

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



OVERVIEW

ORDINANCE: ORD # 2014-045

APPLICATION: 2013C-026-6-11

APPLICANT: CITY OF JACKSONVILLE

PROPERTY LOCATION: 212 Oceanway Ave

Acreage: 0.24 Acres

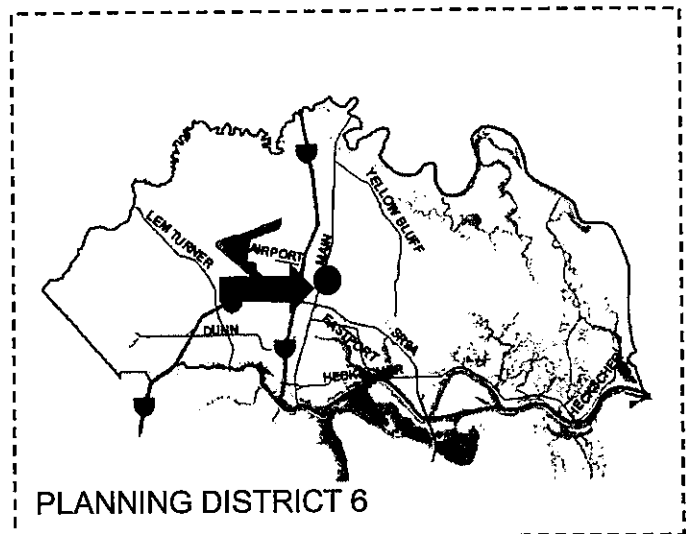
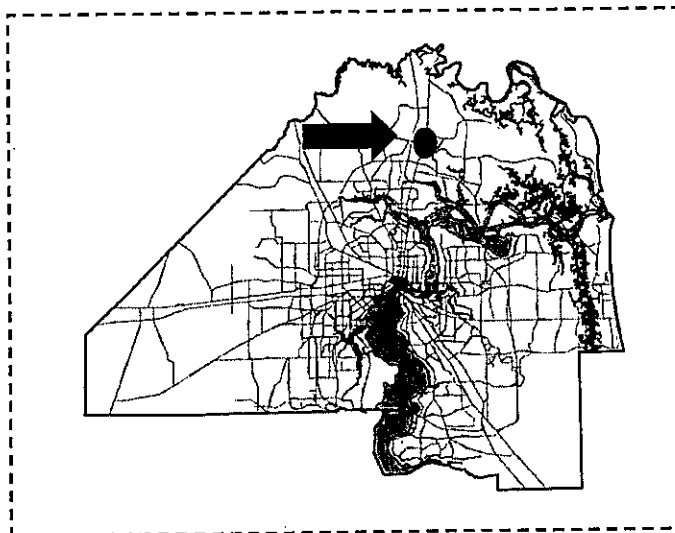
Requested Action:

	Current	Proposed
LAND USE	LDR	CGC
ZONING	RLD-60	CN

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
LDR	CGC	1 DU (5 DU/Acre)	N/A	N/A	3,659 sq. ft.	N/A	3,659 Sq. Ft.

