



THE CITY OF  
**NEW PORT  
RICHEY**  
FLORIDA

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

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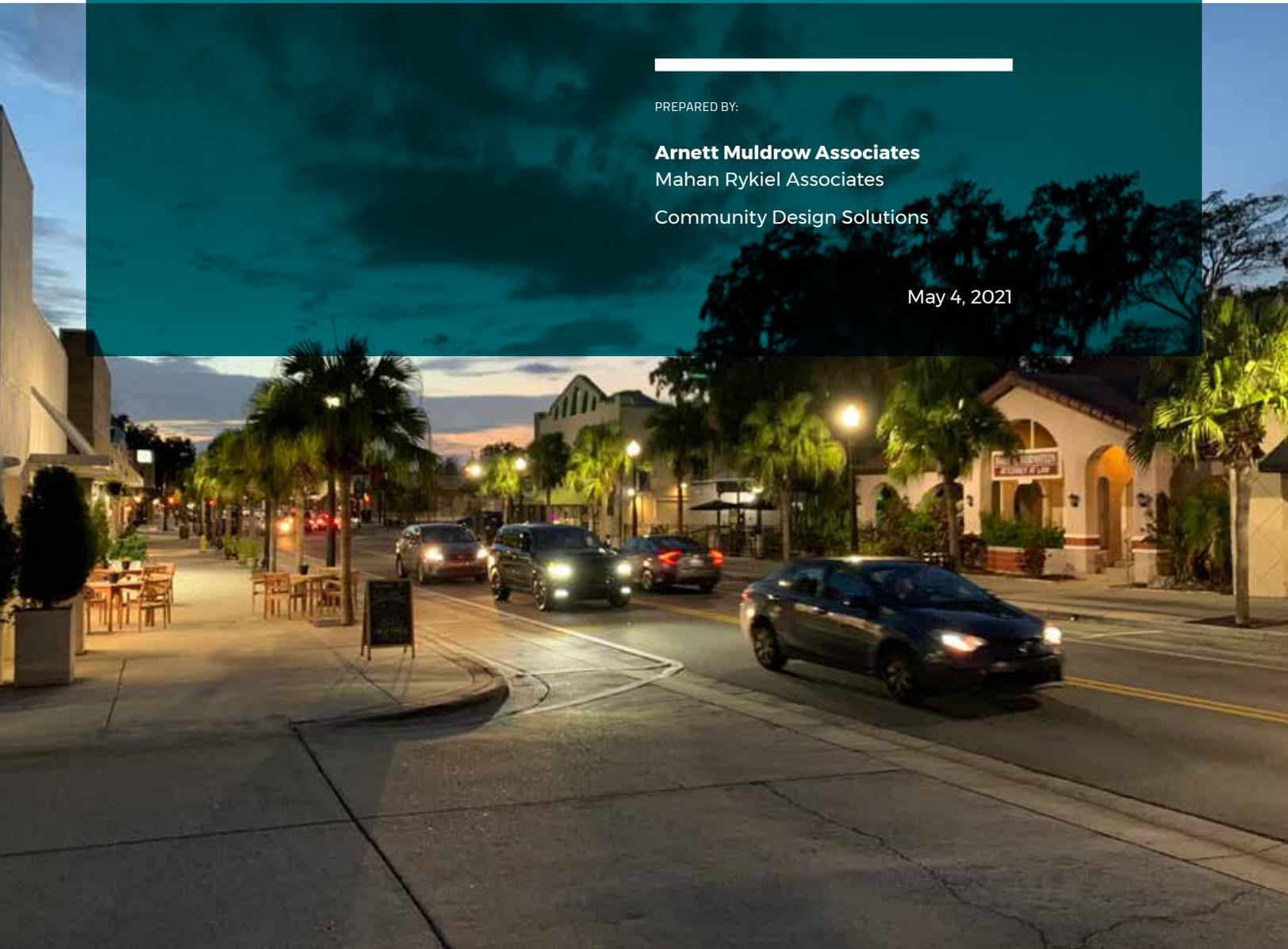
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# Executive Summary

