



### EXHIBIT 3

#### WRITTEN DESCRIPTION IDEA Schools Basset Road

Initial Submittal: 07/14/2022

Updated: 8/15/2022

#### PROJECT DESCRIPTION

The subject property is approximately 26.41 acres and is located at 1845 Basset Road, in Jacksonville, Florida. The property is located between Lem Turner Road and Madison Avenue. The Real Estate Number for the property is 032146 0000. The subject property is currently being developed as a public school, and Phase 1 construction is expected to finish by the end of 2022. It is the Applicant’s intent to rezone the subject property from Commercial, Residential, Office (CRO) to a Planned Unit Development (PUD) to allow the school to include its standard wall signage and an electronic informational sign on the property. An aerial of the subject property is shown in Figure 1.

**Figure 1 – Aerial of Subject Property**



The property currently retains a Future Land Use Designation of Residential-Professional-Institutional (RPI) and a Zoning District of Commercial, Residential, Office (CRO). A summary of the surrounding uses is provided in the table below.

Direction	FLU	Zoning	Existing Use
North	Water	Water	Water
South	Low Density Residential - LDR	Residential Low Density-60 (RLD-60)	Single Family Residential
East	Low Density Residential - LDR	Residential Low Density-60 RLD-60	Single Family Residential



<b>West</b>	Recreation and Open Space - ROS, Community/General Commercial - CGC, Public Building and Facilities - PBF, Low Density Residential - LDR	Commercial Community/General 2 (CCG-2), Public Building and Facilities (PBF-1), Planned Unit Development (PUD), Residential Low Density-60 RLD-60	Commercial Retail, Elementary School
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**QUANTITATIVE DATA**

As shown in the site plan, the proposed plans have a gross acreage of 26.41 acres (100%) and will not contain any residential dwelling units. 6.62 acres (25%) will be a Public Benefit or Institutional use, 2.05 acres (8%) will be active recreation/open space, 17.73 acres (67%) will be passive open space; the total/maximum building coverage will be 61,904 square feet (6% of coverage). All of this information is outlined in the Land Use Table (Exhibit F) as well. The Land Use Table does not provide a category for a Public Benefit and Facilities or Institutional Land Use so the “other” category has been marked.

The construction of the school is being conducted in two phases. Phase 1 includes the main entrance structure, which will hold the majority of classrooms and other related educational spaces, an internal vehicular and pedestrian circulation network, and surface parking. Phase 1 will also include the proposed signage as outlined herein. There is also a play area with a hardcourt, a soccer field, and a drop off area with bike racks. Phase 1 totals 48,092 square feet of structured space. Phase 2 will include a recreational hardcourt and an extension on the original main educational building along with some additional pedestrian connections to create access to the new areas. Phase 2 will consist of 13,812 square feet of structural space.

**STATEMENTS**

How does the proposed PUD differ from the usual application of the Zoning Code

- The Proposed PUD differs from the usual application of the code because this request is specifically being submitted so that the school can incorporate its standard branded signage as well as construct a freestanding sign with an electronic messaging board (EMB).
  - **Freestanding Sign:** Within CRO zoning districts, changing message devices and illuminated and indirect lighting signs are prohibited. In addition, the proposed freestanding sign is taller than what would be allowed in the CRO zoning district by right. In order to be effective, the proposed freestanding sign is 17 feet, 0.5 inches tall with 49 square feet of copy area. The code allows for a sign to be 12' in height with only 24 sf of copy. To be approved for the proposed EMB sign, the Applicant was directed by the City of Jacksonville zoning, to apply for the rezoning of the property to PUD. This recommended process is consistent with other approvals that the City has afforded similar Institutional projects.
  - **Wall Sign:** The wall signage will have a maximum of 241.5 inches of horizontal copy and 132 inches of vertical copy for a total of 221.375 square feet of copy area. The CRO District only allows for two wall signs not exceeding, collectively, 150 square feet in area if located on the side of the building facing an arterial or higher roadway, and two wall signs, per side of building, not exceeding, collectively, 100 square feet in area if located on the side of a building facing any other roadway for buildings under three stories. As previously stated, the Applicant was directed by the City of Jacksonville zoning, to apply for the rezoning of the property to PUD. This recommended process is consistent with other approvals that the City has afforded similar Institutional projects.



