

STAFF EVALUATION

Prepared By: Quinn Heinrich, City Planner
Reviewed By: Milissa Story, Planning Manager
Reviewed By:

727-6066
728-5244

Case No.: UP26-0221
Planning Commission Date: July 16, 2026
City Council Date: August 12, 2026

General Information

Applicant(s): Canopy Development

Property Owner(s):

KB Riverdale II LLC

Site Location 1044 Von Schilling Dr [LRSN 7001564 and 7001565]

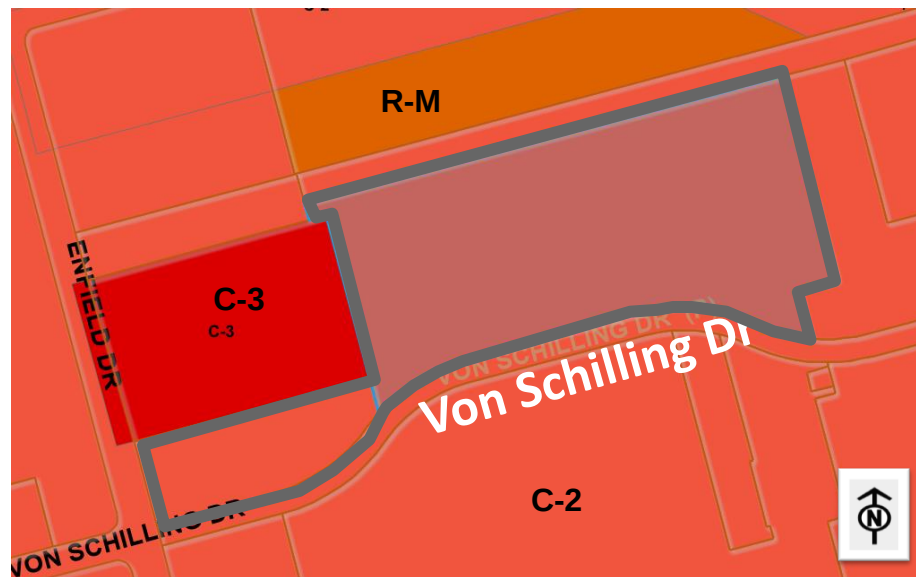


Requested Action This is a use permit application by Canopy Development to permit multifamily dwellings at **1044 Von Schilling Drive [7001564], and an unaddressed parcel along Enfield Drive [7001565]**. The Hampton Community Plan (2006, as amended) currently recommends mixed-use land use for this site.

Description of Proposal The proposed development will consist of three (3), 4-story buildings, providing a total of 255 apartment units. The for-lease units will be rented at market rate for the area. There will be a mix of unit types: 38 studio units, 110 1-bedroom units, 99 2-bedroom units, and eight (8) 3-bedroom units. Buildings 1 and 3 will front along Von Schilling Dr, where they will be set back 20 ft from the property line. These two buildings will extend backwards from Von Schilling Dr in an L-shape, mirroring each other, and Building 2 will be parallel to Von Schilling Drive behind Buildings 1 and 3. In addition to the apartment buildings, there will be a separate

	clubhouse facility, located at the corner of Enfield Drive and Von Schilling Drive. This clubhouse will include a resort-style pool, fitness center, yoga studio, and business center. Additional amenities proposed elsewhere on the site include grilling stations, park benches, and a dog park adjacent to the proposed stormwater feature.
<i>Existing Land Use</i>	The parcel previously contained the former Cinema Café, which has been demolished. It is currently vacant land.
<i>Applicable Regulations</i>	Coliseum Central Overlay (O-CC) District, and Coliseum Central Design Guidelines.
<i>Previous Zoning History</i>	Since 1960, the parcel has been zoned Limited Commercial (C-2), which permits multifamily dwellings subject to a use permit.
<i>Surrounding Land Use and Zoning</i>	North: Multiple Residential (R-M) District; multifamily dwellings South: Limited Commercial (C-2) District; mixed retail East: Limited Commercial (C-2) District; vacant land West: General Commercial (C-3) District; Verizon maintenance facility

