



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

**OVERVIEW**

**ORDINANCE: 2017-483**

**APPLICATION: 2017C-010-1-7**

**APPLICANT: STEVE DIEBENOW**

**PROPERTY LOCATION: 901 MAIN STREET N / US 17 (SR 5)**

**Acreage: 1.52**

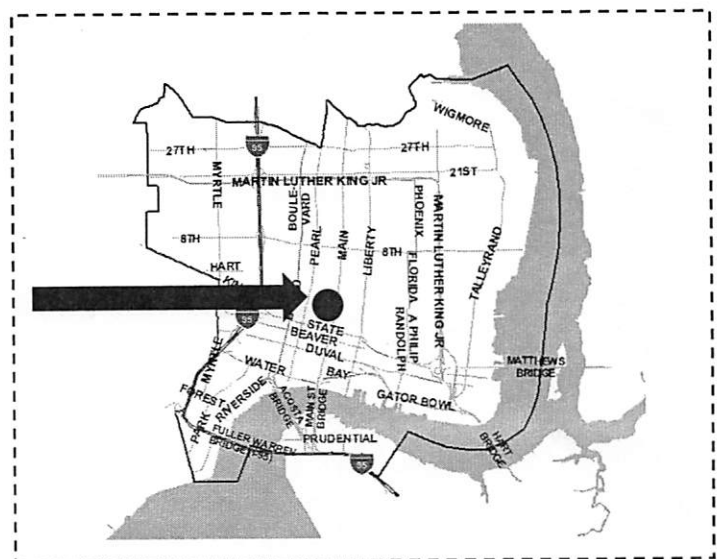
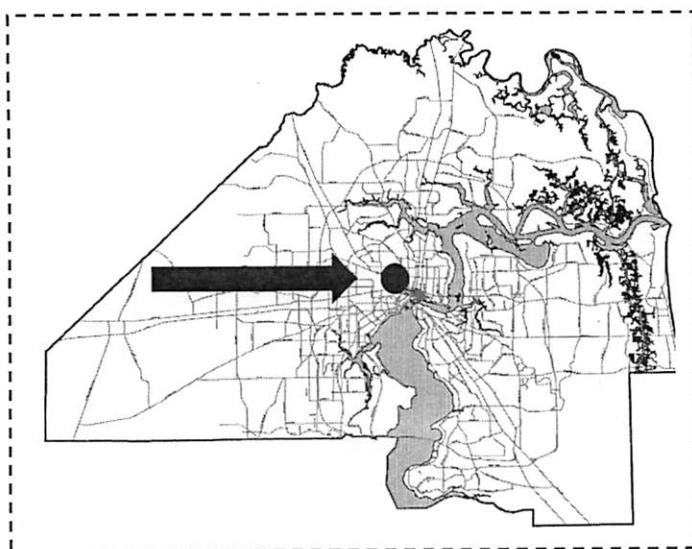
**Requested  
Action:**

	<b>Current</b>	<b>Proposed</b>
<b>LAND USE</b>	<b>CGC</b>	<b>HDR</b>
<b>ZONING</b>	<b>CCG-2</b>	<b>PUD</b>

