



A NEW DAY.

City of Jacksonville, Florida

Donna Deegan, Mayor

Planning and Development Department
214 N. Hogan St., Suite 300
Jacksonville, FL 32202
(904) 630-CITY
Jacksonville.gov

May 8, 2025

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

RE: Planning Commission Advisory Report
Ordinance No.: 2025-0246 Application for: Matthews PUD

Dear Honorable Council President White, Honorable Council Member and LUZ Chairperson Carrico 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 and Development Department Recommendation: **Approve**

Planning Commission Recommendation: **Approve**

This rezoning is subject to the following exhibits:

1. The Original Legal Description dated February 24, 2025
2. The Original Written Description dated December 3, 2024
3. The Original Site Plan dated March 11, 2025

Planning Commission Commentary: There were no speakers in opposition and little discussion among the Commissioners.

Planning Commission Vote: **6-0**

Mark McGowan, Chair	Aye
Tina Meskel, Vice Chair	Aye
Mon'e Holder, Secretary	Absent
Lamonte Carter	Aye
Amy Fu	Absent

Charles Garrison	Aye
Julius Harden	Absent
Ali Marar	Aye
Dorothy Gillette	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 & Development Department
214 North Hogan Street, 3rd Floor
Jacksonville, FL 32202
(904) 255-7817; EAbney@coj.net

REPORT OF THE PLANNING DEPARTMENT FOR
APPLICATION FOR REZONING ORDINANCE 2025-0246 TO
PLANNED UNIT DEVELOPMENT

MAY 8, 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 **2025-0246** to Planned Unit Development.

<i>Location:</i>	2107 Hendricks Avenue Between Alford Place & Mitchell Avenue
<i>Real Estate Numbers:</i>	081710-0000
<i>Current Zoning Districts:</i>	Commercial Community General-1 (CCG-1)
<i>Proposed Zoning District:</i>	Planned Unit Development (PUD)
<i>Current Land Use Category:</i>	Community General Commercial (CGC)
<i>Planning District:</i>	3-Southeast
<i>Council District:</i>	District-5
<i>Applicant/Agent:</i>	Chris Hagan The Southern Group 208 N. Laura Street, Suite 710 Jacksonville, FL 32202
<i>Owner:</i>	Matthew Medure D&M Associates, LLC 2107 Hendricks Avenue Jacksonville, FL 32207
<i>Staff Recommendation:</i>	APPROVE

GENERAL INFORMATION

Application for Planned Unit Development **2025-0246** seeks to rezone approximately 0.12± acres of land from Commercial Community General-1 (CCG-1) to Planned Unit Development (PUD). The rezoning to PUD is being sought to allow the retail sales and service of all alcoholic beverages including liquor, beer, or wine for on-premises consumption in conjunction with a bona fide

restaurant as a permitted use by right. Additionally, the PUD requested to waive Part 8 requirements related to alcohol distance limitations between a liquor license location and a church (Aspire Church at 1435 Atlantic Blvd and South Jacksonville Presbyterian Church at 2137 Hendricks Ave). The site is also located within the San Marco Overlay and the North San Marco Neighborhood Action Plan (NAP).

The PUD differs from the conventional zoning code by permitting uses by right that are usually allowed by Zoning Exception in the CCG-1 zoning district including retail sales and service of all alcoholic beverages including liquor, beer, or wine for on-premises consumption or off-premises consumption or both in conjunction with a bona fide restaurant. It additionally waives Part 8 (Sec.656.805) requirements and Part 6 parking requirements by eliminating a minimum/maximum parking restriction. The PUD also omits several uses allowed by right and by exception usually found in the CCG-1 zoning district. The PUD will deviate from the required rear yard setback of 10 feet required per Sec.656.399.7 (c)(e)(2) as the existing structure is built to the property lines. All other regulations within the San Marco Overlay will be met.

When it comes to requesting to waive Part 8 requirements found in Sec.656.805 staff conducted an analysis and found the request meets the following criteria used to determine an approval for Waiver of Liquor Distance.

