



MEMORANDUM

DATE: August 20, 2025

TO: Planning and Zoning Board

FROM: Jordan Smith, AICP, PP Planning and Development Services Director

THRU: Jordan Smith, AICP, PP Planning and Development Services Director

SUBJECT: Ordinance No. 32-2025, A request to amend the Official Zoning map to rezone ± 7.93 acres of land located along the East Howland Boulevard Corridor north of Pine Ridge High School from Commercial (C-1) to Mixed-Use Planned Unit Development (MPUD). (Quasi-judicial – Public Hearing) (Brandon Hatch, Project Manager)

REFERENCES: Code of Ordinances, Comprehensive Plan, and Future Land Use Element

REQUEST: The applicant requests to amend the Official Zoning Map to rezone approximately ± 7.93 acres of land located at 930 Howland Boulevard, along the East Howland Boulevard corridor north of Pine Ridge High School, from Retail Commercial (C-1) to Mixed-Use Planned Unit Development (MPUD).

DISCUSSION:

Subject Property and Background: The subject property comprises approximately 7.93 acres of vacant, wooded land currently zoned C-1 (Retail Commercial) with a Future Land Use (FLU) designation of Commercial. The proposed rezoning would facilitate the Blackfin Self Storage development, which includes a self-storage facility at the rear of the site and a commercial outparcel in the front.

Rezoning to Mixed-Use Planned Unit Development (MPUD) supports the City's objective of fostering integrated, mixed-use commercial developments in key areas. The MPUD designation would allow for non-residential uses across the entire site, promoting economic development and providing community benefits. Permitted principal uses include general offices, storage facilities, entertainment venues, restaurants, retail establishments, and other compatible commercial uses.

To preserve development quality and uphold aesthetic standards, the MPUD will prohibit certain uses including discount stores, stand-alone automotive oriented uses, and similar operations deemed incompatible with the City's land use goals.

In addition, per Chapter 74 of the Land Development Code, the applicant held a Community Meeting on May 22, 2025, at the Deltona Regional Library (2150 Eustace Avenue). No members of the community attended. The applicant did receive one email from an adjacent property owner who resides out of state asking general questions about the proposed project.

STANDARDS FOR REZONING:

Per Section 74-14, of the Land Development Code, all development within the City must conform to the Comprehensive Plan and the regulations set forth in Chapter 74. Section 74-14 (4) outlines that rezoning proposals must be analyzed based on the following criteria:

- a. **Whether the proposed change would be consistent with the intent, goals, objectives, policies, guiding principles and programs of the Comprehensive Plan.**

The proposed MPUD amendment is consistent with the intent, goals, objectives, and policies of the Deltona Comprehensive Plan. It supports the Future Land Use Element by promoting mixed-use commercial development and aligns with the City's vision for economically diverse and infrastructure-efficient growth. Additionally, the proposal supports the goals of the Economic Development and Transportation Elements goals by expanding commercial opportunities, fostering job creation, and contributing fairly to infrastructure improvements.

- b. **Whether the proposed change would be compatible with the existing land use pattern and designated future land uses.**

The proposed MPUD is compatible with both existing and future land use designations. The property is currently zoned retail commercial and has a future land use designation of commercial. The proposed MPUD uses are consistent with uses typically found in commercially zoned properties.

- c. **Whether the proposed change would have an impact on the availability of adequate public facilities, services and infrastructure consistent with the level of service standards adopted in the Comprehensive Plan.**

The development will undergo a full Traffic Impact Analysis review by both the City and Volusia County to ensure compliance with adopted level of service standards. An agreement with Volusia County will provide for adequate support to Howland Boulevard. Coordination with both jurisdictions ensures that impacts on road capacity, water, and sewer systems will be properly addressed through the standard development review procedures.

- d. **Whether the existing district boundaries are illogically drawn in relation to existing conditions on the property proposed for change.**

The existing district boundaries are not logically drawn and consistent with the current conditions of the property.

- e. **Whether the proposed change will adversely influence living conditions in the neighborhood.**

The proposed rezoning is not expected to negatively impact living conditions in the surrounding area. The property is surrounded bordered by commercial and publicly zoned lands. Furthermore, the developer, as outlined in the development agreement, will include community amenities such as open space and a recreational trail around the storm water pond, as illustrated in Exhibit C, the master development plan.

- f. **Whether there are substantial reasons why the property cannot be used in accord with existing zoning.**

Although the property can be used under its current zoning, the proposed rezoning offers a broader range of commercial development opportunities, enhancing economic viability and flexibility.

