



A NEW DAY.

City of Jacksonville, Florida

Donna Deegan, Mayor

City Hall at St. James
117 W. Duval St.
Jacksonville, FL 32203
(904) 630-CITY
www.Jacksonville.gov

December 4, 2025

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

RE: Planning Commission Advisory Report / Ordinance No. 2025-0823/Application No. L-6055-25C

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

Pursuant to the provisions of Section 650.405 *Planning Commission Advisory Recommendation and Public Hearing*, the Planning Commission **APPROVED** Ordinance 2025-0823 on December 4, 2025.

PD Recommendation APPROVE

PC Discussion: None

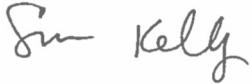
PC Vote: 8-0 APPROVE

Charles Garrison, Chair	Aye
Moné Holder, Vice Chair	Absent
Michael McGowan, Secretary	Aye
Lamonte Carter	Aye
Amy Fu	Aye
Joshua Garrison	Aye
Dorothy Gillette	Aye
Ali Marar	Aye
D.R. Repass	Aye

Planning Commission Report
December 4, 2025
Page 2

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

Sincerely,

A handwritten signature in cursive script that reads "Susan Kelly".

Susan Kelly, AICP
Chief of Community Planning
City of Jacksonville Planning Department
214 North Hogan Street, Suite 300
Jacksonville, FL 32202
(904) 255-7837
KSusan@coj.net

Report of the Jacksonville Planning Department
Small-Scale Future Land Use Map Amendment – November 26, 2025

Ordinance/Application No.: 2025-823 / L-6055-25C

Property Location: 0 New Brandy Branch Road and 0 Brandy Branch Road

Real Estate Number(s): 000891 0000; 000901 0000;
000902 0000; and 000903 0010

Property Acreage: 2.49 acres

Planning District: District 4, Southwest

City Council District: District 12

Applicant: Cyndy Trimmer, Esq.

Current Land Use: Agriculture (AGR)—2.49 acres

Proposed Land Use: Community/General Commercial (CGC)—1.74 acres
Neighborhood Commercial (NC)—0.75 of an acre

Current Zoning: Agriculture (AGR)

Proposed Zoning: Planned Unit Development (PUD)

Development Boundary: Rural Area

RECOMMENDATION: **APPROVE**

BACKGROUND

The 2.49-acre subject site is composed of four parcels and is located east of Canal Street and west of US Highway 301 South. The subject site extends from Brandy Branch Road on the south to New Brandy Branch Road on the north. According to the City's Functional Highway Classification Map, Brandy Branch Road, New Brandy Branch Road, and Canal Street are all local roadways, while US Highway 301 South is an FDOT Principal Arterial roadway.

The applicant is proposing a Future Land Use Map (FLUM) amendment from Agriculture (AGR) to Community/General Commercial (CGC) and Neighborhood Commercial (NC) to allow for commercial development to service the interchange of I-10 and US 301. The southernmost, 0.75 of an acre parcel located along Brandy Branch Road is proposed for NC land use, while the remaining three parcels with frontage along New Brandy Branch

Road are proposed for CGC land use. The applicant is also proposing a companion rezoning from Agriculture (AGR) to Planned Unit Development (PUD), which is pending concurrently with this application, pursuant to Ordinance 2025-824.

The adjacent land use categories, zoning districts and property uses are as follows:

North: Land Use: AGR and CGC

Zoning: AGR, Commercial Community/General-1 (CCG-1) and CCG-2

Property Use: Single family dwellings, warehouse, and Town of Baldwin
(Approximately two square miles and includes a mix of uses)

South: Land Use: AGR and CGC

Zoning: PUD, CCG-2, and AGR

Property Use: Truck stop and truck service garage

East: Land Use: CGC, Heavy Industrial (HI), and Rural Residential (RR)

Zoning: CCG-1, Industrial Heavy (IH), and Residential Rural-Acre
(RR-Acre)

Property Use: Highway, a railroad line, and timberland

West: Land Use: AGR and Low Density Residential (LDR)

Zoning: AGR and PUD

Property Use: Single-family dwellings

IMPACT ASSESSMENT

Potential impacts of a proposed land use map amendment have been analyzed by comparing the Development Impact Standards for the subject site's existing vs. proposed land use categories unless maximum density/intensity is noted on the Annotated FLUM or is in a site specific policy. Development Impact Standards are detailed in FLUE Policy 1.2.16, *Development Standards for Impact Assessment*. These standards produce development potentials as shown in this section.

