

STAFF EVALUATION

To: Planning Commission

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Bonnie Brown, Sr. Asst. City Attorney

Case No.: Rezoning Application No. 20-00011

Date: June 17, 2021

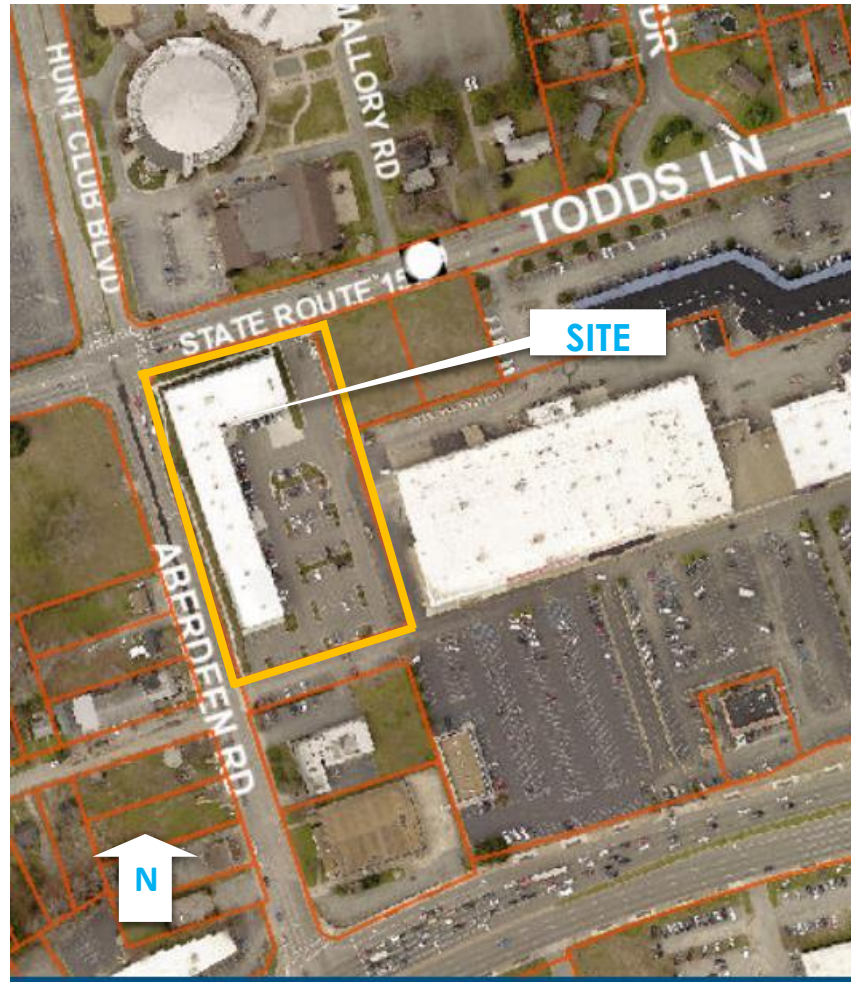
General Information

Applicant/Owner

E-Commerce Center of Hampton, LLC

Location

1708 Todds Lane [LRSN 3003904]



Requested Use

E-Commerce Center, LLC, would continue to operate with sixteen additional commercial uses permitted.

Existing Land Use

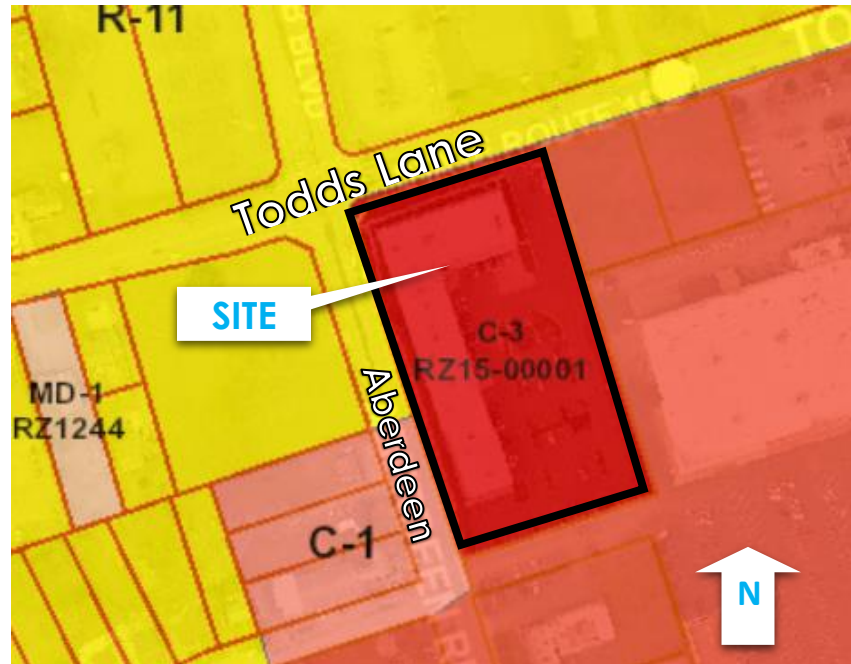
Commercial building of mixed use with; retail, office and indoor storage space.

Zoning

The property is currently zoned General Commercial (C-3) with conditions.

