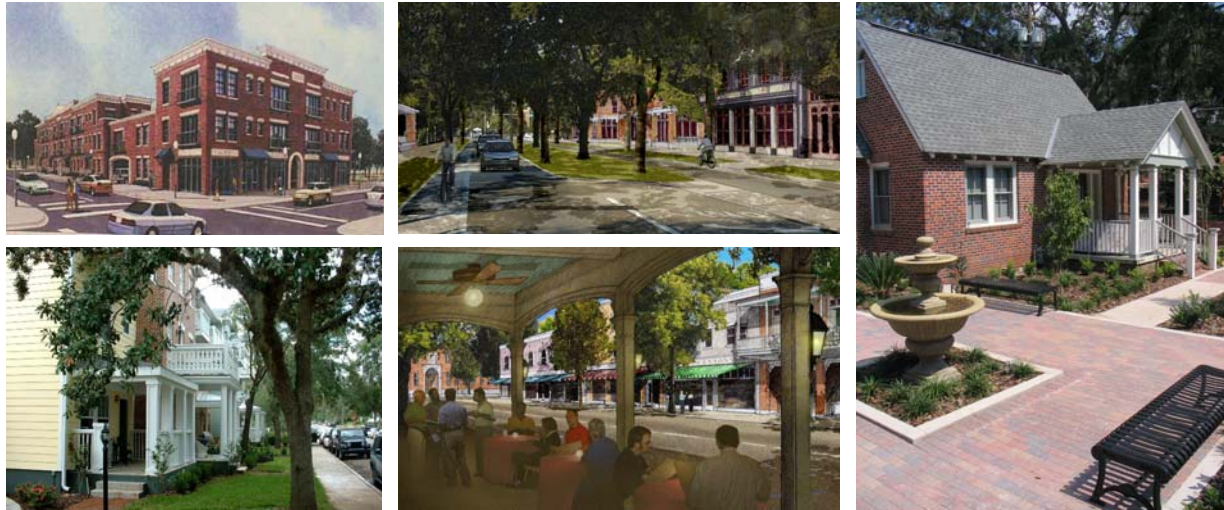


COLLEGE PARK/UNIVERSITY HEIGHTS COMMUNITY REDEVELOPMENT AREA



Incentive Design Guidelines

*For projects receiving redevelopment incentive grants in College
Park/University Heights*

DRAFT – 4/07/06

Incentive Design Guidelines:
COLLEGE PARK/UNIVERSITY HEIGHTS

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1. Purpose of design guidelines in College Park/University Heights for projects receiving incentives

The goal of the College Park/University Heights Redevelopment Plan states as its goal to “transform the area into an attractive, mixed-use destination area providing for a mix of housing types, non-residential uses supporting both visitors and residents alike, and improved transportation choices. It is intended that new residential development attract a mixture of students, staff and faculty of the University, people working downtown, at the hospitals or in the neighborhood; and those who would like to live near the campus.

In order to accomplish this goal, the Redevelopment Incentive Program encourages new development that meets specific criteria in the College Park/University Heights Community Redevelopment Area. An important component in all new development is design. Well designed projects that enhance the overall character of the College Park/University Heights Community Redevelopment Area are key its revitalization. In order for a project to be considered for incentives from the Community Redevelopment Agency (CRA), it should meet all of the applicable design guidelines contained in this document.

The College Park and University Heights Special Area Plans in the Land Development Code identify the desired building types and requirements in College Park/University Heights. The Incentive Design Guidelines herein specified outline additional architectural elements, site design, landscaping, and building relationships that are required for projects receiving redevelopment incentive grants in the redevelopment area.

In order to clearly identify the measures applicants must make in addition to the requirements of the Special Area Plan to qualify for financial incentives, a matrix of applicable sections from the Special Area Plans has been created which identifies regulations to reference from the Special Area Plan on the left hand side, and additional requirements of the incentive program on top of the existing regulations on the right hand side, to qualify for incentives. Please note that only applicable sections of the College Park and University Heights Special Area Plan have been included in this document. Please obtain a copy of the College Park or University Heights Special Area Plan to determine the requirements every project must follow, regardless of whether or not it receives incentives from the Community Redevelopment Agency.

Incentive for Following Incentives Design Guidelines

All applicants must follow these design guidelines to be eligible to receive incentives, without exception. The Community Redevelopment Agency allows applicants to request reimbursement for additional expenses added in order to meet the design guidelines. Please see the Redevelopment Incentive Program for more information. Applicants applying for reimbursement for added design elements must include the cost of upgrades to their plans and building projects in their “if not for” statement. If not for these incentives, the applicant could not construct this project while adhering to these incentive design guidelines.

