



A NEW DAY.

# City of Jacksonville, Florida

*Donna Deegan, Mayor*

Planning Department  
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September 4, 2025

The Honorable Kevin Carrico  
The Honorable Joe Carlucci, LUZ Chair  
And Members of the City Council  
City Hall  
117 West Duval Street  
Jacksonville, Florida 32202

**RE: Planning Commission Advisory Report**  
**Ordinance No.: 2025-0591**

Dear Honorable Council President Carrico, Honorable Council Member and LUZ Chairperson Carlucci and Honorable Members of the City Council:

Pursuant to the provisions of Section 30.204 and Section 656.129, *Ordinance Code*, the Planning Commission respectfully offers this report for consideration by the Land Use and Zoning Committee.

Planning Department Recommendation: **Approve**

Planning Commission Recommendation: **Approve**

Planning Commission Commentary: There were no speakers in opposition and little discussion amongst the commissioners.

Planning Commission Vote: **7-0**

Mark McGowan, Chair	Aye
Mon'e Holder, Secretary	Aye
Lamonte Carter	Aye
Amy Fu	Aye
Charles Garrison	Aye
Ali Marar	Aye
Dorothy Gillette	Aye
D.R. Repass	Absent

If you have any questions or concerns, please do not hesitate to contact me at your convenience.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Erin L. Abney', with a stylized, flowing script.

**Erin L. Abney, MPA**

Chief, Current Planning Division  
Planning Department  
214 North Hogan Street, 3<sup>rd</sup> Floor  
Jacksonville, FL 32202  
(904) 255-7817; EAbney@coj.net

**REPORT OF THE PLANNING DEPARTMENT FOR**  
**APPLICATION FOR REZONING 2025-0591**

**SEPTEMBER 4, 2025**

The Planning Department hereby forwards to the Planning Commission, Land Use and Zoning Committee and City Council its comments and recommendation regarding Application for Rezoning **2025-0591**.

<b><i>Location:</i></b>	9590 Atlantic Boulevard and 0 Mary Susan Drive, between Live Oak Drive and Arlington Expressway
<b><i>Real Estate Numbers:</i></b>	123041-0610; 123027-0450; 123027-0400
<b><i>Current Zoning:</i></b>	Commercial Community/General-1 (CCG-1)
<b><i>Proposed Zoning:</i></b>	Commercial Community/General-2 (CCG-2)
<b><i>Current Land Use Category:</i></b>	Regional Commercial (RC)
<b><i>Planning District:</i></b>	Greater Arlington/ Beaches, District 2
<b><i>Council District:</i></b>	District 4
<b><i>Applicant / Agent:</i></b>	Josh Cockrell The Strella Group PO Box 28327 Jacksonville, FL 32226
<b><i>Owner:</i></b>	MNR Properties Jacksonville LLC 311 Washinton St 9B Jersey City, NJ 07302
<b><i>Staff Recommendation:</i></b>	<b>APPROVE</b>

**GENERAL INFORMATION**

Application for Rezoning **2025-0591** seeks to rezone approximately 2.30 acres of land currently zoned Commercial Community/General-1 (CCG-1) to Commercial Community/General-2 (CCG-2) to allow for the retail sales of new and used Automobiles by a non-franchised motor vehicle dealership. The subject site is currently operating as dealership and has operated as a non-franchised dealership since at least 2017 but as a different brand name. The CCG-1 zoning district was amended through Ordinance 2018-0538 to remove non franchised dealers as a permitted and permissible use by exception in the CCG-1 Zoning district. The proposed use and CCG-2 Zoning District is compatible with the surrounding area given the two property to the east of the subject site are both zoned CCG-2 and have been operating as established dealerships.

## **STANDARDS, CRITERIA AND FINDINGS**

Pursuant to Section 656.125 of the Zoning Code, an applicant for a proposed rezoning bears the burden of proving, by substantial competent evidence, that the proposed rezoning is consistent with the City's comprehensive plan for future development of the subject parcel. In determining whether a proposed rezoning is consistent with the 2045 Comprehensive Plan, the Planning Department considers several factors, including (a) whether it is consistent with the functional land use category identified in the Future Land Use Map series of the Future Land Use Element; (b) whether it furthers the goals, objectives and policies of the Comprehensive Plan; and (c) whether it conflicts with any portion of the City's land use regulations. Thus, the fact that a proposed rezoning is permissible within a given land use category does not automatically render it consistent with the 2045 Comprehensive Plan, as a determination of consistency entails an examination of several different factors.

