

**WRITTEN DESCRIPTION
For
Philips Highway Mixed-Use PUD
May 10, 2021**

I. PROJECT DESCRIPTION

A. This application seeks the approval of a mixed-use development that was previously part of two Planned Unit Developments (PUD's) (2006-1152-E and 2013-650-E). A small portion of land from the 2006 PUD and the entire area within the 2013 PUD will be included in this new PUD rezoning. The PUD will include a mix of commercial uses along Philips highway and a maximum 324-unit multi-family residential development towards the rear of the PUD boundary. The access driveway from Philips Highway will serve as a "spine road" which will connect all uses within the new PUD area. Existing development on the property will not be subject to the development standards under this PUD that are more restrictive than those applicable at the time of development.

The existing land use category within the PUD boundary is Neighborhood Commercial (NC), which requires a commercial component within the development. The merging of the two PUD's is consistent with this 2030 Comprehensive Plan requirement. The proposed uses, restrictions and design criteria are most similar to the Commercial Community General – 1 (CCG-1) zoning district.

Project Team		
Developer	Engineer	Planning Team
Aventon Companies 174 West Comstock Ave, Ste 200 Winter Park, FL 32789	Kimley-Horn & Associates, Inc. 12740 Gran Bay Pkwy W, Ste 2350 Jacksonville, FL 32258	Kimley-Horn & Associates, Inc. 12740 Gran Bay Pkwy W, Ste 2350 Jacksonville, FL 32258

- B. Current Land Use Category..... Neighborhood Commercial (NC)
- C. Current Zoning District Planned Unit Development (PUD)
- D. Requested Land Use Category..... N/A
- E. Requested Zoning District..... Planned Unit Development (PUD)
- F. Real Estate Number(s)

168113-0010
168109-0000
168113-0020 (portion of)
168145-0000 (portion of)

II. QUANTITATIVE DATA

Phase 1 (Commercial Area)

- A. Total Acreage Approximately 9.9 acres
- B. Total number of dwelling units N/A
- C. Total amount of non-residential floor area Maximum 60,000 SF
- D. Total amount of recreation/open space N/A
- E. Maximum amount of land coverage of all buildings.... 60 percent
- F. Total amount of impervious surface Maximum 85%
- G. Phase schedule of construction (include initiation dates and completion dates): Construction of this phase of the project has commenced and will be completed within twenty (20) years of the final approval date of this PUD.

Phase 2 (Multi-Family Residential Area)

- A. Total Acreage Approximately 21.1 acres
- B. Total number of dwelling units Maximum 324 units
- C. Total amount of non-residential floor area N/A
- D. Total amount of recreation/open space Approximately 71,115 SF
- E. Maximum amount of land coverage of all buildings.... 50 percent
- F. Total amount of impervious surface Maximum 85%
- G. Phase schedule of construction (include initiation dates and completion dates): Construction of this residential portion of the project will commence within five (5) years and will be completed within ten (10) years of the final approval date of this PUD.

III. STATEMENTS

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

The Proposed PUD provides for flexibility in site design that could otherwise not be accomplished through conventional zoning. The ultimate goal of this project is to provide a viable development of this site while meeting the intent of the existing Land Development Code (zoning code) and 2030 Comprehensive Plan. This PUD meets the intent of the regulations and also provides the flexibility needed to accomplish a successful mixed-use project. The proposed PUD differs from the usual application of the zoning code in that it binds the applicant and successors to the PUD Written Description and Site Plan. There are a few specific PUD Written Description and Site Plan development standards which deviate from the zoning code standards. However, these deviations are considered to benefit the overall project. The deviations from the zoning code standards are listed below:

- The applicant is requesting to deviate from the strict application of the City of Jacksonville's Zoning Code Section 656.604 that requires multi-family dwellings to provide a specific parking ratio per bedroom. Instead, this PUD proposes to use a standard parking ratio of 1.8 parking spaces per unit for the multi-family (or residential) portion of the project. The developer has experience with this type of multi-family product and market and uses the 1.8 ratio throughout their other multi-family developments. In addition, the Institute of

Transportation Engineers (ITE) 5th Edition of the Parking Generation Manual substantiates less than a 1.8 ratio for mid-rise multi-family in a suburban area.

