

1 Introduced by the Land Use and Zoning Committee:  
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4 **ORDINANCE 2026-127**

5 AN ORDINANCE REZONING APPROXIMATELY 5.55 ± ACRES  
6 LOCATED IN COUNCIL DISTRICT 8 AT 6919 PITTS ROAD,  
7 10650 NEW KINGS ROAD, AND 0 NEW KINGS ROAD,  
8 BETWEEN NEW KINGS ROAD AND MONCRIEF ROAD (R.E.  
9 NO(S). 003905-0000, 003906-0000 AND 003916-  
10 0020), AS DESCRIBED HEREIN, OWNED BY FLUFFY  
11 BUTTONS, LLC, FROM RESIDENTIAL RURAL-ACRE (RR-  
12 ACRE) DISTRICT AND COMMERCIAL COMMUNITY GENERAL-  
13 2 (CCG-2) DISTRICT TO PLANNED UNIT DEVELOPMENT  
14 (PUD) DISTRICT, AS DEFINED AND CLASSIFIED UNDER  
15 THE ZONING CODE, TO PERMIT THE OPERATION OF AN  
16 AUTO SALES COMPANY, PRIMARILY OPERATING AS AN  
17 ONLINE SALES COMPANY ON THE PROPERTY, AS  
18 DESCRIBED IN THE PITTS ROAD AUTO PUD, PURSUANT  
19 TO FUTURE LAND USE MAP SERIES (FLUMS) SMALL-SCALE  
20 AMENDMENT APPLICATION NUMBER L-5928-24C;  
21 PROVIDING A DISCLAIMER THAT THE REZONING GRANTED  
22 HEREIN SHALL NOT BE CONSTRUED AS AN EXEMPTION  
23 FROM ANY OTHER APPLICABLE LAWS; PROVIDING AN  
24 EFFECTIVE DATE.  
25

26 **WHEREAS**, the City of Jacksonville adopted a Small-Scale  
27 Amendment to the *2045 Comprehensive Plan* for the purpose of revising  
28 portions of the Future Land Use Map series (FLUMs) in order to ensure  
29 the accuracy and internal consistency of the plan, pursuant to the  
30 companion land use application L-5928-24C; and

31 **WHEREAS**, in order to ensure consistency of zoning district

1 with the *2045 Comprehensive Plan* and the adopted companion Small-Scale  
2 Amendment L-5928-24C, an application to rezone and reclassify from  
3 Residential Rural-Acre (RR-Acre) District and Commercial Community  
4 General-2 (CCG-2) District to Planned Unit Development (PUD) District  
5 was filed by Michael Herzberg, on behalf of Fluffy Buttons, LLC,  
6 owner of approximately 5.55± acres of certain real property in Council  
7 District 8, as more particularly described in Section 1 below; and

8       **WHEREAS**, the Planning and Development Department, in order to  
9 ensure consistency of this zoning district with the *2045 Comprehensive*  
10 *Plan*, has considered the rezoning and has rendered an advisory  
11 opinion; and

12       **WHEREAS**, the Planning Commission has considered the  
13 application and has rendered an advisory opinion; and

14       **WHEREAS**, the Land Use and Zoning (LUZ) Committee, after due  
15 notice, held a public hearing and made its recommendation to the  
16 Council; and

17       **WHEREAS**, the City Council, after due notice, held a public  
18 hearing, and taking into consideration the above recommendations as  
19 well as all oral and written comments received during the public  
20 hearings, the Council finds that such rezoning is consistent with the  
21 *2045 Comprehensive Plan* adopted under the comprehensive planning  
22 ordinance for future development of the City of Jacksonville; and

23       **WHEREAS**, based on the staff report of the Planning and  
24 Development Department and other competent and substantial evidence  
25 received at the public hearings, the Council finds that the proposed  
26 PUD does not affect adversely the orderly development of the City as  
27 embodied in the *Zoning Code*; will not affect adversely the health and  
28 safety of residents in the area; will not be detrimental to the  
29 natural environment or to the use or development of the adjacent  
30 properties in the general neighborhood; and the proposed PUD will  
31 accomplish the objectives and meet the standards of Section 656.340

1 (Planned Unit Development) of the *Zoning Code* of the City of  
2 Jacksonville; now therefore

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

4 **Section 1. Subject Property Location and Description.** The  
5 approximately 5.55± acres are located in Council District 8 at 6919  
6 Pitts Road, 10650 New Kings Road, and 0 New Kings Road, between New  
7 Kings Road and Moncrief Road (R.E. No(s). 003905-0000, 003906-0000,  
8 and 003916-0020), as more particularly described in **Exhibit 1**, dated  
9 August 4, 2025, and graphically depicted in **Exhibit 2**, both of which  
10 are **attached hereto** and incorporated herein by this reference (the  
11 "Subject Property").

12 **Section 2. Owner and Applicant Description.** The Subject  
13 Property is owned by Fluffy Buttons, LLC. The applicant is Michael  
14 Herzberg, 12483 Aladdin Road, Jacksonville, Florida, 32223; (904)  
15 731-8806.

16 **Section 3. Property Rezoned.** The Subject Property,  
17 pursuant to adopted companion Small-Scale Amendment L-5928-24C, is  
18 hereby rezoned and reclassified from Residential Rural-Acre (RR-Acre)  
19 and Commercial Community General-2 (CCG-2) District to Planned Unit  
20 Development (PUD) District. This new PUD district shall generally  
21 permit an auto-related uses and sales, and is described, shown and  
22 subject to the following documents, attached hereto:

23 **Exhibit 1** - Legal Description dated August 4, 2025.

24 **Exhibit 2** - Subject Property Map (prepared by P&DD).

25 **Exhibit 3** - Written Description dated July 25, 2025.

26 **Exhibit 4** - Site Plan dated July 28, 2025.

27 **Section 4. Contingency.** This rezoning shall not become  
28 effective until thirty-one (31) days after adoption of the companion  
29 Small-Scale Amendment; and further provided that if the companion  
30 Small-Scale Amendment is challenged by the state land planning agency,  
31 this rezoning shall not become effective until the state land planning

1 agency or the Administration Commission issues a final order  
2 determining the companion Small-Scale Amendment is in compliance with  
3 Chapter 163, *Florida Statutes*.

4 **Section 5. Disclaimer.** The rezoning granted herein shall  
5 not be construed as an exemption from any other applicable local,  
6 state, or federal laws, regulations, requirements, permits or  
7 approvals. All other applicable local, state or federal permits or  
8 approvals shall be obtained before commencement of the development  
9 or use, and issuance of this rezoning is based upon acknowledgement,  
10 representation and confirmation made by the applicant(s), owner(s),  
11 developer(s) and/or any authorized agent(s) or designee(s) that the  
12 subject business, development and/or use will be operated in strict  
13 compliance with all laws. Issuance of this rezoning does not approve,  
14 promote or condone any practice or act that is prohibited or  
15 restricted by any federal, state or local laws.

16 **Section 6. Effective Date.** The enactment of this Ordinance  
17 shall be deemed to constitute a quasi-judicial action of the City  
18 Council and shall become effective upon signature by the Council  
19 President and the Council Secretary.

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21 Form Approved:

22  
23           /s/ Dylan Reingold          

24 Office of General Counsel

25 Legislation Prepared By: Connor Corrigan

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