



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

OVERVIEW

ORDINANCE: 2018-751

APPLICATION: L-5318-18C-3-5

APPLICANT: WILLIAM MICHAELIS

PROPERTY LOCATION: 1828, 1924, and 1939 Bertha St.

Acreage: 0.78

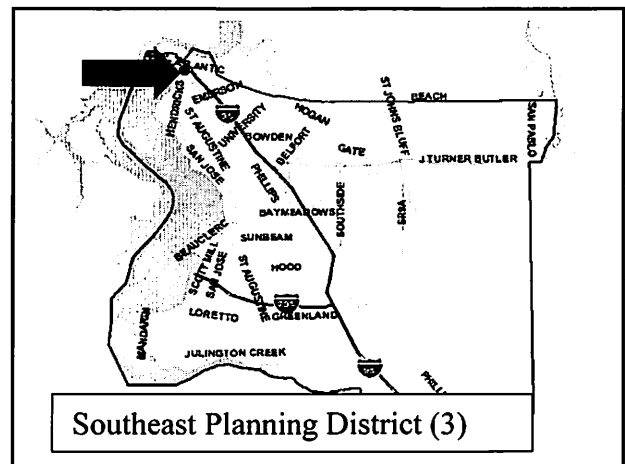
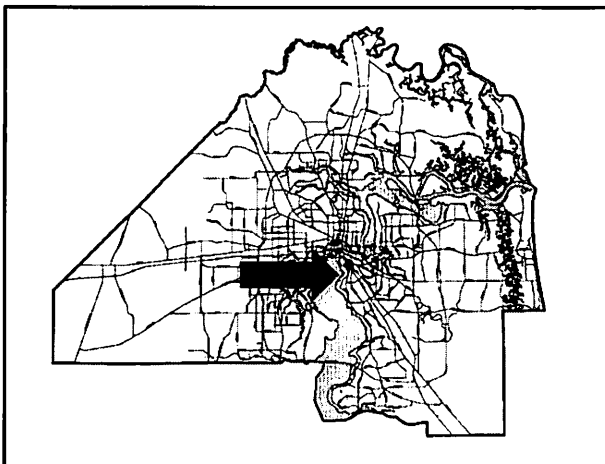
Requested Action:

	Current	Proposed
LAND USE	CGC	HDR
ZONING	CCG-2, CO, PUD	PUD

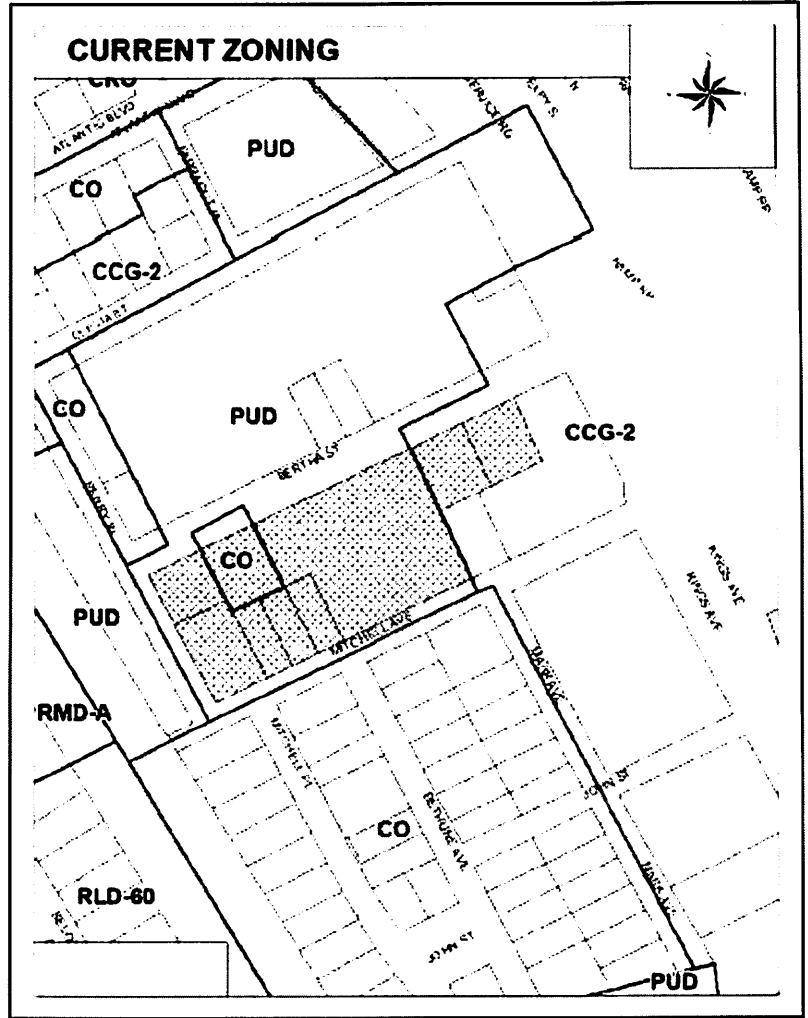
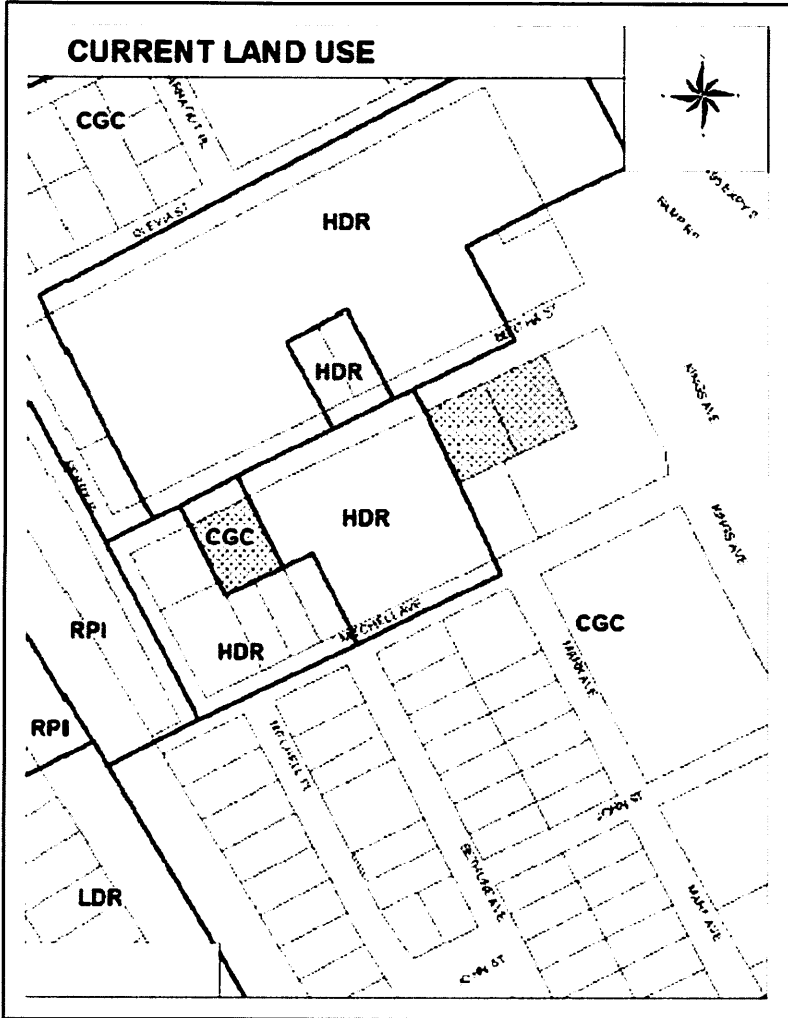
Existing FLUM Category	Proposed FLUM Category	Existing Maximum Density (DU/Acre)	Proposed Maximum Density (DU/Acre)	Existing Maximum Intensity (FAR)	Proposed Maximum Intensity (FAR)	Net Increase or Decrease in Maximum Density	Non-Residential Net Increase or Decrease in Potential Floor Area
CGC	HDR	N/A	35 DU (45 DU/acre)	11,891 sq. ft. (0.35 FAR)	N/A	Increase 35 DU	Decrease 11,891 sq. ft.