Zoning Map:

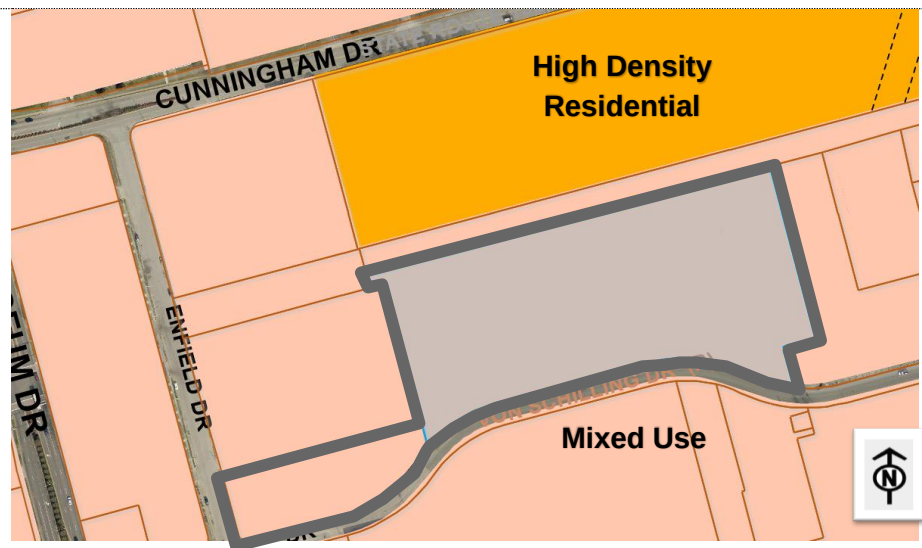


Public Policy

Hampton Community Plan

The Hampton Community Plan (2006, as amended) future land use map recommends mixed-use for the subject property.

Future Land Use Plan:



Listed below are additional Plan policies related to this request:

Land Use & Community Design Policies

- **LU-CD Policy 3:** Encourage and maintain a diverse mix of housing types and values.
- **LU-CD Policy 4:** Evaluate land use proposals from a regional, city-wide, and neighborhood perspective.
- **LU-CD Policy 10:** Encourage compact, high density/mixed-use development where appropriate to create walkable communities and promote increase physical activity.
- **LU-CD Policy 12:** Encourage building design and site planning that enhances community interaction and personal safety.
- **LU-CD Policy 29:** Encourage high quality new developments that are compatible with surrounding neighborhoods.

Housing and Neighborhood Policies

- **HN Policy 5:** Encourage mixed-use projects as a means of increasing the housing supply while promoting diversity and the revitalization of neighborhood and districts.

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 development of well-situated vacant and underutilized properties within the City.

Coliseum Central Master Plan:

The subject site is within the Coliseum Central Master Plan, (2015, as amended) ("CCMP"). This site falls within the Riverdale Plaza initiative area of Coliseum Central, which calls for a conversion

from a standard suburban retail center into a more walkable mixed-use development. On the specific parcels of this development, the CCMP recommends high-density residential uses.

General recommendations of the CCMP call for residential development wherever possible, at dense scales to support neighboring businesses. The Plan also encourages pedestrian-friendly and transit-friendly development. Policies specific to the Riverdale Plaza Initiative Area include: Extend new streets to strengthen connections; implement street network to accommodate a mix of uses; front streets with multi-story buildings with urban setbacks; place large retail and parking into the street network; cluster pedestrian-oriented business around public spaces; provide a mix of high-quality housing types with urban patterns; and tie new development into the existing apartment complexes.

Parking/ Traffic

The site will provide 375 parking spaces, distributed throughout the development. Most parking will be located to the rear of the buildings, to allow for a more urban character and for improved pedestrian connectivity to and along Von Schilling Drive. There will be 14 on-street parking spaces along Von Schilling Drive.

