid or proposal on a contract to provide any goods or services to a public entity, may not submit a bid or proposal with a public for the construction or repair of a public building or public work, may not submit bids on leases of real property to public entity, may not be awarded or perform work as a PROPOSER, supplier, sub-PROPOSER, or consultant under a contract with any public entity, and may not transact business with any consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list.

I state that this PROPOSER complies with the above.

Signed: 

Printed Name: 

Date: 

REQUEST FOR PROPOSAL

# Community Redevelopment Plan Update

JUNE 30, 2022

PREPARED FOR: CITY OF NEW PORT RICHEY // PREPARED BY: STANTEC'S URBAN PLACES





## WHO WE ARE

### Stantec's Urban Places

Our Urban Places practice is a uniquely connected virtual studio—uniting interdisciplinary leaders in specialties that contribute to renewed urban centers from transit oriented corridors to sprawling downtown hubs and all that is in between. In the last 5 years, our Urban Places team members have opened the door to well over \$25 billion worth of projected development in North America through implemented plans that increase multimodal access and safety to the places where we live, work, invest, and thrive.

Our Urban Places professionals help clients successfully tackle complex issues. One key to our success lies in our unconventional structure. As a specialized, multi-national practice of urban experts, we maintain the focus and responsiveness of a boutique firm within Stantec's broader network of 400 global offices and over 25,000 professionals. As an industry leading design and engineering firm, we uniquely buttress our mobility and transit planning approach with unmatched in-house technical resources in streetscape and landscape design; public realm; infrastructure and transportation; environmental services; policy support; funding strategies; and more.

## WHAT WE DO

We work in urban and suburban communities to help synthesize clear and achievable visions. Through public engagement, research, planning, and implementation strategies we articulate shared aspirations into actionable plans and help carry them through to implementation.

In Florida, we maintain 12 offices, the largest of which is in Tampa with 125 professionals.

# THE FACTS

## PRINCIPAL OFFICE

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### Tampa

777 S. Harbour Island Blvd. Suite 600  
Tampa, FL 33602

## #1

Top 400 A/E Firms,  
*Bd+C 2021*

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Our world-class planners and designers take our clients' challenges and turn them into opportunities for creativity and innovation.

## 1954

Year Founded

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Since 1954, our local strength, knowledge, and relationships, coupled with our world-class expertise, have allowed us to go anywhere to meet our clients' needs in more creative and personalized ways.

## \$9B

Districts

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Since 2015, our team has planned more than 30 million square feet of new walkable, mixed-use, and authentic urban districts— in cities and suburbs.

## 400

Offices

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With 400 offices in local communities worldwide, we're ready to work with you.

## 25K

Employees

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We're planners, consultants, designers, and project managers.

## 19.5%

Net Revenue Growth  
in Q1 2022

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Learn more about our financial strength by viewing our most recent financial statement, [\*\*2021 Annual Report\*\*](#).

## 100

Grants

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Since 2012, we have secured and/or implemented 100 EPA Brownfield Grants (totaling \$20.7M) in over 20 states throughout 8 EPA Regions.

# SPECIALIZATIONS

## Stantec brings this expertise.

There are several areas of practice we've identified that may provide benefit to the Plan update process, and if it turns out others are needed, we have the resources to bring those too!

### Visioning

Thinking big, drawing on the things we wish to see in the future of our community, our goals, hopes and aspirations are at the core of great Visions. This process should be fun, engaging, and provide a sense of accomplishment and contribution for those who participate. It's about community building, exposing different thoughts, positions, and views, and bringing people together in finding commonalities. It's also about educating and bringing those involved to a "level playing field" of knowledge so that when done, those big goals can happen. With meaningful input, consensus, and support, those involved become champions of the plan and for the City, and caretakers of the local process – resulting in the most successful Vision plans.

### Public Engagement

One of the most rewarding and insightful aspects of public projects is the direct dialogue with those impacted and understanding their concerns, wants, and dreams. This is a valuable process in gathering input and understanding the view of the stakeholder regardless of the project type, while also demonstrating the public process, their opportunity and role to be involved, and transparency. From community planning and visioning to public information, our team has developed an outstanding toolkit including traditional, targeted, innovative and online methods, strategies, and steps.



Whether for large- or small-scale projects, our team develops public engagement programs that meet the project needs and budget, and result in community supported outcomes. From website development and social media, graphic design and print collateral, in-person or virtual workshops, or public and media relations, our team has the track record to inform and meaningfully engage interested community members in the boardwalk development process. Recent relevant public engagement programs include: Franklin Street Vision (Tampa, FL) and Village of Wellington Town Center (Wellington, FL).

### Redevelopment

Creating successful redevelopment is more than knocking down and starting over. It's about weaving new with old, about adding economic and social vibrancy where it is lacking, and it's about the aesthetics of creating an enjoyable place people want to be. It takes an understanding of the existing community, thoughtful measures to protect an existing sense of place, and solid plans to fill existing voids. Public redevelopment requires a decades long view, phases and focus points, costs, heavy community involvement and more.

### Urban and Community Planning

Understanding the fundamentals of it, zoning and land use, land development codes, comprehensive plans, and the broader regulatory framework provide the wider technical knowledge required when thinking big for the long term. Equally so is the keen working knowledge of creating a sense of place, the interface between public and private space, pedestrians, cyclists, vehicles, boaters, building form and function, greenspace, active areas and how we interact within them. All of these play a role in defining great places. Whether near term goals or actions that need to fit within these boundaries, or longer-term goals that will require these be amended or reshaped, any vision and plan must have the right framework to support it.

## Urban and Community Planning

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## Master Planning

Planning is problem solving. It starts with a vision to improve our communities balanced with a promise to treat our land responsibly. To create careful and thoughtful options for right now as well as for the future, we take into account site conditions, public input, client needs, and project requirements. Through a collaborative process, we listen to the ideas of the community members and the goals of the stakeholders to provide creative solutions for our most precious and limited commodity—land. We facilitate positive outcomes that satisfy the needs of clients and approval agencies alike. It's about understanding the value of process, successful conflict-resolution, collaboration and consensus building among all key stakeholders, while never losing sight of the goal to safeguard our natural resources. Because we live in the communities we serve, we feel strongly about responsible land planning.

## Resiliency & Hazard Mitigation

Extreme weather events like hurricanes - plus sea level rise, economic downturns, infrastructure decay, aging populations, hackers, terrorism, and more— emphasize our need for communities to absorb, adapt, and thrive regardless of chronic stresses and life- altering shocks. Stantec's work unites infrastructure, environment, and quality of life improvements to advance resilience across the globe. Included in our services are vulnerability and risk assessments, climate adaption planning, coastal/riverine flood risk modeling, and ROI and cost-benefit analysis. We have applied these services in communities including Miami Beach, Florida; New Orleans, Louisiana; and Jersey City, New Jersey. **Among numerous certifications, Stantec is also a platform partner with 100 Resilient Cities program.**

## Funding

Identifying a project can be easy. Finding funding is not. Our team understands how challenging and time consuming it can be to identify funding sources, navigate the application processes and administer awards for grant pursuits. Our Funding Experts have secured more than \$4 billion in grant and loan funding through federal, state and local funding programs for our public clients and have a proven track record – bringing projects to reality is what we love to do!

We also know grant funding won't pay for every project, and that's where our Funding Experts go to work in identifying other options for communities to maintain existing levels of service while funding new projects. This may include re-allocation in existing general funds, restructuring existing debt, bonding, special taxing mechanisms, user fees, millage rate adjustments, re-organizing of capital improvement projects, and more. To make it more user-friendly, we do this in real time with our own proprietary software so you, administration and elected officials can see in real time the impacts these potential changes have on the overall budget and your future project needs.

**Stantec has secured \$5 Billion in grants and loans for public sector clients.**



Franklin Street  
Vision Plan

## Smart Mobility

Low-impact, sustainable, multi-modal solutions that are context-driven, strategic, and comprehensive is a Stantec specialty. Whether a large or small community, we work to improve the vitality of communities by integrating transit, bicycle, and pedestrian modes in designs that not only promote a healthy lifestyle and improve overall mobility but are also aesthetically pleasing. Our goal is to provide innovative, cost-effective solutions from project conception to completion and include development of master plans, feasibility and strategy studies, neighborhood structure plans, corridor studies, circulation and parking studies, design guidelines, funding strategies, and multi-modal assessments.

## Parks and Recreation

We love designing parks and open space, whether that's to accommodate team sports and group gatherings, quiet enjoyment, or children at play. Our experts are not only dedicated to park and athletic facility design, but also eco-system design, and environmental preservation. We recognize the challenge of balancing the needs of a diverse population with a wide range of interests and abilities, and the need to sustain vibrancy within our public spaces through all seasons. Our team has successfully designed and built more than 350 parks within South Florida.

## Public Facilities

Whether we're providing civil or structural design services for your infrastructure and transportation improvement projects, design and detail development of your public buildings or facilities, or in support of your project's construction, we are your resource. We also provide life cycle assessments of current infrastructure and facilities, cost estimating, capital budgeting, and replacement planning.

## Coastal and Waterfront Engineering

Since our inception, Stantec has been providing coastal engineering, planning, and surveying solutions for both public and private clients. We design waterfront infrastructure and small-craft harbors including oceanfront or riverside parks, boardwalks, promenades, piers, docks, boat ramps, ferry terminals and marinas. We know and understand the historical context of the key issues and concerns associated with coastal development, land planning, environmental resources, and utility infrastructure across Florida. Our team brings the most qualified design professionals with extensive experience planning and design marinas, boat ramps, and boating facilities, as well as obtaining the environmental permits necessary to bring these projects to life. Stantec's coastal engineering experts support local and state government, and federal agencies with services for all types coastal and marine programs and projects.

# REDEVELOPMENT EXPERIENCE

Re • Think

Re • Create

Re • Excite

*From urban planners and designers to municipal economists and grant specialists, we bring a dedicated group of proven redevelopment enthusiasts to partner with you!*

Whether it's first identifying and establishing a redevelopment area with a finding of necessity, or the final elements of implementing your plan, Stantec excels in helping reactivate communities across the globe! Our specialists have decades of experience in:

- Existing Conditions Report/Finding of Necessity
- Redevelopment Area Analysis
- Redevelopment Plans and Plan Updates
- Design Guidelines
- Brownfield Assessments
- Site Specific Planning & Detailed Design
- Urban/Suburban Engineering
- Economic Modeling and Forecasting
- Milestone Reviews/Implementation Assessments
- Strategic Implementation Plans
- Branding & Marketing
- Community Engagement
- Resilience
- Funding

# REDEVELOPMENT PROJECTS AT A GLANCE

Below is a snapshot of our redevelopment experience in Florida. Full project details can be found in the CRA Experience section.

## OPA-LOCKA MASTER PLAN

OPA-LOCKA, FLORIDA



## CENTRAL FORT MYERS REDEVELOPMENT AREA

FORT MYERS, FLORIDA

## MARIANNA WEST END REDEVELOPMENT AREA

MARIANNA, FLORIDA



## NAPLES VISION PLAN ASSESSMENT AND GOALS

NAPLES, FLORIDA

## MLK JR. BOULEVARD REDEVELOPMENT AREA EXPANSION AND PLAN UPDATE

FORT MYERS, FLORIDA

## FRANKLIN STREET VISION PLAN

TAMPA, FLORIDA

# YOUR PROJECT TEAM

## PRINCIPAL IN CHARGE



**Keith Greminger, AIA, NCARB** serves as our principal in charge. Keith has 40 years of experience in

architecture, urban design and community, commercial and corporate master planning with some of the world's most recognized design firms. He has led several planning and design teams assisting private and public clients with delivery of their projects by creating notable developments, memorable places, livable neighborhoods and connected communities. Most relevant to this project, **Keith was the Principal -in-Charge of New Port Richey's previous CRA Plan Update.** As a resident of Tampa Bay for more than 35 years, Keith has and continues to serve in leadership roles in numerous professional and civic organizations committed to the practice of health and equity, place-making and improved quality of life in the built environment.

## PROJECT MANAGER



**Jared Beck, AICP** will serve as our **project manager and the CRA's primary point of contact.** Jared brings a

broad background that blends together in creating great spaces and places with skilled and implementable long-range planning. His passion lies in community redevelopment with a primary focus in Florida. In nearly 20 years of professional experience, Jared's roles and past projects reflect the range of that interest and demonstrate his commitment to building better communities for the future. Jared continues to evolve and in addition to his planning role, he is one of Stantec's public engagement specialists. He is also a frequent speaker on urban redevelopment, has won numerous awards for redevelopment planning, and recently co-authored an award-winning book on Southwest Florida residential architecture and development.

## REDEVELOPMENT PLANNER



**Rachel Booth, CNU-A** serves as our land use and urban design expert. Rachel brings over 17 years of experience in

leading planning initiatives in urban and coastal environments at all scales, focusing on **promoting long-term redevelopment strategies and projects in both established and transitioning communities.** Rachel leads regulatory and policy projects for cities and county governments with her understanding of conventional zoning know-how and new code approaches, translating the community's vision into a regulatory framework to guide future development into the desired form. With this experience, she has authored several zoning codes, design guidelines, comprehensive plans, and ordinances for local communities. Rachel takes a holistic approach to optimize social, economic, and physical well-being for the greatest number of people.

## MOBILITY



**Joel Mann, AICP**, will serve as our mobility specialist for all transportation related elements. He works to develop **plans that promote**

**balanced multimodal transportation, that enhance potential for land development and urban design, and that fit within community expectations.** With a national portfolio of mobility planning experience, Joel's 18-year career has grown from an intersection of personal passions and commitments, including bicycle and pedestrian mobility, streets as vital urban public spaces, and use of public resources to provide the best possible returns for citizens and their quality of life. He works to develop codes and plans that promote balanced multimodal transportation, that enhance potential for land development and urban design, and that fit within community expectations.

## CIVIL ENGINEERING



**Hamid Sahebkar, AICP** is has extensive professional engineering experience throughout Florida and the southeastern US. His

**expertise includes infrastructure issues relating to transportation, utilities, and stormwater management systems.** Hamid possesses a comprehensive knowledge of roadway and land development engineering, including environmental permitting, impacts, and regulations. He offers an in-depth knowledge of the standards of the local, county, and state, regulatory agencies, including the FDOT, SWFWMD, ACOE, FDOH, and FDEP permitting.

## PUBLIC ENGAGEMENT

**Emily Henke, AICP** is an urban planner and landscape architect experienced in transportation planning, NEPA planning, entitlement planning, resiliency planning, and landscape architecture. She has spent 12 years assisting local agencies, MPOs, FDOT and private companies with planning and design projects. Emily has also worked onsite in two FDOT districts in a number of capacities supporting traffic and NEPA. Through this experience and her several years with Stantec, **Emily has become a lead public engagement specialist and supports various aspect of public involvement.**

## GIS



**Erin Sturm, GISP** is a proven expert in her field and reaches "beyond the box" in as a Geographic Information Systems (GIS) Analyst. She

is skilled in the use of Geographic Information Systems for map production, data management, geodatabase development, and spatial analysis - and has a **long history of working on similar redevelopment planning projects, including interactive mapping and tools for public involvement.** Erin has participated in projects ranging from mitigation bank feasibility studies to multiple airport / military joint land use studies, as well as stormwater utility implementations. She has expertise with ArcGIS Desktop 10.x, spatial analyst, creating 3D representations through ArcPro, and developing and maintaining web maps, web applications, geoforms, story maps, and the collector app through ArcGIS Online.