- g. **Whether the proposed change would create adverse impacts in the adjacent area or the City in general.**

No adverse impacts are anticipated. A community meeting has been held to gather and address resident concerns. The proposed zoning aligns with the property's future land designation and complements the surrounding commercial area.

h. Whether the subject parcel is of adequate shape and size to accommodate the proposed change.

The parcel is of sufficient size and configuration to support the proposed uses, consistent with the development agreement and the typical scale of commercially zoned properties.

i. Whether ingress and egress to the subject parcel and internal circulation would adversely affect traffic flow or safety or control, or create types of traffic deemed incompatible with surrounding land uses.

Ingress and egress will be evaluated and approved during the site development phase to ensure compliance with traffic flow and safety standards. The property's location along a major corridor is well suited to commercial uses, and no adverse traffic impacts are anticipated. Coordination with City and County staff will ensure safe and compatible traffic patterns.

j. Whether school capacity has been adequately addressed, including on-and off-site improvements.

The proposed development does not include residential uses and will therefore have no impact on school capacity.

COMPREHENSIVE PLAN CONSISTENCY:

The proposed amendment has been reviewed and determined to be consistent with the City of Deltona Comprehensive Plan. It supports the City's overarching goals of fostering intentional mixed-use commercial development, promoting strategic economic growth, and maintaining concurrency with infrastructure and transportation systems.

The amendment aligns with multiple elements of the Comprehensive Plan, including the Future Land Use, Economic Development and Transportation Elements, as outlined below:

Future Land Use Element

- Objective FLU1-2: Encourages compact, mixed use development in appropriate locations to reduce sprawl and promote energy efficient land use.
 - Policy FLU1-2.3: Supports expansion of commercial, industrial, and mixed-use developments in appropriate areas.
 - Policy FLU1-2.4: Promotes higher density residential and commercial uses near employment centers
- Objective FLU1-7: Promotes a balanced variety of land uses to meet current and future needs.
 - Policy FLU1-7.7: Requires use of buffers and transitions to ensure compatibility between commercial and residential uses.
 - Policy FLU1-7.23: Encourages a strong mixed-used component in new development that is design-unified.
 - Policy FLU1-9.2: Commercial/mixed-use developments should be located in planned centers, not on local streets, and provide adequate buffering, infrastructure and pedestrian linkages.

Economic Development Element

The amendment directly supports the City's economic development strategy to grow and diversify its employment and commercial base.

- Goal ED1: Aims to foster a stable and healthy economic environment that improves quality of life and expands public services.
 - Objective ED1-2: Supports pursuing target businesses and industries to diversity economic opportunities.
 - Policy ED1-2.1: Endorses land use entitlements that facilitate economic development
 - Policy ED1-2.2: Permits economic incentives for job creation and commercial growth.
- Goal ED2: Focuses economic development within key commercial corridors and activity centers.
 - Objectives ED2-1: Prioritizes development in appropriately zoned areas, such as along Howland Boulevard.
 - Policy ED2-1.3: Encourages development and redevelopment of sites that support economic expansion.

Transportation Element

The proposal aligns with the City's transportation objectives by supporting safe, efficient, and coordinated transportation infrastructure.

- Goal T1: Ensures that land use decisions are supported by adequate transportation and multimodal transportation infrastructure.
 - Objective T1-1: Encourages coordination with FDOT, Volusia County, and the TPO to support efficient traffic flow.
 - Policy T1-1.2: Promotes access management for state and county systems.
 - Policy T1-1.5: Requires right-of-way dedication or proportionate share contributions for transportation improvements.
 - Policy T1-1.7: Incentivizes compact, energy-efficient, multi-modal urban development.
 - Objective T1-4: Maintains level of service standards for peak traffic hours.
 - Objective T1-6: Ensures transportation planning is coordinated with environmental and land use policies to minimize impacts.

Development Agreement:

The proposed rezoning is governed by a Development Agreement for the Blackfin Self Storage project, approved concurrently with the MPUD zoning. The agreement establishes the following commitments and standards:

- Project Scope: Development of a self storage facility with approximately 800 units, 57 covered RV/boar parking spaces, and 1,280 square feet of office space on Lot 5 (5.11 acres). A 2.82 commercial outparcel on Lot 2 to be developed in Phase II.
- Phasing: The project will be constructed in two phases with preliminary plat approval for both lots. Each phase will require a separate Final Site Plan. Until Phase II begins, undeveloped areas will be maintained with enhanced landscaping and open space.

