



DOWNTOWN INVESTMENT AUTHORITY

117 West Duval Street #310, Jacksonville, Florida 32202
(904) 255-5302 | <https://dia.coj.net/>

August 10, 2023

The Honorable Ronald B. Salem, Pharm. D., President
The Honorable Kevin Carrico, LUZ Chair
And Members of the City Council
City Hall
117 West Duval Street
Jacksonville, Florida 32202

**RE: Downtown Development Review Board Advisory Report
Ordinance No.: 2023-0431**

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

Pursuant to the provisions of Section 656.129 *Advisory recommendation on amendment to Zoning Code or rezoning of land* of the Zoning Code, the Downtown Development Review Board voted to recommend **approval** for Ordinance 2023-0431.

Pursuant to the provisions of Section 656.361.9 and Section 656.129, *Ordinance Code*, the Downtown Development Review Board respectfully offers this report for consideration by the Land Use and Zoning Committee.

Downtown Investment Authority Recommendation: **Approve**

Downtown Development Review Board Recommendation: **Approve**

Downtown Development Review Board Commentary: No speakers in opposition and little discussion among the Board Members.

Downtown Development Review Board Vote: 5-0

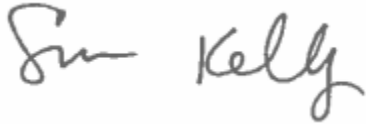
Matt Brockelman, Chair	Aye
Linzee Ott, Vice Chair	Aye
Gary Monahan, Secretary	Aye
Joana Berling	Absent
Christian Harden	Aye
Fred Jones	Absent
Trevor Lee	Aye
Joseph Loretta	Absent

William Schilling

Absent

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

Sincerely,

A handwritten signature in black ink that reads "Susan Kelly". The signature is written in a cursive style with a large initial "S" and a long, sweeping underline.

Susan Kelly
Redevelopment Coordinator
City of Jacksonville – Downtown Investment Authority
117 West Duval Street, Suite 310
Jacksonville, FL 32202
(904) 255-5307
ksusan@coj.net

REQUEST FOR REZONING - ORDINANCE 2023-0431

STAFF REPORT

August 10, 2023

The Downtown Investment Authority hereby forwards to the Downtown Development Review Board, Land Use and Zoning Committee, and City Council its report and recommendation regarding Application for Rezoning, Ordinance **2023-0431**, from Planned Unit Development to Commercial Central Business District.

Location: 245 Riverside Avenue

Real Estate Number(s): 088972-0000

Downtown Overlay District: Brooklyn District

Current Zoning District: Planned Unit Development (PUD) (1999-0246-E)

Proposed Zoning District: Commercial Central Business District (CCBD)

Current Land Use Category: Central Business District (CBD)

Planning District: Urban Core, District 1

Applicant/Agent: Fred Atwill
Atwill LLC
9001 Forest Acres Lane
Jacksonville, FL 32234

Owner: Benjamin S. Hakimian
Gates of Riverside LLC
c/o Hakimian Holdings, Inc.
P.O. Box 56678
Jacksonville, FL 32241

Staff Recommendation: **APPROVE**

GENERAL INFORMATION

Application for Rezoning Ordinance **2023-0431** seeks to rezone 3.38 acres from Planned Unit Development (PUD) to the Commercial Central Business District (CCBD). The subject site is located on the east side of Dora Street, between Riverside Avenue and the St. Johns River. The property is home to the 245 Riverside building (formerly known as the St. Joe Building), associated parking, and the Northbank Riverwalk frontage area.

In 1999, the subject site was rezoned from Commercial Residential Office (CRO) to PUD to provide for uses, landscaping, and passive recreation that were consistent with the Downtown Development of Regional Impact (DRI).

