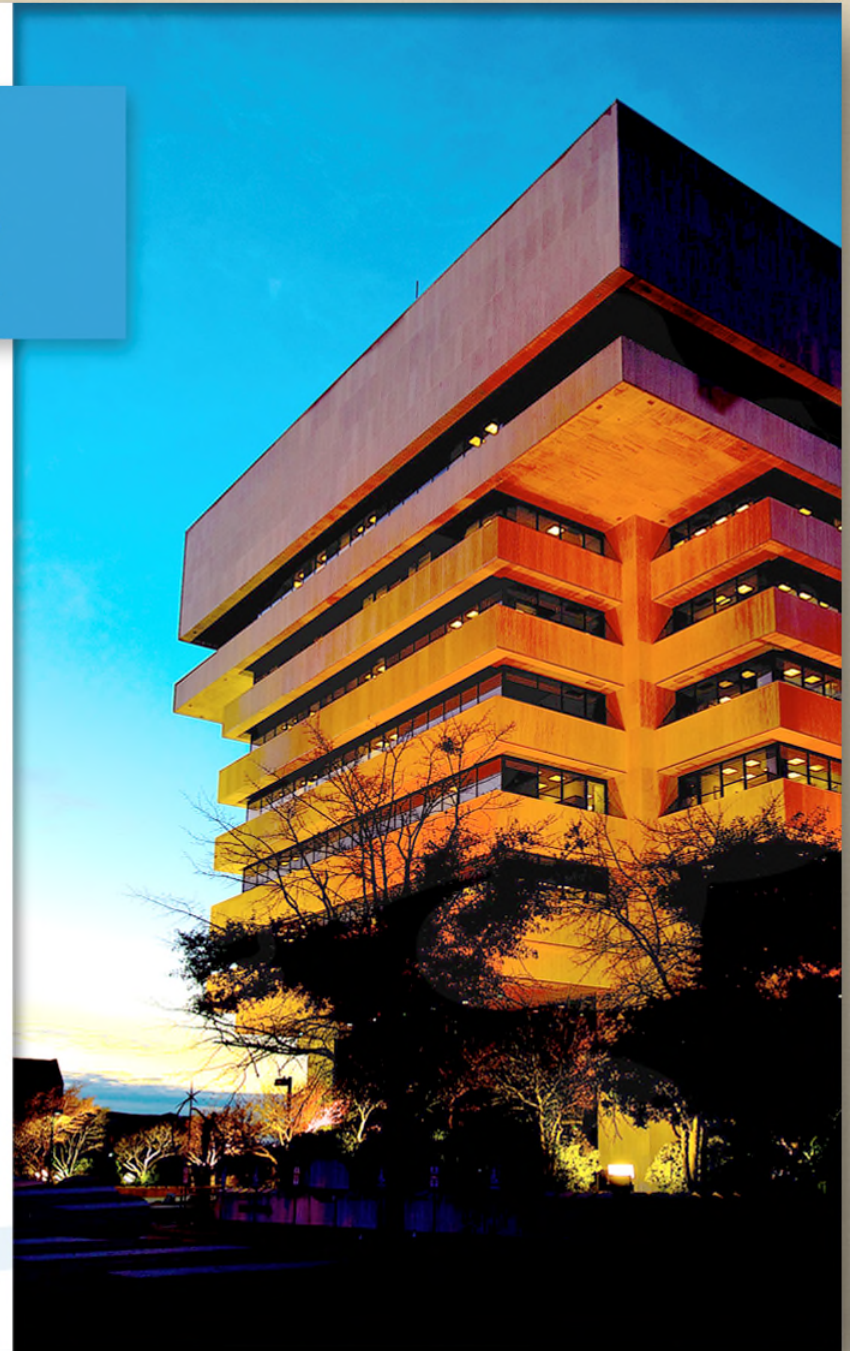


HAMPTON VA

Item #21-0137

**Use Permit #20-00008
115 S Mallory St &
117 S Mallory St
American Legion Post 48**

