

**PROPOSED LARGE-SCALE
FUTURE LAND USE MAP (FLUM) AMENDMENT**



OVERVIEW

ORDINANCE: ORD # 2014-528

APPLICATION: 2014A-002-3-13

APPLICANT: PHIL LANZA

PROPERTY LOCATION: 14055 Phillips Hwy

Acreeage: 19.13

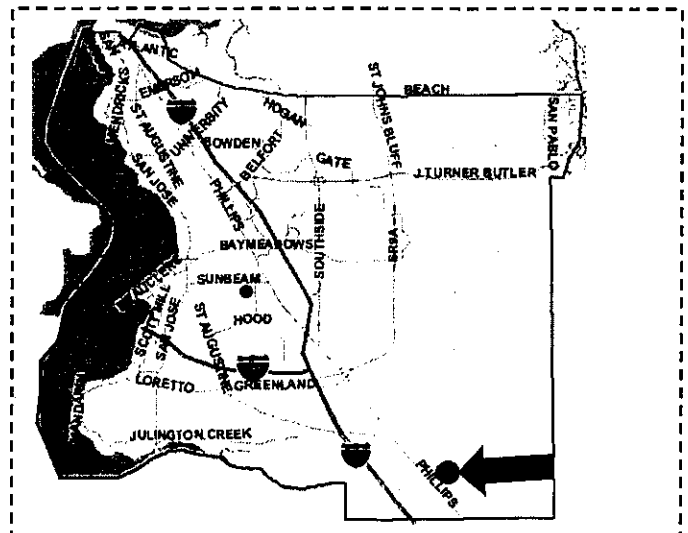
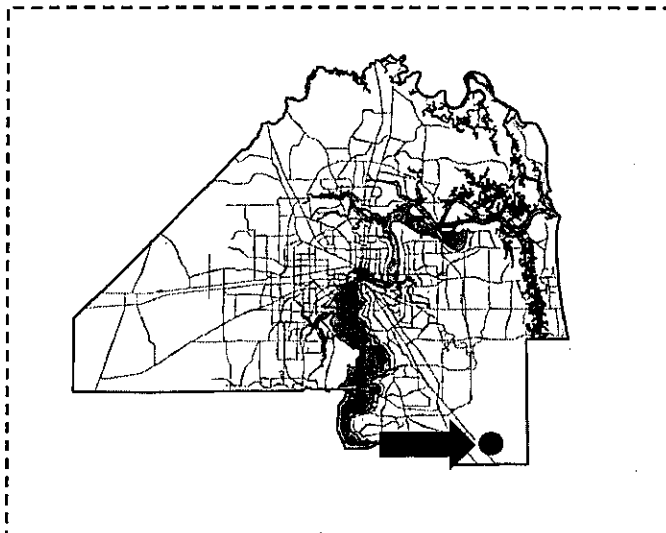
Requested Action:

	Current	Proposed
LAND USE	AGR-IV	CGC
ZONING	AGR	CCG-1

Existing FLUM Category	Proposed FLUM Category	Existing Maximum Density (DU/Acre)	Proposed Maximum Density (DU/Acre)	Existing Maximum Intensity (FAR)	Proposed Maximum Intensity (FAR)	Net Increase or Decrease in Maximum Density	Non-Residential Net Increase or Decrease in Potential Floor Area
AGR -IV	CGC	8 DU (1 DU/2.5 acre)	N/A	N/A	291,656 sq. ft.	Decrease of 8 DU	Increase of 291,656 sq. ft.

