



CUSHMAN &
WAKEFIELD

HELP GROW NEW PORT RICHEY'S RENAISSANCE

DOWNTOWN DEVELOPMENT FUELED BY

- Location
- Local Vibrancy
- Nature and Recreation
- Demographics
- Area Institutions
- City Vision & Commitment

LOCATION

The City of New Port Richey seeks a development entity for numerous parcels it owns along the beautiful Cotee River and within a vibrant, growing Downtown District.—and a commercial parcel fronting US-19. New Port Richey retains its “sense of place” from its heyday in the 1920s as the Hollywood of the East. Join the renovated Hacienda Hotel, new restaurants, shops, and a half-dozen local brewpubs—all drawing the 250,000+ population within a 30-minute drive. New Port Richey has been growing at an annual rate of 1.88% and is ready for more! Note that the Cotee River leads directly to the Gulf for water recreation and great fishing.



AVAILABLE PARCELS 1-4



LABEL	ADDRESS	ACRES	NOTES	● - Option
1	6128 US Highway 19	2.18 Acres	Commercial frontage	
2	6131 River Road	2.26 Acres	Potential to combine with #1 for multifamily	
3	5332 Acorn Street	0.37 Acres	Site adjacent to garage (small warehouse)	
4	5432 Acorn Street	0.27 Acres	River frontage & access potential	
5 ●	Acorn Street Parcel	0.65 Acres	Under Negotiation for city purchase - site south of #3, with access to Acorn St.	
6 ●	6134 River Road	0.22 Acres	Option agreement assignable to development entity	
G	City owned parking garage 364 slots, 154 available			

THE VISION

BRIDGING DOWNTOWN ENERGY WITH US 19 AND THE COTEE RIVER



Downtown New Port Richey east of the Cotee River has become a vibrant destination for both locals and visitors. The city is now looking to incorporate the area west of the river—known as the Rivergate Palm District—into this growing downtown experience.

Recent enhancements have already set the stage for growth, with the city owning multiple parcels that could help drive expansion. Central to the vision is a market-rate multifamily development along US 19, complemented by retail or commercial ventures. Additional residents will strengthen the local economy and support surrounding employers.

The city parcels fall within a Community Redevelopment Area (CRA), which may potentially offer incentives for quality development. Infrastructure improvements, including floodplain mitigation, are already funded.

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



DEVELOPMENT POTENTIAL

- Up to 350 multifamily units
- US 19 traffic count: 63,000 AADT
- Retail/commercial synergy with apartments

CITY-OWNED ASSETS

- 6 parcels south of Main Street
- 2 Parcels with Cotee River access
- City-owned parking garage slots available
- Possible expansion of Riverfront parcels

RECENT ENHANCEMENTS

US 19/Main Street:

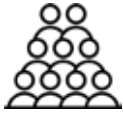
- Welcome Sign
- Keiser University Campus - 2021
- Comfort Inn - 2023

INCENTIVES & INFRASTRUCTURE

- Potential CRA incentives available
- \$1.6m DEP grant for inundation pond
- Existing Structured Parking garage with 154 slots available to support new development

DEMOGRAPHICS AND DEMAND DRIVERS

New Port Richey has been growing and is ready for more!



