

**WRITTEN DESCRIPTION  
For  
Rockola PUD  
July 24, 2020**

**I. PROJECT DESCRIPTION**

A. This application seeks the approval of a neighborhood-scale commercial development along 103<sup>rd</sup> Street that was once part of a mixed-use project. The two subject parcels (RE#015228-0005 and RE#015227-0100) are located along the south side of 103<sup>rd</sup> Street between Smiththorian Drive and Rockola Road in the City of Jacksonville. Both parcels contain approximately four (4) acres in total. This application seeks to allow commercial uses to serve the surrounding residential and commercial properties. The predominant land uses in this section of 103<sup>rd</sup> Street are commercial, institutional, and residential.

The developer desires to development the subject site into various light commercial uses such as such as office, retail, and quick service restaurants. This project should be considered an infill project considering that all of the surrounding parcels are developed. The area has a mix of uses such as residential, institutional, and commercial however, there is a void of retail and service-related commercial uses such as restaurants. Considering the mix of residential and institutional uses, there is a need for those users to have these types of commercial services in proximity.

This PUD will amend, restate, and supersede the existing PUD (2005-0837-E).

<b>Project Team</b>		
<b>Developer</b>	<b>Engineer</b>	<b>Planning Team</b>

Verdad Real Estate and Construction Services 1211 South White Chapel Blvd Southlake, TX 76092	Kimley-Horn & Associates, Inc. 12740 Gran Bay Pkwy W, Ste 2350 Jacksonville, FL 32258	Kimley-Horn & Associates, Inc. 12740 Gran Bay Pkwy W, Ste 2350 Jacksonville, FL 32258
---	---	---

- |                                 |  |
|---------------------------------|--|
| B. Current Land Use Category:   | Community/General Commercial (CGC)       |
| C. Current Zoning District:     | Planned Unit Development (PUD 2005-0837) |
| D. Requested Land Use Category: | N/A                                      |
| E. Requested Zoning District:   | Planned Unit Development (PUD)           |
| F. Real Estate Number(s):       | 015228-0005 (west) & 015227-0100 (east)  |

**II. QUANTITATIVE DATA**

- A. Total Acreage: Approximately 3.87 acres
- B. Total number of dwelling units: N/A
- C. Total amount of non-residential floor area: Maximum 59,002 SF
- D. Total amount of recreation/open space: N/A
- E. Total amount of land coverage of all buildings and structures: N/A
- F. Total amount of impervious surface ratio: Maximum 85%
- G. Phase schedule of construction (include initiation dates and completion dates): Construction will commence within five (5) years and be completed within ten (10) years.

**III. STATEMENTS**

- A. How does the proposed PUD differ from the usual application of the Zoning Code?

The Proposed PUD provides for flexibility in site design that could otherwise not be accomplished through conventional zoning. The proposed PUD differs from the usual application of the Zoning Code in that it binds the Applicant and successors to the PUD Written Description and Site Plan and permits restaurants with a drive through, where the existing PUD (2005-837) would not. In addition, this PUD removes the condition in the original 2005 PUD that requires compliance with the Town Center Vision Plan for 103<sup>rd</sup> Street. This condition causes conflict between the existing internal access road and future use of this site. The original 2005 PUD also restricts parking in front of the buildings. Lastly, the CGC Future Land Use Category includes consideration for retail and service establishment uses therefore a land use amendment would not be required to allow for retail and commercial uses as described within this PUD.

- B. 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.

All facilities on this site will be privately owned, operated and managed.

**IV. USES AND RESTRICTIONS**

- A. Permitted Uses and Permissible Uses by Exception:

All permissible uses and uses by exception shall be consistent with Sections 656.312.A of the City of Jacksonville’s Ordinance Code (Commercial Neighborhood (CN) Zoning Districts). In addition, drive-thru facilities in conjunction with a permitted or permissible use or structure will be permissible by right.

These uses will complement the existing residential, institutional, and commercial uses within the surrounding area, considering the surrounding properties are in various zoning districts such as CCG-1, CCG-2, and PUD. This PUD, modeled after the Commercial Neighborhood

(CN) zoning district, will be a good transition from the more intensive uses and zoning districts surrounding the property along this section of 103<sup>rd</sup> Street.

