

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



OVERVIEW

ORDINANCE: 2014-130

APPLICATION: 2014C-001-3-5

APPLICANT: STACI REWIS

PROPERTY LOCATION: At the Intersection of Atlantic Boulevard and Hendricks Avenue

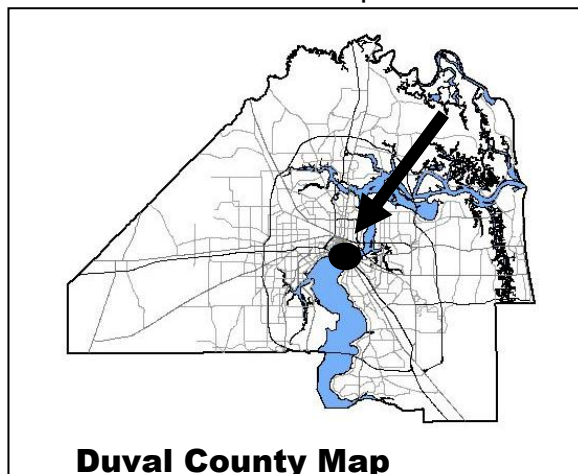
Acreage: 5.29 ACRES

Requested Action:

				CURRENT		PROPOSED	
				LAND USE		CGC, Urban Area	
				ZONING		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, Urban Area	CGC, Urban Priority Area	40 du/acre 202 dwelling units	60 du/acre 304 dwelling units	.35 FAR for 77,297 sf of General Commercial Uses	.35 FAR for 77,297 sf of General Commercial Uses	Increase of 102 DUs	No increase or decrease

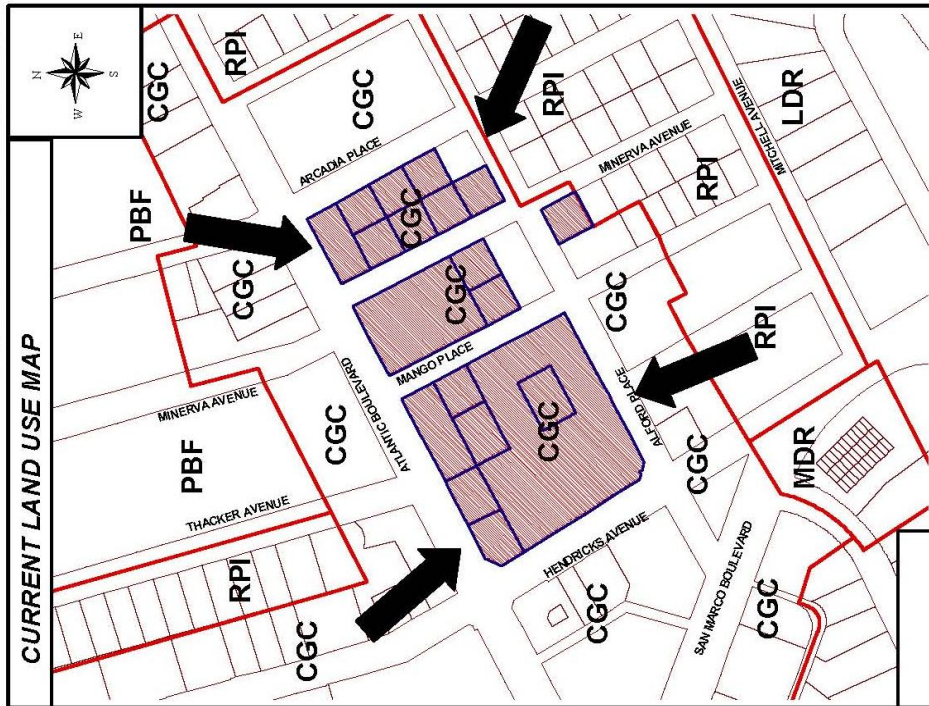
**PLANNING AND DEVELOPMENT DEPARTMENT'S RECOMMENDATION: APPROVAL
with the addition of FLUE Policy 3.1.26**

LOCATION MAPS: Arrows point to location of proposed amendment.



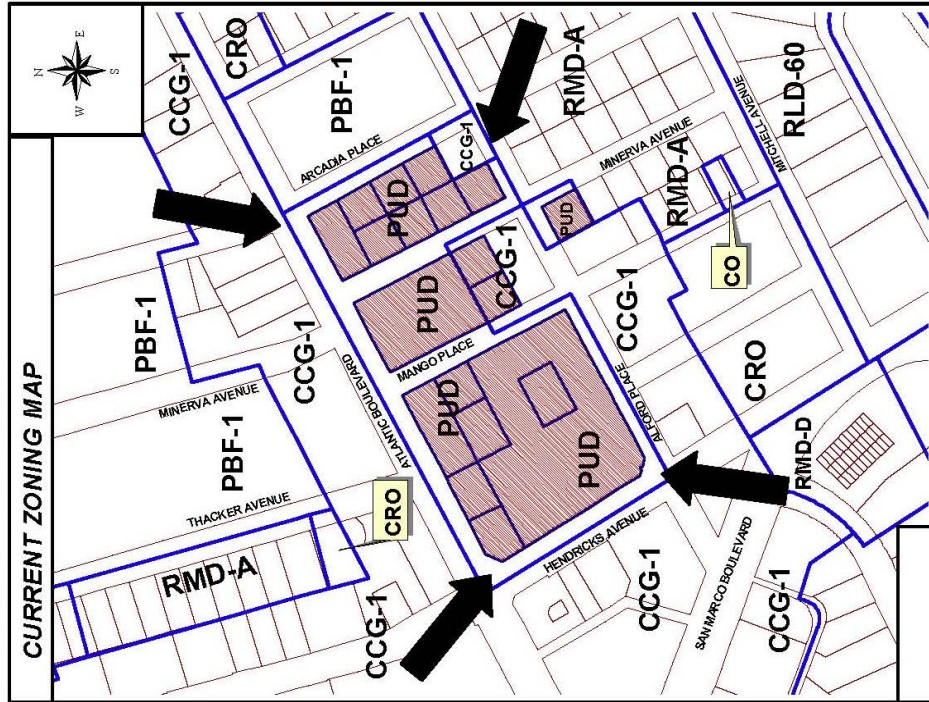
DUAL MAP PAGE

SMALL SCALE LAND USE APPLICATION 2014C-001



Existing FLUM Land Use Category: Community/General Commercial (CGC), Urban Area

Requested FLUM Land Use Category: Community/General Commercial (CGC), Urban Priority Area



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

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

ANALYSIS

Background:

The subject property is located at the southeast corner of Atlantic Boulevard and Hendricks Avenue and is bounded with Atlantic Boulevard to the north, Hendricks Avenue to the west, Alford Place to the south and Arcadia Place to the east. The 5.29 acre subject property is in the Southeast Planning District and within the boundaries of Council District 5 and the Southeast Jacksonville Vision Plan. With the exception of an operating bank building off of Atlantic Boulevard between Mango Place and Minerva Avenue, the property is mostly undeveloped. The property is located approximately one (1) block east of the San Marco Square Shoppes.

The applicant proposes an amendment to the Future Land Use Map series (FLUMs) to change the Development Area boundary of the Urban Priority Area to incorporate the subject property. Development Areas control the density and development characteristics within land use categories and are depicted on the Future Land Use Map. The City has five tiers of Development Areas including the Central Business District (CBD); the Urban Priority Area (UPA), the Urban Area (UA), the Suburban Area (SA) and the Rural Area (RA). The land use amendment proposes a change from Community/General Commercial (CGC), Urban Area to Community/General Commercial (CGC), Urban Priority Area. The change to the Development Area boundary would allow for an increase in the existing density of the site. Currently, the CGC land use within the Urban Area accommodates up to 40 dwelling units/acre. The CGC land use within the Urban Priority Area accommodates up to 60 dwelling units/acre. The companion rezoning proposes a Planned Unit Development (PUD) to Planned Unit Development (PUD) to develop the property with a mix of residential, commercial and retail uses (Ordinance 2014-131). (See Attachment B, Development Area Boundaries)

The subject proposed PUD description identifies up to 46,000 square feet of commercial uses and 245 residential units on Parcel A (at the corner of Atlantic Boulevard and Hendricks Avenue) and 35 residential units on Parcel C (off of Atlantic Boulevard between Arcadia Place and Minerva Avenue). A total of 280 multi-family residential units are proposed which is an increase of 120 residential units from what is currently approved under the existing PUD. The existing CGC land use within the Urban Area development boundary does not accommodate the proposed increase in residential units. Extending the Urban Priority Area development boundary to incorporate the subject property would allow for the proposed increase in residential units.

