

Report of the Jacksonville Planning and Development Department

**Application for a Change to the
US 301 Villages Conceptual Master Plan (CMP)
August 23, 2024**

Ordinance No.: 2024-479

General Location: South of I-10, north of Maxville-MacClenny Highway (SR 228), and between US Highway 301 and the Duval-Baker County line

Planning District: District 4, Southwest

City Council District: District 12

Development Area: Rural

Applicant: Paul Harden, Esquire

Requested Action: This request would allow the following changes to the Edge Village area and the South Village area on the US 301 Villages Conceptual Master Plan map: the Edge Village will allow office, hotel and hospital/medical uses in addition to what is currently allowed; and the South Village will allow commercial uses in addition to what is currently allowed. The Conceptual Master Plan’s phasing schedule will also be changed pushing the dates out an additional 2 to 3 years. The requirement to provide Traffic Monitoring Reports will be removed and replaced with language clarifying the transportation requirements for the development. No change to the allowed uses within the CMP is proposed. No increase or decrease in the entitlements of the CMP is proposed.

RECOMMENDATION: APPROVE with Conditions

Conditions:

- To ensure the continued monitoring of the intersections for signal warrants and the responsibility for the cost and construction of traffic signals, include the following additional language in the CMP:
- *Once the FDOT driveway permits to US 301 are acquired, the master developer shall monitor these intersections for signal warrants by conducting annual warrant studies. Once warrants are met, the developer shall be fully responsible for the cost of design and construction of all required traffic signals even if the roads have already been dedicated to the City.*
- Remove the identifier “collector” to describe the internal roadways as identified in strike-through format on the two sentences in the CMP below:

The ~~collector~~ roadway(s) from US 301 will access all the Villages as well as the Village Center. The ~~collector~~ roadway(s) that are projected to have 2,500 vehicles per day or more may include a multi-purpose pathway on one side.

BACKGROUND

Ordinance 2021-302-E approved a land use map amendment on the subject CMP site from a variety of agriculture land use categories to the Multi-Use (MU) land use category pursuant to Future Land Use Element (FLUE) Policy 4.3.20. Ordinance 2021-692-E approved the US 301 Villages Conceptual Master Plan. The Conceptual Master Plan implements the long term planning of the adopted MU land use with FLUE site specific policy 4.3.20. The US 301 Villages CMP is approximately 7,002 acres in size and permits a mix of single-family and multi-family residential, commercial, hotel, office, light industrial and hospital uses. The location of the allowed uses is provided in the conceptual master plan's site map. (see current and proposed site plan attached)

FLUE Policy 4.3.20

In accordance with Ordinance 2021-302-E, which designates a 7,002 acre MU land use category on the Future Land Map, the owner or authorized agent shall develop a conceptual long-term master plan addressing the entire 7,002 acre site. The conceptual master plan shall commence within one (1) year of the approval date of Ordinance 2021-302-E/L-5457-20A, and conclude no later than three (3) years from the approval date of Ordinance 2021-302-E/L-5457-20A. The conceptual master plan shall be subject to review and approval by the City Council prior to submittal of land development reviews and approvals. Development within the site shall be consistent with the conceptual master plan, and development shall not be permitted until such time as a conceptual master plan is approved by the City Council.

The permitted uses include a variety of attached and detached residential, neighborhood and regional commercial centers including lodging; professional and business offices including hospital and medical related uses; and light industrial. More specifically, the following land use categories are permitted: Low Density Residential (LDR), Medium Density Residential (MDR), Community/General Commercial (CGC), Residential-Professional-Institutional (RPI), Light Industrial (LI) and Recreation and Open Space (ROS), all consistent with the Multi-Use Land Use Category.