## ENVIRONMENTAL RESILIENCY



**Matt Starr, PG** has more than two decades of project management and technical experience in coastal engineering, dredging, beach renourishment, port and marine facilities, coastal structures, hydrographic surveying, hydrodynamic modeling, ecosystem restoration, asset management, natural resource mapping, water quality, and wildlife biology. He is responsible for all phases of project delivery, including local, state, and federal permitting, design services, construction plans, contract documents/bidding, contractor procurement, and CEI services. **Matt has become a "go-to" for many of public clients throughout the Southeastern US in helping address their coastal resiliency challenges.**

## ENVIRONMENTAL RESILIENCY



**Brandon Johnson, ENV SP, LEED GA** brings over 21 years of experience providing **expertise in water resources issues to address regulatory and technical matters affecting coastal development** projects. His technical specialization is in the areas of environmental impact analysis, natural resource study design, aquatic habitat assessment, ecology and taxonomy of fishes, threatened and endangered species evaluations, and compliance strategy development. **Brandon is focused on sustainability, green alternatives analyses and efficiency evaluations.** He has served as a member of Tampa Bay Critical Coastal Habitat Assessment Subcommittee and is an ambassador for the Patel College of Global Sustainability at the University of South Florida.

## PUBLIC ENGAGEMENT



**Lindsay Robin, AICP** has assisted in the preparation of numerous rezoning, comprehensive plan amendments, and

administrative amendment applications in jurisdictions across Florida. Lindsay also assists in the preparation of Land Development Code amendments and Comprehensive Plan updates. Lindsay is **integral to various public outreach efforts, including neighborhood information meetings, panel presentations, and small-group facilitation at community workshops.** Lindsay is an active member on the Bonita Springs Bicycle Safety and Advisory Committee, and is currently assisting the committee on various efforts to increase bicycle and pedestrian safety throughout the city.

## FINANCIAL MODELING



**Peter Napoli** is a Senior Consultant with the Stantec Financial Services team and has over seven years of municipal financial

consulting experience. He has become one of the leaders of our General Government Practice with a focus on general fund financial sustainability modeling, and the development of fair and legally defensible impact fee studies. Peter has served as Consultant in the **development of financial forecasts, impact fee programs, and special assessments using our interactive, decision support modeling process for various public agencies.** He has strong, adaptive financial modeling skills and experience interpreting large data for our clients. He's demonstrated the ability to customize financial analyses to meet client needs and leverage our modeling platform as a powerful consulting tool.

## PROJECT PLANNING SUPPORT

**Corey Gray, MURT** is an urban planner of 5 years and specializes in public and private sector work dealing with Land use/ zoning, urban design, and long range planning. He has spent a majority of his career in **public sector planning, both long-range and current.** His passion lies in creating attractive, livable places that inspire citizens to live their best life through innovative, equitable, and resilient planning techniques.

# LICENSES AND CERTIFICATIONS





**DBPR ONLINE SERVICES**

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 File a Complaint  
 AB&T Delinquent  
 Invoice & Activity  
 List Search

### Licensee Details

Licensee Information	
Name:	<b>STANTEC CONSULTING SERVICES INC. (Primary Name)</b>
Main Address:	<b>370 INTERLOCKEN BLVD. SUITE 300 BROOMFIELD Colorado 80021</b>
License Mailing:	<b>370 INTERLOCKEN BLVD. SUITE 300 ATTENTION: GINA MALONEY BROOMFIELD CO 80021</b>
LicenseLocation:	

License Information	
License Type:	<b>Registry</b>
Rank:	<b>Registry</b>
License Number:	<b>27013</b>
Status:	<b>Current</b>
Licensure Date:	<b>05/30/2006</b>
Expires:	



This certificate hereby qualifies

**Jared T. Beck, AICP**

as a member with all the benefits of a Certified Planner and a commitment to the AICP Code of Ethics and Professional Conduct.

Certified Planner Number: 027911

*James M. Drinan*  
 James M. Drinan, JD  
 Executive Director

*Valerie Hubbard*  
 Valerie Hubbard, FAICP  
 President



REQUEST FOR PROPOSAL

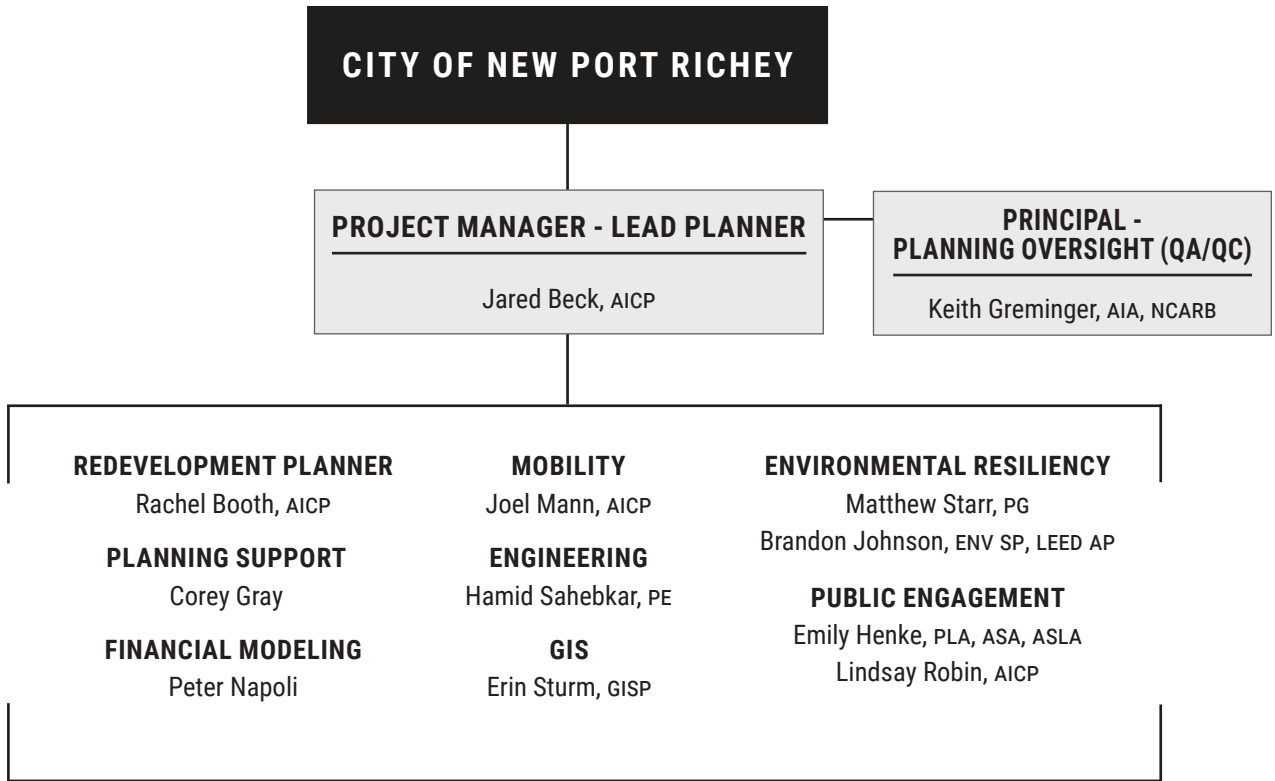
# Community Redevelopment Plan Update

JUNE 30, 2022

PREPARED FOR: CITY OF NEW PORT RICHEY // PREPARED BY: STANTEC'S URBAN PLACES



→ ORGANIZATION CHART



# TEAM ORGANIZATION

## PROJECT MANAGEMENT

Our project management team for this initiative will be led by **Jared Beck** with technical oversight provided by Keith Greminger. The City's day-to-day contact will be **Jared Beck**.

The City can expect that we will be true partners in the process, driving sound project management, communication, and technical expertise. From the start, we will work together to establish structures and protocols that support successful project execution, including regular team calls, communication between defined primary points of contact, clear milestones and deliverable due dates, and shared messaging internally and with the public.

# TEAM RESUMES



## PROJECT DIRECTOR

SENIOR PRINCIPAL



**Keith  
Greminger**

AIA, NCARB

### SELECT EXPERIENCE

#### **New Port Richey CRA 2019 Update\***

##### **New Port Richey, FL**

The 2019 Community Redevelopment Plan Update contains an outline of the existing state of the area and the community's input for the redevelopment of the New Port Richey CRA. The outline of previous plan efforts, a summary of the existing context and growth of the area is included to provide the population and employment growth trends for the area and how they relate to areas that include New Port Richey. The economic indicators are detailed for New Port Richey, Pasco County, and zip codes within the area. A financial analysis is included to quantify the taxable value of development in the area and how those revenues would potentially increase in the succeeding years. A comparison of the revenue and budget for the CRA is described to show how the tax revenue can be spent on improvement projects. In addition to targeted redevelopment outlined in previous plans, the process for this Plan Update involved public involvement which included stakeholder and community engagement aspects. Feedback from the community outlined how the community perceives New Port Richey today and their priorities for improving various aspects of the area.

#### **Sims Park\***

##### **New Port Richey, FL**

The 8.7-acre waterfront community park is situated along the Pithlachascotee ("Cotee") River and Main Street in downtown New Port Richey. As part of the Master Plan, the City Council authorized the closure of segments of Grand and Circle Boulevards to create an unobstructed connection with Orange Lake, an adjacent 6.7-acre lake, to create a unified 15.4-acre urban open space. This newly enlarged urban green space will serve as a focal point and economic catalyst for the greater community. Through a series of programmatic design features, gardens, activity zones and event spaces, the Master Plan connects the River, Park and Lake as a seamless recreational attractor that runs parallel to the businesses, dining, retail establishments and community services along Main Street. The team provided community and stakeholder engagement, programming, master planning, construction document preparation, permitting, and construction phase services.

### CREDENTIALS

- Bachelor of Architecture, Kansas State University
- Registered Architect, #30084579, American Institute of Architects
- Certified Facilitator, National Charrette
- 40 years of experience

#### **James E. Grey Preserve Improvements \***

##### **New Port Richey, FL**

Project planner for the planning, design, permitting, and construction phase services for improvements to the parking lot, bike trail, walking trail, trail bridge, signage, and trail connections at this 80-acre preserve on the Cotee River. There are two miles of nature trails winding throughout the preserve, including a loop trail that circumnavigates an isolated bayou. A half-mile long ADA accessible boardwalk extends over the river floodplain and ends at an overlook of the Cotee River.

#### **Clearwater-Largo Road CRA Finding of Necessity\***

##### **Largo, FL**

Project manager of the team selected by the City of Largo to perform an evaluation of the Clearwater-Largo Road Community Redevelopment District (CLR-CRD) including expansion of the CLR-CRD. The analysis intended to serve as a basis of expanding the CRA consistent with Chapter 163, Part III, Florida Statutes and Pinellas County. Our services included project initiation and project management; historical context, base data collection, and mapping; and CRA boundary district assessment and finding of necessity/blight study (FON). The team produced a written memorandum summarizing key findings, conclusions, and recommendations under these tasks, as well as incorporated graphic materials from the consultant team in a format suitable for presentation to the community and interested third parties.

#### **East Gateway CRA District Vision Plan\***

##### **Clearwater, FL**

The planning assignment, through the City of Clearwater Economic Development, was to reposition the East Gateway District community for redevelopment and economic revitalization. The results of our effort laid out the strategies for the creation of a "place" within the existing community fabric. A preliminary brand strategy was identified centered on a walkable destination corridor due to changed urban traffic patterns connected to the outer edges through the open space network of an abandoned drainage system called Steven's Creek.

**\*Projects Completed Before Stantec**

## PROJECT MANAGER

SENIOR ASSOCIATE



Jared  
Beck

AICP

### CREDENTIALS

- Bachelor of Science, Landscape Architecture, Texas Tech University
- Certified Planner, #027911, American Institute of Certified Planners
- 21 years of experience

### SELECT EXPERIENCE

#### **Opa-locka Downtown Master Plan**

##### **Opa-locka, FL**

Stantec developed a vision based on market-realities and with developer and business interest to reshape Downtown as a core driver for the CRA's redevelopment efforts. Key elements include transforming blocks of low-quality multi-family housing into mid-rise mixed-use and mixed income housing that will create the compact critical mass to support future businesses, while continuing to provide affordable housing for existing residents and attract new market-rate residents.

#### **Central Fort Myers Redevelopment Plan Update - Draft Fort Myers, FL**

Following completion of the Finding of Necessity, Stantec was hired to develop the redevelopment plan update that will build on the adjacent success of the historic Downtown River District. Public space, economic development, inclusive housing, and connectivity to transit are key components of the plan. Franklin Street Vision Plan | Tampa, Florida | Project Planner  
Stantec developed the Franklin Street Vision to build on past planning efforts to revitalize historic Franklin Street in downtown by providing detailed block-by-block strategies in a very graphic-forward plan to promote reinvestment and redevelopment along Franklin which recognizes and compliments the Street's historic significance.

#### **Marianna West End Redevelopment Area – Finding of Necessity and CRA Plan | City of Marianna, FL**

Stantec helped the City identify a second redevelopment area with a detailed on-site evaluation and ensuring the area would meet statutory requirements to satisfy the presence of slum and blight. Stantec prepared the Finding of Necessity. After approval, Stantec worked with the project team to develop the Plan and support the City through the adoption process.

#### **Citywide Redevelopment Areas Analysis & Recommendations City of Fort Myers, FL**

Committed to achieving significant redevelopment within the City of Fort Myers, Stantec was hired to evaluate each of the nine community redevelopment areas for their current viability and develop recommendations on any modifications that may strengthen their ability to be successful. As a major undertaking,

research and review of original finding of necessity's, redevelopment plans, and actions accomplished established a baseline to evaluate current success. Field surveys, data analysis, tax increment revenue forecasts and analysis, mapping, and coordination with CRA and City Staff on future capital investments, community needs, growth projections and planning efforts allowed us to develop a comprehensive report with implementable strategies for the CRA to execute in the upcoming years.

#### **Cleveland Avenue Corridor Redevelopment Implementation Plan and Update, City of Fort Myers, FL**

Stantec was selected by the City of Fort Myers to develop proposed amendments to the Cleveland Avenue Redevelopment Plan and implementation strategies. Working with the City of Fort Myers Community Redevelopment Agency (CRA), Stantec conducted a review of the existing Cleveland Avenue Redevelopment Plan and related land development code overlay requirements. Upon completion, Stantec identified and wrote recommended code amendments for implementation by the city. A series of implementation strategies included design guidelines, grant programs, policing and safety, community-based partnerships, outreach and marketing, streetscapes, and funding strategies.

#### **Clewiston Main Street Revitalization Plan, Southwest Florida Regional Planning Council**

Stantec was chosen to assist the Southwest Florida Regional Planning Council in the review, analysis, and general conceptual plan development for the Main Street Revitalization Plan along US 27 in downtown Clewiston, Florida. This process is anticipated to be one of many steps towards a long range, practical, and implementable revitalization program for the main street corridor that has experienced unwanted deterioration due to the continued growth and use of US 27 as functional thoroughfare combined with a decline in business success and increase in unemployment and poverty rates throughout the community. As part of a larger long term effort, areas of focus within the Stantec role for this phase included existing conditions assessment, analysis of strengths and weaknesses, review of existing zoning and recommended zoning modifications, development of a downtown parking strategy, schematic façade and businesses identification program, and general corridor improvement recommendations.

## SELECT EXPERIENCE CONT.

### Franklin Street Vision Plan

#### Tampa, FL

Stantec developed the Franklin Street Vision to build on past planning efforts to revitalize historic Franklin Street in downtown by providing detailed block-by-block strategies in a very graphic-forward plan to promote reinvestment and redevelopment along Franklin which recognizes and compliments the Street's historic significance.