The provisions of the existing PUD (Ordinance 2006-654-E) for commercial development on Parcel B, the Wells Fargo Site remains the same in the proposed PUD; a transportation analysis for Parcel B was completed and approved with the existing approved PUD.

The amendment site is located at the intersection of two minor arterial roadways, Atlantic Boulevard and Hendricks Avenue. The other streets internal and surrounding the subject site (Alford Place, Mango Place, Minerva Avenue, Arcadia Place) are classified as local streets. A

variety of uses surround the subject site. To the north of the property along Atlantic Boulevard is mostly office and commercial uses with a church at the northwest corner of Atlantic Boulevard and Hendricks Avenue in the CGC land use category; just behind these commercial/office uses is the Julia Landon College Preparatory Middle School in the Public Building and Facilities (PBF) land use category. Recently, the Safe Routes to School Program, a Federal-Highway Program administered through the State Department of Transportation, was facilitated at Landon Middle School. The school worked with the City of Jacksonville and the Florida Department of Transportation to make it safer and easier to bicycle or walk to and from school. The program is in the implementation phase of its recommendations with anticipated improvements for students walking and bicycling to school.

To the west of the property along Hendricks Avenue are retail/restaurant and office uses in the CGC land use category; the San Marco Square Shoppes are about one block west from Hendricks Avenue. Recently, San Marco Square's public square has been transformed. The traffic pattern was changed; roundabouts were installed along San Marco Boulevard and streetscape improvements and pedestrian connections were made throughout the square but, more particularly, along Balis Park at the center of the square. These improvements have enhanced San Marco's walkability and attractiveness.

To the south of the property along Alford Place is restaurant/office and church uses closest to Hendricks Avenue in the CGC and Residential-Professional-Institutional (RPI) land use categories; further down Alford Place still south of the subject property are mostly single family homes in the RPI land use category. Directly east of the property along Arcadia Place is Belmont Park maintained by the Parks and Recreation Department of the City of Jacksonville.(See Dual Map, page 2) (See Attachment A, Land Utilization Map)

The proposed land use amendment to CGC, Urban Priority Area has a potential development of up to 77,297 square feet of CGC uses and up to 304 residential units.

Impacts and Mitigation:

Potential impacts of a proposed land use map amendment have been analyzed by comparing the maximum residential density permitted for each land use category that allows residential development, or the Development Impact Standards, for the subject site. Development Impact Standards are detailed in FLUE Policy 1.2.16, *Development Standards for Impact Assessment*. These standards produce development potentials shown on the attached *Impact Assessment*.

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).

Archaeological Sensitivity

According to the Duval County Preliminary Site Sensitivity Map, the subject property is located within an area of “Low” sensitivity for the presence of archaeological resources. Section 654.122 of the Code of Subdivision Regulations should be followed if archaeological resources are discovered in the construction process.

School Capacity

The proposed land use map amendment is limited to 280 multi-family dwelling units through the companion PUD rezoning (Ordinance 2014-131). This development was analyzed to determine whether there is adequate school capacity, for each school type (elementary, middle, and high school), to accommodate the proposed development, based on the LOS standards (105% of permanent capacity), concurrency service areas (CSAs) for elementary, middle and high schools, and 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 2014C-001

Development Potential: 280 Multi-Family Units

School Type	CSA	2013-14 Enrollment/CSA	Current Utilization (%)	New Student/ Development	5-Year Utilization (%)	Available Seats
Elementary	4	6,945	96%	47	99%	262
Middle	4	4,957	85%	20	84%	1,105
High	4	1,737	74%	26	79%	262
Total New Students				93		

Total Student Generation Yield: 0.333

Elementary: .167

Middle: 0.073

High: 0.093

The analysis of the proposed residential development does not reveal any deficiency for school capacity.

Airport Environs

The subject property is located within the 300 foot Height and Hazard Military Airport Zone. Development in this area will be limited to a maximum height of less than 300 feet unless approved by the Jacksonville Aviation Authority (JAA) or the Federal Aviation Administration (FAA). Development must not create or increase the potential for such hazards as electronic interference, light glare, bird strike hazards or other potential hazards to safe navigation of aircraft as required by Section 656.10051(d).

Wellhead Protection Zone

The site is within the boundaries of the 500 foot buffer and 750 foot buffer wellhead protection zone. The proposed amendment application was forwarded to the Environmental Quality Division within the Neighborhoods Department of the City of Jacksonville for review. Please see attachment C for the complete review.

Transportation

The Planning and Development Department completed a transportation analysis and determined that the proposed amendment results in an increase of 69 net new daily trips (see Attachment D). This analysis utilizes a methodology approved by the Florida Department of Transportation and is based upon the comparison of what potentially could be built on that site (as detailed in FLUE Policy 1.2.16, *Development Standards for Impact Assessment*) versus the maximum development potential. Potential traffic impacts will be addressed through Concurrency and Mobility Management System Office.

IMPACT ASSESSMENT

DEVELOPMENT ANALYSIS		
	CURRENT	PROPOSED
Site Utilization	Vacant	Residential
Land Use Category	CGC, Urban Area	CGC, Urban Priority Area
Development Standards For Impact Assessment	.35 FAR and Maximum 40 units/acre	.35 FAR and Maximum 60 units/acre
Development Potential	77,297 sf of General Commercial Uses and up to 202 residential units	77,297 sf of General Commercial Uses and up to 304 residential units
Population Potential	474 people	714 people
SPECIAL DESIGNATIONS AREAS		
	YES	NO
Aquatic Preserve		X
Airport Environ Zone	300' Military Height Zone	
Industrial Preservation Area		X
Cultural Resources		X
Archaeological Sensitivity		X
Historic District		X
Coastal High Hazard Area		X
Ground Water Aquifer Recharge Area		X
Well Head Protection Zone	Yes – within the boundaries of a 500-foot and 750-foot Wellhead Protection Zone	
PUBLIC FACILITIES		
Potential Roadway Impact	Potential Increase of 69 net new daily trips	
Water Provider	JEA	
Potential Water Impact	Increase of 23,970 gallons per day	
Sewer Provider	JEA	
Potential Sewer Impact	Increase of 17,978 gallons per day	
Potential Solid Waste Impact	Increase of 265.2 tons per year	
Drainage Basin / Sub-Basin	St. Johns River (Stream)	
Recreation and Parks	Fletcher Park; Brown Whatley Park; Balis Park; FEC Park; Historic Kings Road Park	
Mass Transit	Along the SS6 Purple Bus Line and the B&/L9 Blue Bus Line	
NATURAL FEATURES		
Elevations	10 feet	
Soils	Urban Land(69); Urban Land-Hurricane Albany Complex(75)	
Land Cover	Residential High Density(1300); Retail Sales Services (1410)	
Flood Zone	No	
Wet Lands	No	
Wild Life	No	

PROCEDURAL COMPLIANCE

Upon site inspection by the Planning and Development Department on January 22, 2014, the required notices of public hearing signs were posted. One hundred and twelve (112) notices were mailed out to adjoining property owners informing them of the proposed land use change and pertinent public hearing and meeting dates. In addition, the Southeast CPAC and the San Marco Preservation Society were notified of the proposed land use amendment.

At the Preview Workshop held by the Planning and Development Department on January 24, 2014, there were 3 speakers voicing concerns over the available parking for the commercial and residential uses and of increased traffic due to the intensity/density of the project. An additional concern was raised regarding the proposed height of the structure within the PUD rezoning.

