



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

OVERVIEW

ORDINANCE: ORD # 2015-277

APPLICATION: 2015C-002-3-5

APPLICANT: STEVE DIEBENOW

PROPERTY LOCATION: I-95 Expressway South, just north of Emerson Street Exit

Acreeage: 0.89

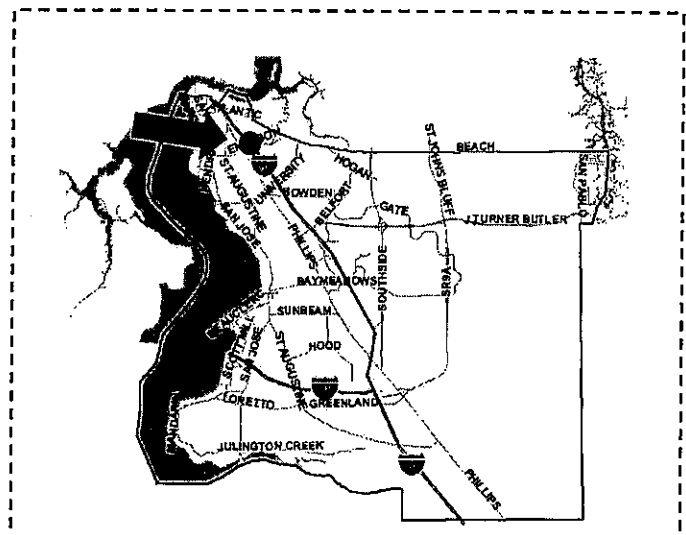
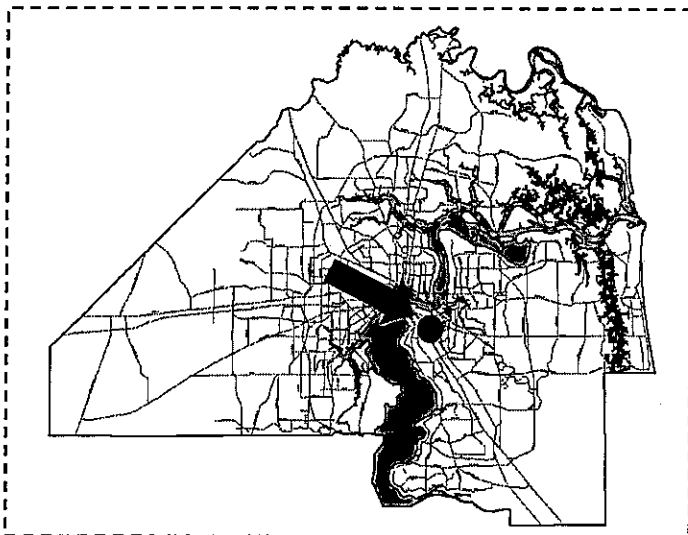
Requested Action:

	Current	Proposed
LAND USE	LDR	CGC
ZONING	RLD-60	PUD

Existing FLUM Category	Proposed FLUM Category	Existing Maximum Density (5 DU/Acre)	Proposed Maximum Density (DU/Acre)	Existing Maximum Intensity (FAR)	Proposed Maximum Intensity (.35 FAR)	Net Increase or Decrease in Maximum Density	Non-Residential Net Increase or Decrease in Potential Floor Area
LDR	CGC	4 (four) DUs	N/A	N/A	13,569 sf	Decrease Of 4 DUs	Increase of 13,569 sf

