

WRITTEN DESCRIPTION
RIVERSIDE MARKET SQUARE

February 25, 2019

I. PROJECT DESCRIPTION

A. Number of acres: 2.9

Location of Site: 2033 Riverside Avenue, Jacksonville, Florida

Existing Use: Shopping Center/Community (3 Buildings)

Existing Site Characteristics, significant variations of elevations, water courses, unique natural features, and natural features, etc.:

**B. Project Attorney:
Project Planner:**

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C. Local Project Planner:

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Prosser, Inc.
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D. Project Developer:

**Publix Super Markets, Inc.
PO Box 407
Lakeland, FL 33802-0407**

- E. Current Land Use Category: NC- Neighborhood Commercial
- F. Current Zoning District: PUD – Planned Unit Development
- G. Requested Land Use Category: NC – Neighborhood Commercial
- H. Requested Zoning District: PUD – Planned Unit Development
- I. Real Estate Number(s): 090678-0000

II. QUANTITATIVE DATA

Total Gross Acreage	<input type="text" value="2.9"/>	acres	100	%
Amount of each different land use by acreage				
Single family	<input type="text" value="0"/>	acres	<input type="text"/>	%
Total number of units	<input type="text" value="0"/>	d.u.		
Multiple Family	<input type="text" value="0"/>	acres	<input type="text"/>	%
Total number of units	<input type="text" value="0"/>	d.u.		
Commercial	2.9	acres	100	%
Industrial	<input type="text" value="0"/>	acres	<input type="text"/>	%

Other land use	Acres N/A	%
Total amount of non-residential floor area	sq. ft.	%
Active recreation and/or open space	Acres N/A	%
Passive open space, wetlands, ponds	Acres N/A	%
Public and private right-of-way	Acres N/A	%
Maximum coverage of buildings and structures	sq. ft. 56,250	45%

The intent of this Planned Unit Development Rezoning Application is to add the permitted use of retail sales of all alcoholic beverages including liquor, beer, and wine for off-premises consumption. All current entitlements per Ordinance 2000-517-E are to remain and be reincorporated into the updated Planned Unit Development Rezoning Ordinance.

PLANNED UNIT DEVELOPMENT PROJECT DESCRIPTION:

The Planned Unit Development consists of 2.9 acres (folio number 090678.0000) located at the northeast corner of Riverside Avenue and Goodwin Street with an assigned address of 2033 Riverside Avenue, Jacksonville, Florida (the "Property").

The Property is currently developed with an existing shopping center which sits on property previously occupied by the Riverside Hospital. The current zoning of the Property is PUD – Planned Unit Development (Ordinance 2000-517-3). The current future land use classification for the Property is NC – Neighborhood Commercial.

III. STATEMENTS

- A. How does the proposed PUD differ from the usual application of the Zoning Code? Please see Paragraph J on Page 7 of this Written Statement.
- 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. Owner maintained and operated.
- C. Justification for the rezoning. Please see Paragraph J on Page 7 of this Written Statement.
- D. Phase schedule of construction (include initiation dates and completion dates): Development has been constructed.

IV. USES AND RESTRICTIONS

A. Permitted Uses:

The PUD includes separate structures. The existing Building "A", as shown on the Site plan attached as Exhibit "E", currently consists of an urban-scale grocery store, as well as multiple retail/office storefronts. Buildings "B" and "C" may be one or two-story buildings. This PUD currently permits those uses permitted by right and by exception in the CN zoning district, as provided in Section 656.312 II (a), (b), and (c) of the City of Jacksonville Zoning Code excepting only filling stations for gasoline, diesel fuel or gasohol, and veterinarians. A pharmacy is a permitted use in Building "A". Buildings "B" and "C" are restricted to no freestanding drug stores and/or pharmacies. Additionally, the PUD permits those uses permitted by right and by exception in the CO zoning district as provided in Section 656.11 II (a), (b), and (c), except only off-street parking lots. Residential uses are not planned at this time, but may be allowed (a maximum of ten (10) units) in the future for second floor space if approved through the minor modification process. This PUD application requests all of the uses special exceptions and use limitations currently approved in the PUD with the addition of retail

sales of all alcoholic beverages including liquor, beer, and wine for off-premises consumption as a permitted use.

