

Variance Application:

VAR 25-1422

LUHO Hearing Date:

November 17, 2025

Case Reviewer:

Michelle Montalbano

**Hillsborough
County** Florida

Development Services Department

Applicant: Gina Penny

Zoning: PD 03-0424 (PRS 24-0755)

Address/Location: 10425 Gibsonton Dr, Riverview, FL; Parcel Folio # 76621.0120

Request Summary:

The applicant is requesting a variance to permit a proposed wall sign on a building frontage which exceeds the maximum aggregate sign area allowed.

Requested Variances:

LDC Section:	LDC Requirement:	Variance:	Result:
7.03.00.A.2.a	The maximum building sign area for each premises, and in the case of multi-occupancy buildings, each unit, shall be permitted to display building sign(s), the aggregate sign area of which cannot exceed 1.25 feet per each linear foot of building frontage facing a public street or parking lot, but in no event more than 200 square feet of aggregate sign area. The northern building elevation has a frontage of approximately 500 linear feet.	232.6 square feet	An aggregate sign area of 432.6 square feet on the northern building elevation.

Findings:

The applicant is requesting to install the 328.2 square foot "Lowe's" sign. The "Garden Center" and "Indoor Lumber Yard" signs are existing signage proposed to remain on the same building elevation.

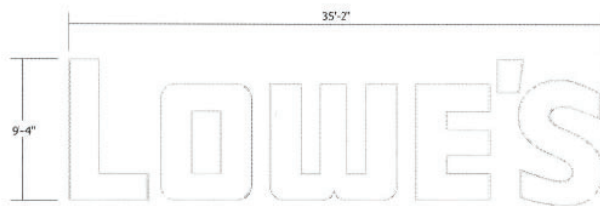
The property received a Master Sign Plan approval in 2004 (MSP#115) for the original building signage. Master Sign Plan program has since been removed from the Land Development Code. Therefore, the decision is no longer regulatory and new sign permits must adhere to the current code standards.

Zoning Administrator Sign Off:Colleen Marshall
Mon Nov 3 2025 12:20:48

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



1 9'-4" LOWE'S Channel Letters Set
Scale: 1/4" = 1'-0"

SCOPE OF WORK

Remove and dispose of existing channel letters from elevation.
Manufacture and install set of internally illuminated Channel Letters.

COLOR SCHEDULE

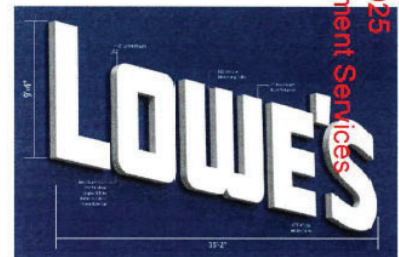
- ☐ FACES: 7328 White
- ☐ METAL RETAINERS: Gloss White Enamel
- ☐ METAL RETURNS: Gloss White

SQUARE FOOTAGE

Existing Square Footage = 349.0 Sq Ft
Proposed Square Footage = 328.2 Sq Ft

SPECIFICATION

- All letters constructed of aluminum: .080 backs, .063 pre-finished (Super White interior / Gloss White exterior).
- Letters internally re-inforced by break-formed .063 aluminum Gussets.
- All letter faces of: 177 SG 05, 7328 White.
- Faces held in place with: 125 x 1" (face) x 2" aluminum retainers.
- Internal illumination by white 24V SloanLED Prism or GE modules (71006). All wiring UL approved.
- Letters installed flush to exterior fascia via 3/8" Eye-Nuts and 3/8" thru-bolt thru 2" x 10" wood blocking (by GIC) behind fascia.



