

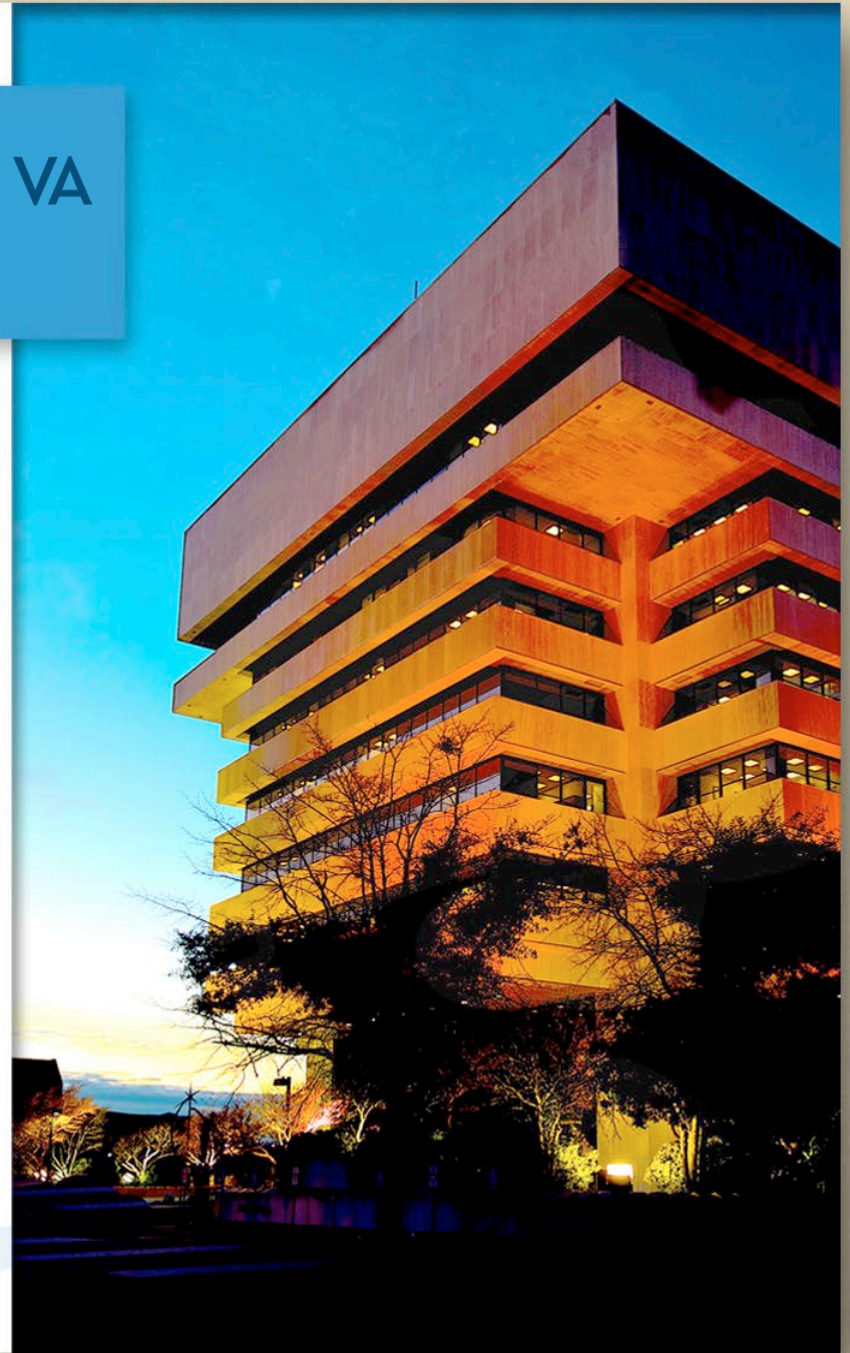


**HAMPTON** VA  
COMMUNITY DEVELOPMENT

**Rezoning  
23-0316  
Use Permit  
23-0317**

***1909 Commerce Drive  
Coliseum Center LLC***

