

PUD WRITTEN DESCRIPTION

San Marco East Plaza PUD

March 31, 2021

I. PROJECT DESCRIPTION

- A. Number of acres, location of site, existing use, surrounding uses, types of businesses, and proposed uses: Applicant proposes to rezone approximately 37.93 acres of property from PUD to PUD to facilitate redevelopment of parcels located at 3563 Philips Highway (126071 0060), 3605 Philips Highway (RE# 126071 0120), 0 Emerson Street (RE# 126071 0010) and 3143 Emerson Street (RE# 126071 0100) as more particularly described in Exhibit 1 (the “Property”).

The Property is located in the Urban Priority Area and is subject to a companion land use amendment to CGC. A PUD was originally approved for the Property by Ordinance 96-405-345 and subsequently amended by Ordinances 2003-836 and 2008-363 as the shopping center was converted to a mixed-use development with commercial, institutional, office and professional, and recreational uses. Applicant acquired the Property in 2019 and desires to add structured parking to the project in order to further redevelop the Property with additional mixed uses consistent with the CGC land use category.

The surrounding land use and zoning designations are as follows:

<i>Direction</i>	<i>Land Use</i>	<i>Zoning</i>	<i>Existing Use</i>
North	CGC/LDR/HDR	PUD/RLD-60/RHD-B/CCG-2	Good Year, U Haul, Philips Pointe Apartments, single family residential
East	CGC/LDR	CCG-2/RLD-60	I-95, single family residential
South	CGC	CCG-2/CCG-1	Gas stations, Taco Bell, Emerson Street, Dunkin Donuts, vacant commercial, office, Wendy’s, car wash
West	CGC/BP	CCG-2/PUD	Philips Highway, Wells Fargo, restaurant, Emerson Inn, auto dealer

- B. Project name: San Marco East Plaza.
- C. Project engineer: Envision Design + Engineering, LLC.
- D. Project architect: Ervin Lovett Miller.
- E. Project developer: PSF I Jax Metro LLC.
- F. Project agent: Driver, McAfee, Hawthorne & Diebenow, PLLC.

- G. Current land use designation: CGC/BP.
- H. Current zoning district: PUD (Ordinance 2008-363).
- I. Requested land use designation: CGC.
- J. Requested zoning district: PUD.
- K. Real estate numbers: 126071 0060, 126071 0120, 126071 0010, 126017 0100.

II. QUANTITATIVE DATA

The project is intended to provide for a broad mix of uses developed over time which may include residential, commercial, institutional, office and professional, and recreational uses as detailed herein. A conceptual site plan illustrating a sample mixed-use development scheme is filed herewith, and criteria for maximum unit count and square footage for the PUD are set forth below. The final unit count or square footage and location for any given use will be determined as the project is developed, subject to any additional density and mixed-use regulations for the CGC land use category as set forth in the Comprehensive Plan.

- A. Total acreage: 37.93 acres.
- B. Total number of dwelling units: Not more than 500 dwelling units.
- C. Total amount of non-residential floor area: Not more than 1,200,000 square feet.
- D. Total amount of land coverage of all buildings and structures: 32.24 acres.

III. STATEMENTS

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

The proposed PUD adopts regulations of the CCG-1 zoning district with the following exceptions:

- 1. The following uses have been added or modified:
 - a. Structured parking is added as a permitted use.
 - b. Personal property storage facilities are not required to have a minimum lot size, yard requirements, or perimeter landscaping.
 - c. The Part 4 distance regulations applicable to game promotions or sweepstakes utilizing electronic equipment and drawings by chance are omitted.
 - d. Part 4 development regulations applicable to day care and care centers have been omitted.
 - e. Outside retail sales of holiday items shall not have a minimum lot size.
 - f. Restaurants may have outdoor sales and service and service of all alcoholic beverages by right, and the minimum distance from a church or school for such liquor license is waived.

