

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



**OVERVIEW**

**ORDINANCE: 2015-770**

**APPLICATION: 2015C-022-4-9**

**APPLICANT: JAMES JOHNS**

**PROPERTY LOCATION: 5024 Jacobs Ave, 0 Labelle St., 5035 Hollycrest Dr.**

**Acreage: 1.36**

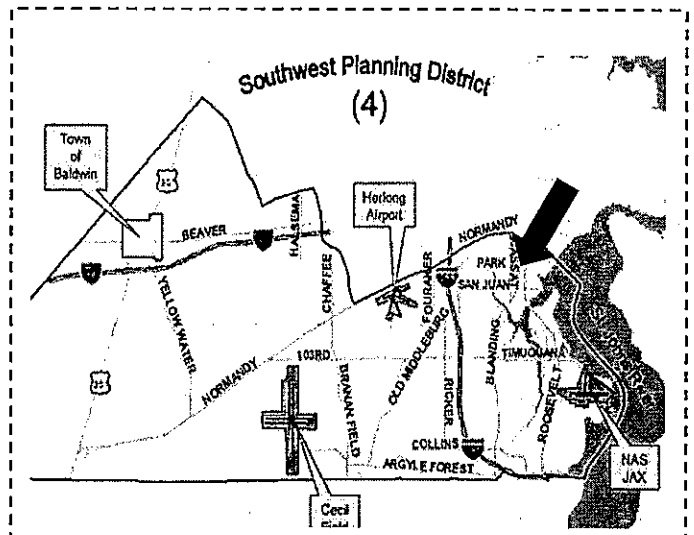
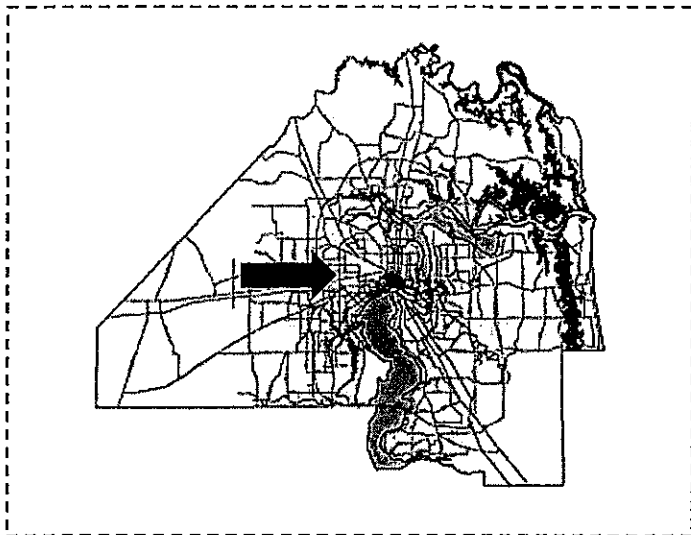
**Requested Action:**

	<b>Current</b>	<b>Proposed</b>
<b>LAND USE</b>	<b>MDR</b>	<b>CGC</b>
<b>ZONING</b>	<b>RMD-D</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 Decrease in Potential Floor Area
MDR	CGC	20 DU (15 DU/Acre)	N/A	N/A	20,734 (.35 FAR)	Decrease of 20 DU	Increase of 20,734 Sq. Ft.

