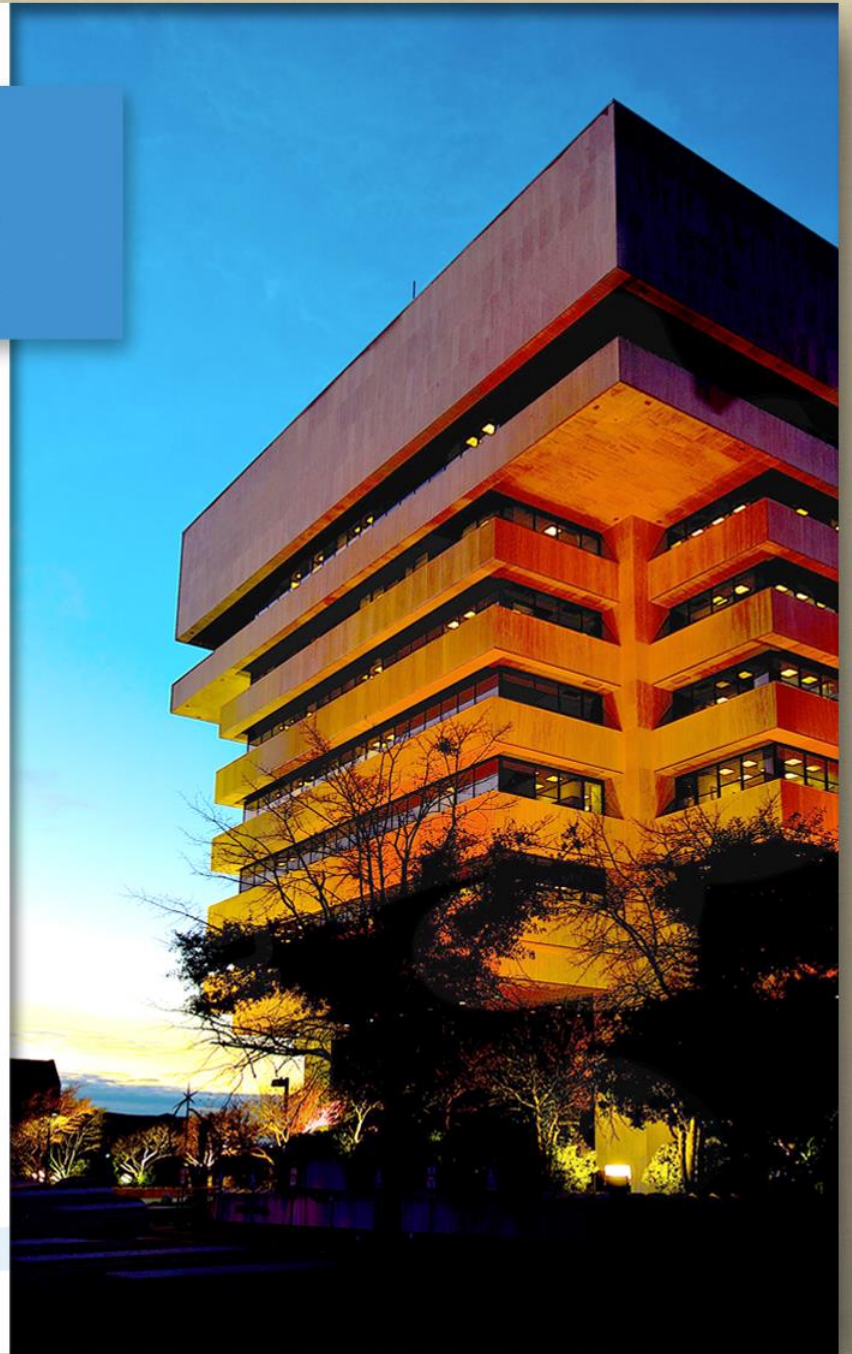


# HAMPTON VA

**Item No. 23-0046**

**1471 Merchant Lane  
*The Rhythm Room***