- g. Retail sale and service of all alcoholic beverages including liquor, beer or wine for on-premises consumption or off-premises consumption or both is a permitted use.
 - h. Minimum distance requirements for liquor, beer and wine service are waived.
 - i. Retail sales and service of vehicles and service garages for minor or major repairs are not limited to franchised dealers.
 - j. Outside sales and service is included as a permitted use.
 - k. Warehousing and similar uses with appropriate limitations are added as a permitted use.
2. The following uses that would be permitted or permissible in the CCG-1 zoning district have been omitted:
 - a. Dancing entertainment establishments serving alcohol.
 - b. Pawn shops (limited to items permitted in the CCG-1 Zoning District and provided that no outside storage or display of products is allowed).
 - c. Crematories.
 - d. Adult arcade amusement centers operated by a licensed permitholder.
 - e. Buildings trades contractors that do not require outside storage or the use of heavy machinery, ditching machines, tractors, bulldozers or other heavy construction equipment and similar uses.
 - f. Warehousing, wholesaling, distribution and similar uses, and light manufacturing, fabrication, assembling of components, printing and similar uses, provided all merchandise is stored within an enclosed building and no heavy machinery or heavy manufacturing is located on the premises.
 3. Part 6 parking requirements are modified to provide ratios for enumerated uses, allow for shared parking within the PUD, and eliminate a maximum parking restriction.
 4. Part 12 landscaping requirements are modified to provided (1) internal buffering between uses and parcels shall not be required within the PUD due to the horizontal and vertical integration of the project; (2) one tree shall be planted for every forty (40) linear feet of frontage and may be clustered; and (3) structured parking shall not be deemed to be a vehicular use area for landscaping purposes.
 5. Part 13 sign regulations are modified to group signage along I-95 while adopting CCG-1 sign regulations for the remainder of the Property.
- 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.

The continued operation and maintenance of the areas and functions described herein and facilities which are not to be provided, operated or maintained by the City will be the sole responsibility of the owner of the Property.

IV. USES AND RESTRICTIONS

A. Permitted uses:

1. Multi-family residential.
2. Commercial retail sales and service establishments.
3. Banks, including drive-thru tellers, savings and loan institutions, and similar uses.
4. Professional and business offices.
5. Medical offices, clinics, ambulatory centers and physical rehabilitation facilities.
6. Hotels and motels.
7. Day care centers or care centers.
8. Gymnasiums.
9. Churches, including a rectory or similar use.
10. Restaurants including drive-through service, outdoor sales and service, and the retail sale and service of all alcoholic beverages is permitted.
11. An establishment or facility which includes the retail sale and service of all alcoholic beverages including liquor, beer or wine for on-premises consumption or off-premises consumption or both.
12. Commercial indoor recreational or entertainment facilities such as bowling alleys, swimming pools, indoor skating rinks, rock climbing gyms, movie theaters, indoor facilities operated by a licensed pari-mutuel permitholder, game promotions or sweepstakes utilizing electronic equipment, drawings by chance conducted in connection with the sale of a consumer product or service utilizing electronic equipment, and similar uses.
13. Art galleries, museums, community centers, dance, art or music studios.
14. Vocational, trade or business schools and similar uses.
15. Adult Congregate Living Facility, assisted living, memory care, skilled nursing, and similar facilities (but not group care homes or residential treatment facilities).
16. Retail plant nurseries including outside display, but not on-site mulching or landscape contractors requiring heavy equipment or vehicles in excess of one-ton capacity.
17. Express or parcel delivery offices and similar uses (but not freight or truck terminals)
18. Veterinarians and animal boarding, subject to the performance standards and development criteria set forth in Part 4.
19. Personal property storage establishments meeting the performance development criteria set forth in Part 4; provided, however, that there shall be no minimum lot size, yard requirements, or perimeter landscape requirements specific to such use.

