

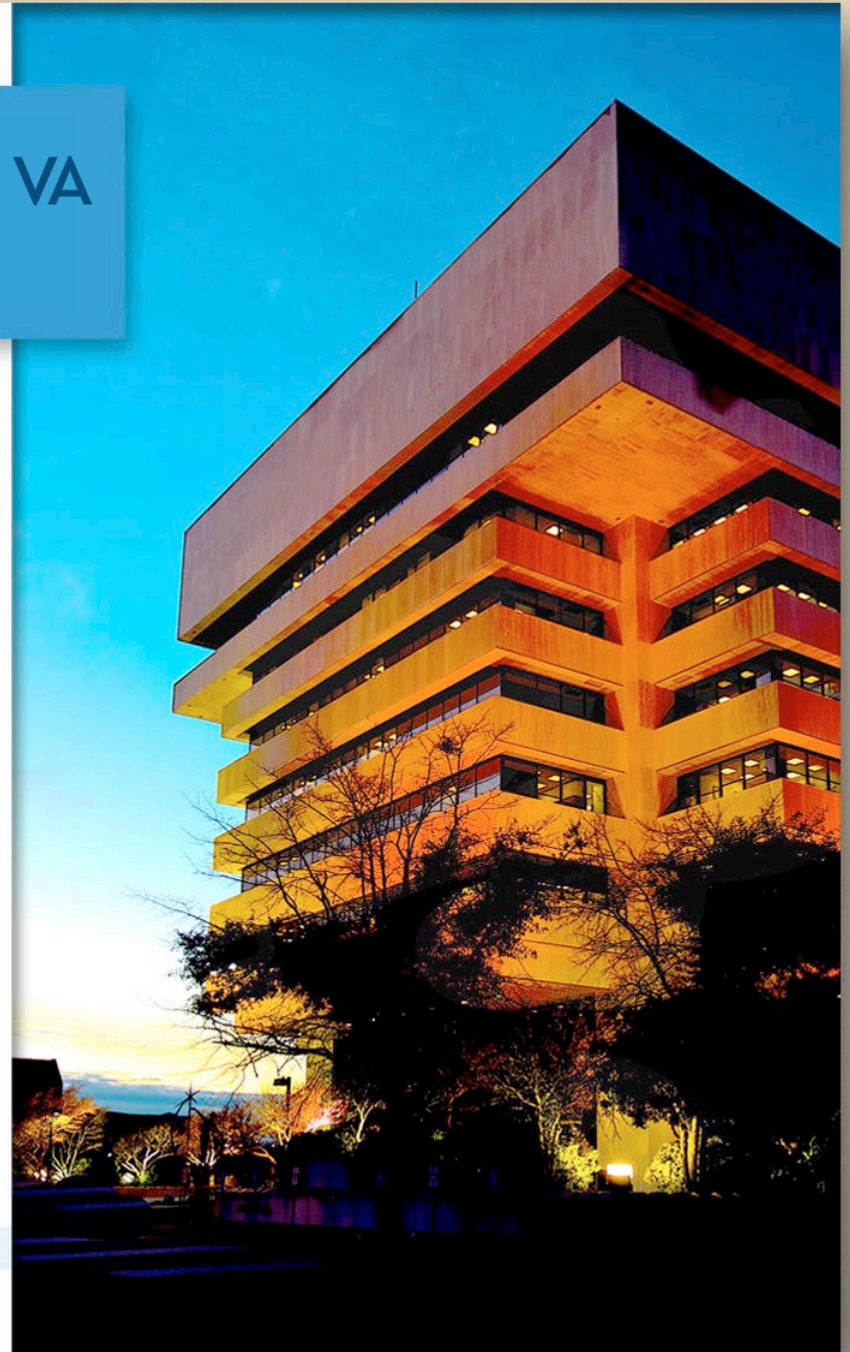


**HAMPTON** VA  
COMMUNITY DEVELOPMENT

# Use Permit 23-0315

**2122 Hartford Road  
Coliseum Central Hospitality, LLC**

City Council  