- The multi-family residential portion of the project, per Section 656.605(c)(1), would require loading spaces at a ratio of one loading space per building. This PUD requests a reduction from 12 spaces to 3. This amount of loading spaces is sufficient for this type of suburban multi-family product.
- Due to the fact this project is located within a more suburban environment, it is not likely that many of the residents will require bike parking at a ratio of 0.125 spaces on-site per bedroom required per Section 656.608(2) therefore this PUD is requesting a reduction to 0.074 space per unit.
- The applicant is requesting one project street frontage sign along Phillips Highway measuring a maximum of 300 sf to account for the mixed-use nature of this PUD. The previous PUD permitted one 200 sf street frontage sign along this access point. Within this PUD, the street frontage along Phillips Highway measures approximately 230 linear feet. This amounts to a sign waiver from the maximum size of commercial signs found in Section 656.1303 of the Zoning Code.
- The applicant is requesting an increase in multi-family building height in Phase 2 from 45-feet to 50-feet to account for the multi-family product to be used on the subject parcel.
- Due to the nature of this mixed-use project, the applicant is requesting relief from internal uncomplementary buffer requirements as required in Section 656.1216 of the Zoning code.

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.

All facilities on this site will be privately owned, operated and managed.

IV. USES AND RESTRICTIONS

A. Permitted Uses:

Phase 1

- Medical and dental or chiropractor offices and clinics (but not hospitals).
- Professional offices.
- Business offices.
- Facilities for the production of eyeglasses, hearing aids, dentures, prosthetic appliances and similar products in conjunction with a professional service being rendered at the time if the gross floor area shall not exceed 4,000 square feet.
- Retail outlets for sale of food, wearing apparel, toys, sundries and notions, books and stationery, leather goods and luggage, jewelry (including watch repair but not pawnshops), art, cameras or photographic supplies (including camera repair), sporting goods, hobby shops and pet shop (but not outdoor animal boarding kennels), musical instruments,

television and radio • (including repair incidental to sales), florist or gift shops, delicatessens, bakeshops (but not wholesale bakeries), drugs and similar products.

- Service establishments such as barber or beauty shops, shoe repair shops, restaurants (with the outside sale and service of food meeting the performance standards and development criteria set forth in Part 4 of the City of Jacksonville zoning Code), interior decorators, self-service laundries or dry cleaners, tailors or dressmakers, laundry or dry-cleaning pickup stations.
- Banks (including drive-thru tellers) and financial institutions, travel agencies and similar uses.
- Libraries, museums and community centers.
- An establishment or facility which includes the retail sale and service of alcoholic beverages including liquor, beer or wine for on-premises consumption (including service in outdoor seating areas).
- An establishment or facility which includes the retail sale and service of alcoholic beverages including liquor, beer or wine in sealed containers for off-premises consumption.
- An establishment or facility which includes the retail sale of alcoholic beverages including liquor, beer or wine for on-premises consumption, in conjunction with the service of food which is ordered from a menu and prepared or served for pay for consumption on-premises (including service in outdoor seating areas).
- Veterinarians meeting the performance standards and development criteria set forth in Part 4 of the City of Jacksonville Zoning Code.
- Essential services, including water, sewer, gas, telephone, radio, television and electric, meeting the performance standards and development criteria set forth in Part 4 of the City of Jacksonville Zoning Code.
- Employment office (but not a day labor pool).
- Churches, including a rectory or similar use, meeting the performance standards and development criteria set forth in Part 4 of the City of Jacksonville Zoning Code.
- Art galleries, dance, art, gymnastics, karate and martial arts, and music and photography studios.
- Filling stations for gasoline, diesel fuel or gasohol meeting the performance standards and development criteria set forth in Part 4 of the City of Jacksonville Zoning Code.
- Drive-thru facilities in conjunction with a permitted or permissible use or structure
- Multi-family residential vertically integrated with a permitted use on the ground floor.

Phase 2

- Medium Density Residential Uses as set forth in Section 656.306 of the City of Jacksonville's Zoning Code.