Environment

The proposed development will offer the following resiliency elements:

- Water saving fixtures
- Cool roofs connected to the stormwater system
- EnergyStar certified appliances
- Four (4) level II electric vehicle charging stations, potentially with solar-powered roofs above the charging stations
- Trees throughout the development, 75% of which will be native to Southeast Virginia

Stormwater will be directed to a proposed stormwater facility, located on the property's eastern edge.

Community Meeting

A community meeting was held in the Northampton Community Center on June 15, 2026. One community member attended, inquiring about the amenities on-site, and whether the proposal would honor the former Cinema Café use that was in the same location.

Analysis

The proposed development will consist of three (3), 4-story buildings, providing a total of 255 apartment units, on the site of the former Cinema Café. These units will be a mix of sizes: 38 will be studio units, along with 110 1-bedroom units, 99 2-bedroom units, and

eight (8) 3-bedroom units. All three buildings will face Von Schilling Drive, with Buildings 1 and 3 extending backwards in an L-shape, and Building 2 being located behind them. The clubhouse facility will be located at the corner of Von Schilling Drive and Enfield Drive, and will feature a resort-style pool, fitness center, yoga studio, and business center. The site will feature robust resilience elements, including cool roofs, Energy Star or equivalent appliances, 4 EV charging stations, and bicycle racks. The site will provide 375 parking spaces distributed throughout the development. A trip generation comparison to the former Cinema Café movie theater on the same site shows that the proposed project will generate less than 100 peak hour trips in both the AM and PM peak hours. The proposal will generate 424 fewer average daily trips during the week than the former Cinema Café, and 2,405 fewer daily trips on the weekend.

This project is in close alignment with City land use policies. It is compatible with the City's land use map, which recommends mixed use development in this area. The proposal also strongly aligns with the recommendations of the Coliseum Central Master Plan, which proposes high density residential uses along the north side of Von Schilling Drive, as part of a broader effort to revitalize and connect the Riverdale Plaza area. The proposal adds needed and high-quality residential units to the city, in a location close to the amenities available at Coliseum Central. By locating two of the three buildings close to and fronting Von Schilling and the inter-connected sidewalks throughout the site and the street, the proposal addresses transforming the site into a denser, urban development that is pedestrian-oriented. In addition, the proposal will help transform Von Schilling Drive into a more urban street with on-street parking, sidewalk, street trees, and street lighting.

In addition to adherence with the City land use policies, the project is highly compatible with the surrounding neighborhood. The parcel borders Peninsula Grove, an existing large residential apartment community to the north. The project is well-designed and features high-quality building materials, consistent with the O-CC development standards and the Coliseum Central Design Guidelines. The projects will be an aesthetically appealing addition to the Coliseum Central District. The project develops on two currently vacant parcels, thus making highly efficient use of land. Positioning the clubhouse at the corner of Enfield Drive and Von Schilling Drive, with the small front setbacks, will activate this long vacant corner and orient the development towards Coliseum Drive and Peninsula Town Center. This will help increase pedestrian connectivity and economic activity along Von Schilling, and potentially mitigate the traffic that could be generated by the scale of the project.

Staff recommends twenty-one (21) conditions if the project is approved. These include: limiting uses to multifamily dwellings and all accessory uses; compliance with the concept plan and elevations; use of high-quality building materials; compliance with the Coliseum Central Design Guidelines; capping the development at four (4) stories; fencing materials; compliance with the "City of Hampton Outdoor Lighting Policy and Procedures"; HVACs and dumpsters screened from public view; compliance with the Landscape Guidelines and other landscape standards; amenities; resilience elements; vacating the property line separating LRSN 7001564 and 7001565; on-site management with regular business hours; at least one (1) security camera at every parking area; obtaining a Certificate of Occupancy; compliance with laws; as well as revocation and nullification.

Staff recommends **APPROVAL** of Use Permit Application No. 26-0221 with twenty-one (21) conditions.