The City of Naples, FL
A Decade of 5th Avenue

Supplemental List of Points to Andres Duany's Presentation
of February 27, 2004
Including Aerial Images
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A DECADE OF 5TH AVENUE

Observation:
Fifth Avenue South is a different place than ten years ago.

Discussion:
DPZ has arrived for a “tune up” which is not as difficult as the original master plan charrette.

Findings:
Some results have turned out much better than DPZ expected.
There was a good “handing over”.
But don’t estimate the potential for decline – 1970’s was a one story pleasant, laid back main street; 1980-90’s it declined to ± 75% vacancy; 2000’s now miraculous success; but in 2010 how do you stave off the potential decline again?
After all the success should not to wait too long to discover what went wrong and address coming issues.

REPOSITIONING NAPLES

Observation:
Naples is transitioning from seasonal resort to year-round/full time community.

Discussion:
Next wave of retirees are different from current.
New retirees desire for main street walkable lifestyle.
Merchants still operating with seasonal mentality, i.e. hours of operation.

Findings:
Reposition as a year round community - see additional points below.

Observation:
Eco-boomers

Discussion:
Eco-boom teenagers are starting to discover the main street which due to the fact that they are teenagers may be intrinsically offensive and lower the quality of the retail i.e. Coconut Grove.

Findings:
Not perceived as an issue in Naples yet, but should be prepared.
5TH AVENUE SHOPPING

Observation:
Retail vs. Office

Discussion:
The retail successes are being taken over by office uses.
There is more entertainment and less shops to get your daily needs.
May become a regional entertainment/lifestyle center.
Becoming a monoculture of restaurants, antiques, and art galleries.
Too many real estate shops.
Lost the dress shops, gift shops, and shell shops.
Rents have gone up.
People expect to be amused and gaps in retail cause people to turn around.
Difficult to regulate retail mix.

Findings:
There will always be a natural morphing and should anticipate more restaurants.
Retail discussion should become more sophisticated (than discussing requiring retail on the ground floor) and even think in terms of the implications of retail to society per the recent CNU Council meeting on retail.
Rezone the first floor for retail only.
Realtors need to redesign their ads.
Use clear glass for retail.
Awnings should extend over sidewalk.
When hiring an architect for shopfront re-facades and renovations also have a retail consultant.

Observation:
Mom and Pop retailers are concerned with rents

Discussion:
Seasonal retail (May-October dip) fluctuates but has improved in the past few years.
National retailers are not evident because of lack of access, visibility, and convenient parking.

Findings:
Retailers should adjust merchandising presentation for the off season (less expensive).
Observation:
Local/surrounding resident’s concerns about usability of Avenue

Discussion:
People that live in town turn backs on shops when the shops become too touristy.
The three cycles of shopping:
I. 3 days a week – daily needs i.e. groceries
II. 1 day/week – visit businesses i.e. brokers
III. 1 day/month – visit household needs i.e. furniture stores

Convenient daily needs offering a variety of useful shops for people to live nearby will require these types of shops to pay less than the going rate for retail.
There is a useful level of government that even conservatives may appreciate that allows the government to intervene and create a framework to provide infrastructure such as affordable housing. Is enabling a local grocery store so different?
From 1991 – 2001 tax value has increased from 30 million – 120 million – now have a lot more tax revenue and should be able to do more for locals.
Be careful that retail does not become too perfumed or too Disney-esque.
Desire for permanent real urban street market w/ fresh foods, flowers, bakery items, etc...
Wynn’s may be willing to re-merchandise, but could have ordinance issues including outdoor displays.

Findings:
Create opportunities for neighborhood service shops.
Side streets and south side beyond 5th Ave are opportunities of affordable rents.
Local government to intervene and provide a development site/building/tenant for local market.
Government should initiate project and invite bids.
Observation:
Why was merchandising plan not implemented? Why are the restaurants not open for lunch or the shops not open after eight?

Discussion:
Main street retailers generally do not like to be told what to do by nature compared to mall retailers, which are required to make improvement by strong management. They will generally listen only when they start losing money – which is not necessarily the current situation.

Findings:
Mom and Pop retailers resist advice.

Observation:
Code does not require shops at grade

Discussion:
Raise to flood line
Retail requires grade access
More expensive to flood proof, but worth for good retail

Findings:
Require shops to be at grade

Observation:
Old Shop Front Improvements (see aerial plan studies)

Discussion:
Set back shops do damage to pedestrian environment.

Findings:
Allow shops to expand to existing frontage without parking penalty if done within two years or replace existing structures with new expanded buildings.

