

PUD Written Description

DOWNTOWN SOUTHBANK MIXED-USE PUD

June 20, 2023

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 1.01 acres of property to allow for a mixed use, vertically integrated development (the “Project”) on the property located at 1004 Hendricks Avenue, 1454 and 0 Prudential Drive, and 0 Home Street (RE#s 080288 0000, 080289 0000, 080290 0000, and 080297 0000) as more particularly described in Exhibit 1 (the “Property”) and conceptually depicted in the Site Plan and elevations filed herewith. The Property falls within the CBD land use category, is zoned CCBD, and is subject to the Downtown Zoning Overlay and located within the downtown Southbank District.

This PUD is sought as a permitted secondary zoning district under the CBD land use category. Consistent with Subpart G, Section 656.350(p) of the Zoning Code and the CBD land use category, Applicant intends to develop a mixed-use structure with ground floor retail, office, restaurant, or other commercial programming with vertically integrated personal property self-storage uses on the second through fifth floor.

As a result of agreements and discussions with the community, the Planning Department, and DDRB, the self-storage office shall be located along Home Street. Additionally, the Project will feature a sixth floor with multi-family residences and above will be a rooftop bar. Under the current floor plan, twenty-five (25) residential units are contemplated but the actual unit mix may increase or decrease due to market demands for this unique development.

The Project will involve the investment of approximately \$35,000,000 dollars into the Property without the assistance of City incentives for self-storage, retail, or office uses. This will result in a substantial increase in revenue into the Southside Redevelopment Trust Fund compared to the existing restaurant use. The Property’s current assessed value is \$1,275,950.

This PUD adopts design standards consistent with and exceeding the Downtown Zoning Overlay and existing developments on the Southbank are adopted to ensure maximum consistency and compatibility with the surrounding area. The surrounding land use and zoning designations are as follows:

[remainder of page left intentionally blank]

<i>Direction</i>	<i>Land Use</i>	<i>Zoning</i>	<i>Existing Use</i>
North	CBD	CCBD	Prudential Drive/Hotel
East	CBD	CCBD	Hendricks Ave/Office/Restaurant
South	CBD	CCBD	Retail/Multi-family
West	CBD	CCBD	Office/Surface Parking

- B. Project name: Downtown Southbank Mixed-Use PUD.
- C. Project engineer: Shamrock Building Systems, Inc.
- D. Project developer: The Simpson Organization, Inc.
- E. Project agent: Driver, McAfee, Hawthorne & Diebenow, PLLC.
- F. Current land use designation: CBD.
- G. Current zoning district: CCBD.
- H. Requested zoning district: PUD.
- I. Real estate numbers: 080288 0000, 080289 0000, 080290 0000, and 080297 0000.

II. QUANTITATIVE DATA

- A. Total acreage: 1.01 acres.
- B. Total amount of first floor retail: ±19,127 square feet.
- C. Total amount of first floor self-storage office: ±1,000 square feet.
- D. Total amount of personal property self-storage: ±129,216 square feet.
- E. Total amount of residential uses: ±36,609 square feet.
- F. Total amount of roof top uses: ±5,741 square feet.
- G. Total amount of covered drives and parking: ±33,702 square feet.

III. STATEMENTS

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

This PUD is filed to permit a mixed-use, vertically integrated mixed-use development that may include personal property self-storage.

The first sentence of the Downtown overlay in Section 656.361.5.1 of the Jacksonville Zoning Code effectively prohibits personal property self-storage uses in the Southbank District when read together with Section 656.361.5.2.H. These sections of the Zoning Code were based on The Downtown Community Redevelopment Area Plan dated August 2019 (“CRA Plan”) and implemented pursuant to Ordinance 2019-196. While the CRA Plan specifically prohibits personal property self-storage establishments¹, it does not prohibit mixed-use developments that include integrated personal property self-storage uses. Furthermore, this prohibition was established before more than five thousand (5,000) multi-family development units were proposed, entitled, or developed as detailed in Section VI.E. below. As a result, and consistent with Section 656.350(p) of the Zoning Code, the uses (including personal property self-storage) set forth in Section IV are consistent with the CBD land use category and shall be allowed by right within the PUD.