## Overview

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

## Purpose of Master Plan

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

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

## Process

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

## Key Takeaways

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

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

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

## Vision Frameworks

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

## Functional Frameworks

### ACTIVE MOBILITY AND MICROMOBILITY

#### Description

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

#### Vision

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

### PARKING

#### Description

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

#### Vision

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

### PUBLIC ART

#### Description

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

#### Vision

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

### HOUSING

#### Description

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

#### Vision

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

## COMMUNITY CHARACTER AND DESIGN

### Description

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

### Vision

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

## Geographic Frameworks

### HISTORIC DOWNTOWN

#### Description

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

#### Vision

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

### RAILROAD SQUARE

#### Description

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

#### Vision

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

### SIMS PARK/ORANGE LAKE

#### Description

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

#### Vision

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

### EAST MAIN

#### Description

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

#### Vision

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

neighborhoods to the east and the Historic Downtown.

## **SOUTH GRAND**

### **Description**

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

### **Vision**

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

## **PALM AND RIVERGATE DISTRICTS**

### **Description**

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

### **Vision**

The Palm and Rivergate Districts are complementary to but distinct from the Historic Downtown, providing a vibrant gateway and transition to downtown. Long-term, the area is characterized by higher densities and taller buildings oriented to the streets. Urban design practices promote walkable districts while supporting a mix of uses and amenities that also respond to challenges associated with sea-level rise.

## **MAIN STREET GATEWAY AREA**

### **Description**

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

### **Vision**

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

## **SOUTH GATEWAY AREA**

### **Description**

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

### **Vision**

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

## **NORTH GATEWAY AREA**

### **Description**

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

### **Vision**

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

## **HIGHWAY 19 CORRIDOR GENERAL**

### **Description**

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

### **Vision**

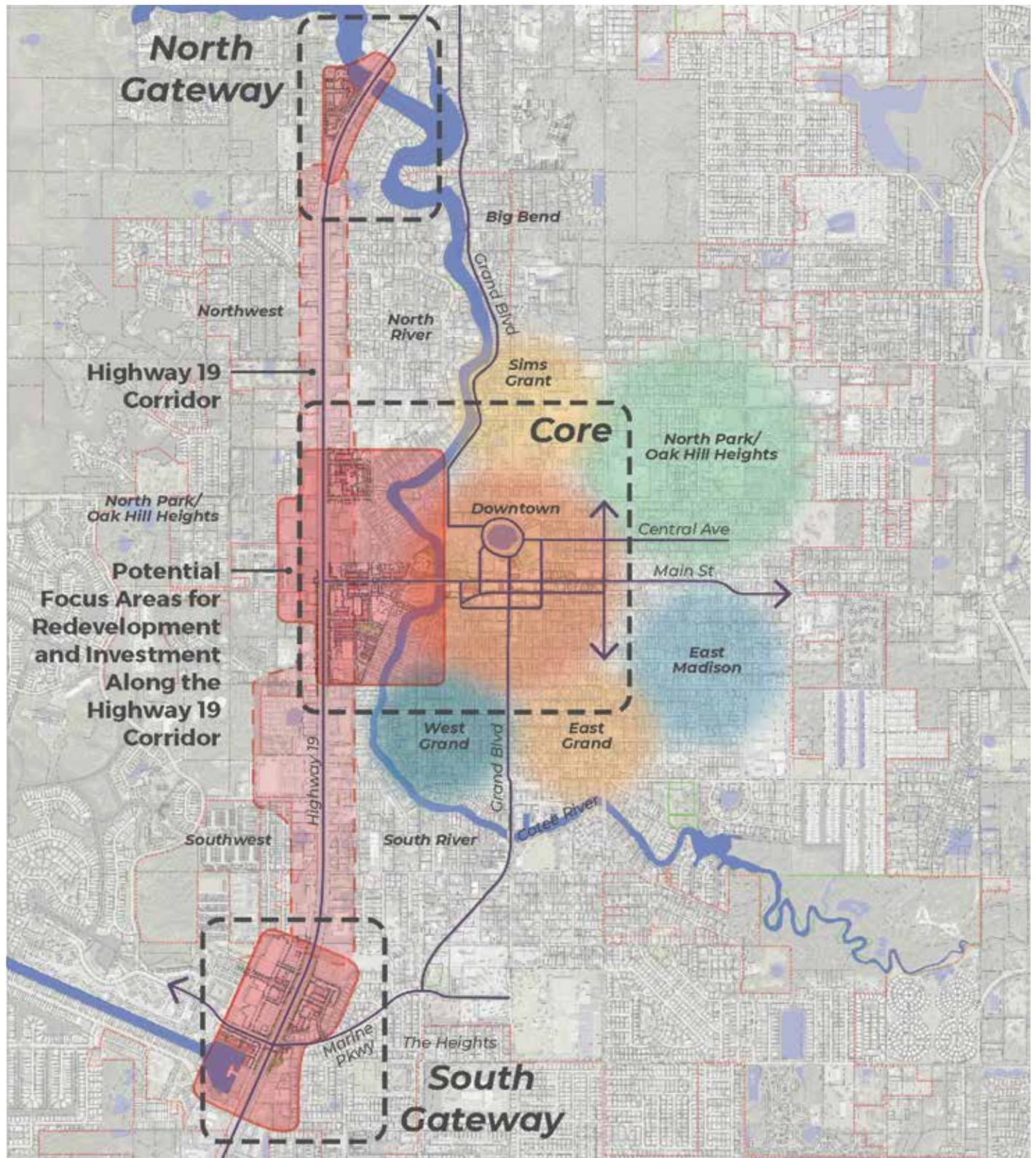
The Highway 19 Corridor projects a positive image for New Port Richey as it transitions to include a more diverse mix of uses with