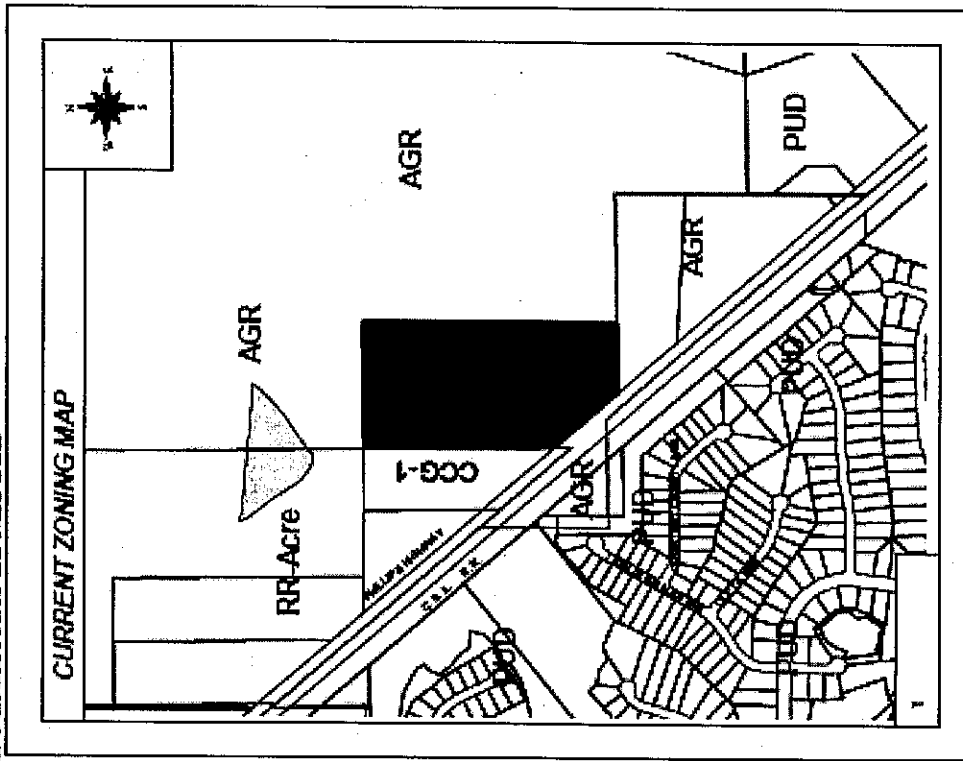
PLANNING AND DEVELOPMENT DEPARTMENT'S RECOMMENDATION: APPROVAL

LOCATION MAPS:

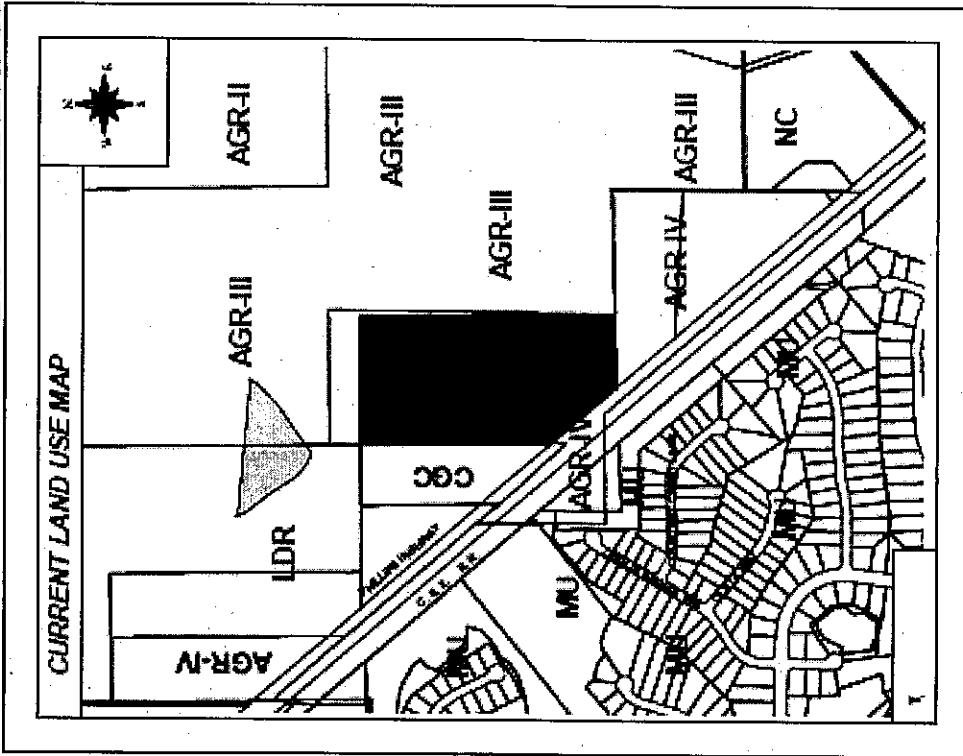


DUAL MAP PAGE

LARGE SCALE LAND USE APPLICATION 2014A-002



Current Zoning District(s): Agriculture (AGR)
Requested Zoning District(s): Commercial Community General I (CCG-1)