The Project must meet all the requirements of Section 656.361.6.2 – Private Realm regulations, and Section 656.361.6.3 – Public Realm regulations, without the grant of a deviation. Additionally, the development must meet the Downtown and Southbank-specific Design Guidelines. In conjunction with the proposed permitted personal property self-storage use, the following design parameters are also required:

1. All personal property self-storage shall be located within the building, and outside storage of any type, including the outside storage of moving vans, trailers, vehicles and boats, shall not be permitted.
2. For ground floor building facades that front public streets, at least fifty percent (50%) of street frontages shall be devoted as functional space for at least one primary use unrelated to, and not an accessory to, the personal property self-storage facility. For the purposes of meeting this requirement, functional space does not include vehicle use areas, open space, or other non-activation activities, but does include uses such as professional and medical offices, commercial retail sales and services, eating and drinking establishments, and art galleries. At least twenty percent (20%) of the total building shall be dedicated to mixed-uses (including office, retail, and/or residential) or ten percent (10%) of the total building shall be dedicated to ground floor retail uses (which may include restaurants), unrelated to the personal property self-storage facility.
3. No more than fifteen percent (15%) of the ground floor building façade (including vehicle use areas, open or other non-activation activities) fronting a public street may be occupied by the rental and management office associated with the personal property self-storage facility.
4. Direct access to the individual personal property self-storage units located in the building shall not be provided from the exterior of the building. Access to the

¹ See page VII-8 of the CRA Plan.

individual personal property self-storage units shall be provided by internal hallways.

5. The minimum height shall be three (3) stories.
 6. The maximum height shall be ninety-five (95) feet.
 7. Building facades must have the appearance of an office, retail or residential building through the use of doors, windows, awnings, and other appropriate building elements consistent with the Downtown Overlay.
- 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.

Owner, a property owners association or similar entity will be responsible for the operation and maintenance of the areas and functions described herein and any facilities that are not provided, operated, or maintained by the City.

IV. USES AND RESTRICTIONS

A. Permitted Uses:

1. Any permitted use under Chapter 656, Part 3, subpart H for the Southbank District.
2. Personal property self-storage facilities, subject to the requirements in Section III.A.1-7 above.

B. Permissible Uses by Exception:

1. Any permissible use by exception under Chapter 656, Part 3, subpart H for the Southbank District.

C. General Use Regulations: Consistent with Section 656.361.1 of the Zoning Code and given the Project is subject to the Downtown overlay none of the supplemental standards, including those for personal property storage facilities in Section 656.401 of the Zoning Code, apply to any allowed use or the Property redevelopment.

D. Prohibited Uses: Sale of medical marijuana and/or treatment centers providing medical marijuana.

V. DESIGN GUIDELINES

Any proposed development will be subject to review by the Downtown Development Review Board (“DDRB”) in accordance with the Downtown and Southbank-specific

Design Guidelines. The facades of the building along Prudential Drive, Hendricks Avenue and Home Street are generally depicted on the Site Plan and elevations attached as Exhibit 4. The Site Plan elevations are conceptual in nature. The ultimate exterior design, including façade, for the development shall be subject to DDRB Conceptual and Final Approval as set forth in the Downtown Overlay and any changes to Exhibit 4 resulting from said DDRB approval shall not require modification of this PUD.

Notwithstanding the above, the maximum height for the development shall be ninety-five (95) feet.