EXISTING CONDITIONS



PROPOSED SIGNAGE



National Headquarters: 1077 West Blue Heron Blvd
West Palm Beach, Florida 33404
408.772.7832
www.atlasblw.com

Revisions:

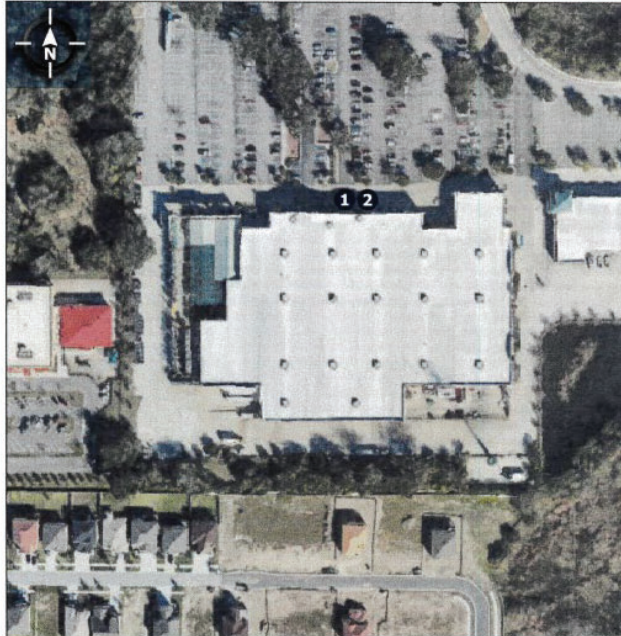
1		
2		
3		
4		
5		

S01

Prepared by: Angelique S. Address: 10425 Gibsonton Dr - (#1911)
Drawn by: TD City: Riverview, FL
Date: 2/12/2025 Drawing Number: 210533-S01

Received
09-17-2025
Development Services

SURVEY/SITE PLAN



LOWE'S
1 Flush Mounted Channel Letters

LOWE'S
2 Temporary Banner for Storefront Elevation

id
025
ment Services



National Headquarters: 1077 West Blue Heron Blvd
West Palm Beach, Florida 33404
600.772.7832
www.atlas2014.com

Revisions:

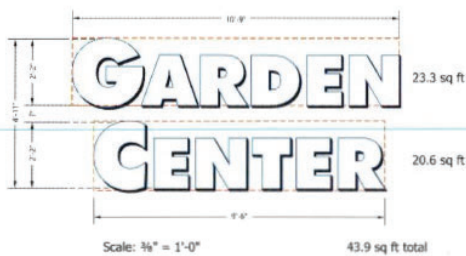
1	11/17/2025	11/17/2025
2	11/17/2025	11/17/2025
3	11/17/2025	11/17/2025
4	11/17/2025	11/17/2025
5	11/17/2025	11/17/2025

SP

PM: Angelique S.
Owner: TD
Date: 2/12/2025

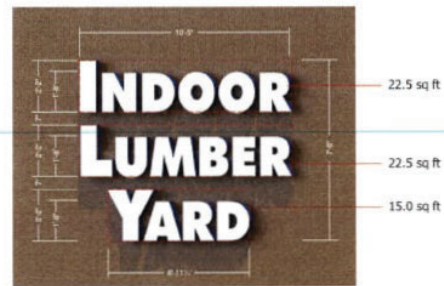
Address: 10425 Gibsonton Dr - (#1911)
City/State: Riverview, FL
Drawing Number: 210533-SP

SURVEY/SITE PLAN

25-1422
RCVD
10-1-25

43.9 sq ft total

43.9 sq ft total	200.0 sq ft allowed
60.0 sq ft total	103.9 sq ft total
103.9 sq ft total	96.1 sq ft remaining



Scale: 1/4" = 1'-0"



National Headquarters: 1077 West Blue Heron Blvd.
West Palm Beach, Florida 33404
800.772.7932
www.atlasblw.com

Revised:
4/14/2025 revised SPS to 1'-10"
4/16/2025 revised SPS to 4'-0"

EXIST

Prepared By: Angelique S.
Drawn By: TD
Date: 2/12/2025

Address: 10425 Gibsonton Dr. - (#1911)
City/State: Riverview, FL
Drawing Number: 210533-EXIST

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25-1422
RCVD
10-1-25

Received By:

02/2022



**Hillsborough
County Florida**
Development Services

Identification of Sensitive/Protected Information and Acknowledgement of Public Records

Pursuant to [Chapter 119 Florida Statutes](#), all information submitted to Development Services is considered public record and open to inspection by the public. Certain information may be considered sensitive or protected information which may be excluded from this provision. Sensitive/protected information may include, but is not limited to, documents such as medical records, income tax returns, death certificates, bank statements, and documents containing social security numbers.

