

2035 Leadership Group Minutes Summary

Thursday, July 28, 2016, 11:30am – 1:00pm

Board Members in Attendance: Diana Schwartz, Bob DuMond, Todd Rudnianyn, Paolo Mastroserio (Chair), Ruth Reed, Ira Holmes, Reginald Landers, Ed Plaster, Grant McMahon, and Summer Gill.

City Staff in Attendance: Michael Daniels, Tye Chighizola, Gus Gianikas, David Boston, Aubrey Hale, Jennifer Normoyle, Chip Rich and Melanie Gaboardi

Meeting was called to order at 11:40am.

I. Midtown Master Plan

Michael Daniels defined the area that will be considered under the Midtown Master Plan: In the North the railroad tracks (just after NW 6th St), 8th Avenue on the east, over State Road 40 to include Interfaith and bordered by the railroad track on the west and State Road 40 in the south. The city has hired a consultant (Company: MIG) to produce the Midtown Master Plan. The consultants MIG will be here August 8th and 9th, and will go on a bus tour of the area on August 8th. The city is in the process of coordinating a steering committee for the Midtown Plan and staff will meet with that committee the afternoon of August 8th. August 9th will consist of stakeholder meetings, basically interviews, where 2 to 3 people in each meeting. The meetings are organized in groups such as real estate professionals, land developers landowners, social service providers, cultural arts members, business owners and homeowners. In the afternoon, there will be focus groups meetings which will be smaller and geared towards specific topics such as “The Overall Vision”, “Social Services”, and “Transportation”. All meetings will take place at the Discovery Center at Tusawilla Park. Mr. Daniels expressed that the Ocala 2035 Vision group will have some part in the Midtown Master Plan. Tye Chighizola invited Ocala 2035 Vision Committee Members to attend the Midtown Master Plan Meeting Kick-off on August 8th at 1:30am at the Discovery Center.

Ruth Reed asked for clarification on the area included in the Midtown Plan, and asked if West Ocala was included in the plan. Michael Daniels advised that a small portion over State Road 40 is included. He explained that they want the area to be connected to Midtown. He explained how the Downtown Master Plan had provided catalytic sites and connectivity and that the Midtown Plan will include similar information. Ruth Reed asked what MIG is and stands for – MIG is an acronym for the name of the consultant firm working on the Midtown Master Plan and the acronym represents the full consultant name, “Moore Iacofano Goltsman”.

II. Vacant or Underutilized Parcels

When the Ocala 2035 Vision was developed, a number of strategies involved constructing an inventory to identify vacant or underused parcels throughout the city and then we focus specifically along the transit line. There was an area along the transit corridor that we identified, where we could promote mixed use development and develop multimodal patterns. Michael Daniels advised that he, David Boston, and Aubrey Hale have been working on is a map showing the underutilized properties and those that are vacant (have buildings but are not occupied). David Boston explained, there are two different maps: one map is focused on the areas that

could be conducive to mixed use development and the boundaries of low, medium and high intensity future land use designations were used in the map. The end goal is that these types of maps would be provided as an app online, which would be constantly updated, so that anyone could see these properties throughout the city. The underutilized properties were determined by looking at the maximum amount of square footage that a property could have based on the size of the property and the future land use designation, and its maximum FAR associated with that. Those specifications were loaded into a filter which was ran on all properties throughout the city. With this filter on, what this means in real terms for the map, it was done by standard deviations from the mean so as the city becomes more developed and these areas are more developed, this map will adjust to the development. What this means in the high intensity areas is about a 3200 sq. ft. per acre property, in the medium intensity area is 1600 sq. ft. on acre property, and in low intensity – a 300 sq. ft. per acre property. As these areas become more developed these numbers would rise. The vacant properties categorized as with at least one vacant property on it, the data was identified through identifying those properties that do not have active utilities service. The next map show the areas identified in the vision for transit corridors and the strategy called for looking at areas with in a ¼ mile of those identified transit corridors. In the map, the transit corridors are mapped with a ¼ mile buffer identified. The properties within the buffer were reviewed using the same method, identifying those properties that were underused and vacant. In this area, the average level of utilization was higher, people were using a higher percentage of the maximum amount of square footage that they could place on the property. The numbers adjusted so low intensity would be considered something smaller than an 11,800 sq. ft. building per one acre, medium intensity would be 5,900 sq. ft. on an acre site, and low intensity would be 1,100 on an acre site. As the city becomes more developed we can see which areas are really being underutilized as those intensity numbers adjust. The hope is that this information will be automated on the website.

