

Beach Boulevard/San Pablo Road PUD

Written Description

June 5, 2025

I. SUMMARY DESCRIPTION OF THE PROPERTY

- A.** RE ## 177033-0200 & 177032-1000
- B.** Current Land Use Designation: CGC
- C.** Current Zoning District: PUD
- D.** Proposed Zoning District: PUD

II. SUMMARY AND PURPOSE OF THE PUD/PLAN CONSISTENCY

A. Summary of Proposed Development

The Applicant proposes to rezone approximately 23 acres of property located at the intersection of Beach Boulevard and San Pablo Road from Planned Unit Development (“PUD”) to PUD. This PUD rezoning (the “PUD”) seeks a modification to the Beach Boulevard/San Pablo Road PUD initially approved under Ordinance 1988-0442-E, as modified by Ordinance 1991-0868-E, as further modified by Ordinance 1994-0033-E (collectively, the “Existing PUD”). The Existing PUD includes RE ## 177033-0100 and 177035-0100 (the “Outparcels”). The Outparcels are not included in this PUD rezoning. The Outparcels will remain subject to the Existing PUD whereas RE # 177033-0200 and 177032-1000 will be subject to this PUD. The property included within this PUD application is more particularly described in Exhibit “1” attached hereto (the “Property”).

The Property as it exists today includes a bank, a robust commercial shopping and healthcare center including a Publix grocery store, a restaurant, a gym, an undeveloped outparcel area and several medical offices and clinics, among other uses. As described below, this PUD zoning district is being sought primarily to update the permitted uses to be consistent with current Zoning Code uses, add a new access point on Eunice Road, waive the distance limitation requirements set forth in Section 656.805 of the Zoning Code and provide a new PUD Conceptual Site Plan dated May 2, 2025 (the “Site Plan”). The PUD shall be developed in accordance with this PUD Written Description and the Site Plan, which is attached to this ordinance as Exhibit “4.”

The Property is within the Community/General Commercial (CGC) land use category and Urban Development Area. The permitted uses herein are consistent with the CGC land use category.

B. Surrounding Land Uses

Surrounding land use designations, zoning districts, and existing uses are as follows:

	<u>Land Use</u>	<u>Zoning</u>	<u>Uses</u>
South	CGC, MDR	PUD, RMD-D	Assisted Living and Memory Care Center, Apartments
East	CGC, LDR	CCG-2, RLD-60	Commercial, Single Family
North	CGC, MDR	PUD, CCG-2, CCG-1, RMD-D	Restaurants, Banks, Medical Facilities, Commercial Uses
West	CGC	PUD, CCG-2, CCG-1, CO	Restaurants, Gas Station, Commercial Uses, Church (within a shopping center)

III. DESCRIPTION OF PERMITTED USES

A. PUD Conceptual Site Plan

This PUD rezoning includes a new Site Plan for the Property (RE ## 177033-0200 & 177032-1000). Notably, the Site Plan provides a new ingress and egress access point to and from the PUD on Eunice Road, in the northeast area of the PUD, as further detailed in Section IV.A below. There are no other significant changes to the Property included in the Site Plan compared to the prior site plan included with the Existing PUD.

The Site Plan shows the proposed PUD, including parcels, access points, internal drives and other features of the proposed development. The configuration of the development as depicted on the Site Plan is conceptual and revisions to the Site Plan may be required as the proposed development proceeds through final engineering (where required) and site plan review, subject to review and approval of the Planning and Development Department.

B. Permitted Uses

The uses listed below apply to all locations within the PUD, unless otherwise specified herein. Specifically, personal property storage establishments meeting the performance standards and development criteria set forth in Part 4 of the Zoning Code are a new permitted use by right in this PUD. All other permitted uses listed herein are enumerated simply to update verbiage to be consistent with language used in the current Zoning Code. The permitted uses listed herein are consistent with those uses permitted in the CGC land use category.

