



# City of Jacksonville Beach

11 North Third Street  
Jacksonville Beach, Florida

## Agenda

### Community Redevelopment Agency

---

Tuesday, May 28, 2019

5:00 PM

City Council Chambers

---

#### MEMORANDUM TO:

Members of the Community Redevelopment Agency  
City of Jacksonville Beach, Florida

Board Members:

The following Agenda of Business has been prepared for consideration and action at a Special Meeting of the Community Redevelopment Agency:

#### CALL TO ORDER

#### ROLL CALL

Art Graham (Chairperson), Frances Povloski (Vice-Chairperson), Scott Gay, Jeffrey Jones, Samuel Hall

#### APPROVAL OF MINUTES

- a. Regular Community Redevelopment Agency Meeting held January 28, 2019
- b. Regular Community Redevelopment Agency Meeting held April 22, 2019

#### NEW BUSINESS

- a. **Redevelopment District: RD Rezoning application – Springhill Suites by Marriott oceanfront hotel, 412 N 1<sup>st</sup> Street. (Pier Cantina property)**

#### ITEMS FOR DISCUSSION

#### COURTESY OF THE FLOOR TO VISITORS

#### ADJOURNMENT

#### NOTICE

*In accordance with Section 286.0105, Florida Statutes, any person desirous of appealing any decision reached at this meeting may need a record of the proceedings. Such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.*

*The public is encouraged to speak on issues on this Agenda that concern them. Anyone who wishes to speak should submit the request to the recording secretary prior to the beginning of the meeting. These forms are available at the entrance of the City Council Chambers for your convenience.*

*In accordance with the Americans with Disabilities Act and Section 286.26, Florida Statutes, persons with disabilities needing special accommodation to participate in this meeting should contact the City Clerk's Office at (904) 247-6299, extension 10, no later than one business day before the meeting.*

cc: Mike Staffopoulos, City Manager; Denise May, City Attorney; Press



# City of Jacksonville Beach

11 North Third Street  
Jacksonville Beach, Florida

## Draft Meeting Minutes

### Community Redevelopment Agency

Monday, January 28, 2019

5:00 PM

Council Chambers

#### CALL TO ORDER

Chairman Art Graham called the meeting to order at 5:00 P.M.

#### ROLL CALL

Chairman: Art Graham (*Absent*)  
 Vice-Chairwoman: Frances Povloski (Acting Chairperson)  
 Board Members: Scott Gay Samuel Hall (*Absent*) Jeffrey Jones

Also present were CRA Administrator William Mann, City Engineer Marty Martirone, Public Works Project Engineer Kayle Moore, and Recording Secretary Chandra Medford.

#### APPROVAL OF MINUTES

- a. Regular Community Redevelopment Agency Meeting held October 22, 2018

**It was moved by Jeffrey Jones, and seconded by Mrs. Povloski and passed unanimously by voice vote, to approve the October 22, 2018 meeting minutes.**

#### OLD BUSINESS

There was no old business.

#### NEW BUSINESS

- a. **Resolution No. 2019-01** - A resolution of the City of Jacksonville Beach Community Redevelopment Agency to amend the FY 2018-2019 South Beach Community Redevelopment District Capital Improvement Budget to appropriate \$196,680.66 (\$178,800.60, plus \$17,880.06 (10%) Contingency) for the provision of final design, including plans and specifications, of the preferred option provided in the *2018 Ocean Terrace Drainage Improvements Study*.

**It was moved by Mr. Jones and seconded by Mr. Gay, to approve CRA Resolution No. 2019-01. After a short discussion, the motion carried unanimously by roll call vote.**

Mr. Mann read the following: "This resolution approves funding from the FY 18/19 South Beach Capital Improvements Budget to appropriate \$196,680.66 for the Design of Ocean Terrace Drainage Improvements, as described in the attached Scope of Services for Task Work Order #2: Ocean Terrace Drainage Improvements Final Design Phase. Attached following the resolution is a memo from the Public Works Project Engineer providing additional project information, and including an aerial photograph of the study area."

Mr. Mann provided historical background information relative to the project area. He stated Staff recommends approval of this resolution. Project Engineer Kayle Moore and City Engineer Marty Martirone were present and answered questions relative to the project.

**ITEMS FOR DISCUSSION**

Mr. Mann stated that a joint meeting between the City Council and the CRA will be scheduled for February 18, 2019 at 5pm. He identified seven items proposed by various Councilpersons that they would like to be discuss at the meeting:

- 1) Downtown Vision Plan status/future
- 2) Strategic planning
- 3) Building height, especially as how it relates to the Central Business District
- 4) Downtown properties for sale
- 5) Funding options
- 6) Public, private partnerships
- 7) Setting a timeline for future joint meetings

**COURTESY OF THE FLOOR TO VISITORS**

- Ken Marsh, 2011 Gail Avenue addressed the Board regarding a coalition he organized in late 2018 called, "Jacksonville Beach Downtown Vision Coalition". He provided a flyer to the Agency members and staff about the Coalition, its mission and associated goals.

**ADJOURNMENT**

There being no further business, Acting Chairperson Povloski adjourned the meeting at 5:43 P.M.

Submitted by: Chandra Medford, Recording Secretary

Approval:

\_\_\_\_\_  
Art Graham, Chairman

Date: \_\_\_\_\_



Meeting Minutes

Community Redevelopment Agency

Monday, April 22, 2019

5:00 PM

Council Chambers

**CALL TO ORDER**

Chairperson Art Graham called the meeting to order at 5:00 P.M.

**ROLL CALL**

Chairman: Art Graham  
 Vice-Chairwoman: Frances Povloski  
 Board Members: Scott Gay Samuel Hall Jeffrey Jones (*Late*)

Also present were CRA Administrator Bill Mann and Recording Secretary Sheila Boman.

**APPROVAL OF MINUTES**

None.

**OLD BUSINESS**

There was no old business.

**NEW BUSINESS**

There was no new business.

**ITEMS FOR DISCUSSION**

Mr. Mann provided the board copies of the CRA Annual Report for Fiscal Year 17/18 [on file]. The report is a yearly state requirement that compiles the fiscal year's CRA agendas/action items as well as the balance of the Downtown and Southend Redevelopment District Funds.

A conversation ensued regarding the goals of the upcoming meeting with the CRA and City Council scheduled for April 29, 2019. Mr. Mann reviewed the status of multiple projects from the Downtown Vision and Downtown Action Plans [on file].

A conversation then ensued regarding priorities the CRA would like to present during the joint meeting with City Council. Those priorities included:

- Code enforcement/property maintenance
- Homeless population
- Parking
- Safety in the downtown area

- Building height, as it relates to the Central Business District

**ADJOURNMENT**

There being no further business, Chairperson Graham adjourned the meeting at 6:38 P.M.

Submitted by: Sheila Boman, Staff Assistant

Approval:

\_\_\_\_\_  
Art Graham, Chairperson

Date: \_\_\_\_\_



**MEMORANDUM**

City of  
Jacksonville Beach  
City Hall  
11 North Third Street  
Jacksonville Beach  
FL 32250  
Phone: 904.247.6231  
Fax: 904.247.6107  
Planning@jaxbchfl.net  
  
www.jacksonvillebeach.org

**TO:** Jacksonville Beach Community Redevelopment Agency Members  
**FROM:** Bill Mann, Planning and Development Director, CRA Administrator  
**RE:** May 28, 2019 Community Redevelopment Agency Meeting  
**DATE:** May 20, 2019

---

Please consider the following information and staff recommendation relative to the single agenda item for the upcoming May 28, 2019 CRA meeting:

**Redevelopment District: RD Rezoning application** – Review and recommendation to the City Council on the consistency with the Downtown Community redevelopment Plan of an application to rezone three contiguous oceanfront lots immediately south of the public pier, and collectively known as known as 412 and 422 North 1<sup>st</sup> Street (subject property), from *Central Business District: CBD to Redevelopment District: RD*. (Applicant – *Jax Pier Lodging LLLP*, Hiren Desai)

This application represents a redevelopment proposal for the oceanfront property currently containing the *Pier Cantina* restaurant and parking lot. This property is the subject of a Court ordered settlement agreement stemming from the 35' city-wide building height cap approved by voters via a 2004 City Charter amendment. In that settlement agreement, the Court vested the subject property with a maximum building height of 56 feet.