Impact Assessment Baseline Review

Development Analysis—2.49 acres		
Development Boundary	Rural Area	
Roadway Frontage Classification / State Road	New Brandy Branch Road / local road Brandy Branch Road / local road	
Plans and/or Studies	Southwest Vision Plan	
Site Utilization	Current: Undeveloped	Proposed: General commercial uses

Development Analysis—2.49 acres		
Land Use / Zoning	Current: AGR / AGR	Proposed: CGC and NC/ PUD
Development Standards for Impact Assessment	Current: 1 DU / 2.5 acres	Proposed: CGC—1.74 acres - Scenario 1: 0.35 FAR - Scenario 2: 15 DU/acre NC—0.75 of an acre - Scenario 1: 0.45 FAR - Scenario 2: 20 DU/acre
Development Potential	Current: 1 DU	Proposed: Scenario 1: 41,229.54 sqft Scenario 2: 41 DU
Net Increase/Decrease in Maximum Density	Scenario 1: N/A Scenario 2: Increase of 40 DU	
Net Increase/Decrease in Potential Floor Area	Scenario 1: Increase of 41,229.54 sqft Scenario 2: N/A	
Population Potential	Current: 2 people	Proposed: 96 people (Scenario 2 only)
Public Facilities Impacts		
Potential Roadway Impact	Scenario 1: 7,133 net new daily trips Scenario 2: 246 net new daily trips	
Potential Public School Impact	7 students	
Water Provider	Town of Baldwin Utilities	
Potential Water Impact	Scenario 1: increase in 1,795.48 gallons per day Scenario 2: increase in 9,369 gallons per day	
Sewer Provider	Town of Baldwin Utilities	
Potential Sewer Impact	Scenario 1: increase in 1,346.61 gallons per day Scenario 2: increase in 7,026.75 gallons per day	
Potential Solid Waste Impact	Scenario 1: increase in 63.367 tons per year Scenario 2: increase in 104 tons per year	
Environmental Features		
Aquatic Preserve	No	
Brownfields	No	
Boat Facility Siting Zone	No	
Contours/Elevations	81 to 82 feet above sea level	
Drainage Basin/Sub-basin	Major: Brady/Yellow Branch Sub: Unnamed Ditch	
Ground Water Aquifer Recharge Area	0-4 inches	

Development Analysis—2.49 acres	
Land Cover	4410: Pine Plantation
Recreation and Parks	Less than a mile away from Baldwin Middle/High School Pool
Well Head Protection Zone	No
Coastal High Hazard Area (CHHA)	No
Flood Zones	No
Soils	51: Pelham Fine Sand, 0 to 2 percent slopes
Wetlands	No
Wildlife (<i>applicable to sites greater than 50 acres</i>)	N/A
Historic Features	
Archaeological Sensitivity	Low
Cultural Resources	No
Historic District	No
Land Use and Zoning Features	
Industrial Preservation Area	No
Adaptation Action Area	No
Transportation Features	
Airport Environ Zone	No
Mass Transit Access	No
Evacuation Zone	No

Utility Capacity

The calculations to determine the water and sewer flows contained in this report and/or this spreadsheet have been established by the City of Jacksonville Planning and Development Department and have been adopted by JEA solely for the purpose of preparing this report and/or this spreadsheet. The method of calculating water and sewer flows in order to properly size infrastructure shall continue to be based on JEA's Water, Sewer and Reuse for New Development Projects document (latest edition).