While all efforts will be taken to ensure the security of protected information, certain specified information, such as addresses of exempt parcels, may need to be disclosed as part of the public hearing process for select applications. If your application requires a public hearing and contains sensitive/protected information, please contact [Hillsborough County Development Services](#) to determine what information will need to be disclosed as part of the public hearing process.

Additionally, parcels exempt under [Florida Statutes §119.071\(4\)](#) will need to contact [Hillsborough County Development Services](#) to obtain a release of exempt parcel information.

Are you seeking an exemption from public disclosure of selected information submitted with your application pursuant to Chapter 119 FS? ☐ Yes ☐ No

I hereby confirm that the material submitted with application

VAR 25-1422



Includes sensitive and/or protected information.

Type of information included and location



Does not include sensitive and/or protected information.

Please note: Sensitive/protected information will not be accepted/requested unless it is required for the processing of the application.

If an exemption is being sought, the request will be reviewed to determine if the applicant can be processed with the data being held from public view. Also, by signing this form I acknowledge that any and all information in the submittal will become public information if not required by law to be protected.

Signature: _____

(Must be signed by applicant or authorized representative)

Intake Staff Signature: _____

Date: _____



Additional / Revised Information Sheet

25-1422
RCVD
10-1-25

Please indicate below which revised/additional items are being submitted with this form.

Included	Submittal Item
1 ☐	Cover Letter** If adding or removing land from the project site, the final list of folios must be included
2 ☒	Revised Application Form**
3 ☐	Copy of Current Deed* Must be provided for any new folio(s) being added
4 ☐	Affidavit to Authorize Agent* (If Applicable) Must be provided for any new folio(s) being added
5 ☐	Sunbiz Form* (If Applicable) Must be provided for any new folio(s) being added
6 ☐	Property Information Sheet**
7 ☐	Legal Description of the Subject Site**
8 ☐	Close Proximity Property Owners List**
9 ☐	Site Plan** All changes on the site plan must be listed in detail in the Cover Letter.
10 ☐	Survey
11 ☐	Wet Zone Survey
12 ☐	General Development Plan
13 ☒	Project Description/Written Statement
14 ☐	Design Exception and Administrative Variance requests/approvals
15 ☐	Variance Criteria Response
16 ☐	Copy of Code Enforcement or Building Violation
17 ☐	Transportation Analysis
18 ☐	Sign-off form
19 ☒	Other Documents (please describe): Elevation page showing the existing signs to remain.

*Revised documents required when adding land to the project site. Other revised documents may be requested by the planner reviewing the application.

+Required documents required when removing land from the project site. Other revised documents may be requested by the planner reviewing the application.



**Hillsborough
County Florida**
Development Services

Application No: _____

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 a wall sign over the allowed 200 square feet. Our request is to replace the existing LOWE'S sign that is 349 sq.ft. with a new updated sign at 328.2 square feet. There are existing wall signs that total 103.9 square feet this brings the total requested wall sign area to 432.6 square feet making this a request for an additional 232.6 square feet.

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

Article VII - SIGNS - PART 7.03.00.A.2.

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



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?

Lowe's has around 500 linear feet of frontage and sits back over 700 feet from the roadway.

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.

We are proposing a sign that is placed proportional to the large Lowe's building frontage. Code allows 1.1/4 square feet per linear foot of building frontage not to exceed 200 sq. ft. Other retail facilities do not have the building frontage Lowes has, so they would be able to affectively brand the smaller building. The building area to sign area ratio are better suited for smaller retail buildngs it does not allow additional square footage bonus for building of this size.

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.

The existing Lowe's wall sign is larger than what we are proposing and has not interfered with the rights of the surrounding properties.

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).

The proposed sign is smaller than the existing sign. The sign is centered on the facade proportionally and is aesthetically pleasing.

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.

The original sign was permitted and approved at 349 square feet and sits on the facade evenly and proportionally. The request for a variance is to allow a new sign close to the size of the existing sign.

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.

The granting of this variance will allow Lowed to continue efficiently branding this building. It will make the building easier to locate and will look more appealing than the sign size they are allowed by code.