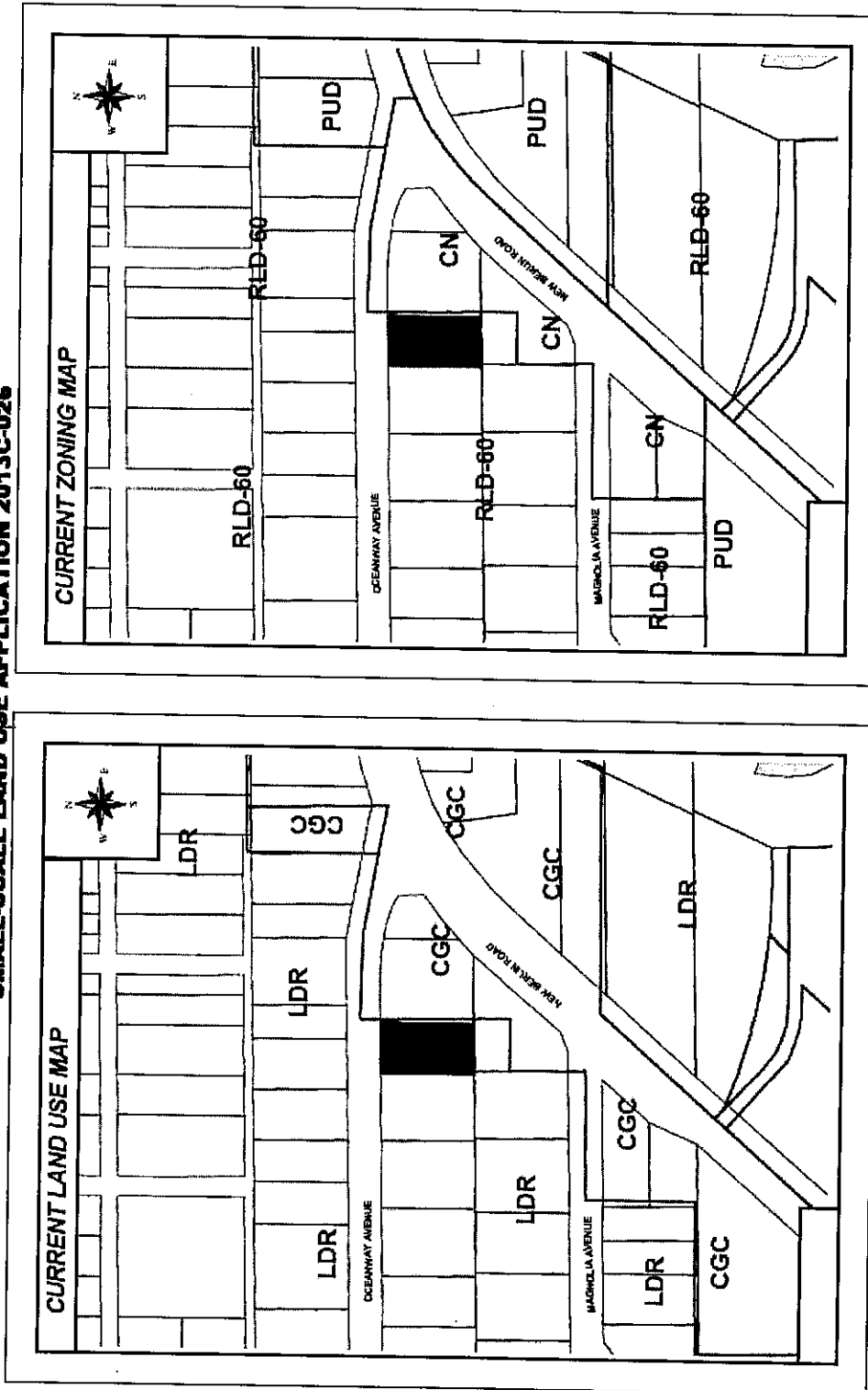
PLANNING AND DEVELOPMENT DEPARTMENT'S RECOMMENDATION: APPROVAL

LOCATION MAPS: Arrows point to location of proposed amendment.



DUAL MAP PAGE

SMALL-SCALE LAND USE APPLICATION 2013C-026



Existing FLUM Land Use Categories: Low Density Residential (LDR)

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

Current Zoning District(s): Residential Low Density-60 (RLD-60)

Requested Zoning District(s): Commercial Neighborhood (CN)

ANALYSIS

Background:

The subject property is located on the south side of Oceanway Avenue just west of the intersection of New Berlin Road in the North Planning District. The site is located in Council District 11. The .24 acre site is currently owned by the City of Jacksonville and was a former Health Clinic. The property was declared surplus last year and the City intends to sell the property. The prospective buyer proposes to renovate the building and open a local bakery.