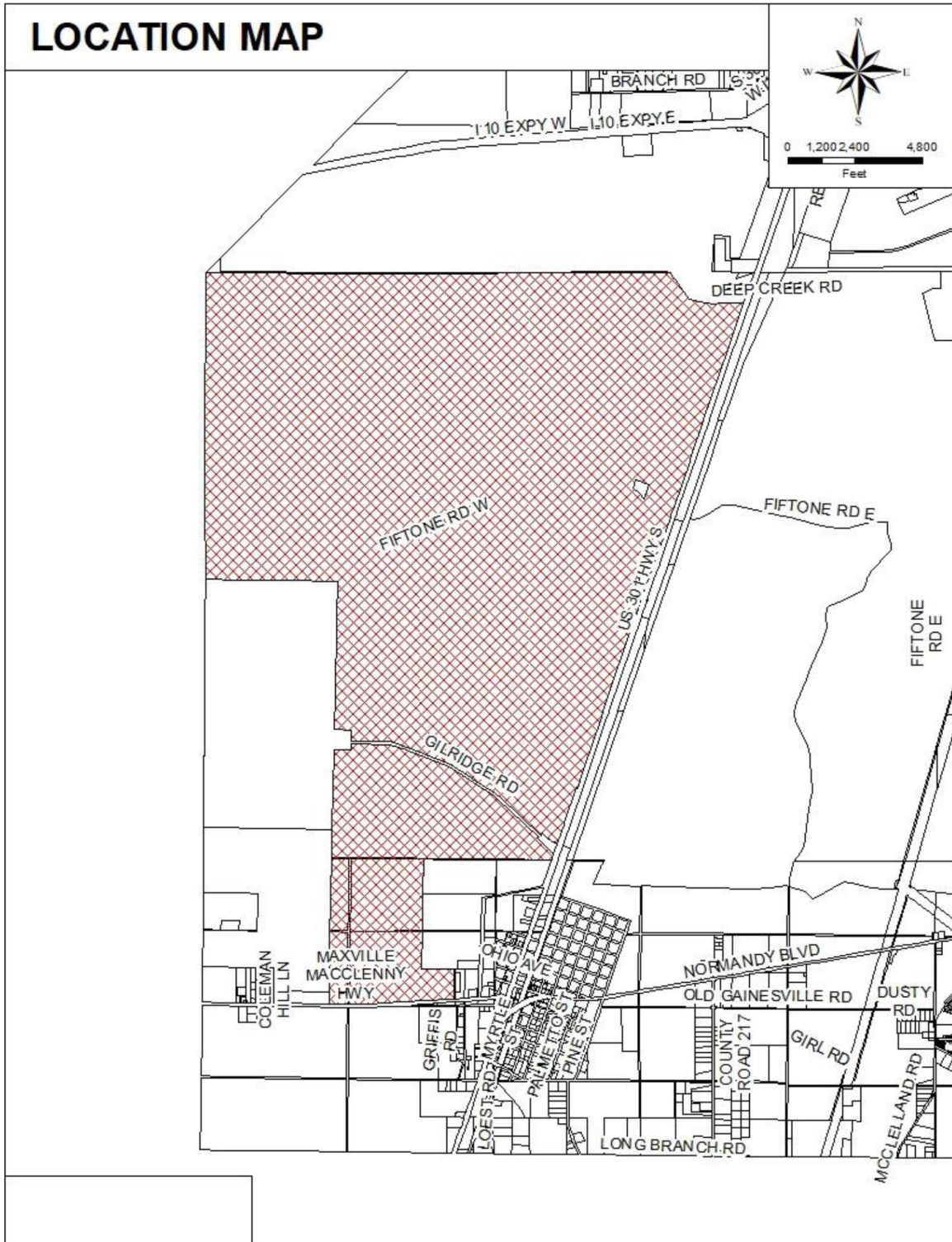
The following specific densities and intensities are permitted consistent with the Multi-Use Land Use Category:

Single Family Residential (DU)	11,250
Multi-family Residential (DU)	3,750
Commercial (GSF)	750,000
Hotel/Lodging (RMS)	340

Office (GSF)	300,000
Light Industrial (GSF)	300,000
Hospital (GSF)	375,000

The conceptual master plan may include a land use conversion process that allows for the modification of the above densities and intensities, provided a conversion/exchange table is submitted to and approved by the Planning and Development Department.

CONCEPTUAL MASTER PLAN LOCATION MAP



Proposed Changes to the CMP

Revisions to the Master Plan Site Map of the CMP

The Master Plan Site Map to the CMP would include modifications to the location of the allowed uses within the East Village and the South Village. Table 1, the permissible development table on the Master Plan Site Map identifies additional allowed uses located in the East Village to include office, hotel and hospital/medical uses; and additional allowed uses in the South Village to include commercial uses. See proposed Table 1 Permissible Development Table in strikethrough/underline format below:

Table 1 Permissible Development							
Land Use	Single-Family (Units)	Multi-family (Units)	Commercial (Sq. Feet)	Office (Sq. Feet)	Flex Industrial (Sq. Feet)	Hotel (Rooms)	Hospital/ Medical Office (Sq. Feet)
Total	11,250	3,750	750,000	300,000	300,000	340	375,000
Edge Village		•	•	<u>•</u>	•	<u>•</u>	<u>•</u>
Village Center	•	•	•	•	•	•	•
West Village	•	•	•	•	•		
North Village	•	•	•	•			
East Village	•	•	•	•		•	
South Village	•	•	<u>•</u>		•		

•Denotes land use type is permissible within the village

See the revised and current Master Plan Site Map within the application and within this report.

Modify Phasing Schedule for Development

The CMPs phasing schedule is proposed to be pushed out an additional two to three years for each phase. The phasing schedule modification is included on Table 2 of the application and it is included on the proposed Master Plan Site Map. See proposed Table 2, Phasing Schedule, in strikethrough/underline format below:

Table 2 Phasing Schedule					
Land Use	Units	Phase 1	Phase 2	Phase 3	Total
		2022-2026 <u>2024-2029</u>	2027-2031 <u>2029-2034</u>	2032-2036 <u>2034-2039</u>	
Single Family Residential	Units	2,500	5,750	3,000	11,250
Multi-family Residential	Units	1,000	1,200	1,550	3,750
Commercial	Square Feet	150,000	325,000	275,000	750,000
Hotel	Rooms	120	220	-	340
Light Industrial	Square Feet	150,000	150,000	-	300,000
Office	Square Feet	100,000	100,000	100,000	300,000
Hospital/Medical Office	Square Feet	50,000	150,000	175,000	375,000

Notes:

- (1) Unused development rights from a particular phase carry over into the subsequent phase until build-out.
- (2) The Developer shall be permitted to convert between land uses based on the conversion table contained in the PUD-MU that allows for the exchange of land uses based upon trip generation for each land use.

