



A NEW DAY.

# City of Jacksonville, Florida

*Donna Deegan, Mayor*

Planning Department  
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Jacksonville, FL 32202  
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November 6, 2025

The Honorable Kevin Carrico  
The Honorable Joe Carlucci, LUZ Chair  
And Members of the City Council  
City Hall  
117 West Duval Street  
Jacksonville, Florida 32202

**RE: Planning Commission Advisory Report**  
**Ordinance No.: 2025-0752**

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

Pursuant to the provisions of Section 30.204 and Section 656.129, *Ordinance Code*, the Planning Commission respectfully offers this report for consideration by the Land Use and Zoning Committee.

Planning Department Recommendation: **Approve**

Planning Commission Recommendation: **Approve**

Planning Commission Commentary: There was one speaker in opposition, neighbor along Magill Road, that cited concerns related to additional traffic and noise associated with the future commercial uses. The commission voiced no concerns related to the rezoning to commercial neighborhood.

Planning Commission Vote: **6-0**

|                            |        |
|----------------------------|--------|
| Charles Garrison, Chair    | Aye    |
| Mon'e Holder, Vice Chair   | Absent |
| Michael McGowan, Secretary | Absent |
| Lamonte Carter             | Aye    |
| Amy Fu                     | Aye    |
| Ali Marar                  | Aye    |
| Dorothy Gillette           | Aye    |
| D.R. Repass                | Aye    |

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

Sincerely,

A handwritten signature in blue ink, appearing to read 'Erin L. Abney', with a stylized, flowing script.

**Erin L. Abney, MPA**

Chief, Current Planning Division  
Planning Department  
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Jacksonville, FL 32202  
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**REPORT OF THE PLANNING DEPARTMENT FOR**  
**APPLICATION FOR REZONING ORDINANCE 2025-0752**

**November 6, 2025**

The Planning Department hereby forwards to the Planning Commission, Land Use and Zoning Committee and City Council its comments and recommendations regarding Application for Rezoning Ordinance **2025-0752**.

|                                           |                                                                                              |
|-------------------------------------------|----------------------------------------------------------------------------------------------|
| <b><i>Location:</i></b>                   | 4065 Magill Road, the southeast corner of the Magill Road and Pritchard Road intersection    |
| <b><i>Real Estate Number(s):</i></b>      | 003331-0000                                                                                  |
| <b><i>Current Zoning District(s):</i></b> | Residential Rural-Acre (RR-Acre)                                                             |
| <b><i>Proposed Zoning District:</i></b>   | Commercial Neighborhood (CN)                                                                 |
| <b><i>Current Land Use Category:</i></b>  | Low Density Residential (LDR)                                                                |
| <b><i>Proposed Land Use Category:</i></b> | Neighborhood Commercial (NC)                                                                 |
| <b><i>Planning District:</i></b>          | Northwest, District 5                                                                        |
| <b><i>Council District:</i></b>           | District 12                                                                                  |
| <b><i>Applicant:</i></b>                  | Lara Hipps<br>Hipps Group, Inc.<br>1650 Margaret Street #323<br>Jacksonville, Florida. 32204 |
| <b><i>Owner:</i></b>                      | William Silcox<br>6780 Cisco Gardens Road West<br>Jacksonville FL 32219                      |
| <b><i>Staff Recommendation:</i></b>       | <b>APPROVE</b>                                                                               |

**GENERAL INFORMATION**

Application for Rezoning Ordinance **2025-0752** seeks to rezone 3.99 acres of land from the Residential Rural-Acre (RR-Acre) to Commercial Neighborhood (CN) Zoning District to allow for low intensity commercial retail uses along Pritchard Road to support the existing residential uses. The subject site is located on the southeast corner of Magill Road, a local roadway, and

Pritchard Road, a Minor Arterial Roadway. Pritchard road is comprised of a mix of single family residential, commercial and industrial uses.

There is a Companion Small Scale Land Use Amendment **2025-0751** which seeks to change to the Land Use Category from LDR to NC. The Planning Department is also recommending approval for the companion amendment.

### **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?***

Yes The 3.99-acre subject site consists of one parcel located at 4065 Magill Road, in the southeast quadrant of the intersection of Magill Road, an unclassified road, and Pritchard Road, which is classified as a minor arterial roadway. The majority of the site's frontage is along Pritchard Road. The applicant is proposing a rezoning from RR-Acre to CN with a companion Future Land Use Map (FLUM) amendment from LDR to NC to allow for neighborhood-scale commercial development. The site currently contains a single-family residence. The companion land use application is pending concurrently with this application, pursuant to Ordinance 2025-751.