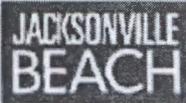
Attached for your review are the RD rezoning application, and the staff report to the Planning Commission on the proposed rezoning. The application narrative provides information as to the proposed project's consistency with the City's Downtown Community Redevelopment Plan, 2030 Comprehensive Plan, and Land Development Code.

Staff recommends that the CRA find the *Jax Pier Lodging's* RD rezoning application consistent with the Downtown Community Redevelopment Plan and recommend its approval by the City Council.

Attachments: RD Rezoning Application No. PC 10-19  
5-20-19 Planning Commission Staff report - App. PC 10-19

CRA190528memo





# REZONING/TEXT AMENDMENT APPLICATION

PC No. 10-19  
AS/400# 19-100047

*Tuesday meeting  
5/28/19*

This form is intended for use by persons applying for a change in the text of the Land Development Code or the boundaries of a specific property or group of properties under the person or persons control. A rezoning or change to the text of the LDC is not intended to relieve a particular hardship, nor to confer special privileges or rights on any person, but to make necessary adjustments in light of changed conditions. No rezoning or text amendment to the LDC may be approved except in conformance with the Jacksonville Beach 2010 Comprehensive Plan Elements. An application for a rezoning or text amendment to the LDC shall include the information and attachments listed below, unless the requirement for any particular item is waived by the Planning and Development Director. All applications shall include a \$1,000.00 filing fee, as required by City Ordinance.

### APPLICANT INFORMATION

Land Owner's Name: 412 Boardwalk Inc.  
Mailing Address: 2275 Atlantic Blvd, Ste. 100  
Neptune Beach, FL 32266

Telephone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
E-Mail: \_\_\_\_\_

Applicant Name: Jax Pier Lodging LLLP Hiren Desai  
Mailing Address: 505 Riverfront Parkway  
Chattanooga, TN 37421

Telephone: (423) 208-9833  
Fax: \_\_\_\_\_  
E-Mail: alex@grace-cc.com

*NOTE: Written authorization from the land owner is required if the applicant is not the owner.*

Agent Name: Connelly & Wicker, Inc.  
Mailing Address: 10060 Skinner Lake Drive  
Jacksonville, FL 32246

Telephone: (904) 265-3030  
Fax: (904) 265-3031  
E-Mail: jwilliams@cwieg.com

Please provide the name, address and telephone number for any other land use, environmental, engineering, architectural, economic, or other professional consultants assisting with the application on a separate sheet of paper.

### REZONING DATA

Street address of property and/or Real Estate Number: 412 1st Street N, 32250 / 174065 0000  
Legal Description (attach copies of any instruments references, such as but not limited to deeds, plats, easements, covenants, and restrictions): See attached.

Current Zoning Classification: CBD Future Land Use Map Designation: \_\_\_\_\_

### TEXT AMENDMENT DATA

Current Chapter, Article, Section, Paragraph Number: \_\_\_\_\_

REQUESTED INFORMATION	Attached?	
	Yes	No
1. A copy of the relevant Duval County Property Assessment Map, showing the exact location of the land proposed for the amendment, with the boundaries clearly marked;	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2. An 8½" x 11" vicinity map identifying the property proposed for amendment;	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3. An aerial photograph, less than twelve (12) months old, of the land proposed for amendment, with the boundaries clearly marked;	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4. For a rezoning, include a narrative description of the proposed amendment to the Zoning Map designation and an explanation of why it complies with the standards governing a rezoning the LDC.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5. For an LDC text amendment, include the current text of the Section(s) proposed to be changed and the full text of the proposed amendment. The proposed text amendment submittal must include a cover letter containing a narrative statement explaining the amendment, why it is needed and how it will comply with the goals, objectives, and policies in the Jacksonville Beach 2010 Comprehensive Plan Elements.	<input type="checkbox"/>	<input type="checkbox"/>

Applicant Signature: *[Signature]*

Date: 2/12/2019

**CAPTION**

**LOTS 1, 2, AND 3, BLOCK 41, PABLO BEACH NORTH, ACCORDING TO PLAT BOOK 3, PAGE 28 OF THE CURRENT PUBLIC RECORDS OF DUVAL COUNTY, FLORIDA; TOGETHER WITH THE SOUTHERLY 5.00 FEET OF FOURTH (4TH) AVENUE NORTH ADJOINING SAID LOT 1; TOGETHER WITH A PART OF OCEAN BOULEVARD (AS CLOSED BY THE CITY OF JACKSONVILLE BEACH ORDINANCE NUMBER E-610), BEING ALL THE LANDS LYING EASTERLY OF SAID LOTS TO THE EROSION CONTROL LINE AS ESTABLISHED BY PLAT BOOK 35, PAGES 59, 59A AND 59B OF SAID PUBLIC RECORDS.**

**AGENT AUTHORIZATION AFFIDAVIT**

February 15, 2019

City of Jacksonville Beach  
Planning and Development Department  
11 North Third Street  
Jacksonville Beach, Florida 32250

Re: 412 & 0 North 1<sup>st</sup> Street, Jacksonville Beach, Florida 32250 ("Property")

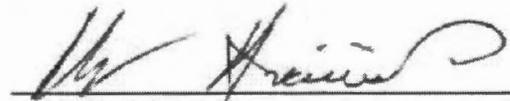
To Whom It May Concern:

I, Chris Hionides, on behalf of 412 BOARDWALK, INC. and 422 BOARDWALK, INC. (collectively, "Owner"), owners of the Property, hereby grant Driver, McAfee, Hawthorne & Diebenow PLLC ("Agent"), the authorization and empowerment to act as Owner's agent to file application(s) for rezoning and other development applications for the Property, and in connection with such authorization, Agent is authorized to sign and execute any documents and take all other actions necessary to effectuate the purpose and intent of such applications.

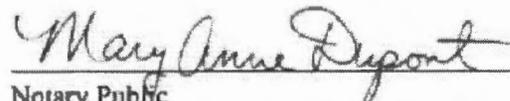
412 BOARDWALK, INC.

  
\_\_\_\_\_  
Chris Hionides

422 BOARDWALK, INC.

  
\_\_\_\_\_  
Chris Hionides

Subscribed and sworn to before me this 22<sup>nd</sup> day of February 2019.

  
\_\_\_\_\_  
Notary Public  
My Commission Expires: 1-19-2022



**AGENT AUTHORIZATION AFFIDAVIT**

February 15, 2019

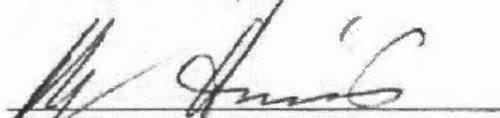
City of Jacksonville Beach  
Planning and Development Department  
11 North Third Street  
Jacksonville Beach, Florida 32250

Re: 412 & 0 North 1<sup>st</sup> Street, Jacksonville Beach, Florida 32250 ("Property")

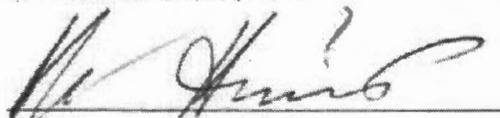
To Whom It May Concern:

I, Chris Hionides, on behalf of 412 BOARDWALK, INC. and 422 BOARDWALK, INC. (collectively, "Owner"), owners of the Property, hereby grant Connelly & Wicker, Inc. ("Agent"), the authorization and empowerment to act as Owner's agent to file application(s) for rezoning and other development applications for the Property, and in connection with such authorization, Agent is authorized to sign and execute any documents and take all other actions necessary to effectuate the purpose and intent of such applications.