1. Permitted uses and structures.

- a) Commercial retail sales and service establishments.
- b) Retail outlets for sale of food, new and used wearing apparel, toys, books, 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, musical instruments, television and radio (including repair incidental to sales), florist or gift shops, delicatessens, bake shops (but not wholesale bakeries), home furnishing and appliances (including repair incidental to sales), dry cleaning pickup stations, office equipment and furniture, hardware, new or used automotive vehicle parts (including rebuilt parts, but not installation, repair or rebuilding of parts), and similar uses.
- c) Pharmacies.
- d) Service establishments such as barber or beauty shops, shoe repair shops, radio and television repair shops, travel agencies, home equipment rentals and similar uses.
- e) Banks, including drive-thru tellers, savings and loan institutions, ATMs and similar uses.
- f) Professional and business offices, buildings trades contractors that do not require outside storage or the use of heavy machinery, ditching machines, tractors, bulldozers or other heavy construction equipment and similar uses.
- g) Medical, dental and/or chiropractor offices, clinics and centers (but not hospitals), and similar uses, including but not limited to physical therapy, massage services (but not an adult massage parlor), doctor's offices, medical clinics, medical offices, imaging centers, emergency rooms, free standing emergency room facilities (FSERs), and similar uses.
- h) Blood donor stations, plasma centers and similar uses.
- i) Art galleries, libraries, museums, community centers, dance, art or music studios, gymnastics, fitness centers, martial arts, photography studios, and theaters for stage performances (but not motion picture theaters).

- j) Commercial indoor recreational or entertainment facilities and venues such as bowling alleys, swimming pools, indoor skating rinks, theaters, movie theaters, trampoline parks, sporting centers, and similar uses, which may include the retail sale of all alcoholic beverages, not in conjunction with a restaurant, including liquor, beer or wine for on-premises consumption.
- k) Schools, including but not limited to vocational, trade or business schools and similar uses.
- l) An establishment or facility which includes the retail sale of all alcoholic beverages including liquor, beer or wine, in sealed containers, for off-premises consumption.
- m) A restaurant which includes the retail sale and service of all alcoholic beverages including liquor, beer or wine for on-premises consumption.
- n) An establishment or facility which includes the retail sale of all alcoholic beverages, not in conjunction with a restaurant, including liquor, beer or wine for on-premises or off-premises consumption, which uses may include a brewery, bottle shop, wine bar, wine shop, or any combination thereof.
- o) Restaurants with the outside sale and service of food meeting the performance standards and development criteria set forth in Part 4.
- p) Restaurants with or without drive-in and/or drive-through facilities.
- q) Radio and television broadcasting studios and offices (subject to Part 15).
- r) Job printing or newspapers.
- s) Employment office (but not a day labor pool).
- t) Call centers and payment centers, and similar uses.
- u) 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.
- v) Express or parcel delivery offices and similar uses (but not freight or truck terminals).
- w) Veterinarians and animal boarding, including short and long-term animal boarding, subject to the performance standards and development criteria set forth in Part 4.
- x) The sale and installation of new or used tires, batteries and accessories (but not repairs or service garages), meeting the performance standards and development criteria set forth in Part 4.

- y) Small scale operations including wholesaling, warehousing, storage, distributorship business where the total operation does not require more than 10,000 square feet of floor space, no vehicle is used in excess of one and one-half ton capacity, all merchandise is stored within an enclosed building and no heavy machinery or manufacturing is located on the premises.
 - z) Personal property storage establishments meeting the performance standards and development criteria set forth in Part 4.
 - aa) Day care centers and care centers meeting the performance standards and development criteria set forth in Part 4.
 - bb) Churches, including a rectory or similar use.
 - cc) Outside retail sales of holiday items, including but not limited to Christmas trees and fireworks, subject to the performance standards and development criteria set forth in Part 4.
 - dd) Essential services, including water, sewer, gas, telephone, radio, television and electric, meeting the performance standards and development criteria set forth in Part 4.
 - ee) Cell towers subject to the requirements in Part 15 of the Zoning Code.
 - ff) Electric vehicle (EV) charging stations.
 - gg) Drive-thru facilities in conjunction with a permitted or permissible use or structure.
2. *Permissible uses by exception.* Those uses permitted by right (and not otherwise listed as a permitted use herein) and permitted by exception in the CCG-1 and CCG-2 zoning districts.
3. *Prohibited uses.*
- a) Adult entertainment.
 - b) Pawn Shops.