### Downtown Redevelopment of Old US-41

#### City of Bonita Springs

Project design team member and planner for overall project landscape architecture planning and design of landscape and hardscape elements of this new destination and streetscape project in the historic downtown Bonita Springs area. Stantec worked with the City and the balance of the Wright Construction Groups design build team to bring streetscape improvements to almost one mile of the existing Old 41 commercial corridor and the parallel streets and blocks east and west of Old 41. The project included multiple public meetings, alternative design scenarios, the development and inclusion of two roundabouts in the first phase of work and future improvement phases that include planning for private side redevelopment.

### Dr. Martin Luther King, Jr. Boulevard Redevelopment Area Expansion & Plan Update

#### Fort Myers Community Redevelopment Agency

Using the previous redevelopment plans as a base, the Stantec team worked with the community hosting multiple workshops, a project website, surveys, round-table discussions, to develop the plan update. Guided heavily by the consistent community feedback, Stantec was able to translate the community wants into implementable action steps that CRA may take. Required by Statute to develop anticipated budget plans for the life of the redevelopment area, the project team completed the economic assessment with projected revenues through the life of the redevelopment area (2044). The project team then prioritized and developed cost allocations for the 30-year life span of the redevelopment area.

### River District Alliance \*

#### Fort Myers, Florida

Passionate about Downtown Fort Myers' opportunity to become a vibrant destination in Southwest Florida, Jared reduced his role at Stantec in 2014 to also become the first part-time employee of the River District Alliance (RDA). Over the next four years he worked tirelessly to build it into one of the premier arts and culture non-profit organizations in Lee County. Jared led every aspect from opening the RDA's first office, managing finances, pursuing grants and fundraising initiatives, programming more than 50+ events annually, rebranding and marketing, membership development, business recruitment and retention to strategic partnership development and support of the City in numerous aspects related to Downtown. When Jared returned to Stantec full-time, then having become the Executive Director of the RDA, it had transformed from a fledging non-profit in financial distress to a financially secure and highly regarded organization with a staffed full-time Executive Director, Events Coordinator, and contract support services.

During this role, Jared helped dozens of new locally owned business open, promoted and marketed downtown as the destination it would be come, and work done hand-in-hand with the CRA and City on creating and implementing programs and initiatives that would help businesses and Downtown thrive. This hands on expertise provides him a unique as in leading redevelopment planning and development of meaningful and implementable redevelopment strategies.

### \*Projects Completed Before Stantec

## NOTABLE RECOGNITION

- **2017 Community Visionary** - "Fort Myers City of Palms - A Contemporary Portrait" , Selected as one of three visionaries shaping the future of Fort Myers.
- **2017 Richard E. Rice Gold Medal Award for Visual Arts** - River & Road , Recipient of the Richard E. Rice Gold Medal by the Florida Book Awards for the publication of River & Road
- **2017 Chrysalis Award for Cultural Achievement** - Annual Cultural Achievement by the Lee County Visitor & Convention Bureau and the Greater Fort Myers Chamber of Commerce for contribution to the economic impact of culture and tourism in Lee County
- **2019 Florida Redevelopment Association, Roy F. Kenzie Award** - Large City Planning Studies , Fort Myers Citywide Redevelopment Analysis and Recommendations
- **2020 Florida Planning and Zoning Association, Outstanding Plan** – Northwest Manatee Plan, Manatee County, Florida
- **2021 Florida Redevelopment Association, Roy F. Kenzie Award** – Large City Planning Studies, Franklin Street Vision Plan
- **2022 Florida Planning and Zoning Association, Outstanding Equity Plan** - Opa-locka Downtown Master Plan

# REDEVELOPMENT PLANNER

SENIOR PLANNER



**Rachel Booth**

CNU-A

## CREDENTIALS

- BS, Urban Populations & English, Florida State University
- MS, American Studies & Policy; African-America History, Florida State University
- CNU-a Accreditation, Congress for New Urbanism
- Form Based Code Institute Certificate
- 17 years of experience

## SELECT EXPERIENCE

### **Countywide CRA Policy Update \*** **Pinellas County, FL**

Updated the policy governing the creation, reporting, and allowable expenditures by Community Redevelopment Agencies to be consistent with Florida legislation. Established reporting requirements to track measurable progress on critical issues and return on investment, and aligned TIF contributions with priorities identified by the Board in the County's Comprehensive Plan and Strategic Plan.

### **Channel District Strategic Action Plan & Implementation** **Channel District, Tampa**

Created a strategic action plan and provided design services to implement the planning recommendations for the 200 acre underutilized community redevelopment area. Market analysis outcomes were applied to guide the development and proactively plan for the new design, buildings, and infrastructure. Regulatory policies and design guidelines were developed to create a unique urban, mixed-use, transit-oriented neighborhood, to reflect planning concepts that promote creating diverse, walkable, urban neighborhoods with opportunities for adjacency between residents and jobs.

### **Lealman Community Redevelopment Agency (Area) \*** **Pinellas County, FL**

Led the issues and needs assessment, plan development, policy and programs implementation, and \$3.2 million budget management.

### **Linking Lealman Mobility Plan \*** **Pinellas County, FL**

Client project manager responsible for project concept, scope development and project management for the Linking Lealman Mobility Plan. This plan improves how residents and visitors move in Lealman: by car, bicycle, bus, mobility device or on foot, and to identify mobility and safety projects that can become part of the Pinellas County Capital Improvement Program (CIP).

### **Countywide CRA Policy Update\*** **Pinellas County, FL**

Updated the policy governing the creation, reporting, and allowable expenditures by Community Redevelopment Agencies to be consistent with Florida legislation. Established reporting requirements to track measurable progress on critical issues and return on investment and aligned TIF contributions with priorities identified by the Board in the County's Comprehensive Plan and Strategic Plan.

### **Tampa Bay REACH Initiative: Resilience and Energy Assessment of Communities and Housing\*** **Pinellas County, FL**

Served as the CRA Manager and County representative for the TBRPC led the initiative to assess potential resiliency risks and define new strategies and policies to increase affordable, resilient housing development and redevelopment.

### **Unincorporated Mobile Home Community Redevelopment & Preservation Plan\*** **Pinellas County, FL**

Phase I: Completed issues and needs assessment (infrastructure, water quality, flooding/storm mitigation, dispute resolution, and housing), identification of potential programs and policy amendments, and case study summary, related to housing affordability.

### **Eastside Gainesville Community Redevelopment Area (CRA) Plan** **Gainesville, FL**

Served as the CRA Manager and County representative for the TBRPC led the initiative to assess potential resiliency risks and define new strategies and policies to increase affordable, resilient housing development and redevelopment.

### **Sebring Downtown Market Study and Marketing Plan \*** **Sebring, FL**

Authored the City of Sebring Community Redevelopment Agency (CRA), Downtown Sebring Marketing Plan. The planning process focused on developing a marketing strategy that would help promote downtown as a regional cultural and entertainment destination, and identify key objectives to help the business community leverage their resources and efforts.

\*Projects Completed Before Stantec

**JOEL MANN, AICP****MOBILITY****EDUCATION**

MRP, Regional Planning, University of North Carolina—Chapel Hill

BA, New College of Florida

**REGISTRATIONS**

Certified Planner, #021420

**SIMILAR PROJECTS**

- Downtown Tampa Parking Study, Tampa, FL
- Tampa TNC / Micromobility Plan, Tampa, FL
- City of Opa-Locka Downtown Master Plan, Opa-locka, FL
- BAA Land Use Redevelopment Plan, Birmingham, AL
- Envision Marietta, Marietta, GA

**HAMID SAHEBKAR, PE****CIVIL ENGINEERING****EDUCATION**

BS, Civil Engineering, University of Arkansas

MS, Civil Engineering, University of Arkansas

**REGISTRATIONS**

State of Florida, Professional Engineer #39991

**SIMILAR PROJECTS**

- Water Street Tampa, Tampa, FL
- Imagine Clearwater, Clearwater, FL
- Channel District Strategic Action Plan Implementation, Tampa, FL
- Laurel Street/Julian B. Lane Riverfront Park, Tampa, FL
- Crystal River National Wildlife Refuge Master Plan, Citrus County, FL

**ERIN STURM, GISP****GIS****EDUCATION**

BS, Geography, University of Florida

**REGISTRATIONS**

GIS Certification Institute, Certified Geographic Information Systems Professional (GISP) #160946

**SIMILAR PROJECTS**

- City of St. Petersburg GIS and Information Management, St. Petersburg, FL
- City of St. Petersburg Pier, St. Petersburg, FL
- Barrier Island Traffic Study, Sarasota and Manatee Counties, FL
- West Villages Thoroughfare Master Plan, Sarasota County, FL
- City of Sarasota Utility Asset GPS Collection, Sarasota, FL

**COREY GRAY,****PROJECT PLANNING SUPPORT****EDUCATION**

BS, Geography, Kutztown University

MS, Urban and Regional Planning, University of South Florida

**SIMILAR PROJECTS**

- Tampa Self Storage Project, Tampa, FL
- PLANPinellas Comprehensive Plan, Pinellas County, FL\*
- Downtown Palm Harbor Form-Based Code, Palm Harbor, FL\*
- Downtown Palm Harbor Master Plan, Palm Harbor, FL\*

**MATT STARR, PG****ENVIRONMENTAL RESILIENCY****EDUCATION**

BS, Marine Science/Coastal Geology, Coastal Carolina University

**REGISTRATIONS**

State of Florida, Professional Geologist #2906

Florida Fish and Wildlife Conservation Commission, Authorized Gopher Tortoise Agent, #GTA-16-00033B

\*Denotes projects completed prior to joining Stantec.

**SIMILAR PROJECTS**

- Port Canaveral Shoreline Stabilization, Cape Canaveral, FL\*
- Prime Hook National Wildlife Refuge Marsh Restoration and Shoreline Resiliency Project, Milton, DE
- Courtney Campbell Causeway Seagrass Mapping and Old Tampa Bay Modeling Study, Tampa, FL\*
- Fort Raleigh Shoreline Stabilization and Living Shoreline Design, Manteo, NC
- Sebastian Inlet Coconut Point & South Shoreline Restoration, Sebastian, FL
- Upland Beach Shoreline Restoration and Resiliency Design Concepts, Kemah, TX

**BRANDON JOHNSON,****ENVIRONMENTAL RESILIENCY**

ENV SP, LEED GA

**EDUCATION**

BS, Marine Science, Eckerd College  
 MA, Global Sustainability, University of South Florida

**REGISTRATIONS**

Institute for Sustainable Infrastructure  
 Envision Sustainability Professional

USGBC, LEED Green Associate

**SIMILAR PROJECTS**

- Seagrass Assessment and ERP Compliance Monitoring, St. Petersburg, FL
- New St. Petersburg Pier Environmental Resource Permitting, St. Petersburg, FL
- Tampa Bay Habitat Restoration Partnership, Critical Coastal Assessment Subcommittee, Tampa Bay Estuary Program, FL
- Coastal Restoration, Robinson Preserve, Manatee County, FL\*
- Benthic Resource Assessments, Miami, FL
- Water Quality Monitoring and Stormwater Permitting, Parrish, FL

**EMILY HENKE, PLA, ASLA****PUBLIC ENGAGEMENT****EDUCATION**

BS, Landscape Architecture, Ball State University  
 MS, Earth Sciences, University of North Carolina at Charlotte

**REGISTRATIONS**

State of Florida, Registered Landscape Architect #LA6667326

**SIMILAR PROJECTS**

- Imagine Clearwater, Clearwater, FL
- AIRCO Property, Pinellas County, FL
- Port Manatee Master Development, Port Manatee, FL
- 2040 Long Range Transportation Plan, Pinellas MPO, Pasco MPO, Hernando-Citrus MPO, FL\*
- Hillsborough Community College Campus Master Plan, Hillsborough County, FL
- Public Involvement TEAMS Live Events, Sarasota County, FL

**LINDSAY ROBIN, AICP****PUBLIC ENGAGEMENT****EDUCATION**

BA, Communications, Florida Gulf Coast University  
 MS, Public Administration, Florida Gulf Coast University

**REGISTRATIONS**

American Institute of Certified Planners  
 Certified Planner #32834

**SIMILAR PROJECTS**

- Bonita Springs Land Development Code Amendments, Bonita Springs, FL\*
- Bonita Springs Evaluation and Appraisal Report, Bonita Springs, FL\*
- North Olga Community Plan, Lee County, FL\*
- Hill Tide Estates, Lee County, FL\*
- Treeline 200 Comprehensive Plan Text Amendment, Lee County, FL\*

**PETER NAPOLI****FINANCIAL MODELING****EDUCATION**

BS, Business Administration, University of North Florida

**SIMILAR PROJECTS**

- Financial Sustainability Analysis, Coral Springs, FL
- City of Cape Coral - Financial Sustainability Analysis and Fire Assessment Development, Cape Coral, FL
- Villages Community Development District, FL
- Financial Services Management and Modeling for the Following Cities: Plant City, Zephyrhills, Royal Palm Beach, Venice, Lake City, Miramar, Fernandina Beach, Savannah, Cocoa, Temple Terrace, Neptune Beach, FL

\*Denotes projects completed prior to joining Stantec.

REQUEST FOR PROPOSAL

# Community Redevelopment Plan Update

JUNE 30, 2022

PREPARED FOR: CITY OF NEW PORT RICHEY // PREPARED BY: STANTEC'S URBAN PLACES



# AVAILABILITY

We are here for you

Stantec offers a full range of in-house services to support various types projects and can provide experts as needed. This includes Land Use Planning/Zoning, Traffic, Landscape Architecture/Site Design, Civil/Site Engineering, Environmental Permitting, Land Surveying, Financial Modeling, Revenue Structures, and Grant Funding. We typically provide these services through a single point of contact for our clients.

Stantec’s team is more than a collection of technical skills - it’s an integrated approach that “connects the dots.” Bringing together our best minds in multiple disciplines allows us to solve complex problems and unlock bigger opportunities. From urban to suburban, it all boils down to designing places for people. We believe that the success of any planning and development effort lies in a comprehensive approach with visionary, yet achievable goals. It must be more than a high level, big picture, from-a-distance view. Additionally, public involvement throughout the process must mean not only understanding the community—its culture, history, and its politics—but also using creative methods to engage a diverse population.

# CAPACITY

Stantec has committed each of the proposed team members to devote the time and resources necessary to complete the required services under this contract. Stantec has selected team members to provide the complete array of talent that this planning and design contract will require. The individuals have the appropriate talent and skills to respond to the specific tasks outlined in the RFQ. When selecting staff to work on a project, we consider a variety of factors, including complexity, scale, and schedule.

Should we encounter any unexpected situations, the City can be certain that we will draw on the experience of all of our resources to resolve the issue(s) as quickly as possible. Our team has access to the depth of experience of all the professionals from Stantec. This depth of our resources will help keep us on track to deliver each project on your schedule and within budget.

Team Members	Availability
Keith Greminger	30%
Jared Beck	50%
Rachel Booth	50%
Joel Mann	60%
Hamid Sahebkar	30%
Erin Sturm	50%
Matt Starr	50%
Brandon Johnson	50%
Emily Henke	60%
Lindsay Robin	60%
Peter Napoli	60%
Corey Gray	60%

 **New Port Richey CRA Update Availability**

 **Other Project Commitments**

# LOCATION

## **Tampa Office:**

777 S. Harbour Island Blvd.  
Suite 600  
Tampa, FL 33602

**Just 45 minutes  
from the City**



## Local Presence, Local Knowledge and National Expertise

Our 125-person staff in the Tampa office is supported by literally thousands of professional throughout the state and nation. This provides the City of New Port Richey with all the benefits of a local, experienced, and responsive vendor, while also offering tremendous depth of expertise in highly specialized areas. Our team offers:

### **Local Office.**

This makes scheduling of face-to-face meetings and site visits easier and quicker because of smaller time blocks associated with staff travel.

