

Dowling Signs

Of North Central Florida, LLC.

18038 nw 246th street
High Springs Fl 32643
386-201-0819



DATE: 09/24/2025

To who it may concern:

We are applying for this zoning variance on behalf of our customer Tractor Supply Company. They have built a new retail facility located at 15 Bahia Ave Place, Ocala Florida 34472. The current land development code states 444.F.1.C that they are allowed a maximum aggregate of 96 sq feet of signage, to which we are applying for 277 for 2 signs on the building frontage, the main Tractor Supply sign, and the Garden Center sign

Building Signs— Proposed 277 sq feet

Allowed— 96 sq feet

Overage - 181 sq feet

Our request is to be granted this additional 181 sq feet so that we can ensure these signs can be read safely from Maricamp Road, which is the primary road the new building faces. Maricamp road is currently a 50 mph speed limit in front of this property and has traffic commonly flowing at speeds up to 60 mph, so it is imperative for the signs to be visible to traffic at a distance to allow them to have time to make their lane changes and safely enter the property. The interior access road thru the development the store is going in is approximately 300' from the edge of roadway to the front of the store, with an additional 500' added to that out to Maricamp road, it will be hard to tell that there is even a Tractor Supply in there at all. Attached is a chart that shows the maximum and best viewable distance that signs can be read from. There is also a site plan that so the distance from which they can be viewed. According to this chart the signs we are proposing are on the low end of readability, showing the client is applying for a minimal variance from the current sign code.

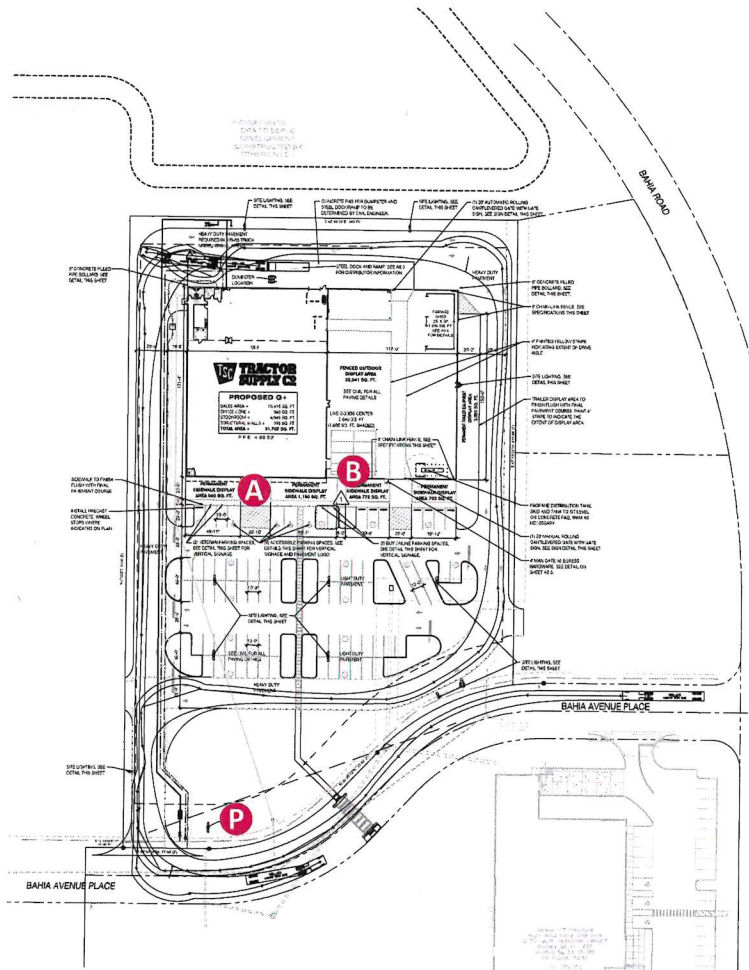


📅 September 15, 2025

📍 Ocala (SE), FL

 **ID. ASSOCIATES**
BRINGING THE WORLD'S BRANDS TO LIFE
a Philadelphia Sign Company

TRACTOR SUPPLY CO - OCALA (SE), FL - SITE PLAN



- A** 4'-0" X 12'-0" Illuminated Wall Sign
- B** 4'-8" X 10'-0 5/8" Garden Center Sign
- P** 6'-0" X 18'-0" D/F Illuminated Pylon @ 30' OAH

CODE NOTES:

Building: Allowed 2 SQFT in sign area for each linear foot of building frontage, not to exceed 96 SQFT.

