



**Marion County
Board of County Commissioners**

Growth Services

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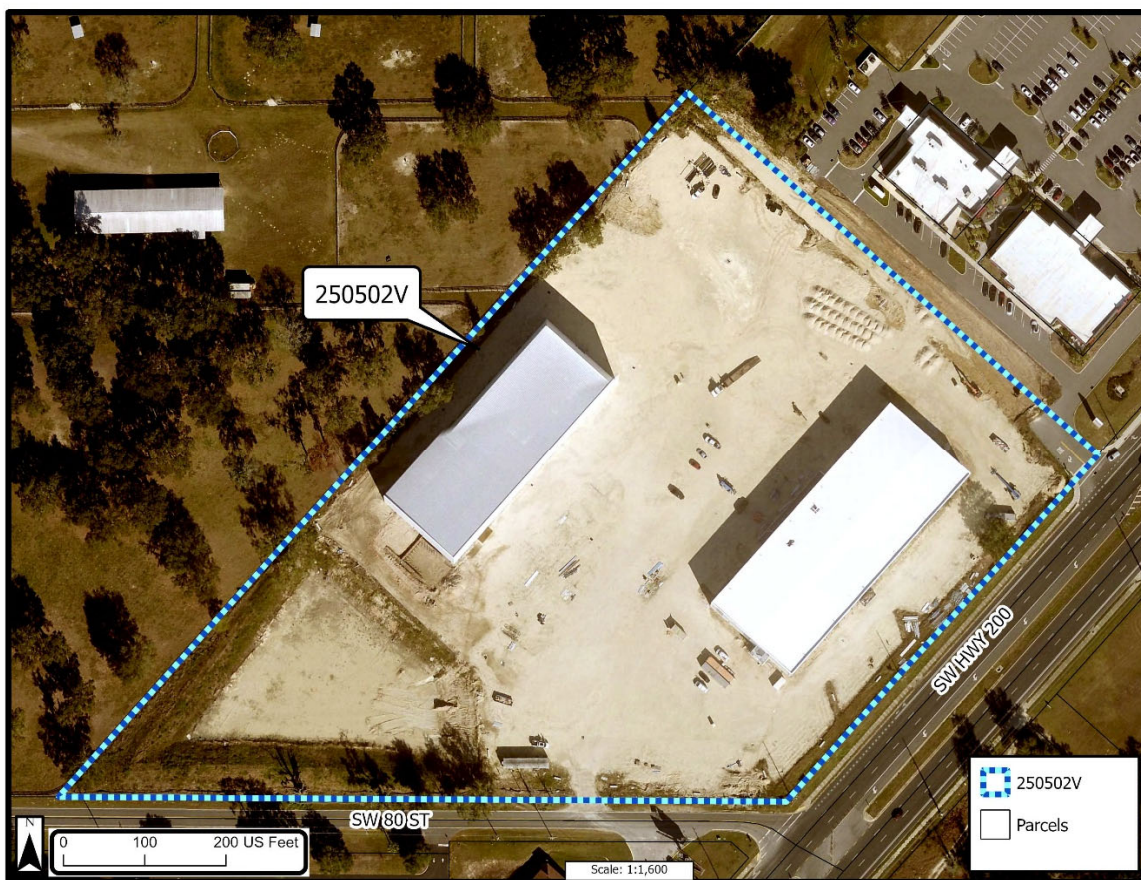
**ZONING SECTION STAFF REPORT
August 4, 2025
BOARD OF ADJUSTMENT PUBLIC HEARING**

Case Number	250803V
CDP-AR	32514
Type of Case	Variance in accordance to Section 2.9 of the Marion County Land Development Code to have (7) wall signs on Bldg. A and also (3) wall signs on Bldg. B, in a Community Business (B-2) zone. (Total signage area allowed is 394 sq.ft. – 192 sq.ft. for each building)
Owner	U-HAUL CO / Brady Rome
Applicant	Shaw Lee
Street Address	6615, 6621 SW HWY 200, Ocala
Parcel Number	35485-001-04
Property Size	13.38 acres
Future Land Use	Commercial
Zoning Classification	Community Business (B-2)
Overlay Zone/Scenic Area	Secondary Springs Protection Overlay Zone (SPOZ)
Project Planner	Kenneth Odom, Senior Planner/Transportation Planner
Related Case(s)	None

I. ITEM SUMMARY

This is a variance request filed by the applicant Shaw Lee on behalf of U-HAUL CO / Brady Rome, from the Land Development Code (LDC) Section 4.4.4 F, Signs Permitted in Commercial and Office Zoning Classifications, to increase the commercial structures allowable sign usage. Land Development Code states that (3) three wall signs are allowed with a maximum of 96 square feet in the aggregated sign area. The applicant is requesting to have (7) wall signs on Bldg. A, which has a wall square footage of 24,244 square feet on the four sides with a maximum of 320 square feet of signage, and (3) on Bldg. B, that has a wall square footage of 8,816 square feet with a maximum of 193 square feet of signage. The applicants have worked with Growth Services staff in order to minimize the additional signage area requested from the over 800 square feet that was previously requested. The applicant is now requesting an additional 129 square feet of wall signage in order to between buildings A & B.

