



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

OVERVIEW

ORDINANCE: 2019-113

APPLICATION: L-5323-18A-3-11

APPLICANT: STEVE DIEBENOW, ESQ.

PROPERTY LOCATION: 14055 Phillips Hwy (U.S.1)

Acreage: 19.13

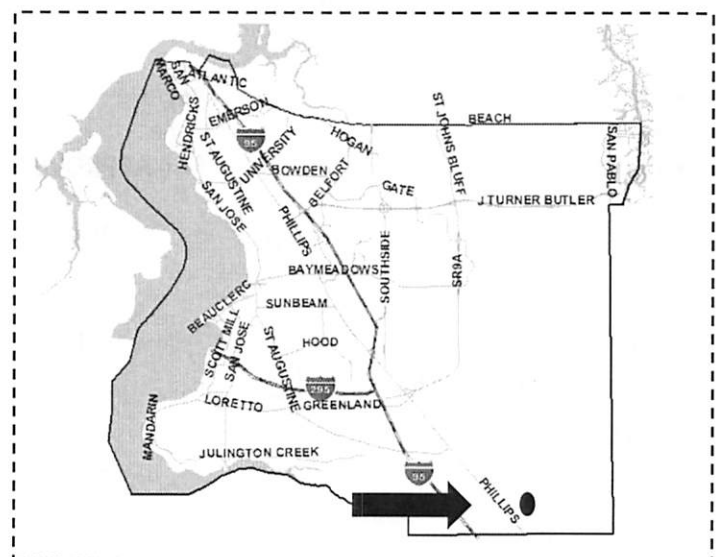
Requested Action:

	Current	Proposed
LAND USE	CGC	RPI
ZONING	CCG-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
CGC	RPI	N/A	N/A	291,655 sq. ft. (.35 FAR)	416,651 sq. ft. (0.5 FAR)	N/A	Increase 124,996 sq. ft.

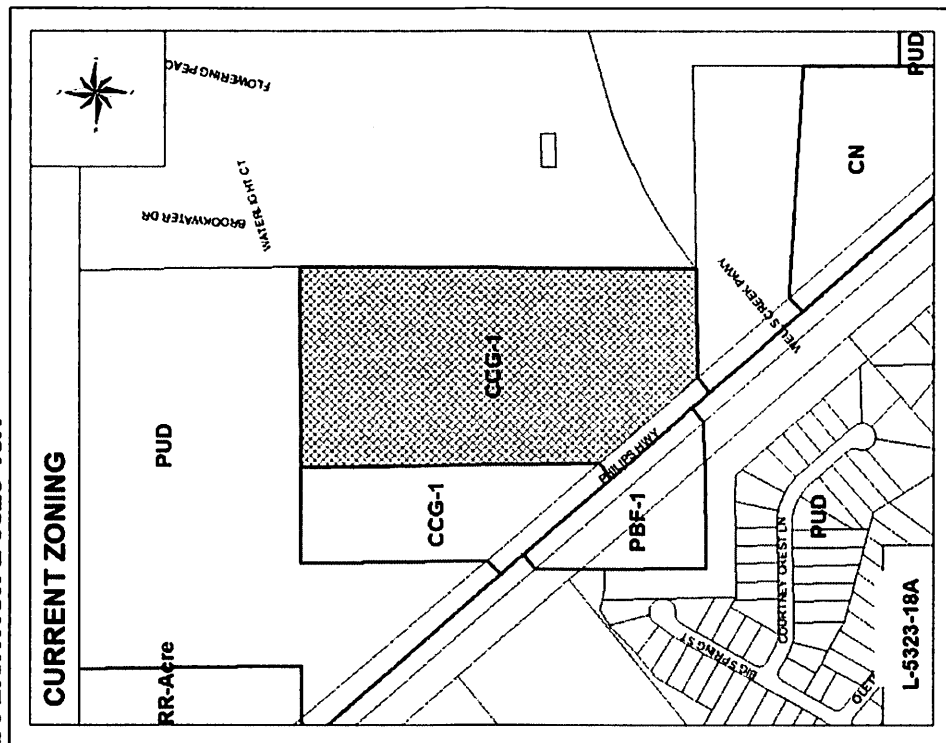
PLANNING AND DEVELOPMENT DEPARTMENT'S RECOMMENDATION: APPROVAL

LOCATION MAPS:

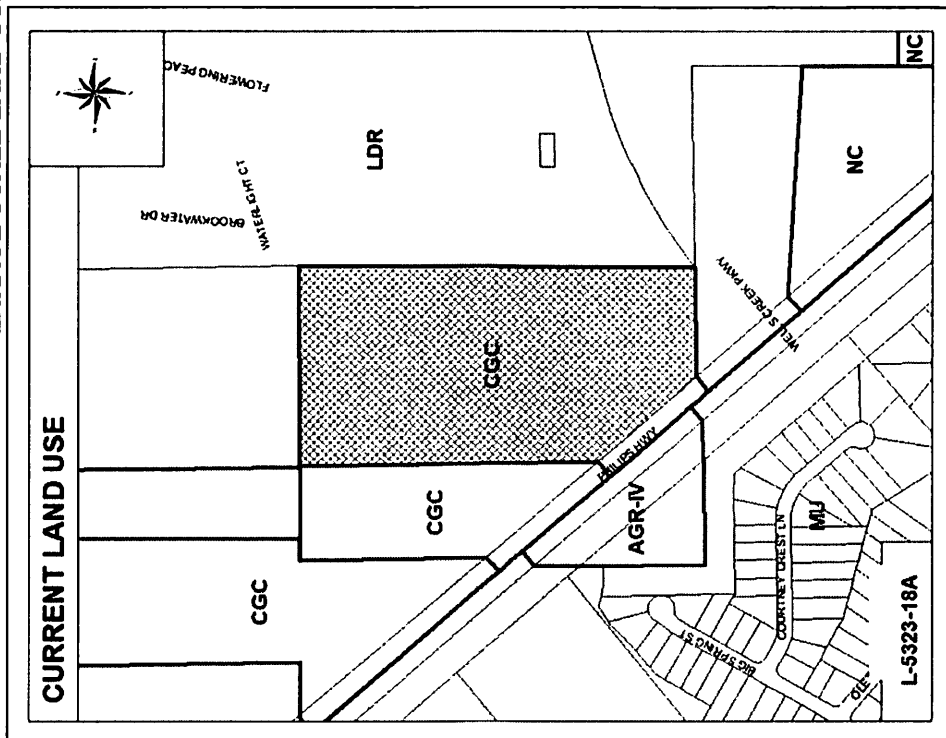


DUAL MAP PAGE

LARAGE SCALE LAND USE APPLICATION L-5323-18A



Current Zoning District(s): Commercial Community/General-1 (CCG-1)
Requested Zoning District(s): Planned Unit Development (PUD)



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

ANALYSIS

Background:

The 19.13 acre subject property is located on the east side of Phillips Highway (U.S 1) 1.3 miles south of the new 9B interchange and 1.6 miles north of the St. Johns County line and the Nocatee Parkway intersection. The property is located in Planning District 3, Council District 13 and within the boundaries of the Southeast Vision Plan. The property is currently a golf driving range and golf teaching academy.

The applicant is requesting an amendment to the Future Land Use Map series (FLUMs) from Community/ General Commercial (CGC) to Residential-Professional-Institutional (RPI) and a rezoning from Commercial Community General-1 (CCG-1) to Planned Unit Development (PUD). The rezoning application is not required for the transmittal round of legislation and will be processed during the adoption round of this large-scale future land use amendment.

The extension of 9B, the proposed development on the Estuary Corporation's approximately 1,000-acre property just north of this site, and the development of the Bartram Park and Nocatee DRI's, has stimulated growth along the U.S.1 corridor in the southeast area of the city. The area surrounding the application site has undergone seven land use changes in the past several years. In 2015 (Ordinance 2015-0318-E), a large 646 acre area comprised of several parcels which surround this parcel on the north, south and east sides, was changed from Agriculture (AGR-II, AGR-III, and AGR-IV) to Low Density Residential (LDR). West and northwest of the site, along Phillips Highway, Ordinance 2004-1194-E and Ordinance 2017-621-E changed the land use to CGC. South of the amendment site are four parcels in which the land use was changed to Neighborhood Commercial (NC), with Ordinances 2017-481-E, 2013-649-E, 2006-1151-E, and 2003-1210-E. (See Attachment F) East across Phillips Highway is the large Bartram Springs subdivision which does not have direct access on Phillips Highway, only from Racetrack Road.

The Dual Map on page 2 and Attachment A – Land Utilization Map provide a detailed picture of the existing development pattern for the immediate area. The adjacent uses and zoning are as follows:

Adjacent Property	Land Use	Zoning District	Current Use(s)
North	LDR	PUD	Vacant
South	NC, LDR	PUD, CN	Vacant
East	LDR	PUD	Vacant
West	MU	PUD	Single family development

According to the Capital Improvements Element of the 2030 Comprehensive Plan, the site is located within the Rural Development Area of the City; however, the Suburban Development Area surrounds the subject property on all sides.

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).

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 an increase of no new daily external trips for either residential or non-residential development. 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. See Attachment C for transportation analysis of residential development impacts. 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

Objective 2.4 of the 2030 Comprehensive Plan requires the City to coordinate the mobility circulation system with the future land uses shown on the Future Land Use Map series in order to ensure that roads, road improvements and other mobility alternative improvements are provided as necessary to support development in an economically efficient and environmentally sound manner. 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 1.

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 1 is 0.69.

Philips Highway (US 1) is a functional classified facility that would be impacted by the proposed development. Philips Highway between St. Johns County Line and Old St. Augustine Road is a 4-lane divided highway and has a maximum daily capacity of 65,600 vpd. The proposed nonresidential development could generate approximately 4,057 daily trips onto the network. This segment is expected to operate at a V/C ratio of 0.51 with the inclusion of the additional traffic from this land use amendment. US 1 is under the jurisdiction of the FDOT and will be subject to FDOT review and access management requirements.