The applicant intends to connect to the Town of Baldwin's central water and sewer services, subject to the Town's approval. As part of the companion PUD rezoning application, the applicant has submitted a Binding Letter which will require any new development on the site to be served by central water and sewer.

Future Land Use Element

Policy 1.2.9 Development within the Rural Development Area is permitted where connections to centralized potable water and/or wastewater are not available subject to the condition that the minimum lot size shall be one (1) acre of unsubmerged property.

Transportation

The subject site comprises approximately 2.49 acres and is located on Brandy Branch Road, a local roadway, west of US 301 Highway S, a minor arterial roadway. The property lies within the Rural Area and Mobility Zone 5. The applicant is requesting a land use amendment to change the designation from Agricultural (AGR) to Community/General Commercial (CGC) and Neighborhood Commercial (NC) to allow for commercial uses.

Comprehensive Plan Consistency:

The Trip Generation Analysis is consistent with the most recent version of the Transportation Element (TE) of the City of Jacksonville Comprehensive Plan (TE Objective 2.4 and Policies 1.2.1 and 2.4.2).

Transportation Element

Policy 1.2.1 The City shall use the Institute of Transportation Engineers Trip Generation Manual, latest edition, to determine the number of trips to be produced or attracted to a particular land use when assessing a traffic impact.

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

Policy 2.4.2 The City shall amend the adopted Comprehensive Plan to incorporate the data and analysis generated by a periodic regional transportation model and study and facilitate the implementation of the study recommendations.

Trip Generation Estimation:

Table A provides the daily trip generation comparison between the existing AGR designation and the proposed CGC and NC designation, illustrating the potential transportation impacts on the roadway network. Based on the ITE Trip Generation Manual, the proposed amendment could generate between 246 and 7,133 net new daily trips compared to the existing land use designation.

Transportation Planning Division RECOMMENDS the following:

The Transportation Planning Division recommends ongoing coordination with the City of Jacksonville Traffic Engineer to determine whether a traffic operational analysis will be required to evaluate potential site-specific impacts.

Tabel A - Trip Generation Estimation Scenarios

Land Use Scenario	ITE Land Use Code	Potential Units / SF	Estimation Method	Daily Trips
Current Land Use (AGR)	210	1 DU	$T = 9.09(X)$	9
<i>Total Trips – Existing Land Use</i>				9
Proposed Land Use (CGC – Scenario 1)	822	26,528 SF	$T = 173.22(X) / 1000$	4,595
<i>Total Trips – Proposed Land Use (Scenario 1)</i>				4,595
Proposed Land Use (NC – Scenario 1)	822	14,702 SF	$T = 173.22(X) / 1000$	2,547
<i>Total Trips – Proposed Land Use (Scenario 1)</i>				2,547
Proposed Land Use (NC – Scenario 2)	220	41 DUs	$T = 6.21(X)$	255
<i>Total Trips – Proposed Land Use (Scenario 2)</i>				255
Scenario 1 Difference in Daily Trips				4,586
				2,547
Scenario 2 Difference in Daily Trips				246

Source: Trip Generation Manual, 12th Edition, Institute of Transportation Engineers (ITE)

School Capacity

The 2.49-acre proposed land use map amendment has a development potential of 41 dwelling units and 7 students. The proposed development was analyzed in accordance with the adopted level of service standards (LOS) for school capacity as established in the Interlocal Agreement (ILA) and the Public Schools and Facilities Element. The ILA was entered into in coordination with the Duval County Public School System (DCPS) and the other municipalities within Duval County.

School concurrency LOS is the methodology used to analyze and to determine whether there is adequate school capacity for each school type (elementary, middle, and high school) to accommodate a proposed development. The LOS (105% of permanent capacity) is based on Concurrency Service Areas (CSAs), not the closest school in the area for elementary, middle and high schools, as well as on other standards set forth in the City of Jacksonville School Concurrency Ordinance.