20. Retail outlets for the sale of used wearing apparel, toys, books, luggage, jewelry, cameras, sporting goods, home furnishings and appliances, furniture and similar uses.
21. Outside retail sales of holiday items, subject to the performance standards and development criteria set forth in Part 4; provided, however, that there shall be no minimum lot size required for such use.
22. Assembly of components and light manufacturing when in conjunction with a retail sales or service establishment, conducted without outside storage or display.
23. Filling or gas stations meeting the performance standards and development criteria set forth in Part 4.
24. Mobile Car Detailing Services and automated car wash facilities meeting the performance standards and development criteria set forth in Part 4.
25. Textile Recycling Collection Bins meeting the development criteria and performance standards set forth in Part 4, Section 656.421 (Textile Recycling Bins).
26. Structured parking.
27. Off-street commercial parking lots meeting the performance standards and criteria set forth in Part 4.
28. Essential services, including water, sewer, gas, telephone, radio, television and electric, meeting the performance standards and development criteria set forth in Part 4.
29. Permanent or restricted outside sale and service, meeting the performance standards and development criteria set forth in Part 4.

B. Permissible uses by exception:

1. Residential treatment facilities and emergency shelters.
2. Retail sales of new or used automobiles.
3. Service garages for minor or major repairs.
4. Auto laundry or manual car wash.
5. Recycling collection points meeting the performance standards and development criteria set forth in Part 4.
6. Blood donor stations, plasma centers and similar uses.
7. Private clubs.
8. Billiard parlors.
9. Service and repair of general appliances and small engines (provided that no outside storage or display of products is allowed).
10. Schools meeting the performance standards and development criteria set forth in Part 4.
11. Nightclubs.

12. Indoor gun ranges meeting the performance standards and development criteria set forth in Part 4.
13. Sale of new or used tires, meeting the performance standards and development criteria set forth in Part 4

C. Permitted accessory uses and structures: As permitted pursuant to Section 656.403.

V. DESIGN GUIDELINES

A. Lot requirements:

1. Minimum lot area: None, except as required for certain uses pursuant to Zoning Code.
2. Minimum lot width: None.
3. Minimum lot coverage: None, except as required for certain uses pursuant to Zoning Code.
4. Minimum front building setback: None.
5. Minimum side building setback: None.
6. Minimum rear building setback: None, except that a minimum setback of fifteen (15) feet shall be provided where adjacent to a residential district.
7. Maximum height of structures: Sixty (60) feet.

B. Ingress, egress and circulation:

1. Parking requirements: Parking at an overall rate of 2.45 spaces per 1,000 square feet of gross leased area will be provided for the project pursuant to the ULI shared parking analysis shown in Table 1, below, which is based on the conceptual site plan; or such rate based upon future build out and calculation pursuant to ITD or ULI standards, whichever is less; or as otherwise approved by the Planning and Development Department. The project may provide for a mix of structured and surface parking with no maximum parking restriction. Parking within the PUD may be shared regardless of individual parcel ownership so long as the PUD in its entirety provides sufficient parking for all proposed uses taking into consideration offsetting hours of operation. Where individual parcel owners are involved, such shared parking may be provided “off-site” within the PUD and/or addressed by easement. Loading zones are provided throughout the project.

Table 1
Metro Plaza-Overall Shared Parking
Peak Parking Demand

Land Use	Size	Unit	Weekdays		Weekends	
			Peak Parking Rate	Peak Parking Demand	Peak Parking Rate	Peak Parking Demand
Community Shopping Center (<400 ksf)	35.7	ksf GLA	2.9	104	3.2	114
Employee			0.7	25	0.8	29
Restaurant Adjustment ¹ *			X/K*	X*		
Fine/Casual Dining	9	ksf GLA	13.25	119	15.25	137
Employee			2.25	20	2.5	23
Fast-Food Restaurant	4	ksf GLA	12.4	50	12.7	51
Employee			2	8	2	8
Medical/Dental Office	75	ksf GLA	3	225	0	0
Employee			1.6	120	0	0
Hotel (Business)	120	Rooms	1	120	1	120
Employee			0.15	18	0.15	18
Convention Space (Church)**	27.5	ksf GLA	0.5	14	5.5	151
Employee			0.5	14	0.5	14
Residential (Visitors)	200	unit	0.1	20	0.15	30
Residents			0.9	180	0.9	180
Health Club (Rock Gym)	11	ksf GLA	6.6	73	5.5	61
Employee			0.4	4	0.25	3
Office (100k-500 ksf)	384	ksf GLA	0.25	96	0.03	12
Employee			3.15	1210	0.32	123
Total				2419		1072