### ***1. Is the proposed rezoning consistent with the 2045 Comprehensive Plan?***

Yes. The 2.30-acre subject site is located at 9590 Atlantic Boulevard, between Mary Susan Drive South and Live Oak Drive. According to the City's Functional Highways Classification, Atlantic Boulevard (SR-10) is a FDOT Principal Arterial roadway, Mary Susan Drive is a local roadway, and Live Oak Drive is a collector roadway. The site is located in Planning District 2 (Greater Arlington/Beaches) and Council District 4, abutting District 1 to the north. Additionally, the site is located within the Urban Priority Area. The southeastern border of the site abuts the Urban Area. The applicant seeks to rezone the property from CCG-1 to CCG-2 to allow for the sale of new and used cars. North of the site, across Arlington Expressway (SR-10A), is the Regency Square Mall. Public reports indicate that parts of Regency Square Mall are scheduled for demolition and redevelopment in the near future. It hasn't begun as of the date of this review.

Current Criteria for RC Land Use Category:

Under the 2045 Comprehensive Plan, Regional Commercial (RC) uses are intended to accommodate development and redevelopment of areas pursuant to a master plan that is implemented through a Planned Unit Development (PUD) or a Transit Oriented Development (TOD) Zoning Overlay. The RC designation shall be implemented to facilitate innovative site planning, adaptive reuse, infill development and smart growth techniques and to allow for flexible and creative integration of uses that would not otherwise be accommodated under other land use categories. New development within the RC category shall be for sites under 250 acres in size, shall generally include a mix of both residential and non-residential uses, and are discouraged in the Rural Development Area. Plan amendment requests for new RC designations shall be accompanied by a site-specific policy. The policy shall provide for a list of the permitted uses and density and intensity of uses along with any additional information deemed necessary. Gross acreage shall be used in calculating residential densities. The RC category shall be limited to projects that exhibit innovative and creative development concepts and shall not be used as a mechanism to

circumvent application other land use categories. Additionally, development in the RC category will be implemented through a PUD Zoning District or TOD Zoning Overlay.

2. ***Does the proposed rezoning further the goals, objectives and policies of the 2045 Comprehensive Plan?***

Yes. This rezoning is supported by the following Objectives and Policies of the Future Land Use Element (FLUE) of the 2045 Comprehensive Plan:

**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 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 3.2.1** The City shall encourage development of commercial and light/service industrial uses in the form of nodes, corridor development, centers or parks.

3. ***Does the proposed rezoning conflict with any portion of the City's land use regulations?***

No. The Planning Department finds that the proposed rezoning will not be in conflict with any portion of the City's land use regulations. The proposed zoning district would be compatible with the commercial properties located on all sides of the subject site.

**SURROUNDING LAND USE AND ZONING**

The subject properties are located south of the Arlington Expressway just east of the Atlantic Boulevard and Arlington Expressway intersection. The surrounding site is a commercial hub centered with the Regency Square Mall site to the north, and many commercial centers surrounding the subject site. Approval of the rezoning would be expanding the CCG-2 District west along the Arlington Expressway. The surrounding uses, land uses, and zoning districts are as follows:

<b>Adjacent Property</b>	<b>Land Use Category</b>	<b>Zoning District</b>	<b>Current Use(s)</b>
North	RC	CCG-1	Regency Square Mall
East	RC	CCG-2	Auto Dealership
South	RC	CCG-1	Parking Lot
West	RC	CCG-1	Restaurant

### **SUPPLEMENTARY INFORMATION**

Upon visual inspection by the assigned City Planner on August 27, 2025 that the required Notice of Public Hearings signs were posted.



### **RECOMMENDATION**

Based on the foregoing, it is the recommendation of the Planning Department that Application for Rezoning **2025-0591** be **APPROVED**.

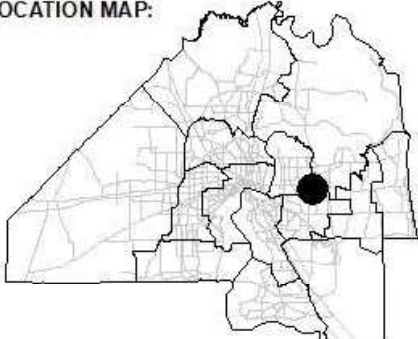



**Aerial View**



**View of the existing dealership**



<p>REQUEST SOUGHT:</p> <p><b>FROM: CCG-1</b></p> <p><b>TO: CCG-2</b></p>	<p>LOCATION MAP:</p> 	 <p>0 100 200 400 Feet</p> <p>COUNCIL DISTRICT: <b>4</b></p>
<p>ORDINANCE NUMBER <b>ORD-2025-0591</b></p>	<p>TRACKING NUMBER <b>T-2025-6329</b></p>	<p><b>EXHIBIT 2</b> <b>PAGE 1 OF 1</b></p>

Aerial View