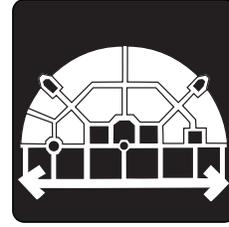


Goals, Objectives & Policies



Urban Design Element

PROTECT AND PROMOTE QUALITY OF LIFE AND LIVABILITY FOR THE CITIZENS OF GAINESVILLE THROUGH QUALITY URBAN DESIGN.

GOAL 1

By 2003, the City shall adopt urban design standards in select locations in the city. Any adopted urban design standards shall reflect the particular character of that portion of the city, and shall reflect that the city includes transitions in character from urban to suburban. In general, the most comprehensive set of urban design standards should be applied to those areas which were built before World War II, which contain design elements that were common before World War II, or which are designed primarily for pedestrian activity, in addition to bicycle, transit and car travel. The City should also seek to establish these traditional, pedestrian-oriented quality-of-life design features in other areas when the need is identified. The City shall review its existing urban design standards for the Traditional City and Central Corridors as to appropriate boundaries, and establish urban design standards for other particular areas of the city as appropriate.

Objective 1.1

1.1.1 Indicators of traditional, pedestrian-oriented, urban areas appropriate for urban design standards should include some or all of the following characteristics:

Policies

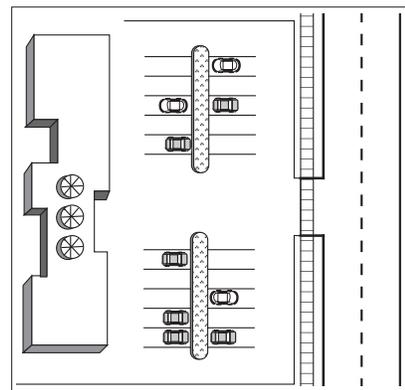
- Building facades pulled up close to the street, facing the street, and generally aligned.
- Relatively high-density mixed use, compactly laid out to accommodate walking.
- A mixture of housing types or prices.
- Multi-story buildings.
- Connected, narrow streets, or streets with modest turning radii.
- A connected network of sidewalks.
- Mature street trees lined up along the street.



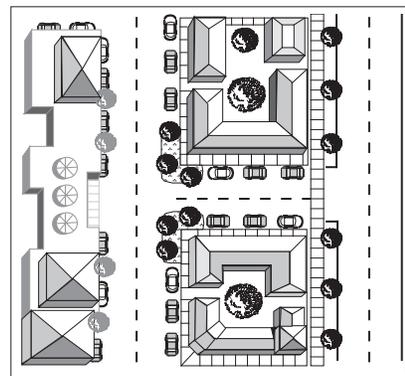
- On-street parking.
 - Off-street parking at sides or rear of buildings.
 - Narrow, smaller lots.
 - Front porches.
 - Garages subservient to primary building.
 - Short block faces.
 - Terminated vistas.
- 1.1.2 The City shall establish urban design standards which protect and promote quality of life, in order to encourage redevelopment and new development within city limits rather than in outlying areas by amending the City Land Development Code to adopt additional urban design standards for any particular parts of the city.
- 1.1.3 By 2002, based on the indicators in Policy 1.1.1, the **Traditional City boundaries** shall be analyzed to determine whether the existing boundaries are appropriate, and whether any adjustments need to be made.
- 1.1.4 By 2002, based on the indicators in Policy 1.1.1, the **Central Corridors** standards and boundaries shall be analyzed to determine whether the existing standards and boundaries are appropriate and whether any adjustments need to be made.
- 1.1.5 By 2002, based on the indicators in Policy 1.1.1, the City shall prepare an analysis of any additional areas where **urban design standards shall apply** in order to create livable areas designed for comfortable travel by walking, bicycling and transit, as well as car, in order to protect and promote quality of life and create a sense of community in those areas.
- 1.1.6 In order of priority, new development and redevelopment in the Traditional City, Central Corridors, and existing activity (mostly shopping) centers shall be designed, as guided by appropriate land development regulations, to make these areas **accessible** for pedestrians, transit and bicycles, as well as cars.
- 1.1.7 In order to encourage neighborhood-serving town centers, the City shall allow for the **designation of new town centers** only if they, at a minimum, meet the following standards:
- Modest commercial build-to lines that pull the building up to a wide streetside sidewalk with a row of trees.
 - Modest instead of abundant off-street parking, located at the rear or side of buildings, and away from pedestrian areas.
 - A sense of arrival and departure.
 - A connected sidewalk and path system promoting safety, comfort and convenience by linking buildings within the Center and to adjacent properties.
 - Building facades facing the street and aligned to form squares,

