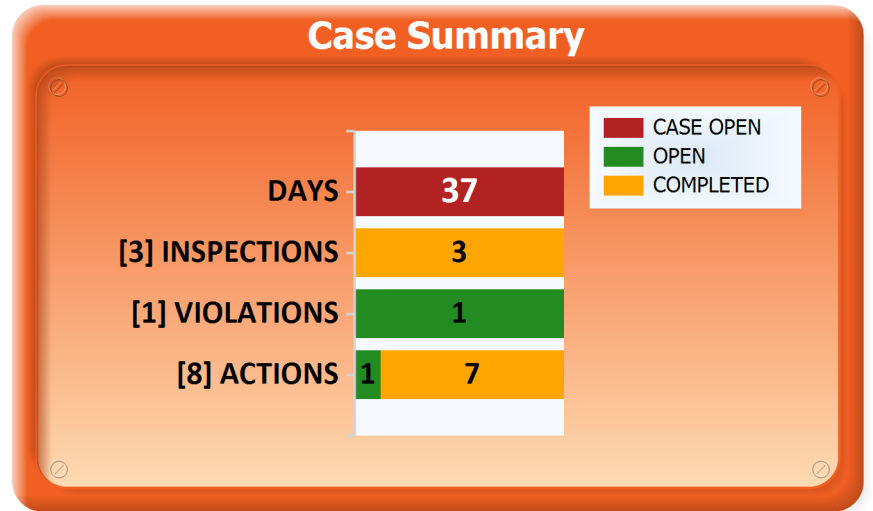


Description: Prohibited Signs			Status: HEARING
Type: SIGNS		Subtype: PROHIBITED SIGNS	
Opened: 12/2/2025	Closed:	Last Action: 1/8/2026	Flw Up: 12/2/2025
Site Address: 3558 SW COLLEGE RD UNIT 300 OCALA, FL 34474			
Site APN: 23799-000-00		Officer: DALE HOLLINGSWORTH	
Details:			



ADDITIONAL SITES

LINKED CASES

CONTACTS

NAME TYPE	NAME	ADDRESS	PHONE	FAX	EMAIL
OWNER	CLARUS PLAZA LLC	5015 SE 7TH AVE OCALA, FL 34480			

FINANCIAL INFORMATION

DESCRIPTION	ACCOUNT	QTY	AMOUNT	PAID	PAID DATE	RECEIPT #	CHECK #	METHOD	PAID BY	CLTD BY
CERTIFIED POSTAGE	001-359-000-000-06-35960	2	\$17.72	\$0.00						
CLERICAL AND CASEWORK TIME	001-359-000-000-06-35960	4	\$88.00	\$0.00						
INSPECTION FEE	001-359-000-000-06-35960	3	\$37.50	\$0.00						
RECORDING COSTS	001-359-000-000-06-35960	1	\$18.75	\$0.00						
Total Paid for CASE FEES:			\$161.97	\$0.00						



# Case Details - No Attachments

City of Ocala

Case Number

**CE25-1204**

TOTALS: \$161.97 \$0.00

## VIOLATIONS

VIOLATION TYPE	USER NAME	OBSERVED DATE	CORRECTED DATE	LOCATION	REMARKS	NOTES
SECTION 110-131 PROHIBITED SIGNS	DALE HOLLINGSWORTH	11/22/2025				<p>Mattress Sale Signs attached to utility pole, Mattress Sale yard signs, Mattress Sale Inflatable, and Mattress Sale feather flag, all in front of the business.</p> <p>Code allows a single feather flag for "Business Identity" only. Any additional signs require a temporary sign permit from the City of Ocala Permitting Division. (Temp Sign Permits are valid once issued for a period of 2 weeks only, and the business is only allowed 4 of those permits per calendar year. No signs allowed to be attached to utility poles under any circumstances.</p> <p>Business previously warned via Notice of Violation &amp; Public Hearing in 2024 (Case 2024_11657).</p> <p>Proceeding with prosecution regardless of compliance due to repeated violation.</p>

## INSPECTIONS

INSPECTION TYPE	INSPECTOR	SCHEDULED DATE	COMPLETED DATE	RESULT	REMARKS	NOTES
FOLLOW UP	RDH	12/2/2025	12/2/2025	NON COMPLIANT		NOVPH Hand Delivered.
FOLLOW UP	RDH	11/23/2025	11/23/2025	NON COMPLIANT		A follow-up inspection on this date revealed the prohibited signs all remain or were again placed for a second day. Photos were taken to document the violations, and a new code enforcement case will be generated for prosecution.