Commercial Neighborhood Permitted Uses:

- (1) Medical and dental or chiropractor offices and clinics (but not hospitals).
- (2) Professional and business offices.
- (3) Multi-family residential vertically integrated with a permitted use on the ground floor.
- (4) Neighborhood retail sales and service establishments, however no individual building footprint shall exceed 40,000 square feet.
- (5) Service establishments such as barber or beauty shops, shoe repair shops.
- (6) Restaurants with drive-in or drive-through facilities.
- (7) Banks without drive-thru tellers and financial institutions, travel agencies and similar uses.
- (8) Libraries, museums and community centers.
- (9) An establishment or facility which includes the retail sale of beer or wine in sealed containers for off-premises consumption.
- (10) Veterinarians meeting the performance standards and development criteria set forth in Part 4.
- (11) Essential services, including water, sewer, gas, telephone, radio, television and electric, meeting the performance standards and development criteria set forth in Part 4.
- (12) Employment office (but not a day labor pool).
- (13) Churches, including a rectory or similar use, meeting the performance standards and development criteria set forth in Part 4.
- (14) Art galleries, dance, art, gymnastics, fitness center, martial arts, music and photography studios, and theaters for stage performances (but not motion picture theaters).
- (15) Pharmacies in existence as of the effective date of Ordinance 2018-75-E shall be legally permitted uses and shall not be deemed legal nonconforming uses.

B. Permitted Accessory Uses and Structures:

Permitted accessory uses and structures shall be consistent with Section 656.312.A.II(b) of the City of Jacksonville’s Zoning Code.

C. Limitations on permitted or permissible uses by exception.

All of the permitted and permissible uses by exception in this PUD are subject to the following unless otherwise provided for:

- 1. They shall be conducted entirely within an enclosed building, except for outside storage approved by exception.
- 2. They shall be provided with off-street loading facilities which are located at the rear or side of the building and visually screened from an abutting public or approved private street.
- 3. Off-street parking shall comply with Part 12 Landscaping Requirements.

**V. DESIGN GUIDELINES**

A. Lot Requirements:

- 1. Minimum width and area.
  - a. Width—75 feet.
  - b. Area—7,500 square feet.
- 2. Maximum lot coverage by all buildings and structures.
- 3. 35%Minimum yard requirements

- a. Front—10 feet
- b. Side—0 feet
- c. Rear—20 feet
- 4. Maximum height of structures
  - a. 35 feet

B. Ingress, Egress and Circulation:

- 1. Parking Requirements. The vehicle parking requirement shall be consistent with Part 6 of the Zoning Code excluding the maximum parking standard found in Section 656.604. Parking shall be allowed in front of the buildings along 103<sup>rd</sup> Street.
- 2. Vehicular Access.
  - a. Vehicular access to the Property shall be by way of existing right in/right out access off of 103<sup>rd</sup> Street. The access driveway from 103<sup>rd</sup> Street that leads to Dollar General will be extended to the east, across the subject properties to provide access to both of the subject parcels. A full access points through the south easement along Rockola Road will allow access to the west parcel with vehicular interconnection to the east parcels. In addition, the vehicle access from the residential to the south will be extended into the commercial development. The final location of the access points is subject to the review and approval of the Planning and Development Department.
  - b. If ownership or occupancy of the Property is subdivided among more than one person or entity, internal access shall be provided by reciprocal easements for ingress and egress among the driveways of the various parcels within the subject Property.
- 3. Pedestrian Access.
 

Pedestrian access shall be provided by sidewalks installed in accordance with the 2030 Comprehensive Plan. The internal sidewalks throughout the site will connect with the external sidewalk system for pedestrian access to surrounding areas.

C. Signs:

All signs with the exception of monument signs shall comply with Chapter 656, Part 13 of the City of Jacksonville’s Zoning Code; more specifically 656.1303(c)(2).

