

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



OVERVIEW

ORDINANCE: ORD # 2015-19

APPLICATION: 2014A-003-4-11

APPLICANT: PAUL HARDEN

PROPERTY LOCATION: On the southeast side of Normandy Blvd., west of McClelland Rd

Acreage: 93.57

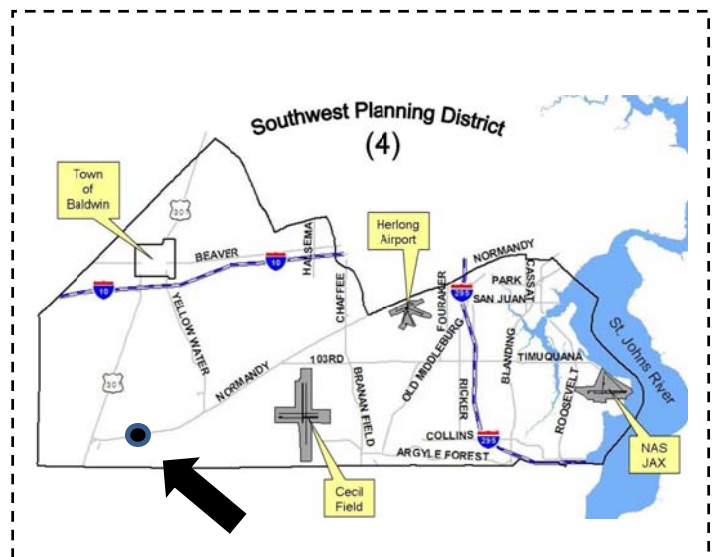
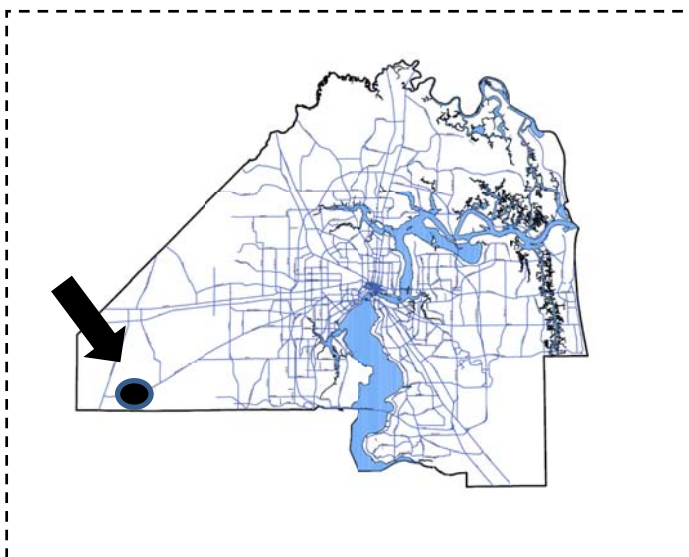
Requested Action:

	Current	Proposed
LAND USE	AGR- III and IV	LI
ZONING	PUD-SC	IL

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 III and IV	LI	4 DU – AGR III 18 DU - AGR IV	N/A	N/A	1,655,280 sq. ft.	Decrease of 22 DU	Increase of 1,655,280, sq. ft.