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

## Implementation Plan

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

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



Plan Geographies

## 2.0 INFORMING THE PLAN

### Previous and Current Planning Efforts

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

#### Tampa Bay Regional Planning Commission Planning for Resiliency, Current

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

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

### Additional Studies

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

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

### Phase I: Community Branding and Visioning

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

## Community Branding Implementation

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

## Marketing Plan

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

## Market Research

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

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

## Stakeholder Input

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

### Downtown

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

impacts on the community

## Highway 19 Corridor

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

## KEY TAKEAWAYS

### Community in Transition

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

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

### Community Character

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

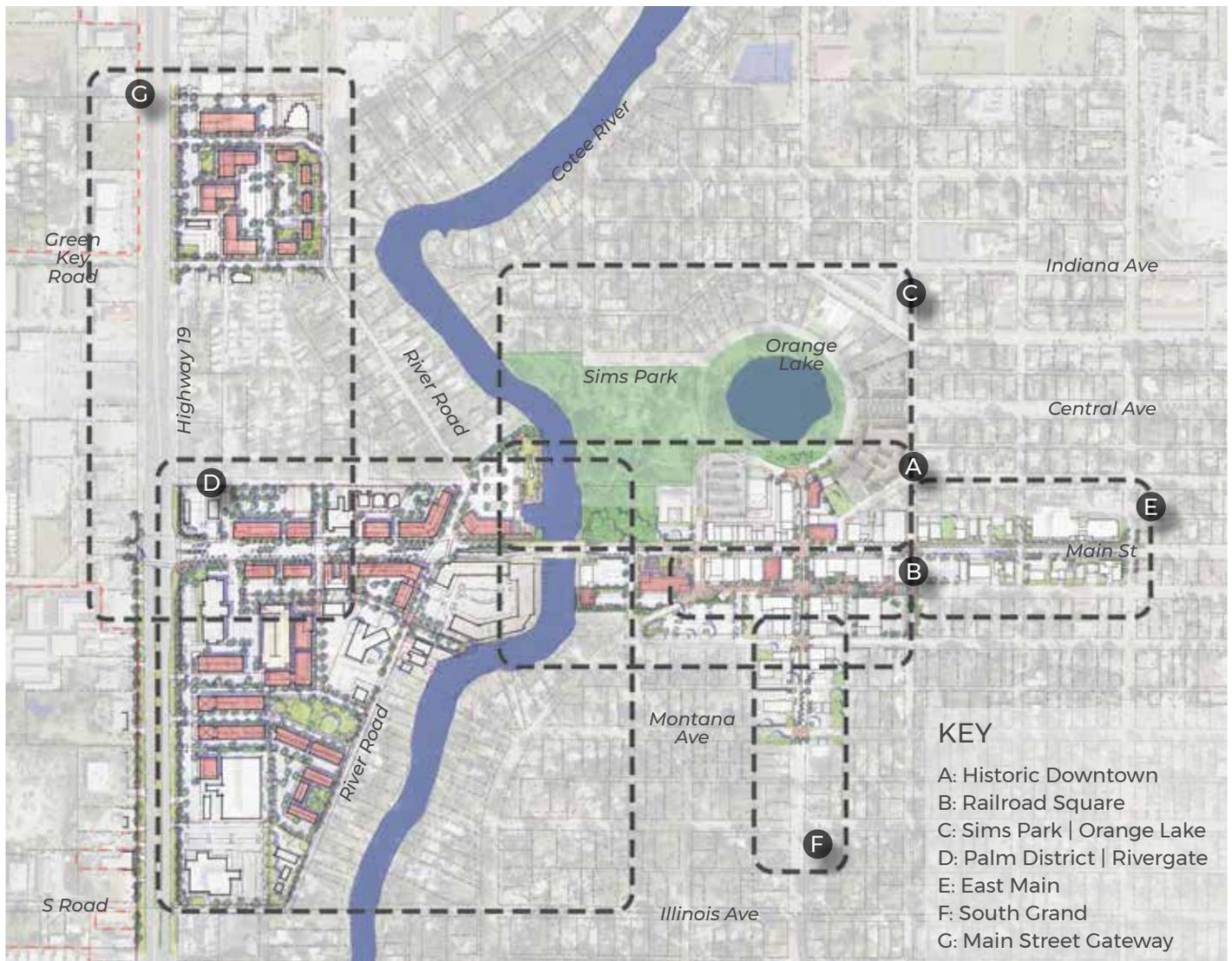


Implementation of the community branding aggressively promotes downtown and downtown businesses.



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





Core Sub-Districts

## Downtown

### 4.6 PALM AND RIVERGATE DISTRICTS

#### Description

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

#### Context

##### Scale:

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

##### Architecture:

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

##### Geography:

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

##### Streetscape:

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

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