Update to the CMP regarding amended and completed requirements

The CMPs language has been updated in strikethrough-underline format to identify those areas of the original requirements that have since been amended and/or completed. The transportation and the centralized utilities for water and sewer service components have been updated. The updates are specifically regarding the development’s mitigation through the mobility fee system, the biennial traffic monitoring reports and the provision of potable water, sanitary sewer and irrigation water supply commitments.

JEA has withdrawn from Agreement between JEA and the developer to provide water and wastewater to the development. The developer’s subsidiary, First Coast Regional Utilities, will now be providing centralized utilities for water and sewer service to the development as authorized by the Public Service Commission. The change identifies that while the agreement is no longer with JEA, the water and wastewater supply commitments for the development will be provided to the development by First Coast Regional Utilities.

A requirement for a biennial Traffic Monitoring Report was approved with the establishment of the CMP (Ordinance 2021-692-E). The subject legislation proposes removal of the Traffic Monitoring Report requirements that were included to address FDOTs comments regarding connection and roadway improvements. Additional language is included to clarify the transportation requirements and address impacts including the Development’s subjectivity to Mobility Fees at the time of building permit issuance. The application also includes clarification that site access traffic studies for the purpose of operational site access for internal roadway facilities shall be provided at Civil

Engineering Plan Review. Vehicular connections to US-301 are required to be permitted through FDOT.

CONSISTENCY EVALUATION

Comprehensive Plan

The proposed change includes a change in the location of allowed uses in the East Village and the South Village on the Master Plan Site Map. The Conceptual Master Plan's phasing schedule will also be changed pushing the dates out an additional 2 to 3 years. The requirement to provide Traffic Monitoring Reports will be removed and replaced with language clarifying the transportation requirements for the development. There are no changes to the allowed uses and there are no changes to the already approved entitlements of the property. Therefore, there is no additional affect in impacts to the surrounding area as a product of this amendment request.

Transportation Division of the Planning and Development Department

The Transportation Division and the applicant have had several discussions regarding the changes to the CMP. These discussions concluded with the transportation commitments in the application for changes to the CMP dated August 14, 2024. The proposed changes are generally consistent with the transportation commitments as originally agreed upon with the establishment of the CMP (Ordinance 2021-692-E). However, to ensure the continued monitoring of the intersections for signal warrants and the responsibility for the cost and construction of traffic signals, the Transportation Division recommends the following additional language be included in the CMP as a condition:

Once the FDOT driveway permits to US 301 are acquired, the master developer shall monitor these intersections for signal warrants by conducting annual warrant studies. Once warrants are met, the developer shall be fully responsible for the cost of design and construction of all required traffic signals even if the roads have already been dedicated to the City.

Additionally, the revised CMP identifies internal roadways of the development as collector roadways. The term "collector" is used as an official designation for certain roadways on the Functional Highway Classification list that identifies the road function and are designated as such of the Functional Highway Classification Map of the 2045 Comprehensive Plan. Identifying some of the internal roadways as "collectors" creates confusion as these roads have not been identified and adopted as collector roadways in the Functional Highway Classification Map of the 2045 Comprehensive Plan. The Transportation Division recommends as a condition to the application to remove the identifier "collector" to describe the internal roadways as identified in strike-through format on the two sentences in the CMP below:

The ~~collector~~ roadway(s) from US 301 will access all the Villages as well as the Village Center. The ~~collector~~ roadway(s) that are projected to have 2,500 vehicles per day or more may include a multi-purpose pathway on one side.

Vision Plan

The site is within the boundary of the *Southwest Jacksonville Vision Plan*. However, the plan does not identify specific recommendations for the subject site. The plan recommends the protection of rural character and open spaces in these western areas of the district. To protect existing natural and cultural resources, village based subdivision designs should be promoted. Development should protect the character of the existing corridor. The conceptual master plan continues to promote the village based design and is consistent with the Vision Plan.

Land Use Category

The development is currently in the Multi-Use (MU) land use category, pursuant to FLUE Policy 4.3.20. The MU land use category is intended to accommodate large-scale development/redevelopment pursuant to an approved conceptual long-term master plan. The criteria provided within the MU are based on a long-term planning strategy that results in a cohesive and compatible development pattern, the provision of adequate public facilities, utilities and infrastructure and the protection of environmentally sensitive land and species.

Objectives and Policies

The proposed Change to the CMP is consistent with the following Objective and Policies of the **Future Land Use Element** of the 2045 Comprehensive Plan.

- | | |
|---------------|--|
| GOAL 1 | To ensure that the character and location of land uses optimize the combined potentials for economic benefit, enjoyment, wellness and protection of natural resources, while minimizing the threat to health, safety and welfare posed by hazards, nuisances, incompatible land uses and environmental degradation. |
| 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. |
| Policy 1.1.7 | Gradual transition of densities and intensities between land uses in conformance with the provisions of this element shall be achieved through zoning and development review process. |

Goal 3 To achieve a well-balanced and organized combination of residential, non-residential, recreational and public uses served by a convenient and efficient transportation network, while protecting and preserving the fabric and character of the City's neighborhoods and enhancing the viability of non-residential areas.

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.