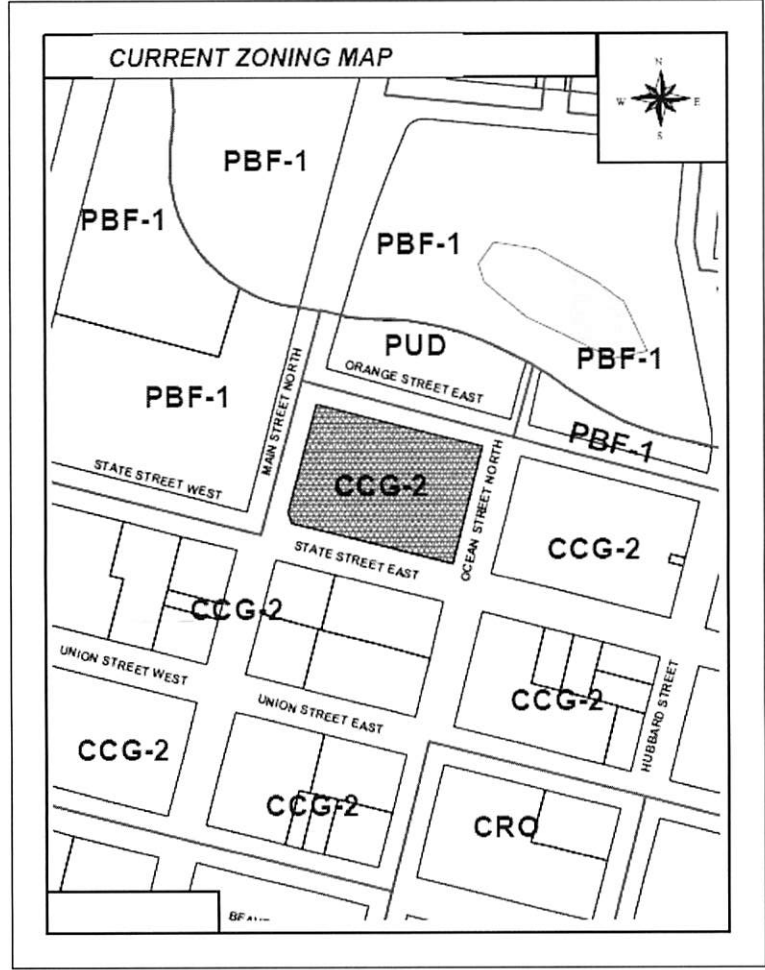
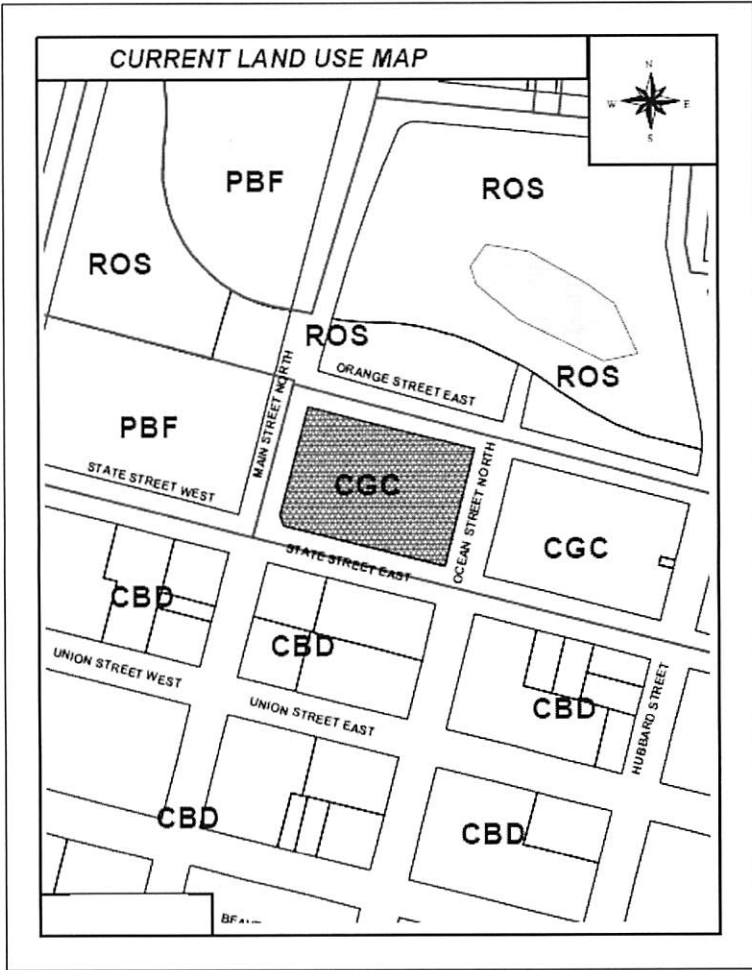
Existing FLUM Category	Proposed FLUM Category	Existing Maximum Density (DU/Acre)	Proposed Maximum Density (DU/Acre)	Existing Maximum Intensity (FAR)	Proposed Maximum Intensity (FAR)	Net Increase or Decrease in Maximum Density	Non-Residential Net Increase or Decrease in Potential Floor Area
CGC	HDR	N/A	(45 DU/Acre) 68 DUs	23,174 Sq. Feet (0.35 FAR)	N/A	Increase of 68 DUs	Decrease of 23,174 Sq.Ft.

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

**LOCATION MAPS:**



SMALL SCALE LAND USE APPLICATION 2017C-010



Existing FLUM Land Use Categories: Community/General Commercial (CGC)

Requested FLUM Land Use Category: High Density Residential (HDR)

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

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

# ANALYSIS

## Background

The 1.52 acre subject property is located on the northeast corner of Main Street N / US 17 (SR 5) and State Street East. The site is located in the Urban Core Planning District in Council District 7 within the Urban Core Vision Plan boundaries. The site consists of a dilapidated and mostly demolished former motel built in 1964. The site is also located within the Urban Priority Development Area as well as an Enterprise Zone and Brownfield Zone.

The applicant proposes a Small-Scale Future Land Use Amendment from Community/General Commercial (CGC) to High Density Residential (HDR) and a rezoning from Commercial Community/General -2 (CCG-2) to Planned Unit Development (PUD). The proposed 1.52 acre land use change would allow for the redevelopment of the property with 82 units (52 units per acre) above structured parking, and off street parking. The companion rezoning is pending concurrently with this land use amendment application pursuant to Ordinance 2017-484. (See Dual Land Use and Zoning Maps, page 2)

The site is surrounded by a mix of uses including vacant offices, abandoned buildings, Florida State College of Jacksonville (FSCJ), and a light manufacturing company. The property is within walking distance to a bank, JTA Rosa Parks Transit Station, 7-Eleven gas station/convenience store, and Confederate Park. The former motel was condemned in 1999 and has a long history of violation citations from the Municipal Code Compliance Division. The subject property has had issues with homeless activity on site, overgrown vegetation, debris, trash, and graffiti. Both Main Street N / US 17 (SR 5) and State Street are arterial roadways according to the Functional Highway Classification System.

South of the site and south of State Street is the northern boundary of the Consolidated Downtown Development of Regional Impact (DRI). North of the site is the Locally Designated Springfield Historic District.