### **Local Support.**

Having local support staff to provide administrative, managerial, and logistical support provides cost efficiencies and allows more time to be dedicated to executing project tasks and developing solutions.

### **Local Knowledge.**

Living and working in the Tampa Bay area provides our Team with key market knowledge of materials and vendor pricing in addition to holding long-standing relationships with local utilities and local, state, and federal regulatory agencies.

Stantec's strong commitment to client satisfaction is the foundation of our service to you. Just 45 minutes away from the City's offices, our **Stantec Tampa office** is ideally situated to serve New Port Richey.

### **National Expertise.**

Stantec brings the country's best and brightest professionals with expertise in many sectors to bear as needed on local projects.

# LITIGATION

There are no unsatisfied judgments or arbitration awards outstanding against Stantec. Stantec does have some legal proceedings, lawsuits, or claims pending. These are a normal part of professional services industries. All have been reported to Stantec's insurers who are in the process of adjusting/managing them. None will have a material effect on the financial position of the company or its ability to undertake this assignment. Perhaps of greater comfort to our clients is the fact that Stantec seeks to deal with client concerns and claims promptly and fairly through its Risk Management group. As a public company, Stantec has substantial assets and maintains a high professional liability insurance limit. Stantec's claims history has resulted in relatively low insurance premiums when compared with firms of similar size and character.

REQUEST FOR PROPOSAL

# Community Redevelopment Plan Update

JUNE 30, 2022

PREPARED FOR: CITY OF NEW PORT RICHEY // PREPARED BY: STANTEC'S URBAN PLACES



An aerial photograph of a city waterfront. In the foreground, a multi-lane bridge spans across a body of water. The middle ground shows a mix of greenery, parking lots, and various buildings. In the background, a dense urban skyline is visible under a cloudy sky. The text 'CRA EXPERIENCE' is overlaid in large, white, bold letters on the left side of the image.

# CRA EXPERIENCE

## All Things Urban

Bringing together global experts in smart mobility, resilience, real estate feasibility, planning and urban design, mixed-use architecture, smart cities, and brownfield redevelopment, our team is uniquely positioned to provide New Port Richey with an innovative and creative plans and designs from a cohesive, focused team.

Our team's project experience, as outlined in the following pages, provides a strong sample of local projects where we have completed similar tasks and produced a quality product suited to individual needs. As demonstrated, our team has the expertise and experience to carry out the work required and continues to expand on this knowledge base through training, conferences, and research opportunities.



*The City of Fort Myers CRA has been a leader in community redevelopment. Stantec is proud to have helped them advance their Plans, including Plan Updates and area modifications for many years.*



# Opa-locka Master Plan

OPA-LOCKA, FLORIDA

<b>Client</b>	City of Opa-locka CRA
<b>Dates</b>	2020-2021
<b>Project Type</b>	CRA Plan Update
<b>Reference</b>	Corion J. DeLaine, Interim CRA Manager Opa-locka Community Redevelopment Agency 305.953.2868, ext. 1503

Ten years after adopting the Opa-locka Community Redevelopment, the Opa-locka CRA sought a to create a vision specific to the complexities of Downtown and a playbook to implement it. Hindered by decades of disinvestment, a range of uses including aging stand-alone and strip center commercial, industrial, public and social services, low-quality multi-family housing and deteriorating single family residential, and a generation of political scandals and corruption, the CRA knew a new vision needed be vibrant, capture support of the community, and be implementable. The CRA also wanted to build on it's few historic resources and tackle it's generational poverty.

Working with the CRA, City staff, key non-profit partners and stakeholders, local entrepreneurs, and community members, we developed a vision based on market-realities and with developer and business interest to reshape Downtown. Significant investment in the public realm, programs to attract and support local business development and workforce readiness, financial incentives and partnership strategies, a parking and mobility plan, public-realm programming, establishment of a historic district, marketing, and clear place-based and policy-based strategies for its implementation are all foundational elements in the Plan.

The CRA and City were keenly aware of the perception their community has, and the "false fresh starts" that have occurred over the years. In addition to the Plan goals and strategies, they wanted a final document that would be easily understood by the community, and include the necessary detail, data, and inspiring graphics that it would also serve as a marketing tool to developers, investors, and prospective businesses.



**2022 - Outstanding  
Equity Plan of the Year,  
Florida Planning and  
Zoning Association**





# Central Fort Myers Redevelopment Area Plan Update

FORT MYERS, FLORIDA

<b>Client</b>	City of Fort Myers
<b>Dates</b>	2020 - 2021
<b>Project Type</b>	CRA Plan Update
<b>Reference</b>	Michele Hylton-Terry, Executive Director Fort Meyers Community Redevelopment Agency 239.321.7100

After more than 20 years of focused redevelopment within historic Downtown Fort Myers, the City and Community Redevelopment Agency shifted focus south to the “Midtown” area. Historically an extension of downtown this area struggled to realize any significant private reinvestment over the years. Compounding the challenge is the large number of City, County, State, and Federally owned properties, in addition to faith-based and social services that generate limited activity. The City conducted a two year community process to develop what the broader vision of the greater Midtown area could potentially be. Stantec was subsequently hired by the CRA to evaluate the existing Central Fort Myers Redevelopment Area and the potential expansion of it.

Understanding a prior Stantec city-wide redevelopment analysis had already determined a southern expansion would be beneficial to the Central Area, Stantec developed a Finding of Necessity compliant with Florida Statute and assisted the CRA in it’s adoption. Following adoption, the CRA and City elected not to expand the Central Area based on a lack of County support.

The Stantec team was then asked to update the Plan based on the existing boundary, and through detailed analysis identified four critical areas of focus for the CRA and it’s action plan; Economic Development, Housing, Transportation, Streets & Parking, and Public Spaces. Essential goals and action steps were developed for each of these. Key emphasis included locally owned business development, a broad mix of housing affordability, pedestrian connectivity and a transit network prepared for the future and new technologies, resiliency, and safe and quality public spaces. The final plan also included a 30-year budget with annual allocations to advance the goals and action steps.

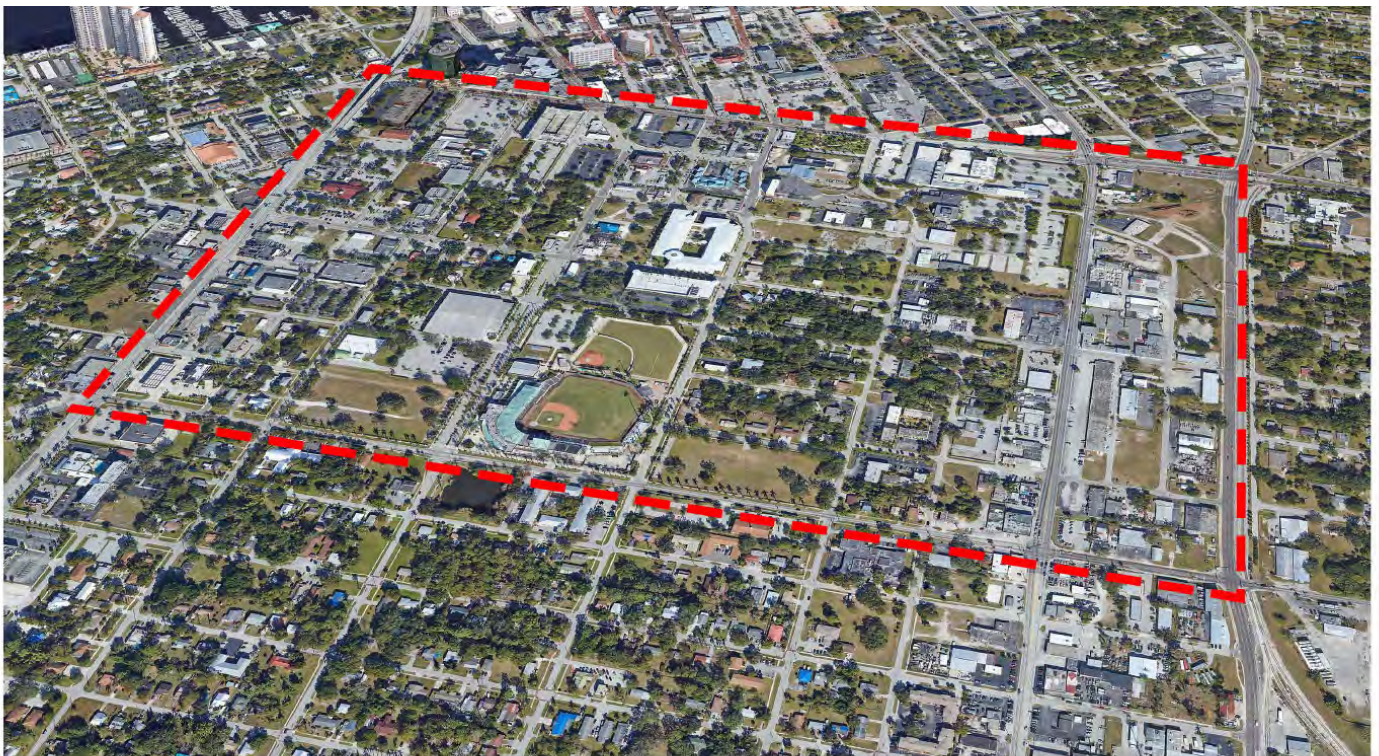


Figure 1.1 View of Midtown and Project Focus Area



## Marianna West End Redevelopment Area Finding of Necessity & Plan

### MARIANNA, FLORIDA

<b>Client</b>	City of Marianna
<b>Dates</b>	2020 - 2021
<b>Project Type</b>	CRA Plan Update
<b>Reference</b>	Kay Dennis, AICP City of Marianna 850.482.2786

Founded in 1827 and pre-dating the Civil War by more than three decades, the City of Marianna was once the epicenter of Florida's burgeoning cotton industry and was comprised of vast areas of south plantations and agricultural fields. Today, the City has retained a sense of old Florida character, numerous historic commercial and residential properties, and traditional residential neighborhoods lined with stately oak trees draped in spanish moss that helps maintain its small-town feel.

Like many small communities, it has suffered economic challenges and a population base that has ebbed and flowed over the past decades. Limited job growth, a decline in commercial uses, and a myriad of other factors exacerbated the City's decline, including impacts from Hurricane Michael in 2018 – a category 5 storm and the fourth strongest hurricane to make landfall in U.S. history.

Having experienced success with its current redevelopment area, but not wanting to take focus or funding away from what it had achieved, the City hired Stantec to help create a second redevelopment area. Following detailed on-site evaluation, we worked with the City to identify the proposed West End Redevelopment Area. Following this and ensuring the area would meet statutory requirements to satisfy the presence of slum and blight, Stantec prepared the Finding of Necessity. After approval, Stantec worked with the project team to develop the Plan and support the City through the adoption process.

Recognizing the limited tax increment expected to be generated in early years, a key focus of the Plan was to identify "quick wins", key partners, and additional funding sources that could help initiate



redevelopment activities quickly. The projects identified were also prioritized based upon their overall visual impact, and ability to act as a catalyst for additional projects – including private sector investment.

**The overall plan goals and actions focused:**

- + Business Retention & Recruitment
- + Neighborhoods & Housing
- + Gateways & Public Spaces



### 06 IMPLEMENTATION GOALS & ACTIONS

The West End has significant challenges and opportunities ahead. Redevelopment will require committed, consistent efforts coupled with various actions from the CEA, the City, and community stakeholders. The eastern side of the City and beyond has captured nearly all of the commercial development in recent years, leaving the portion west of the downtown area a challenge for the western side. Aging infrastructure and a substantial number of deteriorated and vacant houses and neighborhood commercial buildings within the residential areas will also be a detriment. However, there are numerous signs of redevelopment occurring in these areas. Redevelopment of a select number of commercial properties along US 90 and Penn Avenue to act as catalysts, combined with administrative support in the residential neighborhoods, to reward and encourage redevelopment, will be key to the success of the West End, and other key focus actions: the potential to redevelop this area.

**Four Goals to Guide the West End**

- Retain existing businesses and recruit new businesses:** The West End is home to a variety of businesses including independent local and national restaurants and retail. Each business contributes to the overall value of the corridor. Creative incentives and approaches to keep these businesses operating within the West End is important to its future success. Additionally, the opportunity to help strengthen overall business performance is present in the West End.
- Recruit new independent and neighborhood catalyst sites on US 90 and Penn Ave:** The City is working hard in conjunction with the Jackson County Economic Development Council, to attract new businesses to the community. These efforts should continue. Identifying catalyst sites, working with that property owners to attract future tenant opportunities, and redevelop sites for future redevelopment or ownership will be important efforts in redeveloping key segments within the commercial corridors.
- Improve housing stock and availability in the neighborhood:** As a recovery continues from the aftermath of Hurricane Michael, reinvestment in proper two can be used as a catalyst to continue revitalization throughout the West End neighborhoods. A variety of low-cost actions and programs can be implemented early in the redevelopment areas to continue this momentum.
- Invest in the public right-of-way:** The Florida Department of Transportation's manager and the limited right-of-way on US 90 and Penn Avenue create limitations to the improvements that can be done to the roadway themselves. However, some early and limited improvements can be made, including landscaping and enhanced maintenance. Additionally, continued street replacement within the West End residential neighborhoods is important. Opportunities to expand on these projects as they are completed should be identified and implemented.

**Key Action Areas:**

- US 90 / Heald Street
- US 90 / Penn Avenue Intersection
- Farmer's Home Furnishings Plaza Area
- Penn Avenue / South Street / School St
- West Avenue from Old Cottontail Road to US 90

West End Quick Wins	
Goal	Short Term Actions
Retain Existing Businesses & Recruit New Businesses	<ul style="list-style-type: none"> <li>• Identify opportunities for West End businesses to participate in community promotions, business and marketing training, and other programs.</li> <li>• Establish and support an active advisory &amp; stakeholder working group to help implement the Plan.</li> <li>• Update existing database and marketing collateral on local attractions and expand outreach efforts to local and nearby organizations (Visit Florida, Chamber of Commerce, Jackson County Tourist Development Council) and work with Main Street Marietta to increase social media and targeted promotions.</li> <li>• Promote catalyst redevelopment sites with local real estate brokers and implement a similar engagement campaign with property owners.</li> <li>• Increase code of enforcement and inspection programs including fence streets and landscape regulation, paint and other to improve visual appearance.</li> <li>• Land Development Code amendments to enhance signage, landscape, and buffer standards.</li> </ul>
Improve Housing Stock & Availability	<ul style="list-style-type: none"> <li>• Increase code of enforcement and identify opportunities to assist property owners in effectively remediating code issues.</li> <li>• Develop neighborhood programs to help organize and facilitate neighborhood programs, City initiatives and build community relationships.</li> <li>• Work with neighborhood champions to identify small scale projects that can be done through sweat equity for neighborhood improvements.</li> <li>• Identify opportunities for infill housing, and potential voluntary acquisition and disposition of parcels for affordable housing with local homeowners.</li> </ul>
Invest in the Public Right-of-Way	<ul style="list-style-type: none"> <li>• Land Development Code amendments to enhance signage, landscape, and buffer standards.</li> <li>• Identify funding opportunities and initial land base on Penn Avenue between Old Cottontail where space allows.</li> <li>• Enhance right-of-way maintenance including mowing, edging, and debris cleanup.</li> <li>• Replace manholes or missing street or curbs, regrading signage.</li> </ul>

# ADDITIONAL CRA EXPERIENCE



**City of Fort Myers Community Redevelopment Agency REDEVELOPMENT AREA BOUNDARY REVIEW & RECOMMENDATIONS**

Since 1984 the Fort Myers Community Redevelopment Agency (CRA) has established one different redevelopment areas within the City. In 2017 the CRA asked the question, "Are we really doing the best we can with our redevelopment areas as they are?" The CRA had the desire to take a fresh look at the big picture of redevelopment needs and opportunity within Fort Myers. Starting in a working relationship with the CRA and City conducted an assessment of redevelopment needs within the city and performed a detailed analysis of each of the redevelopment areas including general planning efforts, implementation completed, current demographics and conditions, funding and relationships to other redevelopment needs in the city.