PLANNING AND DEVELOPMENT DEPARTMENT'S RECOMMENDATION: APPROVAL

LOCATION MAPS:



SMALL SCALE LAND USE APPLICATION L-5318-18C



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

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

Current Zoning District(s): Commercial Office (CO) and Commercial Community General-2 (CCG-2) and Planned Unit Development (PUD)

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

ANALYSIS

Background:

The 0.78 of an acre amendment site is comprised of three (3) lots located on Bertha Street, just west of Kings Avenue (SR 5) abutting the eastern edge of the San Marco Zoning Overlay District. The site is located in the southwest area of the intersection of Atlantic Boulevard (SR 10) and Kings Avenue (SR 5). The property is located in Planning District 3, Council District 5 and within the boundaries of the Southeast Jacksonville Vision Plan, and the US 1 Corridor Study. According to the Development Areas Map in the Future Land Use Element, the site is located within the Urban Priority Development Area.

The applicant proposes a small-scale future land use map amendment from Community/General Commercial (CGC) to High Density Residential (HDR). The applicant wishes to rezone the site from Commercial Community/General-2 (CCG-2), Commercial Office (CO) and Planned Unit Development (PUD) to PUD. The companion rezoning is pending concurrently with this land use amendment application pursuant to Ordinance 2018-752.

In early 2018 there was an approved land use application (Ordinance 2018-14-E) which changed twenty-four (24) surrounding parcels from CGC to predominantly HDR, some Residential-Professional-Institutional (RPI) and a small area of Recreation Open Space (ROS). The zoning was changed from CCG-1, CCG-2 and CO to PUD for the San Marco Crossing Development (2018-15-E). In June of 2018 a land use application (Ordinance 2018-333-E) changed an additional seven (7) lots in the area from CGC to HDR, as a part of the San Marco Crossing Development.

The developer is purchasing these three lots and seeks to revise the existing PUD to incorporate these lots into the currently approved San Marco Crossing Residential PUD. The San Marco Crossing PUD proposes to develop a high-density, residential apartment complex with more than 320 apartment units. The apartments will be composed of two separate four-story apartment buildings. The northern building in the complex will include a four-story parking deck.

The area surrounding the subject site is a varied mix of single-family residential, commercial, office uses and vacant lots. In 2014, there was a rezoning (Ordinance 2014-0543-E) of a 1.16 acre site, located on the corner of Atlantic Boulevard (SR 10) and Kings Avenue (SR 5), from CCG-1 and CCG-2 to PUD. The site was developed into a gas station and convenience store and is now operating as a "Daily's" location.

The Dual Map and Attachment A – Land Utilization Map provide a detailed picture of the existing development pattern for the immediate area.

The adjacent uses and zoning districts are as follows:

Adjacent Property	Land Use	Zoning District	Current Use(s)
North	HDR	PUD	Residential, Parking lot
South	CGC/HDR	PUD/CCG-2	Residential
East	CGC/HDR	PUD/CCG-2	Residential
West	HDR	PUD	Residential, Vacant

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). A JEA availability letter, dated April 21, 2017, states that electric service and sewer and potable water connections are available at the site. The site’s owner is planning on connecting to centralized water and sewer services.

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 results in no new net 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. Potential traffic impacts will be addressed 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 8.

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 8 is 0.59.

Kings Avenue (SR 16) is the first functional classified facility that would be impacted by the proposed development. SR 16 between St. Johns Street to Bertha Street is a 2-lane urbanized divided arterial facility, which has a maximum daily capacity of 11,100 vpd. This segment of Kings Avenue is under the jurisdiction of the FDOT is operating at a V/C ratio of 0.96 with the inclusion of the additional traffic from this land use amendment.

School Capacity

Based on the Development Standards for impact assessment, the 0.78 of an acre proposed land use map amendment has a development potential of 35 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 Type	CSA	2017-18 Enrollment/CSA	Current Utilization (%)	New Student/ Development	5-Year Utilization (%)	Available Seats
Elementary	4	5,820	86%	6	100%	65
Middle	4	4,273	88%	3	104%	238
High	5	795	62%	3	86%	5
Total New Students				12		

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 (2018/19)	% OCCUPIED	4 YEAR PROJECTION
Hendricks Avenue ES #71	4	6	659	660	100%	115%
Dupont MS #66	4	2	1,071	868	81%	86%
Terry Parker HS #86	4	3	1,866	1,610	86%	93%

- Does not include ESE & room exclusions
- Analysis based on an additional maximum 35 dwelling units – L-5318-18C

****The percentage occupied may not appear correct due to ESE space requirements.***

Airport Environment Zone

Portions of the site are located within 300-foot Height and Hazard Restriction Zones for NAS Jacksonville. Zoning will limit development to a maximum height of less than 300’, 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.