The City proposes an amendment to the Future Land Use Map from Low Density Residential (LDR) to Community, General Commercial (CGC) and a rezoning from Residential Medium Density -D (RMD-D) to Commercial Neighborhood (CN). The proposed CGC land use category accommodates mostly developments for retail goods and services and business and professional offices.

Oceanway Avenue is a .3 mile local section of roadway that connects New Berlin Rd (a 4 lane collector road) to Main St (a state highway). Traffic is heavier than on a normal residential street because it is a shortcut from New Berlin Rd to Main Street. Oceanway Avenue has sidewalks and bike lanes on each side of the street. Oceanway Elementary School is located approximately 600 ft. west of the subject property. The area surrounding the subject site is a mix of commercial, public and residential uses. (See Attachment A- field map) Single family uses exist to the north and west of the subject site. Two lots west of this site is another surplus City of Jacksonville property. It was the location of the former Oceanway Fire Station. All properties surrounding the subject site are owned by companies, not individuals.

According to the Capital Improvement Element of the 2030 Comprehensive Plan, the site is located within the "Suburban Development Area" of the City. The proposed land use does not include a residential component so school capacity is not impacted.

Impacts 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 94 new daily external trips. Potential traffic impacts will be addressed through the Concurrency and Mobility Management System Office.

IMPACT ASSESSMENT

DEVELOPMENT ANALYSIS		
	CURRENT	PROPOSED
Site Utilization	Vacant Health Clinic	Bakery
Land Use Category	LDR	CGC
Development Standards For Impact Assessment	5 DU/Acre	0.35 FAR
Development Potential	1 S/F Dwelling Unit	3,659 Sq. Ft.
Population Potential	2 People	0 People
SPECIAL DESIGNATIONS AREAS		
	YES	NO
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 – Discharge Area
Well Head Protection Zone		X
PUBLIC FACILITIES		
Potential Roadway Impact	Increase of 94 daily trips – sufficient capacity	
Water Provider	JEA	
Potential Water Impact	Decrease of 83.05 gallons/day	
Sewer Provider	JEA	
Potential Sewer Impact	Decrease of 62.29 gallons/day	
Potential Solid Waste Impact	Increase of 3.35 tons/year	
Drainage Basin / Sub-Basin	Broward River Drainage and Little Cedar Creek Sub-drainage basins	
Recreation and Parks	Oceanway Center and Park	
Mass Transit	Served by JTA Bus Line; Oceanway Ride Request Area	
NATURAL FEATURES		
Elevations	30 Feet	
Soils	100% - 14 – Boulogne fine sand	
Land Cover	100% - 1200 – Residential Medium Density	
Flood Zone	No	
Wet Lands	No	
Wild Life	No	

PROCEDURAL COMPLIANCE

Upon site inspection by the Planning and Development Department on December 5, 2013, the required notices of public hearing signs were posted. 34 notices were mailed out to adjoining property owners informing them of the proposed land use change and pertinent public hearing and meeting dates.

The Preview Workshop was held December 16, 2013 and 1 speaker was present. The speaker is the prospective buyer of the site.

CONSISTENCY EVALUATION

2030 Comprehensive Plan

The proposed amendment is **consistent** with the following Policies of the 2030 Comprehensive Plan, Future Land Use Element (FLUE):

- 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 2.2 Through the use of neighborhood plans and studies, the City shall continue to maintain and implement an urban revitalization strategy for the City's blighted areas, and those areas threatened by blight, which will address maintenance, improvement or replacement of existing structures, permit the transition of run-down or grossly under-utilized commercial properties to alternate uses, and support the re-emergence of diverse urban neighborhoods.
- Objective 3.2.2 The City shall promote, through the Land Development Regulations, infill and redevelopment of existing commercial areas in lieu of permitting new areas to commercialize.
- 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.

The subject property has access to full urban services, including mass transit, and is located in a developed area of the City. Therefore, the neighborhood commercial land use designation aids in maintaining a compact land use pattern and helps to maintain an

increasingly efficient urban service delivery system, consistent with FLUE Policy 1.1.22.

