

4. SOUTHWEST ACTIVITY CENTER

A. BACKGROUND

The Southwest Activity Center has long been envisioned as a major employment and commerce center in west Volusia County. The area is favorably located at the crossroads of S.R. 472 and Martin Luther King Jr. Beltway/County Road 4101, and in close proximity to the S.R. 472/Interstate-4 interchange. The Southwest Activity Center remains well positioned to absorb the expansion of the Orlando/Central Florida urban market and to become an employment focal point in west Volusia County.

B. DESCRIPTIONS OF FUTURE LAND USE DESIGNATIONS, DENSITY, AND INTENSITY

Each of the future land use designations specified by the Southwest Activity Center Plan, and the relationship of these designations to the Comprehensive Plan's Future Land Use Element, is presented below.

The two designations – SWAC Commerce and SWAC Community – are entirely unique to the Southwest Activity Center plan and are applicable only to the area indicated in Figure 1-12D. The designations are considered urban.

1. Southwest Activity Center Commerce (SWAC Commerce)

This district is considered the core of the Southwest Activity Center and is located on the north and south sides of State Road 472, and west of County Road 4101 (Martin Luther King Jr. Beltway). This district facilitates moderate to higher intensity development, generally with a mix of office, light industrial, retail and hotel uses as follows:

- a. Office/Office Park – The intent of this use is to provide for corporate headquarters, general business/professional use, and supporting ancillary uses.
- b. Light Industrial/Business Park – The intent of this use is to provide for light industrial development and complementary uses. These parks may contain a variety of uses including, but not limited to, warehouse/distribution, light manufacturing and assembly, research and development, flex space, industrial and business headquarters/offices, general/professional office, wholesale/retail showrooms, and incubator spaces for emerging companies.
- c. Commercial: Power Center – The intent of this use is to accommodate power shopping centers with a typical range of 250,000 to 700,000 square feet. Such centers generally have from two (2) to five (5) primary anchor stores, usually discount and specialty super stores.
- d. Commercial: Neighborhood Retail Shopping Center – The intent of this use is to provide for neighborhood and convenience shopping centers including, but not limited to, supermarkets, neighborhood drugstores, and convenience stores. Neighborhood shopping centers typically range in size from 50,000 to 200,000 square feet.
- e. Commercial: Support/Ancillary Uses – The intent of this use is to provide for ancillary commercial retail development including restaurants, financial services/banking,

recreational facilities, health clubs, day care centers, and hotel/hotel conference centers. Singular uses that are disconnected from a cohesive development plan are not permitted. These uses shall develop on out-parcels that are included in a larger development plan.

- f. Public/Semi-public – Small scale uses such as fire stations and lift stations will be permitted in each designation.
- g. Residential Uses: Residential and non-residential uses may be mixed vertically, which means that commercial/office uses shall occupy the ground floor space and residential uses may occupy the upper floors in the same building. The density shall not be less than eight (8) dwelling units per acre, nor more than twenty-two (22) dwelling units per acre, and shall be subject to the Equivalency Matrix land use exchange rate set forth in Policy SW 1.0.3, below.

Minimum density: 8 dwelling units per acre.

Maximum density: 22 dwelling units per acre.

Minimum FAR: 0.25.

Maximum FAR: 0.60.

2. Southwest Activity Center Community (SWAC Community)

This designation provides a transition from the SWAC Commerce designation described above to the low density uses surrounding the Southwest Activity Center. Located on the periphery of the SWAC Commerce designation, this designation facilitates a mix of residential uses and limited support commercial uses, the purpose of which is to provide an immediate locational opportunity for housing related to employment, pedestrian access and connectivity, and trip capture with uses as follows:

- a. Single-family – The intent of this use is to provide for transitional development between the Activity Center and surrounding uses, and shall be located at the edges of the Activity Center.

Minimum density: 4 dwelling units per acre.

Maximum density: 8 dwelling units per acre.

- b. Multifamily – The intent of this use is to provide housing opportunities in proximity to employment areas within the Activity Center. Townhomes, condominiums, and low-rise apartment complexes are anticipated. If located at the periphery of the Activity Center, these uses shall be designated to be sensitive to compatibility issues with adjacent properties outside the Activity Center.