VI. JUSTIFICATION FOR PLANNED UNIT DEVELOPMENT CLASSIFICATION FOR THIS PROJECT

In accordance with Section 656.341(d) of the Zoning Code the PUD meets the applicable Criteria for review as follows:

A. **Consistency with the Comprehensive Plan.** The proposed PUD is consistent with the general purpose and intent of the City's 2030 Comprehensive Plan and Land Use Regulations, will promote the purposes of the City's 2030 Comprehensive Plan and specifically contributes to:

Future Land Use Element

1. Goal 1 - To ensure that the character and location of land uses optimize the combined potentials for economic benefit and enjoyment and protection of natural resources, while minimizing the threat to health, safety and welfare posed by hazards, nuisances, incompatible land uses and environmental degradation.
2. Objective 1.1 - Ensure that the type, rate, and distribution of growth in the City results in compact and compatible land use patterns, an increasingly efficient urban service delivery system and discourages proliferation of urban sprawl through implementation of regulatory programs, intergovernmental coordination mechanisms, and public/private coordination.
3. Policy 1.1.1 - The City shall ensure that all new development and redevelopment after the effective date of the 2030 Comprehensive Plan is consistent with the Future Land Use Map series, and textual provisions of this and other elements of the 2030 Comprehensive Plan, as provided in Chapter 163 (Part II), Florida Statutes (F.S.).
4. Policy 1.1.8 - 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.

5. Policy 1.1.9 - Permit development only if it does not exceed the densities and intensities established in the Future Land Use Element as defined by the Future Land Use map category description and their associated provisions.
6. 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.
7. Policy 1.1.13 - Ensure that mixed and multi-use projects enhance, rather than detract from, the character of established developed areas by requiring site plan controlled zoning such as Planned Unit Developments (PUDs), TODs or TNDs for all mixed and multi-use projects and conforming with the following criteria:
 - (1) The type of land use(s), density, and intensity is consistent with the provisions of the land use category, particularly the category's predominant land use;
 - (2) The proposed development is in conformity with the goals, objectives, policies, and operative provisions of this and other elements of the 2030 Comprehensive Plan; and
 - (3) The proposed development is compatible with surrounding existing land uses and zoning.
8. Policy 1.1.14 - Exempt the internal arrangement of uses within the Central Business District (CBD) Land Use Category and Developments of Regional Impacts (DRIs) from the nodal and other locational criteria of the 2030 Comprehensive Plan, subject to required local and regional reviews.
9. Policy 1.1.16 - Require mitigation of adverse land use impacts on adjacent uses during development and redevelopment through:
 - (1) Creation of like uses;
 - (2) Creation of complementary uses;
 - (3) Enhancement of transportation connections;
 - (4) Use of noise, odor, vibration and visual/ aesthetic controls; and/or
 - (5) Other appropriate mitigation measures such as requirements for buffer zones and landscaping between uses.
10. 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.

11. Objective 1.2 - 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.
12. Policy 1.2.8 - Ensure that projected growth in the Central Business District, Urban Priority Area, Urban Area, and Suburban Area will be provided with sufficient system capacity to obtain centralized wastewater and potable water, through implementation of the Capital Improvements Element, which shall be updated annually and shall be coordinated with the growth projections for the City.
13. Policy 1.2.9 - Require new development and redevelopment in the Central Business District, Urban Priority Area, Urban Area, and Suburban Area to be served by centralized wastewater collection and potable water distribution systems when centralized service is available to the site. New septic tanks in this area may be permitted only as interim facilities pursuant to the requirements of the Sanitary Sewer Sub-Element.
14. Policy 1.3.4 - New development sites shall be required, wherever possible to share existing access points. The City will encourage new service drives or roads and connections to existing service drives or roads when deemed appropriate by the Traffic Engineering Division and JPDD. This policy is not to conflict with and will not exempt a developer from complying with landscape and tree protection regulations.
15. Objective 2.3 - Continue to strengthen the Central Business District (CBD) as the regional center of finance, government, retail and cultural activities for Northeast Florida.
16. Policy 2.3.1 - Recognize the Central Business District (CBD) and its periphery as a significant urban area of the City appropriate for residential and mixed-use projects at higher densities/intensities than the remainder of the City.
17. Policy 2.3.3 - The Downtown Investment Authority (DIA) and the Jacksonville Planning and Development Department have developed downtown urban design guidelines that will promote high quality private and public development in the downtown area.
18. Policy 2.3.5 - The Land Development Regulations shall establish urban design, site design and building form guidelines that create high quality site designs and will require that pedestrian walkways and other pedestrian and public transit use amenities are provided in site development plans within the CBD.

