

# URBAN<sup>3</sup>

Economics of Community Design

*Ocala, Florida*

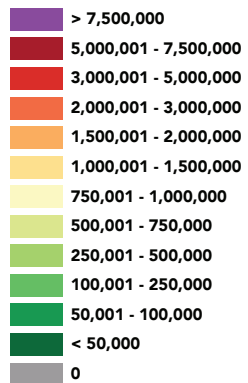
Value per acre map of Auckland,  
New Zealand



# Tax Value Per Acre

Ocala, FL

## Taxable Value Per Acre (\$)



Amazon Fulfilment Center

36 S Magnolia Ave

Marion Block Building

Hilton Garden Inn

HCA Florida Ocala Hospital

Chewy Fulfilment Center

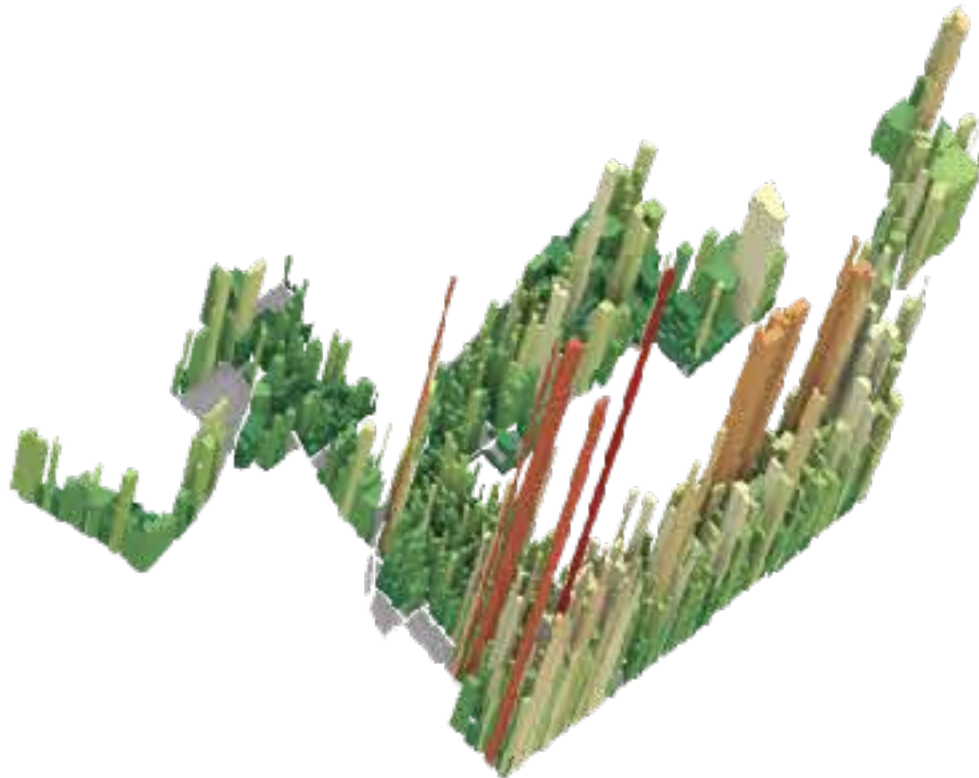
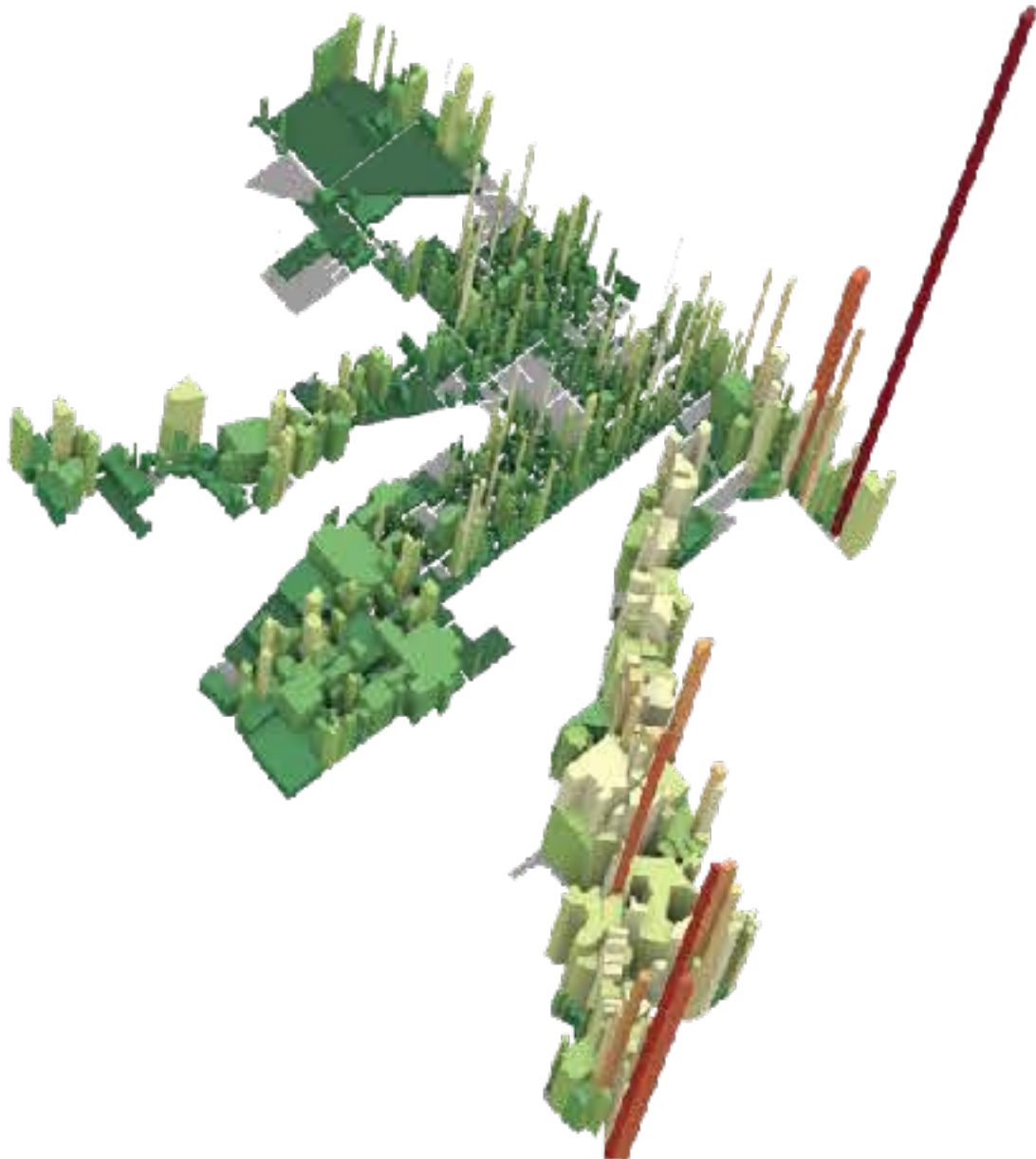
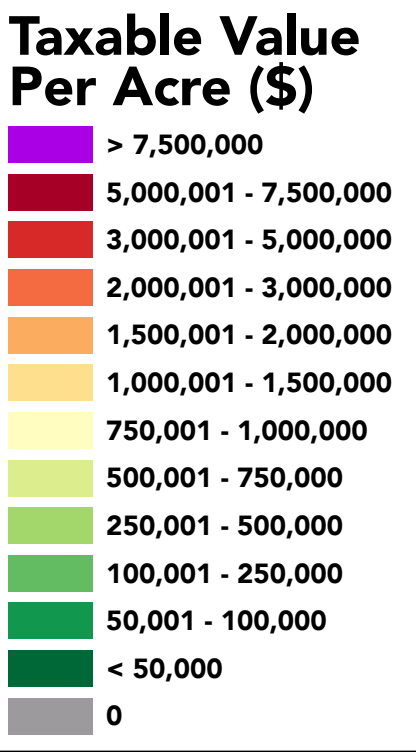
Springhill Suites

