

2018-642

PUD WRITTEN DESCRIPTION

BRICKELL MOTORS PUD

~~August 28~~ November 7, 2018

I. PROJECT DESCRIPTION

- A. Number of acres, location of site, existing use, surrounding uses, types of businesses, and proposed uses:

Applicant, Brickell Motors, LLC, proposes to rezone approximately 9.02 acres of undeveloped land located on Bonneval Road (RE# 152594-8160 and 152594-8110) (the "Property") from its current zoning of Planned Unit Development ("PUD") to PUD.

The Property is located in the Urban Priority Area near the intersection of J. Turner Butler Boulevard and I-95. The Property is surrounded on all sides by property bearing the Regional Commercial ("RC") land use and falls within the Galleria PUD originally adopted pursuant to Ordinance 88-866-590 and most recently amended by Ordinances 96-398-272 and 1998-089-E and MM-07-05. The Galleria PUD contemplates a mixed-use site containing office, hotel, restaurant and retail and general retail uses and previously included auto sales and related uses.

The northern portion of the Property is bordered by a large retention pond making it visible from both J Turner Butler and I-95. The properties to the east are comprised of commercial shopping centers including Fresh-Mex, SmknQ, School Aids and the Galleria Marketplace. To the west of the property is the Windsor Falls Condominium development, and the parcel to the south of the property is undeveloped.

Owner proposes to develop the property as a mixed-use project consistent with the uses contemplated in the original Galleria PUD including an automotive dealership, hotel, restaurant and retail uses, while setting aside conservation land on the eastern portion of the property in order to provide an extensive natural buffer for the adjacent residential development. Owner is in negotiation with the Galleria Pointe Owners Association, Inc. ("Association") to acquire an adjoining parcel at the northwest corner of the Property (RE# 152594 8110) but must move forward with this rezoning simultaneously. Accordingly, Applicant has submitted two alternate site plans with the understanding that the Association parcel will not be redeveloped if Applicant does not acquire title from the Association.

- B. Project name: Brickell Motors PUD.
- C. Project engineer: England-Thims & Miller, Inc.
- D. Project developer: MNAR - Real Estate Holdings LLC.
- E. Project agent: Driver, McAfee, Hawthorne & Diebenow, PLLC.
- F. Current land use designation: RC.

- G. Current zoning district: PUD 1998-0819-E.
- H. Requested zoning district: PUD.
- I. Real estate numbers: 152594-8160 and 152594-8110.

II. QUANTITATIVE DATA

- A. Total acreage: 9.0 ± acres.
- B. Total amount of non-residential floor area: 4.5 ± acres.
- C. Total amount of open space: 1.5 ± acres.
- D. Total amount of public/private rights of way: none.
- E. Total amount of land coverage of all buildings and structures: 4.5 ± acres.

III. STATEMENTS

- A. How does the proposed PUD differ from the usual application of the Zoning Code?

The proposed PUD differs from application of the existing PUD by adding retail sales and automotive dealerships, which are uses previously contemplated within the PUD, as permitted uses in area designated as Land Use B on the development plan dated August 4, 1998. Restrictions upon the automotive dealership use as negotiated with the adjoining condominium landowner are included ~~and~~ (including maintenance of a large conservation area and increased noncomplementary use buffering on the eastern border of the property). landscaping requirements for vehicle storage areas are eliminated, and minimum parking requirements are established. The PUD also adds limitations on the maximum height of street frontage signs and imposes regulations on lighting.

- B. Describe the intent for the continued operation and maintenance of those areas and functions described herein and facilities which are not to be provided, operated or maintained by the city.

The continued operation and maintenance of the areas and functions described herein and facilities which are not to be provided, operated or maintained by the City will be the sole responsibility of the owner of the Property.

IV. USES AND RESTRICTIONS

- A. Permitted uses:

- 1. Automobile dealerships including retail sales of new and used automobiles and major and minor service and repairs. It is Applicant's intent that the automobile dealership use will (i) be located predominantly on the eastern portion of the Property; (ii) not be operated with an external public address system that broadcasts operational communications that can be heard from the condominium to the east of the Property; (iii) be used only for an automotive dealership offering new car sales

and used car sales ancillary to a new car dealership; and (iv) be operated in a manner so any service department is operated on the interior of the building in which it is located.

2. Hotels and motels.
3. Restaurants, including outside sale and service and drive-thru windows.
4. Commercial retail sales and service establishments.
5. Banks, including drive-thru tellers, savings and loan institutions, and similar uses.
6. Retail sale and service of liquor, beer and wine only in conjunction with a hotel/motel or restaurant. All other retail sales of alcohol shall be permitted only by minor modification to the PUD.
7. Stormwater retention.

B. Permitted accessory uses and structures: As permitted pursuant to Section 656.403.

V. DESIGN GUIDELINES

A. Lot requirements:

1. Minimum lot width and area: None, except as otherwise required for certain uses.
2. Maximum lot coverage: None, except as otherwise required for certain uses.
3. Minimum front yard: None.
4. Minimum side yard: None.
5. Minimum rear yard: 10 feet.
6. Maximum height of structures: 60 feet.

B. Ingress, egress and circulation:

1. Parking requirements: The parking requirements for this development shall be as provided in Part 6 of the Zoning Code—except that the minimum number of off-street parking spaces required for the automobile dealership use shall be thirty (30) spaces.
2. Vehicular access: Vehicular access to the Property shall be by way of Bonneval Road substantially as shown in the site plan. The final location of all access points is subject to the review and approval of the Development Services Division.
3. Pedestrian access: Pedestrian access shall be provided by sidewalks installed in accordance with the 2030 Comprehensive Plan.

C. Signs:

The existing PUD allows for signage consistent with the CCG-1 zoning district, which are set forth below. For the sake of clarity, uses adjacent to the FDOT lake abutting J.

Turner Butler Boulevard and I-95 shall be considered frontage abutting a public right-of-way.

1. One (1) street frontage sign per lot, not to exceed one (1) square foot for each linear foot of street frontage, to a maximum size of three hundred (300) square feet in area for every three hundred (300) linear feet of street frontage or portion thereof, is permitted provided such signs are located no closer than two hundred (200) feet apart, as provided in the Zoning Code. The maximum height of a street frontage sign adjacent to the FDOT lake shall be one hundred (100) feet, and the maximum height of all other street frontage signs shall be fifteen (15) feet.
 2. Wall signs not to exceed ten percent (10%) of the square footage of the occupancy frontage of the building abutting a public right-of-way are permitted.
 3. One (1) under-the-canopy sign per occupancy, not exceeding a maximum of eight (8) square feet in area per sign, is permitted, provided that any square footage used for an under-the-canopy sign shall be subtracted from the maximum allowable square footage for wall signs on the building in question.
 4. In lieu of the street frontage sign permitted above, a flag containing a business logo or other advertising is permitted; provided, the square footage of any such flag shall not exceed one hundred (100) square feet, or thirty-five (35) percent of the allowable square footage of the street frontage sign permitted above, whichever is smaller; and provided further that the pole upon which such flag is flown shall not exceed fifty (50) feet in height above the level of the adjacent ground. Only one flag containing a business logo or other advertising shall be permitted for a premises, regardless of any other factors such as number of tenants on the premises or total amount of street frontage. Further, any flag allowed pursuant to this subsection shall not be illuminated by any means, with the exception of lighting associated with an American flag being flown on the same flag poll.
 5. Directional signs shall not exceed four (4) square feet.
- D. Landscaping/Buffering: A minimum of 1.5 acres shall be set aside as conservation area on the eastern portion of the property in order to provide a significant noncomplimentary use buffer as conceptually depicted on the site plan. [Fencing shall not be required within or adjacent to this conservation area.](#)

Landscaping will be provided pursuant to Part 12 of the Zoning Code provided that the following exceptions apply: (i) required trees may be grouped together within the Property; ~~and (ii) terminal islands shall not be required in vehicle display and storage areas;~~ ~~(ii) landscape islands shall not be required in vehicle display and vehicle inventory areas;~~ and (iii) [the noncomplimentary use buffer on the eastern boundary of the project shall be twenty \(20\) feet rather than ten \(10\) feet in the area between the conservation area and Bonneval Road as conceptually depicted on Exhibit 5. For the avoidance of](#)

doubt, paved display and car storage areas will not be considered vehicle use areas for purposes of meeting the parking and landscaping requirements of the zoning code.

- E. Lighting: All sag lenses, drop lenses and convex lenses shall be prohibited. Illumination levels at all property lines shall not exceed one-half (.5) foot candles (“f.c.”) when the building or parking areas are located adjacent to residential areas, and shall not exceed one (1.0) f.c. when abutting other non-residential properties. All lighting lamp sources within parking and pedestrian areas shall be metal halide, compact fluorescent or LED. The maximum light pole height in all parking areas should not exceed thirty feet (30’-0”). An exterior lighting design plan, including a photometrics plan, pole and fixtures schedules shall be submitted at the time of Verification of Substantial Compliance for review and approval by the Planning and Development Department.
- F. Recreation and open space: Recreation and Open Space shall be provided as required by the 2030 Comprehensive Plan.
- G. Utilities: Essential services including gas, telephone, water, sewer, cable and electric as required to serve the project shall be permitted on the site. Water, sanitary sewer and electric will be provided by JEA.
- H. Wetlands: This project will provide 1.5 acres of preservation area.

VI. JUSTIFICATION FOR PLANNED UNIT DEVELOPMENT CLASSIFICATION FOR THIS PROJECT

The proposed project is consistent with the general purpose and intent of the City of Jacksonville 2030 Comprehensive Plan and Land Use Regulations. The proposed project will be beneficial to the surrounding neighborhood and community. The PUD meets the following zoning and land use initiatives:

- A. Is more efficient than would be possible through strict application of the Zoning Code:
- B. Is compatible with surrounding land uses and will improve the characteristics of the surrounding area:
- C. Will promote the purposes of the City of Jacksonville 2030 Comprehensive Plan:

The proposed PUD is consistent with the general purpose and intent of the City of Jacksonville 2030 Comprehensive Plan and Land Use Regulations, and specifically contributes to:

- 1. Policy 1.1.8 of the Future Land Use Element of the 2030 Comprehensive Plan – Ensure that all future development and redevelopment meets or exceeds the requirements of all Land Development Regulations, including, but not limited to zoning, subdivision of land, landscape and tree protection regulations, and signage, as established and adopted by the City, State of Florida and the federal government, unless such requirements have been previously waived by those governmental bodies.

2. Policy 1.1.12 of the Future Land Use Element of the 2030 Comprehensive Plan – 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.
3. Policy 1.1.13 of the Future Land Use Element of the 2030 Comprehensive Plan – Ensure that mixed and multi-use projects enhance, rather than detract from, the character of established developed areas by requiring site plan controlled zoning such as Planned Unit Developments (PUDs), TODs or TNDs for all mixed and multi-use projects and conforming with the following criteria: 1. The type of land use(s), density, and intensity is consistent with the provisions of the land use category, particularly the category's predominant land use; 2. The proposed development is in conformity with the goals, objectives, policies, and operative provisions of this and other elements of the 2030 Comprehensive Plan; and 3. The proposed development is compatible with surrounding existing land uses and zoning.
4. Objective 1.2 of the Future Land Use Element of the 2030 Comprehensive Plan – Manage the use of land in the City by approving new development and redevelopment only if necessary public facilities are provided concurrent with the impacts of development. Ensure the availability of adequate land suitable for utility facilities necessary to support proposed development. Verify prior to development order issuance that all new development and redevelopment will be served with potable water, wastewater, solid waste disposal, stormwater management facilities, and parks that meet or exceed the adopted Levels of Service established in the Capital Improvements Element.
5. Objective 3.2 of the Future Land Use Element of the 2030 Comprehensive Plan – 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.
6. Policy 3.2.4 of the Future Land Use Element of the 2030 Comprehensive Plan – 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.