Bus stops and sidewalks are within walking distance of the subject site. Refer to Dual Map on page 2 and Attachment A – Land Utilization Map for more detail. The generalized adjacent land use categories and zoning are as follows:

Adjacent Property	Land Use	Zoning District	Current Use(s)
North	ROS	PUD	Vacant /abandoned building
South	CBD	CCG-2	Vacant and office
East	CGC	CCG-2	Light manufacturing
West	PBF	PBF-1	FSCJ campus

The proposed development plan does include residential uses; therefore school capacity will need to be discussed. Additionally, the applicant intends to use central water and sewer for the project.

### **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).

### **Infrastructure Element Sanitary Sewer Sub-Element**

Policy 1.1.1 JEA shall provide for regional wastewater facilities associated with development within the Urban Area as defined in the Future Land Use and Capital Improvements Element, excluding improvements within the service area of an investor-owned public utility company of regional status.

### **Transportation**

The Planning and Development Department completed a transportation analysis (see Attachment B) and determined that the proposed amendment would result in no net new daily vehicular 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. Trips generated by the new development will be processed through the Concurrency and Mobility Management System Office.

### **Transportation Element**

Policy 1.2.1 The City shall use the Institute of Transportation Engineers *Trip Generation Manual*, latest edition, to determine the number of trips to be produced or attracted to a particular land use when assessing a traffic impact.

### **Capital Improvements Element**

Policy 1.6.1 Upon adoption of the Mobility Plan implementing ordinance, the City shall cease transportation concurrency and use a quantitative formula for purposes of assessing a landowner's mobility fee for transportation impacts generated from a proposed development, where the landowner's mobility fee shall equal the cost per vehicle miles traveled (A); multiplied

by the average vehicle miles traveled per Development Area (B); multiplied by the daily trips (C); subtracted by any trip reduction adjustments assessed to the development.

### Supplemental Information

The 2030 Mobility Plan replaced the transportation concurrency management system to address the multi-modal mobility needs of the city. Mobility needs vary throughout the city and in order to quantify these needs the city was divided into 10 Mobility Zones. The Mobility Plan identifies specific transportation strategies and improvements to address traffic congestion and mobility needs for each mode of transportation. The project site is located in Mobility Zone 9 on northeast corner of Main Street N and State Street E.

Existing available roadway capacity for the vehicle/truck mode for the entire zone was tested based on volume demand to capacity ratio (V/C), where the average daily traffic volumes determined from the most recent City of Jacksonville traffic count data were compared to the *Maximum Service Volumes (MSV)* from the current *FDOT Quality/Level of Service Handbook (2012)* for each functionally classified roadway within the zone. A V/C ratio of 1.0 indicates the roadway network is operating at its capacity.

The result of the V/C ratio analysis for the overall Mobility Zone 9 is **0.85**.

Main Street N/US 17 (SR 5) and State Street are functional classified facilities that would be impacted by the proposed development. Main Street between State Street and 8<sup>th</sup> Street is a 2-lane undivided arterial facility and has a maximum daily capacity of 24,300 vpd. The proposed 68 multi-family dwelling units could generate approximately 452 daily trips unto the network. This segment is expected to operate at a V/C ratio of 0.48 with the inclusion of the additional traffic from this land use amendment.

### **Archaeological Sensitivity**

According to the Duval County Preliminary Site Sensitivity Map, the subject property is located within an area of high sensitivity for the presence of archaeological resources. Projects that move forward through the Site Review process will be required to perform a Professional Archaeological Reconnaissance Survey and possibly a Phase 1 archaeological survey if in an area of high sensitivity. If archaeological resources are found during future development/redevelopment of the site, Section 654.122 of the Code of Subdivision Regulations should be followed.

### **Historic Preservation Element**

Policy 1.2.6 The Planning and Development Department shall maintain and update for planning and permitting purposes, a U.S.G.S. series of topographic maps upon which recorded archaeological sites are shown.

### **School Capacity**

The 1.52 acre proposed land use map amendment has a maximum potential development of 68 dwelling units. The proposed development was analyzed in accordance with the adopted level of service standards (LOS) for school capacity as established in the Interlocal Agreement (ILA) and the Public Schools and Facilities

Element. The ILA was entered into in coordination with the Duval County Public School System (DCPS) and the other municipalities within Duval County.

School concurrency LOS is the methodology used to analyze and to determine whether there is adequate school capacity for each school type (elementary, middle, and high school) to accommodate a proposed development. The LOS (105% of permanent capacity) is based on Concurrency Service Areas (CSAs), not the closest school in the area for elementary, middle and high schools, as well as on other standards set forth in the City of Jacksonville School Concurrency Ordinance.

In evaluating the proposed residential development for school concurrency, the following results were documented:

**School Impact Analysis  
LUA 2017C-010**

**Development Potential: 68 Multi-Family Units**

School Type	CSA	2016-17 Enrollment/CSA	Current Utilization (%)	New Student/ Development	5-Year Utilization (%)	Available Seats
Elementary	1	14,374	73%	11	63%	7,234
Middle	1	8,066	74%	5	95%	802
High	1	7,719	76%	6	76%	3,001
<b>Total New Students</b>				<b>22</b>		

*Total Student Generation Yield: 0.333*

*Elementary: 0.167*

*Middle: 0.073*

*High: 0.093*

The analysis of the proposed residential development does not reveal any deficiency for school capacity within the CSA.

