



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

OVERVIEW

ORDINANCE: # 2018-558

APPLICATION: L-5304-18C-4-10

APPLICANT: CITY OF JACKSONVILLE

PROPERTY LOCATION: 7443 and 7439 Wilson Blvd (SR 208)

Acreeage: 9.76

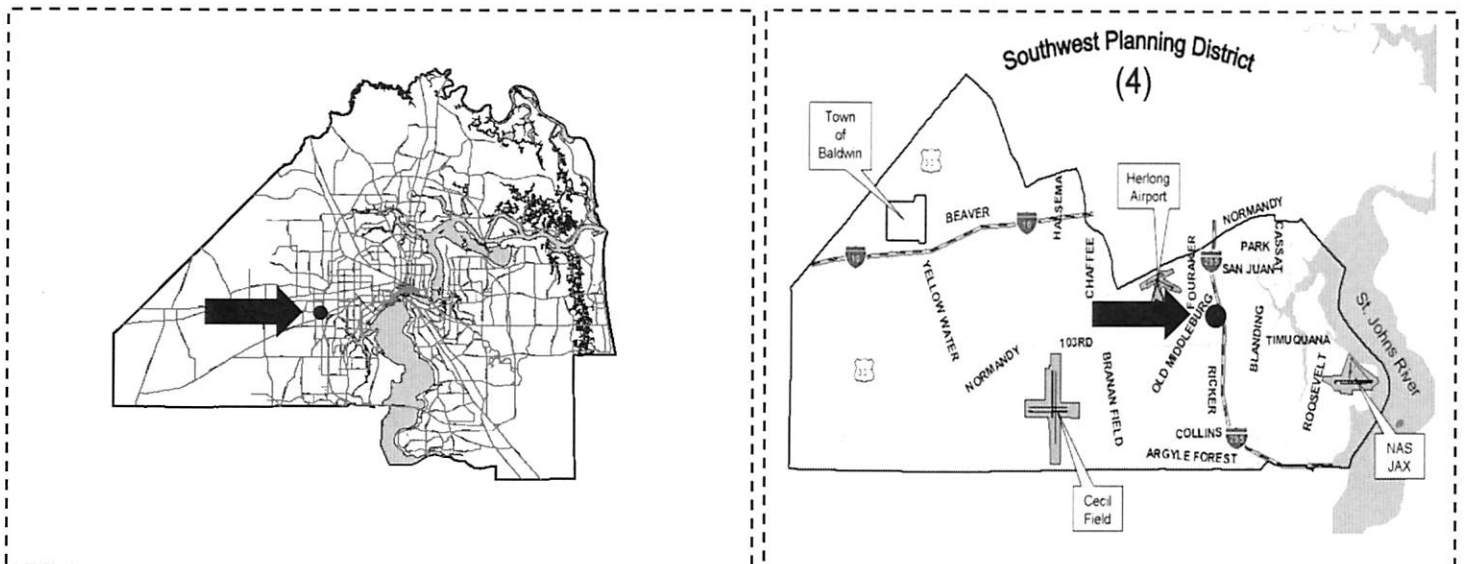
Requested Action:

	Current	Proposed
LAND USE	RPI	CGC
ZONING	PBF-1	PUD

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
RPI	CGC	N/A	N/A	212,573 Sq. Ft. (0.5 FAR)	148,801 Sq. Ft. (0.35 FAR)	N/A	Decrease of 63,772 Sq. Ft.