Existing FLUM Land Use Categories: Agriculture IV (AGR-IV)
Requested FLUM Land Use Category: Community General Commercial (CGC)

ANALYSIS

Background:

The 19.13 acre subject property is located on the east side of Phillips Hwy. (U.S 1) 1.3 miles south of the new 9B interchange and 1.6 miles north of the St. Johns County line and the new Nocatee Parkway intersection. The property is located in the Southeast Planning District and in Council District 13. The property is currently a golf driving range and golf teaching academy.

The applicant is requesting an amendment to the Future Land Use Map series (FLUMs) from Agriculture (AGR-IV) to Community General Commercial (CGC) and a rezoning from Agriculture (AGR) to Commercial Community General (CCG-1). The companion rezoning application proposing CCG-1 is filed under 2014-529.

The area east of the subject site is predominately vacant agricultural land. Abutting the subject property directly north is a CGC parcel used for open storage of construction equipment. A few lots north, along the east side of Phillips Hwy, is a vacant CGC parcel owned by Gate Petroleum. South of the subject site are several vacant Neighborhood Commercial (NC) parcels. The land use was changed in 2007 from LDR to NC for 3 parcels. The zoning is a PUD with plans to develop the "Phillips Highway Commercial Center". Across Phillips Hwy, there is a large development of single family homes but there is no access to the neighborhood from Phillips Hwy. (See Attachment A, Existing Land Utilization)

Recently, the Estuary Corporation submitted 8 land use amendments of which 7 were approved by the City Council. Approximately 1000 acres will be developed consisting of residential and commercial usage. The subject site is less than 2 miles south from this proposed development. In addition, this site is just 1.8 miles north of the Nocatee DRI.

According to the Capital Improvements Element of the 2030 Comprehensive Plan, the site is located within the Rural Development Area of the City. However, it is adjacent to the Suburban Development Area.

Impact Assessment:

Potential impacts of a proposed land use map amendment have been analyzed by comparing the Development Impact Standards for the subject site's existing vs. proposed land use categories unless maximum density/intensity is noted on the Annotated FLUM or is in a site specific policy. Development Impact Standards are detailed in FLUE Policy 1.2.16, Development Standards for Impact Assessment. These standards produce development potentials as shown in this Section.

Utility Capacity

The calculations to determine the water and sewer flows contained in this report and/or this spreadsheet have been established by the City of Jacksonville Planning and Development

Department and have been adopted by JEA solely for the purpose of preparing this report and/or this spreadsheet. The method of calculating water and sewer flows in order to properly size infrastructure shall continue to be based on JEA's Water, Sewer and Reuse for New Development Projects document (latest edition).

Transportation

The Planning and Development Department completed a transportation analysis (see Attachment B) and determined that the proposed amendment results in 9,085 new daily external trips. Potential traffic impacts will be addressed through the Concurrency and Mobility Management System Office.

Wetlands

A wetlands survey map has been prepared for the application site with the use of the City's GIS system and photogrammetric analysis. According to the Florida Land Use Code Classification System (FLUCCS) the property contains approximately 3.8 acres of "Wetland Coniferous Forest", and "Wetland Forested Mixed" type wetlands. The wetlands are located on the western and northern portion of the property and are part of a larger isolated wetlands system extending to the northern adjacent property. The "Category III" type wetlands have a low to medium functional value by providing some water pollution and stormwater attenuation. Alteration of wetlands will require mitigation from the St. Johns River Water Management District.

