

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



OVERVIEW

ORDINANCE: 2015-728

APPLICATION: 2015C-021-5-9

APPLICANT: WILLIAM RANDALL GALLUP

PROPERTY LOCATION: 4851 Ramona Blvd

Acreage: 0.14

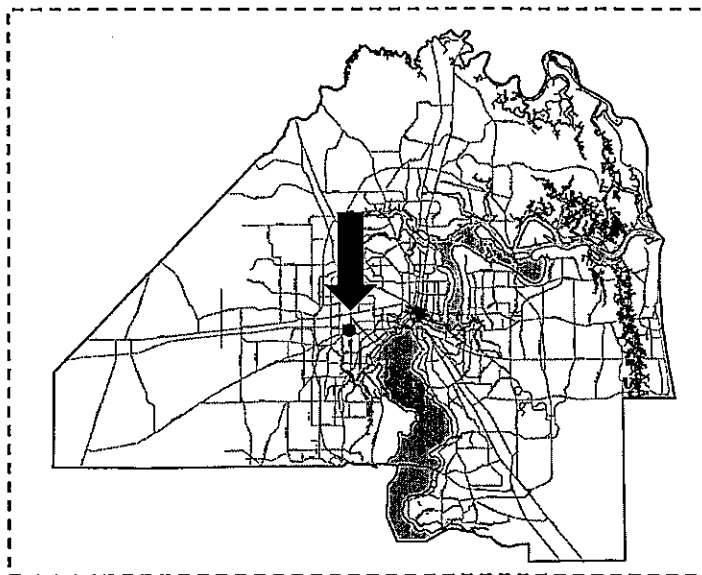
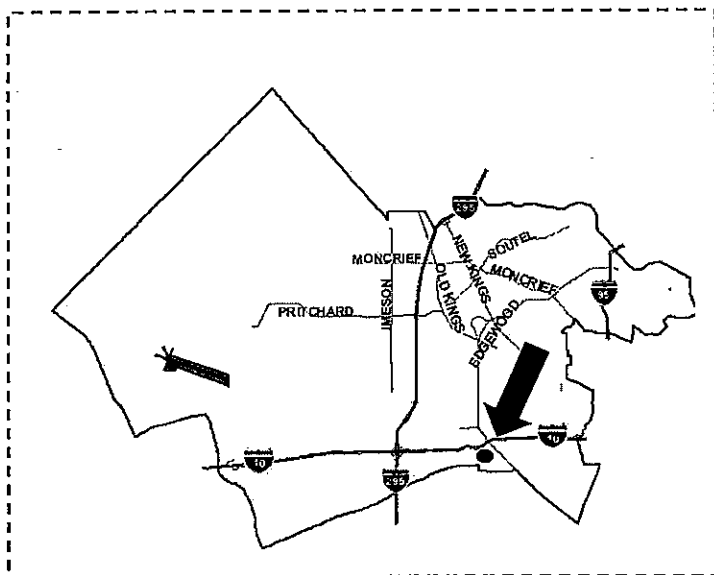
Requested Action:

	Current	Proposed
LAND USE	LDR	NC
ZONING	RLD-60	CN

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
LDR	NC	1 DU (5 DU/acre)	N/A	N/A	2,744 sq. ft (0.45 FAR)	Decrease of 1 DU/acre	Increase of 2,744 sq. ft.