19. Policy 2.3.6 - Development within the CBD shall maintain adopted Levels of Service in the 2030 Comprehensive Plan for all public facilities (drainage, sanitary sewer, solid waste, potable water, recreation, and when applicable, schools) reviewed under concurrency, except for transportation facilities, which shall be governed by the Mobility System.
20. 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.
21. Objective 3.2 - Continue to 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.
22. Policy 3.2.2 - The City shall promote, through the Land Development Regulations, infill and redevelopment of existing commercial areas in lieu of permitting new areas to commercialize.
23. 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.
24. Policy 3.4.2 – The City will evaluate opportunities to promote and encourage development and redevelopment opportunities for mixed and multi-use projects. The Land Development Regulations should be amended, as appropriate, to incorporate such incentives.
25. Policy 3.4.4 - Development characteristics, appropriate for each Development Area, shall be included within each commercial land use category description and shall include but are not limited to the vertical integration of a mix of uses, the relationship to roadways classified on the Functional Highway Classification Map, and pedestrian-friendly siting of uses.
26. 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.

Downtown Community Redevelopment Area Plans

The CRA Plan originally set forth seven (7) Redevelopment Goals. The CRA Plan was updated in June 2022 and adopted by the Jacksonville City Council pursuant to Ordinance 2022-372 (“Updated CRA Plan”). The Updated CRA Plan sets forth eight (8) Redevelopment Goals. The proposed PUD meets no fewer than five (5) of these new Redevelopment Goals as set forth in detail below.

27. Redevelopment Goal No. 1 | Increase commercial office utilization, occupancy, and job growth to reinforce Downtown as the region’s epicenter for business.

Strategic Objectives:

- Grow or maintain the Downtown workforce each year by adding new permanent jobs and/or retaining existing permanent jobs within Downtown.

Permanent jobs will be created by the Project.

- Encourage more efficient utilization of existing parking structures and discourage the construction of new parking structures exclusively for use of single building tenants by employing tools such as shared-use parking, employer provided shuttles and trolleys, transit vouchers and similar programs.

The Project is a mixed-use project with integrated parking available for multiple building tenants.

Benchmarks:

- Number of Permanent Jobs/FT in Downtown Jacksonville

The Project will cause the number of jobs to increase.

- Total office square footage within Downtown Jacksonville

The Project will cause the amount of office space to increase.

28. Redevelopment Goal No. 3 | Increase and diversify the number and type of retail, food and beverage, and entertainment establishments within Downtown.

Strategic Objectives:

- Increase the number of retail, food and beverage, and entertainment establishments that are open for business weekends and other times outside of weekday business hours.

The Project will cause the number of retail, food and beverage, and/or entertainment establishments that are open for business weekends and at other times outside of weekday business hours to increase.

- Pursue the addition of one or more new neighborhood restaurant/entertainment venues in each District by 2025 and a second by 2030.

The Project may add one or more new neighborhood restaurant/entertainment venues in the Southbank by 2025.

Benchmarks:

- Number of operating restaurants/entertainment venues by District.

The Project may cause the number of operating restaurants/entertainment venues to increase.

- Number of storefronts incentivized for retail redevelopment.

The Project will cause the amount of retail redevelopment to increase without incentives for such use.

- Tax Value of freestanding single tenant or multi-tenant retail, restaurant and entertainment venues and Impact to TIF and Future Projections.

The Project will cause the Tax Value of multi-tenant retail venues to increase and positively impact the TIF and Future Projections.

- Number of retail, food and beverage, and entertainment venues open weekends and after work hours on weekdays.