CONSISTENCY EVALUATION

2030 Comprehensive Plan Consistency

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

- Policy 1.1.12** Promote the use of Planned Unit Developments (PUDs), cluster developments, and other innovative site planning and smart growth techniques in all commercial, industrial and residential plan categories, in order to allow for appropriate combinations of complementary land uses, and innovation in site planning and design, subject to the standards of this element and all applicable local, regional, State and federal regulations
- Policy 1.1.20** Development uses and densities shall be determined by the Development Areas described in the Operational Provisions for the Central Business District (CBD); Urban Priority Area (UPA); the Urban Area (UA); the Suburban Area (SA); and the Rural Area (RA) as identified in the 2030 Comprehensive Plan, in order to prevent urban sprawl, protect agricultural lands, conserve natural open space, and to minimize the cost of public facilities and services.
- Policy 1.1.20A** Extensions of the Development Areas will be noted in each land use amendment where an extension is needed or requested concurrent with a Future Land Use Map Amendment. In addition, plan amendments shall meet the requirements as set forth in Policy 1.1.21 and 1.1.22.
- Policy 1.1.20B** Expansion of the Development Areas shall result in development that would be compatible with its surroundings. When considering land areas to add to the Development Areas, after demonstrating that a need exists in

accordance with Policy 1.1.21, inclusion of the following areas is discouraged;

1. Preservation Project Lands
2. Conservation Lands
3. Agricultural Lands, except when development proposals include Master Planned Communities or developments within the Multi-Use Future Land Use Category, as defined in this element

The following areas are deemed generally appropriate for inclusion in Development Areas subject to conformance with Policy 1.1.21:

1. Land contiguous with the Development Area and which would be a logical extension of an existing urban scale and/or has a functional relationship to development within the Development Area.
2. Locations within one mile of a planned node with urban development characteristics.
3. Locations within one-half mile of the existing or planned JTA RTS.
4. Locations having projected surplus service capacity where necessary facilities and services can be readily extended.
5. Public water and sewer service exists within one-half mile of the site.
6. LargeScale Multi-Use developments and Master Planned Communities which are designed to provide for the internal capture of daily trips for work, shopping and recreational activities.
7. Low density residential development at locations up to three miles from the inward boundary of the preservation project lands. Inward is measured from that part of the preservation project lands closest to the existing Suburban Area such that the preservation lands serves to separate suburban from rural. The development shall be a logical extension of residential growth, which furthers the intent of the Preservation Project to provide passive recreation and low intensity land use buffers around protected areas. Such sites should be located within one-half mile of existing water and sewer, or within JEA plans for expansion.

Policy 1.1.21

Future amendments to the Future Land Use Map series (FLUMs) must be based on the amount of land required to accommodate anticipated growth and the projected population of the area. The projected growth needs and population projections must be based on relevant and appropriate data which is collected pursuant to a professionally acceptable methodology. In considering the growth needs and the allocation of land, the City shall also

evaluate land use need based on the characteristics and land development pattern of localized areas. Land use need identifiers include but may not be limited to, proximity to compatible uses, development scale, site limitations, and the likelihood of furthering growth management and mobility goals.

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.

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 3.2 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 3.2.2 The City shall promote, through the Land Development Regulations, infill and redevelopment of existing commercial areas in lieu of permitting new areas to commercialize.

According to the category description of the Future Land Use Element (FLUE), Community/General Commercial (CGC) in the Urban Development Area permits commercial development and housing densities of up to 40 dwelling units per acre when full urban services are available. The category description of CGC in the Urban Priority Development Area permits commercial development and housing densities of up to 60 dwelling units per acre when full urban services are available. The CGC category is intended to provide for a wide variety of retail goods and services which serve large areas of the City and a diverse set of neighborhoods. Generally, the CGC land use category permits commercial retail sales and service establishments such as auto sales, restaurants, hotels/motels and business and professional offices. Compatibility with adjacent abutting residential neighborhoods shall be achieved through the implementation of site design techniques including but not limited to: transition in uses, buffering, setbacks, the orientation of open spaces and vehicular traffic circulation.

The density for the property will not exceed the maximum 60 dwelling units per acre set forth in the CGC, Urban Priority Development Area characteristics. Further, the allowable commercial square footage and residential units will be consistent with the densities and intensities set forth in the category descriptions of the 2030 Comprehensive Plan and limited within the PUD written description and site plan (Ordinance 2014-131). The amendment will facilitate urban infill

development which is encouraged within the Urban Priority and Urban Development Areas. The Urban Priority Area Development boundary currently runs north of Atlantic Boulevard. According to the applicant, the proposed extension of this boundary south of Atlantic Boulevard to incorporate the subject property would allow for infill development at the densities needed for a successful project. The accompanying PUD on the site ensures compatibility with the site's commercial and residential surroundings. The proposed amendment demonstrates the need for the change in the Development Area boundary meeting Policies 1.1.20, 1.1.20A and 1.1.20B.(See Attachment E with the Applicant's Comprehensive Plan Justification)

The subject site is located at the signalized intersection of Atlantic Boulevard and Hendricks Avenue where full urban services, including mass transit, are available. The proposed amendment is a logical extension of the adjacent CGC, Urban Priority Area category. The Urban Priority Development Area is an area intended to encourage the use of existing infrastructure through redevelopment and infill development. Therefore, the proposed amendment promotes a compact land use pattern that offers a full range of employment, shopping and leisure opportunities with a residential component while promoting infill development in an existing commercial area with access to full urban services consistent with FLUE Goal 3, Objective 3.2 and Policies 1.1.22 and 3.2.2. Further, the use of a Planned Unit Development allows for appropriate combinations of complementary land uses and innovation in design consistent with Policy 1.1.12.

Land Use Category Description

According to the Urban Priority Area Development Characteristics for the CGC land use category "residential uses shall not be permitted on the ground floor abutting roads classified as arterials or higher on the Functional Highway Classification Map." The companion PUD for the amendment shows residential units on the ground floor fronting Atlantic Boulevard which is classified as a minor arterial roadway. This detail of the proposed PUD is consistent with the existing PUD on this site that was approved under Ordinance 2006-654-E. At the time of the existing PUDs approval in 2006, the Planning Department was operating under the 2010 Comprehensive Plan which did not include Development Area Boundaries and did not include limitations on the location of residential developments within the CGC land use category; with the later approval of the 2030 Comprehensive Plan, Development Boundaries and Area Characteristics were included for each category description. Therefore, because the current plans for the property are a continuance of the previously approved plans, the addition of Policy 3.1.26 is recommended to allow residential development pursuant to Ordinance 2014-130 along a minor arterial roadway, Atlantic Boulevard. Proposed Policy 3.1.26 would be added as follows:

Policy 3.1.26

Residential development permitted pursuant to the land use amendment approved by Ordinance 2014-130 shall be exempt from the Urban Priority Area Development Area Characteristics which restrict the development of ground floor residential uses abutting roads classified as arterial or higher on the Functional Highway Classification Map.

Vision Plan Consistency

The subject property is located within the boundaries of the Southeast Jacksonville Vision Plan. The Plan identifies the San Marco Area as a historic neighborhood that contributes to the sense of place of the District with distinct building scale, architecture and public spaces. While protecting these identifying elements of the neighborhood, the Vision Plan explains that additional growth and density could be supported along the edges of the neighborhood and more specifically along Hendricks Avenue. The Plan continues stating that in San Marco “new development which abuts existing neighborhoods should be compatible with existing neighborhood design, character scale, height, massing and use.” The proposed amendment is consistent with the Southeast Jacksonville Vision Plan.

Strategic Regional Policy Plan Consistency

The proposed amendment is consistent with the following Objective and Policies of the Strategic Regional Policy Plan, Communities and Affordable Housing Subject Area:

Objective: Improve Quality of Life and Provide Quality Places in Northeast Florida

Policy 1: The Region promotes the resiliency of communities and encourages retrofit of existing structures and new construction to increase safety and energy efficiency.

Policy 3: Local governments are encouraged to offer incentives or make development easier in areas appropriate for infill and redevelopment.

The proposed land use amendment is consistent with Policies 1 and 3 of the Communities and Affordable Housing Subject Area as it provides infill development in an existing and stable neighborhood environment. Additionally, the proposed project seeks to create additional housing opportunities and commercial activity in the area.