The renovation and reutilization of this site contributes to the revitalization strategy of the Oceanway area. The land use change aids in supporting Oceanway become a diverse urban neighborhood and is consistent with FLUE Objective 2.2.

Also, the proposed land use change to CGC will remedy the existing legal non-conforming building thus promoting the continued existence of a commercial area and meet F.L.U.E. Objective 3.2.2.

Because the proposed land use amendment encourages the reuse of an underutilized property within the suburban area of the City and is already served by infrastructure, utilities, and public facilities, the proposed land use amendment is consistent with FLUE Objective 6.3.

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.

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 redevelopment of an existing building. This use will provide an opportunity for the expansion of business adjacent to a major road with existing businesses. Therefore, the proposed amendment is consistent with the Strategic Regional Policy Plan.

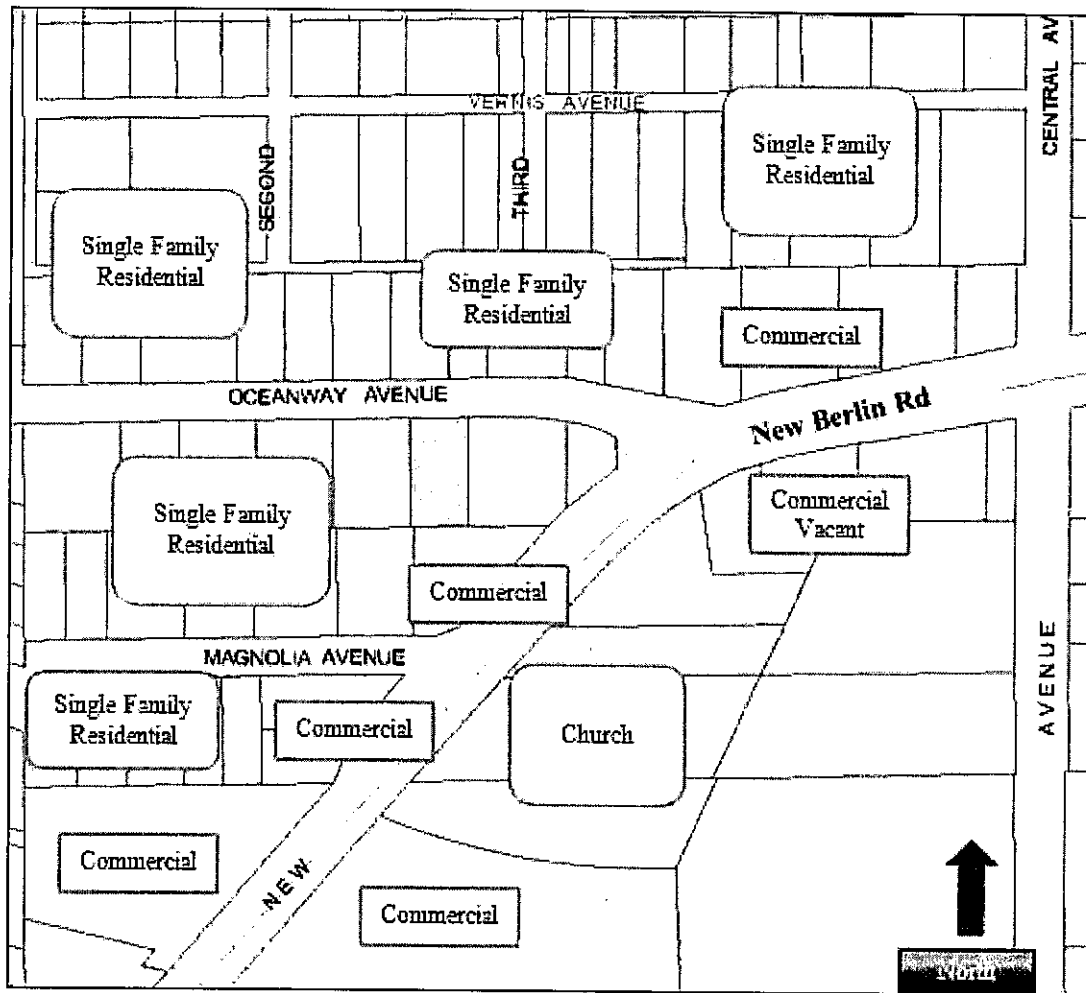
RECOMMENDATION

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

ATTACHMENT A

Existing Land Utilization:

FIELD MAP 2013C-026 212 Oceanway Ave.