C. Lot and Yard Requirements

These requirements shall be applied to the entire PUD site as whole, without regard to internal property ownership boundaries which may exist, currently or in the future, among individual uses, users, tenants or owners.

1. *Minimum lot requirements (width and area).*
 - a) Width – None
 - b) Area – None
2. *Maximum lot coverage by all buildings and structures.* None. The maximum impervious surface ratio shall be that required for the CCG-1 zoning district (85%).
3. *Minimum yard requirements.*
 - a) Front – None
 - b) Side – None
 - c) Rear – Ten (10) feet
4. *Maximum height of structures.* Sixty (60) feet, provided, however, height may be unlimited where all required setbacks are increased by one (1) foot for each three (3) feet of building height or fraction thereof in excess of sixty (60) feet.

Decorative rooftop structures, including screening, mechanical equipment, roof access, mansard roofs, spires, cupolas, parapets, antennas, chimneys and other appurtenances not intended for human occupancy are not included in the maximum height.

D. Existing Buffer

The Site Plan illustrates an existing buffer which runs along the eastern and southern boundaries of the PUD and currently contains natural vegetation at varying depths from Eunice Road, landscaped areas, a wall, retention/detention ponds and related drainage facilities. This buffer area will remain in its current state with the exception of the new Eunice Road access point, as shown on the Site Plan and further described in Section IV.A below.

E. Accessory Uses and Structures for All Parcels

Accessory uses and structures are allowed as permitted in Section 656.403 of the Zoning Code.

IV. OVERALL DEVELOPMENT STANDARDS AND CRITERIA

A. Access/Traffic Circulation

Vehicular access to the PUD will be as shown on the Site Plan. Notably, this PUD rezoning provides a new ingress and egress access point to and from the PUD on Eunice Road, in the northeast area of the PUD, as shown on the Site Plan. Section C.1 of the Existing PUD states, “There will be no direct access in the proposed development to or from Eunice Road.” This PUD rezoning seeks to permit such access as shown on the Site Plan.

A new median and new turn lanes have recently been constructed on Beach Boulevard at the intersection of Beach Boulevard and Eunice Road. With the new configuration, drivers leaving the north end of Eunice Road and turning onto Beach Boulevard are no longer able to make a westbound left turn onto Beach Boulevard. As such, the new Eunice Road access point will serve as a much safer and quicker access point to the PUD for residents of the neighborhoods east of the PUD. Without the new access point, as it currently exists, such residents and other drivers are required to first make an unprotected eastbound right turn onto Beach Boulevard from Eunice Road and then make a u-turn on Beach Boulevard to head back westward in the direction of the PUD. Further, it is not likely that many users of the PUD will utilize the new Eunice Road access point to exit the PUD, especially if their ultimate destination is west of the PUD, as discussed above. The new access point on Eunice Road will improve traffic circulation and is in the public interest for both the convenience and safety of the public on the roads and within the PUD.

B. Sidewalks, Trails, and Bikeways

In the event the Owner or a subsequent owner of the Property or a portion of the Property decides to make alterations or improvements to the Property, any sidewalk changes associated with such alterations or improvements shall be made in compliance with the 2045 Comprehensive Plan considering the PUD property in its entirety.

C. Recreation/Open Space

In the event the Owner or a subsequent owner of the Property or a portion of the Property decides to make alterations or improvements to the Property, any open space changes associated with such alterations or improvements shall be made in compliance with the 2045 Comprehensive Plan considering the PUD property in its entirety.