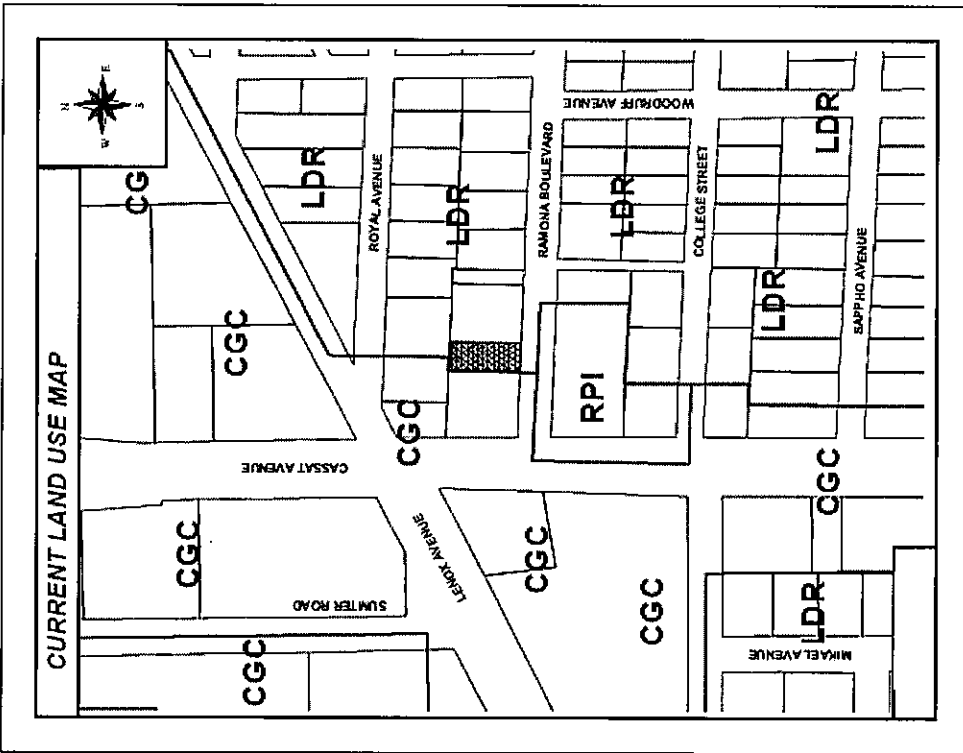
PLANNING AND DEVELOPMENT DEPARTMENT'S RECOMMENDATION: APPROVAL

LOCATION MAPS: Arrows point to location of proposed amendment.



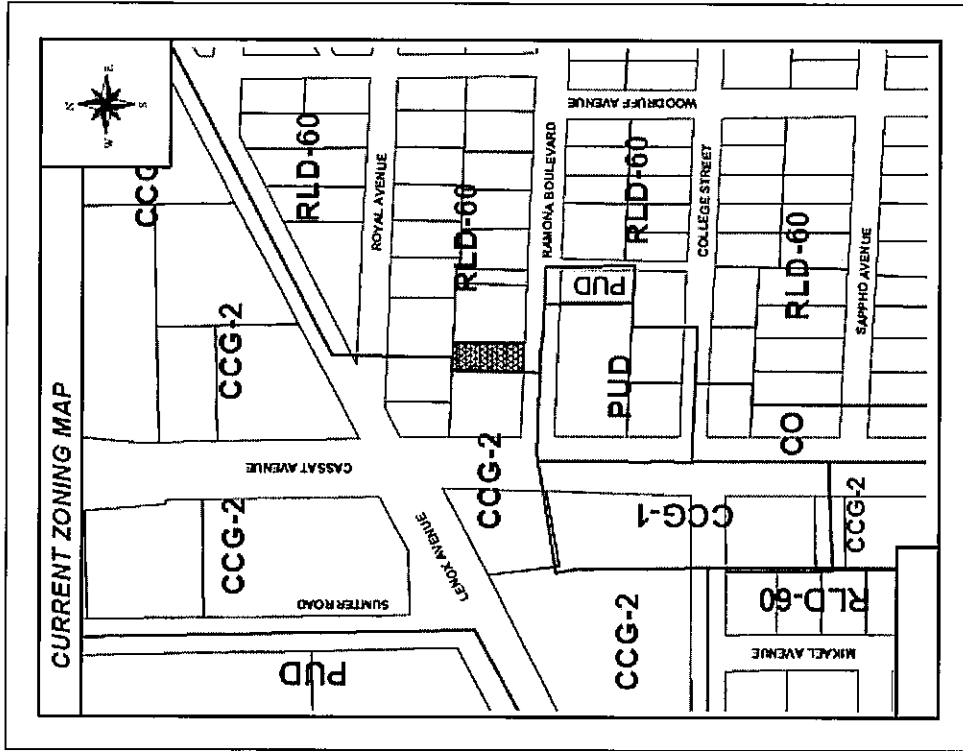
DUAL MAP PAGE

SMALL SCALE LAND USE APPLICATION 2015C-021



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

Requested FLUM Land Use Category: Neighborhood Commercial (NC)



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

Requested Zoning District(s): Commercial Neighborhood (CN)

ANALYSIS

Background:

The 0.14 acre amendment site is located on the north side of Ramona Boulevard near the intersection of Lenox Avenue and Cassat Avenue. The application site is within Council District 9 and the Northwest Planning District. Currently, the subject property is vacant and proposed to be an extension to the adjacent 0.32 acre commercial parcel, Expert T's of Jacksonville, LLC.

