

# STAFF EVALUATION

**Case No.:** Rezoning No. 23-0316 | Use Permit No. 23-0317

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

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

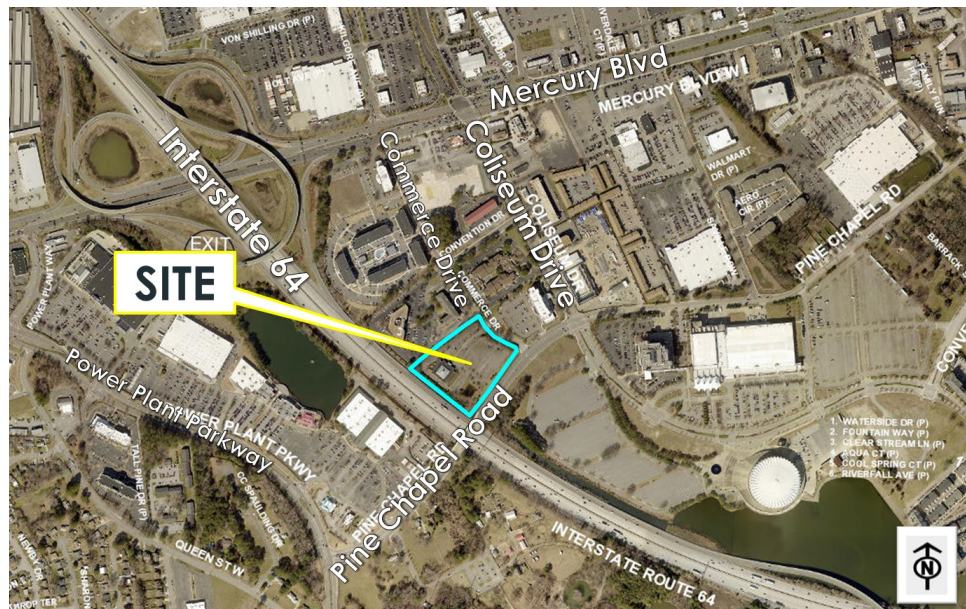
## General Information

*Applicant*                     Coliseum Center, LLC

*Property Owners*         Coliseum Center, LLC

*Site Location*                 1909 Commerce Drive

### Aerial Map:



*Requested Action*         Rezone +/-4.88 acres, from Limited Commercial (C-2) District to Multifamily Residential (MD-4) District with proffered conditions.

Use Permit to allow for the construction of multifamily dwellings within the Multifamily Residential (MD-4) District.

*Description of Proposal*         **Site Layout**  
 The development, as described in the application, includes a five-story residential building of two connected wings, totaling approximately 258,000 square feet and up to 382 units. A six-level parking structure, would be incorporated into a portion of the

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north and west sides of the residential building. The parking garage is designed to meet the minimum parking allowance for residents and guests, approximately 490 spaces. Secure bicycle storage, trash collection, and EV charging stations would also be included within the parking structure. The concept plan also reflects approximately 17 surface parking spaces and 10 bike parking spaces located adjacent to the primary front entrance to the building. Two ingress/egress points to/from the site are located off Commerce Drive with vehicular, bicycle and pedestrian circulation around the building and parking structure. Green spaces would be provided around the building and parking structure and the site perimeter would be tree lined to the north, west, south and east to buffer views and noise from the adjacent roadways and parking lots.

The concept plan reflects two (2) interior courtyards one of which contains a pool. The plan also reflects a dog park as well as a walking path that would connect to the Water Walk trail along Pine Chapel Road. Within the building, approximately 9,700 SF square feet of ground level amenity space would include a meeting room and fitness center.

#### **Building Materials**

The exterior of the buildings is proposed to be consistent with the *Coliseum Central Design Standards*, which are included as part of the proffer agreement.

#### **Unit Composition**

Per the development standards of the Multifamily Residential (MD-4) District, the minimum dwelling area of the units is 500 square feet. The applicant is proposing 482 square feet for the proposed studio units, which makes up approximately 62% of the total units. A variance would be required to drop below the 500 square foot dwelling area minimum. The proposed unit composition would be as follows:

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Unit Description									
Type	Bedrooms	Heated S.F	1	2	3	4	5	Total	Unit %
<b>Studios</b>									
S1	1BR/BA	481	38	51	51	51	47	238	62.3%
<b>Studio Totals</b>								<b>238</b>	<b>62.3%</b>
<b>1 Bedroom</b>									
A1	1BR/1BA	676	12	13	14	14	14	67	17.54%
A2	1BR/1BA	691	3	3	3	3	3	15	3.93%
<b>1 Bedroom Totals</b>								<b>82</b>	<b>21.47%</b>
<b>2 Bedroom</b>									
B1	2BR/BA	1064	2	2	2	2	2	10	2.62%
B2	2BR/BA	1052	6	7	7	7	7	34	8.9%
B3	2BR/BA	1150	3	3	4	4	0	14	3.66%
B4 -Suite	2BR/BA	1624	0	0	0	0	4	4	1.05%
<b>2 Bedroom Totals</b>								<b>62</b>	<b>16.23%</b>
<b>Totals</b>								<b>382</b>	<b>100%</b>

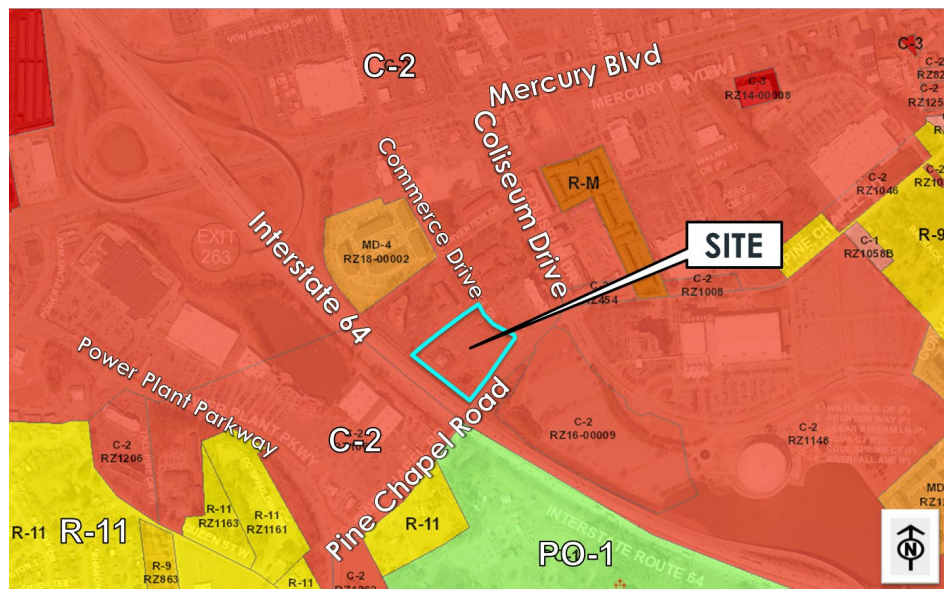
*Existing Land Use* Vacant; former Colonial Downs off-track betting facility

*Zoning* Limited Commercial (C-2) and Coliseum Central Overlay (O-CC) Districts

*Surrounding Land Use and Zoning*

- North:** Limited Commercial (C-2) and Coliseum Central Overlay (O-CC) Districts; extended stay hotel, office
- South:** Limited Commercial (C-2); Public Open Space (PO-1) and Coliseum Central Overlay (O-CC) Districts; Hampton Coliseum parking; Blue Bird Gap Park
- East:** Limited Commercial (C-2) and Coliseum Central Overlay (O-CC) Districts; hotel
- West:** Limited Commercial (C-2) and Coliseum Central Overlay (O-CC) Districts; commercial retail

**Surrounding Zoning Map:**



*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 Objective 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.

**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:

- 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.
- 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.

#### Coliseum South Initiative Area Map:



#### Zoning History

On January 22, 1997, City Council approved Use Permit No. 914, an application by Colonial Downs, L.P. to operate a satellite wagering facility at the subject site, subject to eight (8) conditions. The facility ceased operation on April 7, 2015.

#### Traffic Impacts

Vehicular access to and from the site would be from two (2) access points on both Commerce Drive. A Traffic Impact Analysis (TIA) was prepared by a qualified traffic consultant to study the traffic impacts of the proposed multifamily residential project. Based on the analysis results of the TIA, as reviewed by the Public Works Department, no improvements would be required at the study intersections to accommodate the traffic generated by the proposed use.

#### 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.

<i>Proffered Conditions</i>	<p>There are fourteen (14) proffered conditions. Proposed proffered conditions include:</p> <ol style="list-style-type: none"> <li>1. Limiting use to multifamily residences, and accessory uses;</li> <li>2. Substantial conformance with the concept plan;</li> <li>3. Substantial conformance with the elevation;</li> <li>4. Compliance with the Coliseum Central Master Plan;</li> <li>5. Minimum density;</li> <li>6. Comply with parking requirements;</li> <li>7. Proposed landscaping to consist of 80% native plant materials;</li> <li>8. Compliance with City's lighting policy;</li> <li>9. Provision of security cameras; and</li> <li>10. Provision of community amenities.</li> </ol> <p>The complete proffer agreement is included in the application package.</p>
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<i>Community Meeting</i>	<p>The project was presented to the Coliseum Central Business Improvement District Physical Improvement Committee who discussed the merits of the proposed residential density, quality design, and site security.</p>
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*Analysis*

Rezoning Application No.23-0316 is a request to rezone four (4) parcels, totaling ±37.86 acres, from Limited Commercial (C-2) District to Multifamily Residential (MD-4) District with fourteen (14) proffered conditions. Also associated with this request is Use Permit No. 23-0317. A use permit is required to allow the construction of multifamily dwellings within the MD-4 District.

The proposed multifamily residential project includes 324-382 apartment units within a 5-story, 258,000 square feet building that encompasses two (2) central amenity courtyards. The majority of the parking would be provided within a 5-story parking structure, including secure bicycle storage, trash collection and EV charging stations. Other site improvements would include 17 surface parking spaces, located adjacent to the main building entrance, walking paths, stormwater facilities, and landscaping. Proposed project amenities include the outdoor courtyard spaces, dog park, outdoor seating, and walking paths and there is 9,700 square feet of space on the ground floor to be dedicated to indoor amenities.

The proposed breakdown of residential units would be 238 studio units (62%), 82 one-bedroom units (21%), and 62 two-bedroom units (16%). The unit square footage would range from 481 sq. ft for the studio units to 1629 sq. ft. for the two-bedroom suites. Per the zoning ordinance, the minimum square footage per unit within the MD-4 District is 500 sq. ft.; thus, a variance would be required to permit the proposed 481 sq. ft. units. Should a variance to the minimum 500 sq. ft. dwelling area per unit be granted, then the project would be able to be constructed as proposed. Should such variance be denied, then all units would need to meet the minimum 500 sq. ft. dwelling area, which would result in a total number of units closer to the lower end of the proffered range. Procedurally, the

subject property must be rezoned to MD-4 with an approved use permit in order for the applicant to pursue a variance to reduce the minimum 500 sq. ft. dwelling area per unit.

The proposed multifamily residential 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 future land use subject site as mixed-use, as it does most of the Coliseum Central area. 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). Overall, the Master Plan encourages new high-quality residential development in appropriate forms that relate to neighboring land uses and in walkable mixed-use districts. The Master Plan also recommends dense and upscale rental residential units that include a diverse mix of unit types. The subject parcel is within the Coliseum South Initiative Area of the Master Plan, which recommends adding new medium density residential neighborhoods on either side of Coliseum Drive behind the hotels and restaurants and integrating residential development into the walkable district & allowing easy access to arterial roads & the interstate. Other recommendations encourage new development and redevelopment that facilitates pedestrian activity and creates a lively streetscape.

As recommended in the Master Plan, the proposed high density residential project would be located behind hotel properties that front on Coliseum Drive. Regarding pedestrian connectivity recommendations, the site would connect to the Water Walk trail along Pine Chapel Road through multiple sidewalk connections between the proposed building and the sidewalk along Commerce Drive. In addition, the applicant has proffered the *Coliseum Central Design Standards* for the site development and building design and materials to assure the quality and character of the development is in keeping with the expectations of the district. The proposed improvements address the need for higher density residential units and the pedestrian connectivity principles outlined within the Coliseum Central Master Plan (2015, as amended). Furthermore, while locating multifamily residential in this area of the Coliseum Central District advances the recommendations of the Master Plan, staff also believes new residents will not only help support existing commercial retail, services and restaurants but would also improve demand for more commercial business within the district.

The applicant has proffered 14 conditions that would limit the use of the property to multifamily residences, assure the development is in keeping with the concept plan, elevations, and *Coliseum Central Design Standards*, while providing assurances related to minimum density, parking, landscaping, lighting, security, and community amenities. Should the use permit application also be approved, staff is recommending 11 conditions that would address issuance of permit, compliance with the proffers and design standards, building materials, management, dumpster location and screening, and need for a variance request. The full set of recommended conditions is included within the application package.

In summary, rezoning to the MD-4 District would permit the requested density of residential units, and multifamily dwellings would then be permitted within the MD-4 District with an approved use permit. The proposed multifamily residential project 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 facilitating appropriate pedestrian connections as well activating this portion of Commerce Drive. Staff also believes the addition of new residential units in this part of the district will help support existing retail, service, and restaurants as well as help promote new businesses within the district.

Staff recommends **APPROVAL** of Rezoning Application No. 23-0316, subject to fourteen (14) proffered conditions.

Staff recommends **APPROVAL** of Use Permit Application No. 23-0317, subject to eleven (11) conditions.