

Falls at Crescent Homes, LLC  
GPK SE, LLC  
GPK Sunrise, LLC  
Lynnway Armstrong, LLC  
MMH Development, LLC  
7380 W. Sand Lake Road, Suite 605  
Orlando, Florida 32819

June 2, 2026

**SENT VIA EMAIL [PlannerOnCall@polk-county.com](mailto:PlannerOnCall@polk-county.com)**

**Polk County Board of County Commissioners**

c/o Land Development Division  
330 W. Church Street  
Bartow, FL 33830

**Polk County Land Development Division**

Attn: Planner on Call  
Drawer GM03, P.O. Box 9005  
Bartow, FL 33831

**RE: Support for LDPD-2026-7 – U.S. Hwy 27 Retail Center Modification**

Dear Chair and Honorable Commissioners,

This letter is in regard to the upcoming public hearing scheduled for June 3, 2026, with respect to the above-referenced case number for the U.S. Hwy 27 Retail Center Modification (the “**Proposed Application**”). On behalf of **Lynnway Armstrong, LLC, GPK SE, LLC, GPK Sunrise, LLC, Falls at Crescent Homes, LLC** and **MMH Development, LLC** (the “**Companies**”), we respectfully submit this letter in **support** of the Proposed Application, a request to approve a Planned Development to modify an existing Conditional Use Permit for a large retail center with gas stations. The purpose of the Proposed Application is to modify a previously approved sign plan in the ECX district, allowing for an expansion to the previously approved sign variance for the Walmart/Sams Club monument sign with fuel readers, in addition to additional plaza and large monument signs.

The Companies **own several properties located in the vicinity of U.S. Highway 27**, including:

- East of US 27, located west of the subject project along Holly Hill Grove Road No. 2;
- East of US 27, located north of Minute Maid Ramp Road No. 1;
- East of US 27, located south of Minute Maid Ramp Road No. 1 and north of Holly Hill Grove No. 3;
- West of US 27, located south of Minute Maid Ramp Road No. 1; and
- West of US 27, located south of Crescent Road.

The properties are in various stages of entitlements and approvals, including several **mixed-use developments**, including multi-family residential, restaurant and retail development within close proximity to the site. As adjacent owners, the Companies are stakeholders in the community with a direct interest in the long-term success, functionality, and visual quality of the US 27 corridor. We have each carefully reviewed the Proposed Application and support approval.

We understand the request includes:

1. A reallocation of copy area between two previously approved freestanding signs; and
2. The addition of a fuel price reader integrated into one of the approved hybrid monument signs.

From both a neighboring property owner and active developer perspective, we find these modifications to be appropriate and beneficial for a number of reasons. The Proposed Application is minor in nature, focused on function, consistent and compatible with the other development in the vicinity. Moreover, the proposed conditions of approval include a commonsense allowance for minor deviations (of under 5%) to be approved by staff.

Specifically, we support the Proposed Application for the following reasons:

**1. No Increase in Overall Signage Intensity.**

The Proposed Application does not increase the total amount of signage permitted within the development, but instead reallocates previously approved sign area. The application ensures the overall visual impact remains consistent with what has already been reviewed and approved by the County, while improving efficiency in how that signage is utilized. The use of fewer, larger signs will be a major benefit to this rapidly growing corridor.

## 2. **Enhanced Corridor Functionality and Traffic Safety.**

As property owners within the vicinity of the U.S. 27 corridor, actively working to develop a number of mixed-use projects nearby, we recognize the importance of **clear, effective wayfinding** for both residents and visitors. The adjustment in sign copy will improve visibility and legibility for the signage, allowing motorists to make informed decisions in advance, which can reduce traffic congestion.

Additionally, the inclusion of a **fuel price reader** is an important and standard feature for gas stations, which will allow drivers to assess pricing prior to entering the site. This reduces unnecessary turning movements, hesitation, and internal circulation conflicts, supporting safer conditions along the corridor. Signage that supports efficient traffic decisions will better support the proposed development on both the east and west side of US 27.

## 3. **Consistency with Modern Commercial Development Standards.**

Fuel price readers and optimized sign layouts are standard elements of contemporary retail and mixed-use environments. The requested variance reflects **current market expectations** and contributes to the competitiveness and usability of the retail center, which in turn supports the overall vitality of the surrounding area.

## 4. **Common Sense Flexibility within Conditions of Approval.**

The Proposed Application includes a condition of approval which allows for staff level approval, without the need for a public hearing, for minor deviations of measurements up to five percent (5%) in area and height. It further permits movement within the right of way and changes to the individual tenants areas, so long as the overall area limits are respected. This condition is common sense and allows minor modifications to be approved at building permit level by staff, which support better use of public resources for such changes. The precise location of the signs could change due to site conditions which are not yet known. Moreover, the copy and area per tenant are likely to change throughout the life of the development. Support in this flexibility will allow for the long-term changes and success of the signage plan for the development.

## 5. **Compatibility with Adjacent Properties and Planned Development Pattern.**

The Proposed Application does not alter the approved land uses, site design, access, or intensity of the development. Additionally, the sign changes proposed reduce clutter with consolidation, which is more compatible with proposed development on surrounding properties, including our own mixed-use developments in the vicinity. Moreover, the application supports a more cohesive and functional commercial corridor rather than detracting from it.

**6. Support for Long-Term Economic Success of the Area.**

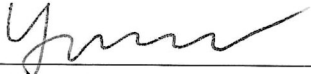
Well-functioning anchor retail developments are critical to the success of nearby properties. As both **landowners and developers in the immediate vicinity**, we support improvements that enhance operational efficiency, customer experience, and market viability. This request accomplishes those goals without introducing new impacts. For the last decade, Polk County development included rapid residential development. The Proposed Application encourages the type of commercial development along US 27 which these new and future Polk County residents will demand.

As requested, the Proposed Application represents a **minor, practical refinement to the previously approved sign plan** which improves signage effectiveness and site functionality while avoiding any adverse impacts. Accordingly, we respectfully urge the Board to **approve Application LDPD-2026-7**. Moreover, given the positive benefits outlined above and need for consistency throughout the US 27 corridor, we would appreciate support for future applications (including variances) made by landowners and future tenants of properties in proximity, to ensure successful signage accessibility.

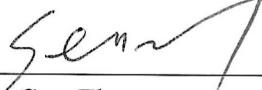
Thank you for your consideration.

Sincerely,

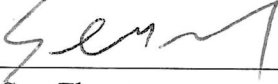
**Falls at Crescent Homes, LLC**

By:   
Name: Yilin Liu  
Title: Manager

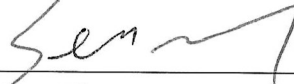
**GPK SE Holding, LLC**

By:   
Name: Sen Zhang  
Title: Manager

**GPK Sunrise, LLC**

By:   
Name: Sen Zhang  
Title: Manager

**Lynnway Armstrong, LLC**

By:   
Name: Sen Zhang  
Title: Manager

**MMH Development, LLC**

By:   
Name: Zhan Li  
Title: Manager

Cc: Erik Peterson, AICP, [erikpeterson@polkfl.gov](mailto:erikpeterson@polkfl.gov)