Surrounding Land Use and Zoning

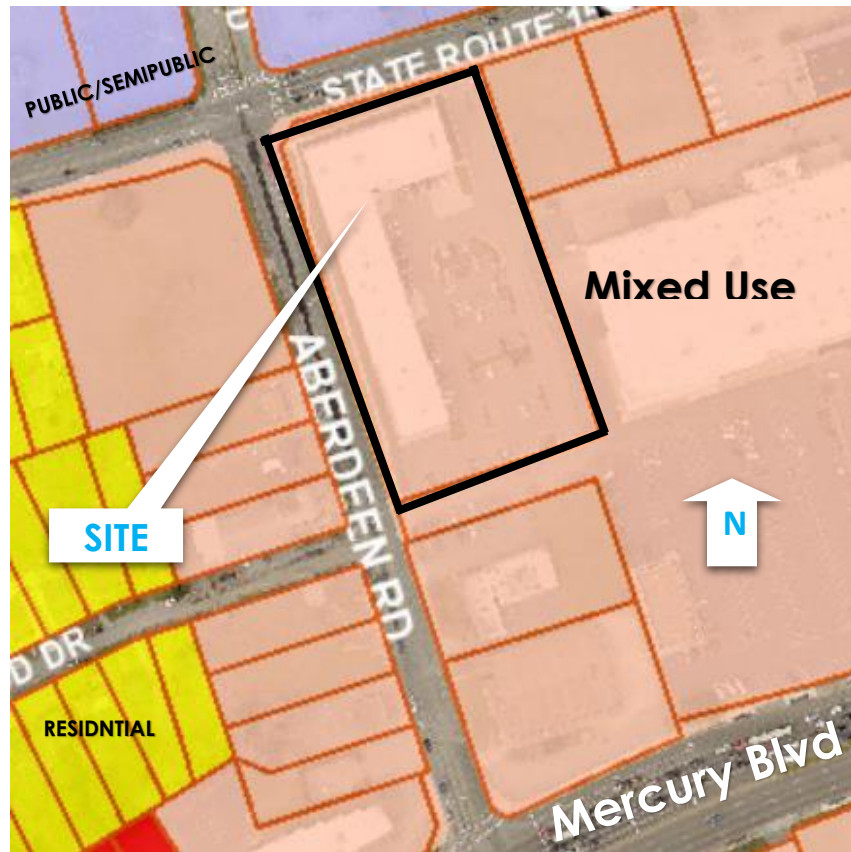
North: Zoned Residential District (R-11); Religious facility
South: Limited Commercial District (C-2); Retail and office uses
East: Limited Commercial District (C-2); Retail and office uses
West: Neighborhood Commercial (C-1), an insurance agency, a private residence, and small building with several bus nesses; Office, dry cleaning and a religious facility; Residential (R-11), at the corner of Aberdeen and Todds Lane, the lot is vacant.



Public Policy

The Hampton Community Plan (2006, as amended) recommends mixed use for the subject parcel and parcels south, east, and west of the property. The Plan includes economic development policy with the goal of the retention, expansion, and attraction of business.

The subject property is within the Power Plant Parkway initiative area of the Coliseum Central Master Plan Area (2015, as amended) which encourages mixed use development, pedestrian connectivity and the promotion of innovative ways to maintain a competitive edge.



Policies related to this request are listed below:

Ed Policy 1: Retain, expand, and attract businesses that provide jobs with family-supporting wages.

ED Policy 4: Nurture small and start-up businesses.

Ed Policy 5: Promote the development and commercialization of technology-based products and services.

<i>Traffic</i>	There are no foreseen negative impacts to traffic.
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<i>Community Meeting</i>	No community meeting was held.
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Analysis

Rezoning Application No. 20-00011 is a request to expand the permitted uses for the E-Commerce Center of Hampton at 1706 W Mercury Blvd [LRSN 3003904]. The property is zoned General Commercial (C-3) with conditions permitting a mixed use development, which includes office, retail, and self-storage fully contained in a single building. The previous rezoning limits the self-storage facility to no more than 75 percent of the structure with the additional uses housed internally.

The E-Commerce Center, originally a new concept for Hampton, has been successful, and the owners see opportunity for a greater mix of commercial uses within the facility. The facility does not offer the glassed store front opportunities of most neighboring commercial buildings or strip centers

but does offer space that may be especially appealing to start ups and personal service providers in addition to office and internet related businesses. The list of proposed additional uses is listed within the proposed proffered conditions below as well as within the attached proffer statement.

The Hampton Community Plan (2006, as amended) recommends mixed uses for the subject parcel. The Hampton Community Plan (2006, as amended) details the city's economic development objectives including the goal of nurturing small and start-up businesses as outlined under ED Policy 4, encourage the retention, expansion and attraction of businesses that provide jobs with family-supporting wages as outlined under ED Policy 1, and the promotion, development and commercialization of technology-based products and services as outlined under ED Policy 5.

The subject property is within the Coliseum Central Master Plans Power Plant Parkway Initiative area. Like the Community Plan, the Coliseum Central Master Plan (2004, as amended) recommends mixed-use for this area. The mixed use category encourages developments of two or more compatible land uses, such as live/work, retail/office, residential/retail, tourist attractions/community facilities and light industrial/residential as the primary uses within one parcel, building structure, or the same block. Expanding the commercial opportunities with the addition of the proposed set of uses at the E-Commerce Center of Hampton supports and enhances these goals.

The original proffers would continue to apply to the property, only augmented by the two conditions proffered with this application. Please see the attached proffers for greater detail and a complete list of the expanded uses. One of the key original proffers, which would remain intact stipulates that the building shall have no more than 75 percent of the building used for the stage facility. The concept plan and building elevations would also remain conditions, meaning that any significant modification would need to seek a rezoning to amend those proffers.

Staff and Planning Commission recommend approval of Rezoning Application No. 20-00011 with two (2) proffered conditions.