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This instrument was prepared by
and should be returned to:
R. James Robbins, Jr., Esq.
Hill, Ward & Henderson, P.A.
Bank of America, Suite 3700
101 East Kennedy Boulevard
Tampa, Florida 33602

INSTR # 2004502741

O BK 14537 PG 0071

Pgs 0071 - 73: (3pgs)

RECORDED 12/29/2004 12:38:16 PM
CLERK OF COURT
HILLSBOROUGH COUNTY
DOC TAX PD(F.S.201.02) 35,000.00
DEPUTY CLERK V Beery

SPECIAL WARRANTY DEED

THIS SPECIAL WARRANTY DEED is made to be effective as of the ___ day of December, 2004, by and between TC RIVERVIEW, LLC, a Florida limited liability company, f/k/a LMC Riverview, LLC, a Florida limited liability company, as successor by merger to LMC Riverview, Inc., a Florida corporation, whose mailing address is 33 East Wall Street, Frostproof, Florida 33843 (hereinafter referred to as the "Grantor"), and LOWE'S HOME CENTERS, INC., a North Carolina corporation, whose mailing address is 1605 Curtis Bridge Road, Wilkesboro, North Carolina 28697, and whose Federal Tax Identification Number is 56-0748358 (hereinafter referred to as the "Grantee").

WITNESSETH:

The Grantor, for and in consideration of the sum of Ten and No/100ths Dollars (\$10.00) and other good and valuable considerations, the receipt and sufficiency of which are hereby acknowledged, hereby grants, bargains, sells, aliens, remises, releases, conveys and confirms unto the Grantee, its successors and assigns, all that certain land situated in Hillsborough County, Florida, more fully described as follows (the "Property"):

See Exhibit A attached hereto and incorporated herein by reference, which land is subject to those matters set forth on Exhibit B attached hereto and incorporated by reference herein.

Property Appraiser's Tax Folio Nos. 076621-0120

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.

The Grantor does hereby covenant with the Grantee that the Grantor (i) is lawfully seized of the Property in fee simple, (ii) that the Grantor has good right and lawful authority to sell and convey the Property, (iii) that it fully warrants the title to the Property and will defend the same against the lawful claims of all persons whomsoever claiming by, through or under the Grantor but against none other, subject, however, to the matters set forth on Exhibit B attached hereto. Except for the special warranty of title made in this deed of conveyance, the Grantor makes no other representations, warranties or covenants herein and hereby expressly disclaims all implied representations, warranties and covenants, whether arising by operation of law, by statute or otherwise.

Katz, Barron Squitiero, Faust
2699 S. Bayshore Dr 7th FL ✓
Miami FL 33133 E

BEST IMAGES AVAILABLE

IN WITNESS WHEREOF, the Grantor has caused this instrument to be executed the day and year first above written.

Signed, sealed and delivered
in the presence of:

TC RIVERVIEW, LLC, a Florida limited liability
company

Norma L. Rogers
Print Name: NORMA L. ROGERS

Ruth N. Stark
Print Name: Ruth N. Stark

By: RIVERVIEW TOWNCENTRE, INC.,
a Florida corporation, its sole
member

By: F. Hood Craddock
F. Hood Craddock, Vice President

(Corporate Seal)

STATE OF FLORIDA
COUNTY OF POLK

The foregoing instrument was acknowledged before me this 10th day of December, 2004, by F. Hood Craddock, as Vice President of Riverview Towncentre, Inc., a Florida corporation, on behalf of the corporation and as sole member of TC RIVERVIEW, LLC, a Florida limited liability company, on behalf of the company. He is personally known to me or has produced _____ as identification.



NORMA C. CANNON
MY COMMISSION # DD 190743
EXPIRES: March 28, 2007
Bonded Thru Budget Notary Services

Norma C. Cannon
Notary Public

(Type, Print or Stamp Name)

My Commission Expires: _____



**Hillsborough
County Florida**
Development Services

Property/Applicant/Owner Information Form

Official Use Only

Application No: 25-1422

Hearing(s) and type: Date: 11/17/2025

Date: _____

Type: LUHO

Type: _____

Intake Date: 09/17/2025

Receipt Number: 519312

Intake Staff Signature: Julie Boatright

Property Information

Address: 10425 Gibsonton Dr. City/State/Zip: Riverview, FL.
Riverview Towncenter Platted Subdivision Lot 10 SMU-6
TWN-RN-SEC: 30-20-20 Folio(s) 076621-0120 Zoning: PD Future Land Use: & OC-20 Property Size: 14.73 acres