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 may be consistent with the Conservation/Coastal Management Element (CCME) wetlands policies.

Wetlands Characteristics:

Approximate Size: 3.8 Acres

Wetland Category: Category III

Consistency of Permitted Uses: Residential uses are permitted within category III wetlands subject to compliance with the performance standards provided in CCME Policies 4.1.3 and 4.1.6

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

General Location(s): The wetlands are located on the western and northern portion of the property and are part of a larger isolated wetlands system extending to the northern adjacent 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:

Evergreen-Wesconnett Complex. The Evergreen and Wesconnett are both nearly level poorly drained soils formed in thick sandy marine sediments. The Evergreen soils were also formed in decomposed organic materials. The wetlands area has a water table close to the ground surface.

Wetlands Impact:

Any proposed development of the property could have an impact on the sites wetlands and their functional values. Mitigation will satisfy Goal 4 and Objective 4.1 of the Conservation and Coastal Management Element (CCME) of the Comprehensive Plan to achieve no net loss of the natural functions of the City's remaining wetlands, improve the quality of the City's wetland resources over the long-term, improve the water quality, and improve fish and wildlife values.

Relevant Policies

CCME 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.

CCME 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.

School Capacity

The 19.13 acre proposed land use map amendment has a maximum potential development of 286 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 L5323-18A**

Development Potential: 286 Dwelling Units

School Type	CSA	2018-19 Enrollment/CSA	Current Utilization (%)	New Student/ Development	5-Year Utilization (%)	Available Seats
Elementary	5	8,745	88%	48	94%	121
Middle	5	2,957	92%	21	88%	98
High	5	8,148	100%	27	98%	21
Total New Students				95		

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
Bartram Springs ES #161	5	48	964	973	101%	104%
Twin Lakes MS # 253	5	21	1,462	1,152	79%	87%
Atlantic Coast HS #268	5	27	2,443	2,288	94%	108%

- Does not include ESE & room exclusions
- Analysis based on 286 dwelling units – L-5323-18A

IMPACT ASSESSMENT

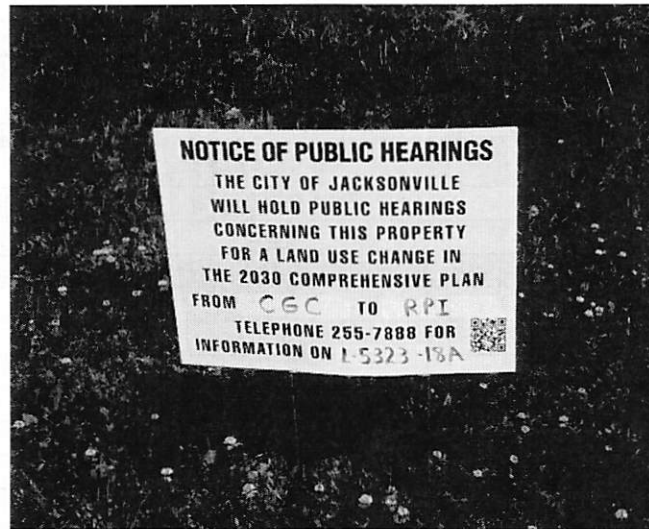
IMPACT ASSESSMENT

L-5323-18C

DEVELOPMENT ANALYSIS		
Development Boundary	Rural Development Area	
Roadway Frontage Classification	Principal Roadway	
Plans/Studies	US 1 Corridor Study	
	CURRENT	PROPOSED
Site Utilization	Golf Driving Range	Multi-family Residential
Land Use/Zoning	CGC/CCG-1	RP/PUD
Development Standards For Impact Assessment	0.35 FAR	0.5 FAR or 15 DU per acre
Development Potential	291,655 sq. ft.	416,651 sq. ft. or 286 DU
Population Potential	N/A	672 people
SPECIAL DESIGNATIONS AREAS		
	YES	NO
Aquatic Preserve		X
Septic Tank Failure Area		X
Airport Environ Zone		X
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		X
Well Head Protection Zone		X
Boat Facility Siting Zone		X
Brownfield		X
State Road (SR) SR 5	SR Name: Philips Highway	
PUBLIC FACILITIES		
Potential Roadway Impact	0 new daily trips	
Potential Public School Impact	95 new students	
Water Provider	JEA	
Potential Water Impact	Increase of 52,498 gallons per day	
Sewer Provider	JEA	
Potential Sewer Impact	Increase of 39,373 gallons per day	
Potential Solid Waste Impact	Increase 272.8 tons per year	
Drainage Basin / Sub-Basin	Julington Creek/ Powers Bay	
Recreation and Parks	Julington Durbin Creek Preserve	
Mass Transit	N/A	
NATURAL FEATURES		
Elevations	23 ft.	
Land Cover	1820 Golf Course 6300 Wetland forest	
Soils	22 Evergreen-Westconnett complex, 32 Leon fine sand	
Floodzone	No	
Wetlands	Yes	
Wildlife (sites greater than 50 acres)	No	

PROCEDURAL COMPLIANCE

Upon site inspection by the Planning and Development Department on February 28, 2019, the required notices of public hearing signs were posted. Seventeen (17) 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 Information Meeting was held March 4, 2019 and no speakers were present.