**Public School Facilities Element**

**Policy 2.3.2** The City will coordinate with DCPS to establish plan review procedures to manage the timing of Future Land Use Map amendments and other land use decisions so that these decisions coordinate with adequate school capacity.

**Policy 2.3.3** The City will take into consideration the DCPS comments and findings on the availability of adequate school capacity in the evaluation of comprehensive plan amendments, and other land use decisions as provided in Section 163.3177(6)(a), F.S. and development of regional impacts as provided in 1380.06, F.S

**Objective 3.2 Adopted Level of Service (LOS) Standards**  
 Through the implementation of its concurrency management systems and in coordination with the DCPS, the City shall ensure that the capacity of schools is sufficient to support new residential developments at the adopted level of service (LOS) standards within the period covered in the five-year schedule of capital improvements and the long range planning period. These standards shall be consistent with the Interlocal Agreement agreed upon by the DCPS, the City and the other municipalities. Minor deviations to the LOS standards may occur, so long as they are limited, temporary and with scheduled capacity improvements, school capacity is maximized to the greatest extent feasible.

**Policy 3.1.1** The LOS standards set forth herein shall be applied consistently for the purpose of implementing school concurrency, including determining whether sufficient school capacity exists to accommodate a particular development application, and determining the financial feasibility of DCPS Five-Year Capital Facilities Plan and the City's Capital Improvement Plan.

**Supplemental School Information:**

The following additional information regarding the capacity of the assigned neighborhood schools was provided by the Duval County School Board. This is not based on criteria utilized by the City of Jacksonville School Concurrency Ordinance.

SCHOOL	CONCURRENCY SERVICE AREA	STUDENTS GENERATED	SCHOOL CAPACITY (Permanent/ Portables)	CURRENT ENROLLMENT 20 Day Count (2016/17)	% OCCUPIED	4 YEAR PROJECTION
Andrew Robinson ES #262	1	14	990	762	77%	80%
Matthew Gilbert MS #146	1	6	787	445	57%	63%
William M Raines HS #165	1	8	1,817	1,222	56%	52%

- Does not include ESE & room exclusions
- Analysis based on additional **82** dwelling units

**Wellhead Buffer Zone**

The land use amendment site is within the 750-foot buffer of a wellhead. However, the applicant does not intend to drill a well on site. The applicant intends to use central water and sewer for the project. The Environmental Quality Division should review the proposed project before development occurs.

**Infrastructure Element, Sanitary Sewer Sub-Element**

**Policy 1.2.3** The City shall implement the Wellhead Protection Ordinance to protect its potable water supply source. Improperly constructed or maintained Hawthorne Group and Floridian Aquifer private wells in proximity to a Public Potable Water well within Duval County are potentially harmful to

the drinking water supply of the City of Jacksonville. A Pathway Focused Approach to prevent migration of contamination from the shallow aquifer into the Floridian aquifer is reasonable and prudent to protect public water supplies. The intent of this policy is to protect and safeguard the health, safety and welfare of the residents of Duval County by establishing a Pathway Focused Approach to wellhead protection that safeguards the Floridian aquifer from intrusion of any contaminants that may jeopardize present and future public water supply wells.

Within Wellhead Protection Areas, the following shall apply:

1. Within a 500-foot radius around an existing Public Potable Water well, those actions and uses established by the Florida Department of Environmental Protection in Rule 62-521.400, Fla. Admin. Code shall be prohibited.
2. Pursuant to Chapter 366 City of Jacksonville Municipal Code, no existing private wells shall be deepened and no new wells shall be constructed within designated Wellhead Protection Areas that penetrate a portion of the Hawthorne Group or the Floridan Aquifer without first obtaining a well construction permit from the City of Jacksonville Environmental Quality Division (EQD) as provided in Environmental Protection Board Rule 8 and including a review of areas of known contamination at or near the proposed or existing well location. All new wells within such areas must be fully grouted.
3. Pursuant to Chapter 366 City of Jacksonville Municipal Code, abandonment of existing wells shall be in accordance with applicable SJRWMD requirements and a copy of the plugging and abandonment report shall be submitted to the EQD.

### **Brownfield Zone**

The site was formerly utilized as a manufactured gas plant (MGP) facility from approximately 1875 to 1913, known as *Jacksonville Gas Works* and *Citizens Gas Company*. The plant utilized coal carbonization and/or carbureted waste gas processes during its lifetime to produce gas. Subsequent to the MGP operation closing, the site was used for automobile sales operated by Claude Nolan, Inc. A hotel was constructed on the site by 1966 and was razed in 2011. The remaining parking garage was associated with the former hotel. In approximately 1997, the Florida Department of Environmental Protection (FDEP) and COJ became aware that the site had been the location of the former MGP facility.

The site is a registered storage tank facility (UAST), leaking registered storage tank facility (LUAST), a Superfund Enterprise Management System (SEMS) facility, FDEP Cleanup Sites (DEPCLEANUP), and is part of a State-designated brownfield (BF) area. The operation of a former MGP at the site, and historical soil and groundwater



contamination impacts represents a recognized environmental concern (REC) under State law. Additionally, the operation of a former heating oil underground storage tank at the site represents another REC.

