

**Variance Application:** VAR 25-0209

**LUHO Hearing Date:** January 21, 2025

**Case Reviewer:** Sam Ball



**Hillsborough  
County Florida**

Development Services Department

**Applicant:** Addie Mentry

**Zoning:** PD

**Address/Location:** 3400 E Fletcher Avenue (Folio: 34976.0000)

**Request Summary:**

The applicant is requesting a variance to permit a building sign in a residential zoning district.

**Requested Variances:**

LDC Section:	LDC Requirement:	Variance:	Result:
7.03.00.A	Building Signs are permitted in all zoning districts except residentially zoned districts.	To permit a building sign on the subject property.	A building sign on a multi-family residential structure.

**Findings:**

Because the conditions of approval for the underlying PD zoning district (PD 18-1057) restrict the use to a 781-bed student housing project, the property is a residentially zoned district.

The sign plan submitted by the applicant shows a projecting sign that would extend less than four feet from the building wall to which the sign would be attached.

**Zoning Administrator Sign Off:**

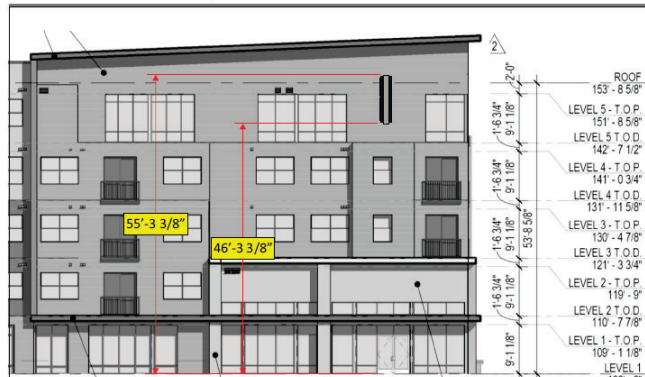
Colleen Marshall  
Wed Jan 8 2025 10:22:04

**DISCLAIMER:**

The variance(s) listed above is based on the information provided in the application by the applicant. Additional variances may be needed after the site has applied for development permits. The granting of these variances does not obviate the applicant or property owner from attaining all additional required approvals including but not limited to: subdivision or site development approvals and building permit approvals.

SURVEY/SITE PLAN

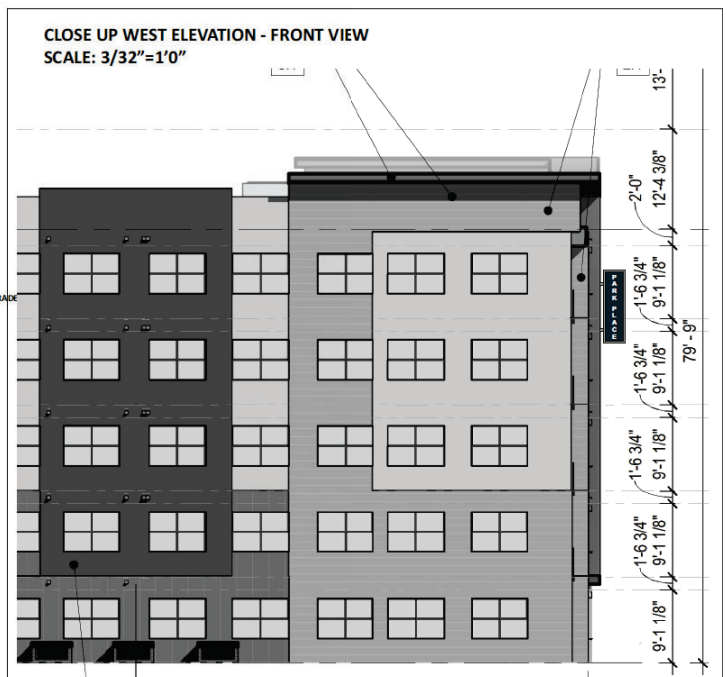
SIGN TYPE: BLD | BLADE SIGN - INSTALL LOCATION



CLOSE UP SOUTH ELEVATION - END VIEW  
SCALE: 1/16"=1'0"



SOUTH ELEVATION - OVERALL  
NOT TO SCALE



CLOSE UP WEST ELEVATION - FRONT VIEW  
SCALE: 3/32"=1'0"



# Project Description (Variance Request)

1. In the space below describe the variance including any history and/or related facts that may be helpful in understanding the request. This explanation shall also specifically identify what is being requested (e.g. Variance of 10 feet from the required rear yard setback of 25 feet resulting in a rear yard of 15 feet). If additional space is needed, please attach extra pages to this application.

