



VARIANCE PETITION
CITY OF LABELLE, FLORIDA

Date Received _____
File Number: VAR 202 -

Petitioner (applicant name): RaceTrac
Petitioner Address: 200 Galleria Parkway SE, Suite 900, Atlanta, GA 30339
Telephone#: 770.431.7600 E-mail: erho@racetrac.com

Agent for Petitioner (if applicable): Gina Penney
Address of Agent: 1077 W. Blue Heron Blvd. West Palm Beach, FL. 33404
Telephone#: 561-720-6936 E-mail: gina.p@atlasbtw.com

Address/Location of Subject Property: 1860 W. Hickpochee Ave. Labelle, Fl.

Legal Description of Property Involved:

BEG SE COR OF NW 1/4 OF NW 1/4 OF SEC 18-S 00 DEG 57M 57S E 541.73 FT TO
N RWY SR 80-S 50 DEG 19M 03S W 359.27 FT TO POB-CONT S 50 DEG 19M 03S W
17 FT-N 39 DEG 40M 10S W 50 FT-N 50 DEG 19M 03S E 10.45 FT-N 39 DEG 40M 57S
W 261.93 FT-S 50 DEG 19M 0

Existing Zoning: _____ Total Acreage/Square Footage of Subject Property: 6.78 acres

Current Use of Land: Vacant Commercial

Appeal from Section 4-87.6 (1) A. and B. of the Comprehensive Development Code,
which requires Pole signs to be prohibited and limits the sign height to 10'

Findings required. Before making a finding on an application for a variance, the City Commission shall first determine that the proposed variation in the application of this code:

- (a) Unique or peculiar conditions or circumstances exist, which relate to the location, size, and characteristics of the land or structure involved, and are not generally applicable to other lands or structures in the same district.
- (b) The strict and literal enforcement of the zoning section of the land development regulations would create an undue hardship as distinguished from a mere inconvenience on the property owners. Physical handicaps or disabilities of the applicant and other considerations may be considered where relevant to the request.
- (c) The granting of a variance would not be injurious to or incompatible with contiguous uses, the surrounding neighborhood, or otherwise detrimental to the public welfare.
- (d) The condition giving rise to the requested variance has not been created by any person presently having an interest in the property and the conditions cannot reasonably be corrected or avoided by the applicant.
- (e) The requested variance is the minimum modification of the regulation at issue that will afford relief.
- (f) The variance granted will not confer on the applicant any special privilege that is denied by these regulations to other lands, structures, or required improvements under similar conditions.

Summary of Facts

See attached Variance Narrative.

This image shows a full page of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. A thicker vertical margin line is present on the left side, creating a narrow left margin. The paper appears to be from a notebook or a standard ruled sheet.



national headquarters

1077 West Blue Heron Blvd.

West Palm Beach, FL 33404

800.772.7932

www.atlasbtw.com

June 11, 2026

Variance Findings Narrative

Request: Variance from Section 4-87.6(1)(A) and (B) of the City of LaBelle Land Development Regulations to permit a 20-foot-tall pole sign within the State Road 80 Overlay District for the proposed RaceTrac development located at 1860 W. Hickpochee Avenue, LaBelle, Florida.

Project Background

RaceTrac acquired the subject property located at 1860 W. Hickpochee Avenue with the understanding that a pole sign would be permitted as part of the development. During the sign permit review process, the proposed signage was initially reviewed, approved and permits were issued; however, it was later determined that the property falls within the State Road 80 Overlay District where pole signs are prohibited pursuant to Section 4-87.6(1)(A) and (B). As a result, RaceTrac is seeking a variance to allow the originally approved and permitted 20-foot pole sign.

(a) Unique or Peculiar Conditions or circumstances exist, which relate to the location, size, and characteristics of the land or structure involved, and are not generally applicable to other lands or structures in the same district.

The subject property is uniquely situated at the western gateway of the City of LaBelle along State Road 80. Although the property technically falls within the SR-80 Overlay District boundaries, it is not located within the downtown area that the overlay regulations were principally established to protect and enhance. The property is located at the beginning of the SR-80 corridor entering the City and functions as a highway-oriented commercial site serving regional travelers rather than a downtown business environment. As such, the visibility needs and operational characteristics of the site differ significantly from properties located within the traditional downtown core.

(b) The strict and literal enforcement of the zoning section of the land development regulations would create an undue hardship as distinguished from a mere inconvenience on the property owners. Physical handicaps or disabilities of the applicant and other considerations may be considered where relevant to the request.