412 BOARDWALK, INC.

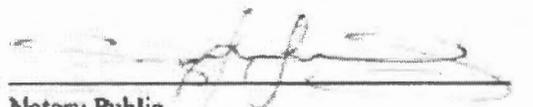
  
Chris Hionides

422 BOARDWALK, INC.

  
Chris Hionides

Subscribed and sworn to before me this 18<sup>th</sup> day of February 2019.

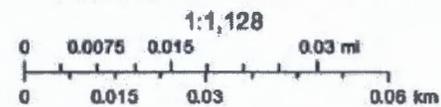


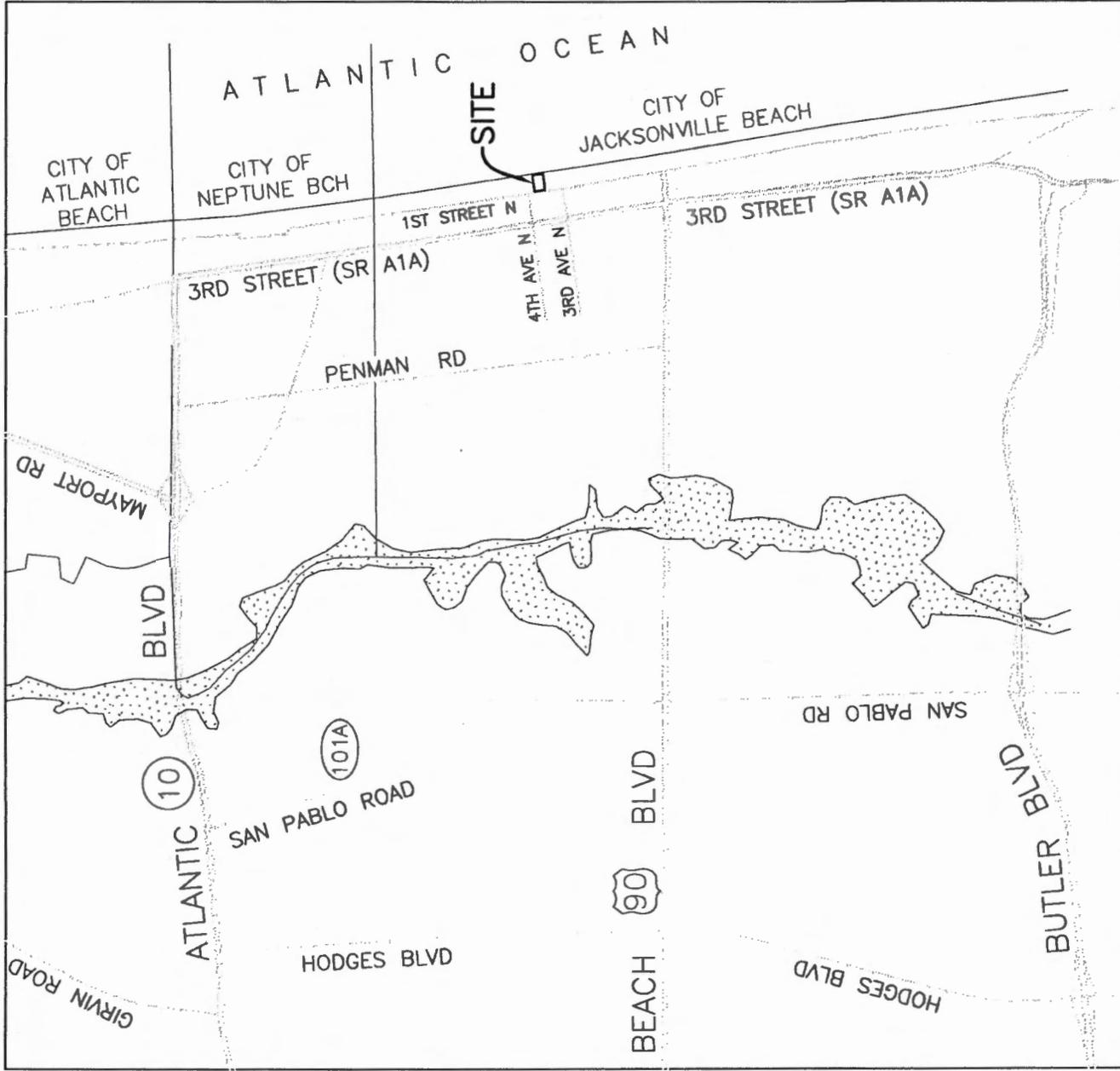
  
Notary Public  
My Commission Expires: 07-04-2022

# Duval Map



February 20, 2019





VICINITY MAP

NOT TO SCALE

1. **The name, address, and telephone number of the owners of record of the land proposed for development.**

Mr. Chris Hionides  
412 BOARDWALK, LLC AND 422 BOARDWALK, LLC  
2440 MAYPORT ROAD, UNIT 7  
Jacksonville, Florida 32233

2. **The name, address, and telephone number of the developer, if different from the owner, and an explanation of the difference.**

**Jax Pier Lodging, LLLP (the "Applicant" or "Developer")**  
C/O: Hiren Desai  
505 Riverfront Parkway  
Chattanooga, TN 37421

3. **The name, address, and telephone number of the agents of the applicant, if there is an agent.**

**Mr. Richard C. Welch, P.E.**  
CONNELLY & WICKER, INC.  
10060 Skinner Lake Drive, Suite 500  
Jacksonville, FL 32246  
(904) 265-3030

**Steven Diebenow**  
Driver, McAfee, Hawthorne & Diebenow PLLC  
One Independent Drive, Suite 1200  
Jacksonville, Florida 32202  
Direct: (904) 807-8211  
Fax: (904) 301-1279

4. **The name, address, and telephone number of all the land use, environmental, engineering, economic, or other professionals that are assisting with the application.**

**Mr. Richard C. Welch, P.E.**  
CONNELLY & WICKER, INC.  
10060 Skinner Lake Drive, Suite 500  
Jacksonville, FL 32246  
(904) 265-3030

**Steven Diebenow**  
Driver, McAfee, Hawthorne & Diebenow PLLC  
One Independent Drive, Suite 1200  
Jacksonville, Florida 32202  
Direct: (904) 807-8211  
Fax: (904) 301-1279

5. **The name, address, and legal description of the land on which the preliminary development plan is proposed to occur, with attached copies of any instruments referenced, such as but not limited to deeds, plats, easements, covenants and restrictions.**

**Property Address (the "Property")**

412 and 422 1st Street North  
Jacksonville Beach, FL 32250

**Legal Description**

LOTS 1, 2, AND 3, BLOCK 41, PABLO BEACH NORTH, ACCORDING TO PLAT BOOK 3, PAGE 28 OF THE CURRENT PUBLIC RECORDS OF DUVAL COUNTY, FLORIDA; TOGETHER WITH THE SOUTHERLY 5.00 FEET OF FOURTH (4TH) AVENUE NORTH ADJOINING SAID LOT 1; TOGETHER WITH A PART OF OCEAN BOULEVARD (AS CLOSED BY THE CITY OF JACKSONVILLE BEACH ORDINANCE NUMBER E-610), BEING ALL THE LANDS LYING EASTERLY OF SAID LOTS TO THE EROSION CONTROL LINE AS ESTABLISHED BY PLAT BOOK 35, PAGES 59, 59A AND 59B OF SAID PUBLIC RECORDS.

6. **A copy of the relevant Duval County Property Assessment Map, showing the exact location of the land proposed for development, with boundaries already marked.**

Please see attached.