- The proposed site plan and branded wall signage has been approved by the COJ as compliant with the current site plan in the CRO zoning district. The site is currently under construction and is expected to receive a Certificate of Occupancy in the coming weeks to ensure the school's opening this Fall. The school's EMB is intended to be used to display pertinent information regarding the school to students, parents, faculty, and the community. The sign is also intended to provide those at the school immediate information in the case of emergency, thereby reducing confusion and providing a safer environment throughout the school campus.

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.

- The continued operation and maintenance of the EMB, wall signage, and school property will be completed by IDEA Public Schools. It is intended that the sign will be turned off when the school is closed unless necessary to provide pertinent school information. IDEA Public Schools is a public charter school network that provides tuition-free education to children from Pre-K to 12<sup>th</sup> grade. The IDEA charter public-school network serves over 70,000 students in over 130 schools across Texas, Louisiana, and Florida. IDEA Public Schools employs a full staff of teachers, maintenance workers, and managers to operate and maintain each school campus on a year-round basis.

### **USES AND RESTRICTIONS**

The following outlines the requested permitted uses for the PUD. For further information on size limits, please see the design guidelines portion of this narrative.

Permitted Uses:

- Public school and educational use

Permitted Accessory Uses and Structures:

- Any recreational use that aids the education and health of students
- Electronic Message Board sign on frontage of property
- Up to 225 sf of wall sign on each roadway facing side of the school

### **DESIGN GUIDELINES**

Lot Requirements:

- The Applicant is not requesting to change any of the performance criteria on the approved site plan that would conflict with the existing code for CRO zoning.

Ingress, Egress and Circulation:

- Parking Requirements. The parking requirements for this development are consistent with the requirements of Part 6 of the Zoning Code, as is evident by the approved site plan.
- Vehicular access to the Property is from Basset Road predominately, as shown in the Site Plan. The final location of all access points is subject to the review and approval of the Development Services Division and will be approved prior to CO.
- Within the Property, internal circulation is provided by paved paths for access to all areas and parking on site, as is evident by the approved site plan.
- Pedestrian Access.
  - Pedestrian access is provided by sidewalks installed in accordance with the 2030 Comprehensive Plan, as is evident by the approved site plan.

Signs:



- There is one (1) proposed freestanding sign, that will be an EMB, for the site that has a maximum total copy area of 49-square-feet and overall height of 17-feet, .5-inches tall. The proposed EMB viewing area will be 11.17 square feet in area. Sign copy is proposed with internal LED illumination.
- One (1) single faced wall sign is also proposed for the building. The wall signage will have 241.25 inches of horizontal copy and up to 132.00 inches of vertical copy for a maximum total of 221.375 square feet of copy area. Wall sign not to exceed ten percent (10%) of the square footage of the occupancy frontage of the building abutting a public right-of-way are permitted. Sign copy is proposed with internal LED illumination.
- Directional signs shall not exceed 6 square feet in area and 4 feet in height

#### Landscaping:

- The Property is being developed in accordance with Part 12 Landscape Regulations of the Zoning Code, as is evident by the approved site plan.

#### Recreation and Open Space:

- The site includes 2.05 acres (8%) of active recreational space. The recreational space includes a soccer field, a play area, a hardcourt, and additional passive open space for recreation.

#### Utilities

- Plan approval through Development Review Services does not include utilities. Proposed water, sewer or electric services construction must be approved through the respective utility companies. In most cases, this will be with Jacksonville Electric Authority (JEA).
- Water will be provided by the City of Jacksonville.
- Sanitary sewer will be provided by City of Jacksonville.
- Electric will be provided by City of Jacksonville.