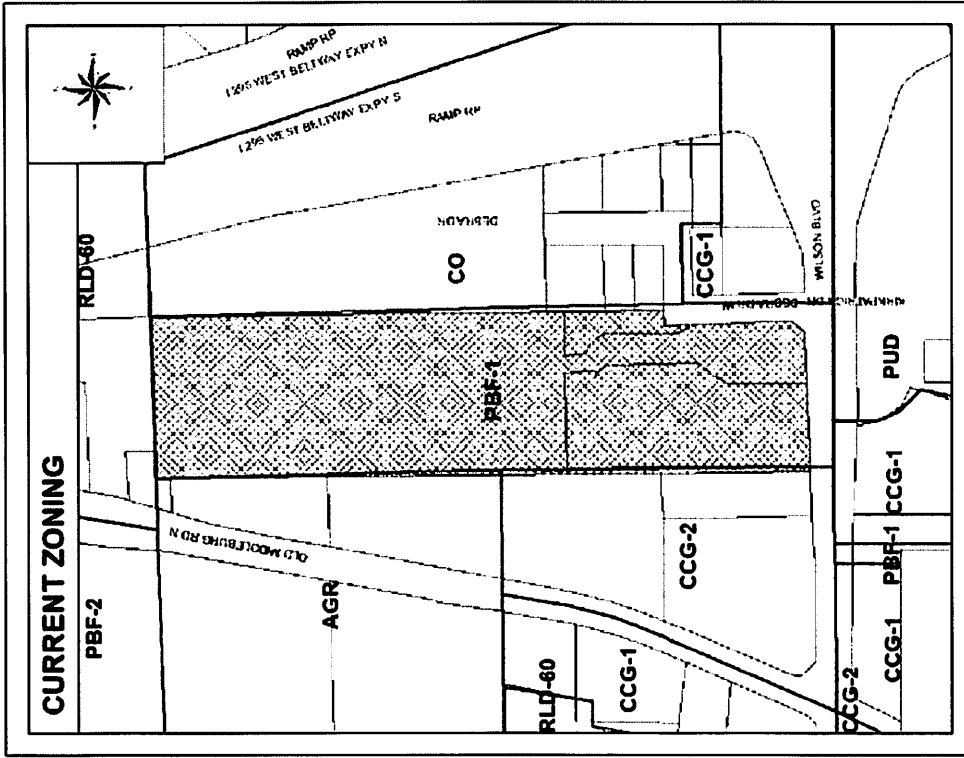
PLANNING AND DEVELOPMENT DEPARTMENT'S RECOMMENDATION: **APPROVAL**

LOCATION MAPS:

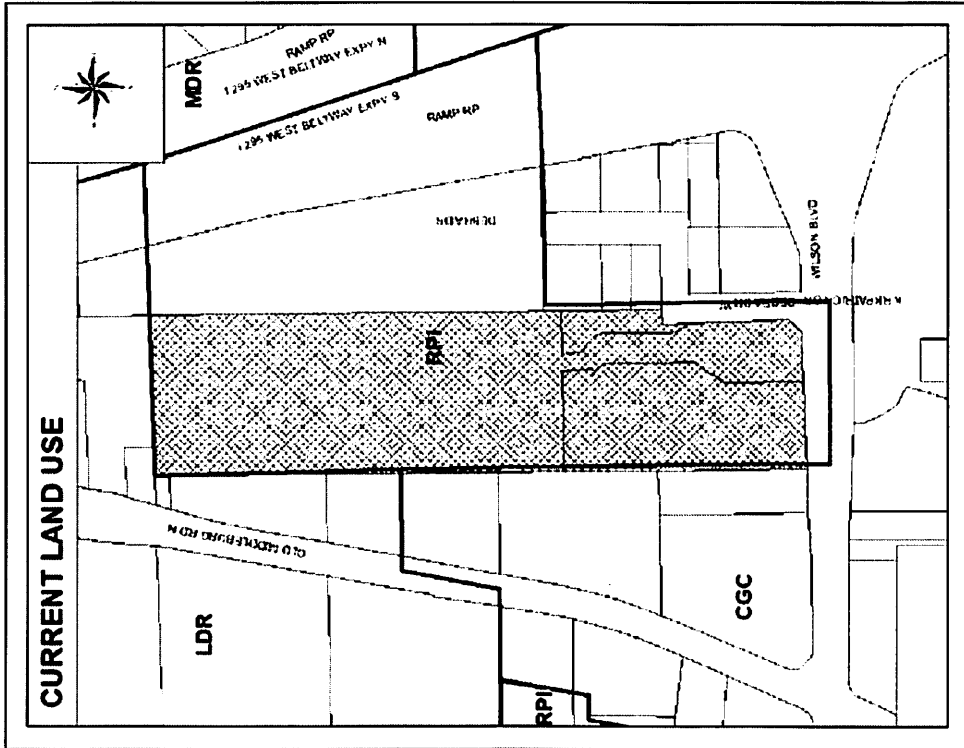


DUAL MAP

SMALL SCALE LAND USE APPLICATION L-5304-18C



Current Zoning District(s): Public Buildings and Facilities -1 (PBF-1)
Requested Zoning District(s): Planned Unit Development (PUD)



Existing FLUM Land Use Categories: Residential-Professional-Institutional (RPI)
Requested FLUM Land Use Category: Community/General Commercial (CGC)

ANALYSIS

Background:

The 9.76 acre subject property is located along the north side of Wilson Boulevard (SR 208) and the western side of Debra Drive West, between Old Middleburg Road and Debra Drive West and approximately 500 feet west of Interstate 295. Wilson Boulevard (SR 208) is a divided 4 lane collector roadway and Debra Drive is a 2 lane local roadway. The property is located within the Suburban Development Area, as identified in the Future Land Use Map series (FLUMs) of the Future Land Use Element (FLUE) of the 2030 Comprehensive Plan.

The subject site is the former location of Fire Station #31, which was recently approved for sale by the City pursuant to Ordinance 2018-229-E. Fire Station #31 was relocated to Hillman Drive. There is also a Florida Department of Highway Safety and Motor Vehicles office located on the property. Currently, the land use designation for this site is Residential-Professional-Institutional (RPI). The applicant has proposed a future land use map amendment from RPI to Community/General Commercial (CGC) and rezoning from Public Buildings and Facilities-1 (PBF-1) to Planned Unit Development (PUD) to allow for the development of an automotive body shop. The companion rezoning is pending concurrently with this land use amendment application pursuant to Ordinance 2018-559.

The surrounding area has mostly commercial land use designations, with the exception of the parcels to the north and northwest of the subject site, which are designated as residential. Although some of the parcels abutting the subject site on the east, near Wilson Boulevard (SR 208), have a CGC land use designation, they contain legal non-conforming residences.