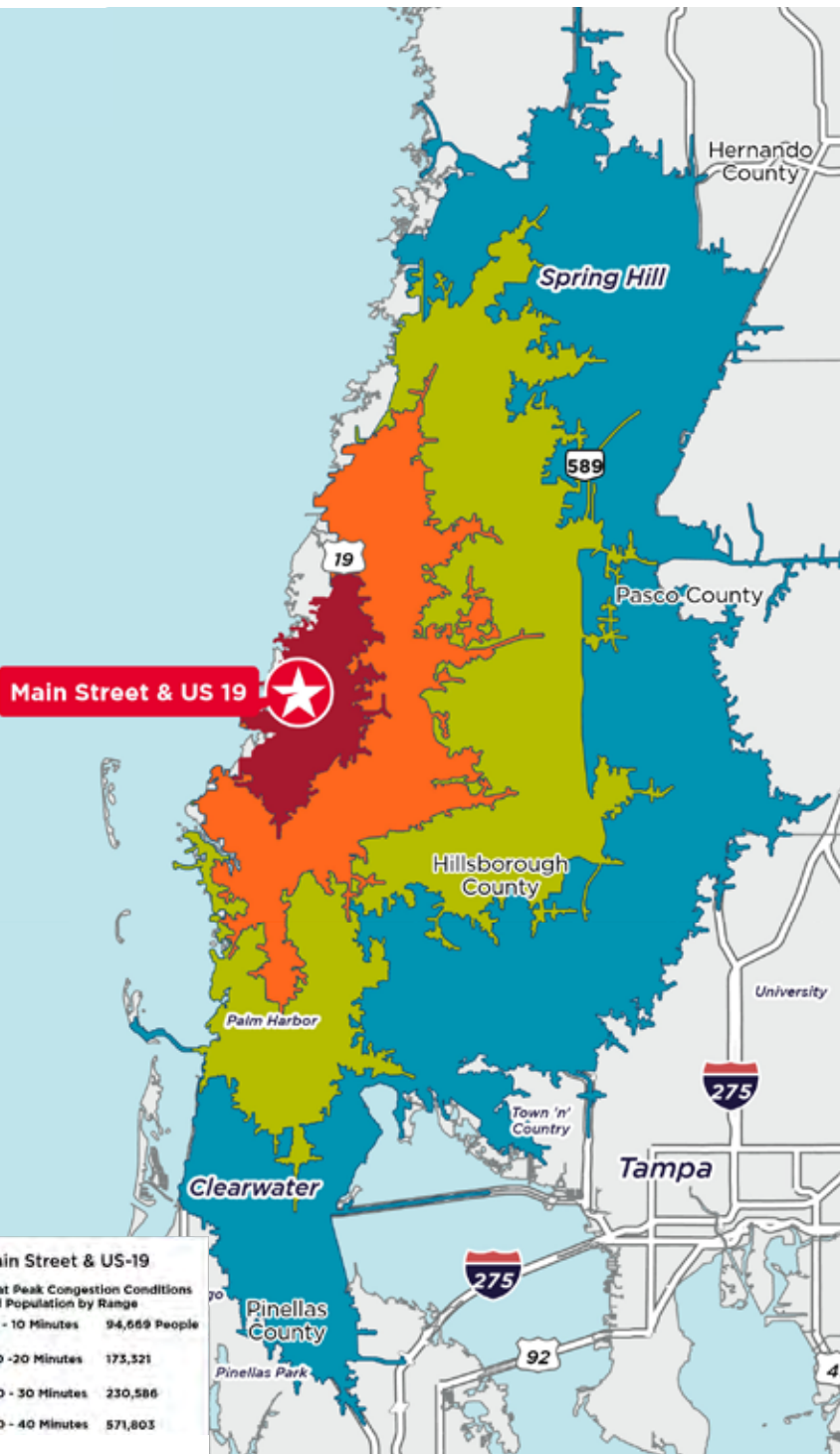
250,000+ population within 30 minutes.



Growing at an annual rate of 1.88%



Traffic Count on US 19 is now 63,000



QUICK PASCO COUNTY STATS:

POPULATION: 659,114
OF BUSINESSES: 14,407
FOUNDED: 1887

NEW PORT RICHEY TO:

DESTINATION	MINUTES	MILES
Tampa International Airport	50	33
Clearwater	42	24
One Pasco Center	50	30
Moffitt Cancer Center	25	13

EMPLOYMENT CENTERS:

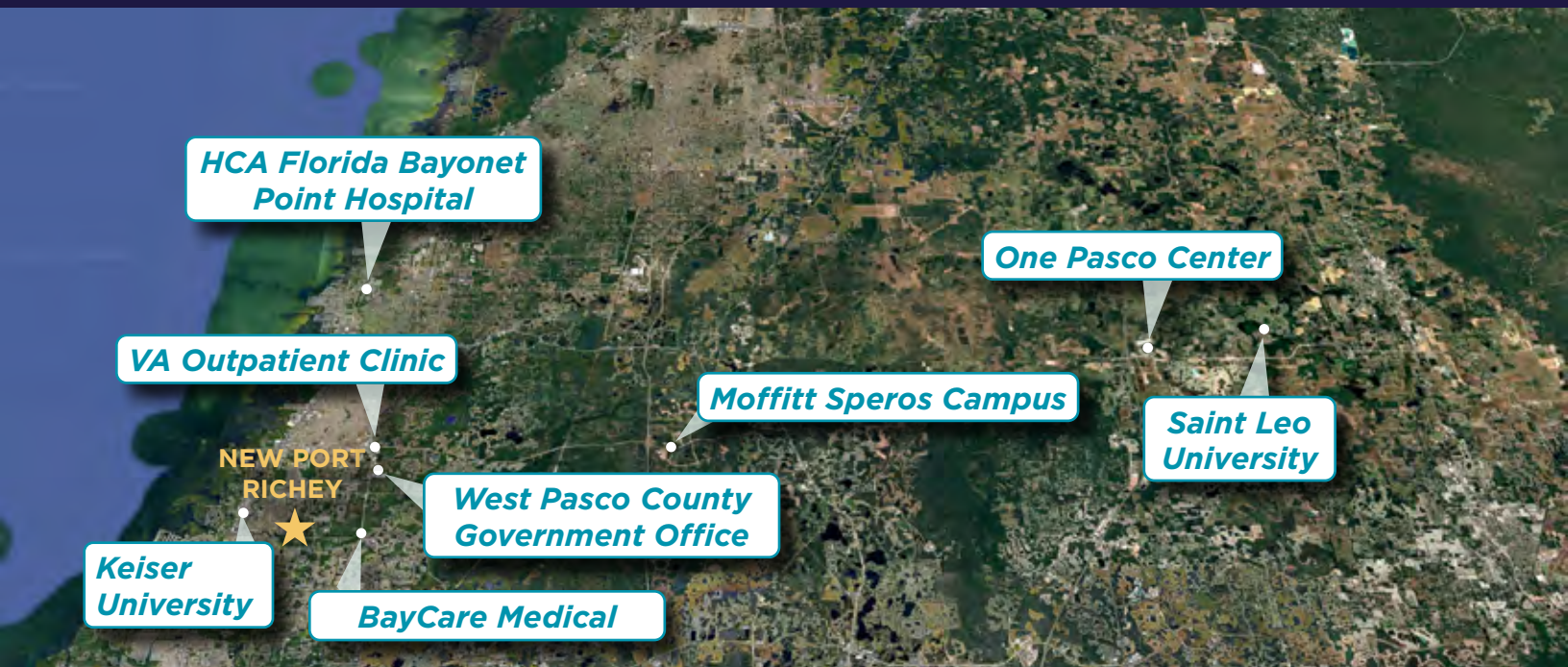
LOCATION	EMPLOYEES
BayCare North Bay Hospital	1,835
Pasco County Government Offices	3,175
HCA Healthcare	9,259
HCA Bayonet Point Hospital	1,184
St. Leo University	1,000
New Moffitt Center (Campus at Buildout)	14,000

TRAFFIC COUNTS

US 19 TRAFFIC COUNTY: 63,000 AADT

INSTITUTIONAL ANCHORS

PRESTIGIOUS HEALTHCARE, EDUCATION
AND GOVERNMENT FACILITIES IN THE REGION



New Port Richey is supported by a strong network of medical, educational, and government institutions that drive employment, daily traffic, and long-term market stability

Healthcare access is anchored by **HCA Florida Bayonet Point Hospital**, a major regional medical center serving Pasco County and the surrounding areas. The developing **Moffitt Speros Campus** which, anticipates 14,000 employees at buildout, is about 20 miles away. Ridge Road has been extended, with final implementation in fall 2026, to improve this commute. Additional providers, including the **VA Outpatient Clinic** and **BayCare Medical**, further expand comprehensive care options for residents, employees, and visitors.

Educational strength is reinforced by **Keiser University** and **Saint Leo University**, both of which contribute to workforce development, professional training, and a steady daytime population that supports surrounding commercial activity.

