

## MEMORANDUM

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**DATE:** August 17, 2021

**TO:** Honorable Mayor and City Commissioners

**VIA:** James Slaton, City Manager

**FROM:** Mark J. Bennett, Development Services Director  
Autumn Cochella, Development Services Manager

**SUBJECT:** Master Development Plan - Winter Haven Corporation

PIDs: 272917000000021000; 27292000000001000;  
272921000000031010; 272921000000021020; 272928000000011010;  
272929000000013000; 272929000000011000; 272930000000021010

**PUBLIC HEARING** – notice requirements have been met.

**SYNOPSIS:** *Winter Haven Corporation, owner, requests approval of City Commission for a Master Development Plan (MDP) for the above-mentioned parcels totaling 1,841+- acres of land, as recommended by the Planning and Zoning Board on June 22, 2021.*

### RECOMMENDATION

Approval of City Commission of the Master Development Plan, with the attached conditions of approval, as recommended by the Planning and Zoning Board on June 22, 2021.

### BACKGROUND

On July 20, 2021, the City Commission continued this request at the applicant's request to August 3, 2021.

The 1,841.5 acres owned by Winter Haven Corporation have been under common ownership for 60 years. The owners are committed to the execution of a high-quality, large-scale development that respects the history and character of Lake Wales. The site was annexed into the City of Lake Wales in 1995. In 2020, the City adopted a new Future Land Use designation of Mixed Use, including an amendment to the City's Land Development Code that created a Planned Development Mixed Use zoning district as an

implementation measure of the Comprehensive Plan. Later in 2020, the City's Future Land Use Map was amended to place the Mixed-Use future land use on the Winter Haven Corp property.

Utilizing master planned development encourages the preservation of open space and protection of environmentally sensitive areas, by clustering development activities. This form of development also prioritizes pedestrian and vehicular connectivity, promoting the creation of pedestrian connectivity throughout the entire site. Trail systems become an important community asset that creates recreational opportunities and provides a safer alternative to vehicular movement throughout the community.

Cohesive design and development of a roadway network also promotes a strong sense of place and enables the master developer to establish a roadway network hierarchy to guide vehicular traffic thoughtfully through the development, allowing for the prioritization of the pedestrian in areas where that is more appropriate.

Developing large tracts of land in a cohesive manner promotes the location of community uses, such as schools, libraries, public services, and places of worship. Communities are thoughtfully planned, so these community needs are located in a manner that highlights their importance and function in the community.

*Development Details:*

Project acreage is 1,841.5 +/-.

2. The site lies within flood zones X, A, and AE, Flood Insurance Rate Map (firm) panel 12105C0535H, 12105C0555H, 12105C0545H and 12105C00565H, Polk County and incorporated areas.
3. Current Future Land Use designation is Mixed Use (MU).
4. Development Table is listed below. The Commercial/Office/Public Facilities uses may include public and private educational facilities.

Land Uses*	Dwelling Units	Square Feet
Residential		
Single Family Detached	2,800	
Single Family Attached (paired villas)	550	
Townhomes	950	
Multifamily	1,800	
Non-Residential		

Commercial		400,000
Office		125,000
Assisted Living / Public Facilities		200,000
Total	6,100	725,000

\*Land uses may be exchanged within these entitlements providing that the approved traffic trips are not exceeded.

Areas	Area Code	Gross Density
Multifamily 1	MF1	20 du/net acre
Multifamily 2	MF2	20 du/net acre
Office Commercial 1	OC1	16 du/net acre, FAR 0.35
Office Commercial 2	OC2	16 du/net acre, FAR 0.35
Residential/Institutional	RI1	8 du/net acre, FAR 0.25
Residential/Institutional	RI2	8 du/net acre, FAR 0.25
Single Family 1	SF 1	4 du/net acre
Single Family 2	SF 2	4 du/net acre
Single Family 3	SF 3	6 du/net acre
Single Family 4	SF 4	4 du/net acre
Single Family 5	SF 5	4 du/net acre
Single Family 6	SF 6	4 du/net acre
Single Family 7	SF 7	4 du/net acre
Single Family 8	SF 8	4 du/net acre

5. Permitted uses shall be consistent with and as allowed by the PDMU (Planned Development Mixed Use) District and Master Development Plan standards, as set forth in section 23-450, Uses Permitted (Table 23-421) of the City of Lake Wales Code of Ordinances requiring permitted uses be included as identified herein, and on the approved site plan.

6. A vertical mix of land uses shall be permitted in Office/Commercial areas, including residential uses on second and higher stories above office/commercial structures and any additional development shall not specifically excluded from FAR calculations and limitations contained herein.

7. Required Master Development Plan open space is 20% (368 acres). The project provides 43% open space (796 acres). The open space consists of wetlands, natural areas, perimeter buffers, common open space, linear parks, amenity centers and recreational areas. Common open space (green areas) may also be located within individual development parcels but not on individual lots. At a minimum, the open space includes 10% of usable open space (184.15 acres) which may include linear parks, trails,

recreational amenity centers, unprogrammed recreation areas and accessible lakes. Open space shall be quantified based on the entirety of the Master Development Plan and, not by the individual development pods or parcels.

8. The proposed gross residential density is 3.3 du/ac.
9. The maximum allowed floor area ratio is 0.35. The FAR ratio shall be calculated per individual development pod or parcel, and not based on the totality of Master Development Plan.
10. The sizes and specific location of the community parks as shown on this Master Development Plan are conceptual. The final location and sizes will be determined through the approval of final plats and accompanying construction plans. Recreational amenities shall be provided in accordance with Section 23-450.5 through 23-450.7 of the Lake Wales Code of Ordinances.
11. Parks, recreational and municipal uses shall be allowed in all Development Areas; subject to the review and approval of design and locations by the Administrative Official and the site plan approval.
12. Interim agricultural uses shall be permitted on the property.
13. Wetlands as shown were delineated by Modica and Associates, Inc. and surveyed by Basepoint Surveying, Inc.

**Dimensional Criteria:**

14. The Master Development Plan dimensional criteria, as set forth in Section 23-422A, Property development criteria, of the City of Lake Wales Code of Ordinances.

	Type	Minimum Lot Width	Minimum Lot Size	Min. Setbacks (FT)			Principal	Maximum Building Height
				Front	Side	Rear		
<b>Residential</b>								
	Single Family Detached	40' to 60'	4,000	*20'	5'		15'	35'
	Single Family Detached	Greater than 60'	6,100	*20'	7.5'		15'	35'
	Townhome	20'	2,000	*20'	7.5 (15' between buildings)		15'	35'
	Villas	30'	3,000	*20'	7.5 (15' between buildings)		15'	35'
	Multifamily	N/A	N/A	*25'	25'		25'	65' / 5 stories
<b>Non-Residential</b>								

	Commercial	N/A	N/A	25'	20'	25'	35'
	Office	N/A	N/A	25'	20'	25'	65'
	Institutional	N/A	N/A	25'	20'	25'	45'

\*Residential garages shall be set back a minimum of 25 feet to promote recessed garages.

\*Unless otherwise identified on the MDP, the development standards of uses not specifically identified herein, shall be in conformance with Chapter 23 of the City of Lake Wales Code of Ordinances.

### Public Utilities

15. The provision of off-site water and sewer, and reclaimed water improvements are subject to the approval of the city engineer.
16. The provision of on-site water and sewer, and reclaimed water improvements are subject to the approval of the city engineer.
17. All utilities shall be placed below ground except where connecting to existing above ground utilities.
18. The construction and location of any proposed wetland/other surface water impacts and mitigation plan shall be reviewed and permitted through the Southwest Florida Water Management District. Wetland buffers shall be an average of 25 feet wide.

### Transportation

19. An interconnected system of linear parks and trails shall be provided throughout the community. Trails may be provided within road rights-of-way. The main trail along the project boulevard will be a minimum of 8 foot wide and with a 5 foot sidewalk provided on the opposite side of the boulevard.
20. Sidewalks on local streets shall be installed in accordance with Section 23-450.5 through 23-450.7 of the City of Lake Wales Code of Ordinances.
21. Internal roadway alignments and site access points are conceptual. Specific location of rights-of-way will be determined through the approval of preliminary site plans and accompanying construction plans.
22. Streets are anticipated to be public (city owned), however, the Developer reserves the right to provide private streets, gated or ungated, for individual neighborhoods. Unimpeded travel by the public shall be allowed on the boulevard shown on the plan.
23. All project external access points on Polk County and FDOT roads shall be subject to Polk County and FDOT requirements.