**City Council  
December 13, 2023**



# Application

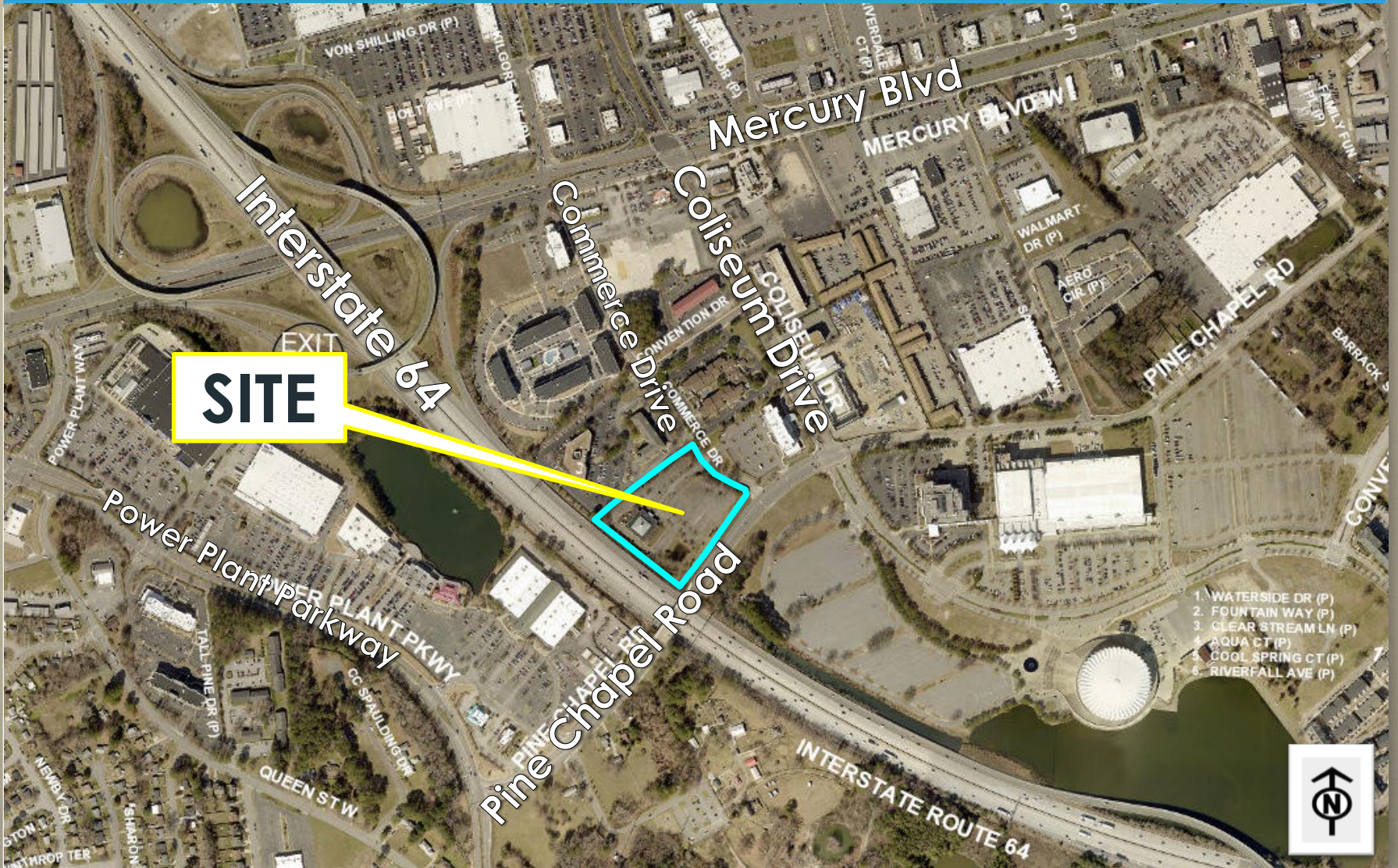
Rezoning from C-2 to Multiple Dwelling (MD-4) District and Use Permit to allow multifamily dwellings

