

# WRITTEN DESCRIPTION

**William Davis Parkway PUD**  
**RE# 167452-6000, 167736-0000**  
**October 27, 2020**

## I. PROJECT DESCRIPTION

Applicant proposes to rezone approximately 189.05 acres of property from RR-Acre and RMD-A to PUD. The parcel is located on the north side of William Davis Parkway, west of San Pablo Road.

The subject property is currently owned by Estuary, LLC and is more particularly described in the legal description attached as Exhibit 1. The property is currently vacant. The site is currently the subject of a companion FLUM application from LDR and MDR to RPI. Surrounding uses include: LDR/PUD to the north (single-family); LDR/PUD (single-family) and RPI/CO (office) to the east; PBF/PUD to the south across William Davis Pkwy. (Mayo Clinic) and LDR/PUD (single family) and MDR/PUD (single family to the west).

**Project Name:** William Davis Parkway PUD  
**Project Land Owner:** Estuary, LLC  
**Project Developer:** The PARC Group, Inc.

## II. QUANTITATIVE DATA

**Total Acreage:** 189.05

**Total number of dwelling units:**

Parcel A (92 acres): single family up to 7 units per acre  
multi-family up to 20 units per acre  
  
Parcel B (82 acres): single family up to 7 units per acre  
multi-family up to 20 units per acre  
  
Parcel C (15 acres): single family up to 7 units per acre  
townhomes up to 10 units per acre

**Total amount of non-residential floor area: N/A**

**Total amount of recreation area: N/A**

**Total amount of open space: N/A**

**Total amount of public/private rights of way: N/A**

**Total amount of land coverage of all buildings and structures: See Section V**

**Phase schedule of construction (include initiation dates and completion dates)**

### **III. USES AND RESTRICTIONS**

#### **A. Permitted Uses and Structures (Parcel A):**

- (1) Medical and dental or chiropractor offices, clinics and hospital uses.
- (2) Professional or business offices.
- (3) Facilities for production of eyeglasses, hearing aids, dentures, prosthetic appliances and similar products.
- (4) Day care centers.
- (5) Essential services, including water, sewer, gas, telephone, radio, television and electric, meeting the performance standards and development criteria set forth in Part 4.
- (6) Single family dwellings.
- (7) Multiple-family dwellings.
- (8) Schools.
- (9) Churches, including a rectory or similar uses.
- (10) Parks, playgrounds and playfields or recreational or community structures.
- (11) Adult Congregate Living Facility (assisted living).
- (12) Libraries, museums and community centers.
- (13) Radio and television broadcasting studios and offices (subject to Part 15).
- (14) Banks with drive-through, savings and loan institutions, and similar uses.
- (15) Art galleries, dance, art, gymnastics, fitness centers, martial arts and music studios, and theaters for stage performances (but not motion picture theaters).
- (16) Hospice facilities.
- (17) Home occupations meeting the performance standards and development criteria set forth in Part 4.

- (18) Drive-through facilities in conjunction with a permitted or permissible use or structure.
- (19) Private clubs.
- (20) Retail outlets for the sale of food, leather goods and luggage, jewelry (including watch repair but not pawn shops), art, cameras or photographic supplies (including camera repair), sporting goods, hobby shops and pet shops (but not animal kennels), musical instruments, television and radio (including repair incidental to sales), florist or gift shops, delicatessens, bake shops (but not wholesale bakeries), and dry cleaning pickup stations.
- (21) Restaurants, including the facilities for the sale and service of all alcoholic beverages for on-premises consumption only, and outside sales and service, meeting the performance standards and deviations set forth in Part 4.

**B. Permitted Uses and Structures (Parcel B):**

- (1) All uses listed in Parcel A.
- (2) Commercial retail sales and service establishments.
- (3) Hotels and motels.
- (4) Commercial indoor recreational or entertainment facilities such as bowling alleys, swimming pools, indoor skating rinks, movie theaters.
- (5) Vocational, trade or business schools and similar uses.
- (6) Off-street commercial parking lots meeting the performance standards and criteria set forth in Part 4.
- (7) An establishment or facility which includes the retail sale and service of beer or wine for off-premises consumption or for on-premises conjunction with a restaurant.
- (8) Retail plant nurseries including outside display, but not on-site mulching or landscape contractors requiring heavy equipment or vehicles in excess of one-ton capacity.
- (9) Express or parcel delivery offices and similar uses (but not freight or truck terminals).
- (10) Veterinarians and animal boarding, subject to the performance standards and development criteria set forth in Part 4.

