

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



**OVERVIEW**

ORDINANCE: 2015-656

APPLICATION: 2015C-019-2-1

APPLICANT: WILLIAM RANDALL GALLUP

PROPERTY LOCATION: 7536 Berry Avenue

Acreeage: 0.28 Acres

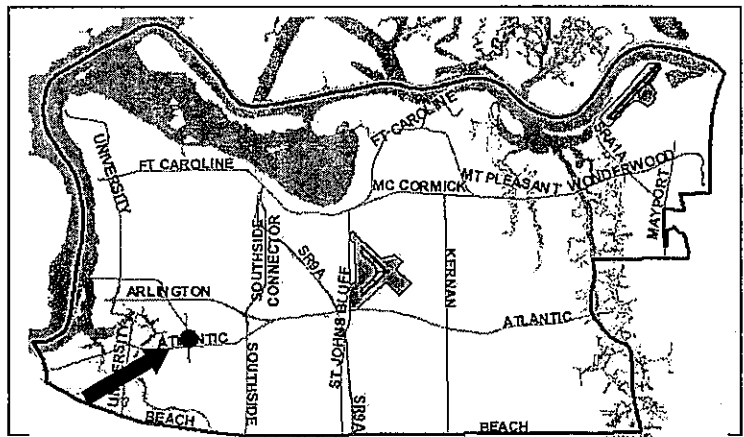
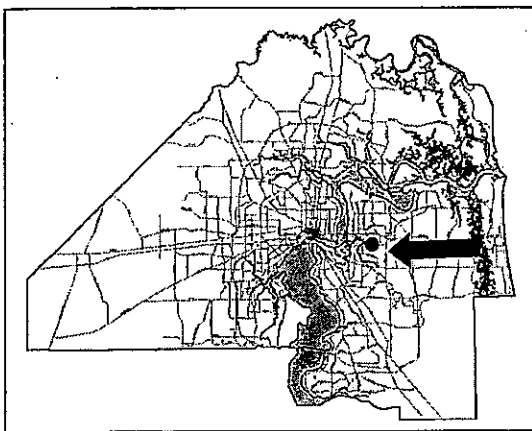
Requested Action:

	<b>Current</b>	<b>Proposed</b>
<b>LAND USE</b>	<b>MDR</b>	<b>CGC</b>
<b>ZONING</b>	<b>RMD-A</b>	<b>CCG-2</b>

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 (Increase) in Potential Floor Area
MDR	CGC	15 DU/Ac 4 Dwelling Units	0 DU/AC N/A	0.35 FAR N/A	0.35 FAR 4,268 SF Commercial	Decrease of 4 Dwelling Unit at 15 DU/Ac	Increase of 4,268 SF Commercial