II. College Park Current Regulations/Incentive Design Guidelines Matrix

College Park Special Area Plan Regulation – Applicable Sections <i>Please refer to the College Park Special Area Plan for regulations</i>	Incentive Design Guideline <i>Required to receive financial incentives</i>
<ul style="list-style-type: none"> ▪ Façade Requirements 	<p><u>Goal:</u> To encourage pedestrian activity and maximize interaction with the street and the building.</p> <p><u>Parameters:</u> Front presentation/entrances to all streets should be provided for 75% of all 1st floor units.</p> <p><u>Goal:</u> To promote façade articulation to enforce or reinvigorate the architectural quality of the neighborhood.</p> <p><u>Parameters:</u> To the extent possible facades of large multi-family residential buildings should reflect the existing architectural rhythm, or where appropriate, re-invigorate the architectural quality of the neighborhood. That should be accomplished with facade articulation and architectural embellishments. The first thirty-five feet (35') of an exterior façade vertical plane must enhance the pedestrian environment by incorporating appropriate architectural features. These features must include for example cornice detailing, ornamentation, moldings, changes in materials and colors, and other sculpting of the architectural surface, which add special interest and appeal at the ground level. These features will complement the design integrity of the district.</p>

College Park Special Area Plan Regulation – Applicable Sections <i>Please refer to the College Park Special Area Plan for regulations</i>	Incentive Design Guideline <i>Required to receive financial incentives</i>
<ul style="list-style-type: none"> ▪ Structured Parking Lot Placement 	<p><u>Goal:</u> To ensure that new parking structures have aesthetic appeal and quality site design.</p> <p><u>Parameters:</u> The design of the parking structure must be integrated with the architectural design of the residential and commercial buildings that it serves. Architectural elements must be incorporated into the façade. Portions of the structure facing the alley should be recessed, where appropriate, to provide adequate space to shield trash and recycling receptacles from public view, or enclosed trash rooms should be provided.</p> <p><i>Optional but recommended:</i> Parking structures should be designed so that their first floors can be converted to office or retail uses in the future where appropriate.</p>
<ul style="list-style-type: none"> ▪ Landscape Standards 	<p><u>Goal:</u> To encourage and enhance the existing tree canopy and other natural and architectural features of the site</p> <p><u>Parameters:</u> Where appropriate, existing tree canopy and other natural and architectural features are encouraged to be preserved and enhanced. Where necessary new canopy trees that encourage a comfortably walkable neighborhood should be added.</p>
<ul style="list-style-type: none"> ▪ Garden Walls & Fences 	<p><u>Goal:</u> To shield private surface parking from public view at the street level.</p> <p><u>Parameters:</u> 30-inch high solid masonry “knee walls” are encouraged with wrought iron fencing or similar open fencing above to hide private parking at the street level and create a continuous façade, while maintaining some visibility of the parking area.</p>

College Park Special Area Plan Regulation – Applicable Sections <i>Please refer to the College Park Special Area Plan for regulations</i>	Incentive Design Guideline <i>Required to receive financial incentives</i>
<ul style="list-style-type: none"> ▪ Building Use – Type I This building type includes shop fronts, offices, apartments or mixed-use buildings with apartments. <ul style="list-style-type: none"> ○ Building Placement ○ Side Setback ○ Encroachments ○ Parking ○ Building Height ▪ Urban Regulations For New Construction - Type II This building type includes houses, apartments or townhouses. <ul style="list-style-type: none"> ○ Building Placement ○ Side Setback ○ Encroachments ○ Parking ○ Building Use ○ Building Height ○ Building Frontage ▪ Urban Regulations For New Construction -Type III This building type includes houses. <ul style="list-style-type: none"> ○ Building Placement ○ Side Setback ○ Encroachments ○ Parking ○ Building Use ○ Building Height 	<p><u>Goal:</u> To provide “street life” and “eyes on the street.”</p> <p><u>Parameters:</u> Living area should face the street to provide for “street life” and “eyes on the street.” For example, bedrooms facing the street do not provide the level of interaction that a living area facing the street provides.</p> <p><u>Goal:</u> To create a compact neighborhood.</p> <p><u>Parameters:</u> A two-story minimum height should be provided for all buildings on non-primary corridors. A minimum of three or more stories should be provided on West University Avenue, 13th Street, SW 6th Street, and SW 2nd Avenue.</p> <p><u>Goal:</u> To create corner buildings and other commanding structures that “announce” entry into these attractive central city neighborhoods.</p> <p><u>Parameters:</u> Building forms and design elements at the corner of key intersections (13th Street and University Avenue, SW 6th Street and University Avenue, Depot Avenue and 16th Street SW 2nd Avenue and SW 6th Street and SW 2nd Avenue and 13th Street), towers and other prominent landscape and architectural features that announce key entry points into the neighborhood should be provided in order to create gateways to the neighborhood and points of visual interest.</p> <p><u>Goal:</u> To promote the architectural quality of the district.</p> <p><u>Parameters:</u> Buildings must have at least one of the following: arcade, colonnade, 2nd floor balcony, marquee or awning.</p>