The applicant should contact the City of Jacksonville's Office of General Counsel and FDEP for additional information.

#### Future Land Use Element

##### Policy 2.2.13

Prioritize brownfield sites for redevelopment based on the extent of contamination and ease of remediation, potential for available funding, and potential for mixed use redevelopment. The City's Brownfield Coordinator should identify these sites and rank them according to the following criteria:

1. Ease of remediation and suitability of the site for residential or recreational uses
2. Location on major road corridors and accessibility to transit
3. Large sites with the greatest potential to be redeveloped as a compact and walkable project which adds needed density, parks and open space to the community

# IMPACT ASSESSMENT

<b>DEVELOPMENT ANALYSIS</b>		
	<b><u>CURRENT</u></b>	<b><u>PROPOSED</u></b>
Site Utilization	Abandoned	Multi-Fam/ Mixed Use
Land Use/Zoning	CGC	HDR
Development Standards For Impact Assessment	0.35 FAR	45 DU/acre
Development Potential	23,174 sq. ft.	68 DU
Population Potential	N/A	159 people
<b>SPECIAL DESIGNATIONS AREAS</b>		
	<b><u>YES</u></b>	<b><u>NO</u></b>
Aquatic Preserve		X
Airport Environ Zone		X
Industrial Preservation Area		X
Cultural Resources		X
Archaeological Sensitivity	High	
Historic District		X
Coastal High Hazard Area		X
Ground Water Aquifer Recharge Area		X
Well Head Protection Zone	750' buffer	
<b>PUBLIC FACILITIES</b>		
Potential Roadway Impact	No net new daily vehicular trips	
Water Provider	JEA	
Potential Water Impact	Increase of 14,821 gallons per day	
Sewer Provider	JEA	
Potential Sewer Impact	Increase of 11,116 gallons per day	
Potential Solid Waste Impact	Increase of 139.72 tons per year	
Drainage Basin / Sub-Basin	Hogan Creek Stream	
Recreation and Parks	Confederate Park	
Mass Transit	Express Bus Route 200 and 201; Frequent and Local Bus Routes 5, 9, 10, 11, 14, 15, 18	
<b>NATURAL FEATURES</b>		
Elevations	10 ft.	
Soils	Urban Land	
Land Cover	Retail sales and services	
Flood Zone	No	
Wet Lands	No	
Wild Life	No	

## **PROCEDURAL COMPLIANCE**

Upon site inspection by the Planning and Development Department on July 31, 2017, the required notices of public hearing signs were posted. Twenty-four (24) notices were mailed out to adjoining property owners informing them of the proposed land use change and pertinent public hearing and meeting dates.

A Citizen Information Workshop was held July 31, 2017. There were no speakers in opposition to the application.

## **CONSISTENCY EVALUATION**

### **2030 Comprehensive Plan**

Proposed amendment analysis in relation to the Goals, Objectives and Policies of the 2030 Comprehensive Plan, Future Land Use Element:

- 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 1.1.10            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 1.1.12            Promote the use of Planned Unit Developments (PUDs), cluster developments, and other innovative site planning and smart growth techniques in all commercial, industrial and residential plan categories, in order to allow for appropriate combinations of complementary land uses, and innovation in site planning and design, subject to the standards of this element and all applicable local, regional, State and federal regulations.
- Policy 1.1.20            Development uses and densities shall be determined by the Development Areas described in the Operational Provisions for the Central Business District (CBD); Urban Priority Area (UPA); the Urban Area (UA); the Suburban Area (SA); and the Rural Area (RA) as identified in the 2030 Comprehensive Plan, in order to prevent urban sprawl, protect agricultural lands, conserve natural open space, and to minimize the cost of public facilities and services.
- 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 1.2.9** Require new development and redevelopment in the Central Business District, Urban Priority Area, Urban Area, and Suburban Area to be served by centralized wastewater collection and potable water distribution systems when centralized service is available to the site. New septic tanks in this area maybe permitted only as interim facilities pursuant to the requirements of the Sanitary Sewer Sub-Element.

**Policy 2.2.13** Prioritize brownfield sites for redevelopment based on the extent of contamination and ease of remediation, potential for available funding, and potential for mixed use redevelopment. The City's Brownfield Coordinator should identify these sites and rank them according to the following criteria:

1. Ease of remediation and suitability of the site for residential or recreational uses
2. Location on major road corridors and accessibility to transit
3. Large sites with the greatest potential to be redeveloped as a compact and walkable project which adds needed density, parks and open space to the community

**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 3.1** Continue to maintain adequate land designated for residential uses which can accommodate the projected population and provide safe, decent, sanitary and affordable housing opportunities for the citizens. Protect single-family residential neighborhoods by requiring that any other land uses within single-family areas meet all applicable requirements described in the Development Areas and the Plan Category Descriptions of the Operative Provisions of the 2030 Comprehensive Plan and Land Development Regulations.

**Policy 3.1.3** Protect neighborhoods from potential negative impacts by providing a gradation of uses and scale transition. The Land Development Regulations shall be amended to provide for an administrative process to review and grant, when appropriate, relief from the scale transition requirements.

**Policy 3.1.6** The City shall provide for development of a wide variety of housing types by area, consistent with the housing needs characteristics and socioeconomic profiles of the City's households as described in the Housing Element.