Minimum density: 8 dwelling units per acre.

Maximum density: 18 dwelling units per acre.

- c. Neighborhood Business Area – The intent of this use is to provide convenience goods and services for nearby residents. It should be located on an arterial or collector road.

Maximum Gross Leasable Area per shopping center: 50,000 sq. ft.

Maximum Gross Leasable Area per individual use: 15,000 sq. ft.

Maximum Gross Floor Area Ratio: 0.25.

3. Development Density and Intensity

The total development density and intensity for the Southwest Activity Center consists of the following:

Office Land Uses	1,022,516 square feet.
Commercial/Retail Land Uses	661,544 square feet.
Light Industrial	659,321 square feet.
Multi-family Residential Land Uses	1,939 dwelling units.
Single-family Residential Land Uses	220 dwelling units.
Hotel	197 rooms.

C. GOAL, OBJECTIVES, AND POLICIES

Development within the Southwest Activity Center shall be consistent with the goals, objectives, and policies enumerated below. These goals, objectives, and policies shall not be interpreted, either individually or collectively, as relieving compliance with other elements of the Comprehensive Plan and/or other County land development regulations. Rather, it is the purpose of these goals, objectives, and policies to supplement, not substitute or supersede, the Comprehensive Plan and other land development regulations.

GOAL:

- SW 1. Achieve an integrated and well-planned mixture of urban land uses within the Southwest Activity Center that encourages the creation of an employment center.

OBJECTIVE:

- SW 1.0 Establish flexibility within the Southwest Activity Center in order to facilitate the transfer and exchange of residential densities and non-residential development yields between SWAC land use designations allowing the county and the private sector to respond to changing conditions.

POLICIES:

- SW 1.0.1 Residential densities and non-residential development yields may be transferred and exchanged within the Southwest Activity Center between land use designations by utilizing land use exchanges.
- SW 1.0.2 Land use exchanges may be approved based on equivalent net external PM peak-hour outbound project traffic trip rates. The land use exchange rate is measured per residential unit and per 1,000 square feet gross floor area of non-residential development.
- SW 1.0.3 The "Interstate 4/State Road 472 Activity Center Areawide Development of Regional Impact (DRI) Development Order" assigned a distribution of 18,500 external daily vehicle trips to the Volusia County portion of the DRI based on 45,500 daily external trips allocated to Phase 1A for the DRI, subject to completion of certain roadway improvements. A total of 32,230 daily external trips were permitted prior to completion of said roadway improvements. The Southwest Activity Center shall retain a pro-rata

share of this distribution of 11,444 net external vested daily trips. These trips shall be equitably distributed between districts on a percentage bases as follows:

Southwest Commerce District:	6,065 net external vested daily trips
Southwest Community District:	5,379 net external vested daily trips

Any proposed development or aggregate of developments which exceeds this threshold shall require concurrency evaluation in accordance with the Volusia County Land Development Code.

If undeveloped parcels within the Southwest Activity Center are annexed by a contiguous municipality, then the net external vested daily trips are assigned on a pro rata share based on acreage. If a developed parcel is annexed by a contiguous municipality, then the external daily trips assigned to the development shall be deducted and the remaining net external vested daily trips will be assigned on a pro-rata share to the remaining acreage.

Volusia County shall review the impacts to county roads and shall require applicants to address operational impacts, including but not limited to requiring operational improvements to county roadways to address impacts to the road network resulting from a development. The actual number of trips generated by a development will be determined through an approved site plan or an approved preliminary plat. The number of trips designated per site plan or plat will be valid for the life of that site plan or plat.

Volusia County shall coordinate with the Florida Department of Transportation to identify appropriate mitigation strategies to address potential impacts to state facilities for any trips generated in excess of those determined to be vested.

- SW 1.0.4 An increase or decrease of a particular land use within the Southwest Activity Center may be approved by the use of a development equivalency matrix. Use of the matrix may increase or decrease the total amount of each land use by no more than the overall amount allowed. The land use exchange rates are identified in the matrix below, measured per residential unit and per 1,000 square feet (KSF) gross floor area of non-residential development.