Silver Springs State Park

URBAN3

# CRA District Comparison

Ocala, FL



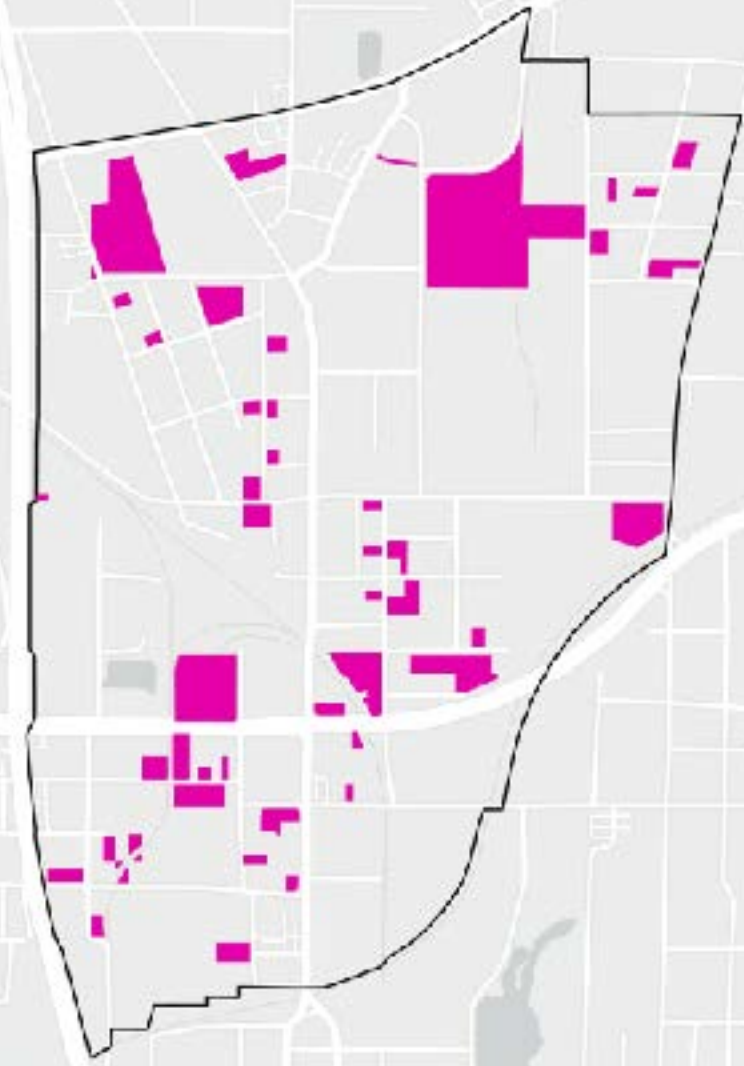
|                        | North Magnolia                                            | West Ocala                                                | East Ocala                                                | Downtown                                                  |
|------------------------|-----------------------------------------------------------|-----------------------------------------------------------|-----------------------------------------------------------|-----------------------------------------------------------|
|                        | <div><div>Taxable vs. Exempt</div><div>61%39%</div></div> | <div><div>Taxable vs. Exempt</div><div>71%29%</div></div> | <div><div>Taxable vs. Exempt</div><div>62%38%</div></div> | <div><div>Taxable vs. Exempt</div><div>47%53%</div></div> |
| Total Value            | <div><div></div><div>\$71M</div></div>                    | <div><div></div><div>\$788M</div></div>                   | <div><div></div><div>\$407M</div></div>                   | <div><div></div><div>\$138M</div></div>                   |
| Average Value Per Acre | <div><div></div><div>\$279K</div></div>                   | <div><div></div><div>\$345K</div></div>                   | <div><div></div><div>\$367K</div></div>                   | <div><div></div><div>\$1.0M</div></div>                   |

CRA models are not to scale.

Source: Marion County Assessor (2023), Google Maps (2023)