**City Council
May 12, 2021**



Application

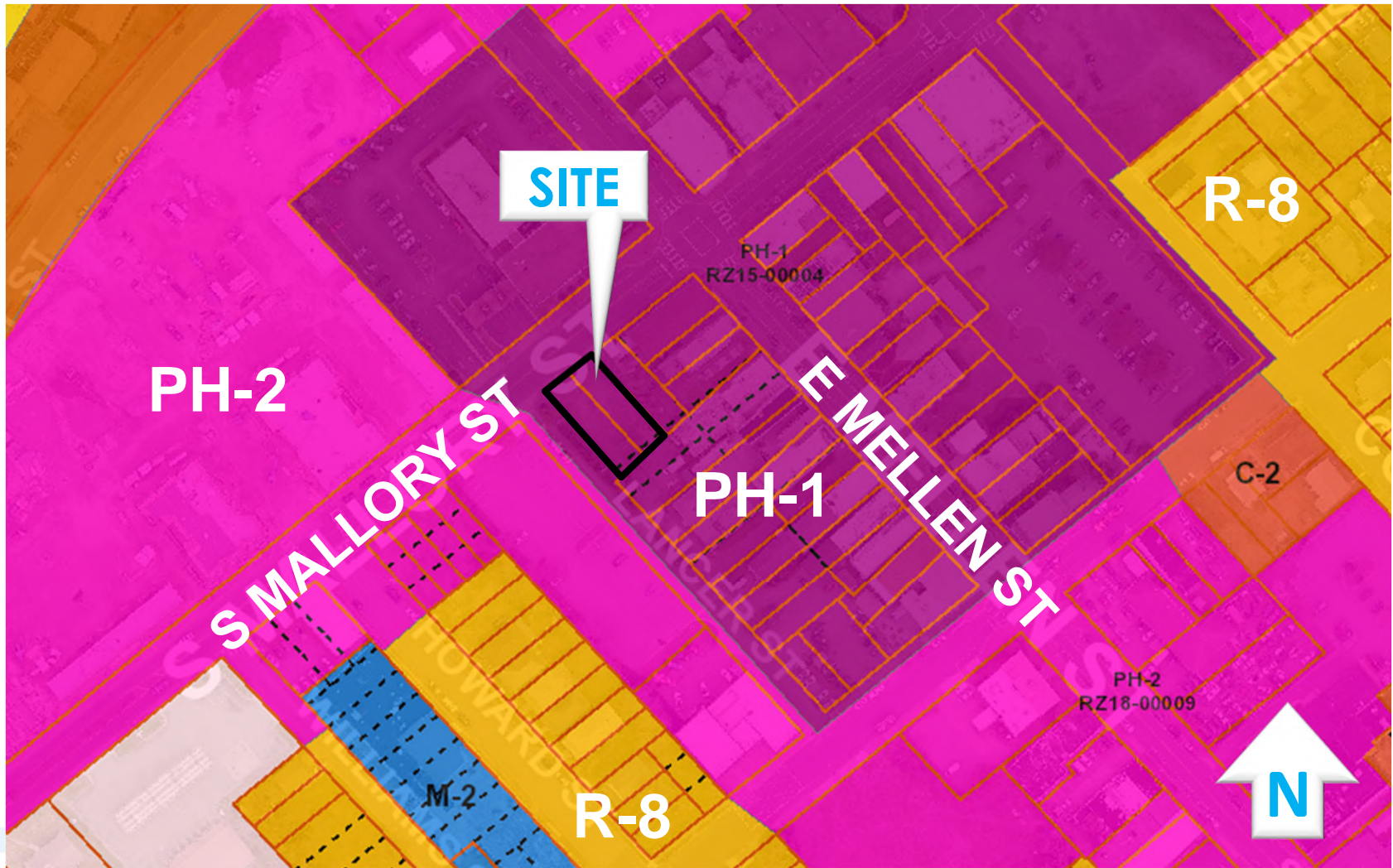
Use Permit to allow deviation from development standards within the Phoebus Urban Core (PH-1)



