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## Leadership Group Meeting Minutes

08/27/15

### Leadership Group Meeting, Thursday, August 27, 2015, Customer Service Center Training Room, 2nd Floor.

Chair Mastroserio called the meeting to order at 11:40 pm. In attendance were Mr. Mastroserio, Gilberto Martinez, Ruth Reed, Ira Holmes, Ed Plaster, Summer Gill, Michelle Partin, and Narvella Haynes. Staff present included Tye Chighizola, Melanie Gaboardi, Peter Lee, Mike Daniels, Nancy Smith and Lisa Walsh.

#### *I. City Branding/Logo/Seal*

Mr. Daniels stated there was a Council workshop this past Tuesday, at which Council decided to continue using the City Seal on stationery and other documents, but also to continue using the logo for wayfinding signs and city vehicles. Mr. Chighizola stated that several citizens were concerned about the lack of the phrase "God be with us" in the new logo.

#### *II. West SR40 and US27 Corridors*

Mr. Daniels spoke of recent efforts to beautify and clean up the SR40 and US27 corridors inside the city limits. Aerial maps of the corridors are located on the wall outside the meeting room, and show the concentration of effort. West SR40 is the priority. Dots on the maps indicate process status. Blue indicates a Code Enforcement action; Brown indicates a demolition proposed; Red shows possible retail location opportunities; Yellow indicates property owned by the City; and Green shows that site cleanup efforts are coordinated by a team of staff. The Imagine North Magnolia and Phoenix Heights areas are included in this project.

Mr. Martinez asked if there would be a Form Based Code for future development in the west 27th Avenue area. Mr. Daniels indicated there would be, as part of that area is identified as Medium Intensity Future Land Use. However, staff's priority now is downtown first, then Croskey Commons.

There is a proposal in process for a 20 acre site at US27 and NW 27th Avenue for a Retail and Distribution Center mixed use development.

Ms. Reed asked whether everyone was aware of an article written by Astrida Trupovnieks regarding municipalities developing industrial space to attract end users. Mr. Lee stated that staff has appointments with the National Resource Center to review such proposals at the end of September.

### *III. Outcome of previous cases*

#### *A. Ritterhoff Site/Stagecoach Apartments*

Mr. Chighizola explained the situation with this historic home as being in danger of disappearing. At a recent public meeting, it was stated any rehabilitation would be upwards of \$1.5 million dollars to complete, and no one has come forward to take on the project. If the house is removed, a duplexes or single family homes could be constructed, as the site is zoned R3.

#### *B. Site at SR40 and Pine Avenue*

Mr. Daniels told the group the proposal to site an auto upholstery use in the former Foxy Jail Bond building was approved, but had a 2 year limitation on the use and the use was limited only to the smaller portion of the site. There was discussion on what might go on that block in the future.

#### *C. Downtown Parking Garage*

Mr. Daniels stated the parking garage proposal was approved on August 17 for a 402 space, 2-3 story building on the western portion of the Sprint lot. Construction is expected to begin in late spring, 2016. He passed around the proposal so the members could see the design.

#### *D. Google Groups*

Mr. Lee asked if everyone had logged into the group. Not all members had for various reasons. Some had technical issues. He took down all the email addresses and Ms. Pope was notified to add them manually if needed.

### *IV. Upcoming Meetings*

- A. Transp Impact Fee Ordinance discussion, Marion County Auditorium, Sept 1, 2pm*
- B. Ocala Historic Preservation Advisory Board, Sept 1, 4pm, Council Chambers*
- C. City Council, Sept 3 & 15*
- D. Ocala Roadway Studies (NE 25th & 36th Aves), Sept 8, 4:30pm, Ocala Police Dept*
- E. Planning & Zoning Commission, Sept 14, 5:30pm, Council Chambers*
- F. Board of Adjustments, Sept 21, 5:30p, Council Chambers*

### *VI. Approval of Meeting Minutes*

Ms. Reed moved to approve the 06/25/15 and 07/23/15 minutes. The minutes were approved unanimously with no changes.

The meeting adjourned at 12:30pm. The next scheduled meeting will be September 24, 2015.