- (11) Assembly of components and light manufacturing when in conjunction with a retail sales or service establishment, conducted without outside storage or display.
- (12) An establishment or facility which includes the retail sale and service of all alcoholic beverages including liquor, beer or wine for on-premises consumption or off-premises consumption or both.
- (13) Permanent or restricted outside sale and service, meeting the performance standards and development criteria set forth in Part 4.
- (14) Residential treatment facilities.
- (15) Funeral homes, mortuaries and crematories.
- (16) Blood donor stations, plasma centers and similar uses.
- (17) Private clubs.
- (18) Restaurants with the outside sale and service of food meeting the performance standards and development criteria set forth in Part 4.
- (19) Service and repair of general appliances.

**C. Permitted uses and Structures (Parcel C):**

- (1) Single family dwellings.
- (2) Townhome dwellings.

**IV. STATEMENTS**

**A. How does the proposed PUD differ from the usual application of the Zoning Code?**

The PUD limits uses from usual Zoning Code application and allows infill of land to support the surrounding area.

**B. Describe the intent for the continued operation and maintenance of those areas and functions described herein and facilities which are not to be provided, operated or maintained by the City.**

All areas will be maintained by the owner.

**V. DESIGN GUIDELINES**

**A. Lot Requirements for Single Family development:**

- *Minimum lot area:* 4,000 square feet
- *Minimum lot width:* 40 feet
- *Maximum lot coverage:* 65 percent
- *Minimum front yard:* 20 feet front access garage  
10 feet rear access garage
- *Minimum side yard:* 3 feet lots 40-49 feet in width  
5 feet lots 50 feet and wider
- *Minimum rear yard:* 10 feet front street access garage  
5 feet rear access garage
- *Maximum height of structures:* 35 feet

**B. Lot Requirements for Multiple Family/Apartment development:**

- *Minimum lot area:* None
- *Minimum lot width:* None
- *Maximum lot coverage:* None
- *Maximum Gross Density:* 20 units per acre (not cumulatively within the PUD)
- *Minimum front yard:* None
- *Minimum side yard:* None
- *Minimum rear yard:* None
- *Minimum separation between structures:* 10 feet
- *Maximum height of structures:* 60 feet (except in Parcel C, 35 foot maximum)

**C. Lot Requirements for Townhome/Duplex development:**

- *Minimum lot area:* 1,500 square feet

- *Minimum lot width:* 15 feet  
25 feet for end units
- *Maximum lot coverage:* 75 percent
- *Minimum front yard:* 20 feet front access garage  
10 feet rear access garage
- *Minimum side yard:* 0 feet  
10 feet for end units
- *Minimum rear yard:* 10 feet front street access garage  
3 feet rear access garage
- *Maximum height of structures:* 35 feet

**D. Lot Requirements for commercial development:**

- *Minimum lot area:* None
- *Minimum lot width:* None
- *Maximum lot coverage:* None
- *Minimum front yard:* None
- *Minimum side yard:* None
- *Minimum rear yard:* 10 feet
- *Minimum setback:* 15 feet, if adjacent to residential district
- *Maximum height of structures:* 60 feet

**E. Ingress, Egress and Circulation:**

(1) *Parking Requirements.* The parking requirements for this development shall be consistent with the requirements of Part 6 of the Zoning Code.

(2) *Vehicular Access.*

- a. Vehicular access to the Property shall be by way of William Davis Parkway, substantially as shown in the Site Plan. The final location of all access points is subject to the review and approval of the City's Traffic Engineer.

- b. Within the Property, internal access shall be provided by reciprocal easements for ingress and egress among the driveways of the various parcels of the Property, if ownership or occupancy of the Property is subdivided among more than one person or entity.

(3) *Pedestrian Access.*

- a. Pedestrian access shall be provided by sidewalks installed in accordance with the 2030 Comprehensive Plan.