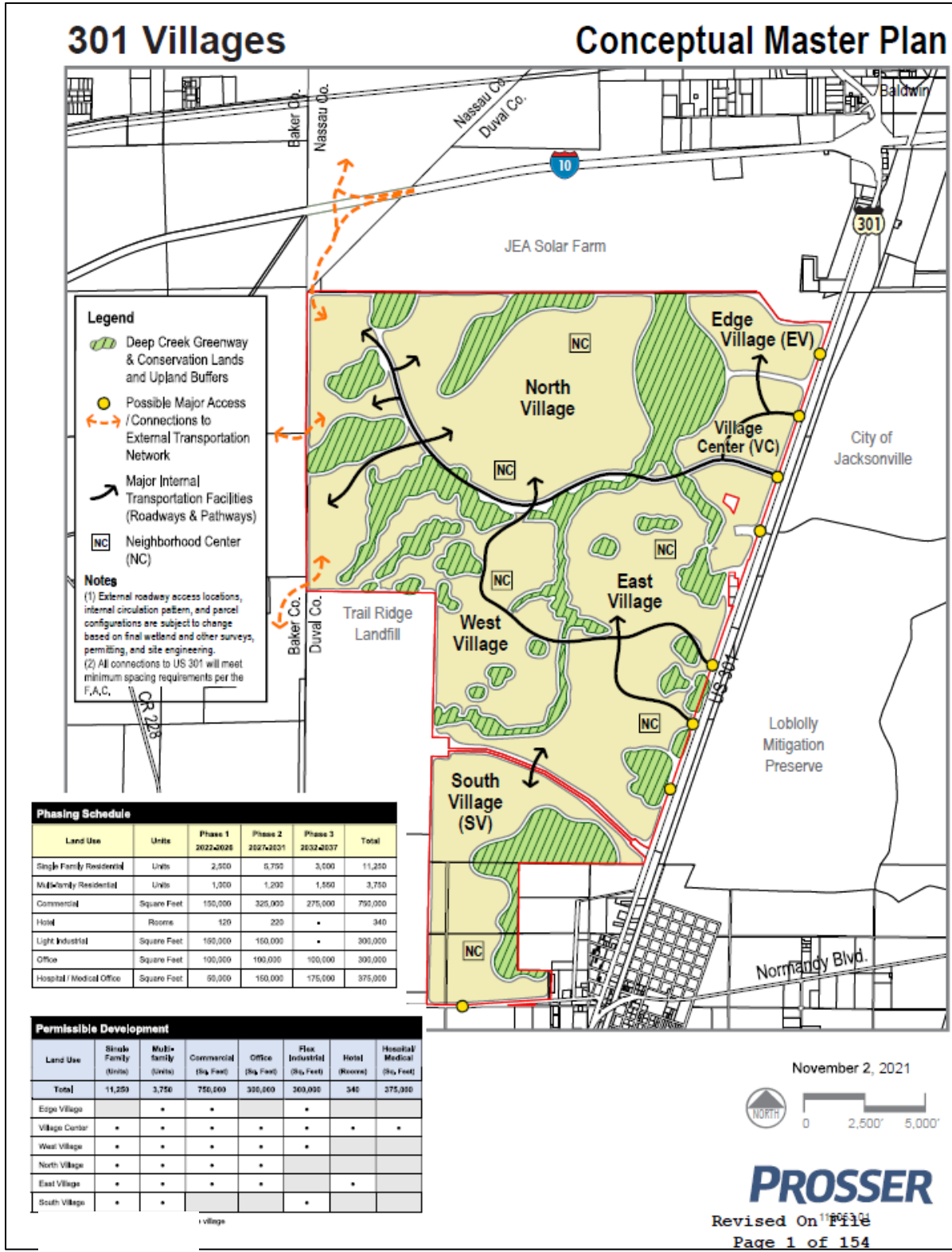
Policy 3.4.2 The City shall encourage development and redevelopment opportunities for mixed and multi-use projects. The Land Development Regulations should be amended, as appropriate, to facilitate such development through regulatory measures.