- *The alcoholic beverage use is not directly visible along the line of measurement defined in Section 656.806 and is physically separated from the church or school thereby negating the distance requirement as a result of the extra travel time; and*
- *There are other existing liquor license locations of a similar nature in the immediate vicinity of the proposed location; provided however, that no waiver shall be granted pursuant to this criterion if the proposed liquor license location is closer to the church or school than other existing locations.*

The PUD does incorporate within the Written Description the conditions approved through Zoning Exception (E-06-66) which include:

1. There shall be no live entertainment at the restaurant, except for a musician playing a non-amplified string instrument.
2. There shall be only low volume speakers outside the restaurant or in the outside seating area to provide very soft music that is not audible from the church property.
3. On Sundays, alcohol shall not be served until after 12:00 noon local time.

CRITERIA FOR REVIEW

Pursuant to the provisions of Section 656.125 of the Zoning Code, the Planning Department, Planning Commission and City Council (including the appropriate committee) shall evaluate and consider the following criteria of an application for rezoning to Planned Unit Development.

(A) Is the proposed zoning district consistent with the 2045 Comprehensive Plan?

Yes. The Planning Department finds that the subject property is located in the Community / General Commercial (CGC) functional land use category as defined by the Future Land Use Map series (FLUMs) contained within the Future Land Use Element (FLUE) adopted as part of the 2045 Comprehensive Plan.

Community General Commercial (CGC) is a category intended to provide for a wide variety of retail goods and services which serve large areas of the City and a diverse set of neighborhoods. CGC in the Urban Priority Area is intended to provide compact development which should generally be developed in nodal and corridor development patterns while promoting the revitalization or advancement of existing commercial districts and the use of existing infrastructure through infill development and redevelopment. Development that includes residential uses is preferred to provide support for commercial and other uses. Vertical integration of a mix of uses is encouraged.

The maximum gross density in the Urban Priority Area shall be 60 units/acre and the minimum gross density shall be 20 units/acre. 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.

The uses listed in the written description and proposed rezoning to PUD are consistent with the CGC land use description provided in the 2045 Comprehensive Plan.

(B) Does the proposed rezoning further the goals, objectives and policies of the 2045 Comprehensive Plan?

Yes. The proposed rezoning to Planned Unit Development 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 and enjoyment 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 1.2.8

Require new development and redevelopment in the Central Business District (CBD), Urban Priority Area (UPA), Urban Area (UA), and Suburban Area (SA) to be served by centralized wastewater collection and potable water distribution systems when centralized service is available to the site.

North San Marco Neighborhood Action Plan (NAP)

The North San Marco NAP identifies the area of the subject site as the Atlantic Boulevard Corridor. The Atlantic Boulevard Corridor is described as an area that has the potential to continue to redevelop as the economic climate improves. The neighborhood action plan indicates that pedestrian scale should be maintained in the area with consideration for Julia Landon Middle School which is in close proximity. The proposed PUD rezoning does not propose any inconsistencies with the North San Marco NAP.

(C) Does the proposed rezoning conflict with any portion of the City's land use Regulations?

The written description and the site plan of the intended plan of development, meets all portions of the City's land use regulations and furthers their intent by providing specific development standards.

Pursuant to the provisions of Section 656.341(d) of the Zoning Code, the Planning and Development Department, Planning Commission and City Council (including the appropriate committee) shall evaluate and consider the following criteria for rezoning to Planned Unit Development district:

(1) Consistency with the 2045 Comprehensive Plan

In accordance with Section 656.129 Advisory recommendation on amendment of Zoning Code or rezoning of land of the Zoning Code, the subject property is within the following functional land use category as identified in the Future Land Use Map series (FLUMs): Community / General Commercial (CGC). The Planning and Development Department finds that the proposed PUD is consistent with the 2045 Comprehensive Plan, as evaluated in Criteria (A) & (B).

(2) Consistency with the Concurrency Mobility and Management System

Pursuant to the provisions of Chapter 655 Concurrency and Mobility Management System of the Ordinance Code, the development will be required to comply with all appropriate requirements of the Concurrency and Mobility Management System (CMMSO) prior to development approvals.

This development is subject to mobility fee review and Pursuant to Policies 4.1.4, 4.1.5, and 4.1.8 of the Transportation Element of the 2045 Comprehensive Plan.