D. Landscaping

The existing trees on the Property may be pruned, trimmed and maintained, as necessary, for visibility and safety. Other landscaping on the Property, including shrubs, bushes, flowers and other vegetation may be replaced and improved. In the event the Owner or a subsequent owner of the Property or a portion of the Property decides to make alterations or improvements to the Property, such alterations or improvements shall be provided in accordance with Part 12 of the Zoning Code.

E. Signage

The purpose of these sign standards is to establish a coordinated signage program that provides for the identification of the Property, uses, users, tenants and owners and for directional communication in a distinctive and aesthetically pleasing manner. A coordinated system of identification, directional, and vehicular control signage may be provided for all common areas, entrances and roadways. The PUD identity, if any, multiple uses, users, tenants and owners within the PUD may be identified on all signs within the PUD without regard to property ownership boundaries that may exist, currently or in the future, among the individual uses, users, tenants and

owners and without regard to lot location, property ownership or frontage. All signs shall be architecturally compatible with the other buildings and structures within the PUD.

1. *First Street Frontage Sign on Beach Boulevard:* The Property currently contains one street frontage sign at the primary entrance to the PUD along Beach Boulevard. This street frontage sign may remain at its current location and in its current form. This sign may be single or double sided and externally or internally illuminated or non-illuminated. This sign shall not exceed fifty (50) feet in height and three hundred (300) square feet (each side) in area.
2. *Second Street Frontage Sign on Beach Boulevard:* The Property currently contains one street frontage sign at the secondary entrance to the PUD along Beach Boulevard. This street frontage sign may remain at its current location and in its current form. This sign may be single or double sided and externally or internally illuminated or non-illuminated. This sign shall not exceed forty (40) feet in height and two hundred fifty (250) square feet (each side) in area.
3. *Street Frontage Sign on Beach Boulevard for RE # 177032-1000:* The Property currently contains one street frontage sign on RE # 177032-1000 along Beach Boulevard. This street frontage sign may remain at its current location and in its current form. This sign may be single or double sided and externally or internally illuminated or non-illuminated. This sign shall not exceed thirty (30) feet in height and one hundred twenty (120) square feet (each side) in area.
4. *Two Street Frontage Signs for Outparcel & Outbuilding:* The Property currently contains an unimproved outparcel and a commercial outbuilding, as shown on the Site Plan, located on either side of the secondary entrance to the PUD along Beach Boulevard. The commercial outbuilding currently contains one street frontage sign along Beach Boulevard. This street frontage sign may remain at its current location and in its current form. In the event this sign is replaced, it must comply with the requirements contained in this paragraph. This PUD also permits one street frontage sign for the unimproved outparcel. Both signs may be single or double sided and externally or internally illuminated or non-illuminated. Each sign shall not exceed thirty (30) feet in height and one hundred fifty (150) square feet (each side) in area.
5. *First Street Frontage Sign on San Pablo Road:* The Property currently contains one street frontage sign at the primary entrance to the PUD along San Pablo Road. This street frontage sign may remain at its current location and in its current form. This sign may be single or double sided and externally or internally illuminated or non-illuminated. This sign shall not exceed fifty (50) feet in height and three hundred (300) square feet (each side) in area.

6. *Street Frontage Sign on Eunice Road:* This PUD permits one street frontage sign at the entrance to the PUD along Eunice Road, as shown on the Site Plan. This sign may be single or double sided and shall be non-illuminated. This sign shall not exceed eight (8) feet in height and twenty-five (25) square feet (each side) in area.

7. *Projecting and Wall Signs.*

Wall and projecting signs are permitted on any building face, or at the corner of a building face. Such signage will not exceed ten (10) percent, cumulatively, of the square footage of the applicable side of the building. These signs may be internally or externally illuminated. In the event that a projecting sign projects from the corner of a building, the ten (10) percent measurement shall be based upon the smaller of the two sides of the building adjacent to such sign.