- streets, plazas or other forms of a pleasant public realm.
- A vertical mix of residences above non-residential uses within the center, and a required percentage of Center floor area that is residential and retail.
- No free-standing retail establishment within the center exceeding 30,000 square feet (or some set maximum) of first floor area.
- First floor uses promoting entertainment and retail uses, and articulation and glazing for pedestrian interest.
- Rules that restrict establishment of auto-oriented uses, or uses that generate significant noise, odor, or dust.

1.1.8 The City shall encourage the conversion of activity centers and **conventional shopping centers** into more traditional, livable town centers through redevelopment or addition of uses, features and structures specified in Policy 1.1.7. Design of such redevelopment shall be supportive of transit. The City should encourage new, additional buildings relatively near the street where site planning allows adequate space, addition of residential units in existing activity centers, and design features that encourage a transformation of shopping centers into appealing, “destination” town centers. The City shall encourage the **conversion of surface parking lots** to buildings in activity centers being transformed into town centers. Minimum car parking requirements in activity centers shall be reduced as one incentive for the creation of mixed-use activity centers (allowing that former parking area to be used for “liner” buildings).



Existing, Conventional Shopping Center



What if... Conversion to a Town Center

1.1.9 The City shall strive to achieve a land use and transportation vision described in “Concept A” in the Urban Design Data and Analysis. This future growth concept features compact development, mixed use, infill, and higher densities in appropriate locations. Conventional shopping centers are transformed into walkable town centers, and the city is rich in transportation choices. Civic pride is high because of the high quality of urbanism. Residences and commercial development is increasingly attracted to in-town locations because urban qualities, such as walkability,



vital and livable streets, safe and human-scaled neighborhoods, sociability, and unique character provide a quality urban experience unavailable in outlying suburbs.

Objective 1.2

Promote urban livability and aesthetics, including the safety, comfort, and convenience of pedestrians, bicyclists and transit users, while still providing for the needs of car drivers.

Policies

- 1.2.1 By 2002, the City shall inventory and prioritize areas in need of **street trees, streetside sidewalks** (either the filling of gaps or enhancement of the material), modest **street light structures**, the **removal of utility structures** and other obstructions from sidewalks, and the undergrounding of utilities. By 2003, the City shall identify funding for such needed public improvements.
- 1.2.2 By 2002, the City shall establish requirements and incentives in the City Land Development Code for new development to install **street trees and sidewalks** in instances in which they are not required as of the date of adoption of this Element.
- 1.2.3 The Land Development Code should require **street trees** that will provide appropriate canopy and shading benefits, and that will be aligned in a disciplined manner along streets in order to properly frame the street.
- 1.2.4 The City shall encourage **on-street parking** in new developments, and shall re-introduce it in existing areas that would benefit from it—particularly in the Traditional City area.
- 1.2.5 **Sidewalks** shall have a minimum clear width of five feet wide—wider in areas with large pedestrian volumes.
- 1.2.6 The City shall prohibit the installation of permanent structures—such as **utility and traffic signal poles**—within sidewalks, unless a clear width of at least 5 feet is maintained. The City shall require dedication of the necessary right-of-way or provision of an easement to keep such structures out of the sidewalk when clear width is otherwise inadequate.
- 1.2.7 By 2002, the City shall identify areas of the city where pedestrian street lighting is appropriate, and develop a plan for installing such lighting by an identified date. Where appropriate, **street lighting** should be pedestrian-scaled (in both intensity and height), and directed to the street.
- 1.2.8 The City shall reduce minimum **off-street parking space requirements**, as appropriate.