# Location Map





# Location Map

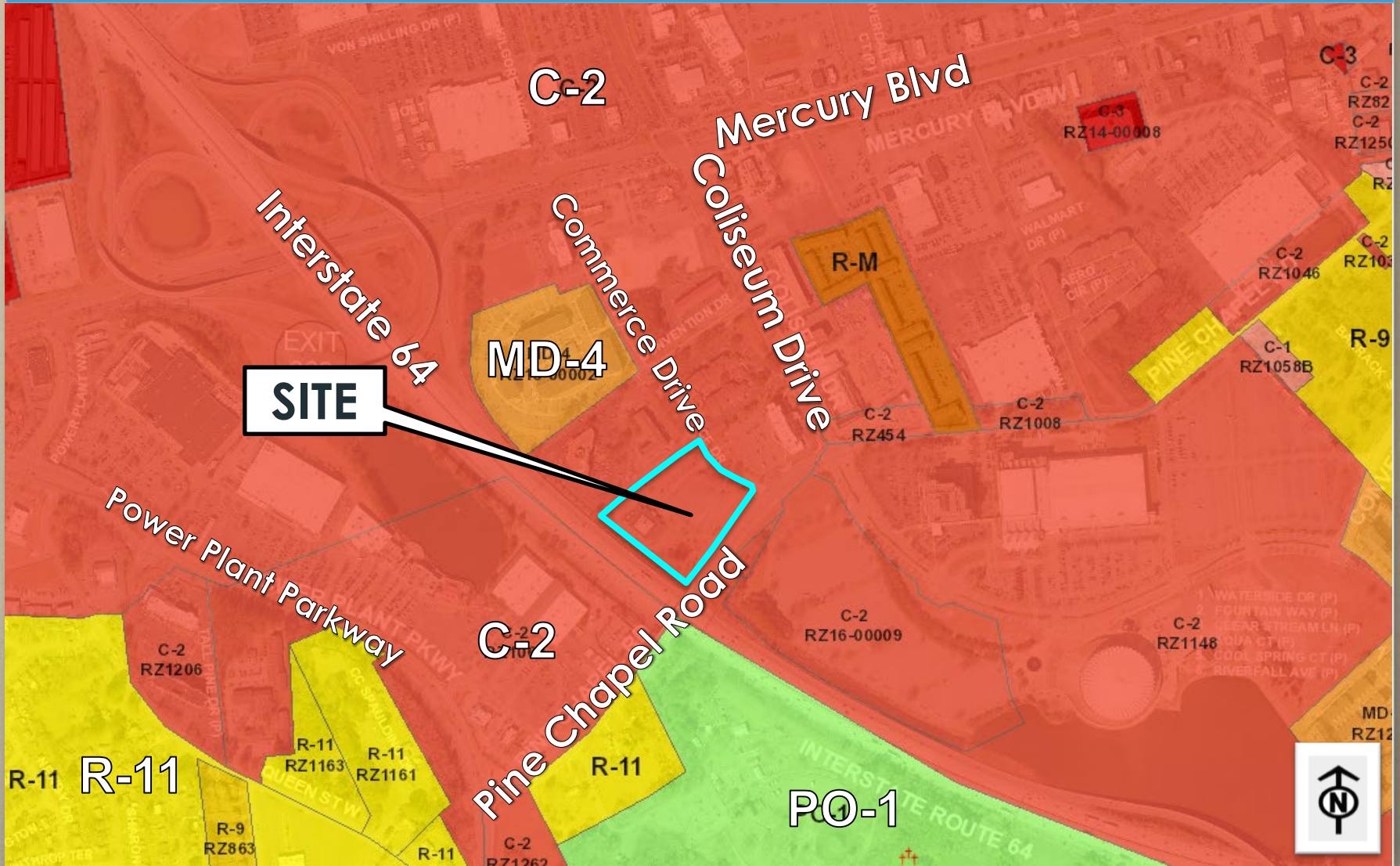




# The Proposal

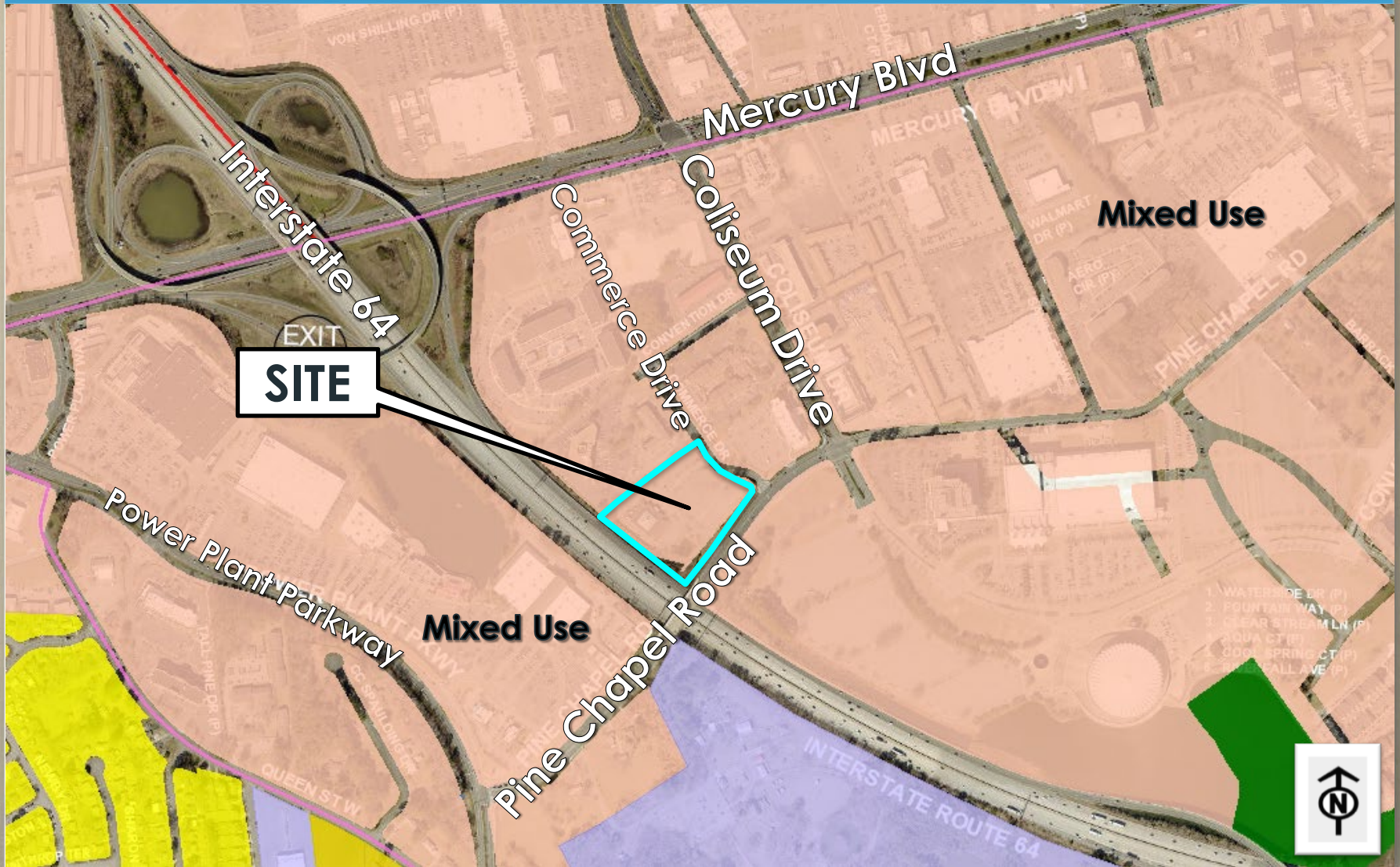
- 5-story building
- 382 apartment units:
  - 238 studios (62%) (481 sq ft)
  - 82 one-bedroom units (21%) (676-691 sq ft)
  - 62 two-bedroom units (16%) (1064-1629 sq ft)
- Parking garage
  - 5- story (6 – levels)
  - secure bicycle storage
  - EV charging stations
  - trash collection

