

# Narrative – Marsden Building PD Application

## (1) Consistency with the Comprehensive Plan

The proposed 4,000 SF commercial retail/showroom with office and warehouse space directly supports Seminole County's Comprehensive Plan by:

- Advancing the **Future Land Use designation of Mixed Development**, providing a balanced mix of retail and employment opportunities.
- Supporting the **economic development goals** of the Plan by creating space for a locally owned business and future job growth.
- Offering a **context-sensitive transition** between the high-intensity U.S. 17-92 corridor and the adjacent residential neighborhoods, consistent with the Plan's objective of promoting compatible infill development.

## (2) Why existing zoning is inadequate

C-2 is sufficient for what we want. The county pushed for a PD per an overlay district.

## (3) Innovative approach to land development

The project introduces an **innovative small-scale flex-space model**, integrating showroom, office, and warehouse functions under one roof within a compact footprint. This approach:

- Reduces vehicle trips (estimated 22 daily trips per ITE) compared to traditional separated commercial and industrial developments.
- Promotes **efficient site design**, providing 43% open space where 25% is required.
- Utilizes **shared access and circulation**, including internal pedestrian connectivity, bicycle parking, and low-impact stormwater design.
- Creates a sustainable small-business hub rather than a conventional strip commercial center.

## (4) Unique benefits to the County

Benefits provided through this Planned Development zoning that cannot be achieved through existing zoning include:

- **Land Use Compatibility:** A planned, low-intensity project that acts as a buffer between U.S. 17-92 commercial and nearby residential properties.
- **Community Investment:** By tailoring entitlements to a specific small-business use, the project strengthens the local economy and ensures long-term site viability.
- **Reduced Public Burden:** Minimal impact on schools, utilities, and traffic reduces demand for County infrastructure and services compared to conventional commercial entitlements.

## (5) Greater Benefit Criteria (SCLDC Sec. 30.8.5.3(b))

This development meets two or more Greater Benefit criteria:

1. **Enhanced Open Space and Landscaping**
  - Provides 43% open space versus the required 25%.

- Includes landscaped buffers on all perimeters and parking lot landscaping per Section 30.30.11.5.
- 2. **Multimodal Transportation Improvements**
  - Provides bicycle and motorcycle parking in compliance with SCLDC Sec. 30.11.7.1.
  - Includes internal pedestrian circulation to ensure safe access across the site.
- 3. **Compatibility and Transitional Design**
  - Provides a carefully scaled, low-intensity development that transitions between arterial commercial corridors and established neighborhoods, improving community character beyond what conventional zoning ensures.