- 1.2.9 The City shall encourage or require primary **building entrances** to be physically and visually oriented toward streets, parks, and plazas, rather than to interior squares or parking areas.
- 1.2.10 When allowed by the underlying zoning district, some or all of at least the first floor of multi-level **parking garages** shall be a wrap of residential, retail or office space.
- 1.2.11 **Terminating certain streets with a prominent vista**—such as a government building, park, or clock tower—should be encouraged when a prominent civic building is to be constructed.
- 1.2.12 **CPTED** (Crime Prevention Through Environmental Design) principles shall be incorporated, where feasible and appropriate, in new projects.

Any additions or changes to the existing city street network pattern shall be designed to provide interconnected patterns that promote effective circulation of car, transit, bicycle, and foot traffic, and to take some of the pressure off the major arterial streets in the city as the city grows.

Objective 1.3

- 1.3.1 **Gridded, interconnected street networks** with a generally north-south, east-west orientation are encouraged. Streets should be connected with other streets to the maximum extent feasible.
- 1.3.2 **Blocks** are encouraged to be generally rectangular in shape. Block length and perimeter are encouraged to be modest.
- 1.3.3 **Alleys** for rear access, when feasible and appropriate, are encouraged.
- 1.3.4 The design of the street network shall make **walking** within the neighborhood and to neighborhood edges **convenient and pleasant**.



Policies



Objective 1.4

The City should ensure that the location of off-street surface parking lots reflects quality urban design.

Policies

- 1.4.1 In areas where the City seeks to promote transportation choices, all non-residential off-street parking shall be **placed to the rear or side** of the building, rather than in the front or otherwise adjacent to a street.
- 1.4.2 In locations where the City continues to allow parking in front, **off-street parking adjacent to a street** should be visually screened with a wall, fence, hedge, or berm.

Objective 1.5

Walls, fences and berms, where provided, shall be designed for aesthetics, security, durability, and access.

Policies

- 1.5.1 New non-residential and mixed use **access points** (breaks or openings in walls, fences or berms) shall be required along the side and/or rear of the property, rather than just along the major access street.
- 1.5.2 **Off-street parking lots shall be linked** with off-street vehicular, bicycle, and pedestrian connections.
- 1.5.3 **Chain link fences** shall be discouraged in pedestrian-oriented areas.

Objective 1.6

The City shall expand the citywide trail network and park system.

Policies

- 1.6.1 The City shall continue efforts to **acquire and reserve corridors** for future trails throughout the city.
- 1.6.2 The City shall identify **funding for the development of trails** and support facilities.
- 1.6.3 The City shall continue to obtain **dedication of trail right-of-way** in designated trail corridors and other corridors.
- 1.6.4 Trail designs shall be such that **land use linkages**, trail **continuity**, **minimal interaction with roads**, environmental **conservation** and education, and **minimal maintenance** costs are promoted.
- 1.6.5 The City will enhance and add to its park system to improve its quality of life for all residents.
- 1.6.6 The City shall provide access to nature within the City.

The City shall encourage walkable, vibrant, appealing mixed-use developments through its Traditional Neighborhood Development and Planned Development ordinances.

- 1.7.1 The City shall maintain a traditional neighborhood development ordinance that ensures walkable, vibrant mixed-use developments.
- 1.7.2 The City shall maintain a planned development ordinance that establishes objectives for walkable developments with their orientation toward streets and street-side sidewalks.

Objective 1.7

Policies

Guide large, corporate, national chain sales and service establishments toward a design that promotes the unique character and identity of Gainesville.