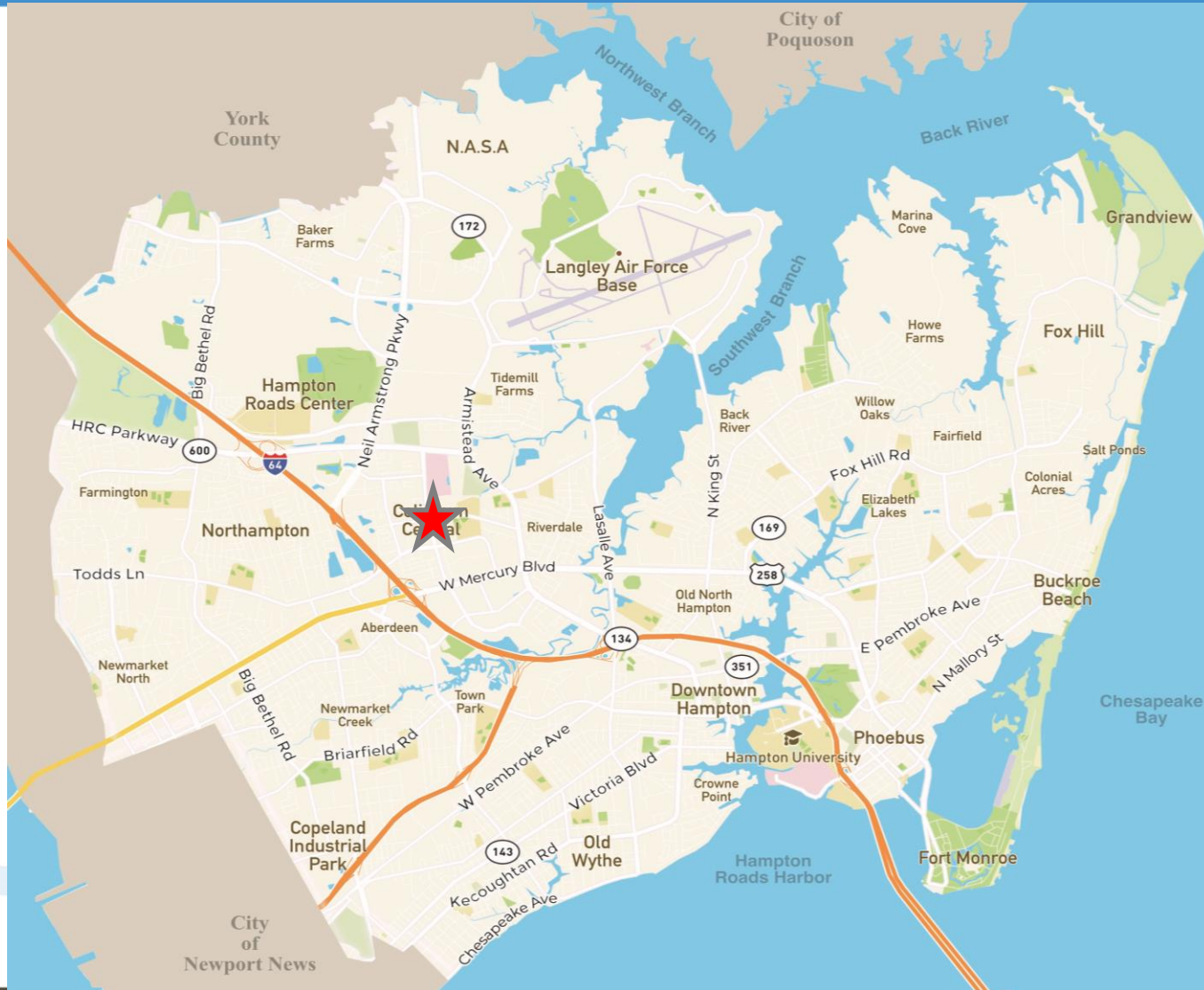
**City Council  
May 10, 2023**



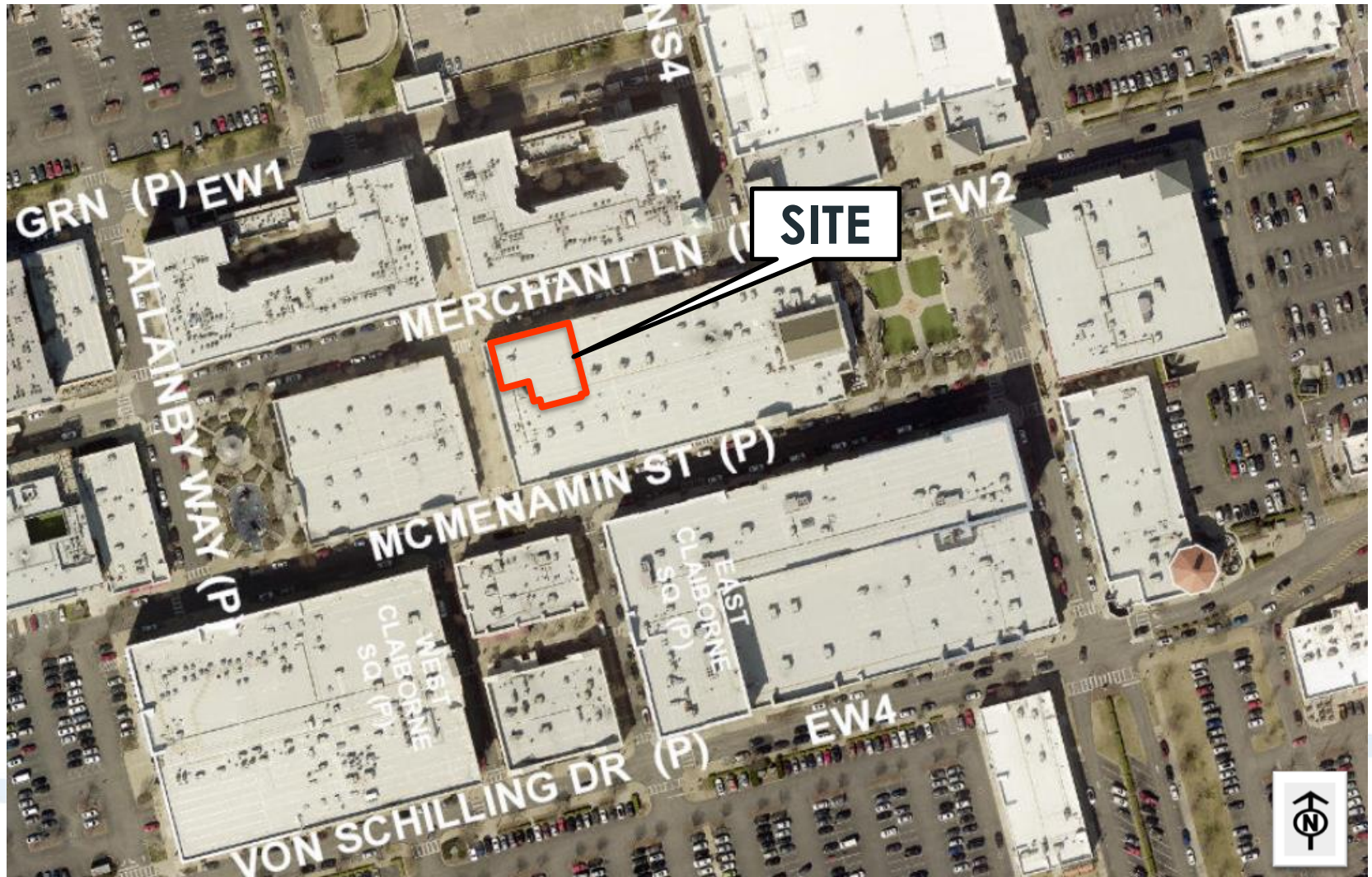