This effort resulted in a series of action items for the agency to undertake in the following year that would strengthen opportunity for redevelopment success in Fort Myers.

The following outlines each of the nine Areas studied, general opportunities, constraints, recommendations and the next steps.

**Development areas as studied**

Area	Opportunities	Constraints	Recommendations
<b>Central Fort Myers</b>	<ul style="list-style-type: none"> <li>Location and connectivity to the downtown area</li> <li>Proximity to the Stadium &amp; State Park</li> <li>Proximity to major highways and transit</li> <li>High visibility</li> <li>High percentage of locally-owned business and properties</li> <li>Adjacent to central residential</li> <li>Featuring FDOT upgrades, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Large amount of properties within the Area do not generate tax revenue</li> <li>Only five of the 25 streets that the Area has been in place have generated tax revenue</li> <li>Low rate of owner occupancy</li> <li>High poverty &amp; vacancy rates</li> </ul>	<ul style="list-style-type: none"> <li>Extend the existing Central Fort Myers Redevelopment Area</li> <li>Extend the Downtown Redevelopment Area to include the area south to Canal Street and east to Fowler Street</li> </ul>
<b>Cleveland Avenue</b>	<ul style="list-style-type: none"> <li>High visibility</li> <li>Featuring within the area</li> <li>High percentage of locally-owned business and properties</li> <li>Adjacent to central residential</li> <li>Featuring FDOT upgrades, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Significant amount of undeveloped parcels</li> <li>Unhealthy pedestrian experience</li> <li>Limited business access and parking</li> <li>Vehicle assigned from residential</li> <li>Current conditions building</li> <li>Unhealthy signage, landscape, etc.</li> <li>Demarcation is extending to adjacent residential</li> </ul>	<ul style="list-style-type: none"> <li>Extend Sub-Area 1 to include additional residential</li> <li>Extend Sub-Area 2 to include additional residential, office, and commercial</li> <li>Extend Sub-Area 3 as is</li> <li>Extend Sub-Area 4 as is</li> </ul>

**City of Fort Myers Community Redevelopment Agency REDEVELOPMENT AREA BOUNDARY REVIEW & RECOMMENDATIONS**

Area	Opportunities	Constraints	Recommendations
<b>Downtown</b>	<ul style="list-style-type: none"> <li>Large historic character</li> <li>Proximity to the River District</li> <li>New restaurants, shops &amp; town development</li> <li>Completion of downtown transit</li> <li>Active residential and civic groups</li> <li>Proximity to major highways and transit</li> <li>High visibility</li> <li>High percentage of locally-owned business and properties</li> <li>Adjacent to central residential</li> <li>Featuring FDOT upgrades, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Large undeveloped parcels</li> <li>Proximity to the downtown area</li> <li>Proximity to major highways and transit</li> <li>High visibility</li> <li>High percentage of locally-owned business and properties</li> <li>Adjacent to central residential</li> <li>Featuring FDOT upgrades, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Expand the area to include the eastern and western ends</li> <li>Expand the southern boundary to include the Central Fort Myers Redevelopment Area &amp; beyond</li> <li>Expand the northern boundary to include the Central Fort Myers Redevelopment Area &amp; beyond</li> <li>Expand the eastern boundary to include the Central Fort Myers Redevelopment Area &amp; beyond</li> <li>Expand the western boundary to include the Central Fort Myers Redevelopment Area &amp; beyond</li> </ul>
<b>Dr. Martin Luther King, Jr. Boulevard</b>	<ul style="list-style-type: none"> <li>Proximity to major highways and transit</li> <li>High visibility</li> <li>High percentage of locally-owned business and properties</li> <li>Adjacent to central residential</li> <li>Featuring FDOT upgrades, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Large amount of properties within the Area do not generate tax revenue</li> <li>Only five of the 25 streets that the Area has been in place have generated tax revenue</li> <li>Low rate of owner occupancy</li> <li>High poverty &amp; vacancy rates</li> </ul>	<ul style="list-style-type: none"> <li>Extend the existing Central Fort Myers Redevelopment Area</li> <li>Extend the Downtown Redevelopment Area to include the area south to Canal Street and east to Fowler Street</li> </ul>
<b>Dunbar Michigan</b>	<ul style="list-style-type: none"> <li>Proximity to major highways and transit</li> <li>High visibility</li> <li>High percentage of locally-owned business and properties</li> <li>Adjacent to central residential</li> <li>Featuring FDOT upgrades, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Large amount of properties within the Area do not generate tax revenue</li> <li>Only five of the 25 streets that the Area has been in place have generated tax revenue</li> <li>Low rate of owner occupancy</li> <li>High poverty &amp; vacancy rates</li> </ul>	<ul style="list-style-type: none"> <li>Extend the existing Central Fort Myers Redevelopment Area</li> <li>Extend the Downtown Redevelopment Area to include the area south to Canal Street and east to Fowler Street</li> </ul>
<b>East Fort Myers</b>	<ul style="list-style-type: none"> <li>Proximity to major highways and transit</li> <li>High visibility</li> <li>High percentage of locally-owned business and properties</li> <li>Adjacent to central residential</li> <li>Featuring FDOT upgrades, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Large amount of properties within the Area do not generate tax revenue</li> <li>Only five of the 25 streets that the Area has been in place have generated tax revenue</li> <li>Low rate of owner occupancy</li> <li>High poverty &amp; vacancy rates</li> </ul>	<ul style="list-style-type: none"> <li>Extend the existing Central Fort Myers Redevelopment Area</li> <li>Extend the Downtown Redevelopment Area to include the area south to Canal Street and east to Fowler Street</li> </ul>

## Citywide Redevelopment Areas Analysis and Recommendations

FORT MYERS, FLORIDA

Client City of Fort Myers

Committed to achieving significant redevelopment within the City of Fort Myers, Stantec was hired to evaluate each of the nine community redevelopment areas for their current viability, and develop recommendations on any modifications that may strengthen their ability to be successful. As a major undertaking, research and review of original finding of necessity's, redevelopment plans, and actions accomplished established a baseline to evaluate current success.

Field surveys, data analysis, tax increment revenue forecasts and analysis, mapping, and coordination with CRA and City Staff on future capital investments, community needs, growth projections and planning efforts allowed us to develop a comprehensive report with implementable strategies for the CRA to execute in the upcoming years. Various recommendations included expansion and contraction of boundaries, sunseting of districts, and extending effective lifespans.

Since adoption of the Citywide recommendations, the CRA and the City have been using this document as their action plan and continue to implement it.

**2019 Florida Redevelopment Association, Roy F. Kenzie Award - Large City Planning Studies, Fort Myers Citywide Redevelopment Analysis and Recommendations**






**INTERACTIVE MAP  
PUBLIC COMMENTS**



- LEGEND**
- Something I Like
  - Something I Dislike
  - Ideas & Suggestions
  - Comments



<p><b>Ideas &amp; Suggestions</b></p> <p>Several Respondents express a desire for efforts that incentivize redevelopment along this portion of Franklin which boasts many vacant storefronts and buildings.</p> 	<p><b>Something I Like</b></p> <p>Respondents appreciate the historic buildings along this portion of Franklin Street, many expressed a desire to see historic buildings which remain vacant, re-used &amp; reactivated.</p> 	<p><b>Comments</b></p> <p>Respondents would like to see improvements to and maintenance of streetscape such as pressure washing, litter clean-up and addition of pedestrian amenities such as lighting, benches and trash cans.</p> <p>Respondents also commented on the desire to see an activation of the streetscape through outdoor dining opportunities and pop-up events associated with street-closures. Many respondents suggest a more formal approach to regularly scheduled street closures such as retractable &amp; pop-in bollards.</p>	<p><b>Something I Dislike</b></p> <p>Respondents commented on the abundance of unhoused persons along Area 1 of Franklin Street which contributes to perceptions of safety and the predominant use of streetscape amenities such as benches by unhoused persons.</p> <p>Respondents also commented on the "lead zone" created by surface parking lots and the effect such zones have on the character of the street. Respondents desire to see surface parking lots redeveloped with more intense uses that activate the streetscape.</p>
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27 Franklin Street Visioning Document • Tampa Downtown Partnership • Stantec

# Franklin Street Vision

TAMPA, FLORIDA

**Client** Tampa Downtown Partnership

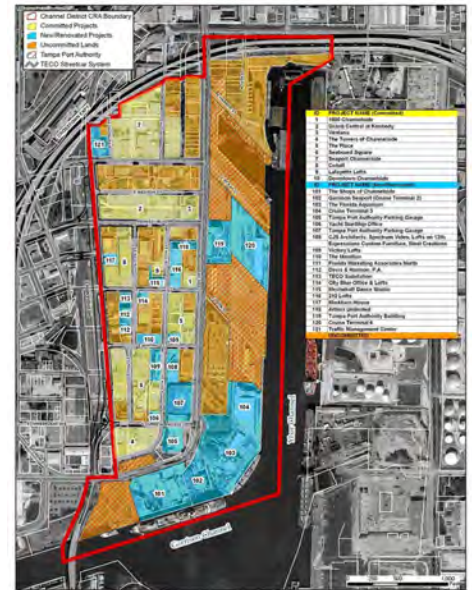
Dating to the mid 1800's, Franklin Street was once the epicenter of commercial and civic activity in Tampa, Florida – serving as one of the City's first "Main Streets". However, like many historic downtown areas, Franklin Street ultimately fell victim to larger economic forces in the mid 1900's which affected downtowns nationwide and caused de-industrialization and population exodus.

The Franklin Street Vision seeks to build on past planning efforts to revitalize historic Franklin Street in downtown by providing detailed block-by-block strategies in a very graphic-forward plan to promote reinvestment and redevelopment along Franklin which recognizes and compliments the Street's historic significance. These strategies are consolidated for user reference based on category such as Branding, Marketing & Placemaking, and Economic Development. Specific strategies also include responsible parties to manage accountability.

Despite development during the Covid-19 pandemic community engagement was outstanding and on multiple surveys we achieved a confidence level of 95% +/- 5 points based on the population of Hillsborough County. Our project team utilized an interactive and dynamic web and map application allowing users to pin comments, ideas, thoughts, and questions on specific areas within the corridor, learn more about the project, view project graphics, photos, and other imagery, participate in multiple surveys, among other things as a key tool. Virtual stakeholder interviews, walking tours, and organizational engagement were additional tools that helped bring success.



**2021 Florida  
Redevelopment  
Association, Roy F.  
Kenzie Award – Large  
City Planning Studies,  
Franklin Street Vision  
Plan**



# Walkable Channelside Master Plan & Design Standards

TAMPA, FLORIDA

**Client** Channelside CRA, City of Tampa

Stantec collaborated with national walkability expert Jeff Speck to create a plan which will transform 40 acres of parking lots and industrial buildings and is on track to receive the world’s first WELL® District certification from the International Well Building Institute. Fusing urban amenity, culture, and community, the Channelside district will become both a nationally prominent destination and a lively urban neighborhood.

The plan organizes up to 6 million square feet of mixed-use development into a district where everything lies within a five-minute walk of everything else. The plan connects a broad range of activities—including offices, housing, stores, medical research, sports facilities and a medical school—into a walkable network of landscaped streets, squares, and parks.

A new street network tames an existing high-volume arterial to create a diverse environment that invites residents and visitors to stroll along a main street lined with shops and restaurants. That street leads to Channelside, the walkable heart of a lively food, entertainment, and sports scene anchored by the Tampa Bay Lightning’s arena. A plaza facing the arena becomes the animated civic focus of the district, filled with interactive art a rich mix of amenities.



## City of Naples Vision Plan Assessment and Goals

NAPLES, FLORIDA

Client City of Naples

More than a decade after adopting its first long range vision plan, the City of Naples and its residents determined it was time to revisit that vision and take a fresh look ahead. With substantial population growth and development that had been occurring throughout Southwest Florida, significant commercial and residential redevelopment within the City of Naples, and a range of other issues impacting the community, the concern for having a solid Vision is viewed as critical by the residents.

The City's Planning Advisory Board initiated a request, and subsequently hired Stantec to lead a broad public engagement process that would culminate in recommendations on the relevance of the various elements within the current Vision Plan, as well as develop through the public process a clear understanding and identification of future elements, specifically opportunities, issues, and assets within the City that need to serve as the framework for a plan update.

Following the numerous stakeholder interviews, public comments, and workshop sessions, Stantec developed, with the Planning Advisory Board, an online survey drawing from the information gathered. The number of survey responses far exceeded expectations resulting in a 99% confidence level with less than a 4-point margin of error. When complete, the survey will provide the quantifiable data the City is desiring, while allowing Stantec to develop clear recommendations on the future Vision of the City of Naples.



Workshops offered a forum for questions, discussion, and idea generation.  
Fort Myers, Florida  
PROCESS

**Dr. Martin Luther King, Jr. Boulevard Redevelopment Area  
MLK Expansion Workshops**

<b>Thursday, February 8</b> The MLK 2000 Cleveland Avenue 8:00-12:00 p.m.	<b>Thursday, February 23</b> Dixie Community School 3807 High Street 8:00-12:00 p.m.	<b>Thursday, February 25</b> MLK Avenue Middle School 2808 Douglas Avenue 8:00-12:00 p.m.
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**MLK Expansion Goals:**

1. Expand the MLK Redevelopment Area (MLK)
2. A management plan to be in place by 2015
3. The MLK Redevelopment Area (MLK) to be a model of a successful urban neighborhood
4. The MLK Redevelopment Area (MLK) to be a model of a successful urban neighborhood
5. The MLK Redevelopment Area (MLK) to be a model of a successful urban neighborhood
6. The MLK Redevelopment Area (MLK) to be a model of a successful urban neighborhood
7. There are no artificial or arbitrary geographic boundaries to the MLK Redevelopment Area (MLK)

**MLK Expansion Features:**

1. The MLK Redevelopment Area (MLK) to be a model of a successful urban neighborhood
2. The MLK Redevelopment Area (MLK) to be a model of a successful urban neighborhood
3. The MLK Redevelopment Area (MLK) to be a model of a successful urban neighborhood
4. The MLK Redevelopment Area (MLK) to be a model of a successful urban neighborhood
5. The MLK Redevelopment Area (MLK) to be a model of a successful urban neighborhood
6. The MLK Redevelopment Area (MLK) to be a model of a successful urban neighborhood
7. The MLK Redevelopment Area (MLK) to be a model of a successful urban neighborhood

Workshop comments placed in blue, pink, green, social media platform to encourage more work.