Detailed information about the surrounding area can be found on the Dual Map on page 2, and on the Existing Land Utilization Map (See Attachment A). The adjacent land use categories and zoning districts are as follows:

Adjacent Property	Land Use	Zoning District	Current Use(s)
North	LDR	RLD-60,PBF-2 & PUD	Vacant, Mobile Home, Church
South	CGC	CCG-1& PUD	Multi Family Homes, Wilson Boulevard
East	RPI & CGC	CO & CCG-1	Single Family Homes, Vacant Commercial
West	LDR, CGC & RPI	CCG-1,CCG-2, AGR & RLD-60	Vacant Commercial, Business Park, Office, Plant Nursery, Single Family Home

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 1.2.6 Within the Suburban Boundary Map as defined in the Future Land Use and Capital Improvements Elements, new septic tanks will be forbidden pursuant to the Septic Environmental Protection Board – Rule 3; however, they may be permitted as interim facilities, provided the following requirements are satisfied:

1. Single family/commercial (estimated flows of 600 gpd or less):
 - a. Requirements of Chapter 64E-6, Florida Administrative Code (F.A.C.) are accommodated.
 - b. The collection system of a regional utility company is not available through gravity service via a facility within a right-of-way or easement which abuts the property.
2. Commercial (above 600 gpd)
 - a. Requirements of Chapter 64E-6, F.A.C. are accommodated.
 - b. The collection system of a regional utility company is not within 50 feet of the property.
3. Subdivision (commercial or single family):
 - a. Requirements of Chapter 64E-6, F.A.C. are accommodated.
 - b. The collection system of a regional utility company is greater than 1/4 mile from the proposed subdivision.
 - c. Each lot is a minimum of 1 acre unsubmerged property.
 - d. Alternative (mounded) systems are not required.

Transportation

The Planning and Development Department completed a transportation analysis (see Attachment B) and determined that the proposed amendment has the potential to result in 1,637 net new daily external 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 Transportation 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 6 on Wilson Boulevard.

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 (2018)* 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 1 is **0.55**.

Wilson Boulevard between Old Middleburg road and I-295 is the functional classified road that would be impacted by the proposed development. This segment of Wilson Boulevard is a 4-lane divided arterial facility with a maximum daily capacity of 36,200 vpd. The proposed commercial development could generate approximately 1,637 net new daily trips unto the network. This segment is expected to operate at a V/C ratio of 0.69 with the inclusion of the additional traffic from this land use amendment.

Airport Environment Zone

The site is located within the 150 foot Height and Hazard Zone for the Herlong Recreational Airport. Zoning will limit development to a maximum height of less than 150', unless approved by the Jacksonville Aviation Authority or the Federal Aviation Administration. Uses located within the Height and Hazard Zone must not create or increase the potential for such

hazards as electronic interference, light glare, bird strike hazards or other potential hazards to safe navigation of aircraft as required by Section 656.1005.1(d).

Future Land Use Element

Objective 2.5 Support and strengthen the role of Jacksonville Aviation Authority (JAA) and the United States Military in the local community, and recognize the unique requirements of the City's other airports (civilian and military) by requiring that all adjacent development be compatible with aviation-related activities.

Aquifer Recharge

The site is located within an area identified as being in the 0 to 4 inch per year aquifer recharge area. This range is below the threshold of 12 inches or more per year which would constitute a prime recharge area as defined in the Infrastructure Element – Aquifer Recharge Sub-Element (IE-AR). Prime aquifer recharge areas are the primary focus of groundwater resource protections. However, development resulting from the proposed land use amendment will be reviewed during the site plan review and permitting process for compliance with the land development regulations that have been established to protect groundwater resources. Such regulations address issues such as drainage systems, septic systems, and landscape/irrigation regulations.

IE-AR Policy 1.2.8

Policy 1.2.8 Within two years of establishment by the SJRWMD and the Water Resources Management Plan of prime recharge areas for the Floridian Aquifer, the Planning and Development Department shall prepare maps of such designated areas showing the special zoning and land use consideration the City has established for such areas as designated by the latest update of the Floridian Aquifer Recharge GIS grid coverage.

Wetlands

Review of City data indicates the potential existence of wetlands on the subject site and as such, based upon the city's geographic information data, the Planning and Development Department has determined the general location, type(s), size, quality and functional value of all wetlands located within the boundaries of the application site. Based on the information noted below, the proposed amendment is consistent with the Conservation/Coastal Management Element (CCME) wetlands policies.

Wetlands Characteristics:

Approximate Size:	2.62 Acres
General Location(s):	Isolated pocket in the northern 1/3 of the property (See Wetlands Map in Attachment E)
Quality/Functional Value:	The wetland has a low functional value for water filtration attenuation and flood water storage capacity due to its isolation, size and/or the lowering of the hydro-period due to nearby site

grading or drainage/retention improvements. In addition the wetland has no clear or significant impact on the City's waterways.

**Soil Types/
Characteristics:**

Lynn Haven fine sand, 0 to 2 percent slopes - gently sloping, poorly drained, sandy, generally found on flats and in steep areas of side slopes, formed in thick beds of sandy marine sediment. The wetland soils areas have water tables near or above the ground surface.

Wetland Category: Category III

Consistency of Permitted Uses: Silvicultural and Agricultural uses, or any use meeting the requirements of Policy 4.1.3 of the CCME

Environmental Resource Permit (ERP): Not provided by the applicant

Wetlands Impact: No. According to the site plan development does not impact the wetlands area.