F. Architectural Guidelines

Buildings, structures, and signage shall be architecturally compatible with those in other uses within the PUD.

G. Modifications

Amendment to this approved PUD district may be accomplished through an administrative modification, minor modification, or by filing an application for rezoning as authorized by Section 656.341 of the Zoning Code.

H. Traffic Study

The Applicant will perform a traffic study to assess the impact of the new circulation pattern on Eunice Road.

I. Waiver

A waiver of minimum distance for on and off-premises consumption of alcohol, beer and/or wine, as detailed in Section 656.805 of the Zoning Code, will not be required. The Property is less than 1,500 feet from a church and related facilities located across San Pablo Road to the west of the PUD; however, the proposed alcoholic beverage uses are designed to be an integral part of a planned unit development and redevelopment of an important community shopping center; the PUD is within the commercial corridor and thriving commercial areas at the intersection of San Pablo Road and Beach Boulevard; and the uses will not be directly visible along the line of measurement defined in Section 656.806 due to the fact San Pablo Road, landscaping and several other businesses are located in between the proposed site and the church. Other establishments with alcohol service within closer proximity to the church include: Dick's Wings, Al's Pizza, Karai Ramen Bistro, and Taco Libre, all located at 14286 Beach Blvd, Jacksonville, FL 32250 and all within the same shopping center as the church.

J. Phasing

Verifications of compliance or modifications may be sought for the entire Property, individual parcels, whether currently existing or created in the future, or portions of parcels, as they are developed.

K. Parking, Loading & Bicycle Requirements

In the event the Owner or a subsequent owner of the Property or a portion of the Property decides to make alterations or improvements to the Property, such alterations or improvements shall be provided in accordance with Part 6 of the Zoning Code, with the following additional and superseding provisions.

1. Parking requirements shall be applied taking into consideration all proposed uses and the entire PUD site as a whole. For individual uses, which may or may not own their sites in fee simple, required parking, including bicycle parking, may be provided “off-site” within the PUD and may be shared with other uses, as long as the PUD in its entirety provides sufficient parking for all proposed uses. Parking standards shall be applied within the PUD without regard to property ownership boundaries which may exist, currently or in the future, among individual uses.
2. The minimum and maximum number of parking spaces requirements in Part 6 of the Zoning Code are hereby waived.
3. The PUD permits a mix of surface parking, enclosed parking garages or parking structures, and attached garage parking.
4. Up to thirty-five percent (35%) of the parking spaces may be compact spaces.

L. Lighting

Lighting within the PUD shall be designed and arranged such that light shall be directed away from Eunice Road and toward/into the PUD.

M. Stormwater Retention

In the event the Owner or a subsequent owner of the Property or a portion of the Property decides to make alterations or improvements to the Property, any changes to the stormwater facilities associated with such alterations or improvements shall be permitted in accordance with applicable regulations.

N. Utilities

The Property is served by JEA.

V. PRE-APPLICATION CONFERENCE

A pre-application conference was held regarding this application on January 25, 2024.

VI. JUSTIFICATION FOR THE PUD REZONING

The Property as it exists today includes a robust commercial shopping and healthcare center including a Publix grocery store, a restaurant, a gym, an undeveloped outparcel area and several medical offices and clinics, among other uses. As described below, this PUD zoning district is being sought primarily to update the permitted uses to be consistent with current Zoning Code uses, add a new access point on Eunice Road, waive the distance limitation requirements set forth in Section 656.805 of the Zoning Code and provide a new PUD Site Plan.

VII. PUD DIFFERENCES FROM USUAL APPLICATION OF ZONING CODE

The PUD differs from the usual application of the Zoning Code in the following respects:

1. It binds the owner and successor(s) to this Written Description and the PUD Site Plan, unless modified.
2. It provides for site-specific access requirements.
3. It provides for signage tailored to the uses existing and proposed in the PUD.
4. It provides for site-specific lot and yard requirements.
5. It provides for site-specific parking requirements.
6. It provides for site-specific and landscaping and buffering requirements.
7. It provides for site-specific performance standards and development criteria.
8. It provides for a waiver of minimum distance for on and off-premises consumption of alcohol.
9. And it limits permitted uses on the property, as compared to those uses permitted in the CGC land use category.

