



# VISION 19

*A Catalyst for Change in The Harbors*

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Prepared for:  
Pasco County Planning and Development Department



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# ACKNOWLEDGMENTS

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# EXECUTIVE SUMMARY

Western Pasco County's development history includes a predominance of low-density development, which has led to an auto-dominated built environment. In an effort to transform the structure and economy of West Pasco County, the County has prioritized intensive visioning and development of strategies for the area. In an effort to move the West Market Area (or "The Harbors") visioning work forward towards implementation, the Pasco County Planning and Development Department engaged Florida State University's Department of Urban and Regional Planning, Florida Planning and Development Lab (FPDL) to identify two nodes to develop focused redevelopment strategies: Millers Bayou and Main Street.

The recommendations in this report, Vision 19, are intended to transform Western Pasco County, and more specifically the River Corridor, into an interconnected community developed at a human-scale with a safer thoroughfare for residents and visitors. The FPDL Team recommends economic development-based planning interventions, or catalyst projects, to achieve the desired vision.

The introduction of this report includes background information on previous planning initiatives in Western Pasco County. The introduction details the scope of previous planning work, the parties involved, and the underlying recommendations provided. By exploring the framework of previous planning work, the FPDL Team will better understand the nature of planning in Western Pasco County, which will ensure appropriate redevelopment projects are created and recommended. In addition to this introduction, Vision 19 also consists of the following sections:

- The River Corridor
- The Millers Bayou Small Area Plan
- The Main Street Small Area Plan
- Development Management

The **River Corridor** examines the current conditions of the area and explores four different proposed catalyst projects: Connectivity, the River Corridor Streetscape Plan, Code Enforcement, and a Form-Based Code. Connectivity aims to unify and bridge the gaps between Millers Bayou and Main Street through U.S. 19 and the Pithlachascotee River. Through traffic calming, efficient transit systems, an alternative artery, and the Pithlachascotee River, Connectivity intends to shrink the River Corridor into a more accessible area. The River Corridor Streetscape Plan intends to transform the urban form of the River Corridor through a unique streetscape design, street furnishings, and native vegetation to create a sense of place for pedestrians and drivers in Western Pasco County. The Code Enforcement program aims to alleviate Western Pasco County's code violation issue and homeless population by recruiting homeless individuals to perform code enforcement work through a partnership with local organizations. The Form-Based Code intends to unify River Corridor's built environment by determining which aspects of the urban form should be regulated.

# EXECUTIVE SUMMARY

The **Millers Bayou Small Area Plan** examines the current conditions of Port Richey's Millers Bayou area and considers seven different catalyst projects: Riverwalk, Millers Bayou Town Center, Marine & Outdoor Activity Enrichment, Streetscape, Sidewalk & Façade Improvements, Bayou Pointe, and Affordable Housing. These catalyst projects aim to build off of and enhance the unique environmental features of the area and the existing water-based businesses that are thriving in the node. The Riverwalk is a project that creates a pedestrian promenade along the Pithlachascotee River. The Riverwalk also intends to offer safe passage across U.S. 19 by crossing under the bridge to avoid high-speed traffic. The Millers Bayou Town Center offers a multi-parcel mixed-use development that would include retail, office, dining, residential, and civic spaces for locals and visitors. The streetscape, sidewalk, and façade improvement component aims to utilize the River Corridor Streetscape Plan and a specialized Façade Improvement Plan to give U.S. 19 a facelift. The Bayou Pointe catalyst project is the proposed redevelopment of an existing motel located on the southern tip of the Millers Bayou Node. The Affordable Housing proposal intends to offset the risk of gentrification by providing a mix of residential housing units in Millers Bayou.

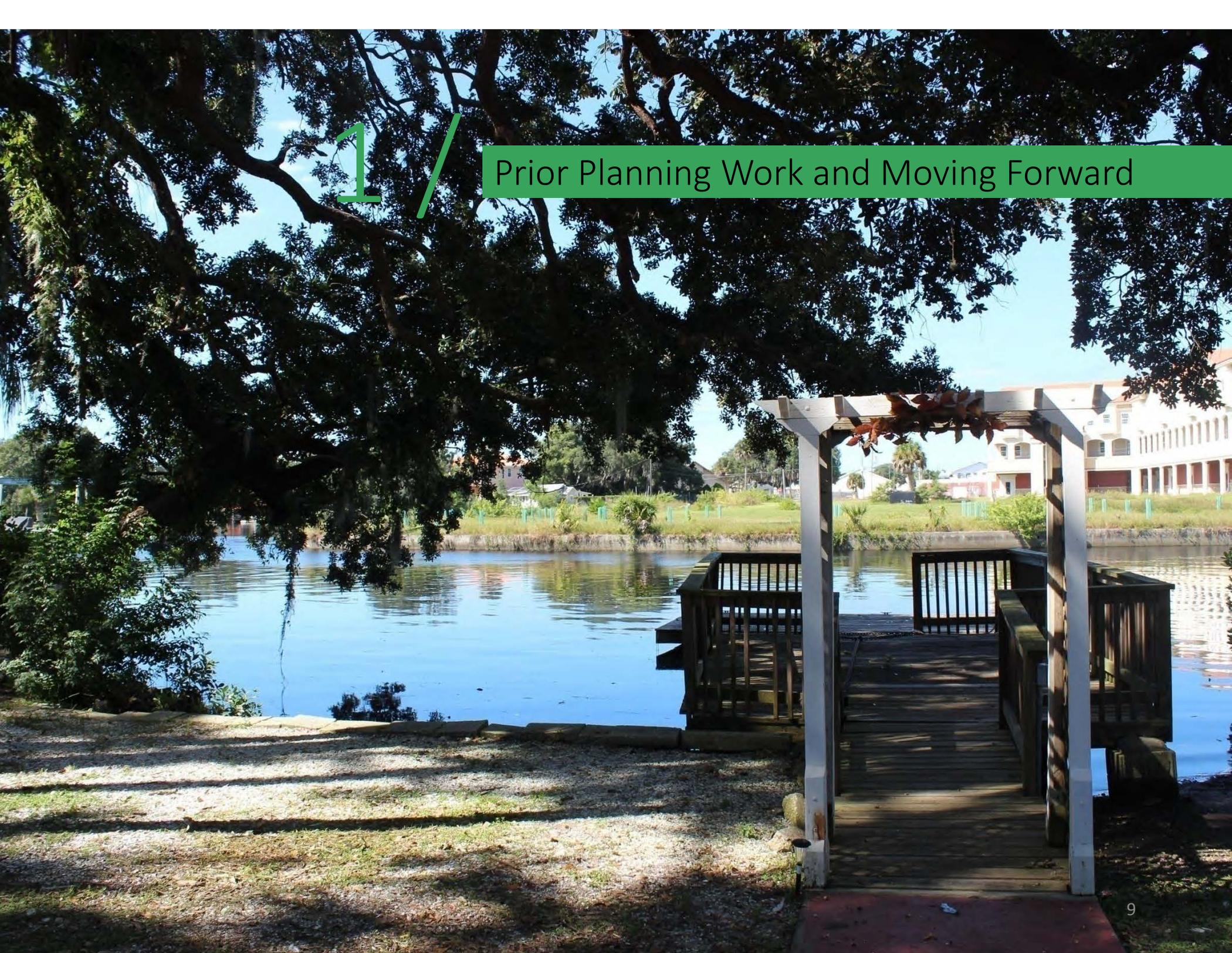
The **Main Street Small Area Plan** identifies the current conditions of Main Street and explores potential remedies through eight different catalyst projects: Transit Oriented Development (TOD), Bus Hub, Affordable Housing, Main Street Streetscaping, Innovation District, Parking Garage, Public Art, and the Acorn Street Pedestrian Walkway. The TOD catalyst project seeks to increase density in the node through public transportation access. The Bus Hub project aims to increase transit operations efficiency by uniting three different Pasco County Public Transportation (PCPT) routes. The Affordable Housing catalyst project intends to create density, specifically for low to moderate income households, throughout the TOD. The Main Street Streetscaping proposal offers custom upgrades to the River Corridor Streetscape Plan. These upgrades refer to reduction in light pollution and increase in tree canopy. The Innovation District catalyst project intends to further enhance the local community through increased personal interactions at the street level and in public spaces, as well as enhanced economic innovation. By clustering art, businesses, and other local amenities, the Innovation District aims to fortify Main Street with high concentrations of communication and creativity. The Innovation District will also incorporate a local food hub to promote local food production. The Main Street Parking Garage proposal will offer a centralized parking structure to encourage more pedestrian activity throughout Main Street once the various catalyst projects are underway and a need for additional public parking is generated. The Public Art catalyst project is intended to build off of the existing art culture, and develop new creative energy on Main Street through public art studios and allotted public mural space. The Acorn Street Pedestrian Walkway aims to provide a dedicated pedestrian space for locals and visitors alike.

The **Development Management** section of this report utilizes goals, objectives, and policies to guide Pasco County with the implementation of all recommendations made throughout Vision 19. By providing desired goals, timelines with quantifiable targets, and specific policies, the Development Management section intends to direct Pasco County on their journey to a new and improved River Corridor.

Through an Introduction to existing planning work, recommendations for the River Corridor, the Millers Bayou Small Area Plan, the Main Street Small Area Plan, and Development Management, the FPDL Team recommends specific, implementable projects to transform Pasco County's River Corridor into a destination place for new and existing residents, as well as visitors to the region.

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# Prior Planning Work and Moving Forward



# Section 1.1 Introduction

The Florida Planning and Development Lab (FPDL) Fall 2014 team (referred to throughout this work simply as 'the FPDL Team') has been tasked with developing a series of redevelopment strategies for a focus area located along the U.S. 19 corridor in West Pasco County. The Pasco County 'Harbors West Market' redevelopment project, as well as the FPDL Team's efforts have been influenced by a series of previous planning efforts that began in 2008. Figure 1.1.1 illustrates this timeline of planning efforts.

The first step in this process was the 2008 Urban Land Institute (ULI) Advisory Services Panel Report which was the result of a request for technical assistance by the Pasco County Board of County Commissioners and Pasco Economic Development Council for the ULI to provide advising in the best methods to address concerns resulting from shifts in County growth and development. This 2008 ULI Report provided a set of specific recommendations that fell into two broad areas: 1) economic development and land use, and 2) county organization. In 2013, a 5-year follow-up report was released by the ULI that evaluated the progress made towards the recommendations made in the 2008 report. This 2013 ULI Report is further detailed in Section 1.1.1 of this work.

Also in 2013, as a result of the initial 2008 ULI recommendations, Pasco County adopted the Harbors-West Market Area Redevelopment/Infill Plan (referred to throughout this document as the 'West Market Plan'). The West Market Plan addresses the redevelopment challenges for the

densest and oldest part of the county and is described in greater detail in Section 1.1.2. As a result of the 2008 and 2013 ULI reports, as well as the adoption in 2013 of the West Market Plan, Pasco County applied for and was awarded a grant by the Environmental Protection Agency (EPA) to participate in a collaborative process known as the Smart Growth America Technical Workshop which sought to advance the goals outlined in the West Market Plan. This Smart Growth America Technical Workshop is covered in greater detail in Section 1.1.3.

These planning efforts ultimately lead to the hiring of the Florida Planning and Development Lab to carry out a two phase project that aimed to advance the goals outlined within the West Market Plan. Phase I of this project (Summer 2014) was tasked with analyzing the social, economic, and demographic conditions of the West Market, or Harbors, area and identifying specific focus areas that were either areas of opportunity or of challenge that were ideal for redevelopment. Phase II of this project has produced this document, which provides redevelopment recommendations and specific catalyst projects for specific focus areas within the two nodes identified by Phase 1. The two phases and their scope of work are described in greater detail in Section 1.1.4. The following discussion of previous planning work will provide an introduction into the issues facing the West Market Area and will highlight how the previous planning efforts have built up to the work and catalyst projects described in this report.



## 1.1.1 URBAN LAND INSTITUTE (ULI) 2013 REPORT FOR PASCO COUNTY

In 2013, the ULI prepared a 5-year follow up report on their 2008 Advisory Service Panel Report that evaluated the progress made towards the recommendations made in the initial report. This 2013 ULI report also sought to shift focus and efforts toward specific topics that would help guide Pasco County’s planning efforts for the next five years. After research and public outreach, the panel of advisors detailed six challenges that Pasco County will face moving forward:

- Reduce the oversupply of approved development;
- Engage in sustainable planning and development;
- Coordinate ways to expand regional transit systems;
- Focus on existing businesses and local economic development;
- Concentrate on redevelopment of U.S. Highway 19 corridor;
- Sustain leadership and funding.

### Reduce the Oversupply of Approved Development

The panel projected that the county will add approximately 11,000 people, 4,100 households, and 3,600 jobs per year by 2024. However, over 300,000 residential units are currently approved for construction, which at Pasco County’s pace of growth would satisfy 75 years of demand. In addition to the oversupply of approved construction, approvals are dispersed throughout the county which will likely result in high infrastructure costs and encourage continued urban sprawl. The panel urged the County to channel revitalization efforts along U.S. 19.

### Engage in Sustainable Planning and Development

The ULI panel strongly recommended that Pasco County make the protection of its natural and cultural assets as high of a priority as possible in order to achieve “premier” status. Currently, land is purchased by Pasco County with funds from the Penny for Pasco tax. Penny for Pasco is a local government infrastructure surtax that provides funding for capital projects and purchases that will enhance the quality of life of citizens of Pasco County (Pasco County, 2014b). Since the Penny for Pasco tax was renewed by voters for the next ten years, funding for purchasing property that protect natural and cultural assets

may be available. Additionally, a Transfer of Development Rights (TDR) program aims to incentivize the preservation of open space by allowing developers to transfer density rights away from undeveloped space to areas in the urban core. However, the oversupply of approved housing construction hampers the potential impact of this program, at least in the near term, because demand for new development in the designated receiving areas is not high enough to warrant additional development rights. Increased environmental land protection will help to mitigate against coastal storms, heat island effect, and air and water quality degradation. In addition to low impact development and the creation of an open space and Agricultural Preservation Trust, the panel urged the County to be proactive in sustainably managing stormwater through green infrastructure and land conservation.

### Coordinate Ways to Expand Regional Transit Systems

The panel recognized U.S. 19 as an important thruway in Pasco County, with over 200,000 residents living in proximity to the highway and generating a great deal of local economic activity. Given that a majority of Pasco County residents commute out of the County for work, the ULI panel suggested that state law authorize the creation of a multicounty Tampa Bay MPO that would have a higher capacity

#### What would make Pasco “premier”?

- Access to the Gulf
- Active agriculture sector
- Alternatives to the Automobile
- Community involvement
- Culture and recreation
- Easy to do business
- Fair and equitable
- Family-friendly
- Great libraries, parks, schools
- Health and natural assets
- High-quality, high-paying jobs
- Friendly to diversity
- Live, work, play atmosphere
- Low crime
- Preserves its historic roots
- Protection of Natural and Cultural Assets
- Sense of community
- Sound tax base
- Strong cities and downtowns
- Thriving arts community
- Trained workforce
- Transit
- Walkable and bikeable

to attain federal funding for transit project such as Bus Rapid Transit. Integrating the Tampa Metro Area through regional transit will help facilitate the movement people and encourage relocation to suburban areas surrounding Tampa (Map 1.1.1.1).

#### **Focus on Existing Businesses and Local Economic Development**

ULI urged that economic development begin with Pasco County's existing assets including existing businesses, a strong workforce, and great natural and cultural amenities. Some of the initiatives recommended were focusing 75% of efforts toward small businesses, targeting business recruitment in the health sector, consolidating employment zones to avoid sprawl, investing in the workforce development of emerging industries, leveraging natural assets for ecotourism, and encouraging reinvestment in commercially depressed regions of the county.

#### **Concentrate on Redevelopment of U.S. Highway 19 Corridor**

The ULI panel urged taking a page out of their *10 principles for successful public/private partnerships* and setting the course for major redevelopment along the U.S. 19 corridor. In this regard, the panel advised the establishment of grocery-store attractions that will incorporate community spaces and encourage people to utilize the space often. When considering development strategies, transparency throughout this process is crucial for the purposes of attracting investment and building trust with community stakeholders.

#### **Sustain Leadership and Funding**

Leadership is crucial for growth. Investors and stakeholders must trust in the Pasco County leadership and staff in order to follow their vision of becoming a premier county. There are a number of challenges in this regard including different visions for the future amongst the County Commissioners. Pasco County was able to maintain relative balance between revenues and costs through tumultuous economic times. However, the panel suggested that the County must achieve greater consensus in order to create and implement plans that will lead to sustainable and equitable economic growth.



## 1.1.2 WEST MARKET REDEVELOPMENT PLAN

Following the guidelines put forth by the 2008 ULI Report, the Pasco County Planning Department conducted community outreach workshops to gauge the desires of the citizens in the area in an effort to encourage participatory design of the West Market Redevelopment Plan. In descending order of priority, the key themes revealed by the community were economic development, urban design, environment/open space, and transportation, these key themes are discussed in greater detail in Figure 1.1.2.1. The specific ideas connected to these themes centered on improving pedestrian accessibility and safety, capitalizing on environmental assets, and retrofitting existing structures to improve the appearance of neighborhoods. Within the West Market Area, the River District was identified as a priority for redevelopment, Map 1.1.2.1 outlines the West Market Area and the 12 districts within it.

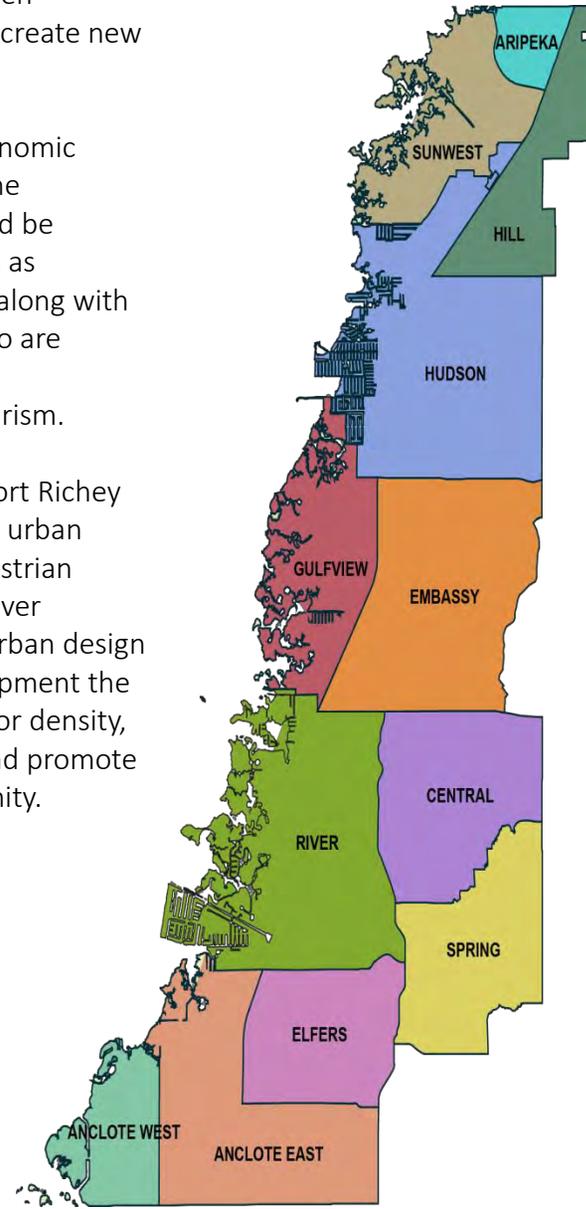
Although there are five themes outlined to guide redevelopment in the River District, those themes converged on common goals and interrelated objectives. Instead of welcoming new development, citizens voiced their preference towards the redevelopment of existing structures, and retrofitting older buildings to preserve the historic character of the municipalities located in the River District. In regards to economic development, the River District seeks to utilize eco-tourism to attract people from the surrounding areas.

Additionally, health services and green industries should be incentivized to create new jobs in emerging industries.

In order to achieve the levels of economic development needed to revitalize the community, job opportunities should be expanded to include industries such as tourism. The Pithlachascotee River, along with Millers Bayou and the Gulf of Mexico are considered assets that are ripe for enhancement to encourage eco-tourism.

The cities of New Port Richey and Port Richey represent opportunities to promote urban design principles that increase pedestrian accessibility and safety within the River District. By implementing modern urban design principals such as mixed-use development the River District can increase intensity or density, activate their modes day or night and promote a well connected, walkable community.

MAP 1.1.2.1 THE HARBORS-WEST MARKET AREA



Source: The Harbors Plan, 2013

As stated by the community, the downtrodden appearance of the district is a barrier to economic development and reinvestment into the area. By improving community infrastructure, commercial investment will follow and the security of neighborhoods will be bolstered through the active use of community assets. Principles associated with Crime Prevention through Environmental Design (CPTED) have been put forth as the model for the West Market Area to increase public safety and reduce crime. Also, the environmental resources available to the River District represent an opportunity to improve the public health of the community by providing a network of greenways, parks, and blueways. Closely related to these principles is the pedestrian safety aspect of the plan that makes it easier for citizens to walk and bike.

Given the overlapping jurisdictions in the River District, there will need to be a substantial amount of collaboration among the concerned agencies. In this respect, Pasco County, the City of New Port Richey, and the City of Port Richey will have to work together and coordinate efforts toward collective goals. In the absence of jurisdictional obstructions, the timeline for elements within the West Market Redevelopment Plan varies from 0-5, 5 to 10, 10+ years. In order to achieve the realization of this plan, the Environmental Protection Agency (EPA) Smart Growth Workshop, as will be described in Section 1.4, provided Pasco County with technical assistance in sustainable development.

## FIGURE 1.1.2.1 KEY THEMES IN THE HARBORS-WEST MARKET REDEVELOPMENT PLAN



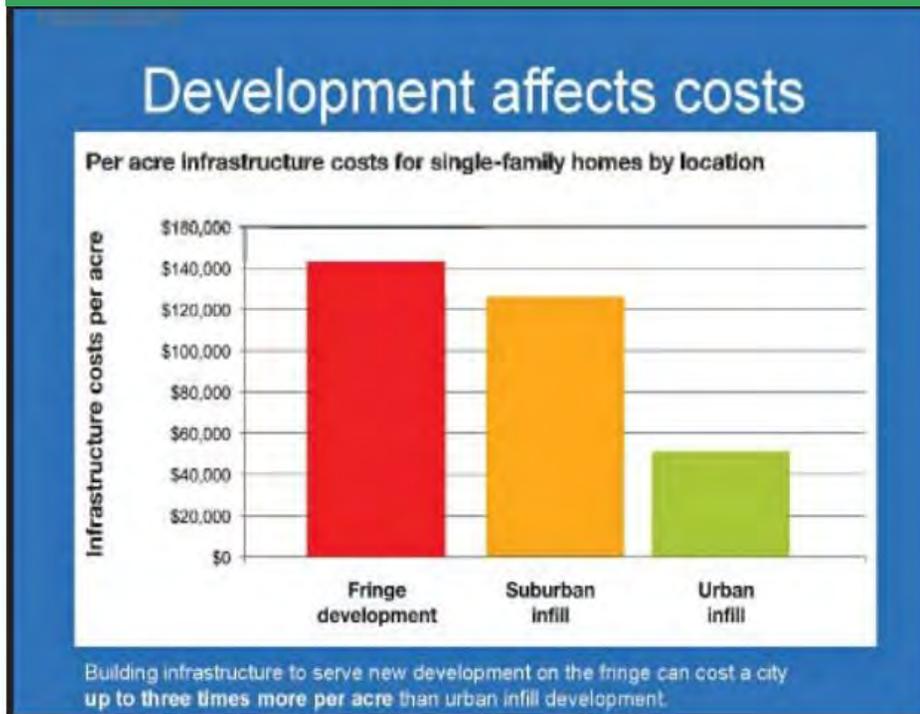
Source: The Harbors Plan, 2013

### 1.1.3 SMART GROWTH AMERICA TECHNICAL WORKSHOP

Pasco County was one of eighteen communities from around the United States to be awarded a grant to participate in a Smart Growth America Technical Workshop by the EPA (Smart Growth America, 2014, Pg. 3). This collaborative process brought together various stakeholders throughout the West Market Area to engage with smart growth experts in an effort to further the goals put forth in the West Market Plan. With this technical support, Pasco County strengthened its ability to implement its redevelopment strategy by developing methods to efficiently use its limited resources in a targeted manner to seek to attract new businesses, encourage private investment, and strive for fiscal stability.

In addition to these tools, the Smart Growth workshop highlighted three trends that are common themes across the United States: demographic changes and their affects on housing markets, shifts in strategies to achieve economic growth, and the reality that traditional suburban development is putting additional pressure on local government budgets (Smart Growth America, 2014, Pg. 6-7). Essentially, baby boomers and millennials are seeking dense, walkable communities. This trend, along with the high costs of expansion of city infrastructure to accommodate suburban development, has changed the equation through which economies will grow in the future.

FIGURE 1.1.3.1 DEVELOPMENT COSTS



Source: Smart Growth America, 2014

As depicted in Figure 1.1.3.1 produced by Smart Growth America, urban infill is significantly cheaper than fringe and suburban development; therefore, it is in the best interest of cities to discourage urban sprawl and incentivize investment to revitalize their urban core. Along with sharing this knowledge, Smart Growth America also recommended a set of policies that are context-specific to the goals of the West Market Area. These policies include expanding access to the Pithlachascotee River and Gulf of Mexico to promote eco-tourism, creating entertainment and innovation districts, improving connectivity between Main Street and Millers Bayou, establishing aesthetically pleasing gateways to aid in the promotion of placemaking, and developing pedestrian environments that prioritize safety. The Smart Growth America workshop, in addition to the ULI reports and the West Market Redevelopment Plan, have provided the foundation for FPDL's two phased project.

### 1.1.4 FLORIDA PLANNING AND DEVELOPMENT LAB SCOPE OF WORK (PHASE I AND PHASE II)

The previous planning work conducted by Pasco County staff, as well as other partners including the ULI and Smart Growth America, has laid the groundwork for FPDL’s ongoing studio project. This project has been divided into two phases: one completed during the Summer of 2014 and the other through Fall 2014.

In an effort to implement the prior planning work focused on the West Market Area, Pasco County staff contracted with the FPDL in a partnership to develop specific redevelopment projects to act as catalysts for transformation. Phase I of the FPDL analyzed the existing conditions such as crime rates, unemployment, property vacancy, foreclosures, demographics, and various socio-economic variables within the West Market Area.

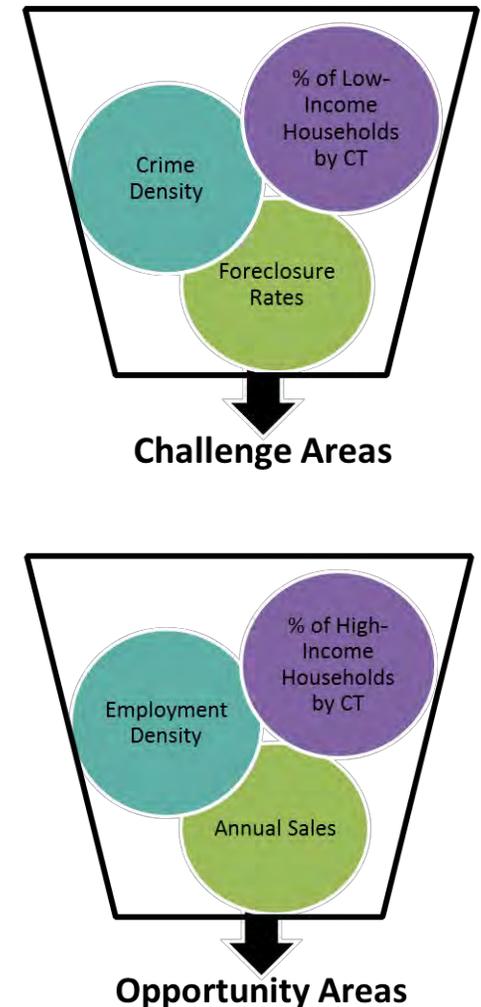
Moreover, the FPDL Phase I Project Team collected and analyzed data related to these existing condition factors to pinpoint which regions within the West Market Area were the best locations for redevelopment initiatives.

In order to recommend specific nodes for redevelopment within the West Market Area, Phase I developed an approach that distinguished areas of distress (“Challenge Areas”) and areas of prosperity (“Opportunity Areas”). Crime density, foreclosure density, and the percentage of low-income households

by census tract were used to identify challenge areas; employment density, annual sales density, and the percentage of high-income by census tract were the parameters used to determine opportunity areas (Figure 1.1.4.1).

Using GIS, separate maps for each of these categories were overlaid on top of one another to show “hotspots”. The resulting hotspots identified 20 challenge areas and 18 opportunity areas. Ultimately, Phase I was able to narrow down these 38 challenge and opportunity areas to 6 focus areas that presented the most potential to have a larger impact on the West Market District. In addition to the 6 focus areas put forth by the team, 4 areas of special interest were also included based on discussions with Pasco County administrators, planning department officials, and other stakeholders (Map 1.1.4.1).

**FIGURE 1.1.4.1  
METHODOLOGY FOR PHASE I  
FOCUS AREAS**



Source: FPDL Phase I, 2014

## MAP 1.1.4.1 COMBINED FOCUS AND SPECIAL INTEREST AREAS

Ultimately, the River District was selected as the focal point of redevelopment efforts in order to build off of growing momentum within the business community and with municipal partners (Port Richey and New Port Richey). In particular, two specific areas within the River District, or “nodes”, were identified through the final refinement of the Phase I work and after consideration by Pasco County Staff. The two nodes identified were Millers Bayou and the Main Street at the intersection with U.S. 19. Map 1.1.4.1 shows the focus and special interest areas identified in the first phase of the FPDL project in yellow and shows the Phase II nodes, Millers Bayou and Main Street, in red.

Phase II of the FPDL project focused on crafting redevelopment strategies that include context-specific catalyst projects meant to spur future investment and sustained development. Each of these strategies are embodied within the separate, albeit united, Small Area Plans of Millers Bayou and Main Street.

These small area plans outline the selected catalyst projects that were identified according to careful consideration of previous planning work and the stated desires of the community. Additionally, implementation strategies are put forth that incorporate the phasing of projects and potential funding sources to aid the process. Although there is tremendous momentum and opportunity within the community to implement these catalyst projects, there are also barriers to implementation that are duly noted. Taking all of this into account, FPDL Phase II will provide the visioning, timeline, and specific characteristics for redevelopment projects meant to inspire Port Richey and New Port Richey.



## 1.1.5 MOMENTUM FOR MEANINGFUL CHANGE

Although Port Richey and New Port Richey are separated by jurisdictional boundaries, the data collected by Phase I of the FPDL project indicated that they share similar characteristics that are emblematic of broader trends seen throughout the West Market Area. The West Market Area is a racially homogenous community that is dominated by an aging, white population. Socio-economic profiles indicate high levels of poverty and income inequality that persist to the point that low income communities are concentrated along the U.S. 19 corridor and wealth has fled to the suburbs that line the exterior of the West Market Area. The majority of the residential and commercial buildings were constructed before the enactment of either state building codes in 1974 or Coastal Building Code and Zoning in 1986, lending themselves to a higher probability of devastation in the event of severe flooding or natural disasters. As a result of factors that include concentrated poverty and drug addiction, crime rates hover around levels that discourage reinvestment in blighted areas. To compound matters, land use patterns disperse employment opportunities in a linear fashion along the U.S. 19 corridor which inherently disadvantages those unable to afford or incapable of driving an automobile. Additionally, the deteriorated state or complete absence of infrastructure for alternative means of transportation creates an environment that is dangerous for pedestrians and cyclists.

All of this begs the question, what is the purpose of this planning project? As stated and alluded to in the ULI reports, the West Market Redevelopment Plan, and the Smart Growth America Technical Workshop, the traditional model of sprawl development is reaching its natural conclusion. A new model is emerging that yearns for density, connectivity, walkability, and safety. It rejects a built environment that subjects the most disadvantaged to the most adverse impacts and embraces an urban design that stresses equality of opportunity. Most importantly, it advocates for a community in which to earn a living wage, feel protected from harm, and be able to interact with friends.

This new model seeks to address the failures of the traditional, strip mall development approach by integrating social advocacy with environmental protection and economic development. In addition to a connectivity component that links the two nodes with complete streets, the Small Area Plans for Millers Bayou and Main Street will capitalize on the forward momentum started by previous planning work with a mentality that seeks to chart a new course and create communities that will be looked towards as models for sustainable and equitable growth.

With these considerations in mind, Phase II of the FPDL project will provide recommendations for specific projects that will transform Millers Bayou and Main Street in a manner that is consistent with the desires of stakeholders for their ideal community. To begin, the entire study area (the River Corridor) for the FPDL Team will be defined. Section 2 will focus on corridor-wide catalyst projects including improvements to the connectivity between the Millers Bayou and Main Street nodes. In order to facilitate connectivity and begin to develop a sense of place for the River Corridor, the concept of complete streets will be deployed with a streetscape that has a character unique to Port Richey and New Port Richey. Following these proposals, Sections 3 and 4 will put forth Small Area Plans (SAP) for Millers Bayou and Main Street. Within both of these SAPs, catalyst projects and their implementation strategies will be discussed at length. The Millers Bayou catalyst projects include a riverwalk, multi-use town center, marine docks, parking structure, and affordable housing. Similarly, the Main Street SAP sets forth recommendations such as a bus hub and transit-oriented development, an innovation district, mixed-use parking structure, and pedestrian walkway. The River Corridor connectivity section, the Millers Bayou SAP, and the Main Street SAP will work together to spur the revitalization of The River Corridor with the intention of sparking future development, investment, and revitalization throughout the West Market Area.

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## The River Corridor

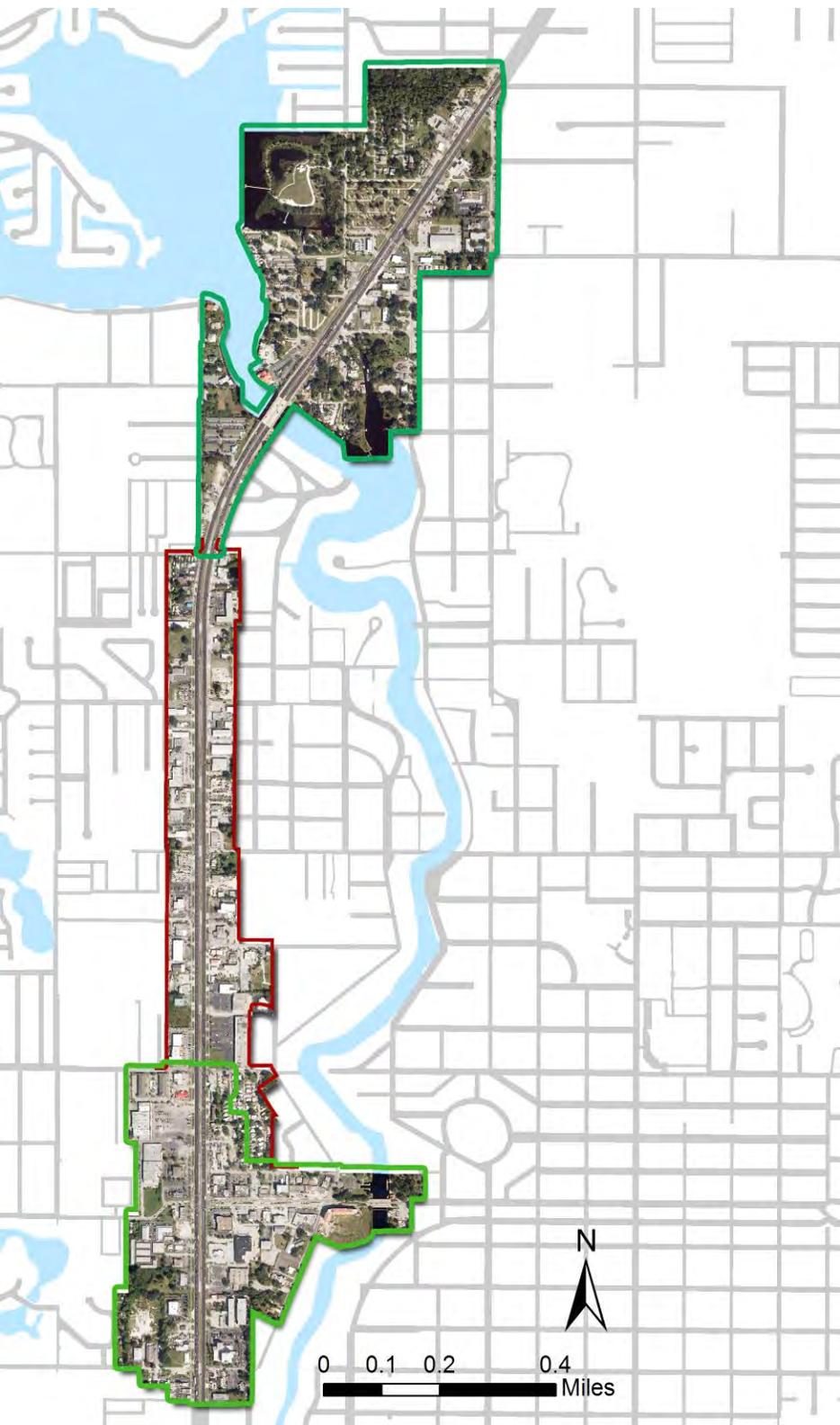
### Connectivity



## 2.1 INTRODUCTION

Phase I of this project identified Main Street and Millers Bayou as optimal locations for redevelopment efforts and catalyst projects intended to spark the revitalization of The Harbors. These two nodes, along with the stretch of U.S. 19 connecting Main Street and Millers Bayou, encompasses the study area and has been designated the 'River Corridor.' The nature of the River Corridor is similar to many other suburban areas in Florida. The presence of strip malls, big box stores, underutilized parking lots, and homogeneous facades stifle the River Corridor from emerging into a vibrant place that embraces the new century. While U.S. 19 technically connects Millers Bayou to Main Street, the two nodes are disjointed and seem distant in proximity. This section articulates strategies to improve connectivity between the two nodes, and develop a safer and more aesthetically-pleasing River Corridor.

Section 2 provides recommendations for several projects that will improve the connectivity along each of the three corridors connecting the two nodes: U.S. 19, Grand Boulevard, and the Pithlachascotee River. A streetscape design and sidewalk plan is also provided to support the connectivity improvements and to improve the safety and aesthetics of the entire River Corridor. A Form-Based Code is also proposed to replace much of the existing Euclidian zoning code that serves as the base for the existing land development codes in New Port Richey and Port Richey. The Form-Based Code is intended to encourage a stronger focus on developing a well-designed and uniform built-form. Finally, to support the enforcement of the existing and proposed land development regulations and to promote a safe and well-maintained environment, a code enforcement program is recommended by the FPD team. The code enforcement program aims to improve the lives of some of the River Corridor's disadvantaged populations by offering code enforcement jobs to the area's homeless. The combination of these proposals aspire to develop a safe, aesthetically pleasing, and well-connected environment throughout the entire River Corridor that can support the redevelopment efforts and catalyst projects that will be discussed for each node in Sections 3 and 4.



## RIVER CORRIDOR VISION

By 2025, the River Corridor will become the ultimate destination of West Pasco that defines the Harbors with its local charm, safe thoroughfare, and sense of community through unique streetscaping, local retail and food, and pedestrian-oriented development that caters to residents and tourists of all ages, colors, creeds, and statuses.

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## 2.2 EXISTING CONDITIONS

### 2.2.1 TRANSPORTATION

#### Transit Service

Pasco County is currently served by Pasco County Public Transportation (PCPT), a fixed-route bus service operating East to West along S.R. 54, with paratransit services available for the disabled. PCPT has two connections available for riders to transfer to the Pinellas Suncoast Transit Authority (PSTA) bus system, and one transfer connection with the Hillsborough Area Regional Transit Authority (HART) express route. PCPT provides transit service along ten routes, with six serving Western Pasco County, three routes serving Eastern Pasco County, and one cross county route. In addition, PCPT passengers have two park and ride facilities available, operated through a partnership with HART.

As shown in Map 2.2.1, there are three PCPT lines that serve the River Corridor. Route 19 is a north-south route, servicing U.S. 19, while Routes 14 and 18 operate east-west service. Issues facing transit service in the River Corridor arise from the lack of rider amenities such as benches, trash cans, and coverings. Aside from normal bus stops, PCPT also has transfer hubs providing connections with other routes. One of these transfer hubs is located within the River Corridor south of Main Street, New Port Richey along U.S. 19 at the K-Mart shopping center.

This transfer hub, as seen in Figure 2.2.1, has been identified as a critical juncture by providing transfer service for all three PCPT routes within the River Corridor. At the K-Mart transfer stop, riders and PCPT operators must wait while connections are being made, however for these individuals there is no restroom, water fountain or other amenities available. Aside from a lack of general amenities

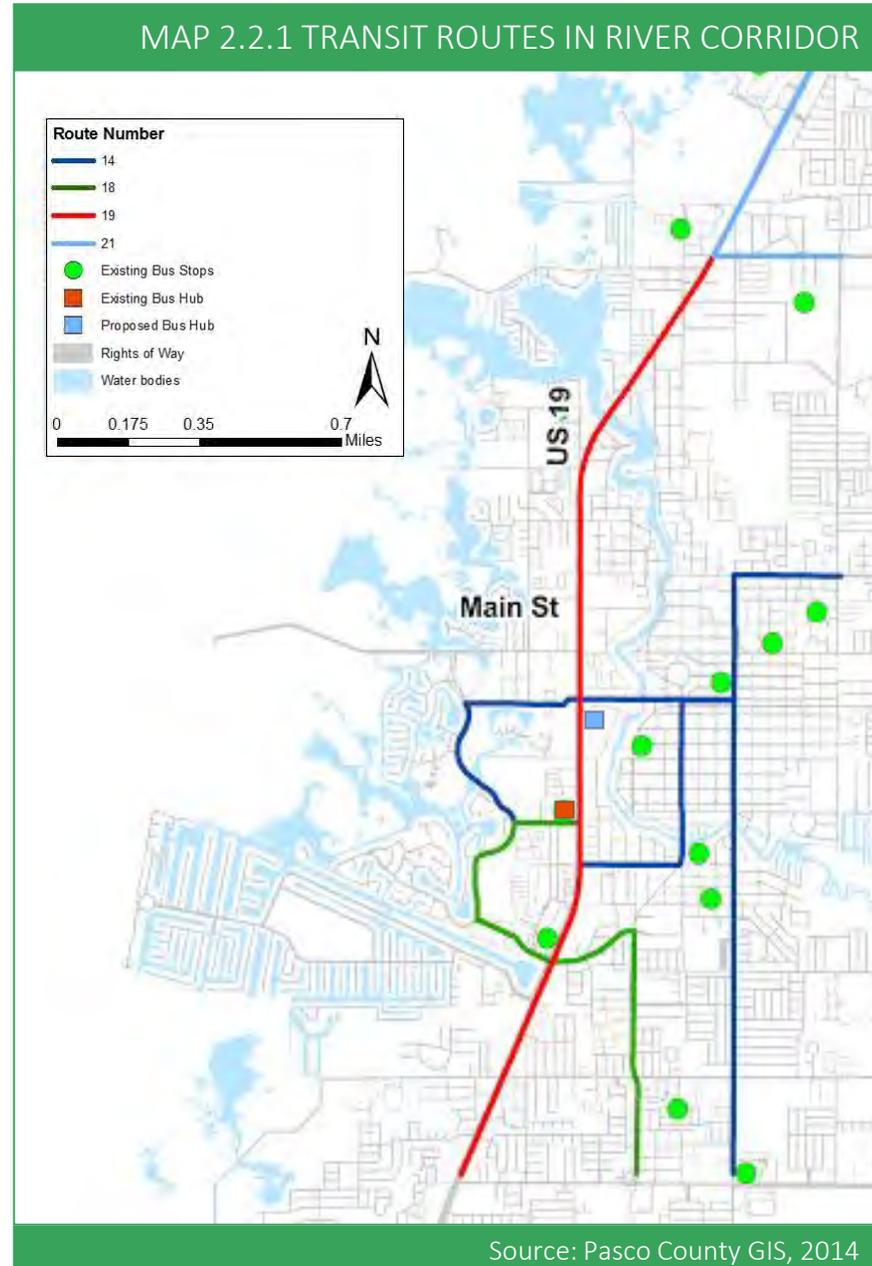


FIGURE 2.2.1 KMART BUS STATION



Source: FPD Team, 2014

for riders and PCPT operators, the location of the transfer hub on the eastern side of U.S. 19 poses a challenge for potential riders crossing U.S. 19 from the more heavily populated eastern side of U.S. 19.

Similarly, Figures 2.2.2 and 2.2.3 typify the existing conditions of transit in the River Corridor by representing a typical PCPT transit stop and typical ridership on PCPT Route 19 at 7am in early October 2014. The lack of infrastructure seen at the existing bus hub is also apparent at many of the River Corridor's bus stops. Bus stops without benches, sidewalks, or even pavement is not uncommon.

The current inadequacies in transit infrastructure and the lack of interconnectivity with bicycle and pedestrian networks inhibit transit's viability as an alternative mode of transportation in the River Corridor. For the River Corridor to develop a vibrant sense of place while meeting the needs of its transportation disadvantaged populations, it can no longer remain overly dependent on U.S.19. Consequently, improving the public transit service and infrastructure (see Sections 2.3.2 & 4.3.6) is major piece of the FPD Team's recommendations for interconnectivity within the River Corridor.

### **Bicycle & Pedestrian Network**

Bicycle parking infrastructure and equipment along the U.S. 19 stretch of the River Corridor is almost nonexistent. Cyclists only have bicycle parking available the City Hall/Library civic complex, and local municipal parks. There are only two designated bicycle routes in the City of New Port

Richey along Central Avenue and Circle Boulevard, however these are designated through signs, and not dedicated bicycle lanes (New Port Richey 2020 Comprehensive Plan , 2008). For pedestrians, sidewalk infrastructure and safety concerns are addressed on the municipal level when fiscally feasible. According to New Port Richey's 2002 Roadway Needs Assessment, 30 miles of paved streets in the City of New Port Richey were without sidewalk infrastructure. While New Port Richey is in process of updating this Assessment, the FPDL Team's site visits indicated that significant improvements to the area's bicycle and pedestrian network are still necessary. In Section 2.4, the FPDL Team propose several recommendations to improve the bicycle and pedestrian network by adding dedicated bicycle lanes, widening sidewalk widths, and introducing street furniture. Safety concerns will be addressed through traffic calming features proposed in Section 2.3.1.

## 2.2.2 URBAN DESIGN FEATURES & ISSUES

In addition to the River Corridor's inconsistent pedestrian infrastructure, the corridor's built environment is lacking design elements that welcome pedestrian and bicyclists. The U.S. 19 corridor is established as a high speed highway. The scale and design of the entire corridor is oriented around the automobile. Every design feature from the large surface parking lots to the tall industrial-style street lights are designed to accommodate large quantities automobile traffic instead of creating a multi-modal corridor

FIGURE 2.2.2 TYPICAL BUS STOP ON U.S. 19



Source: FPDL, 2014

FIGURE 2.2.3 RIDERSHIP ON A PCPT BUS IN THE RIVER CORRIDOR



Source: FPDL, 2014

## FIGURE 2.2.4 CURRENT STATE OF U.S. 19 THROUGHOUT RIVER CORRIDOR



with a defined sense of place through human-scale infrastructure.

Coupling this overall environment with the River Corridor's inconsistent pedestrian infrastructure creates an environment that puts pedestrians at risk. Pedestrians are using deteriorating sidewalks, waiting for buses without benches or cover and darting across U.S. 19, which lacks crosswalks and mid-block crossings. Bicyclists are forced to share a 4'-5' sidewalk with other cyclists and pedestrians or brave sharing a lane with U.S. 19's high speed automobile traffic.

The design and condition of the River Corridor's commercial and residential development also contributes to the weak sense of place and lack of unifying character. Much of the River Corridor's built environment is defined by aging strip commercial development with deteriorating facades and obvious code violations. Adjacent residential neighborhoods are predominated with dilapidated and frequently vacant homes.

Thus, for the River Corridor to become a unified and thriving place, efforts addressing the River Corridor's aging and unattractive built environment will need to be unified with pedestrian and bicyclist infrastructure improvements aimed at reducing the corridor's auto-dominated environment. These enhancements would improve the character of the Corridor as a whole as well as supporting the revitalization of each node.

### 2.2.3 ASSESSMENT OF EXISTING PLANS, POLICIES, & ORDINANCES

The majority of projects in the Cost Affordable component of the 2035 LRTP are in central and eastern Pasco County, with a less intensive focus on the River Corridor. The most significant projects affecting the Port Richey and New Port Richey communities are improvements to capacity and safety along the US-19 corridor. However, additional improvements on State Road 52 and State Road 54 are also expected, as will a major intersection improvement project and grade separation at the intersection of US-19 and Ridge Road.

Of road projects affecting the River Corridor, the most significant is a countywide undertaking to utilize SR-54 to improve linkages between eastern and western Pasco County. Improving access across the county promises to capitalize on the recent growth in eastern Pasco County and to bring more people into the River Corridor. The largest transit project planned for the River Corridor is the implementation of an express bus service along US-19. This service hopes to reduce the auto-dependence of commuters traveling to Tampa and Clearwater. Granted these projects are subject to change, pending implementation and adoption of the 2040 LRTP, but they provide additional support for the FPD Team's connectivity recommendations outlined in the following section.

## 2.3 CONNECTIVITY

Section 2.3 explores the connectivity between Millers Bayou and Main Street. By observing the current conditions of U.S. 19, Grand Boulevard, and the Pithlachascotee River, the FPDL Team intends to provide recommendations pertaining to increasing connectivity and accessibility throughout the River Corridor. Each of these corridors has a unique character and presents unique opportunities to improve connectivity and to use transportation options and infrastructure as a placemaking tool. Recommendations for U.S. 19 focus on traffic calming and improving transit service to reduce and slow the traffic along this busy thoroughfare. Grand Boulevard is envisioned as a human-scale multi-modal connector between Millers Bayou and Main Street. Finally, the Pithlachascotee River offers the opportunity to create a blueway and to utilize a water taxi as placemaking forms of transportation. Together the recommendations for each corridor hope to create an integrated system of interconnectivity that accommodates multiple modes of transportation throughout the River Corridor.



U.S. 19, Grand Boulevard and the Pithlachascotee River will be connectors that allow functional and efficient movement of people and goods, while fostering safe and easy access for pedestrians and transit, as well as serving as gateways to both nodes.

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### 2.3.1 TRAFFIC CALMING

At 264 miles in length, U.S. 19 runs along Florida's west coast, with speeds ranging from 45-65mph. Within the River Corridor's 2.6 miles of U.S. 19 the speed limit is 45mph, and the natural tendency for drivers to speed 10-15 miles above the speed limit. This presents a significant safety issue for New Port Richey and Port Richey. Speeding typically occurs as drivers are transitioning from the 55mph stretch in Hernando County to the north, and often neglect to slow down when traveling through Pasco County. For the River Corridor, traffic calming strategies have been identified as a means to address this critical safety issue for pedestrians and motorists. Specifically gateway features, surface treatments, and speed displays are suggested projects that could support redevelopment efforts by enabling safer pedestrian activity.

According to a 2005 Dateline NBC Study, the Florida stretch of U.S. 19 is one of the most dangerous highways in the nation

(Mankiewicz, 2005). The Florida Highway Patrol (FHP) initiated a test period from 1998 to 2003 per the National Highway Traffic Safety Administration (NHTSA), and found the U.S. 19 stretch through Pasco County to average 52 deaths per year. In the 5-year test period, FHP found 262 deaths over the duration of the study, with 100 pedestrian deaths making U.S. 19 the most dangerous road for pedestrians in the U.S.

If the River Corridor is to become a vibrant community, bicycle and pedestrian safety, especially along U.S. 19, must be improved. However, the River Corridor's ability to promote pedestrian safety and encourage a walkable sense-of-place is challenged by the high speed motor traffic along U.S. 19. The FPDL Team recommends that traffic calming measures, such as the community gateway and surface treatments shown in Figures 2.3.1 and 2.3.2, be implemented to slow traffic along U.S. 19 thereby creating a bicycle and pedestrian-friendly environment.

FIGURE 2.3.1 EXISTING U.S. 19 STREETScape



Source: FPDL, 2014

FIGURE 2.3.2 PROPOSED U.S. 19 STREETScape



Source: FPDL, 2014

### Community Gateway

Gateways are one set of traffic calming measures that can be used if placed strategically as drivers enter the communities along U.S. 19 in Pasco County. These gateways communicate to the motorists that they are making a transition from a high-speed roadway to a boulevard with smaller pedestrian oriented development. The FPDL Team recommends two gateway features, one at the intersection of U.S. 19 and Grand Boulevard in Port Richey, and a second at the intersection of U.S. 19 and Main Street in New Port Richey. These gateway features would function as a landmarks that encourage drivers to slow down and familiarize themselves with the character of these River Corridor communities. Based on the needs of the community, the gateway can consist of elaborate landscape and sign installations or could be a simple metal and/or brick structure as can be seen in Figure 2.3.3 and Figure 2.3.4.

FIGURE 2.3.3 GATEWAY EXAMPLE



Source: Indiana Design Center, 2014

FIGURE 2.3.4 GATEWAY EXAMPLE



Source: [www.stjohnsforestonline.com](http://www.stjohnsforestonline.com), 2014

FIGURE 2.3.5 EXISTING U.S. 19 STREETSCAPE



Source: FPD, 2014

FIGURE 2.3.6 PROPOSED U.S. 19 STREETSCAPE



Source: FPD, 2014

### Surface Treatments

Another form of traffic calming features used is colored and textured surfaces. These treatments are often used in conjunction with other traffic-calming features and are usually implemented across the full width of the roadway so as to deter drivers from changing lanes. These treatments draw attention to the roadway by providing a visual and sometimes audible clue to alert drivers that they are entering a transition zone from a high speed roadway to a community with lower speeds. Caution should be taken when creating surface treatments that they meet both state and local skid resistance requirements. The major advantages of surface treatments are that they do not affect private or emergency vehicles and do not negatively affect drainage. There are several disadvantages to surface treatments, some of which include, increased maintenance needs and an increase in noise from automobiles moving across the surface treatment. Surface treatments generally have a low cost which entails the initial cost of installation and subsequent costs to maintain the surfaces of the roadway. Prices tend to increase when using different textures and incorporating brighter dyes into the shoulder and roadway (Hallmark, 2013). Figure 2.3.5 and Figure 2.3.6 taken at the intersection of U.S. 19 and Grand Boulevard in Port Richey demonstrate the change in condition from the existing roadway to the proposed recommendation of a textured surface crosswalk.

Figure 2.3.7 and Figure 2.3.8 provide renderings of another type of recommended traffic calming feature. Surface speed postings can be used in conjunction with other traffic calming features to act as a transition point, alerting motorists to slow drivers down when entering a community, or an area of reduced speed.

FIGURE 2.3.7 EXISTING U.S. 19 STREETSCAPE



Source: FPD, 2014

FIGURE 2.3.8 PROPOSED U.S. 19 STREETSCAPE



Source: FPD, 2014

### Speed Displays

Radar speed signs alert drivers of their speed as they approach a monitored area. Figure 2.3.9 displays a radar activated sign visually displaying cautionary warnings such as REDUCE SPEED and SLOW DOWN to motorists approaching or exceeding the posted speed limit. Similar to the surface treatments, speed displays can be situated in transition zones so that they are able to slow drivers in advance of the lower speed areas (Hallmark, Dynamic Speed Feedback Signs for Rural Traffic Calming, 2013). If speed displays are not enforced, drivers may ignore the devices and speed up, testing how fast they can travel. In this case, portable speed displays such as the one seen in Figure 2.3.10 are more effective because drivers can not anticipate them and give motorists a greater sense of being monitored.

Speed displays will also trigger drivers who have radar detectors in their cars and prompt them that their speed is being monitored, prompting them to reduce their speed. The major advantages for speed displays are that they do not affect vehicle operation, they are mobile, are less expensive than police enforcement, and can be setup immediately (Hallmark, Dynamic Speed Feedback Signs for Rural Traffic Calming, 2013). Speed displays tested by the Texas Transportation Institute found that with the use of portable speed displays, there was a 7-9 mile per hour speed reduction for passenger vehicles and 3-10 mile per hour speed reduction for heavy trucks on high speed roadways. The cost for speed displays ranges from \$2000-11,000 per display (Hallmark, Dynamic Speed Feedback Signs for Rural Traffic Calming, 2013).

FIGURE 2.3.9 RADAR ACTIVATED SIGN



Source: [www.lightcast-public-safety.com](http://www.lightcast-public-safety.com)

FIGURE 2.3.10 RADAR ACTIVATED SIGN



Source: [www.ru2systems.com](http://www.ru2systems.com)

## 2.3.2 TRANSIT SYSTEMS

### Introduction & Vision

Enhancing and continuing to expand public transportation is key to the success of the River Corridor and the surrounding region. In addition to building upon the existing transit system, it is imperative to explore new alternatives. As such, the FPDL Team's transit recommendations not only include enhancing the existing PCPT service, but introducing circulators, express buses, and water taxis. Allocating resources to new modes and alternatives will be key to the success of increased ridership in the River Corridor.

The vision for the following transit recommendations is centered on creating viable transportation alternatives to the automobile. Movement around and through the River Corridor should be efficient, safe, easy, accessible and enjoyable for all residents, not just those with access to a car. These transportation alternatives will not only improve quality of life for residents and employees, but foster further activity among tourists and visitors to the area.

### Circulator & Trolley

In addition to conventional, fixed-route bus service, the FPDL Team recommends pursuing other affordable transit alternatives, most notably, trolley circulators. Trolleys, as seen in Figure 2.3.2.1, would make use of modified buses with attractive design, geared particularly towards tourists. As of now, trolley service is already utilized in northern Pinellas County, approximately 10 miles from the northern end of the River Corridor. Main Street, New Port Richey and the Millers Bayou area in Port Richey both have potential to be small, high-activity centers, similarly to communities in northern Pinellas County like Safety Harbor and Tarpon Springs.

FIGURE 2.3.2.1 CLEARWATER BEACH JOLLY TROLLEY



Source: <http://blog.florida-beachrentals.com>, 2014

With the implementation of a trolley-circulator in the River Corridor, visitors would have improved accessibility between businesses of Main Street and recreation and entertainment of Millers Bayou. Beginning in 2010, Pinellas Suncoast Transit Authority (PSTA) implemented a partnership with the private Jolley Trolley Group to operate transit circulators between the locales of Clearwater Beach, Dunedin, Palm Harbor and Tarpon Springs; and a circulator between Clearwater Beach and Downtown Clearwater. Funding for the Jolly Trolley Group is secured through the City of Clearwater. These high-volume nodes, all in northern Pinellas County, are attractive to tourists and locals alike, contain a mixture of shopping, dining and entertainment and are comparable in size to Port Richey and New Port Richey. Dunedin and Tarpon Springs both feature small, Main Street downtowns with historic buildings and vibrant mixtures of uses.

According to the PSTA Transit Development Plan, ridership on all these routes in FY 2011/12 through May 2013 totals 328,265 passenger trips. The North County Jolley Trolley service is provided on Fridays, Saturdays, and Sundays, and begins at approximately 10:00 a.m. and ends at approximately 11:00 p.m. with 60-minute service frequency. "This route has helped local businesses enhance public transit options for both residents and visitors. The affected local communities have provided the match requirements needed for securing the Service Development grant funds which have expired and currently the Jolley Trolley Group is in the process of securing funding from the participating communities to maintain the service" (PSTA 2010 TDP).

Trolley service has since been expanded to serve Downtown Safety Harbor, a similar section to Dunedin and Tarpon Springs, Clearwater's Countryside Mall and Dunedin. The majority of the north-south routes utilize the Alternate 19 corridor, between Clearwater and Tarpon Springs. There is clear opportunity to extend this service further north into Pasco County along the US-19 corridor, into New Port Richey and Port Richey. While this proposal has been a success with northern Pinellas County, there have been financial risks associated with implementing these systems in the past, often attributed to low ridership. Given that this case has been considered in the past with the US-19 corridor, the concept of a water taxi, may be more practical due to its unique context with the river corridor.

## Water Taxi

While trolley circulators are a relatively sound financially, low-risk transportation alternative, a second alternative identified by the FPDL Team is a ferry service in the form of a water taxi. This maritime transportation alternative would capitalize on one of the area's most unique assets, the Pithlachascotee River. A water taxi, similar to the one in Figure 2.3.2.2, would add to the identity and branding of the River Corridor, while also improving access and increasing connectivity between the Millers Bayou Node and the Main Street Node. Like the proposed trolley service, a water taxi service would be operated by a private agency, potentially with public incentives or subsidies.

To the southeast, along the Hillsborough River in Tampa, water taxi services have already been successfully operated by one agency since September 2008. While water taxi service requires construction of more marina facilities, a service operated point-to-point between the Millers Bayou Node and Main Street Node would act in the same capacity as the trolley circulator, by greatly improving access in terms of both safety and pleasure. Ideally, this service would originate from marina facilities at or near the Main Street Bridge in New Port Richey and ultimately reach marina facilities within the Millers Bayou business area. Unlike current and past water taxi proposals, this service would act as a mode of functional transit before leisure, operating with a scheduled frequency along a fixed route.

FIGURE 2.3.2.2 FORT LAUDERDALE WATER TAXI



Source: [www.passagemaker.com](http://www.passagemaker.com), 2014

### Express Bus Service

Looking ahead, PCPT plans to implement an express route on U.S. 19. While these plans are already in the works, they are worth mentioning here because of the role the express bus could play in supporting both PCPT existing transit service and FPD's recommendations.

The express bus is different from the local bus service in that it only stops at major stops and skips minor stops. The express bus service would connect with PSTA and with all of the major PCPT transfer points. More importantly, the express bus would improve regional interconnectivity by providing an express connection to the Tampa Bay Regional Transportation Authority's routes. The express bus could increase ridership for the whole system, attracting those commuting to Tampa and Clearwater who do not want to stop at all the minor stops. (Pascocountyfl.net, 2014,8-5).

In this way, by integrating the express bus with PCPT's existing service and FPD's recommendations, Pasco County and PCPT would provide several transit services targeting specific demographic groups to maximize the system's ridership. The Trolley and Water Taxi would provide recreational transit for tourists and families, the Express Bus would provide service to long-distance commuters, and PCPT's existing service would continue to serve the everyday needs of Pasco County. Integrating these services into a cohesive system could create sufficient interconnectivity to increase ridership and relieve traffic pressure on U.S. 19.



### 2.3.3 GRAND BOULEVARD

#### Introduction and Vision

Grand Boulevard is a two lane residential road which leads from Main Street in New Port Richey to U.S. 19 within the Port Richey city limits. This roadway is a slower speed roadway than U.S. 19 corridor that runs roughly parallel to Grand Boulevard. Grand is a local route that possesses existing traffic calming measures and is partially lined with sidewalks to provide pedestrians an off road walking location. It is envisioned that by making the following improvements Grand Boulevard will become a more popular route for pedestrians and local motor traffic as it becomes an alternative corridor between New Port Richey and Port Richey. Grand Boulevard could serve the River Corridor by offering an alternative to the bustling speeds and vehicle congestion familiar with U.S. 19. This local route along the Pithlachascotee River provides an artery of connectivity from Main Street in New Port Richey into Millers Bayou in Port Richey, and offers residents and patrons in the Millers Bayou Town Center a scenic connection to the amenities offered in downtown New Port Richey.



## Traffic Calming

Currently, there are traffic-calming measures in place along Grand Boulevard that address pedestrian safety at minor intersections. These improvements include raised brick crosswalks at Grand Boulevard and Michigan Avenue, Grand Boulevard and Homecrest Road, and Grand Boulevard and Kenwood Avenue. However, traffic calming measures are almost non-existent at Grand Boulevard's intersection with US 19. There is a single crosswalk at U.S. 19 and Grand Boulevard, crossing the southbound side of U.S. 19, and there is a Grand Boulevard merging lane that has no pedestrian crosswalk for those walking on the northbound side of U.S. 19. Using traffic calming measures to ensure pedestrians have safe and easy access to Grand Boulevard where it intersects with U.S. 19 is crucial to Grand Boulevard's ability to act as an alternate connector between Port Richey and New Port Richey. For this reason, as discussed in Section 2.3.1, this intersection has been identified as a key gateway within the Millers Bayou Node. Slowing down traffic could help to draw residents down Grand Boulevard further connecting Millers Bayou to the Main Street Node. In addition to the gateway suggested in Section 2.3.1.2, two traffic-calming measures that are recommended for the U.S. 19 and Grand Boulevard intersection are raised crosswalks and textured pavement. According to the 2011 Florida Greenbook, raised crosswalks are effective at reducing speeds and crashes by creating an "effective pedestrian amenity" that increases pedestrian visibility, however there are impacts to be considered for emergency response vehicles, buses, bicycles, and motorcycles (State of Florida Department of Transportation, 2011).

Before implementing any traffic-calming feature, FDOT recommends a trial run with a temporary simulation to test driving patterns and behaviors in response to the new measure. Typically these projects are considered low to medium cost from \$1,000-\$5,000 per intersection (Pasco Metropolitan Planning Organization, 2012). Further feasibility should be studied with an engineering study regarding a mid-block crossing at U.S. 19 and Grand Boulevard. These types of crosswalks should be "illuminated, marked, and signed according to the United States Department of Transportation, Federal Highway Administration's Manual on Uniform Traffic Control Devices, Traffic Engineering Manual" (State of Florida Department of Transportation, 2014). Textured pavement is a simple change from asphalt to brick, and the sound when driving through a texturized area makes drivers aware of the change of driving environment (State of Florida Department of Transportation, 2011).