Location



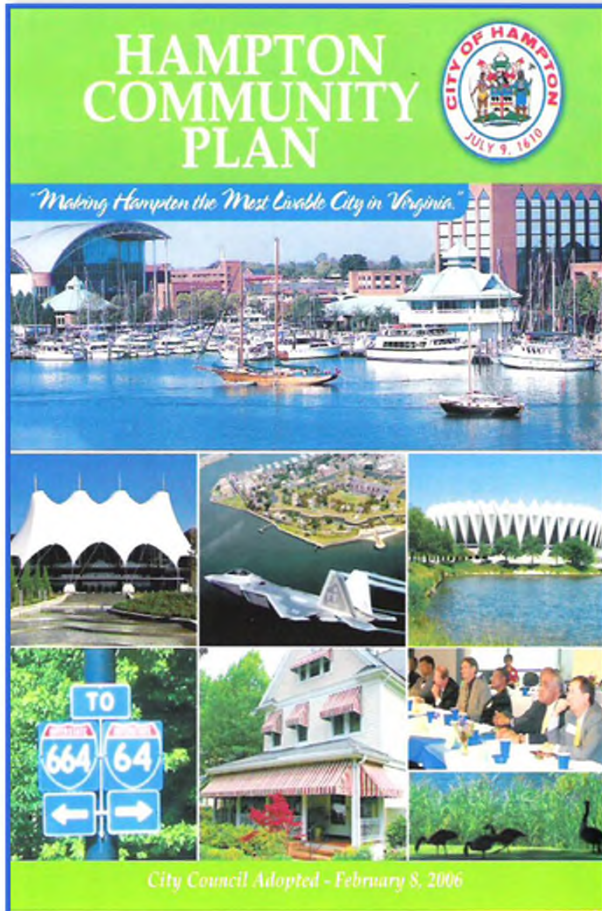
Zoning



Future Land Use Plan



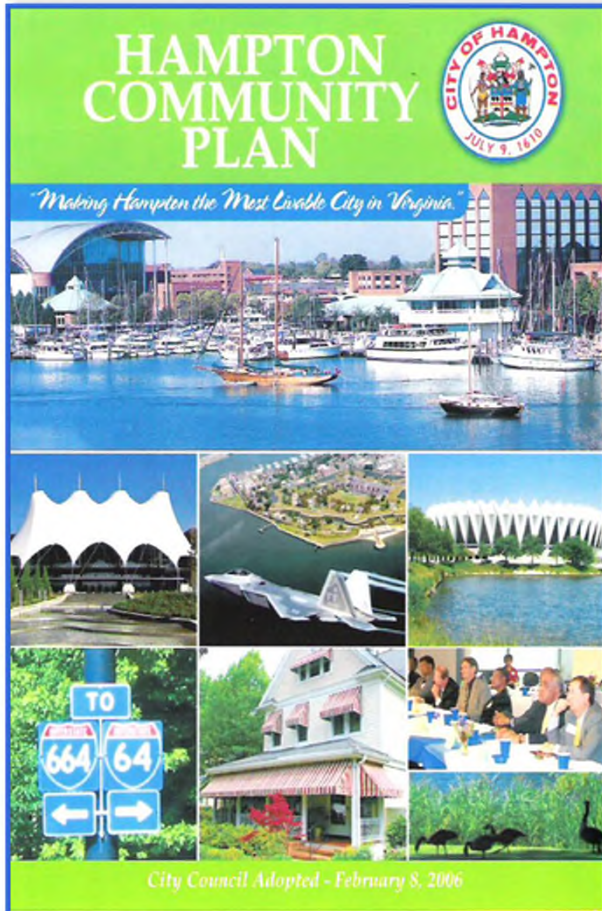
Public Policy: Hampton Community Plan



Hampton Community Plan (2006, as amended)

- **LU-CD Policy 11: Promote high quality design and site planning that is compatible with surrounding development**
- **LU-CD Policy 12: Encourage building design and site planning that enhances community interaction and personal safety**