December 13, 2023



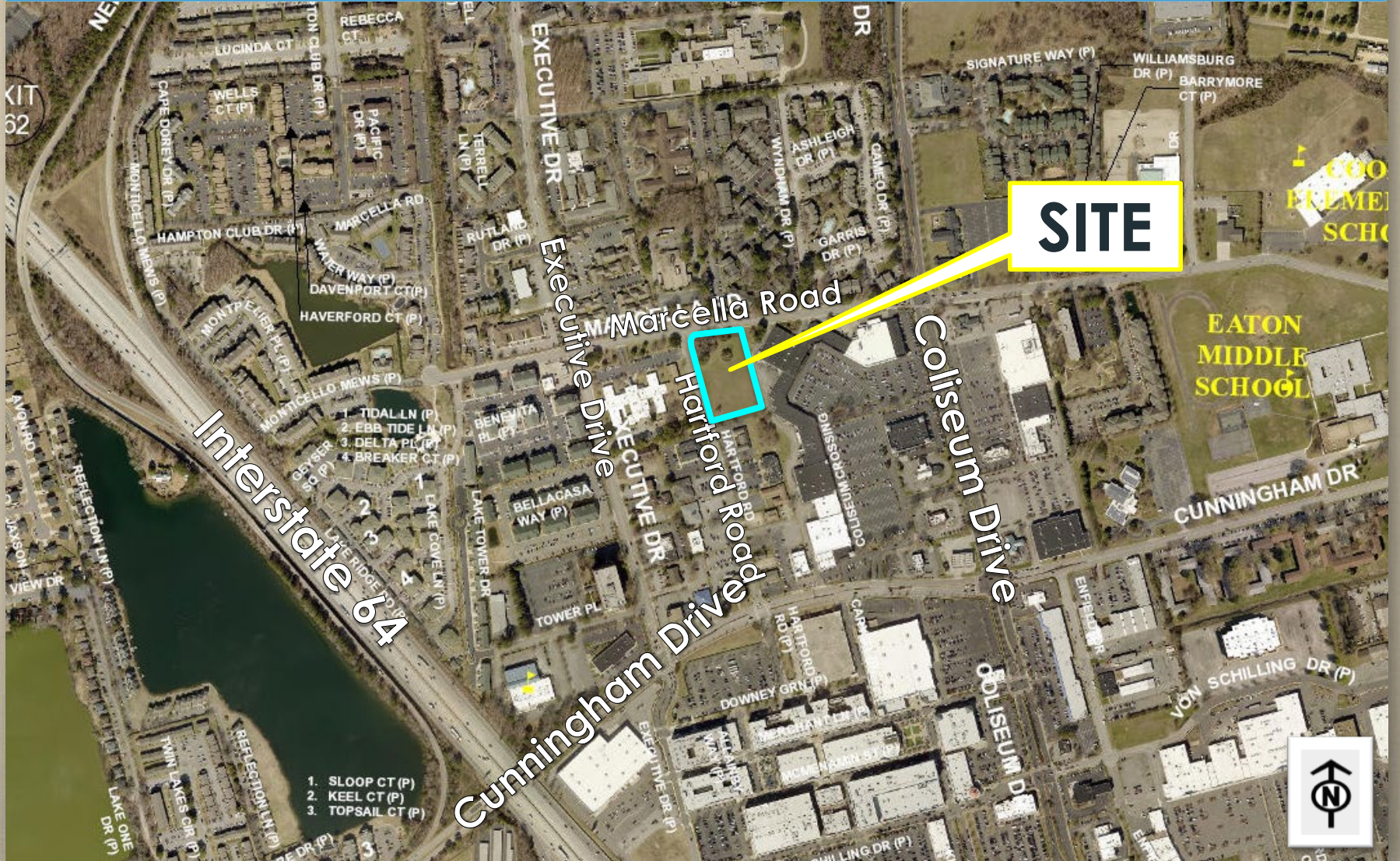
# Application

Use Permit to allow an Extended Stay Hotel within the Limited Commercial (C-2) and Coliseum Central Overlay (O-CC) Districts

