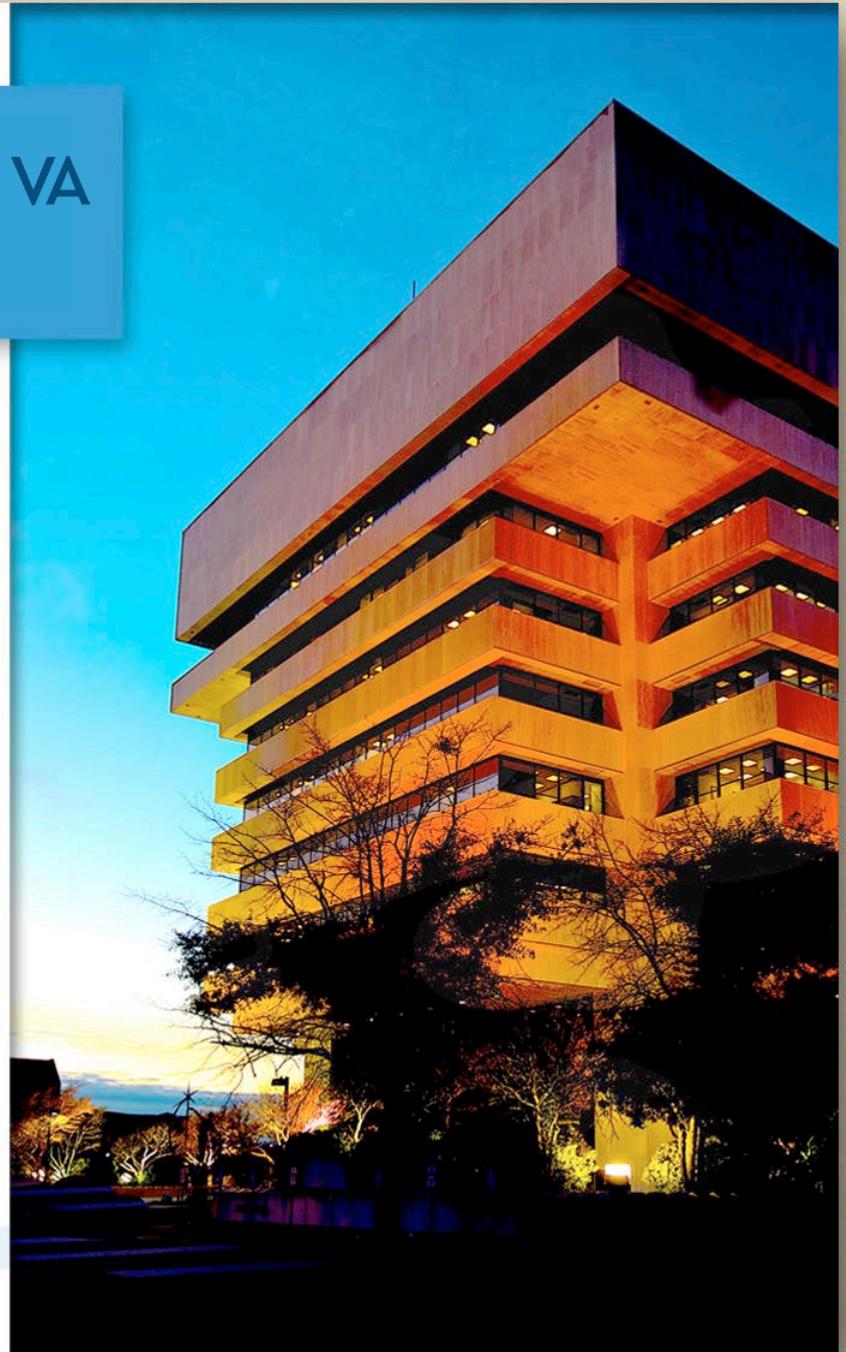




**Community Plan
Amendment
No. 25-0102
Rezoning No.
25-0148 and
Use Permit No.
25-0149**

City Council
July 9, 2025



Application

Community Plan Amendment:
Amend the Future Land Use Map
from Low Density Residential to High
Density Residential

