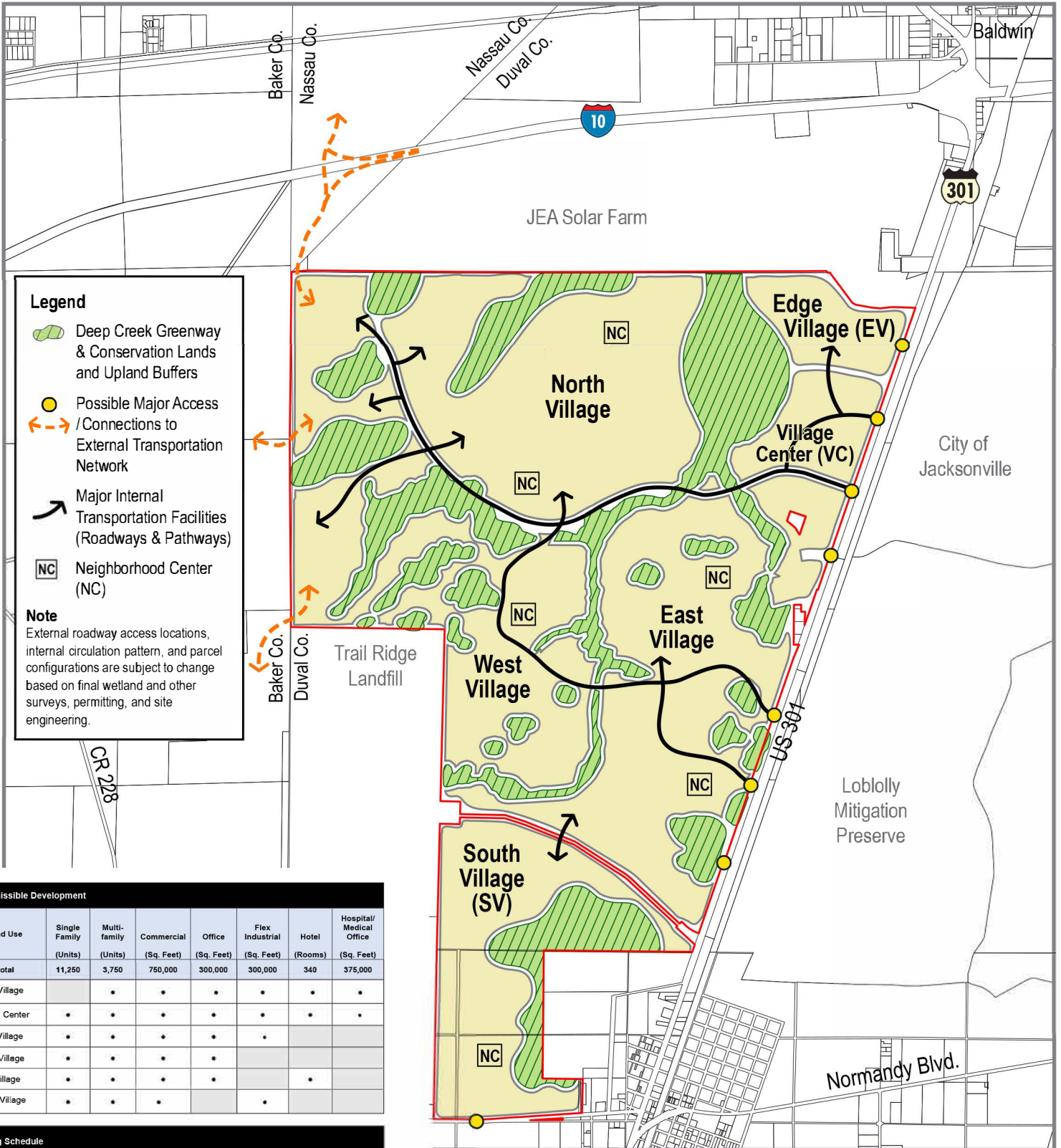


# 301 Villages

# Conceptual Master Plan



Permissible Development							
Land Use	Single Family (Units)	Multi-family (Units)	Commercial (Sq. Feet)	Office (Sq. Feet)	Flex Industrial (Sq. Feet)	Hotel (Rooms)	Hospital/ Medical Office (Sq. Feet)
<b>Total</b>	<b>11,250</b>	<b>3,750</b>	<b>750,000</b>	<b>300,000</b>	<b>300,000</b>	<b>340</b>	<b>375,000</b>
Edge Village		•	•	•	•	•	•
Village Center	•	•	•	•	•	•	•
West Village	•	•	•	•	•		
North Village	•	•	•	•	•		
East Village	•	•	•	•	•	•	
South Village	•	•	•		•		

