

**Official Minutes of  
MARION COUNTY  
BOARD OF COUNTY COMMISSIONERS**

August 15, 2017

**1. CALL TO ORDER:**

The Marion County Board of County Commissioners met as the Marion County Community Redevelopment Area Agency Board in a special session at 2:08 p.m. on Tuesday, August 18, 2017 at the Marion County Governmental Complex located in Ocala, Florida.

**2. ROLL CALL AND PLEDGE OF ALLEGIANCE:**

Upon roll call the following members were present: Chairman Carl Zalak, District 4; Vice-Chairman Kathy Bryant, District 2; Commissioner David Moore, District 1; Commissioner Jeff Gold, District 3; and Commissioner Michelle Stone, District 5. Also present were County Attorney Matthew G. Minter and County Administrator Mounir Bouyounes.

The meeting opened with the Pledge of Allegiance to the Flag of our Country.

Deputy Clerk Bonvissuto presented Proof of Publication No. A000915369 entitled, "Notice of Rescheduled Meeting Marion County Community Redevelopment Area", published in the Star Banner newspaper on August 5, 2017. The notice states the Board will consider approval and transmittal of the East SR 40/East Silver Springs Boulevard Architecture & Site Design Standards.

The Deputy Clerk was in receipt of a 96 page Agenda packet containing a 1 page Agenda outline; a 6 page draft set of minutes; a 36 page document entitled, "Architectural and Site Design Standards"; 4 pages of maps; 3, 11-inch by 17-inch (11x17) pages prepared by Tillman & Associates Engineering, LLC and Rispoli & Associates Architecture, Inc.; a 2 page document entitled, "Community Meeting Synopsis"; an 11 page handout entitled, "Community Meeting Dot Matrix Visual Preference Study and Questionnaire Findings"; a 25 page document entitled, "Community Meeting Questionnaire"; and a 8 page Draft Ordinance. The Deputy Clerk also received a 40 page PowerPoint presentation regarding the East SR 40/East Silver Springs Boulevard Architecture & Site Design Standards from Jim Bailey.

**3. ADOPT THE FOLLOWING MINUTES:**

**A. June 20, 2017**

A motion was made by Commissioner Moore, seconded by Commissioner Bryant, to adopt the meeting minutes of June 20, 2017. The motion was unanimously approved by the Board (5-0).

**4. SCHEDULED ITEMS:**

**A. Silver Springs CRA East State Road 40/East Silver Springs Boulevard  
Architectural and Site Design Standards**

(Ed. Note: CRA is the acronym for Community Redevelopment Area.)

1. Community Meeting and Preferences Summary

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2. Agency Board Preferences Discussion

3. Approval to Submit the Proposed Silver Springs CRA East State Road 40/East Silver Springs Boulevard Architectural and Site Design Standards Land Development Code Amendments, as amended, to the Marion County Board of County Commissioners

Senior Planner Chris Rison, AICP, Growth Services, advised that the consultants for the contract they are currently working on in regard to standards for the CRA are present. The consultants will go through their presentation and provide that information to the Board of County Commissioners (BCC). He noted display boards, both the clean set and the dots on it from their community meeting that was conducted on June 1, 2017.

Jim Bailey, SE 16<sup>th</sup> Avenue, Tillman & Associates Engineering, LLC, advised that he is here today with the rest of the design team, which he introduced: Planner Bill Ray from Ray & Associates; and Joe Rispoli, from Rispoli & Associates Architecture, Inc. He stated they will briefly go through a synopsis of the tasks and procedures for how they got to the documents that were received today. Then go into questions and answers; and hopefully receive some direction at the end of the meeting.

Mr. Bailey referred to the PowerPoint presentation shown on the overhead screens, noting the BCC has a paper copy.

Slide 1 is the cover sheet for the E. SR 40/E. Silver Springs Boulevard Architecture & Site Design Standards.

Slide 2 addresses the objective of the task, which is to create a cohesive and clear vision and framework for development along the Corridor in the CRA to in broad architecture concepts and site design features resulting in clear visual aids and a final document provided in a codified format.

Tasks to reach this objective included community input, architecture and site design standards, as well as Land Development Code (LDC) Implementation.

Slide 3 addresses the focus area, as shown on the map along SR 40, from the city limits, east, over to Highway 326.