# Zoning Map



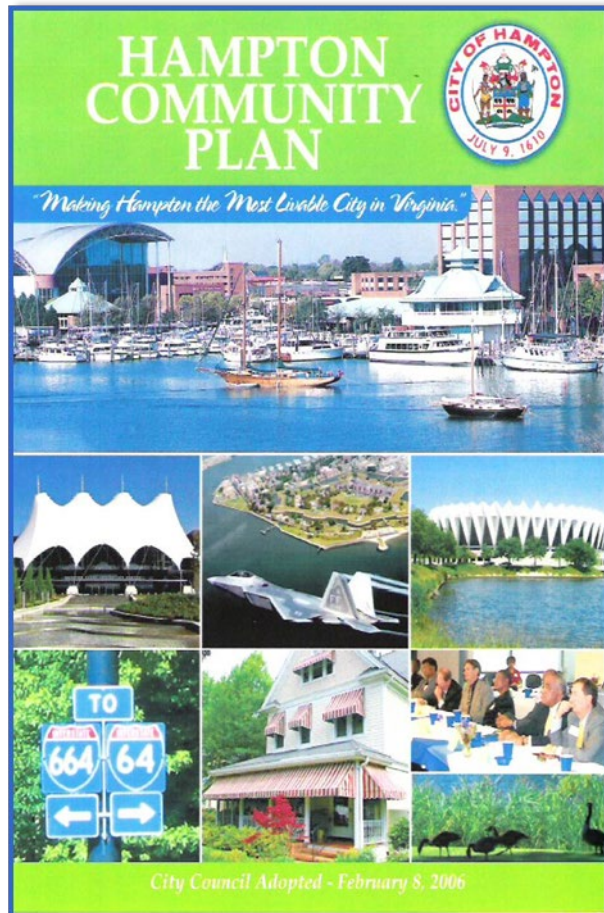


# Land Use Map





# Public Policy



Hampton Community Plan (2006, as amended)

- **LU-CD Policy 4:** Evaluate 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.



# Coliseum Central Master Plan



COLISEUM CENTRAL MASTER PLAN:

Hampton, Virginia URBAN DESIGN ASSOCIATES

NOVEMBER 12, 2015



ADOPTED BY CITY COUNCIL ON 12 NOVEMBER 2015

- Encourage residential development in appropriate forms that relate to neighboring land uses.
- Develop new high-quality residential development in walkable mixed-use districts.
- Recommends development of dense & upscale rental residential units.
- Multi-family residential development should include a diverse mix of unit types.

# Coliseum South Initiative Area



- Add new medium density residential neighborhoods on either side of Coliseum Drive behind the hotels and restaurants.
- Integrate residential development into the walkable district & allows easy access to arterial roads & the interstate.
- Encourage new development & redevelopments to address the street frontage & facilitate pedestrian activity.



# Concept Plan



# The Proposal

- Proffered Amenities:
  - Courtyards with pool
  - Dog park, walking paths
  - Wellness center, meeting room



# Required Variance

BZA Action	Sq ft minimum	Number of units	Notes
Variance granted	481 sq ft	382	As proposed
Variance not granted	500 sq ft	324	15% reduction

# Rendering





# Elevations



**Commerce Drive Elevation**



**Pine Chapel Road Elevation**

# Proffered Conditions

- Multifamily Dwelling Use
- Concept Plan
- Elevations
- Coliseum Central Design Standards
- Minimum density – 324 units
- Parking
- Landscaping & Lighting
- Security
- Community Amenities



# Recommended Use Permit Conditions

- Issuance of Permit
- Compliance with proffers
- Coliseum Central Design Standards
- Building Materials
- Management
- Dumpster Location & Screening
- Variance Request
- Certificate of Occupancy
- Compliance with Applicable Laws
- Nullification & Revocation

# Analysis

- Adaptive redevelopment of underutilized commercial site
- Consistent with City land use policies
- High density residential consistent with the Coliseum Central Master Plan
- Quality design
- Community amenities



# Conclusion

- Applicant opportunity to present
- Public hearing
- Action: Staff and Planning Commission recommend **approval** of RZ No. 23-0316 with 14 proffered conditions
- Action: Staff and Planning Commission recommends **approval** of UP No. 23-0317 with 11 conditions