Observation:
Eight Street is a divider – people turn around

Discussion:
The large commercial building is not inviting.
The trees in front of the ice-cream shop block visibility of the shop.
Findings:
Re-landscape and use better blade signage to assist with attracting shoppers to cross eight street.

Observation:
Side street shops are less successful

Discussion:
Generally shoppers do not turn corners. Shoppers will move on a main axis between two anchors.

Findings:
Rear parking needs to be designed so people walk past the side street and pedestrian via shops.
Side street shops blade signs should be allowed to impinge on right-of-way and sidewalk.

Observation:
Restaurants

Discussion:
Maintain year-round customer base.

Findings:
Offer restaurants with full range of menu price points.
Restaurants alter price based on season instead of temporary closing.
Offer small plate menus.

Observation:
Festivals

Discussion:
Need to draw more year rounders.

Findings:
Successful festivals reoccur at same time, date, and place.
Increase occurrence and types based on success.
LANDSCAPING

Observation:
The City is not maintaining the landscaping well enough.

Discussion:
Complicated design makes landscape hard to maintain.
Trees interfere with signage.
Some of old landscaping is lingering.

Findings:
Simplify the landscape to a few simple species including Dwarf Indian Hawthorne, Bird of Paradise, three story-high palms (non-coconut variety), tabebuia tree.
Stick to the new palette per Eliin Goetz.

LIGHTING

Observation:
Lighting is insufficient at night.

Discussion:
Many dark places – especially the rear parking areas and alleys.
The commercial businesses close at 5 PM and turn off all their lights.
The street lights are too dim.

Findings:
DPZ feels lighting is generally wonderful.
Wash lens and replace bulbs.
Budget for new lamps in the next 10 years.
At crossings enhance lighting and paint strips.
Better and brighter illumination than current lights needed in alleys, side streets, and parking lots.
Back walls of shops should be lit.
Adopt light ordinance and requirement of businesses to keep lights on in evening.
PARKING

Observation:
Parking concerns

Discussion:
The "park once" attitude for office uses is never an asset. Office businesses have large parking lots that go unused by shoppers.

Findings:
Should provide inconvenient parking with an interesting walk so that "cross shopping" opportunities can result. The office businesses should allow evening use of their parking lots. Avoid careless/boring/blank walls so that shoppers will not get bored and turn around. Eliminate boring experiences in the windows including "out of date" posters in windows, closed blinds in broker/attorney offices. Require offices to present themselves well with nice lobbies that have interesting stuff to look at. The real estate offices should hire graphics designers to redesign their little complicated ads and consider new technology like flat panel screens for ad displays.

Observation:
The effects of the east end parking garage

Discussion:
When the east end built the parking garage it caused much more activity of redevelopment compared to the west side that did not build a garage. Development has hopped over 41 to the east due to ample parking. Parking can guide the direction of development. The "retail flow" stops at 5th Street heading west. The master plan had an incredible success of "first-come, first-serve" that developers get on-street parking credits toward development.
**Findings:**
Continue to utilize the addition of parking garages to guide redevelopment. Move forward on the proposed west end parking garage and southside east end parking garage.

**Observation:**
A short-term solution to west end parking.

**Discussion:**
Inefficient and uninviting parking layout.

**Findings:**
Update rear surface parking lots into one large efficient lot. City to lay easement over small parking lots and re-design to maximize efficiency.

**Observation:**
Proposed northside, west end parking garage (see west side aerial plan study).

**Discussion:**
May affect adjacent land owners due to increased traffic.

**Findings:**
Still correct location.
Mitigate traffic by blocking off 4th Avenue at 5th Street in evenings.
Limit to three stories.
Architectural conceptually like Charleston w/ windows and louvers.

**Observation:**
Proposed southside, east end parking garage (see east side aerial plan study).

**Discussion:**
Exiting mahogany trees are an issue.
**Findings:**
Still correct site.
Relocate trees from proposed parking garage site and replant in front of ice cream shop and the proposed Civic Center at Park Street (see below).
Build large 4-5 story garage.
Surrounding area should be master planned in detail (see westside aerial).

**Observation:**
Code now allows carports for parking spaces.

**Discussion:**
Considered elitist, but people want covered parking.

**Findings:**
Covered parking is ok in certain locations for employees.

**TRAFFIC**

**Observation:**
The locals avoid the traffic congestion on the Avenue.

**Discussion:**
Vitality of slow moving traffic is glamorous.

**Findings:**
The open street grid system allows locals to avoid it.

**Observation:**
Truck traffic is a problem.

**Discussion:**
Construction/delivery trucks really bother people after 10AM - having a late breakfast etc.

**Findings:**
Find alternate routes for trucks.
Prohibit trucks to enter the Avenue.
**Observation:**
The 9th Street Crosswalk is dangerous.