**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.

**Urban Priority Area (UPA):** The UPA is the first tier Development Area and generally includes the historic core of the City and major connecting corridors. The intent of the UPA is to encourage revitalization and the use of existing infrastructure through redevelopment and infill development at urban densities which are highly supportive of transit and result in the reduction of per capita greenhouse gas emissions and vehicle miles traveled. Development is expected to employ urban development characteristics as further described in each land use plan category. The UPA does not include the Central Business District Land Use Category boundaries.

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.

According to the Category Descriptions for the Urban Priority Development Areas of the FLUE, the HDR future land use category is intended to provide compact high density residential development which includes limited commercial uses which serve the residential component of the HDR development as well as adjacent neighborhoods. HDR designations should be in locations that are supplied with full urban services and serve as a transition between commercial and medium density residential land uses. HDR uses are generally located in close proximity to a roadway classified as an arterial or higher on the Functional Highway Classification Map. Commercial retail sales and service establishments are permitted but limited to 25 percent of the building area. Locations which serve as a transition between commercial and medium density residential land uses are preferred.

Consistent with the Urban Priority Development Area description, the project is located along Main Street N / US 17 (SR 5) and State Street. Both are arterial roadways whose location is highly supportive of transit with walkability to the nearby Rosa L. Parks transit station which provides access to local and frequent bus routes and the JTA Skyway. The subject property has access to full urban services in an area with a mix of residential and

non-residential uses such as restaurants, offices and FSCJ. Therefore, the proposed amendment is consistent with the intent of the HDR Future Land Use Category. Further, the proposed development would create a transition and gradation of densities moving towards the Central Business District (CBD).

Development characteristics for the HDR, Urban Priority Area land use category require the provision of mixed uses in developments with a density greater than 25 units/acre. The characteristic continue stating that non-residential uses shall be limited to the ground floor. The PUD rezoning must comply with the HDR land use category requirements for mixed use. The site is located both at the periphery of the boundaries of Downtown Jacksonville and at the periphery of the boundaries of the Springfield Historic District; a mixed use component would further the project's consistency with the surrounding neighborhoods.

The companion rezoning application is a Planned Unit Development allowing for innovative site planning and will be serviced by centralized wastewater and potable water distribution systems. Therefore, the amendment is consistent with Policies 1.1.20, 1.1.12 and 1.2.9 of the FLUE.

The proposed use for high density residential with a non-residential component at an infill location in the Urban Priority Area would enhance the viability of the nearby commercial corridors including Main Street and Downtown. The proposed land use amendment aids in maintaining a compact and compatible land use pattern, consistent with FLUE Objective 1.1 and Policy 1.1.22. While the project is proposed with a higher density, the location of the site would not disrupt the existing flow of densities and intensities in the neighborhood. Therefore, the amendment is consistent with Goal 3, Policy 1.1.10, 3.1.3, and Objective 6.3 of the FLUE.

The project looks to revitalize a mostly demolished and vacant/ underused site within the boundaries of the Urban Core. The development of the site would encourage further revitalization of the surrounding areas and would result in the provision of land designated for safe, decent, and sanitary development in accordance with FLUE Objective 3.1. Furthermore, the proposed land use change will increase the opportunity for residential development satisfying FLUE Policy 3.1.6.

Additionally, the site is located within a short distance of a number of parks with Confederate Park located just across Orange Street from the site. The combination of these off site parks, the area's walkability and the added density from the project over a Brownfield site satisfies FLUE policy 2.2.13.

## **Vision Plan**

The subject property is located within the boundaries of the Urban Core Vision Plan. The plan states the high percentage of vacant land is a telltale sign of the fact that the Urban Core has regressed in residential population and commercial uses over the last 40 years, but it also represents tremendous opportunity for future growth. The low percentages of commercial and recreation uses are indicative of the fact that Urban Core residents lack

proximate access to commercial goods and services and to recreational amenities that are essential to a high quality of life.

The proposed amendment provides residential infill development while promoting redevelopment and enhancing the character of the neighborhood. The living area size of the multi-family units is diverse providing a greater variety of household sizes for the area and thereby promoting diversity. The site area is close to Downtown and the Main Street commercial corridor which can support the added density. A range of housing opportunities and choices would be promoted to support a range of household sizes and promote diversity. Therefore, the proposed amendment is consistent with the Urban Core Vision Plan.

### **Strategic Regional Policy Plan**

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

- Policy 3 Local governments are encouraged to offer incentives to make development easier in areas appropriate for infill and redevelopment.
  
- Policy 4B Downtowns are important parts of the Regional Community. Downtown Jacksonville is the Regional downtown, and the Region as a whole has an interest in its success. The Region supports revitalizing downtowns as important element of communities. The Region supports local government efforts to revitalize them and keep them vibrant.

