

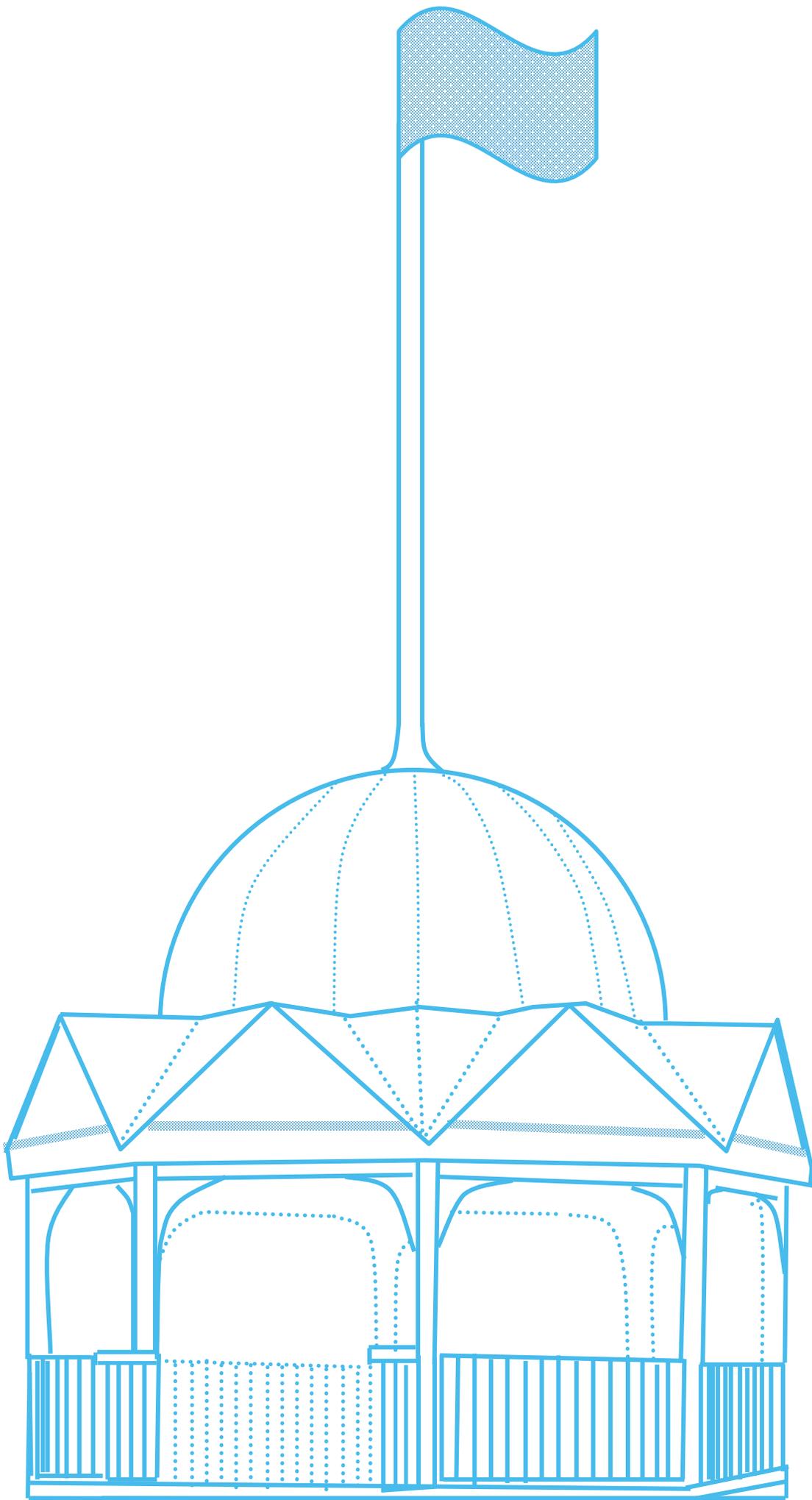


# CRA COMMUNITY REDEVELOPMENT AGENCY ANNUAL REPORT FISCAL YEAR 2018



Growth Management Department

[www.ocalafl.org](http://www.ocalafl.org) | 352-629-8311 | 201 SE 3rd St, Second Floor



# WHAT IS A COMMUNITY REDEVELOPMENT AGENCY?

There are over 220 Community Redevelopment Agencies currently operating in Florida. A Community Redevelopment Agency (CRA) is a special district created by a local government to carry out redevelopment activities in a specifically defined geographic area. The enabling legislation giving a city the authority to create a CRA is found in Chapter 163 Part III of the Florida Statutes. As prescribed in the statute, CRA redevelopment activities focus on improving the physical development of the redevelopment area – buildings and sites, streets and sidewalks, parks, and infrastructure.

The improvements are accomplished by the CRA funding capital projects and partnering with the private sector in the redevelopment of property. Redevelopment agencies invest public funds in redevelopment activities with the intent of encouraging private investment into properties. CRAs reinvest tax increment financing to attract private investment into economically distressed areas. The end product resulting from redevelopment efforts is the transformation of underutilized properties and facilities into productive assets of the redevelopment area and city. A CRA can only expend funds to conduct redevelopment activities within the legally described CRA area.