The United States Department of Agriculture, Natural Resource Conservation Service "Soil Survey" classifies the wetlands as "Evergreen-Wesconnett Complex". The Evergreen and Wesconnett are both nearly level poorly drained soils formed in thick sandy marine sediments. The Evergreen soils were also formed in decomposed organic materials. The wetlands area has a water table close to the ground surface.

Any proposed development of the property could have an impact on the sites wetlands and their functional values. Mitigation will satisfy Goal 4 and Objective 4.1 of the Conservation and Coastal Management Element (CCME) of the Comprehensive Plan to achieve no net loss of the natural functions of the City's remaining wetlands, improve the quality of the City's wetland resources over the long-term, improve the water quality, and improve fish and wildlife values of wetlands.

Other general requirements for development in wetlands including permitted uses, maintenance of water quality, maintenance of vegetation, and hydrology are specified in Policy 4.1.3 of the CCME, 2030 Comprehensive Plan. However, mitigation of the site's wetlands will satisfy that policy as well.

Goal 4

To achieve no further net loss of the natural functions of the City's remaining wetlands, improve the quality of the City's wetland resources over the long-term and improve the water quality and fish and wildlife values of wetlands.

Objective 4.1

The City shall protect and conserve the natural functions of its existing wetlands, including estuarine marshes.

IMPACT ASSESSMENT

DEVELOPMENT ANALYSIS		
	CURRENT	PROPOSED
Site Utilization	Golf range and teaching academy	Commercial
Land Use Category	AGR-IV	CGC
Development Standards For Impact Assessment	1 Du per 2.5 Acres	0.35 FAR
Development Potential	8 Dwelling Units	291,656 Square Feet of Retail/Commercial Development
Population Potential	@2.35/Unit = 19 People	0
SPECIAL DESIGNATIONS AREAS		
	YES	NO
Aquatic Preserve		X
Airport Environ Zone		X
Industrial Preservation Area		X
Cultural Resources		X
Archaeological Sensitivity		X
Historic District		X
Coastal High Hazard Area		X
Ground Water Aquifer Recharge Area	X	
Well Head Protection Zone		X
PUBLIC FACILITIES		
Potential Roadway Impact	Increase of 9,085 daily trips	
Water Provider	JEA	
Potential Water Impact	Increase of 12,455 gallons per day	
Sewer Provider	Septic Tank	
Potential Sewer Impact	Increase of 9,341 gallons per day	
Potential Solid Waste Impact	Increase of 445.8 tons per year	
Drainage Basin / Sub-Basin	Powers Bay	
Recreation and Parks	Genovar Park 1.4 miles	
Mass Transit	None	
NATURAL FEATURES		
Elevations	20 Feet	
Soils	22, 32 and 35	
Land Cover	4110 6300 and 6200	
Flood Zone	N/A	
Wet Lands	Yes, 6250	
Wild Life	N/A	

PROCEDURAL COMPLIANCE

Upon site inspection by the Planning and Development Department on February 18, 2014, the required public hearing signs were posted. Thirteen (13) notices were mailed out to adjoining property owners informing them of the proposed land use change and pertinent public hearing and meeting dates.

Preview Workshop was held February 24, 2014 and no speakers were present.

CONSISTENCY EVALUATION

2030 Comprehensive Plan

The proposed amendment is consistent with the following Objectives and Policies of the 2030 Comprehensive Plan, Future Land Use Element:

Policy 1.1.11 Encourage that new non-residential projects be developed in designated nodal and corridor development areas as provided in the Plan Category Descriptions of the Operative Provisions, in appropriate commercial infill locations, or as a Transit Oriented Development

Objective 3.2 Continue to promote and sustain the viability of existing and emerging commercial and industrial areas in order to achieve an integrated land use fabric which will offer a full range of employment, shopping, and leisure opportunities to support the City's residential areas

Policy 3.2.1 The City shall promote development of commercial and light/service industrial uses in the form of nodes, corridor development , centers or parks.

According to the Category Descriptions for the Rural Development Areas of the FLUE, the AGR-IV future land use category primarily permits low density residential development at a density of one unit per 2.5 acres. Generally, all agricultural land use categories within the City provide for agricultural uses such as farming, horticulture, forestry and logging, storage, processing and wholesale distribution of farm supplies and products.