Slide 4 contains a corridor map and several photos to correspond with the numbers on the map and is the main focus of where the commercial areas are located. The photos show existing conditions and uses in this area, which are predominantly commercial uses; once past the entrance of Silver Springs, is mostly rural or residential and is not so much the focus of the study area to date.

Slides 5 and 6 show the existing land use and zoning maps through the main area of the corridor.

Slide 7 addresses the community meeting, which was held on June 1<sup>st</sup> at the Silver Springs Holiday Inn Conference room. Attendees included local residents and business owners, as well as others from outside the area. The community meeting discussed: the existing conditions and problems they saw with this corridor and the Silver Springs area in general; a visual preference study that looked at existing undesirable situations, preferred architectural element style features, and preferred public realm/rights-of-way (ROW)/streetscape things they wanted to see in those areas; a questionnaire addressed their opinions on the current traffic volume, traffic speed, pedestrian safety, and aesthetics.

Slides 8 & 9 address existing conditions and included photographs discussed at this meeting relating to the vehicular corridor and its broad expanse that has a large impact on the area; the pedestrian corridor, or lack of, in most areas; public transportation, or

lack of, in the area; wide variety of signage that does not create a cohesive environment; and the varying architectural styles in new and dilapidated buildings.

Slide 10 addresses the visual study or dot matrix, which asked questions of existing conditions that were just discussed and their concerns. Several photographs relating to the dot matrix shows the architecture; and dilapidated buildings is a major concern, as are signs and public transit.

Slide 11 addresses the visual study preference results from an architectural standpoint; where photographs of several architectural styles are shown that were presented to get input on what they wanted to see. Predominant styles were voted on by the majority, which were the Florida vernacular, craftsman, old Florida, Mediterranean, and some of the Spanish colonial, as well as some contemporary requests.

Slide 12 addresses the visual study preference results for streetscape. Looking at the dots on the photographs shows a lot of interest from the public realm section for wider sidewalks, multimodal paths, landscaped medians, and pedestrian refuge areas to create a safer environment.

Slide 13 addresses the community meeting where the visual preference study findings were: wider sidewalks, multimodal pathways to separate people from bicycles and cars, safer streets, and there was no one preferred architectural theme. The questionnaire findings were: pedestrian safety is most important to the community followed by the volume of traffic, aesthetics, and traffic speed.

Mr. Bailey questioned whether the Board wanted to participate in the same visual dot study, noting the display boards are here that were presented at that community meeting. If not, he can continue with the presentation.

Chairman Zalak asked if the Board wanted to highlight their preferences or move through and consider at the end. Commissioner Gold advised that he saw the visual preference study at a one-on-one meeting. It was the general consensus of the Board to continue with the presentation.

Slide 14 addresses the development design guidelines, which is a broad stroke at wanting to encourage specific things within the public realm, private realm site design, and architecture, as well as discourage certain things that are currently allowed in the land development code (LDC).

Slide 15 addresses the design guidelines in the public realm relating to sidewalks, multimodal paths, public transportation, public/private realm interface in those connections, landscaping and street lighting, as well as signage. Photographs show planted median, wide sidewalks, gateway, urban trail, pedestrian refuge island, bulb out curb, and curb extension.

Slide 16 addresses the design guidelines in private realm site design for building setbacks, parking, access, refuse areas, public/private realm interface, landscaping, site lighting, and signage. Photographs show building setbacks, parking, landscaping, access, pedestrian corridor, refuse areas, signage and lighting.

Slide 17 addresses the design guidelines in architecture accessibility for doors, windows, storefronts, awnings, canopies, overhangs, outdoor mechanical systems, fences and walls, roofs, and outdoor storage. Photographs show examples of Mediterranean, prairie, craftsman, old Florida, retro, art deco, Florida vernacular and Spanish colonial styles.

Slide 18 begins addressing the LDC as to the public realm portion.

Slide 19 addresses the pedestrian environment and talks about accessibility for everyone. All sidewalks, crosswalks, and pedestrian corridors shall be in compliance with the American Disability Act (ADA). To assure a viable pedestrian environment the following

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guidelines shall be adhered to: Sidewalks adjacent to SR 40 at a minimum shall be 6 feet in width and separated from the edge of roadway by at least a 5 foot landscaped planter strip with 2.5 inch DBH "Florida Friendly Trees" planted every 100 feet; and at intersections with SR 40, side streets shall utilize "bulb outs" or other design techniques to provide greater safety and visibility for the pedestrian.