(4) *Coordination with Florida Department of Transportation.* The applicant has submitted a traffic analysis report to the Florida Department of Transportation (FDOT) indicating the need for signal optimization at the San Pablo Road/Beach Boulevard intersection. The applicant has agreed to the signal optimization project at this intersection and to coordinate the signal optimization project with a future FDOT Beach Boulevard corridor study. Upon submittal of an application to the City for Substantial Verification of the PUD, the applicant will provide the City with confirmation from FDOT that they have been notified of the intent to proceed with the development subject to this agreement.

A traffic operational analysis of the adjacent roadway network shall be conducted by a licensed professional traffic engineer, to determine the impact to the external trips as a result of the land use change.

## **F. Signage**

The purpose of these sign standards is to establish a coordinated signage program that provides for the identification of the project, uses, users, and tenants and for directional communication in a distinctive and aesthetic manner. A coordinated system of identification, directional, and vehicular control signage will be provided for all common areas and road right of way. The PUD identity, multiple uses, owners, and/or tenants may be identified on signs within the PUD without regard to property ownership boundaries that may exist among the individual uses, owners, and/or tenants and without regard to lot location or frontage. All project identity and directional signs shall be architecturally compatible with the project or buildings represented. Signs may be “v-shaped” and may be internally or externally illuminated. In addition to the uses, owners, and or tenants, the signs may include the overall PUD identity.

### **1. Project Identity Monument Signs on WM Davis Parkway**

A maximum of three (3) identity monument signs will be permitted. These signs may be two-sided and externally or internally illuminated. These signs shall be oriented to the Parkway. Multiple uses/owners/tenants within one building or a series of buildings may be identified with one shared sign.

These monument signs will not exceed thirty-five feet (35') in height and two hundred (200) square feet (each side) in area. These signs will be located not less than one hundred (100) feet apart. Prior to commencement of a use which proposes a project identity monument sign, the applicant shall submit to the Planning and Development Department for its review and approval for consistency with this PUD a plan showing the location, height, size, and design of this type of sign.

## ***2. Individual Commercial and/or Office/Institutional Uses: Identity Monument Signs***

Identity monument signs are permitted for each individual Commercial and Office/Institutional use. Each such use will be permitted one (1) externally or internally illuminated identity monument sign with two sides, except that such uses with more than one roadway frontage may have one identity monument sign for each road frontage. Multiple users/tenants within one building or a series of buildings may be identified with one shared monument sign.

Identity monument signage shall be subject to the height and size limitations below.

- a. Signage for lots with less than one and a half (1.5) acres may not exceed ten (10) feet in height and twenty-five (25) square feet (each side) in area.
- b. Signage for lots with one and a half (1.5) acres to five (5.0) acres may not exceed fifteen (15) feet in height and fifty (50) square feet (each side) in area.
- c. Signage for lots five (5.0) acres to twenty (20) acres may not exceed twenty (20) feet in height and seventy-five (75) square feet (each side) in area.
- d. Signage for lots with greater than twenty (20) acres may not exceed twenty (20) feet in height and one hundred (100) square feet (each side) in area.
- e. No monument signs shall be located less than one hundred (100) feet apart.

## ***3. Multi-Family Residential Uses: Community Identity Monument Signs***

Identity monument signs are permitted for each Multi-Family Residential use or development.

Each Multi-Family Residential use or development is permitted up to two (2) project identity monument signs (one or two sides) externally or internally illuminated not exceeding fifteen feet (15') in height and fifty (50) square feet in sign face area. No monument signs shall be located less than one hundred (100) feet apart.

## ***4. Other Signs***

Wall signs are permitted. For the purpose of wall signage, the anchor/tenant buildings shall be deemed as one single enclosed building such that wall signage facing the pedestrian and vehicular drives within the interior of the PUD are deemed as interior signs. Additionally, wall signage visible from a public right of way for each tenant within the anchor/tenant/multi-family buildings will be permitted and will not exceed ten (10) percent



of the square footage of the occupancy frontage or respective side of the building visible from a public right of way.

Projecting signs and roof signs are permitted and will not exceed ten (10) percent of the square footage of the occupancy frontage or respective side of the building visible from a public right of way to which side the projecting sign or roof sign is attached. The ten (10) percent shall be measured cumulatively with any wall signs on the same side of the building.