## Sidewalk Needs

From the intersection of Bank Street and Grand Boulevard in New Port Richey, to Grand Boulevard and Old Post Road in Port Richey, 1.8 miles of 2.5 miles along Grand Boulevard lacks sidewalks for pedestrian connectivity. While this is indicative of the lack of pedestrian infrastructure throughout the River Corridor, ensuring Grand Boulevard can accommodate multiple modes of transportation is especially important to ensure it is able to relieve some of the traffic load on U.S. 19.

According to the 2014 FDOT District 7 total project cost estimates, a 5' wide sidewalk costs \$174,514 per mile for a single side. Using this estimate, the total project cost for 1.8 miles of sidewalk improvements along both sides of Grand Boulevard would cost approximately \$628,250.40 (State of Florida Department of Transportation, 2014).

## 2.3.4 PITHLACHASCOTEE RIVER

### Introduction and Vision

The Pithlachascotee River is an extremely important, though underutilized resource. Most people could drive through the River Corridor without realizing it was there. The river's vision statement captures what it could be: By 2025, the Pithlachascotee River will be:

*The Harbor's aquatic byway, linking Millers Bayou and Main Street, coastal resources and inland environments, fostering connection between the two and encouraging natural recreation.*

FIGURE 2.3.4.1 PITHLACHASCOTEE RIVER AT MILLERS BAYOU



Source: FPDL, 2014

FIGURE 2.3.4.2 PITHLACHASCOTEE RIVER AT MAIN STREET



Source: FPDL, 2014

In this way, the FPDL team envisions the Pithlachascotee River as a third avenue (in addition to U.S. 19 and Grand Boulevard) connecting the Millers Bayou and Main Street nodes. In addition to the Water Taxi described in Section 2.3.2, The FPDL Team has the following recommendations to achieve this vision and to turn this unique resource into a vibrant blueway.

### **Boat Parking**

As will be discussed in more detail in the Millers Bayou Small Area Plan, increasing the amount of public boat slips in and along the river would help foster connection between land and the river, especially around public places and areas with commercial activity. There currently are very limited options for public docking along the river, occurring only at Sims Park, but these are small and do not offer much space to accommodate multiple vessels. Additional information on boat parking may be found in Section 3.3.4.1.

### **Management**

The Pithlachascotee River is one of Pasco County's greatest assets and presents unique opportunities and challenges to the cities of New Port Richey and Port Richey. Addressing these challenges and planning for future opportunities across three jurisdictions could be simplified by defining a river corridor and establishing an agency for corridor master planning, specifically for the river. An example and model to follow would be immediately to the south, in Hillsborough County, along the Hillsborough River.

The Hillsborough River runs through Hillsborough County, Florida and the cities of Tampa and Temple Terrace, from the Hillsborough Bay in the south to Hillsborough River State Park in the north. Running through a largely urban area has presented unique challenges, addressed by the Hillsborough County City-County Planning Commission, by establishing the "Hillsborough River Corridor". The corridor encompasses all lands within 500 feet of either bank, for

the entire length of the river. To manage the Hillsborough River Corridor, legislative action created the Hillsborough River Interlocal Planning Board in 1986, which acts as an arm of The Planning Commission. The board itself consists of one member of the governing body for each of the three jurisdictions served (Hillsborough BOCC and respective city councils). The board takes recommendations from the Hillsborough River Technical Advisory Council in developing a coordinated master plan for the river corridor. The TAC is made up of eleven members, selected based on representation from specifically defined criteria. These include representatives from relevant agencies including, but not limited to, the county's environmental protection commission; the county's planning commission; the Southwest Florida Water Management District; the local port authority; the local regional planning council; the Florida Department of Environmental Regulation; and the U.S. Army Corps of Engineers. The agency consists of one full-time staff member, currently (as of September 2014), the Planning Commission's environmental planning director.

Goals of the master plan include, but are not limited to: improving water quality to a “swimmable standard”; controlling boat traffic and mitigating public nuisances; specifying construction and placement standards for ramps, docks and seawalls; minimizing urban encroachment upon riverbank; preserving wildlife habitats and archeological resources; and improving public access in appropriate areas. One central focus of the master plan is dedicated to environmental issues of water quality/quantity and natural habitat preservation. The other central focus is dedicated to public use, access and safety.

A county agency managing and planning for the Pithlachascotee River could function in a similar capacity, promoting environmental preservation primarily. Conversely, it could work to promote development along the river corridor, while still maintaining and improving environmental quality. This could include opening new opportunities for recreational access, transportation and commercial development. A master plan for the river corridor could aid in making it the centerpiece of the western Pasco County area, as well as an economic driver.

### **Blueway**

The development and branding of the Pithlachascotee River as a blueway could help draw tourists and provide an identity for the Harbors. A blueway is essentially an aquatic greenway or an aquatic trail. Cities, counties, and state blueways have been designated, which is fairly easy to do. Usually developed by a division of parks and recreation, the organization uses wayfinding signage along the river as well as maps and advertising to popularize the blueway. Most blueways have a natural feature that draws visitors to use them. Pasco County has a number of unique natural amenities that lie in close proximity, including Werner-Boyce Salt Springs State Park, James E. Grey Preserve, and the Gulf of Mexico. Blueways typically cater towards kayakers, as the more natural areas are too dense in vegetation or the water level too low for power boats. Additional kayak slips along the length of the Pithlachascotee River, as well as camping options could further brand the blueway. A water taxi service that ferries visitors along the blueway, between Millers Bayou and Main Street could further brand the river and provide greater connectivity between the two areas. Initial branding

and development of the blueway concept could be a short-term project (0-5 years), while the development of kayak slips, camping facilities, and water taxi services would be mid to long-term (5 plus years).

# 2.4 STREETScape DESIGN & SIDEWALK PLAN

The River Corridor’s major thoroughfare, U.S. 19, is currently aesthetically displeasing and not safe for the pedestrians visiting the area. The River Corridor Streetscape Plan aims to improve these conditions through urban design and livability. While these recommendations are for the entire for Corridor, they will focus on U.S. 19 since streetscape elements unique to each node will be discussed in their respective Small Area Plans.

## 2.4.1 EXISTING CONDITIONS

The entire River Corridor consists of traditional low-density development stretched along U.S. 19, the area’s major thoroughfare. U.S. 19 is currently designed to move cars as quickly and efficiently through the corridor as possible.

There is little regard for pedestrian mobility and comfort along the corridor. For example, U.S. 19 has very narrow sidewalks and almost no formal crosswalks. In addition to these permanent design issues, much of the road construction work currently taking place on U.S. 19 also threatens the safety and mobility of pedestrians by further restricting an already limited network (see Figure 2.4.1).

In addition, this major road fails to have proper Americans with Disabilities Act (ADA) components, such as tactile paving and wheelchair ramps (see Figure 2.4.2). On top of the aforementioned sidewalk issues, current sidewalks also fail to drain properly during rain, and some sidewalks are even closed (Figure 2.4.3).

FIGURE 2.4.1 CLOSED SIDEWALK ON U.S. 19



Source: FPD, 2014

FIGURE 2.4.2 NON-ADA ACCESSIBLE SIDEWALK ON U.S. 19



Source: FPD, 2014

FIGURE 2.4.3 FLOODED SIDEWALK ON U.S. 19



Source: FPD, 2014

## 2.4.2 PROPOSED INTERVENTION

There are many ways to address sidewalk issues and pedestrian safety. The FPD, Team proposes a complete overhaul of existing sidewalks and crosswalks that should be replaced with aesthetically-pleasing and pedestrian-oriented streetscaping. In addition to promoting multi-modal connectivity throughout the River Corridor, the revamping the streetscape would enhance the Corridor's sense of place.

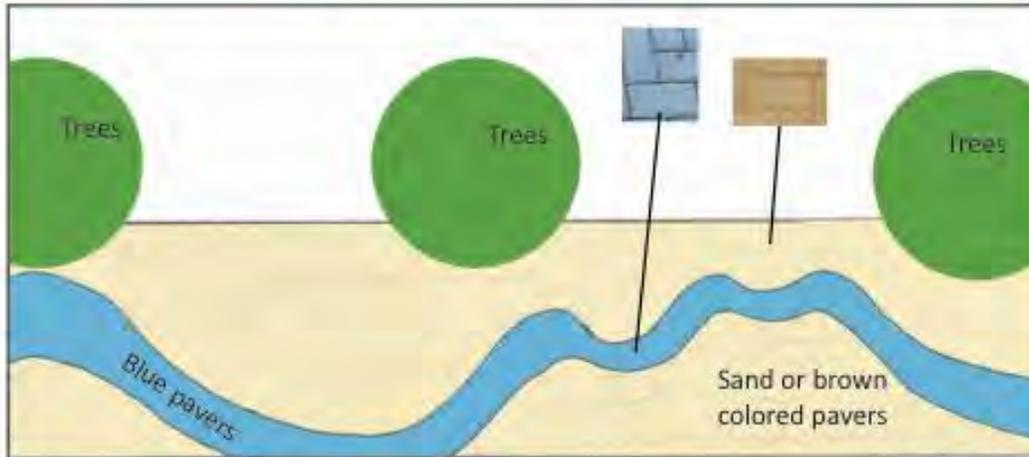
### Concept Design

The proposed streetscape design would utilize multicolor pavers over concrete to create an inviting sidewalk for residents and tourists to utilize along U.S. 19 and Main Street. The new sidewalk would contain a river-like pattern using blue pavers sandwiched between sand or brown colored pavers. This design pays tribute to the Pithlachascotee River, which is considered the unifying feature of River Corridor. Map 2.4.1 shows where the sidewalks would be installed along U.S. 19 and Main Street. The new sidewalks would be installed on both sides of the U.S. 19 and Main Street with a total of 2.7 miles of new sidewalk and furnishings. In addition to sidewalks and furnishings, bike lanes would be added to both sides of U.S. 19.

The sidewalks would be completely furnished with new streetlights, streetlight banners, benches, bike racks, trashcans, and native trees. The street furnishings and vegetation serve not only for place making, but also provide basic street amenities and shading from the sun. A summary of the design principles and standards for the streetscape plan can be seen in Figure 2.4.4. Map 2.4.1. shows the locations of bike racks recommended by the River Corridor Streetscape Plan. These locations were chosen using site visits aerial analysis from 2014 orthoimagery photos of Pasco County. Pedestrian and cycling hot spots were targeted by aerial analysis and then reaffirmed during site visits. These hotspots were then compared to the locations of existing bike racks to identify areas that were underserved. However, bike racks identified in Map 2.4.1 only indicate where bike racks are needed most. Additional bike racks would continue to increase the biker-friendly nature of the area.

# Streetscape Design Concepts

# RIVER CORRIDOR



A mixture of sand or brown colored pavers and blue pavers can be used to create a river-themed sidewalk. This design will tie in Main Street and Millers Bayou with the Pithlachascotee River as the common theme. This sidewalk design can serve as placemaking, beautification, and a reminder to pedestrians that the river is nearby.



Recycling and trash bins should be placed at corners and intersections to keep the streets clean and to help the River District go green.



Blue benches can be used to match the river design in the sidewalk and to offer pedestrian seating.

More styled street lamps with banners can be used for placemaking, beautification, and can serve as a greeting into the River District.



Bike racks should be placed at the start and end of each node and between to promote alternative uses of transportation and pedestrian activity.



Native palms, like Cabbage Palms, should be planted throughout the River Corridor.

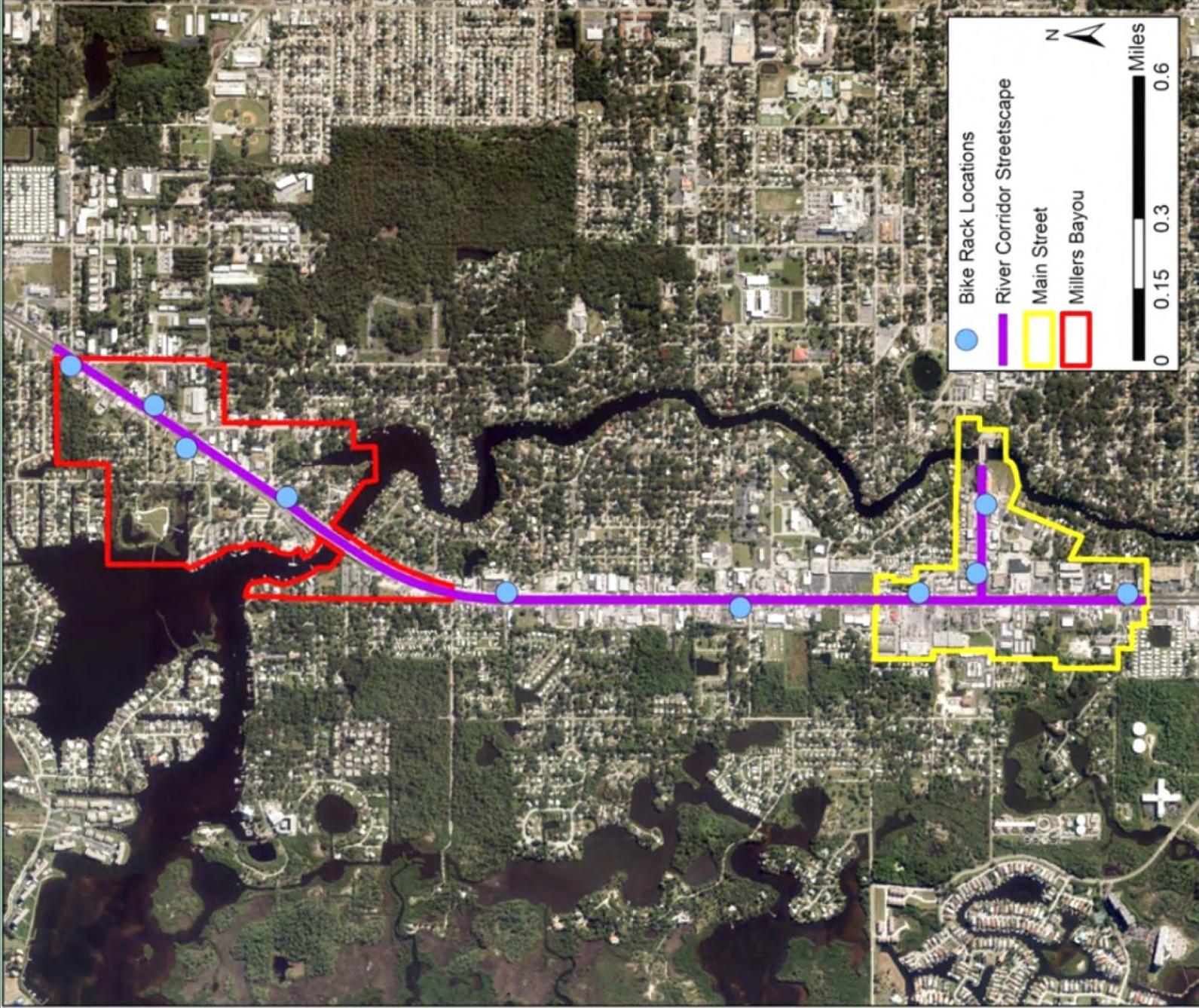


Other native trees, like Silver Buttonwoods, should be planted for shade and placemaking.

FIGURE 2.4.4 DESIGN PRINCIPLES FOR RIVER CORRIDOR STREETScape PLAN

Source: FPD, 2014

MAP 2.4.1 PROPOSED LOCATIONS FOR RIVER CORRIDOR BIKE RACKS AND STREETSCAPE IMPROVEMENTS



Source: FPD, 2014

### Streetscape Specifics

It is evident there is extra space for larger sidewalks along U.S. 19 and Main Street. Given the existing right-of-ways (ROW), the new sidewalks are proposed to be 10' wide on each side of the street along U.S. 19 and 10' on each side of the street for Main Street. All sidewalks along U.S. 19 and Main Street are currently 5' wide. The amount of ROW between the street and property lines along U.S. 19 between Millers Bayou and Main Street is an average of 30' on both sides of the street and ranges from 24' to 50'. Within Main Street, the amount of ROW between the street and property lines along U.S. 19 averages 30' on the west sidewalks and 40' on the east sidewalks. Within Millers Bayou, the amount of ROW between the street and property lines along U.S. 19 are an average of 34' with a range of 25' to 62' on the west side of U.S. 19 and an average of 25' with a range of 24' to 50' on the east side of U.S. 19. Along Main Street itself, the amount of ROW between the street and property lines ranges from 11' to 30'. Map 2.4.2 shows several zoomed in locations of U.S. 19 and Main Street to provide a visual of the current ROW.

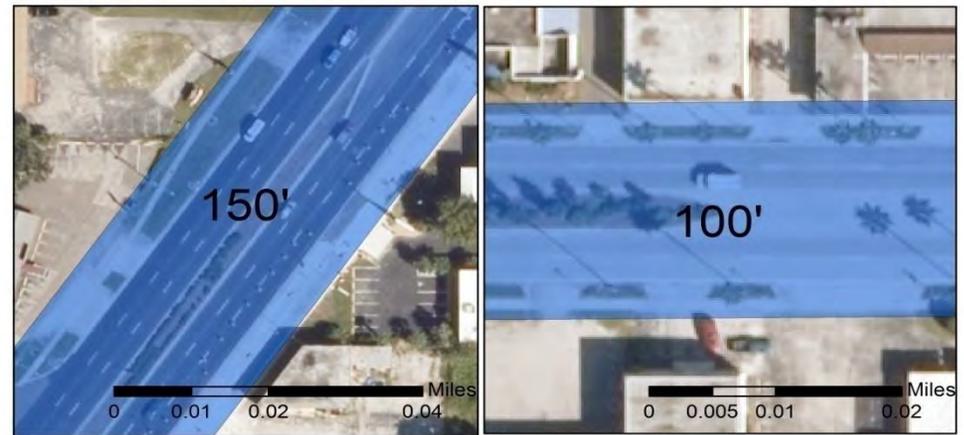
As indicated by the ROW averages listed above, there exists excess capacity of ROW to improve and widen the sidewalks. Additional improvements would include ADA compliant sidewalks with proper slopes into curbs for wheelchairs, tactile paving for the visually impaired, formal crosswalks to lead pedestrians safely across U.S. 19 and Main Street, audio aides at crosswalks for the visually impaired, and any other ADA requirements.

## MAP 2.4.2 U.S. 19 AND MAIN STREET RIGHT OF WAYS



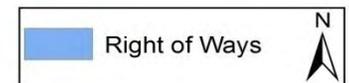
US19 ROW Between  
Main St & Millers Bayou

US19 ROW  
South of Main St



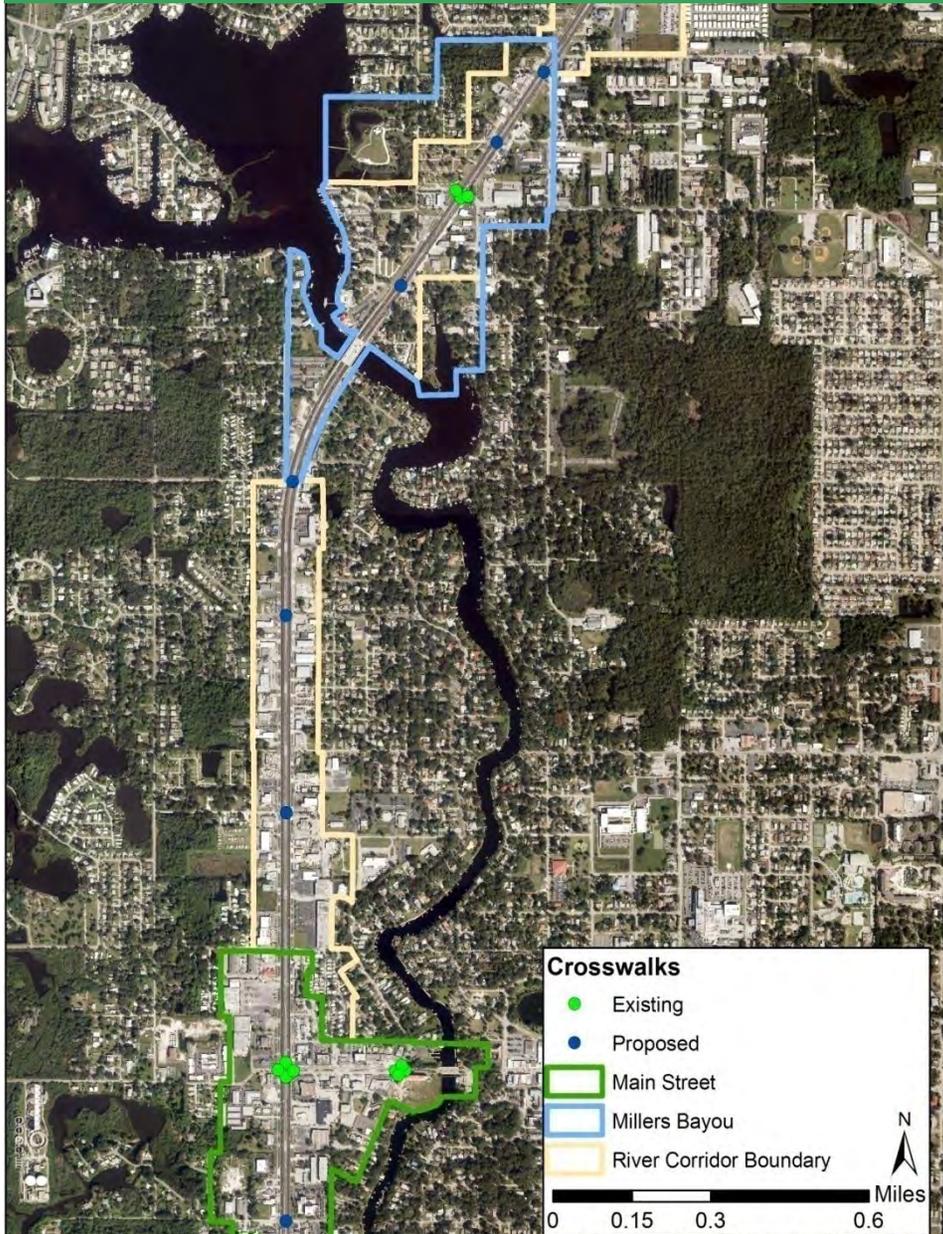
US19 ROW  
Throughout Millers Bayou

Main St ROW



Source: Pasco County GIS, 2014

## MAP 2.4.3 EXISTING AND PROPOSED RIVER CORRIDOR CROSSWALKS



Source: FPD, 2014

The streetscape plan also proposes more crosswalks to be put in to allow pedestrians more opportunities to cross U.S. 19 and Main Street. Currently, there are only three formal crosswalks along U.S. 19, and six along Main Street. The streetscape plan proposes adding seven more formal crosswalks. The locations of the proposed crosswalks, were chosen in part simply by identifying the larger intersections along U.S. 19. However, as in the case of bike rack identification, orthoimagery photos and site visits were also used to identify areas with more pedestrian activity.

Existing and proposed crosswalks can be seen in Map 2.4.3. It is estimated that it would take five to ten years to widen, pave, and furnish all of the sidewalks proposed by the plan. Figure 2.4.5 shows what a section of the streetscape plan, without the bike lane, would look like close up.

## FIGURE 2.4.5 RENDERING OF RIVER PAVER SIDEWALKS



Source: FPD, 2014

### Estimated Budget

Assuming 10' sidewalks on both sides of the streets for U.S. 19 and 10' sidewalks on both sides of Main Street results in 284,760 square feet of sidewalk. Using Acme Brick's price range to create a ballpark for pavers and sand, the estimated cost of materials for the sidewalks totals \$595,148.40 at a rate of \$2.09 per square foot of paver brick and sand. Table 2.4.1 shows the paver budget.

The furnishings, including lamps, light pole banners, trash cans, benches, and bike racks, comes to an estimated total of \$3,062,147. The quantity of lamps was derived assuming one lamp would be placed every 12 feet along the sidewalk for both sides of the street. Table 2.4.2 shows a breakdown of the budget for street furnishings.

The estimated cost of trees, assuming cabbage palms and Silver Buttonwoods were used, is \$415,391. These types of trees were selected since they are native to central Florida and provide shade to pedestrians. Table 2.4.4 shows the bike lane budget, and Table 2.4.5 shows the vegetation budget.

Labor was estimated to be \$1,500,000 for the project. A contingency fund was to provide a more conservative budget. The

contingency has been estimated to be \$200,000.

Adding all of these costs together, the total estimated budget is \$6,491,804.40. Table 2.9.6 provides a summary and total budget for the River Corridor Streetscape Plan.

	Width	Length	SQFT	Price Per SQFT	Estimated Cost	Estimated Labor Costs
Main Street	10	4,730	94,600	\$2.09	\$197,714.00	\$500,000.00
Millers Bayou	10	4,909	98,180	\$2.09	\$205,196.20	\$500,000.00
U.S. 19	10	4,599	91,980	\$2.09	\$192,238.20	\$500,000.00
<b>Total</b>		<b>14,238</b>	<b>284,760</b>	<b>\$2.09</b>	<b>\$595,148.40</b>	<b>\$1,500,000.00</b>

**TABLE 2.4.1 ESTIMATED RIVER PAVER BUDGET**

Source: Acme Brick, 2014

Furnishings	Main Street	Millers Bayou	U.S. 19	Total	Price Per Unit	Estimated Cost
Lamps	788	818	767	2,373	\$1,250	\$2,966,250
Light Pole Banners	788	818	767	2,373	\$30	\$71,190
Trash/Recycling	12	16	4	32	\$300	\$9,600
Benches	15	10	0	25	\$317	\$7,925
Bike Racks	4	4	2	10	\$400	\$7,182
<b>Total</b>						<b>\$3,062,147</b>

**TABLE 2.4.2 ESTIMATED STREET FURNISHINGS BUDGET**

Source: Belson, 2014a; Belson, 2014b; Outdoors, 2014; Pole Banners, 2014; Illuminator Wholesaler, 2014

Type	Median	Average	Minimum	Maximum	Cost Unit	No. of Sources
Bicycle Lane	\$89,470.00	\$133,170	\$5,360	\$536,680	Mile	6
Signed Bicycle Route	\$27,240.00	\$25,070	\$5,360	\$64,330	Mile	3
Signed Bicycle Route with Improvements	\$241,230	\$239,440	\$42,890	\$536,070	Mile	1

TABLE 2.4.4 BIKE LANE BUDGET

	Count	Price Per Tree	Estimated Cost
Silver Buttonwood	1187	\$175	\$207,666
Cabbage Palm	1187	\$175	\$207,725
Total	2374		\$415,391

TABLE 2.4.5 VEGETATION BUDGET

Source: Florida's Best Trees, 2014

Unit	Estimated Cost
Pavers	\$595,148.40
Bike Lanes	\$719,118.00
Labor	\$1,500,000
Furnishings	\$3,062,147
Trees	\$415,391
Contingency	\$200,000
Total Estimated Cost	\$6,491,804.40

TABLE 2.4.6 SUMMARY BUDGET

Source: FPD Team, 2014

## PROPOSED FUNDING

A project of this scale requires a lot of money. Many different avenues of funding have been explored in order to ensure the budget can be met. Impact fees, a gas tax, a half-cent sales tax, and a small increase in sin taxes can be utilized locally to generate funding for this streetscape project. Since Main Street and Millers Bayou are so small, and the scale of the project is so large, outside funding sources have also been identified. The Florida Highway Beautification Council Grant is a potential source of funding for this project. Pasco County can collaborate with Port Richey, New Port Richey, and FDOT for fund generation and implementation. Another possible source of funding is the National Endowment for the Arts (NEA). The NEA has several grants for placemaking, which is a major component of the streetscape plans. The NEA's Our Town Grant is a grant that awards money to local governments working with at least one nonprofit organization towards the creation of more livable communities. Projects that have designs representing distinct characteristics or features of their local communities through landscapes, streetscapes, infrastructure, or other manifestations can qualify for this grant. Since this streetscape plan intends to represent the local Pithlachascotee River within its streetscape design, Pasco County has the potential to qualify should they partner with a local nonprofit or artist to help with the design. In 2014, the NEA awarded 66 Our Town Grants totaling \$5 million (NEA, 2014). The winning communities ranged in size from less than 1,000 to more than 5 million people indicating that Pasco County, Port Richey, and New Port Richey could be eligible.

## 2.5 CODE ENFORCEMENT

Many of the built structures throughout the River Corridor have code violations that are displeasing to the eye and pose hazards to the residents and tourists that patronize these areas. By improving the built environment through code enforcement, this program can make shopping safer and more welcoming to the people and visitors of the Harbors' River Corridor, as well as improving the quality of many of the River Corridor's neighborhoods.



FIGURE 2.5.2 CODE VIOLATION ALONG U.S. 19

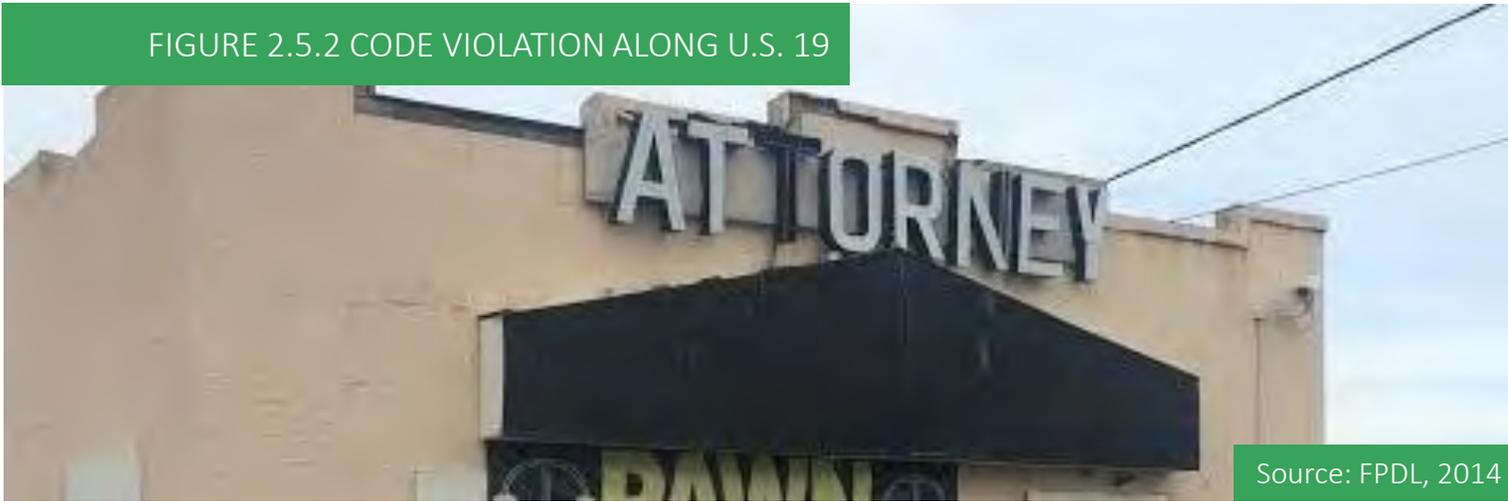


FIGURE 2.5.3 CODE VIOLATION ALONG U.S. 19



FIGURE 2.5.4 CODE VIOLATION ALONG U.S. 19



FIGURE 2.5.5 CODE VIOLATION ALONG U.S. 19



## 2.5.1 EXISTING CONDITIONS

The Harbors' River Corridor has a two-fold problem: homelessness and code enforcement. Upon several visits to the area, homeless individuals were encountered and locals revealed stories about the area's homeless population.

On the local government side, it was stated by county employees that code enforcement was a major problem in the area. There is a lack of code enforcement personnel and a lack of desire to report code violations by residents of the area. Figures 2.5.1 - 2.5.5 show just some of many code violations spotted during site visits over the past few months. These violations include structural negligence via structural cracks, as seen in Figures 2.5.3 and 2.5.5. Figure 2.5.2 shows unkempt facades, which is another code violation.

## 2.5.2 PROPOSED INTERVENTION

The proposed solution for this two-fold problem is for Pasco County to hire homeless people to do code enforcement work throughout the area. This untapped labor force will help keep the area up to code and will ensure the structures and facades look as nice as the future streetscape that is planned to accompany them.

### Program Specifics

The River Corridor Code Enforcement Plan is a collaborative effort that entails a partnership between Pasco County and local homeless shelters, charities, or other similar organizations. By partnering with an organization that offers rehabilitation to homeless people, Pasco County can assist homeless individuals receive training and employment as code enforcement workers. In this partnership, the organization or charity selected will offer housing and rehabilitative services to homeless individuals, and in exchange, Pasco County will offer paid work, training, and recommendations for future work, should the individual in question earn a recommendation and complete the program successfully. The homeless and formerly homeless individuals can be trained as code enforcement officers who are responsible for inspecting properties to ensure they are in compliance with building and zoning codes. They can also be in charge of issuing citations when health hazards, nuisances, and code violations are discovered.

If enough funding is obtained, Pasco County could also offer housing assistance to help where the partner organization or charity cannot. Many organizations have been identified as potential partners for the program. These organizations include, but are not limited to, Impact Family Ministries, Salvation Army, and Coalition for the Homeless of Pasco County. The public parties involved have been identified as Pasco County Department of Human Services, Pasco County Code Compliance, and Pasco County Planning and Development Department. It is important to note that this code enforcement program would only pertain to the extents of the River Corridor and not all of Pasco County.

### Estimated Budget

The budget for this project was modeled off of the Miami Downtown Development Authority's (DDA) DWNTWN Enhancement Team (DET) Program's budget. The DDA's DET Program works with Camillus House, a local homeless shelter in Miami, to offer maintenance and grooming work for the downtown

area to homeless people. Their budget utilizes minimum wage for each employee with employees being capped at 30 hours per week. Benefits and overtime for special events is also added. The budget also incorporates supplies and materials and administrative fees. Using this model, and assuming a team of 30 code enforcement employees, the labor cost is estimated to reach \$371,124 per year. Assuming a per unit cost of \$1,309.93 for administrative fees, the estimated total of administrative fees is \$39,297.90. Benefits for employees are estimated to cost \$60,305.70. Adding \$40,000 for the cost of supplies yields a total estimated budget of \$510,728.60 per year for the code enforcement program (without accounting for inflation in future years or increases in minimum wage). All of the variable costs were derived by using the current minimum wage for the State of Florida and the variable costs used in Miami in 2010 adjusted for inflation to reflect 2014 monetary values. Table 2.5.1 shows the estimated annual budget required for this program. However, since the River Corridor is significantly smaller than the City of Miami, Pasco County would likely not need to employ as many field workers and could therefore significantly reduce the program's costs.

	Units	Pay	Hours	Total
Field Workers	30	\$7.93	30	\$371,124.00
Benefits	30	\$2,010.19		\$60,305.70
Administrative	30	\$1,309.93		\$39,297.90
Supplies				\$40,000.00
Total				\$510,728.60

TABLE 2.5.1 ESTIMATED ANNUAL CODE ENFORCEMENT BUDGET

Source: Miami Downtown Development Authority, 2013

### **Proposed Funding**

Due to the nature of this program, consistent funding sources will be required to provide long-term employment and an ongoing code enforcement effort. Business Improvement Districts (BIDs) are in the process of forming throughout the River Corridor. These BIDs can help with the funding, operation, and maintenance of this program should they successfully establish and grow in scale and power. Tax-Increment Financing (TIFs) can also be used to fund the wages of the code enforcement services provided by the homeless individuals part of the program. Emergency Solutions Grants through the Department of Housing and Urban Development may also be available for use as start-up capital to get the program started and to establish a collaborative effort with the Coalition for the Homeless.

# 2.6 FORM-BASED CODE

The River Corridor consists of three jurisdictions, the City of Port Richey, the City of New Port Richey, and Pasco County. Port Richey and New Port Richey have their own zoning codes independent from Pasco County. This section discusses an alternative to current zoning practices called Form Based Code (FBC). The FBC would shift the focus of the zoning codes from the separation of incompatible uses to the design and form of the built environment. This emphasize on design could be a powerful tool to help the River Corridor move away from its auto-oriented, often unattractive development patterns.

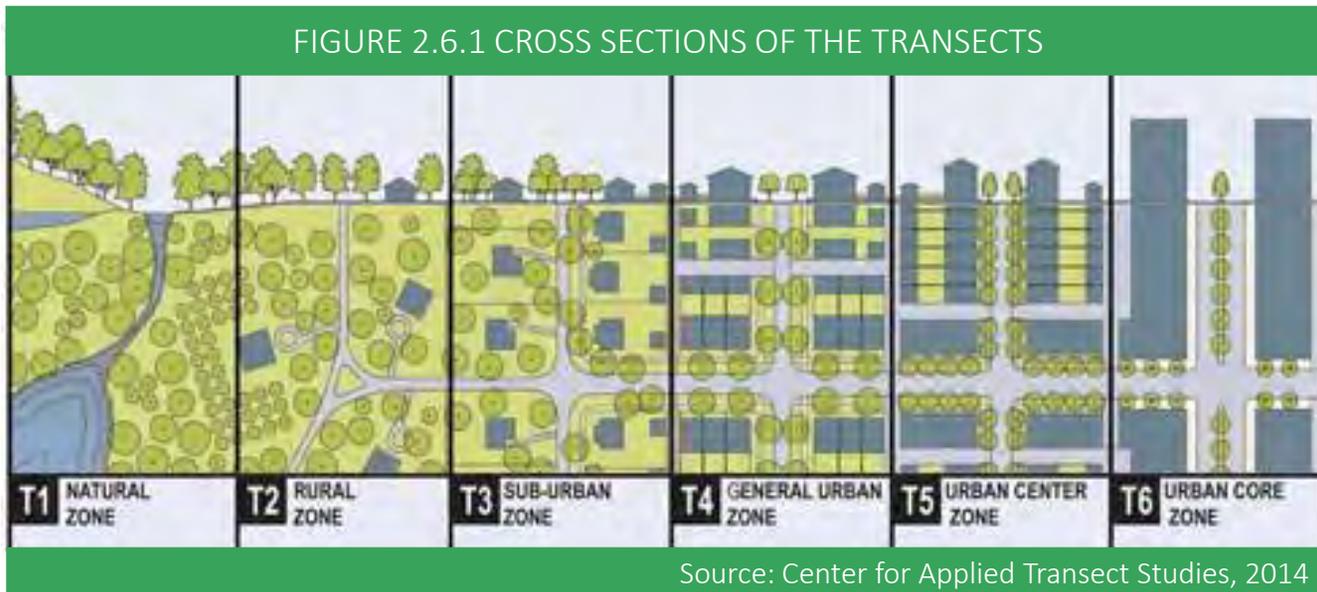
## 2.6.1 EXISTING CONDITIONS

Both New Port Richey and Port Richey currently utilize Euclidian zoning, which means land is zoned by uses that are typically separated into distinct districts. For example, an industrial use would not typically be zoned right next to a residential use in an attempt to protect the residents from potential negative externalities. However, Euclidian zoning gives less attention to the form and design of the built environment.

New Port Richey and Port Richey have no sense of uniformity. While it is important for the two cities to have uniquely identifying built environments, some sense of uniformity, especially along U.S. 19, is desired. As discussed in Section 2.5, many of the structures throughout the River Corridor, especially along U.S. 19, also have an unkempt and deteriorating appearance that inhibits the area’s sense of place. These issues call for an intervention that creates a more cohesive built environment while supporting the upkeep of buildings and facades. The FPDL Team believes a FBC could effectively address both of these issues.

## 2.6.2 PROPOSED INTERVENTION

The FPDL Team proposes implementing a FBC. FBC is another method of zoning land that focuses on integrating land uses; they utilize transects over land use zoning. Transects are cuts across urban areas to distinguish them from most natural to most urban. Typically, there are six transects: T1, natural lands, T2, rural lands, T3, suburban lands, T4, general urban lands, T5, urban centers, and T6, urban cores. Figure 2.6.1 shows cross sections of transects from T1 to T6. In this way, FBC divides land by form and intensity instead of by use. FBCs have the positive characteristic of integrating land uses within the transects by allowing additional mixed-use development, density



and pedestrian-oriented development. The FBC does this by focusing on the built environment rather than the land use. However, certain types of undesirable land uses would still be zoned away from other uses. FBCs are often only implemented in special districts. FBCs typically offer strict rules for physical design of structures such as setback requirements, signage, and facades. For the River Corridor, the FPD Team proposes implementing a FBC via an overlay zone by Pasco County, and the cities. An overlay zone places a zone or zoning code over a jurisdiction's existing code with the intention of providing extra guidance and rules with the intention of creating a more desirable urban area.

The specifics of the FBC overlay for the River Corridor would mostly pertain to signage, setbacks, sidewalks, and facades. For example, Pasco County and Port Richey have no standard for billboard setbacks. New Port Richey is the only jurisdiction that has a defined setback for billboards, which is 15' from the right of way line. The billboards actually become very distracting to drivers passing through U.S. 19. Currently, there exists no regulation of billboard size and setback outside of New Port Richey. According to the Pasco County Land Development Code, billboards are allowed to vary in size. Most of the billboards are very large; most billboards are approximately 14' by 48'. In order to create a more uniform look, the FPD Team proposes signage regulation under the FBC. This regulation would require all signs to be the same size and would potentially prohibit the use of pedestrian sign holders outside of business, as they are typically distracting to drivers. Smaller billboards are desirable because they reduce the size of the built environment to a more human-scale that is more aesthetically pleasing and less distracting to drivers. A billboard size of 5' by 11' is proposed to achieve this desired outcome. Additionally, any billboard that sustains damage for at least 40% of its surface area shall not be replaced.

For sidewalks, the FBC would require larger sidewalks. Currently, sidewalks along U.S. 19 are uniform at 5' wide. While the

sidewalks are already uniform, they are aesthetically displeasing. To make sidewalks and the pedestrian environment aesthetically pleasing and to improve function larger sidewalk between 10'-15' would be ideal. Larger sidewalks with the blue river inlay would allow for street furnishing, a unique design component specific to the project area and a wider pedestrian surface for multiple pedestrian uses.

Beyond setbacks, signage, and sidewalks, the FBC should provide outlines for facades in the River Corridor. The current state of facades in the area is subpar. Many buildings' facades are dirty, outdated, and falling apart. The façade component of the FBC will require shops and offices to have cleaner and updated facades that are maintained. Since uniform facades tend to look bland and remind people of old strip malls, facades will not be required to be uniform. A mixture of building facades creates a more unique built environment that allows businesses and shops to express themselves and to attract customers by putting their own touches on their storefronts. However, the FBC will provide a cohesive feel within each node and throughout the River Corridor. So, the FBC should allow for unique facades within the design parameters that support the development of a cohesive sense of place. For example, as will be discussed in Section 3.3.5, Millers Bayou would be allowed to develop their own unique building facades as long as it maintains the small "fishing village" feel.

Also, while the FPD Team is not suggesting set regulations of uniform facades, storefront facades should not have offensive language or images displayed. For example, an adult entertainment store would not be allowed to display an image of a naked person on their façade just as a music store would not be allowed to display lyrics with expletives on signs, windows, or other aspects of their façade. Figures 2.6.2, 2.6.3, and 2.6.4 show examples of facades in Miami's Arts and Entertainment District as well Miami's Wynwood area.

The City of Miami provides an example of how FBC can be used to improve an area's sense of place. Miami utilizes a FBC for their zoning code, and these figures show how facades can be unique to the local environment, yet still aesthetically pleasing. Alternatively, Figures 2.6.5, 2.6.6, and 2.6.7 show how visually displeasing strip malls in jurisdictions without a FBC, such as Tallahassee, can be. For a more detailed description of urban design principles, architectural standards, and visual concepts, refer to the Main Street Small Area Plan and Millers Bayou Small Area Plan.



FIGURE 2.6.2 FACADES IN THE ARTS & ENTERTAINMENT DISTRICT, MIAMI, FL,  
Source: Google Street View



FIGURE 2.6.3 FACADES IN THE ARTS & ENTERTAINMENT DISTRICT, MIAMI, FL,  
Source: Google Street View



FIGURE 2.6.4 FACADES IN WYNWOOD, MIAMI, FL,  
Source: Google Street View



FIGURE 2.6.5 STRIP MALL, TALLAHASSEE, FL,  
Source: Google Street View



FIGURE 2.6.6 STRIP MALL, TALLAHASSEE, FL,  
Source: Google Street View



FIGURE 2.6.7 STRIP MALL, TALLAHASSEE, FL,  
Source: Google Street View

Table 2.6.1 displays a list of typical building specifications that are often included in zoning codes and indicates whether or not they should be included in a FBC. The FPDL Team recommends Pasco County take the guidelines presented here and further develop them to ensure an appropriate code is created. While FBCs are known for providing strict design and development rules, certain aspects of Pasco County's FBC should maintain landowners' freedom to creatively design their properties. For example, while facades should be addressed in the FBC, land owners should not be forced to develop or maintain a uniform facades, as previously explained. The FBC overlay should provide guidelines for building form and placement of both primary and accessory structures. An example of the types of guidelines set out in a FBC can be seen in Figures 2.6.8 and 2.6.9. These images were taken from Miami 21, the City of Miami's FBC.



## 2.7 GOALS, OBJECTIVES & POLICIES

This section outlines goals, objectives, policies to guide the implementation of the projects identified in Section 2. The goals will provide desired future conditions the projects are ultimately trying to achieve. The objectives will provide deadlines with quantitative targets that serve as checkpoints towards reaching the visions set by the goals. While the policies will assist Pasco County in realizing the benchmarks set forth in the objectives and eventually the goals and visions enumerated throughout Vision 19.

The goals, objectives, and policies of the River Corridor catalyst projects fall under two major categories: livability and transportation. These categories reflect the FPDL Teams hope that the projects summarized in Section 2 would support the catalyst projects and redevelopment efforts within Millers Bayou (Section 3) and Main Street (Section 4) nodes by providing improved interconnectivity and a human-scale sense of place throughout the River Corridor.



### LIVABILITY

**Goal 1: The creation of a pedestrian-friendly thoroughfare.**

**Goal 2: The creation of a thoroughfare with an aesthetically-pleasing streetscape.**

**Goal 3: The creation of a human-scale thoroughfare.**



### TRANSPORTATION

**Goal 4: The creation of a thoroughfare with efficient transit operations.**

**Goal 5: The creation of a multi-modal thoroughfare.**

## LIVABILITY

**Goal 1:** Create a pedestrian-friendly thoroughfare.

**Objective 1.1:** By 2025 reduce the rate of pedestrian collisions by 40%.

**Policy 1.1.1:** Pasco County should work with Port Richey and New Port Richey to reduce speed limits along U.S. 19.

**Policy 1.1.2:** Pasco County should work with New Port Richey and Port Richey to increase the time allotted to cross U.S. 19 at formal crosswalks.

**Goal 2:** Develop a thoroughfare with an aesthetically-pleasing streetscape.

**Objective 2.1:** By 2025, upgrade 100% of sidewalks along U.S. 19 and Main Street.

**Policy 2.1.1:** Pasco County shall work with New Port Richey and Port Richey to implement the River Corridor Streetscape Plan.

**Objective 2.2:** By 2025, upgrade at least 75% of facades along U.S. 19 and Main Street.

**Policy 2.2.1:** Pasco County should work with New Port Richey and Port Richey to adopt Vision 19's Code Enforcement Program.

**Goal 3:** The creation of a human-scale thoroughfare.

**Objective 3.1:** By 2025, Pasco County should implement a Form-Based Code via an overlay to adjust setbacks and other aspects of the built environment to create a more human-scale corridor.

**Policy 3.1.1:** The Form-Based code should increase the required setbacks from 10' to 15' to allow more room for the pedestrian.

**Goal 4:** Maintain efficient transit operations.

**Objective 4.1:** Improve reliability and efficiency for the Pasco County Public Transportation.

## TRANSPORTATION

**Policy 4.1.1:** PCPT will increase frequency by providing additional buses and changing the schedules for routes.

**Objective 4.2:** By 2025, increase PCPT ridership by 40%.

**Policy 4.2.1:** Pasco County should work with the MPO, Port Richey, and New Port Richey to re-evaluate current bus stops and routes to capture more riders.

**Goal 5:** Create a multi-modal thoroughfare.

**Objective 6.1:** Provide more bicycle friendly uses and infrastructure.

**Policy 6.1.1:** Pasco County should work with Port Richey and New Port Richey to add at least four more bike parking locations along U.S. 19.

**Policy 6.1.2:** Pasco County should collaborate with Port Richey and New Port Richey to add sidewalks and/or bike lanes along Grand Boulevard to encourage bicycle and pedestrian travel between Main Street and Millers Bayou.

**Objective 6.2.2:** Pasco county should work with Port Richey, New Port Richey, and private service providers to establish trolley circulator service to serve the River Corridor.

**Policy 6.3.1:** Pasco County should collaborate with Port Richey, New Port Richey, and private service providers to create a public-private partnership establishing a trolley circulator service.

**Objective 6.3:** Pasco County should collaborate with private providers to implement a water taxi service along the Pithlachascotee River between Millers Bayou and Main Street.

**Policy 6.3.1:** Pasco County should collaborate with Port Richey, New Port Richey, and private service providers to create a public-private partnership establishing a water taxi service.

## 2.8 CONCLUSION

The plans and projects presented in Section 2, if implemented, will shape the River Corridor into a better connected, safer, and more cohesive area. Through traffic calming, a more efficient transit system, and improved connections between Millers Bayou and Main Street, U.S. 19 should become a safer artery for both motor vehicles and pedestrians alike. Improvements on Grand Boulevard will offer an alternative route between Millers Bayou and Main Street to relieve traffic on U.S. 19. Increasing access to the Pithlachascotee River via increased boat parking and the implementation of a water taxi will strengthen the area's use of and connection to its natural resources. Through the implementation of the River Corridor Streetscape Plan, Code Enforcement program, and Form Based Code, the entire River Corridor may transform into a modern and well-groomed area grounded in local charm and placemaking. Together, all of these programs will utilize the River Corridor's underlying potential to shape the area into an attractive, pedestrian-friendly destination. By implementing these projects, Pasco County with the support of Port Richey and New Port Richey will support the catalyst projects and redevelopment efforts within Millers Bayou and Main Street creating an attractive and well-connected built environment that is conducive for growth and revitalization.

# 3 /

## The Millers Bayou

### Small Area Plan



# 3.1 INTRODUCTION

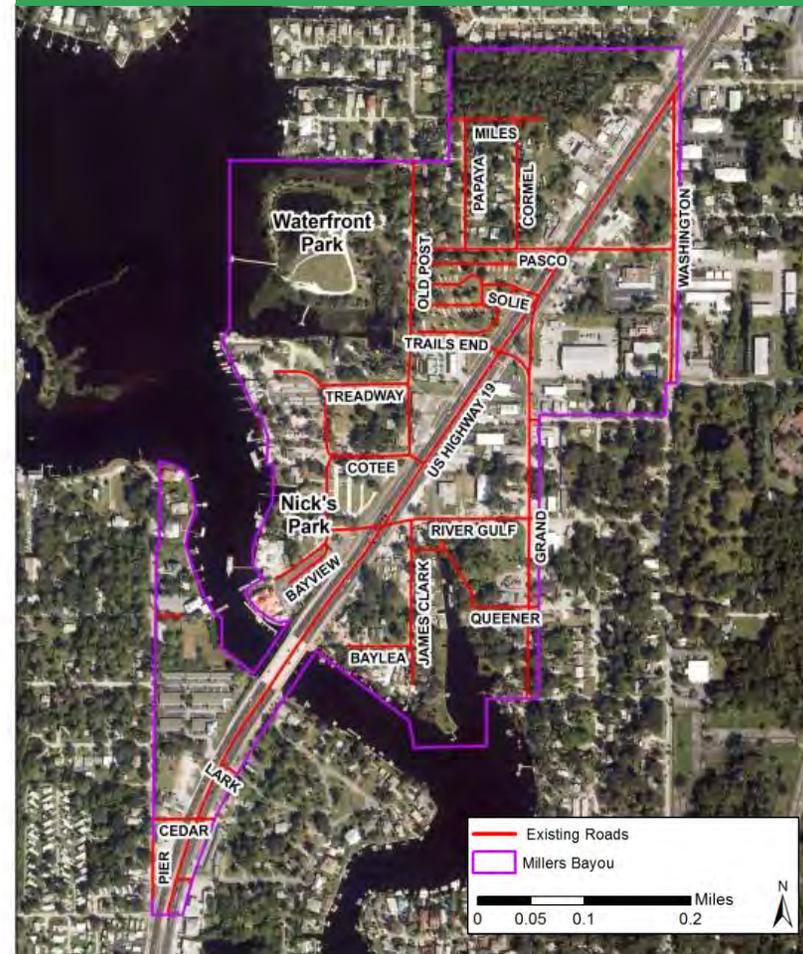
Situated along the banks of the Pithlachascotee River and mangrove-lined bayou shores, is the Millers Bayou Node. Millers Bayou is one of two small areas that have been identified as areas of significance within the River Corridor. The Millers Bayou Node is located almost entirely within the City of Port Richey’s municipal boundaries, with only the southern portion of the node instead falling within the City of New Port Richey’s boundaries. The region that has become modern Millers Bayou has a long and rich history as a coastal community for both Native American as well as European and American settlers. Pithlachascotee River and Millers Bayou provided settlers with an abundance of resources and opportunities that established the region as a destination for would-be-migrants in the nineteenth and twentieth centuries and onward.

Despite seeing a decline in their significance within the community over the second half of the twentieth century, there has been a recent initiative on behalf of both local

governments and local residents to reassert the Pithlachascotee River and Millers Bayou as key focal points for the community. These two features are valuable economic, environmental, and community resources that will undoubtedly see their significance and sense of place within the community increase over this plan’s twenty year horizon and beyond.

This Small Area Plan will begin with a detailed analysis of the existing conditions within the node to identify the issues that need to be addressed to reach the node’s vision and specific parcels that could be redeveloped via catalyst projects. The Small Area Plan will then use this information to outline several catalyst projects intended to spark the revitalization of the entire node. Finally, goals, objectives, and policies will be established to guide the implementation of the catalyst projects. The FPDL Team believes that the successful implementation of each of the catalyst projects will serve to lift Millers Bayou from its current underutilized state to achieve the vision articulated on the next page.

MAP 3.3.1 MILLERS BAYOU BASE MAP



Source: Pasco County GIS, 2014

An aerial photograph of the Millers Bayou area in Florida, showing a mix of residential buildings, trees, and a large road. The image is overlaid with a semi-transparent green filter. In the top right corner, there is a white rectangular box containing the title text.

# MILLERS BAYOU VISION

By 2020, Millers Bayou will become The Harbors' ultimate marine destination that will foster a safe, healthy, and active community grounded in coastal recreation and local retail and entertainment.

Florida Planning & Development Lab

# 3.2 EXISTING CONDITIONS

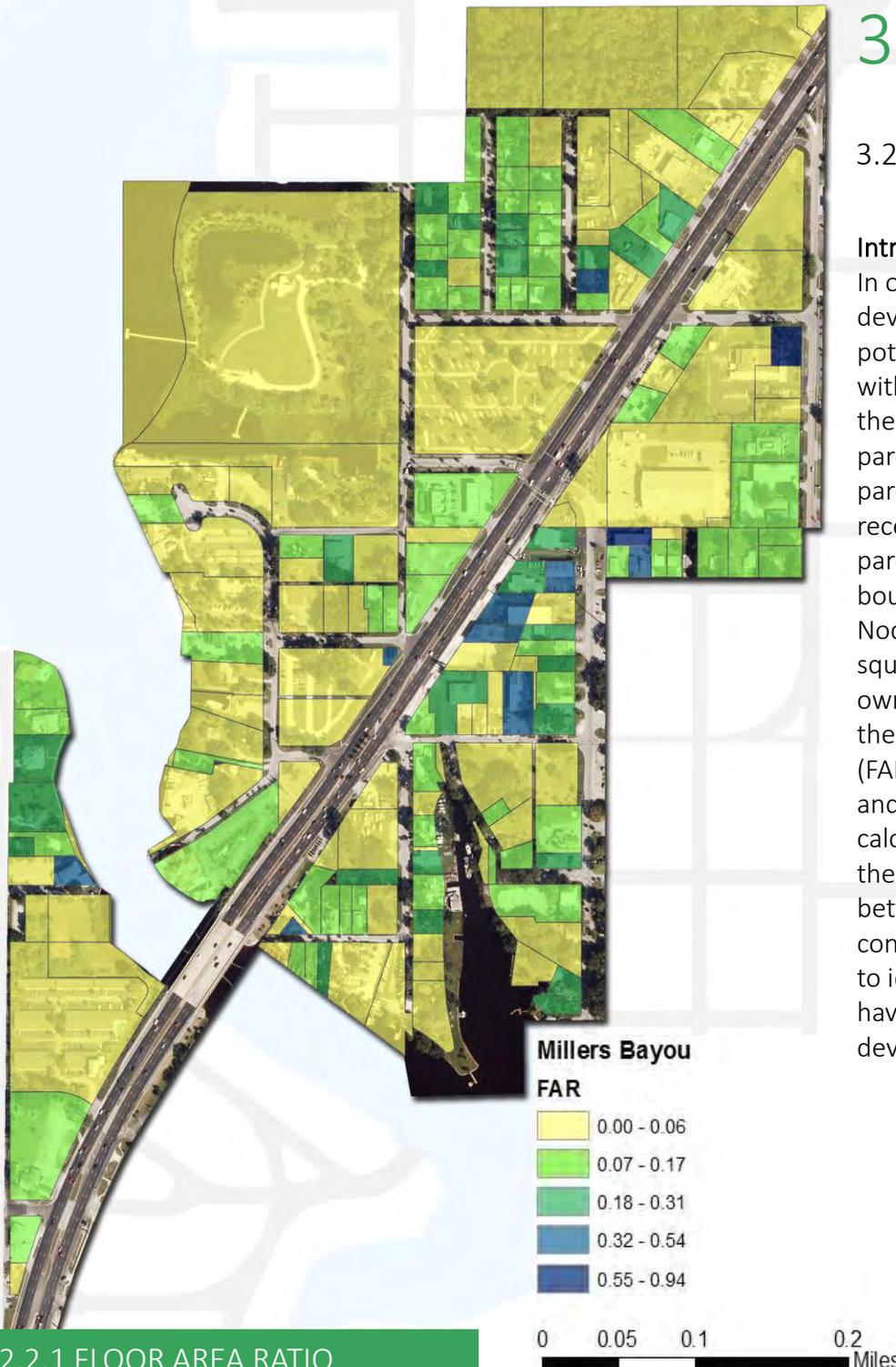
## 3.2.1 PARCEL BY PARCEL ANALYSIS

### Introduction

In order to better understand the development and business potential of individual parcels within the Millers Bayou Node, the FPDL Team conducted a parcel-by-parcel analysis. The parcel analysis looked at the most recent tax roll year data, for every parcel included within the boundaries of the Millers Bayou Node including their land values, square footage, acreage, ownership, zoning, and use. Using these data, the floor area ratio (FAR), the value per square foot, and utilization ratio were calculated for each parcel. All of these calculations, were used to better understand the current conditions of each property and to identify areas and parcels that have greater need or potential for development and redevelopment.

### FAR

The FAR represents the ratio of built square footage to the total parcel square footage. FAR values are an indicator of the scale of development in terms of land usage. In that if the FAR value is equal to 1, then it is indicated that the total floor area of the structure is equal to the total area of the parcel on which the structure is situated. Likewise, if the FAR value is greater than 1, then the FAR indicates that the total floor area of the structure exceeds the total area of the parcel. FAR values of 1 or greater do not inherently indicate the entire parcel is being utilized by the structure, as multistory structures can exceed the total area of the parcel while confined to a portion of the parcel. It should be noted that typically in regions that allow and possess higher FAR values, there are often higher land values for the parcels due to the inherent development potential on said parcels.

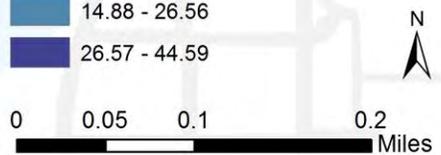


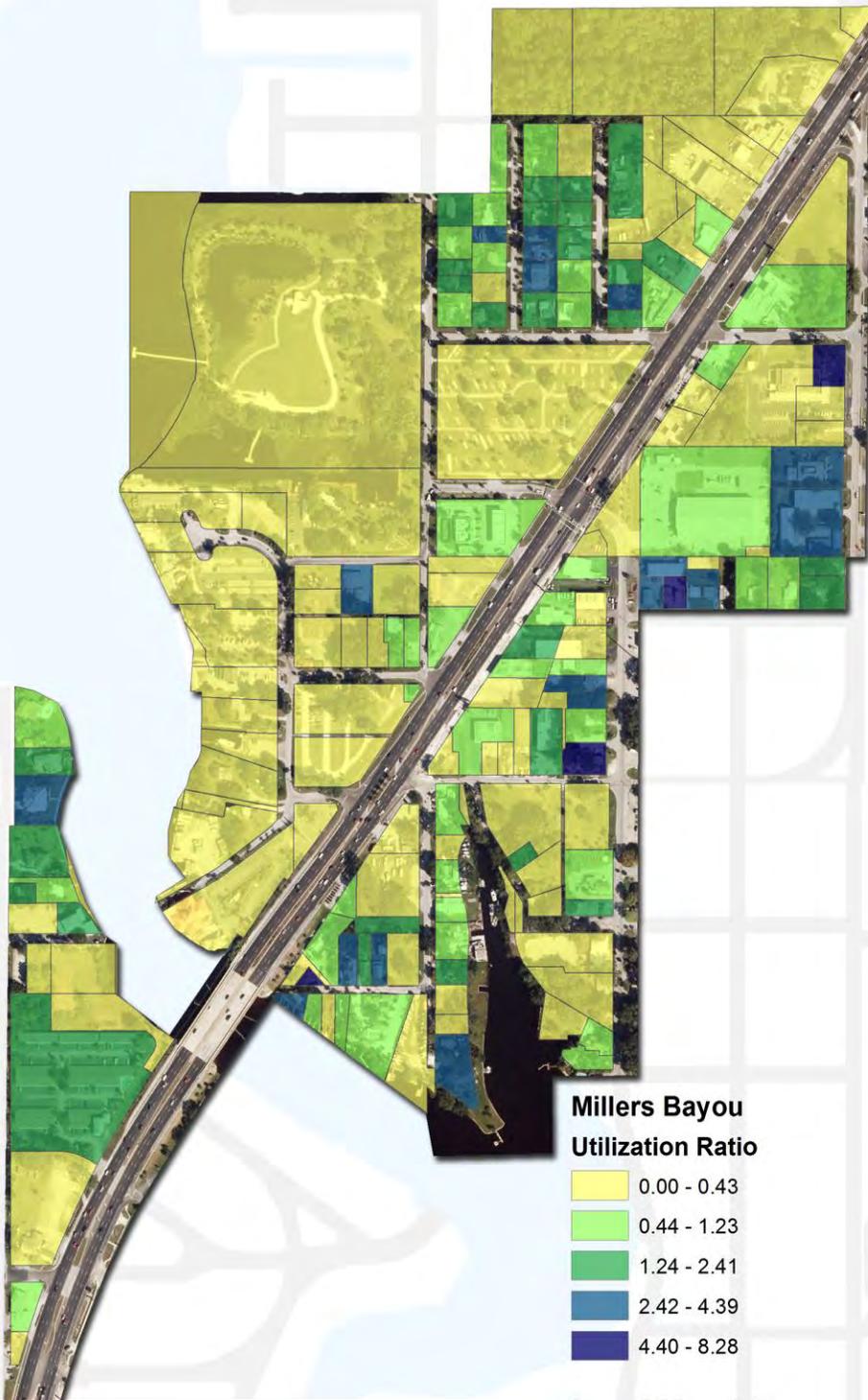


However, within the node, there are no land uses that are permitted to have a FAR over 1.

Map 3.2.2.1 illustrates the FAR for the Millers Bayou parcels using the heated and cooled floor area as opposed to total floor area. The vast majority of parcels within the Millers Bayou Node have FAR values of less than 0.32, with very few having a ratio of greater than 0.54. It is important to note that not a single parcel within the node is using the entire available area of the parcel. While this analysis is useful in understanding the amount of development on the individual parcels, it is recognized by the FPD Team that this calculation is excluding a significant amount of development on parcels. Development excluded from heated and cooled FARs includes paved surfaces such as parking lots as well as structures such as canopies that are neither heated nor cooled in nature, or are generally seen as “unfinished” structures in the real estate and construction industries.

**Value per Square Foot**  
 Value per square foot is calculated by dividing the total value of the property by the total area of the parcel. This analysis provides a breakdown of the property’s total value by square foot and illustrates variation in land value on a parcel-by-parcel basis. Higher values per square foot indicate parcels that are more desirable and valuable which is often a product of proximity to desirable locations whether built or natural. Map 3.2.2.2 illustrates the value per square foot analysis of the parcels within Millers Bayou. This analysis illustrates the prevalence of lower value parcels within the boundaries of the node as approximately half of the parcels in Millers Bayou have a value of less than \$8.19 per square foot. Parcels with the highest values per square foot are located in close proximity to the area’s natural amenities and desirable locations, as almost all of these high value parcels are exclusively along the riverfront.





### Utilization Ratio

The utilization ratio represents the relationship between the improvement value of a property and the land value of the property. This analytic tool is used to determine whether a parcel is being used to its full permitted development potential or not, thus parcels with smaller utilization ratios demonstrate low improvement value in comparison to the value of the land, and implies little improvement on the property. Lower utilization ratio values also identify parcels that are more susceptible to change.

This analysis indicates that the vast majority of the parcels within the node boundaries are being underutilized and are failing to tap into their inherent potential. Nearly 60% of the land within the Millers Bayou node has a significant amount of untapped development potential. The only clusters of mid and high ranged ratios seen in Map 3.2.2.3 are residential parcels located in between the Water Front Park and the Highway 19 corridor, the same location where clusters of high FAR

values are seen in Map 3.2.2.1. Thus excluding the residential parcels, there is very high susceptibility to change within the node as seen by the extremely low utilization ratio values in Map 3.2.2.3.