Slide 20 addresses transit. All transit and bus stops within the SR 40 corridor of the CRA shall be updated or designed in a manner to provide shade and shelter from the environment. New and redeveloped transit stops shall be constructed in a manner to prevent being impacted by flooding, temporary inundation or ponding of stormwater.

Slide 21 addresses lighting. Lighting fixture design and placement are important components of an attractive urban and pedestrian environment as well as important to public safety. In order to enhance site aesthetics and minimize visual distraction, yet maintain adequate public safety, project lighting shall be Light Emitting Diode (LED) and comply with all lighting requirement set forth elsewhere within the Land Development Regulations: Roadways – Maximum light fixture height of 25 feet; and Pedestrian areas – Maximum light fixture height of 15 feet.

Slide 22 addresses Utilities. The location and aesthetic treatment of utilities is an important factor in creating an attractive urban environment. In order to enhance and maintain the image of quality in the urban environment, utilities construction and placement shall comply with the following requirements: All utility lines, whether new or relocated, shall be installed underground, if economically feasible and highly encouraged by the county; and utility conduit and utility panels/boxes shall be painted to match the color of the building on which they are placed.

Slide 23 begins addressing the LDC as to private realm site design.

Slide 24 addresses parking. Sites shall be designed to provide safe, convenient, and efficient access for pedestrians and vehicles. Parking shall be designed in a consistent and coordinated manner for the entire site. The parking area shall be integrated and designed so as to enhance the visual appearance of the community. Parking is encouraged to be designed so that no more than thirty percent (30%) of the off-street parking for the entire site be located between any primary facade of the building and the abutting street; and cross parking or joint parking agreements together with cross access or joint access agreements shall be highly encouraged by the county. The LDC today does require cross parallel access, but shared parking is currently not entertained; however, it is a good proposal for this new part of the Code.

Slide 25 addresses fence and wall design, as to what is wanted to be seen versus what is not wanted to be seen. Design and construction quality of fences and walls are important visual reflections of community character and quality. In order to promote quality site aesthetics, fence and wall design and construction shall comply with the following requirements: Fences and walls, whether required for project approval or whether incorporated into overall project design, shall be designed as an integral part of the principal structure(s). Such design shall include the use of similar materials, colors and finishes as the principal structure; fences and walls shall be architecturally designed to avoid an expansive monolithic or monotonous appearance. No premanufactured stockade fences shall be allowed; and chain link fencing shall only be utilized in the rear of the building lot. Where chain link fencing is required or approved, such fencing shall be of the vinyl type, posts and rails shall also be of same color.

Commissioner Bryant referred to the chain link fencing and questioned the vinyl type. Mr. Bailey stated it is chain link fencing that is covered in vinyl fence, which is galvanized and covered in green or black vinyl.

Slide 26 addresses landscape perimeter planting, which speaks somewhat to buffering. Plantings located around the perimeter of buildings enhance site aesthetics. All projects shall incorporate perimeter plantings into project design in accordance with the requirements listed below. All plantings and landscape features shall be perpetually maintained to ensure living vibrancy: Perimeter landscaping shall consist of a combination of trees, palms, shrubs, and ground covers. Planting material type, size and spacing shall be consistent with the requirements of the current Land Development Regulations. If the primary structure is proposed to be within 10 feet of the property line along SR 40 or an adjacent side street, landscaping shall not be required between the building and the sidewalk. This allows for an urban streetscape opportunities such as outdoor cafés, seating areas, etc.

Slide 27 addresses the mechanical equipment screening. Mechanical equipment located on the ground shall be screened from public view. Screening shall be at least the same height as the equipment. Structural screening shall architecturally match the style, construction materials, colors, and finish with the principle structure(s). Landscaping may be substituted for structural screening provided it is of such size and maturity as to be able to provide a substantially opaque screen within 3 years.

Slide 28 addresses lighting. Lighting fixture design and placement are important components of an attractive urban and pedestrian environment as well as important to public safety. In order to enhance site aesthetics and minimize visual distraction, yet maintain adequate public safety, project lighting shall be LED and comply with all lighting requirement set forth elsewhere within the Land Development Regulations: Parking Lots – Maximum light fixture height of 20 feet; Pedestrian areas – Maximum light fixture height of 15 feet.