(3) Allocation of residential land use

This proposed Planned Unit Development request permits the existing structure to remain with intended uses within that structure to be altered. Moreover, this proposed development will not exceed the projected holding capacity reflected in Table L-20, Land Use Acreage Allocation Analysis For 2045 Comprehensive Plan's Future Land Use Element, contained within the Future Land Use Element (FLUE) of the 2045 Comprehensive Plan.

(4) Internal compatibility

This proposed PUD is consistent with the internal compatibility factors. An evaluation of the internal compatibility of the proposal Planned Unit Development shall be based on the following factors:

The existence or absence of, and the location of open spaces, plazas, recreational areas and common areas: Recreation and Open Space shall be provided as required by the 2045 Comprehensive Plan.

The use of existing and proposed landscaping: The existing site conditions shall be deemed compliant for purposes of this PUD and in compliance with Part 12 Landscaping regulations. The structure was developed in 1955 and built to the property line. The property does not have the ability to provide landscaping as required within Part 12 of the Zoning Code.

The treatment of pedestrian ways: Existing sidewalks are constructed along both Hendricks Avenue and Alford Place. The proposed PUD will enhance the pedestrian-friendly nature of the area while supporting local businesses.

The use and variety of building setback lines, separations, and buffering: As the building is constructed to the property lines setbacks from all sides will be reduced to 0 feet.

(5) External Compatibility

Based on the written description of the intended plan of development and site plan, the Planning Department finds that external compatibility is achieved by the following:

The type, number and location of surrounding external uses: The 0.12 of an acre subject site is located at the southeast corner of Alford Place, a local roadway and Hendricks Avenue, a minor arterial roadway. The property is located within the Community / General Commercial (CGC) land use category within the Urban Priority Development Area, in Council District 5, and Planning District 3 (Southeast). The subject site is also located within the area of the North San Marco Neighborhood Action Plan. Surrounding developments include the Hendricks and Alford PUD approved in 2019 through Ord.#2019-0799 including the Publix shopping center and the East San Marco PUD approved in 2019 through Ord.#2019-0751 allows for a mix of commercial and residential uses. The Publix PUD also includes permitted use of all alcohol sales and a waiver from Part 8 requirements.

The Comprehensive Plan and existing zoning on surrounding lands: The adjacent uses, zoning and land use categories are as follows:

Adjacent Property	Land Use Category	Zoning District	Current Use
North	CGC	PUD 2019-0799	Publix; Retail
East	CGC	PUD 2019-0751	Multi-family Apartment
South	CGC	PUD 2019-0751	Multi-family Apartment
West	CGC	CCG-1	Restaurant

Any other factor deemed relevant to the privacy, safety, preservation, protection or welfare of lands surrounding the proposed PUD which includes any existing or planned use of such lands: The subject property is located within the Fletcher Park Subdivision (Lot 1 of Block 21) recorded in Plat Book 7 Page 14 dated April of 1919. The property is located within the Transportation Corridor abutting Hendricks Avenue which has a required rear yard setback of 10 feet [Sec.656.399.7 (c)(e)(2)]. The PUD will deviate from this requirement due to the existing building being constructed to the lot lines. The proposed maximum height will remain 35 feet keeping in line with the requirements of the San Marco Overlay which limits height to 35 feet.

(6) Intensity of Development

The proposed development would be consistent with the Community / General Commercial (CGC) functional land use category. The PUD is appropriate at this location because it is consistent with the surrounding uses.

The availability and location of utility services and public facilities and services:

Essential services including gas, telephone, water, sewer, cable, and electricity as required to serve the PUD shall be permitted on the site. Water, sanitary sewer, and electricity will be provided by JEA.

(7) Usable open spaces plazas, recreation areas.

Recreation and open space shall be provided as required by the 2045 Comprehensive Plan.

(8) Impact on wetlands

Any development that occurs within wetland areas, if any, is required to be permitted in accordance with local, state, and federal requirements.

(9) Listed species regulations

No wildlife survey was required as the project is less than the 50-acre threshold.

(10) Off-street parking including loading and unloading areas.