College Park Special Area Plan Regulation – Applicable Sections <i>Please refer to the College Park Special Area Plan for regulations</i>	Incentive Design Guideline <i>Required to receive financial incentives</i>
<ul style="list-style-type: none"> ▪ Architectural Regulations for New Construction ▪ Building Walls <ul style="list-style-type: none"> ○ Materials ○ Configurations ○ Techniques ○ ▪ Building Elements <ul style="list-style-type: none"> ○ Materials ○ Configurations ○ Techniques ▪ Roofs <ul style="list-style-type: none"> ○ Materials ○ Configurations ○ Techniques ▪ Windows and Doors <ul style="list-style-type: none"> ○ Materials ○ Configurations ○ Techniques 	<p><u>Goal:</u> To provide a rich palette of materials to enhance the individual character of each project, and to avoid repetitive use of finish materials.</p> <p><u>Parameters:</u> Building facades shall be composed of no less than two finish materials. Variations of these two or more materials are required. Variations may be in color, texture, scale, or placement of materials. Variations within each of the material types are required.</p> <p><u>Goal:</u> To promote building materials consistent in quality and aesthetics.</p> <p><u>Parameters:</u> Sloped roofs shall be composed of architectural shingles or other textured materials such as v-crimp, standing seam, tile, slate, architectural shingles, shakes or copper. Flat roofs are encouraged to be constructed to screen mechanical equipment.</p> <p><u>Goal:</u> To maximize interaction with the street and the building, to provide front presentation to the street.</p> <p><u>Parameters:</u> Front entrances shall be emphasized with architectural enhancements, changes in the roofline, different massing, or unique materials and finishes. Some examples of entryway enhancements include unique roof and/or arcade treatment, recessed doorways, and special materials and ornamentation.</p>
Additional Incentive Design Guidelines for College Park not required in the current College Park Special Area Plan Regulations	
<ul style="list-style-type: none"> ▪ <u>Goal:</u> To utilize existing alleys. <u>Parameters:</u> Alleys should be incorporated into the site plan as appropriate and used to increase accessibility to parking and other facilities wherever possible. ▪ <u>Goal:</u> To underground utility lines from the utility source to the project to improve the infrastructure and aesthetics of the street. <u>Parameters:</u> Utility lines should be buried underground from the utility source to the project. 	

**Additional Incentive Design Guidelines for College Park not required in the current College Park Special Area Plan
Regulations - *Continued***

- Goal: To encourage aesthetically pleasing open space/plazas in private developments
Parameters: Plazas/courtyards are encouraged to be incorporated into private developments to increase landscaped open spaces and the aesthetic interest of the area.
- Goal: To encourage property owners to provide outdoor public art on their property visible from a public right-of-way in order to enrich the pedestrian experience and create a stronger sense of place.
Parameters: 1) Artwork may be freestanding pieces (e.g. a sculpture or water features) or it may be integrated into its surroundings as an architectural element (e.g. relief sculpture embedded in pavement or a wall, a mosaic, stained glass or mural on a wall, lighting or sound effects, or decorative railing or lighting). 2) New urban open spaces and infrastructure improvements should have a significant component of public art to the project that has a visible presence.
- Goal: To encourage private outdoor spaces that allow for landscaping and better natural lighting and ventilation for existing or proposed buildings. To provide desirable open space for the occupants of adjacent structures. To provide a formal setting for a heritage tree or some other natural feature that should be preserved.
- Parameters: Courtyards and pocket parks should contain at least 100 square feet. They may be enclosed by a fence not over four feet tall. Courtyards and pocket parks are not required to be accessible for the general public. Pocket parks must have at least one frontage to an adjacent street and viewable from at least two adjacent streets. There should be at least one canopy tree incorporated into the design where none exist.

