

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



OVERVIEW

ORDINANCE: ORD # 2014-191

APPLICATION: 2014C-002

APPLICANT: PAUL M. HARDEN

PROPERTY LOCATION: 8101 Southside Boulevard

Acreage: 1.76 Acres

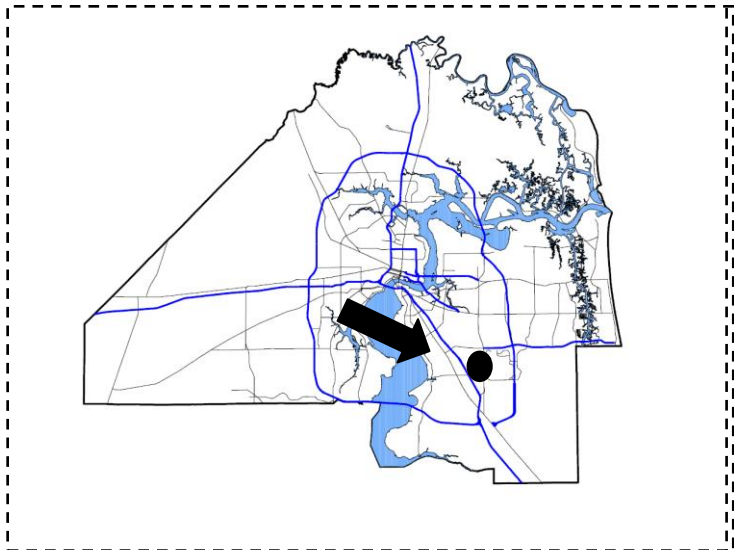
Requested Action:

	Current	Proposed
LAND USE	RPI	NC
ZONING	PUD	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	NC	N/A	N/A	38,332 Sq. Ft. Office Uses (0.5 FAR)	34,500 Sq. Ft. Commercial/Retail Uses (0.45 FAR)	N/A	Potential Decrease of 3,832 Sq. Ft. of Non-Residential Uses

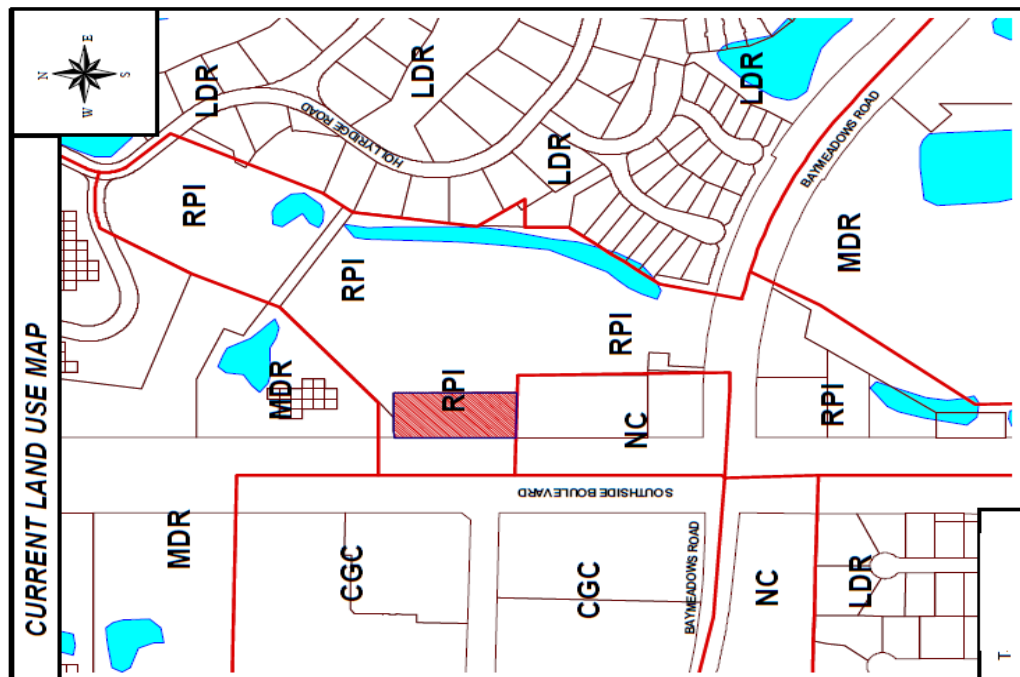
PLANNING AND DEVELOPMENT DEPARTMENT'S RECOMMENDATION: APPROVAL

LOCATION MAPS: Arrows point to location of proposed amendment.