In addition to City offices in downtown NPR, Government presence is centralized at the **West Pasco County Government Offices** and **One Pasco Center**, reinforcing New Port Richey's role as a civic hub for the county and generating consistent activity that supports nearby commercial and service-oriented uses. West Pasco County Government Center houses many county departments and services, including Clerk of the Court, tax collector and driver license services. County commissioner offices are on Little Rd in New Port Richey as well as the County Public Works Department.

Together, these institutions enhance the city's economic resilience, accessibility, and appeal for commercial tenants seeking proximity to essential services and major employment centers throughout the region.

HISTORIC NEW PORT RICHEY

THEN AND NOW



The Hacienda Hotel

While indigenous tribes inhabited the area for more than a thousand years prior to the arrival of Spanish explorers in the 16th century, New Port Richey's modern development began in 1911 under the leadership of civic-minded visionaries who introduced modern conveniences and amenities.

The city reached its cultural peak in the late 1920s, when an influx of movie stars earned it the nickname "Hollywood East." Today, at least nine historic buildings remain, including the beautifully restored Hacienda Hotel, the city's architectural centerpiece.

[Click here for full history.](#)



AERIALS

BIRD'S EYE VIEWS



AERIALS

BIRD'S EYE VIEWS

Looking North East



Looking from South



AERIALS

BIRD'S EYE VIEWS

Rivergate

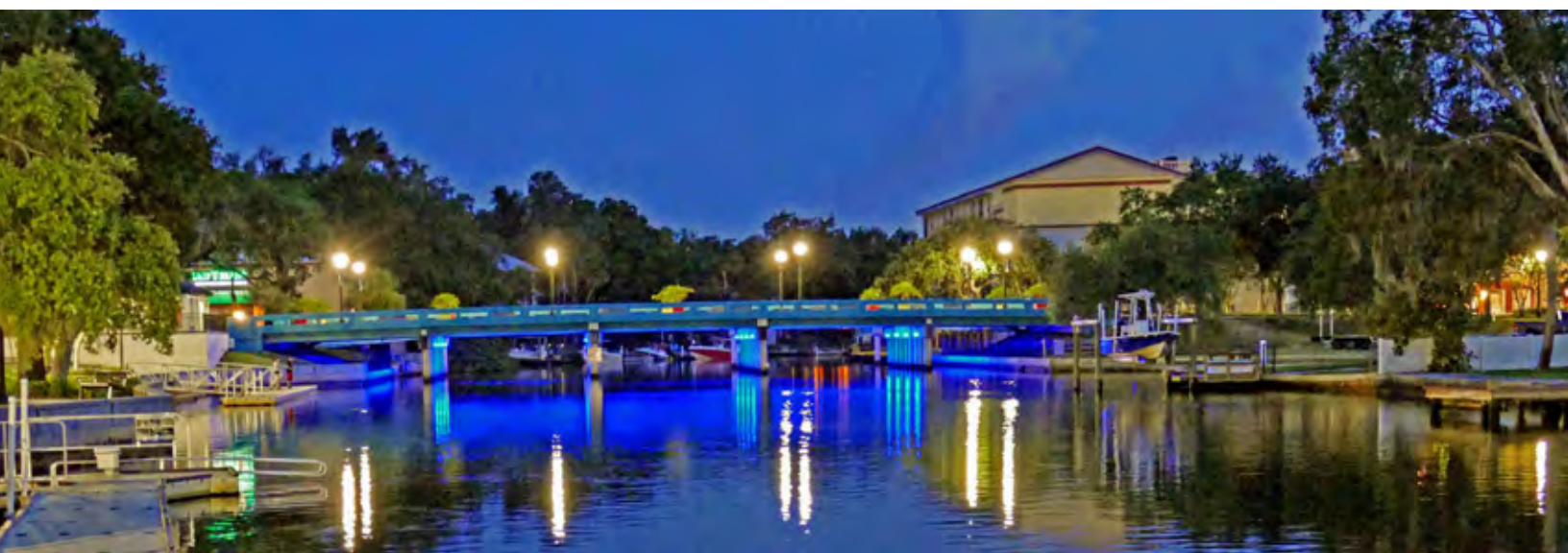


Palm District



PHOTOS

THE CHARM OF NEW PORT RICHEY



AMENITIES

HISTORIC CHARM ENHANCED BY MODERN AMENITIES

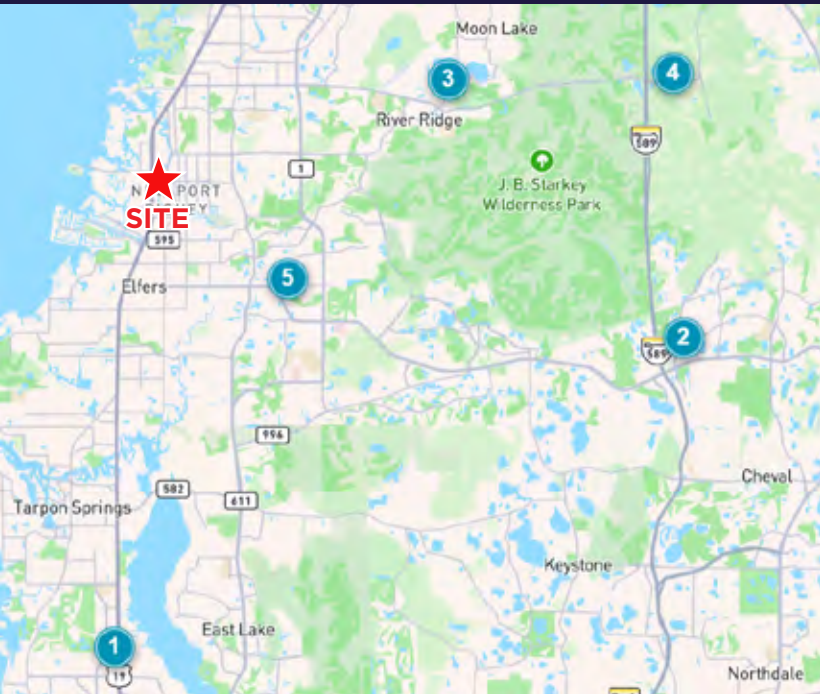


