

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



**OVERVIEW**

**ORDINANCE: ORD # 2013-641**

**APPLICATION: 2013C-021-3-13**

**APPLICANT: GREG KUPPERMAN**

**PROPERTY LOCATION: 0 Marina San Pablo Pl**

**Acreage: # 1.51**

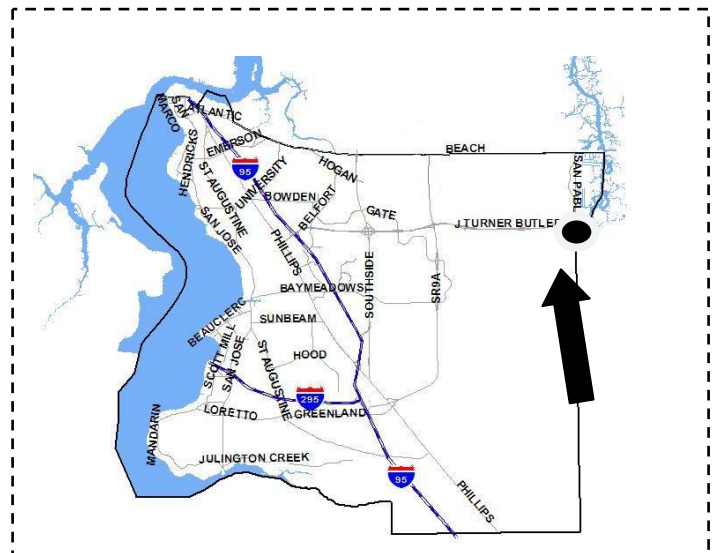
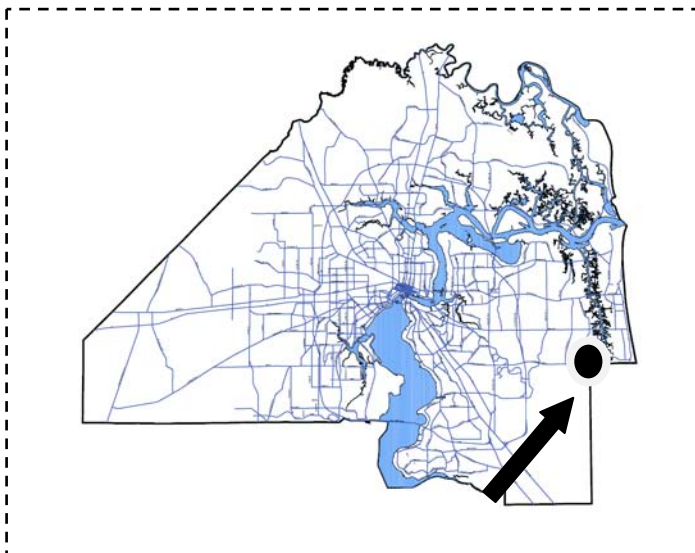
**Requested Action:**

	Current	Proposed
LAND USE	RPI	CGC
ZONING	CO	PUD

Existing FLUM Category	Proposed FLUM Category	Existing Maximum Density (DU/Acre)	Proposed Maximum Density (DU/Acre)	Existing Maximum Intensity (FAR)	Proposed Maximum Intensity (FAR)	Net Increase or Decrease in Maximum Density	Non-Residential Net Increase or Decrease in Potential Floor Area
RPI	CGC	N/A	N/A	32,887 sq. ft.	23,021 Sq. ft.	N/A	Decrease of 9,866 sq. ft.