Outside sales, on sidewalk areas adjoining Riverside Avenue and Margaret Street only, will be permitted for all retail storefronts in the PUD, including the urban-scale grocery store; but will be limited to not more than a total of 40 days each year for each store.

Approval of this PUD modification acknowledges all previously approved site plan modifications/verifications as issued by the City of Jacksonville Planning & Development Department.

V. DESIGN GUIDELINES

A. Lot Requirements:

- | | | |
|-----|--------------------------------------|---|
| (1) | <i>Minimum lot area:</i> | <i>2.9 Acres</i> |
| (2) | <i>Minimum lot width:</i> | <i>500'</i> |
| (3) | <i>Maximum lot coverage:</i> | <i>45% (56,250 S.F.)*</i> |
| (4) | <i>Minimum front yard:</i> | <i>0' Minimum to 10' Maximum (Riverside and Margaret)</i> |
| (5) | <i>Minimum side yard:</i> | <i>N/A</i> |
| (6) | <i>Minimum rear yard:</i> | <i>0' (Goodwin and Oak)</i> |
| (7) | <i>Maximum height of structures:</i> | <i>50'</i> |
| (8) | Parking: | 136 on Site (includes 5 HC) and 58 on Street |

*except as otherwise permitted in this PUD.

These development standards generally conform to the Commercial Neighborhood (CN) zoning category. CN development standards shall govern in the absence of stated standards.

B. Ingress, Egress and Circulation:

(1) Parking Requirements:

Parking and Loading Requirements: Existing parking and loading substantially conforms to the Site Plan included in this application. Parking for all uses in the PUD shall conform, overall, to one parking space per 300 S.F. of non-storage space. Parking requirements for all uses have been consolidated in this PUD by means of cross parking, access easements, where necessary. With the understanding that this is a compact, urban

site with a pedestrian orientation, on-street parking on Margaret, Oak and Goodwin Streets will also be used to meet the required parking. If parking requirements cannot be met for the additional square footage permitted under this PUD, a reduction in the required parking shall be allowed for the additional square footage. The existing loading area for the urban scale grocery store has been provided through driveway access to Oak Street. Storage space for private shopping carts will be provided as needed. Parking areas may be striped without any additional approval, provided Code parking space specifications are met.

(2) Vehicular Access:

Vehicular access to the Property shall be by way of one full access point on Riverside Avenue (primary). Vehicular access on Oak Street will be through a full access opening near the midpoint of the site. There will be an additional service driveway for access to loading docks behind the urban-scale grocery store on Oak Street. The loading dock and dumpster enclosures are screened by a 100 percent opaque wall to match building material and character. A drive through pick-up window is incorporated into the design of the PUD, as shown on the Site Plan attached hereto as Exhibit "E", and available for uses permitted under the PUD. Any changes to existing or additional vehicular access to the public right of way are subject to approval by the City's Traffic Engineer. Bike parking racks will be generally provided at two locations, one at Building "A" and one for sharing at Building "B" and "C". An as built survey is also attached hereto as Exhibit "F".

The bus stop may be relocated without additional required approval.

(3) Pedestrian Access.

The existing shopping center has been developed to create a pedestrian-oriented design reminiscent of the Riverside-Avondale commercial centers developed prior to World War II, such as the retail centers of Five Points, Avondale, and Park and King. Buildings "B" and "C" are oriented toward and visibly and physically accessible from Riverside Avenue and Margaret Street. Customer access to Building "A" shall be as close as practicable to Riverside Avenue. Buildings B and C are oriented toward Riverside and Margaret, with a spatial relationship encouraging pedestrian flow and activity along the public sidewalks and through the semi-public plazas. The facades of the structures are constructed of a material compatible with the Riverside Avondale design guidelines for new construction, pertaining to other historic shopping areas within the historic district. Sidewalk and terrace cafes are currently allowed. The pedestrian circulation has been emphasized and may be aided by specialized paving, shade trees and structures, canvas canopies, and similar techniques.