We are requesting approval to install one (1) building wall sign on the South elevation of the Park Place Student Apartments, facing Fletcher Avenue. The proposed sign will measure 24 square feet and is essential to improve visibility and wayfinding for residents and visitors. The unique configuration of the site, combined with surrounding signage, entrance locations, and high daily traffic volumes, significantly limits visibility without a building wall sign on the primary elevation. The property features two (2) entrances along Fletcher Avenue but lacks direct access for eastbound vehicular traffic. Eastbound travelers must make a U-turn at USF Magnolia Drive to access the site. Consequently, enhanced visibility for eastbound traffic is critical to ensuring clear navigation and reducing confusion. Although the site has an existing ground sign, its parallel orientation to Fletcher Avenue minimizes its effectiveness for both westbound and eastbound traffic. Drivers do not easily notice the ground sign until they are in close proximity. Furthermore, visibility of the ground sign is further obstructed by a large monument sign belonging to AdventHealth, located at the southwest corner of the property. The proposed building wall sign addresses these visibility challenges, ensuring better wayfinding for all traffic directions and enhancing the overall accessibility of the development.

2. A Variance is requested from the following Section(s) of the Hillsborough County Land Development Code:

7.03.00.A

## Additional Information

1. Have you been cited by Hillsborough County Code Enforcement?  No  Yes  
If yes, you must submit a copy of the Citation with this Application.
2. Do you have any other applications filed with Hillsborough County that are related to the subject property?  
 No  Yes If yes, please indicate the nature of the application and the case numbers assigned to the application (s): \_\_\_\_\_
3. Is this a request for a wetland setback variance?  No  Yes  
If yes, you must complete the Wetland Setback Memorandum and all required information must be included with this Application Packet.
4. Please indicate the existing or proposed utilities for the subject property:  
 Public Water  Public Wastewater  Private Well  Septic Tank
5. Is the variance to allow a third lot on well or non-residential development with an intensity of three ERC's?  
 No  Yes If yes, you must submit a final determination of the "Water, Wastewater, and/or Re-claimed Water – Service Application Conditional Approval – Reservation of Capacity" prior to your public hearing

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## Variance Criteria Response

1. Explain how the alleged hardships or practical difficulties are unique and singular to the subject property and are not those suffered in common with other property similarly located?

See attached exhibit.

2. Describe how the literal requirements of the Land Development Code (LDC) would deprive you of rights commonly enjoyed by other properties in the same district and area under the terms of the LDC.

See attached exhibit.

3. Explain how the variance, if allowed, will not substantially interfere with or injure the rights of others whose property would be affected by allowance of the variance.

See attached exhibit.

4. Explain how the variance is in harmony with and serves the general intent and purpose of the LDC and the Comprehensive Plan (*refer to Section 1.02.02 and 1.02.03 of the LDC for description of intent/purpose*).

See attached exhibit.

5. Explain how the situation sought to be relieved by the variance does not result from an illegal act or result from the actions of the applicant, resulting in a self-imposed hardship.

See attached exhibit.

6. Explain how allowing the variance will result in substantial justice being done, considering both the public benefits intended to be secured by the LDC and the individual hardships that will be suffered by a failure to grant a variance.

See attached exhibit.

## Variance Criteria

1. Explain how the alleged hardships or practical difficulties are unique and singular to the subject property and are not those suffered in common with other property similarly located?
  - a. This site boasts three main practical difficulties in support of this hardship; site configuration and access limitations, orientation and ineffectiveness of existing ground signage and high traffic volumes and multiple entry points. Eastbound travelers must execute a U-turn at USF Magnolia Drive to enter the property, making visibility from a distance critical for navigation. The existing ground sign is parallel to Fletcher Avenue, limiting its visibility for approaching vehicles in both directions. Unlike perpendicular signs that are visible from a greater distance, this parallel placement significantly diminishes its utility for traffic moving along Fletcher. This limitation is compounded by the presence of a large AdventHealth monument sign at the southwest corner of the property, which obstructs views of the ground sign. The property has two entrances along Fletcher Avenue to accommodate the high traffic flow associated with student residents. However, without adequate signage, it is challenging for drivers to identify the appropriate entry points.
  