The Community General Commercial (CGC) land use designation includes outlets and establishments that offer a wide range of goods and services including general merchandise, apparel, food and related items. General commercial uses include business and professional offices, financial institutions, highway commercial, mobile home/motor home rental and sales, off-street parking lots and garages, and boat storage and sales, among other similar types of commercial developments.

The proposed land use amendment site has a land use designation of AGR but has been operating as a golf driving range and teaching academy for quite some time. Although the subject property is located in the Rural Development Area it abuts the Suburban

Development Area. The extension of 9B, the proposed development on the Estuary Corporation's approx. 1,000 acre property just north of this site, and the development of the Nocatee DRI, will stimulate growth along the U.S.1 corridor in the southeast area of the city. This land use amendment will be compatible with the future land use pattern that is occurring along Phillips Hwy and so is consistent with Objective 1.1. Since the site is located along a major corridor it is appropriate for commercial use and so the proposed land use amendment to CGC is appropriate and is consistent with FLUE Policy 1.1.11, and Policy 3.2.1.

The proposed land use amendment to CGC would allow for additional employment and commerce opportunities for the neighborhood's residential community while promoting the viability of a commercial area along Phillips Hwy. Therefore, the proposed amendment is consistent with FLUE Objective 3.2.

Southeast Vision Plan

The proposed amendment is consistent with the following Principle 2, Sub Principle 2.3 of the Southeast Vision Plan:

Sub principle 2.3 Provide for and promote more consistent/compact and contiguous development in new areas provided there are appropriate transitional buffers.

According to the Southeast Vision Plan, "new areas" describe lands that already have development entitlements in place. One of the new areas identified in the plan, refer to the large area east of 9B that is being developed by the Estuary Corporation as well as the Nocatee DRI within Duval County. This site is between these two large developments and located on a major roadway. In addition the NC property just south is slated to be developed as the Phillips Highway Commercial Center. The proposed land use amendment adds to the contiguous nature of future development in this area.

Strategic Regional Policy Plan

The proposed amendment is consistent with the following Policy of the Strategic Regional Policy Plan under the Economic Development Goal:

Policy 61C: Using the theme of a multiple growth center scenario, strive to achieve the following: Create a sustainable, full-service region. Create a job/housing balance within each county. Ensure that there is an equitable distribution of infrastructure and support facilities, including schools, hospitals, and libraries, throughout the Region. Promote alternatives to single-occupancy vehicle commuter trips and high-speed connectivity between job and housing centers.

The proposed land use amendment is consistent with Policy 61C as it promotes a job/housing balance and a sustainable full service region. This use will provide an opportunity