Transportation Element

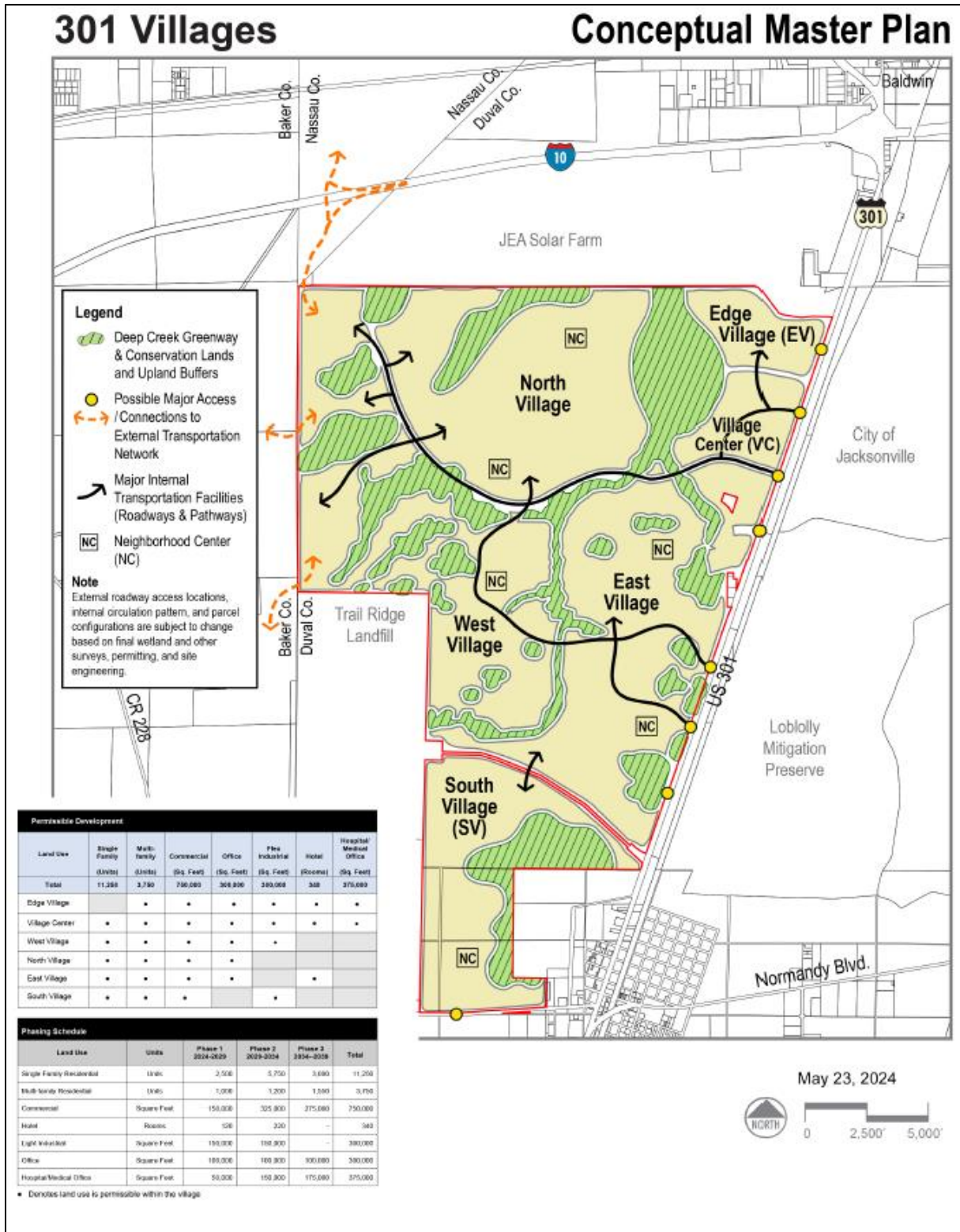
Objective 2.4 The City shall plan for future multi-modal transportation needs, including the need for right-of-way, in order to support future land uses shown on the Future Land Use Map series.

The proposed modifications do not change the current types of allowed uses within the CMP. Additionally, no increase or decrease in entitlements of the CMP is proposed. The changes proposed within the subject application, dated August 14, 2024, would encourage mixed use development, meeting FLUE Goals 1 and 3, Objectives 1.1 and 3.2 and Policies 1.1.7 and 3.4.2. The transportation commitments in addition to the Department's recommended conditions meet Transportation Element Objective 2.4.

CURRENT MASTER PLAN SITE MAP



PROPOSED MASTER PLAN SITE MAP



Change to the CMP- Application

See following pages
Redlined Version Provided First
Clean Version Provided Second

Table 1 Permissible Development							
Land Use	Single-Family (Units)	Multi-family (Units)	Commercial (Sq. Feet)	Office (Sq. Feet)	Flex Industrial (Sq. Feet)	Hotel (Rooms)	Hospital/ Medical Office (Sq. Feet)
Total	11,250	3,750	750,000	300,000	300,000	340	375,000
Edge Village		●	●	●	●	●	●
Village Center	●	●	●	●	●	●	●
West Village	●	●	●	●	●		
North Village	●	●	●	●			
East Village	●	●	●	●		●	
South Village	●	●	●		●		

●Denotes land use type is permissible within the village

Table 2 Phasing Schedule					
Land Use	Units	Phase 1	Phase 2	Phase 3	Total
		2022- 2026 2029	2027- 2031 2034	2032- 2036 2039	
Single Family Residential	Units	2,500	5,750	3,000	11,250
Multi-family Residential	Units	1,000	1,200	1,550	3,750
Commercial	Square Feet	150,000	325,000	275,000	750,000
Hotel	Rooms	120	220	-	340
Light Industrial	Square Feet	150,000	150,000	-	300,000
Office	Square Feet	100,000	100,000	100,000	300,000
Hospital/Medical Office	Square Feet	50,000	150,000	175,000	375,000

Notes:

- (1) Unused development rights from a particular phase carry over into the subsequent phase until build-out.
- (2) The Developer shall be permitted to convert between land uses based on the conversion table contained in the PUD-MU that allows for the exchange of land uses based upon trip generation for each land use.

The entire Property ~~shall be~~ subject to ~~the 301 Villages~~ PUD-MU ~~district that will provide the~~ which provides land use controls for the distribution, location, densities, and intensities of permissible residential and non-residential development. Incremental development plans shall be submitted for individual portions of the 301 Villages in conjunction with corresponding construction plans. These plans must demonstrate consistency with the Conceptual Master Plan and compliance with all sections of the PUD-MU district subject to the City's PUD Verification process.