In evaluating the proposed residential development for school concurrency, the following results were documented:

Application Review Request: COJ PDD: School Impact Analysis Proposed Name: L-6055-25C Brandy Branch Rd Requested By: Maddie Read Reviewed By: Levenne Griggs Due: 11/3/2025 Analysis based on maximum dwelling units: 41							
School Type	CSA ¹	2025-26 Enrollment/CSA	Current Utilization (%)	New Student/Development ³	5-Year Utilization (%)	Available Seats - CSA ²	Available Seats - Adjacent CSA 1,2 & 8
Elementary	8	5,396	72%	4	84%	1,451	3,010
Middle	7	1,864	80%	1	100%	861	1,541
High	2	3,423	88%	2	87%	334	2,075
				7			

NOTES:

¹ Proposed Development's Concurrency Service Area (CSA)

² Available CSA seats include current reservations

³ Student Distribution Rate

ES-110

MS-045

HS-070

0.225

The Student Distribution Rate is calculated for each school type by dividing the total number of public school students enrolled in that school type in Duval County (100,095) by the number of total permitted housing units (443,232) for the same year, generating a yield of 0.225.

The analysis of the proposed residential development does not reveal any deficiency for school capacity within the CSA.

The analysis of the proposed residential development reveals no deficiency for school capacity within the CSA and adjacent CSAs. Potential school capacity impacts will be addressed through the Concurrency and Mobility Management System Office.

Public School Facilities Element

Policy 2.3.2 The City will coordinate with DCPS to establish plan review procedures to manage the timing of Future Land Use Map amendments and other land use decisions so that these decisions coordinate with adequate school capacity.

Policy 2.3.3 The City will take into consideration the DCPS comments and findings on the availability of adequate school capacity in the evaluation of comprehensive plan amendments, and other land use decisions as provided in Section 163.3177(6)(a), F.S. and development of regional impacts as provided in 1380.06, F.S.

Objective 3.2 **Adopted Level of Service (LOS) Standards**
Through the implementation of its concurrency management systems and in coordination with the DCPS, the City shall ensure that the capacity of schools is sufficient to support new residential developments at the adopted level of service (LOS) standards within the period covered in the five-year schedule of capital improvements and the long range planning period. These standards shall be consistent with the Interlocal Agreement agreed upon by the DCPS, the City and the other municipalities. Minor deviations to the LOS standards may occur, so long as they are limited, temporary and with scheduled capacity improvements, school capacity is maximized to the greatest extent feasible.

Policy 3.1.1 The LOS standards set forth herein shall be applied consistently for the purpose of implementing school concurrency, including determining whether sufficient school capacity exists to accommodate a particular development application, and determining the financial feasibility of DCPS Five-Year Capital Facilities Plan and the City's Capital Improvement Plan.

Supplemental School Information:

The following additional information regarding the capacity of the assigned neighborhood schools was provided by the Duval County School Board. This is not based on criteria utilized by the City of Jacksonville School Concurrency Ordinance. Note that the percentage occupied may not appear correct due to ESE space requirements.

Application Review Request: COJ PDD: Baseline Checklist Review Proposed Name: L-6055-25C Brandy Branch Rd Requested By: Maddie Read Reviewed By: LeVonne Griggs Due: 11/3/2025 Analysis based on maximum dwelling units: 41						
SCHOOL	CSA ¹	STUDENTS GENERATED (Rounded) ³	SCHOOL CAPACITY ² (Permanent/Portables)	CURRENT ENROLLMENT 20 Day Count (2025/26)	% OCCUPIED	4 YEAR PROJECTION
Chaffee Trail ES#142	8	4	808	854	106%	105%
Chaffee Trail MS#140	7	1	986	1023	104%	144%
Edward White HS#248	2	2	2101	1781	85%	81%
		7				

NOTES:

¹ Attendance school may not be in proposed development's Concurrency Service Area (CSA)

² Does not include ESE & room exclusions

³ Student Distribution Rate

ES-.110

MS-.045

HS-.070

0.225

The Student Distribution Rate is calculated for each school type by dividing the total number of public school students enrolled in that school type in Duval County (103,363) by the number of total permitted housing units (443,232) for the same year, generating a yield of 0.225.

