

STAFF EVALUATION

To: City Council

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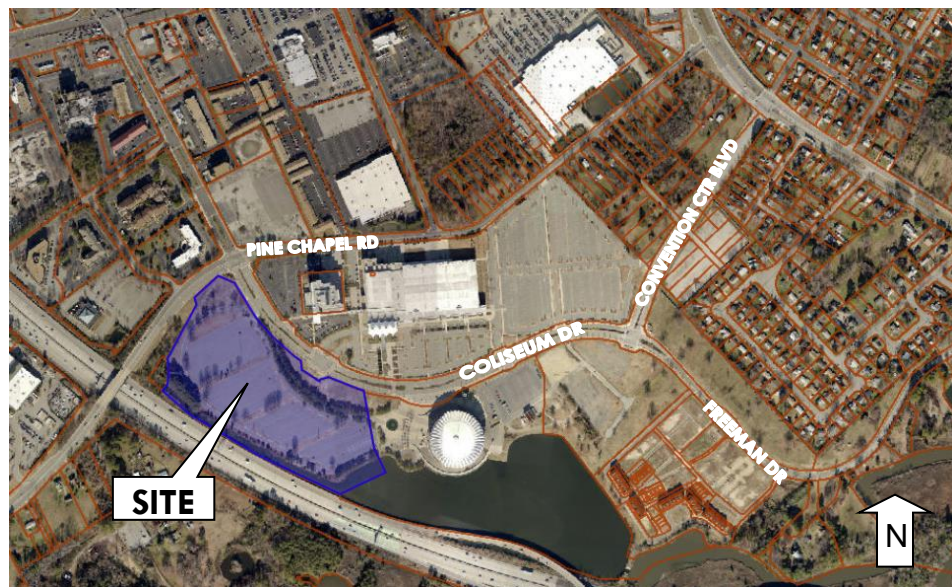
Case No.: Rezoning Application No. 16-00009 Date: August 10, 2016

General Information

Applicant City of Hampton

Property Owner City of Hampton

Site Location Corner of Pine Chapel & Coliseum Drive [LRSN 13002049]



Requested Action Rezone a 20 ± acre parcel to amend the proffered conditions from Rezoning 1260 which was adopted in October 2007 in connection with the proposed Hampton Place development project.

Description of Proposal Remove the project specific conditions placed on the site in 2007 to increase the development options for the site and to allow the City to effectively market the site for future development.

Existing Land Use Parking lot to support Hampton Coliseum.
Zoning Limited Commercial (C-2) District with proffered conditions, Coliseum Central Overlay (O-CC) District and Flood Zone Overlay (O-FZ) District

Surrounding Land Use and Zoning

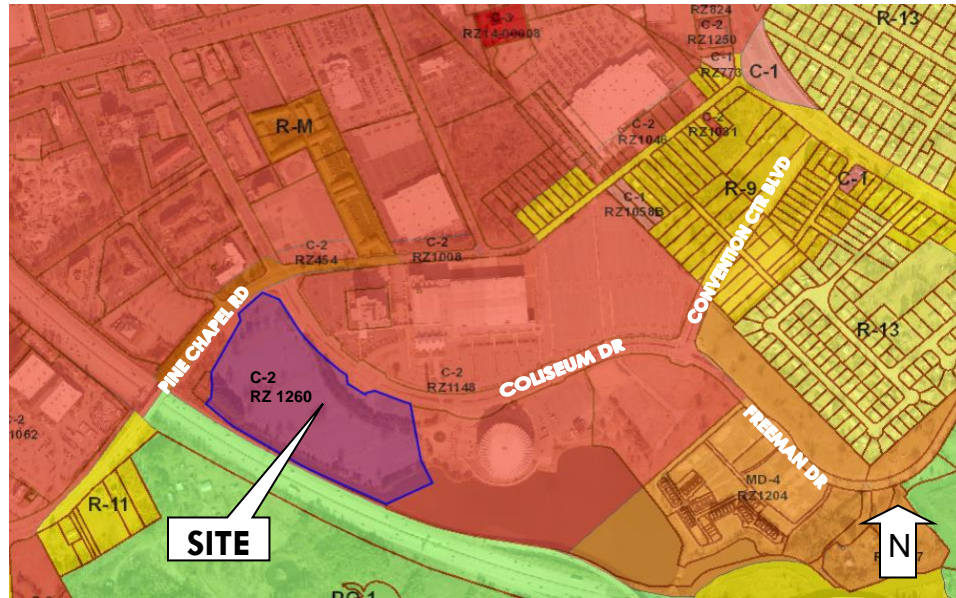
North: Limited Commercial (C-2) District and Coliseum Central Overlay (O-CC) District; vacant and commercial.

South: Parks and Open Space General (PO-1) District; park and interstate highway (I-64).

East: Limited Commercial (C-2) District and Coliseum Central Overlay (O-CC) District; hotel, convention center, and Hampton Coliseum.

West: Limited Commercial (C-2) District and Coliseum Central Overlay (O-CC) District; commercial and interstate highway (I-64).