Freestanding: Allowed one (1) sign at 350 SQFT @ 30' OAH .

PROPOSED SIGNAGE:

Building: Allowed 96 SQFT

Main ID: 4'-0" X 12'-0" = 48 SQFT Used

Garden Center: 4'-8" X 10'-0 5/8" = 47 SQFT Used

Total SQFT Used = 95 SQFT

Freestanding: Allowed 350 SQFT

Pylon: 6'-0" x 18'-0" = 108 SQFT Used

Total SQFT Used = 108 SQFT

THIS DRAWING IS FOR CONCEPTUAL PURPOSES ONLY. DUE TO CONSTRUCTION CONSTRAINTS, SIZES AND/OR LAYOUTS MAY CHANGE SLIGHTLY.

ID. ASSOCIATES
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(988) 303-5534 (334) 836-1401
www.idassociatesinc.com

CLIENT: TRACTOR SUPPLY CO

STORE #:

REV:

REV:

REV:

EXHIBIT APPROVED BY:

LOCATION: OCALA (SE), FL

DATE: 09/15/25

REV:

REV:

REV:

ACCOUNT REP: STEPHANIE DEERY

DRAWN BY: BRC

REV:

REV:

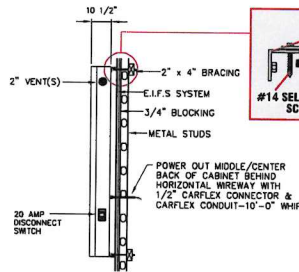
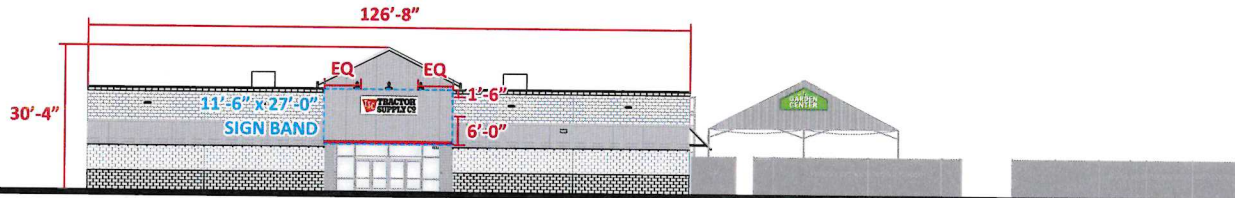
REV:

DRAWING NO: TSC - OCALA (SE), FL - CODE ALLOWED SIGN EXHIBIT

Underwriters Laboratories Inc.
UL

FRONT ELEVATION - MAIN ID SIGN

SCALE: 1" = 30'-0"



Minimum required backing (between fascia and studs and/or girts) for wall sign is 3/4" pressure treated plywood, to be the full height and length of the sign area provided by landlord/ Gen. Contractor. We must have access behind the wall to penetrate through with 3/8" allthread in order to secure sign to studs or girts in wall structure w/ 2" x 4" bracing provided by sign installer and for final electrical connection.

NOTES:

4'-0" X 12'-0" X 10 1/2" DP. CABINET W/ 2" RETAINERS (.050 ALUM.)
SELF-ADJUSTING 120V/277V POWER SUPPLIES
SINGLE FACE PANAGRAPHS III SUBSTRATE MATERIAL W VINYL OVERLAYS
CABINET BODY FRAMED W 2" X 2" X 1/8" ALUM. TUBE
BACK BRACING IS 1" X 2" 1/8" ALUM. TUBE
.050 BLK/WHT ALUM FILLER
3MM WHT/WHT ACM BACKS
.050 SHELF AND DOOR FOR POWER SUPPLIES (RIGHT SIDE OF CABINET)

COLORS:

CABINET - GLOSS BLACK
BACKGROUND WHITE
LOGO - 3M 3630-33 RED VINYL WITH WHITE COPY
TRACTOR SUPPLY CO. - 3M 7725-12 BLACK

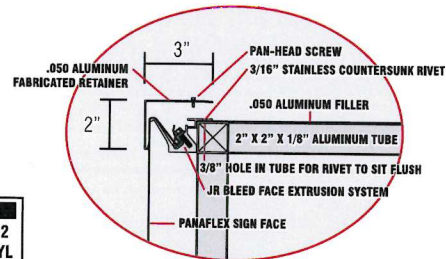
3M 3630-33
RED VINYL

WHITE
BACKGROUND

3M 7725-12
BLACK VINYL

ELECTRICAL NOTES:

(71) MODS OF SLOAN V14 #701507-6W2A1-MB LEDS
(2) SLOAN 1260 POWER SUPPLIES
.8 AMPS EA.
1.6 TOTAL AMPS
120/277 VOLT SELF ADJUSTING POWER SUPPLIES



SECTION 'A'

Any Blocking Exposed To The Elements, Sign Installer is Required to Use Unistrut, Aluminum Angle or Pressure Treated Wood.