### Year Built

An additional tool utilized in the parcel analysis was identifying the construction year of the structures on each improved parcel. This information allows for trends in growth and development to be noted, as well as the general age and general condition of the building inventory on a parcel-by-parcel basis. While age is not explicitly tied to physical condition, it should be noted that older structures in the region are likely not to be compliant with current building codes and construction standards, and may be approaching the end of their functional lifespans.

0 0.05 0.1 0.2 Miles



Of the 231 total parcels only 126, or 54.5%, had structural improvements made to them. Map 3.2.2.4 classifies each of the parcels with structural improvements by the decade in which the structure was constructed. One-hundred and seven of the 126 (84.3%) improved parcels in Millers Bayou, have structures that are more than 3 decades old. Sixty-two (49.2%) of the structures are more than 5 decades old. This analysis reiterates the reality that the inventory of both commercial and residential units within Millers Bayou is aging, and many are likely approaching the end of their functional lifespan.

### Interpretation of Parcel-by-Parcel Analysis

The parcel-by-parcel analysis of those parcels within the Millers Bayou Node, indicate general trends and characteristics of the area. In general, there is significant underutilization of available land, as FARs and utilization ratios are relatively low. Likewise, parcels within the node generally have low property values and aging structures. The analysis reaffirms that there is undeniable potential for redevelopment as well as incentivizing new development within this node.



MAP 3.2.2.4 BUILDING BY YEAR

Source: Pasco County Property Appraiser, 2014

### 3.2.2 COMMUNITY FACILITIES, INFRASTRUCTURE & TRANSPORTATION

While the parcel analysis is vital for identifying parcels that are ready for redevelopment, those are not the only factors that play into redevelopment decisions. Inventorying the existing infrastructure is also necessary to uncover whether there is capacity for additional development and to identify any additional steps that need to be addressed prior to redevelopment. As part of this inventory, this section will briefly summarize information from the Public Facilities Element of Pasco County Comprehensive Plan evaluating the capacity of Miller Bayou's potable water, sewage, police and fire protection, and transportation infrastructure.

According to the Public Facilities Element, countywide potable water standards are up to concurrency standards through the year 2033. This includes both municipal water systems and well fields, relevant to the Millers Bayou node. In addition, the Capital Improvements Element of Pasco County's Comprehensive Plan expects to add five new water pump facilities through the year 2018.

While county documents report issues with existing sewage systems, capacity standards are also up to concurrency

through the year 2033. However, given the high concentration of septic tanks through the River Corridor (FPDL Phase I, 2014), special attention must be given for development on parcels with septic tanks within Millers Bayou.

While municipal police and fire protection services are provided through the City of New Port Richey, no facilities are located within Millers Bayou. The same is also true of public schools. While Millers Bayou residents do have access to Pasco County Public Schools, no educational facilities are located within Millers Bayou.

According to Capital Improvements Element of Pasco County's Comprehensive Plan, Ridge Road currently maintains a traffic-flow Level of Service (LOS) score of E, though it is slated to improve to a B standard by 2018. The U.S.19 corridor through the node currently has a LOS score of E, which is not functioning at the LOS standard of D which is established by FDOT. It should be noted, that the segment of U.S. 19 that traverses the Millers Bayou node is expected to fall to a LOS standard of F by 2018. These are the only key arterial and collector roads located within the Millers Bayou Node.

FIGURE 3.2.2.1 ABANDONED BELONGINGS AT A VACANT PARCEL ALONG U.S. 19 IN MILLERS BAYOU



Source: FPDL, 2014

FIGURE 3.2.2.2 STRUCTURALLY UNSOUND PIER AT PORT RICHEY'S WATERFRONT PARK



Source: FPDL, 2014

### 3.2.3 URBAN DESIGN FEATURES, RESOURCES, & PROBLEMS

#### Urban Design Features

The Millers Bayou Node currently has a traditional, low-density development pattern spread along a major north/south transportation corridor. For example, there are several strip malls along U.S. 19 with large quantities of parking in each. The strip malls have stand-alone access points to U.S. 19, with no interconnectivity. While there currently is no sense of uniformity between building facades, most buildings look similar due to the era of construction. In addition to similar architecture, a lot of buildings are old and unkempt; some even appear to be falling apart. Currently, there exists a plethora of signs, all with varying sizes and shapes. The lack of uniformity in signage also applies to billboards. Figure 3. 2.3.1 shows the variety of Millers Bayou's signage. In terms of pedestrian structures, the urban design features throughout Millers Bayou are almost nonexistent, as seen in Figure 3.2.3.2.

Currently, sidewalks are at the bare minimum with plain concrete, narrow widths, no street furnishings, and a limited number of crosswalks. The urban design characteristics of Millers Bayou are very minimal and subtle. Figures 3.2.3.1 – 3.2.3.3 show some of the characteristics of Millers Bayou's built environment.

#### Resources

Millers Bayou, the immediate natural feature in the study area, is an estuary; a place where freshwater meets and mixes with the ocean. This feature is made possible through the confluence between the Pithlachascotee River and the Gulf of Mexico. This ecotone, or transition area between two environments, creates conditions suitable for many different plants and animals.

FIGURES 3.2.3.1 CURRENT SIGNAGE



Source: FPD, 2014

FIGURES 3.2.3.2 CURRENT FAÇADES



Source: FPD, 2014

Millers Bayou offers a protective environment where juvenile fishes are able to find safety from predators in the Gulf. As the river opens up to the Gulf, saltwater marsh and mangrove swamps line the coast, providing habitat for birds and fish. Further up the river, freshwater marshes and hydric hammocks are found. These regularly flooded areas are also locations that wildlife tend to congregate. Access to the natural resources in Millers Bayou is available through private and public venues. Nick's Park offers a boat ramp and parking, as well as public restrooms. A kayak launch is located at Port Richey's Waterfront Park. Gill Dawgs Marina is a private business that offers kayak and paddleboard rentals, as well as guided eco-tours.

### Threats to Redevelopment

Millers Bayou has several issues that pose threats to redevelopment. The current construction along U.S. 19 by FDOT to add turning lanes poses a threat to redevelopment of the road. While this current construction does not consume additional existing right of way, it will make any additional road construction and infrastructure improvements more complicated. This is due to the fact that the addition of certain features, like service roads, would require demolishing the turn lanes that have just been installed, which would not only waste money, but would also create the possibility of causing more traffic accidents and confusion among drivers and pedestrians in Millers Bayou.

Another threat to development is the absence of public land along the Pithlachascotee River. Most of the land along the river is privately owned,

FIGURE 3.2.3.3 TYPICAL MILLERS BAYOU FAÇADE/RUM RIVER BAR & GRILLE, PORT RICHEY, FL



Source: FPD, 2014

residential property. This lack of land could limit Pasco County's ability to fully implement the proposed catalyst projects. In particular, using riverfront land for the proposed River Walk may prove problematic (see Section 3.3.2). Eminent domain is not a desirable method to use to obtain land along the river for development purposes, so developing anything along the waterfront lands of the Pithlachascotee River comes with the potential for conflict with existing development.

Finally, there appears to be a weak relationship between the City of Port Richey and Pasco County. A weak relationship between the different municipalities involved creates the potential for complications in the development process. Without adequate communication, the ability to properly and effectively collaborate diminishes.

### 3.2.4 ECONOMIC OVERVIEW

The City of Port Richey has a small, service-based economy. As seen in Table 3.2.4.1, retail trade, professional services, other services, transportation, and educational services make up Port Richey’s five largest industries accounting for 66.5% of Port Richey’s employment. A location quotient analysis confirmed the service-based nature of Port Richey’s economy by discovering that professional, information, and other services were Port Richey’s three largest industry concentrations relative to Pasco County and the State of Florida. However, Table 3.2.4.2 indicates that Port Richey also has slight concentrations in manufacturing, health care, and retail trade. Many of these concentrations are manifested in geographic clusters throughout Port Richey. Map 3.2.4.1 indicates that clusters of different services have formed especially in Port Richey’s northeastern corner. In particular, Port Richey’s concentration of health care services is formed in large part by a cluster of health care businesses near the corner of Washington Street and U.S. 19.

An initial examination of economic performance indices may send mixed messages about the health of Port Richey’s economy. However, a closer inspection reveals that Port Richey’s economy is in need of growth and redevelopment. As of the 2006-2010 5-year estimate by the Census Bureau’s American Community Survey (ACS), only 2.12% of Port Richey’s population is unemployed. While this implies full employment, the ACS also found that 56% of the population aged 16 years and older is not part of the workforce. This is significantly higher than the Florida average of 38.7% of residents not in the labor force. In addition to indicating that Port Richey has a small workforce and an aging population this may be indicative of chronic unemployment issues. Even more apparent is Millers Bayou’s commercial vacancy problem. With a commercial vacancy rate of 30.2%, Millers Bayou appears to struggle to develop and maintain successful businesses. Ultimately this suggests that there is room for economic growth and development within Millers Bayou, especially if Port Richey continues its efforts to remain competitive with neighboring jurisdictions.

Industry	# of Employees	% of Employees
Agriculture, forestry, fishing, and hunting	0	0.0%
Construction	87	8.5%
Manufacturing	62	6.1%
Wholesale trade	6	0.6%
Retail trade	165	16.2%
Transportation and warehousing	111	10.9%
Information	59	5.8%
Finance, insurance, and real estate	52	5.1%
Professional, scientific, and technical services	152	14.9%
Educational services, health care, and social assistance	106	10.4%
Accommodation and food services	75	7.4%
Other services	144	14.1%
Public administration	0	0.0%
<b>Total</b>	<b>1019</b>	<b>100.0%</b>

**TABLE 3.2.4.1 PORT RICHEY EMPLOYMENT BY INDUSTRY**

Source: 2006-2010 ACS 5-Year Estimates

MAP 3.2.4.1 EXISTING BUSINESS CLUSTERS IN MILLERS BAYOU



Source: FPD, 2014

Industry	Port Richey	Pasco County	Florida
Forestry, fishing, hunting, and agriculture	0.0	3.53	1.32
Mining	0.0	0.81	0.13
Utilities	0.0	2.82	0.67
Construction	0.51	1.54	0.86
Manufacturing	1.30	1.31	0.38
Wholesale trade	0.66	0.65	0.74
Retail trade	1.09	1.10	0.94
Transportation & warehousing	0.79	1.35	0.75
Information	1.99	1.33	0.72
Finance & insurance	0.59	1.24	0.82
Real estate & rental & leasing	0.0	0.87	1.17
Professional, scientific & technical services	2.02	1.02	0.83
Management of companies & enterprises	0.0	0.03	0.69
Admin, support, waste mgt, remediation services	0.78	0.29	2.14
Educational services	0.61	4.46	0.65
Health care and social assistance	1.18	1.14	0.81
Arts, entertainment & recreation	0.0	1.16	1.16
Accommodation & food services	0.68	0.72	
Other services	2.21	1.21	0.84

TABLE 3.2.4.2 PORT RICHEY LOCATION QUOTIENTS

Source: 2006-2010 ACS 5-Year Estimates

### 3.2.5 ASSESSMENT OF EXISTING PLANS, POLICIES & ORDINANCES

In addition to the Millers Bayou existing physical conditions, it is necessary to examine the existing regulatory framework that affects the development of land. This section will outline all of the existing plans, policies, and ordinances that affect land development within Millers Bayou to uncover the types of redevelopment efforts that are possible under the current regulatory restrictions as well as identifying what regulations will need to be amended to make the catalyst projects possible.

#### FEMA & PASCO COUNTY EMERGENCY MANAGEMENT

The Millers Bayou Node, like most coastal areas, is vulnerable to a number of hazards that pose a direct threat to the lives and property within the node. The two most significant hazards are flooding and tropical cyclones. The Federal Emergency Management Agency (FEMA) issues maps of flood zones for all communities, with individual flood zone designations being assigned to areas based on their risk to flooding. The land within the Millers Bayou Node is divided among four flood zone designations. Nearly 96% of Millers Bayou is classified as zone AE, which means these properties are considered

high risk for flooding and have a 1% chance of flooding in any given year and a 26% chance of flooding over the life of a 30-year mortgage. The remaining 4% of Millers Bayou is designated as VE, or land that has a 1% chance of flooding in any given year. While land designated as VE is still within the 100-year flood plain it is still considered to have a low risk for flooding.

The Pasco County Department of Emergency Management issued a map of evacuation zones corresponding to the Saffir-Simpson Hurricane Scale, which assigns areas to evacuation zones based on their risk to tropical cyclones and their effects. All of the land within Millers Bayou is found in Evacuation Level (Zone) A, indicating that lives and property within Millers Bayou are vulnerable to all storms with winds in excess of 74 miles per hour (Category 1 hurricane on the Saffir-Simpson Hurricane Scale). All manufactured homes must be evacuated for any storm that warrants an evacuation order from the Pasco County Emergency Management. Evacuations can be mandatory or voluntary in nature and the enforcement of mandatory evacuations are determined on a case-by-case basis.

#### NEW PORT RICHEY COMPREHENSIVE PLAN

Since there is a small piece of land within Millers Bayou that falls under the New Port Richey's jurisdiction, it is important to include analysis of the New Port Richey comprehensive plan to better understand the plans that are already in place for that area. Understanding the plans, codes, and ordinances for New Port Richey ensures FPDL's recommendations are in line with, and appropriate for, the city. New Port Richey's Comprehensive Plan is aimed towards creating a better New Port Richey by 2020. The plan is comparable to many local governments in Florida whose planning documents were adopted prior to the 2011 Community Planning Act enacted by the State of Florida.

The plan includes the following elements: Capital Improvements, Coastal Management, Conservation, Future Land Use, Housing, Infrastructure, Intergovernmental Coordination, Livable Cities, Recreation and Open Space, Public Schools Facilities, and Transportation. Each of these elements lays out the requirements for such lands or public services. The Capital Improvements Plan (CIP) is the plan's adequate public facilities ordinance and includes concurrency standards, funding options, and a timeline for the maintenance and upgrading of public services and facilities. The plan's Conservation Element only address pollution, vegetation, seawalls, and setbacks. As long as future developments have an appropriate setback and utilize natural vegetation as a seawall, there should be no development issues.

The Future Land Use Element shows the New Port Richey lands located within Millers Bayou are slated to be highway commercial, which will be covered in the following subsection, *New Port Richey Zoning Code*. The Intergovernmental Coordination Element addresses a desire to increase collaborative planning with the County, which will work in favor of FPD and Pasco County in terms of implementation of the Millers Bayou Small Area Plan. All other elements of the New Port Richey Comprehensive Plan were not applicable to the Millers Bayou Node due to the small geographic area of New Port Richey located within the node. Future land uses of New Port Richey parcels can be seen in Map 3.2.4.1.

## NEW PORT RICHEY ZONING CODE

The New Port Richey Zoning Code is a comprehensive document outlining the types of activities, uses, and even some development requirements of all zoning districts throughout New Port Richey. All of the New Port Richey lands included in Millers Bayou are zoned for highway commercial. There are no lot size restrictions or regulations for highway commercial-zoned parcels. Under the highway commercial zoning district, the following land uses are allowed:

1. Hotels, theaters, businesses and professional offices, private or public schools, auto sales, repair and service establishments.
2. Any retail or wholesale business not specifically restricted or prohibited under this code.
3. Manufacturing and/or industrial business operations which are not prohibited under the provisions of this section.
4. Churches, synagogues, temples, or similar places of worship and their accessory uses;

5. All of which further the adopted comprehensive plan, upon approval by the development review committee" (New Port Richey, 2005).

Children day care centers are conditional uses allowed as long as the necessary safety precautions are present. For example, such uses are required to have fences, on-site pick-up and drop-off zones, or is not located immediately next to U.S. 19.

The following uses are prohibited: industrial and manufacturing of toxic, explosive, or other dangerous chemical and compounds, sanitariums and hospitals, private access roads, and residential uses. All buildings must have a minimum front setback of 35', a minimum rear setback of 10', and a minimum side setback of 5'. Additionally, all buildings cannot be taller than five stories without city council approval.

## DEMOLITION OF SLUMS & BLIGHTED STRUCTURES ORDINANCE

The Demolition of Slums and Blighted Areas Ordinance, Ordinance No.12-630, created procedures for the City of Port Richey to respond to and combat structures within their jurisdiction that have been deemed either blighted or slum-like in nature as per adopted definitions and determined by a licensed building inspector working under the supervision of the City's Building Office. This ordinance and the powers it provides the City of Port Richey are considered, and are only to be used as an extreme remedy. The ordinance defines structures as blighted when they are deteriorating in a manner that endangers life or property, impairs the sound growth of the City, or is a menace to the public health, safety, or welfare.

Similarly, a structure is defined as a slum when its dilapidation, or deterioration contributes to ill health, transmission of disease, juvenile delinquency or crime or are detrimental to the public health, safety or welfare. If Pasco County finds and demonstrates that a structure meets one of both of these definitions, the County has the right to demolish it to protect the welfare of its citizens. While it is unlikely that any structure within Millers Bayou could currently be classified as blighted or slum, the proliferation of aging and dilapidated buildings throughout the River Corridor makes this ordinance a useful tool to remove barriers to redevelopment when necessary and appropriate.

## PORT RICHEY COMPREHENSIVE PLAN

The City of Port Richey's 2020 Comprehensive Plan is laid out into ten distinct elements in accordance to the statutory requirements, and aim to guide the future development for the City.

The policies laid out in the City of Port Richey's Comprehensive Plan are driven by the community's desire to enhance and preserve its unique and attractive character in a manner that does not compromise its economic, physical and social needs and well-being. Likewise, redevelopment and economic development are major driving forces behind the plan's goals, objectives and policies.

The comprehensive plan's Future Land Use Element defines the classifications of future land use of the city while simultaneously outlining the density and intensity

limits for development. Additionally the Future Land Use Element discusses the community's desire to find a cohesive equilibrium between improving the economic environment of the region while at the same time preserving the district's "fishing village" character. To do this, the Plan encourages infill development and redevelopment of underutilized, obsolete, and blighted properties, while also promoting the preservation of historic buildings and promoting design standards that maintain a fishing village character.

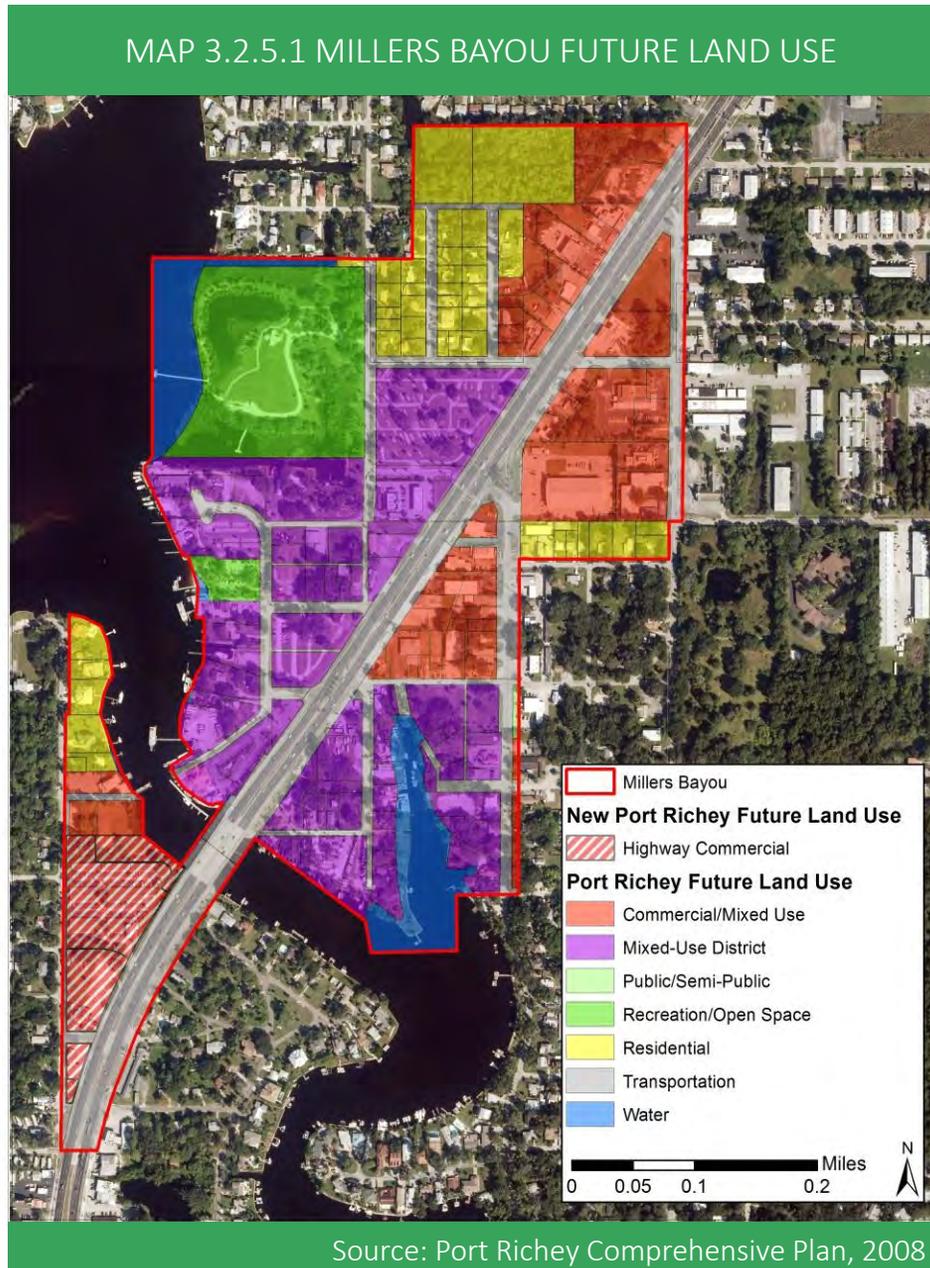
Other elements of the comprehensive plan consist of Transportation, Housing, and Infrastructure, and all aim. These elements largely focus on guiding the City's efforts toward improving capacity, efficiency and safety of the City of Port Richey's transportation system, while also aiming to deemphasize the automobile-dominated built form of the community.

The Conservation Element and Recreation and Open Space Element aim to provide, develop and maintain conservation lands and public access to green space and recreational opportunities that provide residents with an increased quality of living. Within the Recreation and Open Space Element, the minimum levels of service standards for parks and recreational facilities is laid out and acts as a guiding principle for the development of future facilities for the city and its residents. Future land uses of all Port Richey parcels can be seen in Map 3.2.5.1.

**PORT RICHEY ZONING CODE**

The Port Richey Zoning Code outlines the uses and development criteria of all zoned districts within the City of Port Richey’s municipal boundaries.

Millers Bayou’s land is exclusively zoned for commercial and residential uses, with the land zoned as: Waterfront Commercial (C-2), General Commercial (C-3), Single-Family Residential (R-1) , Two-Family Residential (R-2), and Multi-Family (R-3).



Source: Port Richey Comprehensive Plan, 2008

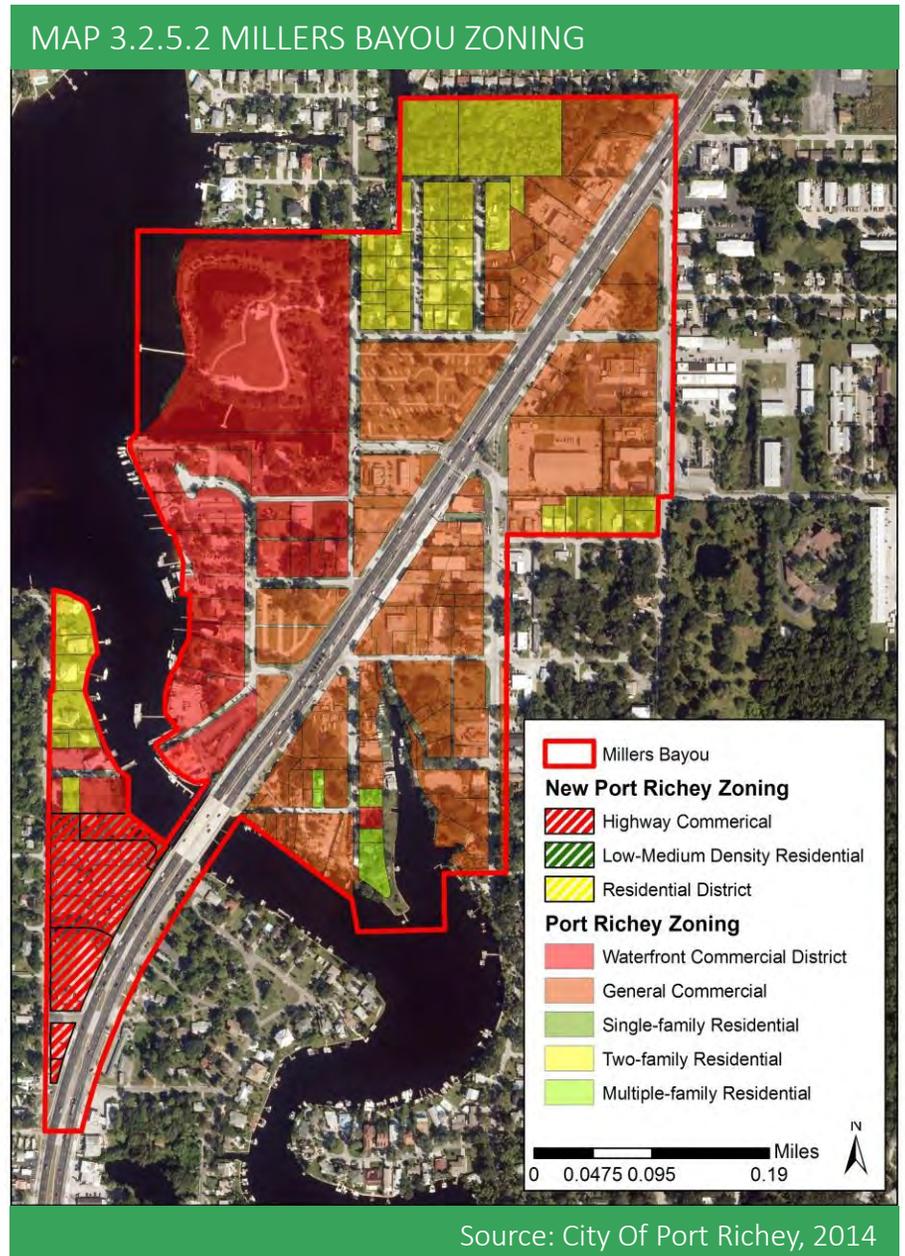
Waterfront Commercial (C-2) lands establish areas within the city that are properly suited for marine and water oriented commercial and other uses. This zoning district permits the following principle uses: club or lodge (private), cocktail lounge and/or package stores, commercial fishing activity and use, commercial recreation or entertainment facility, essential services establishment, hotel, motel or tourist court, marina, office/professional, park or other public recreation or cultural facility, restaurant, café or sandwich shop, and other uses that are similar or compatible with the C-2 district. The zoning district also allows for clinic/medical/dental, day care center, commercial parking, hospital, multiple-family dwelling (apartments) and modular structures and trailers permanently sited and affixed to the ground as conditional uses. Within the C-2 district, there are minimum lot requirements for a multiple-family dwelling of 14,500 square foot with an additional 2,900 square feet for each dwelling unit in excess of five, and a minimum lot width of 100 feet; otherwise, there are no other minimum lot requirements.

While lot requirements are limited to multiple-family dwellings, all uses must conform to a maximum building coverage of 50% and a maximum building height of 72 feet with a minimum set back distance from the property line equal to one-half any structure exceeding 35 feet in height.

General Commercial (C-3) zoned lands are situated along the U.S. 19 corridor, and are zoned to promote the development and maintenance of general commercial facilities. Within the C-3 zoning district, all uses permitted in C-1 in addition to automotive sales, new car and/or used car lot, automobile washing establishments, boat sales and marine supplies establishments, building supply establishments, hotels, motels or tourist courts, marinas, mobile home sales establishments, commercial parking lots, amusement facilities, automobile service and repair stations, pet shops, and other similar or compatible uses. Within

the C-3 zoning district there are no minimum lot requirements; however, maximum building coverage of 50% and a maximum building height of 72 feet with a minimum set back distance from the property line equal to one-half any structure exceeding 35 feet in height.

Millers Bayou also has lands zoned for residential development of Single-Family (R-1), Two-Family (R-2) and Multiple-Family (R-3). R-1 zoned lands allow for essential services establishment, park or playground, or other recreation or cultural facility, single-family dwelling, and community residential home with six or fewer residents and family day care homes. The minimum lot requirements for R-1 zoned lands are 6,000 square feet and a minimum lot width of 60 feet, with the minimum for new lots being 9,500 square feet and at minimum 80 feet wide. The maximum building coverage for R-1 zoned land is 40% with a maximum height of 32 feet permitted.



R-2 zoned lands allow for all of the uses of land permitted in R-1 zoned lands with the addition of two-family dwelling (duplex) units. Churches or other places of worship, civic or community organization, clinic/medical/dental, day care center, hospital, office/profession and school uses are permissible conditional uses. The minimum lot requirements for R-2 zoned lands are 6,000 square feet and a minimum lot width of 60 feet, with the minimum for new lots being 7,500 square feet and at minimum 75 feet wide for single-family dwellings, two-family dwellings have a minimum lot size requirement of 9,000 square feet and a width of 90 feet. All other uses have a minimum lot size of 10,000 square feet with a width of 100 square feet. The maximum building coverage for R-2 zoned land is 40% with a maximum height of 32 feet permitted.

R-3 zoned lands allow for the entire primary and conditional uses of land permitted in R-1 and R-2 zoned lands

with the addition of multiple-family dwellings units. The minimum lot requirements for R-3 zoned lands are 6,000 square feet and a minimum lot width of 60 feet for single-family dwellings, two-family dwellings have a minimum lot size requirement of 9,000 square feet and a width of 90 feet and multiple-family dwelling units have a minimum lot size of 14,500 square feet with an additional 2,900 square feet for each dwelling unit in excess of five with a minimum lot width of 100 feet. All other uses have a minimum lot size of 10,000 square feet with a width of 100 square feet. The maximum building coverage for R-3 zoned land is 40% with a maximum height of 72 feet with a minimum set back distance from the property line equal to one-half any structure exceeding 35 feet in height. Map 3.2.4.2 shows the zoning of all parcels, both for New Port Richey and Port Richey in Millers Bayou.

## WATERFRONT PARK

The Port Richey Waterfront Park Master Plan is a plan for the improvement of Port Richey's Waterfront Park, one of the parks included in the City of Port Richey's Parks System. The plan was published in April of 2013. It is located in the northwest region of the Millers Bayou Node. Currently, the park has little to no lighting, which limits park goers to daytime visits only. Additionally, the park currently has a large fishing pier that is blocked off due to weak structural integrity. Despite these problems, Waterfront Park offers a playground for children to play, restroom facilities for park-goers, and scenic trails for people of all ages to enjoy. It is also conveniently located between Millers Bayou and the Pithlachascotee River. According to the Waterfront Master Plan, a conservation easement is currently in effect. This limits any construction and public access to the wetlands and marshy areas of the park.

The City of Port Richey plans to improve the entrance of the park through way finding and signage. In addition, the central pavilion area would be redeveloped to include more shade and better parking.

While these plans to create a more accessible, safe, and active park are important, the gateway plans for the Waterfront Park are the most relevant to the Millers Bayou Small Area Plan. The FPD Team's recommends Pasco County and Port Richey improve the accessibility and linkages between the park and the rest of Millers Bayou. Port Richey's plans of improving the main entrance will be considered in all of the FPD Team's projects outlined in this plan, especially in regards to the FPD Team's planning for the now vacant lot where the former mobile home park is located. Knowing the city plans to improve the whole park,

especially the entrance, works well with the Millers Bayou Small Area Plan, as the plan aims to increase overall access to nature and recreation. With Waterfront Park as one of the largest natural and recreational resources located within Millers Bayou, it was important to ensure the future of the park would be compatible with desired future of Millers Bayou. The Waterfront Park Master Plan suggests the desired future of the park is, in fact, in unison with the desired future of the rest of Millers Bayou. Figure 3.2.5.1 shows the site plan for the Waterfront Park Master Plan.

FIGURE 3.2.5.1 SITE PLAN FOR WATERFRONT PARK



Source: Waterfront Park Master Plan, 2013



Source: Pasco County GIS, 2014; FPD, 2014

# 3.3 CATALYST PROJECTS

## 3.3.1 INTRODUCTION TO CATALYST PROJECTS & VISION

Drawing upon the existing commercial and natural resource bases, Millers Bayou is ripe for becoming one of the major attractions for New Port Richey, Port Richey, and the Tampa Bay Area. This is reflected in the FPD Team’s vision for Millers Bayou:

*By 2025, Millers Bayou will become the Harbors' premier marine destination that will foster a safe, active community grounded in coastal recreation, local retail and entertainment, accessible to all ages, and offer a casual atmosphere with drink and dining options.*

The future conditions of Millers Bayou will reflect the results achieved through the implementation of the Millers Bayou Small Area Plan.

Developing infrastructure that supports both pedestrian and the automobile is critical. Improved parking options for both cars and watercraft is necessary to accommodate potential visitors. Once on the ground, guests to Millers Bayou will find streetscapes and sidewalks conducive to their benefit, providing safe and pleasant travel. A commercial town center, in addition to the businesses located on the north side of the Pithlachascotee, will serve as the congregation point for dining and drinking in Millers Bayou. The southern bank of the Pithlachascotee River will be green space and retail.

### 3.3.2 RIVERWALK

#### Riverwalk Design & Plan

The Millers Bayou Node's location along the Pithlachascotee River and the bayou from which it is named are existing natural resources that provide a number of opportunities for the residents of Port Richey and New Port Richey, and nonresidents alike. To make the most of these assets, the FPDL Team identified a need to improve access and utilization of the Millers Bayou and Pithlachascotee River waterfronts. To accomplish this, while also improving pedestrian safety and economic vitality, the FPDL Team recommends the development of a Riverwalk that extends from Catches Waterfront Grill on the west side of U.S. 19 to the intersection of River Gulf Road and James Clark Street.

#### Existing Conditions

Within the Millers Bayou Node, there is an underutilization of both the waterfront as well as the properties surrounding it. There is limited access to the water, and the access that is available is largely tailored towards non pedestrian uses. Existing waterfront properties are almost entirely privately owned.

At the same time, the automobile dominated U.S. 19 corridor acts as a dangerous physical barrier to pedestrians. In this way, the existing conditions within the node run counter to the defined desires of the City of Port Richey as outlined in their comprehensive plan, and the use of the water front property currently prevents the desires of the City from being realized. In particular, maintaining the feel of a "fishing village" (see Section 3.2.5) is difficult when public access to the water is so limited.

Map 3.3.2.1 identifies the parcels that are proposed to be used for the Riverwalk. Figures 3.3.2.1 – 3.3.2.3 illustrate the existing riverfront development on several of the parcels identified in Map 3.3.2.1 along the northern banks of the Pithlachascotee River. As displayed, many of these properties are single-family homes. Figures 3.3.2.4 and 3.3.2.5 illustrate the existing environment under the U.S. 19 bridge. These figures demonstrate that there is sufficient space for the Riverwalk to extend under U.S. 19 as will be described below.

MAP 3.3.2.1 RIVERWALK SITE PARCEL IDENTIFICATION



Source: FPDL, 2014

FIGURE 3.3.2.1 RIVERFRONT EXISTING CONDITIONS



Source: FPD, 2014

FIGURE 3.3.2.2 RIVERFRONT EXISTING CONDITIONS



Source: FPD, 2014

FIGURE 3.3.2.3 RIVERFRONT EXISTING CONDITIONS



Source: FPD, 2014

FIGURE 3.3.2.4 UNDERBRIDGE EXISTING CONDITIONS



Source: FPD, 2014

FIGURE 3.3.2.5 UNDERBRIDGE EXISTING CONDITIONS



Source: FPD, 2014

### Proposed Intervention

The FPDL Team proposes the creation of a Riverwalk along the northern shore of the Pithlachascotee River. The Riverwalk will include a pedestrian walkway running underneath U.S. 19 to provide a safe and aesthetically-

pleasing way of crossing U.S. 19. The Riverwalk will serve to connect the eastern side of Millers Bayou to the Town Center proposed in Section 3.3.3. The Riverwalk plan also includes the creation of green/park spaces adjacent to the Riverwalk to enhance the area's recreational

opportunities and sense of place. The proposed Riverwalk, under-bridge pedestrian walkway, and accompanying green/park space is illustrated in the conceptual site plan seen in Figure 3.3.2.6.

### Concept Design and Specifics

The River Walk would begin on the west side of U.S. 19, along the existing right of way between the roadway and the Catches Waterfront Grille restaurant run underneath the U.S. 19 bridge and continue along the northern shoreline of the Pithlachascotee River until it reaches the parcels at the River Gulf Road and James Clark Street intersection. The Riverwalk aims to improve access to the waterfront while simultaneously fostering a positive community-oriented environment that would promote economic development. These desired outcomes are made possible by the existing efforts of the City of Port Richey to classify all of the parcels incorporated in this Riverwalk plan, as a mixed used district in their comprehensive plan.

FIGURE 3.3.2.6: CONCEPTUAL SITE PLAN OF PROPOSED RIVERWALK



Source: FPDL, 2014

Included in the Riverwalk design are enclaves of green space consisting of native vegetation. These greenspaces are not only intended to restore the impacted ecosystems but also to provide the node with increased education and ecotourism-based opportunities.

The Riverwalk is a long-term project; however, the FPDL Team proposal includes several short-term projects that will be integrated into a cohesive whole. The short-term projects are both lower in cost and smaller in scale and as such are less complicated in their implementation. The long-term project in contrast has a higher construction cost and proves to be much more complicated due to the scale and scope of the project.

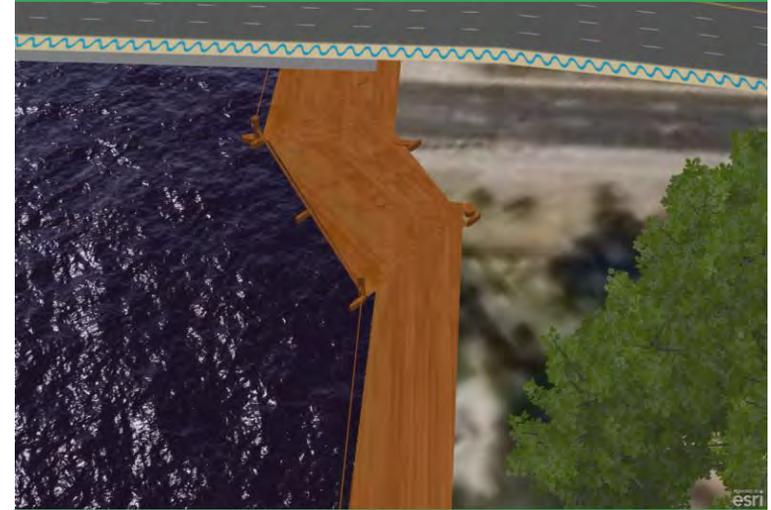
The targeted short term projects are the under bridge pedestrian walkway that connects the east and west sides of the Millers Bayou Node

(seen in Figure 3.3.2.7) and the creation of the green space (seen in Figure 3.3.2.8) near the River Gulf Road and Grand Boulevard parcels.

The long term project would include the physical promenade for the Riverwalk that would serve as the pedestrian-oriented connection between the Grand Boulevard corridor, the proposed Town Center (seen in Section 3.3.3), the proposed green spaces on the eastern side of U.S. 19, and the proposed under bridge pedestrian walkway. This would be in an effort to increase connectivity between the east and the western side of the Millers Bayou Node.

The under-bridge pedestrian walkway and the Riverwalk itself would both be constructed out of marine grade wood in an effort to remain consistent with the existing dock and deck construction within the node. Both the under bridge walkway and the Riverwalk would

FIGURE 3.3.2.7 OVERHEAD VIEW OF PROPOSED RIVERWALK UNDER BRIDGE PEDESTRIAN WALKWAY



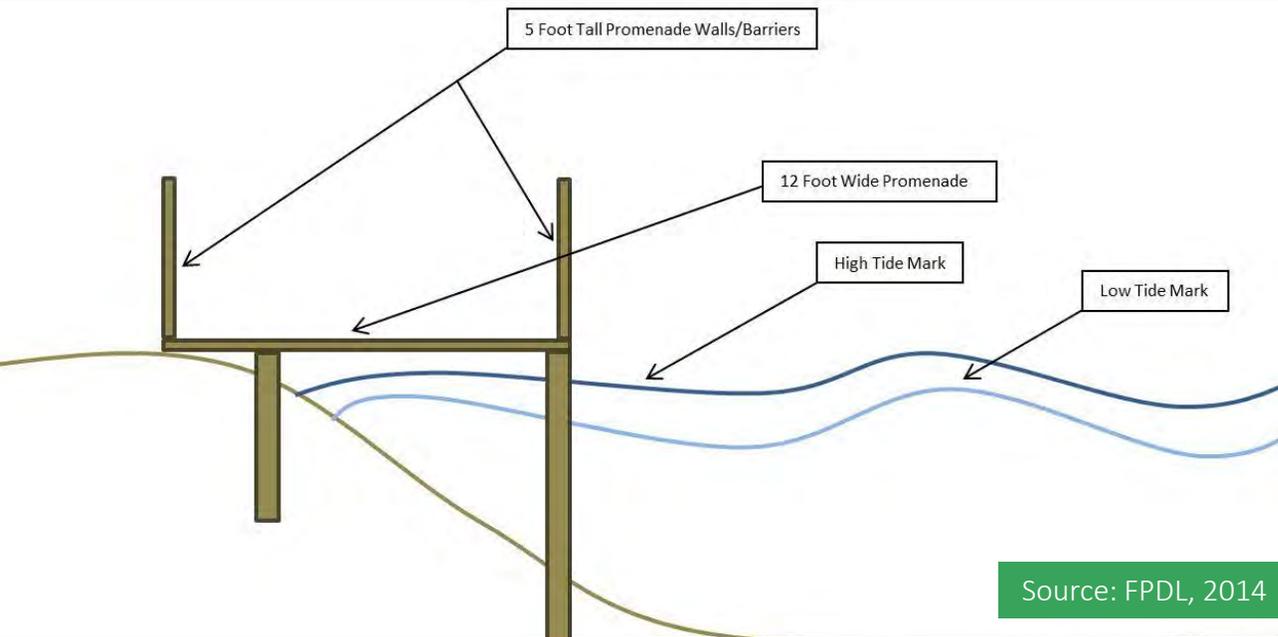
Source: FPDL, 2014

FIGURE 3.3.2.8 DEPICTION OF PROPOSED GREEN SPACE BEING UTILIZED BY RESIDENTS



Source: FPDL, 2014

FIGURE 3.3.2.9 CROSS SECTION OF RIVERWALK



Source: FPD, 2014

FIGURE 3.3.2.10 RENDERING OF PROPOSED UNDER BRIDGE RIVERWALK



Source: FPD, 2014

be intended for pedestrian usage; however, would be constructed large enough to accommodate bicycle usage as well. Both features would measure 12' wide along the entire linear length of their construction as a means to accommodate not only multimodal traffic but also multidirectional traffic. Figure 3.3.2.9 shows the typical cross section for the proposed Riverwalk structure, and Figure 3.3.2.10 shows a rendering of what under the U.S. 19 bridge portion of the proposed Riverwalk would look like.

The promenade project's size and scope will likely make it a long term project, potentially requiring a phased implementation. The completed promenade will measure more than 22,000 square feet and will require careful treatment of the interaction between the proposed development and preexisting private property. The promenade's interface with existing seawalls and docks will need to be addressed during the final design phase to preserve private property rights while increasing public access to the riverfront.

### Project Specifics and Estimated Budget

The estimated budget for the Riverwalk catalyst project is presented below and is broken up into the three small projects: the under bridge pedestrian walkway, the green space, and the promenade. The full budget for the Riverwalk catalyst project can be found in Table 3.3.2.1.

The under bridge pedestrian walk way that runs beneath the U.S. 19 bridge is the first project within the Riverwalk and would provide an approximately 400 linear foot long connection from the existing right of way near Catches Waterfront Grille restaurant on the west side of U.S. 19 to Baylea Avenue on the east side of U.S. 19. At 12' wide along the entire 400 linear footpath, this pedestrian walk way would be a total of 4,800 square feet. Using industry prices for private docks and sea wall construction, the FPDL Team found a range of \$20 to \$40 per square foot of marine grade wooden dock, and used the highest estimate for budgetary purposes. At \$40 per square foot of marine grade wooden dock, the pedestrian walkway structure in and of itself would cost \$192,000. In order to provide a safe and clean pedestrian walk way there would be an estimated budget of \$60,000 for lighting (assuming there is a light fixture placed every 12 linear feet along the walkway), security cameras, and

trash/recycling bins (assuming bins are located every 150 linear feet). With the estimated cost of the materials and furnishings and estimated labor expenses of \$250,000, the total estimated cost for the under bridge pedestrian walk way is \$502,000. Table 3.3.2.2 provides a breakdown of the under-bridge pedestrian walkway budget.

The second short term project is the creation of green space on the two parcels situated near the Weber Lane and Grand Boulevard intersection. This project would ultimately be a restoration of the parcels to their natural state with the addition of some furnishings to improve the individual experience within the green space. The two parcels measure a total of 1.66 acres, and are currently owned by the City of Port Richey. Fundamental grading and erosion efforts would be undertaken to ensure that the park allows for efficient drainage. It is estimated that this would cost roughly \$1 per square foot of property (this price includes layout and surveying, striping of the existing top soil, site cutting and filling, rough and final grading and erosion control measures)

Project	Estimated Cost
Under-Bridge Pedestrian Walkway	\$502,000
Green Space	\$392,309
Promenade	\$1,723,440
Total	\$2,617,749

TABLE 3.3.2.1 RIVERWALK BUDGET

Source: FPDL Team, 2014

Expenditure	Estimated Cost
Construction Materials	\$192,000
Fixtures & Furnishings	\$60,000
Labor	\$250,000
Total	\$502,000

TABLE 3.3.2.2 UNDER-BRIDGE PEDESTRIAN WALKWAY BUDGET BREAKDOWN

and would come to a total cost of \$72,309. The removal of invasive and exotic species of plants and the restoration of the natural vegetation is estimated to cost \$150,000. Additional expenses would include walkways using semi-pervious pavers, light fixtures situated every 12 feet found in Table 3.3.2.3. along the walkways, and trash/recycling cans every 150 linear feet, for an estimated \$70,000. It is also estimated that labor for this project would cost \$100,000, which would bring the total cost for this project to \$392,309. The breakdown of the green space budget

The long-term project is the promenade feature that would bridge the two short-term projects and serve as an aesthetically pleasing water front facility. This river walk would run a total of 1,853 linear feet, at 12' wide along its entirety (consistent with the under bridge walkway) and would measure a total of 22,236 square feet. Using the same \$40 per square foot estimate, the cost for the marine grade wooden Riverwalk would total \$889,440. Assuming the same furnishings as use in the pedestrian walkway, there would be an additional cost of \$234,000. Labor would be estimated at \$600,000, bringing the total estimated project cost to \$1,723,440.

The total cost for the entire Riverwalk project is estimated to come to \$2,617,749; a cost that, while large, is divided among three projects and spans a twenty-year time frame, refer back to Table 3.3.2.1 for the budgetary breakdown by project.

**Proposed Funding**

The proposed Riverwalk plan is a large-scale project that will require more than \$2.5 million dollars to construct. There are a few possible avenues for the funding of this project.

Funding could be found from city and county impact fees, the implementation of gas or sin taxes as well as sales tax revenue. While these routes are available, there is also the opportunity to apply for outside funding from both the Florida Recreation Development Assistance Program (maximum grant award of \$200,000) and the Coastal Partnership Initiative Grant Program (maximum grant awards range from \$15,000 - \$30,000).

Expenditure	Estimated Cost
Grading & Erosion Control	\$72,309
Removal of Invasive & Exotic Species & Restoration	\$150,000
Fixtures & Furnishings	\$70,000
Labor	\$100,000
Total	\$392,309

**TABLE 3.3.2.3 GREEN SPACE BUDGET BREAKDOWN**  
Source: Illuminator Wholesaler, 2014; Outdoors, B, 2014

Expenditure	Estimated Cost
Construction Materials	\$889,440
Fixtures & Furnishings	\$234,000
Labor	\$600,000
Total	\$1,723,440

**TABLE 3.3.2.4 PROMENADE BUDGET BREAKDOWN**  
Source: Illuminator Wholesaler, 2014; Outdoors, B, 2014

### 3.3.3 MILLERS BAYOU TOWN CENTER

#### Vision

The goal of the town center is to become a pedestrian-friendly activity center and entertainment district, built around an organizing principle of placemaking, that offers visitors and locals alike dining, shopping, and water recreation opportunities. The town center would become the focal point of Millers Bayou by offering a concentration of commercial uses and residential opportunities, supported by a network of sidewalks and a central public space. At the same time, the town center would support the existing business network by fostering pedestrian-oriented development attracting more people to the node.

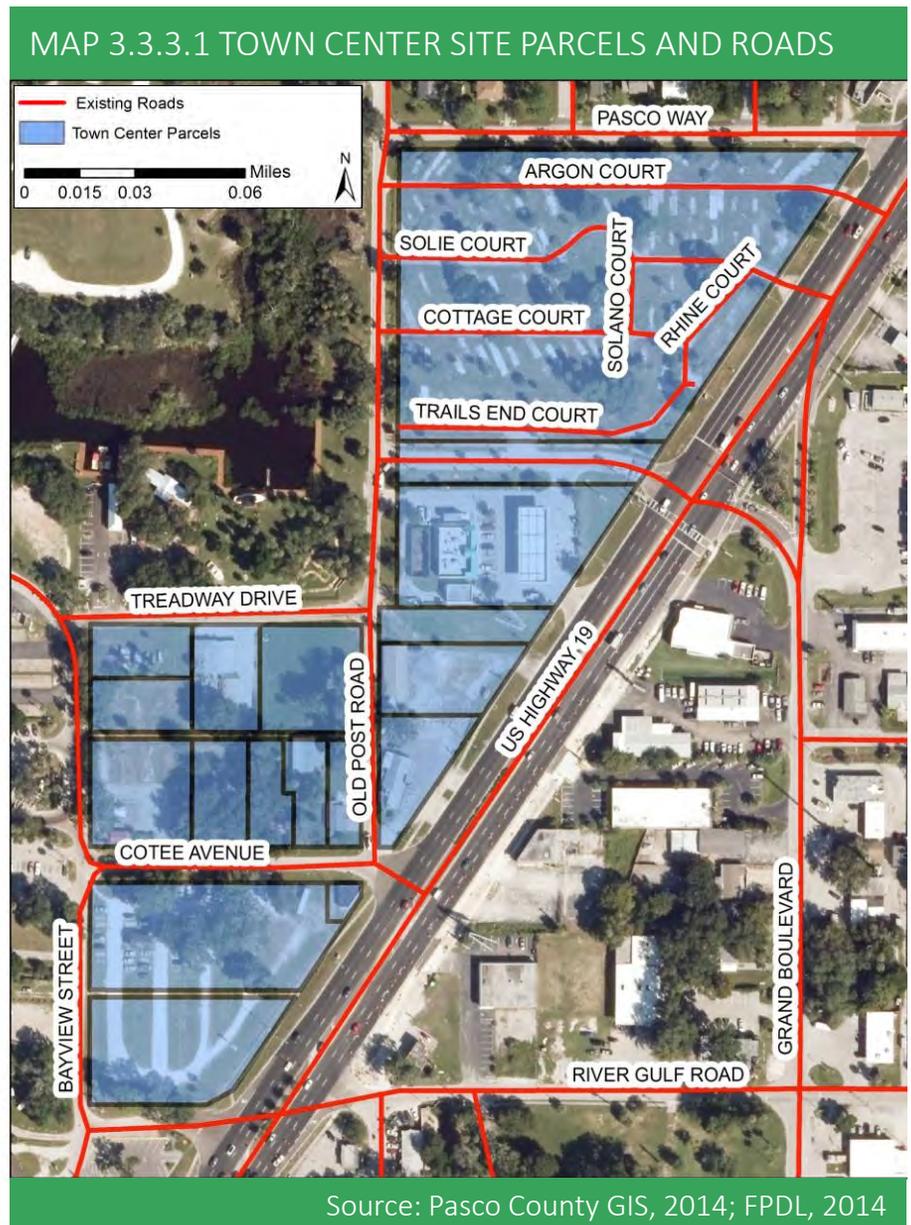
However, the expected new development brought on by the town center would not take away from Millers Bayou's natural charm and ability to afford its patrons a homegrown feel. Ultimately, the town center catalyst project seeks to support economic sustainability by preserving natural amenities through smart design and downtown-style mixed-use development that encourages foot-traffic.

#### Existing Conditions

The Millers Bayou area has attracted

visitors since the founding of Port Richey and Pasco County. Initial visitors to the area sought the mild winters offered in Pasco County, in addition to prime fishing and access to the Gulf of Mexico. For Millers Bayou, the greatest organizing asset is connectivity to the natural environment. Millers Bayou has direct open access to the Gulf of Mexico and the mouth of the Pithlachascotee River. These environmental resources have led to waterfront development and local businesses that cater to the lifestyle offered in coastal Pasco County.

The Millers Bayou area is a mixture of residential uses on the far western part of Millers Bayou, and commercial land uses closer to U.S. 19. Like much of the River Corridor, commercial land uses and underutilized parking lots dominate the Millers Bayou landscape. In order to use the underutilized space to build upon the existing economic potential of Millers Bayou, a framework to support this momentum is recommended through the encouraged development of a town center catalyst project. Map 3.3.3.1 depicts an illustration of the target area for the town center recommendation.



Source: Pasco County GIS, 2014; FPD, 2014

There are 19 individual parcels currently within the town center project area, with a total area of 11.98 acres. These parcels were chosen due to their proximity to U.S. 19, Grand Boulevard, and existing commercial businesses within Millers Bayou. Parcel 29-25-16-0000-03200-0000, between Pasco Way and Grand

Boulevard, is the former manufactured home site that is currently vacant. The parcels adjacent to Bayview Street are a mix of commercial and residential zoning classifications, explained in Table 3.3.3.1. A closer look provided in Map 3.3.3.2 places each parcel identified in Table 3.3.3.1.

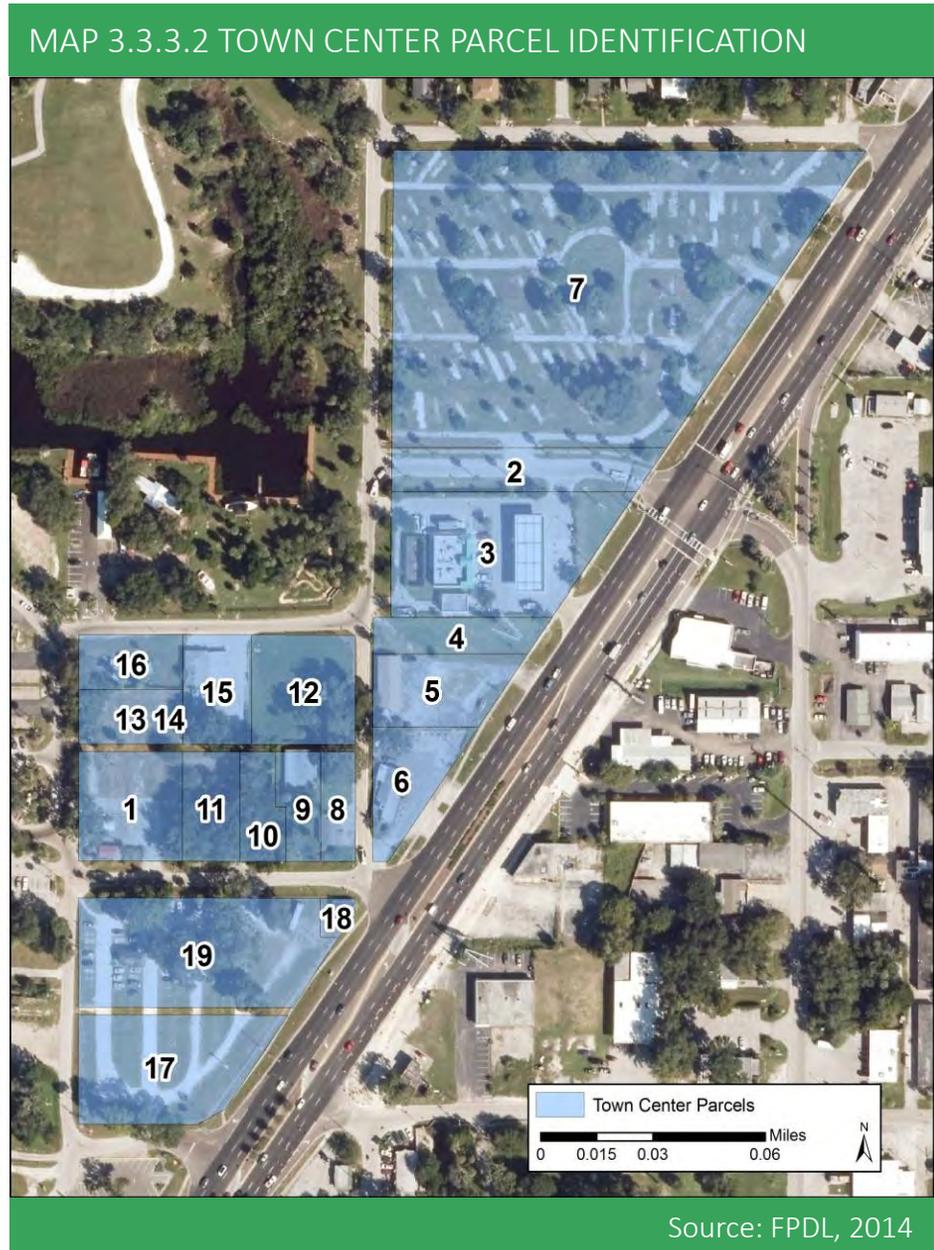
Parcel Map Number	Parcel ID	Zoning Classification	Jurisdiction	Area	Land Value
1	32-25-16-0270-00200-0140	Waterfront Commercial	City of Port Richey	0.45 acres	\$62,150
2	29-25-16-0000-39900-0020	General Commercial	City of Port Richey	0.52 acres	\$14,672
3	29-25-16-0000-03000-0010	General Commercial	City of Port Richey	1.13 acres	\$932,816
4	32-25-16-0200-00200-0050	General Commercial	City of Port Richey	0.27 acres	\$90,516
5	32-25-16-0200-00200-0030	General Commercial	City of Port Richey	0.41 acres	\$107,457
6	32-25-16-0200-00200-0010	General Commercial	City of Port Richey	0.35 acres	\$85,475
7	29-25-16-0000-03200-0000	General Commercial	City of Port Richey	4.92 acres	\$1,009,584
8	32-25-16-0270-00200-0090	Waterfront Commercial	City of Port Richey	0.13 acres	\$23,063
9	32-25-16-0270-00200-0100	Waterfront Commercial	City of Port Richey	0.17 acres	\$25,988
10	32-25-16-0270-00200-0110	Waterfront Commercial	City of Port Richey	0.17 acres	\$25,463
11	32-25-16-0270-00200-0120	Waterfront Commercial	City of Port Richey	0.24 acres	\$36,750
12	32-25-16-0270-00200-0060	Waterfront Commercial	City of Port Richey	0.43 acres	\$60,225
13-14	32-25-16-0270-00200-0015	Waterfront Commercial	City of Port Richey	0.24 acres	\$36,750
15	32-25-16-0270-00200-0040	Waterfront Commercial	City of Port Richey	0.29 acres	\$42,900
16	32-25-16-0270-00200-0010	Waterfront Commercial	City of Port Richey	0.24 acres	\$36,750
17	32-25-16-0270-00300-0140	General Commercial	City of Port Richey	0.83 acres	\$192,474
18	32-25-16-0270-00300-0080	General Commercial	City of Port Richey	0.04 acres	\$5,850
19	32-25-16-0270-00300-0010	General Commercial	City of Port Richey	1.15 acres	\$248,868
<b>Total Land Value</b>					<b>\$3,037,751</b>

TABLE 3.3.3.1 MILLERS BAYOU TOWN CENTER IDENTIFIED PARCELS

Source: Pasco County Property Appraiser, 2014

Currently within the town center project area there are no sidewalks available to support pedestrian mobility. Private vehicles primarily serve the area, and there are no transit stops available within the project area. In order to support pedestrian traffic, there will need to be sidewalks along Old Post Road, Treadway Drive, Bayview Street, River Gulf Road, and the southern side of Grand Boulevard. In addition, Cotee Avenue is within two key blocks of the town center and should be developed as a pedestrian only open street. Map 3.3.3.3 provides a closer look at the pedestrian needs of Millers Bayou. In order to better integrate the pedestrian network to water access, sidewalks should be placed on Bayview Street into the Hooter's and Seaside Inn business area, where there is open access to the waterfront. Existing parcel configuration will need to be

revisited for the Town Center project area in order to make the area more conducive for economic reinvestment. Identified parcels should be reorganized into four main town center blocks, with specific parcels within each town center block to be consolidated in order to facilitate the real estate evaluation prior to development. Parcels 17, 18, and 19 should be consolidated into the south plaza block. Parcels 1, 8, 9, 10, 11, 12, 13, 14, 15, and 16 should be consolidated into the north plaza block. Parcels 3, 4, 5, and 6 should be consolidated into the mid area block, and parcels 7 and 2 into the mixed-use parking garage block. Furthermore, Pasco County should encourage, through the inter-local agreement, that the City of Port Richey consolidate these Town Center configuration in order to



Source: FPD, 2014

enhance the mixed-use district currently found within the Port Richey municipal code. Map 3.3.3.4 depicts the new block formation for the Millers Bayou Town Center.

Transportation Modeling was performed by FDOT in their 2007 Final Traffic Technical Memorandum Project Development and Environment (PD&E)

Study for State Road 55/U.S. 19. The transportation modeling accounts for the base year of 2006 and forecasts travel in 2030. With the U.S. 19 project currently underway, the relevance of the PD&E Study is vital to understanding the transportation demands of this section of U.S. 19. Transportation modeling provided by the U.S. 19 PD&E Study provides Annual Average Daily

Traffic Transportation modeling provided by the U.S. 19 PD&E Study provides Annual Average Daily Traffic (AADT) volumes for key intersections for the 2006 base year and the 2030 design year. In 2006, FDOT accounted for 61,500 AADT on U.S. 19 through the Millers Bayou area, 4,200 AADT on Grand Boulevard to U.S. 19, and 2,000 AADT on Grand Boulevard to Old Post Road (HDR Engineering, Inc., 2007). Detailed turning movement volume for the U.S. 19 and Grand Boulevard intersection is provided in Table 3.3.3.2.

MAP 3.3.3.3 PROPOSED SIDEWALKS



MAP 3.3.3.4 TOWN CENTER BLOCKS



Source: FPDL, 2014

Design year 2030 estimate 68,600 AADT for the section of the U.S. 19 traveling through Millers Bayou, 5,200 AADT on Grand Boulevard to U.S. 19, and 2,800 AADT on Grand Boulevard to Old Post Road (HDR Engineering, Inc., 2007). Table 3.3.3.3 provides turning movement volume for U.S. 19 and Grand Boulevard.

Based upon FDOT’s 2007 PD&E Study, it is clear there is a significant volume of traffic that passes through the Millers Bayou Node. It is safe to assume the low traffic counts turning into Millers Bayou are likely from localized traffic from residential trips accessing properties north of the town center project area. Further investigations into the low traffic within Millers Bayou would have to be funded through a traffic study that surveys residents and patrons of existing Millers Bayou businesses. According to the projected 2030 design year, an additional 7,100 AADT will pass along U.S. 19 by 2030, however, when comparing Tables 3.3.3.2 and 3.3.3.3 there is not a significant increase in the volume of turns into Millers Bayou on Grand Boulevard from U.S. 19 or trips straight along Grand Boulevard traveling west into Millers Bayou.

Street Name	Direction Travelling	Direction Turning	Turning Volume Count
U.S.19	South	Right	50
U.S.19	South	No Turn	3270
U.S.19	South	Left	50
U.S.19	North	Right	30
U.S.19	North	No Turn	2430
U.S.19	North	Left	30
Grand Boulevard	East	Right	10
Grand Boulevard	East	No Turn	40
Grand Boulevard	East	Left	40
Grand Boulevard	West	Right	80
Grand Boulevard	West	No Turn	20
Grand Boulevard	West	Left	70

TABLE 3.3.3.2 U.S. 19 & GRAND BOULEVARD 2006 TURNING MOVEMENT VOLUMES

Source: FDOT State Road 55 PD&E Study, 2007

Street Name	Direction Travelling	Direction Turning	Turning Volume Count
U.S.19	South	Right	50
U.S.19	South	No Turn	3640
U.S.19	South	Left	60
U.S.19	North	Right	40
U.S.19	North	No Turn	2740
U.S.19	North	Left	40
Grand Boulevard	East	Right	10
Grand Boulevard	East	No Turn	50
Grand Boulevard	East	Left	50
Grand Boulevard	West	Right	100
Grand Boulevard	West	No Turn	30
Grand Boulevard	West	Left	80

TABLE 3.3.3.3 U.S. 19 & GRAND BOULEVARD 2030 TURNING MOVEMENT VOLUMES

Source: FDOT State Road 55 PD&E Study, 2007

**TABLE 3.3.3.4 MILLERS BAYOU NODE  
SPATIALLY REFERENCED AERIAL  
OBSERVATION**

Total Parking Count	1525
Total Parking Occupancy	349
Occupancy %	23%
Underutilized Parking %	77%
Source: FPD, 2014	

**TABLE 3.3.3.5 MILLERS BAYOU NODE  
PARKING UTILIZATION SITE VISIT**

Total Parking Count	1183
Total Parking Occupancy	280
Occupancy %	24%
Underutilized Parking %	76%
Source: FPD, 2014	

**Limitations**

Limitations facing the town center project area are expressed through the current municipal code ordinance, specifically minimum parking requirements and a lack of pedestrian safety oriented infrastructure such as sidewalks, crosswalks, and adequate lighting. Acknowledging these limitations, the City of Port Richey established a Waterfront Overlay District that encourages mixed-use development aimed to improve the area’s physical image, encourage recreational

activities, and create an “economic focal point” through land use classifications (Municode, 2005).