The applicant proposes a land use amendment from Low Density Residential (LDR) to Neighborhood Commercial (NC) and a rezoning from Residential Low Density-60 (RLD-60) to Commercial Neighborhood (CN). According to the applicant, the land use amendment and rezoning changes would accommodate a 2,600 square foot expansion of the abutting screen printing and embroidery business. The operation hours of Expert T's of Jacksonville are Monday through Friday 8:30 a.m. to 5:00 p.m. The companion rezoning is pending concurrently with this land use amendment pursuant to Ordinance 2015-729.

The subject site is located in a predominantly older neighborhood of commercial and residential uses and accessed through Ramona Boulevard. The site is bounded by Royal Avenue to the north, Cassat Avenue to the west, and Ramona Boulevard to the south. Dunkin' Donuts is located at the corner of Ramona Boulevard and Cassat Avenue, directly south of the subject site in the Residential/Professional/Institutional (RPI) land use category. To the east of the amendment property are 86 site-built single family homes with a vacant parcel separating the subject site from the established residences. The subject property fronts Ramona Boulevard, a wide two lane local road approximately 330 feet south from Lenox Avenue and Cassat Avenue intersection. Lenox Avenue is classified as collector road. The parcels to the north of the subject site along Royal Avenue consist of single family homes with half of the subject site's northern boundary abutting vacant land in the Community/General Commercial (CGC) land use.

The existing CGC land use bounding the western boundary of the subject site, fronts Cassat Avenue where bus stops and sidewalks are located. Cassat Avenue is a six lane minor arterial roadway according to the Functional Highway Classification Map. CGC land use runs north and south along Cassat Avenue. Additional commercial uses found near the site include a Walgreens, Havoline Xpress Lube, beauty retail store, and gas station.

According to the Development Areas Map in the Future Land Use Element, the site is located within the Urban Development Area. Additionally, the subject property is located less than one quarter mile south from the I-10/Cassat Avenue interchange. Attachment A provides a detailed picture of existing development patterns for the immediate area. The development plan does not include residential uses so school enrollment will not be impacted by this proposed amendment.

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 an increase of 106 new daily external trips. Potential traffic impacts will be addressed through the Concurrency and Mobility Management System Office.

Archaeological Sensitivity

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

IMPACT ASSESSMENT

DEVELOPMENT ANALYSIS		
	CURRENT	PROPOSED
Site Utilization	Vacant	Expand business (screen-printing)
Land Use Category	LDR	NC
Development Standards For Impact Assessment	5 DU's/acre	0.45 FAR
Development Potential	1 DU	2,744 sq. ft.
Population Potential	2 people	N/A
SPECIAL DESIGNATIONS AREAS		
	YES	NO
Aquatic Preserve		X
Airport Environ Zone		500 ft. Civilian Height Zone
Industrial Preservation Area		X
Cultural Resources	Low Probability	
Archaeological Sensitivity	Low Probability	
Historic District		X
Coastal High Hazard Area		X
Ground Water Aquifer Recharge Area		X
Well Head Protection Zone		X
PUBLIC FACILITIES		
Potential Roadway Impact	Potential increase of 106 daily trips	
Water Provider	JEA	
Potential Water Impact	Potential decrease of 128.8 gallons per day	
Sewer Provider	JEA	
Potential Sewer Impact	Potential decrease of 96.6 gallons per day	
Potential Solid Waste Impact	Potential increase of 1.79 tons per year	
Drainage Basin / Sub-Basin	Big Fishweir Creek Stream	
Recreation and Parks	Murray Hill Four Corners 1,533 ft away (over ¼ mile southeast)	
Mass Transit	Route 51	
NATURAL FEATURES		
Elevations	20 ft.	
Soils	Pelham-urban land complex, 0 to 2 percent slopes	
Land Cover	Residential High Density	
Flood Zone	N/A	
Wet Lands	N/A	
Wild Life	N/A	

PROCEDURAL COMPLIANCE

Upon site inspection by the Planning and Development Department on November 2, 2015, the required notices of public hearing signs were posted. Thirty-eight (38) 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 Department held a Citizen's Information Meeting on November 2, 2015. There were no speakers in opposition.

