

1 Introduced by the Land Use and Zoning Committee:  
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4 **ORDINANCE 2024-914-E**

5 AN ORDINANCE ADOPTING A SMALL-SCALE AMENDMENT TO  
6 THE FUTURE LAND USE MAP SERIES OF THE 2045  
7 *COMPREHENSIVE PLAN* BY CHANGING THE FUTURE LAND  
8 USE DESIGNATION FROM COMMUNITY/GENERAL  
9 COMMERCIAL (CGC), HIGH DENSITY RESIDENTIAL  
10 (HDR), RECREATION AND OPEN SPACE (ROS), AND  
11 PUBLIC BUILDINGS AND FACILITIES (PBF) TO  
12 REGIONAL COMMERCIAL (RC) WITH FUTURE LAND USE  
13 ELEMENT (FLUE) SITE SPECIFIC POLICY 4.4.45 ON  
14 APPROXIMATELY 5.16± ACRES LOCATED IN COUNCIL  
15 DISTRICT 7 AT 901, 937, AND 940 MAIN STREET N.,  
16 BETWEEN STATE STREET EAST AND PHELPS STREET  
17 (R.E. NOS. 074367-0000, 074378-0000, AND 074386-  
18 0000), OWNED BY OCEAN HART, LLC, DOZIER PRESTIGE  
19 WORLDWIDE, LLC AND OLLIVANDERS DOWNTOWN, LLC, AS  
20 MORE PARTICULARLY DESCRIBED HEREIN, PURSUANT TO  
21 APPLICATION NUMBER L-5945-24C; ADOPTING A NEW  
22 SITE SPECIFIC POLICY 4.4.45 IN THE FUTURE LAND  
23 USE ELEMENT; PROVIDING A DISCLAIMER THAT THE  
24 AMENDMENT GRANTED HEREIN SHALL NOT BE CONSTRUED  
25 AS AN EXEMPTION FROM ANY OTHER APPLICABLE LAWS;  
26 PROVIDING AN EFFECTIVE DATE.

27  
28 **WHEREAS**, pursuant to the provisions of Section 650.402(b),  
29 *Ordinance Code*, and Section 163.3187(1), *Florida Statutes*, an  
30 application for a proposed Small-Scale Amendment to the Future Land  
31 Use Map series (FLUMs) of the *2045 Comprehensive Plan* to change the

1 future land use designation from Community/General Commercial (CGC),  
2 High Density Residential (HDR), Recreation and Open Space (ROS), and  
3 Public Buildings and Facilities (PBF) to Regional Commercial (RC)  
4 with Future Land Use Element (FLUE) Site Specific Policy 4.4.45 on  
5 5.16± acres of certain real property in Council District 7 was filed  
6 by Cyndy Trimmer, Esq. on behalf of the owners, Ocean Hart, LLC,  
7 Dozier Prestige Worldwide, LLC and Ollivanders Downtown, LLC; and

8 **WHEREAS,** the Planning and Development Department reviewed the  
9 proposed revision and application and has prepared a written report  
10 and rendered an advisory recommendation to the City Council with  
11 respect to the proposed amendment; and

12 **WHEREAS,** the Planning Commission, acting as the Local Planning  
13 Agency (LPA), held a public hearing on this proposed amendment, with  
14 due public notice having been provided, reviewed and considered  
15 comments received during the public hearing and made its  
16 recommendation to the City Council; and

17 **WHEREAS,** the Land Use and Zoning (LUZ) Committee of the City  
18 Council held a public hearing on this proposed amendment to the *2045*  
19 *Comprehensive Plan*, pursuant to Chapter 650, Part 4, *Ordinance Code*,  
20 considered all written and oral comments received during the public  
21 hearing, and has made its recommendation to the City Council; and

22 **WHEREAS,** the City Council held a public hearing on this  
23 proposed amendment, with public notice having been provided, pursuant  
24 to Section 163.3187, *Florida Statutes*, and Chapter 650, Part 4,  
25 *Ordinance Code*, and considered all oral and written comments received  
26 during public hearings, including the data and analysis portions of  
27 this proposed amendment to the *2045 Comprehensive Plan* and the  
28 recommendations of the Planning and Development Department, the  
29 Planning Commission and the LUZ Committee; and

30 **WHEREAS,** in the exercise of its authority, the City Council  
31 has determined it necessary and desirable to adopt this proposed

1 amendment to the *2045 Comprehensive Plan* to preserve and enhance  
2 present advantages, encourage the most appropriate use of land, water,  
3 and resources consistent with the public interest, overcome present  
4 deficiencies, and deal effectively with future problems which may  
5 result from the use and development of land within the City of  
6 Jacksonville; now therefore

7 **BE IT ORDAINED** by the Council of the City of Jacksonville:

8 **Section 1. Purpose and Intent.** This Ordinance is adopted  
9 to carry out the purpose and intent of, and exercise the authority  
10 set out in, the Community Planning Act, Sections 163.3161 through  
11 163.3248, *Florida Statutes*, and Chapter 166, *Florida Statutes*, as  
12 amended.

