

**Minutes of Planning Commission Meeting  
held Monday, March 14, 2005, at 7:00 P.M.  
in the Council Chambers, 11 North 3<sup>rd</sup> Street,  
Jacksonville Beach, Florida**

**Call to Order**

The meeting was called to order by Chairperson Bill Wilson.

**Roll Call**

David Dahl  
Terry DeLoach  
Paul Schmidt  
Julio Williams (*absent*)  
Bill Wilson (*Chairperson*)

Undine McEvoy (*absent*)  
Robert Ermovick (*absent*)

Also present was Bill Mann, Senior Planner.

**Approval of Minutes**

It was moved by Mr. Dahl, seconded by Mr. Schmidt, and passed, to approve the Minutes of the February 28, 2005, meeting, as presented.

**Correspondence**

There was no correspondence.

**Old Business**

There was no old business.

**New Business**

**PC #01-05 – Dayton Hudson Corporation - Public Hearing**

Request for recommendation to amend the site plan of Planning Unit Development: PUD Ordinance no. 94-7601 governing the *South Beach Parkway Shopping Center*, at 490 Marsh Landing Parkway. The request is to increase the commercial square footage allowed in the PUD from 349,660 to 366,190 square feet, and to modify the approved Preliminary Development Plan and Landscape Plan for the shopping center, to accommodate a 16,530 square foot expansion of the existing *Target* store.

Mr. Mann advised that the applicant, the Dayton Hudson Corporation, owns the *Target* store in the *South Beach Parkway Shopping Center*. They want to totally remodel the existing store and

also construct a 16,530 s.f. addition on the east side of the store. Both the site plan of the store and the total amount of square footage permitted in the center are governed by PUD ordinance No. 94-7601, and they were advised that this ordinance would have to be amended in order for them to construct the proposed addition.

Staff further informed the applicant that in addition to being within a PUD, the shopping center was also located in our Southend Redevelopment Area Development of Regional Impact (DRI). Any increase in the square footage within the shopping center would have to be addressed by a change to the DRI's Development Order before with an amendment to the shopping center's PUD ordinance could be considered.

The Jacksonville Beach Community Redevelopment Agency filed a requested modification (Notification of Proposed Change, or NOPC) to the DRI Development Order to allow an increase in the overall DRI commercial square footage on September 1, 2004. The modification is reviewed by City staff, the Northeast Florida Regional Planning Council (NEFRPC), and the Florida Department of Community Affairs (DCA). As part of their review of the modification, the NEFRPC forwards a copy to the Florida Department of Transportation (FDOT) for any comments or objections.

The FDOT did raise the issue of DRI phasing in their initial review of the modification, as it related to a Phase III requirement involving capacity on S.R. A-1-A. After staff and Target representatives discussed this issue with FDOT, though, it was agreed that the proposed commercial square footage should be considered as Phase II development.

Prior to the filing of the revisions to the modification based on the resolution of FDOT's comments, staff received another request for commercial square footage in the DRI (*Home Depot*). The revisions to the pending *Target* modification were then incorporated into this new request, and a new combined modification request, or NOPC, was filed by the City last November.

Staff was informed by the NEFRPC on January 4 that the FDOT provided no further comments or objections to the November modification, and that they were forwarding a letter to the DCA recommending that the requested additional square footage would not result in any additional regional impacts, and did not represent a substantial deviation from the approved DRI Development Order.

The Jacksonville Beach City Council adopted Resolution No. 1722-2005 on Monday, March 7, 2005, allowing an additional 17,000 s.f. of commercial space to be constructed within the DRI, and extending Phase II of DRI development through the end of 2005. The consideration of the resolution included both a presentation by *Target* representatives, including their traffic engineer, and public and staff comments related to the requested addition.

The modifications to PUD ordinance No. 94-7601 requested in this amendment application consist of a revised Preliminary Development Plan showing the proposed addition and adding

the new square footage to the "Site Data" text box on the plan (Parcel 3, increase from 104,762 to 121,402 s.f.) and a revised Landscaping Plan also showing the building addition and associated landscape modifications.

Expanding the area of one of the anchor spaces in a developed center by roughly 16 percent should not negatively impact the uses in the balance of the center or surrounding properties, especially since the addition will extend into a marginally used parking area along the east side of the *Target* store. Even with the displaced spaces, parking for the center remains consistent with the one space per 250 s.f. of floor area standard adopted for the PUD.

The applicant has provided a detailed traffic report demonstrating that the proposed additional square footage can be developed consistent with our LDC *Adequate Public Facilities* standards. That report is provided for your review with the application materials. As stated previously, the traffic impacts from this proposed use have also been reviewed by the NEFRPC and FDOT, through the NOPC review process previously described. Neither agency has objected to the requested increase in overall DRI commercial square footage.

The Comprehensive Plan Future Land Use map designation for the shopping center is South Beach District because of its location within our Southend Redevelopment Area DRI. The proposed continued and expanded use of the *Target* retail store is consistent with DRI's commercial designation of the shopping center property.

Staff recommended approval.

Brenda Durden, agent for the applicant, gave a presentation showing that Target intends to close in the garden center, which is located on the eastern end of the building, and incorporate that space into the existing store. Then they will build a new garden center to the east of that structure. She also advised that Target was prepared to provide whatever type of landscaping that the City required and requested. Ms. Durden introduced Bill Shilling, Traffic Engineer with Kimley-Horn and Associates, Inc., who gave a traffic impact assessment presentation.

Mr. Wilson opened a public hearing and asked if anyone wished to speak either in favor of or in opposition to the request?

Scott Chesnutt, 224 7<sup>th</sup> Avenue South, Jacksonville Beach, spoke in favor.

Dean Thompson, 2067 Green Heron Point, Jacksonville Beach, spoke in opposition, and distributed a handout. (copy attached)

Seeing no one else who wished to address the Board, Mr. Wilson closed the public hearing.

There followed a brief discussion concerning traffic on A1A.

It was moved by Mr. DeLoach, seconded by Mr. Schmidt, to send the request to the City Council with a recommendation for approval.

Mr. DeLoach made an amended motion, which was seconded by Mr. Schmidt, to send the request to the City Council with a recommendation for approval and additional landscaping as determined and requested by City Council.

**Roll call vote:** Ayes – DeLoach, Schmidt and Wilson. Nays – Dahl. Motion carried by a vote of 3 to 1.

**Planning & Development Director's Report**

Mr. Mann advised that the Ordinance to amend this PUD would appear on the Council Agenda for the April 4 and April 18 meetings and both readings would have to be advertised as a public hearing. He also stated that there would be one case on the March 28, 2005, meeting.

**Adjournment**

There being no further business coming before the Board, Mr. Wilson adjourned the meeting at 8:42 P.M.

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Chairman

/lmw