Wellhead Buffer Zone

Portions of the land use amendment site are within the 750-foot buffers of JEA’s River Oaks Well Number 7. The Environmental Quality Division (EQD) has reviewed the application for possible impacts and has requested additional information from the applicant. The applicant should coordinate with EQD in order to facilitate the completion of the environmental report for the amendment site.

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 Floridan 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 Floridan 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 Floridan 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 Designation

Resolution 2017-708 designated 24 lots that are a part of the San Marco Crossing PUD as a brownfield area. The developer, Chance Olevia, LLC, plans on conducting further assessment and remediation activities in order to eventually achieve regulatory site closure from the Florida Department of Environmental Protection (FDEP). Chance Olevia, LLC has executed a Brownfield Site Rehabilitation Agreement (BSRA) with FDEP. The enactment of the BSRA allows the future owner to pursue Voluntary Cleanup Tax Credits and cleanup liability protection from the State of Florida for actual assessment and remediation activities conducted on the site.

Resolution 2018-602 created a Brownfield Designated Area as specified in F.S.376.80. The three lots that comprise the land use application are located in this brownfield area.

IMPACT ASSESSMENT

L-5318-18C 0.78 of an acre

DEVELOPMENT ANALYSIS		
Development Boundary	Urban Priority Area	
Roadway Frontage Classification	Bertha St - local	
Plans/Studies	SE Vision Plan; US 1 Corridor Study	
	<u>CURRENT</u>	<u>PROPOSED</u>
Site Utilization	Single family and commercial	Residential Development and Extension of San Marco Crossing PUD
Land Use/Zoning	CGC / CO and CCG-2	HDR / PUD
Development Standards For Impact Assessment	0.35 FAR	45 DU / Acre
Development Potential	11,891 sf	35 DUs
Population Potential	N/A	82 people
SPECIAL DESIGNATIONS AREAS		
	YES	NO
Aquatic Preserve		X
Septic Tank Failure Area		X
Airport Environ Zone	300 and 500' Height Restriction Zone	
Industrial Preservation Area		X
Cultural Resources		X
Archaeological Sensitivity		X-Low
Historic District		X
Coastal High Hazard/Adaptation Action Areas		X
Ground Water Aquifer Recharge Area		X-Discharge
Well Head Protection Zone	X-750' buffer zone	
Boat Facility Siting Zone		X
Brownfield		X
State Road (SR)	SR Name: N/A	
PUBLIC FACILITIES		
Potential Roadway Impact	No new net daily trips	
Potential Public School Impact	12 New Students	
Water Provider	JEA	
Potential Water Impact	Increase of 7,630.5 gallons per day	
Sewer Provider	JEA	
Potential Sewer Impact	Increase of 5,722.8 gallons per day	
Potential Solid Waste Impact	Increase of 71.9 tons per year	
Drainage Basin / Sub-Basin	Upstream of Trout River / St. Johns River	
Recreation and Parks	Fletcher Park	
Mass Transit	Route 27, 8 and 33	
NATURAL FEATURES		
Elevations	12-13	
Land Cover	1400 – Commercial and Services	
Soils	69 – Urban Land; 75- Urban Land Hurricane-Albany Complex, 0 to 5 percent slopes	
Floodzone	NO	
Wetlands	NO	
Wildlife (sites greater than 50 acres)	N/A	

PROCEDURAL COMPLIANCE

Upon site inspection by the Planning and Development Department on November 15, 2018, the required notices of public hearing signs were posted. Thirty (30) notices were mailed out to adjoining property owners and other interested parties informing them of the proposed land use change and pertinent public hearing and meeting dates.



The Citizens Informational Meeting (CIM) was held on November 19, 2018 and no citizens were present.

CONSISTENCY EVALUATION

2030 Comprehensive Plan

The proposed amendment is consistent with the following Goal, Objectives and Policies of the 2030 Comprehensive Plan:

- 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 1.2.9 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 2.2.8 Encourage the redevelopment and revitalization of run-down and/or underutilized commercial areas through a combination of regulatory techniques, incentives and land use planning. Adopt redevelopment and revitalization strategies and incentives for private reinvestment in under-utilized residential and/or commercial areas where adequate infrastructure to support redevelopment exists.
- 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.
- 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.

According to the Category Description of the Future Land Use Element (FLUE), Community General Commercial (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. Uses should generally be developed in nodal and corridor development patterns. 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.

High Density Residential (HDR) is a mixed use category intended to provide compact high density residential development and transitional uses between lower density residential uses and commercial uses and public and semi-public use areas. High rise multi-family and mixed use developments should be the predominant development typology in this category. Development within the category should be compact and connected and should support multi-modal transportation. Multi-family dwellings are a principal use within HDR in the Urban Priority Area.

HDR designations in the Urban Priority Area (UPA) shall be in locations which are supplied with full urban services; which are located in close proximity to a roadway classified as an arterial or higher on the Functional Highway Classification Map; and which are located within one-half mile distance from an existing or planned Jacksonville Transportation Authority (JTA) Rapid Transit System (RTS) or other mass transit system station. Locations which serve as a transition between commercial and medium density residential land uses are preferred. Sites which are abutting Low Density Residential (LDR) or Rural Residential (RR) are discouraged. The maximum gross density in the Urban Priority Area shall be 80 units/ acre and the minimum gross density shall be 20 units/ acre.

Consistent with the Urban Priority Area description and density requirements, the entire project will create approximately 320 multi-family dwelling units within 6.04 acres of HDR. The amendment site and associated development is located along Kings Avenue (SR 5), a four-lane principal arterial roadway. This location is highly supportive of transit, with sidewalks available for pedestrians, to the nearby Philips Highway (SR 5, US 1) transit corridor. The subject property has access to full urban services in an area with a mix of residential and non-residential uses such as commercial retail, restaurants and offices. The proposed amendment is consistent with the requirements of the HDR Future Land Use Category.

The PUD rezoning and development review process will address the protection and continued viability of both adjacent single-family residential and non-residential areas through the application of buffering and minimum yard regulations. Further requirements for buffering, landscaping, and tree provision relating to adjacent uncomplimentary land uses are specified in Section 656, Part 12. The companion rezoning should address design elements, location of uses, traffic flow and site access points. The proposed amendment supports the goals and intent of Objective 1.1, Policies 1.1.10 and 1.1.12 and Goal 3 of the FLUE.

The proposed use for a high-density residential project at a vacant infill location in the Urban Priority Area builds upon the existing mixed residential and commercial character trend of the

neighborhood. It would serve to expand land use dedicated to residential uses. The project would enhance the viability of, and support, the existing Kings Avenue (SR 5) and Philips Highway (SR 5, US 1) commercial corridors. Therefore, the amendment is consistent with Policy 1.1.20, Objective 3.1, Policy 3.1.3, and Objective 6.3 of the FLUE.

The proposed amendment site is located in the Southeast Planning District and the Urban Priority Area. It is located in an underutilized and distressed area of mixed commercial and residential uses near the Philips Highway (SR 5, US 1) corridor. The proposed project will provide for private investment in an area where adequate infrastructure to support redevelopment exists. The amendment fulfills the intent of Policy 2.2.8.

A JEA availability letter, dated April 21, 2017, states that electric service, sewer and potable water connections are available at the site. The site's owner is planning on connecting to centralized water and sewer services. The amendment is consistent with Policy 1.2.9 of the FLUE.

Transportation Element

Proposed amendment analysis in relation to the Objectives and Policies of the 2030 Comprehensive Plan, Transportation Element (TE):

Policy 2.3.8 The City shall encourage, through the development review process, development that will minimize external trip generation through the integration of land uses by requiring such measures as interconnecting land uses, sharing access drives and off-street parking areas, and encouraging planned unit developments. The City's Land Development Regulations shall be revised as necessary to enforce this policy.

Policy 2.3.9 The City shall encourage, through the development review process, the interconnections of land uses that reduce the need for external trip generation and encourage alternative methods of movement. The City's Land Development Regulations shall be revised as necessary to enforce this policy.

Access should be controlled by the PUD rezoning in order to fulfill TE Policies 2.3.8 and 2.3.9.

Corridor Plan Consistency

The amendment site is located within the boundaries of the *US 1 Corridor Study* and is in the northern terminus of the study area. Section Four of the study states that redevelopment and infill in the northern segment should be given preference over expansion of the southern segment. The study calls for improvement of the corridor's infrastructure, attracting new businesses, and improving parcel conditions to eventually eradicate any negative perceptions of the area, thus creating a neighborhood more attractive to newcomers.

Vision Plan Consistency

The site is within the boundary of the *Southeast Vision Plan*. The land use amendment is consistent with Principle 2.1, which seeks to provide for and promote compatible mixed-use development, infill and redevelopment in stable and declining areas and to create a range of

housing opportunities and choices, where appropriate. The amendment is also consistent with Principle 2.2. This principle encourages redevelopment along arterial roadways with higher densities and intensities and to limit impacts on failing roadways. The amendment site is part of a larger development which is located on a principal arterial roadway, Kings Avenue (SR 5).

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 to make development easier in areas appropriate for infill and redevelopment.

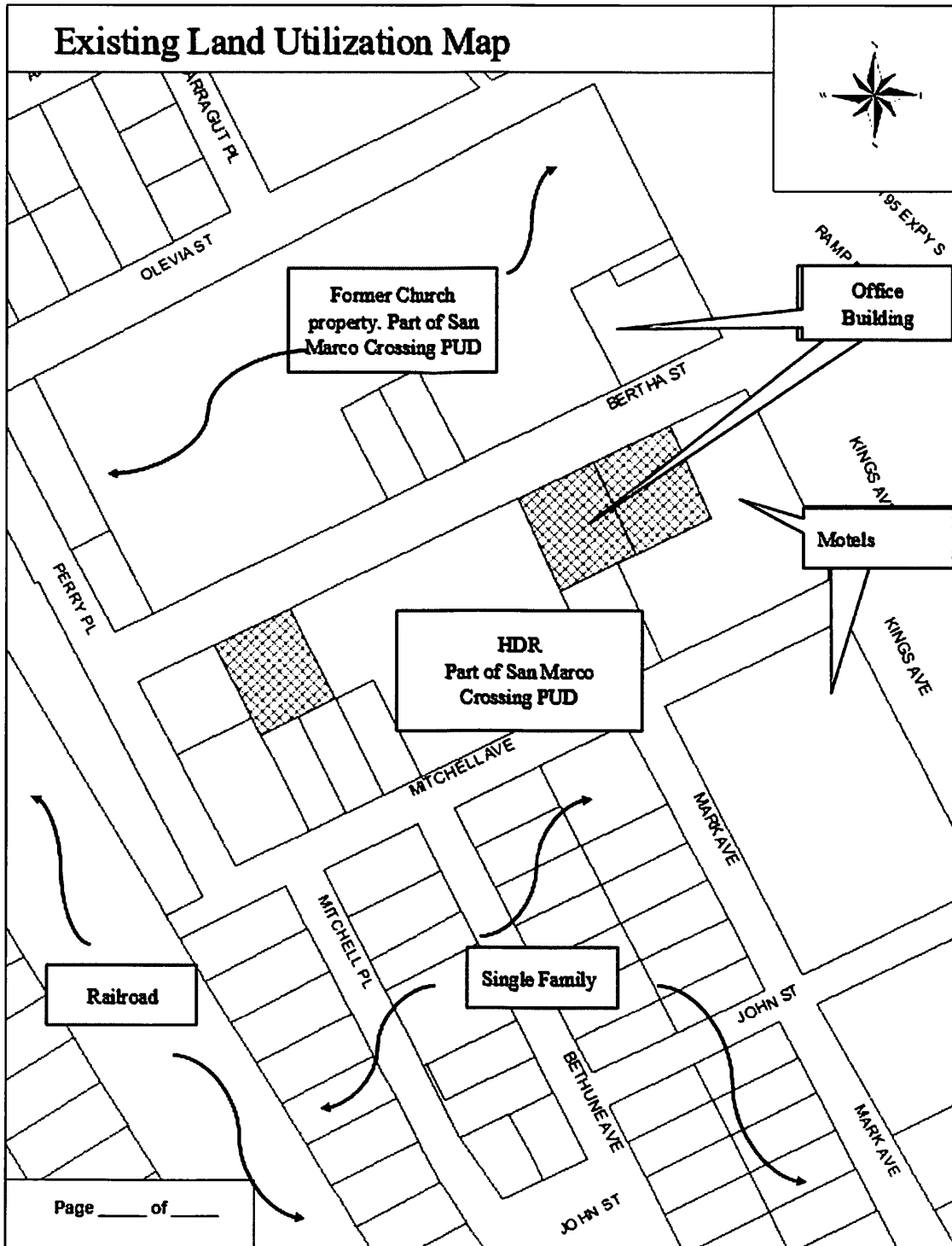
The proposed land use amendment is consistent with Policy 3 of the Northeast Florida Regional Council's Strategic Regional Policy Plan as it would increase opportunities for infill with high and medium density residential development, providing a wider range of housing needs in the northeast Florida region.

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

Transportation:

The proposed project identified in Land Use Amendment L-5318-18C is located along Bertha Street, between Perry Place and Kings Avenue in the Urban Priority Development Area of Jacksonville, Florida. The subject site is occupied with a single family home and an office building which has an existing Community General Commercial (CGC) land use category. The proposed land use amendment is to allow for High Density Residential (HDR) on approximately 0.78 +/- 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 CGC land use category development impact assessment standards allow for 0.35 FAR per acre, resulting in a development potential of 11,891 SF of general commercial space (ITE Land Use Code 820), which could generate approximately 296 net trips. The proposed HDR land use category development impact assessment standards allows for 45 multi-family dwelling units per acre, resulting in a development potential of 35 residential units (ITE Land Use Code 222) which could generate 156 daily vehicular trips. This will result in no net new daily vehicular trips if the land use is amended from CGC to HDR, 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
CGC	820	11,891 SF	$T = 37.75(X) / 1000$	449	34.00%	296
Total Section 1						296
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	222	35	$T = 4.45 (X)$	156	0.00%	156
Total Section 2						156
Net New Daily Trips						0

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 8.


~~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 8 is 0.59.

Kings Avenue (SR 16) is the first functional classified facility that ~~would be impacted~~ by the proposed development. SR 16 between St. Johns Street to Bertha Street is a 2-lane urbanized divided arterial facility, which has a maximum daily capacity of 11,100 vpd. This segment of Kings Avenue is under the jurisdiction of the FDOT is operating at a V/C ratio of 0.96 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:	9/28/18	Date Staff Report is Available to Public:	11-30-2018
Land Use Adoption Ordinance #:	2018-751	Planning Commission's LPA Public Hearing:	12-6-2018
Rezoning Ordinance #:	2018-752	1st City Council Public Hearing:	12-11-2018
JPDD Application #:	L-5318-18C	LUZ Committee's Public Hearing:	1-3-2019
Assigned Planner:	Jody McDaniel	2nd City Council Public Hearing:	1-8-2019
<u>GENERAL INFORMATION ON APPLICANT & OWNER</u>			
Applicant Information:		Owner Information:	
WILLIAM MICHAELIS		PATRICIA DOWLING	
ROGERS TOWERS, P.A.		ROBERT DURHAM	
1301 RIVERPLACE BLVD., SUITE 1500		1828 BERTHA STREET	
JACKSONVILLE, FL 32207		1924 BERTHA STREET	
Ph: (904) 346-5914		JACKSONVILLE, FL 32207	
Fax: (904) 346-0663		DAVID DURHAM	
Email: WMICHAELIS@RTLAW.COM		1939 BERTHA STREET	
		JACKSONVILLE, FL 32207	
<u>DESCRIPTION OF PROPERTY</u>			
Acreage:	0.78	General Location:	
Real Estate #(s):	081867 0000	BERTHA STREET BETWEEN PERRY PLACE AND KINGS	
	081873 0000	AVENUE	
	081874 0000	Address:	
Planning District:	3	1828, 1924 & 1939 BERTHA ST	
Council District:	5		
Development Area:	URBAN PRIORITY AREA		
Between Streets/Major Features:			
PERRY PLACE and KINGS AVENUE			
<u>LAND USE AMENDMENT REQUEST INFORMATION</u>			
Current Utilization of Property: SINGLE FAMILY & COMMERCIAL			
Current Land Use Category/Categories and Acreage:			
CGC 0.78			
Requested Land Use Category: HDR		Surrounding Land Use Categories: CGC, HDR	
Applicant's Justification for Land Use Amendment:			
TO ALLOW FOR RESIDENTIAL DEVELOPMENT AND EXTENSION OF THE SAN MARCO CROSSING PUD.			
<u>UTILITIES</u>			
Potable Water: JEA		Sanitary Sewer: JEA	
<u>COMPANION REZONING REQUEST INFORMATION</u>			
Current Zoning District(s) and Acreage:			
CO 0.26			
CGC-2 0.52			
PUD 2.41			
Requested Zoning District: PUD			
Additional information is available at 904-255-7888 or on the web at http://maps.coj.net/luzap/			

ATTACHMENT D

