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

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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.

College Park Special Area Plan Regulation – Applicable Sections	Incentive Design Guideline
Please refer to the College Park Special Area Plan for regulations	Required to receive financial incentives
	Goal: To encourage pedestrian activity and maximize
 Façade Requirements 	interaction with the street and the building.
	Parameters: Front presentation/entrances to all streets should
	be provided for 75% of all 1 st floor units.
	Goal: To promote façade articulation to enforce or
	reinvigorate the architectural quality of the neighborhood.
	Parameters: 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.

II. College Park Current Regulations/Incentive Design Guidelines Matrix

College Park Special Area Plan Regulation – Applicable Sections	Incentive Design Guideline
Please refer to the College Park Special Area Plan for regulations	Required to receive financial incentives
Structured Parking Lot Placement	<u>Goal</u> : To ensure that new parking structures have aesthetic appeal and quality site design. <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. <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.
 Landscape Standards 	<u>Goal</u> : To encourage and enhance the existing tree canopy and other natural and architectural features of the site <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.
Garden Walls & Fences	<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.

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>
 Building Use – Type I This building type includes shop fronts, offices, apartments or mixed-use buildings with apartments. Building Placement Side Setback Encroachments Parking Building Height Urban Regulations For New Construction - Type II This building type includes houses, apartments or townhouses. Building Placement Side Setback Encroachments Building Placement Side Setback Encroachments Parking Building Use Building Use Building Frontage Urban Regulations For New Construction -Type III This building Frontage Urban Regulations For New Construction -Type III This building type includes houses. Building Frontage Urban Regulations For New Construction -Type III This building type includes houses. Building Placement Side Setback Encroachments Building Frontage Urban Regulations For New Construction -Type III This building type includes houses. Building Placement Side Setback Encroachments Parking Building Use Building Use Building Use Building Height 	 <u>Goal</u>: To provide "street life" and "eyes on the street." <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. <u>Goal</u>: To create a compact neighborhood. <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. <u>Goal</u>: To create corner buildings and other commanding structures that "announce" entry into these attractive central city neighborhoods. <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. <u>Goal</u>: To promote the architectural quality of the district. <u>Parameters</u>: Buildings must have at least one of the following: arcade, colonnade, 2nd floor balcony, marquee or awning.

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ease refer to the College Park Special Area Plan for regulations	Required to receive financial incentives
Architectural Regulations for New Construction	Goal: To provide a rich palette of materials to enhance the
	individual character of each project, and to avoid repetitive us
Building Walls	of finish materials.
• Materials	Parameters: Building facades shall be composed of no less the
• Configurations	two finish materials. Variations of these two or more materia
o Techniques	are required. Variations may be in color, texture, scale, or
0	placement of materials. Variations within each of the materia
Building Elements	types are required.
• Materials	
• Configurations	Goal: To promote building materials consistent in quality an
o Techniques	aesthetics.
	Parameters: Sloped roofs shall be composed of architectural
Roofs	shingles or other textured materials such as v-crimp, standing
• Materials	seam, tile, slate, architectural shingles, shakes or copper. Fla
• Configurations	roofs are encouraged to be constructed to screen mechanical
0 Techniques	equipment.
Windows and Doors	Goal: To maximize interaction with the street and the buildi
• Materials	to provide front presentation to the street.
• Configurations	<u>Parameters:</u> Front entrances shall be emphasized with
o Techniques	architectural enhancements, changes in the roofline, differen
	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.
ditional Incentive Design Guidelines for College Park not required i egulations	
Goal: To utilize existing alleys.	
Parameters: Alleys should be incorporated into the site plan as appropriate and used to	o increase accessibility to parking and other facilities wherever
possible.	······································
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<u>Goal</u> : To underground utility lines from the utility source to the project to improve the	e intrastructure and aesthetics of the street

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

<u>Goal</u>: To encourage aesthetically pleasing open space/plazas in private developments
 <u>Parameters</u>: Plazas/courtyards are encouraged to be incorporated into private developments to increase landscaped open spaces and the aesthetic interest of the area.

• <u>Goal</u>: 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.

<u>Parameters</u>: 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.

- <u>Goal</u>: 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.
- <u>Parameters</u>: 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 much 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.