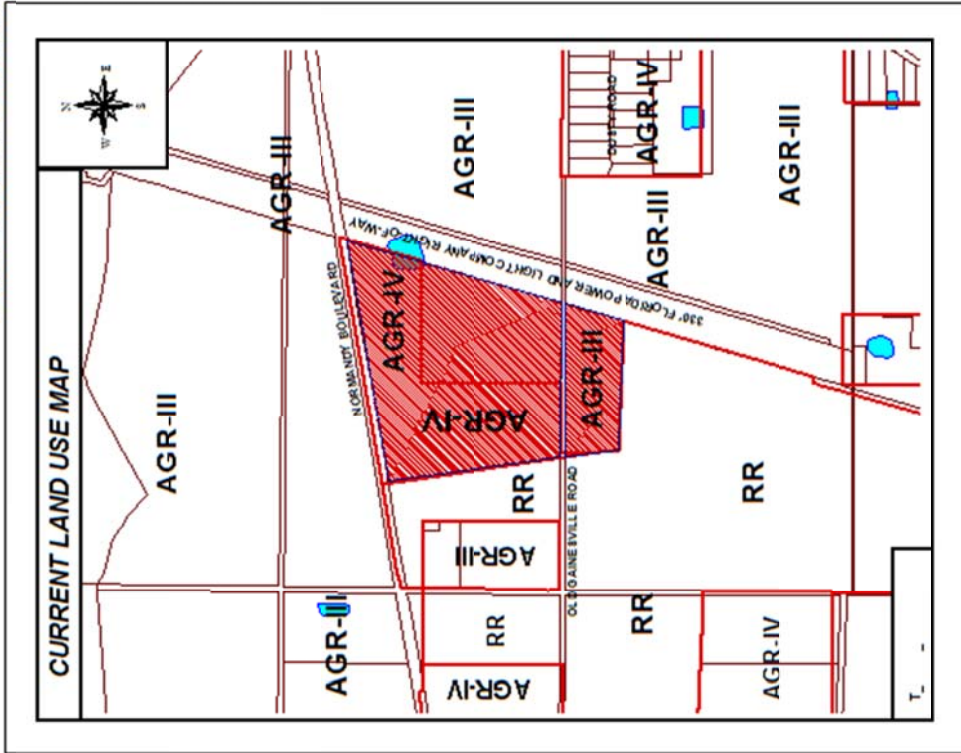
PLANNING AND DEVELOPMENT DEPARTMENT’S RECOMMENDATION: APPROVAL

LOCATION MAPS:



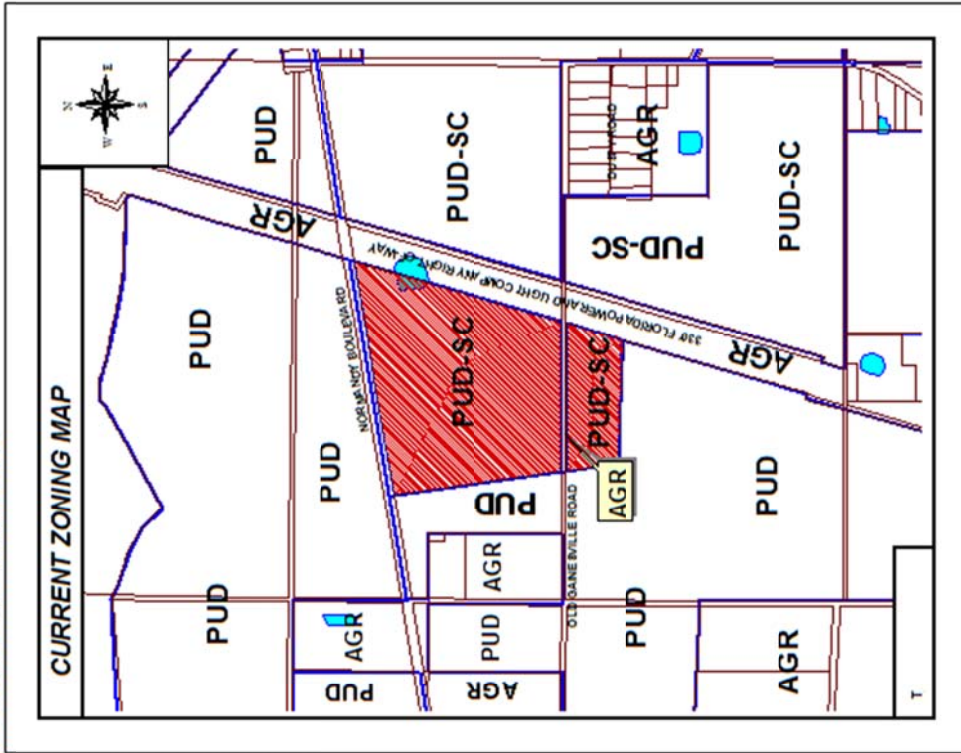
DUAL MAP PAGE

LARGE SCALE LAND USE APPLICATION 2014A-003



Existing FLUM Land Use Categories: Agriculture III and IV
(AGR III and IV)