RECOMMENDATION

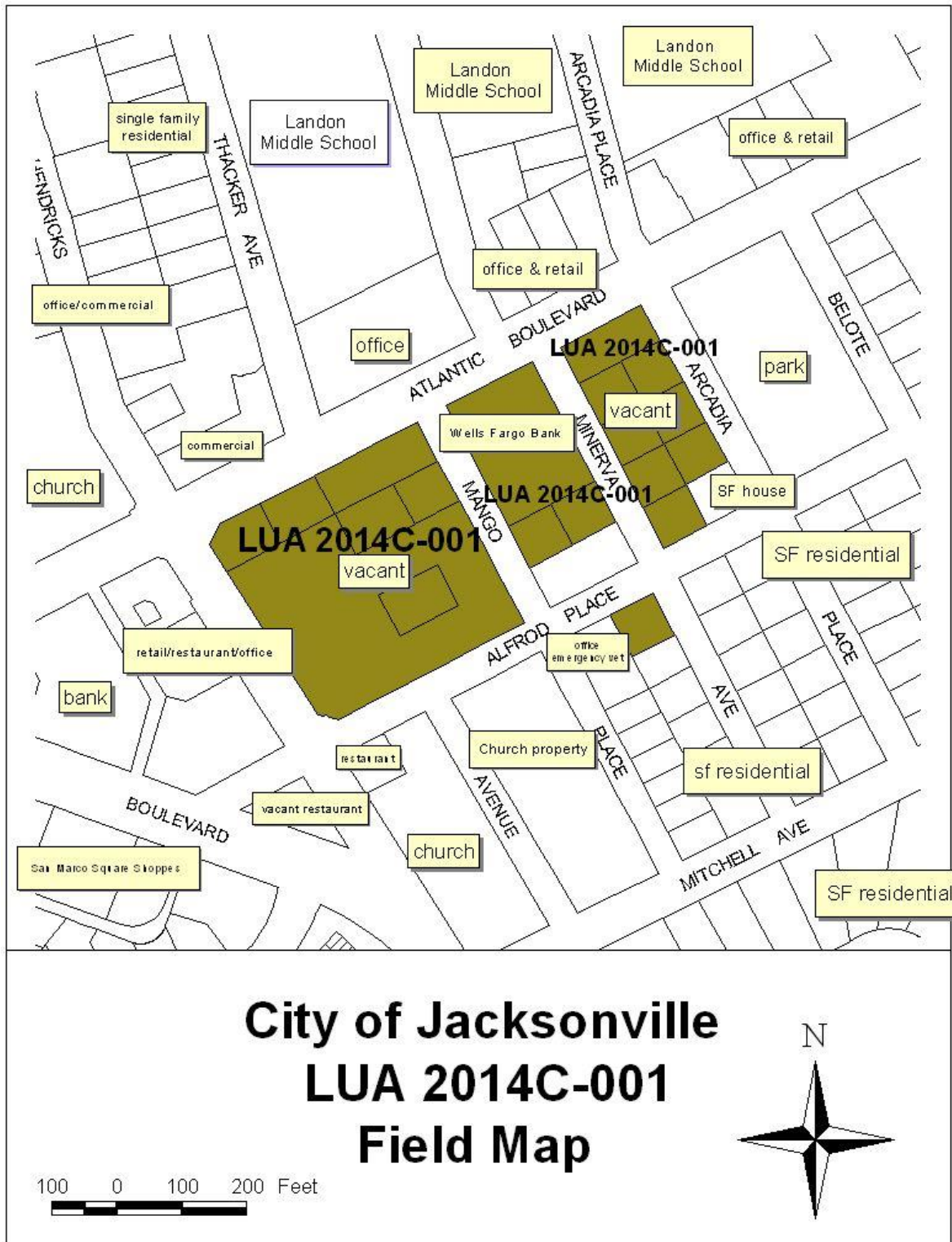
The Planning and Development Department recommends **APPROVAL with the Addition of Policy 3.1.26 to the Future Land Use Element** based on the application’s consistency with the 2030 Comprehensive Plan and the Strategic Regional Policy Plan.

Policy 3.1.26 will be added to the Future Land Use Element as follows:

Policy 3.1.26

Residential development permitted pursuant to the land use amendment approved by Ordinance 2014-130 shall be exempt from the Urban Priority Area Development Area Characteristics which restrict the development of ground floor residential uses abutting roads classified as arterial or higher on the Functional Highway Classification Map.

ATTACHMENT A: Existing Land Utilization



ATTACHMENT B: Development Boundary Area Map



ATTACHMENT C: Wellhead Protection Zone Review **Environmental Quality Division**

Parola, Helena

From: Robinson, Richard
Sent: Thursday, January 23, 2014 10:30 AM
To: Parola, Helena; Deltoro, German
Cc: Reed, Kristen; Lukacovic, Ed; Glick, Aaron; Flowe, John; David, Amando; Lightner, Richard; Mike Turner (mturner@sjrwmd.com)
Subject: RE: San Marco Land Use Amendment within Wellhead Protection Zone

Good morning Helena,

The following are our comments concerning the subject Land Use Amendment:

1. A query of COJ's C.A.R.E. System finds that there are no known current or historical water well issues at this location. This Land Use Amendment is located within a known Wellhead Protection Area (WHPA). It is identified as JEA Riveroaks WHPA (well #7) located at 1621 Alford Place a.k.a. 1652 Atlantic Blvd. Please note the applicant should be advised that since this property is in a Wellhead Protection Area it needs to be in compliance with the requirements of Chapter 62-521 FAC and Chapter 366, Part 4 Jacksonville Ordinance Code. A Query of Technical Services Risk Prediction Model finds (2) two items of interest on 2 parcels within the 750' WHPA:
 - a. At 1538 Atlantic Blvd a Registered UST/AST site known as Majestic Cleaners with Facility Id #169501054.
 - b. At 1610 Atlantic Blvd a Registered UST/AST site known as Wachovia Bank Property with Facility Id #169808783.

Outside of the WHPA on 1 parcel are two items of interest located at:

- a. On 1506 Atlantic Blvd a Petroleum Discharge Site known as Southwest Bank Property with Facility Id #168507432.
- b. On 2045 Hendricks Ave a Petroleum Discharge Site known as Davis Henry P Filling Station-FRNR with Facility Id #169809436.

Please note the Risk Prediction Model is not complete for Duval County or all inclusive for all contamination issues.

2. The Groundwater Resource Section has (2) files/records that indicate that there are wells located on the 2045 Hendricks Ave parcel. They are identified with EQD Id of J-23374 & J-23334 (4 Wells) and J-25181, J-26890 & J-27289 (4 wells). However, the Groundwater Resource Section well inventory is not complete for Duval County. Any information provided must be field checked by the applicant for reliability. Water well information is also maintained by the Duval County Health Department (DCHD) and the St. Johns River Water Management District.
 3. The applicant should be advised that any undocumented wells that are discovered on this site must be reported to the Groundwater Resource Section at (904) 255-7100, under the authority of Jacksonville Ordinance Code Chapter 366.305(d) and Jacksonville Environmental Protection Board (JEPB) Rule 8.401E. If well(s) are discovered they must be protected from damage or properly abandoned prior to the start of any site preparation or construction activity. Prior to any well abandonment, a permit from the Groundwater Resource Section must be obtained.
 4. The property owner, well permit applicant or well contractor should notify the Groundwater Resource Section at least 24 hours prior to starting any permitted well activity in accordance with JEPB Rule 8.509A.
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ATTACHMENT C: Wellhead Protection Zone Review (continued) **Environmental Quality Division**

5. A legible and completed copy of the State of Florida Well Completion Report should be submitted to the Groundwater Resource Section within 30 days after completion of the permitted well activity in accordance with JEPB Rule 8.502A.

If you have any questions or need any additional information, please feel free to contact me.

Best Regards,

Richard L. Robinson, P.E.
Environmental Programs Manager
Environmental Quality Division
City of Jacksonville, Florida
214 North Hogan Street, 5th Floor
Jacksonville, FL 32202
Phone: (904) 255-7201
Fax: (904) 255-7130
E-Mail: Robinson@coj.net

Please note: that under Florida's very broad public records law, e-mail communications to and from City officials may be subject to public disclosure.

ATTACHMENT D: Traffic Analysis

PLANNING AND DEVELOPMENT DEPARTMENT



MEMORANDUM

DATE: March 4, 2014

TO: Helena Parola
City Planner III, Community Planning

FROM: Lurise Bannister
Planner II, Transportation Section

SUBJECT: Transportation Impact Analysis for LUA 2014C-001

This traffic impact analysis was conducted for 5.29 +/- acres of land in the San Marco neighborhood, bordered by Atlantic Boulevard to the north, Hendricks Avenue to the west, Alford Place to the south, and Arcadia Place to the east. This land use amendment also has a companion PUD (R-2014-131). The current site is undeveloped with an existing land use of Community/General Commercial-Urban Area (CGC-UA). The proposed land use is Community/General Commercial-Urban Priority Area (CGC-UPA) for an increase in density.

Trip generation calculation was conducted for ultimate built out conditions based on the 8th Edition of the Institute of Transportation Engineers (ITE), *Trip Generation Manual*. The planned land use for the 5.29 acres site is Community/General Commercial (CGC) Urban Priority Area (UPA), which allows for 40 dwelling units/acre and .35 FAR/acre. The site has the potential to be developed with 77,297 square feet of commercial space (ITE Land Use Code 820) and 202 multi-family dwelling units (ITE Land Use Code 220). The number of trips that could be generated by the existing potential use is **3,859 average daily trips**, which includes a 42.06% pass-by capture rate and internal capture rate of 9.16% for commercial and 37.98% for residential. The planned land use for CGC-UPA allows for 60 dwelling units and .35 FAR per acre. The site has the potential to be developed with 304 multi-family dwelling units (ITE LUC 220) and 77,297 square feet of general commercial space (ITE LUC 820) which could generate **3,928 average daily trips**, which includes a 42.06% pass-by capture rate and internal capture rate of 10.47% for commercial and 30.27% for residential.. The difference in trips would result in net increase of **69 daily trips** if the land use is amended to allow for the density increase. A copy of the Trip Generation table is attached as Table A.