### General:

24. Due to the magnitude of the project, the Developer shall:
  - a. Track the number/type of dwelling units and commercial, retail, office, civic, educational square feet, as identified on this Master Development Plan. Said tracking shall be provided with each preliminary site plan and accompanying construction plan application or final plat.
  - b. Prior to the receipt of a Certificate of Occupancy for the 500<sup>th</sup> dwelling unit or the equivalent non-residential development based on trip generation, the Applicant shall provide an overall master infrastructure plan to include, but not be limited to, address

utilities, transportation, recreation and trails, telecommunications (including internet service), and schools, which shall be provided to the Administrative Official for review and approval.

c. After submittal and approval of the master infrastructure plan, the Applicant shall submit an annual status report to the Administrative Official prior to November 1 of each year including the amount, type, and intensity of development from the prior year and provide analysis to determine the proper scheduling of infrastructure improvements identified in the master infrastructure plan.

### **Specific Master Development Plan Criteria**

25. Specific design features within the development will meet the criteria required in Section 23-450, Master Development Plan Regulation criteria. Specific design features may include at a minimum but are not limited to:

- a. Additional usable open space in the form of accessible lakes, programmed recreation amenity centers, pedestrian friendly trail systems and unprogrammed recreation areas.
- b. Variety of building façades with unique architectural features.
- c. Streets designed predominantly in a curvilinear fashion.
- d. Installation of street trees.
- e. Pedestrian friendly trail system traversing the development – with connections to recreational amenities and sidewalk system throughout the development.
- f. Require walkable neighborhoods with pedestrian connections to recreational amenities, institutional uses and non-residential services.
- g. Require internal street connections to allow access to commercial services to residents.
- h. Provide identifiable community centers with programmed recreational amenities within short walking distance to the majority of homes.
- i. Provide additional unprogrammed recreation areas within short walking distance to the majority of homes. These may include pocket parks and linear parks.
- j. Project shall provide a range of housing choices including multifamily, townhomes, villas and a minimum of three (3) single family detached lot sizes. The project design shall also disperse the housing products throughout the development to provide visual interest in both design and architectural features and to avoid monotony.

26. Monotony Control – In addition to the criteria in Section 23-3442(e.) of the City's Land Development Code, the proposed development shall adhere to the following:

- a. Houses shall be required to have sufficient difference in both front elevation and color schemes.
- b. Front yard setbacks on non-curvilinear streets must vary by a minimum of 2 feet to provide varied streetscapes.

- c. Development pods of varying lot widths shall be dispersed throughout the development to avoid a repetitive pattern and establish discrete and identifiable neighborhoods.

27. Landscape and site buffering features

- a. Screening and buffering will be provided in accordance with Section 23-450.5 through 23-450.7 of the City of Lake Wales Code of Ordinances and landscape plans shall be approved by the Administrative Official at the site plan submitted for each discrete phase.
- b. Street Trees - The project shall provide 1 tree per single family detached lot. Corner lots shall include a minimum of two street trees, one per each roadway frontage.
- c. Perimeter landscape buffers abutting property lines shall be an average of 20 ft wide. The buffer shall be landscaped to provide a solid screen, such as a wall or hedge, a minimum of six (6) feet in height. One (1) tree shall be provided for every fifty (50) feet of buffer length.
- d. A 20 ft landscape buffer shall be provided along spine roads within the development where the rear yards of lots abut the spine road. The buffer shall be landscaped to provide a solid screen, such as a wall or hedge, a minimum of six (6) feet in height. One (1) tree shall be provided for every fifty (50) feet of buffer length.
- e. A 30 ft perimeter landscape buffer shall be provided adjacent to external arterial and collector roadways. The buffer shall be landscaped to provide a solid screen, such as a wall or hedge, a minimum of six (6) feet in height. One (1) tree shall be provided for every fifty (50) feet of buffer length.
- f. Fences and/or privacy walls, a maximum of 6 ft in height, may be constructed along the perimeter project boundary and adjacent to internal spine roads. Chain link fences shall be prohibited as a perimeter subdivision buffer.
- g. The project shall retain, to the greatest extent possible and where appropriate, natural features on the external perimeter boundary for use in landscape buffers and to limit the external exposure to the development. Where those features exist, they may be deemed to meet the landscape buffer requirement.

## **FISCAL IMPACT**

Approval of the Master Development Plan would enable the development of this property and the potential increase in property value. Specifically, estimating a conservative median taxable value of \$100,000 per unit, it could potentially result in over \$610 million in taxable value, and generate \$4 million in ad valorem taxes. This does not include potential revenue generated for non-residential uses.

\*Adjusted values for potential homesteaded properties have not been factored into this estimate.

## **ATTACHMENTS**

Plan: Master Development Plan, prepared by Stantec, and dated July 28, 2021.  
Conditions of Approval