

**Thursday, July 28, 2011
Ocala 2035 Vision
Leadership Group Meeting
Ocala Marion County Chamber of Commerce**

The following members were in attendance:

Paolo Mastroserio, Chair
Jaye Baillee
Bob Dumond
Barabara Fitos
Summer Gill

Ira Holmes
Jerome Johnson
Gilbert Martinez
Clark Yandle

The following members were not in attendance:

Steve Albright
Ken Ausley
Narvella Haynes
Nancy Ledding

Ruth Reed
Todd Rudnianyn
Fred Roberts

The following City staff members were in attendance:

Tye Chighizola
Pete Lee
Dorothy LeBlanc

Mike Daniels
Peggy Cash

Consultants in attendance:

Curtis Ostrodka
Geoffrey McNeill
Bill Ray

An agenda along with copies of the Standards for Future Land Use Categories were distributed.

I. Proposed Future Land Use Map

A proposed future land use map was displayed. Mr. Ostrodka noted that the map is very similar to what was developed through the Ocala 2035 Vision process. The Vision included 4 land use designations; there are 7 land use designations being proposed.

II. Proposed Future Land Use Designations

Mr. Daniels noted that he and Ms. LeBlanc drove throughout the city to determine land use designation boundaries based on existing uses. He pointed out that there is one High Intensity area which is the downtown. It is bounded by 10th Street to the north and south, the rail road tracks to the west and Watula Avenue to the east. Medium High Intensity surrounds the High Intensity area downtown; Mr. Daniels said there should be a transition area around the High Intensity area. Other Medium High Intensity areas are located at heavier intersections, which include SR40 and 36th Avenue; Maricamp and SE 36th Avenue; at the County Complex; Martin Luther King, Jr. Boulevard and SR40; US27 and I-75; SR200 and I-75 and along SW 44th Avenue. Medium Intensity areas are along major corridors as determined during the Vision process. Other areas were added including SE 17th Street, from SE 25th Avenue to SE 36th Avenue. NW Blitchton Road which currently has a lot of mixed uses would also be Medium Intensity so as to maintain the existing mixed uses. Low Intensity areas were pointed out as

being located around the edges of the City. A land use designation for Employment Centers was added. Mr. Daniels explained that this would be an area for employment-based development. For the most part this would be industrial areas that include special use large land areas. Mr. Ostrodka commented that this is an area that would not necessarily be “picturesque.” Mr. Daniels said that Low Intensity areas would be geared more toward service uses. The Park and Open Space category would be essentially for city parks. He commented that a separate land use is required for some of the grant submissions that the City applies for. The Neighborhood category was established initially to protect existing neighborhoods. In some cases, non-residential uses would be included. An example would be along SE 36th Avenue or SE Fort King Street where there are non-residential uses located along the collector roadways with residential uses behind them. It was asked how the uses would be controlled so that non-residential uses don’t extend into the residential areas. Mr. Ray responded that location criteria be established for uses on different types of roadways. Mr. Yandle asked how uses close to the city limits will mesh with the County. Mr. Ostrodka responded that there may need to be some agreements with the County. Mr. Chighizola advised that Ocala, Belleview, Dunnellon and Marion County staff have met to discuss these issues.

Mr. Yandle remarked that the proposed land use designations look reasonable as presented. Mr. Daniels suggested that at the next monthly meeting he would provide sections of the map so that the areas could be seen more closely. It was briefly discussed that splitting parcels is not recommended.

III. Proposed Minimum Floor Area Ratios (FARs)

Mr. Daniels advised that minimum and maximum FARs are being proposed. He noted that there are some statutory requirements for minimum FARs. He reviewed the proposed FARs for each of the land use designations as included in the handout. Mr. Daniels showed aerials of existing sites in Ocala in a PowerPoint presentation, and identified what the FAR is for each site and explained why the sites fit into specific land use categories. Mr. Lee suggested that open space requirements may need to be revised.

IV. Proposed Scheduled

It was discussed that there will be one more meeting in August of the Leadership Group to review the Future Land Use Map and land use designations again. Transportation, and Recreation and Parks are other issues to address. Public workshops will be held in September. Mr. Ostrodka suggested 2-hour time periods. It was commented that it would be an “open house.” Mr. Dumond suggested holding the workshops on a Saturday. It was discussed that there was poor attendance at some of the previous workshops held on a Saturday. Ms. Gill suggested holding the workshops on a Tuesday or Thursday; it was tentatively decided that Thursday evenings would be a good time to hold the workshops. Mr. Chighizola noted that presentations will be made to various community groups such as the Rotary, Emerging Leaders of Ocala and the Chamber of Commerce. It was discussed that the final presentation to City Council would be in December or January. The newly renovated Howard Middle School, the County Complex, the Municipal Golf Course and MTI were named as possible locations for the public workshops.