Typical CRA projects include commercial building improvement grants for building facades and/or interiors, streetscape and roadway improvements, and the creation of parks and recreational facilities. The CRA may also elect to purchase, lease, develop, or manage property.

## OCALA CRA

The Ocala CRA is divided into four subareas: Downtown, North Magnolia, West Ocala, and East Ocala (see map on page 4). There are four Advisory Committees, one dedicated to each subarea, which make recommendations to the CRA Board on projects and programs.

Subarea	Establishment Date	Expiration Year
Downtown	May 24, 1988	2038
North Magnolia	November 2, 1999	2038
West Ocala	November 17, 2015	2045
East Ocala	May 17, 2016	2045

# CRA ADVISORY COMMITTEES

## Downtown

Ted Schatt, Chairman  
Dr Rhella Murdaugh, Vice Chair  
Jaye Baillie  
Summer Gill  
Tom McDonald  
Bryce Peek  
Jimmy Walton

## North Magnolia

Clark Yandle, Chairman  
Mike Needham, Vice Chairman  
Floyd Hershberger  
Valerie Feagin  
Marylee Hershberger  
Martha Zinn  
Douglas Loudon  
Toni Yoder  
Ken Kebrdle

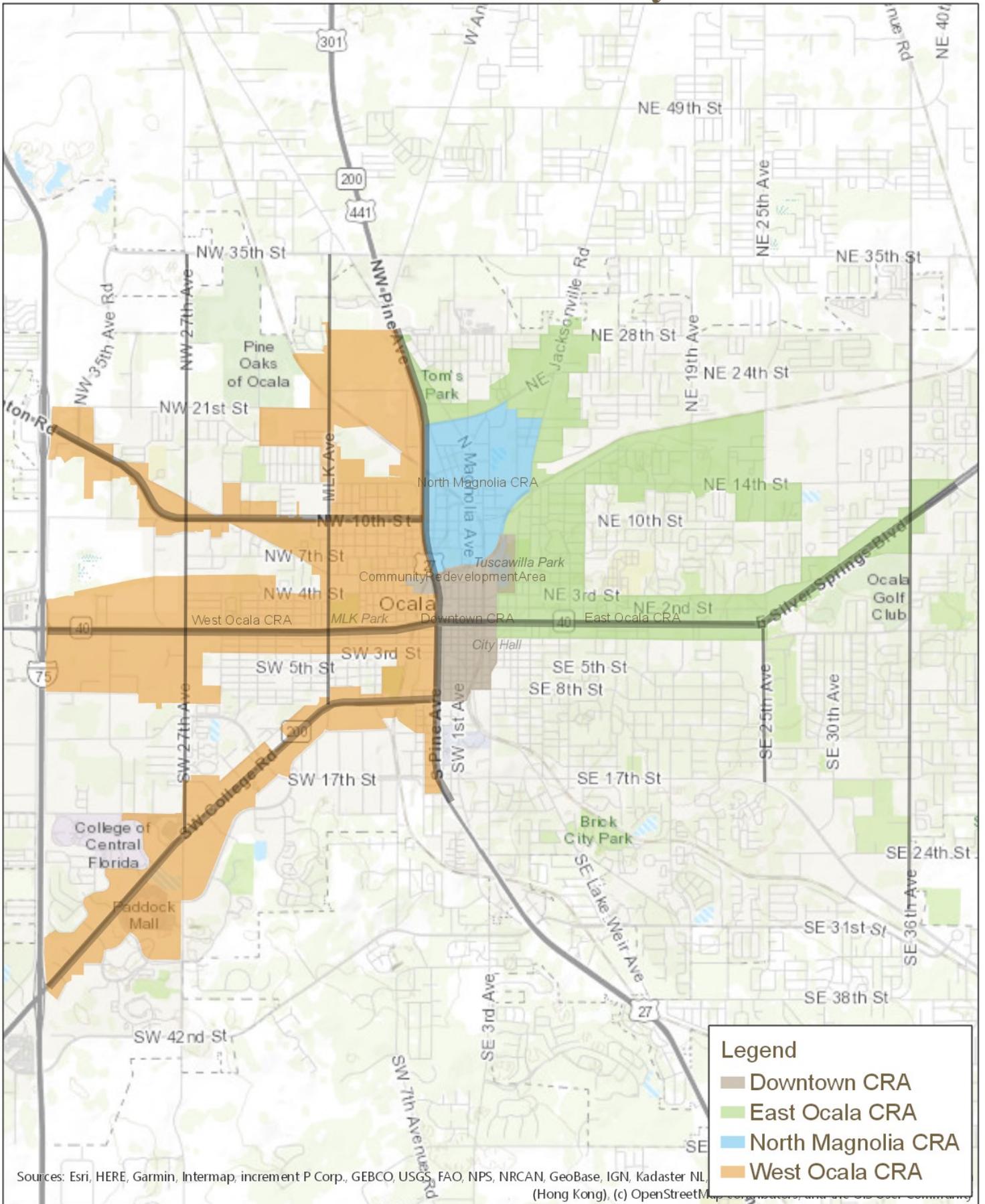
## West Ocala

Reginald Landers, Jr., Chairman  
Elgin Carelock, Vice Chairman  
Carolyn Adams  
Gorham Black III  
Lori Boring  
Dr. Barbara Brooks  
Maritza Gould  
Ruth Reed  
Dwan Thomas