Phasing Schedule					
Land Use	Units	Phase 1 2024-2029	Phase 2 2029-2034	Phase 3 2034-2039	Total
Single Family Residential	Units	2,500	5,750	3,000	11,250
Multi-family Residential	Units	1,000	1,200	1,550	3,750
Commercial	Square Feet	150,000	325,000	275,000	750,000
Hotel	Rooms	120	220	-	340
Light Industrial	Square Feet	150,000	150,000	-	300,000
Office	Square Feet	100,000	100,000	100,000	300,000
Hospital/Medical Office	Square Feet	50,000	150,000	175,000	375,000

• Denotes land use is permissible within the village

August 28, 2024



**Table 1  
Permissible Development**

Land Use	Single-Family (Units)	Multi-family (Units)	Commercial (Sq. Feet)	Office (Sq. Feet)	Flex Industrial (Sq. Feet)	Hotel (Rooms)	Hospital/ Medical Office (Sq. Feet)
<b>Total</b>	<b>11,250</b>	<b>3,750</b>	<b>750,000</b>	<b>300,000</b>	<b>300,000</b>	<b>340</b>	<b>375,000</b>
Edge Village		•	•	•	•	•	•
Village Center	•	•	•	•	•	•	•
West Village	•	•	•	•	•		
North Village	•	•	•	•			
East Village	•	•	•	•		•	
South Village	•	•	•		•		

•Denotes land use type is permissible within the village

**Table 2  
Phasing Schedule**

Land Use	Units	Phase 1 2024-2029	Phase 2 2029-2034	Phase 3 2034-2039	Total
Single Family Residential	Units	2,500	5,750	3,000	11,250
Multi-family Residential	Units	1,000	1,200	1,550	3,750
Commercial	Square Feet	150,000	325,000	275,000	750,000
Hotel	Rooms	120	220	-	340
Light Industrial	Square Feet	150,000	150,000	-	300,000
Office	Square Feet	100,000	100,000	100,000	300,000
Hospital/Medical Office	Square Feet	50,000	150,000	175,000	375,000

**Notes:**

- (1) Unused development rights from a particular phase carry over into the subsequent phase until build-out.
- (2) The Developer shall be permitted to convert between land uses based on the conversion table contained in the PUD-MU that allows for the exchange of land uses based upon trip generation for each land use.

The entire Property is subject to the 301 Villages PUD-MU which provides land use controls for the distribution, location, densities, and intensities of permissible residential and non-residential development. Incremental development plans shall be submitted for individual portions of the 301 Villages in conjunction with corresponding construction plans. These plans must demonstrate consistency with the Conceptual Master Plan and compliance with all sections of the PUD-MU district subject to the City's PUD Verification process.

In the event future development plans necessitate revising the Conceptual Master Plan, an amendment may be sought by the owner of the parcel which is the subject of the amendment but only with the written consent of the Master Developer of Record. Amendment to the adopted PUD-MU district may be accomplished through either an administrative modification, minor modification to the PUD, or by filing an application for rezoning as authorized by the PUD-MU or by Section 656.341 of the *Zoning Code*.

Conservation areas are shown as generalized areas on the Conceptual Master Plan and are subject to final design, road crossings, surveys, and permitting. A key element of the Conceptual Master Plan is the preservation and enhancement of the Deep Creek Swamp and its tributaries. To protect water quality and preserve natural wetland functions, the Developer shall maintain a minimum fifteen (15) foot-wide upland buffer between developed areas contiguous to Category I and II Wetlands, except for those circumstances where an averaging of the buffer width, because of an unavoidable buffer reduction, achieves a greater overall upland buffer width.

