



2035 Leadership Group Meeting Minutes

Thursday, November 19, 2015 11:30 am

Ocala Customer Service Center Training Room

Chair Mastroserio called the meeting to order at 11:45am, in attendance were the following: Paulo Mastroserio, Bob Dumond, Michele Partin, Todd Rudnianyn, Ed Plaster Jr., Clark Yandle, and Councilwoman Mary S. Rich. Staff present included: Micheal Daniels, Chip Rich, Peter Lee, Melanie Gaboardi, Patti Hitchcock, Tye Chighizola, Lisa Walsh and Jennifer Normoyle

I. Community Redevelopment Areas (CRA)

Paulo Mastroserio welcomed Mary S. Rich from the Ocala City Council as member of the 2035 Ocala Leadership Group. Micheal Daniels opened the meeting with a description of the West Ocala Community Redevelopment Area (CRA) which was adopted on Tuesday, November 17, 2015 and is focused on the main corridor areas. CRA TIF Funding must be spent within the boundaries of each individual CRA. On Tuesday, the Downtown and North Magnolia CRAs tax incremental financing (TIF) area has been divided into separate CRAs. Clark Yandle discussed the benefits of using TIF dollars in the North Magnolia neighborhood stating that the North Magnolia Merchants plan to discuss the construction of façade grants specific to the North Magnolia neighborhood.

Paul Mastroserio inquired on how often funding can be applied for. Tye Chighizola explained that it is accrued yearly with tax amounts. The West Ocala CRA TIF base year was 2015 and it will grow as property values raise. He explained that the Downtown TIF began in the 80's and suffered from lower property values in the 90's. Clark Yandle discussed growth from Brownfields and the redevelopment of the White's Meat Packing Plant, which became the Taylor Bean and Whitaker building. Peter Lee mentioned the advantages of the West Ocala CRA due to its location on the 200 corridor and its size.

II. SR 40 and US 27 Corridors

Paul Mastroserio inquired about progress on DOT interchange beautifications. Tye Chighizola advised completion of the Highway 27 interchange while Highway 200 is currently in progress. The city is working with DOT on State Road 40, updating of signage will affect the properties such as the abandoned hotel and gas station on the East side of I-75. Micheal Daniels advised that they have already completed design for the intersection of Martin Luther King Jr. Boulevard and State Road 40; the removal of powerlines, the addition of brick pavers and landscaping. Clark Yandle would like to see more landscaping closer to Pine Street on Highway 27.

III. Updates on West Ocala Shopping Center

Melanie Gaboardi discussed the West Ocala Shopping Centers; M2PCD organization is interested in developing the police substation and acquiring adjacent properties. It is scheduled for council on December 15, 2015 for agreement so that they may move forward with funding. They have letters of intent for several businesses including the Health Department, Save-A-Lot, a credit union and pharmacy. Tye Chighizola discussed the addition of retail and distribution space on US 27 and 7th, planning to break ground in January 2016.



IV. Downtown Hotel Project

Micheal Daniels discussed construction timelines of downtown projects (railroad/Osceola, the farmers market, hotel, parking garage). Starting January, the 1st phase of the railroad project will begin, work done on 5th street up to 40 and intersections will be closed in this area. During this time, the parking garage and farmer's market will also begin. Peter Lee discussed that intersections on Ft. King, 1st and other areas will be closed for railroad work. Micheal Daniels advised the details and timeline of the hotel project. It was approved November 3rd, 2015 and awarded to Downtown Ocala LLC, with local architect Orlando Sosa. The flag is a Hilton Garden Inn and they will assign an architect as well. The project includes a 6 story hotel with 7,000 square feet of restaurants and retail, another 4,000 square feet of banquet space, and the eastern building will have 750 square feet of retail with 7 townhomes fronting on Osceola. Several members within the leadership group expressed and agreed that the building should complement downtown architecture and surrounding neighborhoods. Developers must submit a conceptual design before they can get a site plan approved and it will be brought to the leadership group for input. The parking garage will include 128 spaces to the hotel. Expected hotel completion is 2018. Discussions with DOT will need to take place regarding traffic and access off State Road 40 and the relocation of the rail box. Clark Yandle suggested redesign of turning lanes to include access on the 1st toward the North Magnolia. The group discussed the planned entries into the hotel site off State Road 40. Peter Lee discussed the different segments of the Osceola Linear Park and pedestrian connection between sites. Todd Rudnianyn suggested reaching out to other cities with similar downtowns for advice.

Tye Chighizola discussed the focus of the city on the State Road 40 corridor and discussed the inclusion of the Phoenix Heights area and particularly the opportunities of the Royal Oaks property in the FY2016 Brownfields Grant Application. The city has purchased the Willoughby property and continues to purchase properties in North Magnolia for redevelopment. Finishing touches are being placed on the East Ocala CRA plan and also focuses on the State Road 40 corridor.

V. Upcoming Events Downtown

Jennifer Normoyle discussed several winter events downtown such as Santa on the Square, Let's Skate Ocala, and Light Up Ocala as well as a Star Wars Street Party at the Marion Theatre. In addition, it was communicated that there was positive response and large attendance the Feel Downtown LIVE Harvest Fest, which took place on November 14, 2015.

VI. Final Comments – Upcoming Meetings

Upcoming Meetings: Council Meetings on Dec 1 and 15th, Historical Preservation on Dec 3rd, Lowes Market Meeting on Dec. 1st at Appleton at 5:30pm, no Planning and Zoning or Board of Adjustment meetings. It was decided to forego December Leadership Meeting due to the holiday, next Leadership Meeting will take place Thursday, January 28, 2016.

The meeting was adjourned at 12:50pm. Next meeting is scheduled for January, 28, 2016.