

**Minutes of Planning Commission Meeting
held Monday, July 11, 2011, at 7:00 P.M.
in the Council Chambers, 11 North 3rd Street,
Jacksonville Beach, Florida**



Call to Order

The meeting was called to order by Chairman Greg Sutton.

Roll Call

Terry DeLoach, Vice Chairperson
Lee Dorson *Absent*
Greg Sutton, Chairperson
Fred Jones
Bill Callan *Absent*
David Dahl
Tom Baker

Also present were Steve Lindorff, Director of Planning and Recording Secretary Amber Lehman.

Approval of Minutes

It was moved by Mr. DeLoach, seconded by Mr. Baker, to approve the minutes for both the April 11, 2011 and the April 25, 2011 meetings as presented. Motion carried unanimously.

Correspondence

Mr. Lindorff stated that there was correspondence provided by the applicant that would be addressed during application PC#11-11(11-100104).

New Business

- (A) **PC #11-11 (11-100104) – PUD Rezoning Application**
Conditional Use approval Request to amend **Planned Unit Development: PUD** Ordinance No. 2004-7873 and **Planned Unit Development: PUD** Ordinance No. 2005-7907, governing the majority of existing facilities and property, owned by *Baptist Medical Center-Beaches*. The applicant proposes to consolidate the two existing PUDs, to add the hospital's approved Conditional Use medical facility and property, located at 1320 Roberts Drive, to the consolidated PUD, and to specify the allowable signage within the consolidated PUD.

Staff Report:

Mr. Lindorff read the following staff report into the record:

The applicant is requesting an amendment to the two PUD ordinances governing the hospital-owned properties and facilities lying between 13th and 16th Avenues South. The applicant seeks to consolidate those two PUDs, and to add the property and outpatient facilities that lie to the west across Roberts Drive to the consolidated PUD. They would also like to incorporate a new signage plan that would allow various types of wall and directional signs throughout the consolidated hospital 'campus.'

The hospital properties between 13th and 16th Avenues (Parcels A and B, in the application narrative) contain the main hospital facilities and four medical office buildings. The main hospital building and Medical Office Buildings A, B, and C, collectively referred to as Parcel A in this application, are governed by the original PUD filed for the hospital, PUD Ord. No. 2004-7873. All of the improvements within Parcel A approved by that PUD ordinance, and shown on the Exhibit D Preliminary PUD Site Plan, have been constructed, with the exception of a proposed parking garage and the South Pavilion addition to the hospital.

The fourth medical office building on the main hospital campus, the former *Jehovah Witness* facility on 16th Avenue South, and two adjacent residential lots and structures, together designated as Parcel B, were not owned by the applicant when the original PUD ordinance was approved. They were approved for the applicant's use via a separate PUD ordinance, Ord. No. 2005-7907, when they were purchased by the applicant in 2005. If the application under consideration is approved, the permitted uses of Parcel B would become those permitted uses listed in the original PUD Ord. No. 2004-7873. Maximum building height within Parcel B is 35 ft.

The property and facilities of the *Wilson-Epstein Center* (Parcel C), across Roberts Drive to the west of Medical Office Buildings A and B, were also not owned by the applicant when the original PUD was approved in 2004. That facility is now owned by the applicant, though, and currently exists as an approved conditional use medical outpatient services facility in an RM-1 residential zoning district. (Ref. PC# 34-1). As part of this application, the applicant is seeking to also consolidate Parcel C into the overall PUD regulations for the hospital facilities. If the application is approved, the zoning designation of Parcel C would be changed from RM-1 to PUD, and the permitted uses of Parcel C would become those permitted uses listed in the original PUD Ord. No. 2004-7873, consistent with Parcels A and B. Maximum building height within Parcel C is 35 ft. The existing Parcel C building and parking facilities are shown on Exhibit D, the proposed Preliminary PUD Development Plan.

The final request in the application is the approval of a proposed comprehensive on-site signage plan for the entire hospital campus, included as Exhibit E. Our Land Development Code sign regulations currently allow for one on-site non-commercial directional sign at each point of ingress and/or egress from a parcel. Such signs cannot exceed three square feet in area, and cannot exceed three feet in height. (Ref. LDC Sec. 34-353(3)b.)