<p><b>WINS:</b> High-end Clean up! Serving better just west of the 175+ Ave Additional recreational options/opportunities and a Private Postcard Concerns: Storm (WIND/FLIP) Belt New Historic/Modern Types Historical/Industrial Public Amenities Lighting More green space</p>	<p><b>WANTS:</b> Clean up SMA R.S. Complex 3rd building  <b>NOT TO BE DONE:</b> Junk yards Industrial Bldgs. Cultural or light Visual noise Fast lanes</p>
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Individual and group comments were included in the process with residents and businesses.

Page 2.1  
August 2018



Identify Opportunity to Combine Business Support with Investment in Public Spaces, MLK at Highland Avenue  
Investment Emphasis at Intersections and Long Standing Businesses will Benefit Visitors and Business Retention, MLK at Highland Avenue



Grant Program for Homeowners will Encourage Resident Investment and a Trickle Effect  
Create Safe & Attractive Livability to Business Areas with the Expansion Area, and Leverage Private Investment, Commercial Avenue at Thomas Street

Page 5.5  
August 2018  
Fort Myers, Florida  
Dr. Martin Luther King, Jr. & Veronica S. Shoenaker Boulevards Privatization Plan Update

# MLK Jr. Boulevard Redevelopment Area Expansion and Plan Update

NAPLES, FLORIDA

Client City of Fort Myers CRA

Encompassing slightly over 2,500 acres, 10,000+ residents, 400+ businesses, multiple schools, centers of higher education, religious facilities, parks and recreation centers, among others, and divided into quadrants by two primary thoroughfares in the City, the expectations and demands on an implementable expansion plan were high.

The Fort Myers CRA, working with Stantec, determined an expansion of the Dr. Martin Luther King. Jr. Boulevard Redevelopment Area would unify multiple redevelopment areas and better provide for economic development and plan implementation. After decades of feeling neglected by much of the City, the CRA wanted to ensure that the community was heavily involved and to see implementation strategies that could be done at the staff or community level.

Using the previous plans as a base, and guided heavily by consistent community feedback, we translated the community wants into implementable action steps, prioritized them, and developed cost allocations for the 30-year lifespan of the redevelopment area. The plan focused heavily on quality of life, neighborhood improvements, small business development, and public spaces.

REQUEST FOR PROPOSAL

# Community Redevelopment Plan Update

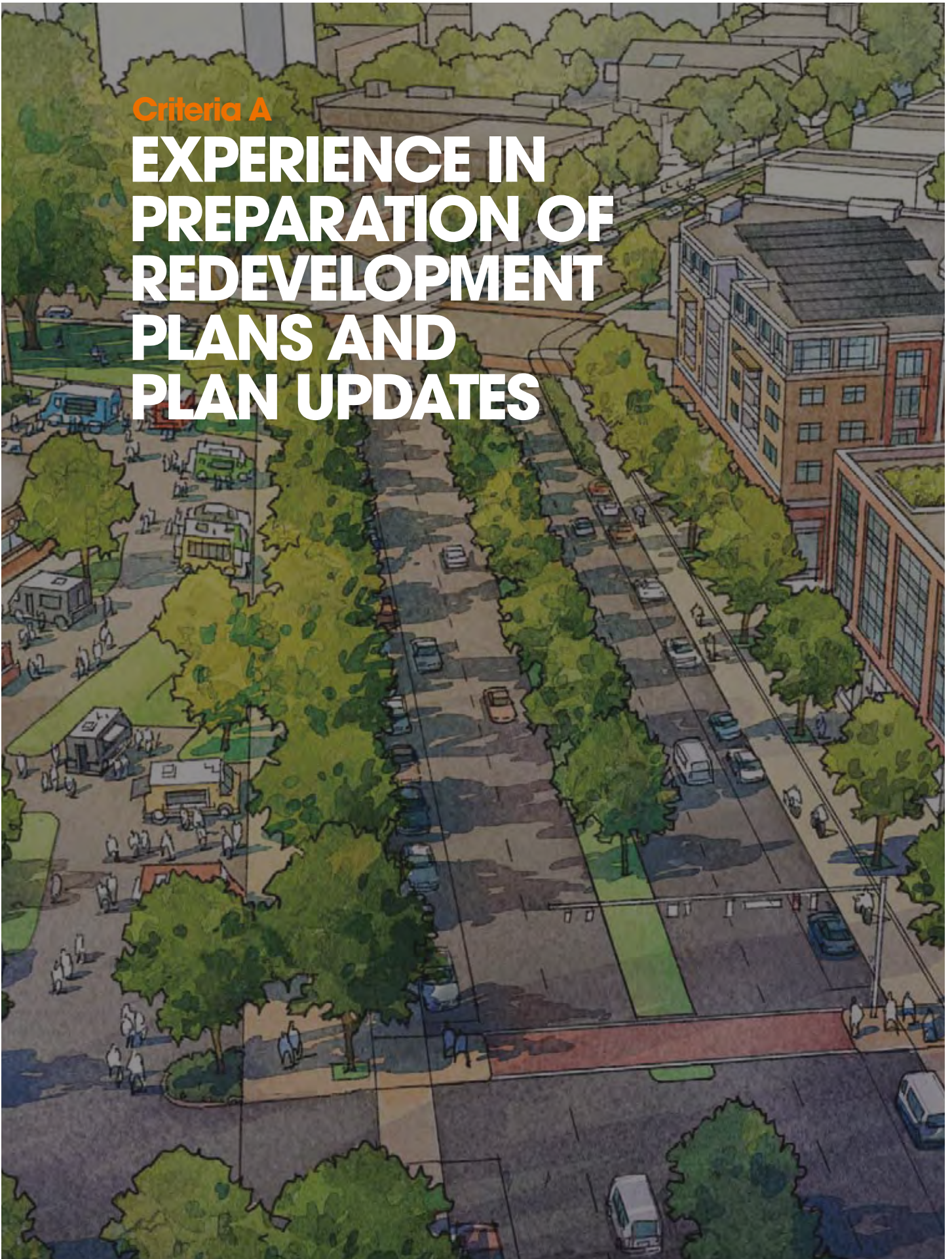
JUNE 30, 2022

PREPARED FOR: CITY OF NEW PORT RICHEY // PREPARED BY: STANTEC'S URBAN PLACES



**Criteria A**

# EXPERIENCE IN PREPARATION OF REDEVELOPMENT PLANS AND PLAN UPDATES



## MIRACLE MILE REDEVELOPMENT CORAL GABLES, FL



### The Experience to Deliver

We have had the honor to work with many communities throughout Florida, and beyond, that have characteristics similar to New Port Richey – and one thing we know is that no matter how similar those characteristics are, there are always those special things that make a community unique. Our goal is to work with you on shaping your vision while bringing those special things forward and developing a Redevelopment Plan Update that is a clear and implementable Plan that will work for you!

We have reviewed the RFP in depth, evaluated related documents, and enjoyed our previous work in New Port Richey. As communities rebound from the impact of the Covid-19 pandemic and realize continued increases in revenue, this is an ideal time to prepare a Plan update. Our team brings decades of experience working with similar communities or characteristics as New Port Richey on creating Redevelopment Plans, Plan Updates, Community and Neighborhood Plans, and Comprehensive Plans that capture the essence of each community's unique characteristics.

A few representative communities include the City of Fort Myers CRA, City of Opa-locka CRA, Tampa Downtown Partnership, City of Marianna CRA, City of Florida City CRA, Collier County CRA, City of Tampa Downtown and Channelside CRA's, City of Bonita Springs, City of Naples, City of Hallandale Beach, and the Manatee County Redevelopment & Economic Opportunity office. The work we have done for these communities have included preparation of Finding of Necessities, Redevelopment Plans and Plan Updates, Strategic and Vision Plans, and we've had the pleasure of facilitating implementation of varying aspects of these.

More specific to CRA's, we are intimately familiar with Florida Statutes Chapter 163 and the nuances specific to CRA authority. We are actively engaged in the Florida Redevelopment Association (FRA) and project manager, Jared Beck, has previously served on the Legislative Committee and led the Southwest Florida efforts to minimize adverse statute changes during the contentious 2017 and 2018 legislative sessions.

Keith Greminger, Principal in Charge, and Rachel Booth, Redevelopment Planner, have actively been involved in CRA's for nearly two decades. Rachel also served as the CRA Manager for the Lealman Community Redevelopment Agency in Pinellas County.

While our goal with every project is to develop a planning document that serves as a widely supported and implementable tool for the city, county, or agency we are working for, we are honored that several of our recent projects have been recognized as award winning. A few of these include the Florida Planning and Zoning Association 2022 Outstanding Equity Plan for the Opa-locka Downtown Master Plan prepared for the City of Opa-locka CRA, the Florida Redevelopment Association 2021 Roy F. Kenzie Large City Planning Study award for the Franklin Street Vision Plan prepared for the Tampa Downtown Partnership, and the Florida Redevelopment Association 2019 Roy F. Kenzie Large City Planning Study award for the Citywide Redevelopment Analysis & Recommendations Plan prepared for the City of Fort Myers CRA.

**Criteria B**

**KNOWLEDGE OF  
CHALLENGES AND  
OPPORTUNITIES  
FOR COMMUNITY  
REDEVELOPMENT AREA**



# Challenges and Opportunities

New Port Richey's CRA shares many similar opportunities and challenges as other cities throughout Florida. Nearly a century after its incorporation, New Port Richey can boast a historic downtown commercial district including its frontage and recreational opportunities along the Pithlachascotee River and access to the Gulf of Mexico. Like many other historic communities around the state, New Port Richey's historic development patterns began changing shape during the post-war era and housing shifted from early day bungalows to modest sized production homes and neighborhoods. As larger and more established communities like Tampa formalized their role as the "big city", communities like New Port Richey would become in many ways bedroom communities. Over time, and with a booming retiree population, communities like New Port Richey also saw the introduction of mobile home parks – an affordable and low-maintenance winter home in paradise for many! As roadways continued to expand commercial uses with vast parking lots would begin lining US 19 instead of in the walkable streets of downtown.

Today, residential neighborhoods with aging and smaller housing stock are less competitive for resale and can often be associated with absentee ownership and challenges for code enforcement, including within the mobile home parks. Primary thoroughfares, including the US19 corridor present challenges with aging strip center commercial uses and no real sense of identity that face greater competition as residents seek more urban walkable shopping and dining. Today the large parking lots fronting the roadway show the declining demand and the number vacant storefronts available. Maintenance of many of these commercial properties within the city are below the standard many in the community desire, and various parcels, including the former hospital site and other undeveloped or cleared parcels are ready for major redevelopment. Motels and hotels that hosted winter visitors are also in declining condition and some have taken on permanent residents. Prostitution and other illegal activities are now at time associated with these.

Beyond the challenges with existing properties or uses along US19, residents desire a greater sense of identity or brand throughout the city, and an overall enhancement to the appearance of the community. They also desire a greater standard for new development and a wider range of housing options. Signage and wayfinding guiding residents and visitors downtown will enhance the city's assets and help define the community. As downtown continues its redevelopment, residents worry about parking, lighting, and general safety downtown and beyond.

As new development occurs in the city and around it, including anticipated larger development projects to the north of it, concerns over traffic including pedestrian and bicycle safety will also increase.

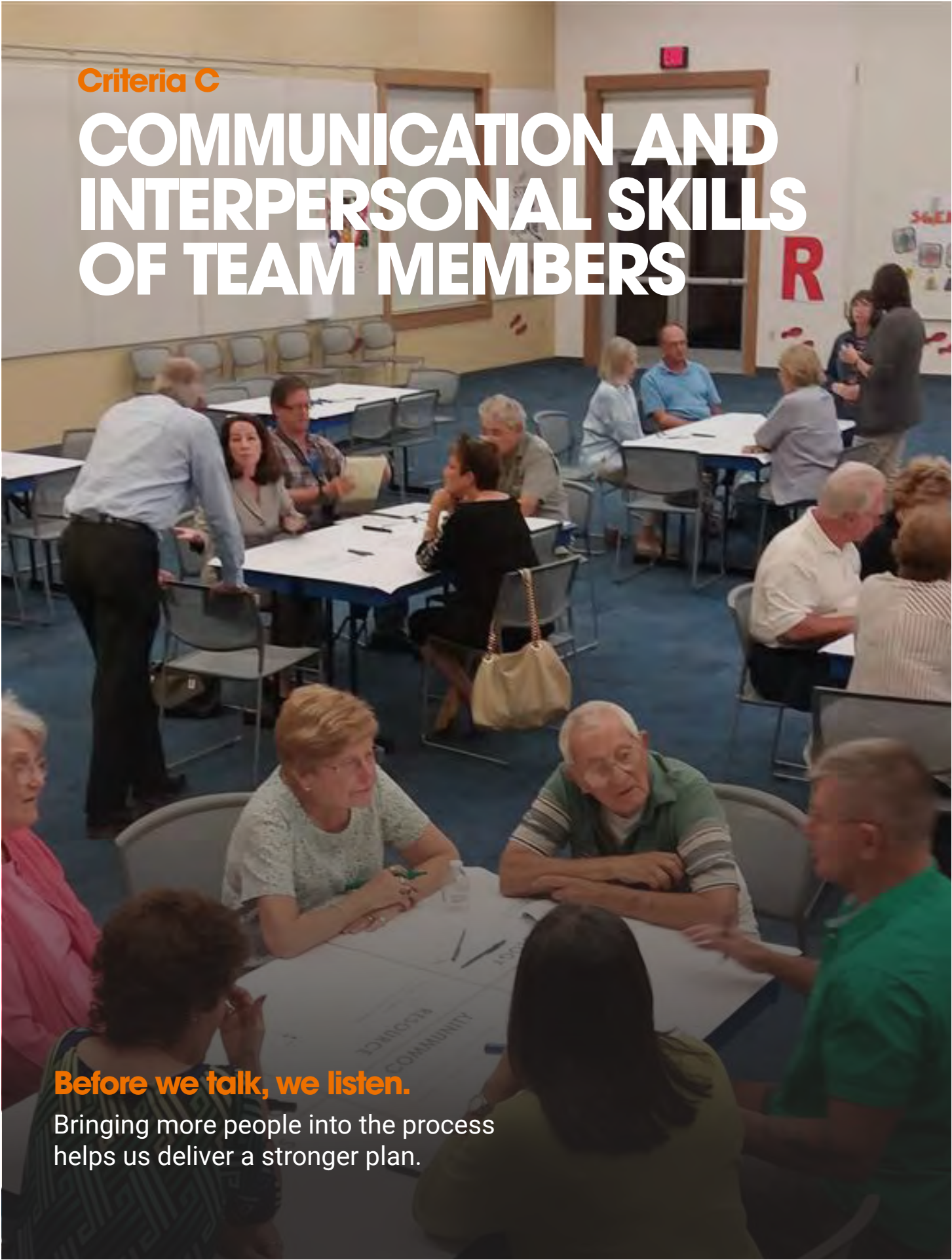
All of these existing and potential challenges in New Port Richey are also opportunities. Building on the momentum of large projects completed the last few years, including the new multi-family residential developments, targeted redeveloped or infill of certain properties along US91 can have a major impact on both economy and appearance. As housing prices continue to rise, younger buyers and families are often pushed to bedroom communities – these buyers bring energy and activity to a community and as older or more affluent residents seek that connection with history and recreation, downtown and surrounding areas will become more appealing for infill. The city's continued efforts to expand recreation and waterfront access will help. Downtown's historic charm, transformational projects like the Hacienda Hotel rehabilitation, and new businesses and events will continue to build the momentum and redevelopment is certain to occur.

These opportunities reflect some of the "big picture" changes that may come to the city – but while these occur, incorporating resiliency and adaption strategies, unifying through enhanced design standards, and incremental implementation of a brand or theme will be some of the important pieces that weave this together into the future New Port Richey!