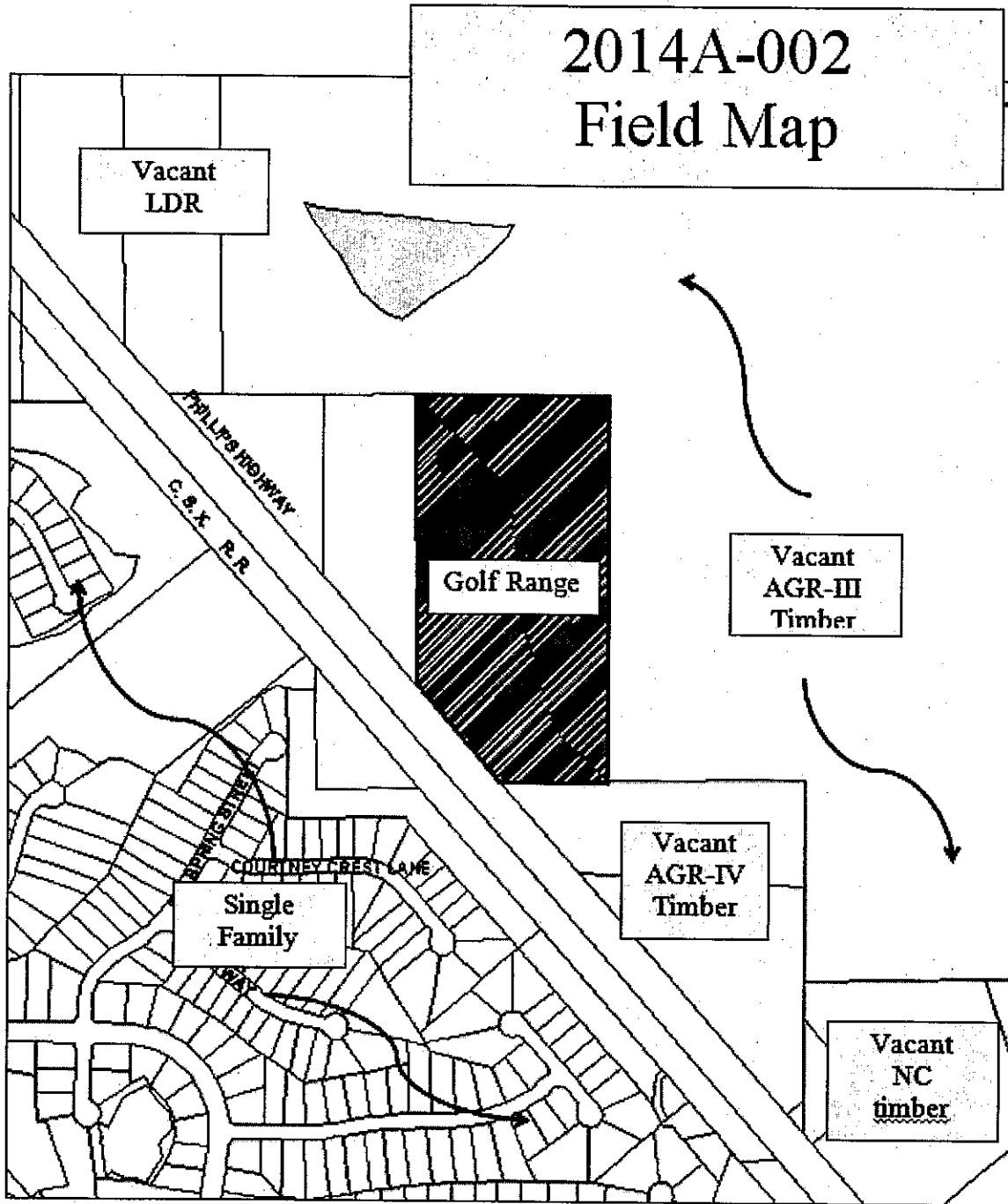
for the expansion of business adjacent to a major road with existing businesses and services for the residential areas being developed north and south of this site. Therefore, the proposed amendment is consistent with the Strategic Regional Policy Plan.

RECOMMENDATION

The Planning and Development Department recommends **APPROVAL** of this application based on its consistency with the 2030 Comprehensive Plan and Strategic Regional Plan.

ATTACHMENT A

Existing Land Utilization:



ATTACHMENT B

Traffic Analysis:

Council District: 13

Table A

Generation Estimation
Section 1

Existing Development	Number of Acres	ITE Land Use Code	Existing Number of Units (X)	Independent Variable (Units)	Estimation Method (Rate or Equation)	Gross Trips	Less Internal Trips	Less Pass-By Trips	Net New Daily Trip Ends
AGR-IV / AGR	19.13	210							
Total Section 1									0

Section 2

Current Land Use	Number of Acres	ITE Land Use Code	Potential Number of Units (X)	Independent Variable (Units)	Estimation Method (Rate or Equation)	Gross Trips	Less Internal Trips	Less Pass-By Trips	Net New Daily Trip Ends
AGR-IV / AGR	19.13	210	8	DUs	$T = 9.52 (X)$	76	0.00%	0.00%	76
Total Section 2									76

Section 3

Proposed Land Use	Number of Acres	ITE Land Use Code	Potential Number of Units (X)	Independent Variable (Units)	Estimation Method (Rate or Equation)	Gross Trips PM/Daily	Less Internal Trips	Less Pass-By Trips	Net New Daily Trip Ends
CGC / CCG-1	19.13	820	300,346	1,000 SF OF GLA	$Ln(T) = 0.65 Ln (X) + 5.83 / 1000$	13,880	0.00%	34.00%	9,161
Total Section 3									9,161
*Net New Trips = Section 3 - Section 2 - Section 1									9,085