FIGURE 1
GENERAL LOCATION MAP



II. PUBLIC NOTICE

Notice of public hearing was mailed to 11 property owners within 300 feet of the subject property on April 17, 2025. A public notice sign was posted on the subject property on April 1, 2025, and notice of the public hearing was published in the Star-Banner on April 21, 2025. Evidence of the public notice requirements is on file with the Department and is incorporated herein by reference.

III. PROPERTY CHARACTERISTICS

The subject 13.38-acre property is located within the Commercial (COM) Future Land Use Map Series (FLUMS) designation and the Community Business (B-2) Zoning Classification. LDC Section 4.4.4.F provides the determined three wall signs for a single occupancy commercial structure with a combined total of 96 square feet.

The 13.38-acre subject property storefronts face SW Hwy 200. Building A is 24,244 square feet and Building B is 8816 sq. feet. Consistent with LDC Section 2.9.3. B., on April 1, 2025, a site visit was conducted by Growth Services Department staff, and photographs were taken.

IV. REQUEST STATEMENT

This application requests a variance from LDC Section 4.4.4.F, Signs Permitted in Commercial and Office Zoning Classifications, to increase the commercial structure's allowable sign usage. Land Development Code states that (3) three wall signs are allowed with a maximum of 96 square feet in the aggregated sign area. The applicant is requesting to have (10) ten wall signs with a maximum of 842.9 square feet between both buildings aggregated sign area.

V. ANALYSIS

LDC Section 2.9.4.E provides that the Board of Adjustment shall not grant a variance unless the petition demonstrates compliance with six (6) criteria. The six (6) criteria and the staff's analysis of compliance with those criteria are provided below.

1. Special conditions and circumstances exist which are peculiar to the land, structure, or building involved and which do not apply to other lands, structures, or buildings with the same zoning classification and land use area.

Analysis: Applicant states that this business is a storage center that has a lot of vehicular traffic, which is present with people coming and going to storage units, as well as loading and unloading. Larger signs are needed to make sure the customers are going to the correct building and entrance to the building for the safety of the customers. On such large buildings, the normal sign criteria do not allow for that.

Staff finds that the rear building is set back over 500' feet from SR 200. This is a physical characteristic of the facility that could be perceived as a hardship in that there are multiple operations on site now, and more planned in the future. In this particular case, with the number of proposed uses and some distance

consideration, this could be considered a hardship as opposed to most smaller commercial properties.

2. The special conditions and circumstances do not result from the actions of the applicant.

Analysis: The conditions set forth in the sign code are not a result of the applicant and are what is hindering this project from moving forward.

3. Literal interpretation of the provisions of applicable regulations would deprive the applicant of rights commonly enjoyed by other properties with the same zoning classification and land use area under the terms of said regulations and would work unnecessary and undue hardship on the applicant.

Analysis: The applicant states other properties in the same zoning category and area do not have the same type of traffic that they need to advertise and direct to multiple buildings on the same property, nor do they have the same brand standards that they need to uphold to keep all their locations looking the same for brand continuity. Other businesses do not have comparable-sized buildings.

Staff agrees that this is a high traffic frequency area and signage is important. However, branding, building appearance and size should not be a major consideration. These factors should work in favor of the applicant's location, not against them.

4. The variance, if granted, is the minimum variance that will allow the reasonable use of the land, building, or structure.

Analysis: The applicant states they are only asking for the variance to allow up to the normal brand standard for UHAUL's standard sign package to be installed. This is so that all of their locations look the same.

Staff realizes the size of the new buildings which is 24,244 for building A. and 8,816 square feet for building B along with the placement of the structure on the property and being on a state highway, it is reasonable to have the signs along with the square footage due to the size of the commercial retail building and its location.

The sizes of both buildings and setback of the rear building would typically demand larger signs for enhanced visibility. It is not an uncommon request locally from larger facilities such as big box retail stores and even some larger logistical facilities to exceed typical signage limitations per the current Marion County Land Development Code.

5. Granting the variance requested will not confer on the applicant any special privilege that is denied by these regulations to other lands, buildings, or structures in the same zoning classification and land use area.

Analysis: No, it will not grant any special privilege.

Per question 4, staff finds that there have been examples in the past with larger facilities requesting, and being granted additional square footage for on-site signage.

6. The granting of the variance will not be injurious to the neighborhood or otherwise detrimental to the public welfare.

Analysis: The applicant states it will not be detrimental to the public welfare of the neighborhoods. The signs will not look oversized or disproportionate due to the size of the building on which they are being mounted.

Staff finds that it will not be detrimental or injurious.

LIST OF ATTACHMENTS

- A. Variance application
- B. Marion County Property Appraiser Property Record Card
- C. Sign Plans
- D. Site photographs
- E. Sunbiz
- F. Warranty Deed
- G. Site Plan