B. Permitted Accessory Uses and Structures:

- Permitted accessory uses and structures shall be those permitted in CCG-1 for Phase 1 and RMD-D for Phase 2, under the current City of Jacksonville Zoning Code.

C. Limitations on permitted uses.

All of the permitted uses in this PUD are subject to the following limitations unless otherwise provided for:

- Sale, service and display, preparation and storage shall be conducted within a completely enclosed building, unless otherwise provided for, and no more than 30 percent of the floor space in Phase 1 shall be devoted to storage.
- Dumpsters, propane tanks and similar appurtenances must be screened from any public roadways by landscaping or opaque fencing that is aesthetically compatible with other structures located, or to be located, on the Property.

D. PUD Modifications

All changes or deviations from the uses, restrictions and development guidelines in this PUD will be in accordance with Section 656.340 of the Zoning Code.

V. DESIGN GUIDELINES

A. Lot Requirements:

Phase 1 (Commercial Area)

1. Minimum width and area None
2. Maximum lot coverage by all buildings and structures space None. Maximum impervious surface is 85%
3. Minimum yard requirements for all new buildings and structures
 - a) Front — 0 feet
 - b) Side — 0 feet
 - c) Rear —10 feet
4. Maximum height of structures 60 feet; as provided in Section 656.405 of the City of Jacksonville Zoning Code, spires, cupolas, antennas, chimneys and other appurtenances not intended for human occupancy may be placed above the maximum heights provided for herein.

Phase 2 (Multi-Family Residential Area)

1. Minimum width and area None
2. Maximum lot coverage by all buildings and structures space 50 percent. Maximum impervious surface is 85%
3. Minimum yard requirements for all new buildings and structures
 - a) Front — 20 feet
 - b) Side — 10 feet
 - c) Rear —10 feet
4. Maximum height of structures 50 feet; as provided in Section 656.405 of the City of Jacksonville Zoning Code, spires, cupolas, antennas, chimneys and other appurtenances not intended for human occupancy may be placed above the maximum heights provided for herein.

B. Ingress, Egress and Circulation:

1. Parking Requirements.

The uses permitted in this PUD would offer services at different hours and days of the week. Therefore, the provided parking spaces would be shared among the uses. As a result, the number of parking spaces does not have to meet the conventional parking requirements in order to provide sufficient parking for the patrons of each use. The PUD will encourage pedestrian and/or bicycle access to and from the Property and the planned and proposed developments on adjacent sites. As such, the minimum number of parking spaces will be provided in the aggregate as follows:

Vehicle Parking	
Non-Residential Uses*	One (1) space for each 300 square feet of non-storage floor space
Multi-Family Residential	1.8 spaces per unit (3 loading spaces total)

Bicycle Parking	
Non-Residential Uses	Shall follow the City of Jacksonville's Zoning Code
Multi-Family Residential	A ratio of .074

* Note: Parking may be shared with the adjacent commercial development to the south (PUD-2006-1152-E) to satisfy the minimum parking requirements. Modifications to parking requirements within the PUD may be permitted by an administrative modification.

2. Vehicular Access.

- a) Vehicular access to the Property will be via a "spine road" from Philips Highway (US 1) as shown in the Site Plan. As such, the access points will provide interconnectivity between the uses within the subject PUD so as to provide the most efficient traffic circulation. The spine road will also serve as a connection to the adjoining Phase III FRAPAG Parcel (PUD 2006-1152-E). The final location of all access points is subject to the review and approval of the City of Jacksonville Planning and Development Department and Traffic Engineer.
- b) Within the Property, internal access shall be provided by easements for ingress and egress over the spine road, if ownership or occupancy of the Property is subdivided among more than one person or entity.

3. Pedestrian Access.

The project will be developed with an internal sidewalk system, as required. Pedestrian access shall be provided by sidewalks as applicable under the City of Jacksonville's 2030 Comprehensive Plan, Land Development Procedures Manual and Ordinance Code. External sidewalks will be provided as required.