Associated Impacts: None

Relevant Policies:

Conservation/Coastal Management Element

Policy 4.1.3

The following performance standards shall apply to all development, except public utilities and roadways, permitted within Category I, II, and III wetlands:

(a) Encroachment

Encroachment in Category I, II, or III wetlands is the least damaging and no practicable on-site alternative exists; and

(b) No net loss

Development is designed and located in such a manner that there is no net loss to the wetland functions including but not limited to:

- i the habitat of fish, wildlife and threatened or endangered species,
- ii the abundance and diversity of fish, wildlife and threatened or endangered species,
- iii the food sources of fish and wildlife including those which are threatened or endangered,

- iv the water quality of the wetland, and
 - v the flood storage and flood conveyance capabilities of the wetland; and
- (c) Floodplain protection

Buildings are built at an elevation of sufficient height to meet the designated flood zone standards as set forth by the Federal Emergency Management Agency. The design must be in conformance with Chapter 652 (Floodplain Regulations) of the Ordinance Code; and

- (d) Stormwater quality

In the design and review of developments which will discharge stormwater into the Category I, II, or III wetlands the following performance standards shall be used to protect water quality:

- i Issuance of a Management and Storage of Surface Waters permit pursuant to Chapter 40C-4 or 40C-40, F.A.C. or a stormwater permit issued pursuant to Chapter 40C-42, F.A.C., provides assurances necessary for compliance with subsections (i) - (iv) above provided the stormwater management system is constructed in accordance with the permit; and
- ii Regular monitoring and maintenance program on an annual basis for the performance of stormwater treatment systems

- (e) Septic tanks

Septic tanks, drainfields and/or greywater systems are located outside the Category I, II, or III wetland area and not within 75 feet of the mean high water line of tidal bodies or within 75 feet of any wetland unless the Duval County Health Department grants a variance for a hardship case pursuant to the provisions of Section 381.0065, F.S. Where public utilities are available, development is required to connect to these facilities; and

- (f) Hydrology

The design of the fill shall include measures to maintain the wetlands hydrology of the site.

Policy 4.1.6

The permitted uses within Category III wetlands shall be limited to the following land uses and associated standards, provided such use is consistent with the Future Land Use Map series (FLUMs)

- (1) Any use not otherwise listed below, provided all of the basic requirements outlined in Policy 4.1.3 above are met:

(a) Silvicultural uses, provided the following standards are met:

Best Management Practices: Silviculture

Such activities are conducted in compliance with the provisions of the "Silvicultural Best Management Practices Manual", as may be amended, published by the Florida Division of Forestry, Department of Agriculture and Consumer Services.

(b) Agricultural uses, provided the following standards are met:

Best Management Practices: Agriculture

Such activities are to be in compliance with Chapter 40C-44, F.A.C.

(2) Any use that can be shown to be clearly in the public interest, subject to the requirements of (a), (b), (d) and (f) as noted in the performance standards outlined in Policy 4.1.3 above.

Future Land Use Element

Policy 4.1.10

The City hereby incorporates Map L-5 that depicts Salt Water Marshes, Riverine/Estuarine Wetlands and All Other Wetlands. Notwithstanding the permitted land uses according to the Future Land Use Map series (FLUMs), the permitted land uses within such areas shall be limited to the permitted land uses and associated standards of Objectives 4.1, 4.2, 4.3 and 5.1 and related policies of the Conservation/Coastal Management Element.

IMPACT ASSESSMENT

DEVELOPMENT ANALYSIS		
Development Boundary	Suburban Area	
Roadway Frontage Classification	Collector	
Plans/Studies	SW Vision Plan	
	CURRENT	PROPOSED
Site Utilization	Former	Auto Repair
Land Use/Zoning	RPI	CGC
Development Standards For Impact Assessment	0.5 FAR	0.35 FAR
Development Potential	212,573 Sq. Ft.	148, 801 Sq. Ft.
Population Potential	0	0
SPECIAL DESIGNATIONS AREAS		
	YES	NO
Aquatic Preserve		X
Septic Tank Failure Area		X
Airport Environ Zone	150'- Herlong	
Industrial Preservation Area		X
Cultural Resources		X
Archaeological Sensitivity		X
Historic District		X
Coastal High Hazard/Adaptation Action Areas		X
Ground Water Aquifer Recharge Area	0-4 Inches	
Well Head Protection Zone		X
Boat Facility Siting Zone		X
Brownfield		X
State Road (SR)	SR Name: Wilson Blvd (SR- 208)	
PUBLIC FACILITIES		
Potential Roadway Impact	1,637	
Potential Public School Impact	N/a	
Water Provider	JEA	
Potential Water Impact	Decrease 7,477 gallons per year	
Sewer Provider	JEA	
Potential Sewer Impact	Decrease 5,608 gallons per year	
Potential Solid Waste Impact	Decrease 102 tons per year	
Drainage Basin / Sub-Basin	Ortega River/Normandy Village Run	
Recreation and Parks	Sweetwater Playground	
Mass Transit	Bus Route 16	
NATURAL FEATURES		
Elevations	63'-67'	
Land Cover	1700- industrial 4110- Pine flatwoods	
Soils	35- Lynn haven sand 0 to 2 percent slopes 14- Boulogne fine sand 0 to 2 percent slopes 69- Urban Land	

Floodzone	None
Wetlands	6170- mixed wetland hardwoods
Wildlife (sites greater than 50 acres)	n/a

PROCEDURAL COMPLIANCE

Upon site inspection by the Planning and Development Department on August 30, 2018, the required notices of public hearing signs were posted. Two hundred and fourteen (214) 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's Information Meeting was held on September 4, 2018. The intended buyer of the property arrived after the meeting had concluded and was informed that no members of the public were present to speak on the proposed amendment.