# Location Map



# Location Map



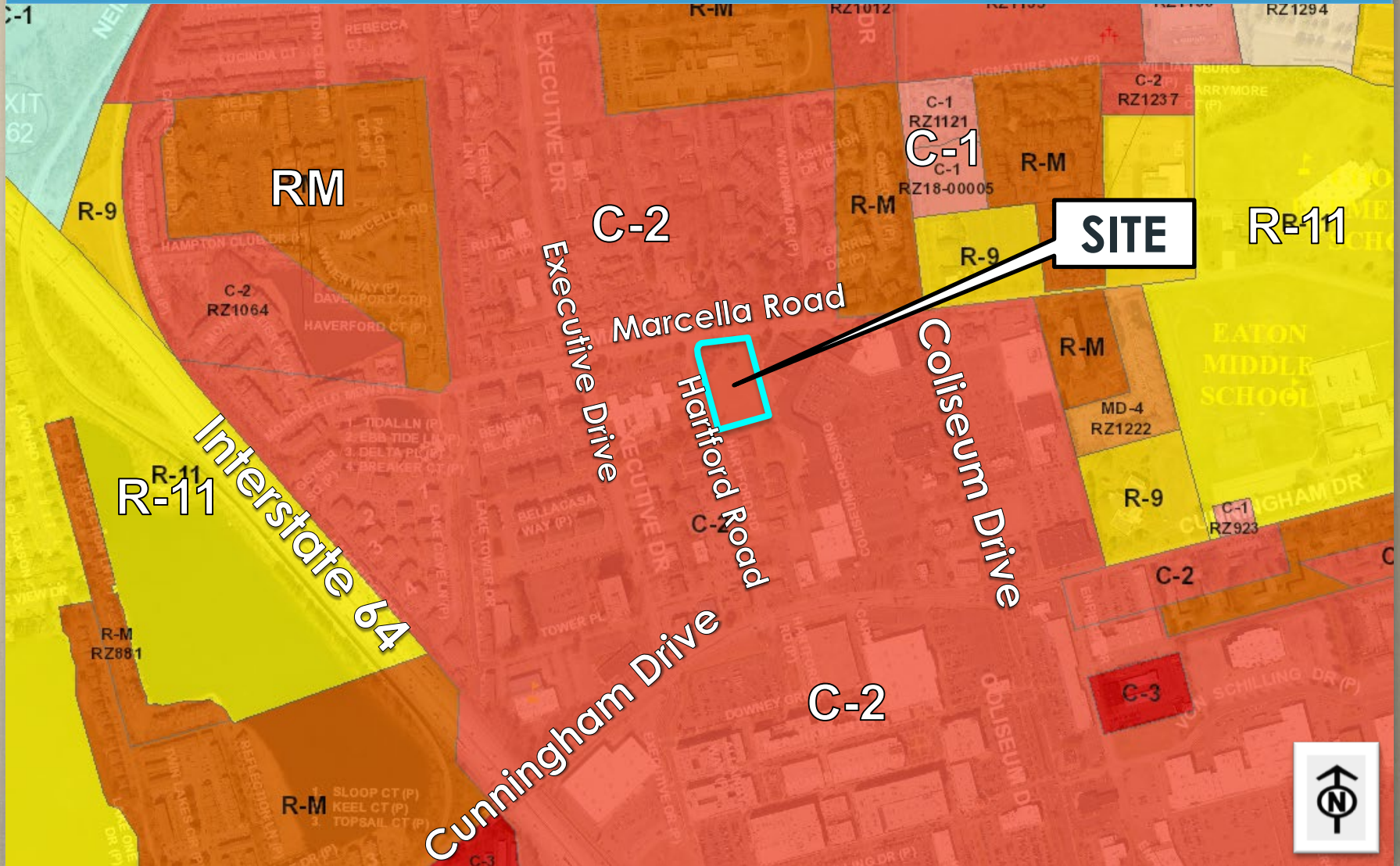
# Aerial Map



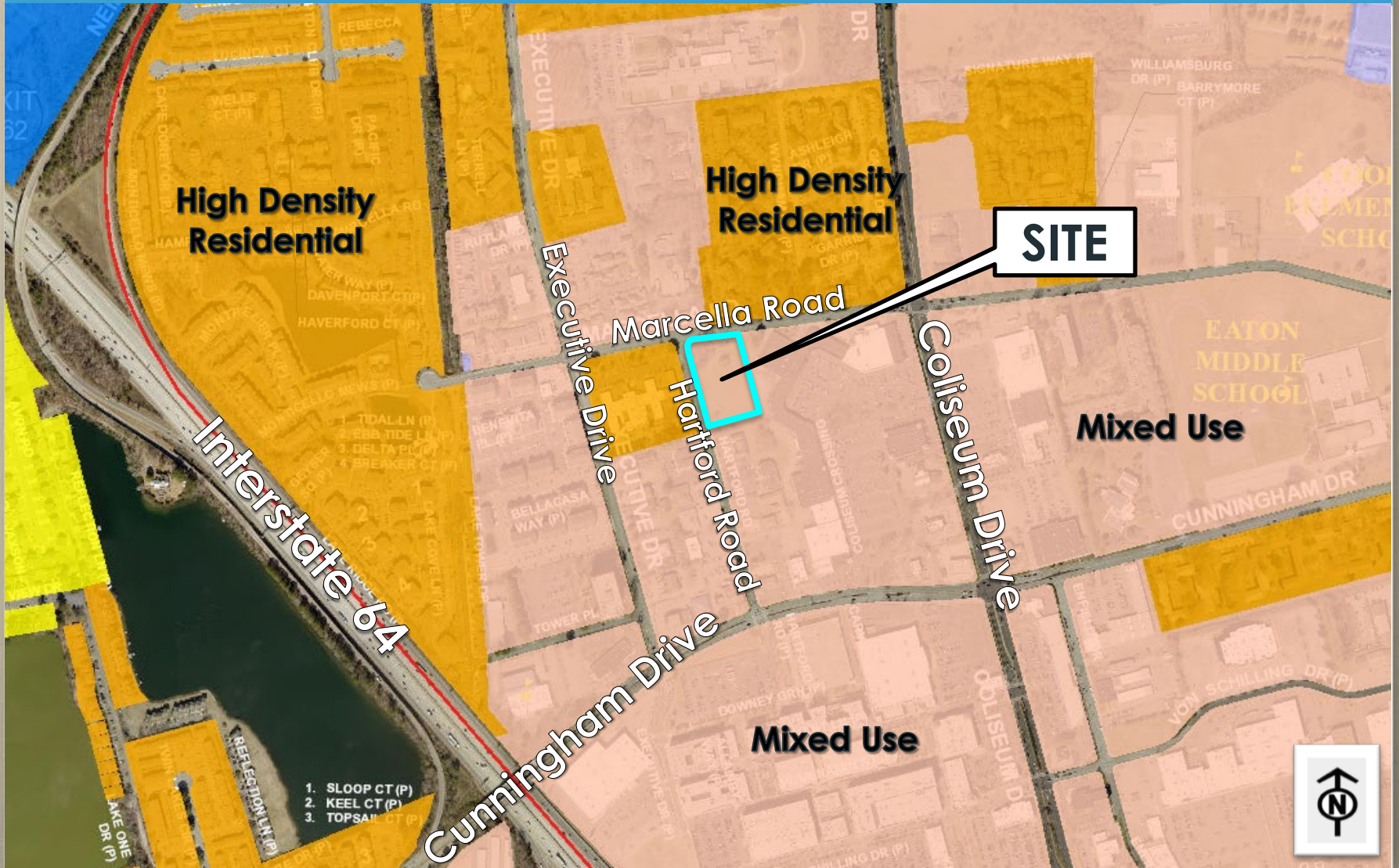
# Proposal

- 4-story building
- 103 rooms
  - Dedicated living room
  - Full-size kitchen
  - Separate bedroom
- Pedestrian connections to the streets
- On-property amenities
  - Outdoor courtyard w/ gas grill, firepit, seating
  - Laundry facilities
  - Fitness center