C. Signage:

The purpose of these sign standards is to establish a coordinated signage program that provides for the identification of the project, uses, users, and tenants and for directional communication in a

distinctive and aesthetically pleasing manner. A coordinated system of identification, directional, and vehicular control signage will be provided for all sites, common areas and road right-of-way. The PUD identity, multiple uses, owners, and/or tenants may be identified on signs within the PUD without regard to property ownership boundaries, lot location or frontage. All project identity and directional signs shall be architecturally compatible with the project or buildings represented. Signs may be double-sided and internally or externally illuminated.

- 1. Phase 1 area:
One (1) project identity monument sign (double-sided) will be permitted on Phillips Highway. The project identity monument signs will meet the requirements set forth in the Sign Guidelines below. This sign will be shared with the multi-family development within Phase 2.

Up to four (4) individual building monument signs (double-sided) will be permitted along the north side of the project spine road. The building monument signs will meet the requirements set forth in the Sign Guidelines below.

All other signage requirements shall meet the CCG subsection of Part 13 of the Zoning Code in place at the time of PUD approval.

- 2. Phase 2 area:
Advertising display area for this Phase may be located on the Phase 1 project identity monument sign to be located on Phillips Highway. In addition, one (1) double-sided identity monument entrance sign may be erected within the Phase 2 boundary.

All other signage requirements shall meet the RMD subsection of Part 13 of the Zoning Code in place at the time of PUD approval.

Sign Guidelines

Sign Type	General Location	Quantity	Max Area Per Side (sq. ft.)	Max Height (ft.)	Min Dist Btwn Signs (ft.)
Phase 1 & Phase 2 Project Identity Monument Sign on Phillips Highway	On Phillips Highway	1	300	16	200
Phase 1 Individual Building Monument Signs	Within Phase 1 area	Up to 4	30	6	50
Phase 2 double-sided identity monument entrance sign	Within Phase 2 area	1	24	10	N/A

D. Landscaping:

Except as otherwise provided, the Property shall be developed in accordance with Part 12 (Landscape Regulations) of the Zoning Code. Notwithstanding the provisions of Part 12 of the City of Jacksonville Zoning Code, the location of the project landscaping may vary from the strict requirements of such Part and be located to alternative placements to provide for improved site design and function. There will be no landscape requirements for and within the spine road and no

durable opaque screen shall be required between the spine road and the adjoining parcels. The final landscape plan shall be subject to the review and approval of the Planning and Development Department. Further, an uncomplementary land use buffer will not be required between residential and non-residential uses within this PUD.

E. Recreation and Open Space:

The project will meet the active recreation requirements of the City of Jacksonville's 2030 Comprehensive Plan as well as a minimum of 15% of the total PUD area will remain open space.

F. Utilities:

Water, Sanitary Sewer and Electric will all be provided by Jacksonville Electric Authority (JEA).

G. Wetlands:

The PUD will be developed as shown on the site plan and all impacted wetlands will be permitted through the St. Johns River Water Management District (SJRMWD).

H. Stormwater:

The development of this site will include retention and stormwater systems that will require St Johns River Water Management District permitting.

VI. DEVELOPMENT PLAN APPROVAL

With each request for verification of substantial compliance within this PUD, a preliminary development plan shall be submitted to the City of Jacksonville's Planning and Development Department identifying all then existing and proposed uses within the Property and showing the general layout of the overall Property.

VII. 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 (Chapter 656 Ordinance Code). The proposed project will be beneficial to the surrounding community.

A. Is more efficient than would be possible through strict application of the Zoning Code;

The project is an ideal mix of commercial, office, and multi-family residential. A mixed-use project is an efficient way to develop land especially in a suburban area such as this. With the mix of uses as proposed, the residents will be able to live and work in the same area without adding unnecessary trips to the surrounding roads. A PUD is necessary for mixed use projects in that the Zoning Code was written with the consideration that the proposed uses would be separate and therefore independent of each other and their infrastructure. This project will provide much needed commercial services and residential options to this growing transition area between Duval and St Johns County.

B. Is compatible with surrounding land uses and will improve the characteristics of the surrounding area;

The PUD boundary is located within the Neighborhood Commercial (NC) land use category. The commercial portion of the project is located within the Rural Area of NC and the multi-family portion is located within the Suburban Area of NC. The intent of the Neighborhood Commercial land use category is to “provide commercial retail and service establishments which serve the daily needs of nearby residential neighborhoods.” This mixed-use project includes commercial, office, and residential which meets the intent of this land use category.

