

STAFF EVALUATION

Case No.: Use Permit No. 23-0315

Planning Commission Date: November 16, 2023 **City Council Date:** December 13, 2023

Prepared By: Donald Whipple, Chief City Planner 728-5235
Reviewed By: Mike Hayes, Planning and Zoning Division Manager 728-5244
Jessica Kraus, Assistant City Attorney

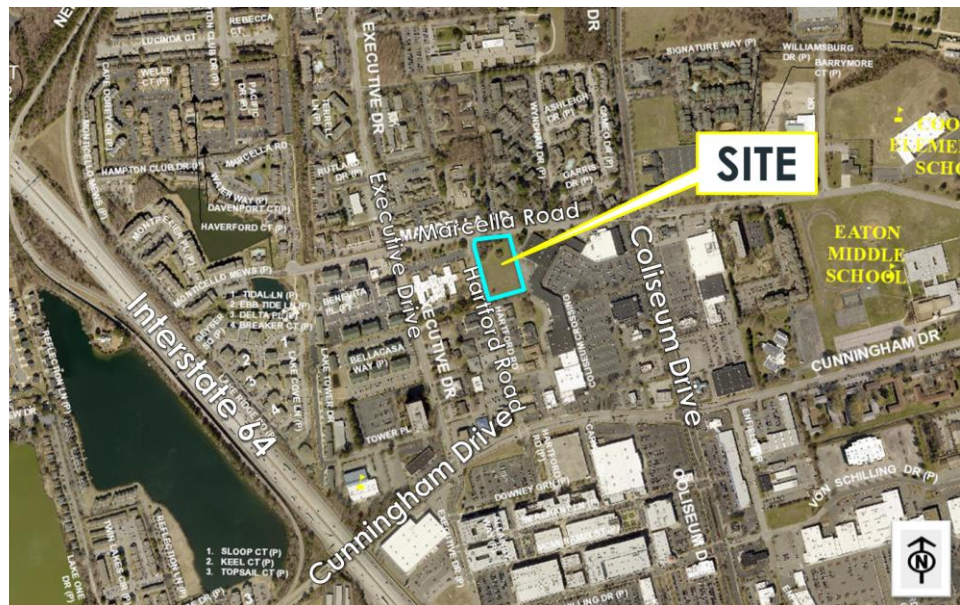
General Information

Applicant Coliseum Central Hospitality, LLC

Property Owners Fiscella And Fiscella LLC c/o Paul A. Fiscella

Site Location 2122 Hartford Road [LRSN 7001311]

Aerial Map:



Requested Action Use Permit to allow for the construction and operation of an extended stay hotel within the Limited Commercial (C-2) and Coliseum Central Overlay (O-CC) Districts.

Description of Proposal The development, as described in the application, includes a four-story hotel building with 103 suites, including associated parking and landscaping. Each guest room will include an open-concept living room, full-size kitchens with full-size appliances (e.g., stove, oven, dishwasher, microwave, and refrigerator), bathroom, and separate bedroom. Project amenities include a secure exterior courtyard, enclosed by the building, that will include built-in grill

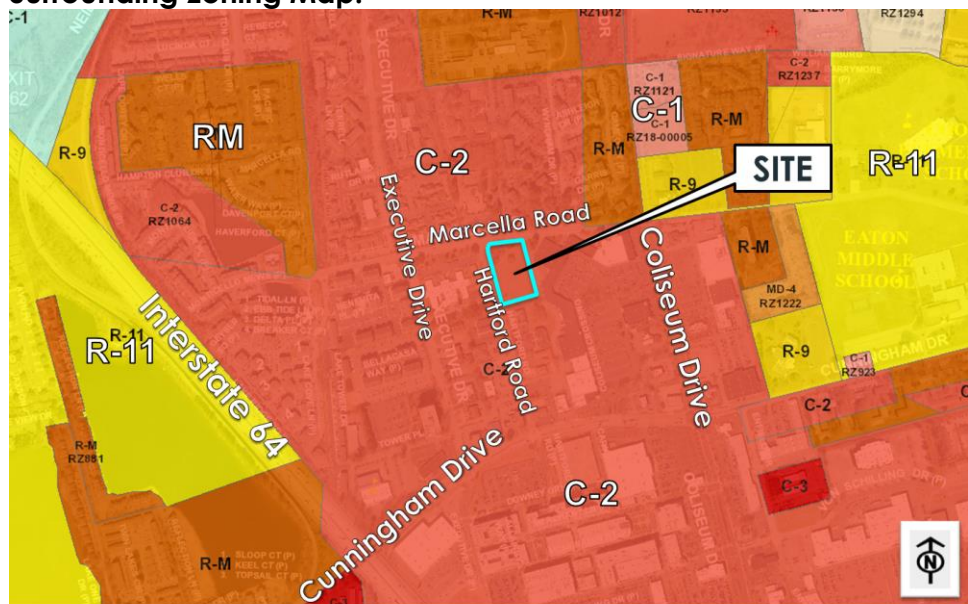
station, firepit and soft seating, onsite guest laundry facilities, and a fitness center.

