

1 Introduced and amended by the Land Use and Zoning Committee:  
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3

4 **ORDINANCE 2024-152-E**

5 AN ORDINANCE REZONING APPROXIMATELY 1.01± ACRES,  
6 LOCATED IN COUNCIL DISTRICT 5 AT 1004 HENDRICKS  
7 AVENUE, 0 PRUDENTIAL DRIVE, 1454 PRUDENTIAL  
8 DRIVE AND 0 HOME STREET, BETWEEN PRUDENTIAL  
9 DRIVE AND HENDRICKS AVENUE (R.E. NOS.  
10 080288-0000, 080289-0000, 080290-0000 AND  
11 080297-0000), AS DESCRIBED HEREIN, OWNED BY  
12 G.I.S. HOLDINGS, INC. AND KAREN R. HIRSHBERG,  
13 INDIVIDUALLY AND AS TRUSTEE OF THE A. WALTER  
14 HIRSHBERG FAMILY TRUST, FROM COMMERCIAL CENTRAL  
15 BUSINESS DISTRICT (CCBD) TO PLANNED UNIT  
16 DEVELOPMENT (PUD) DISTRICT, AS DEFINED AND  
17 CLASSIFIED UNDER THE ZONING CODE, TO PERMIT  
18 COMMERCIAL AND MULTI-FAMILY RESIDENTIAL USES, AS  
19 DESCRIBED IN THE DOWNTOWN SOUTHBANK MULTI-FAMILY  
20 MIXED-USE PUD; PUD SUBJECT TO CONDITIONS;  
21 PROVIDING A DISCLAIMER THAT THE REZONING GRANTED  
22 HEREIN SHALL NOT BE CONSTRUED AS AN EXEMPTION  
23 FROM ANY OTHER APPLICABLE LAWS; PROVIDING AN  
24 EFFECTIVE DATE.  
25

26 **WHEREAS,** G.I.S. Holdings, Inc. and Karen R. Hirshberg,  
27 individually and as Trustee of the A. Walter Hirshberg Family Trust,  
28 the owners of approximately 1.01± acres located in Council District  
29 5 at 1004 Hendricks Avenue, 0 Prudential Drive, 1454 Prudential Drive  
30 and 0 Home Street, between Prudential Drive and Hendricks Avenue  
31 (R.E. Nos. 080288-0000, 080289-0000, 080290-0000, and 080297-0000),

1 as more particularly described in **Exhibit 1**, dated December 27, 2023,  
2 and graphically depicted in **Exhibit 2**, both of which are attached  
3 hereto (the "Subject Property"), have applied for a rezoning and  
4 reclassification of the Subject Property from Commercial Central  
5 Business District (CCBD) to Planned Unit Development (PUD) District,  
6 as described in Section 1 below; and

7 **WHEREAS**, the Planning Commission has considered the  
8 application and has rendered an advisory opinion; and

9 **WHEREAS**, the Land Use and Zoning Committee, after due notice  
10 and public hearing, has made its recommendation to the Council; and

11 **WHEREAS**, the Council finds that such rezoning: (1) is  
12 consistent with the *2045 Comprehensive Plan*; (2) furthers the goals,  
13 objectives and policies of the *2045 Comprehensive Plan*; and (3) is  
14 not in conflict with any portion of the City's land use regulations;  
15 and

16 **WHEREAS**, the Council finds the proposed rezoning does not  
17 adversely affect the orderly development of the City as embodied in  
18 the Zoning Code; will not adversely affect the health and safety of  
19 residents in the area; will not be detrimental to the natural  
20 environment or to the use or development of the adjacent properties  
21 in the general neighborhood; and will accomplish the objectives and  
22 meet the standards of Section 656.340 (Planned Unit Development) of  
23 the Zoning Code; now therefore

24 **BE IT ORDAINED** by the Council of the City of Jacksonville:

25 **Section 1. Property Rezoned.** The Subject Property is  
26 hereby rezoned and reclassified from Commercial Central Business  
27 District (CCBD) to Planned Unit Development (PUD) District. This new  
28 PUD district shall generally permit commercial and multi-family  
29 residential uses, and is described, shown and subject to the following  
30 documents, attached hereto:

31 **Exhibit 1** - Legal Description dated December 27, 2023.

1 **Exhibit 2** - Subject Property per P&DD.

2 **Exhibit 3** - Written Description dated December 27, 2023.

3 **Exhibit 4** - Site Plan dated December 27, 2023.

4 **Section 2. Rezoning Approved Subject to Conditions.** This  
5 rezoning is approved subject to the following conditions. Such  
6 conditions control over the Written Description and the Site Plan and  
7 may only be amended through a rezoning:

8 (1) A minimum of 8,500 square feet of the ground floor space  
9 must be dedicated for retail use unrelated to self-storage or  
10 residential leasing activities.

11 (2) In order to promote a mixture of retail uses and hours of  
12 operation, of the ground floor retail square footage not related to  
13 self-storage or residential leasing activities, part must be  
14 dedicated to restaurant uses and part must be dedicated to retail  
15 use.

16 (3) The self-storage access and hours of operation shall be  
17 limited daily beginning at 6:00 a.m. and ending at 10:00 p.m.

18 **Section 3. Owner and Applicant Description.** The Subject  
19 Property is owned by G.I.S. Holdings, Inc. and Karen R. Hirshberg,  
20 individually and as Trustee of the A. Walter Hirshberg Family Trust,  
21 and is legally described in **Exhibit 1**, attached hereto. The applicant  
22 is Steve Diebenow, Esq., One Independent Drive, Suite 1200,  
23 Jacksonville, Florida 32202; (904) 301-1269.

24 **Section 4. Disclaimer.** The rezoning granted herein  
25 shall not be construed as an exemption from any other applicable  
26 local, state, or federal laws, regulations, requirements, permits or  
27 approvals. All other applicable local, state or federal permits or  
28 approvals shall be obtained before commencement of the development  
29 or use and issuance of this rezoning is based upon acknowledgement,  
30 representation and confirmation made by the applicant(s), owner(s),  
31 developer(s) and/or any authorized agent(s) or designee(s) that the

1 subject business, development and/or use will be operated in strict  
2 compliance with all laws. Issuance of this rezoning does **not** approve,  
3 promote or condone any practice or act that is prohibited or  
4 restricted by any federal, state or local laws.

5 **Section 5. Effective Date.** The enactment of this Ordinance  
6 shall be deemed to constitute a quasi-judicial action of the City  
7 Council and shall become effective upon signature by the Council  
8 President and the Council Secretary.

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10 Form Approved:

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12           /s/ Mary E. Staffopoulos          

13 Office of General Counsel

14 Legislation Prepared By: Bruce Lewis

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