## East Ocala

Todd Rudnianyn, Chairman  
Van Akin, Vice Chairman  
Tito Comas  
Ken DePasquale  
John Gamache  
Karl Kunz  
Steven Mendez  
Timothy Rogers  
Melissa J. Townsend

# Ocala CRA Boundary



**Legend**

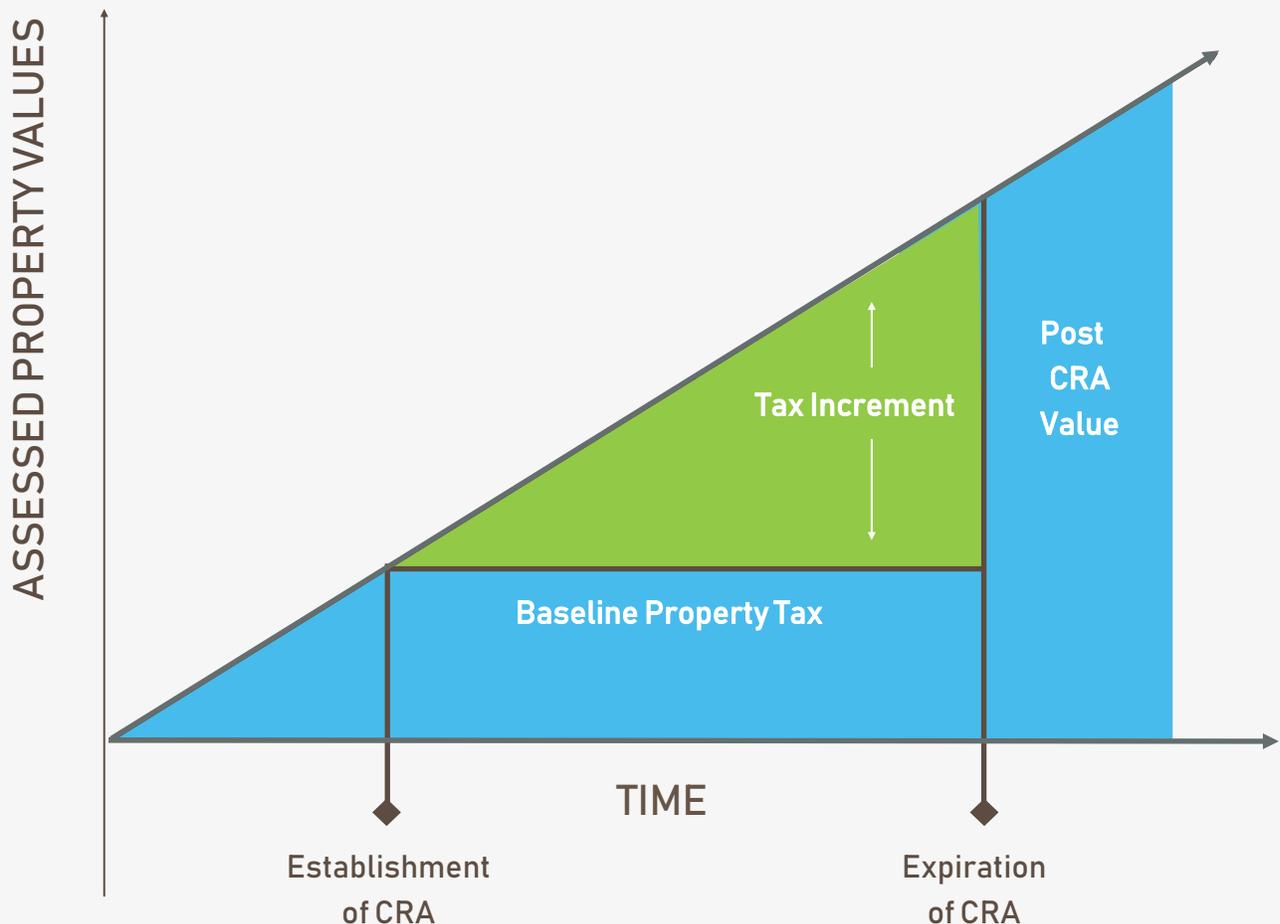
- Downtown CRA
- East Ocala CRA
- North Magnolia CRA
- West Ocala CRA

Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, (Hong Kong), (c) OpenStreetM



# FINANCING A CRA

Community Redevelopment Agencies receive their funds through tax increment financing. Tax increment financing is a mechanism that diverts increases in property taxes from a base year (the creation of the CRA) and holds them in a redevelopment trust fund. Ideally the CRA, through its activities, induces greater increases in property values. In this way, CRAs can bring back economically distressed areas, and their future funding will hinge on the success of their redevelopment plans.





## About the Ocala CRA

The City of Ocala has created a total of four CRA subareas through findings of necessity over the past 30 years. The CRA subareas each have their own fund, which is drawn from the tax increment within their own respective geographical boundaries. Each redevelopment subarea also has its own unique challenges and goals with which to contend.

Through the CRA, **Downtown** has been able to complete significant catalytic projects, such as numerous renovations of historic buildings, a landmark parking garage, helped attract a landmark new 100 room Hilton Garden Inn, and has made important comprehensive streetscape improvements. Staff plan to support the adoption of the City of Ocala's Midtown Master Plan, which provides a roadmap to catalytic infill of undeveloped land downtown.

**North Magnolia** CRA has also achieved significant improvements in its neighborhood, through funding façade grants, comprehensive streetscape improvements, and creating simple but

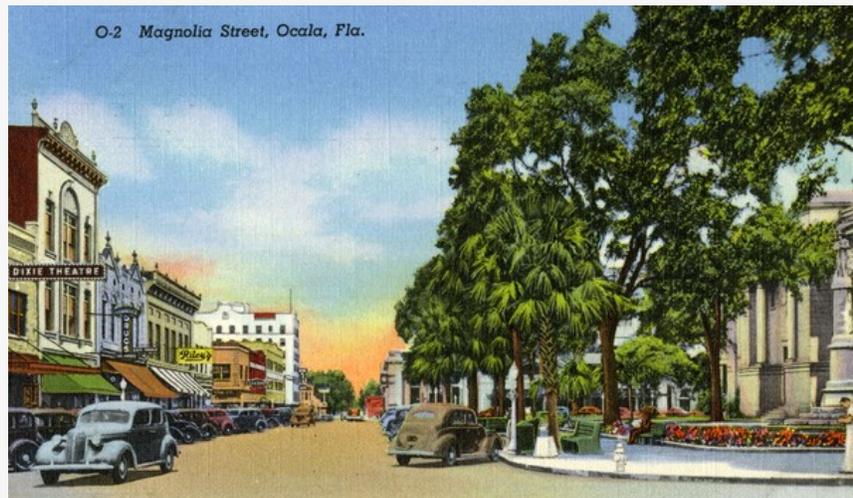




effective pocket parks. The North Magnolia CRA is accumulating funds, which will be useful to complete its redevelopment plan, which will include capital improvements, incentives, and a vision to reestablish a large deteriorating residential neighborhood in the area. This area is known as 'Imagine North Magnolia' and is a major focus of the advisory committee.

The **West Ocala** CRA, though new, has helped businesses with a few façade grants. The advisory board, committee, and staff have made significant headway on plans for a linear heritage trail park along West Silver Springs Boulevard, as well as a robust community center on an old brownfields rehabilitated site.

The newest CRA subarea, **East Ocala**, has made a strong redevelopment plan which includes signage redesign initiatives aimed at the important SR-40/Silver Springs Boulevard corridor, as well as programs to rehabilitate or demolish deteriorating structures as needed through grants and land acquisitions, and to provide a path to improve SR-40 into a multi-modal corridor according to urban design principles.



## Ivy's – 53 S Magnolia Ave

In October 2018, the Ocala Community Redevelopment Agency (CRA) was awarded the prize for Outstanding Rehabilitation/Renovation Project for the Ivy on the Square project, at the 2018 Florida Redevelopment Association (FRA) Awards Ceremony.

Ivy on the Square is located in the heart of historic downtown Ocala at the intersection of Magnolia Avenue and Fort King Street. The 125-year old 'Ritter' building has been home to many businesses throughout its long history.

The Ivy on the Square project is an example of a historic renovation for adaptive reuse. It was a massive undertaking to renovate the historic building and convert the space to a restaurant. Maintaining the historic integrity while incorporating the necessary modern functionality, as well as meeting building and fire codes, proved to be quite a challenge.



IVY'S ON  
THE  
SQUARE:  
BEFORE



## IVY'S ON THE SQUARE: AFTER



# AGAPANTHUS: BEFORE

## Agapanthus - 18 SW Broadway St

The project included major upgrades to the both interior and exterior of the building. Façade improvements created a more appropriate retail storefront. The new design was meant to provide a fresh, clean and inviting restored look to the exterior of the building. It resulted in a much more approachable business space.

The interior buildout completely renovated the space to convert it from a bar to an upscale retail space. The new business, specializing in women's apparel and jewelry, addressed a business category need targeted by a recent retail market analysis.



# AGAPANTHUS: AFTER



## Downtown Lofts – 18 S Magnolia Ave

The project involved the renovation of the façade of the 3-story building. The scope included the replacement of the windows on the 2nd and 3rd floors. On the first floor, a more appealing storefront was created with appropriate storefront windows and entrance. The façade also features new balconies and awning.

## DOWNTOWN LOFTS: BEFORE



## DOWNTOWN LOFTS: AFTER



# SNOWBIRDS: BEFORE



## Snowbirds – 134 NW 20th St

The Snowbirds project involved exterior painting of the building, resealing and restriping of parking lots, a new commercial entrance and a new commercial entrance.

# SNOWBIRDS: AFTER



# INTERFAITH THRIFT STORE: BEFORE

## Interfaith Thrift Store – 718 N Pine Ave

The Interfaith Thrift Store benefits our community by providing clothing, furniture and housewares at an affordable price. The Interfaith Thrift Store helps provide financial support to the following programs: Emergency Shelter, Food Pantry, Food for Kids, Prescription Medication. The organization had not been able to raise sufficient funds to complete desired exterior improvements, so they applied to the West Ocala CRA for grant funding. The façade improvements intended to create an attractive entrance and front elevation and improve security.



## INTERFAITH THRIFT STORE: AFTER



# SOUTH MAGNOLIA AVENUE: BEFORE

## S Magnolia Streetscape\*

CRA Contribution:

\$300,000

Total project cost:

\$499,775

\*Completed FY2017



# SOUTH MAGNOLIA AVENUE: AFTER

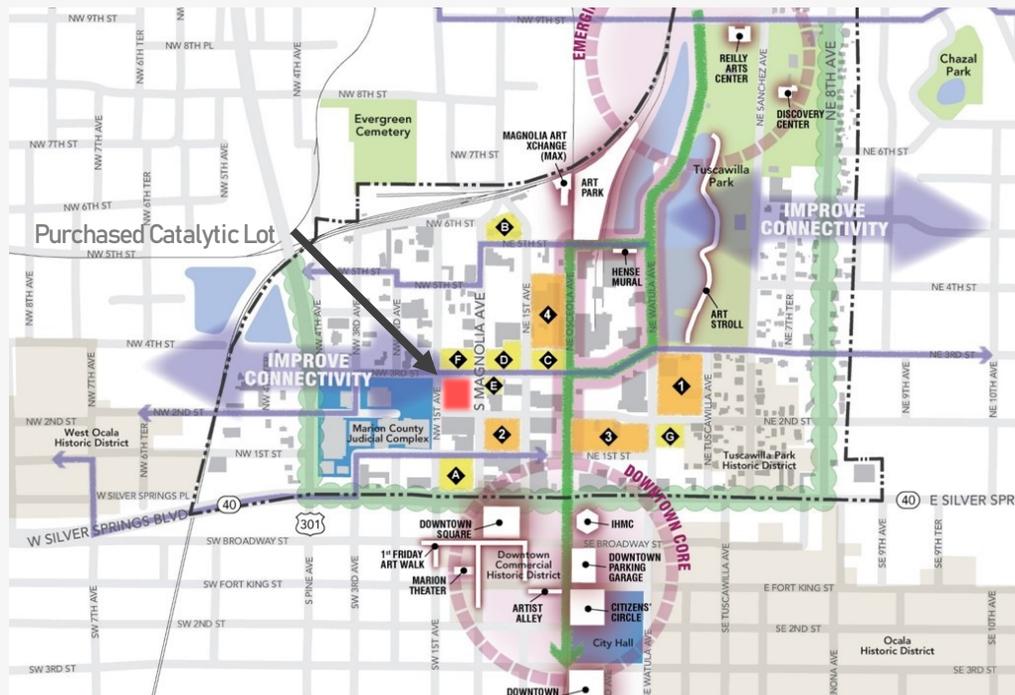


# PURCHASE OF COUNTY LOT - CATALYTIC DEVELOPMENT PLAN

## Old County Parking Lot

CRA Purchase Price: \$582,018

*POTENTIAL FUTURE PARKING GARAGE / MIXED-USE SITE*



# NORTH MAGNOLIA: REDEVELOPMENT PLAN UPDATE

As the first step in the process to update the North Magnolia Redevelopment Plan, the North Magnolia CRA Advisory Committee conducted a series of public workshops from January to March 2018. The main purpose of the workshop series was to obtain public input on the needs and priorities of the community. The workshops and meetings identified the following goals.

- ◆ Infrastructure – Accessibility and Connectivity
- ◆ Land Use and Development Regulatory Framework
- ◆ Economic Development
- ◆ Housing
- ◆ Safety



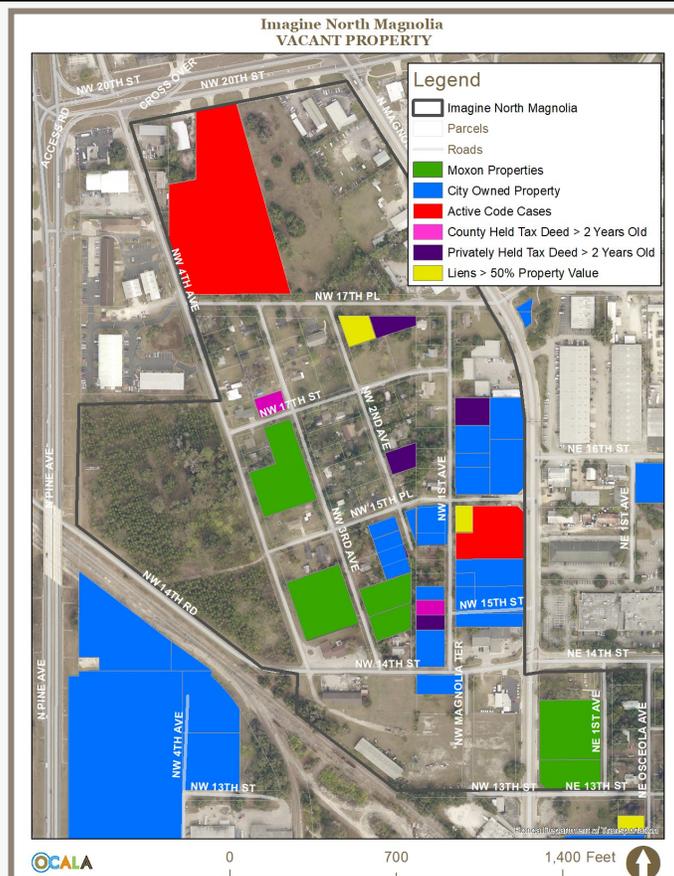
*IN PROGRESS*

## IMAGINE NORTH MAGNOLIA

*IN PROGRESS*

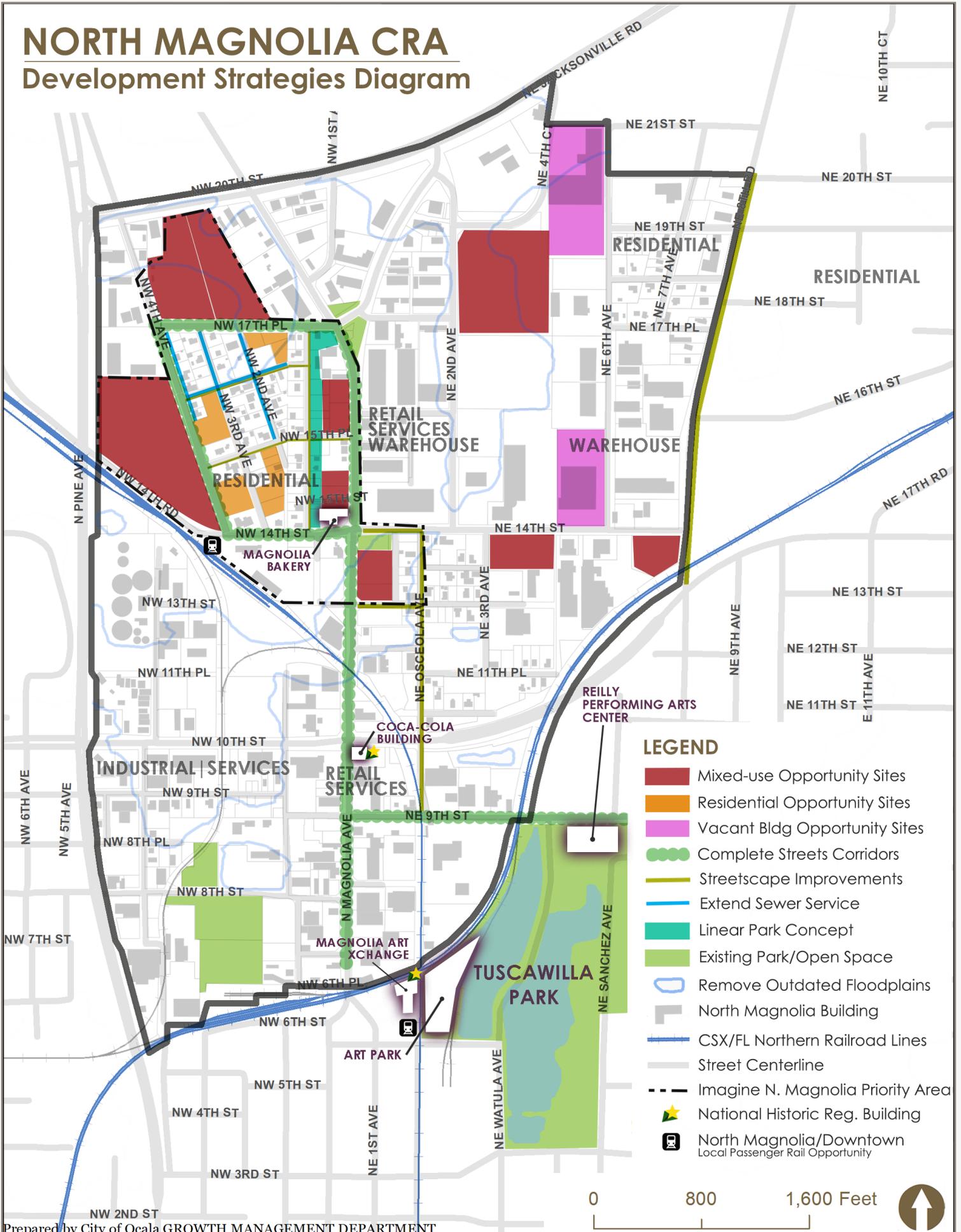
In 2012, the North Magnolia CRA began property acquisitions and related demolitions for the purpose of assembling land that can be redeveloped into mixed-use developments. Efforts to acquire property in the area are reflected in the map to the right. The Master Planning process is set to begin in 2019.

The area is shown on the map to the right and on page 14. The Imagine North Magnolia area was selected by the Advisory Committee as the priority area to focus redevelopment efforts because of the significant amount of undeveloped and underutilized properties, which present unique opportunities to reshape the area. The intent of the redevelopment project is to create balanced mixed-use community with a focus on reestablishing and potentially expanding the residential neighborhood. The possible future uses include a mix of residential – single family, duplex and apartments; parks and open space; businesses – retail, office, and restaurants; and industrial.



# NORTH MAGNOLIA CRA

## Development Strategies Diagram



### North Magnolia: NE Ninth Street Beautification and Pedestrian Project



**OPTION 1: OAK TREE**

**OPTION 2: FLORIDA LEAVES**

**OPTION 3: MAGNOLIA 1**

**OPTION 4: MAGNOLIA 2+ SWIRL**

**OPTION 5: STRIPES**

**OPTION 6: OCALA LOGO**

NE 9TH STREET - CUSTOM FENCE OPTIONS

CITY OF OCALA

**Kimley»Horn**  
Expect More. Experience Better.

**CONSTRUCTION TO BEGIN 2019**

In FY 2018, the West Ocala CRA subarea and the City of Ocala began to engage consultants in community planning meetings and informational tours. Four sites were selected as potential locations for the new community center. With the input and guidance of stakeholders, city council decided on the former Royal Oak charcoal plant site. West Ocala CRA contributed \$34,269 toward preliminary consultant expenses and plans to leverage more funds next year for design and construction.

### HIGHLY RANKED PROGRAMS:

**Indoor Fitness, Multipurpose Rooms, Areas For Classes And Community Events**

**Additional Sports Fields Were Indicated As Not Necessary Or Voted "No"**



## Reed Place (formerly Royal Oak) Site Analysis



Above: First stakeholder meetings in August 2018 and concept rendering .

Left: Site analysis for the selected Royal Oak Site (now Reed Place). The site was selected in part due to its proximity to the new wetland recharge park and planned development to the north on the old Pine Oaks golf course.

# EAST OCALA REDEVELOPMENT AREA PLAN *IN PROGRESS*

Fiscal year 2018 was the second year the East Ocala CRA saw incoming TIF revenues. They received a total of \$134,124 from city and county funds. The first few years of a new CRA are usually slow, as it takes time for the area to receive more funding. Also, it takes some time for residents, tenants, and property owners in the area to learn about and apply to the grant program.

The East Ocala CRA, through its redevelopment plan, is focused on revitalizing the East Silver Springs Boulevard through commercial façade grants, and facilitating comprehensive redevelopment or adaptive reuse of defunct shopping centers through property acquisitions and demolitions.

Pictured here are 'before and after' examples of mixed use redevelopment concepts that are envisioned for the CRA subarea.

## ALBERTSON'S: AFTER

### CONCEPT 1: Reuse of Existing Buildings



### CONCEPT 2: Entire Site Redevelopment



## ALBERTSON'S: BEFORE



HOTEL:  
BEFORE



MIXED USE DEVELOPMENT: AFTER



# Impact



## Summary of Commercial Building Improvement Grant Programs

Subarea	Approved FY 2018	Completed FY 2018	Amount Reimbursed (completed)	Total Investment (completed)
<i>Downtown</i>	15	11	\$280,430.20	\$703,284.00
<i>North Magnolia</i>	4	5	\$29,164.82	\$43,534.00
<i>West Ocala</i>	4	0		

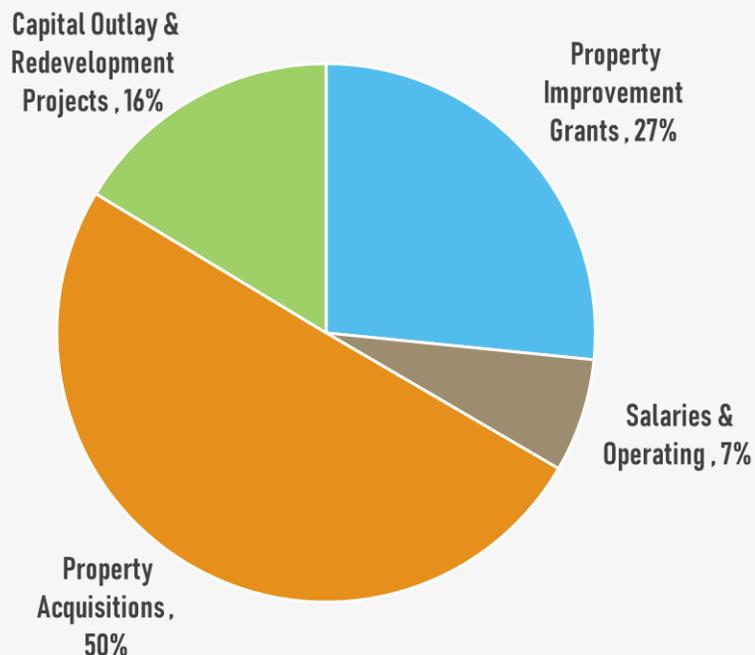
# CRA Financial Summary

The CRA financed 16 matching property improvement grants to local businesses in the fiscal year ending in 2018. These totaled \$309,595, with the property and business owners contributing at least 25-50 percent of total project costs, depending on the sub area's specific grant program.

Property acquisitions formed a large portion of the budget this year, due to a purchase of a county owned lot in prime location downtown, which was added to a list of catalytic sites. Additional property was purchased for the city to build a new first responder campus in West Ocala.

The CRA spent 16 percent on wayfinding and streetscape improvement projects, as well as preliminary designs for a new community center.

In fiscal year 2018, the CRA spent 93 percent of its funds directly on redevelopment initiatives.



## Balance Sheet

FY 2018

Total Assets	\$2,394,248.00
Total Liabilities	\$0.00
Total Fund Balance - September 30, 2018	\$2,394,248.00

## Statement of Revenues and Expenditures

TIF Revenues	\$1,353,632.00	78%
Loan from Ocala Electric Utility	\$380,000.00	22%
<b>Total Revenues</b>	<b>\$1,733,632.00</b>	<b>100%</b>
Property Improvement Grants	\$309,595.00	27%
Salaries & Operating	\$79,352.31	7%
Property Acquisitions	\$584,860.80	50%
Capital Outlay & Redevelopment Projects	\$190,291.74	16%
<b>Total Expenditures</b>	<b>\$1,164,099.85</b>	<b>100%</b>

# Downtown

## Balance Sheet

FY 2018

Total Assets	\$684,660.78
Total Liabilities	\$0.00
Total Fund Balance - September 30, 2018	\$684,660.78

## Statement of Revenues and Expenditures

TIF Revenues		
City	\$466,448.54	
County	\$136,791.30	
Interest	\$(1,564.90)	
Loan from Ocala Electric	\$380,000.00	
Total Revenues	\$981,674.94	
Property Improvement Grants	\$275,628.20	30%
Salaries & Operating	\$20,335.02	2%
Property Acquisitions	\$582,018.00	63%
Capital Outlay & Redevelopment Projects	\$42,872.00	5%
Total Expenditures	\$920,853.22	100%

# North Magnolia

## Balance Sheet

FY 2018

Total Assets	\$1,287,257.33
Total Liabilities	\$0.00
Total Fund Balance - September 30, 2018	\$1,287,257.33

## Statement of Revenues and Expenditures

TIF Revenues		
City	\$173,980.05	
County	\$104,634.17	
Interest	\$1,189.23	
Total Revenues	\$279,803.45	
Property Improvement Grants	\$29,164.82	30%
Salaries & Operating	\$31,906.10	33%
Property Acquisitions	\$2,842.80	3%
Capital Outlay & Redevelopment Projects	\$33,922.95	35%
Total Expenditures	\$97,836.67	100%

# West Ocala

## Balance Sheet

FY 2018

Total Assets	\$279,501.20
Total Liabilities	\$0.00
Total Fund Balance - September 30, 2018	\$279,501.20

## Statement of Revenues and Expenditures

TIF Revenues		
City	\$211,019.87	
County	\$126,912.26	
Interest	\$349.63	
Total Revenues	\$338,281.76	
Salaries & Operating	\$20,333.20	16%
Property Acquisitions	\$75,552.00	58%
Capital Outlay & Redevelopment Projects	\$34,269.60	26%
Total Expenditures	\$130,154.80	100%

# East Ocala

## Balance Sheet

FY 2018

Total Assets	\$183,378.82
Total Liabilities	\$0.00
Total Fund Balance - September 30, 2018	\$183,378.82

## Statement of Revenues and Expenditures

TIF Revenues		
City	\$83,580.04	
County	\$50,265.92	
Interest	\$277.98	
Total Revenues	\$134,123.94	
Salaries & Operating	\$6,777.99	65%
Capital Outlay & Redevelopment Projects	\$3,675.19	35%
Total Expenditures	\$10,453.18	100%

# Thank you to FY 2018 CRA board members and staff

Board Chair Mary Sue Rich

Board Vice Chair Jay Musleh

Board Member Matthew Wardell

Board Member Brent Malever

Board Member Justin Grabelle

Special thanks to the advisory committee members &  
Growth Management Department staff and leaders

CRA Staff:

Gus Gianikas, CRA Manager

Ian Rynex, Redevelopment Analyst/Planner

Kristen Woodruff, Planning Intern

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