Requested FLUM Land Use Category: Light Industrial (LI)



Current Zoning District(s): Planned Unit Development
Satellite Community (PUD-SC)

Requested Zoning District(s): Industrial Light (IL)

ANALYSIS

Background:

The 93.57 acre subject property is located in southwestern Duval County on the south side of Normandy Blvd. approx. 2 miles east of Maxville. The property is located in the Southwest Planning District and in Council District 11. The property is currently vacant and is used as timber land.

The applicant is requesting an amendment to the Future Land Use Map series (FLUMs) from Agriculture III and Agriculture IV (AGR III and AGR-IV) to Light Industrial (LI) and a rezoning from Planned Unit Development- Satellite Community (PUD-SC) to Industrial Light (IL). A PUD-SC is a mixed use development that includes a residential component, employment centers and supporting public facilities. The intent is to guide development in the outlying areas of the City into compact satellite communities. This Large Scale Future Land Use Amendment is being considered for adoption along with its companion rezoning Ordinance 2015-20.

The subject property is currently a portion of a 1,748 acre rural Village. According to the Future Land Use Element, Rural Villages are permitted within various Agricultural land uses in order to maximize the preservation of natural areas, not contribute to urban sprawl, reduce the need for residents of the surrounding lands to travel to the City's Urban area for work, recreation and shopping and encourage the interconnection of roadways and bikeways, greenways and trails in these areas. The Rural Village shall be designed to serve the retail, office, industrial, civic, government uses and service needs of the residents of the village. Office and industrial acreage should range from less than 50 and no more than 200 acres or around 10% of the land area. Rural Villages shall be zoned as Planned Unit Development Satellite Community (PUD-SC).

Ordinance 2004-318, rezoned approximately 1,748 acres from Agricultural to Planned Unit Development- Satellite Community (PUD-SC). The Trails Rural Village PUD-SC was to allow for a rural village with a mixture of uses, including residential, village centers, industrial park, neighborhood center and adjoining a 400 acre city park. Exhibit E shows the Trails Rural Village site plan and identifies the subject property as a 95 acre Industrial Park. Since the subject property is already entitled to industrial development, the proposed amendment will not result in changes to the planned development pattern of the area.

The subject land use application is comprised of 2 large parcels that are separated by a 30 foot unopened right of way owned by the City of Jacksonville. The right of way is identified as Old Gainesville Road. There is a city resolution from 1930 stating the right of way is 100 ft. Monroe Hazen, from the Public Works Department, said that since the City never acted upon the resolution and no property was purchased nor acquired for this portion of the Old Gainesville Road, the City would have difficulty in attempting to claim the full 100' ROW,

especially since Normandy Blvd. was constructed in the 1940s instead of Old Gainesville Road. The City does claim a 30' platted ROW to provide access for the parcel immediately west of the subject site.

The area surrounding the subject site is predominately vacant agricultural land. Abutting the subject property directly east is a Florida Power and Light transmission line. North of the site is vacant timberland with the Loblolly Mitigation Preserve ½ mile northwest of the subject property. Immediately northwest of the site are 2 single family residences with access off Normandy Blvd. Directly west are 3 lots containing single family residences. Maxville is 1 ½ miles west on Normandy Blvd and access to Hwy. 301 is approximately 2 miles west of the subject property.

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

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 10,880 new daily external trips. Potential traffic impacts will be addressed through the Concurrency and Mobility Management System Office.