According to the Future Land Use Element (FLUE), Neighborhood Commercial (NC) is a category primarily intended to provide commercial retail and service establishments which serve the daily needs of nearby residential neighborhoods. These uses shall generally be located within walking distance of residential neighborhoods to reduce the number of Vehicle Miles Traveled. All uses should be designed in a manner which emphasizes the use of transit, bicycle, and pedestrian mobility, ease of access between neighboring uses, and compatibility with adjacent residential neighborhoods. Plan amendment requests for new NC designations are preferred in locations which are supplied with full urban services; which abut a roadway classified as a collector or higher on the Functional Highway Classification Map; and which are compatible with adjacent residential neighborhoods. Sites with two or more property boundaries on transportation rights-of-way are considered preferred locations.

Residential uses are permitted in the NC land use category, with a maximum allowable density of 20 units per acre in the Suburban Development Area. However, in the absence of the availability

of centralized potable water and/or wastewater, the maximum gross density of development permitted in this category shall be the same as allowed in Medium Density Residential (MDR) without such services. According to the JEA Availability Letter provided with the application, the subject site is served with centralized water and sewer.

CN is a primary zoning district in the NC land use category, and therefore the proposed rezoning is consistent with the NC category in the 2045 Comprehensive Plan, subject to approval of the companion land use application.

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

Yes. This proposed rezoning to commercial neighborhood (CN) is consistent with the 2045 Comprehensive Plan, and furthers the following goals, objectives and policies contained herein, including:

**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.

**Policy 1.1.22** Future development orders, development permits and plan amendments shall maintain compact and compatible land use patterns, maintain an increasingly efficient urban service delivery system and discourage urban sprawl as described in the Development Areas and the Plan Category Descriptions of the Operative Provisions.

**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.

**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.

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

No. The Planning Department finds that the proposed rezoning does not conflict with any portion of the City's land use regulations. The proposed rezoning will allow for new neighborhood commercial uses within the area.

### **SURROUNDING LAND USE AND ZONING**

The subject property is located on the southeast corner of Pritchard Road and Magill Road with the surrounding uses, land use categories and zoning as follows:

| <b>Adjacent Properties</b> | <b>Land Use Category</b> | <b>Zoning District</b> | <b>Current Use</b>                          |
|----------------------------|--------------------------|------------------------|---------------------------------------------|
| North                      | AGR/LDR                  | AGR/PUD                | Single Family Dwellings/ Vacant Residential |
| East                       | LDR                      | RR-Acre                | Single Family Dwellings                     |
| South                      | LDR                      | RR-Acre                | Single Family Dwelling                      |
| West                       | LDR                      | RLD-60                 | Single Family Dwellings                     |

The proposed rezoning to CN will be consistent and compatible with the existing development along Pritchard Road. Further east Pritchard Road transitions from residential and commercial to industrial uses. To the west of the subject site at the corner of Jones Road and Pritchard road is a Dollar general development that was rezoned through Ordinance 2009-252.