Archaeological Sensitivity

According to the Duval County Archaeological Predictive Model, the subject property is located within an area of low sensitivity for the presence of archaeological resources. If archaeological resources are found during future development/redevelopment of the site, Section 654.122 of the Code of Subdivision Regulations should be followed.

Historic Preservation Element

Policy 1.2.2 The City shall continue to review new development for the potential of archeologically significant sites. The City shall utilize the most current version of the Archeological Sensitivity Predictive Model to identify areas of high probability for artifact concentrations.

Policy 1.2.5 The Planning and Development Department shall maintain and update for planning and permitting purposes, a series of GIS data layers and

maps depicting recorded archaeological sites, historic districts and local landmarks.

Aquifer Recharge:

The site is located within an area identified as being in the 0 to 4 inch per year aquifer recharge area. This range is below the threshold of 12 inches or more per year which would constitute a prime recharge area as defined in the Infrastructure Element – Aquifer Recharge Sub-Element (IE-AR). Prime aquifer recharge areas are the primary focus of groundwater resource protection. However, development resulting from the proposed land use amendment will be reviewed during the site plan review and permitting process for compliance with the land development regulations that have been established to protect groundwater resources. Such regulations address issues such as drainage systems, septic systems, and landscape/irrigation regulations.

Infrastructure Element – Aquifer Recharge Sub-Element (IE-AR)

Policy 1.2.3 The City shall continue to coordinate with the SJRWMD and utilize the best available resources and information including the latest update of the Floridan Aquifer Recharge GIS grid coverage to protect the functions of the natural groundwater aquifer recharge areas and to discourage urban sprawl.

Policy 1.2.7 Within two years of establishment by the SJRWMD and the Water Resources Management Plan of prime recharge areas for the Floridan Aquifer, the Planning and Development Department shall prepare maps of such designated areas showing the special zoning and land use consideration the City has established for such areas as designated by the latest update of the Floridan Aquifer Recharge GIS grid coverage.

PROCEDURAL COMPLIANCE

Upon site inspection by the Planning Department on November 10, 2025 the required notices of public hearing signs were posted. Seventeen (17) notices were mailed out to adjoining property owners informing them of the proposed land use change and pertinent public hearing and meeting dates.

The Citizen Information Meeting was held on November 17, 2025. No members of the public attended.

CONSISTENCY EVALUATION

Consistency with 2045 Comprehensive Plan Goals, Objectives and Policies

Future Land Use Element (FLUE)

Development Area

Rural Area (RA): The RA consists of all lands outside of the Suburban Area and corresponds with predominantly undeveloped portions of the City with land uses such as Agriculture, Recreation, Conservation, or Public Buildings Facilities. Development should

occur at very low densities which create little demand for new infrastructure and community serving supporting uses, unless development occurs under the Multi-Use Category, as a Rural Village or as a Master Planned Community as defined in the Comprehensive Plan. Development may occur within the Rural Area provided that it is consistent with the Operational Provisions and the Land Use category descriptions. Otherwise, development beyond such boundaries is considered urban sprawl and is to be discouraged.

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 1.1.9 Promote the use of Planned Unit Developments (PUD) zoning districts, cluster developments, and other innovative site planning and smart growth techniques in order to allow for appropriate combinations of complementary land uses, densities and intensities consistent with the underlying land use category or site-specific policy, and innovation in site planning and design, subject to the standards of this element and all applicable local, regional, State and federal regulations. These techniques should consider the following criteria in determining uses, densities, intensities, and site design:

- Potential for the development of blighting or other negative influences on abutting properties
- Traffic impacts
- Site Access
- Transition of densities and comparison of percentage increase in density above average density of abutting developed properties
- Configuration and orientation of the property
- Natural or man-made buffers and boundaries
- Height of development
- Bulk and scale of development
- Building orientation
- Site layout
- Parking layout
- Opportunities for physical activity, active living, social connection and access to healthy food.

