

Deseo Grande Apts. Ph. 2 (south side of Dezerland aka Artegon Mall)

Planning Development Review Application

Project Description

Purpose of the proposed development and its relationship to surrounding properties.


The applicant is requesting approval of an amendment to the existing Master Plan to allow additional retail, amusement, multi-family and hotel uses. The request includes a Phase 2 Specific Parcel Master Plan for the construction of a 365-unit 5-story (65 ft. tall) apartment building on approximately 5.6-acres on the south side of the overall property. The request includes a Phase 2 Specific Parcel Master Plan (SPMP) for the construction of a 365-unit 5-story (65 ft. tall) apartment building on approximately 8.44-acre parcel which includes some private roadways on the south side of the property. The property is in the Florida Center/International Dr. neighborhood.

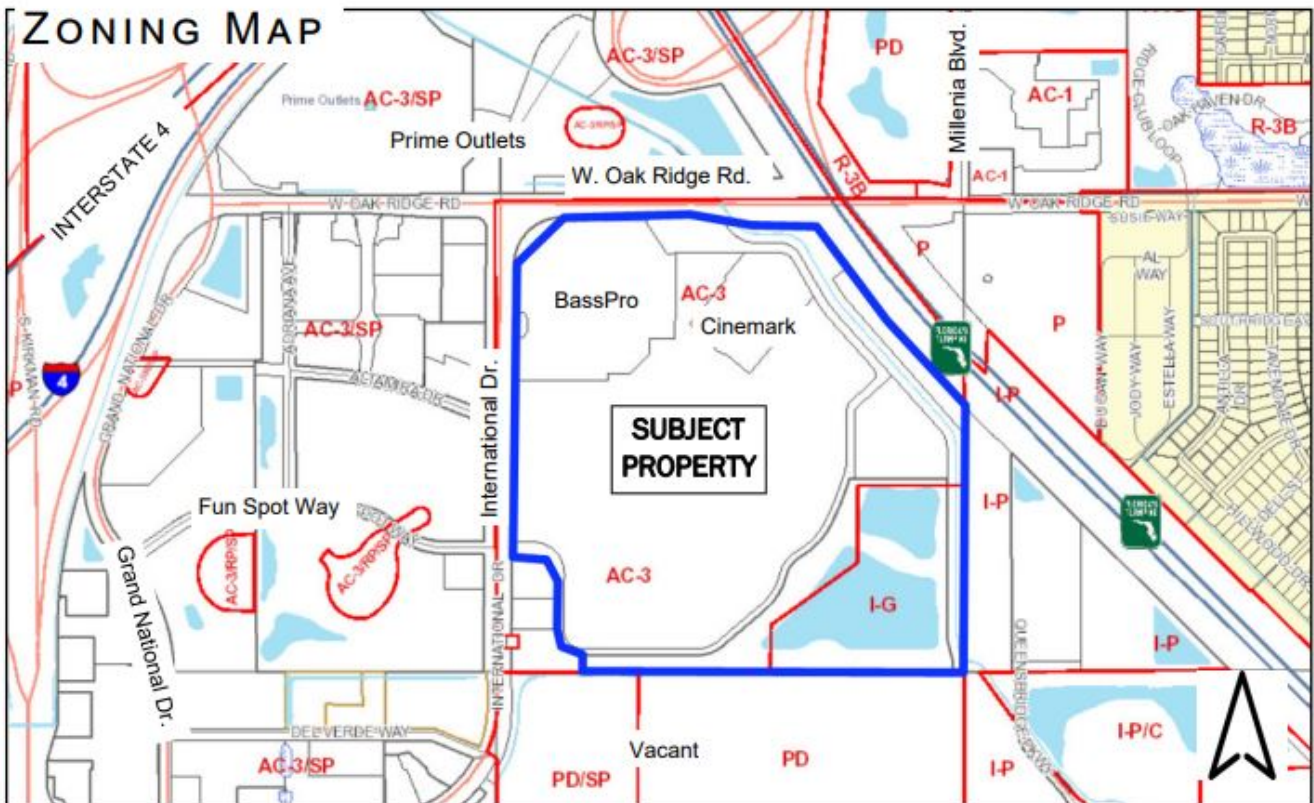
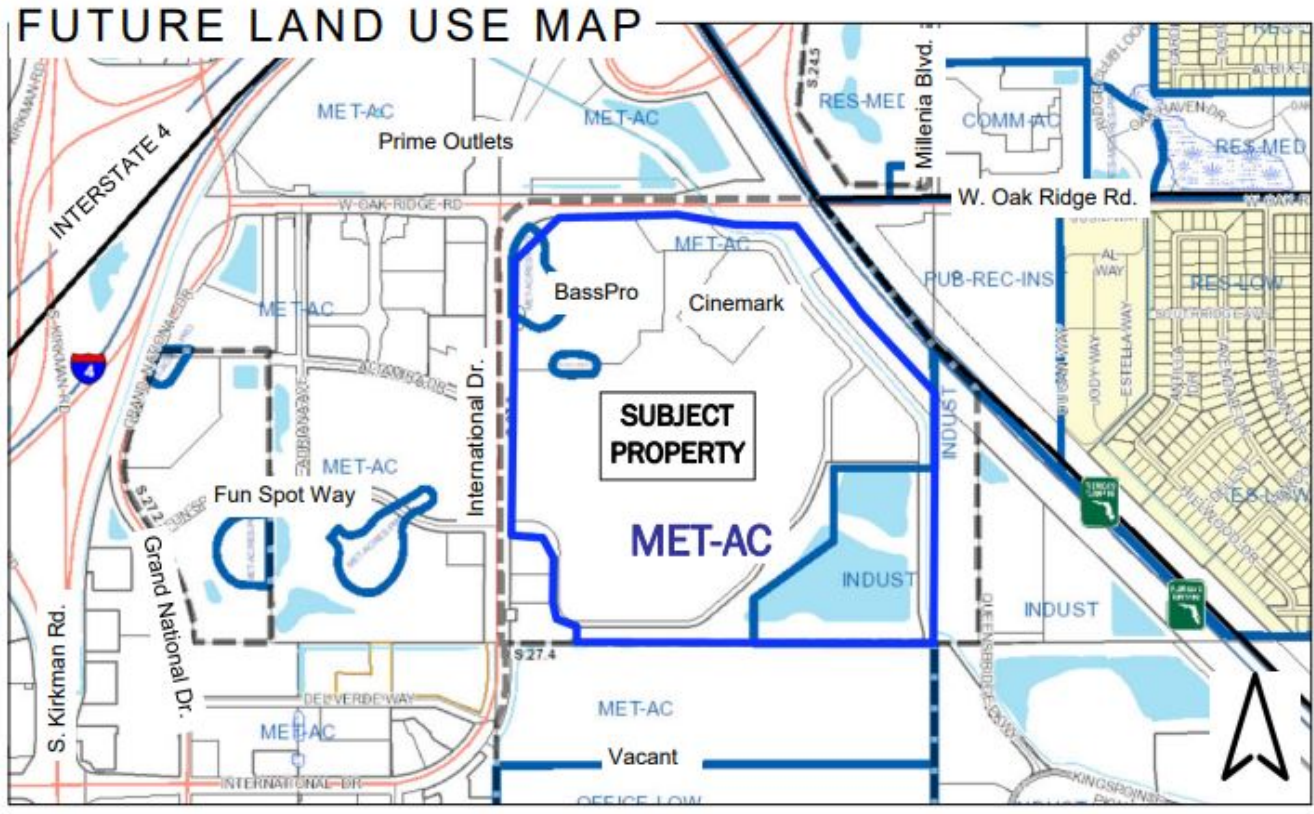
The property is on the east side of International Dr. and south side of W. Oak Ridge Rd., southwest of the Florida Turnpike. Adjacent uses, zoning and future land use designations are shown in Table 1 below.