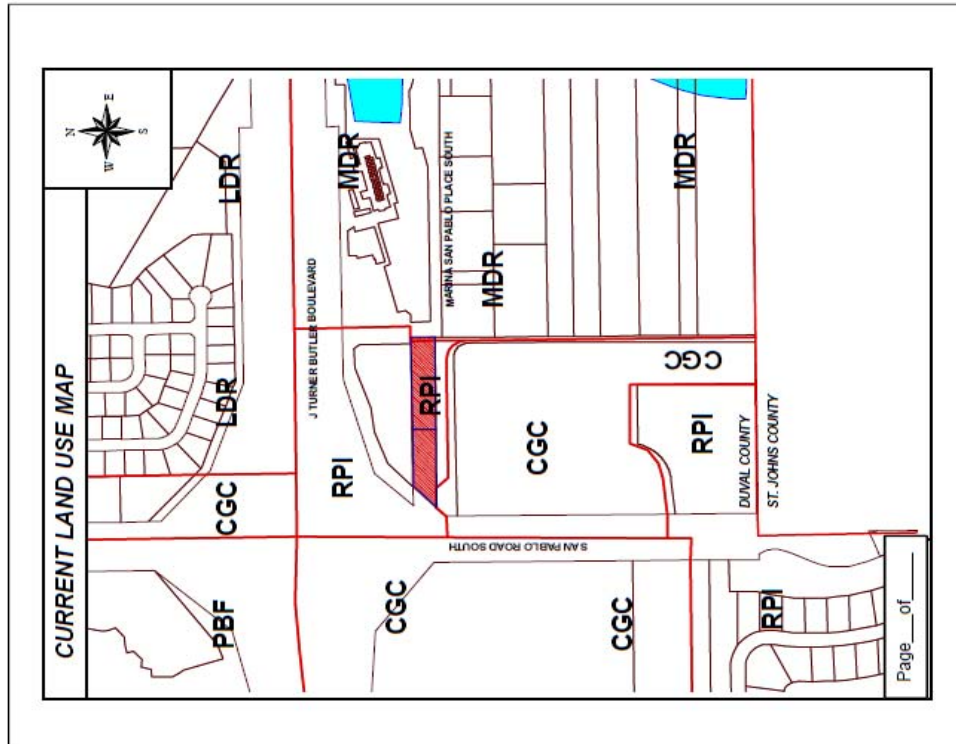
**PLANNING AND DEVELOPMENT DEPARTMENT'S RECOMMENDATION: APPROVAL**

**LOCATION MAPS:** Arrows point to location of proposed amendment.



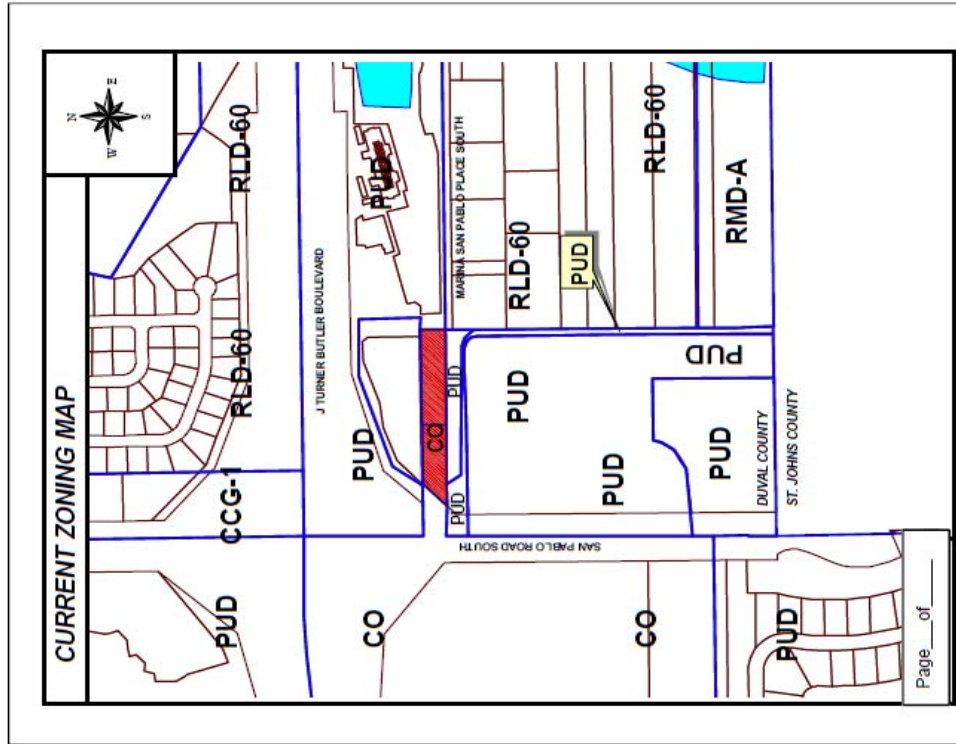
# DUAL MAP PAGE

## SMALL SCALE LAND USE APPLICATION 2013C-021



**Existing FLUM Land Use Categories:** Residential/Professional/Institutional (RPI)

**Requested FLUM Land Use Category:** Community/General Commercial (CGC)



**Current Zoning District(s):** Commercial Office (CO)

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

## ANALYSIS

### **Background:**

The subject property is located on the southeast corner of the intersection of J. Turner Butler Blvd. and San Pablo Road. Access to the property is off of Marina San Pablo Place. The site is located in the Southeast Planning District and Council District 13. The 1.51 acre site is currently undeveloped. According to the Capital Improvements Element of the 2030 Comprehensive Plan, the site is located within the “Suburban Area” of the City.

The applicant proposes an amendment of the Future Land Use Map from Residential Professional Institutional (RPI) to Community/General Commercial (CGC) along with a rezoning from Commercial Office (CO) to Planned Unit Development (PUD).

The area surrounding the site is residential to the southeast with a high rise condominium directly to the east. The property to the west, across San Pablo Road is a large office building. Mayo Clinic is located northeast of the subject site on the north side of J. Turner Butler Boulevard. (See Attachment A, Existing Land Utilization) ) Directly to the north of the subject property is a 2.19 acre site seeking a land use change similar to this application. 2013C-017 proposes to change the Future Land Use Map from Residential Professional Institutional (RPI) to Community/General Commercial (CGC) along with a rezoning from Commercial Residential Office (CRO) to Planned Unit Development (PUD). Just south of this property is a 15 acres vacant timbered parcel.

The proposed land use and zoning change has been requested in order to develop a hotel to serve Mayo Clinic patients and families. The Mayo Clinic campus continues to grow and the applicant states there are only two (2) hotels located within one (1) mile of Mayo Clinic.