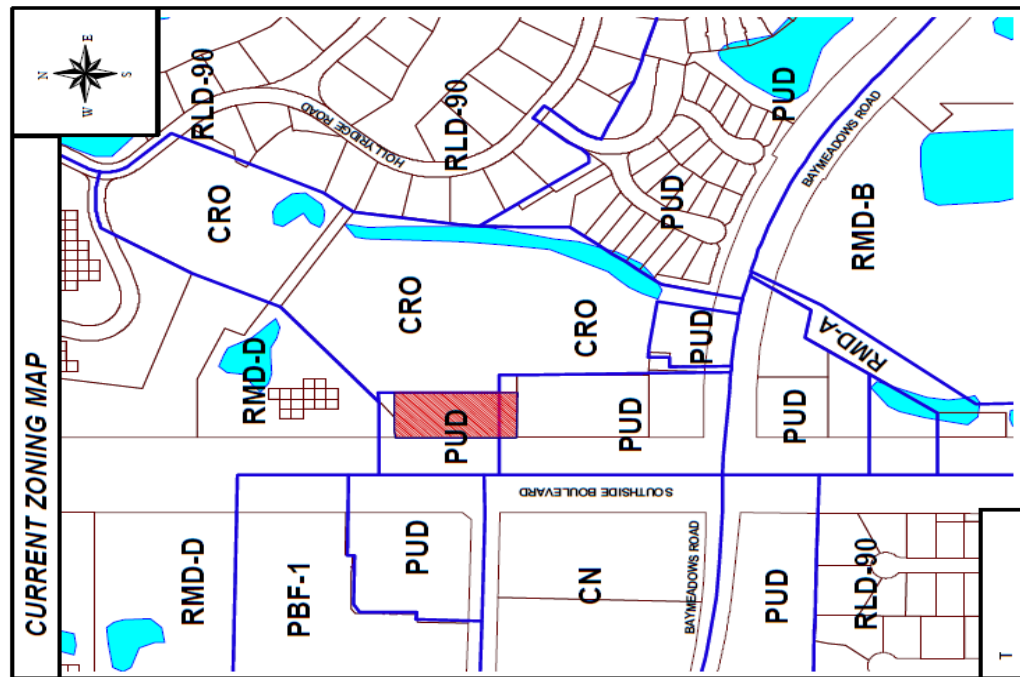
DUAL MAP PAGE

SMALL SCALE LAND USE APPLICATION 2014C-002



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

Requested FLUM Land Use Category: Neighborhood Commercial (NC)



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

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

ANALYSIS

Background:

The 1.76 acre subject property is located at 8101 Southside Boulevard in the Southeast Planning District and the boundaries of the Southeast Vision Plan.

The applicant is requesting a land use amendment from Residential-Professional-Institutional (RPI) to Neighborhood Commercial (NC) and a companion rezoning from Planned Unit Development (PUD) to PUD in order to develop the property consistent with the commercial retail and service trends of the area. The property is currently developed with an office center. The companion PUD is pending concurrently with this land use amendment application as Ordinance 2014-192.

The area surrounding the subject property is fully developed with a mix of commercial retail sales and service establishments, schools and residential uses. There are two schools near the subject property, directly east of the site is the Jacksonville Country Day School and across Southside Boulevard is the Deerwood Campus for FSCJ. Abutting the northern boundary of the site are residential condominiums and south and west of the site are commercial retail sales and service shopping centers. The property fronts on Southside Boulevard, a principal arterial roadway, and is located approximately 700 feet north of Baymeadows Road, a minor arterial roadway. Access to the site is either via a traffic light that serves the intersection of Old Baymeadows Road, Southside Boulevard and the subject site or via cross access drives with the adjoining commercial shopping center parking lot located along the southern boundary of the site. The cross access drives connect the subject site to the sites to the south and all the way to Baymeadows Road.

Properties located to the south of the site are in the Neighborhood Commercial (NC) Future Land Use Category and properties across Southside Boulevard are located in the Community/General Commercial (CGC) Category. The proposed extension of the NC to encompass the subject property would be a logical expansion of the NC boundary.