Location Map



Location Map




The Proposal

- Amend Future Land Use Map
- Change Low Density Residential to High Density Residential Land Use for the following parcels: 12003432, 12003433, 12003435, 12003434, 12003429, and 12003430

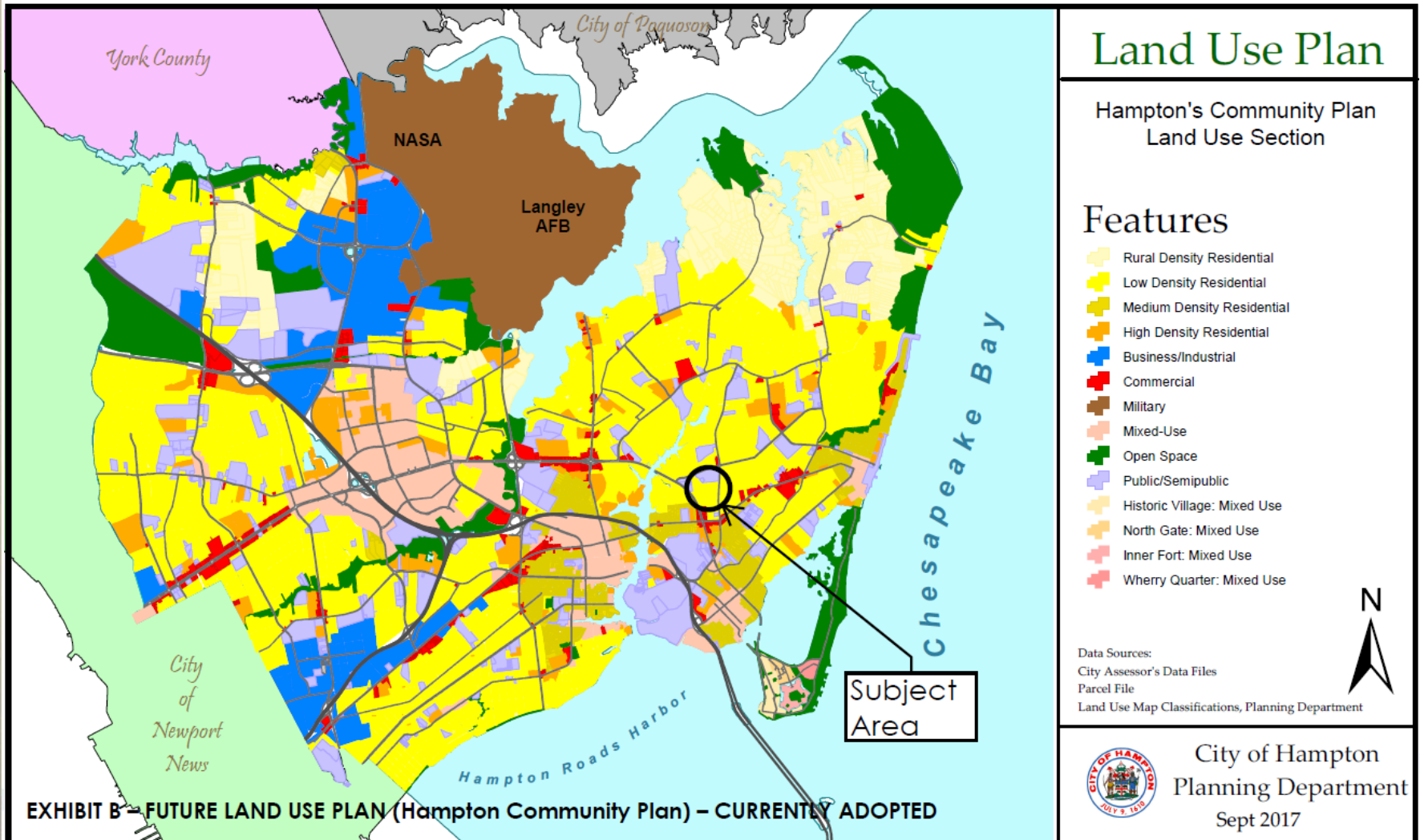
What is a Land Use Plan?