**Discussion:**
The crosswalk and channelization design is not pedestrian friendly.

**Findings:**
Add high lighting.
Re-channel/re-stripe the travel lane for added traffic calming.

**Observation:**
Intersection of 5th Avenue at 8th Street.

**Discussion:**
Recent addition of turn lanes due to volume has made it less user friendly.
Traffic engineering design was limited to traffic flow.

**Findings:**
Future traffic engineering must consider urban context and pedestrians.

**RESIDENTIAL**

**Observation:**
Permitting residential on ground floor

**Discussion:**
Raising the interior floor up so the windows are above eye level provides privacy and can create appealing views for passersby of interesting ceiling and fuel the imagination without the visual invasion of privacy that would cause the units to be unoccupied.
May be building apartments too large.

**Findings:**
If you allow residential on the ground floor, the unit floor plates should be raised a minimum of 30" above the fronting sidewalk.
Build more small apartments in thinner buildings (lofts) – see Ft. Myers.
NOISE

Observation:
Aircraft Noise.

Discussion:
Private commercial jets/small aircraft tend to fly over the Avenue just to look down.

Findings:
Banning air traffic from flying too low is impossible.

Observation:
Surrounding residents complain about too much activity.

Discussion:
Especially concerned about late night activity.
The original master plan concept was to create three distinct places along the Avenue – neighborhood services, household items, entertainment. Now the area may evolve into just two – without the neighborhood service shops.
The existing noise ordinance is complicated and not specific to the Avenue.
Developers and architects may design the wrong building types for urban setting that include a building base that is surrounded by pseudo-natural landscaping and berms like the building is not part of the city.

Findings:
Homebuyers need to better understand what they are buying into and the people that complain are in the wrong place.
Management – enforce no motorcycles, boom box cars, leaf blowers in plaza during lunch, etc...
Consider mitigation of air conditioning noise with heat exchange units.
Create a specific noise ordinance for the two sectors of the Avenue.
Better design, development, and marketing for appropriate urban living.
Pro-active management of the Avenue.
SIGNAGE
Observation:
Signage

Discussion:
Directional signage conflicts with commercial signage. The street sign for Eighth Street is not visible due to all the commercial signage clutter. Neon signs currently not allowed. Consider Avenue Directory. Key locations for a directory of shops would be helpful. But do not want it to look like a “Mall”. This would also be useful if located in the parking garage.

Findings:
Side streets and vias should have blade signs. Consider neon signs as an art form within the window. Come up with a nice directory design - Parisian style. Consider at each corner to show what is along side streets. Illuminate facades from across the street to appear like moonlight. Up light trees.

MANAGEMENT

Observation:
Public restrooms do not stay open long enough

Discussion:
If people patronize the Avenue restaurants then they could use their facilities.

Findings:
You decide on present conditions including park needs and local surveys.
PARKS

Observation:
Cambier Park

Discussion:
Built out is a disaster.
Lacks coherence.
Buildings do not relate to each other.
Individual buildings damage open space.

Findings:
None – wait 50 years.
Soften the edges of pocket parks with trees.

COMPLETING THE MASTER PLAN

Observation:
Completing the Master Plan (see aerial plan studies)

Discussion:
Master Plan succeeded, but parking ran out.
Overall 5th Avenue is a masterpiece even though each building
is not.

Findings:
Future build-out should have at least two stories to define
space.
Allocate additional parking space in rear alleys and parking
lots.
Upper floors should have different uses from first to add
vitality.

Observation:
The building color scheme is too bland.

Discussion:
Too many beiges and yellows.
Bright colors are out of date.

Findings:
May consider eliminating all color except white.
Calm down the color over the next 10 years.
Observation:
The Park Street Civic Center (see east side aerial plan study).

Discussion:
Emulate the success of the theater by adding a new Civic Center with buildings grouped to include an expanded Arts Center and Women's Club.

Findings:
A new Civic Center detailed plan provided - see east side aerial plan study.

Observation:
Four Corners Gateway (see east side aerial plan study).

Discussion:
Existing gateway needs to be improved. The northwest corner is currently under utilized with a one story building set behind a parking lot.