13 **Section 2. Subject Property Location and Description.** The  
14 approximately 5.16± acres are located in Council District 7 at 901,  
15 937, and 940 Main Street N., between State Street East and Phelps  
16 Street (R.E. No(s) 074367-0000, 074378-0000, and 074386-0000), as  
17 more particularly described in **Exhibit 1**, dated November 29, 2023,  
18 and graphically depicted in **Exhibit 2**, both attached hereto and  
19 incorporated herein by this reference (the "Subject Property").

20 **Section 3. Owner and Applicant Description.** The Subject  
21 Property is owned by Ocean Hart, LLC, Dozier Prestige Worldwide, LLC  
22 and Ollivanders Downtown, LLC. The applicant is Cyndy Trimmer, Esq.,  
23 1 Independent Drive, Suite 1200, Jacksonville, Florida, 32202; (904)  
24 807-0185.

25 **Section 4. Adoption of Small-Scale Land Use Amendment.** The  
26 City Council hereby adopts a proposed Small-Scale revision to the  
27 Future Land Use Map series of the *2045 Comprehensive Plan* by changing  
28 the Future Land Use Map designation of the Subject Property from  
29 Community/General Commercial (CGC), High Density Residential (HDR),  
30 Recreation and Open Space (ROS), and Public Buildings and Facilities  
31 (PBF) to Regional Commercial (RC) with Future Land Use Element (FLUE)

1 Site Specific Policy 4.4.45, pursuant to Small-Scale Application  
2 Number L-5945-24C.

3 **Section 5. Site Specific Policy.** Future Land Use Element  
4 (FLUE) Site Specific Policy 4.4.45 dated August 26, 2024, attached  
5 hereto as **Exhibit 3**, is hereby adopted.

6 **Section 6. Applicability, Effect and Legal Status.** The  
7 applicability and effect of the *2045 Comprehensive Plan*, as herein  
8 amended, shall be as provided in the Community Planning Act, Sections  
9 163.3161 through 163.3248, *Florida Statutes*, and this Ordinance. All  
10 development undertaken by, and all actions taken in regard to  
11 development orders by governmental agencies in regard to land which  
12 is subject to the *2045 Comprehensive Plan*, as herein amended, shall  
13 be consistent therewith as of the effective date of this amendment  
14 to the plan.

15 **Section 7. Effective Date of this Plan Amendment.**

16 (a) If the amendment meets the criteria of Section 163.3187,  
17 *Florida Statutes*, as amended, and is not challenged, the effective  
18 date of this plan amendment shall be thirty-one (31) days after  
19 adoption.

20 (b) If challenged within thirty (30) days after adoption, the  
21 plan amendment shall not become effective until the state land  
22 planning agency or the Administration Commission, respectively,  
23 issues a final order determining the adopted Small-Scale Amendment  
24 to be in compliance.

25 **Section 8. Disclaimer.** The amendment granted herein shall  
26 **not** be construed as an exemption from any other applicable local,  
27 state, or federal laws, regulations, requirements, permits or  
28 approvals. All other applicable local, state or federal permits or  
29 approvals shall be obtained before commencement of the development  
30 or use, and issuance of this amendment is based upon acknowledgement,  
31 representation and confirmation made by the applicant(s), owner(s),

1 developer(s) and/or any authorized agent(s) or designee(s) that the  
2 subject business, development and/or use will be operated in strict  
3 compliance with all laws. Issuance of this amendment does **not** approve,  
4 promote or condone any practice or act that is prohibited or  
5 restricted by any federal, state or local laws.

6 **Section 9. Effective Date.** This Ordinance shall become  
7 effective upon signature by the Mayor or upon becoming effective  
8 without the Mayor's signature.

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10 Form Approved:

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12           /s/ Dylan Reingold          

13 Office of General Counsel

14 Legislation Prepared By: Eric Hinton

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