- 1.8.1 By 2002, the City shall establish **land development regulations that control** wall articulation, entrance orientation, building colors, location, drive-throughs, building setbacks, location and amount of parking, side and rear facades, number of stories, outdoor lighting, building footprint, compatibility with context, and quality of materials for large, retail and service establishments in a manner that promotes civic pride, unique identity and land use objectives.

Objective 1.8

Policy

PROVIDE RESIDENTS A CHOICE OF TYPES OF PLACES TO LIVE AND WORK.

GOAL 2

The City shall, through appropriate land development regulations, provide residential buildings and neighborhoods that meet the diverse needs of all citizens.

Objective 2.1

- 2.1.1 While providing other housing forms and types at appropriate locations in order to diversify housing choice, the City shall maintain and enhance its existing **conventional, single-family** neighborhoods as essential and valuable in their provision of stable housing in the city and in their support of nearby mixed-use, commercial, office and retail activity centers.
- 2.1.2 The City shall, through appropriate land development regulations, allow and encourage a **range of housing patterns**, including row house developments, vertical mixed-use, and other multi-family development at appropriate locations—particularly near town centers.
- 2.1.3 The City shall revise the “**density bonus points manual**” referenced in Article IV of the Gainesville Land Development Code to

Policies



further encourage the development of quality walkable, urban development patterns.

Objective 2.2

The City shall strive to stabilize neighborhoods within the city.

Policies

- 2.2.1 The City shall provide neighborhood planning services in order to stabilize and enhance the city’s residential neighborhoods. The neighborhood planning program shall work in partnership with residents, citizen groups, and other interested parties in the neighborhoods in order to improve the planning and physical appearance of the neighborhood, including identification and implementation of appearance-related improvements. These improvements shall include street resurfacing and other modifications, where appropriate and feasible, sidewalk improvements, enhancements to street shoulder areas and rights-of-way, when needed and appropriate, beautification of public and open spaces, provision of features that strengthen neighborhood identity, and other such enhancements.
- 2.2.2 The City shall support neighborhood stabilization through effective code enforcement.
- 2.2.3 The City shall explore creation of heritage, conservation or other appropriate overlay districts as needed for neighborhood stabilization.

GOAL 3

ENHANCE SPECIAL AREAS AND FOCUS AREAS IN GAINESVILLE THROUGH URBAN DESIGN, INCLUDING THE CITY’S OWN INVESTMENTS IN HIGH-QUALITY URBAN DESIGN.

Objective 3.1

By 2001, the City shall develop a Citywide Urban Design Master Plan which will establish high-quality public spaces and accompanying high-quality private development in the city.

Policies

- 3.1.1 The Urban Design Master Plan shall guide a **coordinated set of physical improvements** in at least the Traditional City portion of the city to link together improvements being undertaken by the City in a variety of focus areas.
- 3.1.2 The Master Plan shall include the design of **special street corridors** (including University Avenue – the Signature Street, Main Street, Central Corridors, and designated Gateways) that will feature modest, human-scaled dimensions, modest and livable design speeds, on-street parking (where feasible), awnings, modest and consistent signs, street trees and street furniture (benches,

trash receptacles, bicycle parking, planters, etc.), substantial sidewalks, and other elements which encourage transportation choice and encourage, where appropriate, vital mixed-use and retail environments.