CONSISTENCY EVALUATION

2030 Comprehensive Plan

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

- 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.
- Policy 1.1.10 Gradual transition of densities and intensities between land uses in conformance with the provisions of this element shall be achieved through zoning and development review process.
- 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.
- Policy 3.1.3 Protect neighborhoods from potential negative impacts by providing a gradation of uses and scale transition. The Development Regulations shall be amended to provide for an administrative process to review and grant, when appropriate, relief from the scale transition requirements.
- 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 3.2.4 The City shall permit expansion of commercial uses adjacent to residential areas only if such expansion maintains the existing residential character,

does not encourage through traffic into adjacent residential neighborhoods, and meets design criteria set forth in the Land Development Regulations.

Policy 3.2.6 The City shall encourage neighborhood commercial uses to be located within one quarter mile of the intersections of roads classified as collector or higher on the Functional Highway Classification Map, except when such uses are an integral component of a mixed-use development, Traditional Neighborhood Development (TND), Transit Oriented Development (TOD), Rural Village or similar development. The City should prohibit the location of neighborhood commercial uses interior to residential neighborhoods in a manner that will encourage the use of local streets for non-residential traffic.

Policy 3.2.7 The City shall implement the locational criteria of this element for commercial and industrial uses consistent with the character of the areas served, availability of public facilities, and market demands.

Objective 6.3 The City shall accommodate growth in Jacksonville by encouraging and facilitating new infill development and redevelopment on vacant, bypassed and underutilized land within areas that already have infrastructure, utilities, and public facilities, while addressing the needs of City residents.

According to the Category Descriptions for the Urban Development Areas of the FLUE, the LDR land use category permits housing densities up to 7 dwelling units per acre when full urban services are available. Generally, single-family detached housing will be the predominant land use in this category, although mobile homes, patio homes, townhomes and multi-family dwellings may also be permitted in appropriate locations.

The NC Future Land Use Category is intended to provide commercial retail and service establishments which serve the daily needs of nearby residential neighborhoods. Preferred development patterns include those described in FLUE Policy 3.2.6. NC uses shall generally be provided within walking distance of residential neighborhoods in order to reduce the number of vehicle miles traveled.

Plan amendment requests for new NC designations are preferred in locations within one quarter mile of the intersections of roads classified as collector or higher on the Functional Highway Classification Map. The proposed amendment site is located less than one quarter of a mile from the I-10/Cassat Avenue interchange and the Lenox Avenue and Cassat Avenue intersection, therefore the request is consistent with FLUE Policy 3.2.6 and the NC locational requirements. The development of the subject site as NC is compatible with the character of the adjacent uses and established pattern of CGC found along Cassat Avenue and the western segment of Ramona Boulevard fulfilling FLUE Goal 1 and Policy 1.1.22. Additionally, the existing CGC land use category adjacent to the subject site is the highest intensity in commercial categories and therefore the NC category is a step down in intensity and provides a more appropriate transition between commercial and residential uses. The

land use change from LDR to NC will limit more intense commercial uses to provide appropriate combinations of complementary land uses. As a result, the proposed amendment is consistent with FLUE Policies 1.1.10 and 3.1.3.

The existing business access for both the abutting business and adjacent Dunkin' Donuts is on Ramona Boulevard. Consequently, this proposed amendment is not likely to introduce more non-residential traffic further into the residential area east of Cassat Avenue. Therefore the proposed amendment aids in maintaining the character of the surrounding area consistent with FLUE Goal 1 and Policies 3.2.4 and 3.2.7. The nature of the surrounding area is well established and continues to promote and sustain the viability of the existing commercial area surrounding the subject site and encourages use of an underutilized property achieving FLUE Goal 1 and Objectives 3.2 and 6.3. The subject site is located in the Northwest Planning District, in an area with access to full urban services with bus stops and sidewalks within walking distance of the proposed amendment. Therefore, the proposed amendment promotes a gradual transition of intensities between land uses, protects the character of nearby residential areas and optimizes the combined potentials for economic benefit and compatible land use pattern as required by FLUE Policies 1.1.10 and 1.1.22.