Note: ¹ - ULI's parking demand rate for Shopping Centers assumes that the percentage of restaurant, entertainment, and/or cinema space within the overall shopping center is 10 percent or less. For each percent above 10 percent, a linear increase of 0.03 spaces per 1,000 SF of restaurant, entertainment, and/or cinema space should be calculated, therefore:

~ (13,264 SF/900,208)=1%*

~(X% - 10%)=X%

~X% * 0.003 spaces/1,000 SF=X space increase per 1,000 SF

*Not Applicable for current land use program. Line item included for potential alternate future program.

** Peak Weekday rate for Church use assume 10% of Weekend rate of 5.5/1000.

2. Vehicular access: Vehicular access to the Property shall be by way of Philips Highway and Emerson Street substantially 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.
 3. Pedestrian access: Sidewalks have been established along the perimeter of the Property along Philips Highway and Emerson Street.
- C. Signs: The PUD shall have a unified signage program consisting of the following:
1. Signage within the PUD shall comply with Part 13 regulations applicable to the CCG-1 zoning district except as specifically modified below.
 2. Interstate signage: The Property has a total of one thousand three hundred fifty-two (1,352) linear feet of frontage along I-95 and the off-ramp to Emerson Street. This PUD is intended to preserve the right to have up to three (3) signs along I-95 (including the off-ramp to Emerson Street). At the time of this PUD, the signs

include a project identification sign, a pylon sign for McDonalds, and a billboard style sign at the I-95 off ramp. The existing signs may be updated and replaced to permit a maximum of three (3) signs along I-95 (including the off-ramp to Emerson Street) subject to the following regulations.

- a. One project/multi-occupant sign not to exceed sixty-five (65) feet in height and an advertising display area (“ADA”) of four hundred (400) square feet.
 - b. One project/multi-occupant or single-occupant sign not to exceed thirty (30) feet in height and an ADA of three hundred (300) square feet.
 - c. One single-occupant pylon sign (currently for McDonalds) not to exceed ninety-one (91) feet in height and an ADA of four hundred (400) square feet.
 - d. Electronic Message Units may be utilized.
 - e. The minimum distance between signs shall be two hundred (200) feet.
3. Ground signage: Ground signage featuring a mix of project identification and tenant identification signs may be located along Emerson Street and Philips Highway. The maximum aggregate ADA shall be six hundred fifty-five (655) square feet along Emerson Street and eight hundred ninety-five (895) square feet along Philips Highway; provided, however, that no individual sign shall exceed an ADA of three hundred (300) square feet per side. The minimum distance between signs shall be two hundred (200) feet.
 4. Wall signage: Permitted for all buildings, whether internal or peripheral to the project and unlimited as to the number of signs. The total ADA shall not exceed ten percent (10%) of the occupancy frontage or respective side for each façade and may reflect multiple occupants. The existing mural on the ice rink building at 3605 Philips Highway (which may be repaired or replaced) will not count toward maximum signage. Electronic Message Units may be utilized.
 5. Signs may be externally or internally illuminated.
 6. Electronic Message Units can be utilized. All electronic message units shall comply with the regulations for changing message devices. Changing message device means any sign with fixed boundaries, frames or edges visible from a public right-of-way or approved private street that either:
 - a. Displays a verbal or numerical message that scrolls from left to right, for no more than eight seconds with an eight second break between messages, with all other portions of the sign static and unchanging, or

- b. Changes electronically under the following conditions:
 - i. The entire portion of the sign that can change shall be static and unchanging for at least eight seconds.
 - ii. The time to completely change the entire portion of the sign that can change is a maximum of one second.
 - iii. The change shall occur simultaneously for the entire portion of the sign that can change; and
 - iv. There shall be a default design that will ensure no flashing, intermittent message or any other apparent movement that is displayed should a malfunction occur.