VIII. LAND USE TABLE

A Land Use Table is attached hereto as **Exhibit “F.”**

IX. PUD REVIEW CRITERIA

- A. Consistency with the Comprehensive Plan.** As described above, uses proposed herein are consistent with the CGC Urban Area land use category of the 2045 Comprehensive Plan.

FLUE Objective 1.1

Ensure that the type, rate, and distribution of growth in the City results in compact and compatible land use patterns, an increasingly efficient urban service delivery system and discourages proliferation of urban sprawl through implementation of regulatory programs, intergovernmental coordination mechanisms, and public/private coordination.

FLUE Objective 1.3

Continue to improve coordination between transportation and land use planning in order to optimize transportation system capacity, promote quality site design, and facilitate access to employment and daily goods and services.

FLUE Policy 1.1.9

Promote the use of Planned Unit Developments (PUD) zoning districts, cluster developments, and other innovative site planning and smart growth techniques in order to allow for appropriate combinations of complementary land uses, densities and intensities consistent with the underlying land use category or site specific policy, and innovation in site planning and design, subject to the standards of this element and all applicable local, regional, State and federal regulations.

FLUE Policy 1.1.24

The City will encourage the use of such smart growth practices as:

1. Interconnectivity of transportation modes and recreation and open space areas;
2. A range of densities and types of residential developments;
3. A mix of uses including office, commercial, and residential which encourage internal capture of trips;
4. Use of the Development Areas;
5. Revitalization of older areas and the downtown;
6. Use of site design features that engage and enhance the pedestrian experience abutting collector roads and higher (public art, social connection, recreation and open spaces, pedestrian entries and transparency); and
7. Create walkable neighborhoods.

FLUE Policy 2.10.3

The Land Development Regulations and Code of Subdivision Regulations shall be amended to include urban development characteristics to ensure consistency with the intent of the land use categories and development areas. Development located within commercial categories, Business Park, and High Density Residential designations within the Urban Area and Urban Priority Area shall incorporate urban development characteristics.

FLUE 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.

FLUE Policy 3.2.2

The City shall encourage, through the Land Development Regulations, infill and redevelopment of existing commercial areas in lieu of permitting new areas to commercialize.

FLUE Policy 3.2.6

The City shall apply the locational criteria in the land use categories and the operative provisions of this element when reviewing commercial and industrial development and redevelopment for consistency with the character of the areas served, the availability of public facilities, and market demands.

FLUE Policy 3.2.14

The City has established and will continue to implement design guidelines through the Planning and Development Department that will encourage development and redevelopment of the City's major office and commercial activity centers as pedestrian places (e.g., signage, landscaping, public art, public spaces).

FLUE Policy 3.2.27

Compatibility of new non-residential developments or high density residential developments with adjacent and abutting residential neighborhoods shall be achieved through the implementation of site design techniques including but not limited to: transitions in uses; buffering; setbacks; the orientation of open space; and graduated height restrictions to affect elements such as height, scale, mass and bulk of structures, pedestrian accessibility, vehicular traffic, circulation, access and parking impacts, landscaping, lighting, noise and odor.

EXHIBIT F

PUD Name

Beach Boulevard/San Pablo Road PUD

Land Use Table

Total gross acreage	23	Acres	100 %
Amount of each different land use by acreage			
Single family		Acres	%
Total number of dwelling units		D.U.	
Multiple family		Acres	%
Total number of dwelling units		D.U.	
Commercial	23	Acres	100 %
Industrial		Acres	%
Other land use		Acres	%
Active recreation and/or open space		Acres	%
Passive open space		Acres	%
Public and private right-of-way		Acres	%
Maximum coverage of buildings and structures	160,690	Sq. Ft.	16.04 %