

OUR CLIENTS ISSUE

Our client is a large-scale developer of senior living communities. The company had submitted a zoning request and development plan to a municipality in Central Florida. The company had previously submitted a proposed zoning change for the same site but were turned down due to opposition pressure being placed on the commission by angry residents.

The company decided to make a second attempt a year later and introduced plans for a 177,000 sf, 286 bed lakefront community. The proposal required a zoning change a height variance and site plan approval.

We were hired for this second attempt to work with the neighbors, gather support for the application and provide political cover for the commissioners.

DELIVERABLES

We began meeting with the immediate neighbors within the surrounding neighborhoods, educating residents on the benefit of having an upscale senior living facility on this site, the taxes that would be paid by the company that would go to the school system, the lack of vehicle traffic created by this usage as opposed to traffic that could be created by alternative uses and numerous other reasons. We canvassed neighborhoods and businesses, possible vendors away from the site educating them about the project and the additional jobs it would bring in as well as the multiplier effect for local businesses.

We were able to collect 321 petition signatures from within the surrounding subdivisions and neighborhoods that were presented to the commission, we presented 63 personally written letters to the commission, countless phone calls and 72 supporters at the public hearing. The opposition group did not have nearly the number of attendees opposing the application as they had in the previous attempt due to our outreach and education.

THE RESULT

Our client's zone changes and variance request were approved by a nearly unanimous vote of the commission. Our client later received the site plan approval from the Planning Commission.