The property subject to land use amendment application 2014A-003 has existing industrial use entitlements under the Agriculture-III and Agriculture-IV category Rural Villages regulations and under the Planned Unit Development-Satellite Community zoning. Thus, the proposed land use amendment to Light Industrial and the companion rezoning to Industrial Light do not result in a net change of development entitlements. The transportation analysis is simply being provided to demonstrate the analysis if the application site was removed from entitlement.

Wetlands

The applicant has submitted a wetlands survey map for the subject site. The analysis of the wetlands was further completed with the use of the City's GIS system and photogrammetric analysis. According to the survey and analysis, approximately 20.9 % (19.56 acres) of the 93.57 acre land use amendment application site contains wetlands (See Attachment D). The wetlands typified by the Florida Land Use Classification System (FLUCCS) fall into two classification types; "Wetland Forested Mixed" and "Mixed Scrub-Shrub Wetlands".

Much of the "Mixed Scrub-Shrub Wetlands" (4.26 acres) are the result of alteration due to forestry/agriculture activity which removed the timber and wetland forest species. Some of the wetlands on the subject site are part of larger systems that drain onto adjoining properties where much of these wetlands are also flood storage areas. However, all of these wetlands systems are isolated and not associated with waterways. Therefore, the City classifies them as "Category III" wetlands.

The forested "Category III" wetlands of the property have a medium functional value due to their stormwater storage and pollution filtration attenuation. The altered wetland areas of 4.26 acres have a lower functional value due to their deforestation.

Any proposed development of the site will need to meet Goal 4 of the Conservation and Coastal Management Element (CCME) of the Comprehensive Plan 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, improve the water quality, and improve fish and wildlife values of wetlands.

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.

IMPACT ASSESSMENT

DEVELOPMENT ANALYSIS		
	CURRENT	PROPOSED
Site Utilization	Vacant	Industrial
Land Use Category	AGR III and AGR IV	Light Industrial
Development Standards For Impact Assessment	AGR III – 1 DU per 10 a. AGR IV – 1 DU per 2.5 a	.4 FAR
Development Potential	4 DU – AGR III 18 DU AGR IV	1,655,280 sq. ft.
Population Potential	58 people	N/A
SPECIAL DESIGNATIONS AREAS		
	YES	NO
Aquatic Preserve		X
Airport Environ Zone		X
Industrial Preservation Area		X
Cultural Resources		X -Low
Archaeological Sensitivity		X Low
Historic District		X
Coastal High Hazard Area		X
Ground Water Aquifer Recharge Area	X 0-4	
Well Head Protection Zone		X
PUBLIC FACILITIES		
Potential Roadway Impact	10,880 new daily trips	
Water Provider	JEA	
Potential Water Impact	Increase 54,069 gallons per day	
Sewer Provider	JEA	
Potential Sewer Impact	Increase 40,552 gallons per day	
Potential Solid Waste Impact	Increase of 5,074.2 tons per year	
Drainage Basin/ Sub-Basin	Unnamed Run and Camp Branch	
Recreation and Parks	Maxville Park .9 miles	
Mass Transit	N/A	
NATURAL FEATURES		
Elevations	90 ft.	
Soils	Mascotte-Pelham complex, Pelham fine sand, Surrency loamy fine sand, Pelham fine sand <u>depressional</u>	
Land Cover	Coniferous plantations, Freshwater Marshes/ <u>Graminoid</u> Prairie – Marsh, Wetland Forested Mixed, Mixed scrub-shrub wetland	
Flood Zone	AO	
Wet Lands	Yes	
Wild Life	No	

PROCEDURAL COMPLIANCE

Upon site inspection by the Planning and Development Department on June 23, 2014, the required notices of public hearing signs were not posted. The agent was notified on July 9, 2014 and the agent stated the signs were now posted and provides a new sign posting affidavit and photographs. 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. The department received 1 phone call from a citizen who expressed support for the land use change.

The Citizen Information Meeting was held July 21, 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:

- | | |
|---------------|--|
| Objective 1.1 | Ensure that the type, rate, and distribution of growth in the City results in compact and compatible land use patterns, an increasingly efficient urban service delivery system and discourages proliferation of urban sprawl through implementation of regulatory programs, intergovernmental coordination mechanisms, and public/private coordination. |
| 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 |
| Policy 1.1.24 | The City will encourage new development to locate in the Urban Core, Southwest, North and Northwest planning districts through such measures as economic incentives, greater marketing assistance, etc. |
| 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 3.2.24 | Based on criteria in this element, the City shall review the need for new Industrial Land Use areas in the western area of the City (I-10/ US-90/ SR 301 area) by 2012 in lieu of expanding the urban residential development pattern in this area. |

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 and the AGR-III future land use category permits low density residential development at a density of one unit per 10 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 Light Industrial (LI) land use designation includes light assembly and manufacturing, packaging, processing, storage/warehousing, recycling facilities and concrete batching plants as well as business/professional offices, medical clinics and vocational/trade schools. Light Industrial also allow as a secondary use, railroad yards, truck terminals, solid waste management facilities, utility plants, broadcasting studios and cell phone towers

The subject property is located in the Rural Development Area, in the Southwest Planning District and is very close to Maxville and the Highway 301 intersection. The Maxville/301 area is identified as a Rural Village Center in the Southwest Vision Plan (see Vision Plan review below). Objective 1.1 encourages development to be clustered in an area such as this one to form more compact and compatible land use patterns. Normandy Blvd. is classified as a principal arterial roadway. Since the site is located along a major corridor and less than 2 miles from the 301 intersection, it is appropriate for industrial use so the proposed land use amendment to LI is appropriate and is consistent with FLUE Policy 1.1.1, 1.1.24 and 3.2.24. The proposed land use amendment to LI would allow for additional employment and commerce opportunities for the nearby residential areas while promoting the viability of an industrial area along the Normandy Blvd corridor and the Maxville/301 node. Therefore, the proposed amendment is consistent with FLUE Policy 1.1.11 and Objective 3.2.

Southwest Vision Plan

The proposed amendment is consistent with the following policy of the Southwest Vision Plan:

Theme 3 – Focus on creating centers
Promote increased development and redevelopment in centers and organize new growth within the district.

The Plan identifies nine strategic sites in the southwest community. The sites chosen create an overall form for the district--a form that can be filled in with a diversity of residential, recreational, and cultural choices. Centers thus act as catalysts, setting the tone for quality growth and redevelopment in the years ahead. One such area is the Maxville Rural Village Center which is very near the subject site.

Strategic Regional Policy Plan

The proposed amendment is consistent with the following Objective and 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 follows the multiple growth center scenario by promoting development in the Maxville area as identified in the Southwest Vision Plan. Therefore, the proposed amendment is consistent with the Strategic Regional Policy Plan.

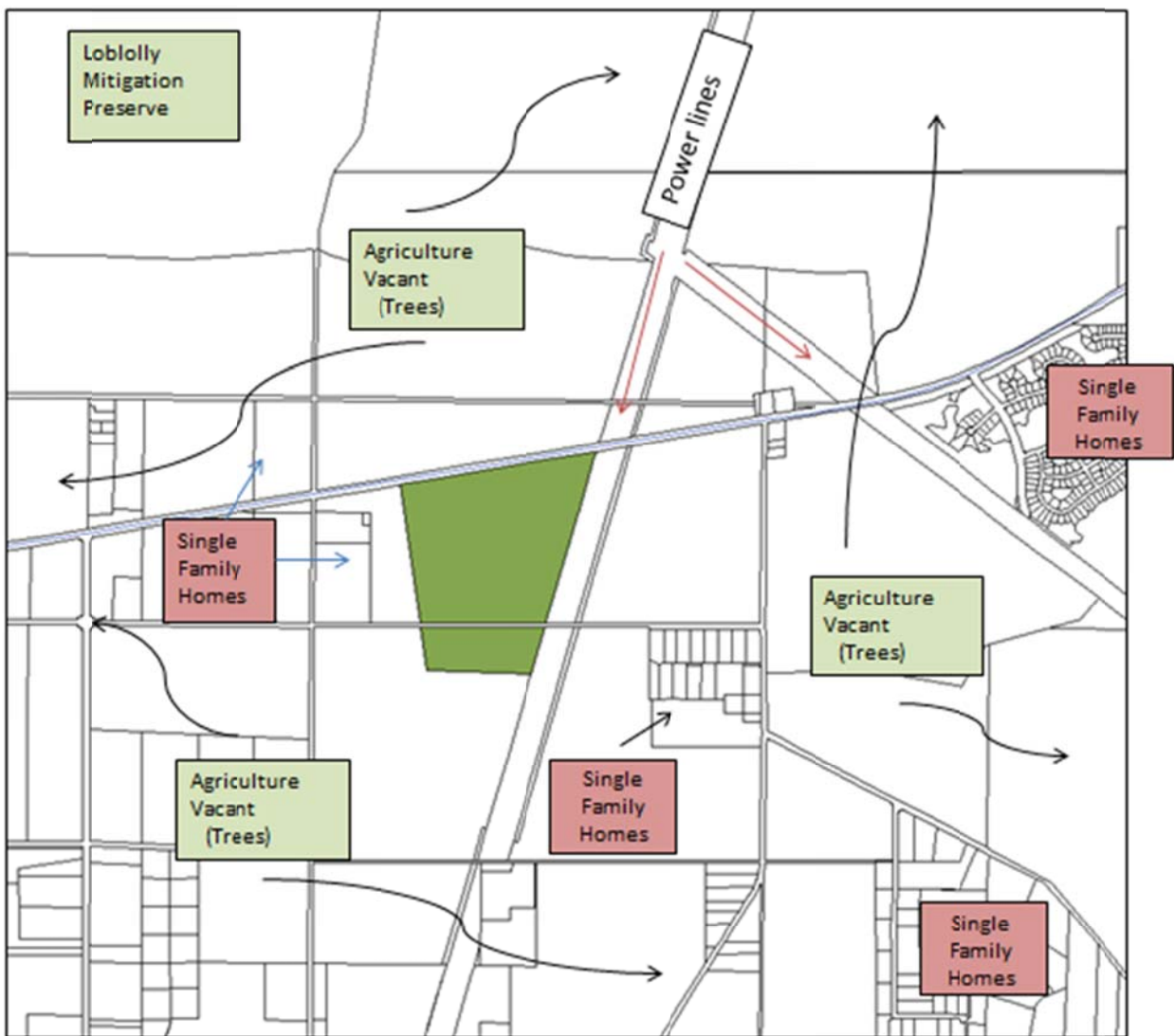
RECOMMENDATION

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:

Field Map
2014A-003



ATTACHMENT B

Traffic Analysis:

Council District: 11

Table A

Trip 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	
2014A-003A	AGR-IV / PUD-GC	46.57	210							
2014A-003B	AGR-III / PUD-GC	47	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	
2014A-003A	AGR-IV / PUD-GC	46.57	210	18	DUs	$Ln(T) = 0.92 Ln(X) + 2.72$	217	0.00%	0.00%	217
2014A-003B	AGR-III / PUD-GC	47	210	4	DUs	$T = 9.52 (X)$	38	0.00%	0.00%	38
Total Section 2									266	
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	
2014A-003A	L1 / IL	46.57	130	811,436	1,000 SF OF GFA	$T = 6.83 (X) / 1000$	5,542	0.00%	0.00%	5,542
2014A-003B	L1 / IL	47	130	818,928	1,000 SF OF GFA	$T = 6.83 (X) / 1000$	5,593	0.00%	0.00%	5,593
Total Section 3									11,136	
*Net New Trips = Section 3 - Section 2 - Section 1									10,880	

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

The property subject to land use amendment application 2014A-003 has existing industrial use entitlements under the Agriculture-III and Agriculture-IV category Rural Villages regulations and under the Planned Unit Development-Satellite Community zoning. Thus, the proposed land use amendment to Light Industrial and the companion rezoning to Industrial Light do not result in a net change of development entitlements. The transportation analysis is simply being provided to demonstrate the analysis if the application site was removed from entitlement.