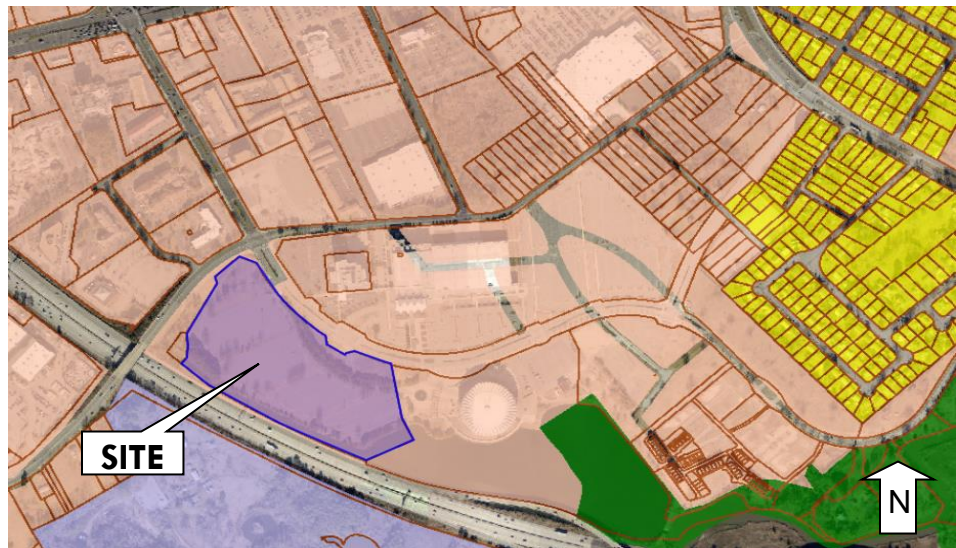
Surrounding Zoning:



Public Policy

The Hampton Community Plan (2006, as amended) recommends "Mixed-Use" for the site.

Future Land Use Plan:



Land Use and Community Design Policies

LU-CD Policy 1: Play an active role in the land development process.

LU-CD Policy 2: Leverage the impact of city resources by focusing on strategic investment areas.

LU-CD Policy 6: Support the City's economic development priorities: high wage jobs in targeted industry segments; regional retail and entertainment destinations; first retail choice for Hampton residents; tourism destination; and higher value housing.

LU-CD Policy 30: Follow a master planning process for districts to identify and address land use and community design issues that are unique to individual sites.

Economic Development Objectives

4. Encourage the use of public/private collaborations and/or partnerships

6. Enhance economic activity within existing neighborhoods, districts and corridors.

13. Contribute to the successful redevelopment of strategic investment areas.

Economic Development Policies

ED Policy 9: Ensure that the City's implementation plans, physical infrastructure, and land use regulations support the City's goals for economic development and growth.

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

ED Policy 12: Focus special attention on strengthening the ability of older commercial and industrial areas to support new and expanded business activity.

The Coliseum Central Master Plan (2015 as amended) recommends sports tourism and hospitality uses and park space.

Coliseum Central Master Plan recommendations:



Zoning History

This site was included in a 114 +/- acre City-initiated comprehensive rezoning in 2002 (RZ 1148) to advance the City's "Crossroads" redevelopment initiative. The purpose of the rezoning was to allow for development of a convention center and a supporting hotel as well as commercial and public open space uses.

As a subsequent phase of implementing the Crossroads initiative, the site was rezoned in 2007 (RZ 1260) to allow for the development of the Hampton Place project: a mix of retail, entertainment, office, residential and hospitality uses.

Traffic & Parking Impacts

This proposal is consistent with the adopted plan for this area and will not generate any unanticipated impacts on the transportation network.

The City is moving forward with the design phase of parking improvements to replace the spaces that would be lost by redevelopment of this site as identified by the phased parking strategy in the *Coliseum Central Master Plan*.

Environmental

This proposal is not expected to significantly change the environmental impact that would occur as a result of redevelopment of the site.

Proffered Conditions

Five conditions (included in rezoning application).

Community Meeting

Given that a specific redevelopment proposal is not being brought forward at this time, a community meeting was not held for the proposed rezoning.

Analysis

Rezoning Application No.16-00009 is a request by the City to rezone the subject City-owned property to amend the proffered conditions from Rezoning 1260. Rezoning 1260 was

adopted in 2007 in connection with a mixed-use development proposed by the XL Development Group known as "Hampton Place". The zoning conditions placed on the site were specific to the project proposed at that time. These conditions include a limited mix of uses, a conceptual site plan and building materials,

Amending the existing conditions as proposed by this rezoning will: expand the redevelopment options for the site, promote development that is consistent with the updated Coliseum Central Master Plan and allow the City to more effectively market the site to future prospects.

The subject property has long been considered a regionally significant redevelopment opportunity due to its visibility from Interstate 64 and its proximity to the Hampton Roads Convention Center and the Hampton Coliseum. The site is a key component of the Crossroads Initiative and the ongoing revitalization of the Coliseum Central area. A summary timeline of the Crossroads Initiative is provided below. Amending the existing conditions as proposed by this rezoning will promote the continued implementation of this master plan initiative.

Crossroads Initiative Development Timeline

July 2002	Hampton Crossroads Development Plan
Nov. 2002	RZ 1148 Comprehensive Rezoning (114 ± Acres to C-2 with Proffers)
Sept. 2004	<i>Coliseum Central Master Plan</i>
Jan. 2005	Hampton Roads Convention Center
Feb. 2005	Coliseum Drive Extension
April 2005	Embassy Suites (295 Room Convention Hotel)
June 2005	RZ 1204 H2O Rezoning Phase 1 & 2 (25.2 ± Acres for Residential)
Oct. 2006	Development of Convention Center Boulevard
May 2007	RZ 1247 H2O Rezoning Phase 3 & 4 (11.5± Acres for Residential)
Aug. 2007	<i>Newmarket Creek Park Master Plan</i> (Currently known as Central Park)
Oct. 2007	RZ 1260 XL Development Proposal (Hampton Place Mixed Use Project)
Oct. 2014	Coliseum Crossroads Update (Market Study, Hotel Study, and Coliseum Reuse Study)
Nov. 2015	<i>Coliseum Central Master Plan Update</i>

Staff recommends **APPROVAL** of Rezoning Application No. 16-00009 with 5 proffered conditions.