This development is also covered under an existing Development Agreement/Conditional Capacity Availability Statement (CCAS) 76693 which has a reserved traffic capacity of 2,114 average daily trips and 258 PM peak hour trips for 57,000 SF of commercial space and 160 multi-family dwelling units. This 258 PM peak hour trips was further reduced for credits received for previous development on parcels identified within the site, which results in a net 1,746 daily trips and 179 PM peak hour trips. This CCAS application was recently modified to reduce the commercial development and increased the total number of dwelling units. The applicant presented a Traffic Operations Analysis dated November 26, 2013 and a revised version on January 15, 2014, completed by England, Thims, & Miller Inc. The analysis provides trip

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ATTACHMENT D: Traffic Analysis

PLANNING AND DEVELOPMENT DEPARTMENT



estimates based on the methodologies and procedures identified in the 8th edition of the ITE Manual. The trip generation analysis was based on the proposed development for 44,800 SF of commercial space and 280 multi-family dwelling units in order to maintain the PM peak hour trips reserved under DA/CCAS 76693. The Planning and Development Department concurs that the calculation methodology is consistent with the previously approved CCAS application. The analysis also provides traffic count data for periods 2013 and 2017, and a Synchro model analysis of the signalized intersections on Atlantic Boulevard and Hendricks Avenue. A modest 1% growth rate was applied per year for background traffic which is consistent with the FDOT Level of Service Report dated August 12, 2013.

The roadway network within proximity of the subject site was analyzed for traffic impacts. The Florida Department of Transportation (FDOT) is currently making improvements to Interstate 95 that will improve traffic flow along the I-95 corridor just south of the Fuller Warren Bridge. The series of overpasses that carry traffic over Hendricks, Kings and Montana avenues are being replaced along 2.3 miles of I-95. A full service interchange will be built on I-95 and Philips Highway/Atlantic Boulevard which will provide an exit for northbound traffic on I-95 going to Philips Highway and Atlantic Boulevard. These improvements are anticipated to be completed by mid-2016.

Atlantic Boulevard and Hendricks Avenue (SR 13) are the directly accessed functionally classified roadways to the project site. Atlantic Boulevard from I-95 to San Marco Boulevard is a 4-lane undivided class II minor arterial facility and is currently operating at an acceptable LOS C. Atlantic Boulevard has a maximum daily service volume of 33,345 trips and a 2013 daily traffic volume of 9,246 trips. This road segment currently has sufficient capacity to accommodate the traffic generated by this development. Hendricks Avenue (SR 13) from San Marco Boulevard to I-95 is a 2-lane divided class II minor arterial facility with a minimum acceptable Level of Service (LOS) 'D', which has a maximum daily capacity of 15,600 trips. The 2012 FDOT Level of Service Analysis shows this segment is currently operating at approximately 91% of its capacity and accommodates 14,200 daily trips and 1,278 PM peak hour trips. This facility has a 1% growth rate factor and operating at LOS 'D' by 2017. This is a state facility and is subject to FDOT review and access management requirements.

The proposed future land use amendment submitted to the Planning and Development Department for review has the potential to be developed with 77,297 square feet of commercial space and 304 multi-family dwelling units. The proposed developments would generate 5,757 average daily trips if ultimately built out. However, the project will be limited to **44,800 square feet of commercial space and 280 dwelling units** as approved by the Concurrency and Mobility Management Service Office. The Department also recommends the transportation improvements shall provide for the safe and efficient movement of people and goods of all transportation modes including sidewalks, bike lanes and transit.

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ATTACHMENT D: Traffic Analysis



ATTACHMENT D: Traffic Analysis

Produced by: Planning and Development Department
Application Number: 2014C-001

LB
Date: 2/18/2014
Mobility Zone / Development Area: 8 / Urban Priority
Planning District: 3
Council District: 11

Table A

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
CGC (UA) / PUD	5.29								
Total Section 1									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 Daily Trip Ends
CGC (UA) / PUD	5.29	820	77,297	1,000 SF OF GLA	$\ln(T) = 0.65 \ln(X) + 5.83 / 1000$	5,744	9.16%	42.06%	3,023
		220	202	DUs	$T = 6.06(X) = 123.56$	1,348	37.98%	0.00%	836
Total Section 2									3,859
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 (UPA) / PUD	5.29	820	3,659	1,000 SF OF GLA	$\ln(T) = 0.65 \ln(X) + 5.83 / 1000$	5,744	10.47%	42.06%	3,791
		220	304	DUs	$T = 6.06(X) = 123.56$	1,966	30.27%	0.00%	137
Total Section 3									3,928
*Net New Trips = Section 3 - Section 2 - Section 1									69

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

ATTACHMENT D: Traffic Analysis

3/6/2014

Produced by: Planning and Development Department
Application Number: 2014C-001

LB
Date: 2/18/2014
Mobility Zone / Development Area: / Urban Prior
Planning District: 3
Council District: 11

Table B

Net New Daily External Trip Distribution

	a 69	= Total Net New External Trips (Table A)	b	(a*b)
Link ID Number	Roadway Name	From / To	Percent of Total Net New Daily Amendment Trips	Net New Daily External Amendment Trips
5	HENDRICKS AVE (SR 13)	EMERSON ST (SR 126) TO SAN MARCO BLVD	25.33%	17
13	PHILIPS HWY (SR 5)	EMERSON ST TO ATLANTIC BLVD (AT I-95)	0.51%	0
17	KINGS AVE (SR 5)	ATLANTIC BLVD TO I-95	0.89%	1
24	I-95	EMERSON EXPY TO ATLANTIC BLVD RAMPS	25.33%	17
25	I-95 (SR 10)	ATLANTIC BLVD TO DOWNTOWN EXIT (SR 5)	0.60%	0
39	ATLANTIC BLVD (SR 10)	I-95 TO BEACH BLVD	11.06%	8
40	ATLANTIC BLVD	I-95 TO SAN MARCO BLVD	49.96%	34
468	SAN MARCO BLVD	LONDON AVE TO HENDRICKS AVE	5.94%	4
619	HENDRICKS AVE (SR 13)	SAN MARCO BLVD TO I-95	43.58%	30
699	SAN MARCO BLVD	I-95 TO LONDON AVE	5.94%	4

BOLD Indicates Directly Accessed Segment(s)

ATTACHMENT D: Traffic Analysis

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Table C

Roadway Link Analysis

Link ID Number	Road Name	Termini	Roadway Classification	State or City Road	Numbers of Lanes	Adopted Service Volume	Background Traffic			Amended Trips Daily External	Total Trips Daily External	Percent Capacity Used with Amended Trips
						Daily	Daily Volumes	1 Year Growth %*	Volumes w/ 5 yr Growth	Trips Daily External	Total Trips Daily External	Trips
5	HENDRICKS AVE (SR 13)	EMERSON ST (SR 126) TO SAN MARCO BLVD	Minor Arterial	State	4/D	39,800	23,250	1.00%	24,436	17	24,453	61.44%
13	PHILIPS HWY (SR 5)	EMERSON ST TO ATLANTIC BLVD (AT I-95)	Principal Arterial	State	4/D	39,800	23,250	1.00%	24,436	0	24,436	61.40%
17	KINGS AVE (SR 5)	ATLANTIC BLVD TO I-95	Minor Arterial	State	4/U	24,300	5,000	1.00%	5,255	1	5,256	21.63%
24	I-95	EMERSON EXPY TO ATLANTIC BLVD RAMP	Freeway	State	6/D	116,600	100,000	1.00%	105,101	17	105,118	90.15%
25	I-95 (SR 10)	ATLANTIC BLVD TO DOWNTOWN EXIT (SR 5)	Freeway	State	6/D	116,600	146,000	1.00%	153,447	0	153,448	131.60%
39	ATLANTIC BLVD (SR 10)	I-95 TO BEACH BLVD	Minor Arterial	State	8/D	67,300	41,116	1.00%	43,213	8	43,221	64.22%
40	ATLANTIC BLVD	I-95 TO SAN MARCO BLVD	Minor Arterial	City	4/U	33,345	9,246	1.00%	9,718	34	9,752	29.25%
468	SAN MARCO BLVD	LONDON AVE TO HENDRICKS AVE	Collector	City	4/D	30,420	11,026	1.00%	11,588	4	11,593	38.11%
619	HENDRICKS AVE (SR 13)	SAN MARCO BLVD TO I-95	Minor Arterial	State	2/D	15,600	14,200	1.00%	14,924	30	14,954	95.86%
699	SAN MARCO BLVD	I-95 TO LONDON AVE	Collector	City	2/U	14,040	16,354	1.00%	17,188	4	17,192	122.45%