2. Describe how the literal requirements of the Land Development Code (LDC) would deprive you of rights commonly enjoyed by other properties in the same district and area under the terms of the LDC.
  - a. The literal requirements of the Land Development Code (LDC), specifically Section 7.03.00(A), prohibit the installation of building signage on residential buildings. Since the Park Place Student Apartments are classified as student housing, this restriction limits the property to ground signage only. However, this requirement imposes significant practical difficulties that directly impact public safety and visibility for vehicular travelers along Fletcher Avenue. Other USF and student housing properties in the district and area are afforded greater flexibility in signage options, which enhance visibility, wayfinding, and public safety. By strictly adhering to the LDC's prohibition on building signage for residential properties, the subject property is unable to address its unique visibility and safety challenges. This restriction ultimately results in an inequity that deprives the property of rights and benefits enjoyed by other properties in the same district and area.
  
3. Explain how the variance, if allowed, will not substantially interfere with or injure the rights of others whose property would be affected by allowance of the variance.
  - a. By granting this variance, the property can address its unique challenges without creating any detriment to neighboring properties or the community. Instead, it fosters a safer and more navigable environment while respecting the rights and interests of others. The proposed sign is designed to be modest in size at 24 square feet, ensuring it is proportional to the building and unobtrusive. Its

placement on the South elevation, facing Fletcher Avenue, is strategically chosen to enhance visibility for vehicular traffic without encroaching on or interfering with nearby properties or their signage. The variance does not obstruct or diminish the effectiveness of signage for nearby properties, such as the AdventHealth monument sign or other adjacent businesses. The sign's orientation and placement ensure it serves its purpose without infringing on the rights or visibility of others. Most importantly, the wall sign will aid in better navigation for drivers, particularly eastbound travelers on Fletcher Avenue, who currently face challenges locating the property due to obstructed ground signage and limited access. Clear signage reduces confusion, improves traffic flow, and enhances overall safety, benefiting the broader community.

4. Explain how the variance is in harmony with and serves the general intent and purpose of the LDC and the Comprehensive Plan (refer to Section 1.02.02 and 1.02.03 of the LDC for description of intent/purpose).
  - a. The requested variance to install a building wall sign on the Park Place Student Apartments aligns with and serves the general intent and purpose of the Land Development Code (LDC) and the Comprehensive Plan by promoting safety, accessibility, and orderly development while respecting the community's character. The Comprehensive Plan and LDC emphasize the importance of public safety and clear navigation within the community. The proposed wall sign addresses visibility challenges unique to this property, particularly for eastbound traffic on Fletcher Avenue. By ensuring drivers can clearly locate the property, the variance supports safe traffic flow and minimizes potential confusion or accidents. The variance is carefully designed to meet the property's specific needs without adversely affecting nearby properties or their signage. This alignment with the LDC's principles of balance and equity demonstrates the proposed sign's compatibility with the overall planning framework.
5. Explain how the situation sought to be relieved by the variance does not result from an illegal act or result from the actions of the applicant, resulting in a self-imposed hardship.
  - a. By seeking relief through a variance, the applicant is addressing challenges inherent to the site and regulatory framework, not attempting to rectify a hardship of their own making. The variance being requested provides a reasonable solution to the site layout, obstruction/visibility, and regulatory difficulties unique positioned for this site alone. The request is a practical response to external conditions that impede visibility, safety, and functionality for the property.
6. Explain how allowing the variance will result in substantial justice being done, considering both the public benefits intended to be secured by the LDC and the individual hardships that will be suffered by a failure to grant a variance.
  - a. Granting the variance achieves a fair compromise by addressing the applicant's unique site challenges while upholding the intent of the LDC. The proposed

building wall sign is modest in scale (24 square feet), ensuring it meets the community's aesthetic standards while fulfilling a practical need for improved visibility and safety. This decision demonstrates fairness and practicality, achieving substantial justice for both the public and the applicant. Without the variance, the site's lack of effective signage on the primary south-facing elevation will continue to hinder visibility, particularly for eastbound traffic that must make U-turns at USF Magnolia Drive to access the property. This creates unnecessary difficulty for drivers, particularly during peak traffic times. Limited visibility may deter prospective residents or visitors, negatively impacting the property's operational success and its ability to serve the student community effectively. The LDC is designed to ensure orderly development, protect public safety, and promote effective signage that enhances community aesthetics and functionality. Approving the variance for a building wall sign aligns with these goals.