In the event future development plans necessitate revising the Conceptual Master Plan, an amendment may be sought by the owner of the parcel which is the subject of the amendment but only with the written consent of the Master Developer of Record. Amendment to the adopted PUD-MU district may be accomplished through either an administrative modification, minor modification to the PUD, or by filing an application for rezoning as authorized by the PUD-MU or by Section 656.341 of the *Zoning Code*.

Conservation areas are shown as generalized areas on the Conceptual Master Plan and are subject to final design, road crossings, surveys, and permitting. A key element of the Conceptual Master Plan is the preservation and enhancement of the Deep Creek Swamp and its tributaries. To protect water quality and preserve natural wetland functions, the Developer shall maintain a minimum fifteen (15) foot-wide upland buffer between developed areas contiguous to Category I and II Wetlands, except for those circumstances where an averaging of the buffer width, because of an unavoidable buffer reduction, achieves a greater overall upland buffer width.

~~The Developer and JEA have reached a tentative agreement to provide water and wastewater to the development. The Developer shall amend the Conceptual Master Plan to conform to the agreement once it is finalized. The Developer shall submit the Conceptual Master Plan, modified as provided herein, to the Planning and Development Department for administrative review to confirm it meets the requirements for conceptual master plans as outlined in the 2030 Comprehensive Plan Future Land Use Element relative to the Multi-Use (MU) land use category. Notwithstanding the inapplicability of the July 15, 2024 Settlement Agreement, the Wwater and wastewater supply will be consistent with JEA's water and wastewater supply commitments outlined in the Settlement Agreement between JEA and First Coast Regional Utilities, Inc. dated July 15, 2022. Potable water, sanitary sewer and irrigation water will be provided to 301 Villages by First Coast Regional Utilities, Inc. (FCRU), a Florida Public Service Commission regulated utility pursuant to Certificate Nos. 680-W and 578-S granted on April 25, 2022, which authorize FCRU to provide such service throughout the Villages PUD, as well as to adjacent properties in Nassau and Baker Counties.~~

To create a mobility-friendly community, the project's transportation network will accommodate the intensity and density of development that is interconnected through a network of pedestrian amenities and roadway ~~networks~~. The plan seeks to reduce the travel distance necessary for day-to-day activities. The plan consists of Villages, and a larger mix-use Village Center. Each Village will have multiple residential neighborhoods connected to one or more Neighborhood Centers that will support the Villages at buildout. The Villages will be linked to the Village Center by roadways and a pedestrian system consisting of sidewalks and multi-purpose paths. The ~~major parkways~~ collector roadway(s) from US 301 will access all the Villages as well as the Village Center. The ~~parkways~~ collector roadway(s) ~~will that are projected to have 2,500 vehicles per day or more may~~ include a multi-purpose pathway on one side ~~with an extensive street tree and landscape treatment.~~

~~Coordination will continue with the FDOT and the City pursuant to the letter dated July 7, 2021 (attached).~~ The Applicant conducted a traffic impact assessment dated September 2, 2021 ~~(attached)~~ of the existing and expected roadway operating conditions of the immediately surrounding transportation network for the Conceptual Master Plan. The methodologies and assumptions were agreed upon by the City and FDOT. Development of the Property is subject to the Mobility Fees that are in effect at the time of building permit issuance. Site access traffic studies shall be provided at Civil Engineering Plan (10-set) review for each individual property within the 301 Villages Master Plan boundary for the purpose of operational site access (i.e. turn lanes, intersection analysis, access configuration, signalization or pedestrian crossings). The traffic studies shall follow the procedures of the Land Development Procedures Manual Section 1.1.11 – Traffic Impact Study Procedures (January 2024). The scope of each traffic study is limited to the internal roadway facilities within the 301 Villages PUD. In addition, all vehicular connections to US-301 will be required to be permitted through the Florida Department of Transportation (FDOT) and perform an Intersection Control Evaluation (ICE) Analysis, or

other traffic analysis, as required by FDOT.

Coordination will continue with the FFWCC pursuant to the letter dated January 21, 2021 (attached) providing technical assistance information in the design of the Conceptual Master Plan and for future project planning.

Traffic Monitoring Reports

The Master Developer, his successor or assigns, shall be responsible for preparing a Traffic Monitoring Report (the TMR) for the entire Subject Property biennially (every two years) until build-out. The TMR shall be provided to the City of Jacksonville Planning and Development Department (the "PDD") and Florida Department of Transportation, District 2 Urban Office (the "FDOT"). The TMR shall assess the traffic generated by all development located within the Subject Property, not any individual portion or section.

The first TMR shall be commenced no later than twenty four (24) months from the commencement of Phase 1. All subsequent TMRs shall be due on March 1 biennially thereafter. The following information shall be included in each TMR:

A description of current development by land use, type, location, number of residential units, and amount of square footage of non-residential, together with the proposed construction schedule for the ensuing reporting period, including AM, PM and Daily trip generation, any applicable trip conversions and all corresponding maps.

