



# CONTINEO GROUP

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May 15, 2026  
Waffle House  
5986 Financial Drive  
Norcross, GA 30071

RE: Waffle House – Lakeland, FL (Level 3 Narrative)

Dear Polk County,

This letter serves as a narrative listing out items a through k in LDC Section 401.04.D.8, with brief descriptions outlining how each requirement is being met on-site, or justifying the hardship imposed upon the property through the adherence of certain items:

- A. Buildings within the TCX shall build to property lines rather than setback back from property lines as follows:
  - a. Build-to lines from roads (0-15 feet) – **The existence of an existing 50' force main easement, along with additional existing municipal sewer and storm sewer infrastructure makes this build-to requirement impractical.**
  - b. Side and Rear Build-to lines (none) – **The proposed Waffle House adheres to this requirement.**
- B. Impervious Surface Area Ratio (ISR) shall be 0.70 for all development within the TCX – **The proposed Waffle House development adheres to this requirement, with an ISR of 0.51.**
- C. Building design shall include the use of the following:
  - a. Developments shall have a consistent streetscape and architectural style. The first buildings to be constructed in the Town Center are expected to set the tone of the remaining building design. This may include various frontage types such as terraces, awnings, galleries, or arcades, etc. These terms are not strictly defined but are based on architectural standards of traditional downtowns (i.e., downtowns similar to historic areas of Tampa, Orlando, or Tallahassee) – **Waffle House does not object to this stipulation.**
  - b. At least 60 percent (%) of the parcel frontage on the rights-of-way of all roads and the Ft. Fraser Trail shall be lined with buildings – **Do to the elongated nature of the parcel being purchased by Waffle House, as well as the standard 1,900-sf Waffle House Footprint, lining 60% of the proposed parcel frontage is not practical for development of the parcel.**
  - c. Pedestrian shelters, awnings, roof overhangs, or other forms of shelter from the weather shall be incorporated along all building sides adjacent to pedestrian walkways; and – **Awnings are incorporated along the front face of the Waffle House building adjacent to the pedestrian walkway.**
  - d. Front building facade architecture shall be incorporated into any building side adjacent to right-of-way – **Front building façade architecture is proposed, as in this case, the proposed Waffle House faces the adjacent right-of-way.**
- D. Parking Design shall include the following:
  - a. Parking lots shall be specifically prohibited between the building and US Highway 98 unless the parking is on-street parking, such as parallel parking – **Due to the first 50' of the Waffle House parcel being occupied by a force main easement, along with other**



**existing municipal infrastructure, the only feasible use for this portion of land is parking. As a result, the Waffle House development proposed utilizing this otherwise undevelopable area for parking.**

- b. All development shall incorporate pedestrian friendly parking areas. At a minimum, parking areas shall include five foot wide paved walkways between parking rows every other parking isle (See Figure C) – **The proposed Waffle House development adheres to this requirement.**
- c. Structured Parking is not a requirement – **Structured Parking is not proposed**
- E. Development proposals of ten acres or more shall provide the following... - **The Waffle House development does not exceed 10 acres**
- F. Roadway and/or Alley Construction shall be consistent with – **The Waffle House development does not propose public roadways or alleys.**
- G. Sign standards within the TCX shall conform to the following:
  - a. All signs shall be based on the standards for the CAC in [Chapter 7](#) and reduced by 15 percent. Prior to any development, a sign plan shall be submitted for review and final approval – **Waffle House shall comply with this requirement**
  - b. All signs erected in the TCX shall be reviewed by the DRC to ensure the design of the sign is aesthetically consistent and in harmony with the architecture of the TCX. The first buildings and signs erected within the TCX shall set the tone and style of all signs – **The proposed Waffle House development signage shall be consistent with the architecture of the TCX district.**
  - c. Signs shall be monument-style or building-mounted only; freestanding pole signs shall be specifically prohibited – **Monument-style signage shall be utilized by the Waffle House development.**
  - d. Banners attached to lighting fixtures will be permitted if allowed by the owner of the light fixture – **No banners are proposed as part of the Waffle House development**
  - e. All signs and lighting of signs shall be consistent with architecture of the buildings – **The Waffle House architecture is consistent with our proposed Waffle House signage.**
- H. Residential uses shall be limited to... - **The proposed development does not include any residential uses**
- I. Any loading docks, utility facilities, car washes and storage areas abutting rights-of-way shall be landscaped from off-site view – **No loading docks, car washes, or outdoor storage areas are proposed. No utility facilities shall be visible from the right-of-way.**
- J. The maximum building height shall be 75 feet – **The Waffle House Development does not exceed this height restriction.**
- K. The Development Review Committee (DRC) shall evaluate proposed development projects to determine how the projects are consistent with items a through k above – **Understood. Thank you for your consideration!**

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