# Case Details - No Attachments

City of Ocala

Case Number

**CE25-1204**

INITIAL	RDH	11/22/2025	11/22/2025	NON COMPLIANT	While in the area of the 1/2 Price Mattress business on SR 200, I observed several signs placed in the grass area in front of the business, all of which prohibited signs without proper permits, including signs attached in a temporary manner to the utility pole. This violation is the exact same violation I previously cited against the business in 2024, and appeared to be using some of the same signs documented in the 2024 case. Follow-up inspections will be conducted to determine whether this was a one-time occurrence in violation of the ordinances.
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CHRONOLOGY				
CHRONOLOGY TYPE	STAFF NAME	ACTION DATE	COMPLETION DATE	NOTES
ADMIN POSTING	SHANEKA GREENE	12/2/2025	12/2/2025	NOVPH
CERTIFIED MAIL	SHANEKA GREENE	12/2/2025	12/2/2025	NOVPH MAILED TO 2ND ADDRESS ONLY 9489 0090 0027 6697 0118 99 CLARUS PLAZA LLC 5015 SE 7TH AVE OCALA FL 34480
CONTACT	Tammy Durr	12/19/2025	12/19/2025	Tenant Jackie 954-299-8864 called about any fines/fees. I explained to her that the case would need to go before the Code Board first.
CONTACT	DALE HOLLINGSWORTH	12/2/2025	12/2/2025	Spoke with store operator Jackie via phone and explained the violation and scheduled hearing.
CONTACT	DALE HOLLINGSWORTH	12/18/2025	12/18/2025	Received a call today from the landlord inquiring about the case and requirement to appear. I explained the process and informed her no penalties beyond cost of prosecution are being pursued through the Order at the hearing. She will relay the information to her tenant.
HEARING CODE BOARD	YVETTE J GRILLO	1/8/2026		NEW BUSINESS
PREPARE NOTICE	DALE HOLLINGSWORTH	12/2/2025	12/2/2025	NOVPH

STAFF RECOMMENDATION	DALE HOLLINGSWORTH	12/26/2025	12/31/2025	<div>Maintain compliance + pros cost</div> <div>Find the Respondent guilty of violating city code section(s): 110-131 and order to:</div> <div>1,) Maintain compliance with city code section(s) 110-131.</div> <div>2,) Pay the cost of prosecution of \$161.97 by February 5th, 2026.</div>
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**BEFORE THE CODE ENFORCEMENT SPECIAL MAGISTRATE  
OCALA, MARION COUNTY, FLORIDA**

**THE CITY OF OCALA**

**CASE NO: CE25-1204**

Petitioner,

VS.

**½ PRICE MATTRESS OCALA  
CLARUS PLAZA LLC**

Respondents \_\_\_\_\_ /

**AFFIDAVIT OF CASE PROSECUTION COSTS  
FSS. 162.07(2)**

**STATE OF FLORIDA  
COUNTY OF MARION**

**BEFORE ME**, the undersigned authority, personally appeared, DALE HOLLINGSWORTH, Chief Code Official for the City of Ocala, who being duly sworn, deposes and says: Listed in exhibit below are the costs involved in the prosecution of the respondent(s) in this case.