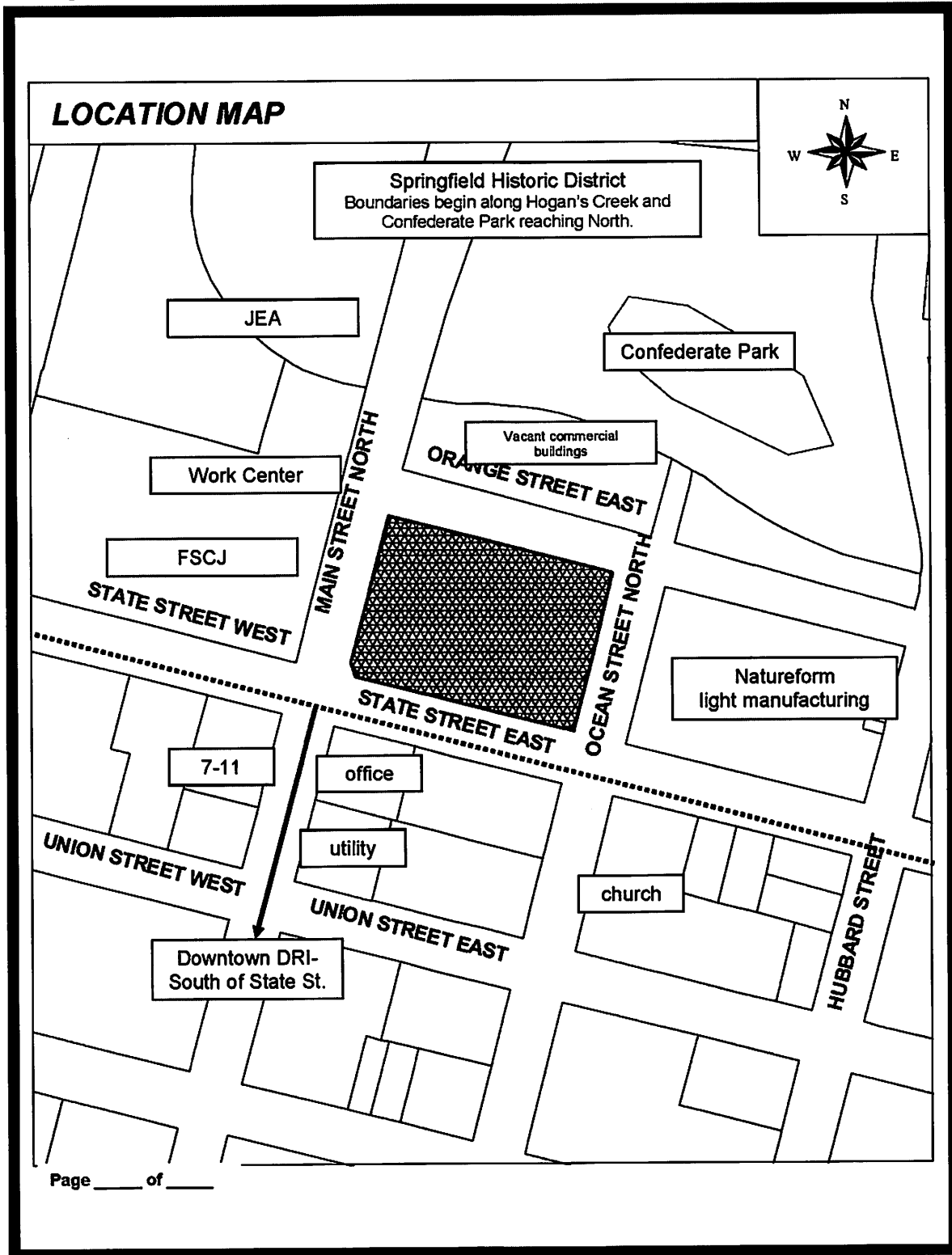
The subject property is located in the Urban Priority Development Area. The proposed amendment to HDR would increase opportunities for infill with a higher density residential development providing a wider range of housing needs to meet different income levels and support FSCJ. Revitalizing communities in downtown is important to a successful downtown. The Strategic Regional Plan supports local government's efforts to revitalize downtowns as important elements of communities. Therefore, the proposed amendment is consistent with the aforementioned Strategic Regional Policy Plan.

### **RECOMMENDATION**

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

# ATTACHMENT A

## Existing Land Utilization:





## ATTACHMENT B

### Traffic Analysis:



ONE CITY. ONE  
JACKSONVILLE.

## City of Jacksonville, Florida

*Lenny Curry, Mayor*

City Hall at St. James  
117 W. Duval St.  
Jacksonville, FL 32202  
(904) 630-CITY  
www.coj.net

### MEMORANDUM

**DATE:** July 25, 2017

**TO:** Rosario Lacayo  
Community Planning Division

**FROM:** Lurise Bannister  
Transportation Division

**SUBJECT:** Transportation Review: Land Use Amendment 2017C-010

A trip generation analysis was conducted for Land Use Amendment 2017C-010, located at 901 Main Street N, between Orange Street E and State Street E in the Urban Priority Development Area of Jacksonville, Florida. The subject site was previously occupied with a parking garage structure and has an existing Community General Commercial (CGC) land use category. The proposed land use amendment is to allow for High Density Residential (HDR) uses on approximately 1.52 +/- acres.

Transportation Element Policy 1.2.1 of the 2030 Comprehensive Plan requires the use of the most current ITE Trip Generation Manual (9<sup>th</sup> Edition) to calculate the vehicular trips based on the maximum development potential for existing and proposed land uses. In accordance with development standards for impact assessments established in the Future Land Use Element Policy 1.2.16, CGC land use category development impact assessment standards allows for .35 FAR per acre, resulting in a development potential of 23,174 SF of commercial space (ITE Land Use Code 826) which could generate 528 net daily trips. The proposed the HDR residential land use category allows for 45 dwelling units per acre resulting in a development potential 68 apartments (ITE Land Use Code 220), generating 452 daily vehicular trips. This will result in no net new daily vehicular trips if the land use is amended from CGC to HDR residential, as shown in Table A.