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

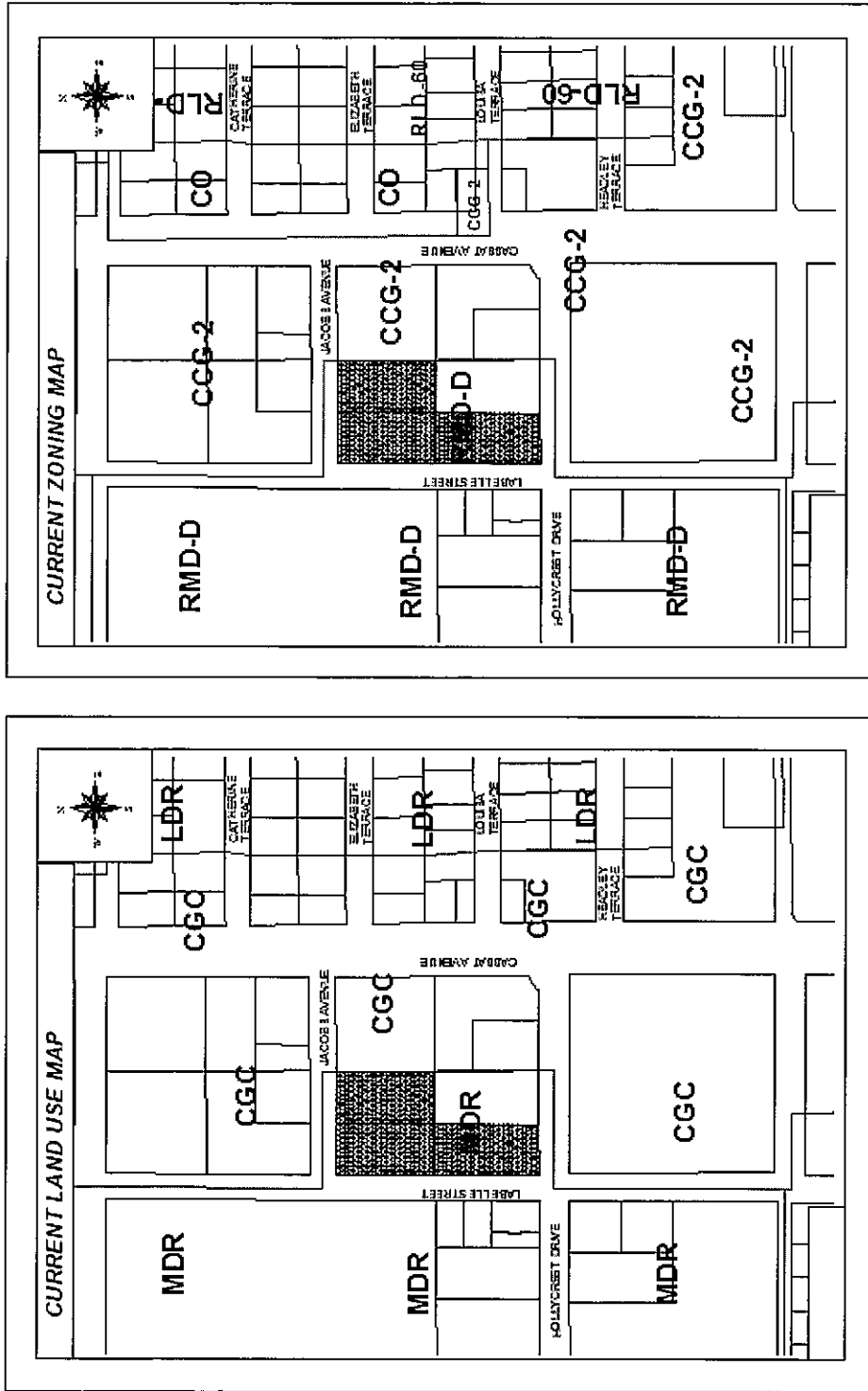
**LOCATION MAPS:**





# DUAL MAP PAGE

## SMALL SCALE LAND USE APPLICATION 2015C-022



**Existing FLUMLand Use Categories:** Medium Density Residential (MDR)  
**Requested FLUMLand Use Category:** Community/General Commercial (CGC)

**Current Zoning District(s):** Residential Medium Density - D (RMD-D)  
**Requested Zoning District(s):** Commercial Community General 2 (CCG-2)

## ANALYSIS

### **Background:**

The proposed amendment site is located one block west of Cassat Avenue between Jacobs Avenue and Hollycrest Drive, approximately one mile south of the I-10/Cassat Ave. interchange. The applicant site is comprised of three lots for a total of 1.36 acres. There is a vacant house on the southern lot located on Hollycrest Drive and the two northern lots on Jacobs Avenue are vacant. The properties are located in Council District 9 and within the boundaries of the Northwest Vision Plan.