# Application

Use permit for a *restaurant 3* in the Limited Commercial (C-2) district

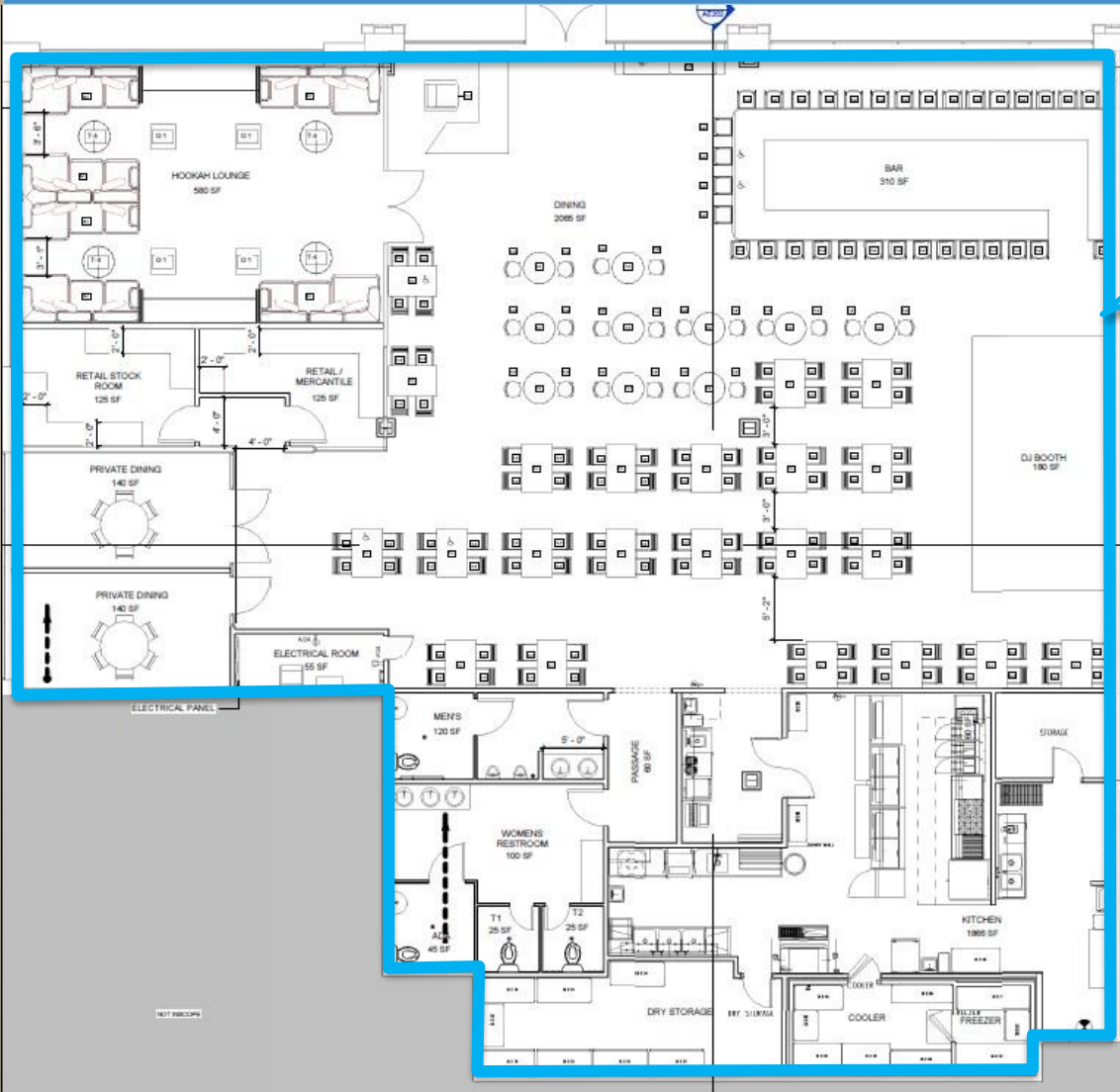
