

STAFF EVALUATION

To: Planning Commission

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Reviewed By: C. Butler, AICP

728-5244
728-5231

Case No.: Rezoning 1248

Date: May 14, 2007

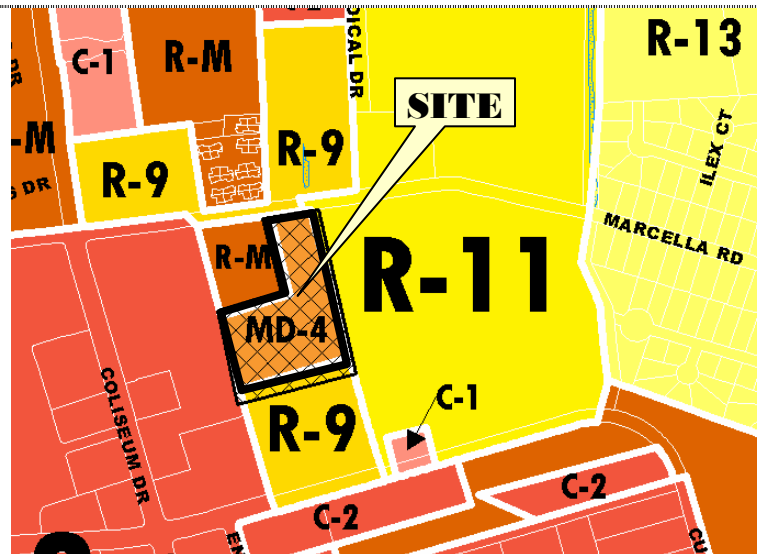
General Information

<i>Applicant</i>	Marlyn Development Corp.
<i>Owner</i>	Francis X. DiLorenzo, Bishop of the Catholic Diocese of Richmond
<i>Requested Zoning</i>	Multiple Dwelling District: MD-4 with amended conditions
<i>Purpose</i>	To construct a multifamily senior living residence with 151 units.
<i>Location</i>	The subject property consists of 4.92± acres at the street address 211 Marcella Road or LRSN 7001537.



<i>Existing Land Use</i>	Vacant
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*Surrounding Land
Use and Zoning*



North: R-M (Multiple Residence District): Condominiums and R-9 (One Family Residence District): U.S. army

South: R-9: Church

East: R-11 (One Family Residence District): Eaton Middle School

West: C-2: Shopping center

Existing Zoning

Multiple Dwelling District: MD-4 with conditions. MD-4 allows multifamily development without a density maximum. However, the conditions from a previous rezoning (RZ #1222) limit the development to 148 units.

Public Policy

Coliseum Central Master Plan
(2004, as amended)



The *Coliseum Central Master Plan* designates this parcel as well as adjoining land for residential use. This residential use should be on a scale that acts as a buffer and transition between the adjacent shopping center, which includes a large Farm Fresh and gas pumps, as well as the other commercial entities along

Coliseum Drive and the schools and single family neighborhood east on Marcella Road.

History

On February 8, 2006, City Council approved Rezoning Application No.1222 in order to develop high density senior housing. The current application is for the same property as a request to amend one condition of the previous application. The previous application limited the development to 148 units. The current request is for 151 units.

Site Development

The applicant wishes to build an L shaped apartment style complex for the elderly. The building will hold 151 units as a mixture of one and two bedroom layouts. The units will be limited to persons 55 years or older as proffered. Parking will be on the interior of the site, and the building will front on the proposed street shown in the Coliseum Central Master Plan between the site and Eaton Middle School.



Conditions

- Substantial conformance with the submitted site plan
- Maximum of 151 units
- Substantial conformance with the submitted elevations
- Building materials
- Landscaping and dumpster enclosure
- Age restriction of 55 and older

Community Meeting

During the previous rezoning, the applicant held a meeting on the evening of December 14, 2005 at Immaculate Conception Church. Approximately 60 residents attended the meeting. The main concern raised during the meeting was for amount of existing traffic on Marcella Road and the potential impact from any new development along Marcella Road.

No community meeting has been held during this rezoning process since the addition of 3 new units will not have an impact on the neighboring property owners.

