

REPORT OF THE PLANNING DEPARTMENT

APPLICATION FOR ZONING EXCEPTION 2025-0520 (E-25-31)

AUGUST 19, 2025

Location: 1176 Edgewood Avenue South Unit #4

Real Estate Number: 061501-0000

Zoning Exception Sought: Establishment or Facility which Includes the Retail Sale & Service of Beer & Wine for On-Premises Consumption

Current Zoning District: Commercial Community/General-1 (CCG-1)

Current Land Use Category: Community/General Commercial (CGC)

Planning District: Northwest, District 5

Council District: District 7

Owner: Douglas Hunter III
Goin Coastal Properties LLC
96300 Bay View Drive
Fernandina Beach, FL 32034

Agent: Michael Leuthold
Jax Beer Group LLC
1543 San Marco Blvd
Jacksonville, FL 32207

Staff Recommendation: **APPROVE with CONDITION**

GENERAL INFORMATION

Application for Exception **2025-0520 (E-25-31)** seeks to permit an establishment or facility which includes the retail sale and service of beer and wine for on-premises consumption, for Jax Beer Group, LLC, in CCG-1 zoning district. If approved the exception would be granted to Jax Beer Group LLC dba Beer 30.

The subject property is located along Edgewood Avenue within the Murray Hill neighborhood with the proposed business operating out of Unit #4 along Mayflower Street. Previously the unit received approval of Zoning Exception E-17-09 and Waiver of Liquor Distance WLD-17-04 for the same use and distance for license holder Town Beer Company LLC. Per Sec.656.136 when the

use requires licensure or other approvals by the State or any other governmental entity, such as a liquor license approval, the zoning exception or waiver granted in connection with such use shall not be transferable and shall be granted to the applicant or the State license holder. Therefore, the new license holder must seek a new Zoning Exception and Waiver.

There is a companion Waiver of Minimum Liquor Distance (**WLD-25-07**) between the subject property and the Edgewood Avenue Church (1041 Edgewood Avenue South), from 1500 feet to 1265 feet. This application was heard by Planning Commission on August 7, 2025 in which they voted unanimously for approval.

DEFINITION OF ZONING EXCEPTION

According to Section 656.1601 of the Zoning Code, *exception* means a use that would not be appropriate generally or without restriction throughout the zoning district but which, if controlled as to number, area, location or relation to the neighborhood, could promote the public health, safety, welfare, morals, order, comfort, convenience, appearance, prosperity or general welfare. Such uses may be permissible in the zoning district as exceptions if specific provision for the exception is made in the Zoning Code and the uses are found by the Commission to be in conformity with the standards and criteria for granting the same contained in Section 656.131(c) thereof.

STANDARDS, CRITERIA AND FINDINGS

Pursuant to the provisions of Section 656.131(c) of the Zoning Code, the Commission shall grant an exception only if it finds from a preponderance of the evidence that the exception meets, to the extent applicable, the following standards and criteria:

(i) Will the proposed use be consistent with the 2045 Comprehensive Plan?

Yes. The subject site is 0.03 of an acre within a 0.24-acre parcel located at 1176 Edgewood Ave S, at the southwest intersection of Mayflower Street, a local road, and Edgewood Ave S, a collector road. The subject site is located within a Commercial/Community General-1 (CGC-1) zoning district, within the Community/General Commercial (CGC) land use category. The application site is in Planning District 5 (Northwest) and Council District 7, within the Urban Development Area.

Community/General Commercial (CGC) is a category 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. Uses should generally be developed in nodal and corridor development patterns. Nodes are generally located at major roadway intersections and corridor development should provide continuity between the nodes and serve adjacent neighborhoods in order to reduce the number of Vehicle Miles Traveled. CGC in the Urban Development Area is intended to provide compact development in nodal and corridor development patterns, while promoting the advancement of existing commercial land uses and the use of existing infrastructure.

The proposed exception for retail sales and service of all alcoholic beverages for on-premises consumption is consistent with the CGC land use category description as provided in the 2045 Comprehensive Plan.

Future Land Use Element (FLUE):

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 1.1.22 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 Promote and sustain the viability of existing and emerging commercial and industrial areas 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 encourage, through the Land Development Regulations, infill and redevelopment of existing commercial areas in lieu of permitting new areas to commercialize.