7. **An 8.5"x11" vicinity map locating the proposed land for development.**

Please see attached.

8. **A statement of the planning objectives to be achieved by the planned redevelopment activity and its consistency with the Jacksonville Beach Community Redevelopment Plan. The statement shall include a detailed description of the character of the proposed development, including information relative to the architectural style of the proposed development.**

**A. Reason for Rezoning**

Pursuant to the City of Jacksonville Beach's Land Development Code ("LDC") Section 34-345 - Central Business District ("CBD"), "buildings or developments containing single or multiple uses listed herein and which exceed fifty thousand (50,000) square feet in gross floor area shall only be approved pursuant to redevelopment district: RD or planned unit development: PUD district standards and procedures". However, in addition to this LDC requirement, the Property is also subject to the 2010 Consolidated Settlement Agreement (Case No. 16-2006-CA-006294) that further stipulates the following:

"4. Notwithstanding paragraph 1., 3. of this Settlement Agreement, development review of site plans for any parcel subject hereto shall be processed under Section 34-345 (Central Business District: CBD) of the LDC, as it existed on November 1, 2004; however, development proposals which exceed 50,000 square feet of gross floor area or 50 feet in height shall be processed under the provisions of the Section 34-347 (Redevelopment District: RD) zoning standards; and shall be constructed in accordance with the CBD site design and lot layout standards in Section 34-345(e) (Central Business District: CBD) of the LDC, as currently in effect."

Because the proposed Marriott hotel (the "Marriott") will exceed the thresholds in the 2010 Consolidated Settlement, a rezoning from Commercial Limited (C-1) to Redevelopment District (RD) is required for the Property. In accordance with the 2010 Consolidated Settlement Agreement, the RD district in effect as of September 28, 2010 shall govern the review of this application.

**B. Existing Site Conditions**

The Property is bounded on the North by a City Parking Lot, on the West by 1<sup>st</sup> Street North, on the South by a restaurant/bar building owned by Beach Mermaid, Inc. and on the East by the Atlantic Ocean. The site is currently developed as a restaurant and supporting parking lot.

**C. Consistency with Surrounding Uses**

Currently, the existing uses surrounding the Property are consistent with the uses proposed in this application. The surrounding uses are as follows:

North	City of Jacksonville Beach owned surface parking lot
West	Jacksonville Beach CRA owned surface parking lot
South	Restaurant / Bar
East	Atlantic Ocean

**D. Consistency with Land Development Code (LDC)**

The Marriott will meet the purpose and intent of the Redevelopment District (RD) as set forth in Section 34-347 of the City of Jacksonville Beach Land Development Code (LDC). The Marriott is designed to achieve "a diversity of uses in a desirable environment" by proposing hotel with limited retail uses in a concise and consistent built environment. Furthermore, the Marriott will meet or exceed all development standards set forth in this section including:

Site Development Table

Land Area	0.997 acres +/-	
Permitted Uses	Mixed Use (Commercial/Hotel)	
Proposed Uses		
Retail	2,000 maximum square feet*	
Hotel	136 Hotel Rooms and ancillary uses	
Lot Coverage	100% Maximum	
Building Setback requirements	1st Street	0'
	4th Avenue	10'
	Atlantic Ocean	The more restrictive of 10' or the Oceanfront Extent Line as established by the FDEP (Pools, decks, seating areas, cabanas, etc. shall be allowed east of the FDEP established oceanfront extent line)
	South	0'
Traffic circulation control and	Vehicular access planned from 1 <sup>st</sup> Street North	
Off-street parking and loading	Minimum parking required per COJB LDC Section 34-377 is 136 parking spaces for the hotel (1 space/guest room) PLUS 2 parking spaces for the retail (1 space/500 sq.ft. of floor area). Fulltime mandatory valet parking services are proposed. Applicant is able to provide 123 parking spaces (121 for the hotel and 2 for 610 sq.ft. of retail floor area) including full time valet service as shown on the site plan dated April 19, 2019. ADA Parking Requirements are fully met on site. The applicant intends to make a payment "in-lieu of providing off-street parking spaces" to account for any shortfall.	
Open space requirement	Plaza, Pool, Outdoor Seating, Seawalk etc.	
Signage	Code Minimum per LDC Article VIII, Division 4	
Landscape	Code Minimum per LDC Article VIII Division 3	
Environmental	Stormwater management provided as required	

Utility Easements	Provided as required
Adequate public facilities	Sufficient public facilities available
Tentative Development Schedule	Commencement 2019; Completion 2021
Comprehensive plan consistency	See below

While the Marriott meets or exceeds the above site development requirements, two points require further explanation. First, in the RD zoning District, access would typically be prohibited along 1<sup>st</sup> Street North and encouraged along side streets. However, due to the proximity of the City of Jacksonville Beach public parking lot, adjacent and immediately north of the Marriott, access is only available from 1<sup>st</sup> Street North (without disturbing the City's public parking lot) because the Property does not have any access to 3<sup>rd</sup> Avenue North. Second, to enhance the Marriott, the Applicant is proposing to provide outdoor amenities eastward of the building, within a 35 foot setback created by Ordinance 4512 (adopted in April 1946). Such amenities are contemplated in Ordinance 4512, although an approval of a slight adjustment in the size of such amenities may be required by the Jacksonville Beach CRA and/or the Jacksonville Beach City Council.

**E. Consistency with the Jacksonville Beach Community Redevelopment Plan**

The Marriott will achieve redevelopment objectives set forth in the Jacksonville Beach Community Redevelopment Plan, including but not limited to:

- a. Enhancing safety;
- b. Improving walkability;
- c. Improving ocean views and beach access;
- d. Creating a family friendly environment;
- e. Maintaining a small community feel;
- f. Developing through a compact design, that complements the existing development pattern,
- g. Utilizing a mixed-use development within the CBD, oriented to recreation, entertainment, specialty retail, tourism, and hotel operations;
- h. Celebrating Jacksonville Beach Assets by connecting the Seawalk and Jacksonville Beach Pier, thereby enhancing useable open space in the community redevelopment area to support and encourage greater pedestrian activity;
- i. Improving the Pier Corridor;
- j. Continuing the high-quality standards of new development and rehabilitation consistent with the desired image of Jacksonville Beach.
- k. Creating an exemplary public environment consisting of streets, pedestrian walks, and spaces for Jacksonville Beach.

The Marriott will have a maximum building height of fifty-six (56) feet and is planned to consist of ground floor retail, hotel access and valet parking; and up to four floors of hotel uses. The development will be one-hundred (100%) percent commercial (retail and hotel) in gross square footage. In accordance with the Central Business District (CBD) standards, the front yard setback along 1<sup>st</sup> Street North (western property line); northern property line and southern property line shall all be zero (0) feet, while the eastern property line setback shall be the greater of 10' or 0' from the Oceanfront Extent Line as established by the FDEP. The design, character, and architectural style of the proposed development will result in a unified, cohesive, and compatible plan of development within the Community Redevelopment Plan area. A Conceptual Building Elevation, dated April 19, 2019, is included as an attachment to the rezoning application.

#### **F. Consistency with Comprehensive Plan**

The Marriott includes an optimal mix of hotel and retail uses to ensure that the development is consistent with the goals and objectives of the Jacksonville Beach 2030 Comprehensive Plan. The hotel and retail use included in this development specifically supports Jacksonville Beach's tourism industry.

The Applicant also will provide space for commercial and retail uses, that will engage the pedestrians along 1<sup>st</sup> Street North and support the economic vitality of the downtown area. Outdoor recreation in the Marriott consists of a pool with outdoor seating, Seawalk and beach-front features. These outdoor features, as well as the public beach access that will be preserved and expanded during development, provide adequate recreation for residents and tourists alike while also conserving the natural aesthetics of the downtown beach. The Marriott also addresses building design, landscaping, and parking in order to support an attractive streetscape. The nature and design of the Marriott provides for a continued high quality of life in Jacksonville Beach.