Impact Analysis

Parking

The developer will provide 168 spaces on site. The Church, who remains the land owner, will provide a shared parking situation. The applicant goes before the Board of Zoning Appeals on May 7 in order to get a variance to allow for fewer parking spaces due to the

	units being dedicated to seniors. This would be similar to the variance granted for Baily Park.
<i>Traffic</i>	<p>The existing level of service on Marcella and the neighboring intersections is currently a B, which means the amount of traffic for the size of the road and intersections is significantly less than capacity.</p> <p>The applicant hired a consultant to perform a traffic study for the proposed project in order to gage traffic impacts on a road recognized for having a residential population sensitive to traffic issues. In the study, the consultant used data based on general condominium use for the site rather than specifically senior adult housing because there is a lack of quality data for senior adult housing traffic impacts. However, it is well reasoned to believe that senior adult housing facilities would generate fewer trips on average than the typical condominium development, especially during peak hours since seniors in these homes are less likely to work than the population as a whole.</p> <p>Rather than basing level of service purely on the number of vehicles generated by the project, the consultant looked at the delay time at the neighboring intersections. The consultant's calculations show that each intersection would see a delay of less than 2 seconds per car. This is not considered a significant impact.</p>
<i>Schools</i>	The proposed use would not produce any new children for the school system.
<i>Storm water</i>	The proffered site plan shows a retention pond near the entrance. The applicant has been through the Land Development Services office, which included a review of storm water management. The proposed development is capable of adequately handling storm water.
<i>Housing Market</i>	The City of Hampton contracted Zimmerman/Volk Associates, Inc. to conduct a residential market analysis for the Coliseum Central area in 2004. The study is for housing that is not subsidized, commonly referred to as market rate. In the Coliseum Central housing market, by far the largest amount of unserved demand is for multi-family rental units. Additionally, the two largest demographic segments that are drawn to this area are younger people without children and empty-nesters and/or retirees. The market segment comprised of an older population is expected to increase significantly as the "Baby Boom" generation moves into retirement and their children move away. Finally, the study shows that the "Optimum Market Position" rent and unit size for the Coliseum Central area is \$700 to \$1,150 per month (note: amount in 2004) at a size of 650 to 1,250 square feet per unit. This would equate to \$810 to \$1,330 per month in 2007 dollars using a standard 5% increase per year.

Analysis

The subject property was rezoned in February of 2006 for a 148 residential units for seniors. The request before Planning Commission and City Council is to allow an additional three units (151 total). The zoning designation of MD-4 would remain the same as would all but one of the previously approved proffered conditions. Currently condition #2 limits the development to 148 units. Therefore, City Council must approve a rezoning of the property if 151 units are to be allowed.

The developer found room within the approved building footprint and design for the three additional units. This means that the exact same conceptual site plan and building elevations that were previously approved can be approved as part of this application. So, no changes would be apparent on the exterior of the building.

Additionally, maintaining the proffered age restriction relieves one of the greatest concerns of residents who live on or just off of Marcella Road. That concern is for the potential negative impacts of increased traffic. As noted in the traffic study, which was submitted as part of the previous application, a senior facility, like the one being proposed, typically generates less traffic than that of an identically sized facility not geared toward seniors. Seniors typically take fewer trips during the day and more importantly, are less likely to drive during peak hours, which means putting fewer cars on the road at the times traffic is heaviest. However, even if the trips generated from the proposed apartment building are not discounted for the age restriction, no significant impact would be expected on Marcella Road and the local intersections. The addition of three units would not change the potential impact of the proposed development on traffic in the area.

In conjunction with these basic land use recommendation, staff has also reviewed the "Market Analysis: Residential Market Potential" prepared by Zimmerman/Volk Associates, Inc. for the Coliseum Central area. The study shows that there is a great deal of unmet demand for senior housing and more specifically multifamily senior living facilities. Additionally, the study notes that the demand should grow over time as "Baby Boomers" move into a new stage of life as they retire, and their children are out of the house. This lifestyle change leads to a new set of housing needs and wants for many people. Seniors often do not need as much room nor is it their preference to take care of a lot of extra space. Additionally, these people do not have the desire or sometimes lack the ability to maintain the yard they may have. Another dynamic change that occurs after the children have moved out and seniors retire is that their social arenas become different. For many people, though not all, through the middle of the lifecycle, socialization is based around work and coworkers and/or children and their friends. As seniors move into their later years, these networks can often dwindle. The aforementioned factors make apartment style living more attractive, especially when the facility is age restricted. This style of living allows residents to easily interact with their peers. Apartments restricted to seniors also create a safer environment for the residents as it is easier for them to spot potential intruders than it would be in an apartment complex with a variety of ages. Finally, this particular location proves advantageous for seniors given the close proximity to medical care, grocery shopping, retail, and dining opportunities.

This application wishes to add three units to a recently approved project that helps meet a point of need in Hampton as well as the housing market at large. This is a prime location for senior residents. At the same time, this new residence provides new shopper for area businesses and a compatible residential development for the neighboring community. The proposed development creates a win-win situation for the developer and future residents as well as the larger Coliseum Central area.

Staff recommends approval of this application with the 6 proffered conditions.