- (ii) *Will the proposed use be compatible with the existing contiguous uses or zoning and compatible with the general character of the area, considering population density, design, scale and orientation of structures to the area, property values, and existing similar uses or zoning?*

Yes. The general character of the area along this portion of Edgewood Avenue South is commercially zoned and developed with a wide variety of permitted uses. Previously unit was approved similar Zoning Exception for the use of on-premises consumption of beer and wine under E-17-09. There are similar other uses and business within the immediate area including: Fishweir Brewing Company, Moon River, Flamingos, Perfect Rack Billard's, Buchner's Bierhalle, Mustang Whiskey Bar & Grille. The proposed use is consistent with the surrounding areas business and uses. Given the historic nature and pattern of development in this area, it's in the public interest to promote commercial infill and the proposed on-premises beer and wine sales would be an appropriate addition to this Murray Hill Corridor.

Nevertheless, the surrounding land use categories and zoning districts are as follows:

Adjacent Property	Land Use Category	Zoning District	Current Use
North	CGC	CCG-1	Convenience Store
South	CGC	CCG-1	Bar
East	CGC	CCG-1	Restaurants
West	CGC	CCG-1	Multi-Family Dwelling

- (iii) *Will the proposed use have an environmental impact inconsistent with the health, safety, and welfare of the community?*

No. The proposed use will not have an environmental impact inconsistent with the health, safety and welfare of the community. The proposed use will not create an environmental impact above and beyond the existing uses along the Edgewood Avenue Corridor.

- (iv) *Will the proposed use have a detrimental effect on vehicular or pedestrian traffic, or parking condition? Will the proposed use result in the creation or generation of traffic inconsistent with the health, safety and welfare of the community?*

No. The property was originally developed in 1926 and has not had a detrimental effect on vehicular or pedestrian traffic in the surrounding area. The property will utilize the existing on-street parking spaces available on Edgewood Avenue. The site is accessible to vehicle and pedestrian traffic along Edgewood Avenue South and Mayflower Street.

- (v) *Will the proposed use have a detrimental effect on the future development of contiguous properties or the general area?*

No. The proposed exception would not have a detrimental effect on the future development of contiguous properties or the general area. The property is located in an older, established area of Jacksonville containing a range of commercial uses allowed in the CCG-1 Zoning District. The requested use will serve to occupy a space that has previously existed as a pub.

- (vi) *Will the proposed use result in the creation of objectionable or excessive noise, lights, vibrations, fumes, odors, dust or physical activities, taking into account existing uses or zoning in the vicinity?*

No. The proposed exception will not create objectionable or excessive noise, lights, vibrations, fumes, odors, dust, or physical activities inconsistent with the existing surrounding development. Therefore, the department finds the use will create objectionable or excessive noise out of character with the existing uses for the area.

(vii) ***Will the proposed use overburden existing public services and facilities?***

No. This is a continuation of use and would not require additional services nor adversely affect those public services and facilities that are currently provided to the subject property.

(viii) ***Will the site be sufficiently accessible to permit entry onto the property for fire, police, rescue and other services?***

Yes. The subject property is accessible via Edgewood Avenue South and Mayflower Street and has adequate access for fire, police, rescue, and other service vehicles.

(ix) ***Will the proposed use be consistent with the definition of a zoning exception and meet the standards and criteria of the zoning classification in which such use is proposed to be located?***

Yes. According to Section 656.1601 of the Zoning Code, *exception* means a use that would not be appropriate generally or without restriction throughout the zoning district but which, if controlled as to number, area, location or relation to the neighborhood, could promote the public health, safety, welfare, morals, order, comfort, convenience, appearance, prosperity or general welfare. The proposed exception is appropriate in this location and consistent with the definition of a zoning exception. As more fully set forth in the foregoing findings and conclusions, the requested use at this location is consistent with the definition of a zoning exception.

SUPPLEMENTARY INFORMATION

Applicant provided photo evidence and sign posting affidavit dated **July 10, 2025** to the Planning Department showing proof of the Notice Sign Posting.



RECOMMENDATION

Based on the foregoing, it is the recommendation of the Planning Department that Application for Zoning Exception **2025-0520 (E-25-31)** be **APPROVED** with one **CONDITION**:

- 1.) The Exception granted herein shall not be effective unless or until the required Waiver of Minimum Liquor Distance (WLD-25-07) pursuant to Section 656.133, Ordinance Code, is issued for the Subject Property.



