Rivergate-Palm District
Conceptual Master Plan

May 14, 2021 | 1:30 PM
ONE BAY Resilient Communities – Zoom Meeting
Rivergate-Palm District Study Area
Rivergate-Palm District Study Area
Community Visioning

Where is NPR now? Where does NPR want to go?

RIVERTOWN REVIVAL

Master Plan Public Meeting
The Palm Room

Oct. 13th, 2020
**SWOT Analysis**

**Where is NPR now?**

**EXISTING CONDITIONS**

- **Strengths** are favorable conditions that need to be built upon.

- **Weaknesses** are unfavorable conditions that need to be considered.

**Where does NPR want to go?**

**FUTURE CONDITIONS**

- **Opportunities** are potential improvements and favorable conditions that will be explored through planning and design.

- **Threats** are the potential barriers that may impede the realization of community goals.
SWOT Themes

1. Land Use, Density, Vernacular, and Streetscape: Types, intensity, and density of uses and activities, architectural details of site and surrounding buildings, and streetscape amenities.

2. Circulation and Parking: Pedestrian, bicycle, public transit, and vehicular mobility to/from the site and within the site, and parking considerations.


5. Natural Environment: Green spaces, natural waterways, habitat, stormwater management, and the heat island effect.

6. Image and Identity: Unique qualities and significant characteristics of the site and community.
Threats are the potential barriers that may impede the realization of community goals.

High Tide in 2045 (NOAA High)

Source: TBRPC, National Oceanic and Atmospheric Association (NOAA)
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What could that vision for the future look like?

**Downtown New Port Richey’s Rivergate-Palm District:**

1. **Embraces the Cotee River**
   - New Port Richey’s unique riverfront access and greatest natural amenity is celebrated in the Rivergate-Palm District. At every turn, the community can engage with, or is reminded of, the remarkable Cotee River.

2. **Offers Unique Attractions**
   - Modern, cutting-edge developments (designed at the appropriate scale) put Downtown New Port Richey on the map.
   - The new and exciting Rivergate-Palm District is where everyone wants to visit, shop, eat, drink, work, live, and host events.
   - Spaces that offer unique and memorable (“wow-factor”) experiences appear along Main Street, from end-to-end. People of all ages and backgrounds enjoy the variety of activities that are offered in Downtown New Port Richey.
   - New Port Richey’s history and community values are proudly represented in public spaces through colorful murals, honored statues, and local artwork.

3. **Is Safe and Welcoming for All**
   - The Rivergate-Palm District’s physical spaces and brand authentically represents the identity and character of Downtown New Port Richey.
   - Attractive streetscapes, and landmark signage, welcomes visitors and residents to New Port Richey.
   - It is a safe and enjoyable experience to bike, walk, drive (and park!), scooter, or even boat and paddle, in and around Downtown New Port Richey.
   - No one passes by Main Street on U.S. 19 without noticing the significant improvements that have taken shape within Downtown New Port Richey.

4. **Pasco County’s Regionally Connected Parks and Open Space Systems (greenways and blueways)** are highly traveled by safe bike lanes and paths, walking trails, and boat/paddle waterways.
GUIDING VISION STATEMENTS

Embraces the Cotee River

1. New Port Richey’s unique riverfront access and greatest natural amenity is celebrated in the Rivergate-Palm District. At every turn, the community can engage with, or is reminded of, the remarkable Cotee River.

2. New Port Richey is nationally recognized as a community that turns problems into possibilities. New Port Richey celebrate the story of how the City manages and repurposes floodwater through innovative, sustainable, and resilient solutions.

3. Pasco County’s regionally connected parks and open space systems (greenways and blueways) are highly traveled by safe bike lanes and paths, walking trails, and boat/paddle waterways.

The Cotee River could provide a recreation water-trail through New Port Richey. The Rivergate-Palm District could be a “trailhead” on that journey to the Gulf.

Source: Pasco County, The Harbors - West Market Area Redevelopment/Infill Plan (2013)
GUIDING VISION STATEMENTS

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Photo-worthy murals and public art attractions establish community pride and help to develop a sense of place in public spaces.

Source: St. Petersburg Mural by Jeffrey Sincich and Josh Stover

Live/work “flex space” configured as shared workspace or study spot, dwelling, or retail use.

Residential on upper floors with views of the River or Gulf.
GUIDING VISION STATEMENTS

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2. Attractive streetscapes and landmark signage, welcomes visitors and residents to New Port Richey.

3. It is a safe and enjoyable experience to bike, walk, drive (and park!), scooter, or even boat and paddle, in and around Downtown New Port Richey.

4. No one passes by Main Street on U.S. 19 without noticing the significant improvements that have taken shape within Downtown New Port Richey.

Sources top-to-bottom: 1) Downtown Melbourne, Florida; 2) Stuart, Florida; 3) Downtown Crestview, Florida.
Focus for Conceptual Planning & Design
Emphasized in 3D Model and 3D Flyover Animation

1. Landmark gateway entry feature;
2. Mixed-use development concepts;
3. Multi-modal transportation amenities;
4. Addition of collector roads and modifications to the existing street network to alleviate traffic;
5. Urban park that retains stormwater while providing an engaging public space;
6. Riverfront access points and boat ramps that increase public interactions with the river; and
7. Overall emphasis on sustainability, green infrastructure, and resilience to coastal hazards.
3D Visualizations:

- Starting point for further conversations.
- Do not represent any specific plan or action under consideration by the City.
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- Starting point for further conversations.
- Do not represent any specific plan or action under consideration by the City.
1. Landmark gateway entry feature on the corner of U.S. 19 and Main Street;
2. Mixed-use development concepts throughout the Rivergate-Palm District planning area;
3. Multi-modal transportation amenities (pedestrian, bicycle, public transit, and vehicular);
4. Addition of collector roads and modifications to the existing street network to *alleviate* traffic;
5. Attractive and welcoming urban park that retains stormwater while providing an engaging public space;
6. Multiple new riverfront access points and boat ramps that increase public interactions with the river;
Mallory Square in Key West, Florida - Source: Florida Weekly Key West
7. Overall emphasis on **sustainability, green infrastructure, and resilience to coastal hazards**.
3D Flyover Animation

www.youtube.com/user/TampaBayRPC/videos
Construction of Keiser University on corner of U.S. 19 & Main St. (mid-2019)
Construction of Keiser University on corner of U.S. 19 & Main St.
Thank you!

Visit [www.tbrpc.org/design](http://www.tbrpc.org/design) to watch the fly-through animation.

**TBRPC Technical Assistance:**

1. Economic Impact Analyses
2. Rapid Redesign Exercises
3. Conceptual Small Area Plans
4. Industry Cluster Studies
5. 3D Visualizations & Animations
6. Flooding Simulations
7. Transportation Corridor Studies

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