

**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:** Zoning Designation – WH Corp  
PID: 27272930000000021010, 272929000000013000,  
272929000000011000, 272928000000011010, 272917000000021000,  
272920000000010000, 272921000000021020, & 272921000000031010  
(+/- 1841.50 Acres)  
Ordinance D2021-08  
**PUBLIC HEARING** requirements have been met

**SYNOPSIS:** *Winter Haven Corp, owner, requests approval of City Commission to amend the Zoning Map to assign PDMU – Planned Development Mixed Use – to the above-mentioned parcels totaling 1,841+- acres of land.*

**RECOMMENDATION**

Approval at first reading, and adoption at second reading, following a public hearing, to assign the following zoning designation, as recommended by the Planning and Zoning Board at a regular meeting on June 22, 2021:

Current Zoning: None

Proposed: Zoning: PDMU – Planned Development Mixed Use

**BACKGROUND**

Staff has been working with this large landowner and their development team to establish a zoning category, which would facilitate large-scale, unified mixed-use development. The Future Land Use designation of MU – Mixed Use was assigned to the property in May of 2020, after a recommendation from the Planning Board.

The next step is to assign the zoning to the Winter Haven Corp property.

The City Commission assigns zoning designations by ordinances upon a recommendation from the Planning & Zoning Board.

**OTHER OPTIONS**

Decline to re-assign the land use and zoning of these parcels.

**FISCAL IMPACT**

Zoning assignment would enable the development of this property and the potential increase in property value.

**ATTACHMENTS**

Ordinance D2021-08 and Attachment A