Change From	Change To					
	Light Industrial (KSF)	Office (KSF)	Retail (KSF)	Multi-family (Dwelling Unit)	Single-family (Dwelling Unit)	Hotel (Rooms)
Light Industrial (KSF)	-	0.855	0.717	0.158	0.306	0.247
Office (KSF)	1.170	-	0.839	0.184	0.358	0.292
Retail (KSF)	1.394	1.191	-	0.220	0.427	0.348
Multi-family (Dwelling Unit)	6.341	5.420	4.549	-	1.943	1.581
Single-family (Dwelling Unit)	3.264	2.790	2.342	0.515	-	0.814
Hotel (room)	4.010	3.428	2.877	0.632	1.229	-

[Note]: PM Peak Hour external outbound trip rate per unit of Land Use are calculated as follows:

Light Industrial = 1.005 per KSF
Office = 0.859 per KSF
Retail = 0.721 per KSF
Multi-family = 0.159 per dwelling unit
Single-family = 0.308 per dwelling unit
Hotel = 0.251 per room

[Note]: Example land use exchanges:

To add 10 KSF retail by reducing office space:
(10 KSF retail) x (rate: 0.839 KSF office) = (8.39; reduce office by 8.39 KSF)

To add 25 KSF office by reducing hotel rooms:
(25 KSF office) x (rate: 3.428) = (85.7 rooms; reduce hotel rooms by 86 rooms)

OBJECTIVE:

- SW 1.1 Provide adequate and appropriate areas resulting in a mixture of urban land uses to reduce adverse impacts on adjacent jurisdictions.

POLICIES:

- SW 1.1.1 The Future Land Use Map Figure 1-12D for the Southwest Activity Center is incorporated as part of the Volusia County Comprehensive Plan (Ordinance 90-10, as amended). Said map serves as a graphic guide for the future development of property within the Southwest Activity Center.
- SW 1.1.2 All development within the Southwest Activity Center shall be consistent with the future land use designations depicted by the corresponding Future Land Use Map Figure 1-12D, the descriptions provided in section B, above, and all other appropriate sections of the Comprehensive Plan and land development regulations.
- SW 1.1.3 The conceptual alignments of the proposed internal roads, and connections to State Road 472 and County Road 4101 (Martin Luther King Jr. Beltway), for the SWAC are depicted within the Future Land Use Map exhibit for the Activity Center. However, modifications to these conceptual alignments shall not require an amendment to the Activity Center's future land use map.
- SW 1.1.4 Future development of lands within the Activity Center shall require rezoning to a Planned Unit Development (PUD), Southwest Commerce (SWC) or Southwest Community (SWR) zoning designations.
- SW 1.1.5 Mixed-use development shall be encouraged for appropriate locations within the Southwest Activity Center.
- SW 1.1.6 Existing uses within the boundary of the Southwest Activity Center may continue, but any new development or expansion of existing uses shall be consistent with the Future Land Use descriptions set forth in section B, above, for the Southwest Activity Center.
- SW 1.1.7 Office park and research and development uses should be encouraged to locate at premium and high visibility sites within the Activity Center.
- SW 1.1.8 Retail type commercial shall be located at appropriate locations consistent with the Future Land Use descriptions set forth in section B, above.
- SW 1.1.9 Hotel accommodations should be in close proximity and have easy access to the office and industrial segments of the Activity Center.
- SW 1.1.10 In order to facilitate both the regional commercial/retail and other retail activity, as well as the safe and efficient movement of auto traffic from one center/store to another, the use of common access arrangements shall be required within the Activity Center.

OBJECTIVE:

SW 1.2 Individual developments within the Activity Center shall be designed to provide visual compatibility and functional continuity with other adjacent developments within the Activity Center.