# Application



# Location Map



# Proposal



**1471 Merchant Ln.**  
**5,941 sq. ft.**

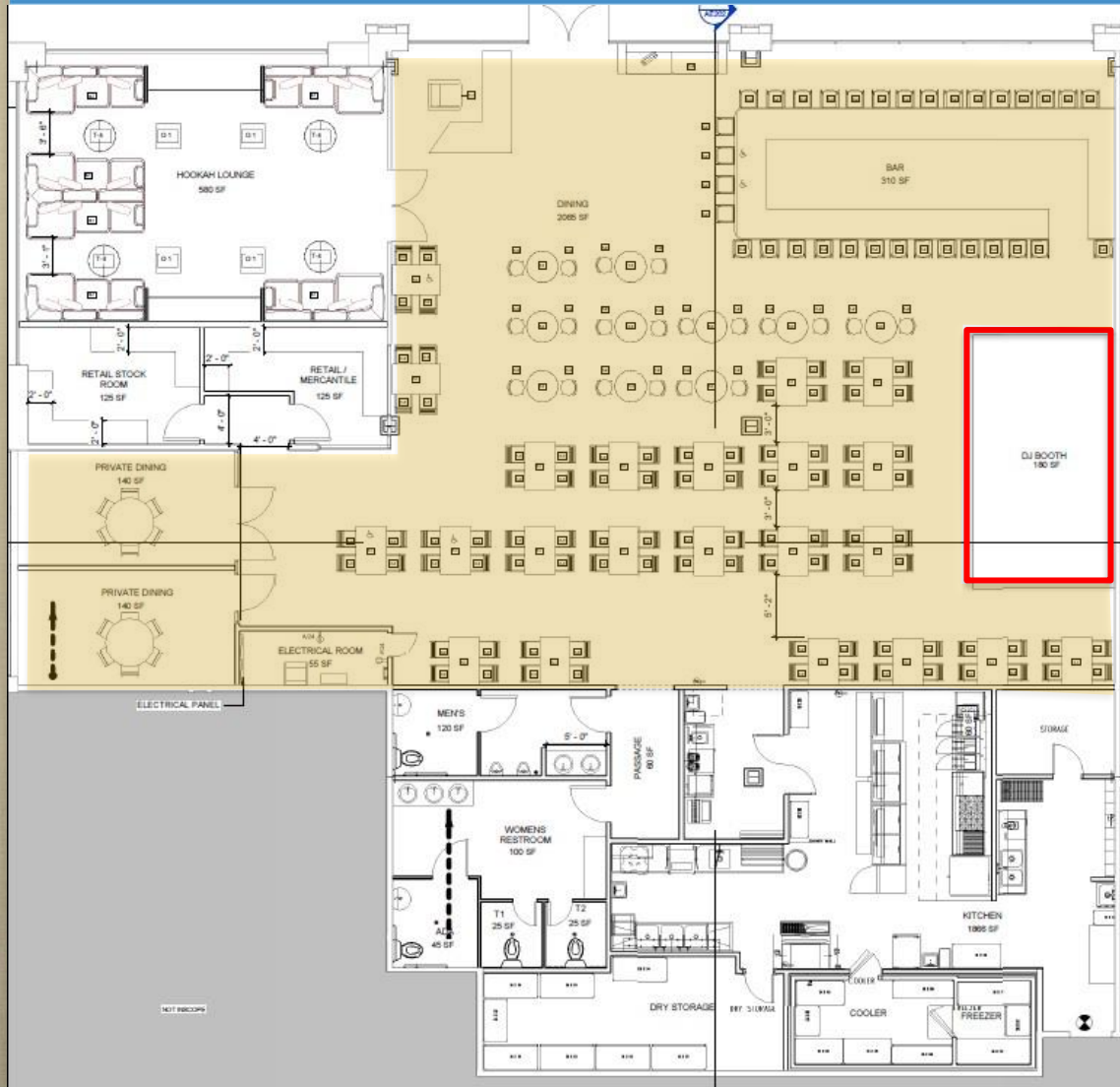
## Hours of Operation

12:00 PM to 12:00 AM  
Monday through  
Saturday, and 11:00 AM  
to 5:00 PM on Sunday