* As determined from Trend Analysis or FDOT LOS Report, dated 8/13/2013
Data from City of Jacksonville Road Most recent Links Status Report dated 11/1/2015

BOLD Indicates Directly Accessed Segment(s)

Major Intersections List

SIS Interchanges/ SHS Intersections within Impact Area
I-95 / Atlantic Boulevard

LUA 2014C-001 tables.xls

ATTACHMENT E: Land Use Amendment Application



APPLICATION FOR SMALL-SCALE LAND USE AMENDMENT TO THE FUTURE LAND USE MAP SERIES - 2030 COMPREHENSIVE PLAN

Date Submitted:	12/4/13	Date Staff Report is Available to Public:	3/7/2014
Land Use Adoption Ordinance #:	2014-130	1st City Council Public Hearing:	3/11/2014
Rezoning Ordinance #:	2014-131	Planning Commission's LPA Public Hearing:	3/13/2014
JPDD Application #:	2014C-001	LUZ Committee's Public Hearing:	3/18/2014
Assigned Planner:	Helena Parola	2nd City Council Public Hearing:	3/25/2014

GENERAL INFORMATION ON APPLICANT & OWNER

Applicant Information:

STACI REWIS
GUNSTER
225 WATER STREET, SUITE 1750
JACKSONVILLE, FL 32202
Ph: 904-354-1980
Fax: 904-350-6039
Email: SREWIS@GUNSTER.COM

Owner Information:

TOM FLEMING
EAST SAN MARCO, LLC
ONE INDEPENDENT DRIVE, SUITE 114
JACKSONVILLE, FL 32202
Ph: 904-598-7684

CHRIS HANRAHAN
WELLS FARGO BANK, N.A.
225 WATER STREET FLO495
JACKSONVILLE, FL 32202
Ph: 904-396-6797

DESCRIPTION OF PROPERTY

Acreage: 5.29

Real Estate #(s): 081642 0000 081652 0000 081664 0000
081643 0000 081654 0010 081665 0000
081645 0000 081658 0000 081666 0000
081649 0000 081659 0000 081667 0000
081648 0010 081662 0000 081668 0000
081650 0000 081663 0000 081669 0000
081686 0000

Planning District: 3

Council District: 5

Development Area: URBAN AREA

Between Streets/Major Features:

ATLANTIC BLVD and HENDRICKS AVE

General Location:

INTERSECTION OF ATLANTIC BLVD AND HENDRICKS AVE

Addresses:

2031 HENDRICKS AVE
0 THACKER AVENUE 32207
1506 ATLANTIC BLVD 32207
1532 ATLANTIC BLVD 32207
1516 ATLANTIC BLVD 32207
1562 ATLANTIC BLVD 32207
0 ATLANTIC BLVD 32207
0 ARCADIA PLACE 32207
1605 ALFORD PLACE 32207
2025 MINERVA AVE 32207
2024 ARCADIA PLACE 32207
2034 ARCADIA PLACE 32207
2035 MINERVA AVE 32207
1570 ALFORD PLACE 32207
0 MANGO PLACE 32207
0 MINERVA AVE 32207

LAND USE AMENDMENT REQUEST INFORMATION

Current Utilization of Property: VACANT AND BANK

Current Land Use Category/Categories and Acreage:

CGC, Urban Area 5.29

Requested Land Use Category: CGC, Urban Priority Area

Justification for Land Use Amendment:

SEE EXHIBIT D

Surrounding Land Use Categories: CGC, RPI

UTILITIES

Potable Water: JEA

Sanitary: JEA

COMPANION REZONING REQUEST INFORMATION

Current Zoning District(s) and Acreage:

PUD 4.83

CCG-1 0.46

Requested Zoning District: PUD

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

ATTACHMENT E: Land Use Amendment Application (continued)

Exhibit D

East San Marco Justification for Comprehensive Plan Amendment Application December 2, 2013

I. Proposed Comprehensive Plan Amendment and Background

The applicants propose to amend the future land use designation for approximately 5.07 acres located at the intersection of Atlantic Boulevard and Hendricks Avenue, more particularly described on **Exhibit 1** attached hereto (the "Property") from Community General Commercial ("CGC") – Urban to CGC – Urban Priority Area ("UPA"). In addition to the change in land use designation, the applicant also proposes to extend the Development Area boundary for the UPA to incorporate the Property. The UPA boundary currently ends on the northern side of Atlantic Boulevard across from the Property. The proposed change in land use for the Property to CGC – UPA will enable the Property to be developed as an urban, infill project located at the entrance to the San Marco community and southbank area of downtown Jacksonville. The Property will also serve as a gradual transition of use from the urban core in downtown to the San Marco commercial Square to the residential communities to the south and west of the Property.

The Property is part of the East San Marco project. A companion Planned Unit Development ("PUD") rezoning application has been filed for certain portions of the Property in conjunction with this comprehensive plan amendment request. Since the approval of the original project in 2006, the City of Jacksonville undertook a substantial rewrite of its Comprehensive Plan due to the repeal of transportation concurrency and ultimate approval of a mobility fee. This rewrite revised the land use designations in the Future Land Use Element and it coupled with the PUD rezoning necessitates the land use change to allow a maximum gross density of 60 units per acre on the Property.

II. Justification for the Proposed Amendment

a. Overview

The location of the Property is suitable for the proposed comprehensive plan amendment and the proposed designation is very similar to the current CGC – Urban designation. The parcels surrounding the Property have CGC – UPA, CGC – Urban Area and Residential, Professional, Institutional ("RPI") – Urban Area land use designations and are generally developed with a mix of commercial, office and residential uses. The Property is located at the intersection of Atlantic Boulevard and Hendricks Avenue, and is approximately a ½ mile from downtown Jacksonville. The location of the Property is situated at the east entrance to the San Marco Square and provides a gateway entrance to this area and downtown Jacksonville. The prior buildings on the Property have been demolished, and the Property is currently vacant, except for the bank building. The Property is proposed to be developed with a mix of residential multi-family units, commercial/retail uses (including a grocery store and bank), accessory parking lots and garages and associated amenities and essential services. This infill redevelopment of the Property will

ATTACHMENT E: Land Use Amendment Application (continued)

provide an aesthetically appealing project that is compatible with the surrounding community and a more appropriate boundary for the UPA Development Area.

The development of the Property will meet the intent of the CGC – UPA land use designation, as the Property (i) is proposed to be developed with a compact, mix of uses, including residential uses, which are preferred, to support the non-residential uses in this project and the surrounding community; (ii) will provide a compact infill type of development generally developed in a similar fashion as a nodal or corridor development; (iii) is supplied with full urban services; (iv) is located at the intersection of Atlantic Boulevard and Hendricks Avenue both of which are identified on the Functional Highway Classification Map as minor arterial roads; and (v) is proposed to be developed to promote internal pedestrian and vehicle circulation and will limit the number of driveway access points on Atlantic Boulevard and Hendricks Avenue per the zoning. The CGC-UPA designation also recommends that a mix of uses should be vertically integrated within a multi-story building. Although this development characteristic recommendation will not occur on all parcels within the Property (e.g. Parcel B), the Property taken as a whole will be developed consistent with the CGC-UPA land use designation and underlying zoning. The development of Parcel A, for example, is proposed to be developed with a mix of uses and parking arranged vertically within a building consistent with this recommendation.

b. Consistency with the Comprehensive Plan

The proposed amendment is consistent with the 2030 Jacksonville Comprehensive Plan. The PUD coupled with the proposed land use amendment to CGC-UPA will generally allow multi-family and commercial uses, accessory parking, including parking garages integrated with a mixed use building, and related amenities and essential services. Since this application seeks to amend the land use designation from CGC-Urban Area to CGC-UPA and extend the Development Area UPA boundary, certain Comprehensive Plan Future Land Use Element Policies must be reviewed for compatibility with the surrounding area. These policies and the requisite analysis are below.

Policy 1.1.20. Development uses and densities shall be determined by the Development Areas described in the Operational Provisions for the Central Business District (CBD); Urban Priority Area (UPA); the Urban Area (UA); the Suburban Area (SA); and the Rural Area (RA) as identified in the 2030 Comprehensive Plan, in order to prevent urban sprawl, protect agricultural lands, conserve natural open space, and to minimize the cost of public facilities and services.