The applicant is requesting an increase in the size and height of various on-site directional signs, as shown on Exhibit E. They are also asking for approval of various wall signs, to be used to identify the various buildings and services. A majority of the proposed wall signs conform to our current sign standards, and several are already in place.

The monument style ground signs shown on the applicant's Exhibit E Signage Plan are each approximately four to five feet in width. The tallest one, the main hospital identification sign (#30, Type A), conforms to the current sign standards as the property's main ground sign. The balance of the monument signs are considered by staff to be directional and facility identification signs, and are arranged in a hierarchy of heights, from 9' (one sign, Type F, #21), down to 7' (five signs, Types B and E), down to 5'8" (seven signs, Type C), and finally down to the smallest signs at 4' height (four signs, Type D). The location shown on Exhibit E for each sign is a general location only. It is noted that Signs

#30, #16, and #21 on Exhibit E appear to be shown in locations well within the 13th Avenue South right of way, but it has been confirmed with the applicant's agent that the applicant acknowledges that all signs must be located on private property, outside of any public right of way or easement.

Staff has reviewed the application against relevant Comprehensive plan and Land Development Code standards. To date, all of the existing facilities within the hospital campus have been developed consistent with relevant Comprehensive Plan, building, and zoning regulations. The PUD, as shown on the Exhibit D site plan, contains and will continue to contain both the LDC required parking and minimum 20% open space. Adequate public facilities are in place to serve the PUD, and have recently been enhanced with the improvements to the 9th Street South/13th Avenue South intersection. The only remaining facilities currently planned to be developed, the *South Pavilion* hospital addition and a parking garage, have already been approved via PUD Ord. No. 2004-7873. There are no proposed changes to either of these planned facilities.

A key objective of a PUD zoning district is to allow certain flexibility by property owners in their development efforts, while still abiding by overall site intensity and open space objectives. The applicant's requested departure from LDC directional sign standards is viewed by staff as that type of flexibility. It is conceded that our on-site directional sign standards were not necessarily envisioned for a large business or institutional campus such as *Baptist Medical Center – Beaches*. The additional height and size for the directional signs is intended to promote the orderly flow of patients and visitors throughout the PUD, in some cases, in emergency situations. The signs also serve to distinguish the various Baptist Medical Center facilities from adjacent business uses on Roberts Drive. The proposed sign plan is thematically designed, and should not negatively impact surrounding uses or property values.

Each sign will require a permit from the Building Division prior to its installation, and all signs will be required to be located on the applicant's property and outside of Land Development Code prescribed sight visibility triangles.

Recommendation: Approval.

Applicant:

The agent for the applicant, Matt McCuller, 225 Water Street, Jacksonville, FL stated that he submitted a memo to the City of Jacksonville Beach adding additional permitted uses for the entire consolidated PUD that were not included in the original request.

Public Hearing

Mr. Sutton opened the public hearing and asked if anyone wished to speak in favor of or in opposition to the application.

Seeing no who wished to address the board, Mr. Sutton closed the public hearing.

Motion: It was moved by Mr. DeLoach, seconded by Mr. Dahl, to recommend approval with the

additional permitted uses: hospital, medical and allied professional offices, medical clinic, ancillary hospital and office uses including, but not limited to, cafeterias/restaurants and gift shops, storage and parking lots & garages.

Roll call vote: Ayes –DeLoach, Jones, Sutton, Dahl and Baker
Motion carried unanimously.

Planning & Development Director's Report

Mr. Lindorff advised the board that the regularly scheduled meeting on July 25, 2011 has one conditional use request.

Adjournment

Before adjourning the meeting, Mr. DeLoach asked Mr. Lindorff if there could be a corridor study for the vacant car lot on Beach Blvd. Mr. Lindorff advised Mr. DeLoach that due to the parcel exceeding 50,000 square feet, he is confident that it will most likely be rezoned and will be processed as a PUD.

Minutes of the Planning Commission
Held July 11, 2011

There being no further business coming before the Commission, Mr. Sutton adjourned the meeting at 7:30 P.M.

Submitted by: Amber Maria Lehman
Senior Secretary

Approval:

/s/Greg Sutton

Chairman

Date: August 8, 2011