There would be two (2) access points to the site: one (1) each on Hartford Road and Marcella Road. Sidewalk connections would be provided between the building access points and the perimeter sidewalk along Hartford Road and Marcella Drive. The pedestrian connection between the main building entrance and Marcella Drive would include a decorative crosswalk through the parking area. The proposed dumpster enclosure would be of durable materials that incorporate the architectural features and materials from the primary building.

The overall site and building development will be built per the *Coliseum Central Design Standards*.

Existing Land Use	Vacant
Zoning	Limited Commercial (C-2) District/Coliseum Central Overlay (O-CC) District
Surrounding Land Use and Zoning	<p>North: Limited Commercial (C-2) District/Coliseum Central Overlay (O-CC) District; medical office, multifamily residential</p> <p>South: Limited Commercial (C-2) District/Coliseum Central Overlay (O-CC) District; medical office</p> <p>East: Limited Commercial (C-2) District/Coliseum Central Overlay (O-CC) District; shopping center</p> <p>West: Limited Commercial (C-2) District/Coliseum Central Overlay (O-CC) District; nursing home</p>

Surrounding Zoning Map:



The subject site and most of the surrounding area is zoned Limited Commercial (C-2) District/Coliseum Central Overlay (O-CC) District.

Public Policy

The Hampton Community Plan (2006, as amended) is adopted as the guiding policy document for the City of Hampton. The Hampton Community Plan includes the following policy recommendations pertinent to this case:

Land Use and Community Design Policies:

LU-CD Policy 4: Evaluated 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.

Economic Development Policies:

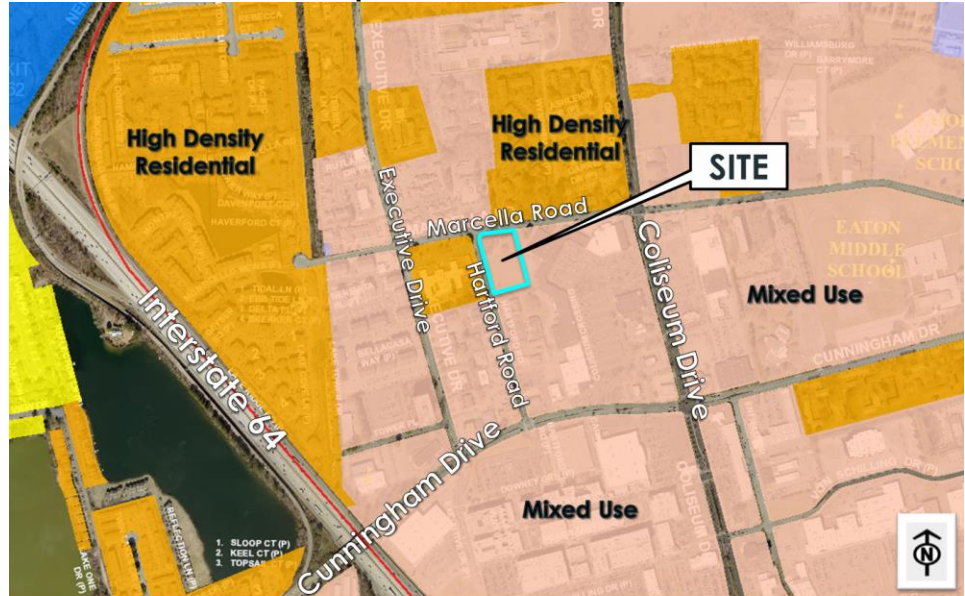
ED Policy 10: Foster the successful redevelopment of well-situated vacant and underutilized commercial and industrial properties within the city.

ED Objective 2: Nurture and support established businesses as well as new businesses.

ED Objective 12: Promote a diverse mix of business and employment opportunities.

Future Land Use:

The Hampton Community Plan (2006, as amended) designates this area as mixed use.