The following objectives from the Jacksonville Beach 2030 Comprehensive Plan are specifically addressed in this development:

##### **Policy LU.1.3.1**

It is the intent of the City that the land use proposals in the adopted Downtown and South Beach Community Redevelopment plans currently being implemented are made a part of this Future Land Use Element by reference and development within these designated areas shall be carried out under the Planned Unit Development or Redevelopment District provisions in the City's land development regulations.

**Policy LU.1.3.3**

The City shall support and encourage redevelopment of the core downtown area, that area within the Central Business District: CBD zoning district boundaries, in accordance with its Downtown Vision Plan, through public investments and the development of detailed site design regulations to guide private development within the CBD. These design regulations shall be incorporated into the *Central Business District: CBD Zoning District* regulations of the Jacksonville Beach Land Development Code by November, 2011, and shall address such aspects as building design and frontage requirements, landscaping, and location of parking facilities and driveways.

**Policy LU.1.4.8**

Adequate recreation and open space facilities shall be developed over the planning period to provide the adopted level of service for existing and projected population in accordance with the goals, objectives, and policies set forth in the Recreation and Open Space Element.

**Policy LU.1.5.10**

**CENTRAL BUSINESS DISTRICT (CBD)**

The Central Business District (CBD) land use category is intended to provide a central core for the city, with a diversity of uses, and to promote flexibility in design and quality in development while preserving public access to the beach recreational area. It is coterminous with the jurisdictional area of those lands within the Downtown Redevelopment Area. The CBD category allows medium to high density residential, commercial, industrial, recreational, and entertainment uses, as well as transportation and communication facilities. The exact location, distribution, and density/intensity of various types of land uses in the Redevelopment Area will be guided by the site development plans approved as part of the Downtown Redevelopment Plan.

**Policy LU.1.7.2**

Encourage development/redevelopment at an appropriate scale, form, and density/intensity to support more economical and efficient public bus transit service.

**Objective LU 1.9**

Design of Commercial and Industrial Developments. Commercial and industrial development/ redevelopment will be designed to enhance access and circulation, and result in a positive and attractive built environment.

**Objective CM.2.1.1**

Shoreline land uses which incorporate public uses and access to shorelines and coastal resources shall have priority during development and redevelopment.

**Objective RO.1.8**

Throughout the planning period, the City shall ensure that public access to the beachfront and Atlantic Intracoastal Waterway is maintained and improved.

**Policy RO.1.8.1**

Existing public access to the beach shall be maintained by new development or redevelopment. New beachfront development or redevelopment shall show on their site plans existing provisions for beach access, and the proposed development or redevelopment shall continue the current form of access, modify it in a comparable fashion on-site, or donate to the City an improved provision for public access elsewhere in the City.

**Policy RO.1.8.2**

New beachfront development or redevelopment shall not result in a net loss of public parking for beach visitors. Replacement parking must be no less convenient for beach visitors than that it replaces.

9. **A statement of the applicant's intentions with regard to the form of ownership contemplated for the development when construction is completed, e.g. sale or lease of all or some of the development including rental units, condominiums, or fee simple conveyance.**

The owner intends on developing and owning the hotel in the name of Jax Pier Lodging LLC and / or it's successors.

10. **A written description of the proposed development including:**

- (a) **The number and type of residential dwelling units.**

There are no residential units.

- (b) **Approximate gross density for the residential development**

0 units / acre

- (c) **The amounts of land and building square footages for nonresidential developments, by type of use, including any portions to be reserved for public use.**

Property Boundary = ±43,417 sq. ft  
Building Envelope = ±35,619 sq. ft.  
Beachside Public Use = ±7,053 sq. ft.

Floor	Usage	Square Footage
First	Hotel Access /Retail/Parking	35,619
Second	Hotel Lobby, Ancillary Uses & Rooms (enclosed area)	29,886
Third	Hotel Rooms (enclosed area)	24,353
Fourth	Hotel Rooms (enclosed area)	24,353
Fifth	Hotel Rooms (enclosed area)	24,353

(d) **Calculations showing the total lot coverage for building and accessory uses.**

Building Envelope	=	±35,619 sq. ft.	82.0%
Setbacks/Public Use Area	=	±7,798 sq. ft.	18.0%
Property Boundary	=	±43,417 sq. ft.	100%

11. **A concept plan showing the location of all proposed buildings, the proposed traffic circulation system, and parking facilities.**

Please see attached.

12. **A tentative development schedule indicating:**

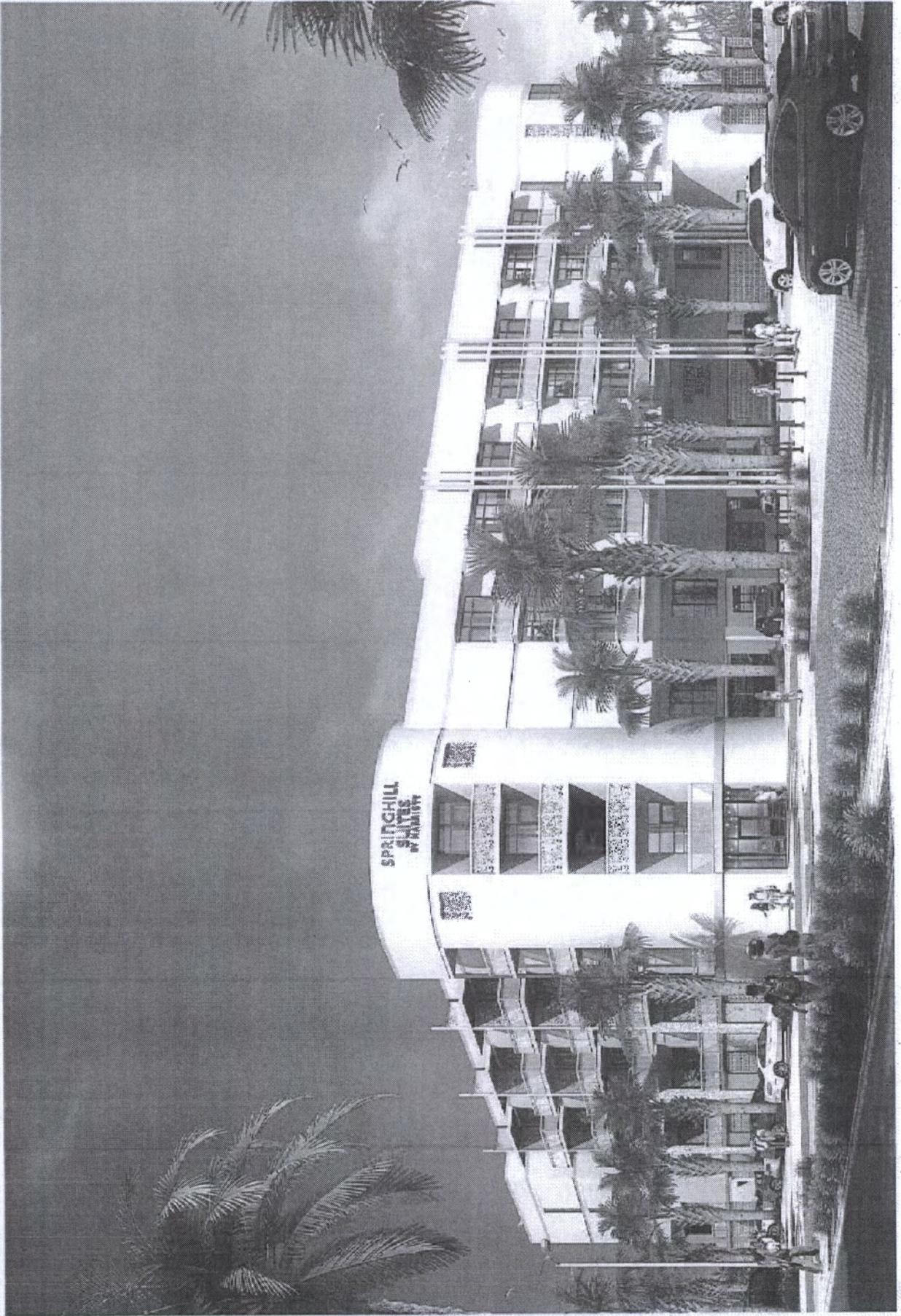
(a) **The approximate date when construction of the development can be expected to begin.**