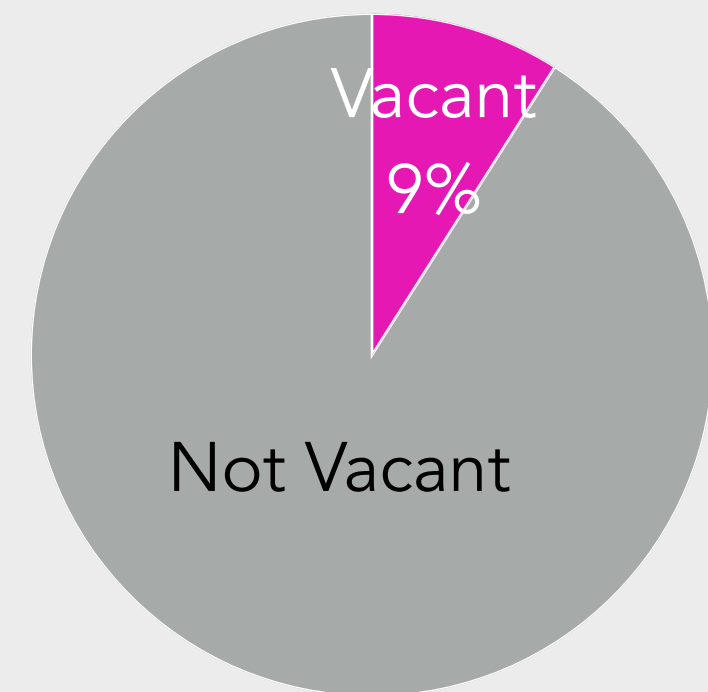
# Vacant Land in CRAs

Ocala, FL

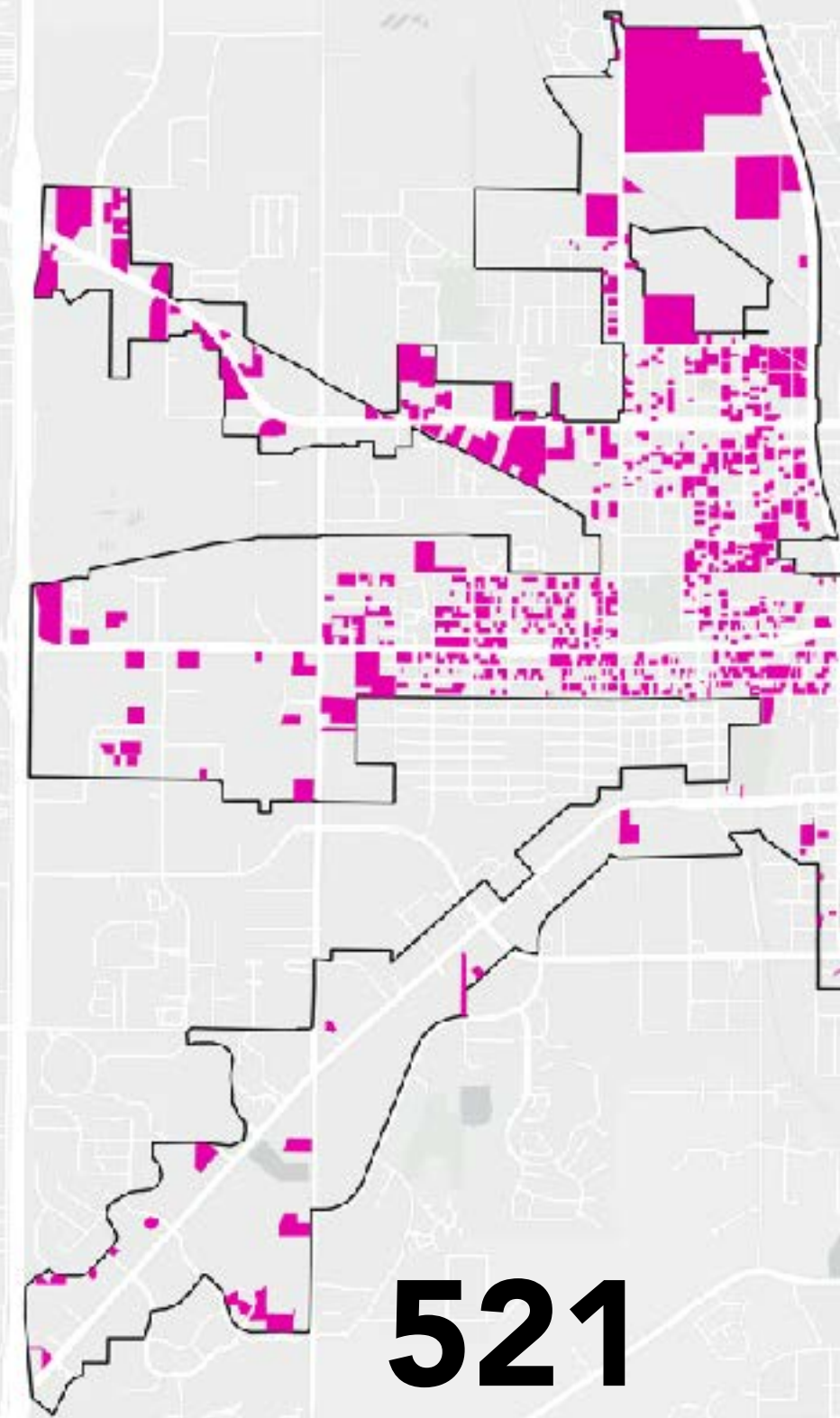


**37**

vacant acres

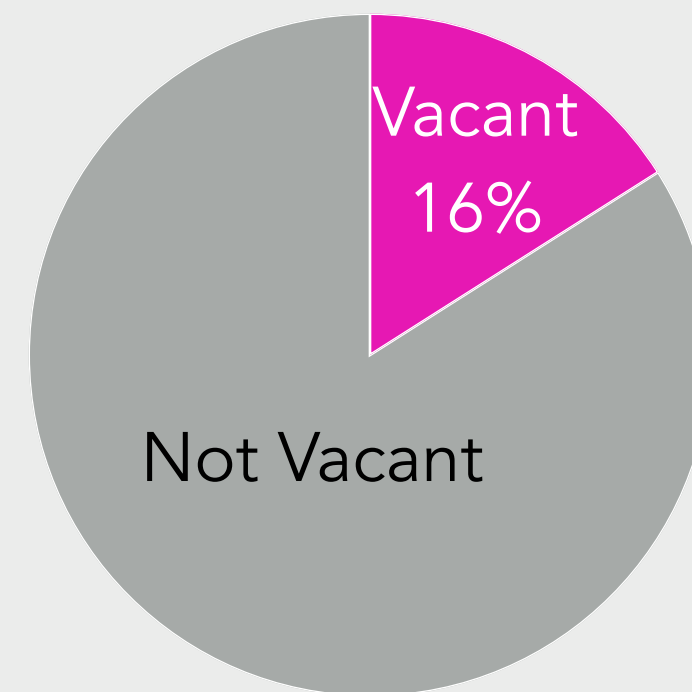