Response: The density for the Property will be consistent with the CGC-UPA designation. The density cap language in Future Land Use Element Policy 1.1.10A is set forth in the companion PUD rezoning application along with the required compatibility analysis. This comprehensive plan amendment will facilitate an urban infill development at the entrance to the San Marco Square, a highly sought after area of town. As set forth in Section II.c below this amendment will not constitute urban sprawl and given its location in the urban

ATTACHMENT E: Land Use Amendment Application (continued)

service boundary will minimize the cost of public facilities and services. No agricultural lands or open space will be negatively affected by this application.

Policy 1.1.20A. Extensions of the Development Areas will be noted in each land use amendment where an extension is needed or requested concurrent with a Future Land Use Map Amendment. In addition, plan amendments shall meet the requirements as set forth in Policy 1.1.21 and 1.1.22.

Response. This comprehensive plan amendment seeks to extend the UPA to encompass the Property. This extension is a natural extension from its current boundary north of the Property across Atlantic Boulevard, which current boundary is inappropriate to facilitate infill, mixed use development at the intersection of Atlantic Boulevard and Hendricks Avenue the entrance to the San Marco and downtown southbank communities. As demonstrated below, the extension satisfies the requirements in Policies 1.1.21 and 1.1.22.

Policy 1.1.21. Future amendments to the Future Land Use Map series (FLUMs) must be based on the amount of land required to accommodate anticipated growth and the projected population of the area. The projected growth needs and population projections must be based on relevant and appropriate data which is collected pursuant to a professionally acceptable methodology. In considering the growth needs and the allocation of land, the City shall also evaluate land use need based on the characteristics and land development pattern of localized areas. Land use need identifiers include but may not be limited to, proximity to compatible uses, development scale, site limitations, and the likelihood of furthering growth management and mobility goals.

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.

Response: These two Comprehensive Plan Policies address the urban sprawl discussion, which has historically been reviewed in comprehensive plan amendments to ensure infrastructure is in place to serve development and to assist with infill development. Section II.c below addresses the urban sprawl factors and demonstrates the proposed comprehensive plan amendment does not constitute urban sprawl.

This comprehensive plan amendment, including extension of the UPA boundary, is compatible with these two policies. The Property is located within the City of Jacksonville's urban service boundary. The development of the Property will result in urban infill development at the intersection of Hendricks Avenue and Atlantic Boulevard, which is the eastern entrance into the San Marco Square and southern entrance into the southbank of downtown Jacksonville. It will also provide the gradual transition of uses needed from the downtown area

ATTACHMENT E: Land Use Amendment Application (continued)

(approximately ½ mile to the north) into the San Marco Square commercial area to the residential communities to the south and west of the Property.

Comprehensive Plan Future Land Use Element Table L-20 depicts the percentage of gross acreage needed for each future land use category over a twenty year period. The CGC acreage need during this period gradually decreases from 125% to 84% and represents one of the lower allocations of land use acreage in the City. Typically, the ratio of need to land use designation/use should be higher than 100% so that the market may dictate the ultimate product and location and no shortage occurs that would result in residents or users relocating to neighboring counties or the rural area of the City or result in price escalation by regulatory shortages. The proposed development of the Property will assist in providing the Jacksonville community with an urban, infill project at the entrance to the San Marco Square and downtown Jacksonville. In addition to ensuring adequate CGC uses over the next twenty years, this comprehensive plan amendment will help meet a more pressing need by allowing the development of a grocery store to serve the San Marco and downtown southbank community reducing external trips.

In addition to meeting the CGC needs of the community, extending the UPA boundary to encompass the Property will promote and is compatible with the land use identifiers. The Property is proposed to be developed with a mix of uses compatible to the surrounding residential and nonresidential uses and will provide a transition of uses from the higher density downtown Jacksonville community into the San Marco commercial Square to the residential uses south and west of the Property. The development of the Property will result in urban, infill development at the intersection of Atlantic Boulevard and Hendricks Avenue that is responsive to the size of the site and will provide uses and building design compatible with the area. It will also be consistent with the UPA Locational Criteria in the Operational Provisions of the Future Land Use Element in that (i) the Property is located within the historic core (e.g. San Marco) of Jacksonville and (ii) infill redevelopment of the Property will use existing infrastructure. In addition, the development will employ the recommended Comprehensive Plan CGC – UPA Development Characteristics as Parcel A within the project is proposed to be developed as a mixed use, vertically integrated building. project development will be massed along Hendricks Avenue and Atlantic Boulevard to the greatest extent possible with access points limited on these roadways and off-street parking will consist of parking areas (e.g. lots and garages) that will to the greatest extent possible be located to the side, behind or integrated into the buildings.

The extension of the UPA boundary to encompass the Property will also assist in maintaining urbanized land use patterns on the edge of downtown and the San Marco Square. Downtown Jacksonville is currently undergoing a revitalization and a new optimism is occurring as to redevelopment within its boundaries. Extending the UPA boundary to encompass the Property will bolster this revitalization and provide a convenient shopping area to downtown residents and

ATTACHMENT E: Land Use Amendment Application (continued)

users as well as an infill residential product to individuals that wish to live near the San Marco Square, but not in downtown, in an amenitized multi-family product. The proposed uses on the Property will meet the needs of the community as a grocery store is proposed on the ground floor of Parcel A in the East San Marco project. San Marco and downtown southbank residents have expressed their desire for a grocery store to serve these communities for at least the past five years. This comprehensive plan amendment including the extension of the UPA boundary, will assist in providing this sought after use.

The development of the Property will further the growth management and mobility goals of the Comprehensive Plan. The main purpose of these goals is to incentivize development to locate in the urban area of the City (through reduced mobility fees and other development incentives) in order to allow projects with higher densities and intensities to take advantage of infrastructure and services already in place, reduce vehicle miles traveled and provide a gradual transition of uses from downtown Jacksonville to the suburban areas. This comprehensive plan amendment will further this purpose by providing a mixed use, infill commercial and residential product in the urban area of Jacksonville utilizing existing infrastructure and reducing vehicle miles travel. To this end this comprehensive plan amendment will further the following policies: Transportation Element Policies 1.4.7 and 2.3.8 and Future Land Use Element Objective 2.10 and Policies 1.1.12, 1.1.13, 1.1.18, 1.1.22, 1.2.4, 3.1.3, 3.1.19, 3.2.2, 3.4.2, 3.4.4 and 4.1.2.

As demonstrated above, the amendment will further Comprehensive Plan Future Land Use Element Policies 1.1.21 and 1.1.22. The project is an urban infill redevelopment project that is compatible with the surrounding commercial and residential uses and will provide a gradual transition of uses from the denser downtown southbank to the San Marco commercial Square and residential uses located to the south and west of the Property. The project will also assist in furthering the City's growth management and mobility goals to support infill mixed use developments.

Policy 1.1.20B. Expansion of the Development Areas shall result in development that would be compatible with its surroundings. When considering land areas to add to the Development Areas, after demonstrating that a need exists in accordance with Policy 1.1.21, inclusion of the following areas is discouraged;

1. Preservation Project Lands.
2. Conservation Lands.
3. Agricultural Lands, except when development proposals include Master Planned Communities or developments within the Multi-Use Future Land Use Category, as defined in this element.

The following areas are deemed generally appropriate for inclusion in Development Areas subject to conformance with Policy 1.1.21:

ATTACHMENT E: Land Use Amendment Application (continued)

1. Land contiguous with the Development Area and which would be a logical extension of an existing urban scale and/or has a functional relationship to development within the Development Area.
2. Locations within one mile of a planned node with urban development characteristics.
3. Locations within one-half mile of the existing or planned JTA RTS.
4. Locations having projected surplus service capacity where necessary facilities and services can be readily extended.
5. Public water and sewer service exists within one-half mile of the site.
6. Large Scale Multi-Use developments and Master Planned Communities which are designed to provide for the internal capture of daily trips for work, shopping and recreational activities.
7. Low density residential development at locations up to three miles from the inward boundary of the preservation project lands. Inward is measured from that part of the preservation project lands closest to the existing Suburban Area such that the preservation lands serves to separate suburban from rural. The development shall be a logical extension of residential growth, which furthers the intent of the Preservation Project to provide passive recreation and low intensity land use buffers around protected areas. Such sites should be located within one-half mile of existing water and sewer, or within JEA plans for expansion.