Slide 29 addresses Utilities and is an increase in what the existing Code allows. The location and aesthetic treatment of utilities is an important factor in creating an attractive urban environment. In order to enhance and maintain the image of quality in the urban environment, utilities construction and placement shall comply with the following requirements: Utility structures shall be located at the rear of the project site and shall be substantially screened from view by structural or vegetative means. Where screening is accomplished by structural means, it shall be compatible in design and color with the main building.

Slide 30 addresses stormwater ponds and how those are to be treated from a landscape perspective, which is a current requirement in the Code. All wet and dry stormwater retention ponds or other manmade water bodies shall be landscaped. Planting of “Florida Friendly” plant material shall be implemented and in compliance with stormwater facility landscape from Section 6.13. All stormwater facilities shall be designed in a manner to allow easy access and complete maintenance. Stormwater ponds are encouraged to be designed in a manner that does not require fencing and can be incorporated into the open and passive recreational space of the community.

Slide 31 addresses outdoor storage and how those things should be located and screened for a visual aesthetic appearance. Outdoor storage areas shall be fully screened from view by structural means, vegetative means, or a combination of earthen berms and vegetation. Where screening is accomplished by structural means, the structure shall be compatible in design and color with the main building.

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Slide 32 begins addressing the LDC in regard to architecture.

Slide 33 addresses architecture styles, not one particular style. Design guidelines and application. It is the intent of this code to ensure a harmonious streetscape, compatibility between structures and well-designed transitions between architectural styles from project to project. This shall be accomplished through utilization of the following techniques: Structures within the same parcel shall reflect similar style, materials detail and colors; structures on different parcels, but within the same master development, shall reflect similar styles, and shall reflect similar materials, details and colors; and all buildings shall be required to provide a minimum of the following architectural design treatments incorporating a base, body (middle) and cap.

Slide 34 addresses building entryways, with the main entryway to be oriented toward SR 40. Entryways shall be differentiated from the remainder of the façade through the use of color, change in materials, application of architectural features (arches, columns, colonnades, etc.), setbacks, offsets, level changes and the like; entryway design should incorporate hardscape features such as low walls, decorative paving, water features and the like; entryway design should incorporate landscaping, landscape planters or wing walls with landscaped areas; and entryway areas should be provided with structural or vegetative shading features and benches or other seating components.

Slide 35 addresses the building orientation. Buildings shall be oriented so as to enhance the appearance of the streetscape. This requirement shall be met by incorporating the following techniques into project design. The building's entrance shall face parallel to the public road from which driveway access is providing primary access. The architectural treatment requirements of subsection (b) above shall also be applied to any building façade which is situated where it is clearly visible from a right-of-way. Building orientation shall be such that service areas are not located in primary view from the public realm or shall otherwise be screened from view by vegetative or structural means.

Slide 36 addresses the exterior materials and colors. Generally accepted exterior facing materials shall include, on all façades that are, or will be, exposed to the general public, brick, tinted and textured or split-faced concrete masonry blocks, exposed aggregate, stone, architectural concrete and cellulose fiber-reinforced cement building boards. Metal buildings shall be permitted so long as the exposed untreated exterior metal surface does not exceed twenty percent (20%) of any façade other than the primary street side facade. The primary façade of metal buildings shall not have an exposed metal surface. Exterior colors shall not be florescent or neon. Building materials and colors shall be consistent around the entire building.

Slide 37 addresses roof design and materials. The design of roof structures shall be of hip, gambrel, gable and true mansard styles and shall be extended to all sides of the structure. Roof materials shall consist of concrete tiles, terra cotta, metal or asphalt shingles, or similar materials that meet building codes.

Slide 38 addresses accessory uses and structures. Accessory structures shall be designed and constructed so as to be compatible with the architectural design of the principle structure(s) including exterior finishes, colors and materials. Waste management enclosures (dumpsters, recycling, storage, etc.) shall be constructed of concrete block or similar material and shall be compatible with the architectural design of the principal structure(s) including exterior finishes, textures and colors. Enclosure gates shall be decorative in nature and compatible with the architecture of the primary structure. These facilities shall not be located adjacent to a public ROW.

Slide 39 addresses special building considerations. Certain uses such as gas stations, power supply facilities, commercial convenience stores, auto repair facilities and the like require special design considerations to integrate them into a quality community design fabric. Such facilities shall comply with the following requirements, in addition to the other requirements of this section: where canopies are part of the structure design, buildings shall be constructed so that canopies shall be constructed with the same roof design and materials as the main building and shall be attached to the main building. Canopy facing and support poles shall be constructed of the same material as the main building façade. Slide 40 asks if there are any questions and comments.

Chairman Zalak questioned the number of current businesses in that stretch. Mr. Bailey advised of a number of people who attended the community meeting, noting about 30% to 40% were heard from.

Commissioner Stone questioned parking lots and curb cuts. Mr. Bailey stated the guidelines speaks to shared access and trying to minimize curb cuts as much as possible. Chairman Zalak opined that from the community meeting they were hoping to get a design standard. The CRA was put into play, not only to help the community, but also drive to a form-based Code in that section of SR 40, especially on the street. One of the things that needs to be done today is to hone in on some of the architectural details or provide definite answers so when someone goes to staff they can provide more details. The whole point of this is to make that CRA and that section of SR 40 blend into what the future of Silver Springs would be, as well as for it to be a destination.

General discussion ensued.

Chairman Zalak questioned how they would get to a form-based decision making process. Mr. Bailey interjected that a big decision for the Board today as well, is to commit to the public realm since it is the fabric that weaves everything together so that it is unified. Chairman Zalak concurred, noting the Board needs to reach some decisions.

Joe Rispoli, Rispoli & Associates Architecture, Inc., stated the document needs to be kicked up to create the channels; whether it is a Florida vernacular or Florida cracker style because that is what is missing from the report, which was intentional for discussion today. He noted that if you were in The Villages, they would dictate that a Mediterranean or Spanish colonial architecture be incorporated.

Chairman Zalak noted that Silver Springs started out in the 1950's and 1960's as Retro style with neon lights and from there it kind of morphed. The problem today is with the plethora of different styles that all ended up getting rundown and now looks like nothing. In the CRA process, the county needs to bring it back to providing definitive markers that make this place Silver Springs. Mr. Rispoli stated if they were doing new construction or a new developer then they could start from scratch, but the problem now is with business owners who are not in a position financially to upgrade.

Chairman Zalak stated if some of the buildings were to be given a facelift over the long term using some of the CRA reinvestment dollars; how could that be most enhanced and what style could the county get to with the current building style that is out there today? Mr. Rispoli stated if there are 15 different styles of architecture out there today, then they could take those 15 styles and say here is what you can do for minimal funds to at least bring some character to the building that comes under that Florida vernacular style, if that is the direction that is being pushed. Several examples can be shown of how to take it up a notch.

General discussion ensued.

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Mr. Rispoli stated when submitted the county will have a submittal process where it can be accepted or rejected and resubmitted, but there needs to be something in place for them to work from. Chairman Zalak noted the county does not have that today and questioned how to get there. Mr. Rispoli commented on the limitations in this study, which were not really to take it to that level, but they will go back and talk about it. Chairman Zalak stated the county needs to get there so that when someone submits something to staff they know whether to say yes or no. Mr. Rispoli advised that they will look around at what has been done, noting the next level is to decide. He stated they were not sure how the BCC was going to go, such as a Florida vernacular, stay Mediterranean or go completely contemporary and restyle everything.

Chairman Zalak advised that he does not mind where they go, but wants there to be a destination. He stated he is okay with whatever design they want to go with, whether it is Spanish colonial or some Florida style, but there needs to be something that has some consistency. The Board can then do its part on the public side as Mr. Bailey said to enhance those items. Mr. Rispoli concurred, noting when he moved downtown nobody wanted to be there, but then the City of Ocala put together a small incentive and matched up to \$5,000 at the time. Now the city has another incentive program, but the problem in this corridor is that even if the county pays half those who are there currently may not be able to come up with the first half. Chairman Zalak stated they need to continue to work through that, but first needs to get something that everyone can buy into together and start. He opined that if the county started doing the public section it may start to create some momentum for some of the private businesses to get onboard.