The Project will cause the number of retail, food and beverage and/or entertainment venues that are open weekends and after work hours on weekdays to increase.

- Number of new shared use parking spaces put into service or existing spaces formally made available for shared use pursuant to DIA agreements or incentives.

Approximately sixty-three (63) shared parking spaces will be put into service without DIA agreements or incentives for the parking spaces.

29. **Redevelopment Goal No. 5** | Improve the safety, accessibility, and wellness of Downtown Jacksonville and cleanliness and maintenance of public spaces for residents, workers, and visitors.

Strategic Objectives:

- Support a clean and safe Downtown 24-7, including the work of Downtown Vision Inc.

The Project will support a clean and safe Downtown 24-7 and join DVI.

- Expand the installation of public infrastructure that enhances safety such as countdown timer pedestrian signals, enhanced lighting, security cameras, etc.

The Project will rebuild the existing sidewalks to enhance pedestrian safety and utilize cameras to enhance public safety generally.

- Support and enforce proper cleaning, maintenance, and repair of public spaces.

The Project will ensure that the surrounding sidewalks and landscaping in the public right-of-way will be maintained in a Class A condition.

- Enforce proper maintenance of private property.

The Project will include covenants to various tenants to ensure that it will be maintained in a Class A condition.

- Promote safe and equitable access to all Downtown Jacksonville facilities by improving access to buildings and other properties, amenities, transit, events, and attractions; by eliminating obstacles; and by designing for all ages and abilities.

The Project will comply with all ADA requirements. It should be noted that this condition does not exist on the current gravel parking lots.

Benchmarks:

- Number of JSO officers assigned to Downtown Jacksonville.

The taxes generated by the Project will be sufficient to support additional JSO officers if deemed appropriate through the budget process.

- Number of pedestrian injuries reported by JSO and Risk management.

With new sidewalks and ADA compatible parking spaces the risk of pedestrian injuries should be reduced.

- Number of citations issued by Code Compliance for private property maintenance violations.

The developer has never been cited for private property maintenance violations and they will not occur at the Project.

30. **Redevelopment Goal No. 6** | Improve the walkability/bike-ability of Downtown and pedestrian and bicycle connectivity between Downtown and adjacent neighborhoods and the St. Johns River.

Strategic Objectives:

- Optimize the design of downtown streets for pedestrians; require sidewalks of sufficient width to ensure an adequate pedestrian clear zone; reduce travel lane widths to reduce vehicle speed. Increase shade on sidewalks and in public spaces in accordance with design standards and plant shade trees wherever feasible.

The Project will be designed in accordance with Section 656.361.6.2 – Private Realm regulations, and Section 656.361.6.3 – Public Realm regulations to ensure adequate pedestrian space and shade on the sidewalks.

- Support the creation of wide, visible dedicated bike lanes or cycle tracks on designated streets; Install and maintain interesting and safe bicycle racks in appropriate locations throughout Downtown Jacksonville

The Project will have bicycle racks.

- Enforce the requirement to bring buildings forward to the existing or new sidewalk edge to create a sense of enclosure for adjacent sidewalks and streets

The Project will be built forward to the sidewalk edge as permitted by the Downtown and Southbank-specific Design Guidelines.

- Create a compact and walkable Downtown Jacksonville through requiring a mixture of uses in each district so that housing, activities, retail, and other businesses are within useful walking distance, requiring buildings to have active facades at street level through a mixture of restaurants (including cafes with outdoor seating), retail, and services, and by

requiring direct doorways and access to the street. Minimize blank walls and surface parking.

The Project provides a mixture of uses so that housing, activities, retail, and other businesses are within useful walking distance. The Project will have active facades at street level through a mixture of nonresidential uses which may include restaurants, retail, and services, office, and direct doorways with access to the street. The Project will minimize blank walls and surface parking.

Benchmarks:

- Walk Score greater than 90 in all Districts other than Sports and Entertainment and Working Waterfront. Walk Score greater than 80 in all other parts of Downtown Jacksonville.