This instrument prepared by & return to:  
Name: W. Crit Smith, Esq.  
Susan S. Thompson, Esq.  
Frank S. Shaw, III, Esq.  
Address: Fourth Floor, 3520 Thomasville Rd.  
Tallahassee, Florida 32309

Parcel I.D. #:

2021 2054 ANH

SPACE ABOVE THIS LINE FOR PROCESSING DATA

SPACE ABOVE THIS LINE FOR RECORDING DATA

**THIS WARRANTY DEED** Made the 27 day of July A.D. 2021, by CD/PARK7 TAMPA OWNER LLC, a Delaware limited liability company, hereinafter called the grantor, to MDL TAMPA OWNER LLC, a Delaware limited liability company, having its principal place of business at 461 Park Avenue South, Floor 4, New York, NY 10016 hereinafter called the grantee:

(Wherever used herein the terms "grantor" and "grantee" include all the parties to this instrument, singular and plural, and the heirs, legal representatives and assigns of individuals, and the successors and assigns of corporations.)

**Witnesseth:** That the grantor, for and in consideration of the sum of \$10.00 and other valuable consideration, receipt whereof is hereby acknowledged, does hereby grant, bargain, sell, alien, remise, release, convey and confirm unto the grantee all that certain land situate in Hillsborough County, State of Florida, viz:

SEE EXHIBIT "A" ATTACHED HERETO AND BY REFERENCE MADE A PART HEREOF.

Subject to taxes for the year 2021 and subsequent years, restrictions, reservations, covenants and easements of record, if any.

**Together** with all the tenements, hereditaments and appurtenances thereto belonging or in anywise appertaining. **To Have and to Hold** the same in fee simple forever.

**And** the grantor hereby covenants with said grantee that it is lawfully seized of said land in fee simple; that it has good right and lawful authority to sell and convey said land, and hereby fully warrants the title to said land and will defend the same against the lawful claims of all persons whomsoever, and that said land is free of all encumbrances, except taxes accruing subsequent to December 31, 2020.

**In Witness Whereof**, the said grantor has caused these presents to be executed in its name and its corporate seal to be hereunto affixed by its proper officers thereunto duly authorized, the day and year first above written.

Signed, sealed and delivered in the presence of:

[Signature]  
Witness Signature

BEEVAN SAVABI  
Printed Name

[Signature]  
Witness Signature

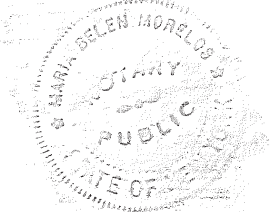
Maria Belen Morelos  
Printed Name

State of New York  
County of New York

I hereby Certify that on this day, before me, an officer duly authorized to administer oaths and take acknowledgements, personally appeared Anthony Feyock known to me to be the Auth. Signatory of CD/PARK TAMPA OWNER LLC, the limited liability company in whose name the foregoing instrument was executed and that he/she acknowledged executing the same for such corporation, freely and voluntarily, under authority duly vested in them by said corporation, and that the seal affixed thereto is the true corporate seal of said corporation, that I relied upon the following form of identification of the above-named person: personally known as identification and that an oath was not taken. He/she signed in my physical presence.

Witness my hand and official seal in the County and State last aforesaid this 22 day of July A.D. 2021

\_\_\_\_\_  
Notary Public Rubber Stamp Seal



CD/PARK7 TAMPA OWNER LLC

By: [Signature] L.S.  
Printed Name: Anthony Feyock  
Title: Authorized Signatory

Address:  
461 Park Avenue South, Floor 4  
New York, NY 10016

[Signature]  
Notary Signature

Printed Notary Signature  
MARIA BELEN MORELOS  
NOTARY PUBLIC-STATE OF NEW YORK  
No. 01MO6293650  
Qualified in Kings County  
My Commission Expires 12-16-2021

EXHIBIT "A"