Property Owner Information

Name: LOWE'S HOME CENTERS LLC Daytime Phone 860 805-3989
Address: 1000 LOWES BLVD City/State/Zip: MOORESVILLE, NC 28117-8520
Email: Richard.J.Goodman@Lowes.com Fax Number _____

Applicant Information

Name: Gina Penney Daytime Phone 561-720-6936
Address: 1077 W. Blue Heron Blvd. City/State/Zip: West Palm Beach, FL. 33404
Email: gina.p@atlasbtw.com Fax Number 561-863-4294

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.

Gina Penney
Signature of the Applicant

Gina Penney

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.

Richard Goodman
Signature of the Owner(s) - (All parties on the deed must sign)

Richard Goodman

Type or print name



**Hillsborough
County Florida**
Development Services

Submittal Requirements for Applications Requiring Public Hearings

Official Use Only

Application No: 25-1422

Hearing(s) and type: Date: 11/17/2025

Date: _____

Type: LUHO

Type: _____

Intake Date: 09/17/2025

Receipt Number: 519312

Intake Staff Signature: Julie Boatright

Applicant/Representative: Gins Penney

Phone: 561-720-6936

Representative's Email: gina.p@atlasbtw.com

The following information is used by reviewing agencies for their comments and should remain constant, with very few exceptions, throughout the review process. Additional reviews, such as legal description accuracy, compatibility of uses, agency reviews, etc., will still be conducted separately and may require additional revisions.

The following ownership information must be provided and will be verified upon submission initial submittal. If you are viewing this form electronically, you may click on each underlined item for additional information.

Part A: Property Information & Owner Authorization Requirements

Included	N/A	Requirements
1	☒	☐ <u>Property/Applicant/Owner Information Form</u>
2	☒	☐ <u>Affidavit(s) to Authorize Agent</u> (if applicable) NOTE: All property owners must sign either the Application form or the Affidavit to Authorize Agent. If property is owned by a corporation, submit the Sunbiz information indicating that you are authorized to sign the application and/or affidavit.
3	☒	☐ <u>Sunbiz Form</u> (if applicable). This can be obtained at Sunbiz.org .
4	☒	☐ <u>Property/Project Information Sheet</u> All information must be completed for each folio included in the request.
5	☒	☐ <u>Identification of Sensitive/Protected Information and Acknowledgement of Public Records</u>
6	☒	☐ <u>Copy of Current Recorded Deed(s)</u>
7	☒	☐ <u>Close Proximity Property Owners List</u>
8	☒	☐ <u>Legal Description</u> for the subject site
9	☐	☒ <u>Copy of Code Enforcement/Building Code Violation(s)</u> (if applicable)
10	☐	☒ <u>Fastrack Approval</u> (if applicable)

Additional application-specific requirements are listed in Part B.



Specific Submittal Requirements for Variances

This section provides information on items that must be addressed/submitted for a Special use - Land Excavation permit and will be subsequently reviewed when the application is assigned to a planner. Where certain information does not apply to a project, a notation shall appear on the plan stating the reason, for example, "No existing water bodies within project." Additionally, the explanations and justifications for when certain information does not apply to the project shall be included in the Narrative. If Hillsborough County determines the submitted plan lacks required information, the application shall not proceed to hearing as provided for in Section 6.2.1.1.A. Additionally, the required information is only the minimum necessary to schedule an application for hearing and Hillsborough County reserves the right to request additional information during review of the application.

If you are viewing this form electronically, you may click on each underlined item for additional information.

For any items marked N/A, justification must be provided as to why the item is not included.