The Project will enhance the Southbank Walkability Score.

- Number of shade trees planted on Downtown Jacksonville sidewalks.

The Project will increase the number of shade trees on Downtown sidewalks.

- Number of artistic and standard bike racks installed within Downtown Jacksonville.

The Project will have bicycle racks.

- Number of deviations from Build-to line granted by DDRB.

The Project does not anticipate seeking any deviations from Build-to lines.

- Number of new mixed-use developments approved.

The proposed Project would be a new mixed-use development Downtown.

31. **Redevelopment Goal No. 8** | Simplify and increase the efficiency of the approval process for Downtown development and improve departmental and agency coordination.

Strategic Objectives:

- Reconcile city plan policies and regulations to ensure policy consistency and uniform application.

During the consideration of Ordinance 2021-821 the City Council and DIA staff indicated that they would prefer to evaluate the Project as a PUD rather than as a wholesale change to the Downtown Overlay.

- Establish a clear, efficient, and maximally predictable process for reviewing development permits and incentive requests, including development and use of model applications, forms, and agreements where appropriate.

The Zoning Code and Comprehensive Plan permit the use of a PUD to seek the proposed use Downtown and the DIA staff has indicated that this is a legal approach they will evaluate.

- Continually look for ways to simplify application and permitting processes.

Evaluating unique proposed uses as PUDs instead of modifying the Downtown Overlay to permit a use by exception, and subsequently evaluating the proposed use as part of a vertically integrated mixed use project pursuant to the modified Downtown Overlay, is simpler.

Benchmarks:

- Duration of DIA approval process from receipt of sufficient application for incentive requested and project profile form through DIA Board action

Evaluating a PUD should take less time than changing the Downtown Overlay and then pursuing a Zoning Exception.

- Acreage/value of City-owned property held for redevelopment

Should the closure of the alleyway be approved the City will have converted property that it presently owns for development that generates taxes for the benefit of the CRA.

- Number of DDRB approvals granted per year

Should the Project be approved DDRB will be able to increase the number of approvals.

B. Consistency with the Concurrency Management System. All development will secure any necessary approvals from the CMMSO and DIA in accordance with Chapter 655 of the Code.

C. Allocation of residential land use. The sixth floor of the Project will feature approximately twenty-five (25) multi-family residential units.

D. **Internal compatibility.** The Site Plan attached as Exhibit 4 addresses access and circulation within the site. Access will be by way of Prudential Drive and Home Street. Approximately ±19,127 square feet of commercial retail will be programmed on the first floor of the development with vertically integrated personal property self-storage facilities encompassing the second through fifth floors. Multi-family residential units will be on the sixth floor and above will be a rooftop bar/patio. Approximately sixty-three (63) parking spaces are provided with covered loading zones serving all uses within the development.

E. **External compatibility / Intensity of development.** The proposed development is consistent with and complimentary to existing uses in the area and will enhance an otherwise distressed corridor that provide a vital transition from the downtown core to San Marco. Permitted ground floor uses, personal property self-storage uses, multi-family residential and a rooftop bar/patio are all compatible with the surrounding office, retail, restaurant and multi-family uses in the area. Requiring all personal property self-storage and access to such personal property self-storage to be located internal to the structure, as well as the implementation of facades consistent with an office, retail or residential building, ensures compatibility with the adjoining developments in addition to the general development pattern in the Southbank. The PUD also adopts both the Private and Public Realm regulations and requires that any personal property self-storage use conform with each without deviation.

Off-street parking and loading will be predominately screened from Hendricks Avenue and Prudential Drive by the proposed mixed-use development and other existing structures as generally depicted on the Site Plan and elevations attached as Exhibit 4. The proposed building will “frame” the corner of Hendricks Avenue and Prudential Drive by utilizing doors, windows, awnings and/or other appropriate building elements consistent with the design parameters within the Downtown Overlay. This contrasts with the current restaurant on the Property that has parking visible from Hendricks Avenue and Prudential Drive on three sides (3) of the structure.