According Development Areas Map L-4 in the Future Land Use Element, the site is located in the Suburban Development Area. The proposed development does not include a residential component so school capacity will not be impacted by the change from RPI to NC.

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 a potential increase of 338 net new daily external trips. Potential traffic impacts will be addressed through the Concurrency and Mobility Management System Office.

Archaeological Resources

According to the Duval County Preliminary Site Sensitivity Map, the subject property is located within an area of high sensitivity for the presence of archaeological resources. A Professional Archaeological Reconnaissance Survey should be performed due to this area's high sensitivity in order to determine if a Phase 1 Survey is needed. Section 654.122 of the Code of Subdivision Regulations should be followed if resources are discovered.

IMPACT ASSESSMENT

DEVELOPMENT ANALYSIS		
	<u>CURRENT</u>	<u>PROPOSED</u>
Site Utilization	Professional Offices	Commercial/Retail Sales and Services
Land Use Category	RPI / 1.76 Ac	NC / 1.76 Ac
Development Standards For Impact Assessment	0.5 FAR	0.45 FAR
Development Potential	38,332 Sq. Ft. Office Uses	34,500 Sq. Ft. Commercial/Retail Uses
Population Potential	N/A	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 - Mostly High Probability	
Archaeological Sensitivity	X - Mostly High Probability	
Historic District		X
Coastal High Hazard Area		X
Ground Water Aquifer Recharge Area	X - Recharge Range 0-4 inches	
Well Head Protection Zone		X
PUBLIC FACILITIES		
Potential Roadway Impact	Potential Increase of 338 Net New Daily Trips	
Water Provider	JEA	
Potential Water Impact	Potential Decrease of 964.96 Gallons Per Day	
Sewer Provider	JEA	
Potential Sewer Impact	Potential Decrease of 723.72 Gallons Per Day	
Potential Solid Waste Impact	Potential Decrease of 6.13 Tons Per Year	
Drainage Basin / Sub-Basin	Puncheon Gum Swamp Slough	
Recreation and Parks	None	
Mass Transit	JTA S1 and B7 Bus Lines	
NATURAL FEATURES		
Elevations	45 – 50 Feet	
Soils	Hurricane and Ridgewood soils, 0 to 5 percent slopes	
Land Cover	Retail Sales and Services	
Flood Zone	No	
Wet Lands	No	
Wild Life	No	

PROCEDURAL COMPLIANCE

Upon site inspection by the Planning and Development Department on February 20, 2014, the required notices of public hearing signs were not posted. The applicant was notified and provided a new sign posting affidavit and pictures of the reposted signs on February 24, 2014. Forty-Seven (47) notices were mailed out to adjoining property owners, the Southeast CPAC and registered neighborhood associations informing them of the proposed land use change and pertinent public hearing and meeting dates.

At the Department sponsored Preview Workshop held on February 24, 2014 there were four speakers present. The issues/concerns presented by the speakers at the workshop included traffic generation concerns and access to the site.

CONSISTENCY EVALUATION

2030 Comprehensive Plan

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

GOAL 1	To ensure that the character and location of land uses optimize the combined potentials for economic benefit and enjoyment and protection of natural resources, while minimizing the threat to health, safety and welfare posed by hazards, nuisances, incompatible land uses and environmental degradation.
Objective 1.1	Ensure that the type, rate, and distribution of growth in the City results in compact and compatible land use patterns, an increasingly efficient urban service delivery system and discourages proliferation of urban sprawl through implementation of regulatory programs, intergovernmental coordination mechanisms, and public/private coordination.
Policy 1.1.18	Prohibit scattered, unplanned, urban sprawl development without provisions for facilities and services at levels adopted in the 2030 Comprehensive Plan in locations inconsistent with the overall concepts of the Future Land Use Element and the Development Areas and the Plan Category Descriptions of the Operative Provisions.
Policy 1.1.22	Future development orders, development permits and plan amendments shall maintain compact and compatible land use patterns, maintain an increasingly efficient urban service delivery system and discourage urban sprawl as described in the

Development Areas and the Plan Category Descriptions of the Operative Provisions.