## Hours of Indoor Live Entertainment

6:00 PM to 11:00 PM  
Monday through  
Saturday, and 1:00 PM  
to 4:00 PM on Sunday

# Proposal



**Live entertainment performance area (180 sq. ft.)**

**Indoor Live Entertainment** to include live bands, poetry, karaoke, and DJ type performances



# Zoning Map

O-CC

SITE

C-2

C-2

MERCHANT LN

MCMENAMIN ST

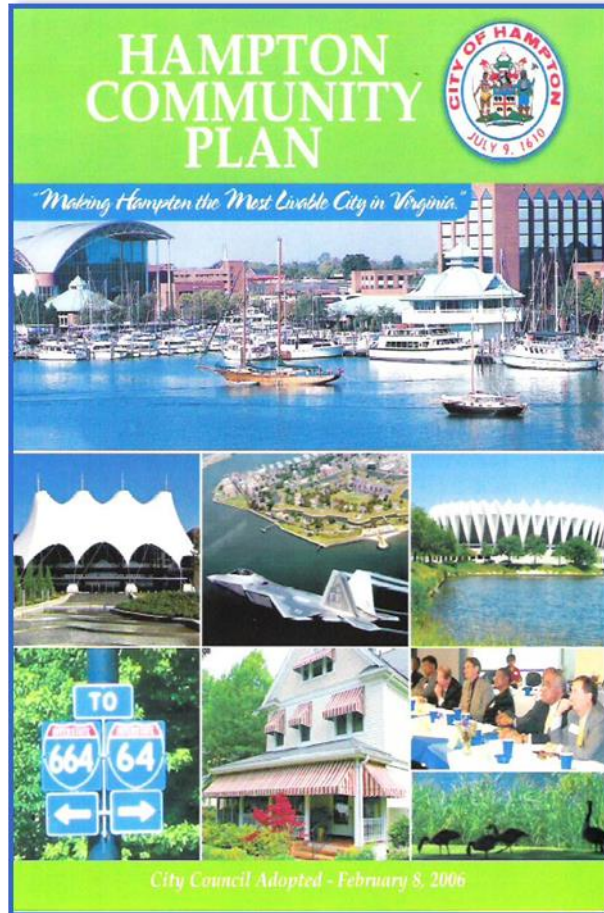


# Land Use Map





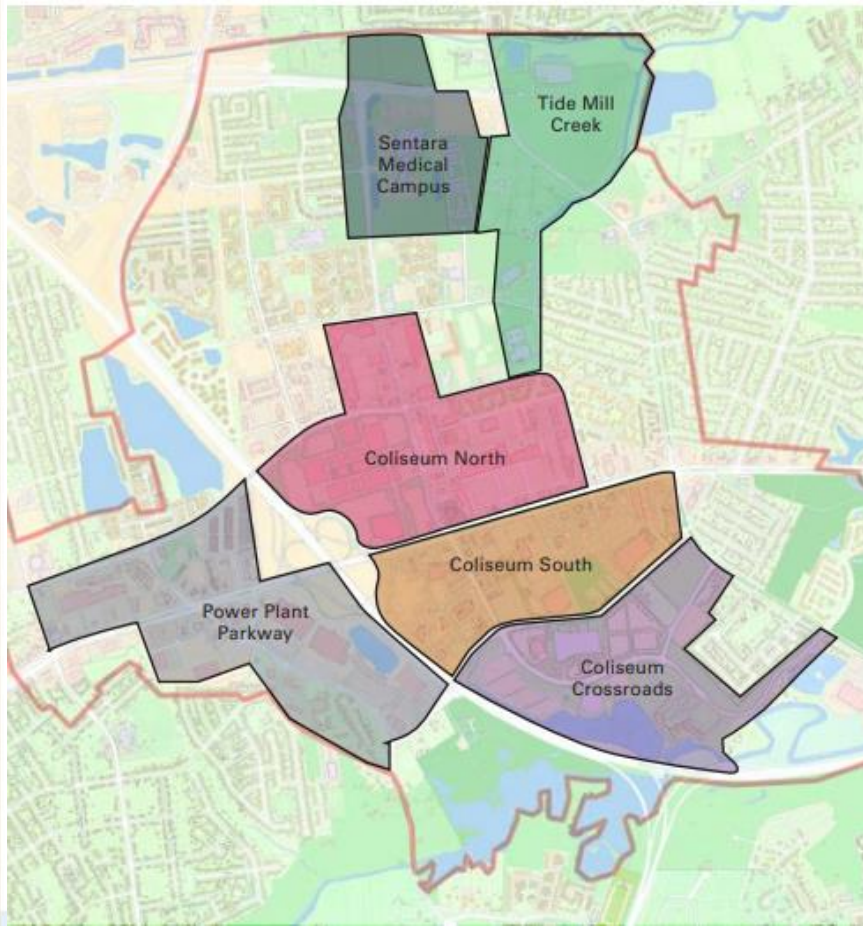
# Public Policy



Hampton Community Plan (2006, as amended)

- **LU-CD Policy 6:** Support the City's economic development priorities: high-wage jobs in targeted industry segments; regional retail and entertainment destination; first retail choice or Hampton residents; tourism destination; and higher value housing.
- **LU-CD Policy 31:** Encourage a mix of land uses that is appropriate for each district. Promote the efficient use of land and high-quality urban design.
- **ED Policy 4:** Nurture small and start-up businesses.
- **ED Policy 6:** Expand tourism, entertainment, and cultural opportunities within the city.

# Public Policy



## Coliseum Central Master Plan

(2015, as amended)

The property is within the Coliseum Central North initiative area, which has shifted to a mixed-use environment for visitors to live, work, and play in the recent decades.

The Plan recommends that a mix of commercial development that is regionally unique as well as locally-serving be pursued within the initiative area.