The main challenge to the town center catalyst project is the current use of two blocks primarily used as parking for the Sun Cruise Casino. This underutilized space is preventing the redevelopment of this prime location within Millers Bayous. A centralized parking structure will be recommended to be included within the town center project area, specifically the location of the former manufactured home park that sits between Grand Boulevard and Pasco Way, adjacent to U.S.19. By including a centralized parking structure for the town center project area, town center will accommodate the parking demand for both new and existing development.

**Parking**

Many communities often establish parking standards without properly conducting a parking analysis that takes into account the individualized parking needs of a community, based upon existing businesses and residential characteristics of the area. Communities often copy neighboring municipalities in their parking standards, often believing that minimum parking requirements of per 1,000 square feet of building area would be appropriate for them. Parking requirements, specifically minimum parking requirements often prove detrimental to smart growth due to the mandatory amount of parking supply for building area.

Generalized parking requirements such as the common 4 spaces per 1,000 square feet often encourage sprawl due to large developments constructing expansive parking lots, and small businesses being required to have 4 spaces despite their proximity to shared parking facilities.

Port Richey municipal code, has followed this pattern exhibiting a minimum requirement a 4 spaces per 1,000 square feet of building (Municode, 2005). Unfortunately this appears to lead to large amounts of land being underutilized in unused parking lots. Two instances of parking utilization in Millers Bayou were captured to explore the parking supply, and the current utilization of that parking supply. The first parking utilization observance was in the form of spatially referenced aerials provided by Pasco County in September 2014. Table 3.3.3.4 indicates an overwhelming 77% underutilization of parking supply throughout Millers Bayou. The second observation was conducted in the form of a site visit on October 10<sup>th</sup> 2014 from 10:00 am-12:20 pm, which observed a 76% underutilization of the parking supply within Millers Bayou, depicted in Table 3.3.3.5.



FIGURE 3.3.3.1 UNDERUTILIZATION OF PARKING AT TOWN CENTER SITE VISIT

Based upon these two observations of parking utilization, two assumptions can be made. The first assumption is that parking is over supplied in the Millers Bayou Node, and the repurposing of two blocks of parking for the Sun Coast Casino would be supported by a centralized parking structure. The second assumption is that the current parking requirements within the Port Richey municipal code, including the Waterfront Overlay District does not support the mission of the Waterfront Overlay District.

Based upon these assumptions, a parking analysis should be taken for the entire Millers Bayou Node to better understand the parking needs of Port Richey, specifically the U.S. 19 corridor, and Millers Bayou waterfront area. Provided that the parking analysis supports the preliminary findings presented in this report, the FPDL Team suggests that the municipal minimum parking requirements be reduced to support the full utilization of Millers Bayou’s limited space and that a parking structure be constructed to consolidate Millers Bayou’s parking space into a shared, centralized location.

**Pedestrian Infrastructure**

Pedestrian infrastructure, such as sidewalks and crosswalks, within the

town center project area are nonexistent, or need improvement in the case of Grand Boulevard and U.S. 19. Based upon FDOT District 7’s Highway Construction costs, 1 side mile of a 5’ wide sidewalk costs \$174,514 (Florida Department of Transportation, 2014). Using this estimate, constructing the 3.2 miles of sidewalk necessary to accommodate the town center would cost \$558,445. In addition, ten intersections have been identified within the town center project area that require crosswalks for pedestrian safety. Basing costs off 2013 FDOT records of \$2,469 per intersection, improving pedestrian safety by installing crosswalks consisting of 5-12 lanes of 12” white stripes (paint/thermo) within the town center project area will cost \$24,690 (Florida Department of Transportation, 2013). Table 3.3.3.6 outlines the estimated costs for the recommended pedestrian improvements for the Millers Bayou Town Center.

**Entertainment Elements**

Entertainment elements are provided from a legal standing in the Port Richey municipal code, under article III, section 22-55: Waterfront Overlay District, subsection: (d). Through the encouragement of open space development projects, like a plaza, the town center would anchor the entertainment district within the Millers Bayou business community.

Additionally, the full implementation of a streetscape plan that provides sidewalks throughout the town center and Millers Bayou will provide improved pedestrian access among existing and future businesses. The repurposing of Cotee Avenue to a pedestrian only street will provide space for town center festivals, and provide a critical connection to the waterfront by opening access to Nick’s Park. The inclusion of these streetscape improvement projects within the town center, and the repurposing of Cotee Avenue to hold local festivals and celebratory events will support the transformation of Millers Bayou into an entertainment destination.

**TABLE 3.3.3.6 MILLERS BAYOU TOWN CENTER PEDESTRIAN IMPROVEMENT COST ESTIMATES**

<b>Sidewalk Construction Costs</b>	
Cost per mile of 5' sidewalk	\$ 174,514
Miles of Sidewalk	3.2
<b>Total Cost</b>	<b>\$ 558,445</b>
<b>Crosswalk Construction Costs</b>	
Cost per Intersection	\$ 2,469
# of Intersections	10
<b>Total Cost</b>	<b>\$ 24,690</b>
<b>Total Cost</b>	<b>\$ 583,135</b>
Source: FDOT, 2013; FPD, 2014	

## Design Elements

Design elements of the Millers Bayou Town Center shall be consistent with the specifications for building size, signage, landscaping, and appearance requirements outlined in the Port Richey Waterfront Overlay District. These design elements work to ensure the appearance of any commercial building or structure “portray the old Florida nautical or fishing village theme” Ord. No. 13-536B, § § 1, 2, 1-22-2013. In addition to commercial structures, the Millers Bayou Town Center should keep these design elements in mind for residential structures, civic buildings, and mixed-use style buildings that combine residential and commercial uses in order to uphold the desired fishing village theme.

FIGURE 3.3.3.2 CONCEPTUAL SITE PLAN FOR MILLERS BAYOU TOWN CENTER





Source: FPD, 2014

FIGURE 3.3.3.4 SUNSET ROCK PARKING GARAGE

**Parking Structure**

Two of the lots of the future site of the Town Center currently are parking lots used primarily for the Sun Coast Casino. Repurposing these parking lots is central to the placemaking of the town center catalyst project because they represent underutilized space. However, with limited on-site parking within the Town Center, additional parking will be required to replace the repurposed parking space from the Sun Coast Casino. In order to provide sufficient parking space, while consolidating the existing parking space, the FPD Team recommends the construction of a shared parking garage on the northern edge of the Town Center. Two-hundred fifty grass-lot surface parking

spaces will be removed from town center blocks 1 and 2 (Map 3.3.3.4), and transferred to the proposed structured parking facility in block 4. In this way, the parking structure is vital to free up the space for higher density development and more attractions within Millers Bayou.

Figure 3.3.3.4 depicts a conceptual rendering of the Sunset Rock Parking Garage, located at the intersection of U.S. 19 and Grand Boulevard. Placing the parking garage at the entrance to the Town Center, instead of within it, hopes to encourage pedestrian travel within the Town Center and to avoid having vehicular thru traffic disrupt the pedestrian's experience.

FIGURE 3.3.3.5 GRAND BOULEVARD ENTRANCE



Source: FPD, 2014

FIGURE 3.3.3.6 OLD POST ROAD FACADE



Source: FPD, 2014

To make the most of the parking structure, this shared parking facility should be a mixed-use structure that combines residential, commercial, and parking facilities, in addition to supporting a PCPT Transit stop. As seen in Figures 3.3.3.4 and 3.3.3.6, the commercial and residential uses can either wrap sections of the parking structure or can take up an entire floor with the parking space located above

that channels fees into a funding pool purposed to support the parking structure.

These partnerships may be necessary to reduce to public costs of the parking structure, because parking garages are not cheap. As seen in Table 3.3.3.6, parking garages in Florida can cost anywhere from the low millions into the high tens of millions depending on

the scale, size, and level of building integration to the land. The 2014 National Median of Parking Structure Construct Cost was \$18,038 per parking space (Cudney, 2014). Using this estimate, Table 3.3.3.7 lists three possible cost scenarios for the Sunset Rock Parking Garage based upon levels of 380 spaces per level. The square footage only accounts for the central parking element of the structure.

Parking Garage Name	Location	Construction Cost	Parking Spaces	Square Footage
Garrison Seaport Parking Structure	Tampa, FL	\$12,500,000	2,100	742,000sqft.
Liberty Plaza Parking Garage	Jacksonville, FL	\$4,600,000	390	128,000sqft.
Kings Avenue Parking Garage	Jacksonville, FL	\$12,500,000	2,200	785,000sqft.
1661 Riverside	Jacksonville, FL	\$2,910,000	250	91,000sqft.

TABLE 3.3.3.6 FLORIDA PARKING GARAGE STRUCTURES

or below. In addition, Pasco County and the City of Port Richey should seek to attract private investment that bundles development costs into a public-private partnership for either the construction of the parking structure, or the post-construction maintenance of the facility. Furthermore, local businesses seeking to alleviate required transportation impact fees and minimum parking requirements could enter a public/private partnership agreement

Sunset Rock Parking Garage	Construction Cost	Parking Spaces	Square Footage
1 Level	\$6,854,440	380	7300sqft.
2 Levels	\$13,708,880	760	10,220sqft.
3 Levels	\$20,563,320	1,140	13,420sqft.

TABLE 3.3.3.7 SUNSET ROCK PARKING GARAGE COST SCENARIOS

Source: FPDL, 2014; Cudney, 2014

## Model Town Center Ordinance

To support the implementation of the Town Center, Pasco County may collaborate with the City of Port Richey to establish a Town Center Ordinance to secure and preserve the design of the Town Center. The Town Center Ordinance will be aligned with the City of Port Richey's existing Waterfront Overlay District to build off of existing efforts to revitalize Millers Bayou while protecting its environmental assets. However, the Town Center Ordinance would go a step farther than the Waterfront Overlay by providing a unified design standard to tie the Town Center together.

The City of Winter Springs provides a good example of a town center ordinance that Pasco County and Port Richey could consult during the development of Millers Bayous Town Center Ordinance. The City of Winter Springs consulted with Dover, Kohl & Partners in June of 2000 for a town center development project that transformed the heart of Winter Springs at the intersection of SR 434 and Tuskawilla Road into a keystone community with a mix of urban services. The City of Winter Springs credits their town center development as noteworthy in reclaiming the public realm as an amenity for the public (City

of Winter Springs). They placed an emphasis on traditional town planning principles that uphold the form and relationship of traditional streets, squares, and neighborhoods (City of Winter Springs). Their town center ordinance provides for the planning of buildings close to the street, allowing for the framing of the space as an outdoor room (City of Winter Springs). This allows local parks and green areas to gather patrons into spaces of social interaction.

On the following page is an example outline of the town center ordinance used by the City of Winter Springs, Florida when they tackled a significant corridor redevelopment project along four-lane arterial SR 434 (Dover, Kohl & Partners, 2000). Pasco County and Port Richey could utilize this outline while tailoring the provisions and design elements to fit the fishing village feel of Millers Bayou.

## Outline of Proposed Town Center Ordinance

Intent

Town Center Boundary Map

Transect Map

Transect Zone Depictions

How to Use This Code

### Administration

- Interpretation of the Standards
- Review Process
- Special Exceptions
- Site Development Agreement Option
- Comprehensive Plan Compliance Required

### Definitions

### Permitted Uses

### General Provisions

- Corner Radii & Clear Zones
- Alleys
- Exceptions from Build-to Lines
- Diversity of Building Widths
- Accessory Structures
- Drive-thrus
- Civic Sites
- Parking
- Large Footprint Buildings
- Additional Prohibitions
- Maximum Block Size
- Building Height

FIGURE 3.3.3.7 WINTER SPRINGS TOWN CENTER



Source: City of Winter Springs, 2014

### Transect Standards

- Town Center Master Plan
- Transect Zone Design Standards
- Thoroughfare Standards
- Civic/Public Pole Lighting and Decorative Street Signage

### Building Elements

- Awnings and Marquees
- Balconies
- Colonnades/Arcades
- Front Porches
- Stoops

### Architectural Guidelines

- Building Walls
- Garden Walls, Fences and Hedges
- Columns, Arches, Piers, Railings and Baulstrades
- Opacity and Façade
- Roofs and Gutters
- Windows, Skylights, and Doors

### Signs

- General Requirements
- Finish Materials
- Configurations
- Sign Standards

## Implementation Strategies

### 0-5 Year Outlook

Within the first 5 years, Pasco County, in collaboration with the City of Port Richey, should amend the Waterfront Overlay District to expand it to include the former manufactured home park site, and east along the Pithlachascotee River. This will allow for the Waterfront Overlay District to improve the Port Richey Pithlachascotee riverfront by identifying conforming and nonconforming land uses, and regulating future land uses to maintain conformity with the Waterfront Overlay District. Additionally, pedestrian infrastructure improvements will be completed to address pedestrian safety issues within the town center project due to increased foot traffic. These initial projects hope to create momentum and a favorable environment for private investment to begin developing the Town Center.

### 5-10+ Year Outlook

Looking ahead 5 additional years into the 5-10 year outlook, the town center project area will see the completion of a public parking garage on the site of the former manufactured home park. This garage will replace many of the existing spaces that are to be repurposed into town center mixed-use parcels for commercial businesses. The parking

structure is recommended to be developed through a public-private partnership that utilizes transportation impact fees and in-lieu fees for town center structures to offset their parking requirements. Additionally, new development within the area should be encouraged to support the parking structure through in-lieu fees rather than being required to construct mandatory spaces to meet conformity with the Port Richey municipal code. Cotee Avenue, within the town center project area, will be closed to vehicle traffic and repurposed as a pedestrian street that utilizes brick pavers to provide key pedestrian access between both major town center blocks.

### 10+ Year Outlook

Reaching the 10+ year outlook, the Millers Bayou area will see a strong network of pedestrian infrastructure, a shared parking garage, and a regional presence supported by the town center catalyst project. In 10+ years, private development will have invested within the town center project area once zoning updates have secured opportunity for potential development. West Pasco County residents and those patrons seeking to visit the Millers Bayou area will have a greater commercial center that is an inviting destination for the Port Richey community.

FIGURE 3.3.3.2 CURRENT CONDITIONS OF TOWN CENTER PARCEL ON BAYVIEW



Source: FPD, 2014

FIGURE 3.3.3.3 CURRENT CONDITIONS OF TOWN CENTER PARCEL AT OLD MOBILE HOME PARK



Source: FPD, 2014

### Millers Bayou Town Center Renderings

The purpose of these renderings are to demonstrate possible scenarios for the Millers Bayou Town Center, and provide graphic visualization for the Millers Bayou Town Center catalyst project. They do not depict exactly what the town center will look like at

final build out. Instead, they provide a visual representation of the FPDL Team's vision for the Town Center that can be used as a guide for development efforts. Figure 3.3.3.8 illustrates a conceptual rendering for the Millers Bayou Town Center looking north. Open space and recreation elements are present surrounded by mixed-use commercial and residential

structures. The recreational open space along with the cohesive urban design would serve to create an attractive sense of place to draw people into the node. The shared parking structure is seen in the distance. The parking structure freed much of the existing surface parking space to be utilized for mixed-use and recreational space.



FIGURE 3.3.3.8 MILLERS BAYOU TOWN CENTER RENDERING



Source: FPD, 2014

FIGURE 3.3.3.9 MILLERSBAYOU TOWN CENTER RENDERING

Figure 3.3.3.9 depicts an aerial view overlooking the Millers Bayou Town Center from Old Post Road and Cotee Avenue. In this conceptual rendering, the western side of Old Post Road is lined with multi-use residential and commercial buildings, and a civic building. A second civic building is shown in the center of the parcel block. In addition, a side profile of residential town homes can be seen along the eastern side of Old Post Road. The conceptual rendering in Figure 3.3.3.10 illustrates the repurposing of Cotee Avenue as a pedestrian street with no through-vehicle traffic. In this rendering, each side of Cotee Avenue is lined with small-scale retail shops and appropriately sized tree-cover to create a human-scale walkway.

FIGURE 3.3.3.10 COTEE AVENUE PEDESTRIAN STREET



Source: FPD, 2014

Figure 3.3.3.11 provides an aerial view of the Millers Bayou Town Center looking Southeast. In this conceptual rendering, the civic building is facing Treadway Drive with an opening from a new pedestrian street. The upper half of the rendering illustrates small-scale mixed-use commercial and residential structures in a dense environment. Figures 3.3.3.12 through 3.3.3.20 demonstrate the integration of the Millers Bayou Town Center over existing underutilized parcels.

Once again, the goal of these Millers Bayou Town Center renderings are to assist in the conceptual understanding of a future for the Millers Bayou area. They provide one possibility for how the Town Center could be designed and how the node's underutilized parcels could be redeveloped. By combining commercial and residential structures, with open space and central civic structures within the scale of the fisherman's village, the Town Center hopes to anchor Millers Bayou's role as an active marine destination grounded in coastal recreation and local retail and entertainment.



FIGURE 3.3.3.11 MILLERS BAYOU TOWN CENTER RENDERING

Source: FPD, 2014

FIGURE 3.3.3.12 EXISTING UNDERUTILIZED LAND



FIGURE 3.3.3.13 TOWN CENTER INTEGRATION



FIGURE 3.3.3.14 MILLERS BAYOU REDEVELOPMENT



FIGURE 3.3.3.15 EXISTING UNDERUTILIZED PARCEL



Source: FPD, 2014

FIGURE 3.3.3.16 TOWN CENTER INTEGRATION



Source: FPD, 2014



FIGURE 3.3.3.17 MILLERS BAYOU REDEVELOPMENT

Source: FPD, 2014

FIGURE 3.3.3.18 EXISTING UNDERUTILIZED PARCEL



Source: FPD, 2014

FIGURE 3.3.3.19 TOWN CENTER INTEGRATION



Source: FPD, 2014



FIGURE 3.3.3.20 MILLERS BAYOU REDEVELOPMENT

Source: FPD, 2014

### 3.3.4 MARINE & OUTDOOR ACTIVITY ENRICHMENT

If Millers Bayou is to become the natural outdoor destination that it is poised to be, additional attention must be given to watercraft. There currently is very limited opportunity for interaction between boaters and Millers Bayou. Aside from a few small tie-ups offered by local businesses, there is no opportunity for docking, which would be a major asset in encouraging the nexus between land and water. The only public boat ramp in Millers Bayou is located on Bayview Street, at Nick's Park. A kayak slip is found at Port Richey's Waterfront Park. Opportunities for fueling and privity pumping are found outside the River Corridor, at American Marina, and Sunset Marina. Only American Marina offers wet-slip, or in-the-water parking. Consequently, the FPD L Team recommends an expansion to the boat mooring opportunities that are available within Millers Bayou to improve access to Millers Bayou's natural assets and to strengthen the Bayou's position as a marine destination.

FIGURE 3.3.4.1 DOCK AT WATERFRONT PARK



Source: FPD L, 2014

FIGURE 3.3.4.2 IN USE MOORING FIELD



Source: FPDL, 2014

### Mooring Docks

A mooring is any place a boat may be anchored to, including docks and buoys. Figure 3.3.4.2 shows an example of mooring to buoys. Currently, the only moorings that are offered in Millers Bayou are by the local businesses in the area. By expanding this opportunity through providing additional opportunities for docking, more maritime visitors can be drawn to the area. Structures for consideration include traditional docks that are connected to land, as well as mooring buoys that are located off shore (mooring fields). Public day slips, dock expansions, and mooring fields have been utilized by various cities across Florida, including The City of Cocoa Beach, St. Petersburg, Sarasota, Key West, and many others. Some require rental of slips, while some do not. The Recreation and Open Space Element of the Pasco County Comprehensive Plan is supportive of additional mooring options for the public. Permits must be obtained from the Army Corps of Engineers, the Florida Department of Environmental Protection, Pasco County, and the cities of Port Richey and New Port Richey. Short-term projects (0-5 years) would retrofit existing infrastructure, possibly with public-private partnerships. Pasco County should explore options with the businesses such as Hooters, Catches, Gilldawgs and Whiskey River.

MAP 3.3.4.1 BOAT PARKING LOCATION IDENTIFICATION



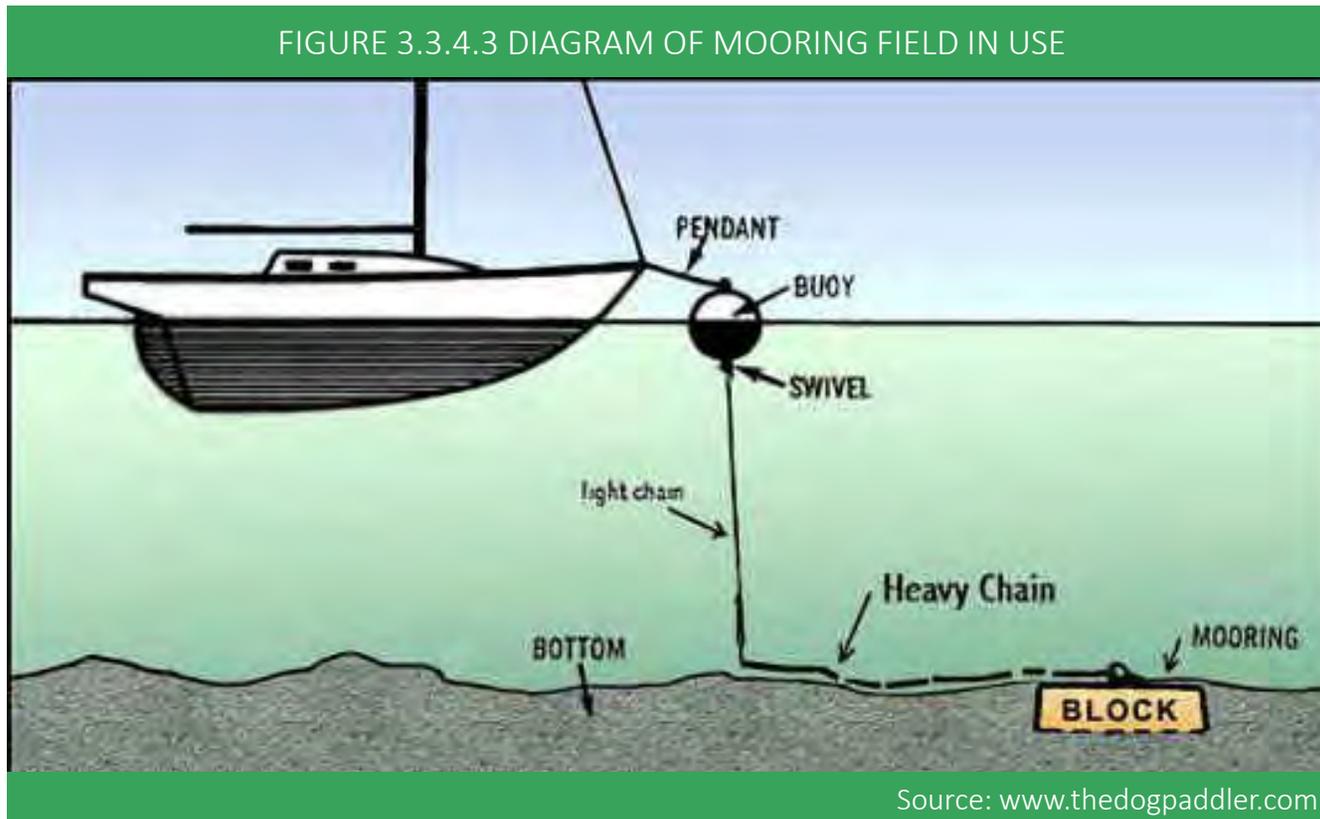
Source: FPDL, 2014

Involving local businesses with waterfront access will be key in providing additional mooring. These projects could cost between \$500,000 and \$1,000,000. Map 3.3.4.1 displays potential locations for these mooring docks. Mid to long term projects (5 plus years) could include the county providing docking in parks or even a marina. A marina would offer the opportunity for the county to provide a staging point for water-based activities.

Mooring fields offer a more environmentally sustainable alternative to traditional marinas. Traditionally constructed in sheltered bays and harbors, mooring fields provide docking in the form of buoys that are tethered to the bottom of the water body, which vessels may dock to. Figure 3.3.4.2 is an example of a typical offshore mooring system. Figure 3.3.4.3 shows an in-use mooring field. Boaters get to shore either via their own dinghies or through

services provided by a water taxi. Facilities such as laundry services, refueling, trash services, and sewage pumping may be included, or not. The creation of additional docks could range from \$1,000,000 to \$5,000,000. Funding for these projects include Boating Infrastructure grants from the U.S. Fish and Wildlife Service, Waterfronts Florida Program and the Coastal Partnership Initiative from the Florida Department of Environmental Protection, and the Florida Fish and Wildlife

Conservation Commission's Florida Boating Improvement Program and Boating Infrastructure Grant. Map 3.3.4.1 shows the potential locations where mooring would be suitable for Miller's Bayou.



### 3.3.5 STREETScape DESIGN & SIDEWALK AND FAÇADE IMPROVEMENT

#### Streetscape Design

Currently, Millers Bayou does not contain a cohesive or identifying character, particularly in its street and sidewalk design. The addition of a unified streetscape and landscaping would vastly improve the aesthetics and atmosphere of Millers Bayou. Since U.S. 19 is Millers Bayou's major thoroughfare and acts as the point of accessibility between commuters/residents and shops and retail, Millers Bayou will follow the River Corridor Streetscape Plan laid out in Section 2. The sidewalks along U.S. 19 in Millers Bayou will be widened to 10' on both sides with the river design embedded via pavers. All of the furnishings laid out in the River Corridor Streetscape Plan will also be adopted for Millers Bayou. The light pole banners are the only aspect not subject to the designs laid out in the River Corridor Streetscape Plan referenced in Section 2.

FIGURE 3.3.5.2 PEDESTRIANS WALKING ON SIDE OF ROAD NEAR WATERFRONT PARK



Source: FPDL, 2014

FIGURE 3.3.5.1 LACK OF SIDEWALKS OR PAVING AT OLD MOBILE HOME PARK



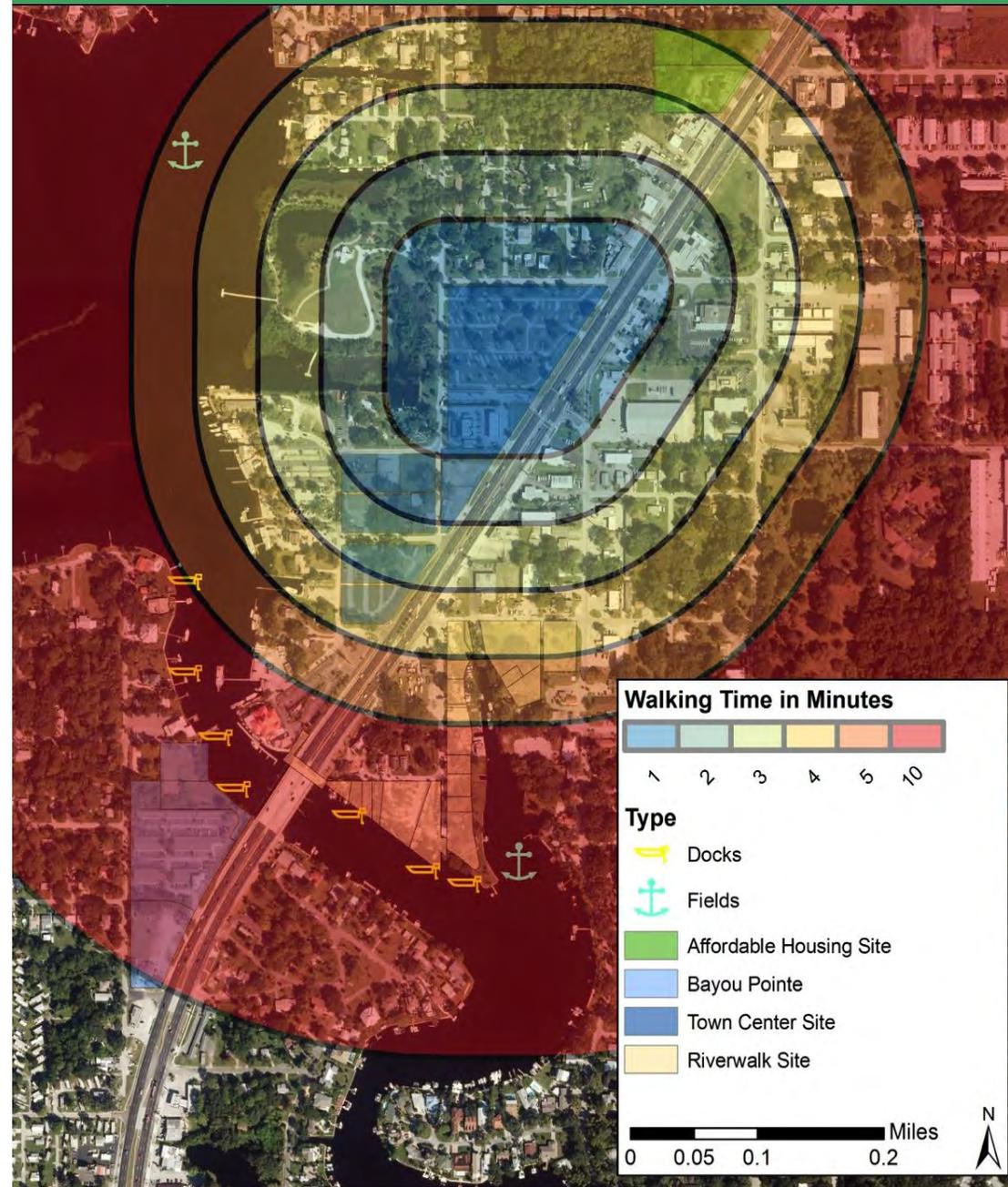
Source: FPDL, 2014

## Sidewalk Improvements

Pedestrian safety is a key issue facing the Millers Bayou Node. Traditional corridor development sprawls along major transportation arterials like U.S. 19, and often only includes a single strip of sidewalk to service pedestrian mobility along these highways. Unfortunately, this lack of pedestrian infrastructure characterizes all of Millers Bayou instead of just along U.S. 19. Figures 3.3.5.2 show pedestrians walking on roads in Port Richey without sidewalks near Waterfront Park. Millers Bayou has no sidewalks aside from those along U.S. 19, and no crosswalks on the peripheral area buffering U.S. 19. Yet, despite the current lack of pedestrian infrastructure, Map 3.5.1 demonstrates the feasibility of a pedestrian-oriented vision outlined by the Town Center (Section 3.3.3) by showing that virtually the entire node is within a five minute walk of the Town Center's proposed location. However, before that vision can be achieved, significant improvements need to be made to the Millers Bayou's pedestrian infrastructure.

Currently, there is a need for 4.4 miles of sidewalk within Millers Bayou. Installing these sidewalks would cost \$759,612 according to FDOT District 7's 2014 estimates (Florida Department of Transportation, 2014). Additionally, there is a significant need for crosswalks in the Millers Bayou Node. Twenty-three key intersections have been identified as needing crosswalks. Putting in crosswalks at each of these intersections would cost \$56,787 according to FDOT District 3's 2013 averages (Florida Department of Transportation 2013). These two major projects for Millers Bayou are essential to building the pedestrian friendly framework necessary to safely generate foot-traffic throughout the neighborhoods and commercial businesses in southern Port Richey.

MAP 3.5.1 WALKING TIMES BETWEEN ALL CATALYST PROJECTS



Source: FPDL, 2014

## Create a Façade Improvement Plan

Creating a Façade Improvement Plan within the Millers Bayou Node would reinforce the vision for an attractive center of tourism, focused around recreation and entertainment. Façade Improvements would create an attractive image centered around the natural and aquatic setting. Specifically improvements should support the look and feel of a “fishing village.” Figure 3.3.5.3 provides an example desired look and feel of the proposed facades. The low existing density and low number of existing buildings makes these types of improvements feasible.

In conforming to the design recommendations of the Millers Bayou Town Center, the goal would be to create a unified look and feel of the immediate area. Emphasis would be placed on the existing nature-driven impression, and the marine facilities. Façade improvements would be required by all business within the Millers Bayou Node. The design standards would be implemented through the city or BID with input from the business community. This could be achieved by further fostering collaboration and cooperation among businesses in Millers Bayou.

Funding for improvements could come from façade improvement grants, with the implementation of a Façade Improvement Program through the City of Port Richey. Façade grants would be provided to commercial businesses within the Millers Bayou Node, conforming to set standards of design. As noted earlier, the design standards would revolve around the natural and aquatic aesthetic of the surroundings. When relevant, improvements would also aid in functional lighting, without generating too great of light pollution. Improvements should be designed not to damage the current views and visual appeal from the water vantage point. In this way, the façade improvements attempt to update the existing façades without losing the fishing village feel in a way that would help to further the FPD’s vision for Millers Bayou.

FIGURE 3.3.5.3 JOHN’S PASS VILLAGE IN MADIERA BEACH



Source: [www.florida-beach-lifestyle.com](http://www.florida-beach-lifestyle.com)

### 3.3.6 BAYOU POINTE

#### Introduction

Within the Millers Bayou Node, only one portion is located south of the Pithlachascotee River. Unlike the rest of the node, this portion is located in the City of New Port Richey, as opposed to the City of Port Richey. This relatively small segment consists of fourteen parcels, nine with a current residential land use and the remaining five zoned for commercial. The upper parcels (to the north) along the river are residential properties, with commercial properties located south, closer to U.S. 19 and the bridge. The lower half of the segment is made up of three commercial tracts, with one large residential tract in between. The three commercial tracts utilizations are a bar and restaurant, a mid-sized hotel, and a convenience store. Furthermore, the residential parcel between the convenience store and hotel (all three parcels fronting U.S. 19) is the site of a disused and partially demolished motel.

#### Existing Conditions

The proposed improvements target the commercial hotel parcel, the

residential parcel with the disused motel, immediately to the south, and vacant parcel immediately to the north. The parcels targeted for improvements can be seen in Map 3.3.6.1. Both the floor-area ratio (FAR) and the utilization ratio for each of these parcels is very low, but consistent with most other parcels in Millers Bayou.

In addition, these parcels (chiefly the existing hotel) exhibit dilapidated aesthetics and poor safety, as well as a lack of density and adequate commercial use. Figures 3.3.6.1 and 3.3.6.2 show the existing hotel's current conditions. The partially demolished motel fronting U.S. 19 is an eyesore and magnet for loitering and dangerous activity. The hotel to the immediate north is also a hotspot for criminal activity and drug trafficking, dramatically impacting the safety and desirability of the surrounding area. While reported crime data for the existing hotel is low, upon site visits the FPD Team noticed loitering, vagrants, and several cases of recreational drug/narcotics use. Furthermore, the aesthetic design and low-density is not conducive to the desired future conditions of Millers Bayou.



FIGURE 3.3.6.1 RIVERSIDE INN EXISTING CONDITIONS



Source: FPD, 2014

FIGURE 3.3.6.2 RIVERSIDE INN EXISTING CONDITIONS



Source: FPD, 2014

### ***Proposed Intervention***

The Florida Planning and Development Lab proposes redevelopment interventions to the three key parcels of this segment. Several possible commercial repurposing strategies would improve safety and aesthetics of the immediate area, while still capitalizing on the potential and opportunity of the riverfront. Due to the location fronting U.S. 19 on one side, and the riverfront to the other, this fosters prime land for commercial development. Furthermore, the future land use element classifies these parcels as “highway commercial,” which is conducive for this denser commercial development.

One alternative would be a redevelopment of the existing hotel either by demolishing and rebuilding the existing structure or expanding and revamping the hotel. A redeveloped hotel could take advantage of the vacant land offered by the former, partially demolished motel and undeveloped parcel to the north. While this new hotel would not necessarily be larger, it could be of greater density with improved design to make the most of the waterfront access. Even with this new design, the hotel could still cater to travelers on a moderate-

common hotel brands whose locations have fewer rooms and features than larger hotels. The key advantage to maintain a hotel is to foster tourism within Millers Bayou, given its direct access and proximity.

The second alternative would be elimination of the hotel commercial use altogether. This alternative would open up the riverfront and make it an accessible, public space. The space could host a municipal park, private recreation, or entertainment facility along the water. Ideally, given its fronting of the water, it would become home to a variant of a public or private marina. The lower parcel would be repurposed for commercial retail. This type of retail would cater to the recreational nature of Millers Bayou and would include, but would not be limited to, boating and fishing stores, Bayou and would include, but would not be limited to, boating and fishing stores, sporting good stores and related services. Granted this alternative would likely require a change in ownership of the parcel, but repurposing the parcel could go a long way to giving Bayou Pointe a new identify.

A third alternative is to repurpose the hotel into a mixed-use

destination including retail and hotel uses, along with recreation given the large size of these parcels.

Unfortunately, the previously mentioned interventions, involving changes in ownership, are difficult from a legal, perspective and are often not feasible. The most practical alternative is to focus redevelopment on the two unoccupied parcels on either side of the existing hotel. Municipal incentives can be used to encourage desirable development, such as recreation and denser, mixed-use retail. Following successful redevelopment of these two parcels, stringent code enforcement could be carried out on the existing hotel. By doing this, the hotel would either make physical improvements conforming to building and design codes of the surrounding area, or pull out altogether. Assuming the latter option was to occur, new ownership could positively transform the hotel. The key to this strategy would involve creating a vision for these parcels in advance, and encouraging development to follow this vision. The vision

would, in essence, follow the vision for the entire Millers Bayou Node. Ideally, a hotel would remain to foster tourism, with unique waterfront access. Having a hotel with boat access, surrounded in applicable retail, recreation, and pleasant aesthetics would be a dramatic enhancement to Millers Bayou. The ideal vision would convert the space fronting U.S. 19 into a medium-density retail development hosting recreation and marine type business. The space would have parking in the rear, or behind the building. The existing hotel would be improved, ridded of crime, brought up to code and transformed aesthetically. The parcel to the north of the hotel would capitalize on its riverfront, and become utilized as a public or private marina.

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### **Concept Design, Funding & Specifics**

The central goal of this process is to encourage private enterprise to redevelop the two parcels on either side of the existing hotel, followed by private enterprise improving the existing hotel. Given the nature of this, detailing specifics and budget numbers is difficult. The first step, from a municipal perspective, is updates to existing building and design codes. Lowering of minimum

setbacks to allow for parking to be located behind the future retail parcel will create an improved visual sense and pedestrian safety. A conceptual site plan can also be seen in Figure 3.3.6.5.

Changes to codes will also craft a new design standard for future and existing commercial developments, specifically the existing hotel, that would require them to conform to the proposed design elements of Millers Bayou. In essence, changes to zoning, code and enforcement of the code are the only practical steps that the municipal arm can take in this process. If these three parcels were to be specifically targeted, the first step would be changing of zoning on future land use plans. While the current “highway commercial” zoning allows sufficient density to accommodate commercial redevelopment on the two parcels, the code is far too vague to ensure that new development would maintain a similar fishing village design and feel as the rest of Millers Bayou. Drafting codes and zoning specific to the vision is key.

FIGURE 3.3.6.5 CONCEPTUAL SITE PLAN FOR BAYOU POINTE



### 3.3.7 AFFORDABLE HOUSING

As Millers Bayou grows and improves, land values and rents will increase. This increase in the cost of living is inevitable for all successfully growing urban areas. While this potentially negative outcome is inevitable, it does not have to result in gentrification. In order to combat gentrification, FPDL is proposing the creation of a mixed-use affordable housing complex on the vacant parcel at the northwest tip of the Millers Bayou Node boundary along U.S. 19, which can be seen in Map 3.3.7.1.

Map 3.2.4.1 (seen in Section 3.2.4) shows that this parcel is designated as general commercial and mixed-use by Port Richey's Future Land Use designations. Assuming this parcel's remains designated for mixed-use and assuming the Form-Based Code recommended for the entire River Corridor is implemented (see Section 2.6), the recommendation of a mixed-use residential complex should not pose any regulatory or legal issues in terms of land use ordinances, zoning codes, and land development codes. The current parcel is 131,355 square feet. To make this complex more appropriate for the area, the parcel would be split in half. Half of the parcel would consist of the built complex, and the other half of the parcel would consist of a small parking lot for residents and a small park for residents and shoppers. The proposed complex will consist of retail and office spaces on the bottom floor and affordable housing on the top floors. The complex will be a total of five stories with the first story being the previously mentioned commercial uses and the remaining four stories with varying types (sizes and number of bedrooms) of residential units. A variation in residential units is desired to create an environment of diverse residents. The second, third, and fourth floors will offer housing options of varying sizes with adequate living space and amenities. The fifth floor will offer penthouse-type units aimed to offer a more luxurious-style of residential units to those who seek it within Millers Bayou.

As seen in the affordable housing complex's conceptual site plan (Figure 3.3.7.2), the FPDL Team recommends that Miles Boulevard be extended to wrap around the housing complex to provide greater interconnectivity between the complex and the Millers Bayou Town Center. Otherwise, the complex will only open onto U.S. 19 further entrenching the area's auto-dependence. This extension could either be a full extension of the street or it just be a pedestrian pathway.



FIGURE 3.3.7.2 PROPOSED SITE PLAN FOR MIXED USE AFFORDABLE HOUSING COMPLEX



Source: FPD, 2014

This complex will offer a total of 131 one bedroom-one bathroom housing units, 72 four bedroom-two bathroom housing units, 25 luxury residential units, 19 retail units, and 13 units for office space or restaurants.

There will be minimum on-site parking for residents only. Patrons of restaurants, shops, and offices will be encouraged to park at the parking garage down the street located within the Town Center. An estimated 228 parking spots will be offered

to accommodate residents of the complex. Figures 3.3.7.2 – 3.3.7.6 show renderings of the mixed-use affordable housing development.

FIGURE 3.3.7.2 RENDERING OF MIXED USE AFFORDABLE HOUSING COMPLEX



Source: FPD, 2014

FIGURE 3.3.7.3 AERIAL VIEW OF AFFORDABLE HOUSING COMPLEX RENDERING



Source: FPD, 2014

FIGURE 3.3.7.5 RENDERING OF AFFORDABLE HOUSING COMPLEX MAIN ENTRANCE



Source: FPD, 2014

FIGURE 3.3.7.4 RENDERING OF AFFORDABLE HOUSING COMPLEX MAIN ENTRANCE



Source: FPD, 2014

FIGURE 3.3.7.6 BIRD'S EYE VIEW OF RENDERING OF AFFORDABLE HOUSING COMPLEX



Source: FPD, 2014

The affordable housing complex will have bike racks located in the parking lot to encourage affordable, alternative modes of transportation. Additionally, there will be a bus stop located in front of the parking garage within the Town Center, which is  $\frac{1}{4}$  of a mile walk from the affordable housing complex. Map 3.3.7.2 shows the distance from the affordable housing complex to the bus stop at the Town Center.

There are several funding options available to cover this budget. Pasco County can use municipal bonds, Port Richey can use TIFs, and this project can also utilize Low Income Housing Tax Credits (LIHTC). Since this complex aims to utilize 90% of residential units for low-income families and/or singles, low income house tax credits would be eligible for use. The Affordable Housing Plan is currently projected to be a five to ten year project with the potential of upgrades or extended construction time.



# 3.4 DEVELOPMENT MANAGEMENT

This section attempts to support the catalyst projects by providing further guidance on the implementation and management of the catalyst projects and larger vision. First, goals, objectives, and policies, will be established to guide the implementation of the projects identified in Section 3.3. These goals fall under three main categories: Livability, Environment, and Economy. Each of these categories supports the FDPL’s vision that Millers Bayou would utilize its natural assets to become a vibrant destination of marine recreation activities and entertainment. The goals, objectives, and policies will be followed by a proposed GANNT Chart that will provide a recommended implementation timeline for each project.

## 3.4.1 GOALS, OBJECTIVES, AND POLICIES



LIVABILITY

- Goal 1:** The creation of a pedestrian-oriented node.
- Goal 2:** The creation of a node with a strong sense of community.
- Goal 3:** Provide sufficient parking to accommodate the new development proposed by the Millers Bayou Small Area Plan.
- Goal 4:** Maintain a node with sufficient public services to accommodate the new development proposed by the Millers Bayou Small Area Plan.



ENVIRONMENT

- Goal 5:** The creation of an urbanized node that lives in harmony with its natural environment.
- Goal 6:** The creation of an environmentally sustainable node that observes strict conservation of natural resources and land.



ECONOMY

- Goal 7:** The development of a node with a strong local economy.

## LIVABILITY

**Goal 1:** Create a pedestrian-friendly node.

**Objective 1.1:** By 2019, increase the number of roads with sidewalks from three to ten.

**Policy 1.1.3:** Pasco County will pursue the adoption of a joint resolution with the City of Port Richey and the City of New Port Richey detailing charter of how each will work together to implement common development and implementation of pedestrian infrastructure.

**Policy 1.1.2:** Pasco County will coordinate with the City of Port Richey to ensure sidewalks will be added to the streets identified in the Millers Bayou Small Area Plan.

**Policy 1.1.3:** Pasco County will coordinate with the City of Port Richey redevelopment investment efforts of parcels 1-17 as seen in Map 4.3.3.2.

**Objective 1.3:** Increase the frequency of busses and other transit options throughout Millers Bayou by at least 50% by 2019.

**Policy 1.3.1:** Pasco County will work with the MPO and the City of Port Richey to improve the bus system in the Millers Bayou node.

**Policy 1.3.2:** Pasco County will work with PCPT on locating a pivotal bus stop/shelter in front of the Millers Bayou Town Center parking garage (parcel number 29-25-16-0000-03200-0000).

**Policy 1.3.3:** Pasco County will work with the City of Port Richey and the City of New Port Richey to increase public transit accessibility between Main Street and Millers Bayou.

**Objective 1.4:** By 2024, increase the amount of mixed-use developments by at least 50%.

**Policy 1.4.1:** Pasco County shall implement the Millers Bayou Town Center Plan to create a mixed-use development that spans across 17 parcels.

**Policy 1.4.2:** Pasco County will implement the Affordable Housing Plan to increase the amount of mixed use development, and in turn pedestrian-oriented development, throughout Millers Bayou.

**Goal 2:** The creation of a node with a strong sense of community.

**Objective 2.1:** By 2029, increase the amount of local retail and food throughout Millers Bayou by 200%.

**Policy 2.1.1:** Pasco County will work with PEDC to offer financial incentives to small business owners or start-ups that are native to the area.

**Policy 2.1.2:** Pasco County will work with the City of Port Richey and the City of New Port Richey to increase the amount of farmers markets, community gardens, and other sources of locally raised foods.

**Policy 2.1.3:** Pasco County will work with the City of Port Richey to improve their relationship with the general public in order to ensure more public involvement.

**Policy 2.1.4:** Pasco County will work with the City of Port Richey to establish the Millers Bayou Town Center to anchor the Millers Bayou business community.

**Goal 3:** Provide sufficient parking to accommodate the new development proposed by the Millers Bayou Small Area Plan.

**Objective 3.1:** Provide 356 additional parking spots throughout Millers Bayou by 2024.

**Policy 3.1.1:** Pasco County will work with the City of Port Richey to execute the Millers Bayou Town Center Plan and Affordable Housing Plan, which require a combined total of 356 additional parking spots across seven parcels between both projects.

**Objective 3.2:** Provide one major parking garage to encourage walking throughout Millers Bayou by 2020.

**Policy 3.2.1:** Pasco County will coordinate or partner the City of Port Richey to expedite the construction process for the proposed parking garage in the Millers Bayou Town Center Plan.

**Policy 3.2.2:** Pasco County will work with the City of Port Richey to create a parking garage on parcel 29-25-16-0000-03200-0000.

**Goal 4:** Maintain a node with sufficient public services to accommodate the new development proposed by the Millers Bayou Small Area Plan.

**Objective 4.1:** By 2024, all public services will meet Florida concurrency standards.

**Policy 4.1.1:** Pasco County will improve roads currently with a LOS of E or F to ensure all roads in Millers Bayou meet the minimum requirement of a LOS of D.

**Policy 4.1.2:** Pasco County shall monitor potable water to ensure all potable water throughout Millers Bayou is safe to consume and use.

**Policy 4.1.4:** Pasco County will coordinate with City of Port Richey, to ensure the policies laid out in the Pasco County's and the City of Port Richey's comprehensive plans, land development codes, and park master plans are implemented to maintain a passing traffic-flow LOS, to maintain adequate LOS for all septic and wastewater facilities, to improve the transit LOS and to ensure Nicks Park, Waterfront Park, and any other green spaces throughout Millers Bayou are maintained.

**Policy 4.1.5:** Pasco County will coordinate with City of Port Richey, local business owners, property owners, and community members to establish improved standards for solid waste management and recycling in the Millers Bayou area.

**Policy 5.1.2:** Through the established River Authority, improve access to the Pithlachascotee River at the Riverwalk, Waterfront Park, Bayou Pointe, and Nick's Park.

**Policy 5.1.3:** Through the Established River Authority establish public access easements to promote increased public access to the major water bodies of Millers Bayou.

**Policy 5.1.4:** Pasco County, the City of Port Richey, and the City of New Port Richey should coordinate to improve the existing system of parks and recreation spaces in order to better serve the Millers Bayou population by improving access to the river and increasing the amount of park and recreation space near the River.

**Goal 6:** Create an environmentally sustainable node that utilizes strict conservation of natural resources and land.

**Objective 6.1:** By 2024, 100% of conservation lands, wetlands, green spaces, and natural spaces will remain untouched.

**Policy 6.1.1:** Pasco County, the City of Port Richey, and the City of New Port Richey will coordinate enforcement of zoning codes and land development codes to prohibit development of natural lands.

**Policy 6.1.2:** Pasco County, the City of Port Richey, and the City of New Port Richey will coordinate to conserve green spaces and other types of natural lands throughout Millers Bayou.

## ENVIRONMENT

**Goal 5:** Create an urbanized node that lives in harmony with its natural environment.

**Objective 5.1:** By 2020, increase accessibility to the Pithlachascotee River by four main access points.

**Policy 5.1.1:** Pasco County, the City of Port Richey, and the City of New Port Richey will coordinate to create a River Authority that has jurisdiction over the Pithlachascotee River expanding from 100' on either side of the river bank.

## ECONOMY

**Goal 7:** Create a node with a strong local economy.

**Objective 7.1:** By 2020, reduce the commercial vacancy rate in Millers Bayou by 30%.

**Policy 7.1.1:** Pasco County will work with the City of Port Richey and the City of New Port Richey as well as PEDC to create more business opportunities throughout Millers Bayou.

**Policy 7.1.2:** Pasco County will create or help with the formation of a Business Improvement District for Millers Bayou.

**Policy 7.1.3:** Pasco County will partner with the City of Port Richey and the City of New Port Richey to establish financial incentives, public private partnerships, and/or real estate investment trusts with new business owners or start-ups in Millers Bayou to encourage more economic growth.

As described in Section 3.3.2, the Riverwalk is a phased project. The underbridge walkway and the riverfront green space act as the first phase to allow additional access to the River and a safe way to cross U.S. 19 in the near term. This will provide more time to gather the riverfront properties or easements necessary to build the complete the riverwalk promenade. Finally, the façade improvement program is a continuous project spanning the entire project horizon. Encouraging and incentivizing businesses to improve their facades will likely be an ongoing process. However, if the recommended timeline becomes infeasible due to funding issues or any other delay, implementing the projects along a different timeline should not prevent these projects from spurring their intended redevelopment.

### 3.4.2 GANTT CHART

The GANTT Chart seen in Figure 3.4.1 is not intended to provide hard deadlines. Instead it simply provides a rough guide of the recommended implementation timeline for each catalyst project. This guide is especially useful in helping to order the projects so they can build upon one another gathering momentum for the larger projects. Many of the smaller and place-making projects such as the sidewalk and streetscape improvements are scheduled to be implemented in the first five years of the timeline in an attempt to develop a strong sense of place that could help to draw people and businesses into the area as the longer-term projects like the Town Center begin to become established.

FIGURE 3.4.2.1 MILLERS BAYOU CATALYST PROJECT GANTT CHART



Source: FPD, 2014

## 3.5 CONCLUSION

The Millers Bayou Small Area Plan aims to create an integrated, pedestrian-friendly, entertainment node based in aquatic and outdoor activities as well as retail and dining opportunities. Through the implementation of the proposed catalyst projects, Millers Bayou can become Pasco County's ultimate marine and entertainment destination. Consolidating much of the existing surface parking into a parking garage, will enable Millers Bayou to significantly increasing its density, utilization of parcels, and number of attractions. Coupling the increase in density with pedestrian infrastructure improvements and a defined sense of place, will transform Millers Bayou into a pedestrian-oriented shopping and entertainment district while still maintaining its fishing village feel. Boat parking, parks, and a promenade will accent the catalyst projects by improving access to the existing natural assets and further enhancing the node's sense of place. In this way, the Catalyst projects outlined in the Small Area Plan hopes to build off of Millers Bayou natural assets, unique charm, and growing entertainment scene to spur Millers Bayou into a bright future as a vibrant activity node in Western Pasco County.

4

Main Street

Small Area Plan

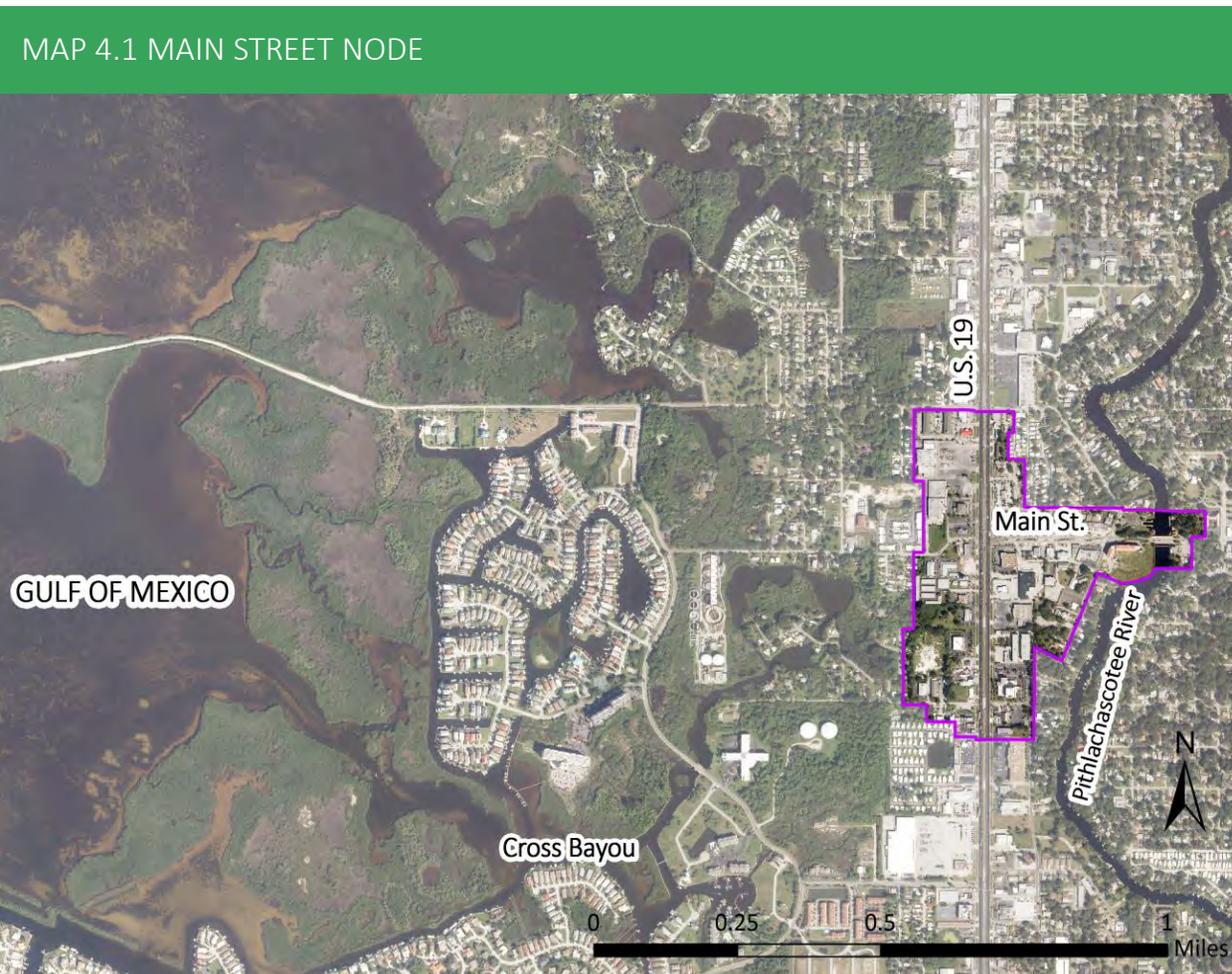


# 4.1 INTRODUCTION

The Main Street Node is located around the intersection of U.S. 19 and Main Street. Shaped as a sideways T, the Main Street Node extends for roughly half a mile along both roads. Nearly 80% of the node's area is within the City of New Port Richey and the remaining 20%, located to the southwest of the node, is in unincorporated Pasco County. As seen in Map 4.1, the node itself is located between two bodies of water: the Pithlachascotee River to the east and the Gulf of Mexico to the west. Although the Gulf is more than a mile away, one of its inlets, Cross Bayou, reaches as close as 600 feet from the node's western edge.

Main Street's location at the heart of historic downtown New Port Richey provides the node with a unique sense of place. However, the expansion of U.S 19's auto-dominated development pattern coupled with prolonged disinvestment have taken their toll on Main Street. Today, much of the node is characterized by aging, unattractive, underutilized, and vacant strip development. The catalyst projects described in the Main Street Small Area Plan hope to reverse these trends and stimulate Main Street's economy by creating a unique environment for place-based entrepreneurial development.

Like the Millers Bayou Plan, this Small Area Plan will start by analyzing Main Street's existing conditions to identify problem and opportunity areas within the node. The Small Area Plan will then propose several catalyst projects intended to spark the revitalization of the entire area. Finally, the FPDL Team will offer further guidance on the implementation of these projects by outlining goals, objectives, and policies and providing a proposed timeline for each project. The FPDL Team hopes and anticipates that the successful implementation of these catalyst projects will spark the revitalization of the Main Street Node and the surrounding area.



# 4.2 EXISTING CONDITIONS

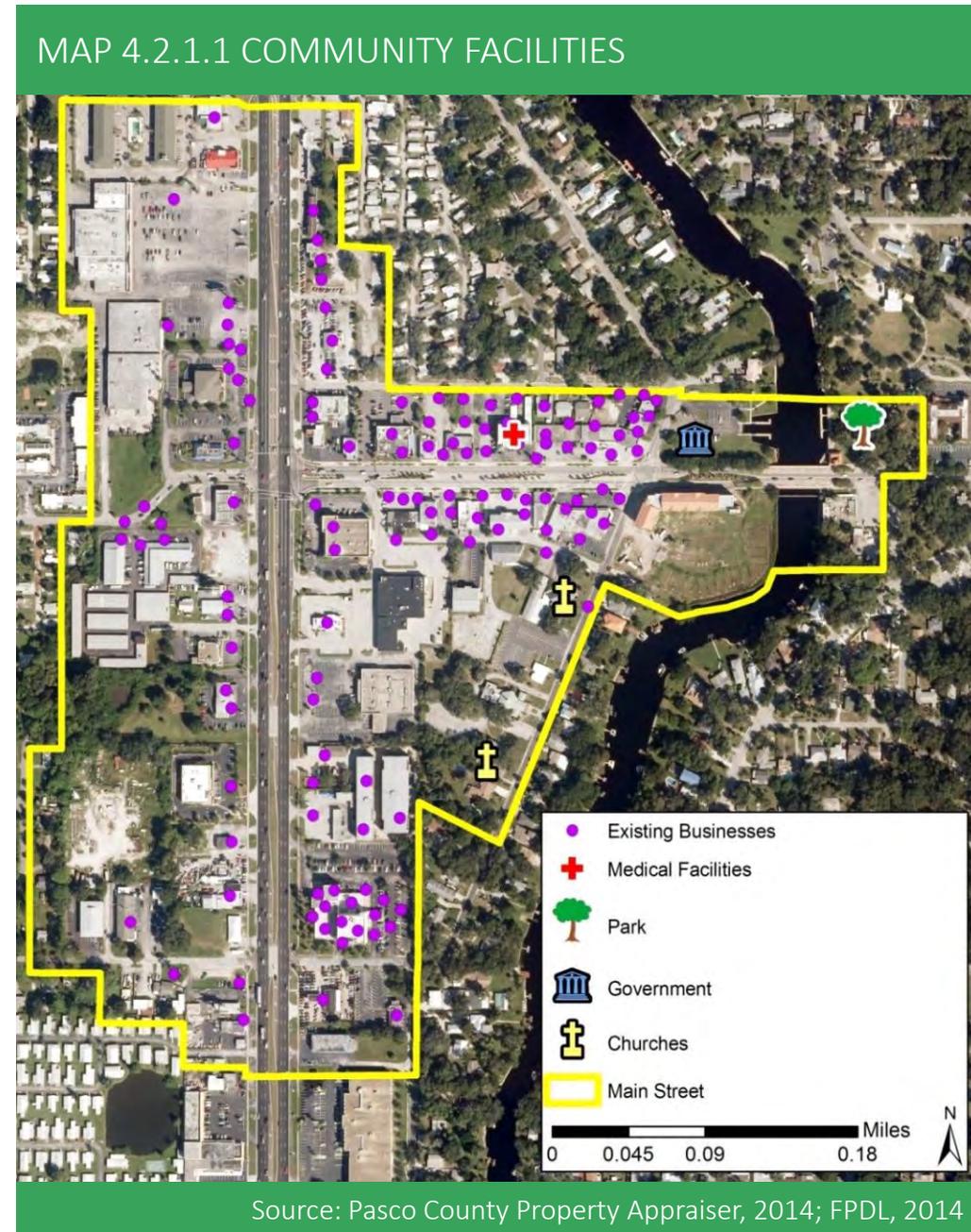
The existing conditions of the Main Street Node consist of information on community facilities, infrastructure, and the economy. The conditions of these important community aspects reveals assets and needs within the node. The FPDL Team utilized a parcel analysis to assist in the identification of which parcels should be used for redevelopment. This information acts as the basis of the catalyst projects discussed in Section 4.3.

## 4.2.1 COMMUNITY FACILITIES, INFRASTRUCTURE, AND ECONOMY

### *Community Facilities*

Currently, in the Main Street Node there are a few community facilities as indicated by Map 4.2.1.1. These facilities spur interaction among residents of the community and foster economic activity. One of the civic uses is the West Pasco Chamber of Commerce. The Chamber has a number of duties that improve the community, including supporting and recruiting businesses, as well as sponsoring and organizing community programs and events. It also seeks to communicate and advocate the interests of the local businesses at the state and federal government levels (West Pasco Chamber of Commerce, 2014).

Riverside Baptist Church is the only active church located in the node. It has two detached buildings, the Sunday school and the Sanctuary offering two services



Sundays. It also hosts events, such as biblical classes, fun activities for children, and volunteer opportunities such as the New Port Richey Clean Up Day.

A second, inactive church is located on River Road. Its parcel has two buildings on 2.31 acres and is owned by the city of New Port Richey. Now valued at less than its purchase price, it sits vacant after the Gateway Church was released from its lease in 2011 (City of New Port Richey, 2012).

Donated in 1924 by George R. Sims, Sims Park is a major local attraction. It offers amenities such as a boat dock, an amphitheater, a riverfront walk, a children's playground, public restrooms, free wi-fi, parking, paved paths, and is wheel-chair accessible. The boat ramp is free for everyone and accommodates 25' to 30' boats at high tide. The park also includes two small shelters in the river bank.

### ***Infrastructure***

The areas serviced by the City's infrastructure include the New Port Richey incorporated area and parts of unincorporated Pasco County. New Port Richey relies on the Southwest Florida Water Management District for potable water. Any plans for significant water line extension, well or tank modification of water facilities for new development must be permitted through the Florida Department of Environmental Protection. Users of the City's water system must be connected to the City's sanitary sewer system.

The sanitary sewer system is operated by the City and collects wastewater from a 13-square-mile service area. No area in this node relies on septic tanks or private wastewater providers. The New Port Richey Waste Water Treatment Plant treats all of the sewage and its effluent is treated again at the New Port Richey Reclaimed Water Production Plant. The City offers reclaimed water service to areas where a majority of the homeowners want the service. Private haulers perform solid waste collection for the city. Pasco County has curbside and centralized recycling programs.

New Port Richey is an urbanized city located in a flat coastal area. The natural drainage system is in the Pithlachascotee River basin, one of the three major drainage basins. The other two are the Lower Coastal Basin and the Pinellas-Anclote Basin. The overland flow goes into the Orange Lake, the Pithlachascotee River, and the Gulf of Mexico. Most of the existing development in the City is within the 100-year floodplain. The stormwater piping system lays along U.S. 19 and is maintained by FDOT (New Port Richey 2020 Comprehensive Plan: Infrastructure Element, 2013).