Response: This Policy is directed at property outside the City's urban/suburban service boundary and is not relevant to this proposed amendment as the Property is located within this boundary. Notwithstanding this, the amendment does not include property within any of the three discouraged areas. Extending the UPA boundary to include the Property is a logical extension of the existing UPA as the Property is adjacent to the current UPA boundary, water and sewer exists at the Property, and infrastructure is in place to serve the Property development.

c. Consistency with Urban Sprawl

The urban sprawl rule in Section 163.3177, Florida Statutes, contains 13 indicators of urban sprawl, none of which is determinative, but are to be used as factors, evaluated for whether they are present and the extent to which they exist. This statutory section also states that a comprehensive plan amendment will discourage urban sprawl if in addition to not meeting the 13 urban sprawl factors, the amendment satisfies 4 out of the 8 additional criteria listed for said discouragement. As demonstrated below, this proposed comprehensive plan amendment and

ATTACHMENT E: Land Use Amendment Application (continued)

extension of the UPA boundary does not constitute urban sprawl as set forth in Section 163.3177, Florida Statutes.

i. 13 Indicators of Urban Sprawl

1. Promotes, allows, or designates for development substantial areas of the jurisdiction to develop as low-intensity, low-density, or single-use development or uses.

Response: The proposed amendment will not promote, allow or designate for development substantial areas of the jurisdiction to develop as low-intensity, low-density, single-use development. The amendment proposes to modify the land use designation for the Property to CCIC – UPA to allow a mix of commercial uses and residential uses with a maximum gross density of 60 units/acre. The Property is part of the East San Marco project, which will provide infill redevelopment with commercial and residential uses that will provide a gradual transition from the downtown core to the commercial San Marco Square and residential communities south and west of the Property.

2. Promotes, allows, or designates significant amounts of urban development to occur in rural areas at substantial distances from existing urban areas while not using undeveloped lands that are available and suitable for development.

Response: The location of the Property will not allow or designate significant amounts of urban development to occur in rural areas. The proposed amendment is for the Property, which is located within the City of Jacksonville's urban service boundary approximately a ½ mile from downtown Jacksonville and across the street (Atlantic Boulevard) from the current UPA boundary. It will also assist in the infill development of underutilized, mostly vacant parcels at the entrance to San Marco and downtown.

3. Promotes, allows, or designates urban development in radial, strip, isolated, or ribbon patterns generally emanating from existing urban developments.

Response: The proposed comprehensive plan amendment will not result in development that constitutes a radial, strip, isolated, or ribbon pattern of development. The Property is located at the intersection of Atlantic Boulevard and Hendricks Avenue in the San Marco area of Jacksonville approximately a ½ mile from downtown Jacksonville. In addition, the Property is proposed to be developed with a mix of uses with one building containing a mix of commercial and residential uses organized vertically.

4. Fails to adequately protect and conserve natural resources, such as wetlands, floodplains, native vegetation, environmentally sensitive areas, natural groundwater aquifer recharge areas, lakes, rivers, shorelines, beaches, bays, estuarine systems, and other significant natural systems.

Response: The proposed amendment will protect and conserve natural resources. The Property does not contain wetlands.

ATTACHMENT E: Land Use Amendment Application (continued)

5. Fails to adequately protect adjacent agricultural areas and activities, including silviculture, active agricultural and silvicultural activities, passive agricultural activities, and dormant, unique, and prime farmlands and soils.

Response: No adjacent agricultural or silvicultural areas will be affected by the proposed amendment as the Property is approximately a ½ mile from downtown Jacksonville and in the urban service area.

6. Fails to maximize use of existing public facilities and services.

Response: Development of the Property will maximize the use of existing public facilities and services due to its location within San Marco and its proximity to downtown Jacksonville. In addition, the Property is inside the City's urban service boundary.

7. Fails to maximize use of future public facilities and services.

Response: Given the location of the Property and the surrounding development, the proposed amendment will maximize the use of future public facilities and services. The amendment proposes development consistent to that which is in existence in the area.

8. Allows for land use patterns or timing which disproportionately increase the cost in time, money, and energy of providing and maintaining facilities and services, including roads, potable water, sanitary sewer, stormwater management, law enforcement, education, health care, fire and emergency response, and general government.

Response: The proposed amendment will not disproportionately increase the cost in time, money and energy of providing and maintaining facilities and services to the area. The proposed development of the Property as part of the East San Marco project will maximize the use of the facilities and services currently provided to this area.

9. Fails to provide a clear separation between rural and urban uses.

Response: The proposed amendment is currently designated for urban development and will not change the rural-urban fringe.

10. Discourages or inhibits infill development or the redevelopment of existing neighborhoods and communities.

Response: The proposed amendment will not discourage or inhibit infill or redevelopment of existing neighborhoods or communities. Rather, it will facilitate the infill redevelopment of the Property, which is located at the entrance to the San Marco and downtown communities.

ATTACHMENT E: Land Use Amendment Application (continued)

11. Fails to encourage a functional mix of uses.

Response: The amendment will continue to allow a mix of uses on the Property. The Property is proposed to be developed with commercial/retail uses, multi-family, related amenities and parking to serve the San Marco and downtown communities.

12. Results in poor accessibility among linked or related land uses.

Response: The proposed amendment will not result in poor accessibility among linked or related land uses. Vehicular access to the Property is proposed off of Alford Place, Mango Place, Minerva Avenue and Arcadia Place and pedestrian access is proposed along the Property boundary. The Property is part of the East San Marco project, which will contain a pedestrian circulation system as set forth in the PUD.

13. Results in the loss of significant amounts of functional open space.

Response: The proposed amendment will not result in the loss of significant amounts of functional open space.

ii. 8 Criteria for Discouraging Urban Sprawl

1. Directs or locates economic growth and associated land development to geographic areas of the community in a manner that does not have an adverse impact on and protects natural resources and ecosystems.

Response: This comprehensive plan amendment directs or locates economic growth and associated land development in a manner that does not have an adverse impact on and protects natural resources and ecosystems. This comprehensive plan amendment and the companion PUD modification will modify the development requirements of portions of the Property to assist in the redevelopment of this underutilized area. The Property will be developed consistent with applicable regulatory agency requirements.

2. Promotes the efficient and cost-effective provision or extension of public infrastructure and services.

Response: This comprehensive plan amendment promotes the efficient and cost-effective provision or extension of public infrastructure and services. The Property is located within the City's urban service boundary, and development of it will maximize the use of existing facilities and services within the area.

3. Promotes walkable and connected communities and provides for compact development and a mix of uses at densities and intensities that will support a range of housing choices and a multimodal transportation system, including pedestrian, bicycle, and transit, if available.

ATTACHMENT E: Land Use Amendment Application (continued)

Response: This comprehensive plan amendment promotes walkable and connected communities and provides for compact development with a mix of uses. The Property is part of the East San Marco project, a mixed use (i.e. commercial and multi-family) project located within the San Marco area and approximately a ½ mile from downtown Jacksonville. The amendment to change the Property to CGC UPA will allow a mix of uses to be developed consistent with the land use designation, PUD and the surrounding community. In addition, the East San Marco project will provide for bike parking areas and pedestrian access.

4. Promotes conservation of water and energy.

Response: The development of the Property will promote the conservation of water and energy, as appropriate.

5. Preserves agricultural areas and activities, including silviculture, and dormant, unique, and prime farmlands and soils.

Response: This comprehensive plan amendment will preserve agricultural areas and activities. No agricultural areas or activities will be affected by the proposed amendment.

6. Preserves open space and natural lands and provides for public open space and recreation needs.

Response: This comprehensive plan amendment will preserve open space and natural lands. No open space or natural lands will be adversely affected by the proposed amendment.

7. Creates a balance of land uses based upon demands of the residential population for the nonresidential needs of an area.

Response: This comprehensive plan amendment will help create a balance of land uses. The Property is part of a mixed use project. The development of the Property is planned to include a grocery store, which is a much needed and requested use for the San Marco and downtown Jacksonville community, and other retail uses compatible with the San Marco area. The multi-family portion of the project will also provide an amenitized residential product near nonresidential services, in an urban setting.

8. Provides uses, densities, and intensities of use and urban form that would remediate an existing or planned development pattern in the vicinity that constitutes sprawl or if it provides for an innovative development pattern such as transit-oriented developments or new towns as defined in s. 163.3164.

Response: This factor does not apply as the comprehensive plan amendment is not urban sprawl, and the Property is not located in a rural area. However, this amendment will allow an innovative, mixed use, infill development to be constructed on underutilized parcels located at the entrance to the San Marco and downtown communities.

ATTACHMENT E: Land Use Amendment Application (continued)

In sum, this comprehensive plan amendment is not urban sprawl as set forth in Section 163.3177, Florida Statutes. The amendment does not meet the 13 urban sprawl factors and satisfies the 8 criteria that discourage urban sprawl.

III. Conclusion

This proposed comprehensive plan amendment is consistent with the City of Jacksonville Comprehensive Plan, does not constitute urban sprawl and is compatible with the surrounding area.