POLICIES:

SW 1.2.1 New development and redevelopment may, at a minimum, be required to:

- Provide for a compatible and consistent appearance by utilizing such mechanisms as sign standards (i.e., number, height, and copy area), landscape screening/buffering requirements (i.e., width and composition), underground utilities, and building setbacks and height requirements;
- Incorporate shared access, shared parking, and loading facilities, as practical to reduce impervious surfaces and multiple access points on the thoroughfare and internal road systems;
- Provide for interconnected vehicular, transit, and non-vehicular movement throughout the Activity Center;
- Provide a network of connected open spaces (said open spaces shall be in, or predominately in, a natural state) that promote linkage with other adjoining developments;
- Cluster to preserve critical habitat for protected listed species;
- Use common frontage/service roads; and,
- Use shared or joint facilities such as stormwater, bus stops, and utility easements.

It is not intended that each development within the Activity Center be aesthetically identical. However, the County's land development regulations shall be amended to include certain minimal standards addressing the items listed above that will be applicable to development within Southwest Activity Center. Until those regulations are adopted, development of properties within the Southwest Activity Center shall require rezoning to a Planned Unit Development (PUD), SW Commerce (SWC), or SW Community (SWR) and shall be subject to these policies.

SW 1.2.2 All uses within the Activity Center abutting residential areas shall be designed to minimize the disruptive effects of lighting, noise, and signage.

SW 1.2.3 The design of nonresidential projects sharing a common boundary with an area planned for residential use shall be sensitive to the scale and context of the residential neighborhood. The design of nonresidential uses should emulate or be compatible with adjacent residential building styles (if existing), development patterns, building masses, overall height, setbacks, and areas in need of buffering.

- SW 1.2.4 Encourage a complementary mix of uses during the development review process, whenever practical, to encourage complementary uses as part of office and “flex space” buildings as a business and worker amenity.
- SW 1.2.5 Encourage the creation of high value or prestige sites in the interior of large projects with public focal points that the development can be centered around. Such features include plazas, parks, gardens, courtyards, recreation facilities or other open space areas.
- SW 1.2.6 Automobile service stations, and any commercial uses with drive-through facilities, shall not be permitted in the Southwest Community (SWR) Districts.

OBJECTIVE:

- SW 1.3 Promote development within the Southwest Activity Center that protects and enhances the natural and built environment.

POLICIES:

- SW 1.3.1 The clustering of activities and structures shall be encouraged so as to promote open space areas.
- SW 1.3.2 Developments shall be designed to integrate wetlands and other environmentally sensitive lands into an open space network. This network should be linked to similar systems on the same property or adjacent properties, including parcels outside of the Activity Center.
- SW 1.3.3 Where feasible, listed species and their habitat will remain undisturbed. If listed species and their habitat are unavoidably impacted by development, mitigation shall be required. Mitigation activities may include preservation, creation, or management of like habitat. A combination of the above mentioned mitigation approaches shall also be considered. All mitigation proposals shall be in compliance with applicable ~~with~~ Federal, State, and local agencies.
- SW 1.3.4 The open space designation may also be utilized in identifying areas for habitat preservation or mitigation. The open space areas may allow the following uses: public places, retention, landscaping or tree protection, passive recreation, or habitat protection. If the open space is utilized for habitat purposes, site plans or development agreements will identify these areas for such purposes and restrict future usage in these areas.
- SW 1.3.5 All mitigation activities for listed species shall include a management plan intended to ensure the long term vitality of listed species populations.
- SW 1.3.6 All landscaping plans shall be required to utilize water-efficient landscaping techniques. Water-efficient landscaping techniques include the use of native vegetation, strategic locations of plants, water-efficient irrigation systems, water reuse systems, and maintenance of native vegetation stands.

- SW 1.3.7 Building design, construction, and operation should incorporate green building practices to promote energy conservation.
- SW 1.3.8 All development shall connect to central utilities for potable water uses. All irrigation wells are prohibited. Non-potable water is to be provided by the following sources, in order of priority, for surface irrigation of common and private areas, to include parks, commercial, industrial and residential areas, unless prohibited by the Florida Department of Environmental Protection, the St. Johns River Water Management District, or other regulatory agency: (a) Treated wastewater made available to the property; (b) Surface water stored on-site in surface water storage ponds; or (c) Potable water may be used only on single-family residential lots if no lesser quality source is available, but shall be converted to a lesser quality source when it becomes available.
- SW 1.3.9 Solar panels are allowed and encouraged on all buildings, in adherence to design guidelines that may adapt to changing technologies.