**PLANNING AND DEVELOPMENT DEPARTMENT'S RECOMMENDATION: DENY**

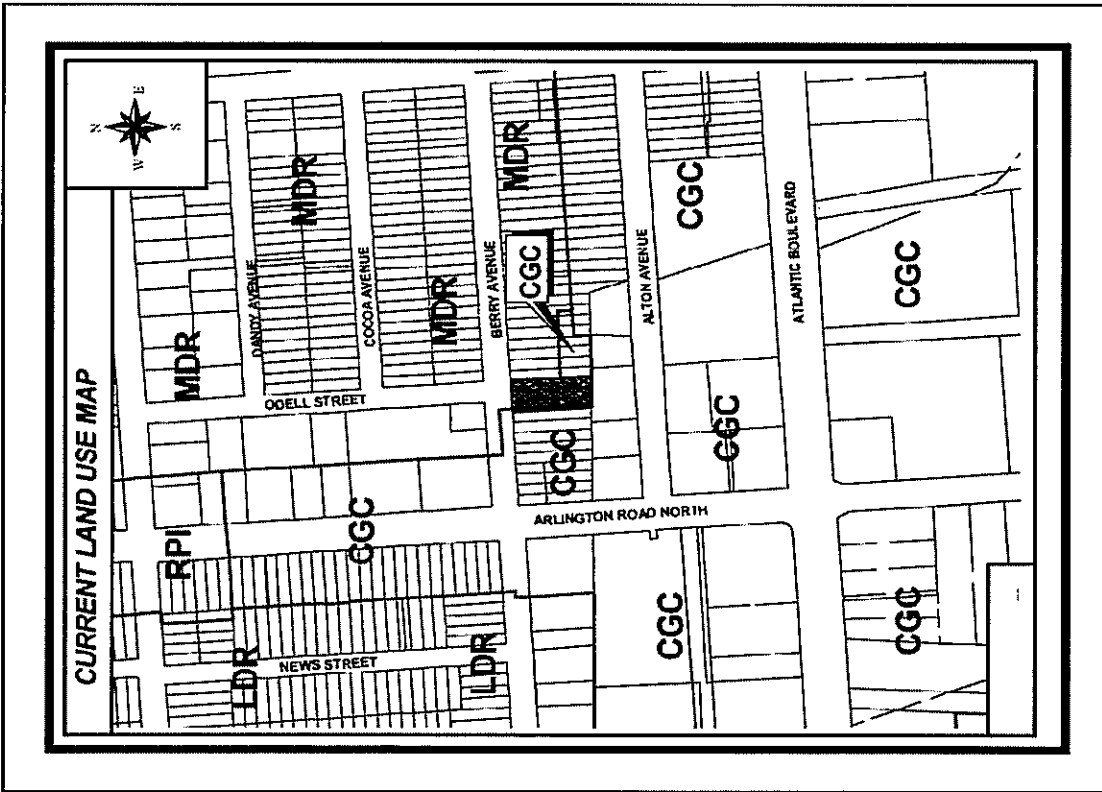
LOCATION MAPS:





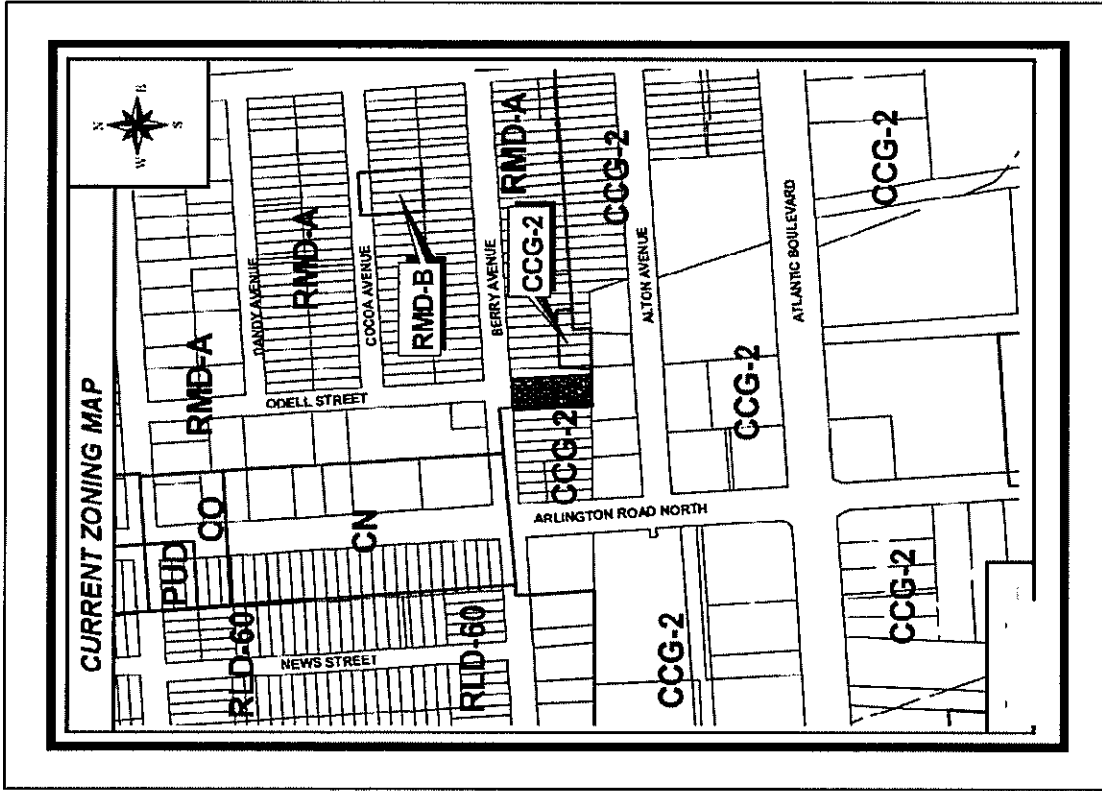
**SMALL SCALE LAND USE APPLICATION 2015C-010**