Future Land Use Plan Map:

The Coliseum Central Master Plan (2015, as amended) includes the following policy recommendations pertinent to this case:

- Attract new high quality hotel reinvestment & development to support the visitor & convention business, including the emerging sports tourism
- Pursue a mix of commercial development that is both regionally-unique and locally-serving
- Attract new high quality hotel reinvestment & development to support the visitor & convention business, including the emerging sports tourism
- Pursue a mix of commercial development that is both regionally-unique and locally-serving

Coliseum North Initiative Area Map:*Traffic Impacts*

Vehicular access to and from the site would be from a proposed access point on both Hartford Road and Marcella Drive. The proposed development did not warrant a traffic study and there are no anticipated traffic impacts associated with the project.

Environmental

Proposed site development will need to address stormwater quantity and quality which will be handled through the site plan review process. There are no anticipated environmental impacts associated with the proposed project.

Recommended Conditions

There are fourteen (14) staff recommended conditions that address the project development and the operation of the extended stay hotel:

1. Issuance of Permit
2. Design Standards
3. Concept Plan
4. Elevations & Building Materials
5. Building Height & Size
6. Management
7. Security
8. Fencing
9. Common Amenities
10. Occupancy
11. Hotel Licensing & Operation
12. Compliance with Applicable Laws
13. Nullification

14. Revocation

Full conditions can be found in the application package.

Community Meeting

The project was presented to the Coliseum Central Business Improvement District Physical Improvement Committee who discussed the quality of the project design (e.g., building, fencing, landscaping) and the security of the property through the use of security cameras and fencing.

Analysis

Use Permit Application No. 23-0315 is a request to construct and operate an extended stay hotel on a +/- 2.67 acre vacant parcel. Located at the southeast corner of Hartford Road and Marcella Drive within the Coliseum Central District. The property is zoned Limited Commercial (C-2) and Coliseum Central Overlay (O-CC) Districts, which would allow an extended stay hotel with an approved use permit.

The proposed project includes 103 room suites within a 4-story building with associated parking and landscaping. Each suite will offer an open concept living room, full-size kitchen, bathroom, and separate bedroom. Onsite amenities include a secured outdoor courtyard with grilling station, fire pit, and outdoor seating as well as onsite laundry facilities and fitness room.

The proposed extended stay hotel project is consistent with the City's major policy documents for this area: the Hampton Community Plan (2006, as amended) and the Coliseum Central Master Plan (2015, as amended). The future land use recommendation of the Community Plan designates the subject site as mixed-use. The Community Plan promotes high quality design and site planning that is compatible with surrounding development (LU-CD Policy 11, 31) and encourages site planning that enhances community interaction and personal safety (LU-CD Policy 12). The Master Plan addresses the need to attract new high quality hotel reinvestment and development to support the visitor & convention business as well as achieving a mix of commercial development that is both regionally-unique and locally-serving. The subject parcel is on the western edge of the Coliseum North Initiative area of the Master Plan, which encourages pedestrian activity and social interaction as well as creating pedestrian oriented streets and streetscapes that connect development nodes and neighborhoods to each other. Located within the northern part of the Coliseum Central District, where hospitals, medical offices, and high-density residential land uses are more prevalent, this site is an ideal location for offering extended overnight stays. An extended stay hotel located in this area of the District could also provide needed extended accommodations that could support Langley AFB operations.

The site development concept proposes to locate the building adjacent to the Hartford Road frontage and provides two sidewalk connections between the building and the sidewalk along Hartford Road and a sidewalk connection between the building and Marcella Drive, which also includes a decorative crosswalk to the building's main entrance. In addition, the applicant has agreed to comply with the *Coliseum Central Design Standards* for the site development and building design and materials. These proposed improvements address many of the pedestrian connectivity principles outlined within the Coliseum Central Master Plan (2015, as amended). In addition, staff believes

locating an extend stay hotel in this area of the Coliseum Central District may serve the medical community, which surrounds the subject site, as well as Joint Base Langley Eustis – Langley, which have a need for longer term overnight stays.

Should this application be approved staff is recommending 14 conditions that would address design standards, concept plan, elevations and building materials, building height and size, fencing, amenities, and hotel licensing and operation.

In summary, the proposed extended stay hotel is consistent with the City policies and the development will be in accordance with the *Coliseum Central Design Standards* to ensure high quality site planning and building design, including materials, as well as encouraging pedestrian activity by creating pedestrian oriented streets. Staff also believes the addition of new hotel investment in this part of the district could better serve the medical and military communities as well as visitors to the City.

Staff recommends **APPROVAL** of Use Permit Application No. 23-0315, subject to fourteen (14) conditions.