- **Parking:** A reduction from the City's standard requirement of 80 parking spaces to 30 spaces for self-storage and 5 space (including two ADA-accessible) for the office use, justified by Institute of Transportation Engineers (ITE) and Urban Land Institute (ULA) parking generation data.
- **Open Space:** At least 25% common open space will be provided. Recreational amenities, including walking trails around the stormwater pond, will count toward the open space requirement.
- **Setbacks & Buffers:** A minimum 35-foot front yard setback along Howland Boulevard, 20-foot buffers on most property edges, and enhanced perimeter landscaping. Buffers will include natural and planted vegetation adjacent to the public school and any nearby residential uses.
- **Fencing:** A minimum 6-foot masonry wall with architectural features will be installed around the storage facility, along with a gated entrance.
- **Design Standards:** Buildings will feature 360-degree architectural treatment with a consistent design theme and full compliance with City design standards.
- **360 degree architectural treatment,** a consistent theme across all buildings, and compliance with City design standards.
- **Environmental Protections:** Stormwater systems will meet City and St. Johns River Water Management District (SJRWMD) requirements. The storage of hazardous materials will be prohibited, and constructions will follow National Pollutant Elimination System (NPDES) best management practices.
- **Transportation:** The project is projected to generate 1,828 daily trips (171 AM peak, 132 PM peak). A Traffic Impact Analysis (TIA) has been completed, and access design will ensure the maintenance of level of service standards on Howland Boulevard.
- **Economic Impact:** Estimated creation of 100 construction jobs, 4 operational jobs, and 15 indirect jobs. The project also addresses local demand for self storage, with Deltona currently providing 2 square feet per capita compared to the national average of 6.3 square feet.
- **Prohibited Uses:** The Development Agreement prohibits uses deemed incompatible with the project's intent and the City's long term land use objectives. The applicant has stipulated to the prohibition of:
 - Discount retail
 - Stand-alone automotive uses (except tire and part sales)
 - Large-format retail
 - Other uses inconsistent with the project's state development goals.

Staff also recommended prohibiting car washes and full service drive through restaurants to better align with the City's economic development strategy for the Howland Boulevard corridor. This strategy prioritizes higher value commercial and mixed-use projects that generate stronger market appeal, attract a broader customer base, create more sustained economic activity, and deliver enhanced architectural and site design quality. While these uses are common in many commercial areas, they typically offer lower job density, minimal capital investment relative to site, and auto oriented formats that do not support the pedestrian friendly, mixed use vision for the corridor.

The applicant declined to include these additional restrictions in the Development Agreement. As such the MPUD zoning will allow these uses unless other restricted in the future. The Planning and Zoning Board may recommend to the City Commission that these additional uses be prohibited as part of their consideration of the rezoning, to ensure the project fully supports the City's long term economic development and land use goals.

COMPLIANCE WITH SECTION 110-319:

The proposed MPUD meets the requirements of Section 110-319 of the Land Development Code as follows:

- Minimum Parcel Size: Exceeds the 5-acre minimum with a total of 7.93 acres.
- Unified Ownership and Control: Entire site is under unified ownership, meeting the application requirement.
- Commercial Square Footage: Required minimum is 12,000 square feet; proposed plan includes 71,741 square feet (storage and restaurant).
- Pedestrian Priority Design: Incorporates 6-foot sidewalks and brick paver crosswalks for safe internal movement and pedestrian friendly features.
- Architectural/Urban Design: Development Agreement requires 360-degree architectural treatment, consistent theme, and screening of storage uses, in compliance with Chapter 111 design standards.
- Open Space: Provides 2.15 acres (26%) open space, exceeding the 25% minimum; includes common space and landscaped areas.
- Stormwater Landscaping: Landscaped stormwater pond with 4-foot buffer, maintained hedge, and bald cypress plantings every 50 feet, as required. This is stipulated within the Development Agreement and is required which complies.
- Public Benefits and Amenities: Recreational trail with bench seating area, enhanced landscaping, and common public space.
- Transportation and Traffic: Traffic Impact Analysis required for projects over 1,000 daily trips; TIA will be coordinated with Volusia County and the City to ensure compliance.

RECOMMENDATION:

Staff recommends the Planning and Zoning Board conduct a public hearing and consider a recommendation of approval or denial of Ordinance No. 32-2025 be forwarded to the City Commission.

SUGGESTED MOTION:

"I move to recommend the City Commission (adopt/deny) Ordinance No. 32-2025, to amend the Official Zoning Map to rezone 7.93 acres of land located along the East Howland Boulevard corridor north of Pine Ridge High School from Commercial (C-1) to Mixed-Use Planned Unit Development (MPUD) subject to a Development Agreement that includes all recommended conditions and standards."

NEXT STEPS:

Staff will schedule the adoption hearing following any recommendations from the Mayor and City Commission based on the discussion during the first reading.

ATTACHMENTS:

- Ordinance No. 32-2025 with Exhibits A-D
- Community Participation Plan Meeting Summary
- Maps