Traffic counts, turning movements, signal warrants and actual levels of service for the past twenty-four (24) months and projected for the ensuing 24 months, including AM and PM peak hour traffic volume estimates for all internal roads and intersection as well as the following external roads and intersections. Intersection Control Evaluation will be required for all connections of significant impact to the State roadway system. The TMR will distinguish between project-related traffic and total traffic volumes:

Road Segments:

- US 301 from Primary Entrance to Subject Property to Interstate 10
- US 301 from Primary Entrance to Subject Property to SR 228/Normandy Boulevard
- Interstate 10 from US 301 to SR 228/Fifth Street (in Macclenny)
- Interstate 10 from US 301 to SR 23 (First Coast Expressway)
- Interstate 10 from SR 23 (First Coast Expressway) to Chaffee Road
- Interstate 10 from Chaffee Road to Hammond Boulevard/Greenland Avenue
- Interstate 10 from Hammond Boulevard/Greenland Avenue to Interstate 295

Intersections:

- Project entrance(s) at US 301
- US 301 at Interstate 10 interchange

Note: Actual FDOT traffic counts will be used where possible. If actual FDOT counts are not available for a particular road or intersection, the Master Developer, his successors or assigns, will retain, at its expense, a traffic engineering firm to collect the necessary counts. FDOT seasonal adjustment factors will be used when adjusting traffic counts.

(i) Based upon the results of Section (ii), the TMR will identify new and/or improved roadways, traffic control devices, pedestrian facilities or other transportation facility improvements to be constructed or provided by Developer or governmental entity to accommodate the total existing and anticipated traffic demands. Roadway and/or intersection improvement options will be evaluated for consideration and discussed between FDOT, PDD and the Master Developer.

i. When a roadway/and or intersection improvement project has been identified for an "immediate need" (within the next TMR period) the Master Developer will prepare a

Participation Agreement for execution between the Master Developer, FDOT and the City, that defines: the scope of the proposed work, estimated cost, determination of proportionate impacts (pursuant to the most recent TMR), funding arrangements, and the timing of future improvements.

Transportation improvements that are the responsibility of the Master Developer must be constructed/or funded by the time indicated in the subsequent TMR in order to obtain additional building permits from the City.

US 301 Villages Conversion Factor Table

Created 10/7/2021

Converting From	LUC	Description	Converting To						
			Lt Industrial	SF Residential	Mid Apt/Condo	Hotel	Hospital	Gen Office	Commercial
	110	General Light Industrial	1.00000	0.39633	0.76051	0.45030	0.25872	0.21550	0.09240
	210	Single Family Residential	2.52315	1.00000	1.91887	1.13617	0.65279	0.54373	0.23314
	221	Mid-Rise Apartment/Condo	1.31491	0.52114	1.00000	0.59210	0.34020	0.28336	0.12150
	310	Hotel	2.22075	0.88015	1.68890	1.00000	0.57456	0.47856	0.20520
	610	Hospital	3.86517	1.53188	2.93949	1.74048	1.00000	0.83293	0.35714
	710	General Office	4.64045	1.83915	3.52909	2.08958	1.20058	1.00000	0.42878
	820	Shopping Center	10.82247	4.28928	8.23057	4.87333	2.80000	2.33220	1.00000

LUC	Land Use Type	Proposed	Units	Min	Max	Trip Rate
110	General Light Industrial	300,000	1000 SF GFA	0	600,000	0.29667
210	Single Family Residential	11,250	DU	5,625	11,250	0.74853
221	Mid-Rise Apartment/Condo	3,750	DU	1,875	3,750	0.39009
310	Hotel	340	Room	0	680	0.65882
610	Hospital	375,000	1000 SF GFA	0	750,000	1.14667
710	General Office	300,000	1000 SF GFA	150,000	600,000	1.37667
820	Shopping Center	750,000	1000 SF GLA	375,000	1,500,000	3.21067

Example:

To convert 50 Single Family Residential Dwelling Units to Shopping Center, multiply $50 * 0.23314 = 11,657$ SF
Check: $(50 * 0.74853) = 37$ PHT $(11,657 * 3.21067) = 37$ PHT

Source: PM Peak Hour Rates and Equations, "Trip Generation", 11th Edition, ITE.

Based on no ITE pass-by or internal capture reduction.

Note: After conversion, revise the Trip Generation calculation using ITE pass-by and internal capture reduction for the entire development.

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Land Use	Single-Family (Units)	Multi-family (Units)	Commercial (Sq. Feet)	Office (Sq. Feet)	Flex Industrial (Sq. Feet)	Hotel (Rooms)	Hospital/ Medical Office (Sq. Feet)
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Village Center	•	•	•	•	•	•	•
West Village	•	•	•	•	•		
North Village	•	•	•	•			
East Village	•	•	•	•		•	
South Village	•	•	•		•		

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Table 2 Phasing Schedule					
Land Use	Units	Phase 1 2024-2029	Phase 2 2029-2034	Phase 3 2034-2039	Total
Single Family Residential	Units	2,500	5,750	3,000	11,250
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The entire Property is subject to the 301 Villages PUD-MU which provides land use controls for the distribution, location, densities, and intensities of permissible residential and non-residential development. Incremental development plans shall be submitted for individual portions of the 301 Villages in conjunction with corresponding construction plans. These plans must demonstrate consistency with the Conceptual Master Plan and compliance with all sections of the PUD-MU district subject to the City's PUD Verification process.

