

2951 Post Street PUD

Written Description

July 22, 2020

I. Project Description

The 2951 Post Street PUD seeks to rezone approximately 0.19 acres of property from CCG-2 to PUD to allow for the redevelopment of the site into a craft brewery.

The site is located adjacent to the US17 overpass which forms the border between the Riverside and Murray Hill neighborhoods, and the area is transitional in nature. Nearby uses include multi-family to the east, commercial to the north and south (including a bar to the north), and transportation related and commercial to the west. The site is within the boundaries of the Riverside / Avondale Historic District and the Riverside Zoning Overlay, where it was assigned to the Residential Character Area.

The building on the site is more historically significant than may be readily apparent. It was originally built in 1935 by the Pure Oil Company, an early national chain of gas stations which pioneered the use of building design as a branding device. At the time, Post Street was part of the newly developed US Highway system as US17. The property was used as a florist shop through much of the 80's and 90's, but has been vacant for approximately 20 years.

This redevelopment proposal would adaptively re-use the service station building, with outdoor seating under the original awning and in front of the building. Other than uses related to the brewery function, other allowable uses are more similar to those contained in the CCG-1 district than the current CCG-2 district.

This project received a letter of support from Riverside Avondale Preservation, which said that, "RAP supports the adaptive reuse of this important historic building in the manner proposed, and commends the owner for the sensitive restoration that is proposed."

II. Quantitative Data

a. Total Gross Acreage	0.19 acres
b. Commercial Uses	0.19 acres (100%)
c. Total Non-Residential Floor Area	1,346 square feet
d. Current Coverage of Buildings & Structures	21%

III. Statements

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

The proposed PUD differs from the CCG-2 zoning category in the following areas:

1. Breweries are allowed as a permitted use.
2. Most uses are drawn from the CCG-1 zoning category, except for those related to the brewery use. Several uses normally allowed in CCG-1 have been removed at the request of the neighborhood group, RAP.
3. The requirements of Sec. 656.805 are waived with regard to the sale of beer and wine for on-premises consumption.
4. Setbacks have been removed, due to the dimensions of the existing building.
5. Parking requirements have been relaxed in order to encourage the redevelopment of this historic structure.

b. Describe the intent for the continued operation and maintenance of those areas and functions described herein which are not to be provided, operated or maintained by the City.

The property will be managed and maintained by the property owner.

c. Justification for the rezoning.

The proposed PUD is consistent with the City's Comprehensive Plan, and furthers its goals regarding strengthening historic neighborhood commercial areas. Specifically, Policy 2.2.8 directs the City to:

"Encourage the redevelopment and revitalization of run-down and/or under-utilized commercial areas through a combination of regulatory techniques, incentives and land use planning. Adopt redevelopment and revitalization strategies and incentives for private reinvestment in under-utilized residential and/or commercial areas where adequate infrastructure to support redevelopment exists."

The proposed rezoning would remove a regulatory impediment to the development of a craft brewery, which will support private re-investment at this site, which has been vacant for approximately 20 years.

Similarly, Policy 3.2.2 requires that:

"The City shall promote, through the Land Development Regulations, infill and redevelopment of existing commercial areas in lieu of permitting new areas to commercialize."

In particular, parking requirements are often a huge burden to historic structures, most of which are located in already developed without room for large parking lots. The Riverside Zoning Overlay recognizes this issue, and historic structures in Commercial Character Areas are exempt from parking

requirements. The Planning Department's policy of treating craft breweries like nightclubs for parking calculations also imposes an additional burden on this project.

Finally, the large parking lots required by the Zoning Code have the effect of decreasing the walkability of the neighborhood. The proposed PUD would support infill redevelopment at the site, and help to create a walkable destination that could attract customers from across the city.

Under the Riverside Avondale Zoning Overlay, the site could be re-started as a gas station and service garage, under Sec. 699.656.13: "A landmark or contributing structure may be reconstructed or reoccupied for its original intended use at anytime notwithstanding its non-conforming status and shall be deemed legal for zoning purposes." Given that a much more intense use could be operated by right, without any restrictions on hours of operation or parking, this downzoning seems an appropriate way to encourage the reuse of this historic structure while protecting neighboring properties.

d. Phase schedule of construction.

Construction on the project will begin once the rezoning is complete, and should be finished within one year.

I. Uses & Restrictions

(a) Permitted uses and structures.

(1) Commercial retail sales and service establishments

(3) Professional and business offices, 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.

(6) Art galleries, museums, community centers, dance, art or music studios.

(7) Vocational, trade or business schools and similar uses.

(8) Day care centers or care centers meeting the performance standards and development criteria set forth in Part 4.

(9) Off-street commercial parking lots meeting the performance standards and criteria set forth in Part 4.