US 19 and SR 54 bring abundant national and regional retailers to the area, including Publix (1.5 miles) and Walmart (6 miles), many restaurant chains such as Denny's, Wendy's, IHOP among others, distinct from the unique eateries in downtown New Port Richey, as well as furniture, discount outlets, etc. There is a Burger King at the northwest corner of US 19 and Main Street.

Among the parcels offered is a site on US 19 south of the Comfort Inn which provides both retail frontage and an attached parcel for multifamily or other new development. We believe there may be an opportunity to expand this parcel and the area around the parking garage by purchasing privately owned parcels along Main Street.

MULTIFAMILY

RECENT DEVELOPMENTS IN THE BROADER PASCO REGION



ALLORA RIVER RIDGE

11691 Buchner Dr | 2024 | 330 units



UPSHORE

36090 US Highway 19 N | 2025 | 264 units



ASCEND ANGELINE

16648 Mangrove Island Ave | 2025 | 240 units



ALTIS GRAND SUNCOAST

16885 Amaranth Dr | 2023 | 449 units



TANAGER SQUARE

8128 Tanager Sq | 2024 | 88 units

PURPOSE

OF THE REQUEST FOR PROPOSAL (RFP)

The Rivergate Palm District is the gateway into New Port Richey, drawing people into the historic downtown area as well as to the businesses on the west side of the Pithachascotee (“Cotee”) River. New investments, including Keiser University, Comfort Inn and Suites, and a 354-space, public parking garage, along with a residential project with potential retail & commercial components to support a diversity of activities within the Rivergate Palm District.

Similar to the resurgence happening in the Downtown District, the City’s expectation with this redevelopment opportunity is to enhance and improve the Rivergate Palm District as we continue to improve the areas surrounding downtown and the U.S. Highway 19 corridor within the city limits of New Port Richey.

New Port Richey is near rivers, the Gulf of Mexico, world class fishing, and an unparalleled quality of life with a casual lifestyle, sense of community and forward-thinking leadership.