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-D (RMD-D) to Commercial Community General-2 (CCG-2) to allow for development of a parking area for employees of the auto dealership to the south. The companion rezoning is pending concurrently with this land use amendment application pursuant to Ordinance 2015-771.

The area surrounding the site is developed with a mix of car dealerships, automotive businesses, a gas station, convenience stores, offices, apartments and a few single family homes. Cassat Avenue is a minor arterial roadway which is developed with commercial uses from I-10 south to the end of Cassat Avenue at Blanding Blvd. The land use is predominately CGC with some Residential-Professional-Office (RPI) closer to Blanding Blvd. The subject properties are located on Jacobs Avenue, LaBelle Street, and Hollycrest Drive. These are local roads with no sidewalks. The eastern half of the block on which these properties are located is within the CGC category along Cassat Avenue and the western four lots are MDR. The small lot to the east on Hollycrest that is not a part of this application is a single family home owned by the same company that owns the adjacent convenience store to the east. The owner of this parcel provided a letter stating they do not object to the proposed change to commercial (See Attachment D – Letter from Adjacent Owner). The adjacent blocks, both north and south of this block are entirely CGC and those blocks contain automotive businesses. LaBelle Street is the established boundary between MDR and CGC for property north and south of the subject site. The Eureka Gardens apartment complex is directly west of this site across LaBelle Street (See Dual Map on page 2 and Attachment A – Land Utilization Map).

According to the Development Areas Map of the 2030 Comprehensive Plan, the subject property is located within the Urban Development Area. The proposed amendment does not include a residential component. Therefore, school capacity issues will not be impacted.

### **Impact Assessment:**

Potential impacts of a proposed land use map amendment have been analyzed by comparing the Development Impact Standards for the subject site exists 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).

**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.

**Transportation**

The Planning and Development Department completed a transportation analysis (see Attachment B) and determined that the proposed amendment results in an increase of 339 new daily external trips. Potential traffic impacts will be addressed through the Concurrency and Mobility Management System Office.

# IMPACT ASSESSMENT

DEVELOPMENT ANALYSIS		
	CURRENT	PROPOSED
Site Utilization	house/vacant	Auto Dealership Parking Area
Land Use Category	MDR	CGC
Development Standards For Impact Assessment	15 Du per acre	.35 FAR
Development Potential	20 DU	20,734 sq. ft.
Population Potential	47 people	N/A
SPECIAL DESIGNATIONS AREAS		
	YES	NO
Aquatic Preserve		X
Airport Environ Zone		X
Industrial Preservation Area		X
Cultural Resources		X
Archaeological Sensitivity		X - Low
Historic District		X
Coastal High Hazard Area		X
Ground Water Aquifer Recharge Area		X- Discharge Area
Well Head Protection Zone		X
PUBLIC FACILITIES		
Roadway Impacts	339 new daily trips	
Water Provider	JEA	
Potential Water Impact	Decrease 2,488 gallons per day	
Sewer Provider	JEA	
Potential Sewer Impact	Decrease 1,866 gallons per day	
Potential Solid Waste Impact	Decrease of 5.8 tons per year	
Drainage Basin/ Sub-Basin	Big Fishweir Creek	
Recreation and Parks	Murray Drive Playground	
Mass Transit	#24 Blanding/Cassat	
NATURAL FEATURES		
Elevations	25 ft.	
Soils	69- Urban Land - 73 Mascott Sapelo complex	
Land Cover	1200 Residential, medium density	
Flood Zone	No	
Wet Lands	No	
Wild Life	No	

## PROCEDURAL COMPLIANCE

Upon site inspection by the Planning and Development Department on November 10, 2015, the required notices of public hearing signs were posted. Twenty-eight (28) notices were mailed out to adjoining property owners informing them of the proposed land use change and pertinent public hearing and meeting dates.