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 (FLUE)

- 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 1.1.22** 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.
- 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 the Land Development Regulations.
- 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.

Recreation and Open Space Element (ROSE)

- Objective 2.2** The City's Land Development Regulations, through the Subdivision Ordinances or other Ordinances, shall ensure the provision of open space by private enterprise.
- Policy 2.2.2** The City shall require that all new single family and multi-family developments (residential developments) dedicate land for public parkland (active recreation parks) or provide monetary contribution to the appropriate department.

Policy 2.2.4 A residential subdivision development of 25 lots to 99 lots shall pay a recreation and open space fee of two-hundred-fifty (\$250) dollars per lot, or provide at least four hundred thirty-five (435) square feet of useable uplands for each lot (and any fraction thereof), to be dedicated as common area and set aside for active recreation. The City shall use recreation and open space fees collected pursuant to this subsection to improve, enhance, expand, or acquire recreation areas within the same Planning District in which the fees are paid.

Policy 2.2.5 All multiple-family developments of 100 units or more shall provide 150 square feet of active recreation area per dwelling unit. There may be one area for each 100 units, or the areas may be combined, subject to approval by the Planning and Development.

Conservation/Coastal Management Element (CCME)

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:

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

iiRegular 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)

(3) 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.

The Community General Commercial (CGC) land use designation includes outlets and establishments that offer a wide range of goods and services including general merchandise, apparel, food and related items. General commercial uses include business and professional offices, financial institutions, highway commercial, mobile home/motor home rental and sales, off-street parking lots and garages, and boat storage and sales, among other similar types of commercial developments.

The Residential-Professional-Institutional (RPI) land use category is intended to provide compact medium density development. Development which includes medium density residential and professional office uses is preferred. Limited commercial retail and service

establishments which serve a diverse set of neighborhoods are also encouraged in order to reduce the number of Vehicles Miles Traveled. Plan amendment requests for new RPI designations are preferred in locations which are supplied with full urban services and in locations which serve as a transition between commercial and residential land uses. Single-use developments shall be limited to residential or office. Single use residential developments shall be pursuant to the requirements of the Medium Density Residential (MDR) category which allows a maximum density of up to 20 dwelling units per acre.

Although the subject property is located in the Rural Development Area, the Suburban Development Area surrounds it on all sides. The extension of 9B, the proposed development on the Estuary Corporation's approximately 1,000-acre property just north of this site, and the development of the Nocatee DRI, has stimulated growth along the U.S.1 corridor in the southeast area of the city. This land use amendment is compatible with the future land use pattern of commercial and residential uses that is occurring along Phillips Hwy and therefore is consistent with FLUE Objective 1.1 and Policy 1.1.22

The site currently has access to centralized sewer and wastewater, and pursuant to FLUE Policy 1.2.9. According to a JEA letter, dated February 22, 2019, there is a 24-inch water main within the U.S.-1 right-of-way adjacent to the property frontage of the development site. In addition, there is an 8-inch sewer force main within the same right-of-way along the property frontage.

The area east, north and south of the subject site is predominately vacant low-density residential land. The proposed land use amendment with a development plan for residential uses is a logical extension of the residential land uses that surround this amendment site. The proposed amendment to RPI would permit the infill development of a multi-family residential community on underutilized land and would result in a logical extension of the emerging land use pattern for the area, consistent with FLUE Goal 3, and Objective 3.1. It also provides increased housing opportunities consistent with FLUE Objective 3.1 and 6.3. Additionally, residential development would complement the other non-residential employment based development in that area from the neighboring Flagler Center and Bartram Park DRI's, thereby continuing appropriate combinations of uses in the area satisfying Policy 1.1.12 and Objective 3.1 and creating a transition between surrounding uses as recommended under Policy 1.1.10.

Development from the proposed land use amendment and multi-family development will be required to comply with CCME Policies 4.1.3 and 4.1.6 concerning the performance standards for residential development in the wetlands on site as well as ROS Objective 2.2 and Policies 2.2.2, 2.2.4 and 2.2.5 concerning the provision of recreation and open space.

Corridor Study

The subject property is located within the boundaries of the US 1 Corridor study in the Southern Segment. The Southern Segment is the area of the study which has the greatest amount of residences. The study suggests that redevelopment and infill in the Northern Segment should be given preference over allowing the Southern Segment to expand. However, the study was published in 2001 before the majority of the development in this part of the Southern Segment. Although, the study suggests infill instead of new development, the proposed development

would be creating residential neighborhoods to support the nearby commercial uses that were not in existence at the time of the study.

Southeast Vision Plan

The proposed amendment is consistent with the following Principle 2, Sub Principle 2.3 of the Southeast Vision Plan:

Sub principle 2.3 Provide for and promote more consistent/compact and contiguous development in new areas provided there are appropriate transitional buffers.