September 2019

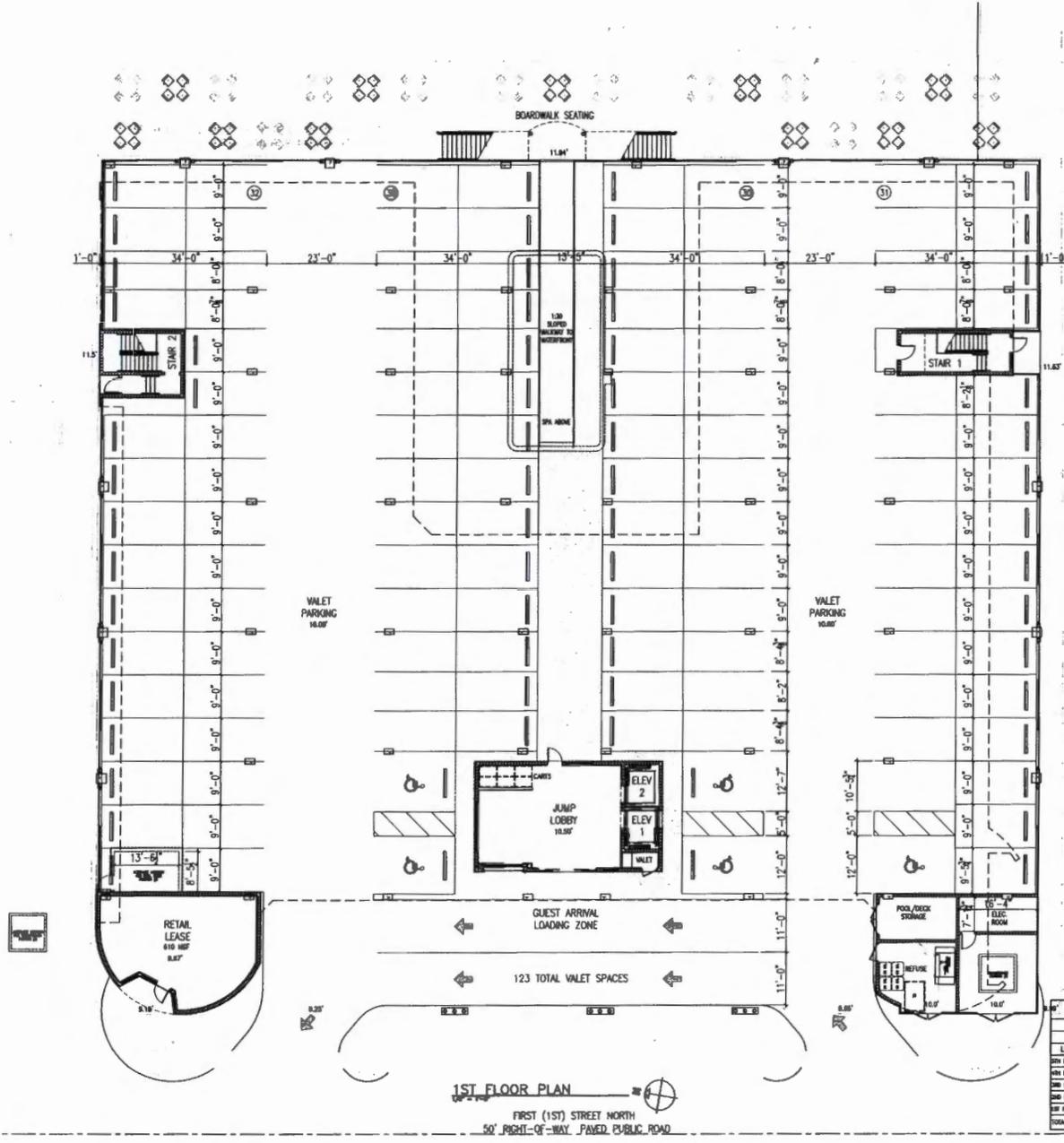
(b) **The stages in which the development will be built and the approximate date when construction on each stage can be expected to begin.**

Construction Stage	Description of Stage	Begin Date
I	Site Preparation	September, 2019
II	Foundations	October, 2019
III	Vertical Construction	November, 2019
IV	Hotel Opening	January, 2021

