



MEMORANDUM

TO: Hampton City Council
FROM: Davis Pemberton, City Planner
DATE: May 9, 2023
SUBJECT: Addendum to staff report for Item No. 23-00046:
Alternative Parking Solution for Peninsula Town Center (PTC)

In July 2022, the Peninsula Town Center Property Owners Association (PTCPOA) applied for a shared-use parking credit which was granted by the Zoning Administrator. That parking credit reduced the required minimum parking based upon the then-current mix of uses at the Peninsula Town Center (PTC). Because the parking credit was based upon the mix of uses, the request included a breakdown of every suite and its use to justify the parking reduction. The request included even vacant suites to ensure that all suites were allocated sufficient parking. Based on the approved parking credit, there were 239 available parking spaces within PTC.

To establish new uses requiring a Zoning Administrator Permit (ZAP) or Use Permit (UP), staff must ensure that sufficient parking is available. For any shared-use parking credit, like the one approved for PTC, the zoning ordinance requires approval of all relevant property owners to grant approval of a new parking credit. The PTCPOA declined to consent to a new parking credit incorporating the Rhythm Room into the existing uses. Following that decision, the owner of Building E opted to voluntarily leave all of the suites vacant in order to allow the Rhythm Room use to proceed.

At the April 20, 2023 Hampton Planning Commission public hearing, concerns were raised about the POA's position regarding the parking credit, and the vacancies that would be created in Building E if the Rhythm Room were approved. As a result, staff reevaluated parking at the PTC and the existing July 2022 parking credit. During this evaluation, staff determined that the POA's consent is not necessary to approve the parking required for the Rhythm Room under the existing parking credit. Moving forward, staff will approve future uses on a 'first come, first served' basis where the use requires less parking than the remaining available number of parking spaces within the PTC.

Community Development Department, Planning & Zoning Administration Division

22 Lincoln Street | Hampton, Virginia 23669
www.hampton.gov | Hampton's 311: 757.727.8311 | O.757.727.6140

Using this approach, the Rhythm Room use permit application could be approved utilizing 52 of those 239 available parking spaces, while maintaining designated parking spaces for the currently vacant retail suites in Building E. Therefore, those suites would be able to be occupied by a retail use without use of any additional parking spaces.

However, this is a short-term solution as new development and uses will eventually reduce available parking, and staff still recommends that the PTCPOA consider conducting a parking study to assess the current and future parking needs of PTC. This study will provide a comprehensive and detailed analysis of parking demand, parking supply, and potential parking solutions to accommodate the future growth and development of the area.