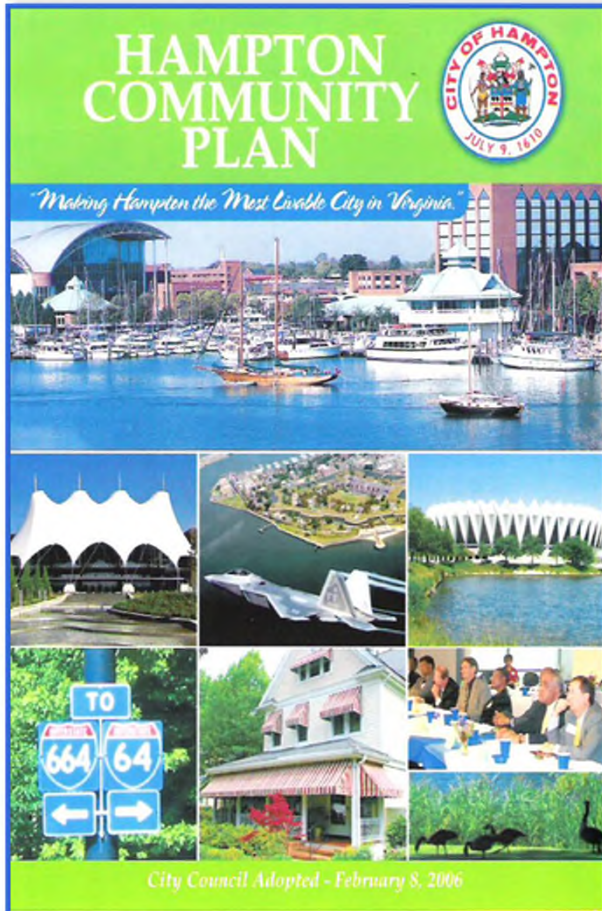
Public Policy: Hampton Community Plan



Hampton Community Plan (2006, as amended)

- **LU-CD Policy 15:** Maintain an aesthetically pleasing street network that helps frame and define the community while meeting the needs of pedestrians, bicyclists, and motorists
- **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

Public Policy: Hampton Community Plan



Hampton Community Plan (2006, as amended)

- **ED Policy 10: Foster the successful redevelopment of well-situated vacant and underutilized commercial and industrial properties within the city**

Public Policy: Phoebus Master Plan



PHOEBUS MASTER PLAN:

Hampton, Virginia URBAN DESIGN



ADOPTED BY CITY C
AMENDED BY CITY C

- New construction should attempt to respect and honor historical building styles
- Locate building at, or very near to, the property line to reinforce the main street character
- Install vertically proportioned windows

[Page 27 in Master Plan]

Public Policy: Phoebus Master Plan



PHOEBUS MASTER PLAN:

Hampton, Virginia URBAN DESIGN



ADOPTED BY CITY C
AMENDED BY CITY C

- Introduce windows, doors, or façade breaks frequently, avoiding blank walls
- Compose buildings on corners with articulated facades facing both streets
- Façade materials of Phoebus commercial buildings are predominantly brick with brick or stone details

[Page 27 in Master Plan]

Deviations Requested

- **Building width – 54.7' instead of $\leq 50'$**
- **Façade zone – 75% instead of $\geq 90\%$**
- **Building side setback – 4.36' instead of 0'**

- **Fenestration and primary door visibility were altered to comply during review process**