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



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



*Dramatic Washingtonian Palms distinguish this part of Main Street.*

## Boat Ramp Park:

- ▶ The site is one of the few public properties along the downtown riverfront;
- ▶ City of New Port Richey Parks and Recreation Master Plan-2017 identifies numerous enhancements to park space including relocation of the Chamber;
- ▶ Limited parking for boat trailers and users of the ramp has presented challenges with trailers being parked along streets throughout the district; and
- ▶ There are challenges with people hanging out and engaging in undesirable activities in the early mornings and evenings.

## Uses:

- ▶ New uses are being developed and will serve as anchors including the Keiser University;
- ▶ The City is constructing a parking structure that will serve existing uses and additional redevelopment, as well as alleviate pressures on surface parking lots;
- ▶ Several existing businesses and restaurants operate along Main Street; and
- ▶ Several buildings are vacant and/or underutilized.

## Vision

The Palm and Rivergate Districts are complementary to but distinct from the Historic Downtown, providing a vibrant gateway and transition to downtown. Long-term, the area is characterized by higher densities and taller buildings oriented to the streets. Urban design practices promote walkable districts while supporting a mix of uses and amenities that also respond to challenges associated with sea-level rise.

## Recommendations and Implementing Actions

### 4.6A PALM DISTRICT BRAND EXTENSION

Extend the New Port Richey community branding to the Palm District, reinforcing this place as the downtown gateway.

- **Unique Logo:** Implement a distinct logo for the Palm District that is extended from the adopted New Port Richey brand identity. It should illustrate that the district has its own unique character, but be connected to and secondary to the primary brand.
- **Banner:** Deploy the logo on banners to be used along Main Street, and potentially Acorn Street and River Road as they begin to redevelop.



Community branding extended to include the Palm District.