Strict application of Section 4-87.6(1)(A) and (B) would create undue hardship by preventing RaceTrac from utilizing a sign type that was originally approved during the review process and reasonably relied upon during site planning and development. Additionally, because the site is located along a major state highway and outside the downtown environment the overlay district seeks to preserve, prohibiting a pole sign would significantly impair the visibility necessary for motorists to safely identify and access the site. The hardship is created by the property's unique location within the outer limits of the overlay district and not by any action of the applicant.

(c) The granting of a variance would not be injurious to or incompatible with contiguous uses, the surrounding neighborhood, or otherwise detrimental to the public welfare.

The proposed 20-foot pole sign will not be injurious to neighboring properties, incompatible with surrounding land uses, or detrimental to the public welfare. The sign is intended solely to provide business identification and fuel pricing information customary for convenience stores and fueling stations. The surrounding corridor is characterized by commercial development and highway-oriented uses. The proposed sign will be professionally designed, maintained, and scaled appropriately for the roadway environment while preserving traffic safety and neighborhood compatibility.

(d) The condition giving rise to the requested variance has not been created by any person presently having an interest in the property and the conditions cannot reasonably be corrected or avoided by the applicant.

The conditions giving rise to this variance request were not created by RaceTrac. The property's inclusion within the SR-80 Overlay District and the subsequent determination that pole signs are prohibited were pre-existing conditions beyond the applicant's control. Furthermore, the applicant proceeded with site design and development in reliance upon the City's initial review and approval of the proposed 20-foot pole sign, creating a reasonable expectation that the signage complied with applicable regulations. The requested variance results from the property's location within the overlay district and the interpretation of the applicable code provisions rather than any action of the current property owner. Accordingly, the condition necessitating the variance was not self-created and cannot reasonably be corrected or avoided by the applicant.

(e) The requested variance is the minimum modification of the regulation at issue that will afford relief.

The requested 20-foot pole sign represents the minimum variance necessary to provide effective visibility and identification for motorists traveling along State Road 80. The requested height has been limited to the minimum necessary to ensure safe and adequate recognition of the site while minimizing visual impacts. No additional sign area, height, or relief beyond what is necessary to achieve visibility is being requested.

(f) The variance granted will not confer on the applicant any special privilege that is denied by these regulations to other lands, structures, or required improvements under similar conditions.

Granting the requested variance will not confer a special privilege upon the applicant. Rather, it will provide reasonable relief for a property with unique visibility needs associated with its location on a major state highway. The request is consistent with the purpose of the variance process and will allow the property to function in a manner similar to other highway-oriented commercial developments serving the traveling public.

In Conclusion

The purpose of the State Road 80 Overlay District is to preserve and enhance the character and appearance of downtown LaBelle. While the subject property technically falls within the overlay boundary, it is located at the western gateway of the City along a major transportation corridor and does not share the same development context, pedestrian orientation, or historic character as properties located within the downtown core. The proposed RaceTrac development is a highway-oriented commercial use that relies on visibility and recognition by the traveling public.

The requested 20-foot pole sign is necessary to provide adequate site identification and safe decision-making for motorists traveling along State Road 80. The variance request results from unique site conditions and a prior approval upon which the applicant reasonably relied during project planning. Granting the variance will not adversely affect surrounding properties, impair the public welfare, or undermine the intent of the State Road 80 Overlay District. Rather, it will provide reasonable relief while allowing the property to function as intended and serve the needs of the traveling public.

Sincerely,

Gina Penney

Gina Penney | Director of Permitting

Atlas Sign Industries

P: 561-720-6936

E. gina.p@atlasbtw.com

Has a public hearing been held on this property in the past twenty-four months? No

If yes, application number or resolution number: _____

Is this hearing being requested as a result of a violation notice? No

If yes, to whom was the violation written? _____

NOTE: IF THE PETITIONER WISHES TO BE REPRESENTED BY AN AGENT, THE POWER OF ATTORNEY ON PAGE 4 MUST BE PROPERLY EXECUTED.

IF DRAWINGS PREPARED BY AN ARCHITECTURAL, ENGINEERING OR OTHER FIRM ARE SUBMITTED, THE FIRM MUST EXECUTE THE PERMISSION TO REPRODUCE ON PAGE 5.

LETTER OF AUTHORIZATION: TO BE SIGNED BY PROPERTY OWNER

ATTEST:

I/We, RaceTrac, Inc., being first duly sworn, depose and say that we/I are/am the owners of the property described herein and which is the subject matter of the proposed hearing; that all the answers to the questions in this application, all sketches, data, and other supplementary matter attached to and made a part of this application, are true and correct to the best of our knowledge and belief. We/I understand that the information requested on this application must be complete and accurate and that the content of this form, whether computer-generated or City printed shall not be altered.