This redevelopment in the Rivergate Palm District provides an unrivaled opportunity to improve the community’s quality of life and further spark economic development.



SUBMITTAL REQUIREMENTS - SEE LINK FOR FULL RFP

The CRA is looking for a Project that represents “What can be in New Port Richey.” They are interested in forward planning based on long-term economic investment, housing stability, and resilience. The Project will complement and support the City’s downtown and Rivergate Districts with new investment, future residents, and an active link to the City’s business community while addressing future needs as a community.

MINIMUM QUALIFICATIONS/REQUIREMENTS OF RESPONDENTS

- Contract name
- Name of owner/client
- Owner/client contact name, phone number, and email address
- Purchase price/capitalization structure
- Key personnel and their roles
- Total capital cost of the programs/projects managed
- Total cost of program management services provided
- Length of contract term
- Summary of work performed; a short description of services performed

POTENTIAL USE AND IDEAS

- Mixed-use projects providing opportunities for additional residential, retail and commercial uses that can balance the District’s existing uses
- Higher density market rate housing
- Limited surface parking with potential to partner with City on existing parking garage or potential garage expansion
- Townhomes for additional home ownership options on the River Road Property and to minimize impact on existing River Road residents
- There is a strong opportunity to address “gaps” in the street environment with infill and redevelopment; connecting areas of investment across the Rivergate-Palm District
- Potential amenities for future residents

DESIGN STANDARDS, INCLUDING BUT NOT LIMITED TO:

- An opportunity to present more modern architectural treatments to distinguish the Rivergate Palm District from its historic counterpart, the Historic Downtown District. To reinforce this aesthetic, and to create a pedestrian-oriented block, the PROJECT should be brought to the street, with parking relocated behind buildings
- Building height
- Parking
- Examples of past building designs and consideration for this specific location
- Density (FAR)
- Setbacks
- Special accommodations to make your vision fit in the space

WHY PASCO COUNTY?

- 3rd fastest growing county in the U.S.
- 33 million consumers within an 8-hour drive
- Port Tampa Bay: largest seaport in Florida
- Tampa International 80 non-stop destinations
- Access to Central & South American, Caribbean markets
- Large population of skilled workforce
- Six major interstate corridors

FLORIDA'S TOP-NOTCH BUSINESS CLIMATE



#1 NO PERSONAL INCOME TAX:

The Tax Foundation ranks Florida #4 (after Wyoming, South Dakota, and Alaska) for its Business Tax Climate (2024) overall, and #1 for lack of personal income tax; #11 for corporate tax rank; #13 for property tax rate; #19 for sales tax; #4 for unemployment (The Tax Foundation, 2024)



#1 ECONOMIC CLIMATE:

According to CNBC's July 2025 "America's Top States for Business" rankings, Florida is a Top three state for business in 2025 - and boasts the #1 economy in the country. CNBC's rankings considered over 130 metrics across 10 categories of competitiveness, and Florida is among the leading states. This year's ranking placed particular emphasis on a state's economic climate - and Florida topped the list in first place. (CNBC annual ranking, 2025)



#2 BUSINESS STATE IN THE U.S.:

"Ranked the #1 Business Tax Climate in the Southeast and #2 in the U.S., the Sunshine State offers a welcoming business climate, with a low cost of doing business, highly competitive rates and incentives." (FPL, Florida Power & Light, 2025)



#1 HIGHER EDUCATION:

Florida has ranked #1 for higher education for the past five consecutive years. (US News and World Report, 2025)



MARGERY JOHNSON

Managing Director
+1 407 435 4947
margery.johnson@cushwake.com

JORDAN WEAN

Director
+1 813 204 5351
jordan.wean@cushwake.com

TAMPA OFFICE

201 N Franklin St.
Suite 3300
Tampa, FL 33602

KEN KRASNOW

Vice Chair
+1 954 377 0484
ken.krasnow@cushwake.com

ANDY SLOWIK

Managing Director
+1 407 541 4428
andrew.slowik@cushwake.com

ORLANDO OFFICE

20 N. Orange Ave,
Suite 300
Orlando, FL 32801

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