III. University Heights Current Regulations/Incentive Design Guidelines Matrix

University Heights Special Area Plan - Applicable Regulation <i>Please refer to the University Heights Special Area Plan for regulations</i>	Incentive Design Guideline <i>Required to receive financial incentives</i>
<ul style="list-style-type: none"> ▪ Façade Requirements 	<p><u>Goal:</u> To encourage pedestrian activity and maximize interaction with the street and the building.</p> <p><u>Parameters:</u> Front presentation/entrances to all streets should be provided for 75% of all 1st floor units.</p> <p><u>Goal:</u> To promote façade articulation to enforce or reinvigorate the architectural quality of the neighborhood.</p> <p><u>Parameters:</u> To the extent possible facades of large multi-family residential buildings should reflect the existing architectural rhythm, or where appropriate, reinvigorating the architectural quality of the neighborhood. This should be accomplished with facade articulation and architectural embellishments. The first thirty-five feet (35') of exterior façade vertical plane must enhance the pedestrian environment by incorporating appropriate architectural features. These features must include cornice detailing, ornamentation, moldings, changes in materials and changes in colors, and other sculpting of the architectural surface, which add special interest and appeal at the ground level. These features will complement the design integrity of the district.</p>
<ul style="list-style-type: none"> ▪ Alleys 	<p><u>Goal:</u> To utilize existing alleys.</p> <p><u>Parameters:</u> Alleys should be incorporated into the site plan as appropriate and used to increase accessibility to parking and other facilities wherever possible.</p>
<ul style="list-style-type: none"> ▪ Structured Parking Lot Placement 	<p><u>Goal:</u> To ensure that new parking structures have aesthetic appeal and quality site design.</p> <p><u>Parameters:</u> The design of the parking structure must be integrated with the architectural design of the residential and commercial buildings that it serves. Architectural elements must be incorporated into the façade. Where appropriate, portions of the structure facing the alley should be recessed to provide adequate space to shield trash and recycling receptacles from public view, or enclosed trash rooms should be provided.</p> <p><i>Optional but recommended:</i> Parking structures should be designed so that their first floors can be converted to office or retail uses in the future where appropriate.</p>

University Heights Special Area Plan - Applicable Regulation <i>Please refer to the University Heights Special Area Plan for regulations</i>	Incentive Design Guideline <i>Required to receive financial incentives</i>
<ul style="list-style-type: none"> ▪ Main Street Shop front Building <ul style="list-style-type: none"> ○ Building Placement ○ Build-to line locations ▪ Office Building <ul style="list-style-type: none"> ○ Building Placement ○ Build-to line locations ▪ Rowhouse <ul style="list-style-type: none"> ○ Building Placement ○ Build-to line locations ○ ▪ Garden Apartment Building <ul style="list-style-type: none"> ○ Building Placement ○ Build-to line locations ▪ Apartment Building <ul style="list-style-type: none"> ○ Building Placement ○ Build-to line locations 	<p><u>Goal:</u> To provide “street “life” and “eyes on the street.”</p> <p><u>Parameters:</u> Living area should address the street to provide for “street life” and “eyes on the street.” For example, bedrooms facing the street do not provide the level of interaction that a living area facing the street provides.</p> <p><u>Goal:</u> To create a compact neighborhood.</p> <p><u>Parameters:</u> Buildings should have a two-story minimum height for all buildings on non-primary corridors. A minimum of three or more stories should be provided on West University Avenue, 13th Street, SW 6th Street, and SW 2nd Avenue.</p> <p><u>Goal:</u> To create corner buildings and other commanding structures that “announce” entry into these attractive central city neighborhoods.</p> <p><u>Parameters:</u> Building forms and design elements at the corner of key intersections (13th Street and University Avenue, SW 6th Street and University Avenue, Depot Avenue and 16th Street SW 2nd Avenue and SW 6th Street and SW 2nd Avenue and 13th Street), towers and other prominent landscape and architectural features that announce key entry points into the neighborhood should be provided in order to create gateways to the neighborhood and points of visual interest.</p> <p><u>Goal:</u> To promote the architectural quality of the district.</p> <p><u>Parameters:</u> Buildings must have at least one of the following: arcade, colonnade, 2nd floor balcony, marquee or awning.</p> <p><u>Goal:</u> To encourage pedestrian activity and maximize interaction with the street and the building.</p> <p><u>Parameters:</u> Front presentation/entrances to all streets should be provided for 75% of all 1st floor units.</p> <p><u>Goal:</u> To promote façade articulation to enforce or reinvigorate the architectural quality of the neighborhood.</p> <p><u>Parameters:</u> To the extent possible facades of large multi-family residential buildings should reflect the existing architectural</p>