- Illustrates how land in a community is designated for different uses, like residential, commercial, industrial, or open space
 - Guides long-term growth, informs density, and ensures balanced & sustainable development
- 
- A decorative wavy line in a light blue color, spanning the width of the slide near the bottom.

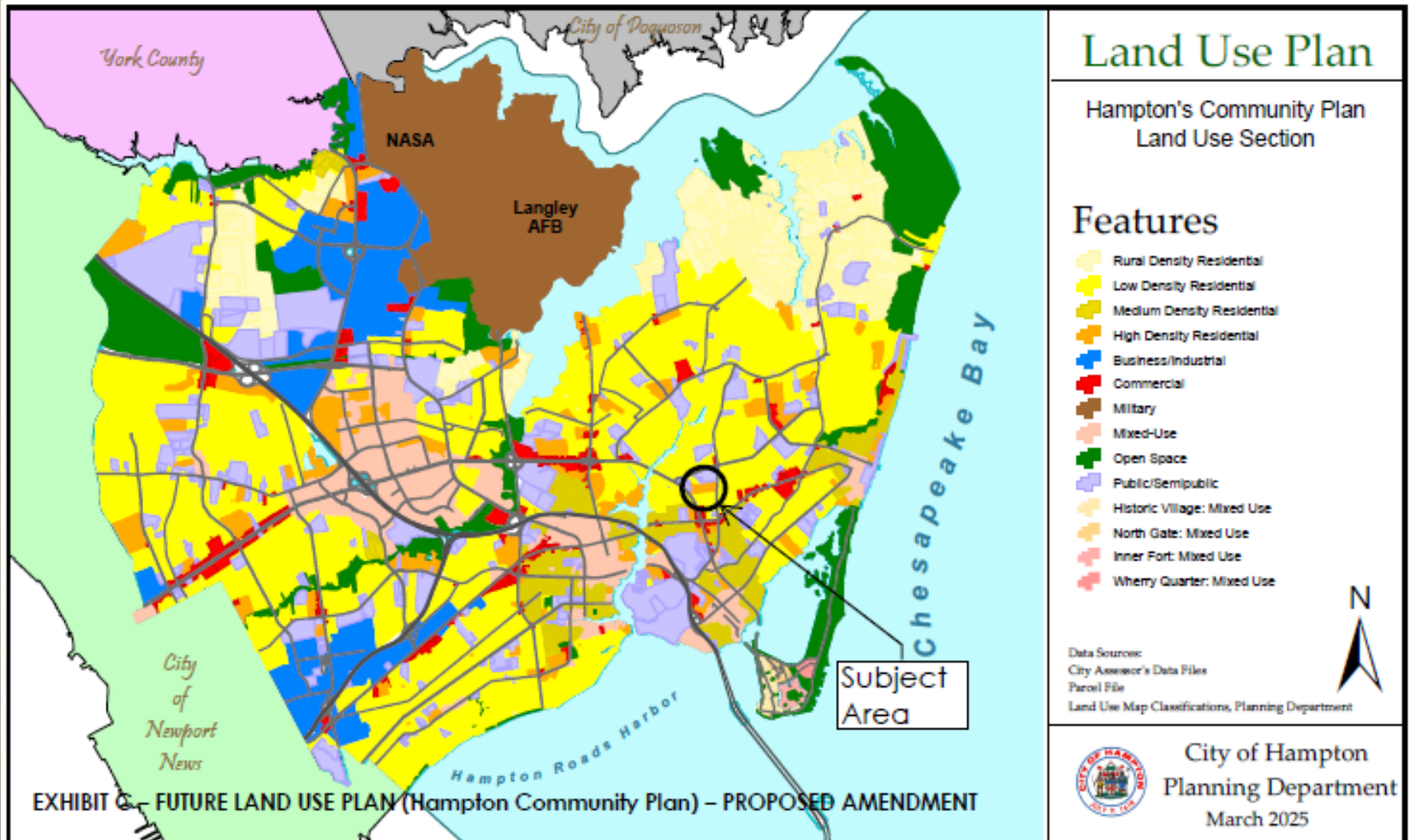
What does a Land Use Plan do?