Northwest Vision Plan (2003)

The subject property is located within the boundaries of the Northwest Jacksonville Vision Plan. The location of the site is not specifically addressed within the Vision Plan. However, under the theme of "neighborhood conservation" the focus is to promote revitalization of Northwest Jacksonville's urban neighborhoods and support their participation in the region's economy. As such, the proposed land use amendment is consistent with the Northwest Vision Plan as it promotes economic activity in an established neighborhood.

Strategic Regional Policy Plan

The proposed land use amendment is consistent with the following goal of the Strategic Regional Policy Plan Economic Development:

Goal 2.3 An environment that is conducive to the creation and relocation of new businesses as well as the expansion of existing businesses in the northeast Florida region.

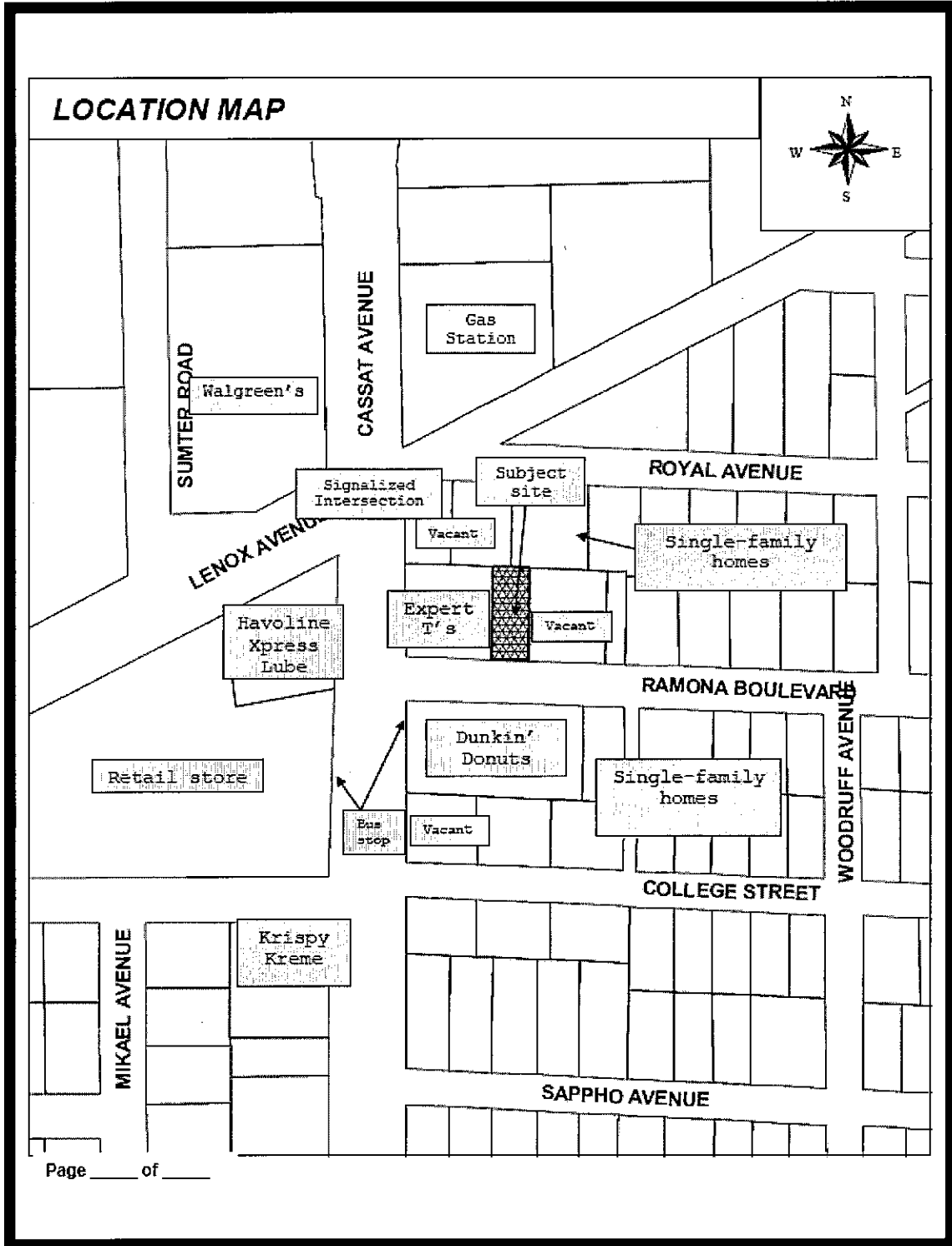
The proposed land use amendment is consistent with Goal 2.3 of the Northeast Florida Regional Council's Strategic Regional Policy Plan as it would provide an additional location for the creation of additional business opportunities in the northeast Florida region.

