



Ocala Downtown Ocala Redevelopment Advisory Committee Agenda - Final Tuesday, April 28, 2026

Meeting Information

Location

Ocala City Hall
110 SE Watula Avenue
Second Floor - Council Chambers
Ocala, Florida

<https://www.ocalafl.gov/meetings>

Time

10:00 AM

Committee Members

Kendall Drake
Summer Gill
Don Gulling
Brad Harper
Dr. Rhella Murdaugh
Ted Schatt
TaMara York

Staff

Roberto Ellis, Staff Liaison
Economic Development Manager
Growth Management Department

Jeff Shrum, AICP
Director
Growth Management Department

Aubrey Hale
Planning Director
Growth Management Department

Yiovanni Santiago
Committee Secretary

WELCOME!

All members of the public are invited to attend. If reasonable accommodations are needed for you to participate in this meeting, please call 629-8287 forty-eight (48) hours in advance so that arrangements can be made.

APPEALS

Any person who desires to appeal any decision at this meeting will need a record of the proceedings and for this purpose may need to ensure that a verbatim record of the proceedings is made that includes the testimony and evidence upon which the appeal is made.

1. Call To Order
 - a. Roll Call
2. Public Notice

The public notice for the Downtown Ocala CRA Advisory Committee was published on April 20, 2026.
3. Approval of Minutes
 - a. [February 24, 2026](#)
4. Grants/Applications
 - a. None
5. Project Updates
6. Other Business
7. Public Comments
8. Staff Comments
 - a. [Modifications to the CRA Grant Programs](#)
 - b. [Sand and Sun Festival](#)
9. Board Comments
10. Next Meeting Date: June 23, 2026
11. Adjournment



Ocala

Legislation Text

110 SE Watula Avenue
Ocala, FL 34471

www.ocalafl.gov

File #: 2026-1266

Agenda Item #: a.

Submitted By: Economic Development Manager, Roberto Ellis

Department: Growth Management

Downtown Ocala CRA Advisory Committee

February 24, 2026



Ocala

110 SE Watula Avenue
Ocala, FL 34471

www.ocalafl.gov

Downtown Ocala Redevelopment Advisory Committee

Minutes

Tuesday, February 24, 2026

10:00 AM

1. Call To Order

a. Roll Call

Present	Kendall Drake, Brad Harper, TaMara York, Chairman Ted Schatt, and Don Gulling
Absent	Summer Gill
Excused	Vice Chair Rhella Murdaugh

2. Public Notice

The public notice for the East Ocala CRA Advisory Committee was posted on February 18, 2026.

3. Approval of Minutes

October 28, 2025

Attachments: [Downtown Ocala CRA 10.28.25 Minutes - Draft](#)

RESULT: APPROVED

MOVER: Don Gulling

SECONDER: Kendall Drake

4. Grants/Applications

a. None

5. Project Updates

Economic Development Project Coordinator Charlita Whitehead provided an update on grant application CRA25-0052. EZ Wellness LLC applied for a grant to convert a vacant space at 40 S. Magnolia Ave into a Haagen-Dazs shop. Project quotes ranged from \$447,371 to \$516,606, and the recommended grant amount was \$50,000. A site visit occurred on December 5, 2025. The December 17 Advisory Committee meeting was canceled due to lack of quorum, though written support was submitted. To avoid delaying construction, the application moved directly to the January 20, 2026 CRA Board, which approved the full \$50,000 request.

Senior Transportation / Project Administrator Eric Smith provided the following updates:

FDOT Negotiations

- FDOT now open to enhanced intersection designs from US 441 to SE 8th Ave.
- Possible features include stamped pavement, improved markings, lighting, landscaping, and

district identifiers.

- This represents a shift from FDOT’s previous standardization-only approach.

Brick City Development

- Second building preparing for construction.
- Sidewalks 99% complete; landscaping underway.
- Road diet and traffic-calming project to follow.

State Road 40 Improvements

- County project includes resurfacing, lane narrowing, traffic calming, speed limit reduction (30 -25 mph), and planned roundabouts.
- City seeks aesthetic and safety enhancements: stamped concrete, improved crosswalk lighting, street trees/landscaping, and district identifiers.

Golf Cart Connectivity

- Enhanced crosswalks and slower speeds support justification for golf cart access north of SR 40.

6. Other Business

None

7. Public Comments

None

8. Staff Comments

a. 2050 Vision Presentation - CRAs

Planning Director Aubrey Hale, presented an overview of the City of Ocala Vision 2050 plan. The plan centers on Urban Form and design, land use and housing, mobility and connectivity, public and open space, and gateway improvements. Urban 3 analysis showed that only 11% of Ocala’s land remains undeveloped and that the Downtown CRA consists of 53% exempt and 47% taxable property, a condition that limits redevelopment potential. The analysis also confirmed that higher-density Downtown parcels generate significantly more value per acre than large commercial big-box sites. Population projections estimate that Ocala will reach approximately 92,000 residents by 2050, reflecting about 31% growth. Four key geographic focus areas are Downtown High-Intensity, Midtown, West Ocala, and the Airport corridor were identified, each emphasizing redevelopment, expanded use of form-based code, strengthened gateway design, and updates to the City’s various master plans.

Parking planning was also addressed, with a third garage under consideration located north of State Road 40. Staff noted that paid parking is not anticipated in the near term and would require detailed capacity and wayfinding studies before any changes could occur. CRA Members raised concerns about rising downtown property valuations and

associated rent increases affecting small retailers, and asked staff to explore policy options that could help support business affordability.

9. Board Comments

None

10. Next Meeting Date: April 28, 2026

11. Adjournment

The meeting adjourned at 11:09 a.m.



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File #: 2026-1267

Agenda Item #: a.

Submitted By: Economic Development Manager, Roberto Ellis

Department: Growth Management

Downtown Ocala CRA Advisory Committee

Modifications to the CRA Grant Programs



Ocala

Legislation Text

110 SE Watula Avenue
Ocala, FL 34471

www.ocalafl.gov

File #: 2026-1268

Agenda Item #: b.

Submitted By: Economic Development Manager, Roberto Ellis

Department: Growth Management

Downtown Ocala CRA Advisory Committee

Sand and Sun Festival