The Citizen Information Workshop was held on November 16, 2015, there were no speakers present.

## CONSISTENCY EVALUATION

### 2030 Comprehensive Plan

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

- 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.
- Objective 6.3            The City shall accommodate growth in Jacksonville by encouraging and facilitating new 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 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.

The CGC Land Use category is intended to provide for a wide variety of retail goods and services which serve large areas of the City and a diverse set of neighborhoods. Uses should generally be developed in nodal and corridor development patterns and located at major roadway intersections to serve adjacent neighborhoods in order to reduce the number of Vehicle Miles Traveled.

The subject property has access to full urban services, including mass transit, and is located in a developed area of the City designated as the Urban Development Area. The land use amendment is a logical extension of the CGC land use since the blocks both north and south are entirely CGC and will provide a compact and connected land use pattern. Labelle Street, located one block west of Cassat Avenue, is a logical boundary for the CGC land use. Therefore, the proposed commercial land use designation aids in maintaining a compact land use pattern and helps to maintain an increasingly efficient urban service delivery system, consistent with FLUE Objective 3.2 and Objective 3.4.

Because the proposed land use amendment encourages the continued use of an underutilized property within the Urban Development Area of the City and is already served by infrastructure, utilities, and public facilities, the proposed land use amendment is consistent with FLUE Objective 6.3.

### **Vision Plan**

The subject property is located within the boundaries of the Southeast Jacksonville Vision Plan. Theme 1 Option 3 encourages the City to promote development in the traditional building area which includes the Cassat Avenue area. The Plan supports a wide range of uses for the established "intown" neighborhood areas, including office, retail and residential while looking to protect the existing character of adjacent uses. The proposed amendment does promote provisions for a wide range of uses for established "intown" neighborhoods as encouraged in Option 3.

### **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 new business opportunities in the northeast Florida region.

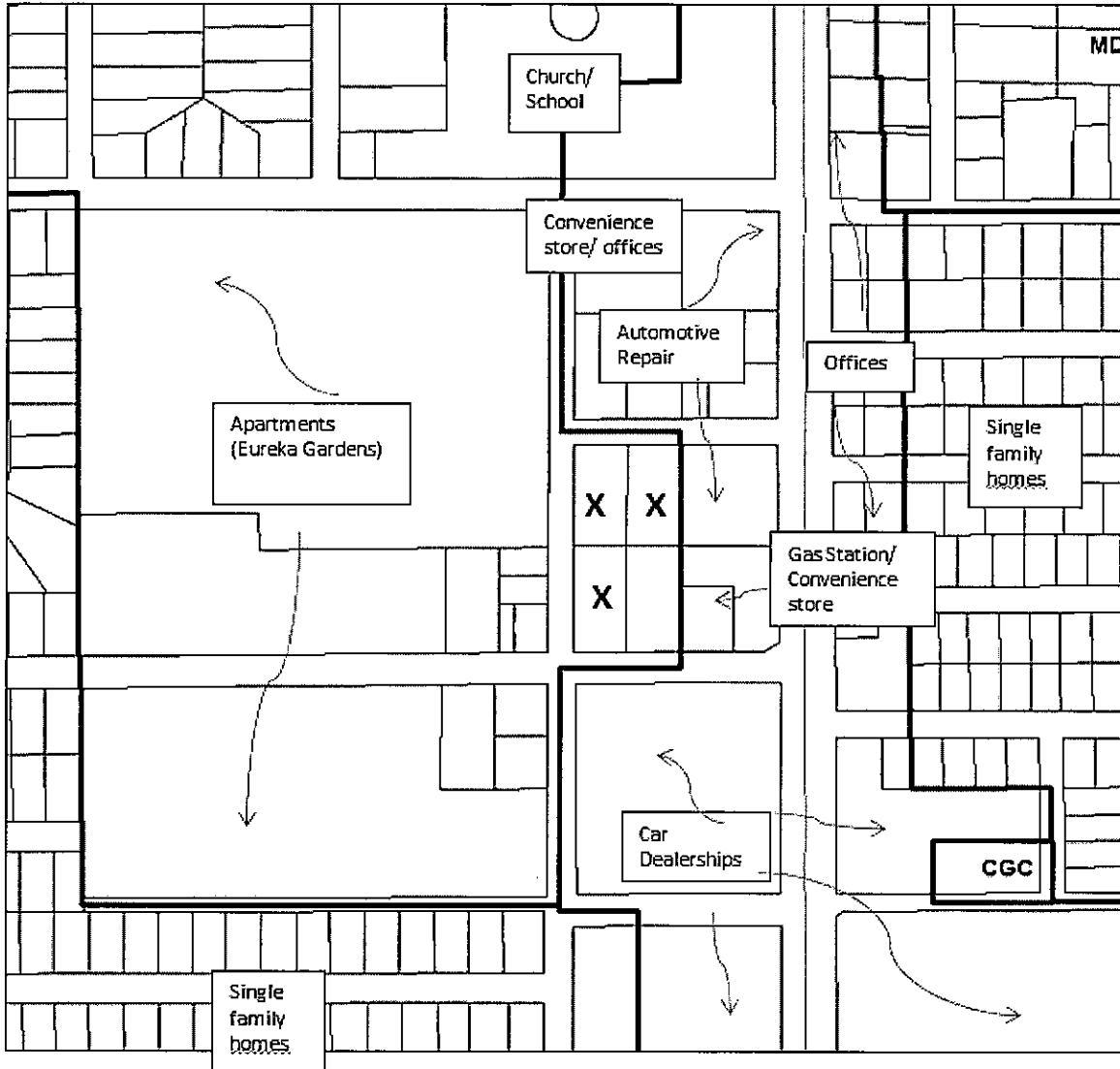
## **RECOMMENDATION**

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 Impacts:

**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-022	MDR / RMD-D	1.36	220				0.00%	0.00%		
						<b>Total Section 1:</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
2015C-022	MDR / RMD-D	1.36	220	20	DU T = 0.62 (X) T = 0.65 (X)	12 133	0.00% 0.00%	0.00% 0.00%	12	133
						<b>Total Section 2:</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
2015C-022	CGC / CCG-2	1.36	826	1000 SF GFA	T = 2.71 (X) / 1000 T = 44.32 (X) / 1000	56 919	0.00% 0.00%	48.62% 48.62%	29	472
						<b>Total Section 3:</b>				
						<b>*Net New Trips = Section 3 - Section 2 - Section 1</b>				

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

Council District:   y  

**Table B**

**Net New Daily External Trip Distribution**

a	b	= Total Net New External Trips (Table A)	c	(a*c)	(b*c)
17	339		Percent of Total Net New Daily Amendment Trips	Net New Peak Hour External Amendment Trips	Net New Daily External Amendment Trips
Link ID	Roadway Name	From / To			
162	CASSAT AVE (SR 111)	SAN JUAN AVE (SR 128) TO NORMANDY BLVD (SR 228)	78.71%	13	267
306	LAKE SHORE BLVD	NORMANDY BLVD TO SAN JUAN AVE	10.29%	2	35

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

# ATTACHMENT B (cont)

Planning District: 4  
Council District: 9

**Table C**


**Roadway Link Analysis**

Link ID Number	Road Name	Terminals	Roadway Classification	Date of City Road	Number of Lanes	Adopted Service Volume Daily	Average Daily Traffic	Background Traffic (Year Growth %)	Adopted PM Peak Hour Volumes at 8 AM Stream	Adopted PM Peak Hour Line LOS	Adopted PM Peak Hour Daily Delay	Total PM Peak Hour Delay	Percent Capacity Used w/ Adopted Traffic	PM Peak Hour LOS with Land Use Change	LOS Maintained
102	CASSAT AVE (SR 111)	SAN JUAN AVE (SR 128) TO NORMANDY BLVD (SR 228)	ARTERIAL	STATE	4-D	33,800	22,000	1.00%	23,122	D	267	23,389	62.20%	D	yes
306	LAKE SHORE BLVD	NORMANDY BLVD TO SAN JUAN AVE	COLLECTOR	CITY	2-U	14,047	3,269	1.00%	3,435	C	35	3,470	24.71%	C	yes