Covered walkways and primary customer access to the retail shops exist along the street sides (adjacent to the rights-of-way of Riverside Avenue and Margaret Street) of Buildings "B" and "C". Spaces between Buildings "B" and "C" and the public right-of-way sidewalks are designed as open space that expands the existing

sidewalks, and shall not be separated from public sidewalks by obstructions, except for shade trees, street furniture, or sidewalk cafes. An enhanced, designated pedestrian walkway connects Buildings "B" and "C" to Building "A", as well as connecting the parking area to the plaza area at the intersection of Riverside Avenue and Margaret Street. Pedestrian cross walk areas through driveways have been delineated by the use of different materials, including, but not limited to bricks, brick pavers, or stamped or colored concrete.

(4) Retention:

Stormwater treatment is provided by an underground stormwater management facility. The stormwater management facility (SMF) conforms to St. Johns River Water Management District and City design standards. If necessary, the SMF type and location may be changed without site plan review, provided, however, change to an above ground SMF shall require an administrative modification.

C. Signs:

One freestanding, ground-mounted, externally illuminated sign will be allowed on Riverside Avenue adjacent to Building "A", with a maximum sign structure height of eight (8) feet and message board area of 85 square feet on each side. Back lit wall signage will only be allowed on the Building "A" grocery store space. The total sign area for Riverside Avenue wall may not exceed 125 square feet. The unused balance of the allowable Riverside Avenue sign area may be added to the parking lot wall sign area. The total amount of sign area for the Building "A" grocery store space, may not exceed 250 square feet and signage is limited to a maximum height of 30 feet.

Total sign area allowed for an individual occupancy frontage wall signs shall have a maximum area of ten percent of the square footage of the occupancy frontage, to a maximum of 40 square feet. Monument sign area shall not be deducted from the 40 square feet of sign area allowed for each individual occupancy frontage. Under Canopy Signs and Projecting Signs will be allowed at one per occupancy, not to exceed four (4) square feet in area. Any square footage utilized for an Under Canopy Sign or Projecting Sign shall be subtracted from the allowable square footage that can be utilized for an individual occupancy frontage wall signs. Awning signs will be allowed at one per occupancy. Any square footage utilized for an Awning Sign shall be subtracted from the allowable square footage that can be utilized for an individual occupancy frontage wall sign. Except as otherwise provided above, all signs allowed in this PUD shall comply with the specifications for the CN zoning district (pursuant to sec 656.1303). All signs will be front illuminated where necessary except for the internally illuminated grocery signs listed above.

To minimize the effects of site lighting on adjoining properties, the PUD utilizes directional and "cut-off" site lighting fixtures designed to cast illumination downward and to be compatible with the Riverside Avondale Historic District Guidelines and are

of fifteen (15) feet in height in the parking area and, except as otherwise required by FDOT, twelve (12) feet in height along the sidewalk.

D. Landscaping:

Landscaping buffer requirements between uses consolidated within the PUD shall be waived. However, the net amount of project landscaping shall be in accordance with the City of Jacksonville landscaping and tree protection codes. A five (5) foot average (0' min.) landscape buffer will be provided adjacent to the on-site vehicle use areas. In no case, however, shall the net amount of project landscaping be reduced. The total quantity of landscape area and number and type of planted trees will be as required by the City of Jacksonville landscaping and tree protection codes. All trees located in the pedestrian areas will have grating installed to protect the roots and allow better access. The landscape island located at the southeast corner of the parking lot, adjacent to the pedestrian access way, may not include trees if necessitated by adjustments in design.

Existing shade trees located within the rights-of-way of Riverside Avenue and Goodwin Street, not otherwise impacted by the entrance driveway or by FDOT requirements, shall not be removed for development. Trimming of shade trees to meet FDOT requirements shall be preferred to removal. A licensed arborist shall be consulted if construction occurs within the dripline of existing trees along Goodwin Street and Riverside Avenue. Measures to attempt to protect the existing trees, which may include root pruning, shall be undertaken.

Shade trees shall be planted in or around the designated plazas, including the area at the corner of Riverside Avenue and Margaret Street (and the area west of Building "B", if it is not used as a building site), to provide at least partial shade for these areas. A line of shade trees shall also be planted, or existing trees shall be utilized, where available along the (public or private) sidewalks on Oakfield and Margaret Streets to provide shade for pedestrians.