A tract in the Southwest ¼ of the Southeast ¼ of the Southeast ¼ of Section 5, Township 28 South, Range 19 East, Hillsborough County, Florida, described as follows:

From the Southeast corner of said Southwest ¼ of the Southeast ¼ of the Southeast ¼ of Section 5, run North 0°00'15" East along the East boundary of said Southwest ¼ of the Southeast ¼ of the Southeast ¼ of Section 5 a distance of 50.0 feet; run thence North 89°38'45" West, parallel to the South boundary of said Southwest ¼ of the Southeast ¼ of the Southeast ¼ of Section 5, and along the North right-of-way line of Fletcher Avenue, a distance of 172.8 feet to a Point of Beginning; From said Point of Beginning, run North 0°00'15" East, parallel to the East boundary of said Southwest ¼ of the Southeast ¼ of the Southeast ¼ of Section 5, a distance of 620.37 feet to a point on the North boundary of said Southwest ¼ of the Southeast ¼ of the Southeast ¼ of Section 5; run thence North 89°39'00" West along said North boundary of the Southwest ¼ of the Southeast ¼ of the Southeast ¼ of Section 5 a distance of 320.0 feet; run thence South 0°00'15" West, parallel to the East boundary of said Southwest ¼ of the Southeast ¼ of the Southeast ¼ of Section 5, a distance of 620.32 feet to a point on the North right-of-way line of Fletcher Avenue; run thence South 89°38'45" East along said North right-of-way line a distance of 320.0 feet to the Point of Beginning.

Being more particularly described by recent survey as follows:

A parcel of land lying within the Southeast ¼ of Section 5, Township 28 South, Range 18 East, Hillsborough County, Florida and being more particularly described as follows:

Commence at the Southeast corner of the Southeast ¼ of said Section 5: thence N.89 degrees 44'33"W., on the South line of the Southeast ¼ of said Section 5, a distance of 838.01 feet; thence N.00 degrees 03'58"W., departing the South line of the Southeast ¼ of said Section 5, a distance of 49.94 feet to a point on the North right of way line of Fletcher Avenue and the Point of Beginning thence N.89 degrees 44'33"W., on the North right of way line of said Fletcher Avenue, a distance of 320.05 feet; thence N.00 degrees 03'38"W., departing the North right of way line of said Fletcher Avenue, a distance of 619.92 feet; thence S.89 degrees 45'11"E., a distance of 319.99 feet; thence S.00 degrees 03'58"E., a distance of 619.98 feet to the Point of Beginning.



**Hillsborough  
County Florid**  
Development Services

# Property/Applicant/Owner Information Form

### Official Use Only

Application No: 25-0209 Intake Date: 11/27/2024  
Hearing(s) and type: Date: 01/21/2025 Type: LUHO Receipt Number: 426059  
Date: \_\_\_\_\_ Type: \_\_\_\_\_ Intake Staff Signature: Alexandra Prado

### Property Information

Address: 3400 E FLETCHER AVE City/State/Zip: Tampa, FL 33613  
TWN-RN-SEC: 05-28-19 Folio(s): 034976-0000 Zoning: PD Future Land Use: OC-20 Property Size: 4.55 acres

### Property Owner Information

Name: MDL TAMPA OWNER LLC Daytime Phone: 212-481-1820  
Address: 461 PARK AVE S FL 4TH City/State/Zip: NEW YORK, NY 10016-7579  
Email: psmith@park7group.com Fax Number: 646-349-3155

### Applicant Information

Name: Addie Mentry Daytime Phone: 727.614.1680  
Address: PO Box 332 City/State/Zip: Odessa, FL 33556  
Email: amentry@amluconsulting.com Fax Number: N/A

### Applicant's Representative (if different than above)

Name: \_\_\_\_\_ Daytime Phone: \_\_\_\_\_  
Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_  
Email: \_\_\_\_\_ Fax Number: \_\_\_\_\_

I hereby swear or affirm that all the information provided in the submitted application packet is true and accurate, to the best of my knowledge, and authorize the representative listed above to act on my behalf on this application.

Addie Mentry  
Signature of the Applicant

Addie Mentry

Type or print name

I hereby authorize the processing of this application and recognize that the final action taken on this petition shall be binding to the property as well as to the current and any future owners.

Anthony Fejock  
Signature of the Owner(s) - (All parties on the deed must sign)

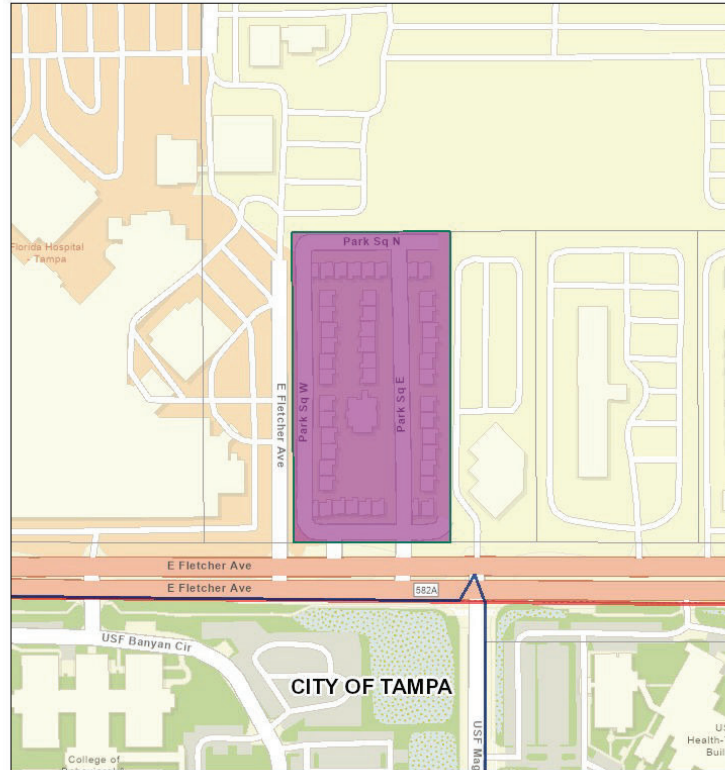
Anthony Fejock  
Type or print name



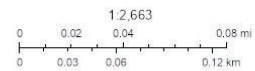
# PARCEL INFORMATION HILLSBOROUGH COUNTY FLORIDA

Jurisdiction	Unincorporated County
Zoning Category	Planned Development
Zoning	PD
Description	Planned Development
RZ	18-1057
Flood Zone:AE	BFE = 39.5 ft
Flood Zone:X	AREA OF MINIMAL FLOOD HAZARD
FIRM Panel	0210H
FIRM Panel	12057C0210H
Suffix	H
Effective Date	Thu Aug 28 2008
Pre 2008 Flood Zone	X
Pre 2008 Firm Panel	1201120210E
County Wide Planning Area	University Area Community
Community Base Planning Area	University Area Community
Planned Development	PD
Re-zoning	18-1057
Note	null
Minor Changes	null
Major Modifications	null
Personal Appearances	null
Census Data	Tract: 010813 Block: 3002
Census Data	Tract: 010813 Block: 3001
Census Data	Tract: 010813 Block: 3000
Future Landuse	OC-20
Urban Service Area	TSA
Waste Water Interlocal	City of Tampa Waste Water
Water Interlocal	City of Tampa Water
Mobility Assessment District	Urban
Mobility Benefit District	1
Fire Impact Fee	Northwest
Parks/Schools Impact Fee	NORTHEAST
ROW/Transportation Impact Fee	ZONE 1
Wind Borne Debris Area	Outside 140 MPH Area
Competitive Sites	NO
Redevelopment Area	University Redevelopment Area

Folio: 34976.0000



November 26, 2024



Sources: Esri, TomTom, Garmin, FAD, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community, EGIS

Hillsborough County Florida

**Folio: 34976.0000**  
**PIN: U-05-28-19-ZZZ-000001-26790.0**  
**Mdl Tampa Owner Llc**  
**Mailing Address:**  
 461 Park Ave S Fl 4th  
 null  
 New York, Ny 10016-7579  
**Site Address:**  
 3400 E Fletcher Ave  
 Tampa, Fl 33613  
**SEC-TWN-RNG: 05-28-19**  
**Acreage: 4.6555**  
**Market Value: \$51,311,319.00**  
**Landuse Code: 0396 MULTI-FAMILY**

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1. Any error, omissions, or inaccuracies in the information provided regardless of how caused.
- Or
2. Any decision made or action taken or not taken by any person in reliance upon any information or data furnished hereunder.