# PTC Parking Update

- In July 2022, a new parking credit was approved with 239 available spaces
- PTCPOA declined to approve new parking credit with the Rhythm Room
- Building E owner opted to proceed using all vacancies within Building E for the Rhythm Room

# PTC Parking Update

- At the April 20, 2023 Planning Commission, concerns were raised about the parking issue and the proposed vacancies
- In evaluating the issue, staff determined PTCPOA approval not needed for this request

# PTC Parking Update

- Approval of The Rhythm Room's use permit application does not result in vacancies in the remainder of Building E
- This is a short-term solution
  - More intense uses will require more parking
  - New development may reduce the number of existing parking spaces
- Staff continues to encourage a parking study as a longer-term solution

# Analysis

- Coliseum Central is a major regional mixed-use area
- Peninsula Town Center is one of the key regional draws in the district
- Existing development pattern supports the addition of a restaurant & live entertainment venue
- Experiential venues are currently one of the stronger local commercial markets

# Recommended Conditions

- Hours of Operation
  - Sun. – Thurs. 5 am to 12 am
  - Fri. – Sat. 5 am to 2 am
- Location of Live Entertainment
- Security
- Sound
- Special ABC Licensee Expiration
- Revocation

\*Additional Recommended Conditions found in CC Package

# Recommendation

Planning Commission and Staff recommends **approval** of Item No. 23-0046 with thirteen (13) conditions