Commissioner Stone inquired as to the gateway signage. Chairman Zalak noted there are a couple of pieces, as he and the County Administrator have had beginning conversations with the Florida Department of Transportation (FDOT) as they do the road improvement there to figure out what some of that signage is, but the signage the Tourist Development Council (TDC) is looking at is more on I-75 with then some mobile pieces from a destination signage. If the county continues down that road and the FDOT design still comes in with a roundabout, that roundabout is a great opportunity for a gateway sign. He advised that Kimley-Horn is working on a bunch of that, so a report can be provided on what some of that looks like and because the City of Ocala has done so much, they have looked at just doing a modification of some of what the city is already doing and using that base design and adding the county's unique items. This way the entire county kind of has that consistency. This is just a thought, as nothing has been finalized at this point.

General discussion ensued.

Commissioner Stone referred to the corridor page (slide 4) and questioned where the roundabout might be located. Chairman Zalak stated it will be at the Baseline and SR 40 intersection. He commented on access, noting on the other side up to the north, the county has bought the land to connect all the way up to the State Forest. The State of Florida Department of Environmental Protection (DEP) wants a walk-in entrance to Silver Springs along with that whole trail so people can bring in their horse, bicycle, etc. off of those trails and come in either way. One of the discussions with the State of Florida DEP was for the county to negotiate with FDOT to make sure those elements are included from the Silver Springs side. Mr. Bouyounes stated that is correct.

Commissioner Bryant stated with that said, when looking at these design standards what the BCC needs to consider is what the destination is out there; it is ecotourism and it is Silver Springs.

Mr. Rispoli stated if you take Silver Springs, the attraction, then you think about old Florida and the Florida vernacular. He described the Florida vernacular or Florida cracker house, which has a front porch and will sometimes have 3 sides that have porches; columns and then the inevitable, what they call 5V Crimp or metal roof.

Chairman Zalak noted the style was done by an architect for Silver Springs, which was a specialized thing back in the 1960's and what was actually built inside, that front piece (i.e., storefront), was almost a contemporary style. Mr. Rispoli stated it was almost a period piece and was like an 1890's style, which is partly colonial. If you pick the flavor of the attraction up and bring it outside into the corridor because everybody loves that style architecture. It is peaceful and more fitting; and the thing is to create that environment with some of the existing buildings, which is going to be the challenge. He stated they will have to look at each of the buildings to see what it needs to be converted. Mr. Rispoli stated some of the buildings are so close to the road, noting the old Scudders building is 5 or 6 feet from the curb. In response to Chairman Zalak, Mr. Rispoli stated it is currently the teal building that has the wedding dress shop. He stated that particular building is going to be a challenge because you cannot add a motif to the front of the structure. The county can do a lot to convert the front of buildings that are sitting in the back, but those close to the street will be the challenge. Chairman Zalak opined that it is okay to have a couple of buildings that are different, but there has to be something either between the public side or private side. Commissioner Bryant stated what is on the public side is what will tie it all together.

Chairman Zalak opined that both still need to be done. Mr. Rispoli stated the goal for the architecture is absolutely necessary. He noted some of the base services need to be addressed as part of the corridor, which was also addressed in their plan, but some of those base issues also need to be addressed, as well as the architecture. Commissioner Bryant concurred, noting the need to have a plan in place and understand that when there are buildings, similar to the Scudder building, that they have to be looked at on an individual basis to determine what the best thing is that can be done.

Chairman Zalak stated it is almost like they have to have 2 things; one for people that are going to come in and redo a whole new plan, like the Circle K convenience store, which is easy to say here is our design standards; and another plan for those retrofits.

Chairman Zalak advised of the need for a public street plan and the Florida vernacular style, noting they will have to go through and make some adjustments.

Commissioner Bryant commented on the multimodal, noting there is not much room. Chairman Zalak stated eventually when FDOT does some improvements they can make the sidewalk on one side double the size if it is shifted to have 1 sidewalk instead of 2. Mr. Bailey referred to the proposed design guidelines for the cross section, noting there are no buildings on the south side of SR 40 that are right up next to the ROW like there are on the north side. Those buildings are set back and will allow an opportunity to acquire an easement or more ROW for the multimodal path, which is on the same side as the main entrance.

Chairman Zalak advised that the Board wants some recommendations on this particular thing and how to get that form in, what landscape and public infrastructure is the right call on the county's part; and then a couple of lighting, perhaps 2 or the top 3 lighting options for the corridor and how are we going to implement those things. Then at least from there we can work the plan to have all the pieces so that when someone comes to staff they will have a firm decision that says here is what is wanted.