As property owner I/We, RaceTrac, Inc. further authorize
Gina Penney to act as our/my representative in any matters regarding this
Petition.



(Signature of Property Owner)

Joseph H. Akers; Chief Legal Officer
Race Trac, Inc.

(Typed or Printed Name of Owner)

(Signature of Property Owner)

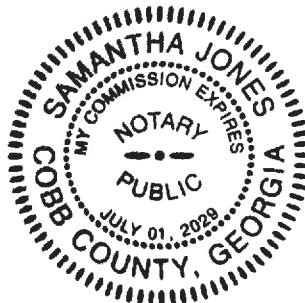
(Typed or Printed Name of Owner)

State of ~~Florida~~ Georgia

County of ~~Hendry~~ Cobb

The foregoing instrument was acknowledged before me this 15th day of June, 2026,

By Joseph Akers who is personally known to me or has produced as
identification.




(Signature of Notary Public – State of ~~Florida~~ Georgia)

Samantha Jones

(Print, Type, or Stamp Commissioned
Name of Notary Public)

PERMISSION TO REPRODUCE: TO BE COMPLETED BY ENGINEER

KNOW ALL MEN THAT I, Lisa Giordano (Title/Name), of the firm of RESPEC Company LLC, do hereby grant the City of LaBelle permission to reproduce all or a portion of all plans, drawings, etc., submitted in connection with the foregoing petition.

Lisa M. G

State of Florida

County of Hendry

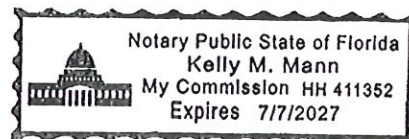
The foregoing instrument was acknowledged before me this 12th day of June, 2026,
By Lisa Giordano who is personally known to me or has produced as
identification.

Kelly M. Mann

(Signature of Notary Public – State of Florida)

Kelly M. Mann

(Print, Type, or Stamp Commissioned
Name of Notary Public)



Parcel Summary

Parcel ID	2 29 43 18 A00 0008.0000
Prop ID	61880
Location Address	1860 W HICKPOCHEE AVE LABELLE, FL 33935
Neighborhood/Area	COMMERCIAL LA BELLE (201000.00)
Subdivision	
Brief Legal Description*	BEG SE COR OF NW 1/4 OF NW 1/4 OF SEC 18-S 00 DEG 57M 57S E 541.73 FT TO N RWY SR 80-S 50 DEG 19M 03S W 359.27 FT TO POB-CONT S 50 DEG 19M 03S W 17 FT-N 39 DEG 40M 10S W 50 FT-N 50 DEG 19M 03S E 10.45 FT-N 39 DEG 40M 57S W 261.93 FT-S 50 DEG 19M 0
	(Note: *The Description above is not to be used on legal documents.)
Property Use Code	VACANT COMMERCIAL (1000)
Sec/Twp/Rng	18-43-29
Tax District	City of LaBelle (District 2)
Millage Rate	20.8461
Acreage	6.776
Homestead	N

[View Map](#)

Internal Info

Market Area 10

Owner Information

RACETRAC INC
200 GALLERIA PKWY SE STE 900
ATLANTA, GA 30339

Valuation

	2025 Certified Values	2024 Certified Values
Just Market Value	\$1,053,683	\$1,053,683
Land Value	\$1,053,683	\$0
Agricultural (Market) Value	\$0	\$1,053,683
Agricultural Classified Value	\$0	\$1,511
Improvement Value	\$0	\$0
Non School Assessed Value	\$1,053,683	\$1,511
School Assessed Value	\$1,053,683	\$1,511
Exempt Value	\$0	\$0
Non School Taxable Value	\$1,053,683	\$1,511
School Taxable Value	\$1,053,683	\$1,511
Save Our Homes Deferred	\$0	\$0
Non Save Our Homes Deferred	\$0	\$0

"Just (Market) Value" description - This is the value established by the Property Appraiser for ad valorem purposes. This value does not represent anticipated selling price.

Trim Notices

Property Record Cards

Tax Collector

Land Information

Land Use	Land Use Desc	Acres	Square Feet	Eff. Frontage	Depth	Zoning
1000	VACANT COMMERCIAL	6.78	295149.49	0	0	

Sales

Sales Date	Sale Price	Instrument	Book/Page	Qualification	Vacant/Improved	Grantor	Grantee
5/29/2024	\$750,000	SW	1077/1510	Unqualified (U)	Vacant	P & P LLC	RACETRAC INC