In 2019, after over a year of analysis, public meetings, public input, and vetting through the DIA, the Planning and Development Department (PDD), the Downtown Development Review Board (DDRB), various stakeholders, and City Council, Ordinance 2019-196 amended the Downtown portion (Chapter 656, Part 3, Subpart H) of the Zoning Code. This was a wholistic amendment which consolidated all conventional zoning districts within the Downtown jurisdiction into the CCBD zoning district. This resulted in one zoning district for Downtown, which offered broad and flexible uses by right, subject to form and design standards. Existing PUD zoning districts were excluded from this change, as their uses and site design had been previously approved under separate ordinances.

The applicant is seeking the rezoning to CCBD to bring the property's zoning district into uniformity with other Downtown properties. Additionally, the permissive nature of the CCBD zoning district, as amended in 2019, opens the door to a variety of complementary uses allowed by right on the property. Any improvements made to the site would be subject to DDRB review for consistency with the form regulations and design standards.



Location Map

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 and Development 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*?

The Downtown Investment Authority finds that the subject property is located in the Central Business District (CBD) functional land use category as defined by the Future Land Use Map series (FLUMs) contained within the Future Land Use Element (FLUE) adopted as part of the *2045 Comprehensive Plan*. The CBD land use category is a mixed-use category that allows residential, commercial, industrial, institutional, recreational, and entertainment uses, as well as transportation and communication facilities. The proposed CCBD zoning district is a primary conventional zoning district within the CBD land use category. Therefore, the proposed rezoning is consistent with the FLUMs adopted as part of the *2045 Comprehensive Plan* pursuant to Chapter 650, Comprehensive Planning for Future Development, of the Ordinance Code.

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

FLUE Goal 2

To enhance and preserve for future generations geographic areas with unique economic, social, historic or natural resource significance to the City.

FLUE Objective 2.3: Continue to strengthen the Central Business District (CBD) as the regional center of finance, government, retail, and cultural activities for Northeast Florida.

FLUE Policy 2.3.1: Recognize the Central Business District (CBD) and its periphery as a significant urban area of the city appropriate for residential and mixed use projects at higher densities/intensities than the remainder of the City.

FLUE Policy 2.3.3: The Downtown Investment Authority and the Jacksonville Planning and Development Department have developed downtown urban design guidelines that will promote high quality private and public development in the downtown area.

FLUE Policy 2.3.5: The Land Development Regulations shall establish urban design, site design and building form guidelines that create high quality site designs, and will require that pedestrian walkways and other pedestrian and public transit use amenities are provided in site development plans within the CBD.

The Downtown Investment Authority finds that the proposed rezoning to CCBD is consistent with the FLUE policies under Objective 2.3 of Goal 2. These policies posit that the CBD is appropriate for mixed-use developments that strengthen Downtown and ensure its unique function within the Northeast Florida region. Downtown should offer various uses, and the design of development Downtown should be guided by form and design guidelines that maintain and enhance the urban character. The current PUD zoning, while structured to offer a mix of uses, is limited to the uses explicitly named within its written description and by the site plan adopted with the PUD ordinance. Rezoning to the conventional CCBD zoning district will allow for a broader mix of complementary uses and allows for future improvements to the site without seeking a rezoning each time.

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

The Downtown Investment Authority finds that the proposed rezoning does not appear to conflict with any portion of the City's land use regulations.

SURROUNDING LAND USE AND ZONING

The subject property is located on Riverside Avenue with the adjacent land use categories, zoning districts, and current land utilization as follows:

Adjacent Properties	Land Use Category	Zoning District	Current Use
North	CBD	CCBD	Multi-family, across Riverside Avenue
East	CBD	CCBD	YMCA and associated parking
South	Water	Water	St. Johns River
West	CBD	CCBD	FIS building and associated parking