University Heights Special Area Plan - Applicable Regulation	Incentive Design Guideline
Please refer to the University Heights Special Area Plan for regulations	Required to receive financial incentives
Façade Requirements	<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 1 st floor units.
	<u>Goal</u> : To promote façade articulation to enforce or reinvigorate the architectural quality of the neighborhood. <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.
• Alleys	<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.
Structured Parking Lot Placement	Goal: To ensure that new parking structures have aesthetic appeal and quality site design.Parameters: 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. <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.

III. University Heights Current Regulations/Incentive Design Guidelines Matrix

University Heights Special Area Plan - Applicable Regulation	Incentive Design Guideline
Please refer to the University Heights Special Area Plan for regulations	Required to receive financial incentives
 Main Street Shop front Building Building Placement Build-to line locations 	<u>Goal</u> : To provide "street "life" and "eyes on the street." <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
 Office Building Building Placement Building Placement 	living area facing the street provides.
 Build-to line locations Rowhouse 	<u>Goal</u> : To create a compact neighborhood. <u>Parameters</u> : Buildings should have a two-story minimum height for all buildings on non-primary corridors. A minimum of three
 Building Placement Build-to line locations 	or more stories should be provided on West University Avenue, 13 th Street, SW 6 th Street, and SW 2 nd Avenue.
 Garden Apartment Building Building Placement Build-to line locations 	<u>Goal</u> : To create corner buildings and other commanding structures that "announce" entry into these attractive central city neighborhoods.
 Apartment Building Building Placement Build-to line locations 	<u>Parameters</u> : Building forms and design elements at the corner of key intersections (13 th Street and University Avenue, SW 6 th Street and University Avenue, Depot Avenue and 16 th Street SW 2 nd Avenue and SW 6 th Street and SW 2 nd Avenue and 13 th 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.
	<u>Goal:</u> To promote the architectural quality of the district. <u>Parameters</u> : Buildings must have at least one of the following: arcade, colonnade, 2^{nd} floor balcony, marquee or awning.
	<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 1 st floor units.
	<u>Goal</u> : To promote façade articulation to enforce or reinvigorate the architectural quality of the neighborhood. <u>Parameters</u> : To the extent possible facades of large multi-family residential buildings should reflect the existing architectural

University Heights Special Area Plan - Applicable Regulation	Incentive Design Guideline
Please refer to the University Heights Special Area Plan for regulations	Required to receive financial incentives
	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.
Architectural Guidelines General requirements	Cool. To provide a rich palatte of materials to enhance the
 General requirements Building walls 	<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. <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.
	<u>Goal</u> : To promote façade articulation to enforce or reinvigorate the architectural quality of the neighborhood. <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.

University Heights Special Area Plan - Applicable Regulation	Incentive Design Guideline
Please refer to the University Heights Special Area Plan for regulations	Required to receive financial incentives
 Architectural Guidelines Garden Walls, Fences & Hedges: Columns, Arches, Piers, Railings & Balustrades Opacity & Facades Roofs & Gutters Windows, Skylights, & Doors 	Goal: 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.
	 <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. <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. <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.

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

- <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.
- <u>Goal</u>: To redevelop old automotive uses and surface parking lots along 13th Street and West University Avenue.
 <u>Parameters</u>: 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.
- <u>Goal</u>: 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.

<u>Parameters</u>: 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 tow, left: model trash enclosure, Heritage Oaks, University Heights. Below, second row, right: model trash enclosure at St. Charles Condominiums, College Park.







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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.



<u>Shielding of private parking:</u> 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*



College Park/University Heights Incentive Design Guidelines - 17 -

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



<u>**Corner Buildings:**</u> Building forms and design elements at the corner of key intersections (13^{th} and University, 6^{th} and University, and SW 2^{nd} 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 13tth Street.



College Park/University Heights Incentive Design Guidelines - 18 -

<u>Architectural Quality</u>: Buildings must have at least one of the following: arcade, colonnade, 2^{nd} floor balcony, marquee or awning.

Example: Below, the Friedman Building



<u>**Quality Building Materials:**</u> 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



College Park/University Heights Incentive Design Guidelines - 19 -

<u>Utilization of existing alleys</u>: 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.*



<u>Redevelopment of old automotive uses along 13th Street and West University Avenue:</u> 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.*



College Park/University Heights Incentive Design Guidelines - 20 -

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. Pocket parks 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. Pocket parks 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. Pocket parks 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. Pocket parks 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. 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.*