Parking as regulated by Part 6 are modified to allow for shared parking eliminating a minimum/maximum parking restriction.

(11) Sidewalks, trails, and bikeways

Pedestrian access shall be installed in accordance with the 2045 Comprehensive Plan.

SUPPLEMENTARY INFORMATION

The applicant provided proof of posting on **March 20, 2025** to the Planning Department, that the Notice of Public Hearing signs **were** posted.

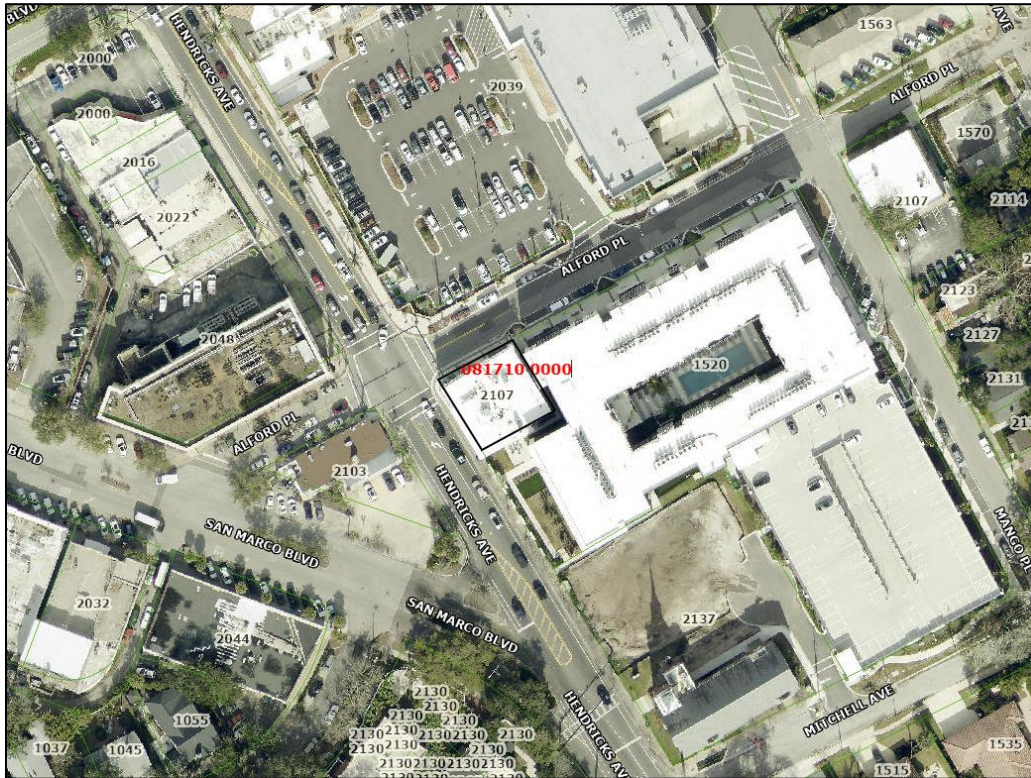


RECOMMENDATION

Based on the foregoing, it is the recommendation of the Planning Department that Application for Rezoning Ordinance **2025-0246** be **APPROVED** with the following exhibits:

1. **The Original Legal Description dated February 24, 2025.**
2. **The Original Written Description dated December 3, 2024.**
3. **The Original Site Plan dated March 11, 2025.**

Based on the foregoing, it is the recommendation of the Planning Department that the application for Rezoning **2025-0246** be **APPROVED**.