RECOMMENDATION

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

ATTACHMENT A

Existing Land Utilization:



ATTACHMENT B

Traffic Analysis:

Produced by: Planning and Development Department
 Application Number: 2015C-021

LB
 Date: 11/9/2015
 Mobility Zone / Development Area: 7 / URBAN
 Planning District: 5
 Council District: 9

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
2015C-021 LDR / RLD-80	0.14	210					0.00%	0.00%		
Total Section 1										

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
2015C-021 LDR / RLD-80	0.14	210	1	DU	T = (X) T = 9.52 (X)	1 10	0.00% 0.00%	0.00% 0.00%	1	10
Total Section 2									1	10

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
2015C-021 NC / CN	0.14	814	2,744	1000 SF GFA	T = 6.62 (X) / 1000 T = 64.03 (X) / 1000	19 176	0.00% 0.00%	34.00% 34.00%	13	116
Total Section 3									13	116
*Net New Trips = Section 3 - Section 2 - Section 1									12	106

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

Produced by: Planning and Development Department
 Application Number: 2015C-021

LB
 11/9/2015
 Mobility Zone / Development Area: 7 / URBAN
 Planning District: 5
 Council District: 9

Table B

Net New Daily External Trip Distribution

a 12	b 106	= Total Net New External Trips (Table A)		c	(a*c)	(b*c)
Link ID	Roadway Name	From / To		Percent of Total Net New Daily External Trips	Net New Peak Hour External Trips	Net New Daily External Trips
54	NORMANDY BLVD (SR 228)	LANE AVE TO CASSAT AVE		13.84%	2	15
55	POST ST (SR 228)	CASSAT AVE TO MCDUFF AVE		0.14%	0	0
70	I-10	CASSAT AVE TO LUNA RAMPS		11.18%	1	12
160	CASSAT AVE (SR 111)	I-10 TO BEAVER ST (EDGEWOOD AVE JCT)		15.60%	2	17
161	CASSAT AVE (SR 111)	NORMANDY BLVD (SR 228) TO I-10		79.84%	9	85
162	CASSAT AVE (SR 111)	SAN JUAN AVE (SR 128) TO NORMANDY BLVD (SR 228)		13.66%	2	15
299	LENOX AVE	NORMANDY BLVD TO EDGEWOOD AVE		10.33%	1	11
310	HAMILTON ST	EDGEWOOD AVE TO BLANDING BLVD		19.48%	2	21
592	I-10	LANE AVE TO CASSAT AVE		11.33%	1	12

BOLD indicates Directly Accessed Segment(s)

Produced by: Planning and Development Department
 Application Number: 2015C-021
 Date: 11/8/2015
 y Zone / Development Area: 7 URBAN
 Planning District: 5
 Council District: B