**1. Code Enforcement Special Magistrate Hearing:**

	<b>Cost</b>	<b># of hour(s)</b>	<b>Total:</b>
Attorney Fees:			

**2. Inspector(s) Time:**

	<b>Cost</b>	<b># @ .5 hour(s)</b>	<b>Total:</b>
Inspection(s)	\$12.50	3	\$37.50

**3. Clerical & Casework Time:**

	<b>Cost</b>	<b># of hour(s)</b>	<b>Total:</b>
Clerical:	\$22.00	4	\$88.00

**4. Recording Cost(s): (i.e. Lien(s) / Lien release(s) / Satisfaction, etc.)**

	<b>Cost</b>	<b># of page(s)</b>	<b>Addl. page(s)</b>	<b># of addl. page(s)</b>	<b>Total:</b>
Fee(s):	\$18.75	1			\$18.75

**5. Copies of Related Document(s):**

	<b>Cost</b>	<b># of page(s)</b>	<b>Total:</b>
Clerical:			


**6. Postage Cost(s):**

	<b>Cost</b>	<b># of Regular</b>	<b>Cost</b>	<b># of Certified</b>	
Postage:			\$17.72	2	\$17.72

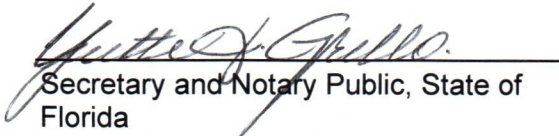
**Total Costs: \$161.97**

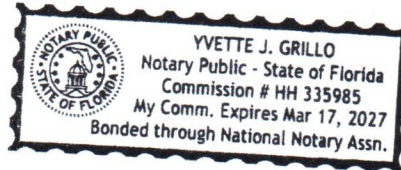
**FURTHER. AFFIANT SAYETH NOT.** Dated This:  
12/22/2025

**STATE OF FLORIDA  
COUNTY OF MARION**

  
DALE HOLLINGSWORTH  
Chief Code Official, City of Ocala

The foregoing Affidavit of Case Prosecution Costs was acknowledged before me this: 22 Dec  
by DALE HOLLINGSWORTH who is personally known to me and who did take an oath.

  
Secretary and Notary Public, State of  
Florida



Jimmy H. Cowan, Jr., CFA

# Marion County Property Appraiser



501 SE 25th Avenue, Ocala, FL 34471 Telephone: (352) 368-8300 Fax: (352) 368-8336

## 2025 Certified Assessment Roll

23799-000-00

[GOOGLE Street View](#)

Prime Key: 594466

[MAP IT+](#)

### [Property Information](#)

[M.S.T.U.](#)

[PC:](#) 16

Acres: 1.97

CLARUS PLAZA LLC  
5015 SE 7TH AVE  
OCALA FL 34480

[Taxes / Assessments:](#) \$45,975.90

Map ID: 163

[Millage:](#) 1001 - OCALA

[More Situs](#)

Situs: 3558 SW COLLEGE RD UNIT 100  
OCALA

### [Current Property Value by Income](#)

Land Just Value	N/A
Buildings	N/A
Miscellaneous	N/A
Total Just Value	\$2,485,610
Total Assessed Value	\$2,485,610
Exemptions	\$0
Total Taxable	\$2,485,610

[Ex Codes:](#)

### [History of Assessed Values](#)

Year	Land Just	Building	Misc Value	Mkt/Just	Assessed Val	Exemptions	Taxable Val
2025	\$1,373,008	\$997,745	\$33,425	\$2,485,610	\$2,485,610	\$0	\$2,485,610
2024	\$1,244,289	\$922,712	\$33,526	\$2,321,605	\$2,321,605	\$0	\$2,321,605
2023	\$1,244,289	\$960,996	\$33,613	\$2,284,425	\$2,284,425	\$0	\$2,284,425

### [Property Transfer History](#)

Book/Page	Date	Instrument	Code	Q/U	V/I	Price
<a href="#">6033/0701</a>	04/2014	07 WARRANTY	2 V-SALES VERIFICATION	Q	I	\$2,200,000
<a href="#">2051/0252</a>	07/1994	07 WARRANTY	2 V-SALES VERIFICATION	Q	I	\$925,000
<a href="#">1723/1038</a>	02/1991	96 ANNEX	0	U	I	\$100
<a href="#">1400/0301</a>	12/1986	46 CORP MERG	0	U	I	\$100