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Mr. Bailey stated the Florida vernacular style is the style they are going to push. Chairman Zalak stated what they want to do is to take Silver Springs Park and bring it out to the curb. Commissioner Bryant advised that she is picturing some brick sidewalks. Mr. Rispoli opined that it can be a combination of concrete and brick.

Chairman Zalak asked if they can put a couple of things together for the Board to see that is concrete where a decision can be made.

Commissioner Gold questioned the signage. Chairman Zalak stated the consultants are going to have to bring something tangible back to the BCC in relation to signage, noting they have already talked about this issue. Mr. Bailey stated signage was addressed where they talked about a maximum height of 20 feet. Signage gets to be tricky because of visibility and other things in sight triangles so this encourages signage on buildings, shingle type signage from overhead awning rather than monument signs.

Chairman Zalak directed Mr. Rispoli to bring the Board a couple of ideas. He opined that signage can be used to give a stronger feel. Mr. Rispoli stated it would be period signage. Chairman Zalak concurred, and stated signage is an opportunity to really bring the elements together. Mr. Bailey agreed, for both public and private, which will help with the transit stops and things like that to unify the area. Chairman Zalak directed Mr. Rispoli to look at that too, noting they need a bus stop or two, which he opined the Ocala/Marion County Transportation Planning Organization (TPO) would put in. He noted it does not necessarily have to be the TPO style bus stop and perhaps one can be put in that fits the style wanted. Mr. Bailey noted it needs to be unique to the area.

Bill Ray, Ray & Associates Planning and Environmental, stated what they are talking about here is the unifying theme in the public realm. He noted it does not have to be a pattern on the sidewalk, but can be the sidewalk itself. When looking at other great places, you can see that the textures on the sidewalk change when reaching different locations, but the actual public realm maintains a consistency of binding the whole area together. Signs can be of different material types, but it can be a unifying theme of specific heights and locations, so that the public is trained to look in areas for information and wayfinding. Chairman Zalak stated the county will have a palette of things for the public side and Mr. Rispoli is going to bring a palette of architectural pieces. Mr. Ray stated what they are talking about is an appendix to the design guidelines. The appendix will morph over time when the Ordinance is improved, as the appendices are easy to change and can be updated on a bi-annual basis. He stated what he would have recommended, and would continue, is while they are advancing a common theme of the Florida vernacular while at the same time maintaining the element of continuity throughout the corridor, even when retrofitting existing buildings is the requirement for a base, middle, and cap regardless of what type of building. The process of place making is to have parking on the side and back of buildings. The object is not to get people through the Silver Springs corridor, but rather to get people to that corridor.

Chairman Zalak asked if what was said here today gives staff a concrete/brick plan moving forward, noting he wants to make sure that if there is anything else that needs to be added to this that they have spoken to the consultants about, that staff puts into play. He stated he wants to make sure the Growth Services Director can make a decision and tell a business owner. The point here is not to make it hard to do business, but rather to make it real simple to do business in an extremely important corridor in our community. Growth Services Director Sam Martsof stated he would send some direct circumstances that they are looking at to see how staff would handle that to make sure it is covered.

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Commissioner Stone commented on the sidewalks and the material between the sections. Mr. Rispoli stated reflex rubber, which is recycled tires, noting they used to use fiber material. In response to Commissioner Gold, Mr. Rispoli stated the expansion material is called Reflex Rubber and advised that the product they would like to use is G-Seal, as it is the premier product that actually goes over reflex rubber. He stated it is a tougher rubber that is continuous, noting most contractors do not like to use it since it is expensive. Mr. Rispoli opined that G-Seal was used around the courthouse site and heal proof grates.

General discussion ensued.

In response to Chairman Zalak, Mr. Rispoli stated they have what they need from the Board. He stated they will go back and make a plan, noting he is aware that time is of the essence.

**5. NEW BUSINESS:**

No new business was addressed.

**6. ADJOURN:**

There being no further business to come before the MCCRAAB, the meeting thereupon adjourned at 2:57 p.m.

  
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Carl Zalak, III, Chairman

Attest:

  
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David R. Ellspermann, Clerk

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