Table 1 - Project Context			
	Future Land Uses	Zoning	Adjacent Uses
North	(Across W. Oak Ridge Rd.) Metropolitan Activity Center (MET-AC)	AC-3/SP (Metropolitan Activity Center, N. International Dr. Special Plan Overlay)	Prime Outlets Mall
East	(Across Florida Turnpike) Public/Recreation/Institutional & Industrial (INDUST)	P (Public Use) and I-P (Industrial Park)	OUC Electric Substation & OUC Powerline Easement
South	MET-AC	PD/SP & PD (Acquasol Planned Development, N. I Drive Special Plan Overlay)	Acqua-Sol Property (vacant)
West	(Across International Dr.) MET-AC	AC-3/SP	Restaurants & Retail Uses



Location Map

 Subject Site



Identify how the proposed development is consistent with the City's Growth Management Plan.

Previous Actions

1968: Property annexed into the City as part of the Major Realty Annexation (City Doc. #8032A).

1998: Master Plan (MPL98-096) approved to allow 2-phased retail shopping and entertainment center; property initially platted as Festival Bay subdivision.

2000: ±969,504 sq. ft. retail shopping center and theater constructed on the property.

2013: Property replatted as Festival Bay Replat (BassPro and Cinemark became separate parcels, along with the creation of two (2) tracts on the south and east sides (SUB2013-00016); Minor Master Plan amendment (MPL2013-00430/00431) approved to alter the front entry feature, facades and signage for the rebranded Artegon Marketplace.

2015: Property again replatted (SUB2015-00033) to create three (3) additional Code-compliant outparcel lots (now in separate ownership), with the exterior ring drive placed in a tract to provide lot frontage for existing vacant and stormwater lots in the rear (southeast of the mall).

1/2018: Property acquired by current owner.

11/2018: Determination issued (DET2018-10255) relative to proposed indoor auto sales in Artegon Mall.

09/2019: MPL2019-10002 Amendment for Phase 1 approved.

