



**Marion County
Board of County Commissioners**

Growth Services

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**ZONING SECTION STAFF REPORT
OCTOBER 02, 2023 BOARD OF ADJUSTMENT PUBLIC HEARING**

Case Number	250502V
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.
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	Cristina Franco, Zoning Technician
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 475.4 square feet of signage, and (3) on Bldg. B, that has a wall square footage of 8,816 square feet with a maximum of 367.54 square feet of signage.

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 storefront will 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 842.94 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.

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.

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.

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.

The Staff didn't find any special privilege due to the location, placement, and size of the proposed structure. Therefore, the applicant follows this criterion.

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