Since the implementation of the CRA Plan dated August 2019, two thousand five hundred fifty-seven (2,557) multi-family units have either been developed, are under construction, or moving through entitlement processes within the Southbank². Substantial multi-family growth is likewise occurring in San Marco and the Northbank. These projects include:

SOUTHBANK

Broadstone	opened 2019	264 du
SoBa	opened 2021	143 du
Southerly	opens 2022	185 du
Rivers Edge (fka The District)	under construction 2022	950 du
Related	construction to start 2022	325 du

² This does not count the previously constructed 682 du including: The Peninsula (234 du), The Strand (295 du), San Marco Place (141 du) and Home Street Lofts (12 du).

Artea	construction to start 2022	340 du
JTA Southbank Residential	proposed	<u>350 du</u>
		2,557 du

SAN MARCO (within 1 mile of Southbank)

Promenade	opened 2019	284 du
Exchange/Barlow (f/k/a San Marco Crossing)	opens 2021	486 du
Eastborough	under construction 2021	226 du
1230 Hendricks	under construction 2022	345 du
Hendricks	under construction 2022	<u>133 du</u>
		1,474 du

NORTHBANK

Barnett Tower	opened 2019	107 du
Vista Brooklyn	opened 2021	308 du
DORO	under construction 2021	247 du
1 Riverside Ave	demolition began 2022	271 du
Ford on Bay	RFP awarded 2022	~300 du
The Landing	RFP awarded 2022	<u>~300 du</u>
		1,533 du

The Downtown Jacksonville Market Feasibility Study completed on September 15, 2021 (the “Study”) noted on page 40 that:

The current combination of high vacancy rates, rapid absorption, and relatively higher asking rents in comparison to achieved rents suggest that multifamily housing in the Brooklyn and Southbank Districts are in demand as newly built product continues to be added and absorbed and pipeline development becomes reality. Current activity indicates a substantial number of units will be coming online in these Districts through 2023, which will increase competitive pressure on market rents and negatively impact vacancy rates as the market restabilizes.

The Study concluded that the “Southbank has seen significant mid-rise and high-rise residential development, leveraging the waterfront and views of downtown. It is expected that residential opportunities will continue, as land prices away from the river remain low and rents and demand remain high relative to the rest of the City.” See page 105 of the Study.

Although it does not address recent developments in San Marco, the Study confirms developments described above throughout the Southbank and Northbank. The Study also explains why further multi-family development can be expected in the Southbank. In addition to being compatible with adjacent properties, the proposed ground floor uses and integrated personal property self-storage uses are consistent with and

supportive of the current and developing multi-family residential uses in the Southbank and nearby San Marco and Northbank neighborhoods.

The influx of residential development, particularly multi-family development, is indicative of substantial demand for personal property self-storage uses considering that approximately seventy percent (70%) of all personal property self-storage tenants are residential. The proposed mixed-use development providing both ground floor uses and personal property self-storage uses will specifically cater to the needs of those individuals currently living in or moving into the new multi-family developments. A letter further expanding upon the marketability and demand of the Project is filed herewith as Exhibit J.

- F. **Usable open spaces, plazas, recreation areas.** Open space in compliance with the 2030 Comprehensive Plan will be provided substantially as generally shown on the Site Plan and elevations attached as Exhibit 4.
- G. **Impact on wetlands.** Development which would impact wetlands will be permitted in accordance with local, state and federal requirements.
- H. **Listed species regulations.** The Property is less than fifty (50) acres and therefore a listed species survey is not required.
- I. **Off-Street parking including loading and unloading areas.** The proposed PUD provides approximately sixty-three (63) off-street parking spaces as conceptually depicted on the Site Plan.
- J. **Sidewalks, trails and bikeways.** Pedestrian circulation will be addressed consistent with City regulations.
- K. **Signage.** Signage will be consistent with Part 13, Subpart B, of the Zoning Code.