- Sets expectations for property owners, developers, & the community
 - Influences zoning decisions, infrastructure planning, & environmental protections
 - Helps prevent conflicting land uses, such as residential adjacent to industrial
- 

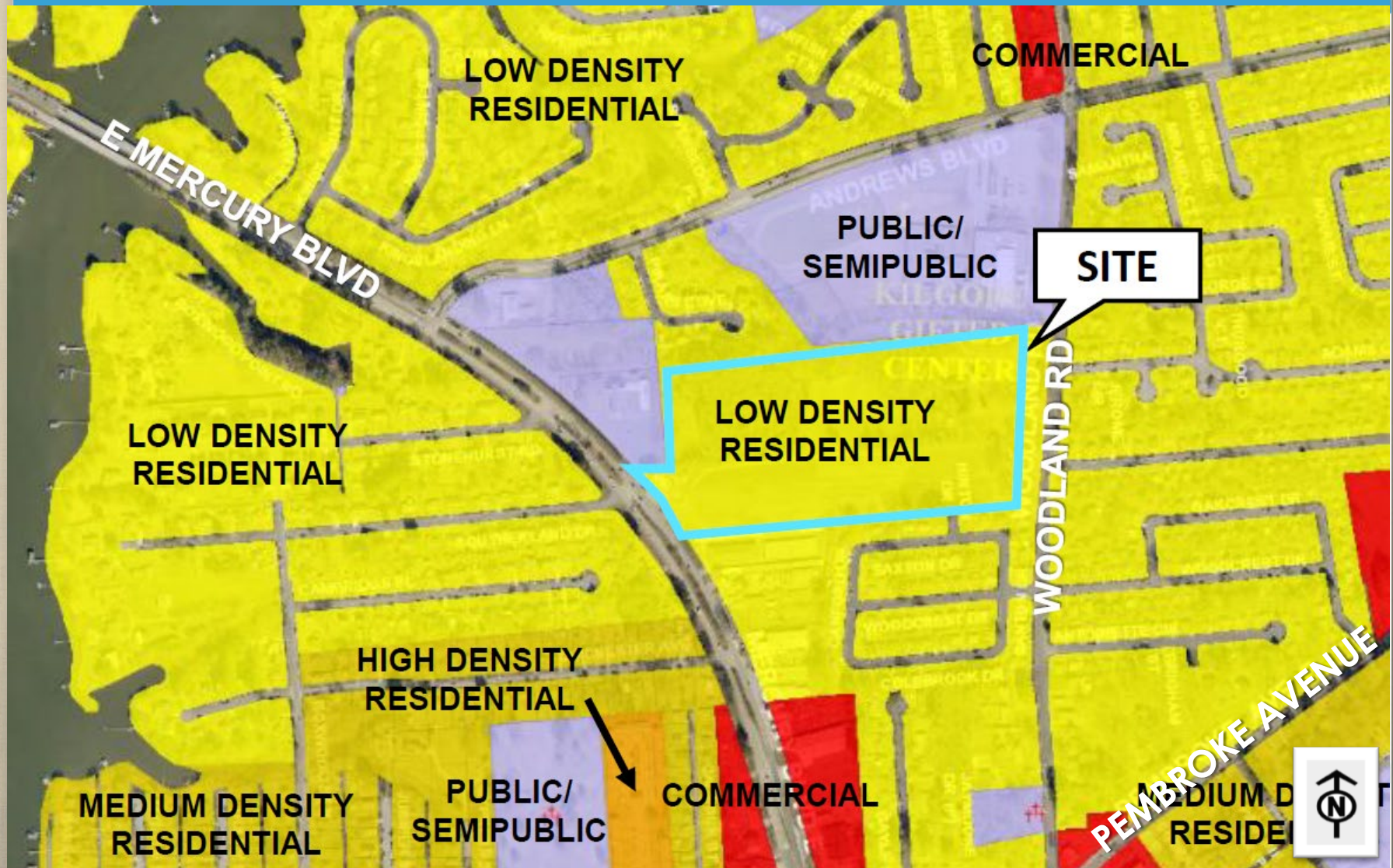
Current Future Land Use Map



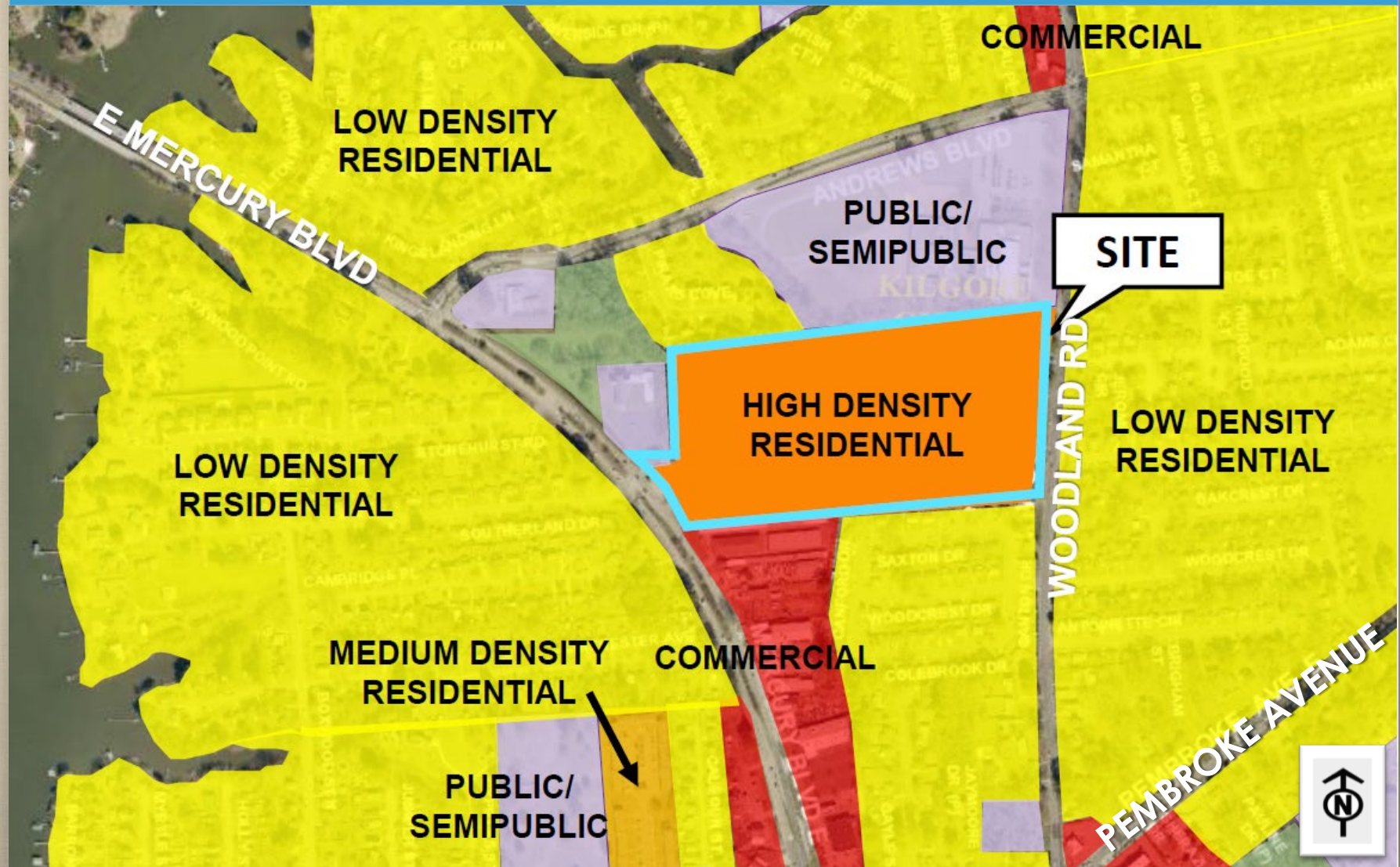
Proposed Future Land Use Map



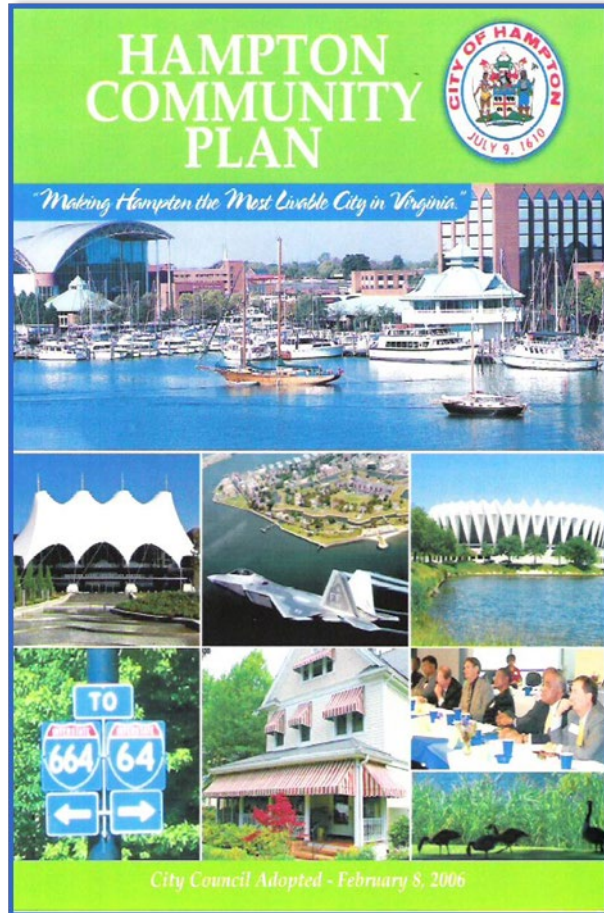
Current Future Land Use Map



Proposed Future Land Use Map