E. **Recreation and Open Space:** N/A

F. **Utilities:** N/A (already constructed)

G. **Wetlands:** N/A

H. Architectural Design:

The overall design theme of this project is New Urbanism, defined as compact, pedestrian scaled development that relates to the surrounding neighborhood. The design has been found to be reasonably consistent with the historic nature and scale of the surrounding neighborhood. The structures incorporate architectural elements from the

historic retail centers in the neighborhood, including, but not limited to terra cotta tile roof, multi-colored awnings, brick, sand finished stucco walls, wood outriggers, and decorative pedestrian lighting. Facade treatments have been provided on the Goodwin Street, Oak Street and Riverside Avenue elevations of Building "A".

The architectural design of the project has been determined to be reasonably consistent with the Design Guidelines of the Riverside Avondale Historic District, as applicable to new construction of commercial retail buildings. Additionally, the retail shops have storefront windows that are consistent with the scale and design of other local commercial storefronts and that allow pedestrians to view window displays or to look within the building. Any building design departure from the Riverside Avondale Design Guidelines for new construction, and those additional guidelines listed above, require the approval of the JPDD.

The primary facades front the rights-of-way of Riverside, Margaret streets. Other facades shall be secondary. The secondary building facades shall be of a consistent material with the primary facades. Architectural design elements such as pilasters and string courses have been utilized on secondary facades.

Building and free-standing sign structures (which term excludes message boards) elevations, and streetscape and lighting plans for the project will be submitted for administrative review by the Jacksonville Planning and Development Department (JPDD) for consistency with the PUD design standards. Submitted elevations and plans will be provided jointly to the JPDD and to Riverside Avondale Preservation (RAP), who may provide written comments to the JPDD. If RAP makes no comments within ten working days after receipt of the elevations, this shall be deemed that the organization has no official opinion regarding the proposed design.

Those areas adjacent to the Riverside Avenue and Margaret Street rights-of-way that are not occupied by buildings or plazas have been defined by streetscape (low walls or hedges placed along the rights-of-way).

Mechanical equipment or other rooftop appurtenances shall be screened by treatments such as fencing or parapet walls of the same height as and on all sides of the equipment.

A tower may be incorporated into the PUD.

I. DEVELOPMENT PLAN APPROVAL:

With each request for verification of substantial compliance with this PUD, a preliminary development plan shall be submitted to the City of Jacksonville Planning and Development Department identifying all then existing and proposed uses within the Property, and showing the general layout of the overall property.

J. JUSTIFICATION FOR PLANNED UNIT DEVELOPMENT CLASSIFICATION FOR THIS PROJECT:

Ordinance 2000-517-E previously approved the development and use of the Property as a PUD and required rezoning should a change in the approved land uses be requested. This PUD is filed per that requirement and requests the addition of the following use as a permitted use in the PUD: retail sales of all alcoholic beverages including liquor, beer and wine for off-premises consumption. It is important to note that the proposed retail sales of all alcoholic beverages was permitted as a Special Exception at the time of the approval of the current PUD since such use was a Special Exception in the CN zoning district. However, since that time, the City's Code has been amended and no longer allows the sale of all alcoholic beverages off premises consumption as a Special Exception in the CN zoning district. Therefore, this rezoning is being filed to specifically add the use as permitted to the current PUD approval.

The subject property previously consisted of a 240,000 square foot six-story hospital building previously operated as Riverside Hospital until 1995. The building had been vacant since it was closed on that date.

During the years of its operation, Riverside Hospital attracted a number of small medical offices into the surrounding neighborhood. Dozens of formerly residential structures have either been converted to office use or demolished to provide additional on-site and off-site parking for both the hospital and medical clinics and offices throughout the neighborhood.

At the time of zoning in 2000, it was stated that the process of neighborhood gentrification had led to conversion of many formerly single-family residences into multi-family and duplex residential use. In addition, a number of very large residential "mansions" had been renovated and restored to private commercial/office/residential use. The resulting land use pattern had become a truly mixed use, urban character, and the area surrounding the subject property has become one of the most desirable "in-town" locations for living, working, and recreational opportunities. Given the urban character of the surrounding neighborhood, the proposed use of an urban-scale franchise grocery store with attached retail boutique shops and a freestanding cluster of other permissible uses would be a great asset to the residents of the Riverside/Avondale area. Because this area of Riverside is connected by residential collector streets, small-scale urban blocks and an extensive network of sidewalks and pathways, the proposed development will become an important neighborhood commercial node for the existing and next generation of residents and commercial activities in the surrounding area.