#### **4.6B MAIN STREET STREETScape**

Build upon the initial lane reduction project and continue to enhance the Main Street Streetscape with an emphasis on pedestrian safety, comfort and overall walkability. These improvements should occur once more redevelopment has occurred and there are fewer curb cuts along Main Street.

- **Sidewalk Bumpouts:** Reinforce the traffic-calming and lane reduction improvements recently completed by providing expanded planting bumpouts in some of the areas currently striped.
- **Shade Tree Planting:** Within the new bumpout areas, plant canopy trees to provide more shade along this segment of Main Street, while complementing the existing planting of palms. In some areas, work with property owners to explore planting canopy trees along the street within their property, once the parking garage is completed and any loss of parking could be offset.
- **Parking Lot Edges:** Until redevelopment occurs and new buildings are located along the street edge, enhance parking lot edges with low hedges/planting and or ornamental fencing to minimize the visual impact of the parking lots while reinforcing the streetscape.

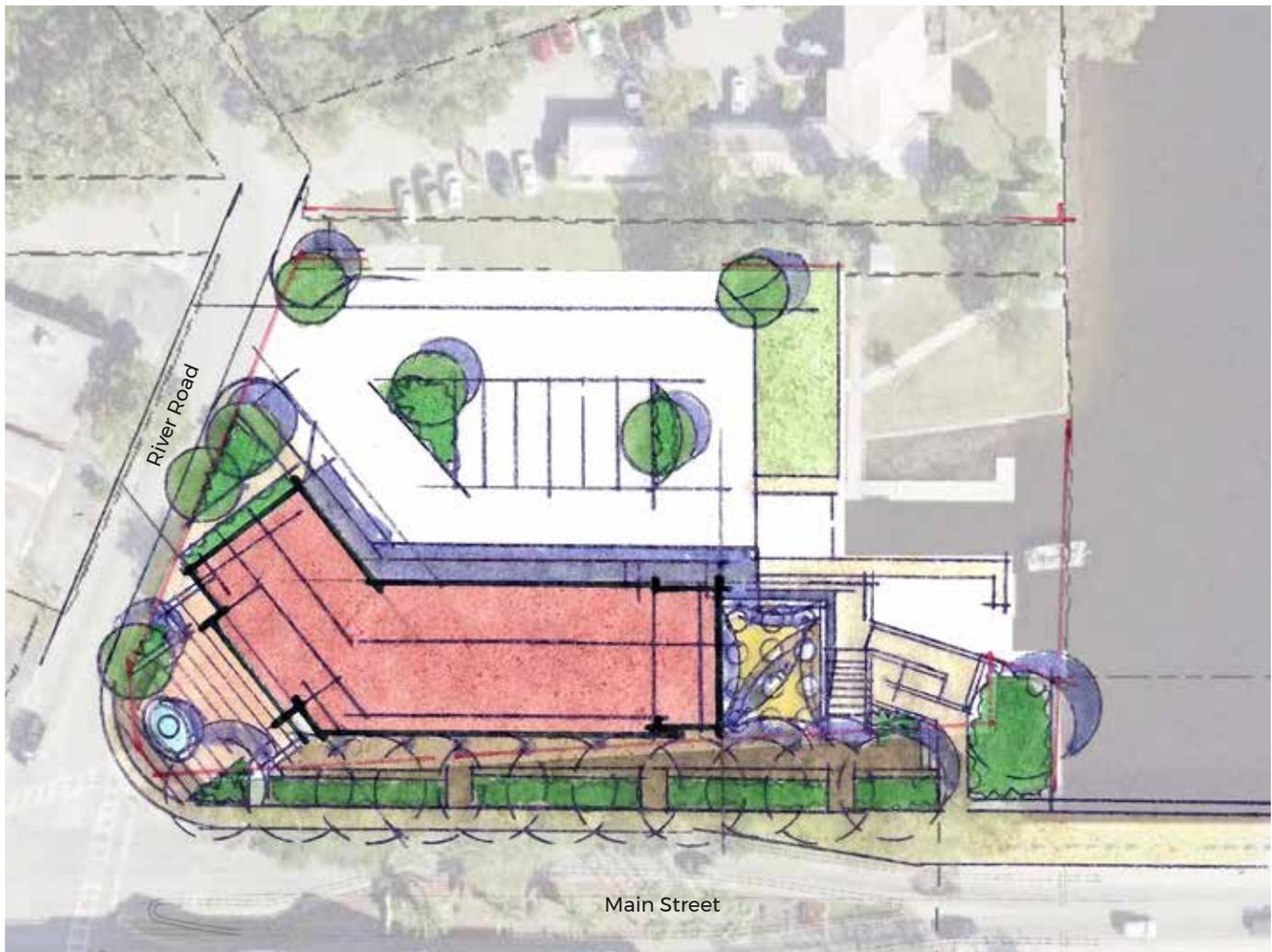
#### **4.6C SIMS BOAT RAMP PARK OPPORTUNITY**

Plan for phased enhancements to the Sims Boat Ramp Park to improve this public amenity while activating with a mix of uses that interface with both the river and Main Street and reinforce the connection between the Palm District and Historic Downtown.

- **Parks and Recreation Master Plan Update:** Update the recommendations outlined in the Parks and Recreation Master Plan to include new development that would complement the park space and river location and to consider expansion of the site.

- **Boat Ramp Parking Feasibility Study:** Incorporate some boat ramp parking for vehicles and trailers as part of any enhancement scheme. As part of the feasibility study, examine how expanded parking can be accommodated in the short-term while exploring other long-term parking solutions. These might include any of the following or a combination of the following:
  - ▶ Formalized agreements with surrounding properties whose parking is not in demand every day (nearby Churches or vacant businesses). These could be revenue-generating opportunities for these property owners).