Findings:
Add new urban shopfront building on the northwest corner with a 20' walk.
EAST SIDE

Existing Conditions

Proposed Opportunities

KEY for Proposed Opportunities Aerials on pages 16 and 17

- A. Old shopfront improvements
- B. Proposed northside, west end parking garage
- C. Proposed southside, east end parking garage
- D. The Park Street Civic Center
- E. Four Corners Gateway

Final Outcome
## The Duany Report
Recommendations by Action Needed to Implement

<table>
<thead>
<tr>
<th>RECOMMENDATION</th>
<th>COMMENTS</th>
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<tbody>
<tr>
<td><strong>POLITICAL QUESTION:</strong></td>
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<tr>
<td>Should the Duany Plan as originally proposed in 1994 be completed, with redevelopment of the entire street?</td>
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<tr>
<td><strong>If yes, then....</strong></td>
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<tr>
<td>Allow set back buildings to build to front property line without requiring parking.</td>
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<tr>
<td>Future buildout should be at least two stories to define space</td>
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<tr>
<td>Redesign rear/alley parking to maximize efficiency</td>
<td>$$</td>
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<tr>
<td>Allocate additional parking in rear alleys and lots to parking pool</td>
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<tr>
<td>Parking garage at 4th Ave. S. and 4th St.</td>
<td>$$</td>
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<tr>
<td>Parking garage at 6th Ave. S. and 8th St.</td>
<td>$$</td>
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<tr>
<td>New civic center at Park St.</td>
<td>$$</td>
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<tr>
<td><strong>TEXT CHANGES</strong></td>
<td><strong>SAC Comments</strong></td>
</tr>
<tr>
<td>Use clear glass for retail</td>
<td>Already in Code</td>
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<tr>
<td>Awnings should extend to sidewalk</td>
<td>Continuity more important than width</td>
</tr>
<tr>
<td>Require first floors at grade</td>
<td>Yes</td>
</tr>
<tr>
<td>Calm colors; eliminate all except white</td>
<td>No</td>
</tr>
<tr>
<td><strong>X</strong> Allow set back buildings to build to front property line without requiring parking</td>
<td>Political question</td>
</tr>
<tr>
<td>Light back walls of shops</td>
<td>Need a professional study of entire lighting scheme</td>
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<tr>
<td>Adopt light ordinance</td>
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<tr>
<td>Create specific noise ordinance for each section of the street</td>
<td>No, just need to enforce ordinances already in effect</td>
</tr>
<tr>
<td>Allow retail only on the first floor</td>
<td>No, private property issue</td>
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<tr>
<td><strong>MAINTENANCE/ENFORCEMENT</strong></td>
<td></td>
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<tr>
<td>Wash lenses and replace bulbs in street lights</td>
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<tr>
<td>Enhance lighting and paint at crosswalks</td>
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<tr>
<td>Enforce existing noise ordinance</td>
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<tr>
<td>Restripe travel lanes on 5th Ave. at Four Corners for added calming</td>
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Fifth Avenue South/U.S. 41
Urban Design Charrette