### **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 results in an increase of 1,859 new daily external trips. Potential traffic impacts will be addressed through the Concurrency and Mobility Management System Office.

# IMPACT ASSESSMENT

DEVELOPMENT ANALYSIS		
	<u>CURRENT</u>	<u>PROPOSED</u>
Site Utilization	Vacant	Retail/Commercial
Land Use Category	RPI	CGC
Development Standards For Impact Assessment	.5 FAR	.35 FAR
Development Potential	32,887.8 SF professional	23,021.46 SF commercial/retail
Population Potential		N/A
SPECIAL DESIGNATIONS AREAS		
	<u>YES</u>	<u>NO</u>
Aquatic Preserve		X
Airport Environ Zone		X
Industrial Preservation Area		X
Cultural Resources		X
Archaeological Sensitivity		X - Low
Historic District		X
Coastal High Hazard Area		X
Ground Water Aquifer Recharge Area		X
Well Head Protection Zone		X
PUBLIC FACILITIES		
Potential Roadway Impact	None	
Water Provider	JEA	
Potential Water Impact	Decrease of 1157 gallons per day	
Sewer Provider	JEA	
Potential Sewer Impact	Decrease of 867.6 gallons per day	
Potential Solid Waste Impact	Decrease of 15.79 tons per year	
Drainage Basin / Sub-Basin	Open Creek and ICW	
Recreation and Parks	Pablo Creek Preserve 1.2 miles	
Mass Transit	X-2 on San Pablo north of JTB	
NATURAL FEATURES		
Elevations	10	
Soils	14 Boulogne fine sand, 0 to 2 percent slope	
Land Cover	4110 Pine Flatwoods	
Flood Zone	No	
Wet Lands	No	
Wild Life	No	

## PROCEDURAL COMPLIANCE

Upon site inspection by the Planning and Development Department on August 8, 2013, the required notices of public hearing signs were posted. Seventy-two (72) notices were mailed to adjoining property owners informing them of the proposed land use change and pertinent public hearing and meeting dates.

The Preview Workshop was held August 19, 2013 and 3 speakers were present. All three (3) speakers had concerns regarding the size of the lot for development, the traffic concerns and whether they had a say in the development of the site plan. Several phone calls have been received concerning the plan to put a hotel on this property and the traffic it would cause for the local residents, especially the condo owners.