University Heights Special Area Plan - Applicable Regulation <i>Please refer to the University Heights Special Area Plan for regulations</i>	Incentive Design Guideline <i>Required to receive financial incentives</i>
	<p>rhythm, or where appropriate, reinvigorate the architectural quality of the neighborhood. That should be accomplished with facade articulation and architectural embellishments. The first thirty-five (35') of exterior façade vertical plane must enhance the pedestrian environment by incorporating appropriate architectural features. These features must include cornice detailing, ornamentation, moldings, changes in materials and colors, and other sculpting of the architectural surface, which add special interest and appeal at the ground level. These features will complement the design integrity of the district.</p>
<ul style="list-style-type: none"> ▪ Architectural Guidelines <ul style="list-style-type: none"> ○ General requirements ○ Building walls 	<p><u>Goal:</u> To provide a rich palette of materials to enhance the individual character of each project, and to avoid repetitive use of finish materials.</p> <p><u>Parameters:</u> Building facades should be composed of no less than two finish materials. Variations of these two or more materials are required. Variations may be in color, texture, scale, or placement of materials. Variations within each of the material types are required.</p> <p><u>Goal:</u> To promote façade articulation to enforce or reinvigorate the architectural quality of the neighborhood.</p> <p><u>Parameters:</u> To the extent possible facades of large multi-family residential buildings and commercial buildings should reflect the existing architectural rhythm, or where appropriate, reinvigorating the architectural quality of the neighborhood. That should be accomplished with facade articulation and architectural embellishments. The first thirty-five feet (35') of the exterior façade vertical plane must enhance the pedestrian environment by incorporating appropriate architectural features. These features must include cornice detailing, ornamentation, moldings, changes in materials and colors, and other sculpting of the architectural surface, which add special interest and appeal at the ground level. These features will complement the design integrity of the district.</p>

University Heights Special Area Plan - Applicable Regulation <i>Please refer to the University Heights Special Area Plan for regulations</i>	Incentive Design Guideline <i>Required to receive financial incentives</i>
<ul style="list-style-type: none"> ▪ Architectural Guidelines <ul style="list-style-type: none"> • Garden Walls, Fences & Hedges: • Columns, Arches, Piers, Railings & Balustrades • Opacity & Facades ▪ Roofs & Gutters ▪ Windows, Skylights, & Doors 	<p><u>Goal:</u> To shield private surface parking from public view at the street level. <u>Parameters:</u> 30-inch high solid masonry “knee walls” are encouraged with wrought iron fencing or similar open fencing above to hide private parking at the street level and create a continuous façade, while maintaining some visibility of the parking area.</p> <p><u>Goal:</u> To encourage pedestrian activity and maximize interaction with the street and the building. <u>Parameters:</u> Front presentation/entrances to all streets should be provided for 75% of all 1st floor units.</p> <p><u>Goal:</u> To promote building materials consistent in quality and aesthetics. <u>Parameters:</u> Sloped roofs shall be composed of architectural shingles or other textured materials such as v-crimp, standing seam, tile, slate, architectural shingles, shakes or copper. Flat roofs are encouraged to be constructed to screen mechanical equipment.</p> <p><u>Goal:</u> To maximize interaction with the street and the building, to provide front presentation to the street. <u>Parameters:</u> Front entrances shall be emphasized with architectural enhancements, changes in the roofline, different massing, or unique materials and finishes. Some examples of entryway enhancements include unique roof and/or arcade treatment, recessed doorways, and special materials and ornamentation.</p>

Additional Incentive Design Guidelines for University Heights not related to current University Heights Special Area Plan Regulations

- Goal: To underground utility lines from the utility source to the project to improve the infrastructure and aesthetics of the street.
Parameters: Utility lines should be buried underground from the utility source to the project.

- Goal: To redevelop old automotive uses and surface parking lots along 13th Street and West University Avenue.
Parameters: Abandoned and underutilized automotive facilities such as gas stations, car repair businesses and surface parking lots should be redeveloped into residential, commercial and/or mixed uses. All structures along those streets should be at least three stories. Parking is encouraged to be provided in parking structures rather than surface parking lots.

- Goal: to encourage property owners to provide outdoor public art on their property visible from a public right-of-way, to enrich the pedestrian experience and create a stronger sense of place.
Parameters: 1) Artwork may be freestanding pieces (e.g. a sculpture or water features) or it may be integrated into its surroundings as an architectural element (e.g. relief sculpture embedded in pavement or a wall, a mosaic, stained glass or mural on a wall, lighting or sound effects, or decorative railing or lighting). 2) New urban open spaces and infrastructure improvements should have a significant component of public art to the project that has a visible presence.

III. Incentive Design Guidelines – sample images

Front Presentation to the Street: Front presentation/entrances to all streets should be provided for 75% of all 1st floor units. Front entrances shall be emphasized with architectural enhancements, changes in the roofline, different massing, or unique materials and finishes. Some examples of entryway enhancements include unique roof and/or arcade treatment, recessed doorways, and special materials and ornamentation.