For a cohesive and consistent appearance of the development, any outparcel within this PUD may contain one monument sign up to ten (10) feet in height with a maximum of fifty (50) square feet in sign area. Monument signs may be externally illuminated and shall be designed so that all means of support are concealed.

D. Landscaping:

The Property shall be developed in accordance with Part 12 (Landscape Regulations) of the Zoning Code. In addition, the south property line of the subject parcels will contain a ten (10) foot landscape buffer with an eight (8) foot vinyl fence with 85% opacity. The existing stormwater pond may be located within the buffer area along the south property line for the east parcel.

E. Recreation and Open Space:

The project does not include residential uses. As such, recreational area is not required. However, per Chapter 656 requirements for maximum impervious surface ratio, there will be a minimum of 15% of open space provided within the PUD.

F. Utilities:

Water, Sanitary Sewer and Electric will all be provided by JEA.

G. Wetlands:

The site is currently cleared and vacant, therefore wetlands will not be impacted by the development of the site.

H. Stormwater:

The development of this vacant site will require St Johns River Water Management District permitting, which includes the existing stormwater pond.

**VI. DEVELOPMENT PLAN APPROVAL**

With each request for verification of substantial compliance with this PUD, a preliminary development plan shall be submitted to the City of Jacksonville Planning and Development Department identifying all then existing and proposed uses within the Property and showing the general layout of the overall Property.

**VII. JUSTIFICATION FOR PLANNED UNIT DEVELOPMENT CLASSIFICATION FOR THIS PROJECT**

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 community.

A. Is more efficient than would be possible through strict application of the Zoning Code;

*The existing PUD from 2005 is not consistent with the development trend along 103<sup>rd</sup> Street therefore, a rezoning is required. Because of the unique nature of the parcels linked with a previous PUD, it is more efficient to rezone the parcels to PUD with more appropriate and compatible lot and design standards. The existing Suburban Area of the Community/General Commercial (CGC) land use category allows for retail and commercial uses as requested in this PUD.*

B. Is compatible with surrounding land uses and will improve the characteristics of the surrounding area;

*The intent of the CGC-Suburban Area is to have “development in a nodal development pattern. ...about a roadway classified as an arterial or higher on the Functional Highway Classification Map.” This project is located on 103<sup>rd</sup> Street which is labeled as a “Minor Arterial” on the Functional Highway Classification Map. In addition, commercial retail sales and service establishments are listed as principle uses in this land use category. This project is consistent with the intention of the Suburban Areas in CGC.*

C. Will promote the purposes of the City of Jacksonville 2030 Comprehensive Plan.

*The proposed PUD rezoning will promote the City of Jacksonville's 2030 Comprehensive Plan by meeting the following objectives and policies:*

**FLUE Policy 1.1.5:**

The amount of land designated for future development should provide for a balance of uses that:

- i. Fosters vibrant, viable communities and economic development opportunities;
- ii. Addresses outdated development patterns;
- iii. Provides sufficient land for future uses that allow for the operation of real estate markets to provide adequate choices for permanent and seasonal residents and businesses and is not limited solely by the projected population.

*The proposed development will meet this policy by adding commercial development in a mostly developed area. This project will provide approximately 20,000 SF of desired commercial, office, and retail uses which will help encourage more redevelopment and economic opportunities in the area.*

**FLUE Policy 1.1.12:**

Promote the use of Planned Unit Developments (PUDs), cluster developments, and other innovative site planning and smart growth techniques in all commercial, industrial and residential plan categories, in order to allow for appropriate combinations of complementary land uses, and innovation in site planning and design, subject to the standards of this element and all applicable local, regional, State and federal regulations.

*This PUD will meet the intent of this policy. The innovative design of the site ensures the interconnection of all parcels between Rockola Road and Smiththorian Drive as well as pedestrian connection between the residential uses and the proposed commercial development.*

**FLUE Policy 1.1.18:**

Prohibit scattered, unplanned, urban sprawl development without provisions for facilities and services at levels adopted in the 2030 Comprehensive Plan in locations inconsistent with the overall concepts of the Future Land Use Element and the Development Areas and the Plan Category Descriptions of the Operative Provisions.