ATTACHMENT B (cont)

Table B

Net New Daily External Trip Distribution

	a 10,880	= 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
50	NORMANDY BLVD (SR 228)	US 301 TO JAX EQUESTRIAN CENTER	100.00%	10,880

BOLD Indicates Directly Accessed Segment(s)

Council District: 11

Table C


Roadway Link Analysis

Link ID Number	Road Name	Termini	Roadway Classification	State or City Road	Numbers of Lanes	Adopted Service Volume Daily a	Background Traffic			Amended Trips Daily External e	Total Trips Daily External f	Percent Capacity Used with Amended Trips g
							Daily Volume b	1 Year Growth % [*] c	Volumes w/ 5 yr Growth d			
50	NORMANDY BLVD (SR 228)	US 301 TO JAX EQUESTRIAN CENTER	HIGHWAY	STATE	2/L	24,200	5,167	1.00%	5,431	10,880	16,311	67.40%

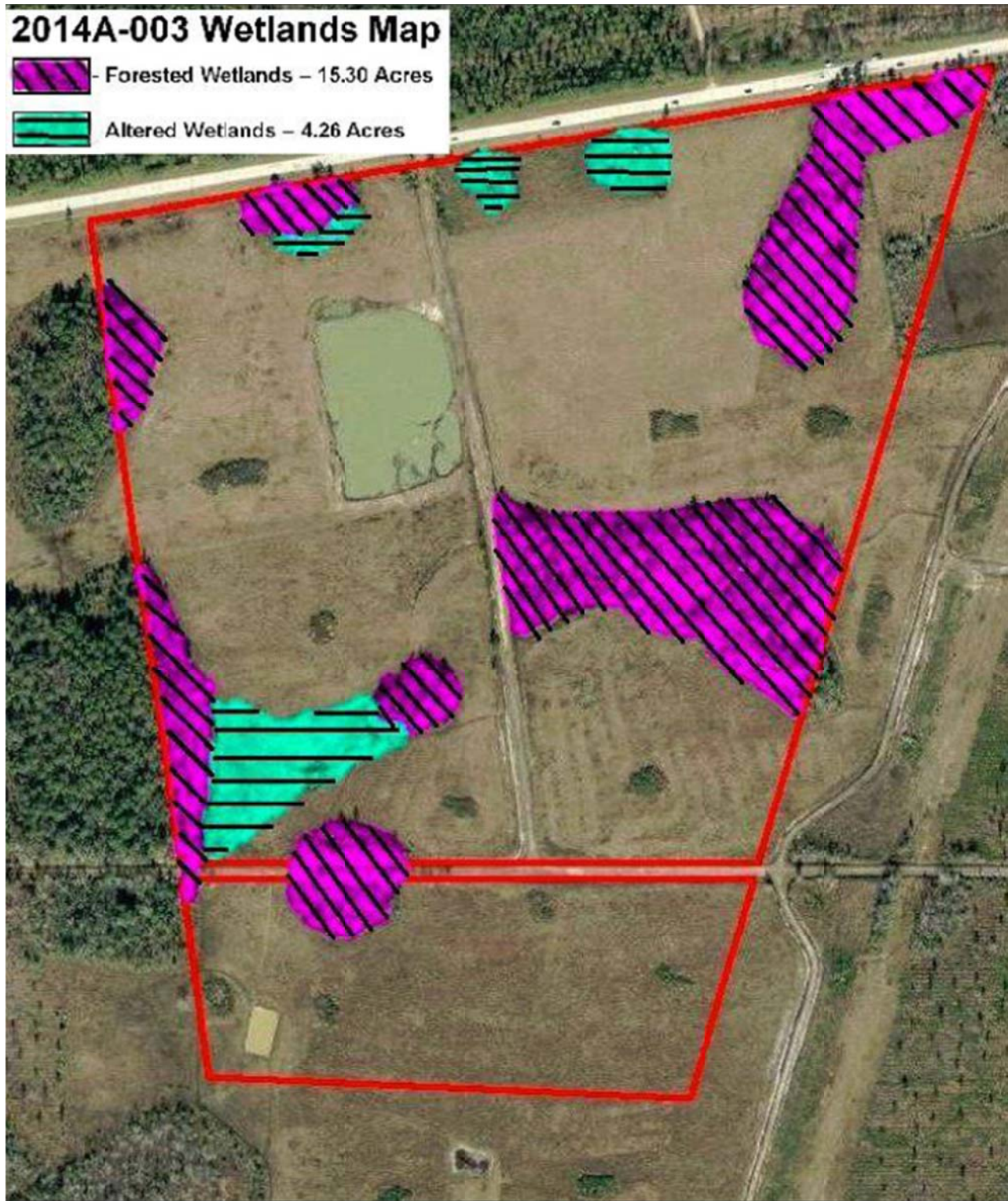
^{*} As determined from Trend Analysis or FDOT LOS Report, dated 5/13/2013
Data from City of Jacksonville Road Most recent Link Status Report dated 11/1/2013
BOLD Indicates Directly Accessed Segment (s)