**Criteria C**

# COMMUNICATION AND INTERPERSONAL SKILLS OF TEAM MEMBERS



**Before we talk, we listen.**

Bringing more people into the process helps us deliver a stronger plan.

# Communication

We know how important redevelopment is to a community and the significance of the planning process and plan that comes from it. We take our work with these and our own commitment to your schedule seriously. At the project kickoff with you we develop a preliminary schedule including milestone dates for the collective team – CRA, city, and Stantec, to review along with the draft work plan. Once we all agree and the work plan is finalized, we commit and stick to it!

Our commitment also includes staying on budget. We've included multiple similar projects in our proposal for reference that have been completed over the last two years and each one of them has been completed within budget (no change orders) and on schedule.

We approach each project as one of a kind and our planning philosophy always includes challenging ourselves to make every plan better than the one before. Our goal is to give you the most useful "toolbox", including implementation strategies possible to bring you and your community's vision to reality.

Our team structure includes a dedicated Project Manager (Jared) who will personally oversee all aspects of the project. He is supported by a Principal-in-Charge (Keith) who provides additional oversight and QA/QC. We've selected a team of individuals that are each highly skilled and have proven expertise in the areas we feel are needed to develop a great Plan, and who have an established history of working together successfully.

Internally, we conduct weekly project status calls that keep our team up to date and ensure no steps are missed along the way. We practice group work sessions, reviews, and commit to our internal progress and timelines the same way we do to you. A Stantec motto is "We Are Better Together" and that shows in our work. All of our team members have worked together on previous projects and collectively we take ownership of providing you a great Plan.

As a part of developing our work plan, we also anticipate bi-weekly calls with the CRA (and city), along with progress and final milestone reviews or work sessions. Following each of these we prepare a memo summarizing our sessions and include "to-do's" for all of the project team including CRA and city to stay on schedule. These also include meetings in preparation for various public information workshops and other sessions.

Our team organization and schedule are further detailed in this proposal.



## Criteria D

# PROPOSED VALUE OF PROFESSIONAL, PROPOSED SCHEDULE AND BREAKDOWN

Based on the scope of services outlined, we estimate a fee of approximately \$59,000 to complete the Plan Update and that it will be done within 6 months. The schedule and fee breakdown included in the Project Approach section later in this proposal will further outline this.



## Criteria E

# QUALITY OF WORK MATERIALS AND REFERENCE LIST OF SATISFIED CUSTOMERS

### Stantec References:

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#### **OPA-LOCKA DOWNTOWN MASTER PLAN**

**CORION J. DELAINE**

Opa-locka Community Redevelopment Agency

305.953.2868, ext. 1503

#### **CITYWIDE REDEVELOPMENT ANALYSIS & RECOMMENDATIONS**

**MICHELE HYLTON-TERRY**

Fort Myers Community Redevelopment Agency

239.321.7100

#### **WEST END REDEVELOPMENT AREA FINDING OF NECESSITY, ESTABLISHMENT AND PLAN**

**KAY DENNIS, AICP**

City of Marianna

850.482.2786

#### **FRANKLIN STREET VISION PLAN**

**KAREN KRESS, AICP, LCI**

Tampa Downtown Partnership

813.221.3686

#### **SRA REDEVELOPMENT PLAN UPDATE**

**MIKE WILLINGHAM**

Sebring Regional Airport, Commerce & Industrial Park

863.314.1300

**We're proud of the work we've done, and we encourage you to reach out to our references. We have also provided letters of recommendations from our clients on the following pages.**



September 24, 2021

To Whom It May Concern,

Re: CRA Consultant Recommendation

I highly recommend Jared Beck, AICP and Stantec for their work in redevelopment planning and other CRA initiatives. I've had the pleasure of working with Jared for many years and he's become a trusted advisor to our agency.

His background in urban design and planning, historic preservation, and experience as a former Director of the River District Alliance (downtown merchant district) where he helped transform Downtown Fort Myers into a vibrant destination through events, programming, small business development, strategic partnerships, marketing initiatives and more give him a terrific understanding of how to craft redevelopment strategies that work.

Jared and his team have consistently developed the tools we've needed over the last number of years, and we are experiencing great success from implementing them. Among the projects he's completed include:

- City-wide redevelopment area analysis and strategy recommendations (FRA award winner)
- Dr. Martin Luther King Jr. Boulevard Redevelopment Area Finding of Necessity
- Dunbar Michigan-Redevelopment Area Finding of Necessity
- Dr. Martin Luther King Jr. Boulevard Redevelopment Area Expansion and Plan Update
- Central Fort Myers Redevelopment Area Finding of Necessity
- Central Fort Myers Redevelopment Area Plan Update – draft

Jared has also been an advocate for redevelopment statewide and as a past member of the Florida Redevelopment Association Legislative Committee, he's worked with great effort to organize Southwest Florida in prior years to promote and lobby on behalf of CRA's in protecting the role and authority provided to us in Florida Statute Chapter 163.

Please don't hesitate to contact me if I can answer any questions or offer additional recommendation for Jared and Stantec.

Warm Regards,

A handwritten signature in black ink that reads "Michele Hylton-Terry". The signature is fluid and cursive.

Michele Hylton-Terry  
Executive Director  
Fort Myers Community Redevelopment Agency



**Corion J. DeLaine, Interim CRA Manager**  
Opa-locka Community Redevelopment Agency  
780 Fisherman Street, 4<sup>th</sup> Floor, Opa-locka, FL 33054  
Phone: (305) 953-2868, Ext. 1503  
Cell: (305) 213-0047

**September 23<sup>rd</sup>, 2021**

**To Whom It May Concern,**

I am very happy to provide this letter of recommendation for Jared Beck, AICP and the Stantec team for the great work they did in developing our Downtown Master Plan. This team was able to articulate the vision our community has had for historic downtown and translate it into a clear and easily understood market-based action Plan.

With existing uses ranging from downtown commercial and single-family residential to public recreation and industrial, the plan needed to address many things. Key for us was capturing the historic and cultural legacy of our community while developing action steps and a funding strategy that would allow us to develop compact critical residential mass, growth and development of locally owned and operated businesses, and invest in a dynamic and activated public realm.

The final Plan, its clear elements, and its vibrant imagery is an inspiring document that has excited our community – residents, local business, and development interest.

Among other elements, it includes values and goals, market projections, a downtown framework, districts and redevelopment scenarios, phasing, parking and mobility, streets and public spaces, zoning, historic preservation, gateways, incentives, funding models, and policy and placed-based implementation strategies. Again, I would highly recommend Jared and the Stantec team for their skill and expertise in redevelopment planning. If you have any questions or concerns, please contact our office at 305-953-2868, ext. 1503.

Sincerely,



Corion J. DeLaine, Interim OCRA Manager,  
Opa-locka Community Redevelopment Agency

CC: Jannie Russell, OCRA Chair  
Chris Davis, OCRA Vice Chair  
Veronica Williams, OCRA Board Member  
Matthew Pigatt, OCRA Board Member  
John Taylor Jr, OCRA Board Member  
Sherleen Bass, OCRA Board Member  
Rose Tydus, OCRA Board Member



**CITY OF MARIANNA**  
**MUNICIPAL DEVELOPMENT DEPARTMENT**  
Post Office Box 936  
Marianna, Florida 32447  
(850) 482-2786  
[kdennis@mariannafl.city](mailto:kdennis@mariannafl.city)

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September 23, 2021

To Whom It May Concern:

Re: CRA Planning Consultant Recommendation

I am honored to offer my recommendation of Jared Beck and Stantec for their work in redevelopment planning. They were recommended to us as we considered the creation of a second redevelopment area in our community, and we are so happy they are the firm we chose with which to work.

We really felt that Jared committed the time and effort to learn our community, its unique challenges, and identify the great things that make it special to us. His knowledge and expertise was invaluable throughout the process. He worked with us to:

- Refine the boundary of our proposed redevelopment area;
- Prepared the Finding of Necessity;
- Developed the West End CRA Plan;
- Supported us throughout the approval process.

This Plan is already proving to be a great tool for the us, and we are very excited about the future opportunities in our city that will develop from it!

Should you need additional information/clarification, you may contact me at 850-482-2786.

Sincerely,

A handwritten signature in black ink that reads "Kay Dennis". The signature is written in a cursive style.

Kay Dennis, AICP  
Municipal Development Director

128 Authority Lane  
Sebring, FL 33870  
info@sebring-airport.com  
Tel: 863.655.6444  
Fax: 863.655.6447  
www.Sebring-Airport.com

September 28, 2021

To Whom It May Concern,

Re: CRA Consultant

It is Sebring Airport Authority's pleasure to recommend Jared Beck and Stantec for their work in redevelopment planning. Our Agency and redevelopment area is unlike others as our primary operations support the Sebring Regional Airport, Commerce and Industrial Park related activities. It was important to us that the consultant we selected would be able to understand our complexities, develop a Plan that is easy for the general public and related agencies to follow, is implementable, and fully complies with Florida Statute. We have dealt with several other consultants in development of our updates to our Plan and by far Jared Beck has outshined them all.

Jared was recommended to us by our CRA legal counsel, and we are all extremely pleased we followed that recommendation. Jared Beck is very knowledgeable, extremely precise and a true professional.

We are really proud of the final Plan Update and would look forward to working with Jared and Stantec for any future redevelopment planning efforts.

If you have questions or need additional information please don't hesitate to contact me.

Sincerely,



Beverly K. Glarner  
Executive Offices



## Criteria F

# ENTHUSIASM FOR SUBJECT MATTER AND GENUINE COMMITMENT TO ASSIST THE CITY'S C.R.A.



**No plan will ever be realized unless it has the support of elected officials, the broader community at-large, and can be implemented within the regulatory framework of the city and beyond. We work with you to development realistic plans and this awareness is at the forefront throughout our planning process.**

## Enthusiasm for a Sustainable Plan

No plan will ever be realized unless it has the support of elected officials, the broader community at-large, and can be implemented within the regulatory framework of the city and other required agencies. We work with you to development realistic plans and this awareness is at the forefront throughout our planning process.

We don't believe in "painting a picture" that doesn't fit your community therefore, upfront, and direct conversations with elected officials, staff, and throughout the community involvement process are essential to understand the framework which redevelopment can occur. This doesn't mean that the regulatory framework can't change – but we go in understanding conditions and parameters that exist today.

Growth of the surrounding areas, including new development north of New Port Richey, perceived lack of redevelopment

within the city, a sense of no clear identity along the US19 corridor are all issues some residents may see. Concerns about stormwater, flooding, traffic and the infrastructure to manage it, employment, deterioration of some of the city's housing stock, employment opportunities and a higher unemployment rate than surrounding communities are also concerns some residents have.

While these challenges exist, there are many opportunities including historic downtown and the local businesses continuing to open in it, the future opening of the Hacienda Hotel, new signature projects including the completion of the new Keiser University campus, increasing waterfront recreation opportunity, and a commitment to investing in infrastructure, among others.

Like many coastal communities that were laid out and begun substantial development during a period of no to limited regulation, there will also be specific considerations that will need to be factored into the Plan Update for future redevelopment. Specifically, this includes potential impacts to existing FEMA flood zones and floodways which will have to be considered in the planning of the redevelopment and may require analysis and modeling. This may include “no rise” certification, LOMC (Letter of Map Change), CLOMR (Conditional Letter of Map Revision), and depending on the size of impacted areas, a PMR (Physical Map Revision) may have to be considered.

Community members, property owners and businesses may all have different views on the challenges and opportunities above – and some of these may be very personal and passionate to them. It will be important throughout the public involvement process to identify common threads that can be built upon.

A goal in this process is to bring your community closer together. Although we try to avoid too much technical jargon in our approach to community involvement, we do believe in making sure those participating understand the big picture – both opportunities and challenges as a

means to identify those common threads. Knowing how important public support is to developing a successful and implementable Plan, we practice a multi-faceted approach that includes a wide range of outreach methods and tools that we select with you that make sense for your community. We strive for these to be energized and meaningful and, in addition to standard workshops, focus groups, and one-on-one interview (including elected officials), we suggest activities like community festivals, pop-up interviews, targeted discussion groups, to survey partnerships, community challenges, social media, online idea boards, and e-newsletters which can all be meaningful ways to gather the input sought and build on those common threads.

And while we can't ensure that every person is participatory, we can ensure that there are no opportunities left behind. We also know the importance of keeping elected officials and necessary advisory boards informed of our progress and that we maintain their support along the way.

We love redevelopment and the excitement of helping communities come together and shape their vision into Plans that make sense – we would love to work with you on doing the same for New Port Richey!



REQUEST FOR PROPOSAL

# Community Redevelopment Plan Update

JUNE 30, 2022

PREPARED FOR: CITY OF NEW PORT RICHEY // PREPARED BY: STANTEC'S URBAN PLACES



# NEW PORT RICHEY PRESENT



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# PROJECT APPROACH



**Stantec's project philosophy is built on providing a high level of innovation in the delivery of responsible, sustainable solutions to clients through an integrated project approach.**

Communities across Florida use their Redevelopment Plans in many ways, including:

- ✦ As a tool in promoting economic development
- ✦ As a guide for future initiatives and investments
- ✦ As a means to build community support and participation
- ✦ As a basis for decisions on land use applications and development approval conditions
- ✦ Promote and attract investment in their community

Our work with New Port Richey will support all of these measures and will emphasize process transparency, community support, and implementation strategies.

In addition to redevelopment planning, our team regularly works with landowners and developers. This gives us a deeper understanding of New Port Richey's development opportunities, its locational strengths and weaknesses, and the public-sector role in fostering new investment.

We will build on the CRA's 2019 Plan Update and the 2021 Downtown and Highway 19 Corridor Master Plan, along with other recently completed plans and studies to bring the Plan and its content up to date, bring its focus to address the changes that have occurred since its creation, reflect on the rapidly changing market conditions within New Port Richey and Pasco County, and respond to emerging technologies impacting our communities.

The format of the Plan Update and its implementation strategy are important tools in facilitating a community's vision. We will couple the Plan Update with an organization to achieve a plan that is:

**Contemporary:** reflects the City and CRA's positive position and aspirations within the County and region

**Readable:** The Plan Update will be succinct, clear, interesting and engaging. It will be written in common language and widely accessible

**Concise and Succinct:** Details and supporting information will be placed in appendices or background documents wherever possible

**Eye-Catching and Engaging:** The Plan Update will make ample use of graphics, charts, tables, photographs and illustrations to support the text, illustrate concepts, and convey information

**Implementable:** The Plan will be achievable and implementable and will provide clear and detailed action steps that need to be taken to make the vision a reality

We know well the impact a CRA can have on a community's success and how powerful a tool a grounded yet bold Redevelopment Plan can be. We've worked with cities small and large and have helped shape their community vision, articulated it into a redevelopment plan and crafted redevelopment strategies that leverage the broader community assets, opportunities, partners, and funding mechanisms to realize effective change.

Our approach takes a broad view and dials down to fine detail that will provide a step-by-step playbook for you to implement. New Port Richey has an advantage in having completed a Redevelopment Plan Update not that many years ago, and has had multiple other various studies done that have provided a solid base of data regarding market, development, community views, and general characteristics.