## CONSISTENCY EVALUATION

### 2030 Comprehensive Plan

The proposed amendment is consistent with the following Objectives and Policies of the 2030 Comprehensive Plan, Future Land Use Element:

- |               |   |
|---------------|---|
| 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 the proliferation of urban sprawl through implementation of regulatory programs, intergovernmental coordination mechanisms, and public/private coordination. |
| 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.                              |
| Objective 3.2 | Continue to promote and sustain the viability of existing and emerging commercial and industrial areas in order to achieve an integrated land use fabric which will offer a full range of employment, shopping, and leisure opportunities to support the City's residential areas.  |
| Policy 3.2.7  | The City shall implement the locational criteria of this element for commercial and industrial uses consistent with the character of the areas served, availability of public facilities, and market demands.   |

- Policy 3.2.14      The City shall permit consideration of commercial uses, including hotels and motels, at intensities at or above the neighborhood serving commercial scale at locations with direct road access to interstate connectors and within the commercial node of an interstate interchange. Such development within the commercial node must be pursuant to a Planned Unit Development (PUD) zoning district, and subject to all other applicable local, state and federal regulations.
- Objective 6.3      The City shall accommodate growth in Jacksonville by encouraging and facilitating new 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 within the FLUE, the Residential Professional Institutional (RPI) is a category primarily intended to accommodate medium to high density residential, professional office, and institutional uses. Limited commercial retail and service establishments which serve a diverse set of neighborhoods may also be a part of mixed use developments. RPI in the Suburban Area is intended to provide low to medium density development. Development which includes medium density residential and professional office uses is preferred.

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, hotels and motels, and boat storage and sales, among other similar types of commercial developments. Therefore, if the submitted LU to CGC is approved, then the 80,000 sq. ft. hotel proposed in the accompanying PUD would be consistent with the City's Comprehensive Plan.

The subject property has access to full urban services and is located in a developed area of the City. It is located at an intersection along a 4-lane limited access state highway. Therefore, the proposed land use change aids in maintaining a compact and compatible land use pattern, consistent with FLUE Objectives 1.1 and Policies 1.1.22 and 3.2.14.

The applicant has submitted a PUD rezoning application as a companion to the land use application for this land use amendment. The proposed amendment is consistent with FLUE Objective 3.2, Policy 3.2.7 and Policy 3.2.14 as it permits the expansion of commercial uses adjacent to residential areas and the use of a PUD will allow for appropriate site design and development.

## Vision Plan

The application site lies within the Southeast Jacksonville Vision Plan Area. The plan does not identify specific recommendations for the subject site. However, the Plan does identify a summary of recommendations for future planning efforts in the vision plan area. Recommendations such as prevention of urban sprawl, protection of established neighborhoods, rehabilitation of blighted areas, and the provision of suitable sites for various institutional facilities are suggested in the Plan. The vision plan also encourages infill along major corridors. The proposed development creates an opportunity to achieve these goals, thereby illustrating the proposed land use amendment's consistency with the Southeast Jacksonville Vision Plan.

## Strategic Regional Policy Plan

The proposed land use amendment is consistent with the following Goal of the Strategic Regional Policy Plan, Economic Development Element:

Goal 2.3        An environment that is conducive to the creation and relocation of new businesses as well as the expansion of existing businesses in the northeast Florida region.

The proposed land use amendment is consistent with Goal 2.3 as it promotes the opportunity for the expansion of business uses along a major corridor of the City. Therefore, the proposed amendment is consistent with the Strategic Regional Policy Plan.