According to the Southeast Vision Plan, “new areas” are lands that already have development entitlements in place. One of the new areas identified in the plan, refers to the large area east of 9B that is being developed by the Estuary Corporation as well as the Bartram Park and Nocatee DRIs within Duval County. This site is in between these two large developments and located on a major roadway. In addition, the NC property just south is slated for development as the Phillips Highway Commercial Center. The Plan recommends redevelopment and infill along this portion of Philips Highway to reduce vehicle miles traveled. The proposed land use amendment adds to the contiguous nature of future development in this area and creates a sustainable, full-service region and a better mix of job/housing balance along the Phillips Highway corridor. The proposed amendment therefore is consistent with the Southeast Jacksonville Vision Plan.

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

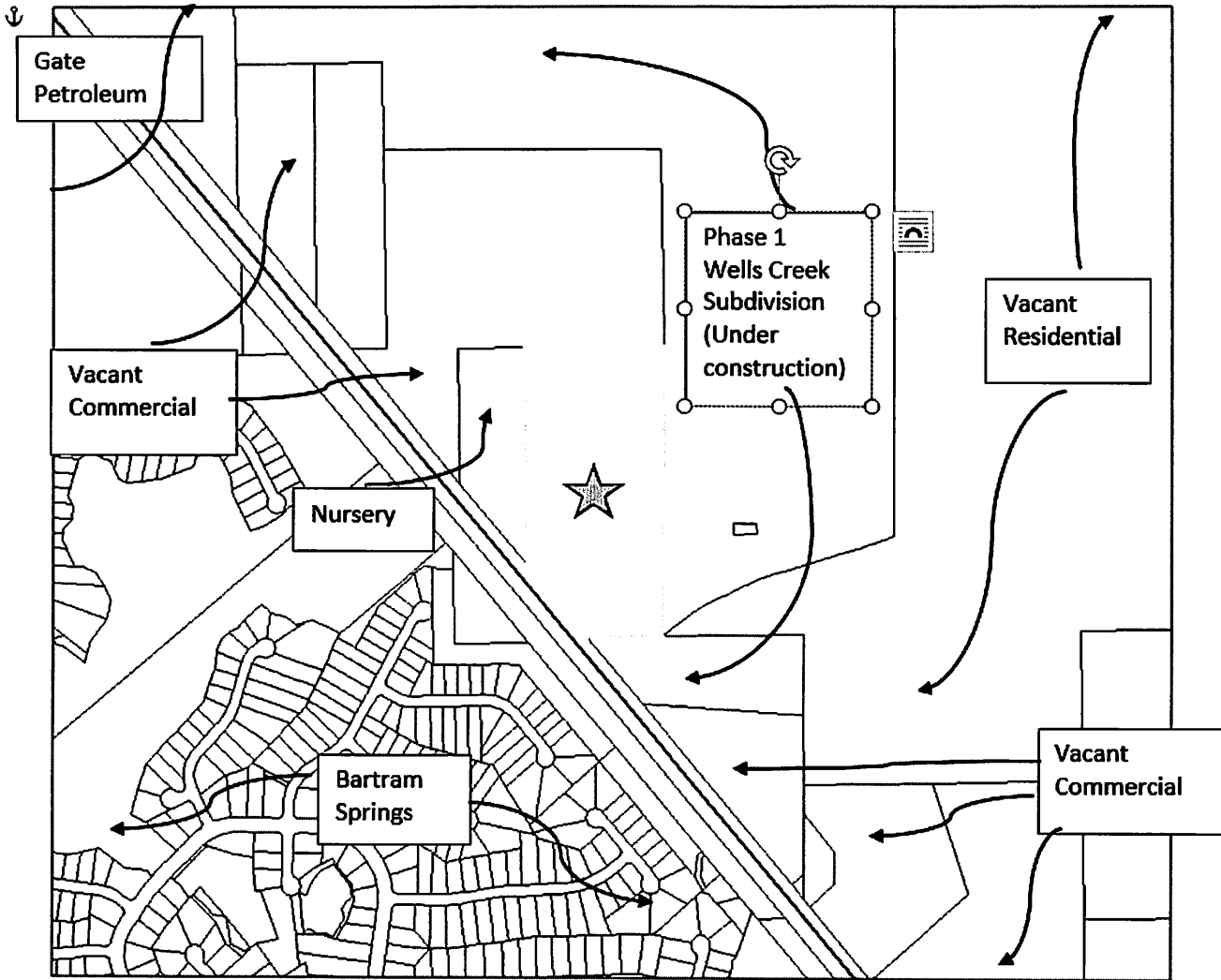
The proposed amendment to RPI would increase opportunities for residential development providing a wider range of housing needs to meet different income levels for a workforce that would serve and support the emerging industrial and commercial businesses in Northeast Florida. Broadening the opportunity for employment in turn creates the opportunity and demand for improved housing. 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 2030 Comprehensive Plan and the Strategic Regional Plan.

ATTACHMENT A

Existing Land Utilization:



ATTACHMENT B

Traffic Analysis: Non-Residential Development

A trip generation analysis was conducted for Land Use Amendment L-5323-18A, located at 14055 Philips Highway south of S.R. 9B Expressway in the Rural Development Area of Jacksonville, Florida. The subject site is currently undeveloped and has an existing Community General Commercial (CGC) land use category on approximately 19.13 +/- acres. The proposed land use amendment is to allow for Residential/Professional/Institutional nonresidential development on the entire site.

Transportation Element Policy 1.2.1 of the 2030 Comprehensive Plan requires the use of the most current ITE Trip Generation Manual (9th 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 existing CGC land use category development impact assessment standards allows for 0.35 FAR per acre, resulting in a development potential of 291,656 SF of commercial space (ITE Land Use Code 820) which could generate approximately 7,267 daily trips. The proposed RPI nonresidential land use category development impact assessment standards allows for 0.5 FAR per acre, resulting in a development potential of 416,651 SF of office/institutional use (ITE Land Use Code 710) which could generate 4,057 daily trips. This will result in zero net new daily vehicular trips if the land use is amended from CGC to RPI, 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	291,656 SF	$T = 37.75 (X) / 1000$	11,010	34.00%	7,267
Total Section 1						7,267
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
RPI	710	416,651 SF	$T = 9.74 (X) / 1000$	4,057	0.00%	4,057
Total Section 2						4,057
Net New Daily Trips (Section 2 - Section 1)						0

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

ATTACHMENT B (cont)

Traffic Analysis: Non-Residential Development

Additional Information:

Objective 2.4 of the 2030 Comprehensive Plan requires the City to coordinate the mobility circulation system with the future land uses shown on the Future Land Use Map series in order to ensure that roads, road improvements and other mobility alternative improvements are provided as necessary to support development in an economically efficient and environmentally sound manner. 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 1.

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 1 is **0.69**.

Philips Highway (US 1) is a functional classified facility that would be impacted by the proposed development. Philips Highway between St. Johns County Line and Old St. Augustine Road is a 4-lane divided highway and has a maximum daily capacity of 65,600 vpd. The proposed nonresidential development could generate approximately 4,057 daily trips onto the network. This segment is expected to operate at a V/C ratio of 0.51 with the inclusion of the additional traffic from this land use amendment. US 1 is under the jurisdiction of the FDOT and will be subject to FDOT review and access management requirements.

ATTACHMENT C

Traffic Analysis: Residential Development

A trip generation analysis was conducted for Land Use Amendment L-5323-18A, located at 14055 Philips Highway south of S.R. 9B Expressway in the Rural Development Area of Jacksonville, Florida. The subject site is currently undeveloped and has an existing Community General Commercial (CGC) land use category on approximately 19.13 +/- acres. The proposed land use amendment is to allow for Residential/Professional/Institutional residential development on the entire site.

Transportation Element Policy 1.2.1 of the 2030 Comprehensive Plan requires the use of the most current ITE Trip Generation Manual (9th 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 existing CGC land use category development impact assessment standards allows for 0.35 FAR per acre, resulting in a development potential of 291,656 SF of commercial space (ITE Land Use Code 820) which could generate approximately 7,267 daily trips. The proposed RPI residential land use category development impact assessment standards allows for 15 multi-family dwelling units per acre, resulting in a development potential of 286 DUs (ITE Land Use Code 220) which could generate 2,094 daily trips. This will result in zero net new daily vehicular trips if the land use is amended from CGC to RPI, 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	291,656 SF	$T = 37.75 (X) / 1000$	11,010	34.00%	7,267
Total Section 1						7,267
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
RPI	220	286 MFDUs	$T = 7.32 (X)$	2,094	0.00%	2,094
Total Section 2						2,094
Net New Daily Trips (Section 2 - Section 1)						0

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

ATTACHMENT C(cont)

Traffic Analysis: Residential Development

Additional Information:

Objective 2.4 of the 2030 Comprehensive Plan requires the City to coordinate the mobility circulation system with the future land uses shown on the Future Land Use Map series in order to ensure that roads, road improvements and other mobility alternative improvements are provided as necessary to support development in an economically efficient and environmentally sound manner. 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 1.


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 1 is **0.69**.

Philips Highway (US 1) is a functional classified facility that would be impacted by the proposed development. Philips Highway between St. Johns County Line and Old St. Augustine Road is a 4-lane divided highway and has a maximum daily capacity of 65,600 vpd. The proposed residential development could generate approximately 2,094 daily trips onto 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. US 1 is under the jurisdiction of the FDOT and will be subject to FDOT review and access management requirements.

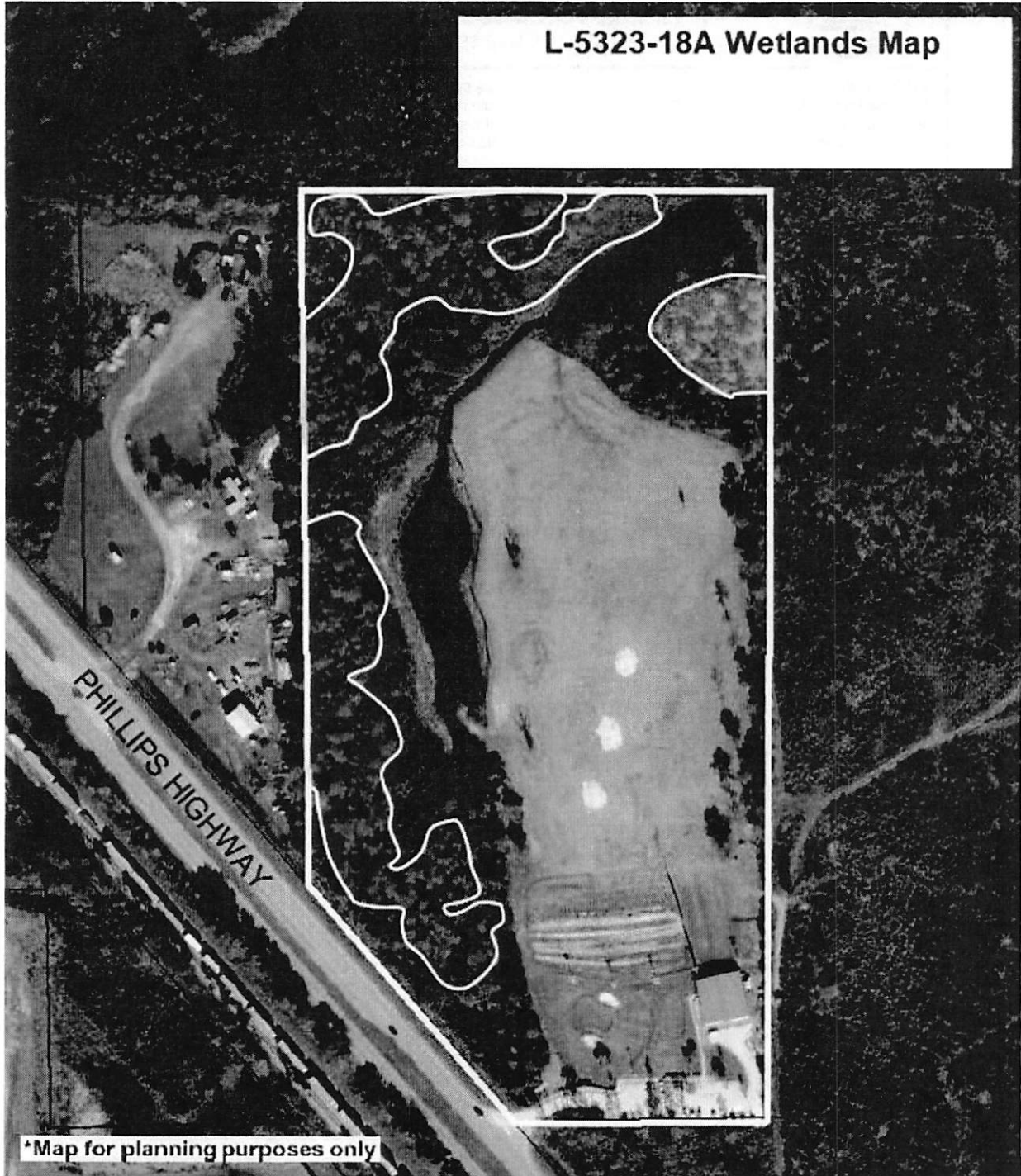
ATTACHMENT D

Land Use Amendment Application:

		APPLICATION FOR LARGE-SCALE LAND USE AMENDMENT TO THE FUTURE LAND USE MAP SERIES - 2030 COMPREHENSIVE PLAN	
Date Submitted:	11/1/18	Date Staff Report is Available to Public:	3-15-19
Land Use Transmittal Ordinance #:	2019-113	Planning Commission's LPA Public Hearing:	3-21-19
JPDD Application #:	L-5323-18A	1st City Council Public Hearing:	3-26-19
Assigned Planner:	Jody McDaniel	LUZ Committee's Public Hearing:	4-2-19
		2nd City Council Public Hearing:	4-9-19
<u>GENERAL INFORMATION ON APPLICANT & OWNER</u>			
Applicant Information: STEVE DIEBENOW ONE INDEPENDENT DRIVE, STE. 1200 JACKSONVILLE, FL 32202 Ph: (904) 301-1269 Fax : (904) 301-1279 Email: SDIEBENOW@DMPHLAW.COM		Owner Information: MASTERFIT GOLF TEACHING AND FITTING ACADEMY, INC. 14055 PHILIPS HIGHWAY JACKSONVILLE, FL 32256	
<u>DESCRIPTION OF PROPERTY</u>			
Acreage:	19.13	General Location:	EAST OF PHILIPS HIGHWAY BETWEEN RACE TRACK ROAD AND SR 98
Real Estate #(s):	168124 0000	Address:	14055 PHILIPS HWY
Planning District:	3		
Council District:	11		
Development Area:	RURAL AREA		
Between Streets/Major Features:	RACE TRACK ROAD and SR 98		
<u>LAND USE AMENDMENT REQUEST INFORMATION</u>			
Current Utilization of Property:	GOLF SHOP AND DRIVING RANGE		
Current Land Use Category/Categories and Acreage:	CGC 19.13		
Requested Land Use Category:	RPI	Surrounding Land Use Categories:	CGC,LDR
Applicant's Justification for Land Use Amendment: TO PERMIT REDEVELOPMENT OF THE MASTERFIT GOLF FACILITY AS A MULTIFAMILY PROJECT.			
<u>UTILITIES</u>			
Potable Water:	JEA	Sanitary Sewer	JEA
<u>COMPANION REZONING REQUEST INFORMATION</u>			
Current Zoning District(s) and Acreage:	CCG-1 19.13		
Requested Zoning District:	PUD		
Additional information is available at 904-255-7888 or on the web at http://maps.coj.net/luzap/			

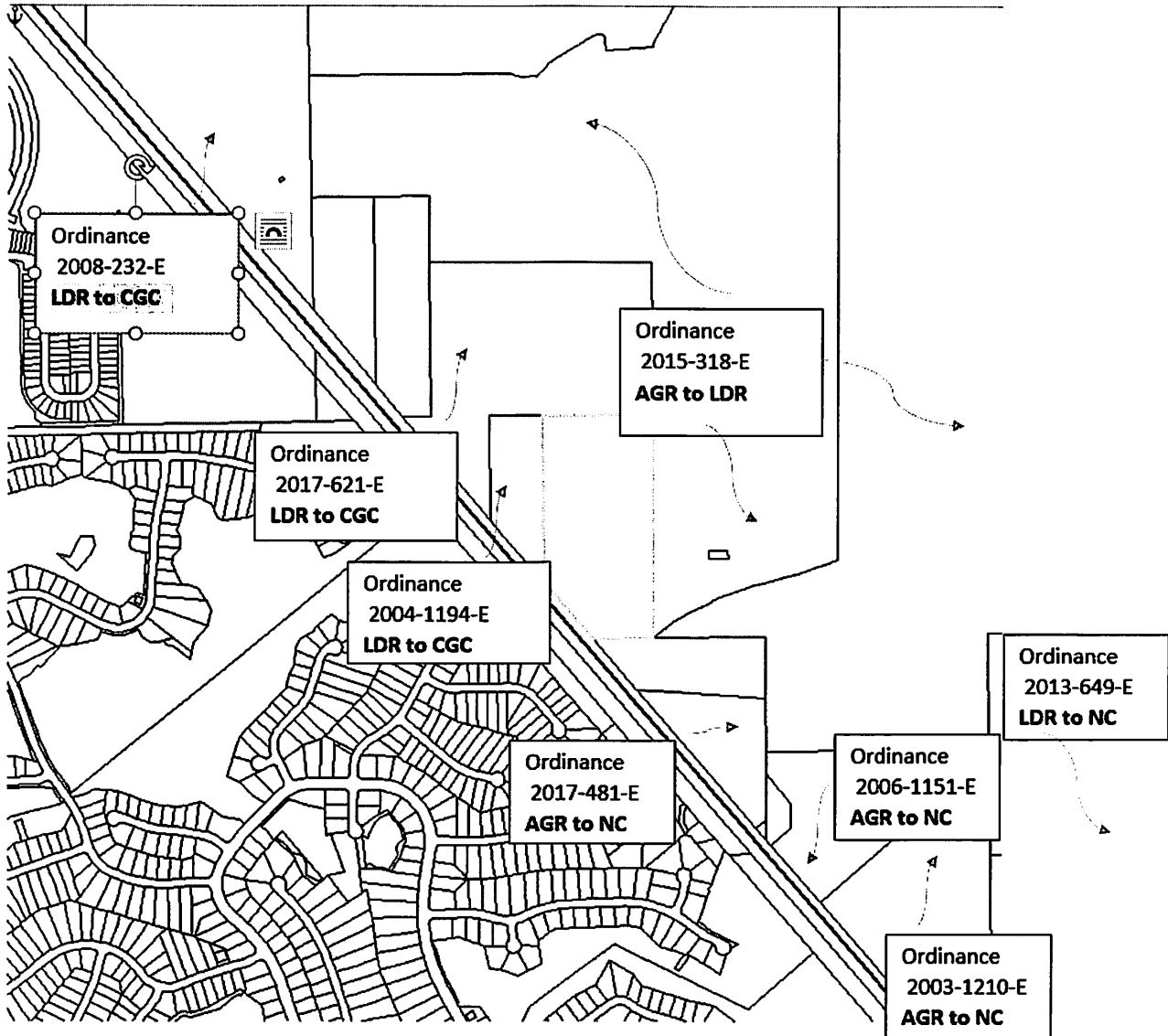
ATTACHMENT E

Wet Land Map:



ATTACHMENT F

Previous Land Use Amendments:



ATTACHMENT G

Aerial Map:

