



February 23, 2017

The Honorable Lori N. Boyer, President
The Honorable Danny Becton, LUZ Chair
And Members of the City Council
City Hall
117 West Duval Street
Jacksonville, Florida 32202

RE: Planning Commission Advisory Report
Ordinance No.: 2016-674

Application for: Wendy's 5 Points PUD

Dear Honorable Council President Boyer, Honorable Council Member and LUZ Chairperson Becton and Honorable Members of the City Council:

Pursuant to the provisions of Section 30.204 and Section 656.129, *Ordinance Code*, the Planning Commission ("PC") respectfully offers this report for consideration by the Land Use and Zoning Committee ("LUZ").

● Recommendation by JPDD: Approve Approve with Conditions Deny

● Recommendation by PC to LUZ: Approve Approve with Conditions Deny

● This rezoning is subject to the following exhibits:

1. The original legal description dated July 11, 2016
2. The revised written description dated January 12, 2017.
3. The revised site plan dated December 27, 2016.

● Recommended Planning Commission Conditions* to the Ordinance:

1. ~~Building and ground signage for the development shall comply with Section 656.399.35 of the Zoning Code. Internal illumination of all signs is prohibited~~ The monument sign shall not exceed five (5) feet in height.
2. ~~A traffic study, subject to the review and approval of the Transportation Planning Division, shall be submitted at the time of verification of substantial compliance.~~
3. ~~"Prior to requesting a final building inspection or occupying the facility in any manner, the lead horizontal and lead vertical design professionals shall submit to the Planning Department separate certification letters confirming that all horizontal and vertical components of the development have been substantially completed, and all conditions to the development order have been satisfied. This condition shall apply to both phased and non-phased developments."~~

*Additions made by PC to the proposed Jacksonville Planning and Development Department ("JPDD") conditions are underlined and deletions are indicated with a ~~strikethrough~~.

- Recommended PC Conditions that can be incorporated into the Written Description: None

- PC Vote: 4-0

- PC Commentary: Three citizens spoke in favor of the application except the sign size. The redevelopment should comply with the overlay sign regulations. Felt there was too much signage allowed in the application. The signs should not have internal illumination.

Keith Holt for RAP appreciates the concessions made so far, but signage is the issue. Everybody knows where Wendy's is located. The speed through the area is very slow, no need for a larger sign.

Tracy Arpen for City Beautiful Jax opposes the application if the sign is over 5 feet in height and internally illuminated. This is not a suburban area, but an urban area.

The agent felt the signage is not excessive and the corporation is giving up the reader board.

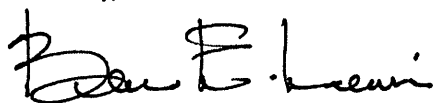
Commissioners did not see a need for a traffic study. Has never been stuck in traffic due to vehicles from Wendy's. There was concern about the height of the sign. Another comment felt it was wrong to impose conditions on signage that was existing before creation of the overlay.

Commissioners to reword condition #1 to set the maximum sign height of 5 feet, but allow internal illumination.

	<u>Aye</u>	<u>Nay</u>	<u>Abstain</u>	<u>Absent</u>
Daniel Blanchard, Chair	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Abel Harding, Vice Chair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Nicole Padgett, Secretary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Marshall Adkison	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ben Davis	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chris Hagan	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Joshua Garrison	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dawn Motes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

If you have any questions or concerns, please do not hesitate to contact me at your convenience.

Sincerely,



Bruce E. Lewis, City Planner Supervisor
 Planning and Development Department