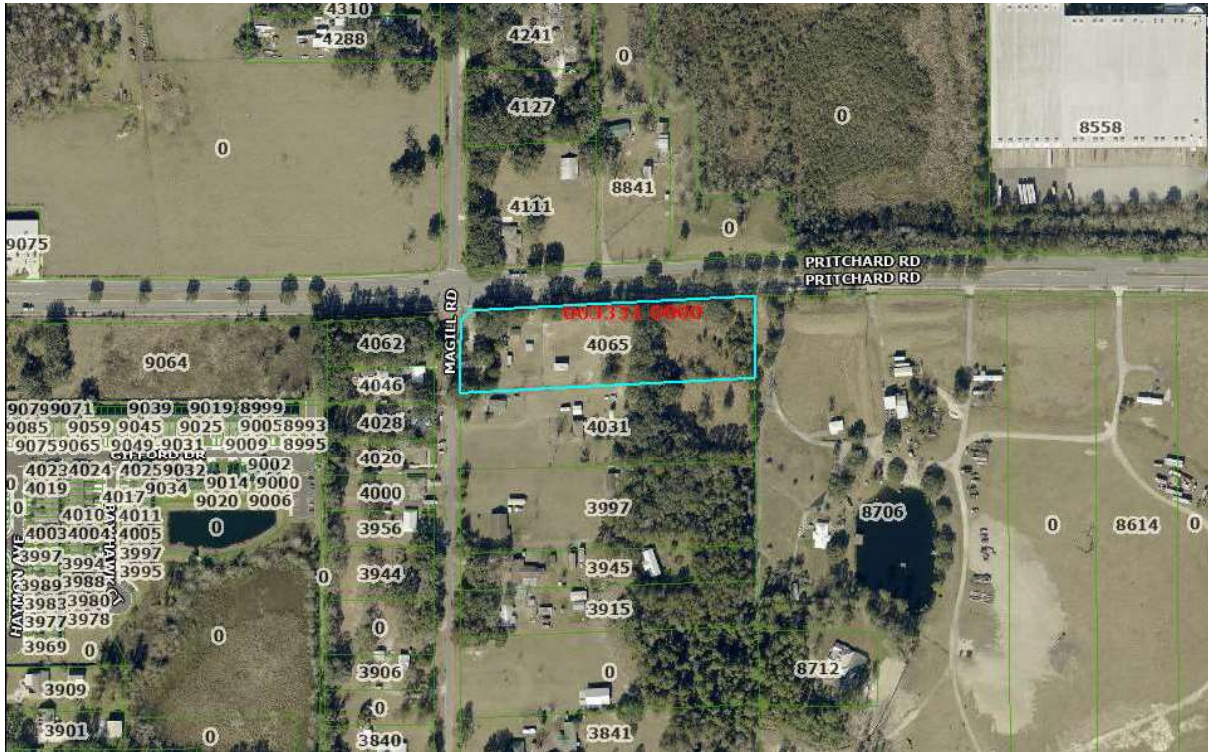
### **SUPPLEMENTARY INFORMATION**

Upon visual inspection of the subject property on **October 14, 2025**, the required Notice of Public Hearing sign **was** posted:



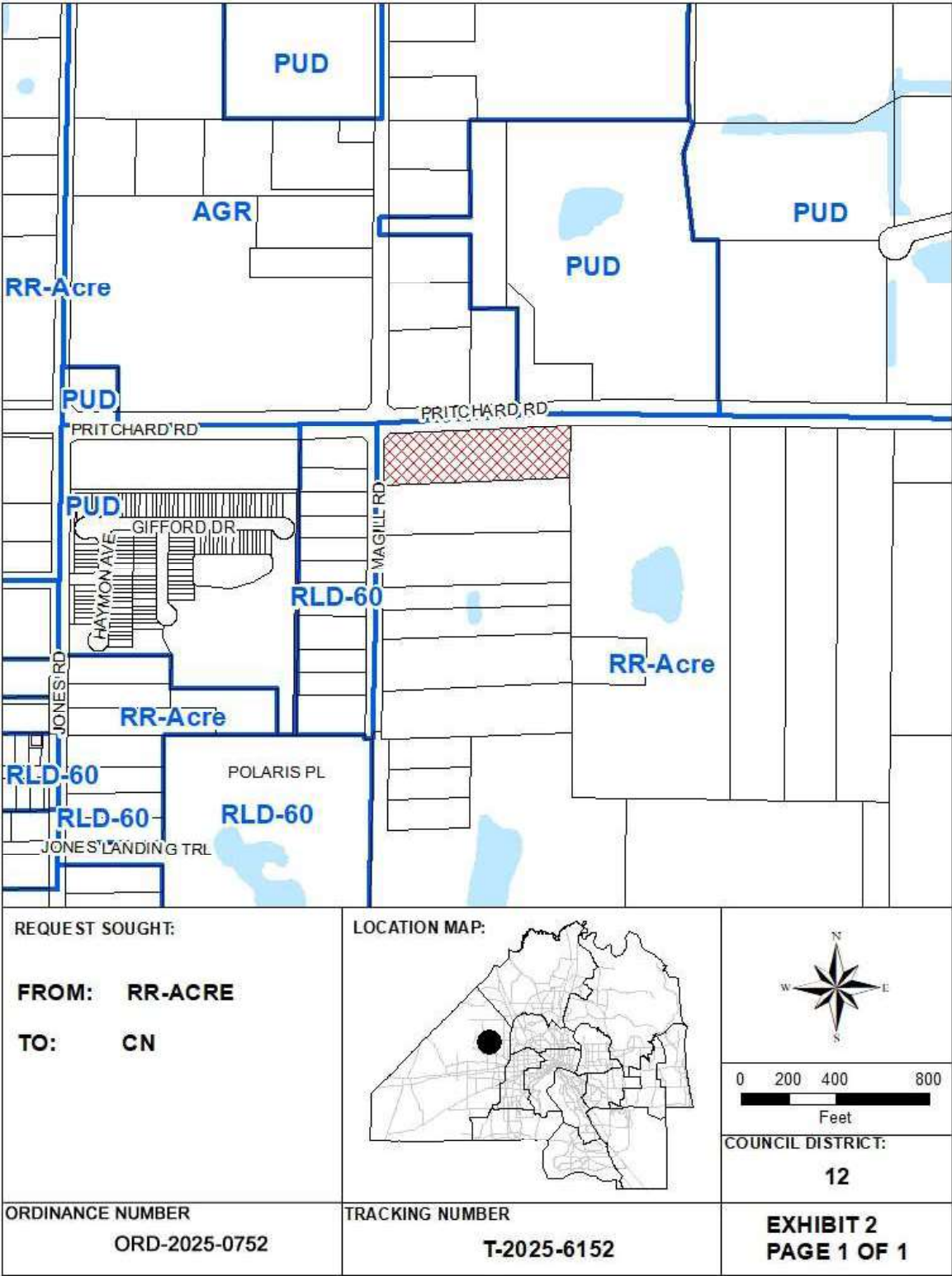
## RECOMMENDATION

Based on the foregoing, it is the recommendation of the Planning Department that Application for Rezoning Ordinance **2025-0752** be **APPROVED**.



Aerial View





Legal Map