Industry	# of Employees	% of Employees
Agriculture, forestry, fishing, and hunting	0	0.0%
Construction	546	9.3%
Manufacturing	257	4.4%
Wholesale trade	160	2.7%
Retail trade	905	15.5%
Transportation and warehousing	406	6.9%
Information	127	2.2%
Finance, insurance, and real estate	321	5.5%
Professional, scientific, and technical services	1020	17.4%
Educational services, health care, and social assistance	1154	19.7%
Accommodation and food services	544	9.3%
Other services	267	4.6%
Public administration	147	2.5%
Total	5854	100.00%

**TABLE 4.2.1.1 NEW PORT RICHEY EMPLOYMENT BY INDUSTRY**

Source: ACS 5-Year Estimates, 2006-2010

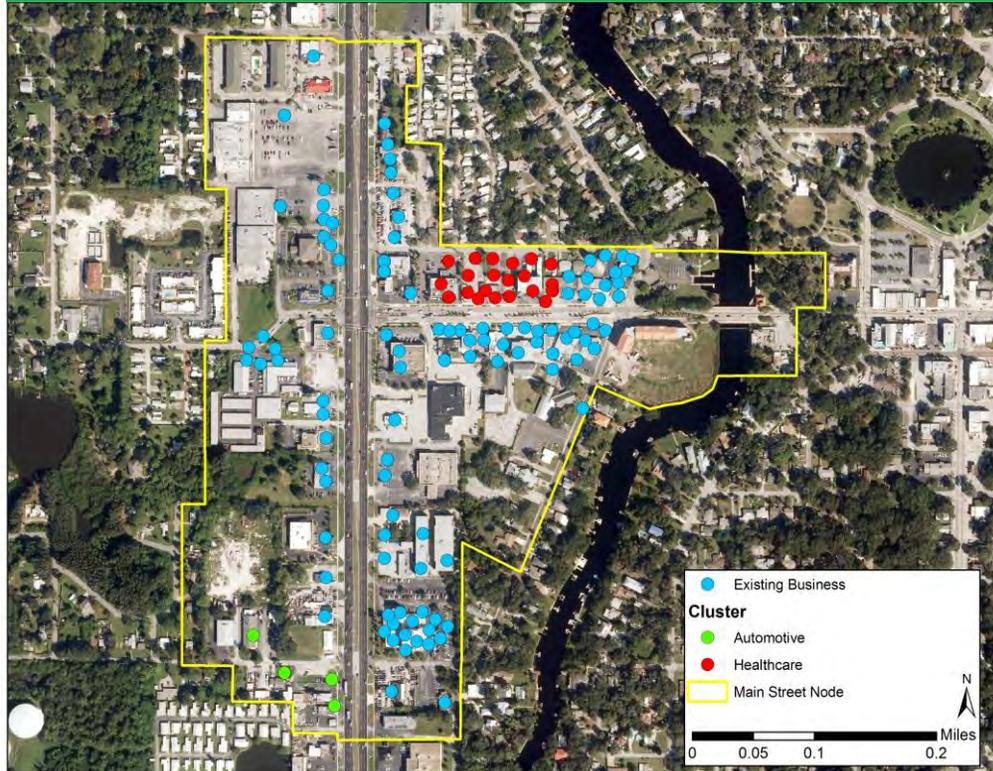
### ***Economy***

New Port Richey has a small local economy based largely on professional, educational, and health care services as well as retail trade. As shown in Table 4.2.1.1, these four industries make up 52.6% of New Port Richey’s total employment. A Location Quotient analysis confirmed that many of these industries, professional/administrative services in particular, represented New Port Richey’s largest industry concentrations relative to Pasco County and the State of Florida (Table 4.2.1.2). However, the Location Quotient analysis also revealed New Port Richey has relative concentrations in construction and real estate, which may be due to the area’s position as a retirement destination.

While, Main Street’s businesses are not geographically clustered by industry as much as in Miller Bayou, Main Street’s health care industry is visibly clustered just north of Main Street (Map 4.2.1.2). This cluster includes the Main Street Medical Center, Pasco Pinellas Cancer Center, Pasco Cardiology Center, and the Pasco Eye Institute.

With a 6.8% unemployment rate, New Port Richey’s unemployment rate is only barely higher than Pasco County’s. However, like Port Richey, nearly 50% of New Port Richey’s population is not in the workforce and therefore is not accounted for in the unemployment rate (ACS, 2010). The commercial vacancies scattered throughout the Main Street Node may provide a better indication of Main Street’s need for economic revitalization than its unemployment rate. In fact, 34.8% of Main Street’s commercial structures currently stand vacant. Efforts to revitalize Main Street should focus on stimulating the area’s economy and on finding creative ways of reusing many of the area’s vacant commercial structures.

MAP 4.2.1.2 NEW PORT RICHEY'S LOCAL BUSINESSES AND BUSINESS CLUSTERS

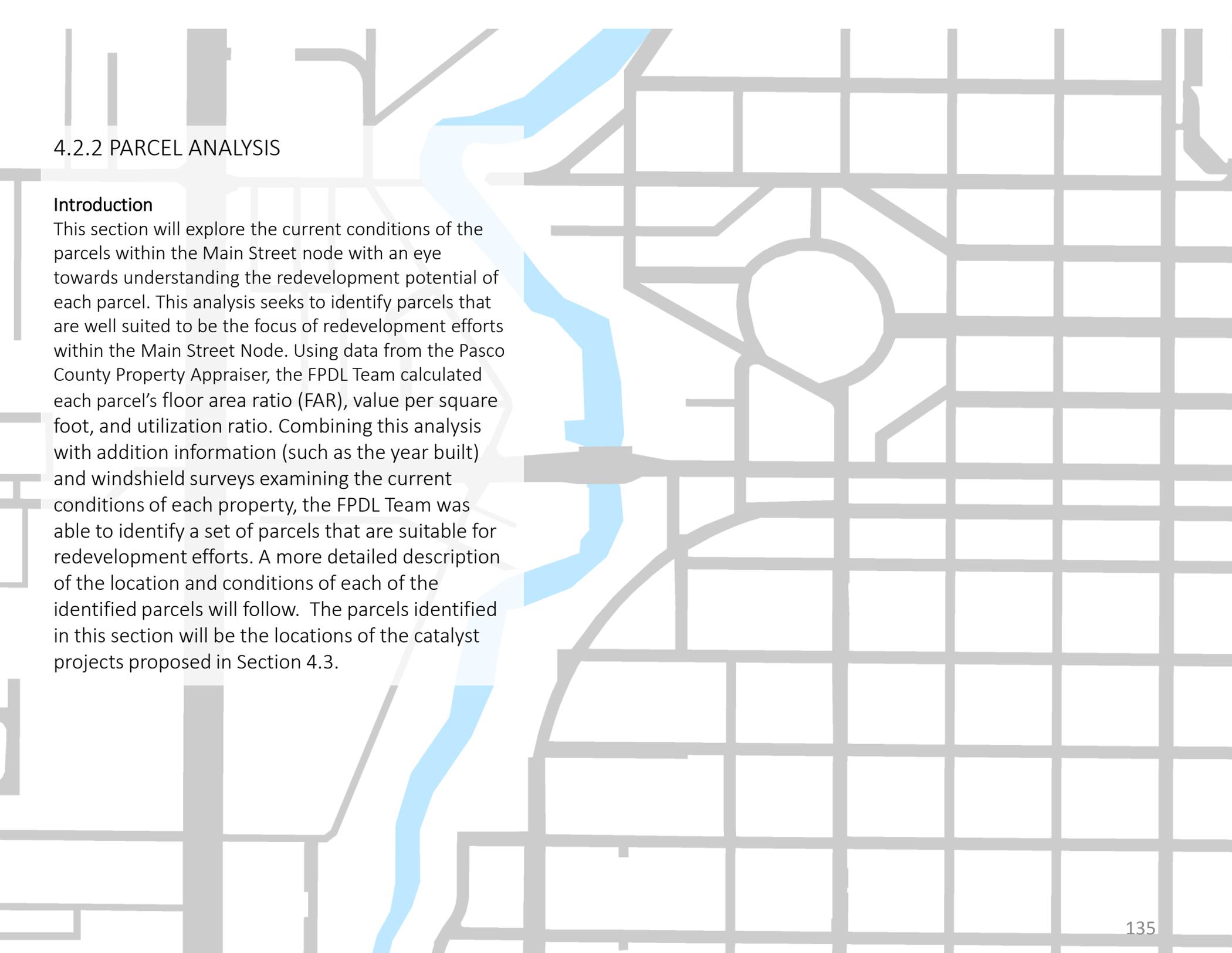


Source: FPDL, 2014

Industry	New Port Richey	Pasco County	Florida
Forestry, fishing, hunting, and agriculture	0	3.53	1.32
Mining	0.00	0.81	0.13
Utilities	1.03	2.82	0.67
Construction	1.48	1.54	0.86
Manufacturing	0.86	1.31	0.38
Wholesale trade	1.15	0.65	0.74
Retail trade	1.33	1.1	0.94
Transportation & warehousing	0.88	1.35	0.75
Information	1.06	1.33	0.72
Finance & insurance	0.42	1.24	0.82
Real estate & rental & leasing	1.84	0.87	1.17
Professional, scientific & technical services	0.64	1.02	0.83
Management of companies & enterprises	0.00	0.03	0.69
Admin, support, waste mgt, remediation services	2.03	0.29	2.14
Educational services	0.4	4.46	0.65
Health care and social assistance	0.92	1.14	0.81
Arts, entertainment & recreation	0.42	1.16	1.16
Accommodation & food services	1.01	0.72	

TABLE 4.2.1.2 NEW PORT RICHEY LOCATION QUOTIENTS

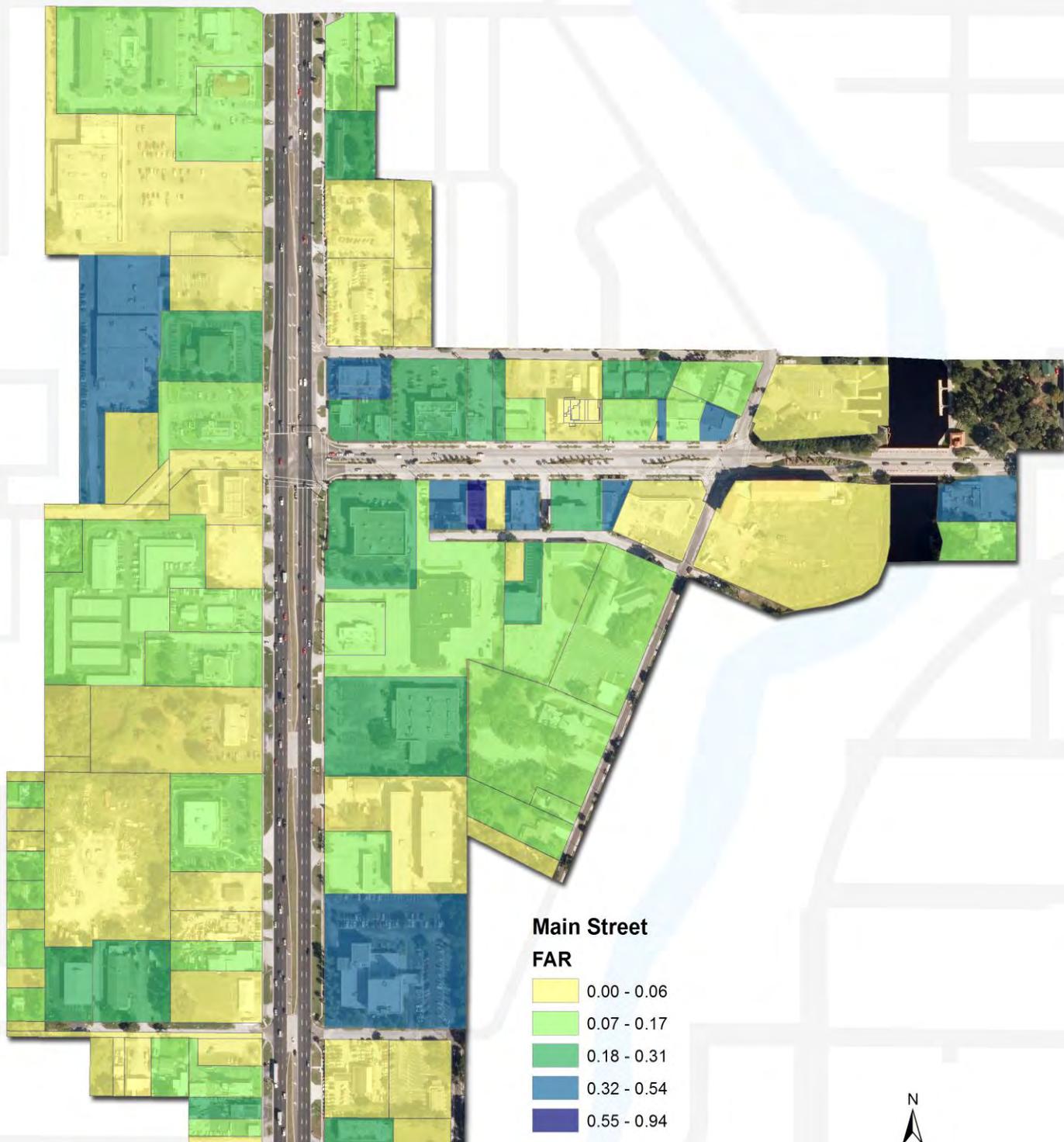
Source: ACS 5-Year Estimates, 2006-2010

The background of the page is a stylized map. It features a light gray grid representing a street network. A prominent vertical street runs down the left side. A blue, irregularly shaped area highlights a specific section of the map, primarily along the vertical street and extending eastward. The blue area has a darker blue border and a lighter blue fill. The overall aesthetic is clean and modern, using a limited color palette of grays and blues.

## 4.2.2 PARCEL ANALYSIS

### Introduction

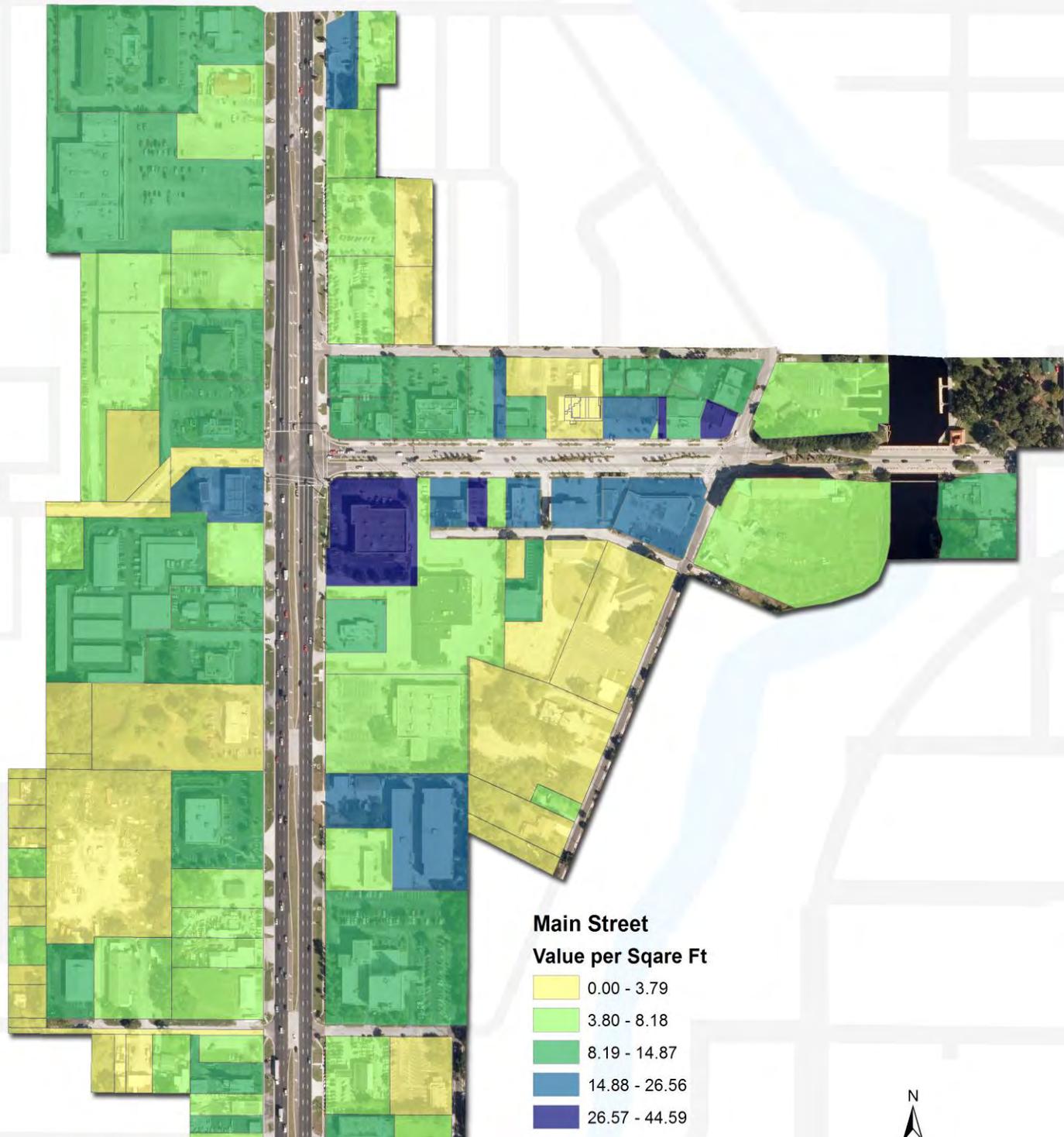
This section will explore the current conditions of the parcels within the Main Street node with an eye towards understanding the redevelopment potential of each parcel. This analysis seeks to identify parcels that are well suited to be the focus of redevelopment efforts within the Main Street Node. Using data from the Pasco County Property Appraiser, the FPDL Team calculated each parcel's floor area ratio (FAR), value per square foot, and utilization ratio. Combining this analysis with additional information (such as the year built) and windshield surveys examining the current conditions of each property, the FPDL Team was able to identify a set of parcels that are suitable for redevelopment efforts. A more detailed description of the location and conditions of each of the identified parcels will follow. The parcels identified in this section will be the locations of the catalyst projects proposed in Section 4.3.



### *Development Intensity*

Map 4.2.2.1 displays the development intensity, or Floor Area Ratio (FAR), which divides the gross floor area of the building over total parcel area. For this analysis, the team used heated and cooled floor area to identify the gross floor area; heated and cooled areas are indoor spaces with access to heating and air conditioning (i.e. spaces designed for human use).

Overall, the Main Street node is not densely built. Only 26% of its parcels have a FAR greater than 0.17. Although, properties on both sides of U.S. 19 have low FARs, those to the east of the highway, and specifically along Main Street, parcels tend to show a slightly greater intensity of use as indicated by a higher FAR.



### Value Per Square Foot

More than half of the parcels in this node have a value between \$4 and \$15 per square foot and, on average, the parcel value for the node is of \$8 per square foot. This is slightly higher than Miller's Bayou, with an average of \$6.9/square foot. Main Street has in fact a much greater share of values over \$15/square foot than Miller's Bayou.

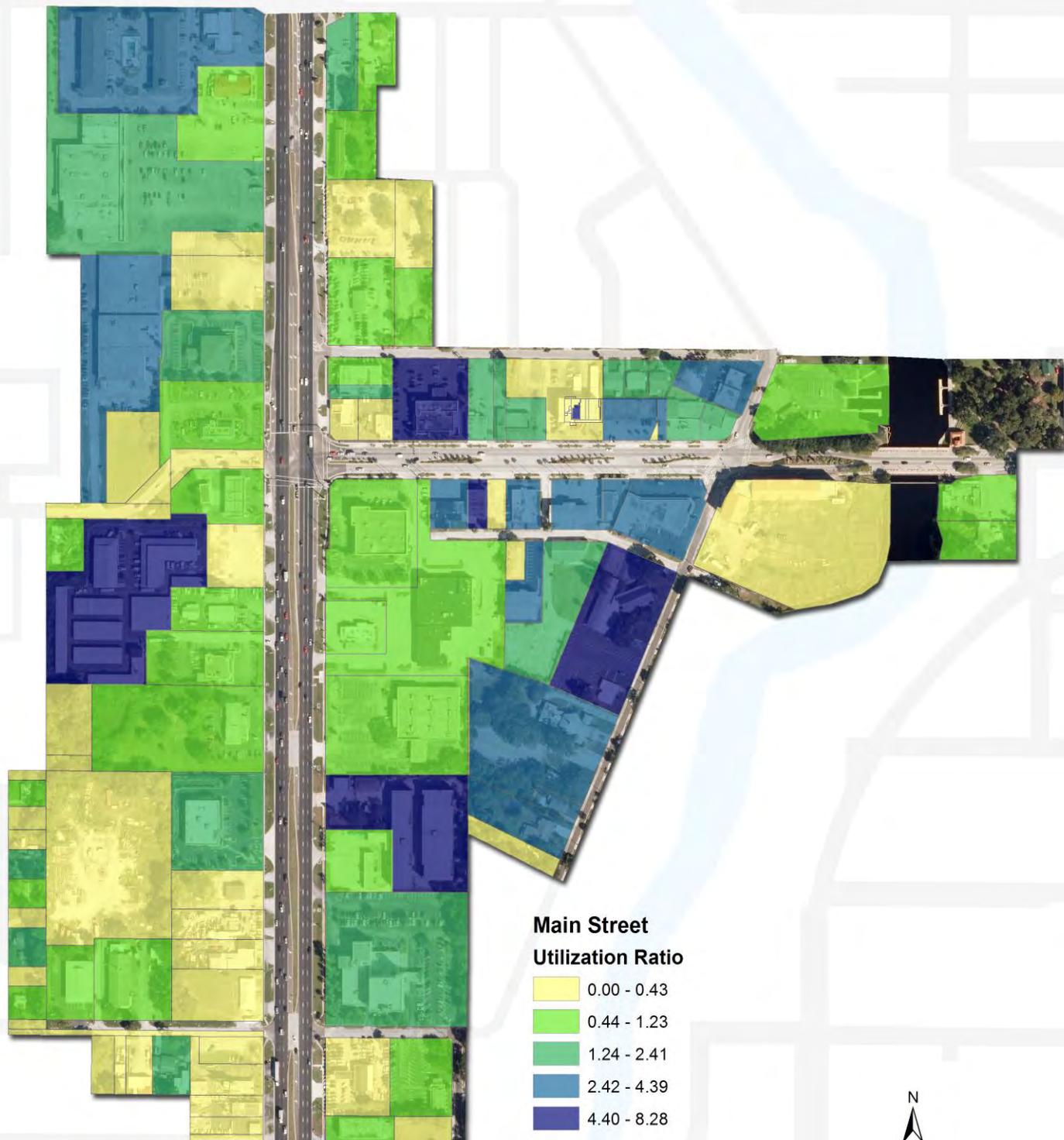
Map 4.2.2.2 shows there is a somewhat similar geographic distribution between the FAR and the value per square foot values in this node: all the parcels with a value greater than \$23/square foot are located along Main Street, showing this corridor performs relatively better than the rest of the node. In contrast, parcels located west of U.S. 19, particularly those in the node's southwest, contain large areas under \$8/square foot.

**Main Street**  
**Value per Sqare Ft**

0.00 - 3.79
3.80 - 8.18
8.19 - 14.87
14.88 - 26.56
26.57 - 44.59

0 0.0425 0.085 0.17 Miles



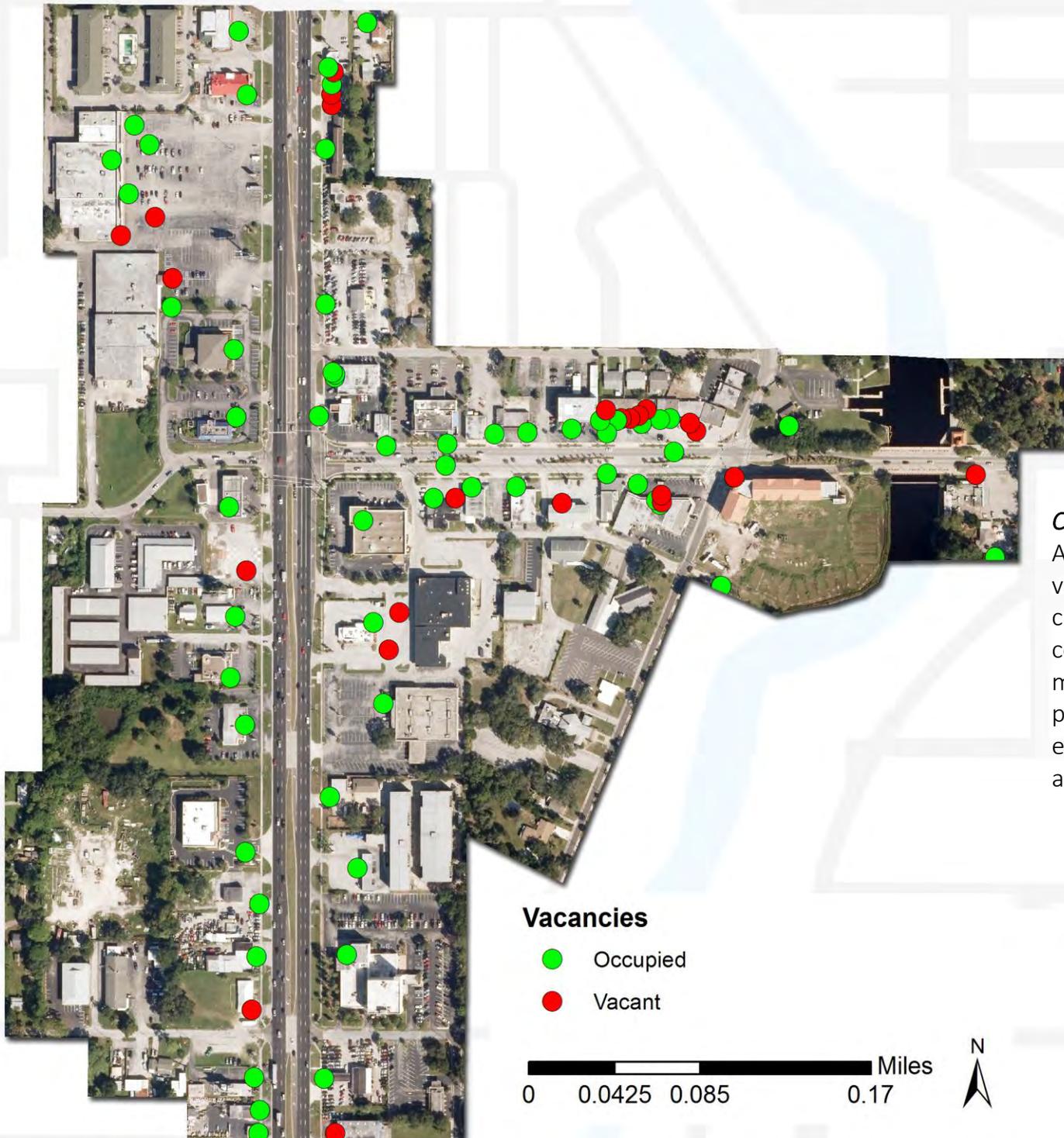


**Utilization Ratio**

More than 60% of the parcels in this node show an utilization ratio of less than one, meaning their land is more valuable than the building itself. However, several of these parcels are vacant or undeveloped and therefore their built structures are either very cheap or non-existent.

Map 4.2.2.3 illustrates that the geographic distribution of this ratio differs from that of the previous two analyses. Instead of having parcels with greater values concentrated along Main Street, these are considerably more scattered throughout the node. This distinction occurs because the utilization ratio represents the proportion of a building value over its land value; it measures how these two values differ from one another and therefore an expensive building in a valuable location can have the same utilization ratio as a very cheap building on an inexpensive parcel.

MAP 4.2.2.3 MAIN ST. UTILIZATION RATIO  
 Source: Pasco County Property Appraiser, 2014



### *Commercial Vacancies*

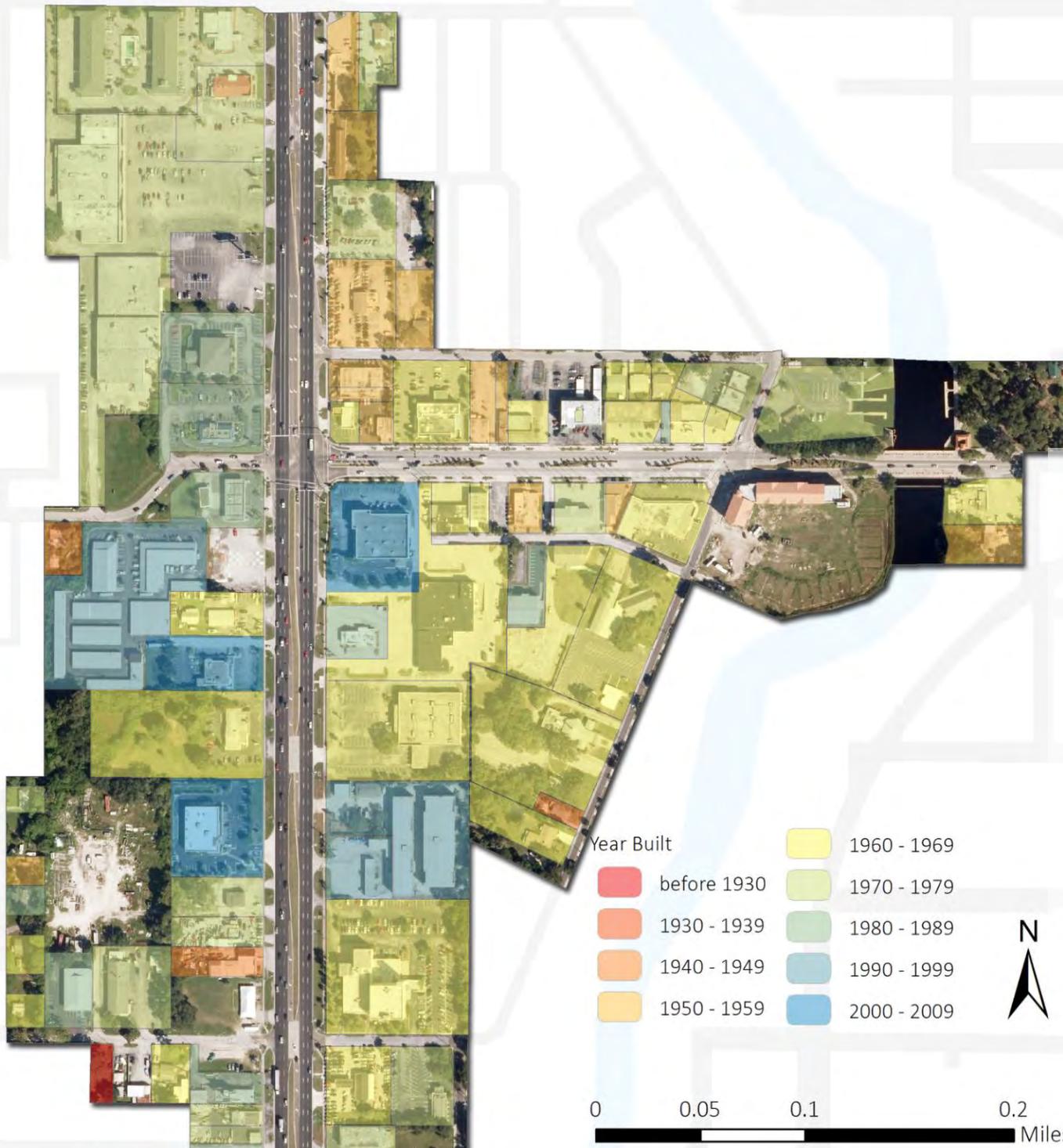
Another measure of underutilization is vacancies. Map 4.2.2.4 shows the current occupancy status for the commercial buildings in this node. The map shows how several of the vacant parcels coincide with those identified earlier as having lower market values and development intensity.

#### **Vacancies**

- Occupied
- Vacant

0 0.0425 0.085 0.17 Miles

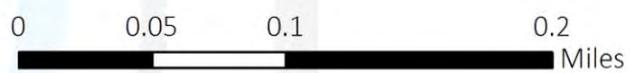




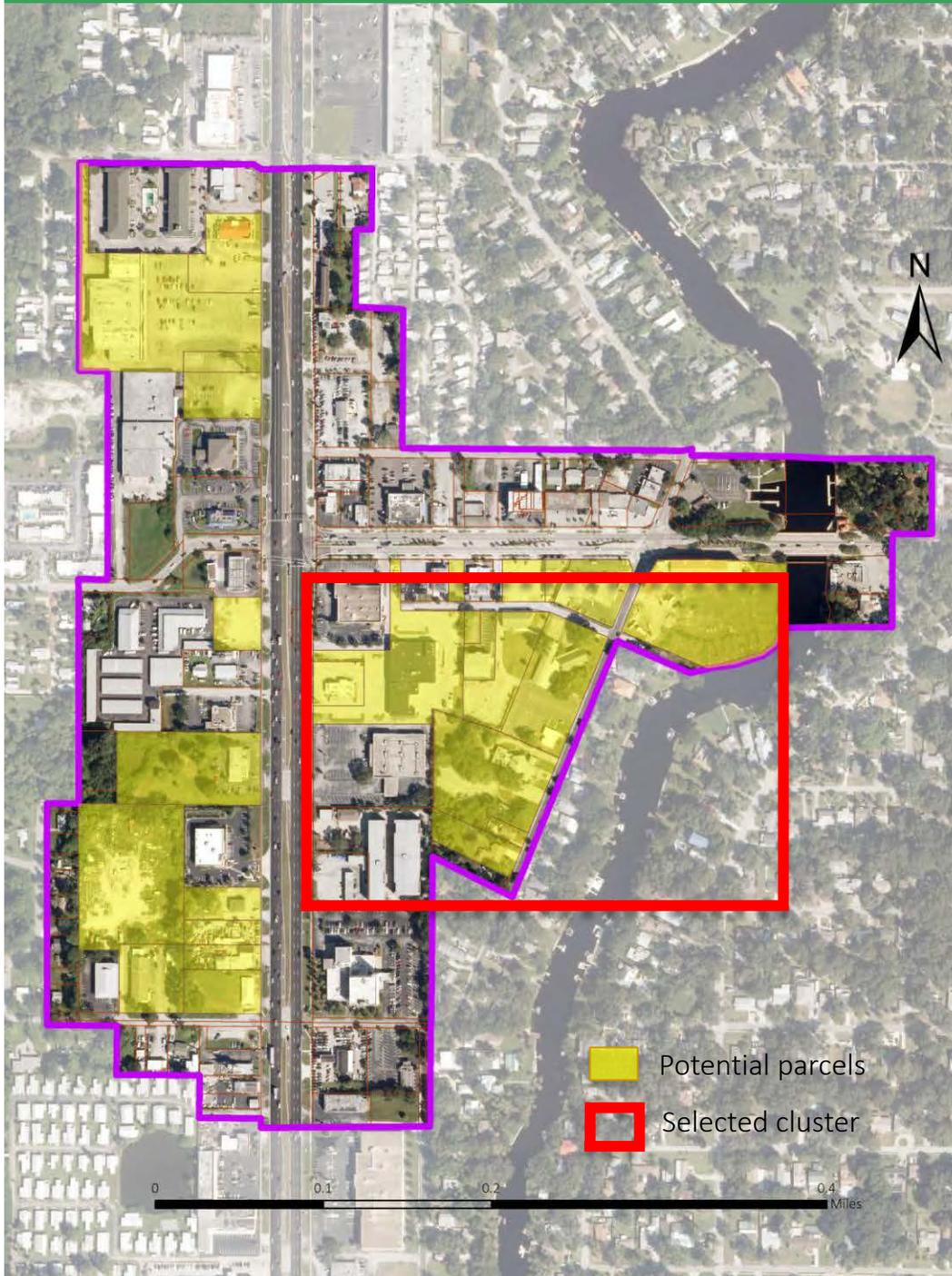
**Building Age**

As Map 4.2.2.5 shows, the overwhelming majority of buildings in the Main Street Node were built between 1960 and 1990 (yellow tones), with a limited number of more recent structures (represented in blue) and older ones (represented in red tones). Indeed, 71% of the buildings in the Main Street Node were built between 1960 and 1990. These were crucial decades in the expansion of the automobile and development in this era typically had an architecturally-unimpressive, auto-oriented design that could be improved to become more dynamic and pedestrian-friendly.

Year Built	
<span style="color: red;">■</span>	before 1930
<span style="color: orange;">■</span>	1930 - 1939
<span style="color: lightorange;">■</span>	1940 - 1949
<span style="color: yellow;">■</span>	1950 - 1959
<span style="color: lightyellow;">■</span>	1960 - 1969
<span style="color: palegreen;">■</span>	1970 - 1979
<span style="color: green;">■</span>	1980 - 1989
<span style="color: teal;">■</span>	1990 - 1999
<span style="color: blue;">■</span>	2000 - 2009



## MAP 4.2.2.6. MAIN STREET INITIAL PARCEL SELECTION



### *Initial List of Potential Parcels*

Based on the discussed parcel analyses, the FPDL Team identified several parcels that are particularly ripe for redevelopment. Map 4.2.2.6 identifies in yellow the parcels that have a combination of the characteristics that could make them appropriate for redevelopment. These parcels feature low development intensity, market value, and/or utilization ratio. Likewise, there is considerable overlap with those that contain commercial vacancies. As the map shows, there are three identifiable clusters of parcels that feature these conditions. The FPDL Team decided to focus on the cluster south of Main Street as explained below.

### Focus on Cluster South of Main Street

In addition to having lower values for FAR, value per square foot, and utilization ratio than most of the Main Street Node, the area just south of Main Street has several less quantifiable attributes that make it a prime location for reinvestment.

Main Street's roots as an historic downtown provides it with development patterns that are more conducive to placemaking than the areas along U.S. 19. In addition, focusing redevelopment efforts along Main Street also places new development closer to many thriving places

like the New Port Richey Public Library, Sims Park, Orange Lake, and the Pithlachascotee River. Connecting new development to these existing assets could be vital to the success of future development. As demonstrated by the parcel analysis, the south side of Main Street appears to be better positioned for redevelopment than the area north of Main Street because the southern side has an abundance of vacant and underutilized parking and commercial space. In this way, the area east of U.S. 19 and south of Main Street appears to be the ideal location for redevelopment efforts within the Main Street Node because they have the potential to transform this underutilized space into a vibrant downtown node that is well-connected to many of the Node's existing assets.

Unfortunately, some of these parcels are located within restrictive zoning districts. Illustrated by Map 4.2.2.8, three of the parcels identified for redevelopment (Sunbelt property, Downtown Gyro, and Vector Warehouse) are within the restrictive highway commercial

MAP 4.2.2.7 MAIN STREET SELECTED PARCELS FOR INTERVENTION



zoning district. This zoning district does not allow residential uses and does not conform with the redevelopment goals of increasing density and connectivity, while mixing land uses types. As such, the downtown zoning district, which allows mixed-use development, should be extended to incorporate these three parcels. With the successful rezoning of these three parcels (Map 4.2.2.9), the area south of Main Street would be in prime position for redevelopment.

Based on the parcel analysis, the FPDL team identified 10 parcels on the south side of Main Street that show particularly promising potential for redevelopment (see Map 4.2.2.7). The following discussion will provide more detailed explanation of why each of these parcels is conducive for redevelopment.

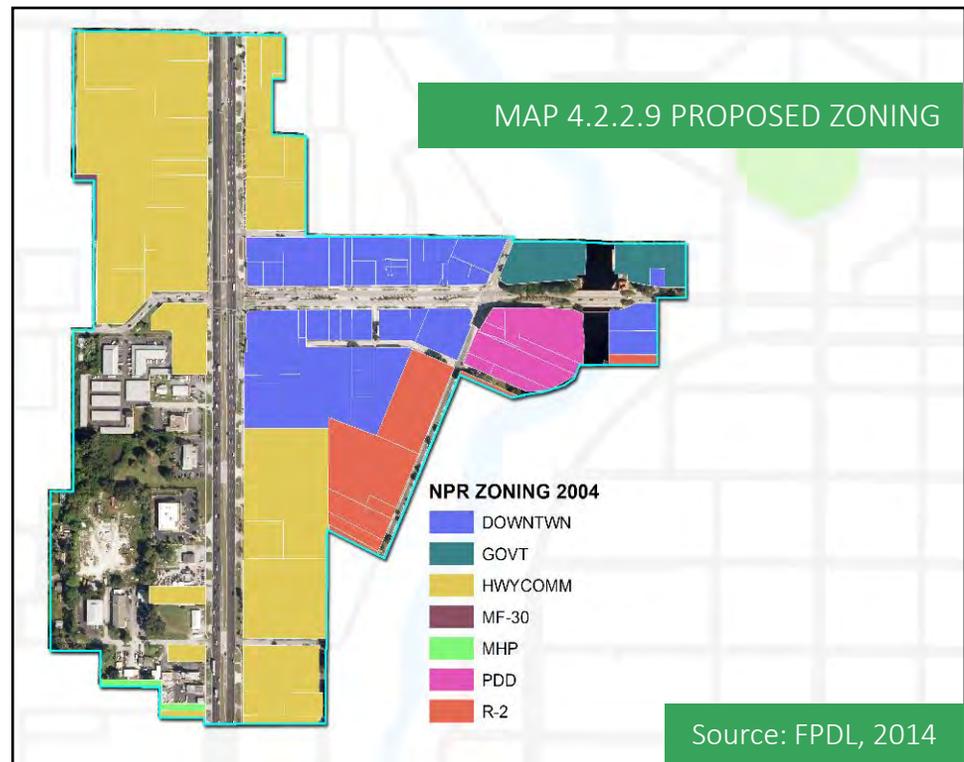
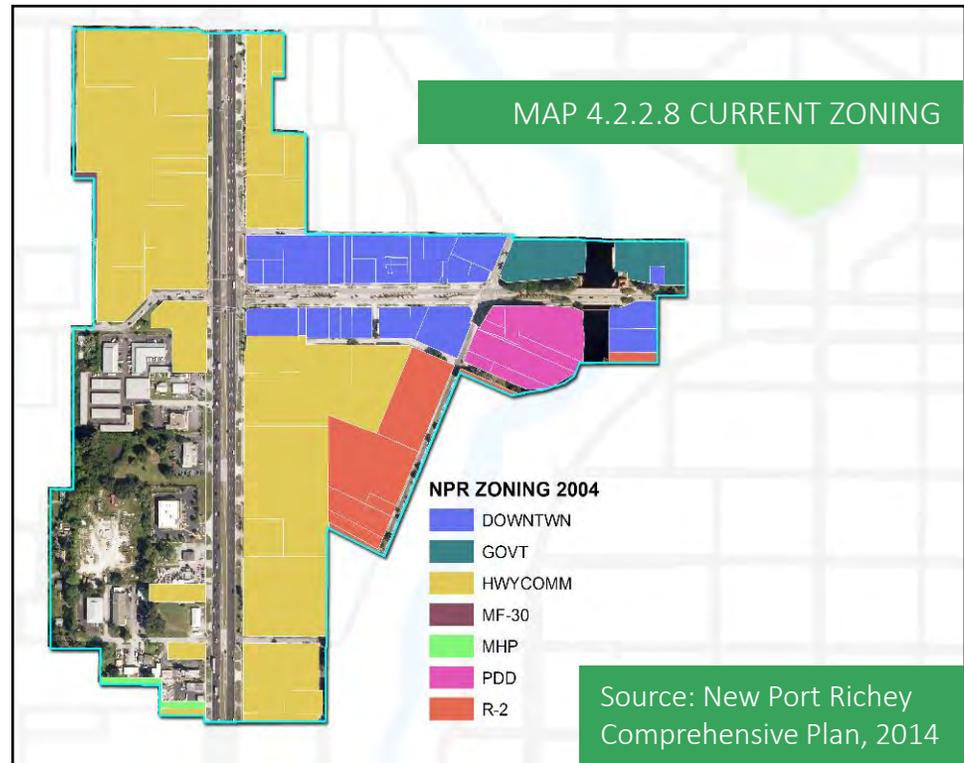


FIGURE 4.2.2.1 SUNBELT PROPERTY/SUNCOAST BUILDING



Source: FPD, 2014

FIGURE 4.2.2.2 DOWNTOWN GYROS SEAFOOD



Source: FPD, 2014

FIGURE 4.2.2.3 VECTOR WAREHOUSE AND PARKING LOTS



Source: Google Maps, 2011

### *Sunbelt Newspaper (1), Downtown Gyros Seafood (2), and Vector Communications (3)*

At over two and a half acres in size, the Sunbelt parcel is a large vacant parcel that is strategically located near the U.S. 19-Main Street junction, with access to both roads. A massive 17,000 square-foot building erected in 1963 surrounded by a large parking lot currently stands on the property (see Figure 4.2.2.1). Given the disproportionately large size of the parking lot, the parcel's FAR is less than 0.15. Compared to most parcels bordering U.S. 19, the Sunbelt parcel's value of \$8 per square foot is relatively low. Previously occupied by The Suncoast News and the Tampa Tribune, the building is now vacant, bringing a grim character to a potentially thriving area.

Located towards the middle of the Sunbelt parcel, a much smaller structure and outparcel is currently used as a sub and gyro business. The Downtown Gyros Seafood building features a typical auto-oriented, drive-through restaurant (see Figure 4.2.2.2) arrangement. Although its FAR is nearly half of the Sunbelt parcel, the Downtown Gyros Seafood parcel's utilization ratio and value per square feet is relatively similar.

In this way, both the Sunbelt and Downtown Gyros Seafood parcels represent underutilized space in an important location. Both surface parking lots have negligible values for FAR and utilization ratios and could certainly have a higher and better use. More importantly, the location of these parcels along Acorn Street makes them particularly critical for the catalyst projects the FDPL Team will propose in Section 4.3.

Located on Acorn Street directly behind the Suncoast New building is the Vector Communication Warehouse. Even though the Vector Warehouse has a slightly higher FAR, utilization rate, and property value than the Suncoast and Downtown Gyro properties, the FDPL Team included the Vector Communication parcel as a property of interest because of its location, underutilized surface parking space, and existing fiber optic infrastructure.

FIGURE 4.2.2.4 RIVER ROAD STRIP MALL



Source: FPD, 2014

FIGURE 4.2.2.5 ADVANCE HEALTHCARE SOLUTIONS



Source: FPD, 2014

FIGURE 4.2.2.6 HALINAS CUSTOM INTERIORS



Source: FPD, 2014

*River Road Strip Mall (6), Advanced Healthcare Solutions (7), and Halinas Custom Interiors (8)*

Another set of parcels that are laden with redevelopment opportunity is occupied by the strip mall at the intersection between Main Street and River Road and the adjacent parcels west of it. These parcels include the River Road Strip Mall, Advanced Healthcare Solutions, and Halinas Custom Interiors parcels. The FPD Team sees a strong potential for redevelopment of these parcels given that the buildings are all roughly fifty years old, show signs of decay, and are not the most aesthetically pleasing. Additionally, these parcels are located at a prominent and highly visible location along Main Street. Redevelopment of these parcels would improve the overall aesthetics to the gateway to Main Street New Port Richey, and would ultimately be very important to strengthening an overall sense of place along Main Street.

FIGURE 4.2.2.7 MAIN STREET LANDING



Source: FPD, 2014

### ***Main Street Landing (9)***

The property in the southwestern quadrant of the intersection between Main Street and the Pithlachascotee River is a prime waterfront parcel. Comprising 3.1 acres, this parcel is one of the largest within the entire Main Street node. However, the parcel has had a tumultuous history since it was proposed as mixed-use development in 2004. Only a portion of the original development proposal and design has been constructed – the “outer shell” of a retail building facing Main Street (City of New Port Richey, 2012). (see Figure 4.2.2.7)

FIGURE 4.2.2.8 ACORN STREET BLOCKED RIGHT OF WAY



Source: FPD, 2014

Another interesting characteristic of this parcel is the existence of a public right-of-way along Acorn Street which dead ends into the Pithlachascotee River. The Acorn Street right-of-way is currently blocked by a fence (see Figure 4.2.2.8) and could be improved and protected as a public asset for citizens to enjoy access to the river. Connecting the Acorn Street right-of-way to the currently undeveloped southern part of the Main Street Landing parcel poses the opportunity to create a vibrant public space, whether a permanent or interim use.

FIGURE 4.2.2.9 FRONT OF CITY-OWNED CHURCH



Source: FPD, 2014

FIGURE 4.2.2.10 BACK OF CITY-OWNED CHURCH



Source: FPD, 2014

### *City-Owned Church (10)*

Lastly, another significant parcel of interest is what was formerly the Gateway Church on River Road. This parcel exhibits unique attributes that make it a candidate for redevelopment. First, the City-owned church parcel is located adjacent to the Sunbelt Newspaper parcel and close to the river. This location makes the parcel ideal for a residential project where residents have access to redeveloped areas within the Main Street node and the river. Second, this is the only parcel in the Main Street node that has an existing large tree canopy (see Figure 4.2.2.9). The City-owned church parcel's trees are scenic and environmental assets that could be better integrated with the surroundings and used as amenities. Finally, this parcel is already owned by the City of New Port Richey and, as such, it presents a much easier opportunity for redevelopment.

### *Conclusion*

Using factors such as floor area ratio, value per square foot, utilization ratio, commercial vacancies, building age, general aesthetics and amenities the FPD Team identified 10 parcels within the Main Street node that have promising characteristics upon which to concentrate redevelopment efforts. By focusing redevelopment efforts on the identified parcels south of Main Street, the FPD Team hopes to generate a critical mass of activity and momentum necessary to turn the Main Street Node into a thriving place and to spur redevelopment throughout the River Corridor.

# 4.3 CATALYST PROJECTS

LOW HANGING FRUIT  
(IMMEDIATE GROWTH)

- 1 Acorn Creative Redevelopment Network
- 2 Acorn Walkway
- 3 Innovation Café
- 4 Public Art

MAJOR INVESTMENTS  
(INTERIM GROWTH)

- 5 Streetscape
- 6 Transit Oriented Development(s)
- 7 Parking Structure
- 8 Food Hub

SUSTAINED  
GROWTH

- 9 Sandbox Business District

### *Introduction and Vision*

Following an analysis of parcels in the Main Street node, the FPDL Team identified 10 specific parcels that are ripe for redevelopment. These parcels are intentionally concentrated south of Main Street to achieve the following vision:

*The Main Street node will be a resource-efficient, historic community that empowers people to access places in which they can create, innovate, and interact at a human scale.*

With this vision in mind, the FPDL Team proposes a phased approach to the redevelopment of Main Street. The first set of catalyst projects are considered “low hanging fruit” and can begin to be implemented within the first year and a half. These immediate projects will attract New Port Richey residents into the Main Street node by creating destination points and attractants to the Main Street node. Two to three years into redevelopment, the FPDL Team proposes that Pasco County enter the second phase by making significant investments in properties south of Main Street and infrastructure enhancements. These investments will aid in creating a unique New Port Richey identity and push towards increasing the density of people living, working, and spending time throughout the Main Street node. Finally, once Main Street has achieved the density and connectivity necessary to attract new residents, the catalyst project on a timeline of five to 10 years after the start of redevelopment can be established for continued, sustained growth into the future. Map 4.3.1 displays the location of each catalyst project within Main Street, and projects are numbered by the order on the expected timeline in which each project will be implemented.

# Map 4.3.1 Catalyst Projects and Timeline

0-18 MONTHS

2-3 YEARS

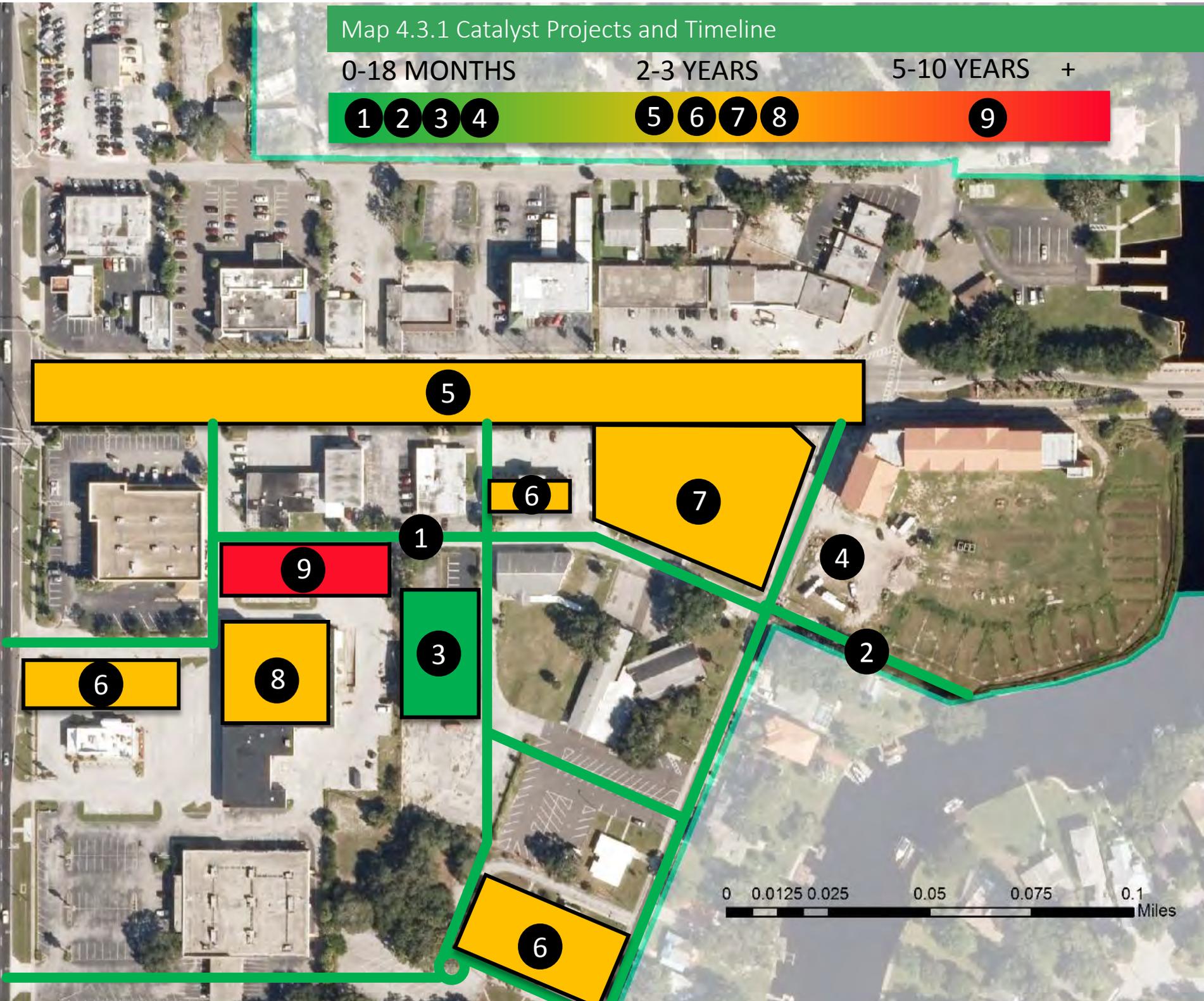
5-10 YEARS

+

1 2 3 4

5 6 7 8

9



0 0.0125 0.025 0.05 0.075 0.1 Miles

**Low Hanging Fruit**

**1. Acorn Creative Redevelopment Network**

A significant degree of community involvement is required for the successful implementation of the redevelopment process. As such, the Acorn Creative Redevelopment Network will act as a steering committee to guide redevelopment efforts within the Main Street Node.

0-18 MONTHS

2-3 YEARS

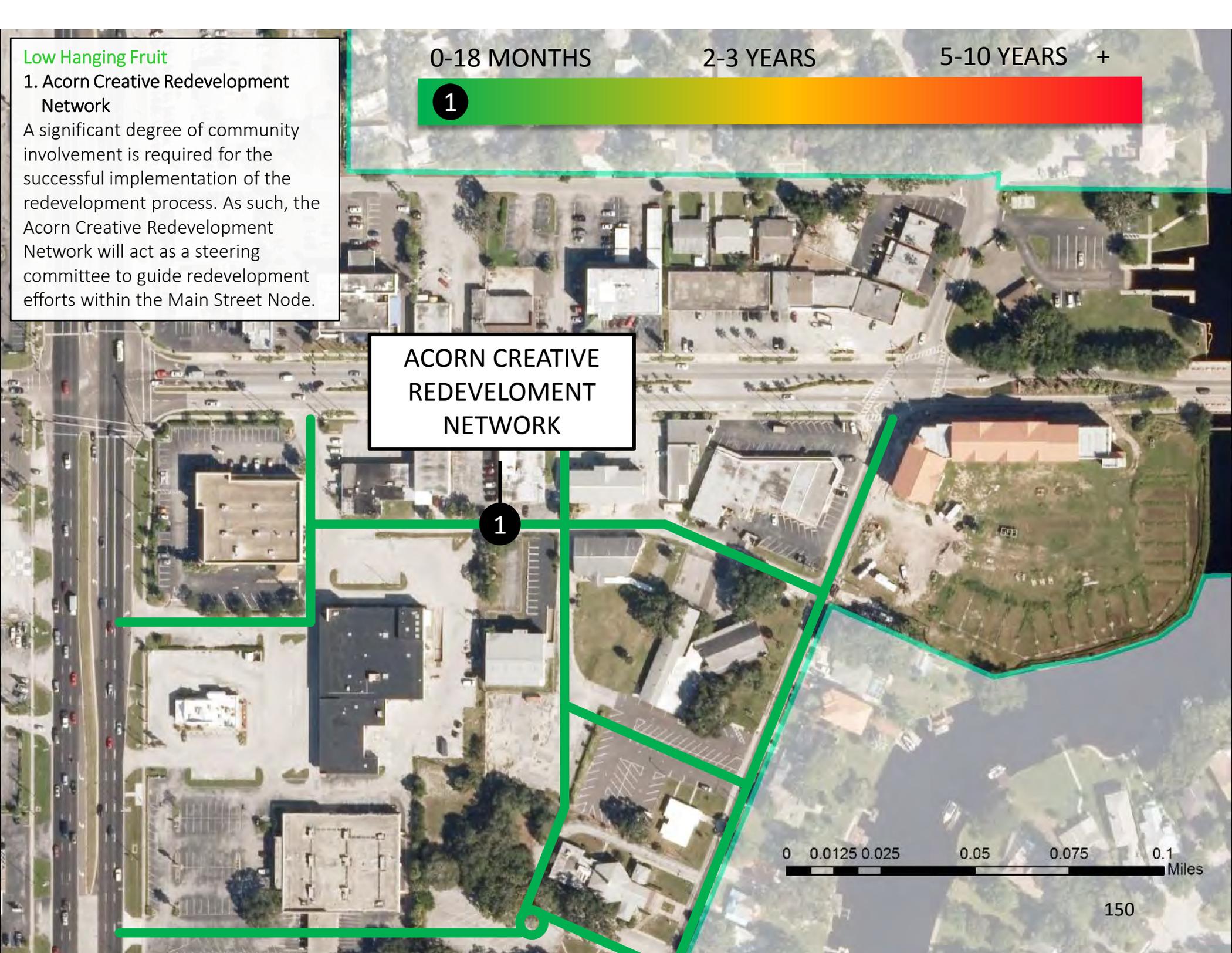
5-10 YEARS +

1

ACORN CREATIVE REDEVELOPMENT NETWORK

1

0 0.0125 0.025 0.05 0.075 0.1 Miles



# 4.3.1 ACORN CREATIVE REDEVELOPMENT NETWORK (ACRN)

## *Introduction*

The FPDL Team’s vision for the Main Street node relies upon the ability to attract people and economic activity back into the node. To stimulate Main Street’s economy through local entrepreneurship, one of the FPDL Team’s major proposals is the development of a unique small-scale Innovation District (see Sections 4.3.3 & 4.3.9). Unlike more straightforward redevelopment projects, the formation of a successful Innovation District typically requires the confluence of many different factors and agencies. For an Innovation District to flourish it requires a unique sense of place, entrepreneurial talent and skills, public and private workspaces, a supportive regulatory environment, and even a pedestrian-friendly environment (Katz & Wagner, 2014).

Consequently the leadership of a single organization may not be enough to successfully create an Innovation District because no one agency can provide all of these necessary factors. Instead establishing a network of the individuals and agencies needed to create an environment and support system that is conducive to the development of an

Innovation District is an important first step. To this end, the FPDL Team recommends that Pasco County and New Port Richey collaborate to create the Acorn Creative Development Network (ACRN) to act as a steering committee for the formation of the Innovation District. This network would set the vision for the Main Street Node and the Innovation District to ensure actions toward achieving that vision are coordinated.

## *Design and Implementation*

Participation in ACRN should be open to all New Port Richey stakeholders. However, the FPDL Team suggests that representatives of the following organizations should receive special invitation to participate:

- City of New Port Richey
- Pasco County
- New Port Richey Community Redevelopment Agency (CRA)
- West Pasco Chamber of Commerce
- New Port Richey Library
- Pasco Enterprise Network
- SMART Start Business Incubator
- Pasco-Hernando State College

These organizations are important community entities already involved in community redevelopment activities by facilitating Main Street’s physical redevelopment or by providing entrepreneurs and startups with the skills and support necessary to be successful. Again, ACRN’s membership should not be limited to these agencies, but they would be vital members of the steering committee. Once the network of members is assembled, roles and responsibilities should be established along with a decision making process based on trust and transparency.

ACRN’s potential role within each catalyst project will be discussed in more detail in the following sections, but in most cases ACRN could act as the guiding body that facilitates the redevelopment process of catalyst projects within the Main Street Node. While ACRN may or may not be involved in directly funding the proposed catalyst projects, it certainly can be involved in identifying, pursuing and orchestrating funding sources and financial incentives.

## 4.3.1 ACORN CREATIVE REDEVELOPMENT NETWORK (ACRN)

These funding sources could be internal or external to ACRN's member organizations. For instance, ACRN could help to identify, apply for, and manage outside grants to fund catalyst projects. At the same time, ACRN could help to identify financial incentives that member organization such as the city of New Port Richey and the New Port Richey CRA could offer to entrepreneurs to help start new businesses (see Section 4.3.9).

### *Desired Outcomes*

The Acorn Creative Redevelopment Network hopes to be an association of the individuals and agencies that are committed to the success and revitalization of the Main Street Community. ACRN would act as a steering committee guiding and facilitating the Main Street's redevelopment process and the proposed formation of an Innovation District. By establishing a vision of the Main Street Node and pursuing the projects necessary to achieve this vision, ACRN can be the lead implementation agency of the catalyst projects the FPD Team outlines in the following sections.

**Low Hanging Fruit**

**2. Acorn Pedestrian Walkway**

The second step to drawing people into the Main Street node will be opening and activating the Acorn Street right-of-way that is currently blocked. This effort will allow people to access the Pithlachascotee River and create a space for recreation and interaction for residents of all ages.

0-18 MONTHS

2-3 YEARS

5-10 YEARS

+

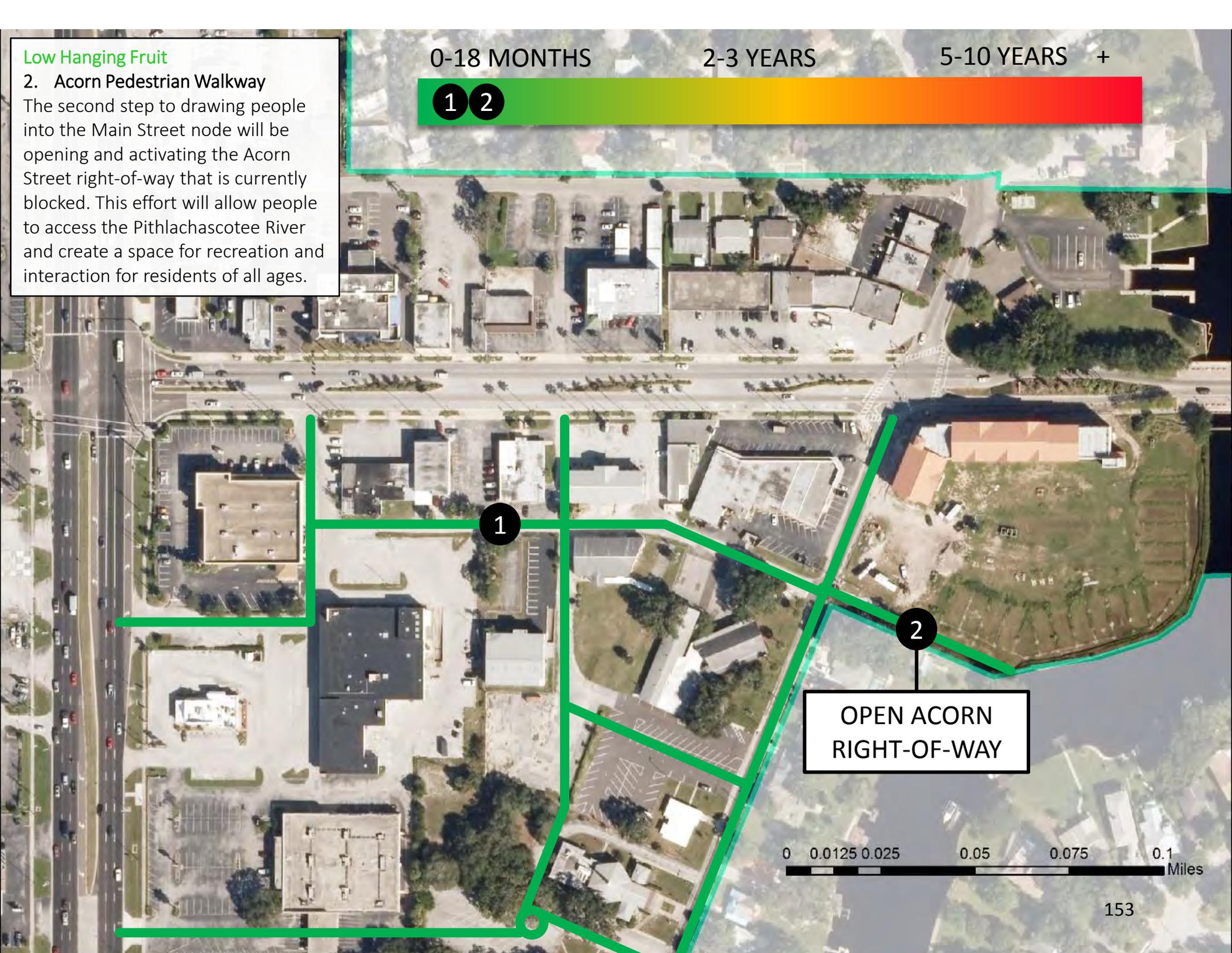
1 2

1

2

OPEN ACORN  
RIGHT-OF-WAY

0 0.0125 0.025 0.05 0.075 0.1 Miles



## 4.3.2 ACORN STREET: A PEDESTRIAN WALKWAY

### *Introduction*

The FPDL Team envisions the Acorn Street corridor transforming from a nondescript alleyway to an active center of community gathering, recreational and cultural activities, and a platform to support entrepreneurial networking. The first catalyst project to jumpstart this vision is to restore and improve the easternmost segment of Acorn Street by transforming it into an accessible pedestrian walkway.