- Policy 3.2.4 The City shall permit expansion of commercial uses adjacent to residential areas only if such expansion maintains the existing residential character, does not encourage through traffic into adjacent residential neighborhoods, and meets design criteria set forth in the Land Development Regulations.
- Policy 3.2.6 The City shall encourage neighborhood commercial uses to be located within one quarter mile of the intersections of roads classified as collector or higher on the Functional Highway Classification Map, except when such uses are an integral component of a mixed-use development, Traditional Neighborhood Development (TND), Transit Oriented Development (TOD), Rural Village or similar development. The City should prohibit the location of neighborhood commercial uses interior to residential neighborhoods in a manner that will encourage the use of local streets for non-residential traffic.

According to the Category Descriptions for the Urban Development Areas of the FLUE, the RPI future land use category primarily permits 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 permitted as part of mixed use developments. RPI is generally intended to provide transitional uses between commercial and residential uses.

The NC Future Land Use Category is intended to provide for commercial retail and service establishments which serve the daily needs of nearby residential neighborhoods. Preferred development patterns include those described in FLUE Policy 3.2.6. Plan amendment requests for new NC designations are preferred in locations which are supplied with full urban services; which abut a roadway classified as a collector or higher on the Functional Highway Classification Map; and which are compatible with adjacent residential neighborhoods. Sites with two or more property boundaries on transportation rights-of-way are considered preferred locations.

The proposed amendment creates a logical extension of the NC category for property located on a principal arterial roadway and within less than a quarter of a mile of a minor arterial roadway. Therefore, the proposed amendment is consistent with the general intent of the NC Future Land Use Category and FLUE Policy 3.2.6. The amendment site is located in the suburban area, has access to full urban services and is located in a developed area. Therefore, the proposed amendment ensures that development occurs in a compact and compatible land use pattern that maintains an efficient urban service delivery system as called for in FLUE Objective 1.1, and Policies 1.1.18 and 1.1.22.

The site subject to the proposed amendment fronts on Southside Boulevard, a principal arterial roadway, and access to the site is either via Southside Boulevard or via cross access connections through the adjacent commercial shopping center. Therefore, the proposed amendment will not alter the residential character of adjacent residential development and will not create through traffic into adjacent residential areas in accordance with FLUE Goal 1 and Policy 3.2.4.

Vision Plan Consistency

The subject property is located within the boundaries of the Southeast Jacksonville Vision Plan. Principle Two, Sub-Principle 2.2 recommends the encouragement of redevelopment along arterials with higher densities and intensities that limits impacts on failing roadways. The Plan specifically identifies the Southside Boulevard and Baymeadows Road intersection as a commercial corridor/activity center which is the location of the proposed amendment to NC. Therefore, the proposed amendment is consistent with the Southeast Jacksonville Vision Plan.