# Zoning Map

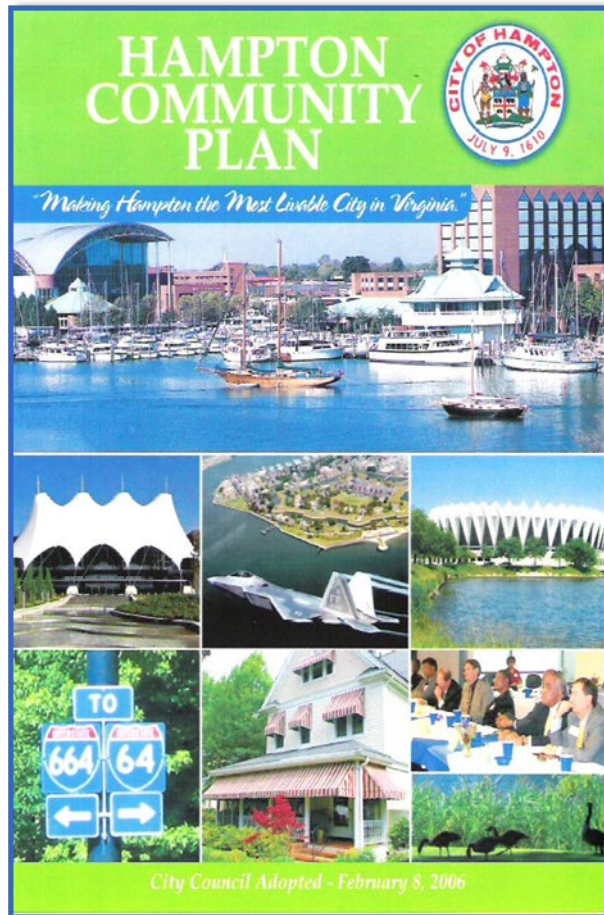


# Land Use Map





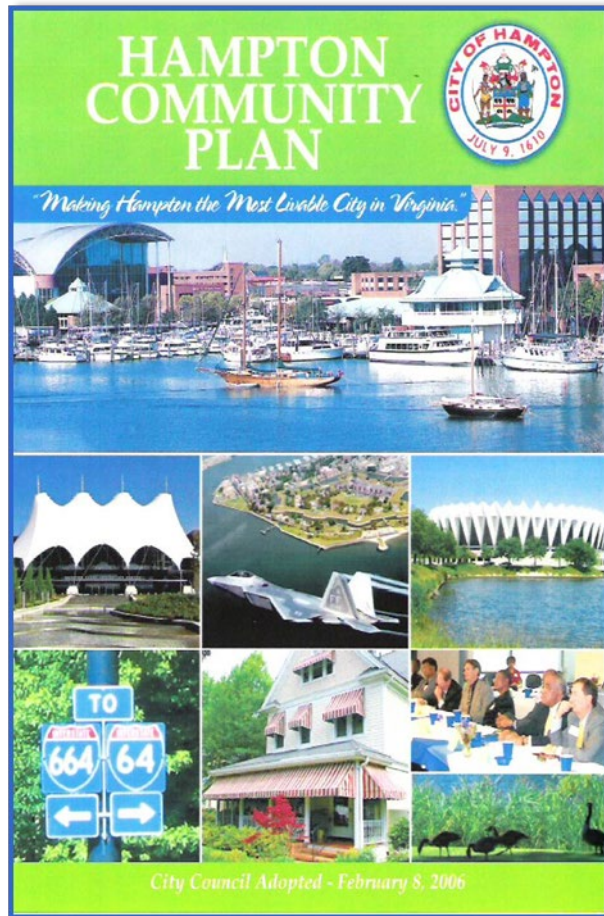
# Public Policy



Hampton Community Plan (2006, as amended)

- **LU-CD Policy 4:** Evaluated land use proposals from a regional, city-wide, and neighborhood perspective.
- **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.
- **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 (2006, as amended)

- **ED Policy 10:** Foster the successful redevelopment of well-situated vacant and underutilized commercial and industrial properties within the city.
- **ED Objective 2:** Nurture and support established businesses as well as new businesses.
- **ED Objective 12:** Promote a diverse mix of business and employment opportunities.

# Coliseum Central Master Plan



- Attract new high quality hotel reinvestment & development to support the visitor & convention business, including the emerging sports tourism
- Pursue a mix of commercial development that is both regionally-unique and locally-serving

# Coliseum North Initiative Area



- Implement site improvements on commercial properties that encourage pedestrian activity and social interaction
- Create pedestrian oriented streets and streetscapes that connect development nodes and neighborhoods to each other

# Concept Plan



# Rendering



# Elevations



**Marcella Road Elevation**



**Hartford Road Elevation**

# Recommended Conditions

- Issuance of Permit
- Design Standards
- Concept Plan
- Elevations & Building Materials
- Building Height & Size
- Management
- Security
- Fencing
- Common Amenities
- Occupancy
- Hotel Licensing & Operation
- Compliance with Applicable Laws
- Nullification
- Revocation



# Analysis

- Consistent with City land use policies
- Appropriate commercial development of underutilized vacant parcel
- Extended stay hotel development may serve medical and LAFB communities
- Quality design
- Amenities

# Conclusion

- Applicant opportunity to present
- Public hearing
- Action: Staff recommends **approval** of UP No. 23-0315 with 14 conditions  
Planning Commission recommends **approval** of UP No. 23-0315 with 14 conditions