OBJECTIVE:

- SW 1.4 Promote cooperation and coordination between governmental jurisdictions and agencies when reviewing development proposals.

POLICIES:

- SW 1.4.1 Volusia County shall, in cooperation with the Florida Department of Transportation, evaluate the impacts of specific land development proposals upon the existing and future plans for the roadway network. Development shall be designed to protect land critical for future interchange, roadway, and intersection capacity improvements.
- SW 1.4.2 The Future Land Use Map Figure 1-12D for the Southwest Activity Center serves as a guide in locating land uses. Public facilities and support uses are not shown on the map, but they may be allowed under either the SWAC Commerce (SWC) or SWAC Community (SWR) Districts.
- SW 1.4.3 The Florida Fish and Wildlife Conservation Commission, the U.S. Fish and Wildlife Service, or other appropriate agencies shall be notified of any land development proposal within the Southwest Activity Center that may impact listed species or associated habitat. If deemed appropriate, the County shall coordinate with State and Federal agencies to ensure the proper management of listed species occurring on the Southwest Activity Center.

OBJECTIVE:

- SW 1.5 Promote development that enhances the economic base of the County.

POLICIES:

- SW 1.5.1 Volusia County shall attract and promote development within the Activity Center in a manner that is consistent with the County's Overall Economic Development Plan (OEDP) and the vision for the Southwest Activity Center as an employment center.

SW 1.5.2 Volusia County shall explore various funding alternatives for the construction of required infrastructure. Examples of these financial mechanisms may include, but may not be limited to, Special Assessment Districts, Economic Development Administration Grants, and Tax Increment Financing Programs.

SW 1.5.3 When evaluating proposed Planned Unit Developments, preference shall be given to those uses that are considered to provide high value-added industries. Preference may be in the form of administrative rezoning, reduction in fees, administrative processing of permits, installation of utilities, or financial incentives.

OBJECTIVE:

SW 1.6 Provide for the correction/mitigation of existing roadway problems.

POLICIES:

SW 1.6.1 Roadway improvements that may be necessary to mitigate level of service impacts shall be consistent with the Thoroughfare Plan of the Transportation Element.

SW 1.6.2 Development shall be monitored and transportation impacts assessed as required by the county's transportation concurrency management program.

OBJECTIVE:

SW 1.7 Promote development patterns and mobility programs that are designed to minimize future traffic congestion.

POLICIES:

SW 1.7.1 Volusia County shall, in cooperation with the appropriate agencies, seek to promote mass transit service to the Activity Center.

SW 1.7.2 Mixed use buildings and projects shall be encouraged within a development in order to provide internal trip capture.

SW 1.7.3 Volusia County shall study other methods of promoting traffic reduction, which may include, but may not be limited to, the feasibility of adopting a traffic reduction ordinance, requiring a transportation management agreement as a condition of project approval, the formation of traffic management associations, and the establishment of a transportation concurrency management area.

SW 1.7.4 Site planning/design for proposed projects shall, as a condition of approval by the County, facilitate and encourage the internal movement of mass transit vehicles (only where the size/intensity of the proposed development warrants such considerations), and provide preferential off-street parking locations for carpool and vanpool usage.

SW 1.7.5 Commercial development that demonstrates appropriate pedestrian linkages, internal trip captures, and reduced impact on thoroughfare roads shall be encouraged.

- SW 1.7.6 Encourage beneficial development patterns during the development review process, whenever practical, so that complementary uses can be located in close proximity to facilitate walking, bicycling or the use of local but not thoroughfare roads for auto trips.
- SW 1.7.7 Encourage convenient pedestrian and local road access from lodging facilities to restaurants.
- SW 1.7.8 Require safe, attractive streets that provide connectivity throughout the Activity Center area.