  - ▶ Identify opportunities for satellite vehicle and boat trailer parking, particularly within underutilized properties along Main Street in the Palm District (until further investment occurs) or along Highway 19. These satellite parking areas may be a fluid in that locations change as opportunities to redevelop with higher and better uses are realized.

- ▶ Explore opportunities for a shuttle system (golf cart or small vehicles) that could run between the satellite facilities and the boat ramp. This could be developed as a private enterprise.
- ▶ Incorporate wayfinding signage directing users to the satellite facilities.
- ▶ Explore fee and/or lottery-based permitting system for use of the boat ramp to help manage demand.
- **Main Street Mixed Use Infill:** Plan for an implement high quality multi-story infill development with ground-level restaurant uses along the Main Street frontage, allowing for view corridor to the river between the infill development and the Main Street Bridge. Set any development back from the street to preserve the Live Oaks along Main Street which would provide shade along this south-facing frontage. The existing grade change could allow for parking below the first floor uses that are at grade with Main Street.



Sims Boat Ramp Park Mixed-Use Opportunity

- **“Under the Oaks” Dining Deck:** To maintain the existing landform where the oaks are located, incorporate a dining deck-constructed around the oaks-that connects the Main Street sidewalk area with the ground floor uses.
- **Riverfront Access:** Provide public pedestrian access to the riverfront between the Main Street bridge and the new building.
- **Riverfront Promenade:** Create a riverfront promenade along the existing riverfront and any expanded riverfront to allow public access to the river and to accommodate outdoor waterfront dining and gathering spaces.
- **Public Art:** Incorporate water/river-themed public art throughout the park spaces.



*Shade trees along Main Street should be protected with any redevelopment concept.*



*Existing conditions.*



*Potential redevelopment opportunity and outdoor dining along Main Street.*

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

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

##### River Road Plaza

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

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

contrasting colors.

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



River Road Plaza existing conditions.



River Road Plaza potential enhancements.