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ACCOUNT REP: STEPHANIE DEERY

DRAWN BY: BRC

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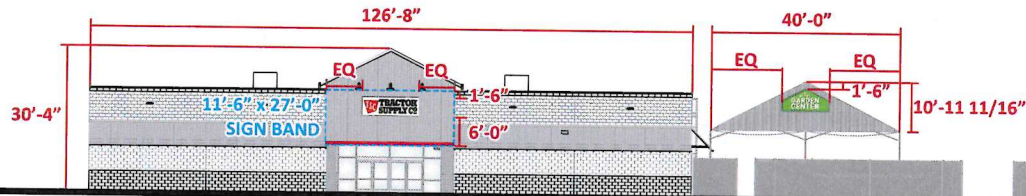
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UL Underwriters
Laboratories Inc.

SCALE: 1" = 30'-0"

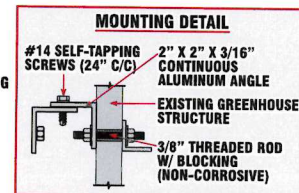
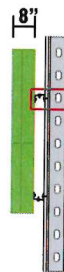


NOTE: SIGN WILL HAVE 2" ALUMINUM ANGLES FOR MOUNTING AND SHOULD BE ATTACHED WITH THRU BOLTS DIRECTLY TO THE LGC/GREENHOUSE FRAME/TUBING.



4'-8" X 10'-0 5/8" X 8" DP SINGLE FACE WALL SIGN
FLAT WHITE LEXAN FACE W/ DIGITALLY PRINTED GRAPHICS
INTERNALLY ILLUMINATED WITH LEDS w/ 120V/277V Power Supplies (Multi-Volt)
PRIMARY FRAME - BENT .090 ALUMINUM
.063 ALUM RETURNS AND 2" RETAINERS

CABINET AND RETAINERS - AKZONOBEL 447C6 CUSTOM PAINT
FACE - FLAT LEXAN FACES W/ DIGITALLY PRINTED GRAPHICS



AKZONOBEL 447C6
R110, G191, B84
CUSTOM COLOR

WHITE

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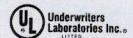


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DRAWING NO: TSC - Ocala (SE), FL - CODE ALLOWED SIGN EXHIBIT



NEW DOUBLE FACE PYLON



MANUFACTURING NOTES:

- 6'-0" X 18'-0" X 26" Deep Double Face Cabinet
- 2" (.050) Aluminum Retainers
- .050 Aluminum Filler
- 3M Panagraphics III Flexible Sign Face Material
- Jr. Bleed Extrusion Retention System
- Framed W/ 2" X 2" X 16GA T.S. & 2' X 2" X 3/16" Angle Iron Saddles
- 108 Square Feet

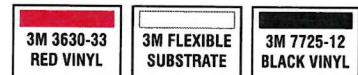
COLOR NOTES:

- Cabinet & Steel Painted Gloss Black
- White Background
- Logo: 3M 3630-33 Red Vinyl With White Copy
- "Tractor Supply Co": 3M 7725-12 Gloss Black Vinyl
- Subcopy: 3M 3630-33 Red Vinyl With White Copy

ELECTRICAL NOTES:

- Universal 120/277 Volt 20 Amp Primary Power To Sign & Final Connection By Others
- Internal Illumination With White LEDs
- 2" X 4" Weather Proof J-Boxes

COLORS:



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EXHIBIT APPROVED BY:

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LETTER VISIBILITY CHART

LETTER HEIGHT	READABLE DISTANCE FOR MAXIMUM IMPACT	MAXIMUM READABLE DISTANCE
3"	30 ft	100 ft
4"	40 ft	150 ft
6"	60 ft	200 ft
8"	80 ft	350 ft
10"	100 ft	450 ft
12"	120 ft	525 ft
15"	150 ft	630 ft
18"	180 ft	750 ft
24"	240 ft	1000 ft
30"	300 ft	1250 ft
36"	360 ft	1500 ft
42"	420 ft	1750 ft
48"	480 ft	2000 ft

This chart is based on using a Bold letter font. Using a lighter color will alter impact. For maximum impact use red or black on white background or black on a yellow background.