Awning signs are permitted. For the purpose of awning signage, the anchor/tenant buildings shall be deemed as one single enclosed building such that awning signage facing the pedestrian and vehicular drives within the interior of the PUD are deemed as interior signs. Additionally, awning signage visible from public rights of way for each tenant within the anchor/tenant buildings will be permitted and will not exceed ten (10) percent of the square footage of the occupancy frontage or respective sides of the building visible from public rights of way.

Under canopy signs are permitted. One (1) under the canopy sign per occupancy is permitted not exceeding a maximum of ten (10) square feet in area per side.

Directional signs indicating major buildings, major tenants, common areas, various building entries, will be permitted. The design of these signs should reflect the character of the building and project identity signs and may include the project and/or tenant logo and name. For vehicular directional signage, such signs shall be a maximum of thirty (30) square feet in area per sign face. For pedestrian directional signage, such as “informational sidewalk kiosks”, 1, 2, 3 or 4 sided (or cylindrical), such signs shall also be a maximum of twenty (20) square feet per side. All Vehicular Control signs shall meet the requirements of the Manual on Uniform Traffic Control Devices with decorative post(s) and finials. Directional signage and architectural entry features shall be allowed within the right of way, including within medians and roundabouts, with the exact location of such signs subject to site development standards as approved by the City of Jacksonville.

Because all project identity and directional signs are architectural features intended to be compatible with and complimentary of the buildings in the PUD, they will be located in structures or frames that are part of the architecture of the project. Accordingly, sign area for all such signs as well as wall, awning, and under the canopy signs, shall be computed on the basis of the smallest regular geometric shape encompassing the outermost individual letters, words, logos or numbers on the sign.

Temporary banner signs will be permitted not to exceed 50 square feet in area. Banner signs will be permitted in the entrances and interior of the PUD. Seasonal festival banners may be displayed for a maximum of fourteen (14) days without a permit except that such banners may be displayed forty-five (45) days prior to and thirty (30) days following the holiday. Other banners (including but not limited to “Now Opening” or “Hiring Soon” banners) may be displayed for a maximum of thirty (30) days without a permit. The banners shall be allowed to display logos and/or the name of the project and/or owner. Festival

banners placed on street light poles are permitted and unregulated. Banner signs do not count toward the overall maximum sign face allowable for monument and pylon signs.

Permanent banner signs will be permitted on street light poles within the PUD. Banner signs on street light poles will be permitted not to exceed thirty (30) square feet in area.

Temporary directional, real estate marketing, parcel sales, and construction, non-illuminated signs shall be permitted during sales and construction within the right of way not to exceed 40 square feet.

Decorative street signs maintained by a property owner's association shall be allowed subject to approval by the City of Jacksonville.

**G. Landscaping:**

The Property shall be developed in accordance with Part 12 Landscape Regulations of the Zoning Code or as approved by the Planning and Development Department.

**H. Utilities:**

Water will be provided by JEA.  
Sanitary sewer will be provided by JEA.  
Electric will be provided by JEA.

**I. Recreation and Open Space:**

N/A.

**J. Wetlands**

Wetlands will be permitted according to local, state and federal requirements.

**K. Buffer in Parcel C**

Along the westerly border of Parcel C (along the powerline border), developer shall construct a six (6) foot visual barrier. Inside the six (6) foot visual barrier, a hardwood shall be planted every forty (40) feet.

**L. Review for Compatibility**

All development phases shall be reviewed for internal and external compatibility and approved through the minor modification process.

**M. Section 656.410 Compliance**

Residential development shall comply with Section 656.410, Zoning Code.

## **VI. DEVELOPMENT PLAN APPROVAL**

With each request for verification of substantial compliance with this PUD, a preliminary development plan shall be submitted to the City of Jacksonville Planning and Development Department identifying all then existing and proposed uses within the Property, and showing the general layout of the overall Property.

## **VII. JUSTIFICATION FOR PLANNED UNIT DEVELOPMENT CLASSIFICATION FOR THIS PROJECT**

The proposed project is consistent with the general purpose and intent of the City of Jacksonville 2030 Comprehensive Plan and Land Use Regulations. The proposed project will be beneficial to the surrounding neighborhood and community.

- A. Is more efficient than would be possible through strict application of the Zoning Code;
- B. Is compatible with surrounding land uses and will improve the characteristics of the surrounding area;
- C. Will promote the purposes of the City of Jacksonville 2030 Comprehensive Plan.