North Magnolia

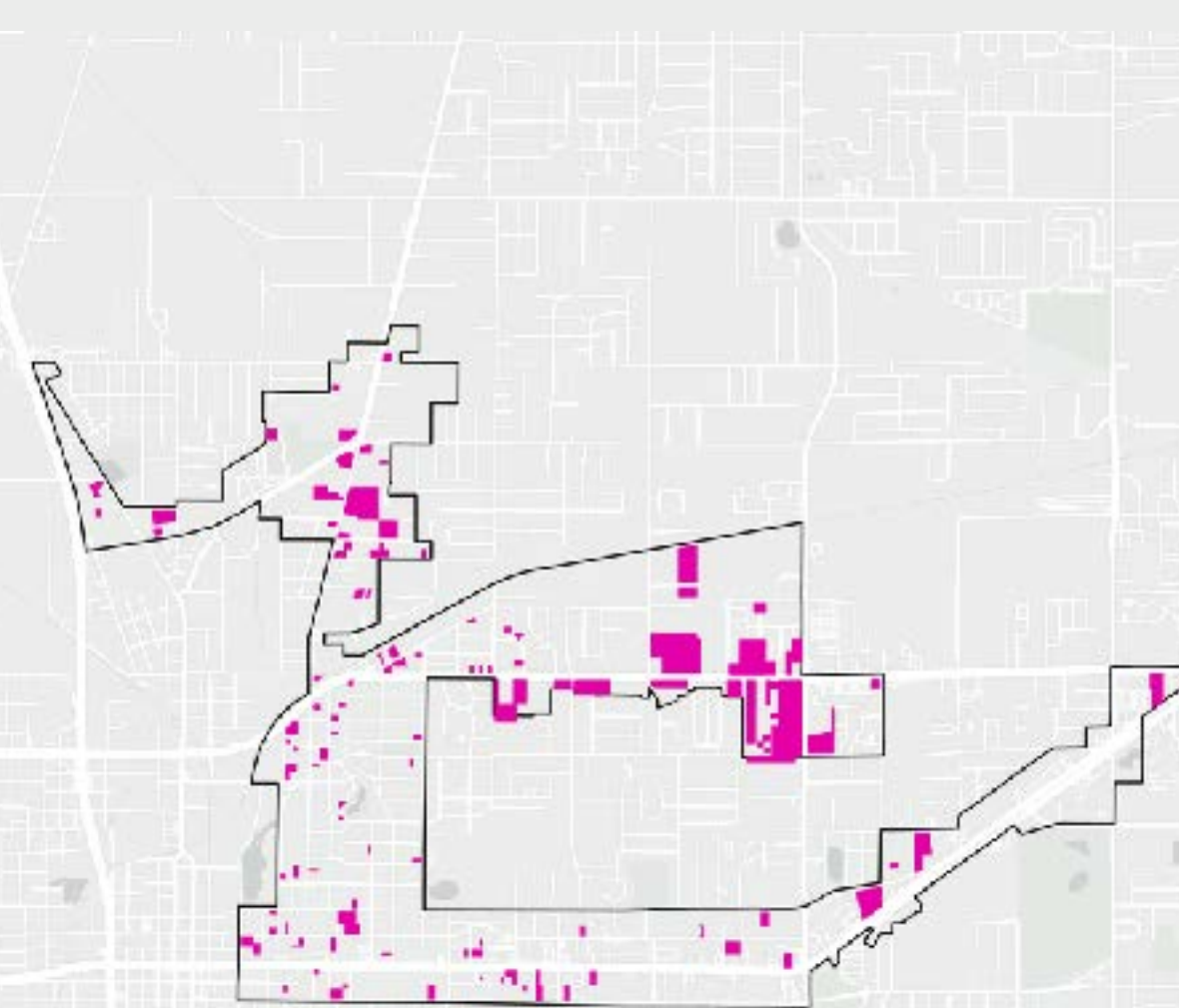


**521**

vacant acres

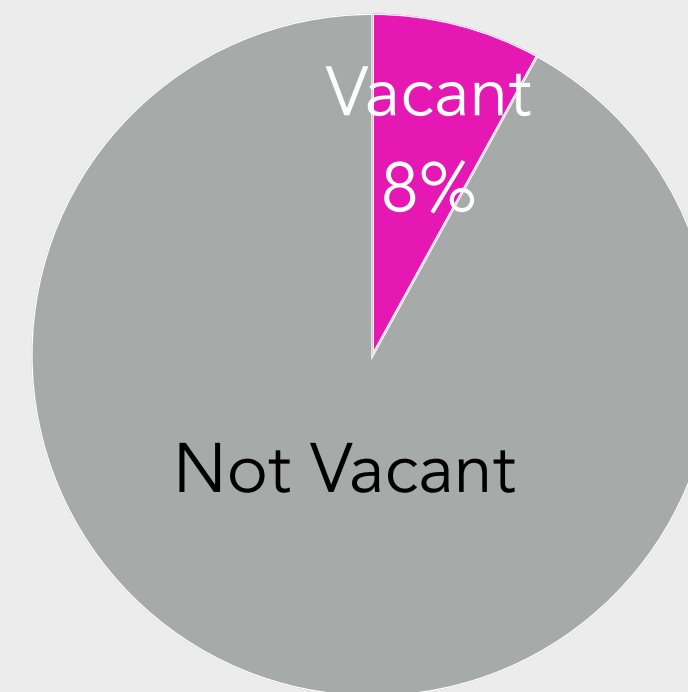


West Ocala

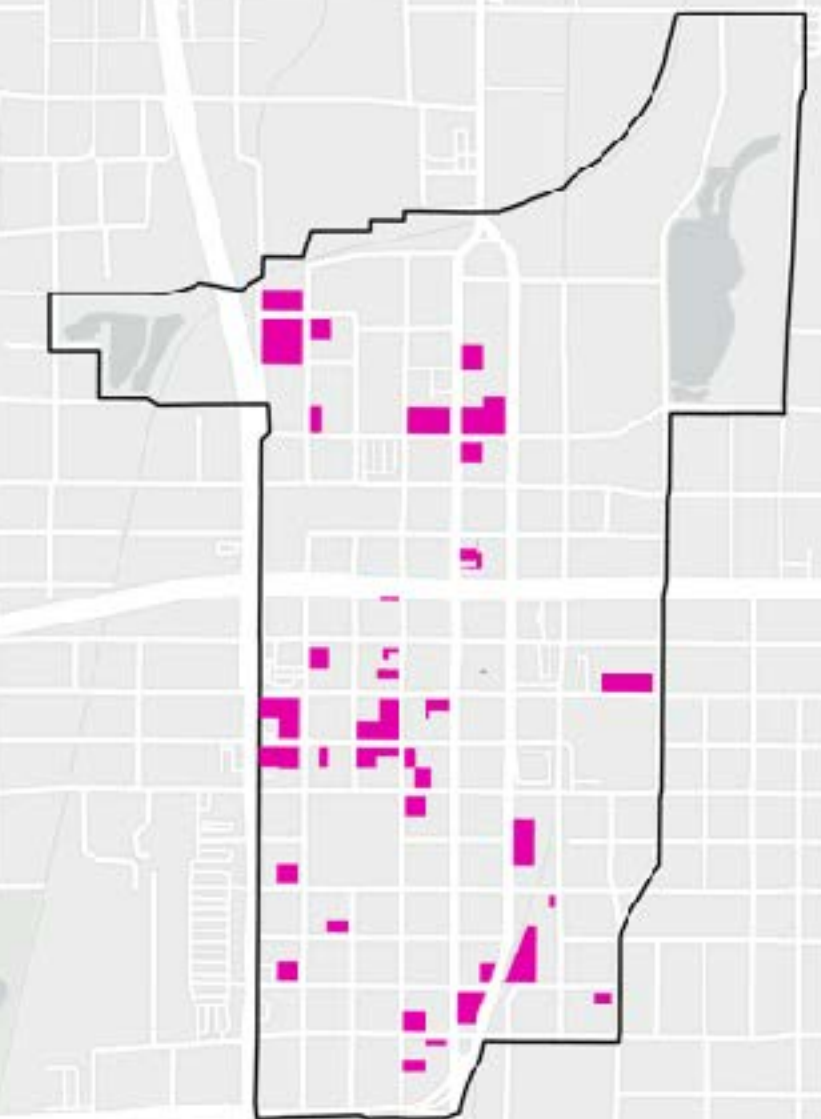