C. Will promote the purposes of the City of Jacksonville 2030 Comprehensive Plan.

The proposed PUD rezoning will promote the City of Jacksonville’s 2030 Comprehensive Plan by meeting the following objectives and policies:

FLUE Policy 1.1.5:

The amount of land designated for future development should provide for a balance of uses that:

- i. Fosters vibrant, viable communities and economic development opportunities;
- ii. Addresses outdated development patterns;
- iii. Provides 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 proposed development will meet this policy by adding a mix of residential, commercial, and office uses within a growing area. This project will provide a maximum of 324 multi-family residential units to coincide with the planned commercial, office, and retail uses, which will help encourage further redevelopment and economic opportunities in the area.

FLUE 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.

This PUD will meet the intent of this policy of the 2030 Comprehensive Plan. The innovative mixed-use design of the site ensures the interconnection of all uses within the project. In addition, this mixed-use project will reduce off site traffic trips due to the inherent nature of internal capture.

FLUE Policy 1.1.18:

Prohibit scattered, unplanned, urban sprawl development without provisions for facilities and services at levels adopted in the 2030 Comprehensive Plan in locations inconsistent with the overall concepts of the Future Land Use Element and the Development Areas and the Plan Category Descriptions of the Operative Provisions.

The proposed project is a mixed-use project within a growing area that is in need of residential, commercial, and office uses. This project meets the intent of the NC land use category by providing services (commercial and office) for the residential uses.

FLUE Policy 1.1.25:

The City will encourage the use of such smart growth practices as:

- i. Interconnectivity of transportation modes and recreation and open space areas;
- ii. A range of densities and types of residential developments;
- iii. A mix of uses including office, commercial, and residential which encourage internal capture of trips;
- iv. Use of the Development Areas;
- v. Revitalization of older areas and the downtown, and
- vi. Purchase of land through the Preservation Project to remove it from development and preserve it as open space, recreation or conservation use.

This project includes a mix of uses which will ensure internal capture with the interconnection of both PUDs and provides a sense of place to this growing community as a whole. The features of this PUD meet the intent of this policy.

FLUE 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.

The proposed project is a true mixed-use redevelopment that will encourage the live, work, and play concept that ensures compact and smart growth principles.

Transportation Element Policy 2.3.9:

The City shall encourage, through the development review process, the interconnections of land uses that reduce the need for external trip generation and encourage alternative methods of movement.

The proposed project is a mixed-use redevelopment that will provide internal capture and therefore reduce external trip generation.

D. The project will have internal and external compatibility.

All proposed uses within the subject PUD will be compatible internally as well as externally. The project will contain uses such as commercial, office, and residential which will continue to be similar and compatible with the surrounding uses along Philips Highway. Further, the project will include internal sidewalks between uses that will also connect to the existing external sidewalk system. As such, the project design will be pedestrian friendly throughout the site thereby enhancing compatibility.

The residential, commercial and retail nature of the proposed project helps create a mixed-use compact development for the residential, office, and other commercial users in the immediate

area. There are limited retail and commercial options for the people who work and live in the area. This project will help fill that need.

LAND USE TABLE

Total Gross Acreage	31.0	100%
Phase 1/Western Parcel Gross Acreage	9.9	31.9%
Phase 2/Eastern Parcel Gross Acreage	21.1	68.1%
Amount of Each Different Land Use by Acreage		
Overall: Commercial, Office, and Multiple-Family Residential	31.0	100%
Phase 1 — CCG-1 uses	9.9	31.9%
Phase 2 — Multiple-Family Residential	21.1	68.1%
Total Number of Multifamily Dwelling Units (Phase 2 only)	Maximum 324 apartments	N/A
Total Amount of Active Recreation and/or Open Space	150 sq. feet per 1 d.u.	N/A
Total Amount of Passive Open Space—including wetlands		
Amount of Public and Private Right-of-Way	0 Acres	0%