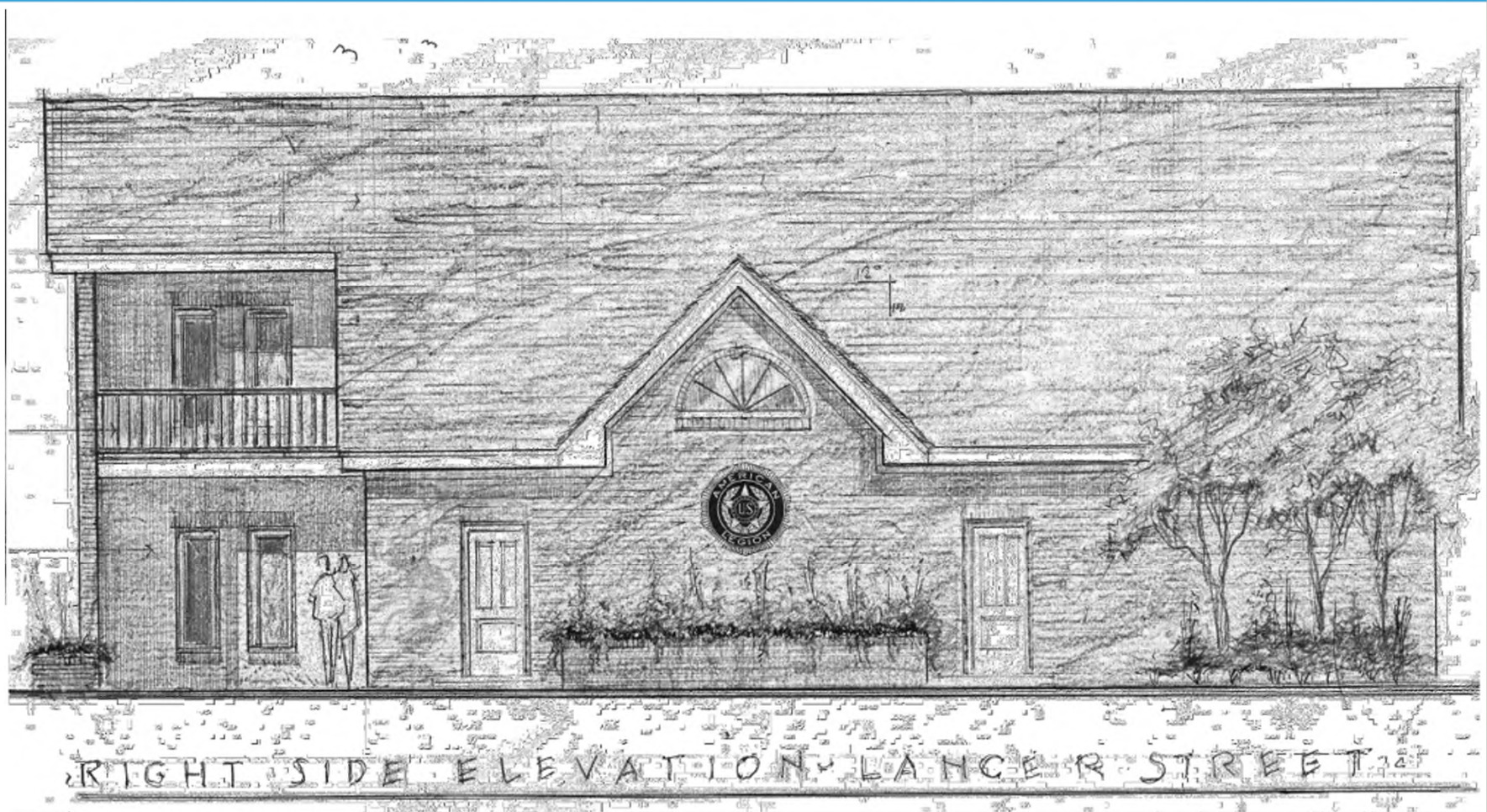
Elevations



FRONT ELEVATION - SOUTH MALLORY ST.

*Signage must be permitted separately

Elevations



*Signage must be permitted separately

Analysis

- Review based upon alignment with Community Plan and Phoebus Master Plan intent and form-based design
 - Fenestration
 - Pedestrian amenity
 - Primary entrance
 - Façade materials
- Applicant met with Phoebus Partnership during the application process, March 1
- Notified Phoebus Partnership of the completed design

Conditions

- Only for subject property
- Site Design
 - Property line vacation required
 - Compliance with elevations
 - Landscaping maintenance
 - Visibility of primary entrance
 - Façade materials
 - Compliance with site concept plan
- Nullification

Recommendation

Staff and Planning Commission
recommend approval of
Use Permit Application #20-00008
with 3 conditions