Part B: Project Information

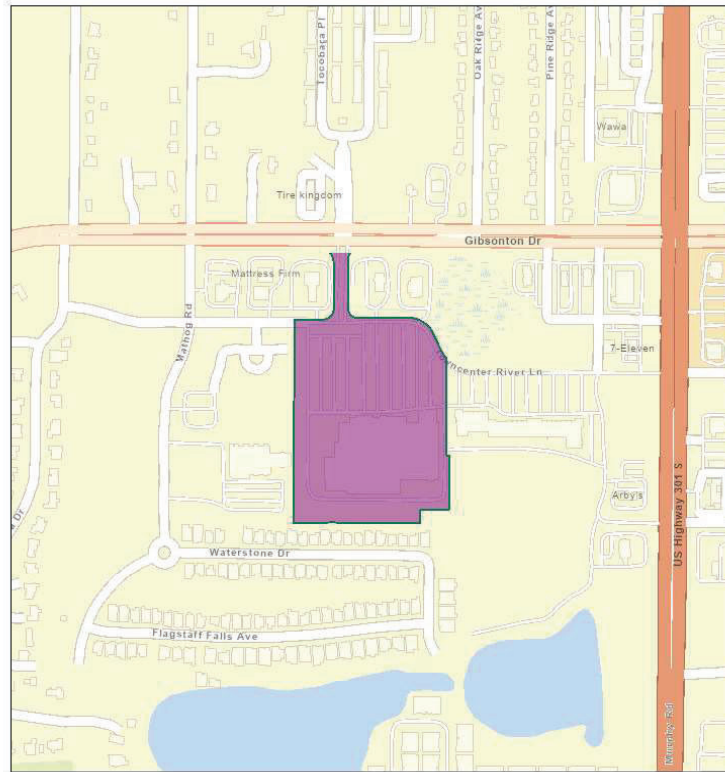
Additional Submittal Requirements for a Variance

- 1  Project Description/Written Statement of the Variance Request
- 2  Variance Criteria Response
- 3  Attachment A (if applicable)
- 4  Survey/Site Plan
- 5  Supplemental Information (optional/if applicable)



PARCEL INFORMATION HILLSBOROUGH COUNTY FLORIDA

Folio: 76621.0120



September 16, 2025

1:5,868
0 0.04 0.08 0.17 mi
0 0.05 0.1 0.2 km

ESRI Community Maps contributors, University of South Florida, City of Tampa, FDOT, OpenStreetMap, Microsoft, Esri, TomTom, Garmin, SatGrid, GeoTechnologies, Inc., METANAS, USGS, EPA, NPS, US Census Bureau, USDA, USFWS, EGIS

Hillsborough County Florida

Jurisdiction	Unincorporated County
Zoning Category	Planned Development
Zoning	PD
Description	Planned Development
RZ	03-0424
Flood Zone:X	AREA OF MINIMAL FLOOD HAZARD
FIRM Panel	0502H
FIRM Panel	12057C0502H
Suffix	H
Effective Date	Thu Aug 28 2008
Pre 2008 Flood Zone	X
Pre 2008 Firm Panel	1201120502B
County Wide Planning Area	Riverview
Community Base Planning Area	SouthShore
Community Base Planning Area	Riverview
Planned Development	PD
Re-zoning	null
Note	OLD RZ 98-1274
Minor Changes	null
Major Modifications	08-1058
Personal Appearances	05-1938, 16-0554, 24-0755
Census Data	Tract: 013806 Block: 1000
Future Landuse	SMU-6
Future Landuse	OC-20
Urban Service Area	USA
Mobility Assessment District	Urban
Mobility Benefit District	4
Fire Impact Fee	South
Parks/Schools Impact Fee	CENTRAL
ROW/Transportation Impact Fee	ZONE 8
Wind Borne Debris Area	140 MPH Area
Competitive Sites	NO
Redevelopment Area	NO

Folio: 76621.0120
PIN: U-20-30-20-76X-000000-00010.0

Lowe's Home Centers Inc

Mailing Address:

Attn: Tax Dept
1000 Lowes Blvd
Mooresville, Nc 28117-8520

Site Address:

10425 Gibsonton Dr
Riverview, FL 33578
SEC-TWN-RNG: 20-30-20

Acreage: 14.66

Market Value: \$9,829,700.00

Landuse Code: 1320 STORE/SHP CENTE

Hillsborough County makes no warranty, representation or guaranty as to the content, sequence, accuracy, timeliness, or completeness of any of the geodata information provided herein. The reader should not rely on the data provided herein for any reason. Hillsborough County explicitly disclaims any representations and warranties, including, without limitations, the implied warranties of merchantability and fitness for a particular purpose. Hillsborough County shall assume no liability for:

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