(11) An establishment or facility which includes the production and/or retail sale and service of beer or wine for off-premises consumption or for on-premises consumption or both, including permanent or restricted outside sales and service as shown on the site plan, otherwise meeting the performance standards and development criteria set forth in Part 4 of the Zoning Code. These uses shall be exempt from the requirements of Sec. 656.805. Outdoor sales and service shall cease by 10 pm each night. No amplified music shall be played outside.

- (12) 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.
- (13) Express or parcel delivery offices and similar uses (but not freight or truck terminals)
- (14) Veterinarians, subject to the performance standards and development criteria set forth in Part 4.
- (16) Retail outlets for the sale of used wearing apparel, toys, books, luggage, jewelry, cameras, sporting goods, home furnishings and appliances, furniture and similar uses.
- (17) Essential services, including water, sewer, gas, telephone, radio, television and electric, meeting the performance standards and development criteria set forth in Part 4.
- (18) Churches, including a rectory or similar use.
- (20) Wholesaling or distributorship businesses located within a retail shopping center (but not on an out-parcel or within a stand-alone structure), provided such use is limited to 30 percent of the total gross square footage of the retail shopping center of which the wholesaling use or activity is a part, and further provided there is no warehousing or storage of products not directly associated with the wholesaling or distributorship businesses located on the premises.
- (21) Assembly of components and light manufacturing when in conjunction with a retail sales or service establishment, conducted without outside storage or display.
- (22) Filling or gas stations 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) Restaurants with the outside sale and service of food meeting the performance standards and development criteria set forth in Part 4. Outdoor sales and service shall cease by 10 pm each night. No amplified music shall be played outside.

(b) *Permitted accessory uses and structures.* See [Section 656.403](#).

(c) *Permissible uses by exception.*

- (1) 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.
- (2) Permanent or restricted outside sale and service, meeting the performance standards and development criteria set forth in Part 4.
- (3) Residential treatment facilities and emergency shelters.
- (4) Multi-family residential integrated with a permitted use.
- (5) Crematories.

- (6) Service garages for minor or major repairs by a franchised motor vehicle dealer as defined in F.S. § 320.27(1)(c)1.
- (7) Auto laundry or manual car wash.
- (8) Pawn shops (limited to items permitted in the CCG-1 Zoning District and provided that no outside storage or display of products is allowed).
- (9) Recycling collection points meeting the performance standards and development criteria set forth in Part 4.
- (10) Retail sales of new or used automobiles by a franchised motor vehicle dealer as defined in F.S. § 320.27(1)(c)1.
- (11) Blood donor stations, plasma centers and similar uses.
- (12) Private clubs.
- (14) Billiard parlors.
- (15) Service and repair of general appliances and small engines (provided that no outside storage or display of products is allowed).
- (16) Schools meeting the performance standards and development criteria set forth in Part 4.
- (17) Dancing entertainment establishments serving alcohol. This provision shall not supersede any other approvals or requirements for such use found elsewhere in this Chapter or elsewhere in the Ordinance Code.
- (18) Nightclubs.
- (19) Indoor gun ranges meeting the performance standards and development criteria set forth in Part 4.
- (20) Sale of new or used tires, meeting the performance standards and development criteria set forth in Part 4.

II. Design Guidelines

A. Lot Requirements

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| 1) Minimum lot area: | None |
| 2) Minimum lot width: | None |
| 3) Maximum lot coverage:
required for certain uses. | None, except as otherwise |
| 4) Minimum front yard: | None |
| 5) Minimum side yard | None |
| 6) Minimum rear yard | None |
| 7) Maximum height of structures: | Forty-five feet |

B. Ingress, Egress & Circulation

1) Parking requirements:

The 5 spaces shown on the site plan shall be the only parking required.

Brewery tap rooms, restaurants and similar uses may have up to 64 seats based on the existing parking. If additional parking is added on contiguous properties, additional seating may be allowed at a ratio of 4 seats for each parking space added.

2) Vehicular Access:

As shown on the site plan, vehicular traffic will enter the site from Post Street on a one-way access road which exits onto Willowbranch Avenue.

3) Pedestrian Access:

In keeping with the character of the neighborhood, the project is designed to encourage bicycle and pedestrian trips. There are sidewalks currently installed along Post Street but none along Willowbranch Avenue. The site plan shows that new sidewalks will be installed along Willowbranch.

C. Signs

Signage will be allowed according to Part 13 of the Zoning Code.

In addition, a replica of a historic gas station sign may be constructed. Such as a sign may a pole sign up to 15' tall, and with a sign area of 10 square feet per sign face.

D. Landscaping

The landscaping plan for the project shall be as shown on the Site Plan.

E. Recreation & Open Space

Not Applicable for commercial development.

F. Utilities:

The site is already served by JEA for water, sewer and electric service.

G. Wetlands:

There are no wetlands on the property.

III. 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 & Development Department identifying all then existing and proposed uses within the property, and showing the general layout of the overall property.