PC#10-19







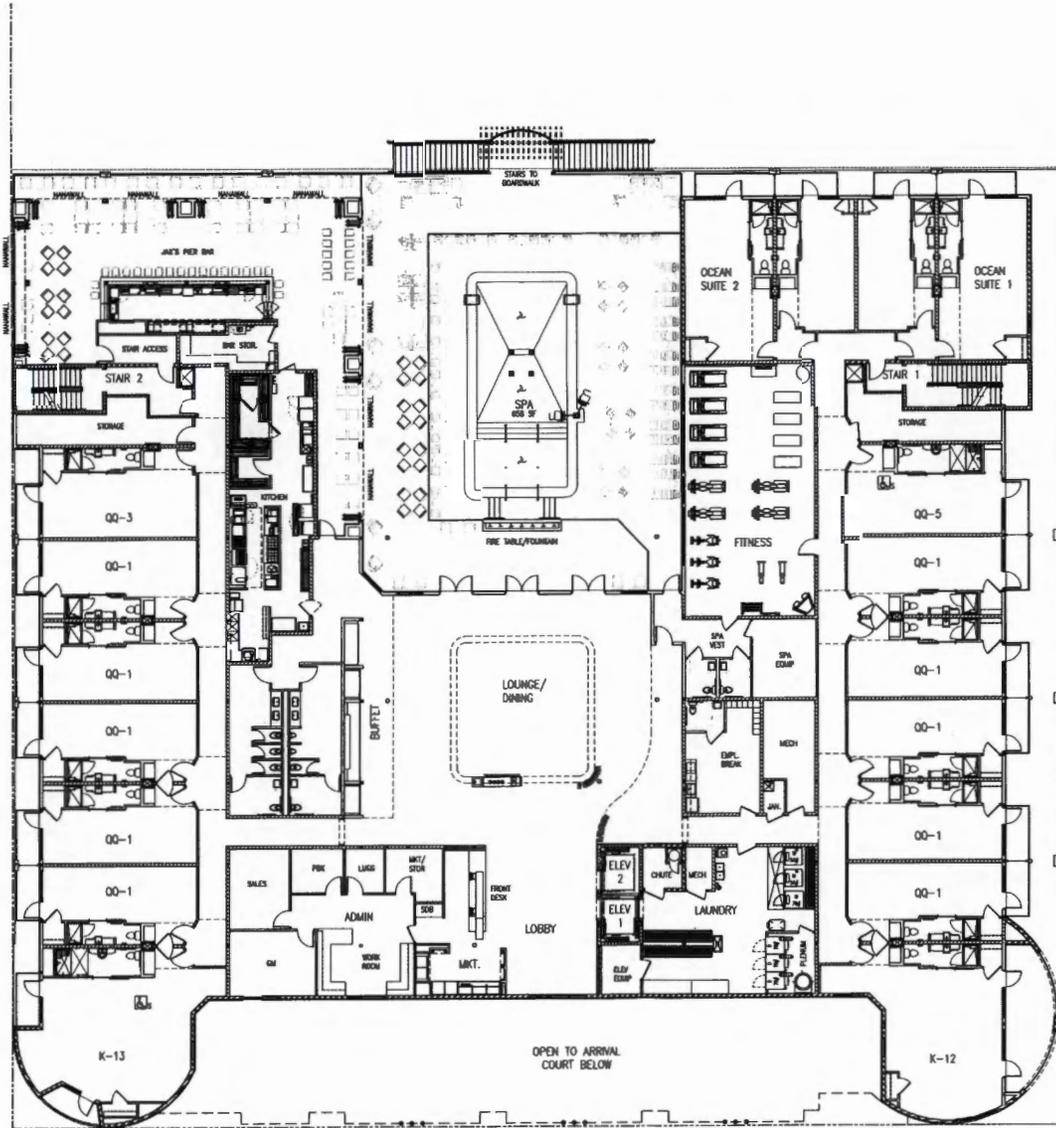
**GUESTROOM TABULATION**

ROOM NO.	TYPE	AREA	NO.	TOTAL
8-1	STU	10.0	1	1
8-2	WEE STU	8.0	1	1
8-3	WEE	8.0	1	1
8-4	WEE	8.0	1	1
8-5	WEE	8.0	1	1
8-6	WEE	8.0	1	1
8-7	WEE	8.0	1	1
8-8	WEE	8.0	1	1
8-9	WEE	8.0	1	1
8-10	WEE	8.0	1	1
8-11	WEE	8.0	1	1
8-12	WEE	8.0	1	1
8-13	WEE	8.0	1	1
8-14	WEE	8.0	1	1
8-15	WEE	8.0	1	1
8-16	WEE	8.0	1	1
8-17	WEE	8.0	1	1
8-18	WEE	8.0	1	1
8-19	WEE	8.0	1	1
8-20	WEE	8.0	1	1
8-21	WEE	8.0	1	1
8-22	WEE	8.0	1	1
8-23	WEE	8.0	1	1
8-24	WEE	8.0	1	1
8-25	WEE	8.0	1	1
8-26	WEE	8.0	1	1
8-27	WEE	8.0	1	1
8-28	WEE	8.0	1	1
8-29	WEE	8.0	1	1
8-30	WEE	8.0	1	1
8-31	WEE	8.0	1	1
8-32	WEE	8.0	1	1
8-33	WEE	8.0	1	1
8-34	WEE	8.0	1	1
8-35	WEE	8.0	1	1
8-36	WEE	8.0	1	1
8-37	WEE	8.0	1	1
8-38	WEE	8.0	1	1
8-39	WEE	8.0	1	1
8-40	WEE	8.0	1	1
8-41	WEE	8.0	1	1
8-42	WEE	8.0	1	1
8-43	WEE	8.0	1	1
8-44	WEE	8.0	1	1
8-45	WEE	8.0	1	1
8-46	WEE	8.0	1	1
8-47	WEE	8.0	1	1
8-48	WEE	8.0	1	1
8-49	WEE	8.0	1	1
8-50	WEE	8.0	1	1
8-51	WEE	8.0	1	1
8-52	WEE	8.0	1	1
8-53	WEE	8.0	1	1
8-54	WEE	8.0	1	1
8-55	WEE	8.0	1	1
8-56	WEE	8.0	1	1
8-57	WEE	8.0	1	1
8-58	WEE	8.0	1	1
8-59	WEE	8.0	1	1
8-60	WEE	8.0	1	1
8-61	WEE	8.0	1	1
8-62	WEE	8.0	1	1
8-63	WEE	8.0	1	1
8-64	WEE	8.0	1	1
8-65	WEE	8.0	1	1
8-66	WEE	8.0	1	1
8-67	WEE	8.0	1	1
8-68	WEE	8.0	1	1
8-69	WEE	8.0	1	1
8-70	WEE	8.0	1	1
8-71	WEE	8.0	1	1
8-72	WEE	8.0	1	1
8-73	WEE	8.0	1	1
8-74	WEE	8.0	1	1
8-75	WEE	8.0	1	1
8-76	WEE	8.0	1	1
8-77	WEE	8.0	1	1
8-78	WEE	8.0	1	1
8-79	WEE	8.0	1	1
8-80	WEE	8.0	1	1
8-81	WEE	8.0	1	1
8-82	WEE	8.0	1	1
8-83	WEE	8.0	1	1
8-84	WEE	8.0	1	1
8-85	WEE	8.0	1	1
8-86	WEE	8.0	1	1
8-87	WEE	8.0	1	1
8-88	WEE	8.0	1	1
8-89	WEE	8.0	1	1
8-90	WEE	8.0	1	1
8-91	WEE	8.0	1	1
8-92	WEE	8.0	1	1
8-93	WEE	8.0	1	1
8-94	WEE	8.0	1	1
8-95	WEE	8.0	1	1
8-96	WEE	8.0	1	1
8-97	WEE	8.0	1	1
8-98	WEE	8.0	1	1
8-99	WEE	8.0	1	1
8-100	WEE	8.0	1	1

**2017 FLORIDA BUILDING CODE AREA TABULATION**

LEVEL	HOTEL			TOTAL
	COND.	UNCOND.	SUB-TOTAL	
0th FLOOR	24,100	2,100	26,200	26,200
1st FLOOR	24,100	2,100	26,200	26,200
2nd FLOOR	24,100	2,100	26,200	26,200
3rd FLOOR	24,100	2,100	26,200	26,200
4th FLOOR	24,100	2,100	26,200	26,200
5th FLOOR	24,100	2,100	26,200	26,200
TOTALS	144,600	12,600	157,200	157,200

DEVELOPER:  
**3H GROUP**  
 3H GROUP  
 HOTELS, INC.  
 800 WOODBURY PARKWAY  
 CANTONMENT, FL 32909  
 PROJECT:  
**SPRINGHILL SUITES**  
 SPRINGHILL SUITES  
 BY MARRIOTT  
 JACKSONVILLE  
 BEACH, FL  
 400 W. STREET NORTH  
 JACKSONVILLE BEACH, FL 32250  
 EDITION  
 06 UPDATE 04-08-18  
 PROJECT NO.: 210004  
 DRAWN BY:  
 CHECKED BY:  
 PROJECT NO.:  
 DATE:  
 1ST FLOOR PLAN  
 A101



