

**OCALA CRA – EAST OCALA SUBAREA**  
**COMMERICAL FAÇADE IMPROVEMENT GRANT PROGRAM**

**Framework                      November 2019**

General	Following are eligibility requirements and priorities. Filing an application and meeting eligibility requirements does not guarantee grant funding.
Eligible Area	Designated Gateway Corridors (Major Roadways) in East Ocala Redevelopment Area as shown on attached map. The potentially eligible properties are color coded on the attached map.
Eligible Applicant	Property Owner, or business owner with property owner’s approval
Eligible Properties	<ol style="list-style-type: none"> <li>1. Taxable ad valorem properties – property taxes must be paid up to date</li> <li>2. Property must be used for a business, i.e., retail, office, manufacturing</li> <li>3. If property is occupied, the business must have active current Business Tax Receipt</li> <li>4. Property must be in one of the following zoning districts - B–Business; O–Office; RO – Residential Office, FBC – Form Based Code, SC–Shopping Center, M–Manufacturing.</li> <li>5. Existing commercial buildings only; not for new construction</li> </ol>
Ineligible Properties	<p>Tax delinquent property; property in litigation; property in condemnation or receivership; property or tenants with outstanding financial obligations to City require City Council approval.</p> <p>Ineligible Businesses – See list on page 2.</p>
Priority Building Status	Vacant buildings or spaces being converted to active use are priority over occupied buildings or spaces.
Eligible & Priority work	<p>Only work begun <b><u>after</u></b> approval by the CRA Agency Board will be eligible for a grant. Work in progress or performed before approval will not be eligible.</p> <p><b><u>Work elements in order of priority are:</u></b></p> <ol style="list-style-type: none"> <li>1. Replacement of pole signs with monument signs following Sign Design Guidelines. (See pages 3-5)</li> <li>2. Windows, doors, awnings and façade enhancements</li> <li>3. Exterior security &amp; safety lighting</li> <li>4. Exterior painting – colors must be approved by Committee</li> <li>5. New wall sign (must meet sign code)</li> <li>6. New landscaping areas – reimbursement to be made 90 days after installation. Irrigation must be available.</li> <li>7. Parking lot pavement resurfacing or resealing and restriping</li> </ol>

Ineligible work	Grant cannot be used to correct outstanding code violations in an active code enforcement case. Reroofing.
Budget	FY 20 Budget = \$65,000.
Maximum Grant	\$10,000
Required Match	1:1; City (50%) – Applicant (50%); Priority will be given to projects that provide higher level of private investment in relation to CRA investment

Ineligible Businesses

The following business do not fit the vision for the West Ocala CRA and Community Plan and as such are **not eligible** for the grant.

- Adult Oriented Businesses
- Tattoo Parlors / Shops
- Bail / Bonds
- Check Cashing Service
- Pawn Shops
- Bars; bars as part of restaurant are permissible but restaurant must be primary business
- Electronic or Vapor Cigarette Store

SCHEDULE – Grant applications are processed on a first-come, first serve basis as long as budget funding is available. The East Ocala CRA Advisory Committee makes recommendations to the CRA Board on grant applications. The process typically takes 6 - 8 weeks. The schedule for application deadlines and Advisory Committee meetings is listed below.

<b>Advisory Committee Meeting</b>	<b>Application Deadline</b>
December 18	November 29
February 26	February 7
April 22	April 3
June 24	June 5
August 26	August 7

## SIGN DESIGN GUIDELINES FOR EAST OCALA COMMERCIAL PROPERTY IMPROVEMENT GRANT

### Monument sign

Monument sign is a sign in which the base of the vertical structural supports are concealed within an enclosed base.

1. The enclosed base shall be a planter structure between two and three feet in height above the ground.
2. The length of the planter structure base shall be equal to at least the length of the face of the sign or a minimum length of three feet.
3. The width of planter structure base shall be equal to at least the horizontal width of the sign surface or at least two feet.
4. The sign shall be of solid material with no air space between individual sign components nor between the base of the sign and the top of the planter base.
5. The planter base shall be of brick or compatible material matching the finish of the primary structure.
6. Alternatively, in lieu of a planter, the sign may be located in a landscaped buffer provided low-growing shrubbery is planted to conceal the base of the sign.

### Height, Area and Setbacks

1. Maximum height of the monument sign shall be twenty feet (20') measured from the average grade elevation to the top of the sign.
2. Maximum monument sign copy area shall be as required by Sign Code Sec. 110-151. - Individual businesses or industrial.
3. Monument signs may not be located closer than five feet from the adjacent right-of-way and may not obstruct any sight triangles at intersections or driveways.

Photographs of signs in Ocala illustrating the above will be presented at the meeting.

## **OCALA SIGN CODE**

### **Sign Definitions**

Freestanding sign means any sign with vertical supports placed upon or in the ground and architecturally and aesthetically integrated with the overall development. A freestanding sign shall include a ground or pole sign as defined in this section.

Ground sign means the total square footage of a sign where the bottom of the sign face either: 1) rests upon the ground; 2) extends above the ground with vertical supports a maximum of four feet; or 3) rests upon a base that is embellished to conceal all structural vertical supports. A monument sign is considered a ground sign.

### **Sec. 110-151. - Individual businesses or industrial uses.**

The following are permitted signs for individual businesses or industrial uses:

- (1) Maximum sign area for primary street frontage. The maximum total business sign area for the primary street frontage shall be as follows:
  - a. B-2, B-2A, B-3, B-3A, B-3B, B-3C, B-4, B-5, M-1, M-2 and M-3 zones: 100 square feet, or two square feet for each property front foot, whichever is greater.
  - b. Reserved.
- (2) Permitted types of signs. The maximum total business sign area for signs located in B-2, B-2A, B-4, B-5, M-1, M-2 and M-3 zones shall be as follows:
  - a. A maximum of two sign structures for each frontage totaling up to 50 percent of total business sign area, with no more than 150 square feet of sign area per structure.
  - b. Either one roof sign or one projecting sign of no more than 25 percent of total business sign area.
  - c. Wall signs.
- (3) Height, setbacks and spacing. Height, setback and spacing requirements are as follows:
  - a. Setbacks and maximum height for freestanding signs in B-2, B-2A, B-4, B-5, M-1, M-2 and M-3 zones shall be as follows:
    1. The maximum height shall be 30 feet.
    2. Freestanding signs shall be set back a minimum of five feet from the public right-of-way.
    3. Freestanding signs shall be set back a minimum of 25 feet from side lot lines or equidistant between side lot lines.

4. Freestanding sign structures on the same ownership parcel shall be a minimum of 150 feet apart.

b. Setbacks and maximum height for signs in B-3, B-3A, B-3B and B-3C zones shall be as follows, except that signage for properties in these zones with frontage on Pine Avenue from SR 40 to SR 200, or Silver Springs Boulevard between S.W. First and Pine, shall be regulated under subsection (3)a of this section. Setbacks in these zones are subject to review by the downtown development commission, which may allow waiver of certain setback requirements.

1. The maximum height of freestanding signs shall be seven feet.

2. Freestanding signs shall be set back a minimum of five feet from the public right-of-way.

3. Freestanding signs shall be set back a minimum of ten feet from side lot lines.

4. Signs shall be permitted to extend over public sidewalks to a maximum of a point 2½ feet from a line at the back of the curb extended vertically, provided that the minimum clearance of 9½ feet above sidewalk grade is maintained. Signs on approved awnings may be allowed to a minimum clearance of 7½ feet above sidewalk grade with the approval of the building official.