- D. Landscaping: The existing site conditions shall be deemed compliant for purposes of this PUD. At such time as a particular portion of the project is renovated (not to include routine maintenance) said area shall provide landscaping as required pursuant to Part 12 of the Zoning Code; provided, however, that (1) internal buffering between uses and parcels within the PUD shall not be required due to the horizontal and vertical integration of the project; (2) one tree shall be planted for every forty (40) linear feet of road frontage and may be clustered; and (3) structured parking shall not be deemed to be a vehicular use area for landscaping purposes. Because landscaping requirements for the existing project are being met through the overall PUD, future development may require replacement of removed landscaping, or, where necessary, additional landscaping to comply with Part 12.

- E. Lighting: Project lighting shall be designed and installed to localize illumination onto the Property and to minimize unreasonable interference or impact on any residential zoning districts outside of the Project. Directional lighting fixtures designed to cast illumination downward and within the site shall be used rather than broad area illumination.

- F. Recreation and open space: Recreation and Open Space shall be provided as required by the 2030 Comprehensive Plan.

- G. Utilities: Essential services including gas, telephone, water, sewer, cable and electric as required to serve the project shall be permitted on the site. Water, sanitary sewer and electric will be provided by JEA.

- H. Wetlands: Development which would impact wetlands will be permitted in accordance with local, state and federal requirements.

- I. Waiver of Minimum Distance for a Liquor License: The minimum distance between the Property and a church or school as required by Section 656.805(c) of the Zoning Code is waived.

VI. 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 neighborhood and community. The PUD meets the following zoning and land use initiatives:

- A. Is more efficient than would be possible through strict application of the Zoning Code:
- B. Is compatible with surrounding land uses and will improve the characteristics of the surrounding area:
- C. Will promote the purposes of the City of Jacksonville 2030 Comprehensive Plan:

The proposed PUD is consistent with the general purpose and intent of the City of Jacksonville 2030 Comprehensive Plan and Land Use Regulations, and specifically contributes to:

1. Objective 1.1 of the Future Land Use Element of the 2030 Comprehensive Plan – 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.
2. Policy 1.1.8 of the Future Land Use Element of the 2030 Comprehensive Plan – Ensure that all future development and redevelopment meets or exceeds the requirements of all Land Development Regulations, including, but not limited to zoning, subdivision of land, landscape and tree protection regulations, and signage, as established and adopted by the City, State of Florida and the federal government, unless such requirements have been previously waived by those governmental bodies.
3. Policy 1.1.10 of the Future Land Use Element of the 2030 Comprehensive Plan – Gradual transition of densities and intensities between land uses in conformance with the provisions of this element shall be achieved through zoning and development review process.
4. Policy 1.1.12 of the Future Land Use Element of the 2030 Comprehensive Plan – 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.

5. Objective 1.2 of the Future Land Use Element of the 2030 Comprehensive Plan – Manage the use of land in the City by approving new development and redevelopment only if necessary public facilities are provided concurrent with the impacts of development. Ensure the availability of adequate land suitable for utility facilities necessary to support proposed development. Verify prior to development order issuance that all new development and redevelopment will be served with potable water, wastewater, solid waste disposal, stormwater management facilities, and parks that meet or exceed the adopted Levels of Service established in the Capital Improvements Element.
6. Goal 3 of the Future Land Use Element of the 2030 Comprehensive Plan – 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.
7. Policy 3.1.3 of the Future Land Use Element of the 2030 Comprehensive Plan – Protect neighborhoods from potential negative impacts by providing a gradation of uses and scale transition. The Land Development Regulations shall be amended to provide for an administrative process to review and grant, when appropriate, relief from the scale transition requirements.
8. Policy 3.1.19 of the Future Land Use Element of the 2030 Comprehensive Plan – The City shall adopt criteria and standards in order to limit the location of single-family attached and multi-family housing units to the periphery of established single-family detached neighborhoods and non-residential nodes, along collectors, arterials, and rail transit corridors, unless the higher density residential development is a component of a mixed or multi-use project.