### Office Building at 5300 Main Street

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

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

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



5300 Main Street Existing Conditions



5300 Main Street Potential Enhancements

### Shopping Center at 5401 Main Street

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

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

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



5401 Main Street Existing Conditions



5401 Main Street Potential Enhancements



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



## 4.6E PALM DISTRICT AND RIVERGATE LONG-TERM REDEVELOPMENT

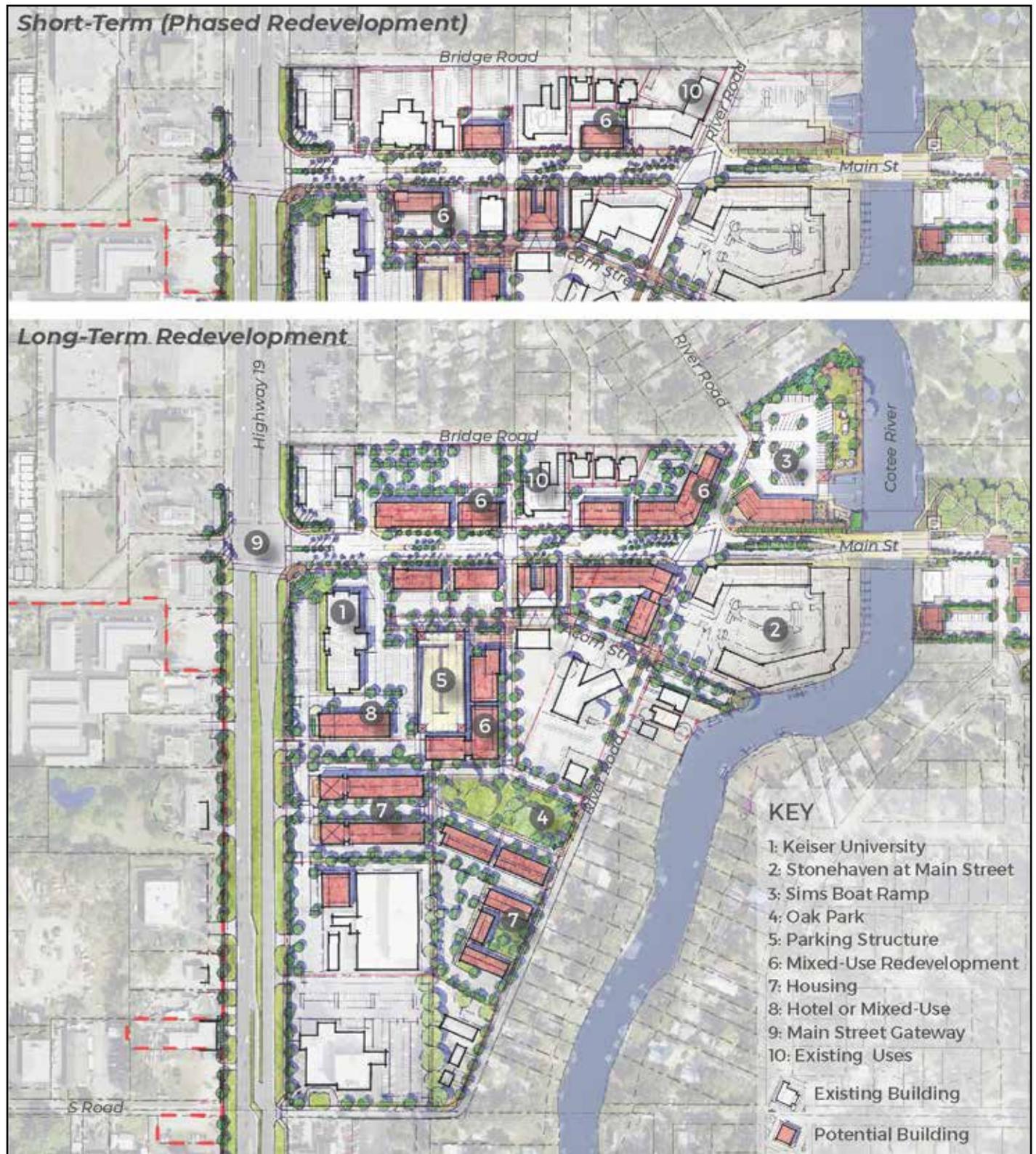
As opportunities arise, work with private property owners to redevelop the Main Street corridor within the Palm District and south to South Road within Rivergate with multi-story mixed use development organized around a network of streets and public spaces.

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

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



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



## Highway 19 Corridor

### Overall Vision

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

## 4.7 MAIN STREET GATEWAY AREA

### Description

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



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

### Context

#### Character and Scale:

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

#### Uses:

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

#### Landscape:

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

### Vision

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