**DUAL MAP PAGE**



**Existing FLUM Land Use Categories:** Medium Density Residential (MDR)

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



**Current Zoning District(s):** Residential Medium Density-A (RMD-A)

**Requested Zoning District(s):** Commercial Community/General-2 (CCG-2)

## ANALYSIS

### Background:

The subject land use amendment property consists of a vacant residential lot being used for boat storage. The site is located at the northern side of Berry Avenue directly across the entrance of Odell Street. Earlier this year the property was issued a citation (2015-97555) for illegal land use. A residential lot is being used as part of a boat business. The applicant proposes a future land use amendment from Medium Density Residential (MDR) to Community/General Commercial (CGC) and a rezoning from Residential Medium Density–A (RMD-A) to Commercial Community General-2 (CCG-2). The proposed site is to continue its use for boat storage and to be part of the existing Haskell Marine located to the west at 53 Arlington Road North. Access to the property is from Berry Avenue which is classified as a “Local” road by way of Arlington Road. Arlington Road is classified as a “Collector” roadway.

North of the land use amendment site and on the north side of Berry Avenue is a church and a mix of single-family dwellings and mobile homes in a MDR land use category and RMD-A zoning district. West of the subject site are a vacant lot and Haskell Marine and on the west side of Arlington Road is a Church and single-family homes in a CGC land use category and CCG-2 zoning district. East of the property on the south side of Berry Avenue are mobile homes and single-family homes in a MDR land use category and RMD-A zoning district. In addition there is a small CGC land use category/CCG-2 zoning district east of the rear portion of the application property. This land use category area is part of single-family property and a mobile home property. South and southeast of the site and on the north side of Alton Avenue are offices, a parking lot, open storage, a service repair garage, retail store, and vacant land in a CGC land use category and CCG-2 zoning district. Further south, southwest, and southeast of the subject site and located between Alton Avenue and Atlantic Boulevard are vacant land, a drug store, shopping center and retail, warehouse storage, service repair garage and a southern Bell/AT&T office in a CGC land use category and CCG-2 zoning district.

According to the Capital Improvements Element of the 2030 Comprehensive Plan, the site is located within the “Urban Priority Area” of the City. The proposed land use will not have a residential component in its request. Therefore there is no school capacity issues related to the proposed land use amendment.

### Impacts and Mitigation:

Potential impacts of a proposed land use map amendment have been analyzed by comparing the appropriate residential density by residential land use category, or the Development Impact Standards (non-residential categories), for the subject site. Development Impact Standards are detailed in FLUE Policy 1.2.16 *Development Standards for Impact Assessment*. These standards produce development potentials shown on the attached *Impact Assessment*.

### 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).

### **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.

### **Transportation**

The Planning and Development Department completed a transportation analysis (see Attachment B) and determined that the proposed amendment results in an increase of 70 net new daily external trips and 4 PM peak 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.

**IMPACT ASSESSMENT      2015C-019      0.28 Acres**

<b>DEVELOPMENT ANALYSIS</b>		
	<b>CURRENT</b>	<b>PROPOSED</b>
Site Utilization	Boat Storage	Boat Storage
Land Use Category	MDR	CGC
Development Standards For Impact Assessment	15 DU/Acre	0.35 FAR
Development Potential	4 DU	4,268 Square Feet
Population Potential	9 People	0 People

<b>SPECIAL DESIGNATIONS AREAS</b>		
	<b>YES</b>	<b>NO</b>
Aquatic Preserve		X
Airport Environ Zone		X
Industrial Preservation Area		X
Cultural Resources		X
Archaeological Sensitivity	Low Probability	X
Historic District		X
Coastal High Hazard Area		X
Ground Water Aquifer Recharge Area	Discharge Area	X
Well Head Protection Zone		X