<table>
<thead>
<tr>
<th>RECOMMENDATION</th>
<th>COMMENTS</th>
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<tbody>
<tr>
<td><strong>LAND ACQUISITION</strong></td>
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<tr>
<td>Acquire Neapolitan land at Four Corners as a strategic development parcel</td>
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<tr>
<td><strong>DISCUSSION WITH PROPERTY OWNERS</strong></td>
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<tr>
<td>Work with property owners to renovate older buildings</td>
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<tr>
<td>Enhance Naples Depot as a cultural facility</td>
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<td>Link Depot with Grand Central Station</td>
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<td>Get community buy in to links with waterfront</td>
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<tr>
<td>Require new development to include public amenities</td>
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<tr>
<td>Partner with Conservancy to complete the Gordon River greenway</td>
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<td><strong>NEW REGULATIONS</strong></td>
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<tr>
<td>Establish standards for open space</td>
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<tr>
<td>Establish standards for streetscape and pedestrian amenities</td>
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<tr>
<td>Establish a more visually pleasing set of entrance conditions</td>
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<tr>
<td>Create zoning overlay district for corridor including graphic code</td>
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<tr>
<td><strong>DISCUSSION WITH FDOT</strong></td>
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<tr>
<td>Consult with FDOT to explore diverting traffic to Goodlette Road</td>
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<tr>
<td>Consult with FDOT regarding additional streetscape and pedestrian amenities</td>
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<tr>
<td>Consult with FDOT regarding creation of a protected bicycle lane and wider sidewalks</td>
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<td><strong>TRANSPORTATION</strong></td>
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<tr>
<td>Consider some mode of public transportation</td>
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<td>Conduct a comprehensive transportation demand analysis</td>
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| DISCUSSION WITH PROPERTY OWNERS/  
<table>
<thead>
<tr>
<th>FIFTH AVENUE ASSOCIATION</th>
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<tbody>
<tr>
<td>Require businesses to leave interior lights on</td>
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<td>Office buildings should allow evening use of their parking lots</td>
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<td>Reposition as year round street</td>
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<td>Redesign window displays</td>
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<td>Include retail consultants with other professionals in renovations</td>
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<td>Adjust merchandising for off season</td>
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<td>Offices should present themselves well</td>
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<td>Should have restaurants with full range of price points</td>
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<td>Restaurants should alter prices and menus seasonally</td>
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<td>Eliminate boring windows</td>
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<td>Pro-active management of the avenue</td>
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<td>Add new urban storefront building with 20' wide via to parking</td>
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<td>Create opportunities for local service shops</td>
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<td>Mitigate a/c noise with heat exchange units</td>
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<td>Update rear parking lots</td>
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<td>Blade signs needed in vias and side streets</td>
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<tr>
<td>LANDSCAPING</td>
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<tr>
<td>Simplify the landscape palette</td>
<td>Need new landscape plan</td>
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<td>Soften the edges of pocket parks with trees</td>
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<td>Up light trees</td>
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<td>CHORES</td>
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<td>Develop directory signage</td>
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<td>MISCELLANEOUS</td>
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<tr>
<td>Illuminate building facades from across street</td>
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<td>Better illumination needed in alleys, side streets, and parking lots</td>
<td>Need study</td>
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<tr>
<td>Consider neon signs as an art form within windows</td>
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<td>Prohibit trucks; establish alternate routes</td>
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<td>Increase occurrence/type of festivals</td>
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<td>Provide site/building/tenant for local market or other service shops</td>
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<td>Budget for new street lamps in next 10 years</td>
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<td>Priority</td>
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<td>PARKING</td>
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<td>RETAIL MGMT.</td>
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<td>TRAFFIC</td>
<td>City cop should monitor and proactively stop noxious noise</td>
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<td></td>
<td>Eliminate motorcycles</td>
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<tr>
<td>SIGNAGE</td>
<td>Consider neon (maybe only on inside as in Rome)</td>
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<td>Avoid hot spots &amp; glare due to direct lighting</td>
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<td>Consider lighting with floods directed from across the street</td>
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<td>Allow larger and well-lit blade signs on side streets only</td>
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<td>Directories for side streets at every corner</td>
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<tr>
<td>ARCHITECTURE</td>
<td>Should be less distinctive because it becomes dated</td>
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<td>Consider a fresh color scheme – current one is becoming dated (totally white in about 10 years may be necessary)</td>
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<tr>
<td></td>
<td>Allow recessed buildings to move forward with no parking penalty if built in 18-month time frame</td>
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<td></td>
<td>Entry doors should be easily accessible and easy to use</td>
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<td></td>
<td>Consider heat-exchange units: quiet &amp; no compressor needed &amp; can even be installed indoors</td>
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<td></td>
<td>No air conditioning units at ground level</td>
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<tr>
<td>FOUR CORNERS</td>
<td>Work with the owners (Ben &amp; Jane Parks) for important new bldg.</td>
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<td>20’ walkway from Fifth Ave to rear of buildings (the Parkway)</td>
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<tr>
<td>8TH STREET</td>
<td>Move the old church to a new location &amp; create more civic space</td>
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<td></td>
<td>Additional lighting</td>
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<tr>
<td>IMPORTANT</td>
<td>City purchase a building for Public Purpose as part of the infrastructure (for grocery, Rx, mail, laundry, hair cutting, etc.)</td>
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<td>Mini Parks: too rigid. Softer plantings w/clear center zone and overlapping plantings overhead</td>
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<tr>
<td>General</td>
<td>“Traffic is the generator”</td>
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<tr>
<td>Statements</td>
<td>New parking garages are critical “No choice about this.”</td>
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<td>Must promote car-less living on the street</td>
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<td>Promote a second generation of new construction</td>
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<td>Need to double the civic space (Park St. square)</td>
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<td>“Persuasion is a critical part of planning”</td>
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<td>Have the Daily News print the final report ???</td>
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<td>Total Text Amendments to the Code</td>
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<td>Total actions required by the City</td>
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</tbody>
</table>