Potable water, sanitary sewer and irrigation water will be provided to 301 Villages by First Coast Regional Utilities, Inc. (FCRU), a Florida Public Service Commission regulated utility pursuant to Certificate Nos. 680-W and 578-S granted on April 25, 2022, which authorize FCRU to provide such service throughout the Villages PUD, as well as to adjacent properties in Nassau and Baker Counties.

To create a mobility-friendly community, the project's transportation network will accommodate the intensity and density of development that is interconnected through a network of pedestrian amenities and roadway networks. The plan seeks to reduce the travel distance necessary for day-to-day activities. The plan consists of Villages and a larger mix-use Village Center. Each Village will have multiple residential neighborhoods connected to one or more Neighborhood Centers that will support the Villages at buildout. The Villages will be linked to the Village Center by roadways and a pedestrian system consisting of sidewalks and multi-purpose paths. The roadway(s) from US 301 will access all the Villages as well as the Village Center. The roadway(s) that are projected to have 2,500 vehicles per day or more may include a multi-purpose pathway on one side.

The Applicant conducted a traffic impact assessment dated September 2, 2021 of the existing and expected roadway operating conditions of the immediately surrounding transportation network for the Conceptual Master Plan. The methodologies and assumptions were agreed upon by the City and FDOT. Development of the Property is subject to the Mobility Fees that are in effect at the time of building permit issuance. The project identifies access to US 301 which is a FDOT controlled roadway. Driveway permits to US301 shall be determined and controlled by FDOT's Intersection Control Evaluation (ICE) process. The cost for design and construction of all required traffic improvements shall be determined through FDOT's ICE process.

Coordination will continue with the FFWCC pursuant to the letter dated January 21, 2021 (attached) providing technical assistance information in the design of the Conceptual Master Plan and for future project planning.

## US 301 Villages Conversion Factor Table

Created 10/7/2021

LUC	Description	Converting To						
		Lt Industrial	SF Residential	Mid Apt/Condo	Hotel	Hospital	Gen Office	Commercial
110	General Light Industrial	1.00000	0.39633	0.76051	0.45030	0.25872	0.21550	0.09240
210	Single Family Residential	2.52315	1.00000	1.91887	1.13617	0.65279	0.54373	0.23314
221	Mid-Rise Apartment/Condo	1.31491	0.52114	1.00000	0.59210	0.34020	0.28336	0.12150
310	Hotel	2.22075	0.88015	1.68890	1.00000	0.57456	0.47856	0.20520
610	Hospital	3.86517	1.53188	2.93949	1.74048	1.00000	0.83293	0.35714
710	General Office	4.64045	1.83915	3.52909	2.08958	1.20058	1.00000	0.42878
820	Shopping Center	10.82247	4.28928	8.23057	4.87333	2.80000	2.33220	1.00000

LUC	Land Use Type	Proposed	Units	Min	Max	Trip Rate
110	General Light Industrial	300,000	1000 SF GFA	0	600,000	0.29667
210	Single Family Residential	11,250	DU	5,625	11,250	0.74853
221	Mid-Rise Apartment/Condo	3,750	DU	1,875	3,750	0.39009
310	Hotel	340	Room	0	680	0.65882
610	Hospital	375,000	1000 SF GFA	0	750,000	1.14667
710	General Office	300,000	1000 SF GFA	150,000	600,000	1.37667
820	Shopping Center	750,000	1000 SF GLA	375,000	1,500,000	3.21067

**Example:**

To convert 50 Single Family Residential Dwelling Units to Shopping Center, multiply  $50 * 0.23314 = 11,657$  SF  
 Check:  $(50 * 0.74853) = 37$  PHT     $(11,657 * 3.21067) = 37$  PHT

Source: PM Peak Hour Rates and Equations, "Trip Generation", 11th Edition, ITE.

Based on no ITE pass-by or internal capture reduction.

Note: After conversion, revise the Trip Generation calculation using ITE pass-by and internal capture reduction for the entire development.