The public right-of-way along the far east end of Acorn Street is currently blocked by a fence presumably constructed by an adjacent property owner (see Figure 4.2.2.8). At the absolute minimum, this right-of-way should be reopened to enable greater public access to the Pithlachascotee River. In addition, the entire street should be dedicated for pedestrian use and could be paved with bricks to delineate the corridor. Additionally, other improvements could be developed along the pedestrian walkway, including the following recommendations:

- The walkway should be lined with landscaping and green spaces that bring it to a human scale and encourage pedestrians to stop and utilize the space.
- Community activities should be promoted along the walkway regularly. These activities should include, but are not limited to
  - Mural painting
  - Outdoor music venues
  - Food truck venues

Ultimately, this pedestrian thoroughfare has the potential to give the downtown of New Port Richey greater depth to the south, creating a parallel activity center to compliment Main Street.

MAP 4.3.2.1 ACORN STREET RIGHT OF WAY



Source: Pasco County GIS, 2014

## Implementation

### Phase I

During the first year, a priority should be given to remove the fence blocking Acorn Street’s access to the Pithlachascotee River. Next, the right-of-way should be enhanced through surface treatments on the street and improved landscaping with human-scale trees with a height of approximately 10-15 feet. The FPDL Team encourages the City of New Port Richey and Pasco County to involve local citizens in the implementation of the surface treatments to gain publicity about the project and empower citizens and political leadership to take ownership of the project.

Also during this stage, city and/or county representatives should reach out to the owner of Main Street Landing to explore two alternatives for enhancing the Acorn Street corridor on either a temporary or permanent basis. One option would be to develop an interim or permanent expansion of the walkway in order to create a public river walk that utilizes part of the Main Street Landing parcel the River. A second option could include an interim use of the undeveloped areas of the Main Street Landing parcel to house additional amenities such as a children’s playground, café, life-sized chess board, and/or sculpture garden to enhance Acorn Street’s aesthetic appeal and sense of place. Figure 4.3.2.1 shows the current state of this segment, and Figure 4.3.2.2 illustrates the proposed rendering that includes a brick street, potted trees and a playground.

### Phase II

Between the first and third year of implementation, the redevelopment efforts should expand to the rest of Acorn Street, turning all of Acorn Street into useable walkway. This project would be supported by placemaking efforts – such as movable landscaping/plantings, benches and other enhancements, as well as events, that would draw people into the space and establish its use by the community.

## Potential Limitations

Potential limitations to the implementation of this project include ownership and regulatory issues. First, the Main Street Landing property owner must agree to work with and allow the public to utilize the waterfront parcel. Second, currently only a narrow strip along Main Street is designated as “Downtown” by the zoning code. This classification should be expanded south to include the parcels located along Acorn Street. Rezoning as “Downtown” would allow residential and mixed-used development along Acorn Street and would reduce the setback requirements enabling a more defined, human-scale district.

## Cost

Table 4.3.2.1 sets forth a rough estimate of the cost of this project relating to the street paving, trees, and a playground.

TABLE 4.3.2.1: ACORN WALKWAY COST ESTIMATES					
	Unit of Measurement	Average Cost per Unit	Source	Number of units	Total
<b>Brick Street</b>	Per Square Foot	\$18	Chicago Tribune article (Sjostrom, 2006), adjusted to inflation	4,300	\$77,400
<b>Street Trees</b>	Per Tree	\$430	Costs for Pedestrian and Bicyclist Infrastructure Improvements Report (Bushell, Poole, Zegeer, & Rodriguez, 2013)	16	\$6,880
<b>Playground</b>	Per Playground	\$100,000	Play & Park Structures online catalogue (Play & Park Structures, n.d.)	1	\$100,000
<b>Total</b>					\$184,280

### ***Potential Funding Sources***

To cover these costs, the FPDL Team suggests pursuing some or all of the following potential funding sources:

- Recreational Trails Program (FDOT)
- Transportation Alternatives Program (FDOT)
- Transportation Enhancement Activities (FDOT)
- Community Transformation Grant (CDC)
- KaBOOM!, a national non-profit dedicated to bringing active play to all children, offers three different types of grants to build playgrounds:
  - Build it with KaBOOM! Grant
  - Let's Play Community Construction Grant
  - Let's Play Mini Pitch Grant
  - Let's Play Imagination Playground Grant
  - Let's Play Rigamajig Grant

### ***Desired Outcomes***

The FPDL Team views this project as a springboard for activity and interest within the node. Instead of a vacant, half-built structure, the Main Street Landing parcel will enhance the node by providing an anchor for community gathering, recreation, and family-friendly activity that is grounded in community empowerment and participation.

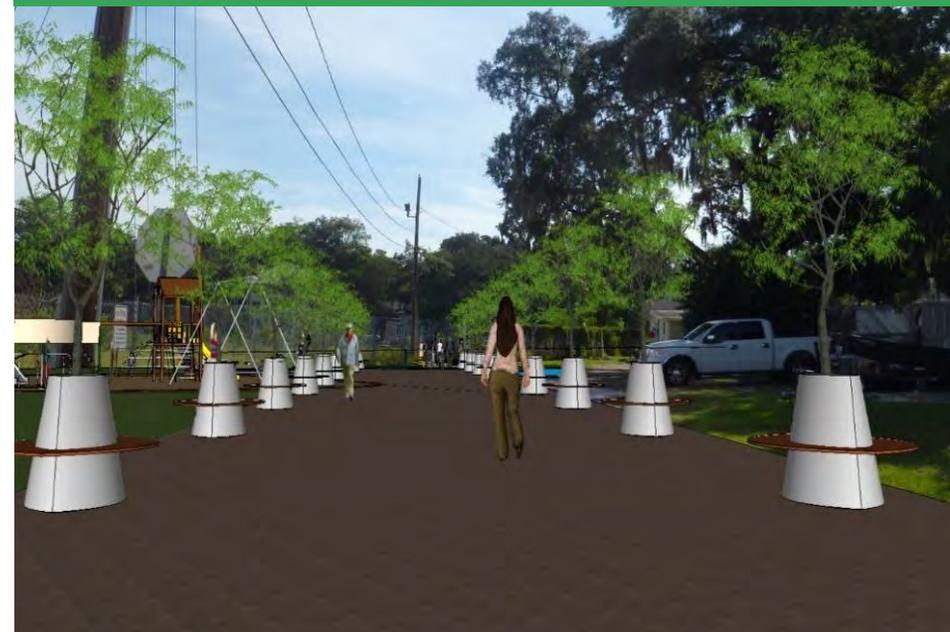
For this project to be successful, this pedestrian thoroughfare should not be viewed as a discrete entity but rather be integrated with and a backbone for additional catalyst projects, including the FPDL Team's following proposals for implementing TOD development, an Innovation district, and the revitalization of the remainder of Acorn Street westwards towards US 19.

FIGURE 4.3.2.1 ACORN STREET EXISTING CONDITIONS



Source: FPDL, 2014

FIGURE 4.3.2.2 PROPOSED ACORN STREET



Source: FPDL, 2014

**Low Hanging Fruit**

**3. Innovation Café**

Once residents begin to incorporate Acorn Street and the Main Street node into their daily interactive routine, an innovation café will be implemented to facilitate the sharing of ideas and aspirations. This is simply a business establishment for residents of New Port Richey to spend time in an effort to cultivate creative energy.

0-18 MONTHS

2-3 YEARS

5-10 YEARS +

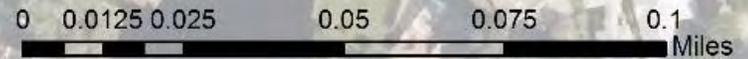
1 2 3

1

3

2

DEVELOP  
INNOVATION CAFÉ



## 4.3.3 INNOVATION CAFÉ

### *Introduction*

As will be discussed in more detail in Section 4.3.9, the core of the longer-term vision for the Main Street Node is to develop a small-scale innovation district to stimulate the local economy through the formation of local small businesses within a unique place. Innovation districts are places where people experience high levels of personal interactions with other people – sharing ideas, knowledge, and culture – which lead to economic innovations. Innovation districts also help people develop flexible skillsets for a fast-changing global economy, while helping communities like New Port Richey establish a unique economic identity. Innovation districts generally thrive in compact, pedestrian friendly environments that are connected by transit. The FPDL Team believes that the catalyst projects proposed for the Main Street node will collectively result in a built and community environment that is conducive for the emergence of Main Street’s innovation district.

The Brookings Institute identified neighborhood-building amenities, such as restaurants and coffee shops, and public spaces designed to promote networking and interconnectivity as key components in the cultivation of a successful innovation district (Katz & Wagner, 2014). To this end, the FPDL Team recommends that the Vector Communications Warehouse be repurposed into a mixed-used Innovation Café complete with a coffee house/bar and several innovation spaces including but not limited to a brewery, an incubator kitchen, makerspaces, and even housing (see Figure 4.3.3.1). The Innovation Café, working in combination with the Acorn Street pedestrian pathway improvements (Section 4.3.2), could be a significant first step toward creating and supporting New Port Richey’s own innovation district. The Innovation Café could provide an additional amenity in the heart of the proposed Acorn Street pedestrian corridor that could serve as a cornerstone in the efforts to develop an innovative environment that is supportive of entrepreneurial activity and the ultimate establishment of Main Street as a burgeoning innovation district.

## 4.3.3 INNOVATION CAFÉ

### Design

The Vector Warehouse (Parcel 3 in Map 4.2.2.7) was identified as an ideal location for the Innovation Café because it is large enough to easily accommodate multiple uses and the building's central location along Acorn Street. Additionally, the Vector Warehouse has existing fiber-optic infrastructure and a relatively low assessed value (\$61.26 per square foot) makes the building an appealing candidate for redevelopment. The Vector Communications Warehouse currently consists of 4,361 square feet of office space and 3,710 square feet of warehouse. The proposed rendering of the Innovation Café seen in Figure 4.3.3.1, envisions that the coffee house/bar could consist of approximately 1,600 square feet. The remainder of the building could be utilized as flexible business space for use by innovative startups and residential housing for innovators. For example, Figure 4.3.3.1 shows that between two and four 31-gallon brewing barrels can be located in the back of the coffee house/bar in a 700 square foot brewing room. An incubator kitchen would require 1,200 square feet of commercial kitchen space and an additional 900 square feet of dry, cold, and freezer storage space. The remaining 3,680 square feet of warehouse space will allow for up to three dwelling units with two full bathrooms and

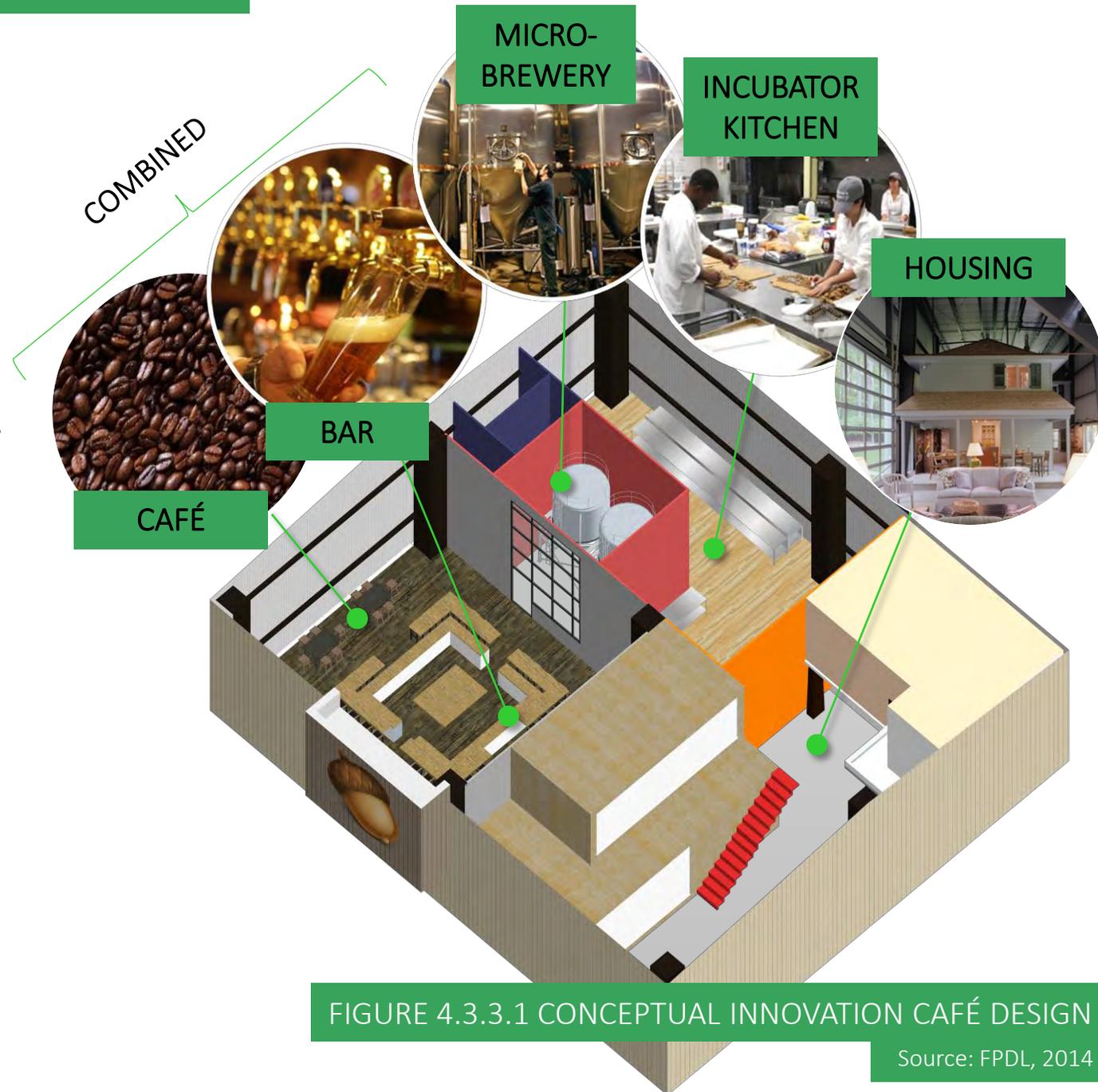


FIGURE 4.3.3.1 CONCEPTUAL INNOVATION CAFÉ DESIGN

Source: FPD, 2014

## 4.3.3 INNOVATION CAFÉ

two kitchens. Figure 4.3.3.1 displays one possible café design to provide ideas for the Innovation Café’s potential. If other types of innovative businesses and incubators emerge during the design or implementation of the Café, then this design should be altered to accommodate promising tenants.

### Implementation

Ideally, ACRN’s repurposing of Acorn Street as a pedestrian pathway will have developed sufficient organizational capacity and momentum for ACRN to play a major role in the implementation of the Innovation Café. ACRN can work to identify, attract, and recruit developers and incubators to purchase and repurpose the Vector Warehouse as an Innovation Café. ACRN’s recruitment could be supported by efforts from Pasco County and New Port Richey to make it easier for new development to occur within the Main Street Node. These efforts could include streamlining or removing any existing regulatory barriers that make development more difficult or more expensive such as reducing the off-street parking requirements and height restrictions. Additional incentives such as a facade improvement program by New Port Richey or the Community Redevelopment Agency could also aid in signaling to developers that Pasco County and New Port Richey are serious about redeveloping Main Street. These efforts in conjunction with the other catalyst projects should demonstrate to potential investors that there is momentum and interest in redeveloping the Main Street Node.

Table 4.3.3.1 outlines the estimated cost of renovating the Vector Communications Warehouse in the proposed Innovation Café seen in Figure 4.3.3.1. Ideally, the majority of these costs would be covered by private investment.

### Potential Limitations

The Vector Communications Warehouse is currently classified as Highway Commercial by New Port Richey’s zoning code. To accommodate the proposed mixed-use structure, the Vector Communications property would need to be rezoned to New Port Richey’s Downtown zoning classification. Sidewalk Cafés are not allowed by the current Highway Commercial classification. The Downtown zoning classification would provide the Innovation Café with the flexibility to include a wider range of commercial uses as well as the ability to include residential units. Rezoning the Innovation Café as Downtown would also support the transformation of Acorn Street into a thriving node of pedestrian activity by allowing a human-scale design elements (i.e. shorter setbacks, shorter buildings, less parking, etc.).

Use	Floor Area (sf)	Low estimated cost	High estimated cost
Demolish office space	4,361	\$3,300	\$5,000
Dwelling units (including baths and kitchens)	3,680	\$337,650	\$468,960
Coffee house / bar (including bathrooms)	1,600	\$382,950	\$531,875
Incubator Kitchen (including storage)	2,100	\$438,750	\$609,375
Microbrewery	700	\$51,212	\$55,769
<b>Total</b>		<b>\$1,210,562</b>	<b>\$1,665,979</b>

TABLE 4.3.3.1 ESTIMATED COST OF CONCEPTUAL INNOVATION CAFÉ

Source: Rsmeans.com

## 4.3.3 INNOVATION CAFÉ

An additional limitation to the ultimate development of the Innovation Café is the dependence of this proposal upon the formation of ACRN, or a similar group. This proposal assumes ACRN would be willing and able to attract and organize developers and potential tenants to implement the Café. Furthermore, the complexity of converting a single-use warehouse into a mixed-use food and housing development will likely require a significant amount of capital costs that may strain ACRN's ability to attract investors and developers. A detailed feasibility analysis should be the next step to pursuing this project.

### *Desired Outcomes*

The Innovation Café is envisioned to play an important role in laying the foundation for development of Main Street's Innovation

District. The Café could fulfill this role in two ways. First, the Café provides a mixed-use entrepreneurial space to house incubators and start-ups in a centralized location. Second, the Café's coffee shop builds upon the features of the Acorn Street pedestrian pathway to develop a unique sense of place for the area, while providing neighborhood amenities and public spaces that are supportive of an innovative environment (Katz & Wagner, 2014). In this way, the Innovation Café could jumpstart and provide sustained support the continued development of Main Street's Innovation District by establishing a unique economic identity. The further development of the Innovation District will be discussed in Section 4.3.9.

FIGURE 4.3.3.2 INNOVATION CAFÉ EXAMPLE: LOST + FOUND CAFÉ , VANCOUVER B.C



**Low Hanging Fruit**

**4. Public Art**

Art can stimulate the soul of New Port Richey and help foster and develop a unique identify for Main Street. Enlisting local artists will bolster community involvement, and vacant properties, such as the Halinas building, can act as interim art studios for budding artists in New Port Richey.

0-18 MONTHS

2-3 YEARS

5-10 YEARS

+

1 2 3 4

HALINAS ART HOUSE

PUBLIC ART

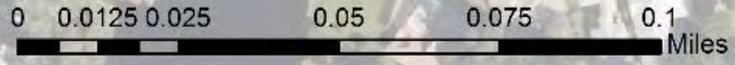
2

4

3

4

2



## 4.3.4 PUBLIC ART

Currently, Main Street New Port Richey has the roots of a charming historic downtown with many public art murals displaying the unique and rich history of the area. However, the dilapidation of many of Main Street's storefronts, and the excess of surface parking in the surrounding area has robbed Main Street of much of its aesthetic character and sense of place. In an effort to recapture Main Street's sense of place by improving its aesthetic appeal and unique character, the FPDL Team recommends a public art initiative that builds upon the existing creative spirit in New Port Richey, and would revive the Main Street arts community by establishing a local art house and enlisting local artists to create public art pieces throughout the node.

### *Implementation*

#### **Phase I - Identifying Partners**

The first step is to build a network of individuals, art organizations, and governmental entities that have an interest in reviving the area through the arts. These creative groups will have direct links to the art scene in New Port Richey and will be able to contribute works of art that will work toward enhancing the sense of place in the Main Street Node. Pasco County and New Port Richey can partner with these agencies to implement a public art program and a public art house as discussed in this section. Potential partners could also include local colleges and universities with art programs, and the local school district.

#### **Phase II – Public Art Program**

Once this network is established, the partners can collaborate to create a public arts program. This program would enlist local artists to complete public art projects within the Main Street Node. Initially, the nature and location of many of the art projects could be chosen by New Port Richey or another centralized organization based on identified opportunities within the Main Street Node.

Projects could then be contracted to local artists based on the skills required to complete them. These projects could include but are not limited to murals on building walls along Main Street (like in Figure 4.3.4.1), sculptures lining the Acorn Street pedestrian walkway, a sculpture garden at the Main Street Landing property, and continuing the artistic work around the Main Street bridge over the Pithlachascotee River.

To capitalize on the creativity of the local art community, projects could be selected through a request for proposals (RFP) where artists submit proposals for their project idea outlining the intended content, medium, and location of their proposed project. A design committee, potentially comprised of local art teachers and officials from the West Pasco Art Guild, could review all of the submitted proposals and approve projects based on identified design criteria such as the location, visibility, content, and continuity with existing design elements.

FIGURE 4.3.4.1 MURAL ALONG MAIN STREET



Source: FPDL, 2014

Ultimately, the art projects could create a unique environment where people want to live, work, shop, and recreate.

Artists could be provided financial compensation for their work, or if funding is unavailable and a public art house (described below) is successfully established, artists could be compensated by being given complementary studio space in the public art house to complete the project and showcase their other work.

### Phase III – Public Art House

To further support the development of the arts community and the promotion of Main Street’s unique sense of place, the FPDL Team recommends that one of Main Street’s vacant buildings or storefronts be creatively reused as a public art house for local artists. Vacancies detract from the aesthetic of an area and often stall economic growth by deterring other business from locating on adjacent parcels. This is the case along Main Street. Developing a positive interim use within the existing vacant commercial buildings along Main Street could be beneficial to the node. A public art house would be a creative, low-cost way to reuse a vacant property in a way that offers the additional benefit of providing unique venues for people to visit, which would enhance Main Street’s creative character. In addition to supporting the public art program by providing studio space to those creating the public art projects, the art house would be another step toward creating an environment that is conducive for the development of an innovation district by attracting the young and creative to Main Street.

The art house would double as workspace for local artists and studio space to showcase their work. Ideally, the studio space would be very open and accessible to the public to provide a positive public space for recreation and social interaction. The space could even be used for art classes, hosting events, and holding other community buildings events.

The art house would preferably be in a currently vacant building located along the Acorn Street near the heart of the Main Street Node. The Halinas Custom Interiors Building (Parcel 8 on Map 4.2.2.7) was identified as a potential location for the public art studio given its location, its existing access to both Acorn Street and Main Street, and its limited need for retrofitting. However, unless this building is vacated in the near future, ACRN should identify a vacant property in a nearby vicinity with as many of these same attributes as possible.

FIGURE 4.3.4.2 VACANT SPACE USED FOR ART



Source: Cardwell, 2009

As seen in Figures 4.3.4.3 and 4.3.4.4, a building like the Halinas building, could be reused as a public art house to enhance the activity and creative atmosphere along the newly developed Acorn Street pedestrian pathway.

In this way, the public art house and art program would work in combination to be a low-cost way of simultaneously improving Main Street's aesthetic appeal, reusing vacant space that previously detracted from the area's character, and supporting the revitalization of Western Pasco County's arts community.

### ***Potential Projects***

Regardless of whether a formalized public art program or art house is implemented, the FPDL Team feels that improving Main Street's aesthetic appeal through artistic placemaking is a vital component of Main Street's revitalization efforts. So, if for any reason, the art program and art house do not come to fruition, the following project ideas that could also enhance and support the efforts to fortify Main Street's sense of place.

### **Sculpture Garden at the Main Street Landing**

Following the opening of the right-of-way on Acorn Street and its transformation into a pedestrian walkway with access to the Pithlachascotee River, the Main Street Landing property has a large green space along Acorn Street that could be utilized for a sculpture garden. Using local talent, this sculpture garden will aid in placemaking and further the goal of developing Acorn Street into a recreational space for residents of New Port Richey. In order for this project to be implemented, Pasco County will need to reach an agreement

FIGURE 4.3.4.3 ACORN STREET EXISTING CONDITIONS



Source: Google Street View, 2014

FIGURE 4.3.4.4 CONCEPTUAL ART HOUSE



Source: FPDL Team, 2014

with the Main Street Landing property owner to utilize a portion of their property for this artist venture. This agreement could be an interim or long-term use for the property.

### Living Wall

Living walls, as depicted in Figure 4.3.4.6 and Figure 4.3.4.7, could be constructed along the backsides of buildings throughout Acorn Street. Living walls not only work to cool the exterior and interior temperatures of buildings, but they also enhance the aesthetics of the Acorn Street pedestrian walkway. In addition to creating a cooler environment on hot summer days, the living wall project would support development of an enclosed and intimate pedestrian space that could encourage activity and interaction throughout Acorn Street. In addition to these benefits, the living walls would also purify stormwater and, with the inclusion of rainwater cisterns, can irrigate surrounding gardens and flower beds. However note, the building code must be examined for applicability and design impact on this project prior to implementation. According to the Living Wall Company, projects of this type can range from \$80-\$200 per square foot depending on the size and design of the project (thelivingwallco.com, 2014). Pasco County could potentially fund this project through a penny sales tax incentive that could also be used to fund other projects.

### Desired Outcomes

The prospect of bringing art to Acorn Street, as well as the Main Street Node in general, could further develop the desired unique environment and aesthetic beauty of the innovation district. Also, enticing more artists to the area will increase the creative activity throughout the Main Street Node and could facilitate the development of innovative ideas. In order for catalyst projects such as the Innovation Café and the Innovation District to gain momentum, the interaction of creative people and ideas needs to take place in an environment that encourages the expression of the character of New Port Richey. The public art program and local art house would help to develop this dynamic environment that is unique to New Port Richey.

FIGURE 4.3.4.5 SCULPTURE DESIGN



Source: [www.telegraph.co.uk](http://www.telegraph.co.uk), 2009

FIGURE 4.3.4.6 PARKING STRUCTURE LIVING WALL



Source: [www.livewall.com](http://www.livewall.com), 2013

FIGURE 4.3.4.7 LIVING WALL ON A BUILDING



Source: [www.goodearthplants.com](http://www.goodearthplants.com), 2013

**Major Investments**

**5. Streetscape on Main Street**

With the activation of Acorn Street, the Main Street node is gradually developing into a pedestrian haven. In order to further this progress, Main Street itself will need to be transformed in a manner that reduces auto-dependence, increases pedestrian safety, and enhances placemaking initiatives.

0-18 MONTHS

2-3 YEARS

5-10 YEARS +

1 2 3 4

5

STREETScape ON MAIN STREET

5

4

1

3

4

2

0 0.0125 0.025 0.05 0.075 0.1 Miles

## 4.3.5 STREETScape ON MAIN STREET

### *Introduction*

The existing conditions of Main Street contribute to a reliance on the automobile and perpetuate an environment that is unfriendly to the pedestrian and cyclist. Not only is it difficult for pedestrians, especially the elderly or disabled, to safely cross the street at major intersections, the corridor is rather uncomfortable on hot days given the lack of shade and amenities that could shield pedestrians from the heat. As seen in Figure 4.3.5.1, the current choice of palm trees along the corridor has some aesthetic value that gives Main Street verticality. However, beyond this limited aesthetic value, the existing palm trees offer little function for pedestrians within the corridor. Additionally, the palm trees do not necessarily conform to the historic character of a New Port Richey community that was once dominated by hickory trees. Replacing the existing palm trees with human-scale shade trees could be controversial, but the benefits of a different tree along this corridor should be strongly considered.

Building upon the streetscape recommendations offered in Section 2, revamping Main Street's streetscape will incorporate additional design elements to improve conditions for pedestrians and cyclists, create a sense of place that aligns with the small town character of New Port Richey, and perform important stormwater management functions that can help mitigate flooding and non-point source pollution of the nearby Pithlachascotee River. These streetscape recommendations seek to create a pedestrian environment that welcomes people into the Main Street Node and encourages them to enjoy the amenities that will be developed as major investments are implemented.

FIGURE 4.3.5.1 EXISTING CONDITIONS ON MAIN STREET



Source: FPD Team, 2014

### ***Road Diet and On-Street Parking***

The first step to achieving these goals is to put Main Street on a healthy road diet. This process involves narrowing Main Street down to two lanes and including on-street parking at specific locations along the corridor. Beginning at the intersection with River Road, Main Street merges into a two-lane road. As such, this recommendation would simply extend the two-lane character of the historic downtown Main Street to the intersection with U.S. 19 while providing the necessary distance for cars to merge once they enter Main Street. The current speed limit for Main Street is 25 miles per hour, but a four-lane Main Street can encourage drivers to exceed that speed limit. With this in mind, a road diet will act as a traffic calming mechanism.

Furthermore, the addition of on-street parking will supplement this effort and influence drivers to proceed with caution while driving on Main Street. On-street parking will also offer some off-set of parking reductions and consolidation offered further within the Main Street Small Area Plan recommendations (see Section 4.3.7).

An example of a successful road diet comes from the City of Greenville. Greenville undertook a multi-phase approach that gradually transformed the downtown streetscape into a walkable, pedestrian-friendly environment. First, the roadway was narrowed from four lanes to three, with one lane going in each direction and a center turning lane. In New Port Richey, reducing Main Street from four to two lanes frees the existing outside lane to be utilized for on-street parking and street trees that are 10-15 feet in height.

In Greenville, the front setback requirements were eliminated along its downtown corridor in order to allow redeveloped properties to create a more intimate environment for pedestrians between the street trees and buildings. As redevelopment and infill continued in Greenville, a connected network of parking behind built structures was integrated to consolidate parking away from the thoroughfare. Ultimately, the streetscape went from one that resembles the current conditions on New Port Richey's Main Street to a pedestrian haven that encourages active use of amenities, as illustrated in Figure 4.3.5.2.



**FIGURE 4.3.5.2 POTENTIAL ROAD DIET STREETScape**

Source: Greenville, 2011

### ***Pedestrian and Cyclist Improvements***

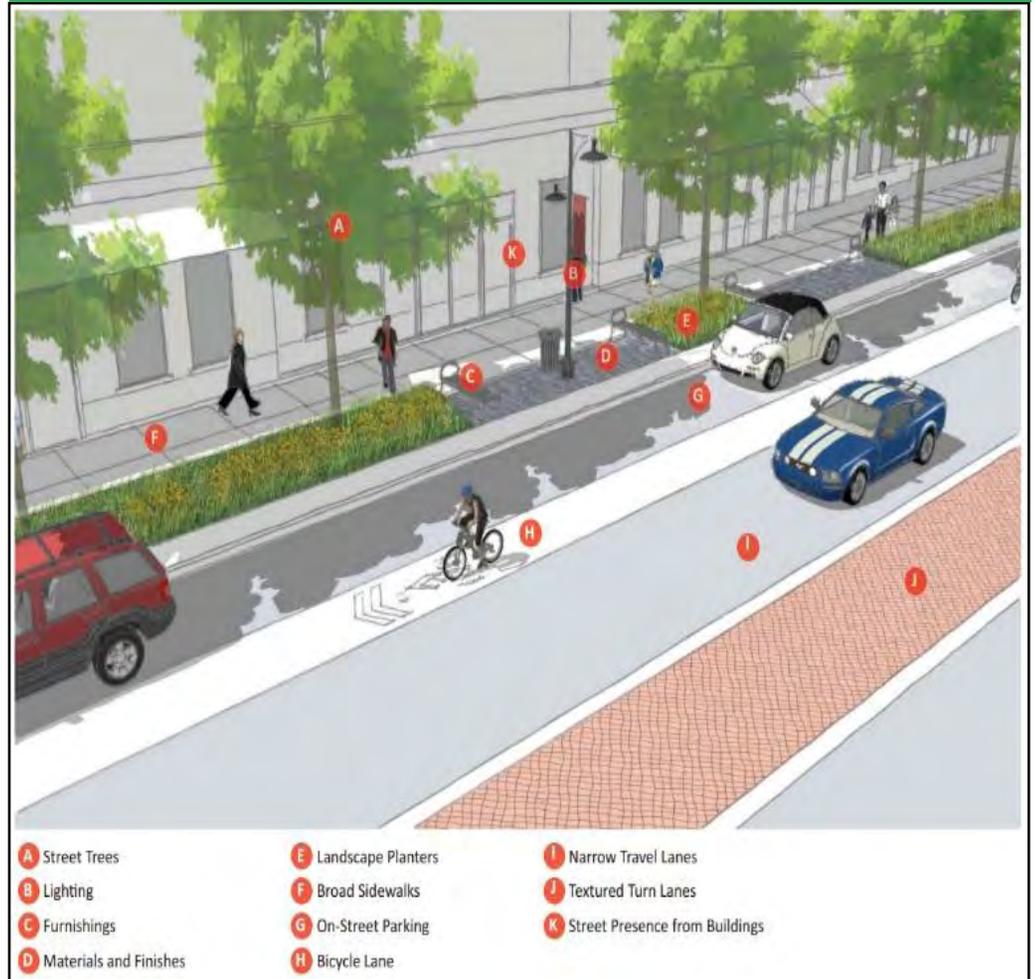
With Main Street transforming as a result of an implemented road diet, the unused excess right-of-way can be dedicated to pedestrians and cyclists. As seen in the image of the existing streetscape (Figure 4.3.5.1), Main Street does not include a bike lane in its present design; this should be rectified in order to follow the principles of complete streets, as illustrated in Figure 4.3.5.3. Closely aligned with the goal of increasing safety and reducing automobile dependency, complete streets encourage multi-modal use of the roadway by providing the amenities necessary to create a safe pedestrian and cyclist environment. Moreover, bicycle facilities, such as bike racks and maintenance stations, should be strategically placed throughout the Main Street corridor. Next, in between the locations in which on-street parking will be implemented, the increased right-of-way can accommodate larger green spaces along Main Street. In these vegetated areas, shade trees that need more soil area for their root system can be incorporated into the streetscape.

The hickory tree has been identified as a native species to New Port Richey that can achieve enough verticality to provide shade for pedestrians walking on the sidewalk. Additionally, the history of the natural landscape was taken into consideration with the recommended inclusion of the hickory tree. To further efforts directed at improving pedestrian comfort on Main Street, amenities, such as benches and waste/recycling bins, should be placed throughout the corridor. These amenities can be put in place in collaboration with Pasco County Public Transportation to improve bus stops facilities.

Lastly, the streetlights along Main Street should be upgraded. The current high-pressure sodium (HPS) streetlights are energy-inefficient and do not adequately illuminate the street at night. In order to remedy these deficiencies, light-emitting diode (LED) streetlight technology should be deployed on Main Street.

Although LED streetlights are initially more expensive than HPS lighting, the long-term benefits outweigh the upfront costs: the lifetime of LEDs can be up to 12 years longer, energy usage can be reduced by 40-60%, and the lighting is higher quality (Redlands, 2010). All of these improvements are meant to cater to the safety and comfort of the pedestrians, which will patronize the businesses relocating to a revitalized Main Street.

**FIGURE 4.3.5.3 RENDERING OF COMPLETE STREET AND POTENTIAL STREETScape**



### ***Gateway And Traffic Calming***

Using human-scale design along the Main Street corridor will be reinforced through development of a New Port Richey gateway at the intersection of U.S. 19 and Main Street. The proposed gateway can play an integral role in the more extensive calming and beautification program for the Main Street node. In general, gateways should be large enough so that they attract the attention of drivers while also formal enough to communicate a change in the character of the roadway. Furthermore empirical studies show that this design reduces drivers' speed and automobile accidents (Dumbaugh, 2005). In keeping with the towers for the proposed gateways along U.S. 19, Figure 4.3.5.4 shows the FPDL Team's conceptual rendering for the gateway to be located at the entrance of U.S. 19 and Main Street. This gateway will alert drivers that they have entered the New Port Richey area and include surface treatments that incorporate an additional element to alert drivers that they have in fact entered a smaller, low-speed community. These surface treatments, in the form of brick pavers, will be placed in the crosswalks at the intersections of U.S. 19 and Main Street, Main Street and River Road, and in the turn lane throughout Main Street.

FIGURE 4.3.5.4 PROPOSED MAIN STREET GATEWAY AND STREETScape

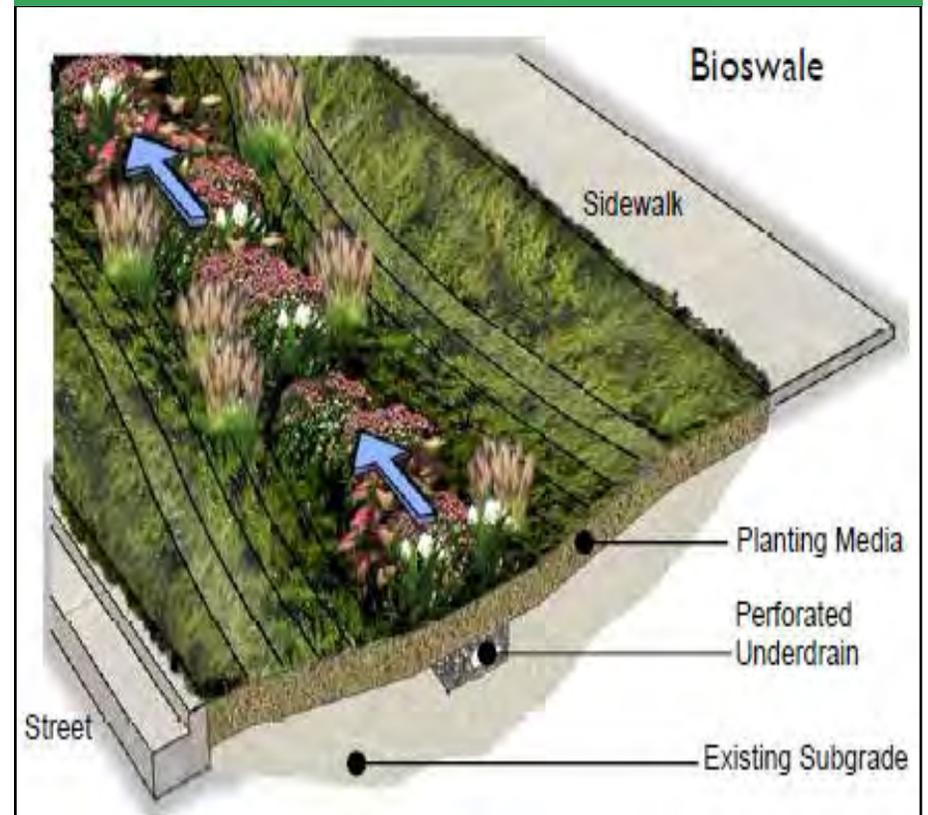


### ***Stormwater Management Capacity***

An important aspect of revitalizing the Main Street streetscape is incorporating environmental facilities capable of strengthening the corridor's stormwater management capacity. This requires a reduction in the amount of impervious surfaces and adding natural features that allow for the infiltration of stormwater back into the soil. These features not only help to mitigate flooding, they also work toward reducing the amount of automobile-based pollution on Main Street from reaching the Pithlactascotee River. This river, which has had a history of pollution issues, is a vital asset to the redevelopment of the Main Street node and measures should be taken to protect it. The Main Street road diet represents an opportunity to increase stormwater management capacities by replacing impervious surfaces with features such as rain gardens, bioswales (as depicted in Figure 4.3.5.5), infiltration strips, and stormwater planters. Moreover, street trees improve stormwater management capacities through the reduction in the total amount of rainwater that falls to the ground.

In regards to the paver sidewalk design referred to in Section 2, permeable sidewalk pavers can be incorporated to allow for additional infiltration of stormwater. For these environmental mechanisms to be effective, engineers should be consulted to ensure that the slope of impervious surfaces guides rainwater into the stormwater facilities for retention and gradual infiltration. While the stormwater management aspect of implementing these measures is the main concern, there are also benefits associated with aesthetics and placemaking. Using natural plants and flowers, the beautification of the streetscape will increase the attractiveness of Main Street and further the efforts to reconstruct the corridor in a manner that creates a pleasant environment for pedestrians to enjoy.

FIGURE 4.3.5.5 EXAMPLE OF STORMWATER MANAGEMENT FEATURES



Source: EPA, Green Landscapes Study,

### ***Implementation***

In the City of Greenville, a complete street redevelopment (Figure 4.3.5.3) including streetscape improvements and a road diet cost approximately \$1.8 million. However, given the recent push by state and federal government to provide alternative transportation choices and develop complete streets, there are several potential funding sources. These sources include:

- Transportation Investment Generating Economic Recovery Grant (USDOT)
- Community Transformation Grant (CDC)
- Transportation Alternatives Program (FDOT)
- Urban and Community Forestry Grant Program (FDOA)
- Clean Water State Revolving Fund (FDEP)
- RESTORE Act Grants (US Dept. of the Treasury)
- Community Development Block Grant (HUD)

### ***Desired Outcomes***

Following the activation of Acorn Street in a manner that brings people into the node and encourages pedestrian activity, the streetscape improvements to Main Street should be implemented to build upon this initiative and further efforts that are focused on human-scale improvements, as opposed to an environment dedicated to the automobile. The inclusion of bicycle lanes throughout Main Street will also serve as an indicator to motorized vehicles that operators need to proceed with caution and be mindful of pedestrians and cyclists.

Along with bicycle lanes, on-street parking and the narrowing of Main Street to two lanes with a median turn lane will further the goal of transforming this thoroughfare into a pedestrian haven. With this goal in mind, amenities for pedestrians, cyclists, and transit riders, such as benches with weather protectors, bicycle racks, and waste bins, should be strategically placed along Main Street. Moreover, incorporating natural elements that can also act as stormwater management facilities will improve the aesthetics of the roadway and facilitate pedestrian comfort. These natural elements can include rain gardens, bioswales, and infiltration strips that on the surface look like beds of flowers and native vegetation; however, these methods actively work to purify stormwater run-off as it filters back into the soil. Along with the living wall material discussed in the public art catalyst project, stormwater management facilities in Main Street are essential to protecting the environmental asset that the Pithlachascotee River represents. Looking forward, the Main Street enhancements to the existing streetscape should create a pedestrian-friendly space that is ripe for redevelopment. As more people are drawn to Main Street and Acorn Street as a result of these improvements, reinvestment and reactivation of this important corridor will be achieved.

### Major Investments

#### 6. Transit Oriented Development

Transit oriented development is an overarching principle used to guide three catalyst projects that seek to increase residential, employment, density, and regional connectivity. These two goals are crucial to bringing more people to Main Street and connecting New Port Richey with the nearby Tampa-St. Petersburg metropolis.

0-18 MONTHS

2-3 YEARS

5-10 YEARS +

1 2 3 4

5 6



T.O.D.

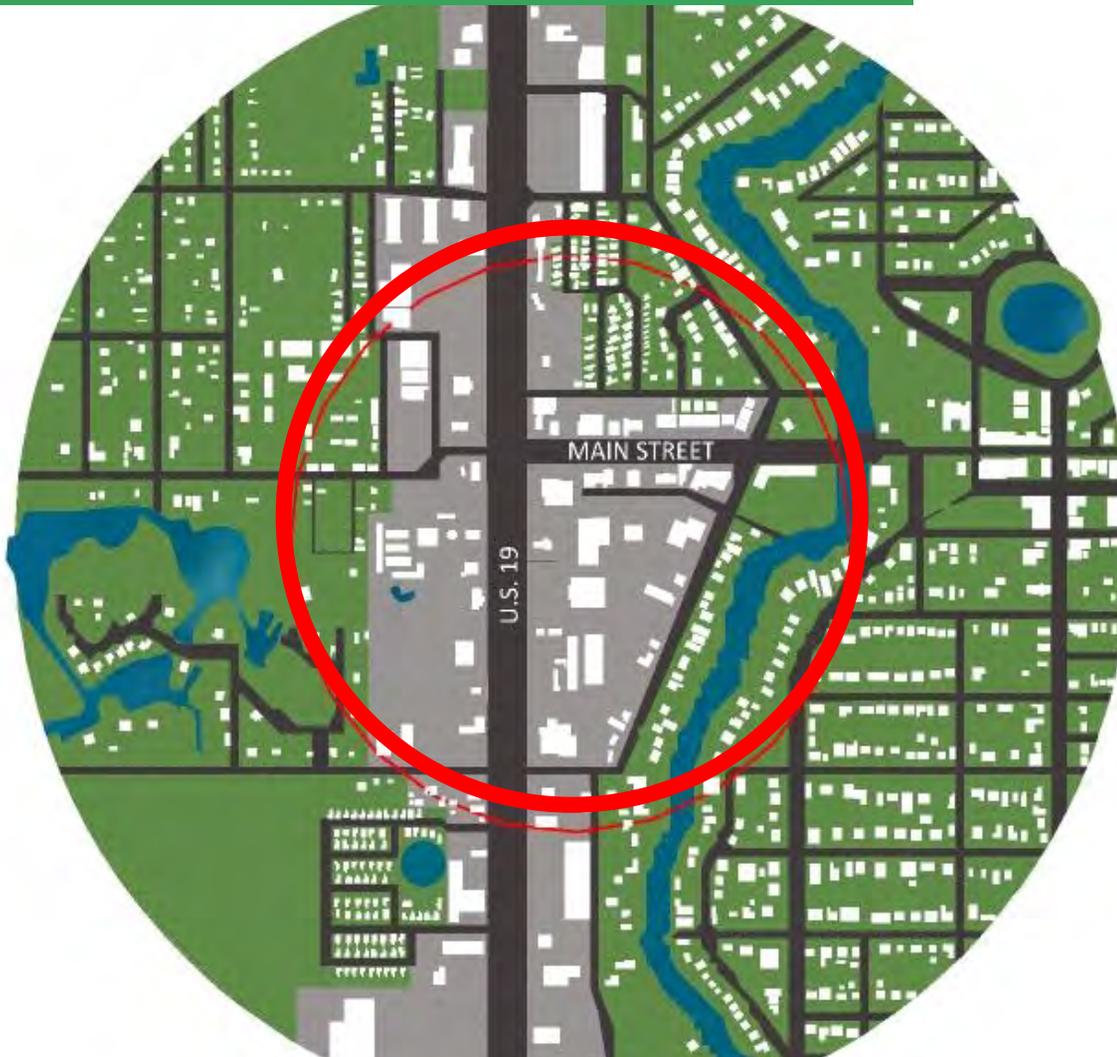
T.O.D.

T.O.D.

0 0.0125 0.025 0.05 0.075 0.1 Miles

## 4.3.6 TRANSIT ORIENTED DEVELOPMENT

FIGURE 4.3.6.1 MAIN STREET T.O.D. AREA



Source: FPD, 2014

### *Introduction*

Florida Statute defines Transit Oriented Development (TOD) as projects served by existing or planned transit service that are “compact, moderate to high density developments, of mixed-use character, interconnected with other land uses, bicycle and pedestrian friendly, and designed to support frequent transit service operating through, collectively, or separately, rail, fixed guideway, streetcar, or bus systems on dedicated facilities or available roadway connections” (Section 163.3164).

Since the Main Street Node is at the intersection of two major roads and downtown New Port Richey already provides the area with a more pedestrian-friendly built environment than much of the rest of western Pasco County, the FPD, Team believes Main Street could become a thriving TOD center. TOD focus areas typically consist of higher density nodes within a half-mile radius around a transit station. Figure 4.3.6.1 shows that almost the entire Main Street Node is within a quarter-mile radius (indicated by the red circle) and entire Node is within a half-mile radius (the displayed area) around a proposed bus hub site. While, Main Street currently lacks the density and intensity necessary to be a successful TOD node (Table 4.3.6.1), the FPD, Team anticipates that combining the previously proposed pedestrian improvements with a few strategic new developments aimed at increasing activity within the node and sparking ongoing private development could turn Main Street into a thriving TOD center.

The Florida Department of Transportation’s TOD Handbook defines three different types of TOD centers: Regional, Community, and Neighborhood Centers. Given Main Street’s relatively small size and low density, it qualifies as a Neighborhood Center. Table 4.3.6.1 demonstrates the need for the following three catalyst projects by comparing FDOT’s density and intensity recommendations for a Neighborhood Center serviced by bus to the existing conditions within the Main Street Node. Since, Main Street falls short in every category except total employment, increasing the density and intensity of uses along Main Street could promote increased use of transit and promote FPD’s vision for Main Street as a pedestrian-oriented node of activity and innovation.

Consequently, the FPD Team will use TOD as a framework for three proposed catalyst projects: a bus hub, a new affordable housing complex, and a mixed-use development. Each of these projects hopes to establish Main Street as a burgeoning center of commercial activity and a quality place to live. While these three projects alone will not provide sufficient density and intensity to support a TOD, these projects are intended to spark ongoing private investment to turn Main Street into a thriving destination that promotes the use of alternative modes of transportation. Each of these projects will be examined in more detail in the following sections.

<i>Neighborhood Center</i>		
<b>Bus Rapid Transit/Bus</b>		
<b>TOD Station Area Measures</b>	<b>Optimal</b>	<b>Existing Main Street TOD Area</b>
Station Area Total Residential Units	1,000-2,000	735
Gross Residential Density (Dus/Acre)	7-9	2.3
Station Area Total Employment	1,000-2,000	1,783
Gross Employment Density (Jobs/Acre)	10-15	5.57
Jobs/Housing Ratio (Employment: Residential Units)	1:1	2.4:1
Mix of Uses - % Residential /% Non-Residential	75%/25%	83.62%/16.38%

**TABLE 4.3.6.1: T.O.D. APPLICATION FOR MAIN STREET**

Source: FDOT & DCA, 2011

**Major Investments**

**6. Transit Oriented Development  
Bus Hub**

The emerging New Port Richey Main Street node must be well-connected through transit to facilitate the movement of people and encourage residents to leave their cars at home. This transportation hub will also enhance the level of activity on Main Street and incentivize the creation of small businesses in the node.

0-18 MONTHS

2-3 YEARS

5-10 YEARS +

1 2 3 4

5 6

T.O.D.  
BUS HUB

6

5

6

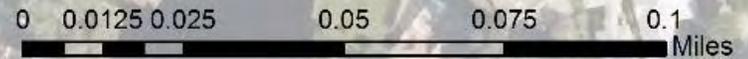
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## 4.3.6 BUS HUB

### Introduction

A major part of TOD is the public transit system. As mentioned in Section 2.2, the public transit system for Pasco County is the PCPT. The need for a bus hub in the node comes from the inadequacies of the current hub at the Kmart plaza (see Section 2.2.1). It lacks even basic amenities such as restrooms for bus drivers. There are already three routes servicing the Main Street study area (Routes 14, 18, 19). These routes could be rerouted to converge into a more promising location closer to growing nodes of development. Likewise, the location could work as a park-and-ride facility to encourage multi-modal transportation among residents of New Port Richey and Pasco County.

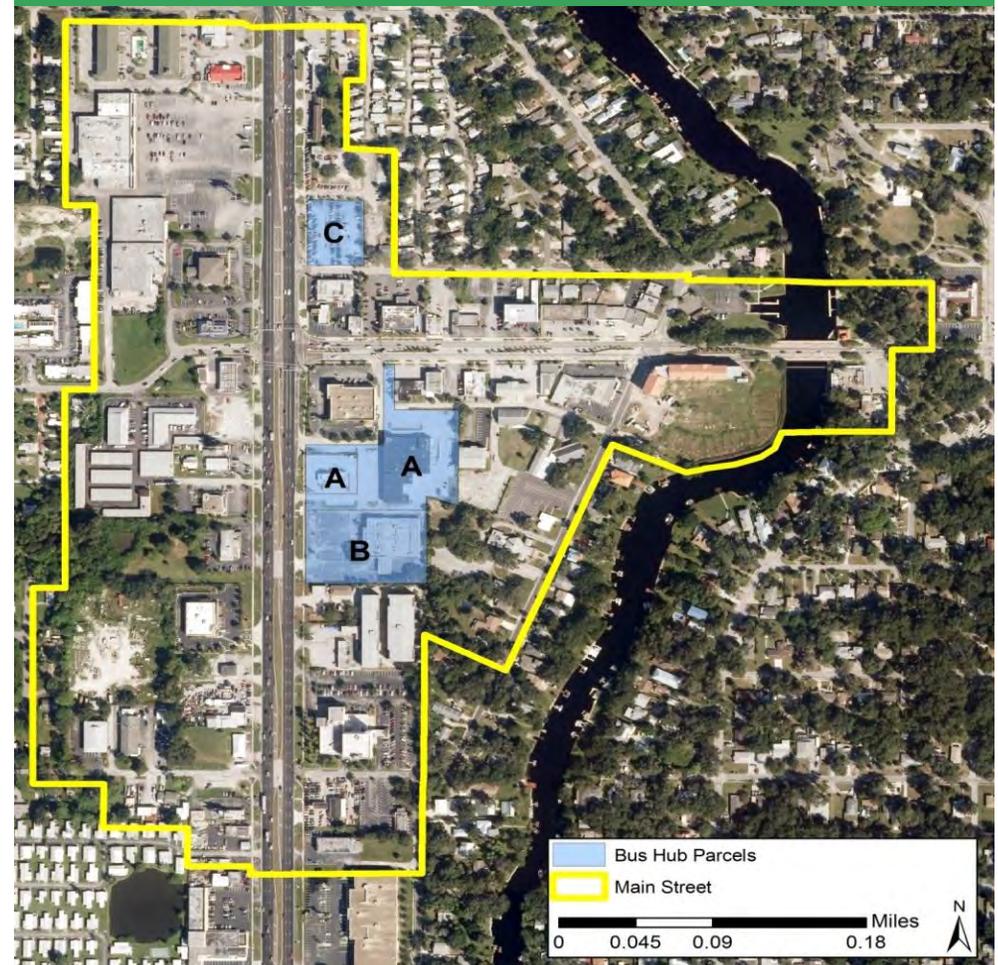
The Florida TOD Framework defines a bus hub as a “transit station if it serves a minimum of three fixed routes operating with headways of 21-30 minutes or less, and also serves as an intermodal hub connecting two or more modes of transportation” (Reconnecting America, 2014, 9). One type of bus hub is a transfer center. This is a place where regional and local bus lines, express routes, and circulator services meet for an easy transferring for riders. These facilities can be used as a location for dropping riders off and are located in major activity centers, zoned for commercial or mixed-use. They are typically 1¼ acres in size and are located at the intersection of major arterials adjacent to a highway interchange. In addition, they have dedicated bus lanes and bus bays (Florida Department of Transportation, 2008, 78). In this way, a bus hub appears to be both feasible and appropriate for the Main Street Node because of the three routes and the vacant and underutilized parcels in the node.

### Site Selection

The FPDL Team identified three potential site locations for the proposed bus hub. These sites were chosen based on their size (close to 1¼ acres), access to U.S. 19, and proximity to existing

and proposed development along Main Street. Map 4.3.6.1 displays the locations of each of the three sites. Site A (Parcels 1 & 2 in Map 4.2.2.7) is the current location of the vacant Sunbelt Newspaper building and the Downtown Gyros Seafood restaurant. Sites B and C currently house the SunTrust Bank and Julian’s Auto Showcase respectively. Each of the three sites has relatively low FARs, property values, and utilization ratio with structures that were built in the 1970s

MAP 4.3.6.1 MAIN STREET POTENTIAL BUS HUB SITE LOCATIONS



or before. To choose between the three potential sites, the FPDL Team used a Bus Hub Site Selection Matrix (Table 4.3.6.2) derived from the *Newark Intermodal Hub Study*. The FPDL Team compared the three potential parcels on the factors identified in the Matrix; ranked from one to three with one being the least desirable and three being optimal. Land and building available correlated with the property's acreage. Proximity to commercial development refers to how close the site is to retail uses. Proximity to existing modes of transportation indicates the site's accessibility by various modes. The number of attractions in the area is determined by the number of places people want to visit frequently. Ease of access into the site comes from the

number of access points the site has and where it is located on the road. Expansion potential stems from the amount of land and building is available for future expansion.

As seen Table 4.3.6.2, the FPDL Team determined the best location for the proposed bus hub is Site A. With a combined acreage of 3.13 acres, Site A was the largest site and had the most room for expansion. Likewise, Sites B and C were farther away from downtown New Port Richey and the other proposed catalyst projects along Main Street and Acorn Street. While the difference in distance was not substantial, small differences in walking distance can discourage

**TABLE 4.3.6.2: BUS HUB SITE SELECTION MATRIX**

Site	Site Information		Site Evaluation						
	Address	Acreage	Land/ Building Available	Proximity to Commercial Development	Proximity to Existing Modes of Transportation and Routes	Number of Attractions	Ease of Access into Site	Expansion Potential	Total
Bus	Car	Bike			Pedestrian				
A	6218 US Hwy 19	2.63	3	3	3	1	2	3	22
	6214 US Hwy 19	0.5			3				
B	6218 US Hwy 19	2.18	2	2	2	1	1	2	16
					2				
					1				
					3				
C	6404 US Hwy 19	0.88	1	2	2	1	3	1	13
					1				
					1				
					1				

Source: FPDL, 2014

residents from utilizing public transit. Even though Site C, had the most entrance and egress points, Site A was the only one of the three sites that had direct access to both U.S. 19 and Main Street. Since Site C was on the north side of Main Street it would also require more significant alterations to existing bus routes, and was farther away from existing and proposed bike and pedestrian networks. Consequently, the FPDL Team proposes the bus hub be located on Site A.

### Funding

According to *Access Pasco: A Plan for Transit*, Pasco County’s 10-year transit development plan, there is potential funding available for the bus hub, as shown in the Table 4.3.6.3. The hub is assumed to cost \$3.3 million and a tenth of its budget could come from the Penny for Pasco sales tax revenues from 2014. While Pasco County is still in process of determining how Penny for Pasco funding will be allocated, Penny for Pasco from 2016 could provide \$1.5 million for the land to construct the bus hub. The other \$1.5 million could come from the Florida Department of Transportation Regional Incentive Program (TRIP) funding in 2016 (Tindale-Oliver & Associates, 10-Year Transit Development Plan, 2013).

TABLE 4.3.6.3 BUS HUB FUNDING SOURCES	
Source	Amount
Penny for Pasco Sales Tax Revenue (2014)	\$313,935
Penny for Pasco (2016)	\$1,500,000
FDOT Transportation Regional Incentive Program (TRIP)	\$1,500,000
<b>Total</b>	<b>\$3,313,935</b>

Source: PCPT, Access Pasco, 2013

### Implementation

The transit development plan calls for the Pasco County Metropolitan Planning Organization (MPO) and PCPT to work together on this project. Transportation planning is done by the MPO who is funded by two federal grants through the Florida Department of Transportation (FDOT). An elected official from New Port Richey is one of the nine voting members representing local governments on the MPO.

### Timeline

Table 4.3.6.4 outlines the implementation phases that should guide the execution this project. Depictions of Phase 1, which involves re-routing existing routes can be seen in Figures 4.3.6.1 – 4.3.6.4. PCPT will begin by re-routing the routes that already converge in the Main Street node (e.g. Routes 14, 18, 19). Construction of the bus hub could then commence. After that, any additions that PCPT want to implement can be done.

TABLE 4.3.6.4 BUS HUB TIMELINE		
Phase 1	6-12 months	Re-route the 14, 18, & 19 bus routes
Phase 2	12-18 months	Construction of a ½ acre bus hub, including two accessible bathrooms, a ticket counter, and 4 saw tooth bus bays with bus shelters. <sup>1</sup>
Phase 3	Beyond	Add any necessary additions to the bus hub to accommodate expansions in service
Source: FPD, 2014		

<sup>1</sup> A half-acre is the size of the Asheville Transit Center in Asheville, NC, one of PCPT’s transit peers (refer to Appendix B for case studies)

FIGURE 4.3.6.1 POSSIBLE RE-ROUTING OPTIONS FOR ROUTE 14



Source: FPD, 2014

### Rerouting Bus Routes

Moving the location of the bus hub from the K-Mart location to Site A will require minor changes to the routes of three bus lines. This section outlines potential re-routing options.

Route 14 has the simplest reroute. Route 14 normally travels east and west on Main Street. The change shown on the left (Figure 4.3.6.1) shows buses making a slight deviation to loop around the bus hub.

Route 18 currently does not travel this far north on U.S. 19. The route presently connects with PCPT Routes 14, 19, and 23 at the current bus hub. The change on the left (Figure 4.3.6.2) shows buses traveling farther north to access the proposed bus hub.

Currently where the buses would turn onto U.S. 19, there is no designated intersection, so it would be best to break up the median so that the buses can turn left onto to U.S. 19 South. However, the traffic calming measures mentioned in Section 2 such as the community surface treatments and community gateway should help the buses to traverse in and out of the bus hub easier along U.S. 19.

FIGURE 4.3.6.2 POSSIBLE RE-ROUTING OPTIONS FOR ROUTE 18



Source: FPD, 2014

FIGURE 4.3.6.3 RE-ROUTING OPTIONS FOR ROUTE 19 NORTH



Source: FPD, 2014

FIGURE 4.3.6.4 RE-ROUTING OPTIONS FOR ROUTE 19 SOUTH



Source: FPD, 2014

Bus Route 19 currently travels north and south on U.S. 19. Rerouting Route 19 to access the proposed bus hub would require slightly different northbound and southbound routes. Figure 4.3.6.3 shows the proposed change to the northbound route. Northbound buses will simply make a right turn into the bus loop and right turn back out of the bus loop onto U.S. 19.

Southbound buses have two route-change options as shown in Figure 4.3.6.4. First, the buses could make a left turn onto Main Street, for easier access to the bus hub and then left turn onto U.S. 19. The second option would be to make a left turn into the bus hub from U.S. 19 and then another left turn out of the hub back onto U.S. 19. Because of the high volume traffic on the highway, the second option could take a longer time than the first option. Both options rely on a break in the median at the entrance of the bus hub on U.S. 19 that is not there currently.

## Design

The bus hub has several needs that the design needs to include such as public restrooms, bike parking, and at least three bus bays for the three routes. The hub also has to be located along U.S. 19 and will need between  $\frac{1}{2}$  acres and  $1\frac{1}{4}$  acres.

FIGURES 4.3.6.5 AND 4.3.6.6 BUS HUB DESIGN



Source: FPD, 2014

Figures 4.3.6.5 and 4.3.6.6 show the design for a potential bus hub. The bus hub will consist of two accessible restrooms, both 8' x 8', a ticket counter 16' x 8', two bike racks, and four saw tooth bus bays that can each hold one 45' bus. This design is  $\frac{1}{2}$  acre, the smallest size permitted.

## Desired Outcomes

The desired outcomes of the bus hub are: the addition of the transportation element of TOD, easy transfers, public restrooms for the drivers and riders, and the promotion of alternative modes of transportation. The completion of the bus hub, would enable people to transfer from route to route seamlessly. If they need extra fare money or need information about transfers, they can find it at the ticket counter. The public restrooms will give drivers and passengers a place to use the restroom while stopping at the hub. Both restrooms should be ADA accessible so that the disabled can use them as well. With the proposed streetscape and pedestrian infrastructure improvements, people should be able to walk or bike from any destination within Main Street to the hub. Currently there is parking near the bus hub. If that parking was redeveloped for another purpose, then the proposed parking structure is within a 5-minute walk of the location (see Section 4.3.7). In addition to providing the transit necessary for a TOD, the bus hub will accommodate multiple modes of transportation. There will be bike parking to encourage people to ride their bikes to the hub. In the end, the goal is for the bus hub to bring a critical mass of people and activity into the Main Street area thereby encouraging private investors to redevelop Main Street into a moderate density node and enabling residents to work, live, shop, and play within the node.

**Major Investments**

**6. Transit Oriented Development  
Affordable Housing**

In order to increase residential density and promote social equity in the Main Street node, an affordable housing complex will be constructed to cater to single millennials in search of cheap rent, families who need access to transit, and empty nesters looking to downsize.

0-18 MONTHS

2-3 YEARS

5-10 YEARS +

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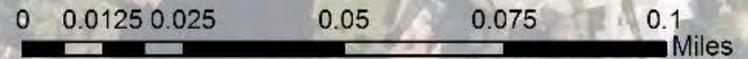
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T.O.D.  
AFFORDABLE  
HOUSING

6



## 4.3.6 AFFORDABLE HOUSING

### *Introduction*

Housing is one of the most important components of TOD. Sufficient residential density within close proximity to the transit hub is necessary to enable people to use alternative modes of transportation. In order to meet FDOT's recommended residential density for a neighborhood center, Main Street needs 265 additional residential units (See Table 4.3.6.1). To move Main Street closer to this standard and to draw more people and activity into the node, more housing development near the heart of the Node will be necessary.

At the same time, Poverty and homelessness are two issues that continue to plague The Harbors and the Main Street Node. In 2013, almost one in four New Port Richey residents lived below the poverty line. In the same year, 3,305 people were homeless in Pasco County; 97% of whom were unsheltered (Coalition for the Homeless of Pasco County, 2014). Improving the mix and affordability of housing throughout The Harbors is an essential part of addressing both of these issues. It is especially important to be proactive in the provision of affordable housing in areas like Main Street that are expected to grow in order to ensure rising property values do not undermine the affordability of housing.