## ATTACHMENT B (page 2)

**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 Pass-By Trips	Net New Daily Trip Ends
CGC	826	23, 174 SF	$T = 44.32 (X) / 1000$	1,027	48.62%	528
<b>Total Section 1</b>						<b>528</b>
Proposed Land Use	ITE Land Use Code	Potential Number of Units (X)	Estimation Method (Rate or Equation)	Gross Trips PM/Daily	Less Pass-By Trips	Net New Daily Trip Ends
HDR	220	68 DUS	$T = 6.65 (X)$	452	0.00%	452
<b>Total Section 2</b>						<b>452</b>
<b>Net New Daily Trips</b>						<b>0</b>

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

**Additional Information:**

The 2030 Mobility Plan replaced the transportation concurrency management system to address the multi-modal mobility needs of the city. Mobility needs vary throughout the city and in order to quantify these needs the city was divided into 10 Mobility Zones. The Mobility Plan identifies specific transportation strategies and improvements to address traffic congestion and mobility needs for each mode of transportation. The project site is located in Mobility Zone 9 on northeast corner of Main Street N and State Street E.


Existing available roadway capacity for the vehicle/truck mode for the entire zone was tested based on volume demand to capacity ratio (V/C), where the average daily traffic volumes determined from the most recent City of Jacksonville traffic count data were compared to the *Maximum Service Volumes (MSV)* from the current *FDOT Quality/Level of Service Handbook (2012)* for each functionally classified roadway within the zone. A V/C ratio of 1.0 indicates the roadway network is operating at its capacity.

The result of the V/C ratio analysis for the overall Mobility Zone 9 is **0.85**.

Main Street N/US 17 (SR 5) and State Street are functional classified facilities that would be impacted by the proposed development. Main Street between State Street and 8<sup>th</sup> Street is a 2-lane undivided arterial facility and has a maximum daily capacity of 24,300 vpd. The proposed 68 multi-family dwelling units could generate approximately 452 daily trips unto the network. This segment is expected to operate at a V/C ratio of 0.48 with the inclusion of the additional traffic from this land use amendment.

# 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>	
<b>Date Submitted:</b>	5/15/17	<b>Date Staff Report is Available to Public:</b>	08-11-2017
<b>Land Use Adoption Ordinance #:</b>	2017-483	<b>Planning Commission's LPA Public Hearing:</b>	08-17-2017
<b>Rezoning Ordinance #:</b>	2017-484	<b>1st City Council Public Hearing:</b>	08-22-2017
<b>JPDD Application #:</b>	2017C-010	<b>LUZ Committee's Public Hearing:</b>	09-06-2017
<b>Assigned Planner:</b>	Rosario Lacayo	<b>2nd City Council Public Hearing:</b>	09-12-2017
<b><u>GENERAL INFORMATION ON APPLICANT &amp; OWNER</u></b>			
<b>Applicant Information:</b> STEVE DIEBENOW ONE INDEPENDENT DRIVE, STE. 1200 JACKSONVILLE, FL 32202 Ph: 9043011269 Fax : 9043011279 Email: SDIEBENOW@DMPHLAW.COM		<b>Owner Information:</b> ROBERT VAN WINKEL JACKSONVILLE HOSPITALITY HOLDINGS LP PO BOX 2426 ORANGE PARK, FL 32067	
<b><u>DESCRIPTION OF PROPERTY</u></b>			
<b>Acreage:</b>	1.52	<b>General Location:</b>	NORTHEAST CORNER OF MAIN STREET N AND STATE STREET W
<b>Real Estate #(s):</b>	074378 0000	<b>Address:</b>	901 MAIN ST N
<b>Planning District:</b>	1		
<b>Council District:</b>	7		
<b>Development Area:</b>	URBAN PRIORITY AREA		
<b>Between Streets/Major Features:</b>	ORANGE ST E and STATE ST E		
<b><u>LAND USE AMENDMENT REQUEST INFORMATION</u></b>			
<b>Current Utilization of Property:</b>	ABANDONED		
<b>Current Land Use Category/Categories and Acreage:</b>	CGC 1.52		
<b>Requested Land Use Category:</b>	HDR	<b>Surrounding Land Use Categories:</b>	CBD,CGC,PBF,ROS
<b>Justification for Land Use Amendment:</b>	TO PERMIT REDEVELOPMENT OF THE PROPERTY AS A MULTI-FAMILY PROJECT.		
<b><u>UTILITIES</u></b>			
<b>Potable Water:</b>	JEA	<b>Sanitary Sewer</b>	JEA
<b><u>COMPANION REZONING REQUEST INFORMATION</u></b>			
<b>Current Zoning District(s) and Acreage:</b>	CCG-2 1.52		
<b>Requested Zoning District:</b>	PUD		
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

## Aerial Map:



**Ordinance 2017-483  
LUA 2017C-010  
901 North Main Street**

## **Aerial Map**