- 3.1.3 The Master Plan shall include the design of a **trail corridor network** that is citywide, interconnected, and designed to carry all forms of non-motorized travel. Priority shall be given to the 6th Street Rail Trail and associated linear park near University Avenue.
- 3.1.4 The Master Plan shall be complemented by regulations addressing **placement and design of buildings** and parking so that, in selected locations, buildings are pulled up relatively closely to streets, and parking is to the rear or side of buildings.
- 3.1.5 The Master Plan shall include the design of **important public spaces** such as the downtown Community Plaza, the Thomas Center, and the Stormwater Park.
- 3.1.6 In general, physical improvements undertaken by the City shall be designed to **encourage travel by transit, foot, bicycle**, as well as by car, and encourage complementing development and redevelopment by the private sector.
- 3.1.7 The City shall construct or redevelop **civic buildings** in a manner which increases the high quality of urban design within the Master Plan, including the renovation of the historic train depot as a destination use of high visual quality, and development and redevelopment of the Kelly Power plant in a manner in which the design serves as an impetus to further high-quality development and redevelopment in the depot area. Public buildings will be designed to serve as role models for private projects. Civic design goals shall be implemented through guidelines for civic buildings.
- 3.1.8 The City shall encourage the establishment of an **Urban Design Center**, which will feature displays of current development plans and urban design efforts within the city, enabling increased and ongoing citizen participation in, and awareness of, such projects.

The City shall encourage University Avenue to become Gainesville’s “Signature Street” as a potential magnet for high-quality development. The City’s investments in infrastructure on this corridor, from West 38th Street to Waldo Road, shall be the highest priority in the city.

- 3.2.1 The City shall coordinate with the Community Redevelopment Agency, as appropriate, to install durable and appealing **street furniture**.

Objective 3.2

Policies



Objective 3.3

Policies

- 3.2.2 The City shall encourage the use of **mast arms** for traffic signals, where needed.
- 3.2.3 The City shall coordinate with the Community Redevelopment Agency, as appropriate, to install, where feasible, **ample sidewalks and prominent crosswalks**.
- 3.2.4 The City shall encourage excellence in **development and redevelopment** along University Avenue, recognizing that our most important corridor should be faced by development of the best feasible urban design.

The City shall implement urban design policies for University Avenue from West 6th Street to West 13th Street to reflect the importance of this segment of University Avenue as a downtown-university connector.

- 3.3.1 The City shall coordinate with the Community Redevelopment Agency, as appropriate, to install **widened sidewalks, quality street furniture, and street trees**.
- 3.3.2 Where needed, the City shall coordinate with the Community Redevelopment Agency, as appropriate, to install **sheltered bus stops**.
- 3.3.3 The City shall coordinate with the Community Redevelopment Agency, as appropriate, to install **modest height, pedestrian-scaled lights** that reduce glare.
- 3.3.4 The City should encourage the establishment of **on-street parking**. The City should encourage off-street parking to be in the rear or on the side of buildings.
- 3.3.5 The City shall coordinate with the Community Redevelopment Agency, as appropriate, to install **prominent crosswalks (such as textured, colored crosswalks)**.
- 3.3.6 The City shall encourage **buildings to be a minimum of 2 stories** or equivalent height that include retail and restaurants on the ground floor with awnings, and upper floors occupied by offices, residences, or shops.
- 3.3.7 The City shall encourage new **buildings to be relatively close to the streetside sidewalk**, with large, streetfront building windows.
- 3.3.8 The City shall coordinate with the Community Redevelopment Agency, as appropriate, to encourage **outdoor cafes and street vendors**.

The City shall encourage improvements on University Avenue east of Main Street to attract economic development and redevelopment, and encourage the extension of “downtown quality attractions” along that corridor.

Objective 3.4

- 3.4.1 The City shall coordinate with the Community Redevelopment Agency, as appropriate, to install **high-quality streetscaping**.
- 3.4.2 The City shall coordinate with the Community Redevelopment Agency, as appropriate, to **install medians** at centers in appropriate locations and **crosswalks** at appropriate locations.

Policies

The City shall coordinate with the Community Redevelopment Agency, as appropriate, to implement urban design improvements for Downtown Gainesville.

Objective 3.5

- 3.5.1 The City shall coordinate with the Community Redevelopment Agency, as appropriate, to **focus design improvements on University Avenue** streetscape as a **first priority**, since it is the “signature street” through downtown and sets the stage for the urban design character of the downtown in general.
- 3.5.2 The City shall **increase connections between downtown and the University**, including physical improvement to the streetscape along University Avenue between downtown and the University that encourages pedestrian, transit and automobile connections between the two.
- 3.5.3 The City shall **increase connections**, both pedestrian and vehicular, between **downtown and the Depot area**, to the extent feasible.
- 3.5.4 The City shall **improve the streetscape in the downtown** to provide better sidewalk connections, fill existing gaps in sidewalks, provide pedestrian-level lighting, provide public gathering spaces, and provide street trees.
- 3.5.5 The City shall **increase the residential mix** in the downtown, and ensure that affordable housing options are available in the downtown.
- 3.5.6 The City shall encourage **renovations of historic buildings downtown and new development or redevelopment that is sensitive to the context or scale** of historic buildings near the new development or redevelopment.
- 3.5.7 The City shall establish **more on-street** parking downtown.

Policies



3.5.8 The City shall coordinate with the Community Redevelopment Agency, as appropriate, to **enhance the downtown plaza** by creating new dressing rooms for stage acts, encouraging more vendors and entertainment, creating more seating and tables, improving the restrooms, creating more dancing space, and improving the lighting.

Objective 3.6

The City shall enhance and maintain urban design standards in place for College Park, and invest in its streetscape and public infrastructure.

Policies

3.6.1 The City shall **improve its existing College Park Special Area Plan** so that the Plan is more readable, lends itself more simply to redevelopment, and includes originally omitted standards such as requiring appropriate room for sidewalks and street trees.

3.6.2 The City shall recognize the potential of College Park to be a mixed-use, livable neighborhood proximate to the University by **maintaining** in place a **Special Area Plan** promoting urbane, mixed-use development.

3.6.3 The City shall continue to coordinate with the Gainesville Community Redevelopment Agency to invest in **high-quality pedestrian streetscape** in College Park, using the NW 16th Street infrastructure near University Avenue as a general model for sidewalks, key crosswalks, street trees and pedestrian-scaled lighting.

Objective 3.7

The City shall adopt and maintain urban design policies for University Heights and invest in its streetscape and public infrastructure.

Policies

3.7.1 The City shall recognize the potential of University Heights to be a mixed-use, attractive neighborhood proximate to the University and downtown by **adopting** and maintaining a **Special Area Plan** for University Heights as an attractive place to live, work, and shop.

3.7.2 The City shall continue to coordinate with the Community Redevelopment Agency to invest in **appealing pedestrian streetscape** in University Heights in order to encourage livability of this neighborhood near the city's center and provide walkable, and inviting sidewalks.

The City shall encourage the redevelopment of the Depot area as a

vibrant area with a mix of uses.

- 3.8.1 The City shall **rehabilitate the old train depot** as a “destination” use.
- 3.8.2 The City shall **redevelop the Kelly power plant with attractive design** and edges that enhance the Depot area.
- 3.8.3 The City shall provide a junction of trails, and appealing civic infrastructure to encourage further investment in the area.
- 3.8.4 The City shall plan and construct a **stormwater park** with a natural design to act as an enhancement for the area with input from neighborhood residents.
- 3.8.5 The City shall coordinate with the Community Redevelopment Agency, as appropriate, to **fill sidewalk gaps**, particularly along SE 4th Avenue.
- 3.8.6 The City shall coordinate with the Community Redevelopment Agency, as appropriate, to create **prominent crosswalks** at appropriate locations.

The City shall coordinate with the Community Redevelopment Agency, as appropriate, to improve the streetscape along NW 5th Avenue as the physical centerpiece to the redevelopment and stabilization of the Fifth Avenue/Pleasant Street neighborhoods.

- 3.9.1 The City shall coordinate with the Community Redevelopment Agency, as appropriate, to **fill in sidewalk gaps** and upgrade existing **streetscape**.
- 3.9.2 The City shall coordinate with the Community Redevelopment Agency, as appropriate, to install appealing **pedestrian-oriented lighting**.
- 3.9.3 The City shall coordinate with the Community Redevelopment Agency, as appropriate, to create **connections to nearby parks** and facilities.
- 3.9.4 The City shall coordinate with the Community Redevelopment Agency, as appropriate, to install **prominent streetscape and crosswalks** at West 6th Street.

The City shall improve West 6th Street from Depot Avenue to NW 8th

Objective 3.8

Policies

Objective 3.9

Policies



Objective 3.10

Avenue, in coordination with the Community Redevelopment Agency, and improve West 6th Street from S. Depot Avenue to SW 16th Avenue.

Policies

- 3.10.1 The City shall coordinate with the Community Redevelopment Agency, as appropriate, to enhance the **quality of West 6th Street** to encourage development and redevelopment along this corridor near University Avenue, and incorporate and complement the design of the adjacent **linear park** to be established.
- 3.10.2 The City shall coordinate with the Community Redevelopment Agency, as appropriate, to complement the linear park with crossings at prominent intersections.
- 3.10.3 The City shall coordinate with the Community Redevelopment Agency, as appropriate, to encourage West 6th Street to be **lined with Santa Fe Community College buildings, and commercial or residential buildings** in the blocks just north and south of University Avenue.
- 3.10.4 The City shall include a pedestrian-oriented linear park where the 6th Street trail crosses University Avenue.

The City shall enhance Waldo Road.

Objective 3.11

Policies

- 3.11.1 By 2001, the City shall create dramatic, **low-maintenance landscaped medians** along Waldo Road.
- 3.11.2 By 2001, the City shall begin establishing **oak street trees** that are relatively large when planted, and limbed up, for shade along Waldo Road. **Palm** trees shall be installed for drama and formality, and **understory** landscaping for screening.
- 3.11.3 By 2002, the City shall encourage use of **large streetfront building windows** along Waldo Road.
- 3.11.4 The City shall continue to create a **pleasant rail-trail** designed for bicyclists, pedestrians, and the disabled along Waldo Road.

Objective 3.12

The City should implement urban design policies for the Westgate Activity Center, complemented with a restored, more attractive Hogtown Creek at the Center, in order to encourage its redevelopment into a vital, mixed-use center with the creek as its design focus.

- 3.12.1 The City shall coordinate with the Florida Department of Transportation

to **restore the creek channel** into more of a naturalized area that promotes aesthetics in this high-visibility location.

- 3.12.2 The City shall coordinate with private owners and developers to create more **visual or physical public access** to the creek with such features as overlooks, walkways, seating areas, and weed control.
- 3.12.3 Through appropriate regulations and incentives, the City shall allow and promote **incremental orientation of retail and service shops** in surrounding shopping and office areas so that at least one entrance faces (and interacts with) the creek. In part, this can be accomplished with creek seating areas or overlooks associated with the businesses.

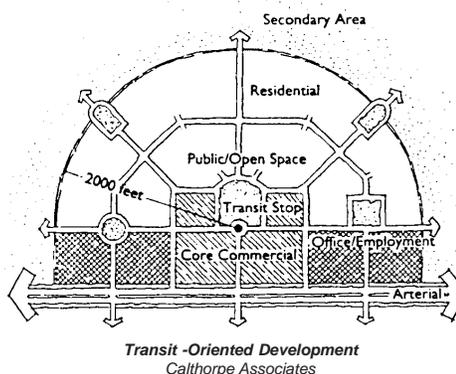
Policies

If feasible, the City should implement urban design policies for the NW 13th Street Activity Center.