CONSISTENCY EVALUATION

2030 Comprehensive Plan

Proposed amendment analysis in relation to the Goal, Objectives, and Policies of the 2030 Comprehensive Plan:

Future Land Use Element:

Policy 1.1.2 As depicted on the FLUM series, Development Areas have been established to determine appropriate locations for land uses and densities and consist of five tiers of development intensities ranging from high density infill development in the historic core to very low density in the

outlying rural areas. These include: the Central Business District (CBD); the Urban Priority Area (UPA); the Urban Area (UA); the Suburban Area (SA); and the Rural Area (RA). These Development Areas determine differing development characteristics and a gradation of densities for each land use plan category as provided in the Operative Provisions of this element.

- 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 1.1.22 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 1.3.6 The City shall require that access to newly developed and redeveloped parcels, other than parcels zoned for or used for single-family dwellings, with frontage along two or more roadways be limited in order to protect performance of the City's transportation network. Access shall be limited to one per roadway with access from the higher functional class roadway or roadway with the higher average daily traffic being limited to right turn-in/right turn-out only. However, exemptions from this Policy may be granted by the Traffic Engineering Division and the JPDD where factors justify the exemptions. Factors to be taken into consideration for exemptions may include, but are not limited to: parcel size and road frontage; projected trip generation of a development; safety and congestion hazards; potential for delay on adjacent road facilities; environmental degradation; adequate traffic circulation; and/or elimination of existing access points.
- Policy 1.3.7 Access for corner lots or parcels shall be located the greatest distance from the corner commensurate with property dimensions. For roadways having a functional classification of collector or higher, access shall not be less than 150 feet from the geometric centerline of intersecting roadways, 100 feet from the outside through lane, or commensurate with property dimensions, where the lot frontage is insufficient to meet these

requirements, subject to the approval of the Traffic Engineering Division and JPDD.

- 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 3.2** 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 3.2.1** The City shall promote development of commercial and light/service industrial uses in the form of nodes, corridor development, centers or parks.
- Policy 3.2.2** The City shall promote, through the Land Development Regulations, infill and redevelopment of existing commercial areas in lieu of permitting new areas to commercialize.
- Policy 3.2.3** The City shall prohibit the expansion or replacement of commercial uses that do not meet applicable locational criteria of the 2030 Comprehensive Plan and have an adverse impact on adjoining or nearby uses. Consider office and high density residential development as a viable alternative in land use reviews.
- 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 3.2.7** 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.

Transportation Element:

- Policy 2.3.6 The City shall require that access to newly developed and redeveloped parcels, other than parcels zoned for or used for single-family dwellings, with frontage along two or more roadways be limited in order to protect performance of the City's transportation network. Access shall be limited to one per roadway with access from the higher functional class roadway or roadway with the higher average daily traffic being limited to right turn-in/right turn-out only. However, exemptions from this Policy may be granted by the Traffic Engineering Division and the JPDD where factors justify the exemptions. Factors to be taken into consideration for exemptions may include, but are not limited to: parcel size and road frontage; projected trip generation of a development; safety and congestion hazards; potential for delay on adjacent road facilities; environmental degradation; adequate traffic circulation; and/or elimination of existing access points.
- Policy 2.3.7 Access for corner lots or parcels shall be located the greatest distance from the corner commensurate with property dimensions. For roadways having a functional classification of collector or higher, access shall not be less than 150 feet from the geometric centerline of intersecting roadways, 100 feet from the outside through-lane, or commensurate with property dimensions, where the lot frontage is insufficient to meet these requirements, subject to the approval of the Traffic Engineering Division and the JPDD.

Recreation and Open Space Element:

- Policy 2.2.1 The City shall require that all new non-residential land uses, except in the Central Business District, provide a minimum of 10% of the property in open space.

The site currently has a Residential Professional Institutional (RPI) land use designation. According to the Future Land Use Element (FLUE), RPI in the Suburban Area is intended to provide low to medium density development. Development which includes medium density residential and professional office uses is preferred. RPI is generally intended to provide transitional uses between commercial and residential uses, although it may also provide a transition between industrial and residential uses when industrial uses pose no health or safety risks to residents. Development within the category should be compact and connected and should support multi-modal transportation. All uses should be designed in a manner which emphasizes the use of transit, bicycle, and pedestrian mobility, ease of access between neighboring uses, and compatibility with adjacent residential neighborhoods.

The applicant is proposing a land use change for the subject site from RPI to Community/General Commercial (CGC). According to the Future Land Use Element (FLUE), CGC is a category 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. In the Suburban Area, CGC is intended to provide development in a nodal development pattern. Nodes are generally located at major roadway intersections and corridor development should provide continuity between the nodes and serve adjacent neighborhoods in order to reduce the number of Vehicle Miles Traveled. Development within the category should be compact and connected and should support multi-modal transportation. All uses should be designed in a manner which emphasizes the use of transit, bicycle, and pedestrian mobility, ease of access between neighboring uses, and compatibility with adjacent residential neighborhoods

In the Suburban Area, plan amendment requests for new CGC designations are preferred in locations which are supplied with full urban services; abut a roadway classified as an arterial or higher on the Functional Highway Classification Map; and which are located in areas with an existing mix of non-residential uses. Nodal sites with two or more boundaries on a transportation right-of-way shall be considered preferred locations for these uses. The subject site is contiguous to a larger GCG area, surrounding I-295, a limited access highway. Therefore, the proposed development would continue the existing nodal development pattern and maintain a compact and compatible land use pattern consistent with Policies 1.1.2 and 1.1.22 of the FLUE.

Since the subject site has road frontage along both Wilson Boulevard (SR 208) and Debra Drive and is considered a corner parcel, the proposed redevelopment would be required to meet the standards for property access set forth by Polices 1.3.6 and 1.3.7 of the FLUE and Policies 2.3.6 and 2.3.7 of the Transportation Element (TE) of the 2030 Comprehensive Plan.

The subject property has road frontage along Wilson Boulevard (SR 208), which has sidewalks along both sides of the road, and is served by bus route 16. The proposed amendment would allow for infill redevelopment of a parcel that has existing access to utilities, such as centralized sewer and water, and existing infrastructure. The subject site is located in an existing commercial corridor, and redevelopment of this parcel with a commercial use would strengthen the commercial viability of the corridor. Therefore, the proposed amendment is consistent with FLUE Goal 3, Objectives 3.2 and 6.3, and Policies 1.2.9, 3.2.1, 3.2.2 and 3.2.7.

While the properties directly abutting the subject site to the east are commercially designated, some of them contain legal non-conforming residences. As such, the proposed development should be designed to prevent commercial traffic from entering into the residential neighborhood and should comply with the design criteria set forth in the Land Development Regulations. Additionally, the CGC land use category provides guidelines for general neighborhood protection to achieve compatibility with adjacent and abutting residential neighborhoods through various site design techniques. Neighborhood protections, such as buffering and setbacks, and open space requirements should be addressed by the companion PUD rezoning for consistency with FLUE policies 1.1.12, 3.2.3 and 3.2.4 and Recreation and Open Space Element (ROSE) Policy 2.2.1.

Vision Plan

The subject property is located within the boundaries of the Suburban Area of the Southwest Vision Plan. The Vision Plan identifies the Suburban Area as an area with lower density housing and free-standing retail nodes, with an auto-oriented development pattern. The proposed amendment would help to strengthen an existing commercial corridor, rather than allowing a new area to commercialize. Therefore, the proposed amendment would be consistent with Theme 3 of the Southwest Vision Plan, which is to focus on creating centers for commercial development.

Strategic Regional Policy Plan

The proposed amendment is consistent with the following policy 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.