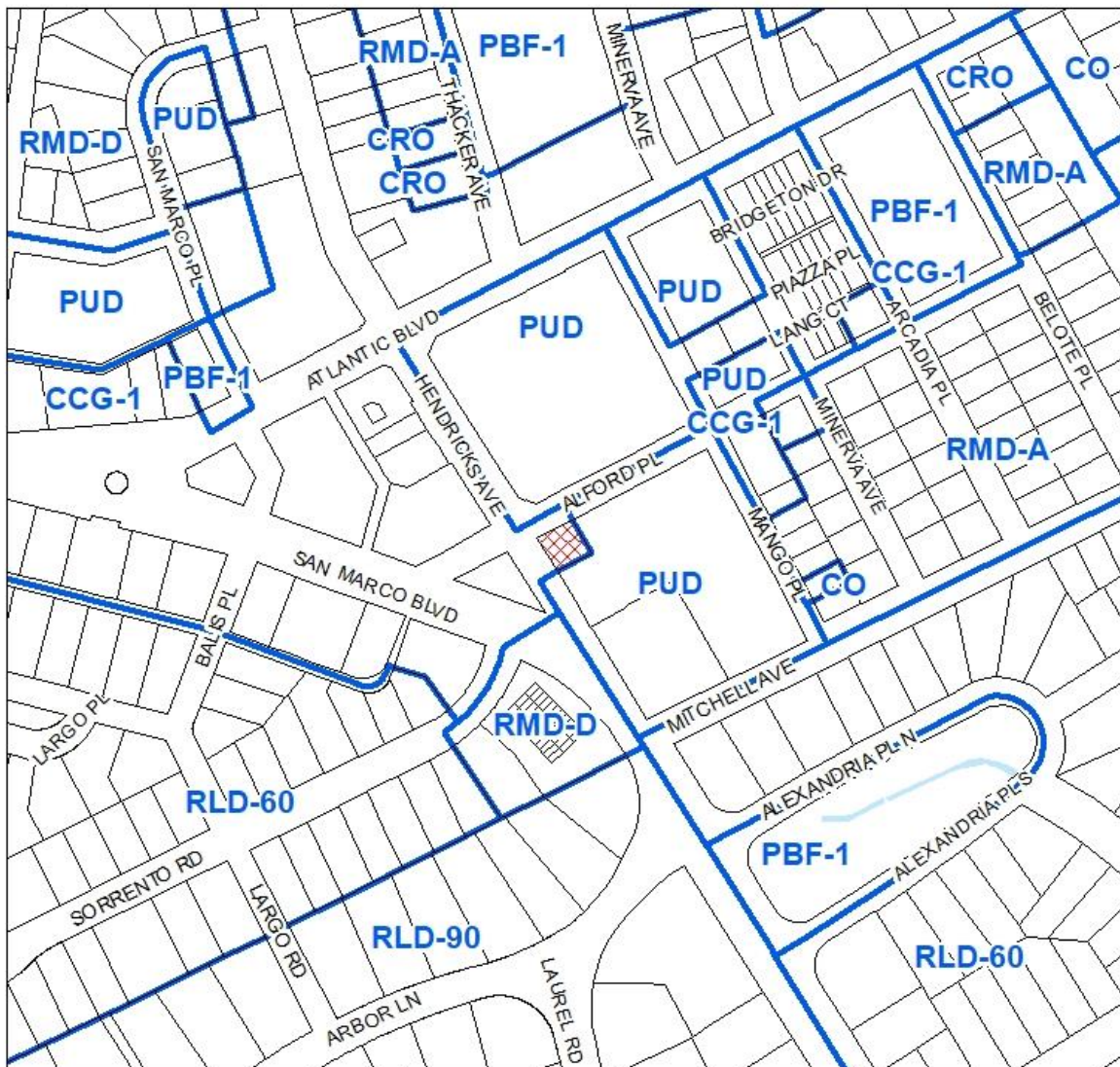
Aerial View of Subject Property

Source: JaxGIS Maps



View of Subject Property

Source: GoogleMaps

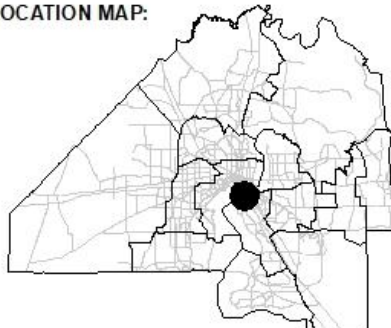


REQUEST SOUGHT:

FROM: CCG-1

TO: PUD

LOCATION MAP:



0 100 200 400
Feet

COUNCIL DISTRICT:

5

TRACKING NUMBER

T-2025-6115

**EXHIBIT 2
PAGE 1 OF 1**