Conformance with Growth Management Plan (GMP) and Land Development Code (LDC)

The property is designated Metropolitan Activity Center on the City's Future Land Use Map and is zoned AC-3 (Metropolitan Activity Center). Retail and restaurant uses, indoor recreation and movie theaters, indoor auto sales, and many other potential uses are all allowed in the AC-3 zoning district; the future addition of front outparcel commercial uses, phased multi-family uses along the south end and a possible hotel behind the mall requires Master Plan amendment review and approval of a Specific Parcel Master Plan (SPMP) for the initial multi-family development within the AC-3 zoning district.

The property is not located within the International Drive Special Plan (SP) Overlay district - the (previous) owners opted out when the overlay district was adopted in 1994, prior to when the original master plan was adopted (in 1998) and the site constructed (1999-2000).

In 2000, the Artegon property initially consisted of ±139 acres. Via a 2013 replat, the attached BassPro Shoppes and Cinemark Theaters and two (2) additional vacant outparcels (on the east side of the Artegon property) were sold off, reducing the parcel size to 108.4 acres. With the 2015 sale of a small 4.1-acre parcel near the south entrance off International Dr. (existing 7-Eleven and Pollo Tropical restaurant), the size of the property decreased to ±104.3 acres. While BassPro and Cinemark are not co-applicants for the master plan amendment, they have shared ingress/egress and parking privileges as part of the overall Artegon site. Development of apartments on the south side of the site and future development of a hotel on the east side should have little effect on the retail functions of BassPro Shoppes and the Cinemark Theaters.

Identify why the proposed use is appropriate in the proposed location.

The site has been identified as having all of the required infrastructure to support the request and provides residential space for residents in the community as the areas continues to grow.

The mall site already has stormwater ponds located on the southeast side of the property within a 19-acre parcel under Industrial future land use and I-G zoning (but owned by Dezer Properties). A stormwater vault will be used for additional stormwater treatment under the parking garage.

The Phase 2 apartments will be within 115 ft. of the Artegon Mall building to the north, which is scheduled to be interior auto sales & showroom and an arcade/ game room. Required and proposed buffers for the Phase 2 multi-family use are provided in Table 1 below.

<i>Required & Pro-posed Buffer Depths</i>	<i>Front (West)</i>	<i>Street Sides (North and South)</i>	<i>Rear (East)</i>
Minimum Required	7.5 ft.	7.5 ft.	7.5 ft.
Proposed Phase 1 Multi-Family Use*	7.5 ft. variable depth buffers,		
* existing mall is adequately buffered, although plantings may need upgrades			

The site is accessed from W. Oak Ridge Rd. and from International Dr., which both connect to Grand National Dr. and S. Kirkman Rd. to the west (I-4 is to the northwest) through the Prime Retail Outlets. The mall has a 2-lane inner drive closest to the main mall building and a 2-lane outer ring drive, providing complete emergency response access within the overall Artegon mall site. The outer ring drive is platted as a tract on the most recent (2015) replat, to allow it to be considered as lot frontage for a 19.9-acre I-G-zoned retention parcel and two (2) vacant BassPro owned parcels (7.7 acres) on the far east side of the overall Artegon property. At least two (2) cross-access connections are proposed to be extended to the AcquaSol parcel to the south.

Parking. Per data provided by the applicant, the mall (including BassPro and Cinemark Theaters) has ±6,300 parking spaces, about 1,450 more spaces than shopping centers over 600,000 sq. ft. gross floor area (GFA) are allowed (per LDC Section 61.322, Figure 27). The proposed Phase 2 apartment building will eliminate 350+ surface parking spaces, while replacing them with internal garage parking for the new apartment building. Ultimately, the total number of parking spaces will be reduced with further phased redevelopment of the site.

The 365-unit Phase 2 apartments will require a minimum 605 parking spaces, based on the proposed apartment mix (unit counts not provided for the phase 2 SPMP). 645 spaces are proposed, including 16 handicapped and 12 motorcycle spaces. Additional parking will be located to the east until such time as that area is redeveloped for the next phase hotel/retail use. The proposed Phase 2 apartment SPMP is adequately parked as proposed.

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A master sign plan was approved with the initial Festival Bay master plan in 1998 and formally adopted (via MPL2007-00021) in 2007. The sign plan was revised in 2014 (LDC2014-00176) when the name of the mall was changed to Artegon. The mall, including BassPro and Cinemark Theaters, is currently allotted 7,784 sq. ft. total sign area (wall, monument, pylon, pole, projecting, awning and window signage visible from public roadways). Owing to the new name change, from Artegon to Dezerland, a revised sign master plan (processed as a Planning Official determination) was submitted under MPL2019-10002.

The mall has multiple existing solid waste enclosures. The exact location of the solid waste enclosure for the Phase 2 apartments is not known, but may likely be within or near the parking structure.

The proposed 365-unit apartment complex (and subsequent residential phases) is subject to Orange County Public School (OCPS) concurrency requirements. A concurrency application was submitted and a concurrency management agreement (CMA) is required. The applicant has met with OCPS Concurrency staff and the CMA must be approved for each residential phase prior to recording the plat for the initial multi-family phase (and prior to building permits being issued for subsequent phases).