Table C
Roadway Link Analysis

Link ID Number	Road Name	Terminal	Roadway Classification	State of Road	Numbers of Lanes	Annual Service Volume (ADT)	Available Daily Trip*	Subserved Trips/Year	Volume w/ 5% Growth	Spiking Link	Approved Daily Entries	Peak Hour Entries	Percent Capacity	Peak Hour Land Use	Land Use Maintained
54	NORMANDY BLVD (SR 228)	LANE AVE TO CASSAT AVE	ARTERIAL I	STATE	4/D	38,500	19,000	1,00%	18,918	C	15	13,933	47.57%	C	YES
55	POST ST (SR 225)	CASSAT AVE TO MCDUFF AVE	ARTERIAL II	STATE	2/U	11,840	7,233	1,00%	7,502	D	0	7,602	64.21%	D	YES
70	I-10	CASSAT AVE TO LUNA RAMPS	FREEWAY	STATE	0/D	116,600	107,800	1,00%	112,458	D	12	112,470	66.49%	D	YES
160	CASSAT AVE (SR 111)	I-10 TO BEAVER ST (EDGEWOOD AVE ACT)	ARTERIAL II	STATE	4/D	33,900	21,500	1,00%	22,587	D	17	22,613	68.20%	D	YES
161	CASSAT AVE (SR 111)	NORMANDY BLVD (SR 228) TO I-10	ARTERIAL II	STATE	4/D	33,900	21,500	1,00%	22,587	D	17	22,613	67.69%	D	YES
162	CASSAT AVE (SR 111)	SAN JUAN AVE (SR 133) TO NORMANDY BLVD (SR 228)	ARTERIAL II	STATE	4/D	33,900	21,500	1,00%	22,587	D	15	23,137	68.45%	D	YES
222	LENOX AVE	NORMANDY BLVD TO EDGEWOOD AVE	COLLECTOR	CITY	4/U	23,293	7,725	1,00%	8,122	C	11	8,133	34.33%	C	YES
310	HAMILTON ST	EDGEWOOD AVE TO BLANDING BLVD	COLLECTOR	CITY	2/U	11,292	2,648	1,00%	2,750	C	21	2,804	24.86%	C	YES
292	I-10	LANE AVE TO CASSAT AVE	FREEWAY	STATE	0/D	116,600	102,000	1,00%	107,203	D	12	107,215	81.25%	D	YES


* City of Jacksonville Road Network Link Status Report dated 1/14/2014
 #207 214 LINK OF SR/OLR REPORT, 1/15/16
 #010 Available Daily Accessed Segment (R)

Major Intersections List

SR 101/US 90 SR 228/US 90 with I-10/US 90 Area

ATTACHMENT C

Land Use Amendment Application:

		APPLICATION FOR SMALL-SCALE LAND USE AMENDMENT TO THE FUTURE LAND USE MAP SERIES - 2030 COMPREHENSIVE PLAN	
Date Submitted:	9/23/15	Date Staff Report is Available to Public:	11-13-2015
Land Use Adoption Ordinance #:	2015-728	Planning Commission's LPA Public Hearing:	11-19-2015
Rezoning Ordinance #:	2015-729	1st City Council Public Hearing:	11-24-2015
JPDD Application #:	2015C-021	LUZ Committee's Public Hearing:	12-01-2015
Assigned Planner:	Rosario Lacayo	2nd City Council Public Hearing:	12-08-2015
<u>GENERAL INFORMATION ON APPLICANT & OWNER</u>			
Applicant Information: WILLIAM RANDALL GALLUP CONCURRENCY MANAGEMENT CONSULTANTS, INC. P.O. BOX 8883 JACKSONVILLE, FL 32239 Ph: 9043163050 Fax: 9042120488 Email: CMCJAX@BELLSOUTH.NET		Owner Information: DENISE FISHER EXPERT TS OF JACKSONVILLE, INC. 711 CASSAT AVE. JACKSONVILLE, FL 32205 Ph: 9042872500	
<u>DESCRIPTION OF PROPERTY</u>			
Acreage:	0.14	General Location:	NEAR THE INTERSECTION OF LENOX AVE. AND CASSAT AVE.
Real Estate #(s):	079320 0000	Address:	4851 RAMONA BLVD
Planning District:	5		
Council District:	9		
Development Area:	URBAN AREA		
Between Streets/Major Features:	ROYAL AVE and COLLEGE ST		
<u>LAND USE AMENDMENT REQUEST INFORMATION</u>			
Current Utilization of Property:	VACANT		
Current Land Use Category/Categories and Acreage:	LDR 0.14		
Requested Land Use Category:	NC	Surrounding Land Use Categories:	CGC,LDR,RPI
Justification for Land Use Amendment: TO ALLOW FOR THE REZONING TO NC - EXPERT TS IS PROPOSING A 2,600 SQFT EXPANSION OF THEIR EXISTING BUSINESS AND ACQUIRED THE .14 ACRE TRACT. THE LAND USE AND ZONING NEED TO BE CHANGED IN ORDER TO ALLOW FOR THE EXPANSION.			
<u>UTILITIES</u>			
Potable Water:	JEA	Sanitary Sewer	JEA
<u>COMPANION REZONING REQUEST INFORMATION</u>			
Current Zoning District(s) and Acreage:	RLD-60 0.14		
Requested Zoning District:	CN		
Additional information is available at 904-255-7888 or on the web at http://maps.coj.net/luzap/			

ATTACHMENT D

Aerial:

