

# STAFF EVALUATION

To: Planning Commission

**Prepared By:** Donald Whipple  
**Reviewed By:** Mike Hayes  
Bonnie Brown

728-5235  
728-5244  
727-6157

**Case No.:** Use Permit Application #19-00010

**Date:** 12/19/2019

## General Information

*Applicant & Property Owner*

Madison Capital Group (MCG) VA Sears, LLC

*Location*

5200 Mercury Blvd [LRSN 3002532]



*Requested Use*

Storage facility 2

*Description of Proposal*

The applicant proposes to reuse and repurpose a portion of an existing building (half of the former Sears building), on a 2.7± acre portion of real property, located at 5200 Mercury Boulevard for the operation of a storage facility 2.

By definition, Storage Facility 2 is a building containing separate storage spaces which are leased or rented to the general public for storage purposes only, are fully enclosed with internal and/or external access to each individual unit, where the storage units are a part of mixed-use either within the building, parcel, or shopping center.

The 100,000 square foot facility would contain approximately 500 storage units, with approximately four (4) employees. Although a 24-hour operation, the facility would have office hours between 8:00 AM -5:00PM and be monitored with security cameras 24 hours per day. Approximately 24 parking spaces would be provided for the operation.

No changes are proposed to the existing vehicular circulation and access, serving the property.

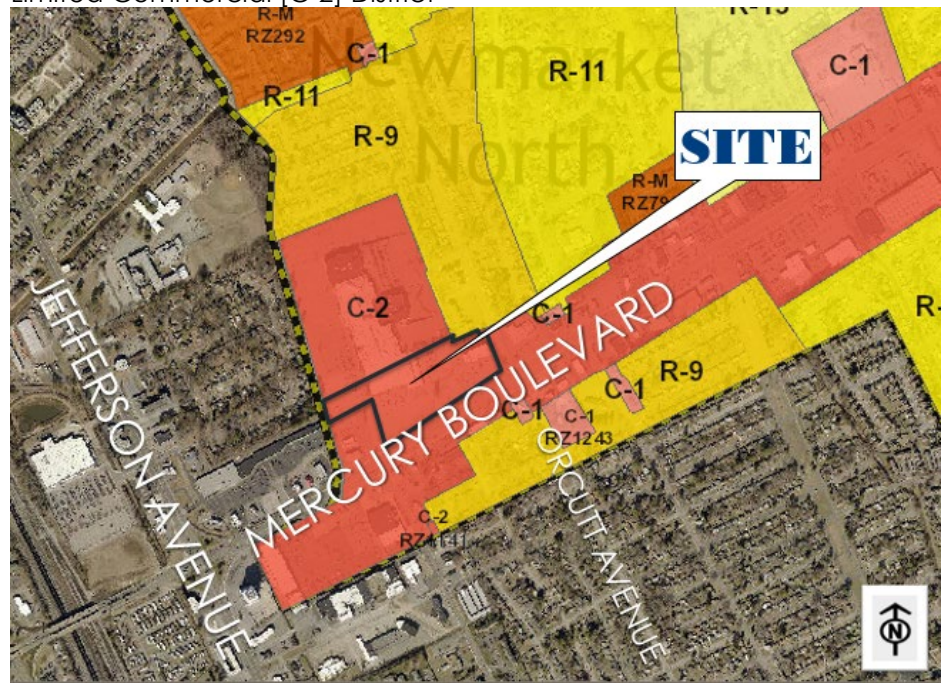
As the additional standards for storage facility 2 require the building and/or parcel to be mixed-use, the proposed development intends to comply by maintaining the other half of the former Sears building as a commercial tenant and providing new commercial tenants on outparcels adjacent to Mercury Blvd.

The applicant has submitted elevations for repurposing the building as a storage facility use, intending to maintain the quality of the existing building with respect to building design and materials. The primary building material of the existing building consists of brick with textured panels, glass, and aluminum trim. New work consist of new paint to be consistent with the businesses franchise colors.

*Parking* Based on the concept, approximately a minimum of 15 parking spaces would be required – the applicant is proposing to provide 24 parking spaces.

*Existing Land Use* Vacant commercial building; undeveloped land

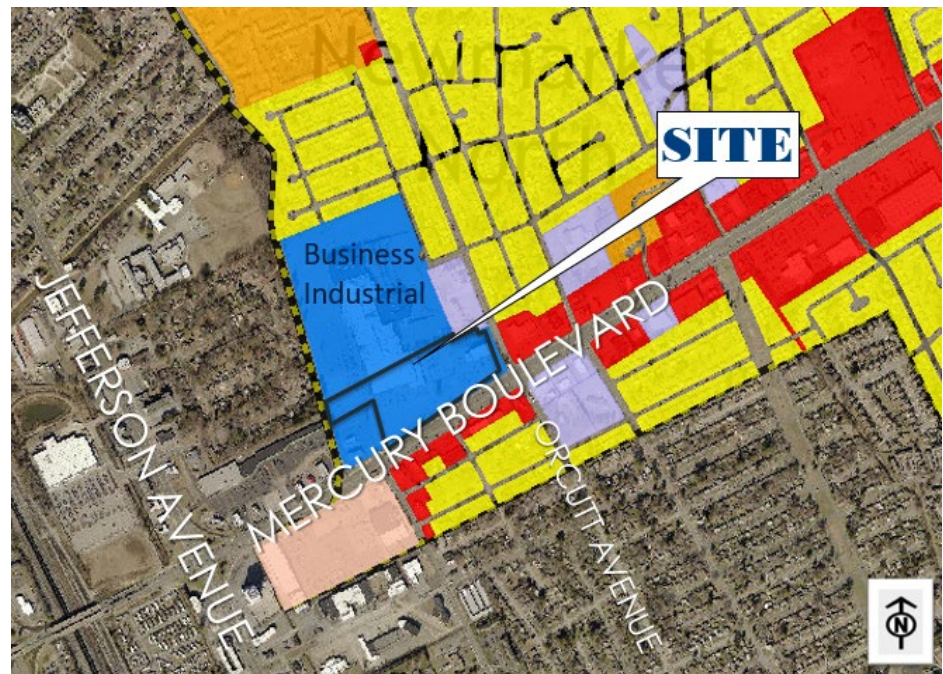
*Existing Zoning* Limited Commercial [C-2] District



*Surrounding Land Use and Zoning*

- North:** C-2/R-9 (Limited Commercial/One-Family Residential) – Office/Residential
- South:** C-2 (Limited Commercial) – Commercial
- East:** C-1 (Limited Commercial) – Commercial
- West:** City of Newport News (Commercial District) – Commercial

## Public Policy



- Rural Density Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Business/Industrial
- Commercial
- Military
- Mixed-Use
- Open Space
- Public/Semipublic

The future land use plan for the subject properties is addressed by the [Hampton Community Plan](#) (2006, as amended). The Community Plan provides goals, objectives, and policies for the future of Hampton, which includes recommendations for appropriate land uses. Land use recommendation for this property is business industrial.

The Plan defines the commercial land use category as “mercantile uses serving neighborhood, community, and regional areas, including retail, food, lodging, personal services, and offices.” Business/Industrial land use is defined as “existing and future areas appropriate for employment centers, business parks, research and development, and manufacturing.” The Plan identifies this portion of West Mercury Boulevard as a business corridor in the city, which means it is dominated by commercial and/or industrial land uses. with targeted commercial nodes, including one at Floyd Thompson Blvd.

Additional applicable policies from the Community Plan include:

**LU-CD Policy 4:** Evaluate land use proposals from a regional, city-wide, and neighborhood perspective. [pg. LU-16]

**LU-CD Policy 11:** Promote high quality design and site planning that is compatible with surrounding development.

**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.

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**ED Policy 4:** Nurture small and start-up businesses.

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

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<i>Traffic Impact</i>	Initial review of the proposal by Public Works staff did not warrant a traffic impact analysis. Storage facilities typically produce few trips relative to other commercial uses.
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<i>Community Meeting</i>	The applicant has opted not to hold a community meeting.
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### Analysis

In the Hampton Zoning Ordinance, a storage facility 2 is permitted in the C-2 zoning district, subject to an approved use permit. In September 2019, Zoning Ordinance amendments were approved pertaining to how self-storage facilities are classified and where they are permitted. As a result of these amendments, self-storage is now defined as either storage facility 1 (SF-1), storage facility 2 (SF-2), or storage facility 3 (SF-3). As defined, SF-1 and SF-2 incorporate elements of mixed-land uses; thus, they are permitted with a use permit in a wider range of zoning districts than the previous self-storage use, now known as SF-3.

The applicant is requesting a use permit for a storage facility 2 at the subject site. Storage facility 2 is defined as *“a building containing separate storage spaces which are leased or rented to the general public for storage purposes only, are fully enclosed with internal and/or external access to each individual unit, where the storage units are a part of mixed-use either within the building, parcel, or shopping center.”* The proposal includes repurposing approximately 100,000 square feet of the existing approx. 200,000 sq. ft. building that was previously occupied by Sears Department store. The remaining half of the building will be leased to a commercial retail/office tenant, and at least two (2) outparcels are proposed to be developed as commercial business. The proposal is consistent with the definition of storage facility 2 as well as the additional standards for SF-2, which pertain to mixed use and building setback from a road right-of-way.

The Hampton Community Plan (2006, as amended) identifies this area for Business/Industrial uses, and the development of two or more compatible land uses within the same parcel, building structure, or block is encouraged to promote innovation and achievement of economic development goals. In addition, West Mercury Boulevard is identified as a Business Corridor which is appropriate for retail sales, services, and office uses within Limited Commercial [C-2]. The Plan further encourages an efficient use of land and high quality site planning that is compatible with the surrounding development [LU-CD Policy 31]. The adopted policy pays special attention is given to strengthening the ability of older commercial and industrial areas to support new and expanded business activity. Maintaining the architectural character and quality of the existing building will help keep Net Center as a viable mixed-use business park. Based on the analysis of this application, the proposed use permit would be consistent with the City's goals and policies, as outlined in the Community Plan.

Proposed conditions for the self-storage facility address issuance of permit and limits of the storage facility operation, including no outdoor storage. Another condition ensures the mixed use provision of the ordinance is being met and another condition references building elevations and materials associated with the renovation of the building. Surveillance and security are also addressed. The full set of proposed conditions for each use is attached to this report.

With the proposed conditions, this proposed storage facility 2 would be appropriate for this location. It would provide a service and could attract more small businesses and workers to the business area, fulfilling a policy that is detailed in the Community Plan [ED Policy 4].

### Staff Recommendation:

- **Approval of Use Permit Application No. 19-00010 with eight (8) conditions.**