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.