Michael Daniels advised that the city's website currently has many individual maps that must be viewed for specific information and the goal is to create one interactive map where viewers can choose the categories they want the map to show. The idea is to include this map with flood plan, zoning and other information.

Paolo Mastroserio inquired on who is leading the GIS department at the City. David Boston advised that there are different departments handling different GIS files but they have recently hired a new GIS coordinator Melissa Northey, who coordinate the GIS. Paolo expressed that there are older versions of maps and when he accesses the maps that he will zoom in and there will be areas that are blanked out. David Boston stated the issue with the current mapping is that 2014 doesn't show at high resolution imagery filter and so when you zoom in, it reverts to older versions of the map. The hope is that new aerials will be available and it will be at a higher resolution. Michael Daniels explained that the purpose of the maps is to show parcels that we do want to see developed and that there are opportunities along our transit line for multimodal mixed use development. Paolo asked if there will be incentives for development in these areas. Michael Daniels advised there are existing incentives but what the map does allow is if a large underused area is identified, than maybe incentives can be introduced to promote development in the area. The suggestion was made that if the map in the long term could be interfaced with

demographic and traffic data from TPO that would be useful. David Boston advised the website does have that information and that would be included into the map. In the beginning of August, GIS staff are meeting to discuss more features of the map.

III. SR 40 and Magnolia Avenue

The intersection of Magnolia and State Road 40, to the west, there is a median. The City Manager want to have landscaping there as this is a major entry area. The City Manager wanted Live Oaks but it will more likely be maples. The City's Landscape Architect, Elizabeth Korman will be designing it. Bob DuMond stated that as long as the median is wide enough, the maples will work. He stated that a slender median stresses the maple and stated that a native winged elm might be better in that situation. He stated that they have color changes throughout seasons. Michael Daniels stated it is about 14 feet there. Bob DuMond stated that should work out. Michael Daniels stated that Elizabeth Korman feels that the city can work with the contractor to ensure the trees receive enough water. Bob DuMond advised that you can have a battery timer in the median to cycle the irrigation.

IV. Upcoming meetings

Council Meeting: Tuesday, August 2

HOPS – Demolition Request for a house on 5th Street just east of Wenona, the house has been vacant for 20 years.

Planning and Zoning: Light during July. In August, the Winding Oaks Development will be addressed. There are also two plans for Paddock Ridge, located on 42nd street west of 27th Ave.

V. Approval of 6/23 Minutes – minutes were approved

VI. Final Comments

Paolo inquired as to whether Starbucks was planned for Pine and Ft. King and whether there was development on the corner of Pine and 40. Michael Daniels advised that the Starbucks is moving forward.

Chip Rich advised the parking garage should be completed mid-September but might not be open until the end of the month. The parking garage is not currently on the parking app but it is planned to include the parking garage with some of that technology.

Ira Holmes expressed pleasure in seeing the new painting on the downtown water tank. Paolo said he would like to see a park similar to Gainesville's Depot Park, here in Ocala. Bob DuMond brought up that Trader Joes was an option in the past and whether they had decided to come to Ocala. Melanie Gaboardi advised that there were several discussions with Trader Joes but that they have a certain demographic they are looking for and decided not to pursue a location in Ocala at this time. Michael Daniels explained that there has been some interest from Wawa Gas Station and that as of July 1st, the powerlines will be removed from the MLK and 40 Intersection and DOT will move forward with the intersection improvements.

Meeting was adjourned at 12:16pm.