Source: Trip Generation Manual, 9th Edition, Institute of Engineers

ATTACHMENT B (cont)

Table B

Net New Daily External Trip Distribution

	a 9,085	= Total Net New External Trips (Table A)	b	(a*b)
Link ID Number	Roadway Name	From / To	Percent of Total Net New Daily Amendment Trips	Net New Daily External Amendment Trips
8	PHILIPS HWY (SR 5)	ST. JOHNS COUNTY LINE TO OLD ST AUGUSTINE RD	100.00%	9,085

BOLD

Indicates Directly Accessed Segment(s)

ATTACHMENT B (cont)

Council District: 13

Table C


Roadway Link Analysis

Link ID Number	Road Name	Termini	Roadway Classification	State or City Road	Numbers of Lanes	Adopted Service Volume	Background Traffic			Amended Trips Daily External	Total Trips Daily External	Percent Capacity Used with Amended Trips
							Daily	1 Year Growth %*	Volumes w/ 5 Yr Growth			
							a	b	c			
8	PHILIPS HWY (SR 5)	ST. JOHNS COUNTY LINE TO OLD ST AUGUSTINE RD	Highway	State	4/D	65,800	28,000	3.70%	33,578	9,085	42,663	65.03%

* As determined from Trend Analysis or FDOT LOS Report, dated 8/13/2013
 Data from City of Jacksonville Road Most recent Link Status Report dated 11/1/2013
BOLD indicates Directly Accessed Segment(s)

ATTACHMENT C

Land Use Amendment Application:

		APPLICATION FOR SEMI-ANNUAL LAND USE AMENDMENT TO THE FUTURE LAND USE MAP SERIES - 2030 COMPREHENSIVE PLAN	
Date Submitted:	1/14/14	Date Staff Report is Available to Public:	04-04-2014
Land Use Transmittal Ordinance #:	2014-198	1st City Council Public Hearing:	04-08-2014
JPDD Application #:	2014A-002	Planning Commission's LPA Public Hearing:	04-10-2014
Assigned Planner:	Jody McDaniel	LUZ Committee's Public Hearing:	04-15-2014
		2nd City Council Public Hearing:	04-22-2014
<u>GENERAL INFORMATION ON APPLICANT & OWNER</u>			
Applicant Information: PHIL LANZA MASTERFIT GOLF TEACHING AND FITTING ACADEMY, INC 14055 PHILIPS HWY JACKSONVILLE, FL 32256 Ph: (904) 886-4800 Fax: (904) 886-4805 Email: MASTERFITGOLFLTD@YAHOO.COM		Owner Information: PHIL LANZA MASTERFIT GOLF TEACHING AND FITTING ACADEMY, INC 14055 PHILIPS HWY JACKSONVILLE, FL 32256 Ph: (904) 886-4800 Fax: (904) 886-4805	
<u>DESCRIPTION OF PROPERTY</u>			
Acreage: 19.13 Real Estate #(s): 168124-0000		General Location: 14055 PHILIPS HWY	
Planning District: 3 Council District: 13 Development Area: RURAL AREA Between Streets/Major Features: RACE TRACK RD and ST AUGUSTINE RD		Address: 14055 PHILLIPS HWY	
<u>LAND USE AMENDMENT REQUEST INFORMATION</u>			
Current Utilization of Property: PUBLIC GOLF RANGE Current Land Use Category/Categories and Acreage: AGR-IV 19.13			
Requested Land Use Category: CGC Justification for Land Use Amendment: POTENTIAL SALE		Surrounding Land Use Categories: CGC	
<u>UTILITIES</u>			
Potable Water: CITY WATER		Sanitary Sewer SEPTIC TANK	
<u>COMPANION REZONING REQUEST INFORMATION</u>			
Current Zoning District(s) and Acreage: AGR 19.13			
Requested Zoning District: CCG-1			
Additional information is available at 904-255-7888 or on the web at http://maps.coi.net/luzap/			