**138**

vacant acres

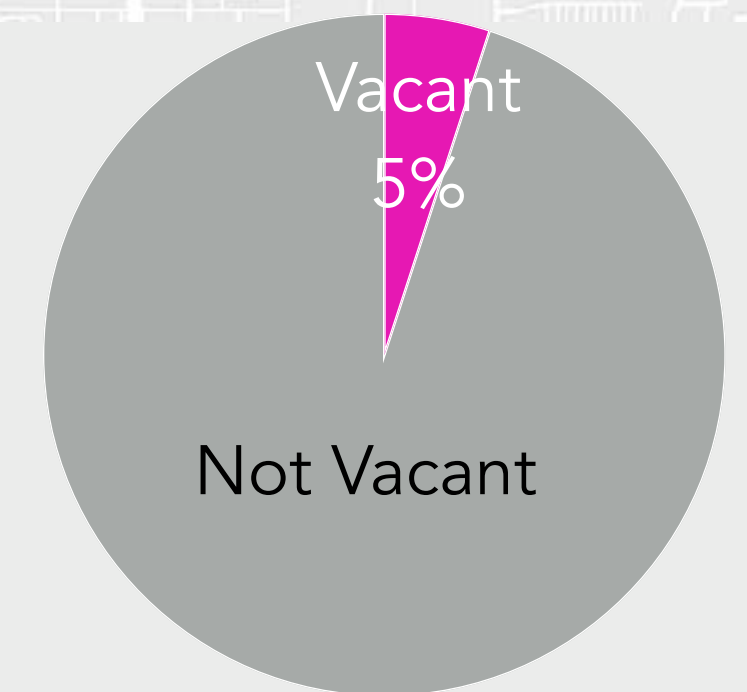


East Ocala



**13**

vacant acres

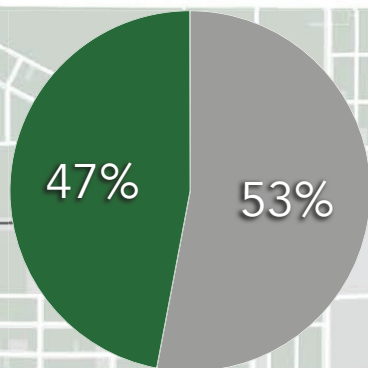


Downtown

Vacant Parcels

# Taxable vs. Exempt

Downtown Ocala, FL



● Taxable ● Exempt

Marion County  
Judicial Center

USPS

Tusawilla Park

Tusawilla Historic District



POWERED BY  
esri

Source: Marion County Assessor (2023)

# Revenues & Costs Per Acre

Ocala, FL

## Revenue Per Acre



Most

Least

## Cost Per Acre



Downtown

**\$485M**

**\$561M**

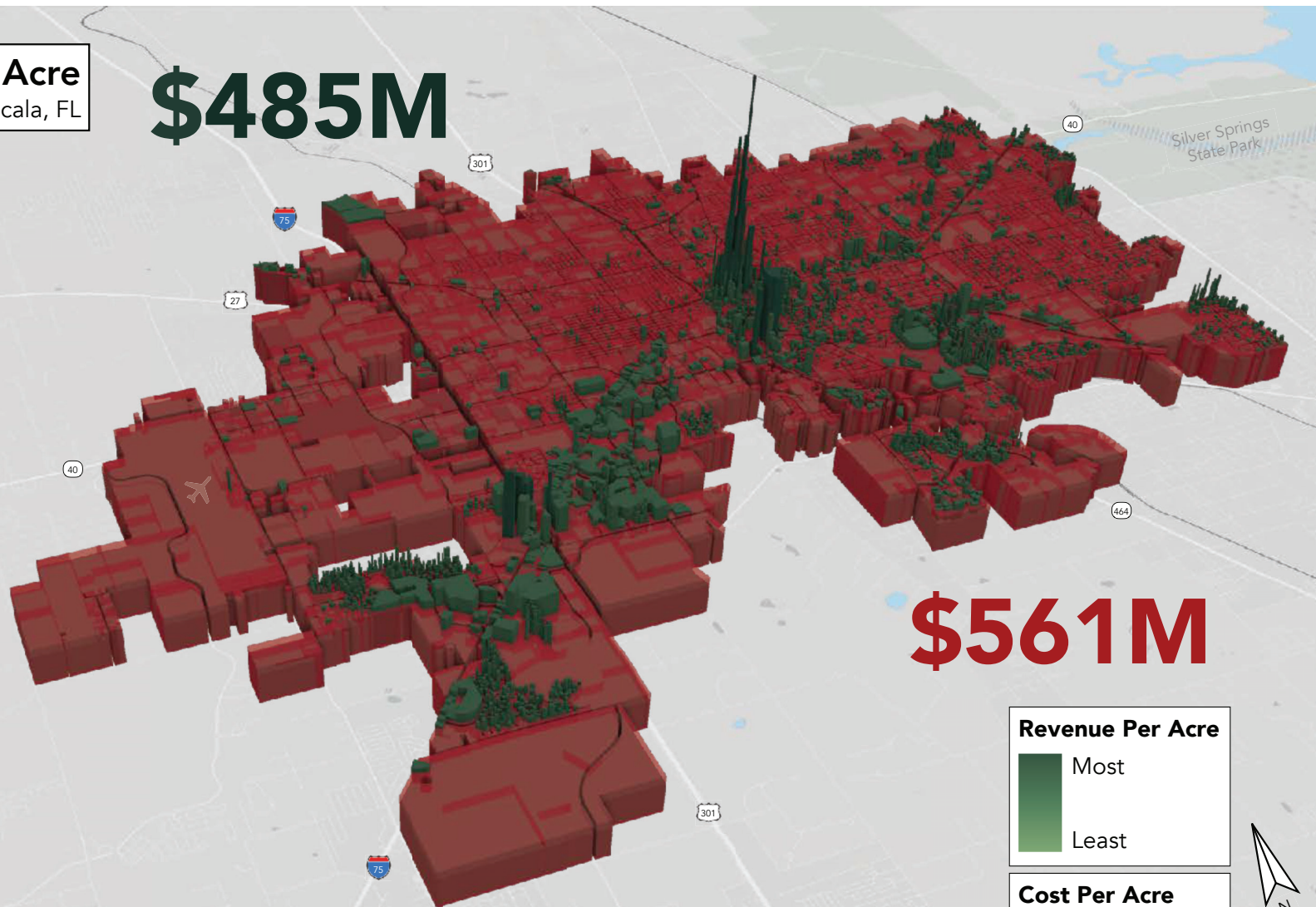


Source: City of Ocala Budget (2023-24), Marion County Assessor (2023), Ocala Public Works (2023)

# Revenues & Costs Per Acre

Ocala, FL

# \$485M

Property Taxes  
\$44MAll Other  
Revenues  
\$441MBudget  
RevenuesAll Costs  
\$561MInfrastructure  
Costs

## Revenue Per Acre



## Cost Per Acre



**\$67M**  
annually