Example: Regent's Park, Downtown Gainesville CRA; Woodbury Row, University Heights



Facade Articulation: To the extent possible facades of large multi-family residential buildings should reflect the existing architectural rhythm, or where appropriate, reinvigorate the architectural quality of the neighborhood. That should be accomplished with facade articulation and architectural embellishments. The first thirty-five feet (35') of exterior façade vertical plane must enhance the pedestrian environment by incorporating appropriate architectural features. These features must include cornice detailing, ornamentation, moldings, changes in materials and colors, and other sculpting of the architectural surface, which add special interest and appeal at the ground level. These features will complement the design integrity of the district.

Examples of façade articulation. Below, left: College Park two-story home. Below, right: Woodbury Row, University Heights.



New Parking Structures Design: The design of the parking structure must be integrated with the architectural design of the residential and commercial buildings that it serves. Architectural elements must be incorporated into the façade. Portions of the structure facing the alley should be recessed, where appropriate, to provide adequate space to shield trash and recycling receptacles from public view, or enclosed trash rooms should be provided. *Optional but recommended:* Parking structures should be designed so that their first floors can be converted to office or retail uses in the future where appropriate.

Below, first row, left: example of an aesthetically pleasing parking structure. Below, first row, right: integrated design of parking structure, St. Charles Condominiums, College Park.

Below, second row, left: model trash enclosure, Heritage Oaks, University Heights. Below, second row, right: model trash enclosure at St. Charles Condominiums, College Park.



Enhancement of Tree canopy and other natural and architectural features of the site: Where appropriate, existing tree canopy and other natural and architectural features are encouraged to be preserved and enhanced. Where necessary new canopy trees that encourage a comfortably walkable neighborhood should be added.

Examples of enhancing natural and architectural features. Below, left: Norman Hall, University of Florida campus. Below, middle: preservation of fountain from original site, Heritage Oaks, University Heights. Below, right: preservation of Oak Trees, Campus View, University Heights.



Shielding of private parking: 30-inch high solid masonry “knee walls” are encouraged with wrought iron fencing or other similar open fencing above to hide private parking at the street level and create a continuous façade, while maintaining visibility.
Example: Below, Fence shielding parking at Heritage Oaks, University Heights



Street Life and Eyes on the Street: Living area should face the street to provide for “street life” and “eyes on the street.” For example, bedrooms facing the street do not provide the level of interaction that a living area facing the street provides.

Example: Below, left: Stratford Court



Corner Buildings: Building forms and design elements at the corner of key intersections (13th and University, 6th and University, and SW 2nd and University), towers and other features that announce institutional uses in the neighborhood should be provided in order to create gateways to the neighborhood and points of visual interest.

Example: University Corners (below) will create significant change to a prominent corner: university Avenue and 13th Street.



Architectural Quality: Buildings must have at least one of the following: arcade, colonnade, 2nd floor balcony, marquee or awning.

Example: Below, the Friedman Building



Quality Building Materials: Roofs shall be composed of architectural shingles or other textured materials. Building facades should be composed of no less than two finish materials. Variations of these two or more materials are required. Variations may be in color, texture, scale, or placement of materials. Variations within each of the material types are required.

Example: Below, Stratford Court



Utilization of existing alleys: Alleys should be incorporated into the site plan as appropriate and used to increase accessibility to parking and other facilities wherever possible.

Below, example of residential alley completion.



Redevelopment of old automotive uses along 13th Street and West University Avenue: Abandoned and underutilized automotive facilities such as gas stations, car repair businesses and surface parking lots should be redeveloped into residential, commercial and/or mixed uses. All structures along those streets should be at least three stories. Parking is encouraged to be provided in parking structures rather than surface parking lots. *Example, below, former gas station converted to flower shop.*



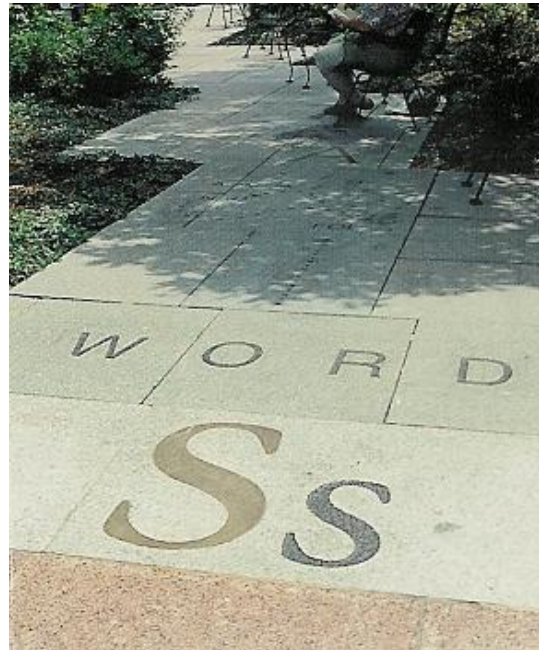
Open spaces/plazas: Plazas/courtyards are encouraged to be incorporated into private developments to increase the aesthetic interest of the district. Courtyards and pocket parks should contain at least ____ (to be determined) feet. They may be enclosed by a fence not over four feet tall. Courtyards and pocket parks are not required to be accessible for the general public, but courtyards must be viewable from one adjacent street. Pocket parks must have at least one frontage to an adjacent street and must be viewable from at least two adjacent streets. Percentage of units (to be determined) of any project must have direct access to the courtyards or pocket parks. The courtyards must have some form of permeable surface for _ (to be determined) percentage of surface. Pocket parks must have some form of permeable surface for _ (to be determined) percentage of surface. There should be at least one canopy tree incorporated into the design where none exist.