### [Property Description](#)

SEC 26 TWP 15 RGE 21  
BEG AT A POINT ON THE E BDY OF THE SW 1/4 OF SW 1/4 TH  
N 723.30 FT FROM THE SE COR OF SAID SW 1/4 OF SW 1/4 TH  
N ALONG SAID E BDY 604.78 FT TO THE SELY ROW LINE OF SR 200  
SAID POINT BEING 50 FT FROM AND AT RIGHT ANGLE TO THE





# BUSINESS TAX CERTIFICATE

FOR

## 1/2 PRICE MATTRESS OCALA

BUSINESS TAX CERTIFICATE NUMBER

LIC-1004800

AUTHORIZED BUSINESS LOCATION

3558 SW COLLEGE RD UNIT 100

TYPE OF BUSINESS

MERCHANTS AND DEALERS

SUBTYPE

FURNITURE STORE

**EXPIRES: 09/30/2026**

THIS PERMIT IS ISSUED FOR THE PERIOD AS STATED ABOVE  
AND MUST BE CONSPICUOUSLY DISPLAYED AT ALL TIMES.

DATE PAID: 07/01/2025

FEE AMOUNT	LICENSE FEE DESCRIPTION
\$75.00	MERCHANT AND DEALERS

ISSUED BY:  
City of Ocala  
Growth Management Department  
201 SE 3RD Street (2nd floor)  
Ocala, Florida 34471  
352-629-8421

Pursuant to Section 62-75, issuance of a  
Business Tax Certificate and  
Occupational License does not imply  
compliance with Chapter 122, Zoning.

**CERTIFICATE ISSUED TO:**

1/2 PRICE MATTRESS OCALA  
3558 SW COLLEGE RD #300  
OCALA, FL 34474

**NOTICE:**

IF YOU ARE NO LONGER IN BUSINESS,  
OR GO OUT OF BUSINESS, YOU ARE  
REQUIRED TO NOTIFY THE "ONE STOP  
PERMIT CENTER" AT 629-8421 TO  
CLOSE THIS CERTIFICATE OR  
PENALTIES COULD APPLY.





*City of Ocala*  
GROWTH MANAGEMENT DEPARTMENT  
CODE ENFORCEMENT DIVISION  
ENVIRONMENTAL ENFORCEMENT DIVISION  
201 SE 3<sup>rd</sup> STREET (2<sup>nd</sup> floor) OCALA, FLORIDA 34471

## NOTICE OF VIOLATION AND PUBLIC HEARING

12/02/2025

1/2 PRICE MATTRESS OCALA  
3558 SW COLLEGE ROAD #300  
OCALA, FL 34474

CLARUS PLAZA LLC  
5015 SE 7TH AVENUE  
OCALA, FL 34480

Respondent(s) \_\_\_\_\_ /

**Location of Violation:** 3558 SW COLLEGE ROAD UNIT 300

**Case Number:** CE25-1204

**Inspector Assigned:** Dale Hollingsworth

**Required Compliance Date:** 12/02/2025

**Public Hearing Date & Time:** 01/08/2026 17:30

**Violation(s) and How to Abate:**

### SECTION 110-131 PROHIBITED SIGNS

Mattress Sale Signs attached to utility pole, Mattress Sale yard signs, Mattress Sale Inflatable, and Mattress Sale feather flag, all in front of the business.

Code allows a single feather flag for "Business Identity" only. Any additional signs require a temporary sign permit from the City of Ocala Permitting Division. (Temp Sign Permits are valid once issued for a period of 2 weeks only, and the business is only allowed 4 of those permits per calendar year. No signs allowed to be attached to utility poles under any circumstances.

Business previously warned via Notice of Violation & Public Hearing in 2024 (Case 2024\_11657).

Proceeding with prosecution regardless of compliance due to repeated violation.

Dear property owner, or agent,

You are hereby notified that the above listed violation(s) exists relating to the City of Ocala Code of Ordinances.