Strategic Regional Policy Plan

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

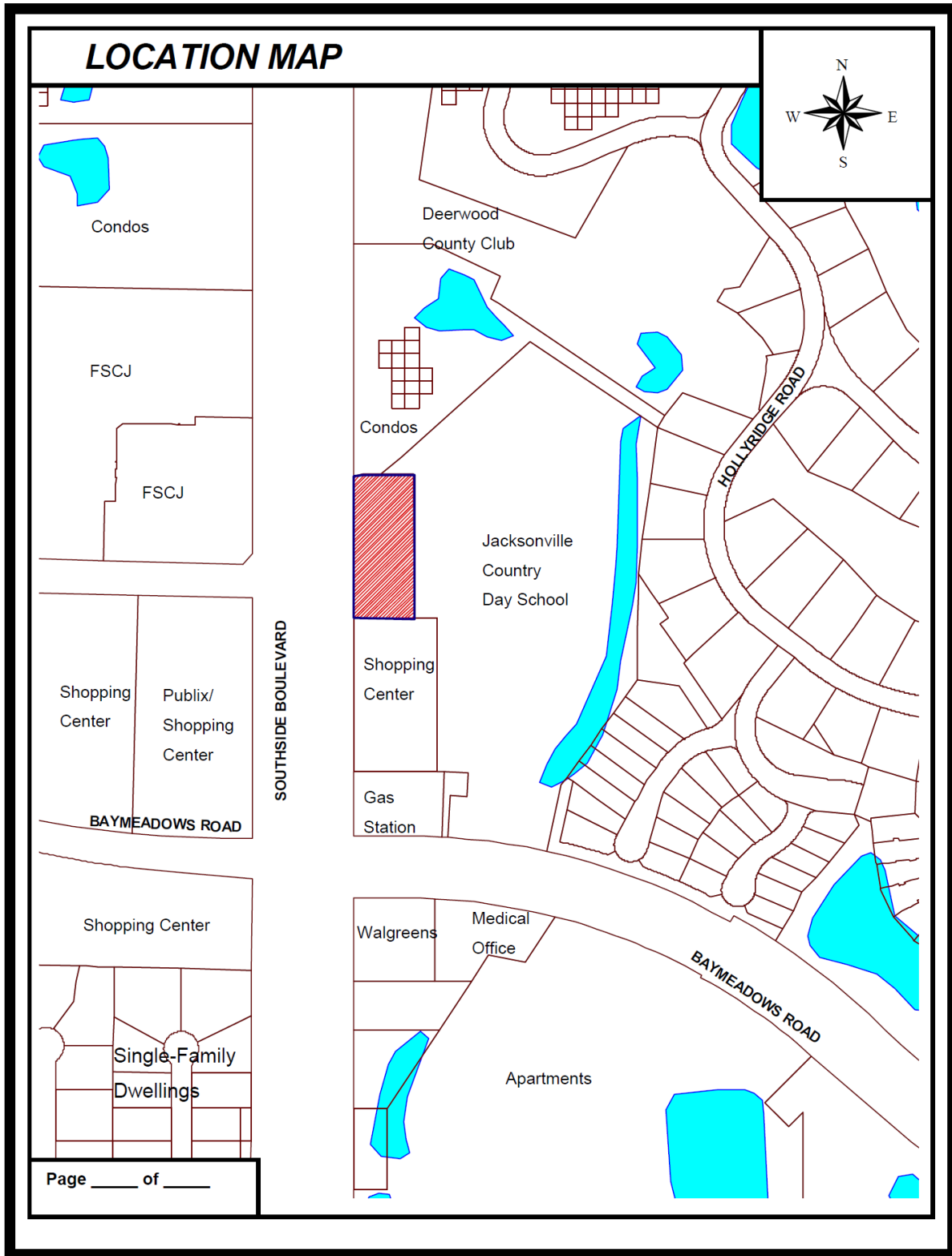
Policy 55C Make Northeast Florida conducive to small business success. Promote incubators and relationships with colleges and universities. Increase access to capital and the purchasing power of small businesses through join and cooperative efforts. Support efforts that give priority to small business and business in the Region in government contracting.

The proposed land use amendment is consistent with Policy 55C of the Northeast Florida Regional Council's Strategic Regional Policy Plan as it would provide additional opportunities for the creation of small business in Northeast Florida.

RECOMMENDATION

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

ATTACHMENT A – EXISTING LAND UTILIZATION



ATTACHMENT B – TRAFFIC ANALYSIS

Produced by: Planning and Development Department
Application Number: 2014C-002

LB
Date: 3/10/2014
Mobility Zone / Development Area: 1 / Suburban
Planning District: 3
Council District: 13

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
RPI / PUD	1.76	710	20,313	1,000 SF OF GLA	$T = 11.03 (X) / 1000$	224	0	0	224
Total Section 1									224
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
RPI / PUD	1.76	710	39,204	1,000 SF OF GLA	$T = 11.03 (X) / 1000$	432	0.00%	0.00%	432
Total Section 2									432
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
CN / PUD	1.76	814	35,284	1,000 SF OF GLA	$T = 42.7 (X) / 1000$	1,507	0.00%	34.00%	994
Total Section 3									994
*Net New Trips = Section 3 - Section 2 - Section 1									338

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

ATTACHMENT B – TRAFFIC ANALYSIS (CONTINUED)

3/12/2014

Produced by: Planning and Development Department
2014C-002 2014C-002

LB
Date: 3/10/2014
Mobility Zone / Development Area: 1 / Suburban
Planning District: 3
Council District: 13