Example: Below left, ideal location for a courtyard, on SW 1st Avenue, College Park. Below, right: courtyard at Heritage Oaks, University Heights. Below, far right: outside seating at Café Gardens in a courtyard setting improves the aesthetic interest and street life of the area, College Park.



Public Art: 1) Artwork may be freestanding pieces (e.g. a sculpture or water features) or it may be integrated into its surroundings as an architectural element (e.g. relief sculpture embedded in pavement or a wall, a mosaic, stained glass or mural on a wall, lighting or sound effects, or decorative railing or lighting). 2) New urban open spaces and infrastructure improvements should have a significant component of public art to the project that has a visible presence.

Examples, below.



Tuck Langland - The Educators
120w bronze

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DRAFT

Revised 1/30/06

**COLLEGE PARK UNIVERSITY HEIGHTS COMMUNITY
REDEVELOPMENT AREA**

**REDEVELOPMENT
INCENTIVE PROGRAM**

***CITY OF GAINESVILLE
COMMUNITY REDEVELOPMENT AGENCY***

The Commerce Building
300 East University Avenue
Post Office Box 490, Station 48
Gainesville, FL 32602

352-334-2205 (phone)
352-334-2132 (fax)

I. Introduction

The College Park/University Heights Redevelopment Plan (“Plan”) states as its goal to “transform the area into an attractive, mixed-use destination area providing for a mix of housing types, non-residential uses supporting both visitors and residents alike, and improved transportation choices. The Plan identifies specific needs of the community redevelopment area. “Primary areas of concern are stormwater management, traffic circulation, public safety, housing, public facilities, parking and urban form.

These incentives are intended to encourage redevelopment in the College Park University Heights Community Redevelopment Area that complies with the goals of the Plan and the College Park and University Heights Special Area Plans, increases the diversity of uses, increases the residential component of the redevelopment area, enhances the livability of existing residential units and viability of existing commercial usage. It also intends to reduce the cost of development in the redevelopment area by offering to reimburse for various charges and public infrastructure improvements associated with new development. The reimbursement is derived solely from the increase in taxes generated by the completed project.

Toward that end, this Redevelopment Incentive Program includes a menu of items that can be tailored to each project:

- Water and wastewater meter costs and connection fees
- Tap charges (required when a project must tap into the line--not meter or connections costs)
- Meter fees (gas or electric)
- Undergrounding utilities
- Placement of utilities in buildings to avoid large surface-mounted facilities on site
- Utility enclosures (intended to reduce clutter of utility boxes in pedestrian areas)
- Streetscaping and upgraded lighting to CPUH design criteria and other applicable standards
- Development of stormwater at off-site locations if possible or on-site if necessary
- Curb and gutter, sidewalks
- Parking
- Dumpster enclosures
- Added design elements as listed in the Incentive Design Guidelines

It is intended that an applicant may request reimbursement for any or all of the above items, subject to available funding, qualification, and execution of formal agreements as necessary. Each project will be evaluated to determine the incentives the project qualifies for, and the applicant must then select the type for which they will apply. Approval of an application under this program in no way grants a project vested rights for development or grants any third-party benefit.

The CRA reserves the right to set priorities among applications under consideration if necessary. The CRA also reserves the right to revoke or change this package of incentives at any time and for any or no reason. The CRA may reject an application if the applicant does not provide additional information requested, or if circumstances change during consideration. The CRA may offer these or other incentives for projects that the CRA initiates.

For any awards under this program, the CRA will establish separate accounting systems in the district's trust fund for each project grant. The CRA will use only those funds in the account established to receive tax increment revenues for reimbursement to that specific project.

II. Eligibility

In order for a project to be eligible for an award, the applicant must submit a request and that request must be approved prior to an initial building permit being issued or work being completed by the applicant, related to that award. No awards will be considered or approved for actions or work which has commenced or been completed. Projects must be eligible for an award of at least \$ 30,000 to be considered for an award. Awards smaller than \$30,000 will not be considered.