*The infill nature of this development meets the intent of this policy.*

**FLUE 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.

*The proposed infill project permits less intensive commercial and retail uses than most of the surrounding zoning districts. These less intensive uses help buffer the more intense CCG-1 and CCG-2 zoning districts from the residential to the south.*

**FLUE Policy 1.1.25:**

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

- i. Interconnectivity of transportation modes and recreation and open space areas;

- ii. A range of densities and types of residential developments;
- iii. A mix of uses including office, commercial, and residential which encourage internal capture of trips;
- iv. Use of the Development Areas;
- v. Revitalization of older areas and the downtown, and
- vi. Purchase of land through the Preservation Project to remove it from development and preserve it as open space, recreation or conservation use.

*This project is located on 103<sup>rd</sup> Street, a major East/West thoroughfare, which is highly developed with various commercial uses. Developing along this commercial corridor helps reduce generated trips and suburban sprawl. The project adds to the mix of commercial uses in the surrounding area and helps with the transition from the residential to the south and commercial uses to the north and east. These features meet the intent of this policy.*

**FLUE Objective 2.2:**

Through the use of neighborhood plans and studies, the City shall continue to maintain and implement an urban revitalization strategy for the City's blighted areas, and those areas threatened by blight, which will address maintenance, improvement or replacement of existing structures, permit the transition of run-down or grossly under-utilized commercial properties to alternate uses, and support the re-emergence of diverse urban neighborhoods.

*This vacant parcel is an under-utilized commercial property. The proposed PUD will ensure that this property is developed appropriately and available to the surrounding community.*

**FLUE Objective 2.10:**

Apply urban development characteristics as defined in this element to suburban mixed-use development projects as a means of promoting the development of complementary uses that include cultural, recreational, and integrated commercial and residential components, in order to reduce the negative impacts of urban sprawl.

*Because this project is infill development, it will reduce the potential negative impact of urban sprawl.*

**FLUE Objective 3.4:**

Where feasible, the City shall encourage all new developments to conform to a compact and connected growth pattern with land use diversity and improved interrelationships among living, working, shopping, education and recreational activities.

*The proposed project is an infill commercial development adjacent to existing residential and commercial properties which exhibits a compact and connected design.*

**FLUE Objective 6.3:**

The City shall accommodate growth in Jacksonville by encouraging and facilitating new infill development and redevelopment on vacant, bypassed and underutilized land within areas that already have infrastructure, utilities, and public facilities, while addressing the needs of City residents.

*The subject parcel is surrounded by developed sites. This is one of the last remaining vacant parcels in the area. Developing this site as proposed will be considered an efficient use of*

*land, considering the available infrastructure, utilities, and public facilities. This project will bring much needed retail and commercial uses to the surrounding community.*

**Transportation Element Policy 2.3.4:**

New development sites shall be required, wherever possible, to share existing access points.

*The single access point from 103<sup>rd</sup> Street will serve as access to all three parcels between Rockola Road and Smiththorian Drive.*

**Transportation Element Policy 2.3.9:**

The City shall encourage, through the development review process, the interconnections of land uses that reduce the need for external trip generation and encourage alternative methods of movement.

*The developer will provide vehicular interconnection between the uses along 103<sup>rd</sup> Street between Rockola Road and Smiththorian Drive as well as pedestrian/bicycle access between the commercial uses and the south residential parcels.*

D. The project will have internal and external compatibility.

*All proposed uses within the PUD will be compatible internally and externally. The proposed site plan includes internal vehicle accesses between the separate parcels with access to both 103<sup>rd</sup> Street and Rockola Road. In addition, the internal sidewalks between uses will also connect to the existing external sidewalk system. Currently, from aerial views, it appears the houses to the south are cutting through the vacant subject parcel to access 103<sup>rd</sup> St and Rockola Road. The existing fence line will need to be extended to hinder this unofficial cut through, however the developer has agreed to install a pedestrian/bicycle gate for the residents to access the new developments.*

*The commercial and retail nature of the proposed project helps create a mixed-use compact development for the residential, institutional, and other commercial users in this area. There are limited retail and commercial options for the people who work and live in the area. This project will help fill that need.*