2ND FLOOR PLAN

GUESTROOM TABULATION						
ROOM TYPE	SCHEDULE					
	MON	TUE	WED	THU	FRI	SAT
Q-1 STD	0	0	0	0	0	0
Q-2 STD	0	0	0	0	0	0
Q-3 STD	0	0	0	0	0	0
Q-4 STD	0	0	0	0	0	0
Q-5 STD	0	0	0	0	0	0
Q-6 STD	0	0	0	0	0	0
Q-7 STD	0	0	0	0	0	0
Q-8 STD	0	0	0	0	0	0
Q-9 STD	0	0	0	0	0	0
Q-10 STD	0	0	0	0	0	0
Q-11 STD	0	0	0	0	0	0
Q-12 STD	0	0	0	0	0	0
Q-13 STD	0	0	0	0	0	0
Q-14 STD	0	0	0	0	0	0
Q-15 STD	0	0	0	0	0	0
Q-16 STD	0	0	0	0	0	0
Q-17 STD	0	0	0	0	0	0
Q-18 STD	0	0	0	0	0	0
Q-19 STD	0	0	0	0	0	0
Q-20 STD	0	0	0	0	0	0
Q-21 STD	0	0	0	0	0	0
Q-22 STD	0	0	0	0	0	0
Q-23 STD	0	0	0	0	0	0
Q-24 STD	0	0	0	0	0	0
Q-25 STD	0	0	0	0	0	0
Q-26 STD	0	0	0	0	0	0
Q-27 STD	0	0	0	0	0	0
Q-28 STD	0	0	0	0	0	0
Q-29 STD	0	0	0	0	0	0
Q-30 STD	0	0	0	0	0	0
Q-31 STD	0	0	0	0	0	0
Q-32 STD	0	0	0	0	0	0
Q-33 STD	0	0	0	0	0	0
Q-34 STD	0	0	0	0	0	0
Q-35 STD	0	0	0	0	0	0
Q-36 STD	0	0	0	0	0	0
Q-37 STD	0	0	0	0	0	0
Q-38 STD	0	0	0	0	0	0
Q-39 STD	0	0	0	0	0	0
Q-40 STD	0	0	0	0	0	0
Q-41 STD	0	0	0	0	0	0
Q-42 STD	0	0	0	0	0	0
Q-43 STD	0	0	0	0	0	0
Q-44 STD	0	0	0	0	0	0
Q-45 STD	0	0	0	0	0	0
Q-46 STD	0	0	0	0	0	0
Q-47 STD	0	0	0	0	0	0
Q-48 STD	0	0	0	0	0	0
Q-49 STD	0	0	0	0	0	0
Q-50 STD	0	0	0	0	0	0
Q-51 STD	0	0	0	0	0	0
Q-52 STD	0	0	0	0	0	0
Q-53 STD	0	0	0	0	0	0
Q-54 STD	0	0	0	0	0	0
Q-55 STD	0	0	0	0	0	0
Q-56 STD	0	0	0	0	0	0
Q-57 STD	0	0	0	0	0	0
Q-58 STD	0	0	0	0	0	0
Q-59 STD	0	0	0	0	0	0
Q-60 STD	0	0	0	0	0	0
Q-61 STD	0	0	0	0	0	0
Q-62 STD	0	0	0	0	0	0
Q-63 STD	0	0	0	0	0	0
Q-64 STD	0	0	0	0	0	0
Q-65 STD	0	0	0	0	0	0
Q-66 STD	0	0	0	0	0	0
Q-67 STD	0	0	0	0	0	0
Q-68 STD	0	0	0	0	0	0
Q-69 STD	0	0	0	0	0	0
Q-70 STD	0	0	0	0	0	0
Q-71 STD	0	0	0	0	0	0
Q-72 STD	0	0	0	0	0	0
Q-73 STD	0	0	0	0	0	0
Q-74 STD	0	0	0	0	0	0
Q-75 STD	0	0	0	0	0	0
Q-76 STD	0	0	0	0	0	0
Q-77 STD	0	0	0	0	0	0
Q-78 STD	0	0	0	0	0	0
Q-79 STD	0	0	0	0	0	0
Q-80 STD	0	0	0	0	0	0
Q-81 STD	0	0	0	0	0	0
Q-82 STD	0	0	0	0	0	0
Q-83 STD	0	0	0	0	0	0
Q-84 STD	0	0	0	0	0	0
Q-85 STD	0	0	0	0	0	0
Q-86 STD	0	0	0	0	0	0
Q-87 STD	0	0	0	0	0	0
Q-88 STD	0	0	0	0	0	0
Q-89 STD	0	0	0	0	0	0
Q-90 STD	0	0	0	0	0	0
Q-91 STD	0	0	0	0	0	0
Q-92 STD	0	0	0	0	0	0
Q-93 STD	0	0	0	0	0	0
Q-94 STD	0	0	0	0	0	0
Q-95 STD	0	0	0	0	0	0
Q-96 STD	0	0	0	0	0	0
Q-97 STD	0	0	0	0	0	0
Q-98 STD	0	0	0	0	0	0
Q-99 STD	0	0	0	0	0	0
Q-100 STD	0	0	0	0	0	0

2017 FLORIDA BUILDING CODE AREA TABULATION						
LEVEL	HOTEL			LEASE GARAGE		TOTAL
	COND.	UNCOND.	SUB-TOTAL	COND.	UNCOND.	
1ST FLOOR	24,180	2,180	26,360	0	0	26,360
2ND FLOOR	24,180	2,180	26,360	0	0	26,360
3RD FLOOR	24,180	1,587	25,767	0	0	25,767
4TH FLOOR	24,231	6,114	30,345	0	0	30,345
5TH FLOOR	1,478	0	1,478	711	32,780	34,969
TOTALS:	98,349	12,056	110,404	711	32,780	143,915

L  
P  
B  
C

DEVELOPER:  
3H GROUP  
HOTELS, INC.

PROJECT:  
SPRINGHILL SUITES  
BY MARRIOTT  
JACKSONVILLE  
BEACH, FL

PROJECT NO.: 218002

2ND FLOOR PLAN

A102

MEMORANDUM



TO: Planning Commission Members  
FROM: Heather Ireland, Senior Planner  
DATE: May 20, 2019  
RE: May 28, 2019 - Planning Commission Staff Report

---

The following information is provided for your consideration regarding the following agenda items for the upcoming **Tuesday, May 28, 2019** Planning Commission meeting.

**NEW BUSINESS:**

**PC#10-19          Redevelopment District: RD Rezoning Application**

Owner:                412 Boardwalk Inc.  
                          2275 Atlantic Blvd Suite 100  
                          Neptune Beach, FL 32266

Applicant:           Jax Pier Lodging, LLLP  
                          505 Riverfront Parkway  
                          Chattanooga, TN 37421

Agent:                Connelly & Wicker, Inc.  
                          10060 Skinner Lake Drive  
                          Jacksonville, FL 32246

Location:            412 North 1<sup>st</sup> Street (existing *Pier Cantina* Restaurant and parking lot)

Request:              **Redevelopment District: RD Rezoning Approval** to rezone real property from *Central Business District CBD* to *Redevelopment District: RD*, pursuant to Section 34-347 of the Jacksonville Beach Land Development Code.

Comments:           The subject oceanfront property is located on 1<sup>st</sup> Street North immediately south of the City's public pier parking lot and within the Downtown Community Redevelopment District. The property currently consists of three contiguous lots, one with an existing building (*Pier Cantina* restaurant) on a portion of the lot, and the balance of the property containing a surface parking lot. The

property is subject to a 2010 Consolidated Settlement Agreement that allows it to be developed to a maximum building height of 56 feet, under the provisions of the RD zoning standards, and in accordance with the CBD site design and lot layout standards that were in effect in 2010. The applicant approached city staff about a proposed oceanfront hotel project in early 2019. Since the proposed hotel with parking and amenities exceeds 50,000 square feet, rezoning from *Central Business District: CBD* to *Redevelopment District: RD* is required by code.

The proposed project is a 136-room *Springhill Suites* by *Marriot* hotel including approximately 600 square feet of separate retail space at the northwest corner, and oceanfront restaurant/bar/pool area. There will be access to the public boardwalk from the pool deck on the east side of the hotel. The development will provide 123 parking spaces on the ground floor, accessible by car from 1<sup>st</sup> Street, and parking will be 100% valet service. The applicant will use the "payment in lieu of" program available to CBD businesses to address the balance of the required hotel parking spaces. Adjacent uses include the pier parking to the north, an existing restaurant/bar to the south, parking to the west across 1<sup>st</sup> Street and the Atlantic Ocean to the east.

The applicant's project narrative sets forth how the proposed oceanfront hotel achieves various objectives of the Downtown Community Redevelopment Plan, and outlines the project's consistency with the City's 2030 Comprehensive Plan. The hotel project will bring additional daytime population to the downtown area and will provide an additional amenity along the Seawalk. Additionally, the project will serve as an anchor to future development along 4<sup>th</sup> Avenue North, identified in the 2007 Vision Plan as the "Pier Corridor", an important east-west corridor where infill development is seen as important to the revitalization of the downtown area.