

Project Narrative – Design Alternative

The subject property is located along the south side of the Laurel Road E. frontage road (a/k/a Linda Lane) in the southeast quadrant of the Laurel Road and Interstate 75 interchange. The property is located in the Laurel Road Neighborhood and has a Future Land Use Designation of Mixed Use Corridor. The property was previously zoned Planned Industrial Development (PID) and Commercial Intensive (CI) but was recently rezoned by the City at the time of the City's update to the Land Development Regulations to Laurel East Mixed Use zoning.

The proposed Site & Development plan is for the Flex use for Pool Corp, a Fortune 500 Corporation. The firm's inventory includes a diverse range of products from pool creation materials, replacement parts, pumps, heaters, filters, spas, lanai furniture, and other pool care products. The proposed regional wholesale Sales and Distribution Center will occur in a single-story building of 40,800 sq. ft. with planned expansion to 60,000 sq. ft. centered in the northern portion of the tract located off Laurel Road on Linda Lane.

Pursuant to Sec. 2.3.2 D., a Design Alternative is proposed to the standards of Sec 2.3.10 related to the maximum rear setback requirement of 50 feet in the Laurel East District. Due to the unusual depth of the property as compared to others in the Laurel East District, and because of an FPL transmission line and large wetland in the rear of the property, it is impossible to achieve the code required maximum 50-foot setback. Therefore, the request is to waive the required maximum rear setback requirement of 50 feet.

The proposed Design Alternative is consistent with all applicable elements of the Comprehensive Plan and is compliant with all other applicable elements of the City's land Development Regulations and, therefore, approval is hereby requested.