Table B

Net New Daily External Trip Distribution

	a 338	= Total Net New External Trips (Table A)	b	(a*b)
Link ID 1.76	Roadway Name	From / To	Percent of Total Net New Daily Amendment Trips	Net New Daily External Amendment Trips
15	SOUTHSIDE BLVD (SR 115)	BELLE RIVE TO BAYMEADOWS RD	32.84%	111
16	SOUTHSIDE BLVD (SR 115)	BAYMEADOWS RD TO J TURNER BUTLER BLVD	79.93%	270
536	BAYMEADOWS RD (SR 152)	I-95 TO OLD BAYMEADOWS RD	28.92%	98
545	BAYMEADOWS RD (SR 152)	SOUTHSIDE BLVD (SR 115) TO I-295 EAST BELTWAY/SR 9A	3.75%	13
611	BAYMEADOWS RD (SR 152)	OLD BAYMEADOWS RD TO SOUTHSIDE BLVD (SR 115)	10.88%	37

BOLD Indicates Directly Accessed Segment(s)

2014C Produced by: Planning and Development Department
Application Number: 2014C-002
LB
Date: 3/10/2014
Mobility Zone / Development Area: 1 / Suburban
Planning District: 3
Council District: 13

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 Volumes	1 Year Growth %*	Volumes w/ 5 yr Growth			
						a	b	c	d	e	f	g
2	SOUTHSIDE BLVD (SR 115)	BELLE RIVE TO BAYMEADOWS RD	Arterial	State	6/D	59,900	46,500	1.00%	48,872	111	48,983	81.77%
16	SOUTHSIDE BLVD (SR 115)	BAYMEADOWS RD TO J TURNER BUTLER BLVD	Arterial	State	6/D	59,900	49,500	1.00%	52,025	270	52,295	87.30%
536	BAYMEADOWS RD (SR 152)	I-95 TO OLD BAYMEADOWS RD	Arterial	State	4/D	39,800	35,000	1.00%	36,785	98	36,883	92.67%
545	BAYMEADOWS RD (SR 152)	SOUTHSIDE BLVD (SR 115) TO I-295 EAST BELTWAY/SR 9A	Arterial	State	4/D	39,800	27,500	1.00%	28,903	13	28,915	72.65%
611	BAYMEADOWS RD (SR 152)	OLD BAYMEADOWS RD TO SOUTHSIDE BLVD (SR 115)	Arterial	State	4/D	39,800	24,500	1.00%	25,750	37	25,787	64.79%

* 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 11/1/2013
BOLD Indicates Directly Accessed Segment (s)

Major Intersections List

SIS Interchanges/ SHS Intersections within Impact Area
2

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:	12/11/13	Date Staff Report is Available to Public:	04/04/2014
Land Use Adoption Ordinance #:	2014-191	1st City Council Public Hearing:	04/08/2014
Rezoning Ordinance #:	2014-192	Planning Commission's LPA Public Hearing:	04/10/2014
JPDD Application #:	2014C-002	LUZ Committee's Public Hearing:	04/15/2014
Assigned Planner:	Kristen Reed	2nd City Council Public Hearing:	04/22/2014

GENERAL INFORMATION ON APPLICANT & OWNER

Applicant Information:
PAUL HARDEN
LAW OFFICE OF PAUL M. HARDEN
501 RIVERSIDE AVENUE, SUITE 901
JACKSONVILLE, FL 32202
Ph: 904-396-5731
Fax: 904-399-5461
Email: PAUL_HARDEN@BELLSOUTH.NET

Owner Information:
CARRIE MANLEY
BENTLEY MORTGAGE, LLC
10739 DEERWOOD PARK BLVD.
JACKSONVILLE, FL 32256

DESCRIPTION OF PROPERTY

Acreage: 1.76
Real Estate #(s): 148524 0100

General Location:
NORTH OF BAYMEADOWS ROAD AND EAST OF SOUTHSIDE
BLVD

Planning District: 3
Council District: 13
Development Area: SUBURBAN AREA
Between Streets/Major Features:
BAYMEADOWS ROAD and WHIPPOORWILL LANE

Address:
8101 SOUTHSIDE BLVD

LAND USE AMENDMENT REQUEST INFORMATION

Current Utilization of Property: OFFICE CENTER
Current Land Use Category/Categories and Acreage:
RPI 1.76

Requested Land Use Category: NC
Justification for Land Use Amendment:
TO DEVELOP CONSISTENT WITH TREND OF THE AREA.

Surrounding Land Use Categories: CGC, NC, RPI

UTILITIES

Potable Water: COJ

Sanitary Sewer: COJ

COMPANION REZONING REQUEST INFORMATION

Current Zoning District(s) and Acreage:
PUD 1.76

Requested Zoning District: PUD

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