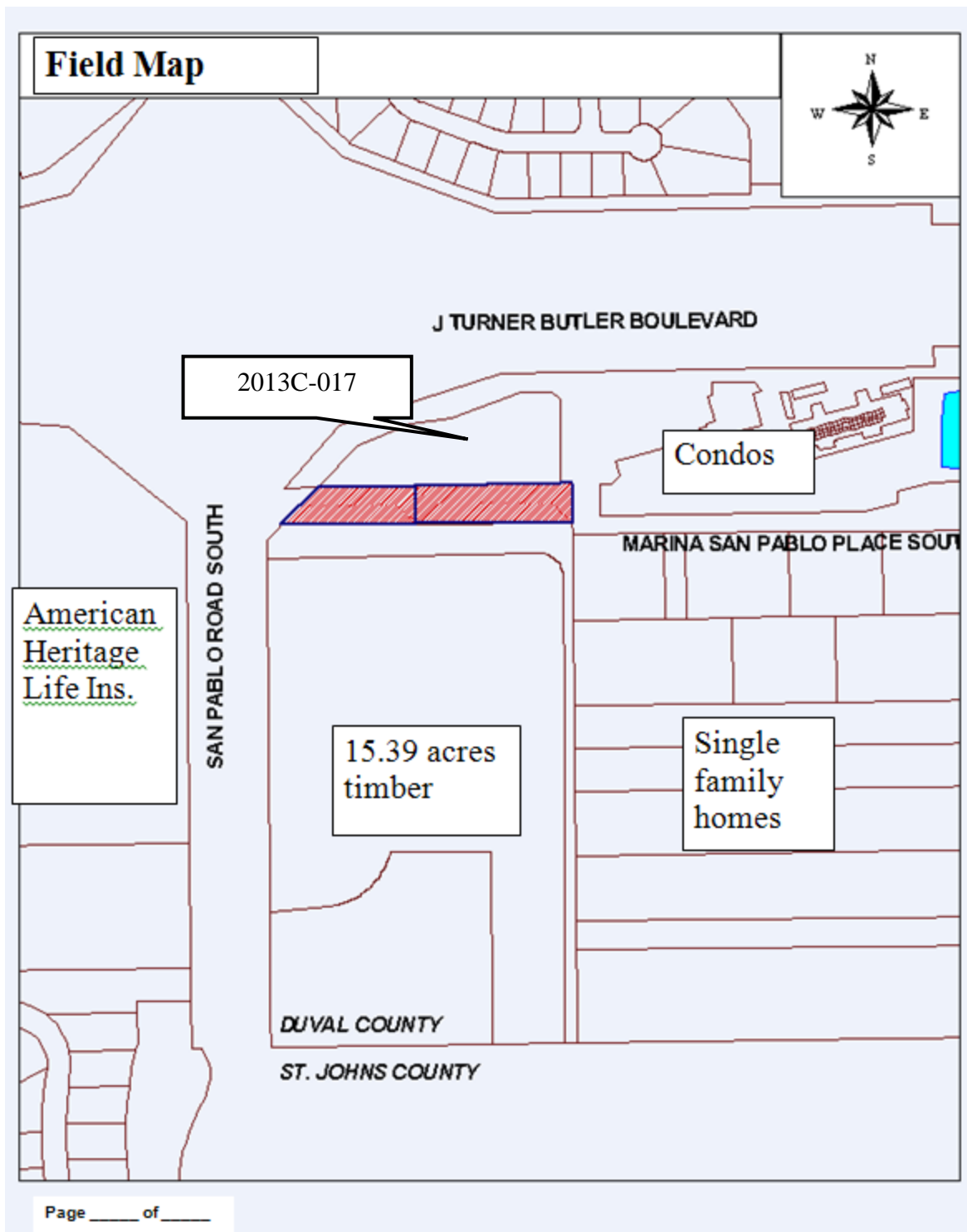
## RECOMMENDATION

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



## ATTACHMENT A

### Existing Land Utilization:



# ATTACHMENT B

## Traffic Analysis:

**Table A**

### Trip Generation Estimation

Section 1

Existing Development	Number of Acres	ITE Land Use Code	Existing Number of Units (X)	Independent Variable (Units)	Estimation Method (Rate or Equation)	Gross Trips	Less Internal Trips	Less Pass-By Trips	Net New PM Peak Trip Ends	Net New Daily Trip Ends
Undeveloped	1.51							0	0	0
Total Section 1									0	0

Section 2

Current Land Use	Number of Acres	ITE Land Use Code	Potential Number of Units (X)	Independent Variable (Units)	Estimation Method (Rate or Equation)	Gross Trips	Less Internal Trips	* Less Pass-By Trips	Net New PM Peak Trip Ends	Net New Daily Trip Ends
RPI / CRO	1.51	710	32,888	1,000 SF OF GLA	$T = 1.49 (X) / 1000$ $T = 11.03 (X) / 1000$	49	0.00%	0.00%	49	363
						363	0.00%	0.00%		
Total Section 2									49	363


