

## MEMORANDUM

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October 6, 2020

TO: Honorable Mayor and City Commissioners

VIA: James Slaton, Interim City Manager

FROM: Mark J. Bennett, Director of Planning and Development Services  
Autumn Cochella, Development Services Manager

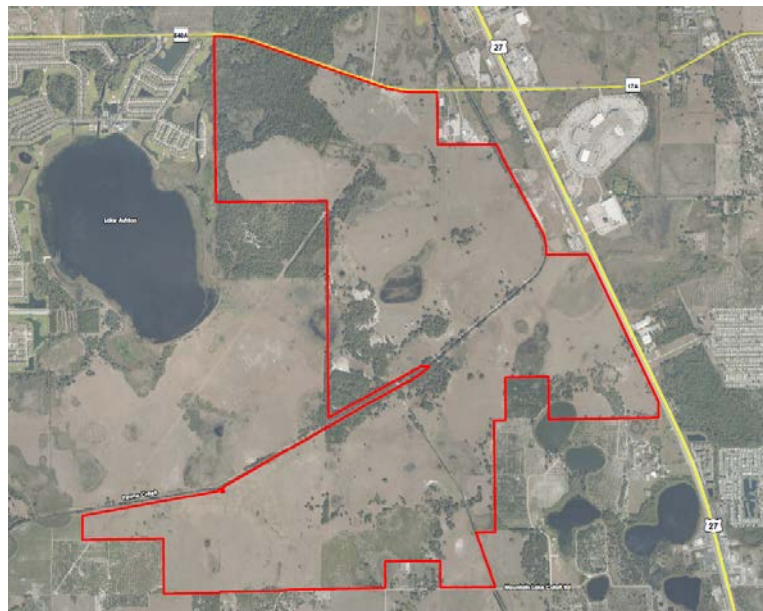
RE: Ordinance D2020-03 1<sup>st</sup> Reading – Comp Plan Amendment/Future Land Use  
Winter Haven Corp – 1,841.5 acres west of Highway 27

### SYNOPSIS

Land use designations are assigned by the City Commission by ordinance upon a recommendation from the Planning & Zoning Board. The adopted ordinance is transmitted to the state's Department of Economic Opportunity (DEO) for review. The DEO reviews the designations as appropriate with reference to the City's Comprehensive Plan.

### BACKGROUND

Staff has been working with a large landowner and their development team to establish a land use category which would facilitate large-scale, unified mixed-use development. The Planning Board recommended approval of the creation of the MU Mixed-Use land use category to City Commission in May of this year, and it was successfully adopted by Commission in June.



Aerial of WH Corp Project Area

The next step is to assign the new Mixed-Use land use category to the Winter Haven Corp property. The current land use designation for the property is RR Rural Residential. No development plans have been submitted to the City at this time. Staff recommends approval of the following:

**Recommended Land Use:**

FLUM: MU Mixed-Use

**RECOMMENDATION**

The Planning & Zoning Board held a public hearing on the proposed amendment to the Future Land Use Map on September 29, 2020 and recommended the proposed amendment as set forth in Ordinance D2020-03

Staff recommends approval at first reading, and adoption at second reading, following a public hearing. Public Notice requirements have been met.

**FISCAL IMPACT**

Assigning land use designations enables future improvements of the property and a potential increase in the property value.

**ATTACHMENT**

Ordinance D2020-03