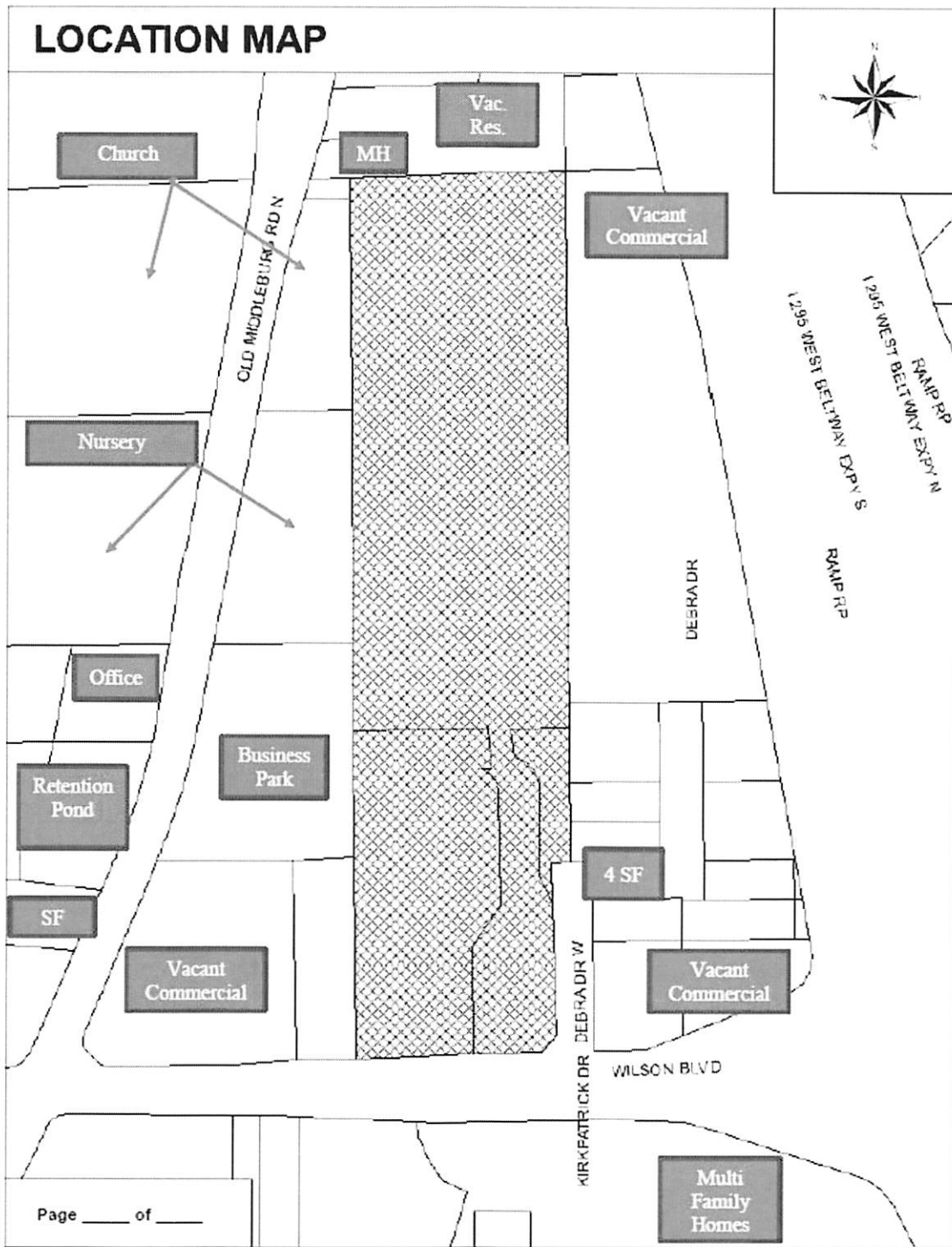
The proposed land use amendment is consistent with Policy 3 of the Northeast Florida Regional Council's Strategic Regional Policy Plan as it would provide an additional location for the creation of commercial business opportunities on an infill site in the northeast Florida region.

RECOMMENDATION

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

ATTACHMENT A

Existing Land Utilization:



ATTACHMENT B

Traffic Analysis:

A trip generation analysis was conducted for Land Use Amendment L-5304-18C, located at 7443 Wilson Boulevard between Old Middleburg Road N and Interstate 295 west Beltway in the Suburban Development Area of Jacksonville, Florida. The subject site is currently occupied with three structures with an existing Residential/Professional/Institutional (RPI) non-residential land use category. The proposed land use amendment is to allow for Community General Commercial (CGC) development on approximately 9.76 +/- acres.

Transportation Element Policy 1.2.1 of the 2030 Comprehensive Plan requires the use of the most current ITE Trip Generation Manual (10th 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, the RPI land use category development impact assessment standards allows for 0.5 FAR per acre, resulting in a development potential of 212,573 SF of office space (ITE Land Use Code 710) which could generate 2,070 daily vehicular trips. The proposed CGC land use category development impact assessment standards allows for 0.35 FAR per acre, resulting in a development potential of 148,801 SF of commercial space (ITE Land Use Code 820) which could generate 3,707 net daily vehicular trips. This will result in net increase of 1,637 daily vehicular trips if the land use is amended from RPI to CGC, as shown in Table A.

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
RPI	710	212,573 SF	$T = 9.74 (X) / 1000$	2,070	0.00%	2,070
Total Section 1						2,070
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
CGC	820	148,801 SF	$T = 37.75 (X) / 1000$	5,617	34.00%	3,707
Total Section 2						3,707
Net New Daily Trips						1,637

Source: Trip Generation Manual, 10th Edition, Institute of Engineers

ATTACHMENT B (cont)

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 6 on Wilson Boulevard.


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 (2018)* 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 6 is **0.55**.

Wilson Boulevard between Old Middleburg road and I-295 is the functional classified road that would be impacted by the proposed development. This segment of Wilson Boulevard is a 4-lane divided arterial facility with a maximum daily capacity of 36,200 vpd. The proposed commercial development could generate approximately 1,637 net new daily trips unto the network. This segment is expected to operate at a V/C ratio of 0.69 with the inclusion of the additional traffic from this land use amendment.

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:	5-22-2018	Date Staff Report is Available to Public:	09-14-2018
Land Use Adoption Ordinance #:	2018-558	Planning Commission's LPA Public Hearing:	09-20-2018
Rezoning Ordinance #:	2018-559	1st City Council Public Hearing:	09-25-2018
JPDD Application #:	L-5304-18C	LUZ Committee's Public Hearing:	10-02-2018
Assigned Planner:	Krista Fogarty	2nd City Council Public Hearing:	10-09-2018

GENERAL INFORMATION ON APPLICANT & OWNER

Applicant Information:	Owner Information:
CITY OF JACKSONVILLE 214 N HOGAN STREET JACKSONVILLE, FL 32202 Ph: 9042558792 Email: NAMEY@COJ.NET	CITY OF JACKSONVILLE 214 N HOGAN STREET JACKSONVILLE, FL 32202 Ph: 9042558792