This correspondence will serve as notification that the above stated violation(s) must be corrected by the date indicated. **IT SHALL BE THE RESPONSIBILITY OF YOU, THE RESPONDENT, TO REQUEST A RE-INSPECTION TO VERIFY COMPLIANCE ON, OR BEFORE THIS DATE.** If you, the respondent, fails to verify compliance on or before the aforementioned date, or if the code inspector elects to proceed to a public hearing even after compliance is met, the public hearing will be conducted on the date at time indicated at:

*City of Ocala - City Hall – 2<sup>nd</sup> Floor (Council Chambers)  
110 SE Watula Avenue Ocala, FL 34471*

The Municipal Code Enforcement Board/Special Magistrate has the authority to levy fines up to \$250 per day for a first violation and up to \$500 per day for a repeat violation, and to levy a lien on the real and personal property of the violator(s). A cost of prosecution will be levied in this case pursuant to Florida Statutes section 162.07(2).

You are entitled to be represented by counsel, present testimony, and evidence, and to testify on your behalf. Subpoenas for witnesses and for records, surveys, plats, and other materials may be requested and will be issued by this Board/ Special Magistrate through the office of the City Clerk of the City of Ocala, Florida. If you should decide to appeal any decision made by this Code Enforcement Board/Special Magistrate with respect to any matter considered at this meeting, you will need a record of the proceedings, and that, for such purpose, you may need to ensure that a verbatim record of the proceedings is made, on which the appeal is to be based.

*IF SPECIAL ACCOMMODATIONS ARE NEEDED FOR YOU TO ATTEND OR PARTICIPATE IN THIS MEETING, PLEASE CALL 48 HOURS IN ADVANCE SO ARRANGEMENTS CAN BE MADE. PLEASE CALL THE SECRETARY OF THE MUNICIPAL CODE ENFORCEMENT BOARD/SPECIAL MAGISTRATE AT (352) 629-8309 TO MAKE SPECIAL ARRANGEMENTS.*

For further information regarding your code enforcement case, you may contact the person assigned to your case by email or telephone below:

**Dale Hollingsworth Chief Code Official**

[dhollingsworth@ocalafl.gov](mailto:dhollingsworth@ocalafl.gov)

**352-629-8460**

**CITY OF OCALA  
GROWTH MANAGEMENT DEPARTMENT  
CODE ENFORCEMENT DIVISION  
ENVIRONMENTAL ENFORCEMENT DIVISION  
201 SE 3<sup>rd</sup> STREET (2<sup>nd</sup> floor), OCALA, FLORIDA 34471**

**CASE NO: CE25-1204**

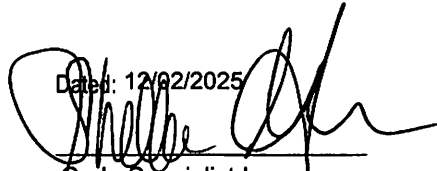
**AFFIDAVIT OF POSTING  
Section 2-446 (b) 2 (b)**

**STATE OF FLORIDA  
COUNTY OF MARION**

**BEFORE ME**, the undersigned authority personally appeared, Shaneka Greene, for the Code Enforcement Division of the, City of Ocala, who after being duly sworn, deposes and states as follows:

1. I did on 12/02/2025 post the Notice of Violation & Public Hearing to Ocala City Hall, located at 110 SE Watula Avenue Ocala, FL.
2. This Affidavit is provided pursuant to Section 2-446(b) 2(b), Code of Ordinances of the City of Ocala.

**FURTHER, AFFIANT SAYETH NAUGHT.**

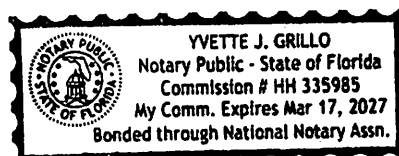
Dated: 12/02/2025  
  
Code Specialist I

**STATE OF FLORIDA  
MARION COUNTY**

SWORN TO (or affirmed) before me: 12/02/2025 by Yvette Grillo  
is personally known to me.

Code Specialist, City of Ocala, who

  
Notary Public, State of Florida







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City of Ocala  
Code Enforcement Division





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Code Enforcement Division