#### Wetlands

- Wetlands are included on the site and if impacted will be permitted according to local, state and federal requirements. In some cases, as shown in the civil plans, have been filled in to allow for site construction.

### **DEVELOPMENT PLAN APPROVAL**

The Applicant has submitted all necessary development plans to the City of Jacksonville Planning and Development Department identifying all existing and proposed uses within the property and showing the general layout of the overall property. This site plan was approved by the City on September 10<sup>th</sup>, 2021. The site's construction is almost complete, and the school is intended to be open for the 2022 Fall semester.

### **JUSTIFICATION FOR PLANNED UNIT DEVELOPMENT CLASSIFICATION**

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
  - The rezoning to a PUD will allow for the school to have an EMB along the frontage of the property to provide information, increase awareness and reduce potential confusion for parents, students and teachers. The proposed sign is typical of the newer schools built throughout the region for ease of information transfer. The use of current technology is appropriate for an institutional use such as the school and should not affect surrounding



properties. The strict application of the Zoning Code would not allow for the use of this EMB on the property.

- B. Is compatible with surrounding land uses and will improve the characteristics of the surrounding area
  - The approved proposed development is providing additional choices in education for the surrounding residential developments. As discussed previously, the EMB provides a safer campus for the students, parents and teachers. The EMB will allow the school to communicate information in “real-time” thereby reducing the possibility of misinformation and confusion. The proposed EMB sign will be designed with the same architectural aesthetic and should blend into the surroundings as the school does. This sign structure is a consistent accessory use for other IDEA Public Schools campuses within the City and throughout the State of Florida. This accessory use has been successful in meeting the objectives discussed herein on the other built campuses
- C. Will promote the purposes of the City of Jacksonville 2030 Comprehensive Plan.
  - The project promotes the purposes in the City of Jacksonville 2030 Comprehensive Plan. The project is consistent with the 2030 Plan, specifically, Policy A.1.5.9 The City shall permit non-residential development only in compliance with the following non-residential intensity standards for commercial and industrial land use classifications as designated on the Future Land Use Map and in accordance with the following table. and Objective A.1.12 Public Schools and School Planning Any new public schools within the City shall be located in accordance the Comprehensive Plan and with the procedures set forth within the Interlocal Agreement for Public School Facility Planning

### **CONTACTS FOR THE PROJECT**

The project planner is Lilyann Linehan, and the project manager is Jaime Jones. The project engineer is Dillon Goodell. The project planner, project manager, and project engineer are all with WGI. The Project Developer is IPS Enterprises, Inc.

The corresponding contact information is as follows:

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**EXHIBIT F**

PUD name

**IDEA School**

Total Gross Acreage	<input type="text" value="26.41"/> acres	<b>100.00 %</b>
Amount of each different land use by acreage		
Single family	<input type="text" value="0.00"/> Acres	<input type="text" value="0.00"/> %
Total number of units	<input type="text" value="0"/> D.U.	
Multiple family	<input type="text" value="0.00"/> Acres	<input type="text" value="0.00"/> %
Total number of units	<input type="text" value="0"/> D.U.	
Commercial	<input type="text" value="0.00"/> Acres	<input type="text" value="0.00"/> %
Industrial	<input type="text" value="0.00"/> Acres	<input type="text" value="0.00"/> %
Other land use	<input type="text" value="13.21"/> Acres	<input type="text" value="50.02"/> %
Active recreation and/or open space	<input type="text" value="1.87"/> Acres	<input type="text" value="7.08"/> %
Passive open space, wetlands or ponds	<input type="text" value="11.33"/> Acres	<input type="text" value="42.90"/> %
Public and/or private right-of-way	<input type="text" value="0.00"/> Acres	<input type="text" value="0.00"/> %
Maximum coverage of non-residential buildings or structures	<input type="text" value="0.00"/> Sq. ft.	<input type="text" value="0"/> %