DESCRIPTION OF PROPERTY

Acreage: 9.76	General Location: WILSON BOULEVARD AND I-295
Real Estate #(s): 012478 0000 012478 0100	Address: 7443 WILSON BLVD 7439 WILSON BLVD
Planning District: 4	
Council District: 10	
Development Area: SUBURBAN AREA	
Between Streets/Major Features: OLD MIDDLEBURG ROAD NORTH and I-295	

LAND USE AMENDMENT REQUEST INFORMATION

Current Utilization of Property: FORMER FIRE STATION AND INSPECTION STATION, AND
Current Land Use Category/Categories and Acreage: DEPARTMENT OF MOTOR VEHICLE OFFICE
RPI 9.76

Requested Land Use Category: CGC	Surrounding Land Use Categories: CGC,LDR,RPI
Applicant's Justification for Land Use Amendment: THE CURRENT ZONING WILL NOT ALLOW FOR VEHICLE REPAIR, AUTO PARTS, AND OFFICE.	

UTILITIES

Potable Water: YES	Sanitary Sewer: YES
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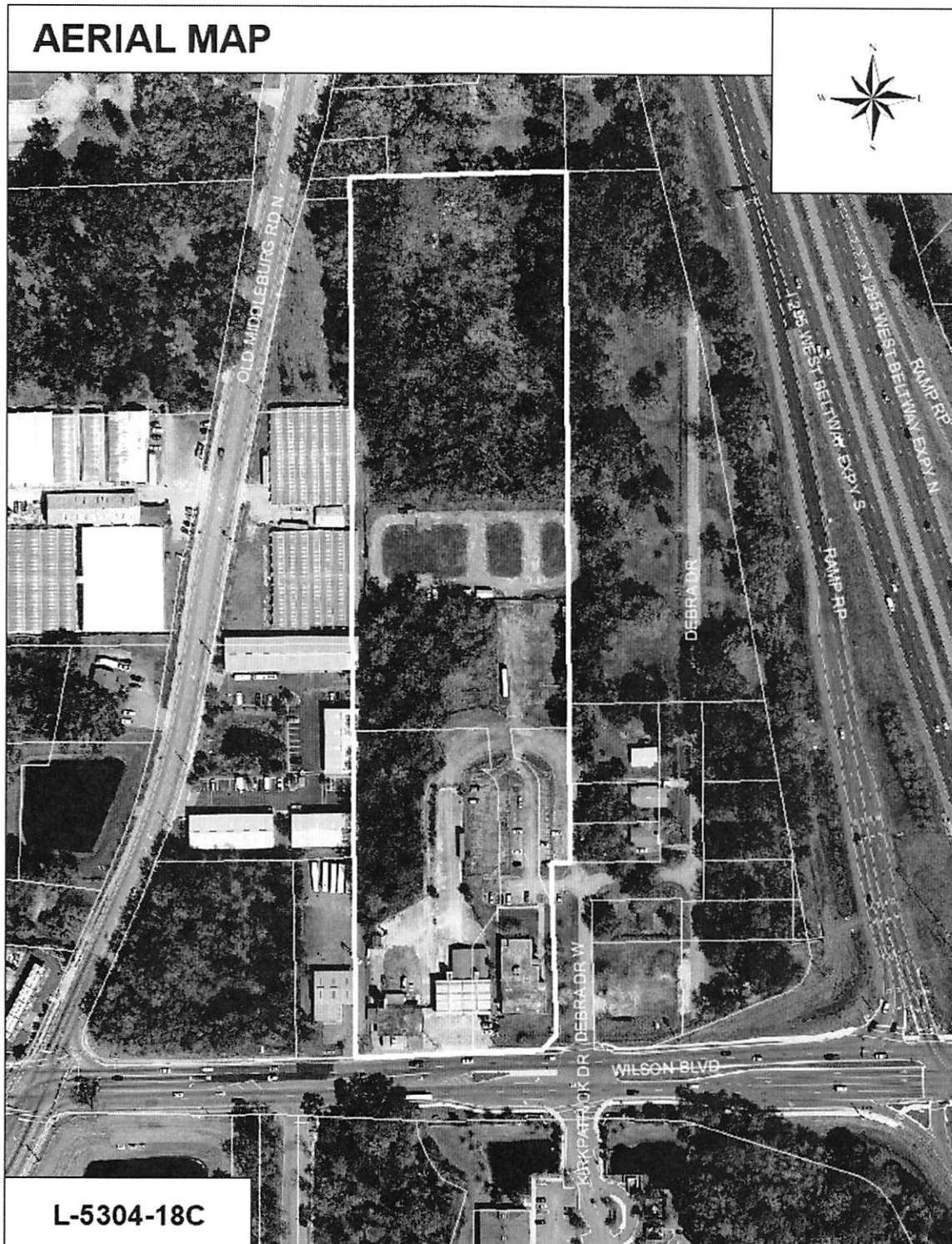
COMPANION REZONING REQUEST INFORMATION

Current Zoning District(s) and Acreage: PBF-1 9.76
Requested Zoning District: PUD

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

ATTACHMENT D

Aerial:



ATTACHMENT E

Wetlands Map:



6170- Mixed wetland
Hardwoods