Section 3

Proposed Land Use	Number of Acres	ITE Land Use Code	Potential Number of Units (X)	Independent Variable (Units)	Estimation Method (Rate or Equation)	Gross Trips PM/Daily	Less Internal Trips	* Less Pass-By Trips	Net New PM Peak Trip Ends	Net New Daily Trip Ends
CGC / PUD	1.51	820	23,021	1,000 SF of GLA	$\ln(T) = 0.67 \ln(X) + 5.83 / 1000$ $\ln(T) = 0.66 \ln(X) + 3.31 / 1000$	224	0.00%	15.00%	190	2,222
						2,614	0.00%	15.00%		
Total Section 3									190	2,222
Total New Trips = Section 3 - Section 2 - Section 1									141	1,859

Source: Trip Generation, 9th Edition, ITE  
 \*Pass-by Trip % - COU Planning & Development Department

# ATTACH MENT C

## Land Use Amendment Application:

		<b>APPLICATION FOR SMALL-SCALE LAND USE AMENDMENT TO THE FUTURE LAND USE MAP SERIES - 2030 COMPREHENSIVE PLAN</b>	
Date Submitted:	7/17/13	Date Staff Report is Available to Public:	10-04-2013
Land Use Adoption Ordinance #:	2013-641	1st City Council Public Hearing:	10-08-2013
Rezoning Ordinance #:	2013-642	Planning Commission's LPA Public Hearing:	10-10-2013
JPDD Application #:	2013C-021	LUZ Committee's Public Hearing:	10-15-2013
Assigned Planner:	Jody McDaniel	2nd City Council Public Hearing:	10-22-2013
<b><u>GENERAL INFORMATION ON APPLICANT &amp; OWNER</u></b>			
<b>Applicant Information:</b> GREG KUPPERMAN GREEN & KUPPERMAN, INC. 200 FIRST STREET, SUITE B NEPTUNE BEACH, FL 32266 Ph: (904) 241.6611 Fax: (904) 241.2950 Email: GKUPPERMAN@200FIRSTSTREET.COM		<b>Owner Information:</b> WALTER DICKINSON 1 INDEPENDNET DRIVE JACKSONVILLE, FL 32202  ALAN DICKINSON MARINA SAN PABLO PLACE, LLC P.O. BOX 3377 PONTE VEDRA BEACH, FL 32004	
<b><u>DESCRIPTION OF PROPERTY</u></b>			
Acreage: 1.51 Real Estate #(s): 181772 0000 181772 0025		General Location: EAST OF SAN PABLO ROAD AND SOUTH OF J. TURNER BUTLER BOULEVARD	
Planning District: 3 Council District: 13 Development Area: SUBURBAN AREA		Address: 0 MARINA SAN PABLO PL	
Between Streets/Major Features: J. TURNER BUTLER BOULEVARD and SAN PABLO ROAD			
<b><u>LAND USE AMENDMENT REQUEST INFORMATION</u></b>			
Current Utilization of Property: VACANT LAND			
Current Land Use Category/Categories and Acreage: RPI 1.51			
Requested Land Use Category: CGC		Surrounding Land Use Categories: CGC	
Justification for Land Use Amendment:  CREATIVE IN ITS APPROACH THROUGH THE USE OF NATURAL FEATURES OF THE SITE; MORE DESIRABLE THAN WOULD BE POSSIBLE THROUGH STRICT APPLICATION OF THE MINIMUM REQUIREMENTS OF THE JACKSONVILLE ZONING CODE; MORE EFFICIENT AND WILL HAVE LOWER DEVELOPMENT COSTS; COMPATIBLE WITH SURROUNDING LAND USES, INCLUDING THE EXISTING DEVELOPMENT PLANS FOR AREA; AND SUPPORTIVE OF THE PROPERTY VALUES AND A SUBSTANTIAL IMPROVEMENT OF THE QUALITY OF DEVELOPMENT ON THE PROPERTY AS OF THE DATE HEREOF.			
<b><u>UTILITIES</u></b>			
Potable Water: JEA		Sanitary Sewer: JEA	
<b><u>COMPANION REZONING REQUEST INFORMATION</u></b>			
Current Zoning District(s) and Acreage: CO 1.51			
Requested Zoning District: PUD			
Additional information is available at 904-255-7888 or on the web at <a href="http://maps.coj.net/luzap/">http://maps.coj.net/luzap/</a>			