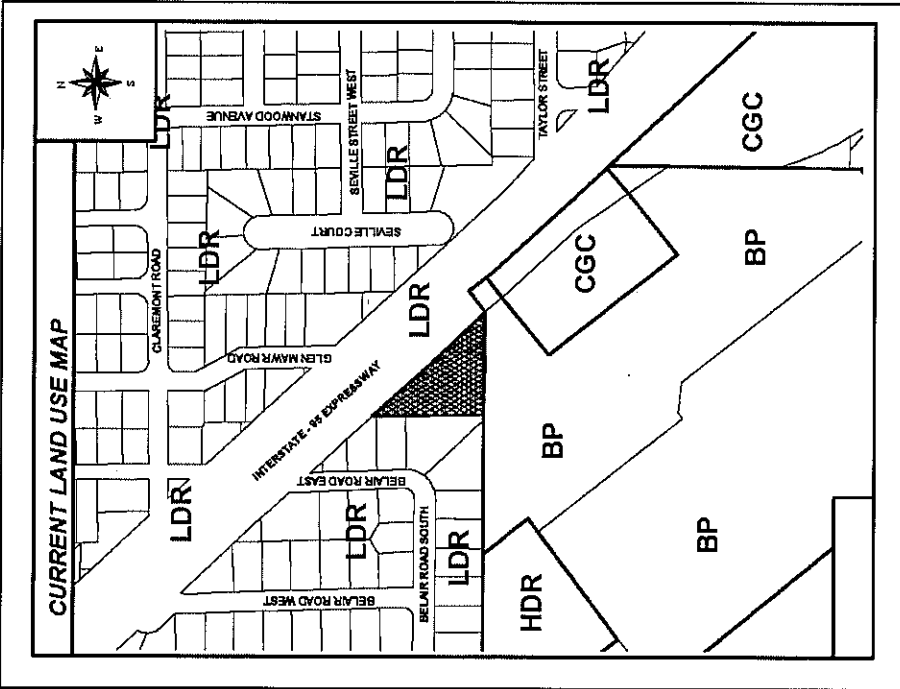
PLANNING AND DEVELOPMENT DEPARTMENT'S RECOMMENDATION: APPROVAL

LOCATION MAPS: Arrows point to location of proposed amendment.



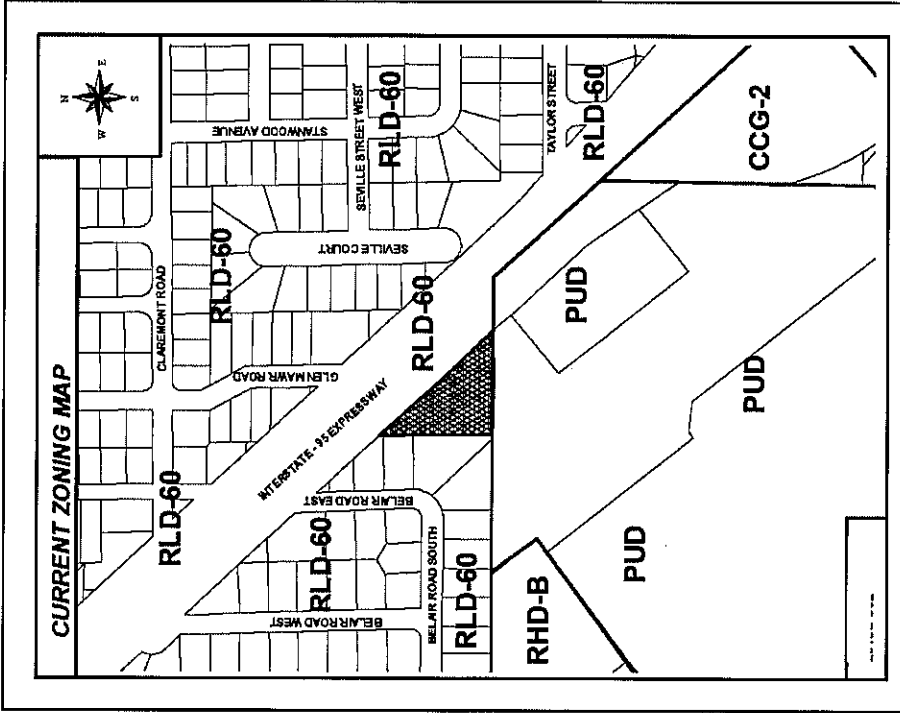
DUAL MAP PAGE

SMALL SCALE LAND USE APPLICATION 2015C-002



Existing FLUM Land Use Categories: Low Density Residential (LDR)

Requested FLUM Land Use Category: Community/ General Commercial (CGC)



Current Zoning District(s): Residential Low Density- 60 (RLD-60)

Requested Zoning District(s): Planned Unit Development (PUD)

ANALYSIS

Background:

The 0.89 acre subject property is located in the Southeast Planning District off of I-95 Expressway South, just north of the Emerson Street exit. The site is currently used for a billboard sign advertising to the traffic on I-95.

The applicant proposes an amendment to the Future Land Use Map series (FLUMs) from Low Density Residential (LDR) to Community/General Commercial (CGC) and a companion rezoning (Ordinance 2015-278) from Residential Low Density-60 (RLD-60) to Planned Unit Development (PUD).

The property abuts I-95 to the northeast. Directly west of the property are single-family homes in the LDR land use category. According to the proposed PUD rezoning site plan, the property will contain a billboard sign, a parking lot and a buffer area between the parking and the residential properties. The Design Guidelines within the PUD Written Description commits the western portion of the land that abuts single-family residential as a buffer, specifically stating, "the existing buffer consisting of trees, shrubs and brush and labeled as 'Preserve Area' on the Site Plan shall be maintained between the Property and the adjacent residential property to the west, substantially as shown on the site plan." The Property will not allow through access to the residential area.

South of the property is Jacksonville Ice & Sportsplex which is part of the Metro Square Office Park in the Business Park (BP) land use category; additional land between this office park and abutting I-95 is in the CGC land use category. (See Current Land Use Map, page 2) (See Land Utilization Map, Attachment A)

According to the Development Areas map of the Future Land Use Element, the site is located within the Urban Priority Development Area.

The proposed amendment is from a residential land use category to a commercial category and therefore, will not have an impact on school capacity.

Impacts and Mitigation:

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 an increase of 271 net new daily external trips and 15 PM peak hour trips. This analysis is based upon the comparison of what potentially could be built on that site (as detailed in FLUE Policy 1.2.16 Development Standards for Impact Assessment) versus the maximum development potential. Potential traffic impacts will be addressed through the Concurrency and Mobility Management System Office.

Airport Environ Zones

The site is located within a 300-foot Military Height and Hazard Zone for NAS-Jax Airport. Zoning will limit development to a maximum height of less than 300', unless approved by the Jacksonville Aviation Authority or the Federal Aviation Administration. Uses located within the Height and Hazard Zone must not create or increase the potential for such hazards as electronic interference, light glare, bird strike hazards or other potential hazards to safe navigation of aircraft as required by Section 656.10051(d).

Archaeological Sensitivity

According to the Duval County Preliminary Site Sensitivity Map, the subject property is located within an area of low probability for the presence of archaeological resources. Section 654.122 of the Code of Subdivision Regulations should be followed if resources are discovered during development of the site.

IMPACT ASSESSMENT

DEVELOPMENT ANALYSIS		
	CURRENT	PROPOSED
Site Utilization	Vacant and billboard on site	Commercial
Land Use Category	LDR	CGC
Development Standards For Impact Assessment	LDR – 5 DU/1 acre	CGC - .35 FAR
Development Potential	Four (4) Dwelling Units	13,569 sf
Population Potential	10 people	N/A
SPECIAL DESIGNATIONS AREAS		
	YES	NO
Aquatic Preserve		X
Airport Environ Zone	300' Military Height Zone	
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	271 net new daily external trips and 15 PM peak hour trips	
Water Provider	JEA	
Potential Water Impact	Increase of 150.9 gallons per day	
Sewer Provider	JEA	
Potential Sewer Impact	Increase of 113.18 gallons per day	
Potential Solid Waste Impact	Increase of 4.82 tons per year	
Drainage Basin / Sub-Basin	Craig Creek Stream Sub-Basin / St. Johns River Basin	
Recreation and Parks	no	
Mass Transit	Combined Frequency Route 33 (on Emerson); Core Frequency Route 7 (along Philips Highway); Express Route 200 (along Philips Highway)	
NATURAL FEATURES		
Elevations	25 Feet	
Soils	Urban Land(69); Pelham-Urban land complex, 0-2 percent slopes (74)	
Land Cover	Residential, high density (1300); Retail Sales and Services (1410)	
Flood Zone	None	
Wet Lands	None	
Wild Life	None	

PROCEDURAL COMPLIANCE

Upon site inspection by the Planning and Development Department on May 1, 2015, the required notice of public hearing signs were posted. Forty-four (44) notices were mailed out to adjoining property owners informing them of the proposed land use change and pertinent public hearing and meeting dates.

The Planning and Development held the Citizen's Information Meeting on May 4, 2015. There were no speakers from the public in attendance.

CONSISTENCY EVALUATION

2030 Comprehensive Plan

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

- Goal 1 To ensure that the character and location of land uses optimize the combined potentials for economic benefit and enjoyment and protection of natural resources, while minimizing the threat to health, safety and welfare posed by hazards, nuisances, incompatible land uses and environmental degradation.
- 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 1.1.22 Future development orders, development permits and plan amendments shall maintain compact and compatible land use patterns, maintain an increasingly efficient urban service delivery system and discourage urban sprawl as described in the Development Areas and the Plan Category Descriptions of the Operative Provisions.
- Goal 3 To achieve a well-balanced and organized combination of residential, non-residential, recreational and public uses served by a convenient and efficient transportation network, while protecting and preserving the fabric and character of the City's neighborhoods and enhancing the viability of non-residential areas.
- 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.

Objective 3.4 Where feasible, the City shall encourage all new developments to conform to a compact and connected growth pattern with land use diversity and improved interrelationships among living, working, shopping, education and recreational activities.

According to the Category Description for the Urban Priority Development Areas of the FLUE, the LDR future land use category primarily permits low density residential development at up to seven dwelling units per acre.

The CGC Future Land Use Category is intended to provide for a wide variety of retail goods and services that serve large areas of the City and a diverse set of neighborhoods. Plan amendment requests for CGC are preferred in locations that are supplied with full urban services; abut a roadway classified as an arterial or higher on the Functional Classification Map; and which are located in areas with an existing mix of non-residential uses.

The subject property is located in a developed and urbanized area of the City and has access to full urban services and abuts Interstate 95; however, access to the property is from Emerson Street. The proposed land use change aids in maintaining a mix of uses with a compact and compatible land use pattern while continuing to preserve the existing residential fabric to the west. Therefore, the proposed amendment is consistent with FLUE Objective 1.1, Policy 1.1.22, Goal 3, and Objectives 3.2 and 3.4.

The size and location of the property along I-95 has created an adequate location for the existing billboard sign on site. The property's proposed use within the CGC land use category optimizes the economic benefit of the property while the "Preserve Area" buffer committed through the companion PUD Rezoning between the parking area/billboard sign and the neighboring residential area ensures that the character of the area will be maintained; the land use change is therefore consistent with FLUE Goal 1.

Vision Plan Consistency

The subject property is located within the boundaries of the Southeast Jacksonville Vision Plan. The area is located near a portion of the plan identified as an emerging activity center where redevelopment should be promoted. The Plan supports a wide range of uses for this area, including office, retail and residential while looking to protect the existing character of adjacent uses. The proposed amendment allows an appropriate land use on the property while the companion PUD rezoning provides an adequate buffer area to protect the neighboring residential community and is therefore, consistent with the Southeast Jacksonville Vision Plan.

Strategic Regional Policy Plan

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

Policy 3: Local governments are encouraged to offer incentives or make development easier in areas appropriate for infill and redevelopment.

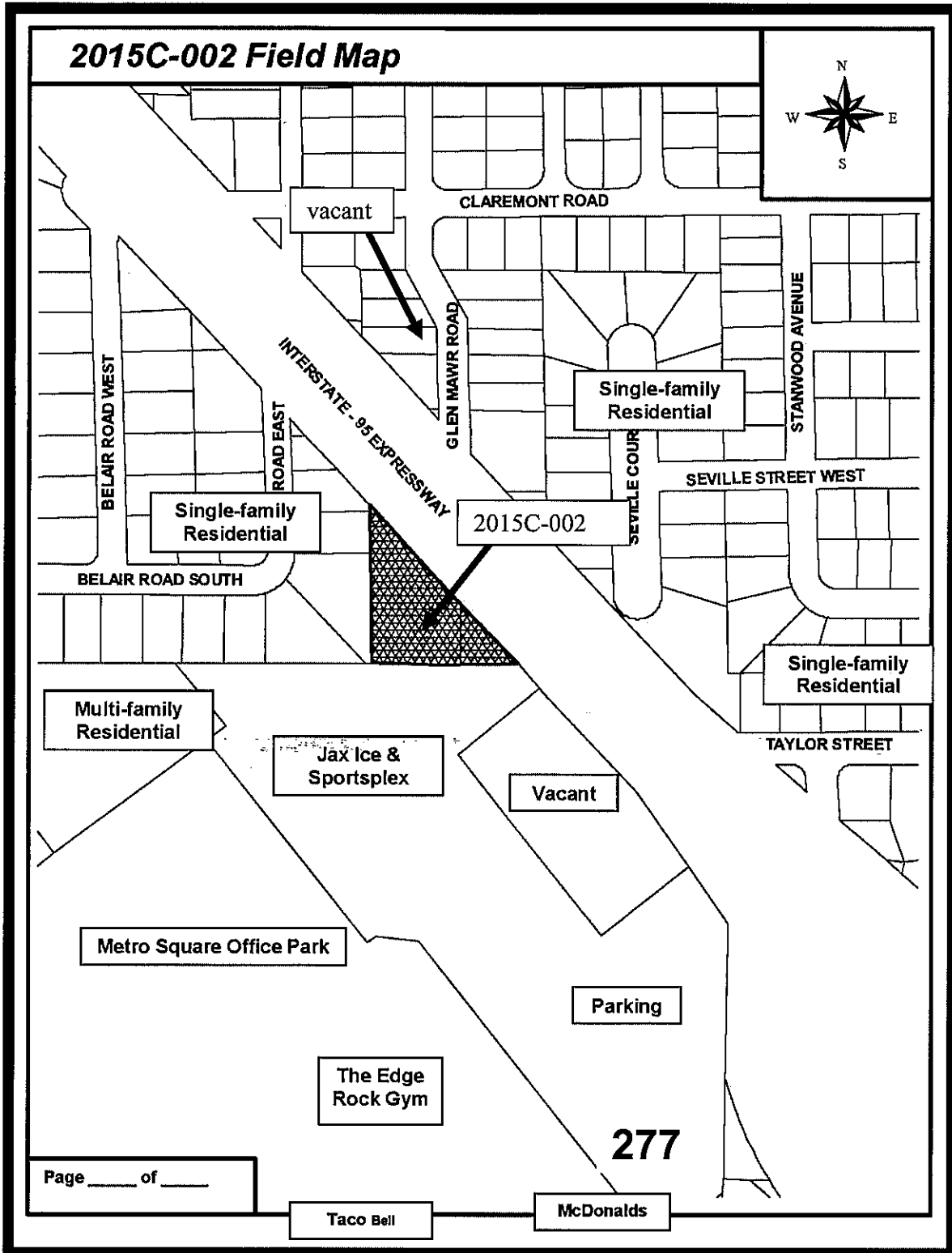
The proposed land use amendment is consistent with Policy 3 of the Northeast Florida Regional Council's Strategic Regional Policy Plan as it would provide an additional location for the creation of business opportunities in the northeast Florida region.

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:

PLANNING AND DEVELOPMENT DEPARTMENT



MEMORANDUM

DATE: January 19, 2016

TO: Helena Parola, Planner III
Community Planning Division

FROM: Lurise Bannister, Planner II
Transportation Division

SUBJECT: Transportation Review: Land Use Amendment 2015C-002

A traffic impact analysis was requested for Land Use Amendment 2015C-002, located on the west side of Interstate 95 and north of Emerson Street Jacksonville, Florida (Figure 1). The current site is undeveloped with an existing land use of Low Density Residential (LDR) on 0.89 acre. The proposed land use amendment is to allow for Community/General Commercial (CGC) on the entire site.

Trip generation calculation was used for existing and proposed developments based on the 9th Edition of the Institute of Transportation Engineers (ITE), *Trip Generation Manual*. Trip generation was conducted for maximum development potential based on the estimated average daily and PM peak hour trips. In accordance with the development impact assessment standards established in the 2030 Comprehensive Plan, the LDR land use category development impact assessment standards allows for 5 single-family dwelling units per acre, resulting in a development potential of 4 residential units (ITE Land Use Code 210) and could generate 4 PM peak hour trips and 38 daily trips. The proposed CGC land use category allows for 0.35 FAR per acre resulting in a development potential of 13,569 SF of commercial space (ITE Land Use Code 826), generating 19 PM peak hour trips and 309 daily trips, which includes a 48.62% pass-by trip rate. The difference in trips is 15 PM peak hour trips and 271 average daily vehicular trips if the land use is amended from LDR to CGC.