Policy 1.1.21 Rezoning and amendments to the Future Land Use Map series (FLUMs) shall include consideration of their potential to further the goal of meeting or exceeding the amount of land required to accommodate anticipated growth and the projected population and to allow for the operation of real estate markets to provide adequate choices for

permanent and seasonal residents and business with the intent that this balance of uses shall:

- A. Foster vibrant, viable communities and economic development opportunities;
- B. Address outdated development patterns; and/or
- C. Provide 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 projected growth needs and population projections must be based on relevant and appropriate data which is collected pursuant to a professionally acceptable methodology. In considering the growth needs and the allocation of land, the City shall also evaluate land use need based on the characteristics and land development pattern of localized areas. Land use need identifiers include but may not be limited to, proximity to compatible uses, development scale, site limitations, and the likelihood of furthering growth management and mobility goals.

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|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Policy 1.2.9 | Development within the Rural Development Area is permitted where connections to centralized potable water and/or wastewater are not available subject to the condition that the minimum lot size shall be one (1) acre of unsubmerged property. |
| 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 3.2.5 | The City shall encourage neighborhood commercial uses to be located within one quarter mile of the intersections of roads classified as collector or higher on the Functional Highway Classification Map, except when such uses are an integral component of a mixed-use development, Traditional Neighborhood Development (TND), Transit Oriented Development (TOD), Rural Village or similar development. The City should prohibit the location of neighborhood commercial uses interior to residential neighborhoods in a manner that will encourage the use of local streets for non-residential traffic. |

Property Rights Element (PRE)

- Goal 1 The City will recognize and respect judicially acknowledged and constitutionally protected private property rights in accordance with the Community Planning Act established in Chapter 163, Florida Statutes.
- Objective 1.1 Local decision making shall be implemented and applied with sensitivity for private property rights and shall not be unduly restrictive.
- Policy 1.1.1 The City will ensure that private property rights are considered in local decision making.
- Policy 1.1.2 The following rights shall be considered in local decision making:
1. The right of a property owner to physically possess and control his or her interests in the property, including easements, leases, or mineral rights.
 2. The right of a property owner to use, maintain, develop, and improve his or her property for personal use or for the use of any other person, subject to state law and local ordinances.
 3. The right of the property owner to privacy and to exclude others from the property to protect the owner's possessions and property.
 4. The right of a property owner to dispose of his or her property through sale or gift.

According to the Future Land Use Element (FLUE), Agriculture (AGR) is intended to provide for agricultural uses and to preserve the existing rural character of outlying areas of the City. Most AGR lands are located in the Rural Area of the City where full urban services and facilities will not be provided by the City during the planning time frame. Accordingly, the principal activities allowed in these categories are agriculture and related uses, such as farming, horticulture, forestry and logging, storage, processing and wholesale distribution of farm supplies and products, and other resource dependent uses. In order to preserve the rural character of these areas, residential uses are permitted at very low densities. The maximum gross density in all AGR lands is 1 dwelling unit per 2.5 acres.

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. Uses should generally be developed in nodal and corridor development patterns. Nodes are generally located at major roadway intersections and corridor development should provide continuity between the nodes and serve adjacent neighborhoods to reduce the number of Vehicle Miles Traveled.

CGC also allows for multi-family residential densities up to 20 units per acre in the Rural Area, with no minimum density. 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. Single-use multi-family development is permitted when 50 percent or more of the contiguous CGC category land area within up to one quarter of a mile radius is developed for non-residential uses. Multi-family developments that do not comply with the single-use provisions shall provide a mix of uses within the development site and multi-family uses shall not exceed 80 percent of a development. Plan amendment requests for new CGC designations are preferred in locations which are supplied with full urban services; abut a roadway classified as a collector or higher on the Functional Highway Classification Map; and which are located in areas with an existing mix of non-residential uses.