<b>PUBLIC FACILITIES</b>	
Potential Roadway Impact	Increase of 4 PM peak trips and 70 daily trips
Water Provider	JEA
Potential Water Impact	Decrease in 726 gallons/day
Sewer Provider	JEA
Potential Sewer Impact	Decrease in 545 gallons/day
Potential Solid Waste Impact	Decrease in 3.57 tons/year
Drainage Basin / Sub-Basin	Silversmith Creek Sub-drainage Basin and Arlington River Drainage Basin
Recreation and Parks	Tidewater Acres Park
Mass Transit	Bus Route 18 on Atlantic Boulevard

<b>NATURAL FEATURES</b>	
Elevations	20 Feet above mean sea level
Soils	100 % - 71 – Urban Land-Leon-Bolougne Complex
Land Cover	1200 Residential Medium Density
Flood Zone	N/A
Wet Lands	N/A
Wild Life	N/A

## PROCEDURAL COMPLIANCE

### Signs, Notices and Preview Workshop

Upon site inspection by the Planning and Development Department on September 18, 2015, the required notices of public hearing signs were posted. Thirty-three (33) notices were mailed out to property owners within 350 feet of the application site informing them of the proposed land use change and pertinent public hearing and meeting dates.

The Planning and Development Department held a Citizen's Information Meeting on October 5, 2015. There were no speakers present against the application.

## CONSISTENCY EVALUATION

### 2030 Comprehensive Plan Consistency

The proposed amendment is **inconsistent** with the following Policies of the 2030 Comprehensive Plan, Future Land Use Element (FLUE):

- Policy 1.1.8      Require that all new non-residential projects be developed in either nodal areas, in appropriate commercial infill locations, or as part of mixed or multi-use developments such as Planned Unit Developments (PUDs), cluster developments, Traditional Neighborhood Design (TND) developments, and Locally Designated Historic Preservation Districts, as described in this element.
- Policy 1.1.14     Require mitigation of adverse land use impacts on adjacent uses during development and redevelopment through:
1. Creation of like uses;
  2. Creation of complementary uses;
  3. Enhancement of transportation connections;
  4. Use of noise, odor, vibration and visual/ aesthetic controls; and/or
  5. Other appropriate mitigation measures such as requirements for buffer zones and landscaping between uses.
- Policy 1.1.20     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.
- Policy 2.2.9      Develop and implement through the Planning and Development Department urban design criteria that will address the interface of incompatible land uses (e.g., commercial and residential) and provide mitigation techniques to guide the redevelopment of uses affected by road widening.

Policy 3.2.4 The City shall permit expansion of commercial uses adjacent to residential areas only if such expansion maintains the residential character of and precludes non-residential traffic into adjacent neighborhoods.

The proposed land use amendment is located adjacent to a commercial area along Arlington Road but with access to Berry Avenue a residential street. Therefore, the proposed land use amendment is inconsistent with FLUE Policies 1.1.8 and 1.1.20. In addition, the proposed amendment could introduce commercial traffic into a residential area of Berry Avenue thereby proving its inconsistency with Policy 3.2.4.

The proposed amendment and companion rezoning do not address the use of smart growth techniques or innovative site planning to mitigate the adverse impacts of the proposed land use amendment on adjacent uses or the interface of commercial and residential uses. Rather, the plan of development is an adjacent residential parcel that has access to a residential area of mobile homes and single family dwellings that is not integrated with and does not recognize potential impacts on the character and viability of the residential street and surrounding area. As such, the proposed access presents a potential conflict between local residential traffic and commercial traffic resulting from the proposed amendment. The applicant has not proposed mitigation techniques to guide site development to resolve site access/traffic conflict concerns. Therefore, the proposed amendment is inconsistent with FLUE Policies 1.1.14 and 2.2.9.

According to the category description of the Future Land Use Element (FLUE), Medium Density Residential (MDR) permits housing densities of up to 20 dwelling units per acre when full urban services are available. Generally, high density single-family detached housing and multi-family housing will be the predominant land use in this category. Additionally, certain secondary and supporting uses are permitted in all residential categories including nursing homes, emergency shelter homes, foster care homes, rooming houses, residential treatment facilities, private clubs and supporting commercial and service establishments is located at road intersections when roads are classified as "Collector" or higher.

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.