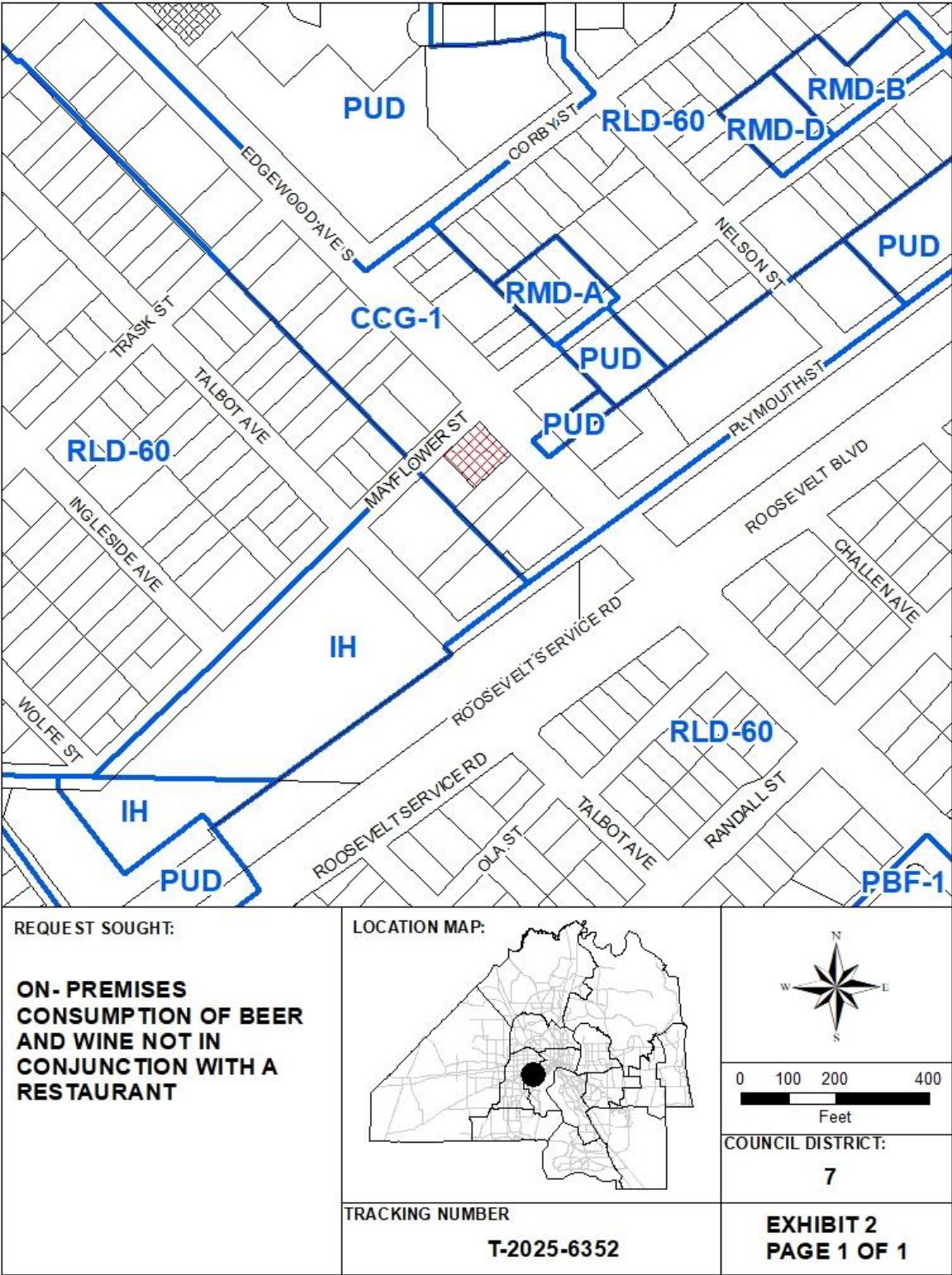
Aerial View

Source: JaxGIS Maps



View of subject property from Mayflower Street

Source: GoogleMaps April 2025



Legal Map