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 in order to reduce the number of Vehicles 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.

The southeastern parcel is approximately 0.75 of an acre in size, has frontage along Brandy Branch Road, and is proposed for NC land use. The remaining three parcels, which amount to approximately 1.74 acres in size, are proposed for CGC land use. While all three parcels proposed for CGC land use have frontage along New Brandy Branch Road, the westernmost of the three parcels extends southward and has frontage along Brandy Branch Road.

The subject site is approximately ¼ of mile south of the Town of Baldwin, west of US 301, and just north of the I-10 Expressway. The subject site, composed of four parcels, is adjacent to commercial land use designations to the east, and rural, single-family residential lots to the west and north. The applicant is proposing a Future Land Use Map (FLUM) amendment from AGR to NC and CGC within the Rural Area to allow for commercial development to support the area surrounding the I-10 and US 301 interchange. This is a significant interchange with considerable truck traffic. A large truck and travel stop (an approximately 17-acre property) is located immediately south of the subject site, across Brandy Branch Road. Consistent with FLUE Policy 3.2.5, the portion of the subject site that would be designated as NC would be located within ¼ of a mile of classified roadways and would not be located interior to a residential neighborhood.

The proposed amendment to NC and CGC would allow for the development of an undeveloped and underutilized property for additional commercial uses within the Southwest Planning District and would increase the amount of commercially designated

land available to further the goal of meeting or exceeding the amount of land required to accommodate anticipated growth. Allowing commercial development at this location would support the nearby residences by providing a mix of retail and service establishments. Therefore, the amendment is consistent with FLUE Goal 3, Objective 3.2, and Policy 1.1.21.

This amendment would promote commercial development in a nodal pattern along a commercial corridor near the intersection of an FDOT Principal Arterial roadway and an FDOT interstate. While the site is adjacent to single-family residences to the north and west, the parcel proposed for NC land use will act as a transitional and complementary land use to the CGC land to the east. New Brandy Branch Road provides a buffer between the proposed commercial uses and the single-family residences to the north. The proposed PUD rezoning provides additional buffers and site design criteria to help integrate the commercial uses. Additionally, CGC is a logical extension of the existing CGC to the east. Thus, the proposed amendment is consistent with FLUE Goal 1 and Policy 1.1.9.

The applicant intends to connect to the Town of Baldwin's central water and sewer services, subject to the Town's approval. As a part of the companion PUD rezoning application, the applicant has submitted a Binding Letter which will require any new development on the site to be served by central water and sewer. Therefore, the proposed amendment is consistent with FLUE Policy 1.2.9.

The proposed amendment does not hinder the private property rights of the owner of record; has no impact on the right of the property owner to possess or control his or her interest in the property; maintains the owner's ability to use, maintain, develop and improve the property; protects the owner's right to privacy and security; and maintains the ability of the property owner to dispose of the property at their discretion. Therefore, the amendment is consistent with PRE Goal 1, Objective 1.1 and Policies 1.1.1 and 1.1.2.

Southwest Vision Plan (2003)

The subject property is located within the boundaries of the Southwest Jacksonville Vision Plan (2003) and the Rural/Conservation Character Area of the Vision Plan. Theme 2 of the Plan highlights the importance of commercial uses that satisfy the daily household needs of surrounding residences without detracting from the rural character of the area. The proposed amendment to NC and CGC will allow for commercial development that can support the needs of nearby residences in a convenient and complementary manner.

Strategic Regional Policy Plan

The proposed amendment is consistent with the following Objective and Policy of the Strategic Regional Policy Plan, Regional Transportation Subject Area:

Objective: Integrated planning: The link between land use, resources, and mobility

Policy 4: The Region supports strategies identified by the Regional Community Institute as they worked on First Coast Vision, including:

- Maintenance of a diversity of land use in the Region.

The proposed land use amendment would increase opportunities for commercial development, helping to maintain a diversity of land use in the area. Therefore, the proposed amendment is consistent with the Strategic Regional Policy Plan.