## 1. UPDATE KICK-OFF AND PROJECT PLAN:

We start by ironing out the details and hold a project kick-off with staff to outline the Project Plan which includes:

- Additions / Revisions to Scope
- Communication Protocol
- Key Milestones
- Schedule
- Budget Confirmation
- Preliminary Public Involvement Plan
- Additional Items as Determined

### TASK 1 DELIVERABLES

- Draft Project Plan and schedule for staff review and approval
- Final Project Plan and Schedule

### TASK 1 MEETINGS

- Kick-off work session with staff
- Attend regularly scheduled (or special) CRA meeting to introduce project team and if needed, review the Project Plan

## 2. DOCUMENT REVIEW & ASSESSMENT:

All good plans start with a solid understanding of the past - starting with previous planning efforts, accomplishments, and challenges. Specifically, this will include the 2018/2019 Community Redevelopment Plan (update to the 2001) and the 2021 Downtown and Highway 19 Corridor Master Plan and will serve as a base for this update. The Plan will be reviewed in detail and will help create an actions and implementation matrix.

With this, we will evaluate the overall implementation of the Plan and assign a status to each element, objective or strategy: completed, in-progress, not started, direction change. This will be used in various ways during the Update process, including during the public involvement.

### OTHER DOCUMENT REVIEW

Statute: several changes were made during legislative sessions over the last few years pertaining to Florida Statute, Chapter 360 Section 362. Having been established prior to several of the changes made, several of these do not apply to the New Port Richey CRA however, a future Plan update will be required to address all additional content now required in an adopted Plan that may not be present in the existing Plan.

### TASK 2 DELIVERABLES

- Memorandum summarizing documents reviewed and overall summary
- Implementation Evaluation Matrix

### TASK 2 MEETINGS

- Review session with staff

*Note: staff refers to identified project representatives from the CRA and City. Bi-weekly and routine review sessions are anticipated to be conducted virtually. It is anticipated any repeat stakeholder discussions may also be conducted virtually.*

### **3. PUBLIC INVOLVEMENT:**

The most successful Plans are those that are developed with strong stakeholder involvement and it's important to involve these and the broader community early in the process. Previous planning efforts appear to have had a robust public involvement program which can be built upon, and may reduce the amount of public meetings or community wide workshops necessary. During this task we will formalize the Public Involvement Plan developed during Task 1.

#### **PRELIMINARY STAKEHOLDER INTERVIEWS AND MEETINGS**

A steering or advisory group comprised of a broad spectrum of stakeholders may be desired by the CRA to help harness additional community input and support throughout the planning process and the adoption.

Groups that may be ideal for a steering or advisory group, OR for individual stakeholder groups may include representatives from:

- Downtown businesses
- Tourism and hotels
- Chamber of Commerce
- Neighborhood / Resident groups
- Developers
- Civic organizations

#### **PUBLIC WORKSHOPS, INPUT & EVENTS**

It is anticipated at least two community workshop will be conducted to make the community aware the CRA and City are continuing to focus on redevelopment, provide a summary of "what we heard" during the 2019 Plan Update and the 2021 Downtown and Highway 19 Corridor Master Plan, highlight all significant accomplishments since the last Plan was adopted, and gather input on future thoughts.

The fee estimate includes two workshops to be hosted at a City facility. Additional sessions may be added if the CRA chooses.

#### **PROJECT WEBSITE, SURVEY, & SOCIAL MEDIA**

A project website, or pages that can be linked to the City / CRA will be created to host all information about the Plan update process, ways to be involved and provide comments, plan development status, and other documents and information.

Linked with this will be a public survey for distribution by the project team, CRA, City, stakeholders and other community members. The survey will likely also be officially "launched" during the first public workshop to generate activity and build momentum. We also create social content for CRA or City distribution during the Plan Update process for use on Facebook and Instagram. This content is also increase awareness about the Plan Update process, build participation with the online surveys, and maintain public support.

The fee estimate assumes the development of a basic project website, one online survey, and select social media posts.

#### **POP-UP INTERVIEWS & ATTEND COMMUNITY EVENTS**

We love candid and unfiltered feedback and make it a practice to conduct multiple pop-up interviews throughout the planning process. We may attend community events, visit stores or restaurants, or participate in other activities where we can engage with residents and business in every day settings.

The fee estimate includes one full day of a team member conducting interviews or attending other community involvement activities.

## COMMUNITY REVEAL

After formalizing the draft plan with staff, we host a community reveal that provides an opportunity to highlight the Plan objectives and elements, and solicits input on any other items of importance that have not been included. It is anticipated this will be conducted at a regularly scheduled CRA Board meeting.

### TASK 3 DELIVERABLES

- Workshops, meetings and other public involvement activities
- Post session summaries

### TASK 3 MEETINGS

- Meetings as identified above
- Meetings as needed in planning public involvement sessions
- Post public involvement sessions review with staff

## TASK 4: EVALUATE THE CRA DISTRICT BOUNDARY AND MAP.

The New Port Richey CRA currently encompasses most of the City. A key positive benefit to this is the contribution of tax increment revenue by Pasco County. While there are limited disadvantages to this, it does require more budget and capital planning coordination on citywide projects between the CRA and City.

During this Task we will evaluate the existing boundary of the CRA and identify any parcels or areas that the CRA may wish to remove from the existing boundary. Additionally, we review any property that may have been annexed since the last Plan update that may be appropriate for inclusion.

Considerations for reducing or increasing the boundary will include items such as:

- Redevelopment need
- New catalyst sites or opportunities
- Areas of significant redevelopment
- Net impact on Tax Increment
- Changing priorities

**Note:** Any boundary expansion will trigger a lengthier process of Plan adoption including approval by Pasco County. A reduction in boundary area will not trigger this requirement. Additionally, if an expansion is desired, a Finding of Necessity will need to be prepared in conjunction with the Plan Update that satisfies the requirements of FS 163.

### TASK 4 DELIVERABLES

- Mapping evaluating existing boundaries and potential expansion or retraction opportunities
- Memorandum and data supporting preliminary recommendations

### TASK 4 MEETINGS

- Review session of findings and potential recommendations with staff

## **TASK 5. VISION AND GOALS, OBJECTIVES AND POLICIES**

Development of the Vision, Goals, and Objectives will be informed using the previous Plan Update and further refined and articulated throughout the public involvement process. It will be valuable for the Vision to be broad and bold, and one the community aspires to see as both ambitious and achievable. From this, goals will be established, also through the public involvement process that support the Vision. We anticipate specific exercises within the public workshops, discussions, and focused questions in the online survey and other outreach methods to inform this.

With the Vision and Goals serving as the broader framework, organized objectives will be established working with staff (and stakeholders) that are specific to New Port Richey and the redevelopment priorities - including housing, economic development, infrastructure, appearance, and others. These objectives will then be further articulated into organized and detailed policies that the CRA and City will use in the coming years that will facilitate implementation of the Plan.

### **TASK 5 DELIVERABLES**

- Draft vision and goals
- Draft objectives and policies
- Vision, goals, objectives and policies for community involvement meetings

### **TASK 5 MEETINGS**

- Review session of draft vision and goals with staff
- Review session of draft objectives and policies with staff
- Final review session with staff

## **TASK 6. FIVE YEAR CAPITAL AND OPERATING BUDGET, AND FUNDING SOURCES**

While Task 5 will provide the framework for the Plan Update, this task will provide the broader implementation framework . Before beginning, updated TIF projection will be based upon current Area value, known redevelopment projects certain to move forward, and other data reviewed during the Plan development process and input from the CRA and city.

As CRA's are increasingly aware of the need to identify and secure additional funding sources beyond TIF, our funding specialists will identify potential funding sources that will vary from specific revenue generating strategies the CRA may implement to grants and other competitive funding sources. Understanding how the CRA may leverage funding with the city and ability to stack funding sources will also be a consideration and factored into the funding source identification. Additionally, our financial services team will provide input on other funding structures or changes that may be incorporated into the city's annual budget and financial plan to help support overall Plan implementation.

The Capital and Operating Budget will lean conservative and be based primarily on TIF and existing other revenue sources for the basis of the Plan implementation over the next five year period. However, project implementation will be based both on cost and sequential order so that, should the actual budget increase or decrease year over year, implementation may either be slowed or accelerated while still advancing the overall Plan implementation.

### **TASK 6 DELIVERABLES**

- Updated TIF projections
- Potential grants matrix
- Additional funding sources and mechanisms memorandum
- Draft and final proposed capital and operating budgets

### **TASK 6 MEETINGS**

- Review draft and final capital and operating budget sessions with staff

## TASK 7: GRANT PROGRAMS

The CRA and city have implemented programs to attract and support investment throughout the redevelopment area. As a part of this process we will review and evaluate the existing programs, benchmark with other communities, and identify and draft recommended revisions, additions, or new programs to support overall improvement within the CRA.

### TASK 7 DELIVERABLES

- Matrix of existing grant programs and proposed recommendations, including additional grant programs if identified

### TASK 7 MEETINGS

- Review session with staff

## TASK 8: ECONOMIC DEVELOPMENT INCENTIVES

Similar to Task 7, our team, including our funding specialists, will review the existing economic development incentives and provide recommended revisions, additions, or other new programs that may attract or increase private investment, workforce training, job creation, and investment that may positively impact the economy of New Port Richey.

### TASK 8 DELIVERABLES

- Matrix of existing incentives and proposed recommendations, including additional incentives if identified

### TASK 8 MEETINGS

- Review session with staff

## TASK 9: REDEVELOPMENT PLAN

The Redevelopment Plan will coalesce all of the work done into a clear and concise document and implementation plan that articulates the New Port Richey CRA Vision and how it will be achieved, including the detailed policies and implementation actions, funding strategies and mechanisms, projected revenues, and capital and operating budgets.

We never want to see a plan sit on a shelf - our goal is that you use this as your "toolbox" that contains the step-by-step actions that will guide you through the redevelopment process. These are accompanied by sponsors or responsible parties, magnitude of probable cost as will be shown in the budgets, funding sources for each, and what to do after redevelopment has occurred. Maps and supporting graphics will be used to further articulate the plan and will be vibrant and easy to read.

We also know these plans are much more than a tool for you - they can be a source of pride for a community, used to market and attract private investment, and are powerful tools to use in seeking grant funding or other partnership support, especially as time passes and actions are implemented. The final Plan will be a high quality "camera ready" plan for distribution on online sources and print reproduction. We also provide a "Plan Snapshot" that is a briefer takeaway outlining the key aspects of the Plan and can be used for additional marketing purpose.

### TASK 9 DELIVERABLES

- Final "camera ready" Plan
- "Plan Snapshot"
- Memorandum outlining process and backup material needed for public hearings and Plan adoption

### TASK 9 MEETINGS

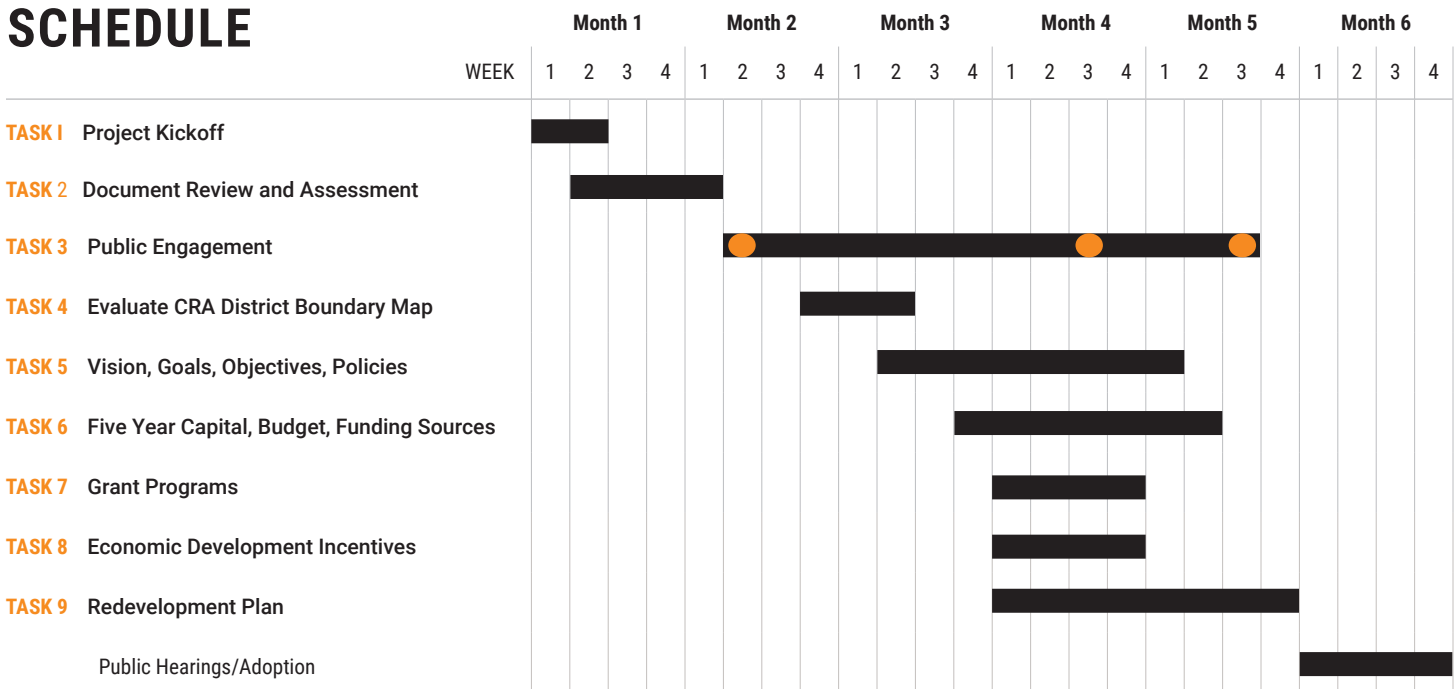
- Final project meetings as needed with staff
- Attendance at the Planning Board, CRA Board and City Council Meetings to present and approve the Plan

# WHY WE ARE THE RIGHT FIRM

Great communities don't just happen. They start with strong leadership and a clear, shared vision. Careful planning combined with strategic investment must support your vision.

Your city and CRA have demonstrated this leadership and are making significant strides in achieving your vision. We believe Stantec is the right team for the CRA Plan update because we bring the proven experience, skills, and capacity to prepare the roadmap for the reaming years of the CRA and Downtown's full revitalization. We offer "on the ground" familiarity with the City of Coral Springs though our past work, similar award-winning experience with other CRA's and Downtown's throughout Florida and recognized national expertise to help guide strategies informed by national trends and innovation. **Most importantly, we believe we are the right team because we are passionate about the work we do and the communities we live in – as a firm local to Tampa Bay, we see an opportunity to strengthen the greater success of our community.**

## SCHEDULE



Notes: The schedule provided above is approximate. Durations may vary based holidays, specific requirements for public meetings, scheduling of CRA Board and City Commission meetings, and overlapping of the Finding of Necessity for expansion if desired by the CRA.

● Engagement Milestones

## ESTIMATED FEE

TASK 1 Project Kickoff	\$1,500
TASK 2 Document Review and Assessment	\$2,500
TASK 3 Public Engagement	\$16,000
TASK 4 Evaluate CRA District Boundary Map	\$3,000
TASK 5 Vision, Goals, Objectives, Policies	\$4,500
TASK 6 Five Year Capital, Budget, Funding Sources	\$5,500
TASK 7 Grant Programs	\$1,750
TASK 8 Economic Development Incentives	\$1,750
TASK 9 Redevelopment Plan	\$20,000
<b>SUBTOTAL</b>	<b>\$56,500</b>
Reimbursables	\$2,500
<b>TOTAL</b>	<b>\$59,000</b>

The estimated fees are based the tasks identified above. Understanding the recent completion of the previous 2019 Plan Update and the 2021 Downtown and Highway 19 Corridor Master Plan, there may be certain scope elements the CRA wishes to reduce and subsequently decrease the overall estimated fee.

We will be happy to work with you in developing a detailed scope and fee that fit your needs.