\* Data from City of Jacksonville Road Maintenance Link Status Report dated 11/7/2014  
FCOT 2014 LEVEL OF SERVICE REPORT, 2014  
BOLD indicates already Adopted Segment(s)

# ATTACHMENT C

## Land Use Amendment Application:

		<b>APPLICATION FOR SMALL-SCALE LAND USE AMENDMENT TO THE FUTURE LAND USE MAP SERIES - 2030 COMPREHENSIVE PLAN</b>	
Date Submitted:	10/15/15	Date Staff Report is Available to Public:	11-25-2015
Land Use Adoption Ordinance #:	2015-770	Planning Commission's LPA Public Hearing:	12-03-2015
Rezoning Ordinance #:	2015-771	1st City Council Public Hearing:	12-08-2015
JPDD Application #:	2015C-022	LUZ Committee's Public Hearing:	01-05-2016
Assigned Planner:	Jody McDaniel	2nd City Council Public Hearing:	01-12-2016
<b><u>GENERAL INFORMATION ON APPLICANT &amp; OWNER</u></b>			
<b>Applicant Information:</b> JAMES JOHNS SOLID ROCK ENGINEERING CONSULTANTS, INC. 10365 S. HOOD ROAD, SUITE 206 JACKSONVILLE, FL 32257 Ph: (904) 425-6711 Fax: (904) 425-6710 Email: JOHNS@SOLIDROCKENGINEERING.COM		<b>Owner Information:</b> MARK CLELAND PALMER CLELAND REALTY OF JACKSONVILLE, LLC 1310 CASSAT AVENUE JACKSONVILLE, FL 32205 Ph: (904) 389-4561 Fax: (866) 719-2737	
<b><u>DESCRIPTION OF PROPERTY</u></b>			
Acreage: 1.36 Real Estate #(s): 066235 0000, 066236 0000 066244 0000		General Location: S. OF JACOBS AVE., E OF LABELLE ST., N OF HOLLYCREST DR.	
Planning District: 4 Council District: 9 Development Area: Urban Area		Address: 5024 JACOBS AVE 0 LABELLE STREET 5035 HOLLYCREST DRIVE	
Between Streets/Major Features: CASSAT AVENUE and LAKE SHORE BOULEVARD			
<b><u>LAND USE AMENDMENT REQUEST INFORMATION</u></b>			
Current Utilization of Property: 2 VACANT LOTS, 1 ABANDONED HOUSE			
Current Land Use Category/Categories and Acreage: MDR 1.36			
Requested Land Use Category: CGC		Surrounding Land Use Categories: CGC, MDR	
Justification for Land Use Amendment: EXPANSION OF PARKING FOR EMPLOYEES			
<b><u>UTILITIES</u></b>			
Potable Water: JEA		Sanitary Sewer: JEA	
<b><u>COMPANION REZONING REQUEST INFORMATION</u></b>			
Current Zoning District(s) and Acreage: RMD-D 1.36			
Requested Zoning District: CG3-2			
Additional information is available at 904-255-7888 or on the web at <a href="http://maps.coj.net/luzap/">http://maps.coj.net/luzap/</a>			

## ATTACHMENT D

### Letter from Adjacent Owner:

Bassam Batshone  
5017 Hollycrest  
Jacksonville, FL 32205

To Whom It May Concern:

As the owner of Parcels #066245-0000 and #066220-0010, I have no objection for the lots adjacent to our property (RE# 066235-0000; #066236-0000; #066244-0000) to be zoned commercial and designated as employees parking lot for Ernie Palmer Toyota.

Sincerely,



Bassam Batshone / BATSHONE ENTERPRISES INC.

# ATTACHMENT E

**Aerial:**