External Compatibility:

- (i) Uses on or near the perimeter of the PUD:

North: Adjacent to the PUD is a professional office building, law office, parking lot and commercial use. Near the PUD are residential, professional office and commercial uses.

East: East of the PUD is a mixed-use residential and commercial project and park uses.

South: Adjacent to the PUD is an office building and multi-family apartments. Other residential uses are in the vicinity of the PUD.

West: Adjacent to the PUD is residential and office uses. Residential, professional office, medical and commercial uses are in the vicinity of the PUD.

- (ii) Type, number and location of surrounding external uses: This site is located in a built, urban area. While the area is basically developed, there are some properties available for redevelopment. Surrounding uses include one city park, five large condominium buildings, at least three office buildings, approximately smaller apartment buildings, many single-family homes, at least eight restaurants and many commercial businesses.
- (iii) The Comprehensive Plan and existing surrounding zoning: The Property is currently zoned PUD (Ordinance 2000-517-E). Property to the north has a future land use classification of Community/General Commercial, and Residential/Professional/Institutional; to the east is High Density Residential; to the south is High Density Residential, Residential/Professional/Institutional, Recreation and Open Space, and Public Buildings and Facilities; and to the West is Residential/Professional/Institutional.
- (iv) Other factors: N/A

The subject PUD is developed as commercial and office use only. No residential uses are currently included. Maximum lot coverage of buildings is 45%, except as otherwise permitted by this PUD.

Usable open spaces, plazas, and recreation areas: A plaza is included in the design of the PUD. This plaza is located so that it will be facing the Memorial Park and maintain a compatible relationship with the public space. There are no environmentally sensitive areas to preserve.

In summary, the PUD option:

1. Is more desirable than would be possible through strict application of the minimum requirements of the Jacksonville Zoning Code;
2. Will create a consolidated development designed and integrated as a whole rather than separate smaller developments designed independently;

3. Supports "infill" by reutilizing a currently built out, but vacant, property and providing needed goods and services to urban neighborhoods;
4. Will allow for more efficient, safer movement and parking of vehicles by using common, limited road way access (curb cuts), cross-access easements between uses, and shared parking to accommodate peak use situations;
5. Will reduce trip generation:
 - a) By encouraging pedestrian movement between neighboring residential areas;
 - b) In that the number of trips associated with the existing hospital square footage in its operational state is more than those that will be generated through the proposed PUD uses and lot coverage; and
 - c) By providing uses conducive to high passer-by capture percentages.

SUPPLEMENTAL INFORMATION

- A. **Existing Site Characteristics:** The site is developed pursuant to PUD Ordinance 2000-517-E with a mixed-use shopping center with stormwater addressed by an on-site underground storm management facility.
- B. This is a small-scale PUD. The existing and proposed planned unit development project is a mix of uses that include an urban-scale grocery store, retail shops, service businesses and office spaces. Residential use is not planned at this time, but should be allowed through the Minor Modification process on upper levels of the project if proposed.

1. Gross Acreage:	2.9 Acres	100%
2. Different Land Uses:		
a. Planned Unit Development	2.9 Acres	100%
3. Total Number of Dwelling Units:		N/A
4. Amount of Active Recreation/Open Space:		N/A
5. Passive Open Space:		N/A
6. Amount of Public and Private Right of Way:		N/A
7. Maximum Coverage of Building & Structures at Ground Level:		56,250 S.F. 45%*

*unless otherwise permitted by this PUD.

PUD Name

Riverside Market Square

Land Use Table

Total gross acreage		2.9 Acres	100 %
Amount of each different land use by acreage			
Single family		0 Acres	<input type="text"/> %
Total number of dwelling units		0 D.U.	<input type="text"/>
Multiple family		0 Acres	<input type="text"/> %
Total number of dwelling units		0 D.U.	<input type="text"/>
Commercial		2.9 Acres	100 %
Industrial		0 Acres	<input type="text"/> %
Other land use		0 Acres	<input type="text"/> %
Active recreation and/or open space	N/A	0 Acres	<input type="text"/> %
Passive open space	N/A	0 Acres	<input type="text"/> %
Public and private right-of-way	N/A	0 Acres	<input type="text"/> %
Maximum coverage of buildings and structures		56,250 Sq. Ft.	45 %