

**CITY OF OCALA**  
**NORTH MAGNOLIA REDEVELOPMENT CORRIDOR**  
**COMMUNITY REDEVELOPMENT PLAN**

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Prepared and Submitted by:

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- A. Priority #1:** Develop the following key streets to create good traffic flow and accommodate growth: 8th Street Magnolia to Pine; Old Jacksonville Rd from Magnolia to 20th; 14th Street from Magnolia to 8th Avenue; 9th Street from Magnolia to CRA Boundary. Each street should have lighting to deter crime, landscaping, paving, sidewalks, and trees.

**Strategies:**

1. Meet with Property Appraiser to get current projections for growth in CRA.
2. Meet with City Engineering to determine linear foot cost for developing all types of roads being considered including costs for sidewalks, lighting, landscaping and paving.
3. Determine methods of obtaining the renovation and/or upgrading of infrastructure items by the City: fire flow, water, sewer, electric, gas, and telephone.
4. Further study traffic flow to understand how vehicles enter and leave the corridor. Further refine and determine which roads to complete first, second, third, etc.
5. Strategize and provide means to finance capital improvement plans.

- B. Priority #2:** Identify potential areas of commercial and residential development; create incentives to draw new business establishments to the North Magnolia Corridor; provide funds for façade enhancements to make area aesthetically pleasing; and promote events to draw visitors.

**Strategies:**

1. Work with City Staff and North Magnolia Merchants' Association to identify potential areas of commercial and residential development.
2. Set up fund to allow for architectural fees and facade grants.
3. Create a committee under North Magnolia Merchants' Association to look for types of desired development. This committee will identify available spaces and apply potential uses.
4. Work with City Staff to continue and expand impact fee waivers.
5. Provide fund for contaminated site cleanup when Brown field grants have been exhausted.
6. Work with Southeastern Livestock Pavilion and appropriate parties to help develop Farmers' Market Day to draw visitors to the area.
7. Work with merchants and land owners to create incentives for new business owners, i.e.: reduced initial startup cost (rent).

- C. Priority #3:** Continue to develop a strong connection to Downtown and adjacent recreation and community facilities: Tusawilla Park and recreation facilities; Lillian Bryant Park; Southeastern Livestock Pavilion.

**Strategies:**

1. Consult with North Magnolia Merchants' Association and landowners to create paved linear landscape connection to Tusawilla Park.
2. Work with community leaders and North Magnolia Merchants' Association to continue site improvements to Lillian Bryant Park.
3. Work with County to promote Southeastern Livestock Pavilion.
  - a. Create Livestock Pavilion day along Magnolia.
  - b. Promote via banner program.
  - c. Merchants provide discounts upon presentation of ticket to Livestock Pavilion events.
4. Work with Downtown Development Commission to create and promote continuous growth and development between governing bodies. Establish effective working rapport.

- D. Priority #4:** Solve homeless problem.

**Strategy:**

1. Work with North Magnolia Merchants' Association, City, residents and Coalition for the Homeless to find a compassionate solution to this human need.

- E. Priority #5:** Create means for residential growth to include more owner-occupied residents.

**Strategies:**

1. Work with City Staff, North Magnolia Merchants' Association and other City and County agencies to create and/or implement existing residential development incentives.
2. Eliminate absentee ownership where possible so CDBG funds can be used to fullest potential.
3. Identify current owner-occupied residences and encourage use of CDBG funds for restoration.
4. Encourage selling of non-owner occupied residences.
5. Encourage renovation of owner-occupied residences.

6. Work with Habitat for Humanity and City Staff to choose North Magnolia Redevelopment Area for their next several sites.
7. Work with City to enforce existing code violations.
8. Work with police to increase cruiser patrol to decrease crime.
9. Create Community Watch Program.
10. Research any available Federal and State loans and grants available for slum and blight areas.
11. Develop strong connections between residential community and North Magnolia Corridor to enhance pedestrian flow.
  - a. Special landscaped areas.
  - b. Parks.
  - c. Pedestrian and bicycle friendly walkways.

**F. Priority #6:** Work with City to decrease crime.

**Strategies:**

1. Work with Police Chief and City to increase police control.
2. Initiate Neighborhood Watch Program.
3. Initiate Business Watch Program.
4. Work with landowners and City to donate site for police substation (bicycle and horse).
5. Work with businesses and property owners to encourage lighting for added security.

**G. Priority #7:** Create green space: vest pocket parks and rest areas. Upgrade cemeteries.

**Strategies:**

1. Identify potential spaces for parks, rest areas, and green ways.
2. Work with current owners of cemeteries to upgrade cemeteries.
3. Work with current owners of cemeteries to create rest areas within its boundaries.
4. Work with local officials to obtain available funding, e.g.: Pennies for Parks, to develop parks.

**H. Priority #8:** Practice effective code enforcement to promote a healthy, safe, and aesthetically pleasing area.

**Strategies:**

1. Work with local code enforcement to create means to report code infractions.
2. Establish information network to inform businesses and property owners of current codes.

**I. CAPITAL IMPROVEMENTS: FINANCING THE PLAN**

Through public meetings, the governing body of the North Magnolia Redevelopment Area has identified and developed Priorities and Strategies (outlined in N. above, page 11). The City of Ocala has also identified infrastructure priorities; these projects and costs are outlined in A. below.

**A. PROJECTS AND COSTS**

There are five segments that are part of the Community Redevelopment Plan which impact public expenditures: road improvements, traffic improvements, water, sewer, and storm water.

1. Road Improvements

The major component of the traffic circulation system is the roadway network itself. The North Magnolia Community Redevelopment Area has approximately 7.82 miles of roadway not including North Magnolia Avenue. In February 1999, the City Engineering Department performed an evaluation of the condition of the streets in the North Magnolia Community Redevelopment Area. It was determined that slightly over one-half of the roadway (4.6 ±miles) system was in satisfactory condition. The balance of the roadway system (3.2 ±miles) requires corrective measures including recycling, leveling and resurfacing in order to improve the roadway conditions. The roadways are not shown individually on the plans.

PROJECTS AND COSTS - ROADS				
Description	Unit	Size	Unit Cost	Total Cost
Resurface	Miles	1.82	95,000.00	172,900.00
Level & Resurface	Miles	1.24	125,000.00	155,000.00
Recycle	Miles	0.16	150,000.00	24,000.00