To increase residential density within the Main Street TOD area and to provide a diverse mix of housing options that meet the housing needs of all of Main Street's residents, the FPD team recommends that a new affordable housing development be located near the heart of the Main Street Node. While this single development will not provide sufficient housing to support TOD or eliminate poverty and homelessness on its own, it will increase density in the Main Street Node, encourage continuing development within the Node, and ensure housing opportunities are provided to a diverse mix of residents.

### *Location and Proposed Site Design*

The City-owned church property (Parcel 10 in Map 4.2.2.7) located on River Road just South of Acorn Street was identified as a suitable location for this kind of housing development. With approximately 2 acres of space, the abandoned church is large enough to accommodate a housing complex large enough to notably increase residential density with the Main Street Node. It is one of the few sizable parcels within the Main Street node that is close enough to Acorn Street and the other catalyst projects to build off of the momentum of these projects, without being located along US 19 which would be a turn-off to many potential residents due to the noise and inconvenience it could cause. Finally, the fact that the church property is already city-owned will likely streamline the redevelopment of the property.

Figure 4.3.6.7 displays a proposed layout for an affordable housing development on the City-owned church property, featuring 23 units in seven triplexes and one duplex, with each unit consisting of 1,500 square feet with up to four bedrooms and two bathrooms. Each building has three stories, the maximum allowed under the zoning code, and a porch on which to sit or engage with neighbors on a sunny day. The complex also has a two-story building of 2,000 square feet for office space and other amenities such as an exercise or computer room. The proposed complex also includes a pool and playground area. Figure 4.3.6.8 illustrates the on-street parking. On-street parking was utilized to maximize the amount of green space for each unit. Placing parking in front of the unit provides space behind each unit for a shared backyard. Two parking spaces per unit are required by the zoning code of New Port Richey. The site of the City-owned Church on River Road is currently zoned for Multi-family-10 (MF-10), which permits 10 residential units per acre. For the proposed site plan to be viable the property would

TABLE 4.3.6.5 ZONING DISTRICT REGULATIONS FOR NEW PORT RICHEY

Regulation	Zone	
	MF-10	Downtown (MF-14)
<b>Density Type</b>	Low-Medium Density Residential	Medium Density Residential
<b>Commercial Requirement</b>	No	Yes
<b>Dwelling units/acre</b>	10	14
<b>Structures</b>		
<b>Duplex</b>		
<b>minimum floor living area</b>	600 sf	600 sf
<b>Triplex</b>		
<b>minimum floor living area</b>	500 sf	500 sf
<b>Dwelling units</b>		
<b>1 room efficiency</b>	400 sf	400 sf
<b>1 bedroom</b>	500 sf	500 sf
<b>2 bedroom</b>	650 sf	650 sf
<b>Building Coverage</b>		
<b>1 story</b>	40%	40%
<b>2 story</b>	30%	30%
<b>3 story</b>	25%	25%
<b>Maximum Stories</b>	3	3
<b>Setbacks</b>		
<b>Front</b>	25 ft	25 ft
<b>Sides</b>	Must equal 20 ft	Must equal 20 ft
<b>Rear</b>	10 ft	10 ft
<b>Parking</b>		
<b>spaces per dwelling unit</b>	2	2
<b>square footage</b>	200	200

Source: Municode, 2014

FIGURE 4.3.6.7 AFFORDABLE HOUSING COMPLEX



Source: FPD, 2014

FIGURE 4.3.6.8 AFFORDABLE HOUSING COMPLEX PROPOSED SITE PLAN



Source: FPD, 2014

need to be rezoned for MF-14. However, another option would be to make minor adjustments to the site plan to allow for fewer than 20 residential units thus meeting the MF-10 zoning requirements. Granted, the proposed site plan (Figures 4.3.6.7 & 4.3.6.8) is only one possibility that demonstrates the feasibility of placing 20+ units of housing on the proposed site with plenty of space to spare for parking and shared green space. So, the final site plan could be adjusted to avoid the need for rezoning, if desired.

### *Funding Sources*

Similar to the housing development proposed for Millers Bayou (Section 3.3.7) there are multiple potential funding sources available at the federal, state, and local level. The HOME Program HUD Fund accounts for the expansion and supply of decent, safe, sanitary, and affordable housing for low-income residents. Eligible jurisdictions can receive \$500,000 directly from HUD, or they can apply for program funds indirectly through the State's allocated HOME funds. Another federal program that could be utilized for this project is HUD's Low Income Housing Tax Credit (LIHTC). LIHTC offers a dollar-for-dollar reduction in federal tax liability for the construction or rehabilitation of affordable housing. In order to be eligible for the program, the development has to be a residential rental property, achieve one of two low-income occupancy threshold requirements, restrict rents in the units, and operate under the rent and income restrictions for 30 years or longer (Low Income Housing Tax Credits Eligibility, 2014). Florida's State Housing Initiatives Partnership (SHIP) Fund provides another viable source of funding. SHIP provides funding to counties and cities within Florida to produce and preserve affordable housing. SHIP funds can be used for a variety of housing strategies including property acquisition, new construction, rehabilitation, and down payment assistance. If these federal and state funding programs prove to be insufficient, Pasco County and New Port Richey could pursue the use municipal bonds or Tax-Increment Financing.

### **Implementation**

The first step is to rezone the property from MF-10 to MF-14 to allow the 23 unit proposed site plan on the two acre property. The Pasco County Housing Authority can then utilize the funding sources to demolish the church and then break ground on the development. After it is built, the Pasco County Housing

Authority can assist those that have applied for housing pay rent using existing housing rental-assistance programs.

### **Desired Outcomes**

This housing complex would add residential units to increase density within close proximity to the transit hub and TOD

Area. The increase in density hopes to increase activity and encourage continued private investment within the Main Street Node. Focusing on the affordability of this housing complex hopes to ensure that the housing needs of all The Harbors' residents are met and hopes to prevent the revitalization of Main Street from pricing current residents out of the area. The complex should also exemplify an attractive home environment with new construction, plenty of green space, and amenities for everyone to enjoy. The amenities provided will foster a sense of community within the complex. The front porch will connect people without the people having to leave their property. The pool and playground could provide another opportunity for interacting with neighbors. The complex is not far from the proposed commercial development and bus hub so people can access any of the other proposed projects with ease.

FIGURE 4.3.6.9 AFFORDABLE HOUSING COMPLEX



Source: FPD, 2014

**Major Investments**

**6. Transit Oriented Development  
Mixed-Use Development**

Up until this point, the Halinas building has been an interim-use art studio. As redevelopment momentum builds through time and dedication, this building should be redeveloped to provide space for business, employment, and residential opportunities.

0-18 MONTHS

2-3 YEARS

5-10 YEARS +

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T.O.D.  
MIXED-USE  
DEVELOPMENT

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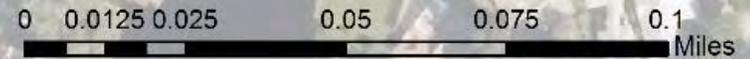
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## 4.3.6 MIXED-USE DEVELOPMENT

FIGURE 4.3.6.10 MIXED-USE DEVELOPMENT



Source: FPD, 2014

FIGURE 4.3.6.11 BACK OF MIXED-USE DEVELOPMENT



Source: FPD, 2014

### *Introduction*

Encouraging mixed-use development is among the most common strategies for promoting and supporting TOD. Mixing uses both vertically (on the same property) and horizontally (across multiple properties within a small area) can promote the use of alternative modes of transportation by significantly reducing the distances between where people live, work, and shop. In addition, mixed-use development simultaneously increases the density and intensity of commercial and residential development and significantly adds to the number of people and destinations moving to and from the Node. Without mixed-use development it can be difficult to reach the critical mass of activity necessary to support a transit system. In this way, encouraging mixed-use development within the Main Street Node could be vital to its success as a TOD center.

In addition to several previously discussed mixed-use elements, such as the mixed-use Innovation Café and extending the Downtown zoning classification to a larger portion of the node to allow for more mixed-use development, this Section proposes a specific site for a possible mixed-use development located between Main Street and Acorn Street (Parcel 8 from Map 4.2.2.7). While this one development will not provide a sufficient density or mix of uses necessary to support TOD by itself, it does provide a viable proposal for turning a previously underutilized parcel into a mixed-use development that increases the density and intensity of the Node in a key location and hopes to encourage further private investment in mixed-use developments throughout the Main Street node. In this way, the specific development proposed in this section hopes to act as a catalyst for further mixed-use TOD throughout the node.

### ***Possible Location and Site Design***

The Halinas Custom Interiors property (Parcel 8 in Map 4.2.2.7) was identified as an ideal site for a mixed-use development because its location in between Main Street and Acorn Street provides access to the Node's primary thoroughfare (Main Street) and pedestrian corridor (Acorn Street). In addition, the property's existing site design left a lot of surface parking and underutilized space. Finally, promoting mixed-used development directly along Main Street could support Main Street's character as a charming downtown.

The proposed site plan (Figures 4.3.6.12 & 4.3.6.13) and the design specification listed below provides a possible design for a mixed use development on the Halinas property. This design is primarily to demonstrate the feasibility of placing multi-unit, mixed-use development on the proposed site. The specifications are based on allowable densities specified by New Port Richey's zoning regulations as shown in Table 4.3.6.5, and do not necessarily represent a final or definitive site plan. It should also be noted that incorporating the parking garage into the design of this mixed-use development would only be necessary if the catalyst projects listed in the Main Street Small Area Plan successfully lead to the revitalization of much of the vacant commercial space along Main Street and the repurposing of the underutilized surface parking.

Proposed Site Design Specifications:

- The building consists of three floors, each comprising 5,345 square feet;
- The first floor should be commercial, displayed in Figure 4.3.6.10, with 4 units;
- The corner unit can be 1,500 square feet, the unit next to it can be 1,200 square feet, and the last two can be 900 square feet each;
- The office in the corner facing the street is 1,200 square feet;

- Figure 4.3.6.12 displays one of the residential floors, each of which have three one-bedroom apartments of 600 square feet;
- The other spaces can be used as amenities like an exercise room, game room, or computer room;
- There is room for an elevator core for all three floors in between those spaces;
- The corridor should be 10 feet wide with egress stairs on each side;
- Residents have access to a patio or green space area on top of parking;
- Two parking spaces on the first level would be available for each of the units.

### ***Implementation***

To allow the construction of this development and to encourage more mixed-use development throughout the node, New Port Richey's Downtown Zoning designation should be amended to clearly and specifically allow mixed-use development. Under the current Downtown zoning designation, mixed-use development is allowed, but any development that includes residential development must follow the requirements of the Multifamily-14 (MF-14) zoning classification. Since MF-14 requires significantly larger setbacks than the Downtown classification, constructing a mixed-use development within the Main Street Node is more difficult than traditional commercial development. Amending the zoning code to more easily accommodate mixed-use development is an important step to encourage mixed-use development throughout the TOD area.

Once the zoning code is amended, private developers can work with the Pasco County and the City of New Port Richey to construct the proposed mixed-used development and attract tenants to utilize the commercial space.

FIGURES 4.3.6.12 MIXED-USED DEVELOPMENT FIRST FLOOR SITE PLAN



FIGURES 4.3.6.13 MIXED-USED DEVELOPMENT SECOND FLOOR SITE PLAN



Source: FPD, 2014

### ***Limitations***

A potential limitation is that the parcel in its current configuration is not large enough to accommodate the proposed structure while also fulfilling the commercial parking requirements; there is only enough space for residents' parking spaces. However, there are a couple options for getting around this potential limitation. First, the commercial parking requirements could be amended to reduce the minimum parking requirements. As discussed in Section 3.3.3, commercial parking requirements often require more parking than is necessary, and consequently create empty parking lots for most of the year. In this way, reducing the parking requirements for this project would likely not have any negative consequences. Second, if the proposed parking structure, discussed in Section 4.3.7, was constructed it would provide sufficient shared-parking to accommodate the relative lack of parking created by the mixed-use development thereby eliminating this problem.

### ***Desired Outcomes***

Promoting mixed-use development within the Main Street Node will likely be a necessary step for Main Street to gain the density and intensity necessary to become a TOD center. The proposed mixed-use development provides one possibility of how existing underutilized space can be turned into a thriving mixed-use development that promotes the use of alternative means of transportation, increases economic activity, and supports Main Street's emergence as a TOD center. Being placed between Main Street and Acorn Street will help the commercial floor to get sufficient foot traffic and will support the use of alternative modes of transportation by allowing residents and customers to walk or ride bikes from any other location in the node, including the bus hub. This proposed development along with the recommended changes to the zoning code hopes to encourage a pattern of mixed-use development throughout the Main Street Node.

### Major Investments

#### 7. Parking Structure

As redevelopment continues, it is necessary to consolidate parking into one structure in order to preserve the pedestrian-friendly atmosphere that has been cultivated over time. In addition, the parking structure will continue to increase density in a vital location by providing more space for housing and commercial activities.

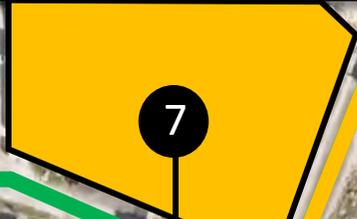
0-18 MONTHS

2-3 YEARS

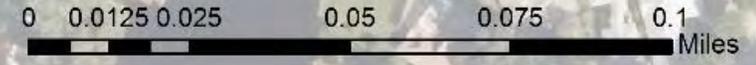
5-10 YEARS +

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PARKING STRUCTURE



## 4.3.7 PARKING STRUCTURE

### *Introduction*

A preliminary parking analysis conducted by the FPDL Team found that as few as 10% of the approximately 500 parking spaces along Main Street are utilized at any one time. This underutilization of parking spaces within Main Street suggests that the amount of parking can be reduced. The large amount of unused surface parking is taking up a lot of space that could be better used in future redevelopment efforts. As such, it is recommended that a consolidated parking structure be built to replace much of the existing surface parking. This would free up significant amounts of space for continued redevelopment efforts to increase the node's density and activity. In addition to consolidating parking into one location at the corner of River Road and Main Street,

the parking structure would also be wrapped in residential units along River Road and commercial space along Main Street. This location was strategically selected in an effort to increase residential and employment density within the Main Street Node, as well as to condense parking in order to continue to develop a compact, pedestrian-friendly environment.

However, this proposal is contingent upon two factors that would need to be addressed before the parking garage is pursued. First, given that the FPDL Team did not undertake a comprehensive parking analysis, Pasco County or New Port Richey should conduct an analysis to determine the feasibility and

appropriateness of constructing a mixed-use parking structure to consolidate parking for Main Street. This parking analysis will also allow the City of New Port Richey to consider revising its land development code in regards to its parking allocation requirements. Second, prior to developing the parking structure, much of the existing surface parking will need to be redeveloped into other uses by the other proposed catalyst projects and the private investment that is anticipated to follow. Otherwise, the parking structure will simply be adding more parking to an area that is already oversaturated with parking. The parking analysis will provide an understanding of how much of the existing surface parking needs to be redeveloped before a consolidated parking structure would be of use. If both of these contingencies are met, the FPDL Team believes that the parking structure could be a catalyst for sustaining the long-term growth of the Main Street Node into a thriving, transit-oriented commercial center. Until that time, Pasco County ought to focus its efforts on the other catalyst projects proposed in the Main Street Small Area Plan.

To promote an increase in density within the Main Street Node without compromising the small-town downtown



FIGURE 4.3.7.1 PROPOSED MIXED-USE PARKING STRUCTURE

Source: FPDL, 2014

feel of Main Street, the FPDL Team recommends that the parking structure be built with three levels and be wrapped with commercial and residential development on two sides. Providing between 150 and 180 parking spaces, a parking garage of this size would replace a sizable amount of the existing surface parking while also providing the Node several thousand more square feet of commercial and residential space.

In 2013, the national median parking structure construction cost was \$18,083 per space or \$54 per square foot (Cudney, 2014). Using these cost estimates, the FPDL Team's proposed 60,000 square foot parking structure would cost approximately \$3.24 million. Since the national median construction cost is based primarily on parking structures built in cities significantly larger than New Port Richey, it is likely that constructing the parking structure will cost less than this estimate. However, wrapping the parking structure with residential and commercial development will significantly increase the construction costs.

### ***Implementation***

In the event that the parking analysis confirms the desirability of a parking structure, a phased approach to the development of this mixed-use structure should be taken. First, Pasco County will need to collaborate with New Port Richey and potential developers to purchase the strip mall at the corner of Main Street and River Road. In 2009, this property was sold for around \$900,000, and it can be expected that the purchasing the strip mall will cost near or below that price tag (Loopnet, 2013). This property was identified as an ideal location for the parking structure because of its size, location within the heart of the Node, and its proximity to the Acorn Street pedestrian pathway. However, this property is currently occupied by commercial businesses. So, Pasco County and New Port Richey will likely need to come to an agreement with these businesses to ensure they are successfully relocated to the parking structure's commercial space or other locations. These businesses could even be offered incentives to move that can include, but are not limited to, free or reduced rent over a specified duration of time, tax breaks, and

reduced leasing price for parking spaces in structure. Once the property is purchased and the businesses are successfully relocated, the construction of the mixed-use parking structure would commence, and a marketing campaign will be essential to work toward attracting new businesses and residents to this new development.

### ***Funding & Limitations***

Funding for the project could come in part from partnering with developers and businesses interested in developing property close to the Pithlachascotee River in downtown New Port Richey. In addition, Pasco County and New Port Richey could lease half of the spaces to individuals or businesses and charge for parking when Main Street is holding events.

The major limitation to this project is that its usefulness is contingent upon the redevelopment of Main Street's excess surface parking. However, limitations also include the potential that existing businesses at the proposed location will be willing to relocate.

### ***Desired Outcomes***

As the proposed catalyst projects take shape and activity begins to increase throughout the Main Street Node, the FPDL Team hopes to consolidate parking space into one mixed-use structure to free the existing surface parking for redevelopment and to promote a pedestrian-friendly environment. Along with the road diet and on-street parking described in Section 4.3.5, the parking structure will work toward reducing the flow of traffic through Main Street and encouraging walkability within the node by concentrating automobile use in one location instead of continuing to allow auto-oriented uses (such as surface parking) to dominate the Node. In addition, the proposed residential units and commercial space wrapping the parking structure will continue to increase the node's density and activity. While the parking structure is a long-term project that will only be feasible when much of the existing surface parking has been redeveloped, it represents a strong opportunity to sustain Main Street's growth and momentum into the future.

**Major Investments**

**8. Food Hub**

The urban agriculture movement in New Port Richey is burgeoning, and a food hub can capitalize on this forward momentum. Developing local agriculture will stimulate the local food economy, thereby providing employment opportunities throughout the supply chain.

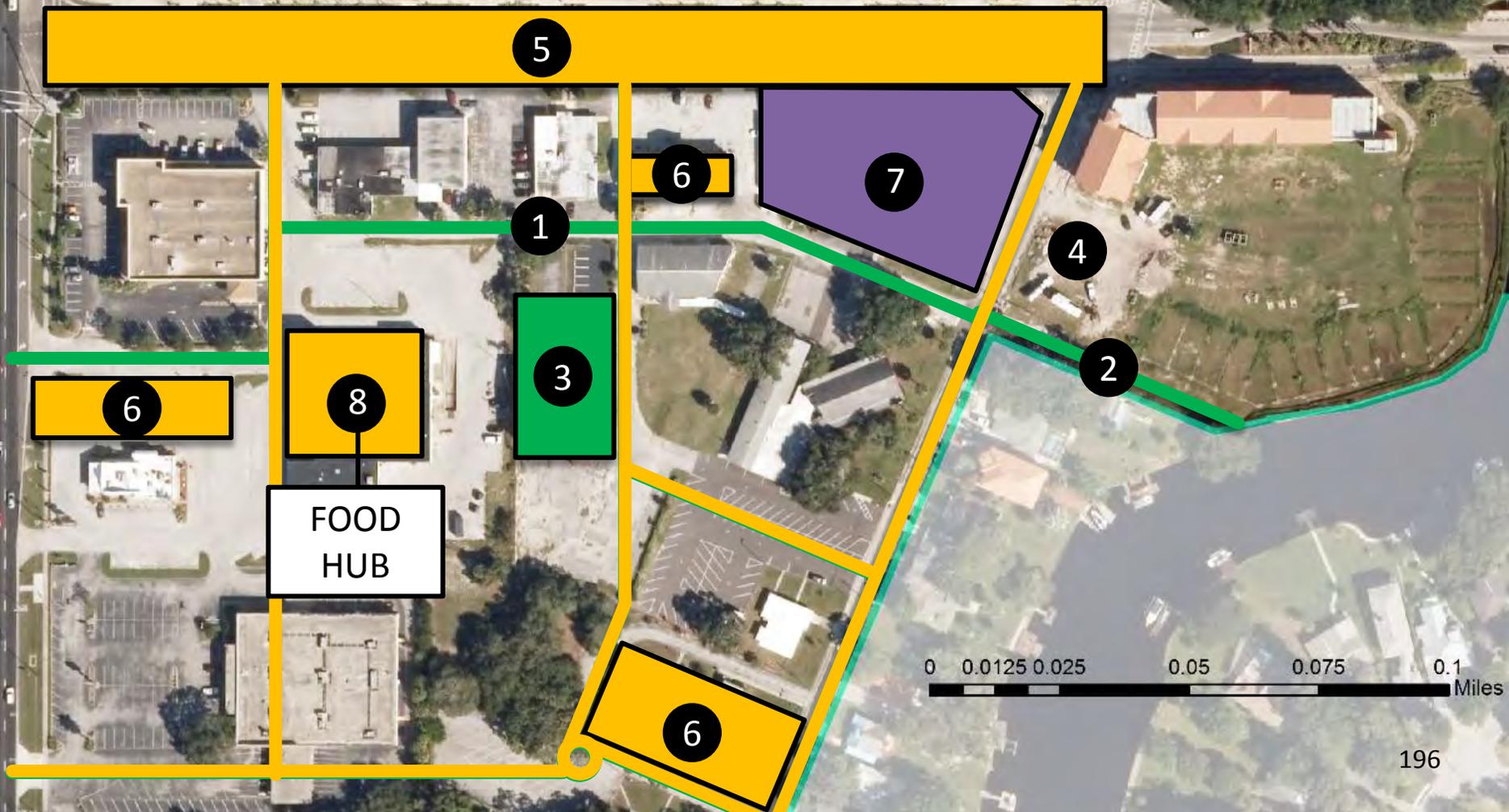
0-18 MONTHS

2-3 YEARS

5-10 YEARS +

1 2 3 4

5 6 7 8



0 0.0125 0.025 0.05 0.075 0.1 Miles

## 4.3.8 LOCAL FOOD HUB

### Introduction

Traditionally, food hubs act as the connection between small-scale farmers and local consumers. Food from various producers is aggregated in a central location and then distributed to different consumers (see Figure 4.3.8.1). In this context, consumers can range from individuals to food retailers. Whoever the consumer, the main purpose of the food hub is to market and distribute local food so that farmers can concentrate their efforts on production. Although economic development is usually the rationale behind the establishment of a food hub, there are also educational and social justice components that could be just as important than the economic considerations in the context of New Port Richey.

Through educational workshops, food hubs can inform the public about the importance of local food. Additional engagement can include workshops on culturally-appropriate food preparation, small-scale cultivation and food production techniques, and public health implications of local food. Aside from the educational aspect, food hubs can provide social services to low-income or homeless communities and take on the role of an entity that provides healthy food to these underserved populations. As seen in Map 4.3.8.1, the combination of low-income

residents and low access to grocery stores is prevalent within the Main Street node. The green portion of Map 4.3.8.1 represents the United States Department of Agriculture's (USDA) traditional definition of a food desert. This definition states that a community can be identified as a food desert when the census tract is categorized as low-income (poverty rate greater than 20%, or median household income less than or equal to 80% of the state-wide median household income) and is at least a mile away from the nearest grocery store (USDA, 2013). The orange portion of the map that encompasses a majority of New Port Richey illustrates that the census tracts are low-income and do not have access to a grocery store within a half-mile. A food hub within the Main Street node will work toward creating a local food economy that encourages the development of food industries in an area that needs access to affordable and healthy food.

Although the rural agricultural circumstances immediately surrounding New Port Richey may not be as robust as is necessary for an economically profitable food hub, there is land designated for agriculture throughout Pasco County that should be preserved. In addition, the urban agriculture movement within New Port Richey could support the social justice goals of a non-profit local food hub. The City of New Port Richey



FIGURE 4.3.8.1 FOOD HUB PROCES

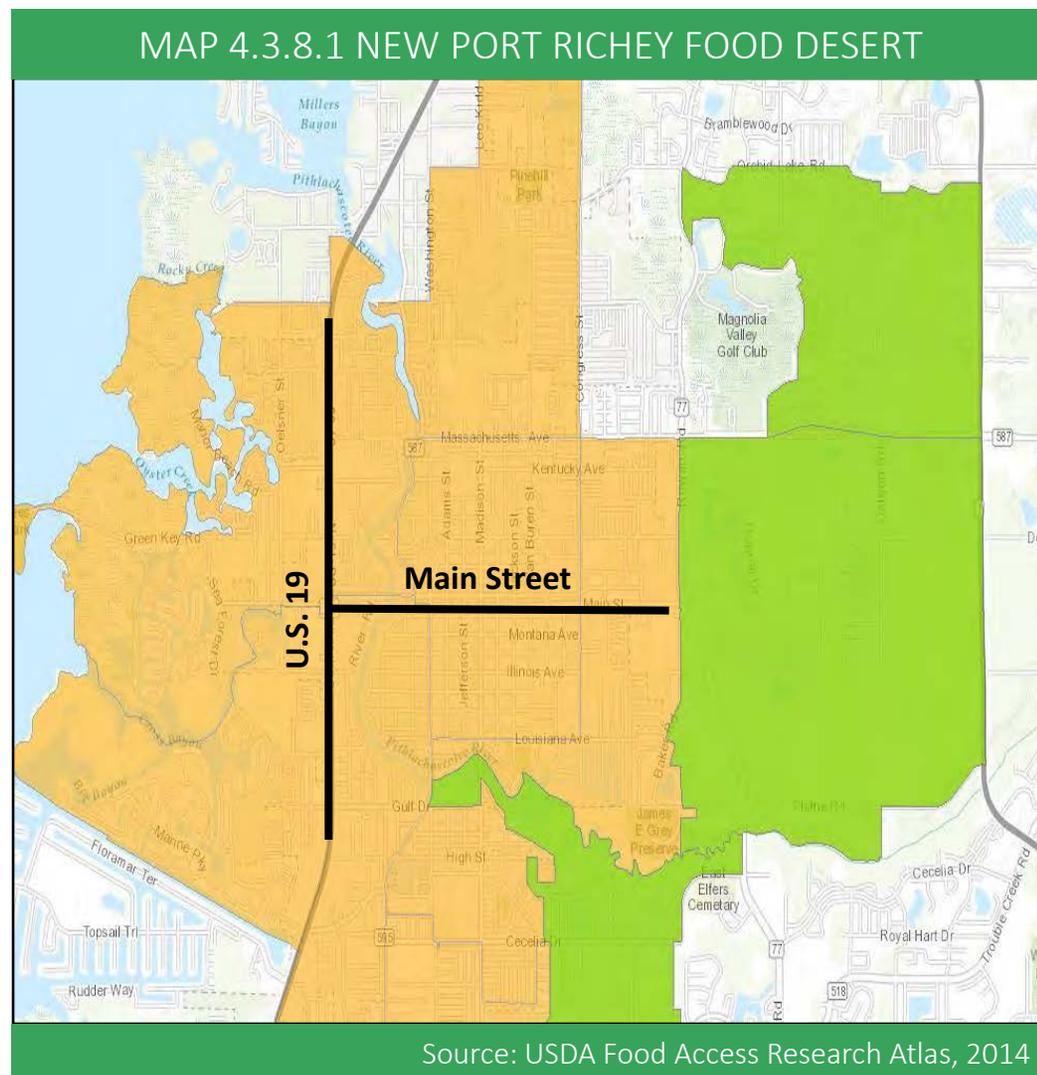
Source: The Local Food Hub, 2014

currently has a community garden ordinance that allows for community gardens in all zoning districts, and an environmental committee is lobbying the local government to establish an urban agriculture ordinance that will allow for the creation of urban farms that can utilize limited forms of animal husbandry. With this forward momentum in the local urban agriculture movement, a food hub with a social service-driven mission is viable. A potential location for this local food hub is the Sunbelt Newspaper building near the intersection of U.S. 19 and Main Street. The Main Street redevelopment strategy involves increasing density and creating a multitude of activities within this dense space. On the immediate parcels surrounding this Sunbelt property, the FPDL Team has proposed a bus hub, an innovation district that will include a food incubator on the parcels on and around the Vector Communications property, a pedestrian walkway that runs north of the Sunbelt building along Acorn Street, and a mixed-use parking structure with commercial and residential purposes. These parcels will work in concert to bring people into the Main Street node and create a dense, walkable environment with employment and living opportunities.

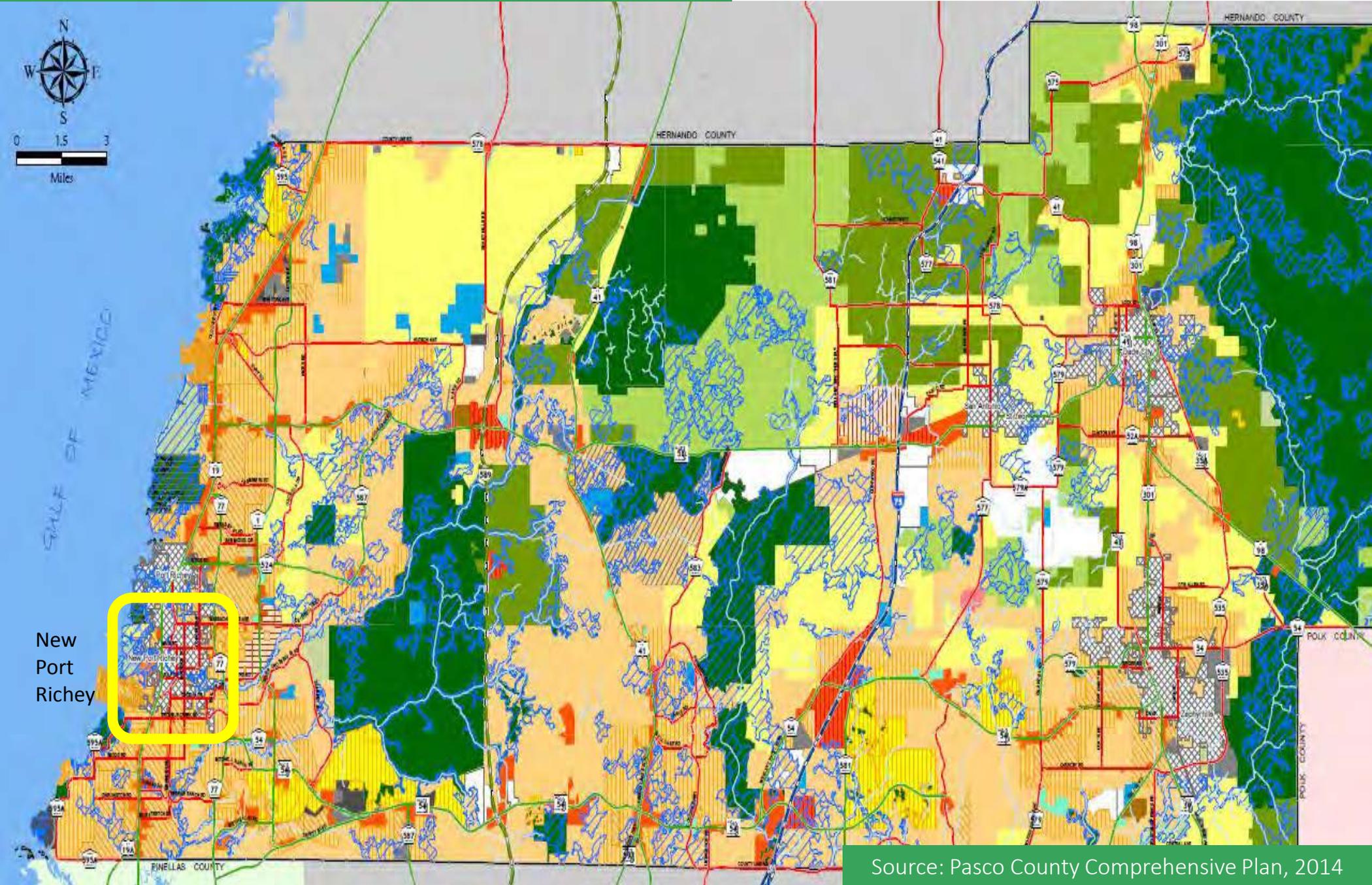
### **Implementation**

A good example of a successful non-profit food hub is the Local Food Hub in Charlottesville, Virginia. The Local Food Hub was started in 2009 with the mission of helping young farmers who has just recently started small and medium-scale farms (University of Washington, 2011, Pg. 28). As is increasingly the case with small and medium-scale farmers, these newly established farmers were spending an excessive amount of their efforts on marketing and distribution, and the Local Food Hub sought to improve their business plans by reducing the time the farmers spent on these activities not related with actual food production. To do this, the Local Food Hub collects food from up to 60 farmers in a 2-hour driving radius using their one 16-foot refrigerated truck and brings it back to their warehouse for processing. After processing, the

Local Food Hub then markets and distributes this food to local institutions able to buy in bulk such as schools, hospitals, prisons, and senior citizen housing communities. They also operate a 60-acre farm that contributes to the food hub and is used as an educational farm for local residents who want to learn more about food production. In addition, 25% of the food produced on this farm is donated to local food banks along with 5% of the food aggregated from local farmers (University of Washington, 2011, Pg. 29).



# MAP 4.3.8.2 PASCO COUNTY FUTURE LAND USE MAP-2025



New Port Richey

Source: Pasco County Comprehensive Plan, 2014

**AG**  
**AGRICULTURAL - 0.1 du/ga \***

**AG/R**  
**AGRICULTURAL / RURAL - 0.2 du/ga \***

The start-up costs associated with this food hub enterprise were estimated at \$300,000 (University of Washington, 2011, Pg. 29). This funding came from various sources including the local economic development board, a foundation, and community donations. In terms of the Local Food Hub budget, an overwhelming majority (\$500,000) of their annual operating budget (\$650,000) comes from fundraising efforts with the remainder derived from the income of their operation. In the context of a proposed food hub in the Main Street node, Pasco County would have to acquire the Sunbelt Newspaper property. This parcel has been listed on a commercial real estate website, Loopnet, as being \$51.58 per square foot, and the asking price for the property is \$1.2 million (2014). Additionally, the former newspaper facility will need to be renovated to act as a warehouse that includes cold storage space. Fortunately, there are several federal funding sources that can aid in the planning, construction, land acquiring, marketing, and training of food hubs. These sources include:

- Community Facilities Grants and Loans (USDA)
- Community Food Projects Competitive Grant Program (USDA)
- Beginning Farmers and Rancher Development Program (USDA)
- Farmers Market Promotion Program (USDA)
- Public Works and Economic Development Program (US Dept. of Commerce)
- Economic Adjustment Assistance Program (US Dept. of Commerce)
- Community Economic Development Grants (US Dept. of Health and Human Services)
- Community Transformation Grants (US Dept. of Health and Human Services)

Using the 2-hour driving radius method that is employed by the Local Food Hub, all of the agriculture land in Pasco County could potentially be used to gather agricultural products. As shown in Map 4.3.8.2, a majority of land designated for agriculture is found in the central and northeastern regions of the county. A feasibility analysis of the potential agricultural production on the surrounding farm land

should be conducted to determine the amount of produce that could supply a food hub in New Port Richey. In addition, urban agriculture ordinances, such as market gardens or urban farms, that incentivize the production of food within New Port Richey city limits should be implemented to capitalize on the momentum present in the urban food movement. These sources of locally-grown food can be utilized by the food hub as a means to stimulate the local food economy. Through partnerships with institutions such as Richey Elementary School, Gulf Middle and High School, North Bay Hospital, and Publix Supermarkets, a food hub in New Port Richey can provide local food to institutions able to buy in bulk. Partnering with these institutions also represents an opportunity for the food hub to educate people of all ages in New Port Richey about the importance of local food and the techniques that make its production possible. The role of Pasco County in the food hub would be to provide technical assistance in the development of a feasibility study, the purchase of the Sunbelt property if the project is deemed feasible, and aid in the facilitation of strategic partnerships with local institutions.

### ***Desired Outcomes***

The purpose of a food hub on Main Street is to support food entrepreneurs in the area to start small businesses that contribute to economic development and small farms that produce food for local consumption. In order to adhere to the principles of the Main Street redevelopment efforts, there should be outlets for food purchase and consumption that are within walking distance of places of residence proposed by the affordable housing project, as well as existing housing around Main Street. By improving pedestrian conditions throughout Main Street and Acorn Street, an environment is fostered that allows people to interact and spend more time in an area that is welcoming. As these conditions improve, restaurants and food outlets will be the first choice for new businesses. Moreover, the bus hub adjacent to the food hub will bring additional pedestrians into the Main Street node. Finally, as mentioned in Section 4.3.2, the innovation district could include an industrial kitchen incubator that will allow food entrepreneurs to perfect their craft.

**Sustained Growth**

**9. Sandbox Business District**

The Sandbox Business District will be a location in which entrepreneurs can set up their own space to launch their business ideas.

0-18 MONTHS

2-3 YEARS

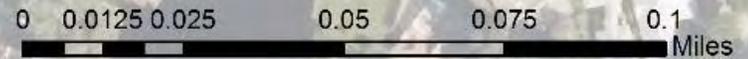
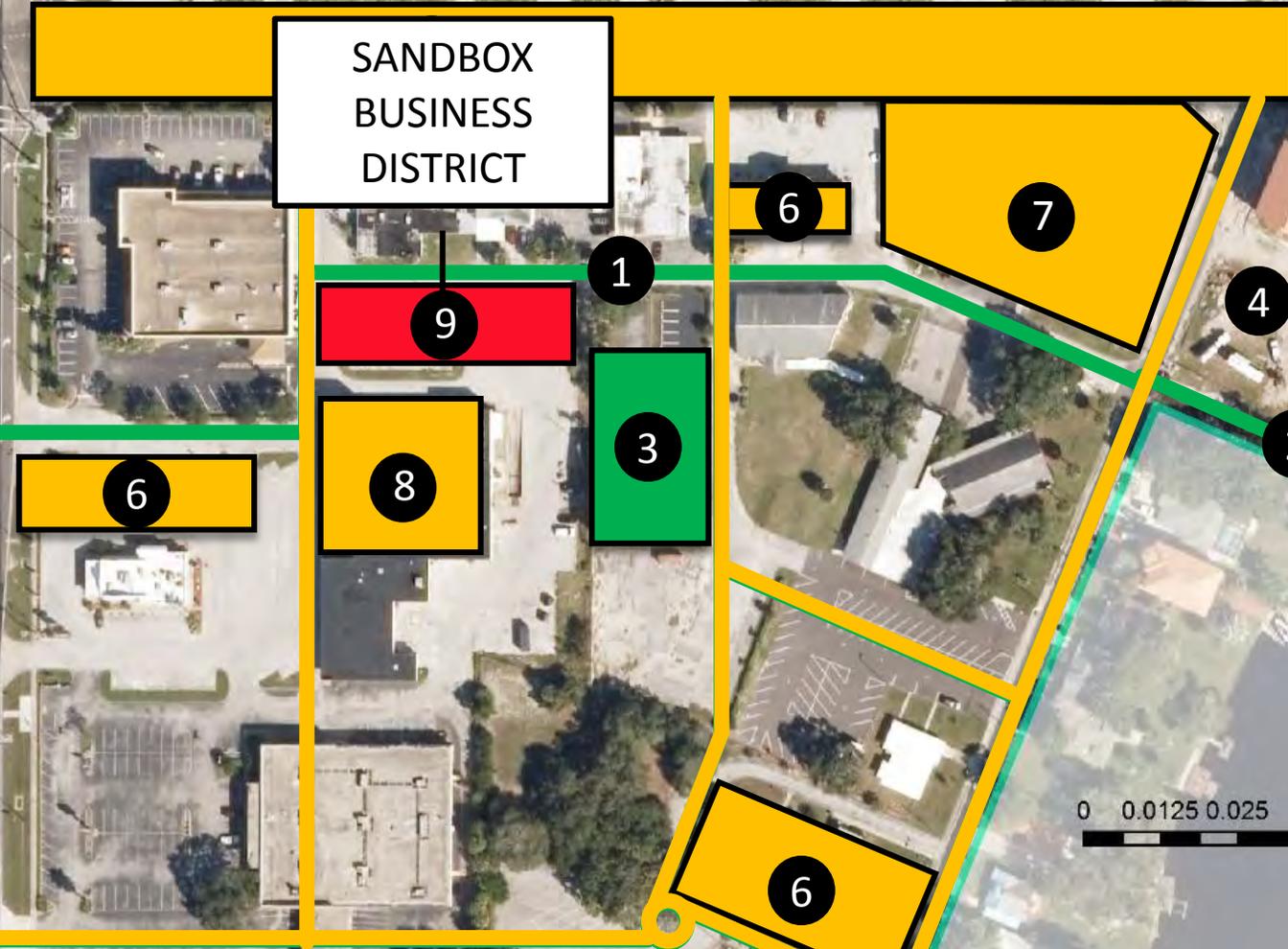
5-10 YEARS +

1 2 3 4

5 6 7 8

9

SANDBOX  
BUSINESS  
DISTRICT



## 4.3.9 SANDBOX BUSINESS DISTRICT

### *Introduction*

The Sandbox Business District represents the next step in the establishment of Main Street's Innovation District. The streetscape and pedestrian infrastructure improvements along Main Street and Acorn Street, the new TOD, and the development of the Innovation Café hope to bring people and economic activity back to Main Street. Coupling this new activity with Main Street's existing startup incubators, such as SMART Start, creates an opportunity for Main Street to become a center for small business startups in Western Pasco County. In order to capitalize on this potential and provide these startups with a unique environment to start their businesses, the FPDL Team recommends the development of a Sandbox Business District.

A Sandbox Businesses District utilizes shipping containers to create a uniquely interactive environment for business and innovation. In the Sandbox District, local entrepreneurs pursuing new business ventures would have the opportunity to buy or lease shipping container space for their manufacturing, retail, or living needs. They would then have the ability to move, stack, position, design, and decorate their containers to meet their business needs and creative desires. Just as in a children's sandbox where kids can mold and manipulate their space, so too would the sandbox district allow startups and small

businesses to creatively manipulate their space. This freedom and unique environment would provide innovative startups with a creative and low-cost alternative to traditional strip development where small businesses typically locate.

### *Design*

Shipping containers are an abundant resource in the United States, especially in port cities like Tampa. They are primarily used for transporting and storing goods, however their strong engineering can also serve as a great foundation for a building. Over the last decade, many examples have emerged of homes, offices, classrooms, and retail spaces built out of shipping containers. The Sandbox Business District seeks to capitalize on the durability and abundance of shipping containers to create a flexible, low-cost business community in New Port Richey.

Local entrepreneurs pursuing new business ventures will have the opportunity to buy or lease shipping container space for their manufacturing, retail, or living needs. Moreover, simple and clear rules for the district will establish a safe and free space to move and reposition their shipping container in order to maximize their prospects for business and innovation.

## 4.3.9 SANDBOX BUSINESS DISTRICT

The Sandbox Business District is intended to be a very open, flexible, and creative space. However, it requires some level of order and organization for it to function effectively. In striking a balance between these two design factors, FPDL recommends that the district be divided into 36-foot perimeter hexagons surrounded by 7-foot wide pedestrian pathways (Figure 4.3.9.1). Fitting together in a honeycomb pattern, these hexagonal sandboxes allow for more efficient use of space while allowing the sandbox owner the freedom to explore many variations of how their business might best fit into the space. Hexagonal greenspaces should be included among the sandboxes in order to relieve a cluttered appearance and provide beautiful space for business producers and consumers to enjoy. To add to the character and dynamic of the Sandbox District, it will include tools that will enhance the flexibility of the space such as a crane to move the shipping containers around from time-to-time (Figure 4.3.9.2).

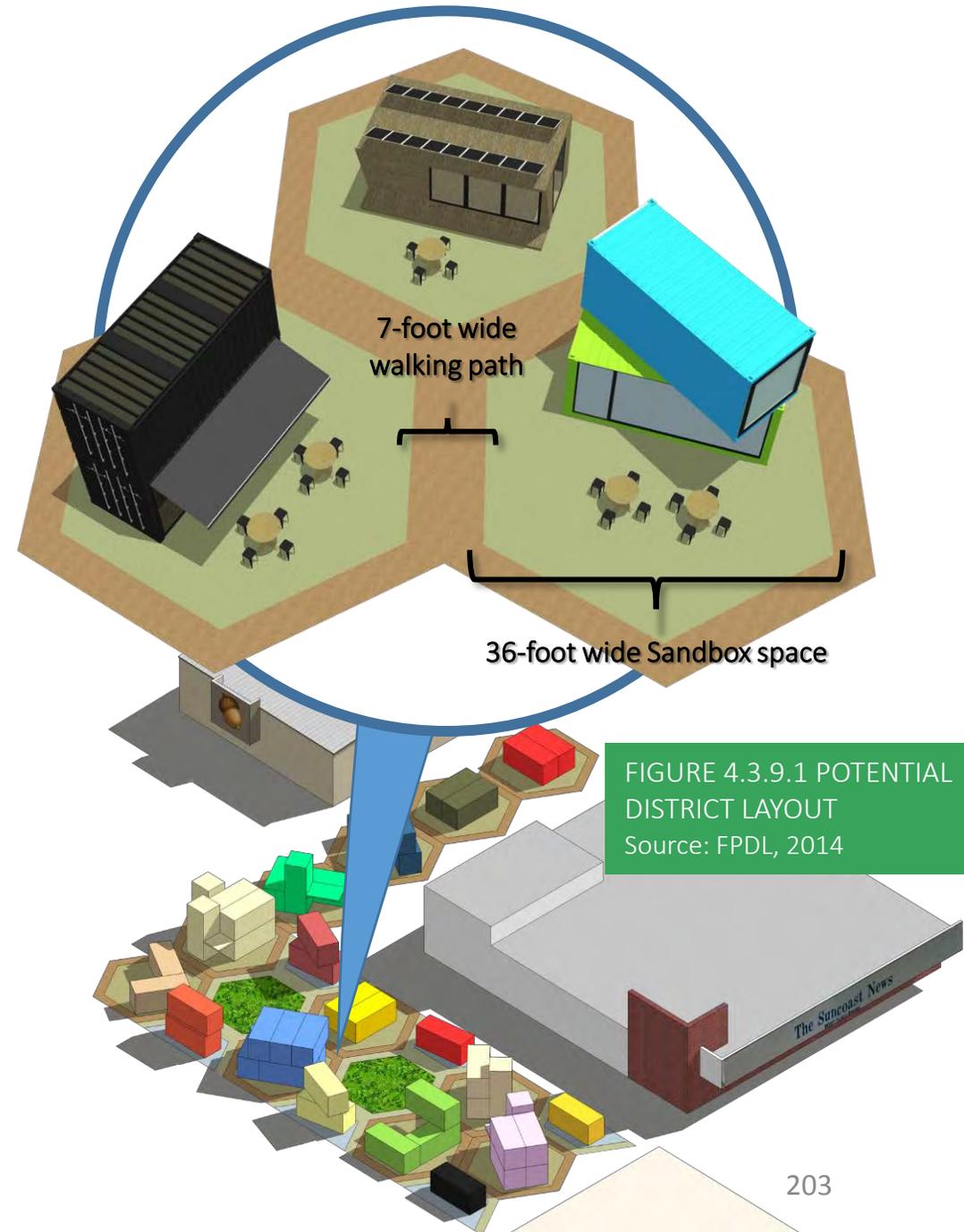
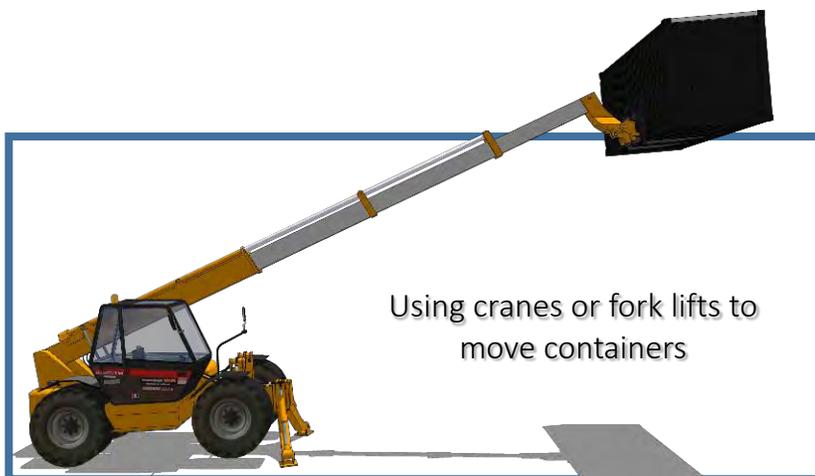


FIGURE 4.3.9.1 POTENTIAL DISTRICT LAYOUT  
Source: FPD, 2014



Using cranes or fork lifts to  
move containers

FIGURE 4.3.9.2 CRANE ARRANGING SHIPPING CONTAINERS  
Source: FPD, 2014

## 4.3.9 SANDBOX BUSINESS DISTRICT

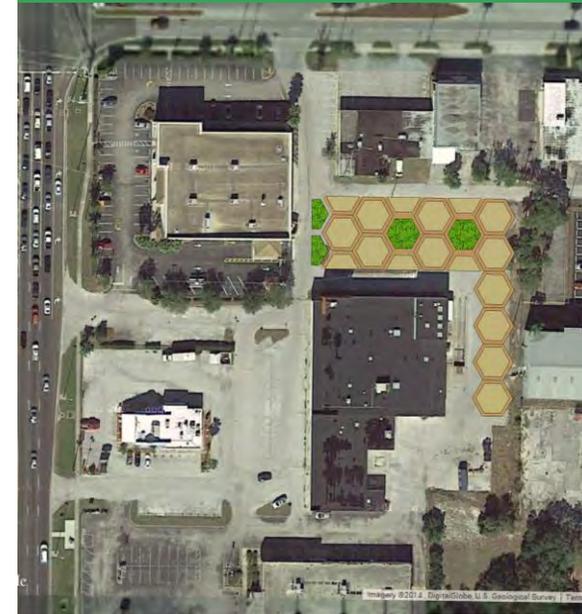
### Implementation

The FPDL Team recommends using the parking lot on the north and east sides of the Suncoast Newspaper building for the Sandbox Business District (Figure 4.3.9.3). This location was chosen for two reasons. First, it is in close proximity to the proposed Acorn Street pedestrian walkway and the Innovation Café. Keeping these uses close together would facilitate the creation of a unified innovation district. Second, the Sandbox District would be an effective reuse of an otherwise underutilized surface parking lot. Especially if the proposed parking structure is completed, this excess parking would not be necessary.

Table 4.3.9.1 outlines the projected cost of the Sandbox Business District. First, removing all of the pavement and debris to prepare the site for the Sandbox District would cost roughly between \$2.50 and \$3.50 per square foot (costhelper.com, 2014). Installing hexagonal sandboxes using grass and permeable gravel pavers is projected to cost between \$1.50 and \$5.75 per square foot (lid-stormwater.net, 2014). Using aerial imagery, the FPDL Team estimates that at least 11 full hexagon-sandboxes, six half hexagon-sandboxes, and three hexagon-greenpaces will fit on the site with more than 26-feet of clearance from the Suncoast and Walgreens buildings. Each full-hexagon sandbox can safely fit between one and six shipping containers whereas half-hexagon sandboxes can only fit two.

Purchasing and delivering the shipping containers costs approximately \$2,100 cost per container to be delivered from Tampa (US Container Sales, 2014). Renovating the shipping containers to accommodate business needs requires an additional cost. While this investment in renovating a shipping container would be covered by the startup, Pasco County and New Port Richey may consider offering financial incentives, such as startup grants to help encourage businesses owners to participate in the sandbox business district. For instance, using 50 containers as a rough estimate of the number of necessary containers, Pasco County could offer to pay 50% of every container delivery and offer a \$2,500 start-up grant to 10 different businesses for only \$52,500.

FIGURE 4.3.9.3 HONEYCOMB PARCELS ON PROPOSED SITE



Source: FPDL, 2014

Treatment / Use	Units	Low Cost Estimate	High Estimate
Pavement removal	20,160 sq. ft.	\$50,400	\$70,560
Grass / gravel pavers for sandboxes and pedestrian walkway	20,160 sq. ft.	\$30,240	\$115,920
Shipping container subsidized delivery and renovation	50 containers	\$52,500	\$65,000
Business district manager	1 manager	\$20,000	\$55,000
<b>Total</b>		<b>\$153,140</b>	<b>\$306,480</b>

TABLE 4.3.9.1 SANDBOX DISTRICT COST ESTIMATES

Source: Costhelper.com; lid-stormwater.net, 2014; US Container Sale, 2014

## 4.3.9 SANDBOX BUSINESS DISTRICT

In order to ensure prudent management of the sandbox business district, Pasco County and any partners should consider hiring a business district manager. This position would coordinate and manage district activities and outreach including collecting rent for spaces used, assisting business owners, and marketing the district to stakeholders and people abroad. Altogether, this brings the total project cost to between \$150,000 and \$300,000 (Table 4.3.9.1). However the Sandbox District could likely be implemented on a much smaller budget by eliminating the grant program.

### *Limitations*

Initially, it may be difficult to convey exactly what the Sandbox Business District is, especially because there are few examples of similar developments elsewhere. Consequently, inadequate numbers of entrepreneurial participants may initially be a limitation. It will be important for ACRN and Pasco County to facilitate discussions about the opportunities and challenges of a Sandbox Business District.

However, while examining New Port Richey's zoning and building codes, the FPDL Team did not discover any ordinances precluding the use of shipping containers within the Main Street Node unless they are converted into dwelling units in which they are likely subject to New Port Richey's Mobile Home Park District Ordinances. Otherwise, shipping containers exceed all building code standards and the use of shipping containers for businesses in the current Highway Commercial and future Downtown overlay is permitted.

### *Desired Outcomes*

The Sandbox Business District hopes to work with the Innovation Café to create a small scale innovation district just south of Main Street. The Sandbox District embodies the creative reuse of underutilized space to provide a unique environment for startups to develop and sell their products. In this way, the Innovation District expects to be the catalyst for new economic activity within Main Street.

# 4.4 Development Management

Development Management details the goals, objectives, and policies (GOP's) that should guide the development of each catalyst project. Each of the GOP's describe what needs to happen as well as how and when it should be implemented. Pasco County and New Port Richey should consider these GOP's as a starting point for reimagining the vision and related regulatory framework for the Main Street node. Main Street's GOP's are divided into four categories. **Livability** pertains to GOP's that will enhance the quality of life for the residents and visitors of New Port Richey. The addition of these GOP's will promote a healthy, diverse, and culturally-enriching lifestyle. **Environment** relates to GOP's that will make efficient use of the node's resources and improve the environment's effects on the people and species that inhabit the Main Street Node. **Transportation** has GOP's that will increase the accessibility and mobility of the node with public transportation and efficient parking. **Economy** contains GOP's that will improve the economy with entrepreneurship and innovation leading to more jobs and capital coming into the node.



## LIVABILITY

- Goal 1:** The creation of a more pedestrian-friendly node.
- Goal 2:** A node that provides safe and affordable housing.
- Goal 3:** The creation of a node influenced by local art.
- Goal 4:** The provision of adequate public services.



## ENVIRONMENT

- Goal 5:** A node grounded in utilizing local food sources.
- Goal 6 :** A node that mitigates light pollution.
- Goal 7:** The protection of the Pithlachascotee River.



## TRANSPORTATION

- Goal 8:** The creation of a transit-oriented node.
- Goal 9:** The creation of a node with a sufficient amount of consolidated parking



## ECONOMY

- Goal 10:** A node with a sustainable economy grounded in local business and innovation.

# 4.4.1 GOALS, OBJECTIVES, & POLICIES

## LIVABILITY

**Goal 1:** The creation of a more pedestrian-friendly node.

**Objective 1.1:** By 2019, increase the amount of surface treatments by 40%.

**Policy 1.1.1:** Pasco County will work with New Port Richey and FDOT to install surface treatments on Main Street, U.S. 19, and River Road.

**Objective 1.2:** By 2019, ensure 100% of roads have sidewalks.

**Policy 1.2.1:** Pasco County shall work with the City of New Port Richey to add sidewalks along Acorn Street.

**Goal 2:** A node that provides safe and affordable housing.

**Objective 2.1:** Add 23 affordable housing units by 2020.

**Policy 2.1.1:** Pasco County shall work with the City of New Port Richey to carry out the Affordable Housing component of Vision 19's Main Street Small Area Plan.

**Goal 3:** The creation of a node influenced by local art.

**Objective 3.1:** By 2020, increase the amount of public art in Main Street by at least 30%.

**Policy 3.1.1:** The City of New Port Richey shall work with Pasco County to amend the zoning code to allow more murals and street art.

**Goal 4:** The provision of adequate public services.

**Objective 4.1:** By 2024, 100% of public services will meet Florida Concurrency standards.

**Policy 4.1.1:** Pasco County shall work with the City of New Port Richey to upgrade all roads below LOS E in Main Street.

**Policy 4.1.2:** Pasco County will coordinate with the City of New Port Richey to test the Pithlachascotee River for water quality and make strides to clean the river should tests come back positive for contaminants.

**Policy 4.1.3:** Pasco County shall work with the City of New Port Richey to maintain a passing LOS for all parks, greenways, open spaces, and recreational facilities.

**Policy 4.1.4:** Pasco County will work with the City of New Port Richey to observe the LOS of all potable water in Main Street to ensure it is safe to consume and use.

**Policy 4.1.5:** Pasco County will work with the City of New Port Richey to maintain a passing LOS for all wastewater and septic facilities.

**Policy 4.1.6:** Pasco County will work with FDOT, PCPT, and the City of New Port Richey to ensure all public transportation systems and services meet a passing LOS.

## ENVIRONMENT

**Goal 5:** A node grounded in utilizing local food sources.

**Objective 5.1:** By 2018, increase the amount of local food production by at least 30%.

**Policy 5.1.1:** Pasco County will work with the City of New Port Richey to implement the Food Hub component of Vision 19's Main Street Small Area Plan.

**Policy 5.1.2:** Pasco County shall work with the City of New Port Richey to utilize financial incentives to increase the amount of local food production.

**Policy 5.1.3:** Pasco County shall work with the City of New Port Richey to amend the Future Land Use Map to accommodate the agricultural land needed to increase local food production and sources.

**Goal 6:** A node that mitigates light pollution.

**Objective 6.1:** By 2025, reduce light pollution by at least 40%.

**Policy 6.1.1:** Pasco County shall work in conjunction with the City of New Port Richey to utilize the types of street lamps laid out in the Main Street Small Area Plan to reduce light pollution in the City of New Port Richey.

**Goal 7:** A node with an improved Pithlachascotee River.

**Objective 7.1:** Reduce amount of pollutants in the Pithlachascotee River by at least 30% by 2020.

**Policy 7.1.1:** Pasco County will work with the City of New Port Richey to identify and remove all contaminants in the Pithlachascotee River.

**Objective 7.2:** By 2016, increase public access points to the Pithlachascotee River by 1 access point.

**Policy 7.2.1:** Pasco County shall encourage the City of New Port Richey to remove the fence on the Pithlachascotee River on Acorn Street to increase public access.

## TRANSPORTATION

**Goal 8:** The creation of a transit-oriented node.

**Objective 8.1:** By 2018, increase ridership by 30%.

**Policy 8.1.1:** Pasco County will work with PCPT and the City of New Port Richey create a Bus Hub at 6218 US Hwy 19 and 6214 US Hwy 19.

**Objective 8.2:** Increase density in Main Street by 10% by 2020.

**Policy 8.2.1:** Pasco County shall work with the City of New Port Richey to create a mixed-use development to attract more people and increase density.

**Goal 9:** Consolidate surface parking space to allow for new development in the Main Street node, while maintaining sufficient parking to accommodate the new development proposed by the Main Street Small Area Plan.

**Objective 9.1:** By 2020, provide an additional parking garage to accommodate the public demand for parking.

**Policy 9.1.1:** Pasco County shall work with the City of New Port Richey to develop the parking garaged referenced in the Main Street Small Area Plan.

## ECONOMY

**Goal 10:** A node with a sustainable economy grounded in local business and innovation.

**Objective 10.1:** By 2020, decrease the amount of commercial vacancies by at least 75%.

**Policy 10.1.1:** Pasco County shall work with the City of New Port Richey to incentivize local businesses to take over vacant commercial parcels.

**Policy 10.1.2:** Pasco County shall work with PEDC and the City of New Port Richey to create jobs through the implementation of the Main Street Small Area Plan.

**Objective 10.2:** Increase the amount of local jobs by at least 20% by 2018.

**Policy 10.2.1:** Pasco County should work with NPR to implement the Food Hub component of Vision 19's Main Street Small Area Plan to create more local jobs.

**Policy 10.3.1:** Pasco County will work with the City of New Port Richey and PEDC to create the Innovation District enumerated in the Main Street Small Area Plan to create more local jobs and innovation.

## 4.4.2 REDEVELOPMENT GANNT CHART

The FPDL Team created the GANNT Chart seen in Table 4.4.2.1 to provide a rough timeline for the implementation of the Main Street Catalyst projects. The GANNT Chart is not meant to provide a definitive timeline. Instead, it is to offer guidance concerning the general ordering of the projects' implementation so that each project builds upon one another to continually increase the node's redevelopment momentum. As such, this suggested timeline is subject to change and will likely be dependent on the availability of funding and support.

In order to quickly develop momentum toward the revitalization of the Main Street Node, it is recommended that at least the first steps of almost all of the catalyst projects begin within the first three years. The pedestrian and streetscape improvements along Main Street and Acorn Street in particular are suggested to be started within the

first two years of implementation. This would provide visual signs of change and redevelopment across the entirety of the node while beginning to create an environment that is favorable for the larger TOD redevelopment projects that are to follow. Similarly, the placemaking projects such as the public art program and art house are also suggested to begin in the first two years of implementation. The Innovation District is a longer-term project that will take time to grow and mature. However, the sooner progress is made, the better to give time to attract and develop entrepreneurs. Consequently, ensuring the Innovation Café is started within the first two years is important, despite the fact that the Sandbox Business District will likely not be implemented until after the first five years. Since the parking structure is conditional upon the redevelopment of much of the node's existing surface parking, it is considered a long-term project on a 10+ year timeline.

TABLE 4.4.2.1 REDEVELOPMENT GANNT CHART

Project	Activity	Year				
		1	2	3	5	10
Acorn Street	Open right of way to river	█				
	Use right of way for riverside amenities	█				
	Host "Build Better Block" events	█				
	Revitalize green space	█				
	Incorporate pedestrian amenities	█				
Artistic Renaissance	Organize art network	█				
	Identify vacant properties		█			
	Request for proposals to incorporate art		█			
	Apply for art grant funding	█				
Transit Oriented Development	Purchase Sunbelt/Gyro properties		█			
	Re-route 14,18, and 19 bus routes			█		
	Bus hub construction			█		
	Develop mix-use building				█	
	Affordable housing complex				█	
Innovation District	Connect with Pasco Enterprise network	█				
	Purchase Vector parcel	█				
	Develop innovation café	█				
	Develop makerspaces and food incubator		█			
	Develop brewery			█		
	Develop sandbox business district					█
Complete Main Street	Road diet		█			
	Add on-street parking		█			
	Add bicycle lane		█			
	Incorporate green streetscape		█			
Mixed-Use Parking Structure	Purchase property at corner of River Road and Main Street				█	
	Construct mixed-use parking structure					█

Source: FPD, 2014

# 4.5 CONCLUSION

LOW HANGING FRUIT  
(IMMEDIATE GROWTH)

- 1 Acorn Creative Redevelopment Network
- 2 Acorn Walkway
- 3 Innovation Café
- 4 Public Art

MAJOR INVESTMENTS  
(INTERIM GROWTH)

- 5 Streetscape
- 6 Transit Oriented Development(s)
- 7 Parking Structure
- 8 Food Hub

SUSTAINED  
GROWTH

- 9 Sandbox Business District

Main Street has the charming roots of a historic downtown. However, years of auto-oriented development and disinvestment has plagued Main Street with unattractive strip development and aging, underutilized buildings that are experiencing high rates of commercial vacancies. In order to facilitate the revitalization of Main Street, the node must become more accommodating of pedestrians and must develop a stronger sense of place by focusing on human-scale development. The low hanging fruit set of catalyst projects (seen in green) concentrate on bringing Pasco County residents into the node and creating a pedestrian-friendly environment that can build momentum for future infill redevelopment. While paying close attention to the human scale, these projects will also work toward strengthening the community involvement that will inspire the implementation process. Once the level of activity within the Main Street node hits a critical mass, major investments made by the partnership of Pasco County and the City of New Port Richey will spark additional growth in the node. These major investments will include the creation and/or incentivizing of transit-oriented developments including a bus hub, mixed-use center, and affordable housing complex. Streetscape improvements and the transformation of Acorn Street into a pedestrian-only walkway, will support the transformation of the Main Street Node by providing this new development with a sense of place and will reverse the area's historic auto-dominated development patterns. Consolidating the nodes' overabundance of underutilized surface parking lots into a single mixed-use parking structure will then free up more space for future development the catalyst projects may spark. Finally, sustained growth initiatives will invest in the future of Main Street by laying the foundation for a culture of creativity and entrepreneurship. The proposed Innovation District hopes to build off of the increasing activity within the node to develop a culture of creativity and entrepreneurship. By providing a space for entrepreneurs, the Innovation District will support the development of local business, which could lay a foundation for sustained growth into the future. The estimated total cost of these catalyst projects is illustrated in Table 4.5.1. By capitalizing on the assets that New Port Richey has to offer, the Main Street Node become a unique center of economic activity and innovation.