= Subject Property

ATTACHMENT B

Traffic Analysis:

Council District: 11

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 Daily Trip Ends
Medical Office	0.24	720	1,598	1,000 SF OF GLA	$T = 36.13 (X) / 1000$	58.00			58
Total Section 1									58

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 Daily Trip Ends
LDR / PUD	0.24	210	1	DUs	$T = 9.52 (X)$	10	0.00%	0.00%	10
Total Section 2									10


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 Daily Trip Ends
CGC / CN	0.24	826	3,659	1,000 SF OF GLA	$T = 44.32 (X) / 1000$	162	0.00%	0.00%	162
Total Section 3									162
*Net New Trips = Section 3 - Section 2 - Section 1									94

Source: Trip Generation Manual, 9th Edition, Institute of Engineers

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:	8/6/13	Date Staff Report is Available to Public:	02-07-2014
Land Use Adoption Ordinance #:	2014-045	1st City Council Public Hearing:	02-11-2014
Rezoning Ordinance #:	2014-046	Planning Commission's LPA Public Hearing:	02-13-2014
JPDD Application #:	2013C-026	LUZ Committee's Public Hearing:	02-19-2014
Assigned Planner:	Jody McDaniel	2nd City Council Public Hearing:	02-25-2014

GENERAL INFORMATION ON APPLICANT & OWNER

Applicant Information: JAMES MORGAN CITY OF JACKSONVILLE 214 N. HOGAN ST JACKSONVILLE, FL 32202 Ph: (904) 255-8737 Fax: (904) 255-8948 Email: MORGAN@COJ.NET	Owner Information: JAMES MORGAN CITY OF JACKSONVILLE 214 N. HOGAN ST JACKSONVILLE, FL 32202 Ph: (904) 255-8737 Fax: (904) 255-8948
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DESCRIPTION OF PROPERTY

Acreage: 0.24 Real Estate #(s): 107961 0020	General Location: OCEANWAY
Planning District: 6 Council District: 11	Address: 212 OCEANWAY AVE
Development Area: Suburban	
Between Streets/Major Features: OCEANWAY AVE and NEW BERLIN RD	

LAND USE AMENDMENT REQUEST INFORMATION

Current Utilization of Property: DUVAL COUNTY HEALTH CLINIC (ABANDONED)

Current Land Use Category/Categories and Acreage:
LDR 0.24

Requested Land Use Category: CGC **Surrounding Land Use Categories:** CBD

Justification for Land Use Amendment:

THE PROPERTY IS AN ABANDONED HEALTH CLINIC THAT IS OWNED BY THE CITY OF JACKSONVILLE. IT IS ZONED RESIDENTIAL, HOWEVER THE USE HAS ALWAYS BEEN COMMERCIAL. THE CITY HAS A BUYER FOR THE PROPERTY. THE POTENTIAL BUYER CAN ONLY USE THE PROPERTY IF IT IS ZONED COMMERCIAL AND WILL NOT BUY IT IF THE ZONING IS NOT CHANGED. THE BUYER INTENDS TO REHAB THE BUILDING AND OPEN A BAKERY IN IT

UTILITIES

Potable Water: JEA **Sanitary Sewer:** JEA

COMPANION REZONING REQUEST INFORMATION

Current Zoning District(s) and Acreage:
RLD-60 0.24

Requested Zoning District: CN

Additional information is available at 904-255-7888 or on the web at <http://maps.coj.net/luzap/>