## Vision Plan

The subject property is located within the boundaries of the **Greater Arlington Beaches Vision Plan**. According to the Plan, new development is to ensure compatibility with existing neighborhoods and to reduce the potential negative impacts by allowing intensifying development along major corridors and nodes, and reducing development intensity as it approaches lower density neighborhoods such as using transitional zones. Thereby ensuring that non-residential uses are compatible with and do not degrade the neighborhood environment.



The proposed CGC land use adjacent to a MDR land use category will be **inconsistent with Objective 2.1.3** of the Vision plan which encourages cultivation of neighborhood stability by protecting residential areas from incompatible uses. The paramount goal is the enhancement of neighborhoods.

In addition, the proposed land use amendment is within the **Woodland Acres Land Use and Zoning Study** area. The study recommends that land use amendments not be supported in the Woodland Acres area, unless they can be determined to enhance neighborhood character and be consistent with the guidelines and findings of the study. The study recommends that only less intense commercial zoning be allowed in neighborhoods with certain limitations, architectural guidelines, and sensitive building orientation that would reduce the negative impacts to adjacent residential properties. The proposed land use of CGC and its companion rezoning of CCG-2 is too intense and therefore **inconsistent** with the Woodland Acres study.

### **RECOMMENDATION**

The Planning and Development Department recommends **DENIAL** of this application based on its inconsistency with the 2030 Comprehensive Plan.

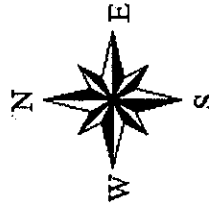


**ATTACHMENT B**

**Aerial Photo**

**2015C-010  
Aerial Photo**

2015c-019 shp  
Parcel - April 2015  
Major Highways  
Streets  
River  
Duval County



# ATTACHMENT C

## Traffic Analysis:

LB  
 Date: 9/22/2015  
 Mobility Zone / Development Area: 3 / URBAN PRIORITY  
 Planning District: 2  
 Council District: 1

Produced by: Planning and Development Department  
 Application Number: 2015C-019

### 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 PM Peak Trip Ends	Net New Daily Trip Ends
MDR / RMD-A	0.28	220					0.00%	0.00%		
<b>Total Section 1</b>									<b>0</b>	<b>0</b>
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 PM Peak Trip Ends	Net New Daily Trip Ends
MDR / RMD-A	0.28	220	4	Dus	T = 0.62 (X) T = 6.65 (X)	2 27	0.00%	0.00%	2	27
<b>Total Section 2</b>									<b>2</b>	<b>27</b>
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 PM Peak Trip Ends	Net New Daily Trip Ends
CGC / CCG-2	0.28	826	4,268	1000 SF GFA	T = 2.71(X) / 1000 T = 44.32(X) / 1000	12 189	0.00%	48.62%	6	97
<b>Total Section 3</b>									<b>6</b>	<b>97</b>
<b>*Net New Trips = Section 2 - Section 1</b>									<b>4</b>	<b>70</b>

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

Produced by: Planning and Development Department  
 Application Number: 2015C-019

L.B  
 9/22/2015  
 Mobility Zone / Development Area: 8 / URBAN PRIORITY  
 Planning District: 2  
 Council District: 1

**Table B**  
**Net New Daily External Trip Distribution**

a	b	c	(a*c)	(b*c)
4	70			
Link ID	Roadway Name	= Total Net New External Trips (Table A)	Net New Peak Hour External Amendment Trips	Net New Daily External Amendment Trips
263	ARLINGTON RD	ARLINGTON EXPY TO ATLANTIC BLVD	2	31
36	ATLANTIC BLVD (SR 10)	SOUTHSIDE BLVD (SR 115) TO UNIVERSITY BLVD (SR 109)	2	29
740	ARLINGTON RD	ATLANTIC BLVD TO CRANE AVE	0	3
		Percent of Total Net New Daily Amendment Trips		
		43.76%		
		41.57%		
		4.18%		

**BOLD** Indicates Directly Accessed Segment(s)

Produced by: Planning and Development Department  
 Application Number: 2015C-018

IB  
 Date: 9/22/2015  
 Zone / Development Area: 87 URBAN PRIORITY  
 Planning District: 2  
 Council District: 1