Objective 3.13

- 3.13.1 The City should **encourage infill retail, office and residential** buildings on portions of the existing parking lot sites. In general, the overall location of new buildings should be designed to eventually form a grid of streets with on-street parking and a modest width between facing buildings. New buildings and uses should be scaled and designed so that the intensity is compatible with nearby residences. Redevelopment of this activity center shall integrate the use of transit.
- 3.13.2 New buildings should be **relatively close to the streetside sidewalk**, so that those on the sidewalk can enjoy what is inside the building, feel more safe and secure and sheltered from weather, find a more convenient walking distance to the building, and increase the security of those on the sidewalk.
- 3.13.3 Appropriate land development regulations shall encourage the incremental **replacement of surface parking with multi-story structured parking** that has a liner building at least as high as the parking, and containing offices and retail.
- 3.13.4 New **buildings should be at least 2 stories** in height.
- 3.13.5 The town center should be designed to serve as a **transit hub**.
- 3.13.6 **New sidewalks** should be wide enough to comfortably

Policies





carry large volumes of pedestrians and provide ample room for trees.

Objective 3.14

The City shall support the University of Florida design efforts contained in the Urban Design, Architectural Design Guidelines and Landscape Design Guidelines Elements of the Campus Master Plan.

Policies

- 3.14.1 The City shall consider the architecturally significant historic structures of the University when developing standards or guidelines for redevelopment within the areas adjacent to the campus.
- 3.14.2 The City shall work with the University to strengthen the image of the City and the University through better design along University Avenue and West 13th Street.
- 3.14.3 The City shall work with the University to expand its efforts to encourage bicycling, walking, transit and carpooling to campus, through the Corridors to Campus plan and continued support for an employee transit program.
- 3.14.4 The City and the University shall work together to enhance SW 34th Street on the western edge of campus in order to promote a more walkable, quality urbanism.

Objective 3.15

The City shall work with Santa Fe Community College downtown to provide support to develop in a more traditional form.

Policies

- 3.15.1 The City shall work with **Santa Fe Community College downtown** to develop design guidelines to construct new buildings at least two stories high; construct buildings to be set close to streetside sidewalks; construct buildings to form a public square encompassing the NW 6th Street rail corridor between University Avenue and NW 3rd Avenue; and construct buildings to form and face the square.

Objective 3.16

The City shall implement urban design policies for designated Gateway Corridors.

Policies

- 3.16.1 Gateways should convey a **sense of arrival and departure**.
- 3.16.2 Gateways should be lined with **majestic trees, homes, and cultural and commercial buildings** that inspire dignity and pride in Gainesville.
- 3.16.3 Gateways should be **free of visually obtrusive, human-built struc-**

tures such as outdoor storage, auto sales and service, and junkyards, or other excessive clutter.

- 3.16.4 When feasible, gateway tree plantings should provide a **tree canopy** over the street through street trees, treed medians, or both. Plantings shall screen any utilities that remain, when feasible.
- 3.16.5 **Landscape maintenance should be minimized** through design, plant selection, and water conservation.
- 3.16.6 **Transportation choices** (various forms of transportation) shall be emphasized along Gateways.
- 3.16.7 The City should develop and implement a **design prototype for Gateways** into the City and into the Traditional City.

The City shall enhance public art.

- 3.17.1 The City should encourage **public and private display of art** in visible locations.
- 3.17.2 The City should **support public art projects** through its Art in Public Places ordinance which dedicates at least one percent of the cost of new, renovated, and/or expanded buildings to public art.
- 3.17.3 The City should fund **public art and sculpture along its important thoroughfares and public spaces**, identify appropriate locations for its placement, and sponsor design competitions to ensure public input into the process.

Educate citizens and provide awareness of the City position on various design principles with an Urban Design Toolbox and enhanced historic preservation guidelines.

- 3.18.1 By 2002, the City shall publish an **Urban Design Toolbox**. The Toolbox shall provide an array of urban design tools which may be used when developing or redeveloping in the city, in order to promote livability and best urban design practices.
- 3.18.2 By 2001, the City shall publish enhanced **historic preservation guidelines**, not changing historic preservation requirements but providing clearer graphic guidance as to historic preservation design goals.

Objective 3.17

Policies

Objective 3.18

Policies