TABLE 4.5.1 ESTIMATED TOTAL COST

Catalyst Project	Estimated Cost
2. Acorn Street Pedestrian Walkway	\$185,000
3. Innovation Café	\$1,864,000
4. Halinas Art House	\$400,000
5. Streetscape on Main Street	\$1,800,000
6. Bus Hub	\$3,300,000
6. Affordable Housing Complex	\$11,000,000
6. Mixed-Use Development	\$19,000,000
7. Parking Structure	\$3,200,000
8. Food Hub	\$1,500,000
9. Sandbox Business District	\$150,000
<b>Total Cost</b>	
<b>\$ 42,399,000</b>	

LOW HANGING FRUIT  
(IMMEDIATE GROWTH)

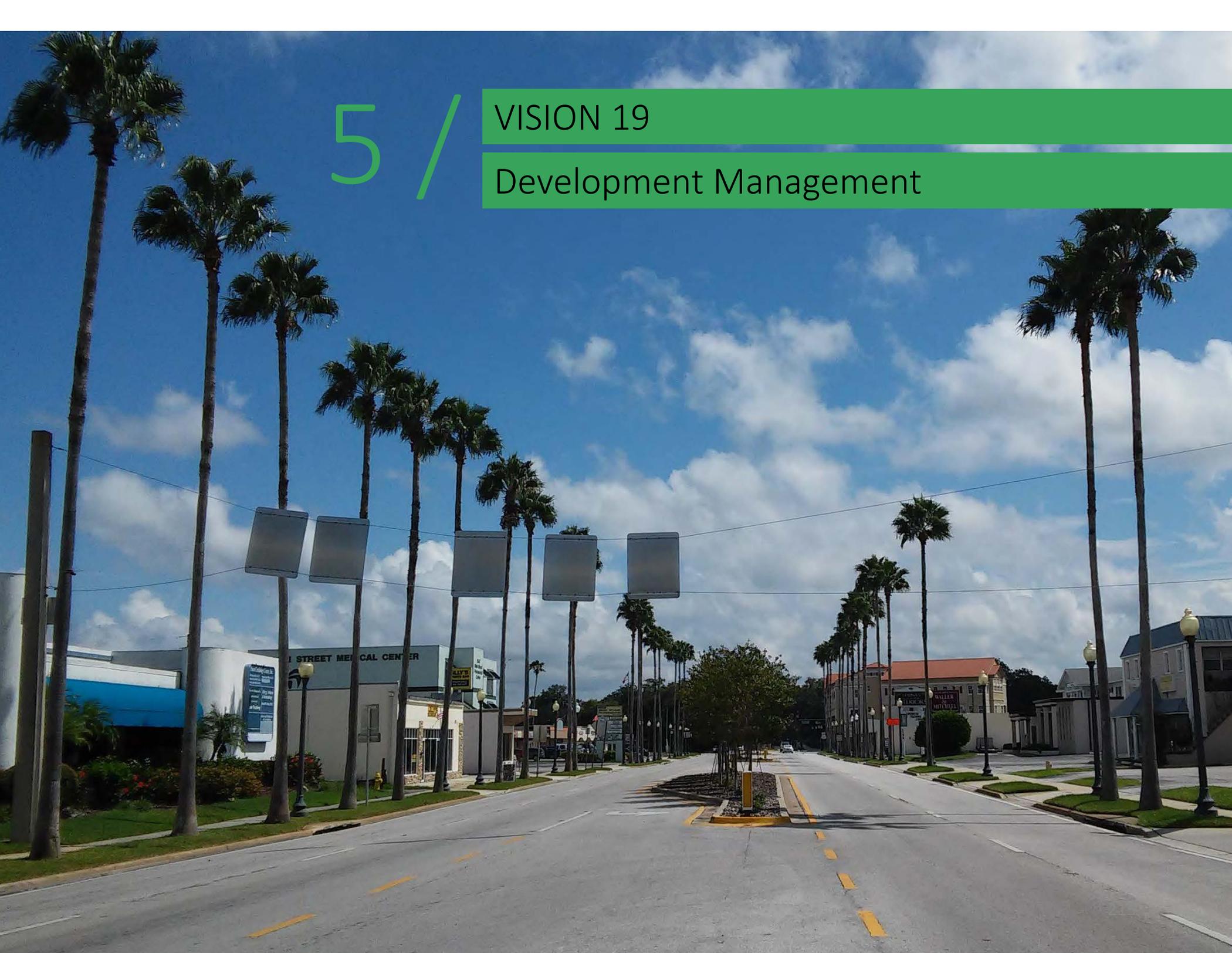
MAJOR INVESTMENTS  
(INTERIM GROWTH)

SUSTAINED GROWTH

5 /

VISION 19

Development Management



## 5.1 INTRODUCTION

The purpose of this section is to provide guidelines for Pasco County support the successful implementation of the plans set forth in Vision 19. To do this, Section 5 will guide Pasco County in the management of the catalyst projects identified in Vision 19 through a series of goals, objectives and policies. The goals will provide desired future conditions the project hopes to achieve. The objectives will provide deadlines with quantitative targets that serve as checkpoints towards reaching the visions set in Vision 19. While the policies will assist Pasco County in realizing the benchmarks set forth in the objectives and eventually the goals and visions enumerated throughout Vision 19. The goals are divided into four major categories to reflect the vital aspects of FPDL's vision of the River Corridor.

## 5.2 GOALS, OBJECTIVES & POLICIES



### LIVABILITY

**Goal 1:** The creation of a more pedestrian-friendly River Corridor.

**Goal 2:** A jurisdiction that promotes health and wellness through local food sources and increased activity.

**Goal 3:** A jurisdiction that values public participation and collaboration during the planning process.

**Goal 4:** The provision of affordable and safe housing throughout the River Corridor.

**Goal 5:** A jurisdiction with high quality infrastructure services available for all citizens and visitors.



### ENVIRONMENT

**Goal 6:** A jurisdiction that retains its historical roots through preservation of sites, buildings, structures, and locations of historical importance.

**Goal 7 :** The creation of a jurisdiction rich with eco-tourism and grounded in marine activity.



### TRANSPORTATION

**Goal 8:** A safer River Corridor with fewer traffic accidents and pedestrian fatalities.

**Goal 9:** The creation of a highly accessible River Corridor with many transportation options linking different areas of interest.



### ECONOMY

**Goal 10:** A jurisdiction with a sustainable economy grounded in local business and innovation.

**Goal 11:** A jurisdiction with a vibrant downtown node.

## LIVABILITY

**Goal 1:** Create a more pedestrian-friendly River Corridor.

**Objective 1.1:** By 2020, increase the amount of sidewalks throughout the River Corridor by 50%.

**Policy 1.1.1:** Pasco County shall work with FDOT, the City of Port Richey and the City of New Port Richey to add sidewalks throughout the River Corridor.

**Objective 1.2:** By 2024, fix 100% of existing damaged sidewalks and crosswalks throughout the River Corridor.

**Policy 1.2.1:** Pasco County will work with FDOT, the City of Port Richey and the City of New Port Richey to fix currently damaged sidewalks throughout the River Corridor.

**Objective 1.3:** Increase the amount of mixed-use developments throughout the River Corridor by 30% by 2019.

**Policy 1.3.1:** Pasco County will work with the Cities of Port Richey and New Port Richey to promote more mixed-use development through the implementation of a Form-Based code overlay.

**Policy 1.3.2:** Pasco County will work with the City of New Port Richey, the City of Port Richey, and developers to carry out the plans laid forth in Vision 19.

**Objective 1.4:** By 2020, increase the ridership of public transit by 40%.

**Policy 1.4.1:** Pasco County will work with PCPT and the Cities of Port Richey and New Port Richey to improve public transit systems in River Corridor

**Goal 2:** Create a jurisdiction that promotes health and wellness through local food sources and increased activity.

**Objective 2.1:** Increase pedestrian activity throughout the River Corridor by at least 50% by 2024.

**Policy 2.1.1:** Pasco County will work with the Cities of Port Richey and New Port Richey to provide more sidewalks and bike lanes to encourage more walking and biking throughout the River Corridor.

**Objective 2.2:** By 2020, improve the overall quality of parks and recreational facilities to achieve a LOS grade A.

**Policy 2.2.1:** Pasco County will work with County Parks and Recreation as well as the Cities of New Port Richey and Port Richey to oversee the maintenance and upgrading of all parks and greenways in the River Corridor.

**Objective 2.3:** Increase the amount of farmers markets with locally grown produce by 30% by 2024.

**Policy 2.3.1:** Pasco County will work with the Cities of New Port Richey and Port Richey to encourage locally grown food sources and farmers markets through incentive zoning.

**Goal 3:** A jurisdiction that values public participation and collaboration during the planning process.

**Objective 3.1:** Increase the amount of public attendees at public meetings by 30% by 2020.

**Policy 3.1.1:** Pasco County will work with the Cities of Port Richey and New Port Richey to improve media/communications in order to generate larger public turnout at public workshops, town hall meetings, and any other public meeting forum.

**Objective 3.2:** Increase the frequency of communication between the City of Port Richey, the City of New Port Richey, and Pasco County from the status quo by 2020.

**Policy 3.2.1:** Pasco County will establish increased collaboration with New Port Richey and Port Richey for planning projects.

**Policy 3.2.2:** Pasco County will update interlocal agreements between the City of Port Richey, the City of New Port Richey, and Pasco County.

**Goal 4:** Provide safe and affordable housing throughout the River Corridor.

**Objective 4.1:** Provide up to 30% more affordable housing units throughout the River Corridor by 2020.

**Policy 4.1.1:** Pasco County will work with the City of New Port Richey and the City of Port Richey to create additional affordable housing options throughout the River Corridor.

**Objective 4.2:** Decrease the crime rates throughout the River Corridor by 50% by 2024.

**Policy 4.2.1:** Pasco County will work with County Sheriffs, the City of Port Richey's Police Department, and the City of New Port Richey's Police Department to increase surveillance/patrols in order to deter crime throughout the River Corridor.

**Policy 4.2.2:** Pasco County will work with Pasco County Sheriffs, the City of Port Richey, and the City of New Port Richey to survey and improve lighting conditions to deter crime during nighttime.

**Goal 5:** A jurisdiction with high quality infrastructure services available for all citizens and visitors.

**Objective 5.1:** Increase the LOS of U.S. 19 and other roads, and bridges by 2030.

**Policy 5.1.1:** Pasco County shall work with FDOT and the City of Port Richey and the City of New Port Richey to survey and service the roads throughout the River Corridor.

**Objective 5.2:** Improve the LOS grades of all parks and recreational facilities within the River Corridor by at least 25% by 2024.

**Policy 5.2.1:** Pasco County will work with Parks and Recreation, the City of New Port Richey, and the City of Port Richey to improve the quality and condition of parks that fail to meet concurrency standards.

**Objective 5.3:** Ensure 100% of all sewer or septic systems meet adequate LOS requirements by 2024.

**Policy 5.3.1:** Pasco County shall work with the City of Port Richey and the City of New Port Richey to survey and service all sewer lines or septic tanks failing to meet concurrency standards.

**Objective 5.4:** Improve solid waste and recycling conditions by 30% by 2024.

**Policy 5.4.1:** Pasco County will work with the City of Port Richey and the City of New Port Richey to survey solid waste and recycling conditions and improve areas falling short.

## ENVIRONMENT

**Goal 6:** Retain the River Corridors historical roots through preservation of sites, buildings, structures, and locations of historical importance.

**Objective 6.1:** Preserve 100% of all historical structures and/or sites by 2024.

**Policy 6.1.1:** Pasco County will work with the City of Port Richey and the City of New Port Richey to consider a TDR program to preserve historical structures and sites.

**Goal 7:** Create rich eco-tourism grounded in marine activity.

**Objective 7.1:** Provide five additional access points to the Pithlachascotee River by 2020.

**Policy 7.1.1:** Pasco County will work with the City of New Port Richey and the City of Port Richey to create better public access to the Pithlachascotee River.

**Policy 7.1.2:** Pasco county shall work with the City of New Port Richey and the City of Port Richey to use easements to increase public access to the Pithlachascotee River.

**Objective 7.2:** By 2020, ensure all parks within the River Corridor attain a passing LOS.

**Policy 7.2.1:** Pasco County shall work the City of New Port Richey, the City of Port Richey, and their respective Parks and Recreation departments to bring failing parks up to a passing LOS.

**Objective 3.3:** Maintain 100% of conservation lands by 2024.

**Policy 7.3.1:** Pasco County shall work the City of New Port Richey and the City of Port Richey to enforce strict conservation of natural lands through land development regulations.

**Objective 7.4:** Increase the amount of mooring docks, and other types of boat parking, by 30% by 2020.

**Policy 7.4.1:** Pasco County will work with the City of New Port Richey and the City of Port Richey to create public boat parking in Millers Bayou and Main Street.

## TRANSPORTATION

**Goal 8:** Reduce fewer traffic accidents and pedestrian fatalities.

**Objective 8.1:** By 2020, provide at least five additional crosswalks along U.S. 19.

**Policy 8.1.1:** Pasco County will work with FDOT, the City of Port Richey, and the City of New Port Richey to add more crosswalks on U.S. 19 through the River Corridor.

**Objective 8.2:** By 2024, decrease the pedestrian fatality rate by a minimum of 60%.

**Policy 8.2.1:** Pasco County shall work with the City of Port Richey and the City of New Port Richey to provide better and safer sidewalks, crosswalks, and bike lanes to reduce the risk of death by crossing U.S. 19.

**Policy 8.2.2:** Pasco County will work with FDOT, the City of New Port Richey, and the City of Port Richey to establish alternative pedestrian routes away from U.S. 19 to reduce collisions and accidents.

**Goal 9:** Create a highly accessible River Corridor with many transportation options linking different areas of interest.

**Objective 9.1:** Improve alternative corridors, aside from U.S. 19, to serve as a connection between Millers Bayou and Main Street.

**Policy 9.1.1:** Pasco County will work with the City of New Port Richey and the City of Port Richey to improve the status of Grand Boulevard to serve as an alternative thoroughfare for locals to get away from U.S. 19.

**Objective 9.2:** Increase public transit between the two nodes by 25% by 2024.

**Policy 9.2.1:** Pasco County will work with the MPO, PCPT, the City of New Port Richey and the City of Port Richey to improve the public transit system.

**Objective 9.3:** Provide at least two mooring docks, one in each node, to provide boat parking for river transit between Millers Bayou and Main Street by 2024.

**Policy 9.3.1:** Pasco County shall work with the City of Port Richey and the City of New Port Richey to develop mooring docks in Millers Bayou and Main Street.

## ECONOMY

**Goal 10:** Establish a sustainable economy grounded in local businesses and innovation.

**Objective 10.1:** Decrease commercial vacancies throughout the River Corridor by 90% by 2024.

**Policy 10.1.1:** Pasco County will work with the City of Port Richey and the City of New Port Richey to implement the projects outlined in Vision 19 to create more retail/commercial opportunities throughout the River Corridor.

**Objective 10.2:** Increase the amount of local businesses by 15% by 2020.

**Policy 10.2.1:** Pasco County will work with the public, the City of Port Richey, and the City of New Port Richey to encourage more local business growth.

**Objective 10.3:** Increase the amount of innovative start-ups by 5% by 2024.

**Policy 10.3.1:** Pasco County will collaborate with the City of New Port Richey, the City of Port Richey, PEDC, and the University of South Florida to encourage more innovation.

**Goal 4:** Create a vibrant downtown node.

**Objective 4.1:** Increase the amount of patronage in Main Street by 50% by 2024.

**Policy 4.1.1:** Pasco County will work with the City of New Port Richey to create an atmosphere that attracts more tourists and consumers.

**Objective 4.2:** By 2024, decrease the commercial vacancy rate in Main Street by 80%.

**Policy 4.2.1:** Pasco County will work with the City of Port Richey and the City of New Port Richey to implement the economic development and redevelopment projects outlined in Vision 19 to reduce commercial vacancies.

**Objective 4.3:** Increase the diversity of land uses in Main Street by 40% by 2024.

**Policy 4.3.1:** Pasco County will work with the City of Port Richey to implement an overlay of a Form-Based Code to encourage more diversity in land uses.

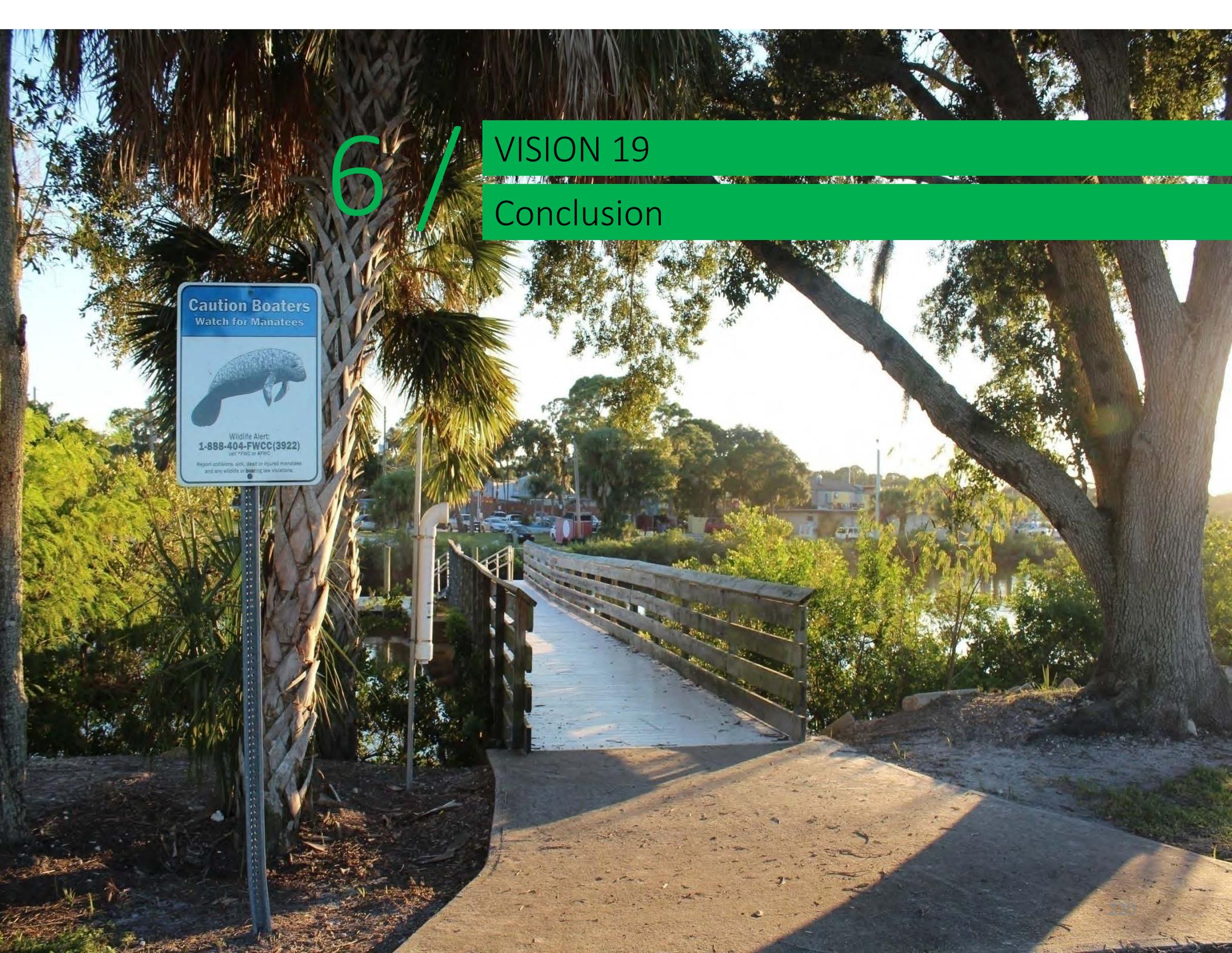
**Objective 4.4:** By 2024, increase the Main Street population by at least 20%.

**Policy 4.4.1:** Pasco County will work with the City of New Port Richey to create more housing options and employment opportunities to encourage growth.

# 6 /

## VISION 19

## Conclusion



The plans proposed for Millers Bayou, Main Street, and the River Corridor as a whole are ambitious ones, but they promise not only to revitalize the River Corridor, but to spark redevelopment throughout western Pasco County. The key to this transformation is fostering and supporting the successful elements already in place, while addressing challenges with tailored solutions. These nodes already are unique locales with a host of features making them rich with placemaking and redevelopment potential. Capitalizing on those features will be vital to the success of Vision 19. However, the challenges of private disinvestment, commercial vacancies, a dilapidated built environment, unattractive auto-oriented development, and pedestrian safety issues facing the River Corridor cannot be ignored. Thus, the FPDL Team believes that the aggressive nature of many of the catalyst projects is necessary to create the momentum necessary to spur continued private investment in the River Corridor and western Pasco County.

The natural setting of Millers Bayou will be utilized to expand the vibrancy of the node for entertainment and nature-driven recreation. The Town Center hopes to become a powerful economic driver for western Pasco County, while the implementation of the Riverwalk will aid in placemaking by providing safe and pleasant access for visitors and residents.

The Catalyst Projects in the Main Street Node were developed to foster safe access, multimodal transportation, and aesthetically pleasing streetscapes. These projects will further enhance the already distinctive identity of New Port Richey and transform the node into a community hub of innovation.

Improving the linkages and interconnectivity between the two nodes is a critical component of Vision 19. Due to the dangerous thoroughfare of U.S. 19 and limited transit access, creating an integrated, multi-modal transportation system is vital to improve the area's safety and sense of place. Increasing connectivity will ultimately enable human-scale development throughout the River Corridor. Vision 19 proposes alternatives for connectivity along new mediums, such as the Pithlachascotee River, while making U.S. 19 a safer and more pleasant corridor for users.

The existing and growing momentum within Port Richey and New Port Richey, combined with these catalyst projects, will transform this area into attractive destination admired throughout the entire West Central Florida Region. The River Corridor area already possesses incredible physical and natural assets and has even greater potential. The projects outlined in Vision 19 simply hope to enhance these assets and enable these communities to reach their full potential.

FIGURE 6.1 THE RIVER CORRIDOR'S MUNICIPALITIES



*A special thanks to Pasco County Long Range Planning  
Department, City of Port Richey, City of New Port Richey,  
and the Residents of Pasco County, Florida*

*-FPDL Team*

# Appendix A: List of Abbreviations

Section	Abbreviation	Term
1	FPDL	Florida Planning Development Lab
	ULI	Urban Land Institute
1.2	CPTED	Crime Prevention through Environmental Design
	EPA	Environmental Protection Agency
1.4	GIS	Geographic Information System
1.5	SAP	Small Area Plan
1.6	FRED	Federal Reserve Economic Data
	GPS	Global Positioning System
2.2.1	PCPT	Pasco County Public Transportation
	PSTA	Pinellas Suncoast Transit Authority
	HART	Hillsborough Area Regional Transit Authority
2.4.2	FDOT	Florida Department of Transportation
2.6.3	TAC	Hillsborough River Technical Advisory Council
3.2.1	ADA	Americans with Disabilities Act
	NEA	National Endowment for the Arts
3.3.2	DDA	Downtown Development Authority
	DET	Downtown Enhancement Team
	BID	Business Improvement District
3.4.2	FBC	Form Based Code
4.2.1	WREC	Withalacoohee River Electric Cooperative, Inc.
4.2.1	LOS	Level of Service

# Appendix A: List of Abbreviations

Section	Abbreviation	Term
4.2.2	FAR	Floor Area Ratio
4.2.4	FEMA	Federal Emergency Management Agency
	CIP	Capital Improvements Plan
4.3.3	AADT	Average Daily Traffic
4.3.6	HUD	Housing and Urban Development
	FLU	Future Land Use
5.2	WWTP	Waste Water Treatment Plant
	RWPP	Reclaimed Water Production Plant
5.3.2	TOD	Transit Oriented Development
5.3.3	TRIP	Transportation Regional Incentive Program
5.3.4	MF-10	Multi Family-10
	AMI	Area Median Income
	SHIP	State Housing Initiatives Partnership
	LIHTC	Low Income Housing Tax Credit
5.3.5	USDOT	United States Department of Transportation
	CDC	Centers for Disease Control and Prevention
	FDOA	Florida Disabled Outdoors Association
	FDEP	Florida Department of Environment Protection
5.3.6	PEN	Pasco Enterprise Network
	CO2	Carbon-Oxygen 2

# Appendix B: Possible Funding Sources

Section	Name	Agency	Type	Amount	Source
2	The Florida Highway Beautification Council Grant	League of Cities	Public	\$1 million	<a href="http://www.floridaleagueofcities.com/News.aspx?CNID=10864">http://www.floridaleagueofcities.com/News.aspx?CNID=10864</a>
	Florida Recreation Development Assistance Program	FL DEP	Public	\$200,000	<a href="http://www.dep.state.fl.us/Parks/OIRS/default.htm">http://www.dep.state.fl.us/Parks/OIRS/default.htm</a>
3.2.2	The Florida Highway Beautification Council Grant	League of Cities	Public	\$1 million	<a href="http://www.floridaleagueofcities.com/News.aspx?CNID=10864">http://www.floridaleagueofcities.com/News.aspx?CNID=10864</a>
	National Endowment for the Arts	National Endowment for the Arts	Public	\$20,000-\$45,000	<a href="http://arts.gov/grants-organizations/partnership-agreements/state-partnership-grant-program-description">http://arts.gov/grants-organizations/partnership-agreements/state-partnership-grant-program-description</a>
3.3.2	Emergency Shelter Grants	HUD	Public		<a href="https://www.hudexchange.info/emergency-shelter-grants/">https://www.hudexchange.info/emergency-shelter-grants/</a>
	The Emergency Solutions Grants Program	HUD	Public		<a href="https://www.hudexchange.info/esg">https://www.hudexchange.info/esg</a>
4.3.2	Florida Recreation Development Assistance Program	FL DEP	Public	\$200,000	<a href="http://www.dep.state.fl.us/parks/OIRS">http://www.dep.state.fl.us/parks/OIRS</a>
	The Coastal Partnership Initiative Grant Program	FL DEP	Public	\$15,000-\$30,000	<a href="http://www.dep.state.fl.us/cmp/grants/fcpmgrants.htm">http://www.dep.state.fl.us/cmp/grants/fcpmgrants.htm</a>
4.3.4	Boating Infrastructure Grant Program	US Fish and Wildlife Service	Public	Up to \$100,000	<a href="http://wsfrprograms.fws.gov/Subpages/GrantPrograms/BIG/BIG.htm">http://wsfrprograms.fws.gov/Subpages/GrantPrograms/BIG/BIG.htm</a>
	Waterfronts Florida Program	DEO	Public		<a href="http://www.floridajobs.org/community-planning-and-development/programs/technical-assistance/community-resiliency/waterfronts-florida-program">http://www.floridajobs.org/community-planning-and-development/programs/technical-assistance/community-resiliency/waterfronts-florida-program</a>
	Coastal Partnership Initiative	FL DEP	Public	\$10,000-\$30,000	<a href="http://www.dep.state.fl.us/cmp/grants">http://www.dep.state.fl.us/cmp/grants</a>

# Appendix B: Possible Funding Sources

Section	Name	Agency	Type	Amount	Source
	Florida Boating Improvement Program	Florida Fish & Wildlife Conservation Commission	Public		<a href="http://myfwc.com/boating/grant-programs/fbip">http://myfwc.com/boating/grant-programs/fbip</a>
5.3.3	Penny for Pasco Sales Tax 2014	Pasco County	Public	\$313,935	<a href="http://www.pascocountyfl.net/index.aspx?NID=453">http://www.pascocountyfl.net/index.aspx?NID=453</a>
	Penny for Pasco Sales Tax 2016	Pasco County	Public	\$1.5 million	<a href="http://www.pascocountyfl.net/index.aspx?NID=453">http://www.pascocountyfl.net/index.aspx?NID=453</a>
	FDOT Transportation Regional Incentive Program	FDOT	Public	\$1.5 million	<a href="http://www.dot.state.fl.us/planning/trip">http://www.dot.state.fl.us/planning/trip</a>
5.3.4.1	HUD Fund	HUD	Public	\$4 million	<a href="http://www.pascocountyfl.net/ArchiveCenter/ViewFile/Item/2074">http://www.pascocountyfl.net/ArchiveCenter/ViewFile/Item/2074</a>
	Affordable Housing Fund	HUD	Public	\$278,914	<a href="http://www.pascocountyfl.net/ArchiveCenter/ViewFile/Item/2074">http://www.pascocountyfl.net/ArchiveCenter/ViewFile/Item/2074</a>
	HOME Program HUD Fund	HUD	Public	\$2.2 million	<a href="http://www.pascocountyfl.net/ArchiveCenter/ViewFile/Item/2074">http://www.pascocountyfl.net/ArchiveCenter/ViewFile/Item/2074</a>
	State Housing Initiative Partnership (SHIP)	Florida Housing Finance Corporation	Public	\$3.5 million	<a href="http://www.pascocountyfl.net/ArchiveCenter/ViewFile/Item/2074">http://www.pascocountyfl.net/ArchiveCenter/ViewFile/Item/2074</a>
	Pasco County Housing Finance Authority Fund	Pasco County	Public	\$42,750	<a href="http://www.pascocountyfl.net/ArchiveCenter/ViewFile/Item/2074">http://www.pascocountyfl.net/ArchiveCenter/ViewFile/Item/2074</a>
	U.S. HUD National Disaster Resilience Competition	HUD	Public	\$1 million	<a href="http://portal.hud.gov/hudportal/documents/huddoc?id=NDRCFactSheetFINAL.pdf">http://portal.hud.gov/hudportal/documents/huddoc?id=NDRCFactSheetFINAL.pdf</a>
5.3.5	Transportation Investment Generating Economic Recovery Grant	USDOT	Public		<a href="http://www.dot.gov/tiger">http://www.dot.gov/tiger</a>
5.3.5	Community Transformation Grant	CDC	Public		<a href="http://www.cdc.gov/nccdphp/dch/programs/communitytransformation">http://www.cdc.gov/nccdphp/dch/programs/communitytransformation</a>
5.3.5	Urban and Community Forestry Grant Program	USDA	Public	Up to \$300,000	<a href="http://www.fs.fed.us/ucf/nucfac.shtml">http://www.fs.fed.us/ucf/nucfac.shtml</a>

# Appendix B: Possible Funding Sources

Section	Name	Agency	Type	Amount	Source
	Clean Water State Revolving Fund	EPA	Public		<a href="http://water.epa.gov/grants_funding/cwsrf/cwsrf_index.cfm">http://water.epa.gov/grants_funding/cwsrf/cwsrf_index.cfm</a>
	RESTORE Act Grants	FL DEP	Public		<a href="http://www.dep.state.fl.us/deepwaterhorizon/projects_restore_act.htm">http://www.dep.state.fl.us/deepwaterhorizon/projects_restore_act.htm</a>
	Community Development Block Grant	FL DEO	Public		<a href="http://www.floridajobs.org/community-planning-and-development/assistance-for-governments-and-organizations/community-development-block-grant-program">http://www.floridajobs.org/community-planning-and-development/assistance-for-governments-and-organizations/community-development-block-grant-program</a>
<b>5.3.5.1</b>	Community Facilities Grants and Loans	USDA	Public		<a href="http://www.rd.usda.gov/programs-services/community-facilities-direct-loan-grant-program">http://www.rd.usda.gov/programs-services/community-facilities-direct-loan-grant-program</a>
	Community Food Projects Competitive Grant Program	USDA	Public	Up to \$125,000	<a href="http://nifa.usda.gov/funding-opportunity/community-food-projects-competitive-grants-program-cfpcgp">http://nifa.usda.gov/funding-opportunity/community-food-projects-competitive-grants-program-cfpcgp</a>
	Beginning Farmers and Rancher Development Program	USDA	Public	Up to \$250,000 per year	<a href="http://nifa.usda.gov/funding-opportunity/beginning-farmer-and-rancher-development-program-bfrdp">http://nifa.usda.gov/funding-opportunity/beginning-farmer-and-rancher-development-program-bfrdp</a>
	Farmers Market Promotion Program	USDA	Public	\$15,000-\$100,000	<a href="http://www.ams.usda.gov/AMSV1.0/fmpp">http://www.ams.usda.gov/AMSV1.0/fmpp</a>
	Public Works and Economic Development Program	US Economic Development Administration	Public		<a href="http://www.eda.gov/funding-opportunities">http://www.eda.gov/funding-opportunities</a>
	Economic Adjustment Assistance Program	US Economic Development Administration	Public		<a href="http://www.eda.gov/funding-opportunities">http://www.eda.gov/funding-opportunities</a> <a href="http://www.eda.gov/how-to-apply">http://www.eda.gov/how-to-apply</a>
	Community Economic Development Grants	US Department of Health and Human services	Public	\$100,000-\$1,000,000	<a href="http://www.acf.hhs.gov/programs/ocs/programs/ced">http://www.acf.hhs.gov/programs/ocs/programs/ced</a>
	Community Transformation Grants	CDC	Public		<a href="http://www.cdc.gov/nccdphp/dch/programs/communitytransformation">http://www.cdc.gov/nccdphp/dch/programs/communitytransformation</a>

# Appendix B: Possible Funding Sources

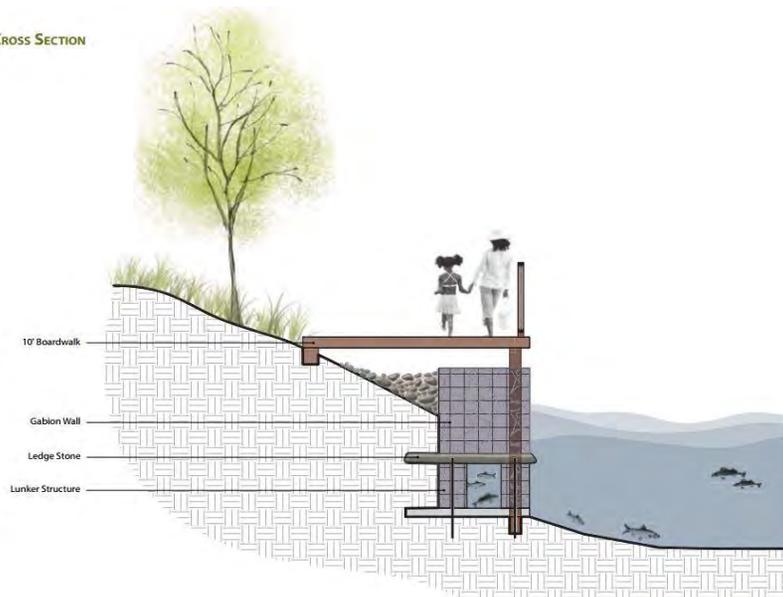
Section	Name	Agency	Type	Amount	Source
5.3.5.1	Sustainable Community Regional Planning Grant	HUD	Public		<a href="http://portal.hud.gov/hudportal/HUD?src=/program_offices/economic_resilience/sustainable_communities_regional_planning_grants">http://portal.hud.gov/hudportal/HUD?src=/program_offices/economic_resilience/sustainable_communities_regional_planning_grants</a>
5.3.5.1	New Market Tax Credit	CDFI Fund	Public		<a href="http://www.cdfifund.gov/what_we_do/programs_id.asp?programID=5">http://www.cdfifund.gov/what_we_do/programs_id.asp?programID=5</a>
5.3.8	National Endowment for the Arts	National Endowment for the Arts	Public	\$10,000-\$100,000	<a href="http://arts.gov/grants-organizations/partnership-agreements/state-partnership-grant-program-description">http://arts.gov/grants-organizations/partnership-agreements/state-partnership-grant-program-description</a>
	Knight Foundation	Knight Foundation	Private		<a href="http://www.knightfoundation.org">http://www.knightfoundation.org</a>
	Art Place America	Art Place	Private	Up to \$500,000	<a href="http://www.artplaceamerica.org/grants">http://www.artplaceamerica.org/grants</a>

# Auburn Hills (Michigan)

## Riverwalk Case Study

*Case Study Type: practical*

BOARDWALK CROSS SECTION



The Auburn Hills (Michigan) Riverwalk Master Plan is designed to serve as the guiding document for development and long-term operations of the entire river corridor and public realm within the Village Center. The plan is seen as a long-term vision for a sustainable community, which links the health and beauty of the River and the environment with the vitality of the Village Center neighborhoods, the businesses in the Downtown Core and ultimately the citizens of Auburn Hills, now and in the future.

The Auburn Hills Riverwalk Master Plan aims to use the riverwalk as the path to establishing an improved community through utilizing the walk as a means to address community health challenges, opportunities and strategies. The project divides the

riverwalk into three distinct districts where each has its unique set of focus areas and strategic projects. The general themes of the plan are: trails/connections, landscape/habitat and sustainability.

- Riverside District
  - Adjacent to Downtown Auburn Hills
  - Features: Belvedere/Promenade, Main Stage/Performance Platform, Amphitheater seating, public facilities, river access/shoreline stabilizations, interactive water elements, restaurant site(s)/main street development.
- River Woods District
  - Includes high quality remnant land areas and existing trail network
  - Features: pavilion and public facilities, river access/shoreline stabilization, existing skateboard park, water play.
- Up River District
  - Area is dominated by individual, privately owned parcels.
  - Subject to flooding and steep slopes dominate river bank.
  - Possess nature resources, including old, healthy trees

The Auburn Hills Riverwalk Master Plan was divided into six chapters, through which there was an introduction to the area and the background of the area surrounding the river. The plan discussed the planning process and the contextual basis of the community that shaped the planning and design steps. The master plan itself describes in detail the modifications and improvements to all facets of the riverfront covered.

The plan discussed goals and influential factors for entire focus area, and proceeded to subdivide the riverfront into three distinct districts based on unique characteristics. Provided detailed design guidelines for the riverwalk and each district with elaborate breakdowns of processes and desires. Implementation section outlined phasing, budgeting and recommendations, which provides a district by district breakdown of each.

The project neglects to highlight specific challenges in detail; however, discusses limiting factors for districts to an extent in the district breakdowns in section 4. The Implementation of the plan is extensive and costly which will present a challenge to the project; though these challenges are addressed with outside funding opportunities.

The Auburn Hills Riverwalk Development Plan is a useful case study to reference due to the similarity in size of the two areas, despite being based out of Michigan; the developmental goals of the Millers Bayou team are consistent with those of Auburn Hills. The plan is also smaller scale and lower impact in comparison to the other plans being utilized by the FPD Team for inspiration and in comparison to other case studies provides far more detailed design and implementation elements for reference usage for the proposed riverwalk for Millers Bayou.

# Chicago Riverwalk Main Branch Framework Plan Case Study

Case Study Type: Aspirational



The Chicago Riverwalk Main Branch Framework Plan is the guiding document for the construction of a continuous walkway from Lake Michigan to Lake Street along the water's edge in Chicago, Illinois. The goals of the project are to establish a continuous walkway along the waterfront with ramp and elevator improvements to establish universal access between street and river levels, loading and storage spaces to support river business operations, and landscape and hardscape improvements to attract people, plants and animals to the river corridor. The plan is driven by six principles:

- 1) Bring People to the Water
- 2) Provide Access for Everyone
- 3) Celebrate the History of Downtown Chicago
- 4) Create Unique Places on the River
- 5) Find New Economies on the River
- 6) Improve Riverwalk Commercial Functions

This plan is divided into three sections, the first is the *Vision and Design Principles*, the second the *Riverwalk Systems* and the third the *District Improvements*. The *Vision and Design Principles* section articulates the vision for the Main Branch Riverwalk and defines the

set of design principles that were used to guide the development of the plan recommendations. The *Riverwalk Systems* section establishes the guidelines for the location and character of the improvements that are being implemented to address the vertical access, loading and service, boat access, pedestrian amenities and historic elements. The section lists a number of proposed improvements for each of the above aspects. The *District Improvements* section divides the Main Branch into four distinct districts, with individual improvement guidelines and conceptual designs and illustrations for proposed improvements.

This plan placed heavy emphasis on pedestrian amenities, emphasis on building upon existing conditions and resources. Clear hierarchical structure of guidelines and design principles that focus on specific aspects of the plan on both a magnitude and geographic scale. The plan addressed individual liabilities for each of the districts established in the *District Improvements* section, the most prevalent challenges are in regards to visibility and accessibility.

A number of the principles that guided the Chicago Riverwalk Main Branch Framework Plan are similar to those that have guided the Harbor Plan and the subsequent planning initiatives put in action by Pasco County. While the magnitude/scale of this plan, and the individual components may not be applicable, the approach to the process, and the emphasis on pedestrian amenities on and around the river, improved access to the river and the push to create unique places along the river are all components of the Chicago Riverwalk Main Branch Framework that can be adopted in the strategy and implementation components of the second phase of this project.

# Chicago River Corridor Development Plan Case Study

## Case Study Type: Aspirational

The Chicago River Corridor Development Plan is designed to serve as the vision and standard for new development along the Chicago River that will increase public access and create new opportunities for city residents.

The Chicago River Corridor Development Plan is comprised of five key components:

- Paths and Greenways
  - Create connected greenway along the river with continuous multi-use paths along at minimum one side of the river.
- Public Access
  - Increase public access to the river through the creation of overlooks and public parks.
- Habitat and Landscaping
  - Restoration and protection of the landscape, especially the natural habitats along the river; particularly fish habitats.
- Recreation
  - Develop the river as a recreational amenity, attracting tourists and enhancing Chicago's image as a desirable place to live, work and visit.
- Economic Development
  - Encourage economic development compatible with the river as an environmental and recreational amenity.

The Chicago River Corridor Development Plan is divided into three chapters. The first is a general introduction to the region, the rationale behind the plan for the Chicago River, the development goals and the planning process being employed. The second chapter is the plan itself, broken up into subsections by distinct *Reaches* and *Opportunity Sites*. For the purpose of the plan, the river was divided into nine distinct reaches, or contiguous stretches with similar

geographic characteristics. Within these reaches there were twenty-two identified *Opportunity Sites* where specific recommendations within the plan have been outlined to meet at minimum one of the plan's goals. The final chapter covered the implementation strategies for the plan and the recommendations it contains.

The plan highlighted overall goals for the entire river; while simultaneously outlining *Reach* specific goals, characteristics, constraints, opportunities as well as specific *Opportunity Sites* with specific proposed improvements for the *Reach* and *Opportunity Sites*. Plan also highlights specific preexisting implementation tools and strategies that can be employed to enable achievement of goals and recommendations. Within the implementation section, plan discusses capital improvement programs, environmental recommendations and the potential for the creation of a Public/Private River Development Corporation to act as a catalyst for attaining goals and recommendations.

Within the plan there is a discussion of individual *Reach* constraints, each of these represents serious challenges to the successful implementation of the plan as a whole. These challenges include, but are not limited to physical and natural barriers, limited publicly owned land, contamination and pollution, and land value constraints. The Chicago River Corridor Development Plan is a valuable case study for the FPD Team to refer to due to the similarity in goals between the case and the Harbors Plan. Despite the magnitude and scope differences between the Chicago River and the Pithlachascotee River, the approaches to the planning process as well as the implementation strategies highlighted in the Chicago River case can easily be used as a source of inspiration and a form of a foundation to use in the Millers Bayou node.

## Asheville Transit Center Bus Hub Case Study

### Case Study Type: Practical



The Asheville Transit Center for the ART: Asheville Redefines Transit System in Asheville, NC. It is located downtown at 49 Coxe Avenue. It serves as the focal point for all of the routes. It was built in 1996.

The goals of the project are:

- To make transfers for riders easier.
- To provide public restrooms for the drivers.
- To give customers a place to buy passes and wait for their buses
- To accommodate 9 buses at a time.

The bus hub has nine bus bays, a small waiting area/customer service center and public restrooms. It takes up ½ acres. The six middle bays are 45 feet in length, each accommodating 35-foot buses. All but 1 of the others bays accommodate 30-foot buses, the northway bay is too short.

The bus hub is the top location, having 2,056 boardings and 1,774 alightings which make up 36% of all the trip ends.

ART wants to work with Greyhound but the place is too small. Greyhound would need office space, package handling capability and more bus bay space. They would also like to accommodate taxis with taxi stands. Currently there is no way other than schedules to tell when the next bus will come. In the future there will be a transit center with 10 bays, all able to accommodate 35-foot buses.

Because ATS is one of the peers for PCPT, this project shows that PCPT is capable of having a bus hub. This case study gives specific details that are important to the implementation of a bus hub in Pasco County. The challenges that were presented can be implemented into PCPT's possible bus hub (Transit Master Plan , 2009, pp. 3-20).

# *The Kalamazoo Transportation Center Bus Hub Case Study*

*Case Study Type: Aspirational*



The Kalamazoo Transportation Center is the transportation hub for Metro Transit, the fixed-route bus system of Kalamazoo, Michigan. Once a historic rail station, the center was retrofitted to serve Metro Transit, Greyhound bus system, and two Amtrak routes. The 1.7 acre land was bought with a \$3.8 million grant from the Federal Transit Administration (FTA). Two architecture firms designed plans for the renovation: Wendal Duchsuherer and Kingscott Associates. The project's budget was \$13 million which was funded by FTA and the Michigan Department of Transportation grants. The entire facility is owned by the City of Kalamazoo (Newark Intermodal Hub Planning Study, 2012).

Its strengths include:

- It has capacity for 20 buses
- Has auto drop-off area and parking garage across street
- Has accessible restrooms, water fountain ticket office and waiting area

The only challenge of the project was that the renovations had to match the Richardsonian Romanesque style.

This case study is unique in that it is a public work of art and an intermodal transit center. It was designed by two firms that understood the historic aspects of the existing building. Those firms worked to preserve existing building while expanding the building to include accessible features. It had an annual station revenue for 2013 of \$3,824,899 and an annual station ridership of 129,858 for that same year (Kalamazoo, MI (KAL), 2014).

## *Suntrust Plaza Mixed Use Development*

### *Case Study*

*Case Study Type: Practical*



The Suntrust Plaza in Winter Park, Florida is a 3-story mixed-use building with 85,000 sf of office and retail and a 900 space parking garage. The project cost \$19,000,000 (SunTrust Plaza). Its goal was to be a major source of property and sales tax revenue for Winter Park. It is owned and developed by Rollins College. It was headed by Gap, Restoration Hardware, Suntrust Bank, and Merrill Lynch. It was designed by RTKL's Baltimore office. It is situated on land that was formerly exempt from property taxes. Provides office, retail space, and parking but keeps parking compact and concealed (Commercial Design). It has brought in millions of tax revenue and more opportunities for similar development.

The vice president and treasurer of Rollins college, George Herbst, was new to the city and had to form relationships with the city staff, city commission, and influential community leaders. The approval process took 8 months. Rollins wanted the building to be 45-feet high, which would exceed the 30-foot high maximum put in place by a city ordinance in 1971. The height restriction was lifted and the building was 40-feet, with the 3<sup>rd</sup> story being setback. People also had an issue with the drive-up tellers for the bank because they would increase automobile traffic, when the area was focused on pedestrians. (Davis, 2000, pp. 28-30).

Herbst provided recommendations: "Work closely with city staff, leaders and the community. Also create a quality project that really meets everyone's needs (Davis, 2000, p. 30 & 31)." This project shows that when people get together they can help to produce something to benefit everyone. This could be part of revitalizing Main Street because of its uses and scale and it is similar to something we would propose.

## *Tattnall Place Infill Housing Case Study*

### *Case Study Type: Practical*



Tattnall Place is a 97-unit mixed income neighborhood in Macon, GA. It opened in March 2006. It is part of the City's Beall's Hill redevelopment program. The total cost was \$11,860,231. Bob Keator, the Director of Marketing for Lane Management, LLC, which manages the property says, "Tattnall Place was built to reflect the charm of the surrounding historic area outside, with all the latest modern conveniences inside." (Primezone, 2006)

It was financed with tax credit equity, HOPE VI funds and a grant from the City of Macon. The families cannot earn more than 60% of the Area Median Income if the units are tax credit assisted. There are no income restrictions for the market-rate units. There are 65 tax-credit assisted units including 30 public housing units, and 32 additional market-rate units (Macon Housing Authority, 2014).

There are 1, 2, and 3 bedroom units. There are plenty of amenities for residents including a full kitchen, connections for washers and dryers, an exercise facility, computer center, laundry facilities and a swimming pool with a clubhouse (Tattnall Place, 2014).

This development was done in one of New Port Richey's peer cities, Macon, GA. The architecture has a historic feel and fosters community development through front porches and amenities. It offers different types of units to accommodate different family types. It also shows what types of amenities would be needed for residents.

## Oak Ridge Estates Infill Housing Case Study

Type: Practical



Oak Ridge Estates is an affordable housing community development in Tarpon Springs, FL. It has 62 units all of which are low-income housing tax credits units and 21 of those units are designated Public Housing units. The Public Housing units receive Annual Contributions Contract subsidies. Its goal was to provide rental housing at an affordable price and better quality. (Lee, 2011)

The Estates developed a mixed-finance method of development to create units for mixed-income housing. The total cost of the project was \$11.5 million. It is funded by Low-Income Housing Tax Credits, equity funding from Pinellas County and Tax Credit Exchange Program Funds administered by the Florida Housing Finance Corporation. Households cannot have incomes exceeding

60% of the Area Median Income. (Affordable Housing in Tarpon Springs) Eligibility for public housing is based on the annual gross income, elderly or disability status, family status, and citizenship status. High priority is given to people living in a shelter or homeless, the locals of Tarpon Springs, and those working at least 20 hours a week. (Tarpon Springs Housing Authority)

There are 1, 2, and 3 bedroom units. The rent for the units includes water, sewer, trash collection and pest control services. The amenities include play areas for children, and picnic area and a computer center.

Because several apartment buildings had replaced, the residents that were displaced were given Section 8 vouchers and the option of moving into one of the new units. The developers found a way to help people if they would have to be displaced to build new homes. It was built in Florida, which gives an idea as to what funding sources could be used to find this type of development.

## *The Brownville Transit Village TOD Case Study*

*Case Study Type: Aspirational*



The Brownville Transit Village is a 5.8 acre transit-oriented development in Miami, FL. It is adjacent to the Brownsville Metrorail station. It has 490 affordable housing units, with five midrise apartment buildings, townhomes, parking garage, and commercial space. Its goal was to transform an underutilized 8-acre parking lot into a mixed-use, mixed-income, and TOD.

It consists of 5 stages: affordable housing units funded by a tax credit exchange equity, housing for the elderly funded by another equity of the same kind, two phases of housing for the elderly funded by the Low Income Housing Tax Credit and gap financing under the American Reinvestment and Recovery Act, and 65 units of affordable rental housing. The first 4 stages cost \$107.2 million. (Serlin, 2012)

Its amenities include a community center, computer lab, exercise rooms and various community programs to aid residents with their health and finances. Each phase has the basic LEED certification. (Brownsville Transit Village, 2014)

The bus bay and drop off lanes had to be reconfigured and reconstructed. This project involved many agencies including Miami-Dade Transit, FDOT, Miami-Dade Public Works, Miami-Dade Water & Sewer Department. Because this project was federally funded, design, permitting, and deadlines were challenging. (Brownsville Transit Village, 2013)

The project was done on a small site. It is done in phases which would be optimal for New Port Richey because this project will cause major construction which could be harmful to businesses and bad for people if their homes would have to be replaced. It also has units suitable to multiple incomes and people.

## *City of Cocoa Waterfront Case Study*

### *Case Study Type: Practical*



The City of Cocoa's Waterfront was selected as a study area because it is a Florida town and its emphasis on improving its tourism. The waterfront redevelopment is focused on their downtown Village, and improving the link between the water and the city.

The City of Cocoa is focused on maintaining the community atmosphere of their village. In order to do so, they are focused on developing underutilized corridors such as US1 and SR520. Vacant properties have been identified as potential places for redevelopment that can benefit the community. The ultimate goal of redevelopment is to "fill the missing teeth" and create a 18-24 hour mixed use place.

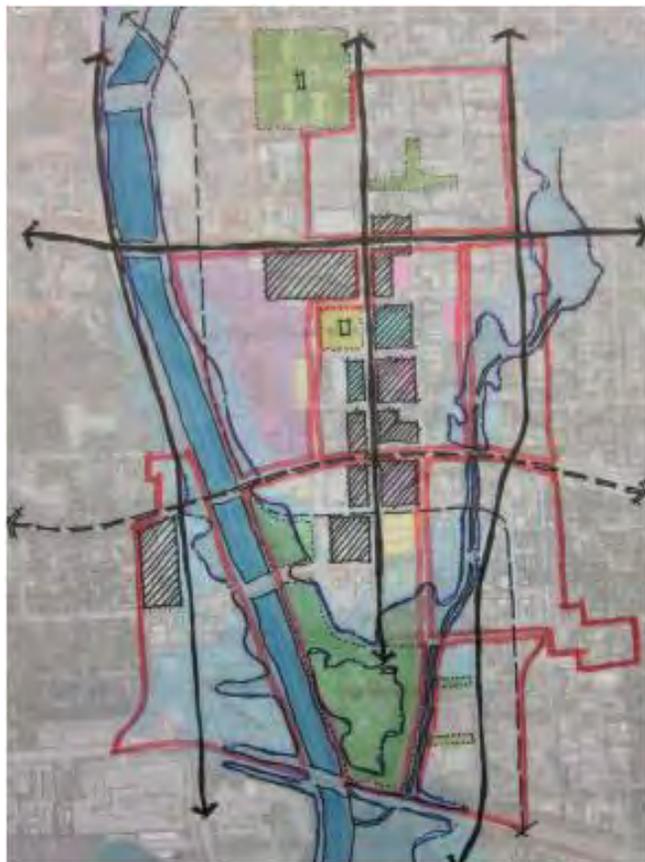
The City of Cocoa is committed to creating a unique identity for its downtown, centered on cultural and historical assets that place an emphasis on the arts. I think that for Pasco County, it is important to identify their most distinguishing aspects and try to develop our project on those merits. The City of Cocoa plans on improving public areas along major thoroughfares as well as on and around specific buildings downtown. Another main focus for the city is to create a celebrated entry to their village; this amenity aids in place-building and Pasco County seems to have a similar need for a celebrated gateway into their waterfront district. Unified signage and nautical themes are proposed for tying the image of the city to the water. A main goal for the City of Cocoa is to connect existing parks downtown with others; this should definitely be sought out by Pasco County.

SR 530 is the major thoroughfare that runs through the city. It is a busy street that fragments the walkability of the area, and improvements are proposed to help this issue.

The design of the city walkable, but this could be strengthened; the main mode of transportation is still automobile. Although the waterfront is a great asset, it is disconnected from the town due to the lack of public streets and private development. Urban art and unified signage and design throughout the waterfront district have been proposed for Cocoa in order to encourage tourists. While there is colorful landscaping and well-maintained storefronts, vacant lots detract from these amenities and are unwelcoming to visitors.

## *City of Iowa Case Study*

### *Case Study Type: Aspirational*



Downtown and Riverfront Crossings was selected as a study area because of the link between downtown and the riverfront. Iowa City selected its riverfront development at heart of the city, placed to draw attention to, and help foster existing infrastructure. Extensive community involvement was used to gain insight and develop a visioning process for their riverfront. Their study area is 76 acres that contains 900 residential units and 220,000 sq. ft. of retail space.

Yield analyses were conducted for the sub-districts, at the block level and for the river district as a whole to help plan for economic development. I think that it would be very beneficial to our project to do something similar; analyzing distinct blocks and parcels in order to have a thorough sense of our potential for development. The visioning process used by Iowa City aided tremendously in determining the sort of economic development that the residents of the area want most. Housing and office market analysis were also a key part of Iowa City's planning process and allowed them to get a better hold on the amount and locations on Environment, open space, and tourism: Iowa City is limited in its free space, and therefore was keen on getting the most use out of individual parcels that might serve as potential parks or open space. It seems like our study area is similar in the availability of open parcels for development. One of the central focuses of Iowa City's plan is the creation of a regional riverfront park. This serves as the riverfront's main attraction and is the focal point of the project. Pasco County might find it useful to have a similar focus on a major attraction that offers amenities that everyone can enjoy.

Iowa City is committed to improving walkability and bike-ability in its study area. Their plan has specific elements that look at connecting pedestrian and bike networks. I think a similar approach should be taken by Paso County, to help encourage pedestrian and biking as modes of transportation in our river district.

Within the study area, eight districts were selected to be subcategories for which to implement more specific design standards, growing off existing infrastructure and design. This can be applied to our project, separating the river district into separate areas, with different nodes for various cohorts. In all districts, mixed land use is stressed, but design principles that regulate setbacks, building heights help to enrich urban coherency. A form based code is in the works, and could be something to consider for our own river district.

## *Safety Harbor Case Study*

### *Case Study Type: Aspirational*

Safety Harbor, in Pinellas County and just southeast of New Port Richey, serves as a positive example of what New Port Richey's Main Street could become. In the 2008 Downtown Master Plan from the City of Safety Harbor, certain criteria for goals are outlined.

Relevant “defining character features” are listed. Some include: “Small Town; Family Oriented; Distinctive; Vibrant; Accessible; Green and Compatible Businesses”.

The plan takes into account local resident's goals and the area's unique history, in establishing a community redevelopment area. Density and intensity standards maintain the low-density, small town character with emphasis on historic preservation. The plan establishes a collection of zones within the CRA; which outline existing character description, land uses, design criteria, and special considerations. The plan also gives special attention to parking; both on-street and surface parking located behind Main Street buildings. Six years later, Downtown Safety Harbor maintains a strong, small-town character feel with a diverse mix of business types. The immediate area has an assortment of stores, restaurants, services and entertainment options. Walkability, historic preservation and aesthetics are central themes, given special attention to unique Florida foliage and architecture. Nightlife remains active, complimented by well-lit streets, with both practical and aesthetic lighting. While the majority of structures are older, there are some new developments as well. These developments are higher density, but strictly maintain a mix of uses for residential and commercial.

The only key differences between Main Street in Safety Harbor and in New Port Richey are waterfront access to Tampa Bay, and the Safety Harbor Resort and Spa, a local economic driver. Conversely, downtown New Port Richey's assets include the Pithlachascotee River area and the historic Hacienda Hotel. A future restoration and reimagining of the hotel and a revitalization of the riverfront would catalyze development along Main Street. Both streets maintain the unique challenge of being located off of a major arterial highway, while maintaining traffic calming along their commercial rights-of-way. Safety Harbor has erected unique, distinctive signage at the intersection of Main Street and McMullen Booth Road. Implementation of distinctive gateway markers along US-19, improvements to the riverfront and Hacienda Hotel and enacting a downtown development plan, similar to that of Safety Harbor's, would be the key steps to reinvigorating the area and creating a successfully vibrant downtown area along Main Street.

# *Riverfront Crossings District Form-Based Development Standards, City of Iowa City, Iowa Case Study Type: Aspirational*



The Riverfront Crossings District Form-Based Development Standards establish a form-based code designed to promote the vision of the Riverfront Crossings District in Iowa City, IA. This approach chooses form-based code principles over conventional zoning, as a strategic recommendation of the Downtown & Riverfront Crossings Master Plan.

Following form-based code principles, the development standards for Iowa City calls for a regulating plan, sub-district standards, frontage type standards, building type standards, parking type standards, and a general requirements section. The

regulating plan functions as a locator and prime identifier or sub-districts, primary street designations, required retail storefront, and waterfront frontage locations, in addition to public spaces. Sub-district standards establish: intent uses, principles building placement and form, parking, loading, and service areas. Frontage type standards set requirements for all principle buildings in the planning area. Building type standards differentiate and define building typologies appropriate within the planning scope and compliment previous standards and type sections.

The organizational consistency of the development standards, and in-depth analysis into each subsection provide an example of a form-based code model.

By indicating building height permitted within the Riverfront Crossings District, form-based code is able to orient construction around the Iowa River without obscuring views.

In developing redevelopment strategies for Pasco County, the Riverfront Crossings District Form-Based Development Standards provide an excellent example for the Miller's Bayou and Main Street Nodes. These development standards for Iowa City, IA would serve as a reference in establishing a strategy to tackle the variety of land uses and zoning classifications along the U.S. 19 corridor through Pasco County. With green design principles in mind, Pasco County would be able to preserve the natural amenities of each node area by advocating for a form-based code district.



## *Downtown Waterfront Form-Based Code Workshop, Marquette, MI Case Study*

*Case Study Type: Aspirational*



The City of Marquette, MI through the Michigan Seat Grant reached out to the United States Department of Environmental Protection (EPA) and the National Oceanic and Atmospheric Administration (NOAA)'s Smart Growth Implementation Assistance for Coastal Communities for redevelopment strategies for the city's waterfront through form-based code. The project team developed options for downtown redevelopment and waterfront areas that also protected water resources in Marquette Bay. This workshop created a model for Marquette that embodied elements of walkability, and a mixed-used Downtown Waterfront District.

The goal was to draft a form-based code model for the Downtown Waterfront District to improve economic development, quality of life and environment.

The form-based code workshop focused on four specific integration strategies, with the first two establishing the groundwork for the development of the Downtown Waterfront District, and revisions to the Downtown Development Authority (DDA)'s parking program. The third and fourth strategies focus on areas that affect visitor's impression of the Downtown Waterfront District, and improve walkability.

Within the Marquette Waterfront Form-Based Code section, the document outlines a specific form-based code draft, with examples that depict comparisons of traditional zoning and conventional ITE standards to form-based code alternatives.

**Exhibit 4.2: A greybelt of parking lots surrounds vibrant core of downtown Marquette, separating it from the waterfront and the rest of the community**



Challenges arose in the section for specific site revisions, where the existing parking management policy and built parking environment present hurdles for redevelopment. The report utilizes a graybelt map to depict disconnection between the waterfront and downtown Marquette as a result of surface private and public parking lots.

This report is an excellent example of a municipality that is seeking to use green design principles to guide a district-wide redevelopment effort. For the Miller's Bayou and Main Street Nodes, the use of integration strategies that build upon a framework of form-based code, environmental design, and address existing challenges from parking management policies assist the redevelopment efforts recommended by the project teams.

# *19<sup>th</sup> Avenue Park Presidio Neighborhood Transportation Plan- San Francisco County Transportation Authority Case Study Type: Practical*



This case study reviewed the 19th Avenue/Park Presidio Boulevard (19th PPB) Transportation Plan located in San Francisco, California. The plan looked at ways to improve travel conditions for the street's multiple types of users, from pedestrians and transit users to motorists and trucks. Similar to Pasco County, the underlying theme of this plan was to improve the balance in the way the street provides functions to these various users. Because of its size, San Francisco's 19th PPB is a key and multi-faceted transportation corridor and is an essential and heavily used 'gateway' for vehicles, moving traffic into and out of the western part of the city as well as that heading ultimately to the Golden Gate Bridge and points north. Although the case study takes place in an area with a much larger population

than Pasco County, the arterial's six lanes carry a great amount of vehicles per day and the corridor also serves high numbers of vehicle users with a minimum number of transit users. The County would like to improve transit use as a way to limit vehicular use and improve walkability. Finally, this case study shows that the "19th PPB also functions as a major local City street, with a dense and diverse array of adjacent land uses that includes single family, multi-unit, and assisted living residences, parks, local businesses, the Stonestown Galleria Shopping Center, schools, and the San Francisco State University." (San Francisco County Transportation Authority, 2008)

Some of the project goals for the 9th Avenue/Park Presidio Boulevard include

- Improve pedestrian safety
- Improve pedestrian streetscape conditions
- Improve transit operations
- Manage and Calm Traffic

The implementation methodology for this case study included facilitating funding, speed implementation and addressing the highest needs first, the corridor's intersections were prioritized into three groups, considering an intersection's pedestrian volumes, transit ridership, vehicle traffic, and collision history. (San Francisco County Transportation Authority, 2008)

There are several strengths and weaknesses of this case study project. The biggest of them being getting several agencies and departments within the city have vested interests in how the corridor can be improved and work

together. The Presidio Blvd/19<sup>th</sup> Avenue plan worked closely with the following agencies and departments: San Francisco Department of Public Works, San Francisco Municipal Transportation Agency, San Francisco Recreation and Park Department, San Francisco Public Utilities Commission, California Department of Transportation. All of the agencies had already identified needs and improvements from various stakeholders for 19th Avenue and Park Presidio Boulevard so implementation was a limited issue. It is the hope of the FPDL that Pasco County and the surrounding cities are able to have similar outcomes and successful relationships to improve the quality of the cities along the U.S. 19 corridor. (San Francisco County Transportation Authority, 2008) One of the biggest challenges for this case study and for the FPDL is getting appropriate funding as well as getting State approval for some enforcement actions i.e. automated speed enforcement cameras and surface treatments on the federal highway.

To conclude, this case study is practical because it shows how Pasco County would be able to balancing transportation throughout the county with the local street environment and the priorities of the Cities of New Port Richey and Port Richey. A major part of this case study was improving pedestrian safety by reducing the rate of pedestrian collisions and improving the safety of the people who walk on the U.S. 19 corridor every day. This case study is also similar and applicable because in the San Francisco study, another goal was to improve pedestrian/streetscape conditions by creating a more attractive and comfortable street to encourage walking, including addressing the parking sidewalk encroachment problem. The FPDL team hopes to do this not only along the U.S. 19 corridor but also hopes to do this not

only along the U.S. 19 corridor but also within the Main Street and Millers Bayou nodes. Throughout the nodes and the corridor, the FPDL have also included ways in which to improve transit operations by Improving reliability and efficiency for the Pasco County Public Transit system. Another goal of this project is to manage and calm traffic operations by improving pedestrian and transit conditions without significantly degrading vehicular capacity but increasing business along the U.S. 19 corridor. (San Francisco County Transportation Authority, 2008)

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