**Table C**  
**Roadway Link Analysis**

Link ID Number	Road Name	Tamini	Roadway Classification	State or City Road	Numbers of Lanes	Adopted Signal Volume Daily	Average Daily Trips <sup>a</sup>	Background Traffic 1 Year Growth % <sup>c</sup>	Volume <sup>a,w</sup> 5 yr Growth <sup>d</sup>	Existing PK/Route Link LOS	Amended Trips Daily External	Total Trips PK/Route with Amended Trips	Percent Change with Amended Trips	PK/Route LOS with Land Use Change	LOS Maintained
						a	b	c	d	e	f	g	h	i	j
253	ARLINGTON RD	ARLINGTON EXPY TO ATLANTIC BLVD	COLLECTOR	CITY	4ID	28,899	11,569	1.00%	12,169	C	31	12,190	42.16%	C	YES
36	ATLANTIC BLVD (SR 10)	SOUTH SIDE BLVD (SR 115) TO UNIVERSITY BLVD (SR 108)	ARTERIAL	STATE	4ID	39,800	28,667	1.00%	30,129	C	29	30,158	75.77%	C	YES
740	ARLINGTON RD	ATLANTIC BLVD TO CRANE AVE	COLLECTOR	CITY	2U	14,040	361	1.00%	-400	C	3	403	2.87%	C	YES

\* Data from City of Jacksonville Road Meter recent Link Status Report dated 11/16/2014  
 FDOT 2014 LEVEL OF SERVICE REPORT 7/2015  
 BOLD indicates Directly Accessed Segment (s)

**Major Intersections List**

SSIS Interchanges/ SHS Intersections within Impact Area

## ATTACHMENT D



### APPLICATION FOR SMALL-SCALE LAND USE AMENDMENT TO THE FUTURE LAND USE MAP SERIES - 2030 COMPREHENSIVE PLAN

---

Date Submitted:	8/24/15	Date Staff Report is Available to Public:	2015-10-16
Land Use Adoption Ordinance #:	2015-656	Planning Commission's LPA Public Hearing:	2015-10-22
Rezoning Ordinance #:	2015-657	1st City Council Public Hearing:	2015-10-27
JPDD Application #:	2015C-019	LUZ Committee's Public Hearing:	2015-11-03
Assigned Planner:	Ed Lukacovic	2nd City Council Public Hearing:	2015-11-10

---

#### GENERAL INFORMATION ON APPLICANT & OWNER

**Applicant Information:**

WILLIAM GALLUP  
CONCURRENCY MANAGEMENT CONSULTANTS, INC.  
P.O. BOX 8883  
JACKSONVILLE, FL 32239  
Ph: (904) 316-3050  
Fax: (904) 212-0488  
Email: CMCJAX@BELLSOUTH.NET

**Owner Information:**

MILTON HOWARD  
MRH ENTERPRISES, INC.  
3701 EMERSON STREET  
JACKSONVILLE, FL 32207  
Ph: (904) 724-1900

#### DESCRIPTION OF PROPERTY

Acres: 0.28  
Real Estate #(s): 144813 0000

General Location:  
SOUTHSIDE OF BERRY AVE., EAST OF ARLINGTON ROAD

Planning District: 2  
Council District: 1  
Development Area: URBAN PRIORITY AREA  
Between Streets/Major Features:  
ARLINGTON ROAD NORTH and PECAN STREET

Address:  
7536 BERRY AVE

#### LAND USE AMENDMENT REQUEST INFORMATION

Current Utilization of Property: VACANT, BOAT STORAGE

Current Land Use Category/Categories and Acreage:  
MDR 0.28

Requested Land Use Category: CGC  
Justification for Land Use Amendment:

Surrounding Land Use Categories: CGC, MDR

ADDITIONAL SPACE TO BE USED IN CONJUNCTION WITH THE EXISTING HASKELL MARINE LOCATED AT 63 ARLINGTON ROAD NORTH. MARINE SALES AND SERVICE.

#### UTILITIES

Potable Water: JEA

Sanitary Sewer: JEA

#### COMPANION REZONING REQUEST INFORMATION

Current Zoning District(s) and Acreage:  
RMD-A 0.28

Requested Zoning District: CCG-2

Additional information is available at 904-255-7888 or on the web at <http://maps.coj.net/luzap/>