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:	5/12/14	Date Staff Report is Available to Public:	1-30-2015
Land Use Adoption Ordinance #:	2015-19	Planning Commission's LPA Public Hearing:	2-05-2015
Rezoning Ordinance #:	2015-20	1st City Council Public Hearing:	2-10-2015
JPDD Application #:	2014A-003	LUZ Committee's Public Hearing:	2-18-2015
Assigned Planner:	Jody McDaniel	2nd City Council Public Hearing:	2-24-2015
<u>GENERAL INFORMATION ON APPLICANT & OWNER</u>			
Applicant Information: PAUL HARDEN LAW OFFICE OF PAUL M. HARDEN 501 RIVERSIDE AVENUE, SUITE 901 JACKSONVILLE, FL 32202 Ph: (904) 396-5731 Fax: (904) 399-5461 Email: PAUL_HARDEN@BELLSOUTH.NET		Owner Information: BRIAN BROWN DIAMOND TIMBER INVESTMENTS LLC ET AL 9995 GATE PARKWAY N, SUITE 330 JACKSONVILLE, FL 32246	
<u>DESCRIPTION OF PROPERTY</u>			
Acres: 93.57 Real Estate #(s): A portion of 001131 2000 A portion of 001271 0000		General Location: SOUTH SIDE OF NORMANDY BLVD, WEST OF MCCLELLAND RD	
Planning District: 4 Council District: 11 Development Area: RURAL AREA Between Streets/Major Features: COUNTY ROAD 217 and MCCLELLAND RD		Address: 0 NORMANDY BLVD	
<u>LAND USE AMENDMENT REQUEST INFORMATION</u>			
Current Utilization of Property: UNDEVELOPED			
Current Land Use Category/Categories and Acreage: AGR-IV 46.57 AGR-III 47.00			
Requested Land Use Category: LI		Surrounding Land Use Categories: AGR-III, RR	
Justification for Land Use Amendment: TO DEVELOP INDUSTRIAL CONSISTENT WITH CURRENT SATELLITE COMMUNITY DESIGNATION.			
<u>UTILITIES</u>			
Potable Water: COJ		Sanitary Sewer: COJ	
<u>COMPANION REZONING REQUEST INFORMATION</u>			
Current Zoning District(s) and Acreage: PUD-SC 93.57			
Requested Zoning District: IL			
Additional information is available at 904-255-7888 or on the web at http://maps.coj.net/luzap/			

ATTACHMENT D



ATTACHMENT E