All applicants must submit a \$500 fee per application with checks payable to the Gainesville Community Redevelopment Agency in order for the application to be independently evaluated. If the application qualifies for and receives incentives, this application fee will be refunded.

All applications must be submitted within three (3) weeks of the monthly College Park/University Heights Redevelopment Advisory Board meeting in order for the application to be independently evaluated.

The developer will be required to agree not to ask for, apply for or accept any exemption from City and/or County ad valorem taxes related to the project or project site. If, during the life of any Development Agreement the CRA executes to provide funding for the award, some or all of the project or project site becomes subject to City and/or County ad valorem tax exemptions, the developer will be required to agree to pay the CRA an amount equal to the proportionate reduction in tax increment revenues. The developer will further agree that in the event some or all of the project/project site is transferred by developer to a type of ownership that is exempt, in whole or in part, from City and or County ad valorem taxes further reimbursement shall cease.

Applicants for this program are advised that there will be default language in the development agreement that protects the CRA from changes within the project after approval and that incentives can be withdrawn if default occurs.

The applicant must demonstrate that the project would not be feasible but for the award amount requested. All applicants must comply with all applicable Incentive Design Guidelines. Awards under this program will also be limited as follows:

1. Awards under this program are limited by the amount equal to 100% of the tax increment revenues generated by the project for up to 5 years, or 50% of the tax increment revenues generated by the project for up to 10 years, or 25% of the tax increment revenues generated by the project for up to 20 years.

Award approvals will be based on the policies and procedures of the CRA, and the City of Gainesville and state and federal law as may be applicable.

III. Disbursements

- Annual payments will be made at the beginning of each tax year as payment from the previous tax year, and may be prorated as appropriate. The annual payments will be up to and not exceed the tax increment to be generated by the redevelopment. Payment of taxes is required before reimbursement will occur.

IV. Application Process

- Applicant (property owner or agent with property owner's written consent) will submit an application to CRA staff including:
 - Description of the proposed project including location, preliminary design, square footage of commercial, and/or number of residential units;
 - Description of how the project implements the redevelopment plan based on the selection criteria listed in Section V;
 - Current taxable value for the property;
 - Estimated taxable value after construction of the entire project;
 - Construction pro forma demonstrating that the project would not be undertaken but for the public funds necessary to make the project financially feasible;
 - List of those items on the incentives menu that are requested for the project;
 - The amount of award requested and substantiated by the construction proforma;
 - Description of permits and fees, to be reimbursed by the award, and associated costs;
 - Information about any governmental approvals required, including land use and zoning changes etc.; and
 - Other information as requested by staff considering the particular project.
- Staff will review the application, and a recommendation will be made to the College Park University Heights Advisory Board based on an evaluation of the information provided in the application and in response to the Selection Criteria listed below.
- The College Park University Heights Advisory Board will review the application, and make a recommendation to the CRA based on an evaluation of the information provided in the application and in response to the Selection Criteria listed below.
- Based on the recommendation by CRA staff and the College Park University Heights Advisory Board, the CRA may accept or reject the application, or may approve the application with changes or conditions.

Following approval the staff shall prepare or cause to be prepared a development agreement with the property owner/developer, which must be entered into before any disbursement of funds by the CRA.

V. Selection Criteria

Projects seeking incentives must address issues identified in the College Park University Heights Redevelopment Plan. Requests for incentives will be evaluated on the following criteria. A project must meet eight of the criteria listed below. Does the project:

- Support the redevelopment of West University Avenue and SW 2nd Avenue as a pedestrian oriented corridor
- Redevelop surface parking lots, blighted, or underutilized sites
- Encourage mixed-use parking structures
- Address redevelopment area-wide stormwater deficiencies
- Create significant improvements to the public infrastructure
- Include pedestrian and bicycle safety improvements
- Encourage a variety of housing types and prices within the district
- Encourage the redevelopment of specific sites to discourage criminal activity
- Encourage mixed-use development in the redevelopment area where appropriate
- Encourage the development of a mix of businesses to serve the needs of the residents of the redevelopment area, adjacent neighborhoods and institutions
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- Support the redevelopment of SW 2nd Avenue or the Expansion Area as a mixed use technology hub.
- Create publicly accessible green spaces (i.e. plazas, courtyards, pocket parks)
- House new technology or research related enterprise*
- Improve the aesthetics and safety of the Depot Avenue Rail Trail
- Redevelop high visibility corners at key intersections
- Redevelop a former automotive use

* Annual payments may cease if space is not leased to a technology or research related enterprise within one (1) year of date of completion.