

## 2035 Leadership Group Minutes Summary

Thursday, June 23, 2016, 11:30am – 1:00pm

**Board Members in Attendance:** Bob DuMond, Diana Schwartz, Reginald Landers, Todd Rudniansyn, Ira Holmes

**City Staff in Attendance:** Michael Daniels, Peter Lee, Tye Chighizola, Lisa Walsh, Gus Gianikas David Boston, Aubrey Hale, Patricia Hitchcock, and Melanie Gaboardi

**Meeting was called to order at 11:34am.**

### I. Place Based Code

David Boston advised that the place based code is being updated in the downtown area and explained the sections of the code.

The sections were as follows:

Article I: Introduction –Provides an introduction to the code. The purpose of the code is to ensure that downtown is more pedestrian-friendly, encourage development, ensure the scale and conformity is consistent with the kind of development desired in the downtown district.

Article II: Policies and Procedures – How the code will function and offer information on the adjustment process.

Article III: Development Standards – Provides coding according to different street types: Core, Standard Residential, and Thoroughfare. Each of them have different regulations to form the type of development, specifically corridors that are closest to downtown who have the most intensive requirement. The desire is to have buildings against the sidewalk, larger scale of development for core streets, 3-8 stories. Standard is a less intensive version of the core, and residential is a form based version of pockets of residential which there aren't much where the code would apply. Thoroughfare, currently is only Pine but as the regulating plan would expand in the future.

Article IV: Design Standards - Specific Architectural Features allowed in the district.

Article V: Definitions specific to the plan based code.

David provided some examples of what will be illustrate through the code, he advised the code uses a lot of visuals to illustrate the concepts. He provided information about the Core Street pedestrian realm explaining the width required for sidewalks. He explained that there will be a lot of non-conforming signage because the code is going to be restrictive in regards to what kind of signage is allowed. The sign is to be orientated towards pedestrian traffic rather than vehicle traffic. Most of the current signage is on the top of the building and directed towards vehicle traffic.

Mike Daniels advised the signage portion has potential to cause concerns with property owners on 441, because there are a large majority of pole signs and larger signs. The ordinance proposes lower signs. The idea is that we want to get a design that provides a pedestrian environment but at the same time we want to provide incentives for development downtown. As they balance this need, staff will have to meetings with the Ocala 2035 Leadership Group and other downtown groups.

Ira Holmes inquired in regards to pedestrian sidewalk asking how much flexibility remains once we allocate space for traffic. David Boston stated that staff has identified some areas where

there are some constraints in term of the mobile right-of-way considering where the existing buildings and curb are; in areas like that there will have to be adjustments. He stated there were not as many constrained areas as would be assumed. Mr. Holmes inquired as to whether we had a set requirement for the width of sidewalks and Mr. Boston advised the core is 11ft while the standard is 8ft. The thoroughfare is 13ft. Bob DuMond asked if current owners and businesses would have to change their signs to the updated code. Michael Daniels advised that new developments or update to current signage will require compliance with the new code. Peter Lee advised there has been discussion about including signage in the façade grant program to incentivize downtown owners to update to the new signage code guidelines.

Todd Rudnianyn asked if the section that addresses materials dictates specific materials or just a guideline. David Boston advised that there are some specifics in regards to types of stuccos. Michael Daniels stated the idea is that there are certain materials that are not desired in the district and he explained that the code is centered on the placement of buildings. He advised that there will be waivers available under certain circumstances.

## **II. Midtown Master Plan**

Peter Lee advised the Midtown Master Plan contract was approved by council on Tuesday night (June 21, 2016). It is approximately an 8 month process and awarded to MIG, the same consulting firm that completed the downtown plan. The plan will be developed the same at the downtown plan. Catalytic sites and strategies will be identified for development and partnership. The area has been subject to disinvestment for several years. There have been some measures taken north of the area in the hopes to spur development. There are some sites ready for development but we have not seen a large investment. The other issue is that the concentration of social services that are provided there and the concentration of the transient population that rely on those services and how to co-exist and create a plan to spur economic development and still provide efficient services to those who need it. We will be meeting with MIG next month and there will be a steering committee. Peter Lee stressed that the plan implements the 2035 Vision and one of the large priorities was connectivity. Through the connectivity, expanding the high intensity area. Todd Rudnianyn stated there has been a lot of sales interest in downtown at several locations and asked if the Midtown Master Plan would focus on the Osceola Linear Park in midtown. Mr. Lee explained that it will be addressed, and advised that they have delayed construction to plan for a grant that may be used on the park. There is issue with the Highway 40 crossing, there will be focus on pedestrians with focus on safety in the North areas where pedestrians do not currently go. We are building the art park. Peter Lee explained that MIG originally completed the downtown master plan and the linear park so they have conceptual continuity. Mr. Rudnianyn advised his concern was that the development will happen in pieces and there won't be an overall cohesive connection from midtown and downtown. Michael Daniels advised that they are still working with the hotel development in regards to the retail in that development facing the trails.

## **III. Website Development Related Mapping**

Michael Daniels advised that we are creating some integrated mapping on our website so that the data is accessible to the public and developers. Road closures would be added to a map so that business owners can see the closures. Planned developments could also be added so that the public is informed about new developments in the community.

Todd Rudnianyn inquired about a date of completion. David Boston advised that they are currently compiling information and by the next meeting, they will have a more exact date. Mr. Rudnianyn asked if there are also flood maps and advised that it will include the flood maps but we also have a current version of that information on the website.

**IV. Upcoming meetings**

Council Meeting - July 7<sup>th</sup> – The development we discussed during May’s meeting on 54<sup>th</sup> Ave and SW 20<sup>th</sup> was approved at P&Z and will be going to council on this date. Final reading on July 19<sup>th</sup>.

OHPAB currently is discussing building updates and demolition process. Peter Lee advised that we have been working closely with the owner of the Sovereign building as far as exteriors on the building.

Planning and Zoning, July 11<sup>th</sup>

Tree Pruning Seminar, July 8<sup>th</sup>

**V. Approval of 5/26 Minutes – minutes were approved**

**VI. Final Comments**

Peter Lee advised the Farmer’s Market will be ran by the CEP starting September 1<sup>st</sup>. The goal is to make it a destination and it is covered. There is a perceived disadvantage according to the location of the market. The concrete has been settled under the shed, there will be Bermuda grass for tents and spaces for food trucks. Next budget year there will be a playground, wifi and other amenities in the area next to the Power Plant. He advised there is a downtown grant with a 1 to 2 match and there are some important buildings such as the Castro building that have utilized the grant. There is also a North Magnolia beautification grant. There is a new terminal, parking area developed at the airport. There is industrial space for development. There is a West Ocala grant open for improvements in West Ocala. Bob DuMond advised that there was a change in the refuse pick-up schedule and he advised that SE 7<sup>th</sup> Street near Fisher Park and every person leaves out their garbage can and expressed that there needs to be some enforcement. Peter Lee advised that next meeting we might show the State of the City address, and it should take 40 minutes.

**Meeting was adjourned at 12:26pm.**