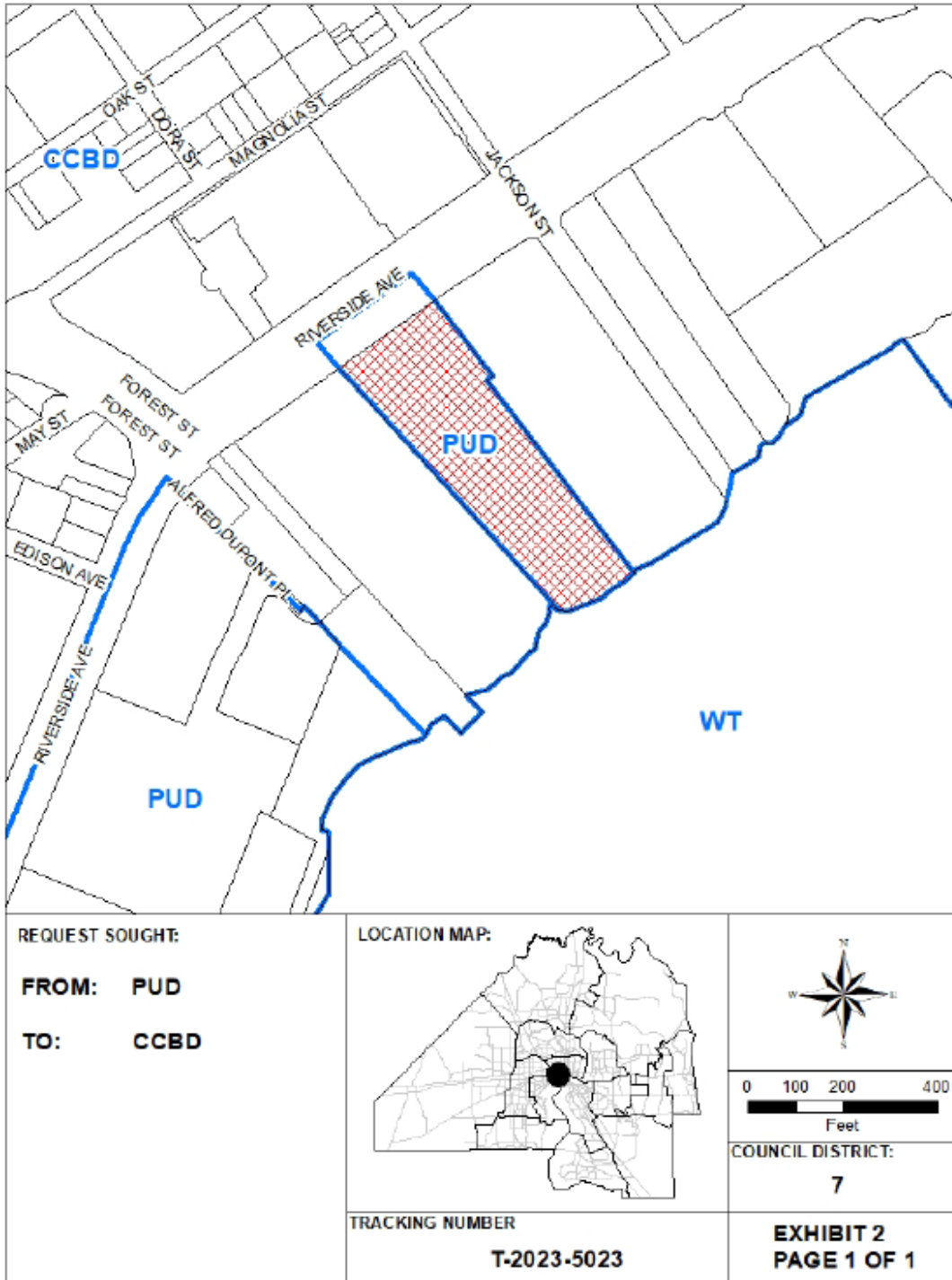
SUPPLEMENTARY INFORMATION

Upon visual inspection of the subject property on August 1, 2023, the required Notice of Public Hearing signs were posted:

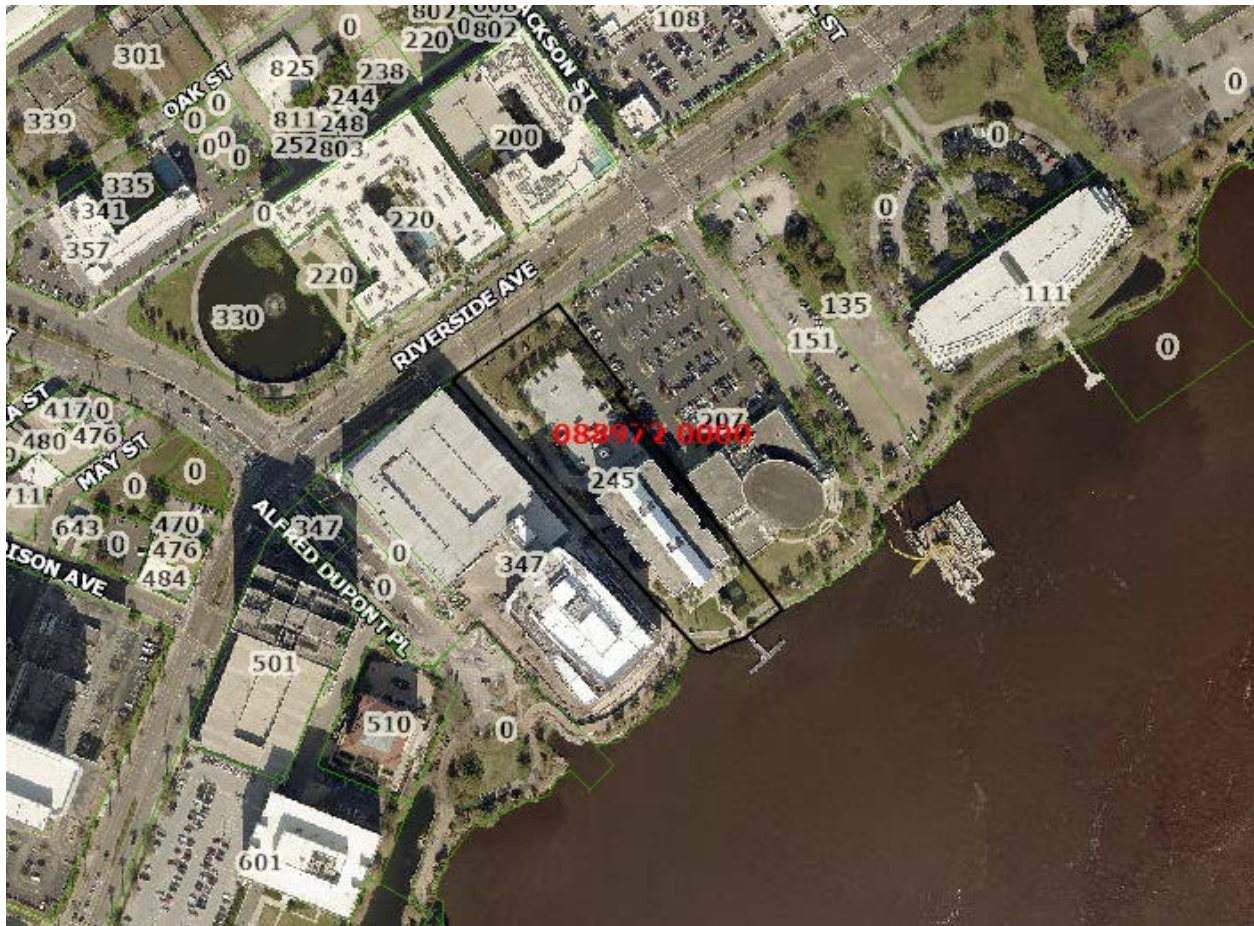


RECOMMENDATION

Based on the foregoing, it is the recommendation of the Downtown Investment Authority that Application for Rezoning Ordinance **2023-0431** be **APPROVED**.



Location Map



Aerial view of subject property