Table A
Trip Generation Estimation

Current Land Use	ITE Land Use Code	Potential Number of Units (X)	Estimation Method (Rate or Equation)	Gross Trips	Less Internal Trips	Less Pass-By Trips	Net New PM Peak Trip Ends	Net New Daily Trip Ends
LDR	210	4 DUs	T = (X)	4	0.00%	0.00%	4	
			T = 9.52 (X)	38	0.00%	0.00%		38
Total Section 1							4	38
Proposed Land Use	ITE Land Use Code	Potential Number of Units (X)	Estimation Method (Rate or Equation)	Gross Trips PM/Daily	Less Internal Trips	Less Pass-By Trips	Net New PM Peak Trip Ends	Net New Daily Trip Ends
CGC	826	13569 SF	T = 2.71 (X) / 1000	37	0.00%	48.62%	19	
			T = 44.32 (X) / 1000	601	0.00%	48.62%		309
Total Section 2							19	309
Net New Trips							15	271

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

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ATTACHMENT C

Aerial:



ATTACHMENT D

Land Use Amendment Application:

		APPLICATION FOR SMALL-SCALE LAND USE AMENDMENT TO THE FUTURE LAND USE MAP SERIES - 2030 COMPREHENSIVE PLAN	
Date Submitted:	1/22/15	Date Staff Report is Available to Public:	1/29/2016
Land Use Adoption Ordinance #:	2015-277	Planning Commission's LPA Public Hearing:	2/4/2016
Rezoning Ordinance #:	2015-278	1st City Council Public Hearing:	2/9/2016
JPDD Application #:	2015C-002	LUZ Committee's Public Hearing:	2/17/2016
Assigned Planner:	Helena Parola	2nd City Council Public Hearing:	2/23/2016
<u>GENERAL INFORMATION ON APPLICANT & OWNER</u>			
Applicant Information: STEVE DIEBENOW ONE INDEPENDENT DRIVE, STE. 1200 JACKSONVILLE, FL 32202 Ph: 904-301-1269 Fax :904-301-1279 Email: SDIEBENOW@DMPHLAW.COM		Owner Information: SLG INVESTMENT PARTNERSHIP, LLLP 6740 EPPING FORESTWAY NORTH, UNIT 107 JACKSONVILLE, FL 32217	
<u>DESCRIPTION OF PROPERTY</u>			
Acreage:	0.89	General Location:	I-95 EXPRESSWAY SOUTH, JUST NORTH OF THE EMERSON STREET EXIT
Real Estate #(s):	125824 0000 125825 0000	Address:	0195 EXPY S 0 GLEN MAWR ROAD
Planning District:	3	Between Streets/Major Features:	I-95 EXPRESSWAY SOUTH and PHILIPS HIGHWAY
Council District:	5		
Development Area:	URBAN PRIORITY AREA		
<u>LAND USE AMENDMENT REQUEST INFORMATION</u>			
Current Utilization of Property: RE # 125824-000 IS VACANT AND RE # 125825-0000 HAS A BILLBOARD ON-SITE			
Current Land Use Category/Categories and Acreage: LDR 0.89			
Requested Land Use Category: CGC		Surrounding Land Use Categories: BP, CGC, LDR	
Justification for Land Use Amendment: TO CREATE CONSISTENCY BETWEEN THE LAND USE REGULATIONS GOVERNING THE SUBJECT PARCELS AND THE LAND USE REGULATIONS GOVERNING THE PARCELS SOUTH OF THE SUBJECT PARCELS.			
<u>UTILITIES</u>			
Potable Water: JEA		Sanitary Sewer: JEA	
<u>COMPANION REZONING REQUEST INFORMATION</u>			
Current Zoning District(s) and Acreage: RLD-60 0.89			
Requested Zoning District: PUD			
Additional information is available at 904-255-7888 or on the web at http://maps.coi.net/luzap/			