In the event future development plans necessitate revising the Conceptual Master Plan, an amendment may be sought by the owner of the parcel which is the subject of the amendment but only with the written consent of the Master Developer of Record. Amendment to the adopted PUD-MU district may be accomplished through either an administrative modification, minor modification to the PUD, or by filing an application for rezoning as authorized by the PUD-MU or by Section 656.341 of the *Zoning Code*.

Conservation areas are shown as generalized areas on the Conceptual Master Plan and are subject to final design, road crossings, surveys, and permitting. A key element of the Conceptual Master Plan is the preservation and enhancement of the Deep Creek Swamp and its tributaries. To protect water quality and preserve natural wetland functions, the Developer shall maintain a minimum fifteen (15) foot-wide upland buffer between developed areas contiguous to Category I and II Wetlands, except for those circumstances where an averaging of the buffer width, because of an unavoidable buffer reduction, achieves a greater overall upland buffer width.

Potable water, sanitary sewer and irrigation water will be provided to 301 Villages by First Coast Regional Utilities, Inc. (FCRU), a Florida Public Service Commission regulated utility pursuant to Certificate Nos. 680-W and 578-S granted on April 25, 2022, which authorize FCRU to provide such service throughout the Villages PUD, as well as to adjacent properties in Nassau and Baker Counties.

To create a mobility-friendly community, the project's transportation network will accommodate the intensity and density of development that is interconnected through a network of pedestrian amenities and roadway networks. The plan seeks to reduce the travel distance necessary for day-to-day activities. The plan consists of Villages and a larger mix-use Village Center. Each Village will have multiple residential neighborhoods connected to one or more Neighborhood Centers that will support the Villages at buildout. The Villages will be linked to the Village Center by roadways and a pedestrian system consisting of sidewalks and multi-purpose paths. The collector roadway(s) from US 301 will access all the Villages as well as the Village Center. The collector roadway(s) that are projected to have 2,500 vehicles per day or more may include a multi-purpose pathway on one side.

The Applicant conducted a traffic impact assessment dated September 2, 2021 of the existing and expected roadway operating conditions of the immediately surrounding transportation network for the Conceptual Master Plan. The methodologies and assumptions were agreed upon by the City and FDOT. Development of the Property is subject to the Mobility Fees that are in effect at the time of building permit issuance. Site access traffic studies shall be provided at Civil Engineering Plan (10-set) review for each individual property within the 301 Villages Master Plan boundary for the purpose of operational site access (i.e. turn lanes, intersection analysis, access configuration, signalization or pedestrian crossings). The traffic studies shall follow the procedures of the Land Development Procedures Manual Section 1.1.11 – Traffic Impact Study Procedures (January 2024). The scope of each traffic study is limited to the internal roadway facilities within the 301 Villages PUD. In addition, all vehicular connections to US-301 will be required to be permitted through the Florida Department of Transportation (FDOT) and perform an Intersection Control Evaluation (ICE) Analysis, or other traffic analysis, as required by FDOT.

Coordination will continue with the FFWCC pursuant to the letter dated January 21, 2021 (attached) providing technical assistance information in the design of the Conceptual Master Plan and for future project planning.

US 301 Villages Conversion Factor Table

Created 10/7/2021

Converting From	LUC	Description	Converting To						
			Lt Industrial	SF Residential	Mid Apt/Condo	Hotel	Hospital	Gen Office	Commercial
	110	General Light Industrial	1.00000	0.39633	0.76051	0.45030	0.25872	0.21550	0.09240
	210	Single Family Residential	2.52315	1.00000	1.91887	1.13617	0.65279	0.54373	0.23314
	221	Mid-Rise Apartment/Condo	1.31491	0.52114	1.00000	0.59210	0.34020	0.28336	0.12150
	310	Hotel	2.22075	0.88015	1.68890	1.00000	0.57456	0.47856	0.20520
	610	Hospital	3.86517	1.53188	2.93949	1.74048	1.00000	0.83293	0.35714
	710	General Office	4.64045	1.83915	3.52909	2.08958	1.20058	1.00000	0.42878
	820	Shopping Center	10.82247	4.28928	8.23057	4.87333	2.80000	2.33220	1.00000

LUC	Land Use Type	Proposed	Units	Min	Max	Trip Rate
110	General Light Industrial	300,000	1000 SF GFA	0	600,000	0.29667
210	Single Family Residential	11,250	DU	5,625	11,250	0.74853
221	Mid-Rise Apartment/Condo	3,750	DU	1,875	3,750	0.39009
310	Hotel	340	Room	0	680	0.65882
610	Hospital	375,000	1000 SF GFA	0	750,000	1.14667
710	General Office	300,000	1000 SF GFA	150,000	600,000	1.37667
820	Shopping Center	750,000	1000 SF GLA	375,000	1,500,000	3.21067

Example:

To convert 50 Single Family Residential Dwelling Units to Shopping Center, multiply $50 * 0.23314 = 11,657$ SF
 Check: $(50 * 0.74853) = 37$ PHT $(11.657 * 3.21067) = 37$ PHT

Source: **PM Peak Hour Rates and Equations, "Trip Generation", 11th Edition, ITE.**
 Based on no ITE pass-by or internal capture reduction.

Note: After conversion, revise the Trip Generation calculation using ITE pass-by and internal capture reduction for the entire development.