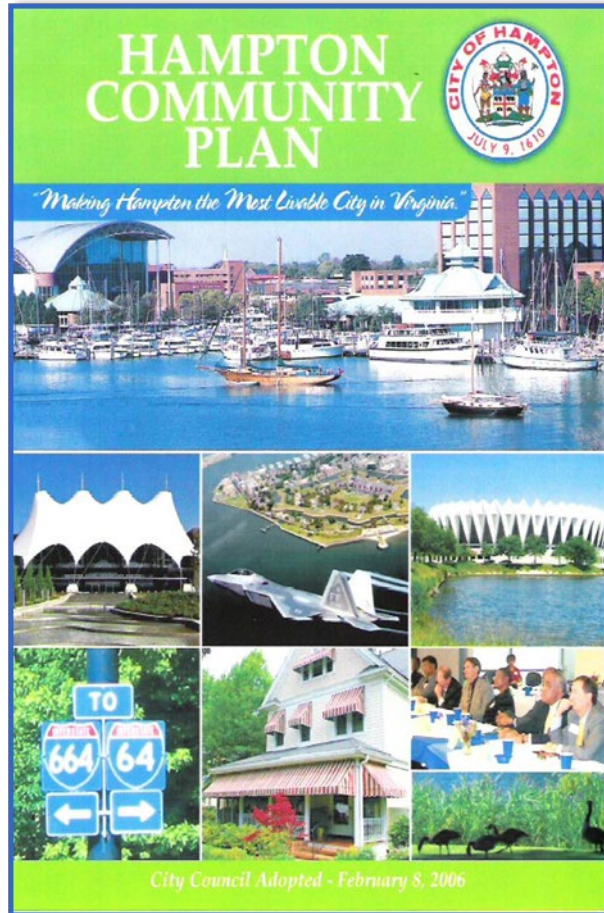
Public Policy



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 31:** Encourage a mix of land uses that is appropriate for each district. Promote the efficient use of land and high quality urban design.

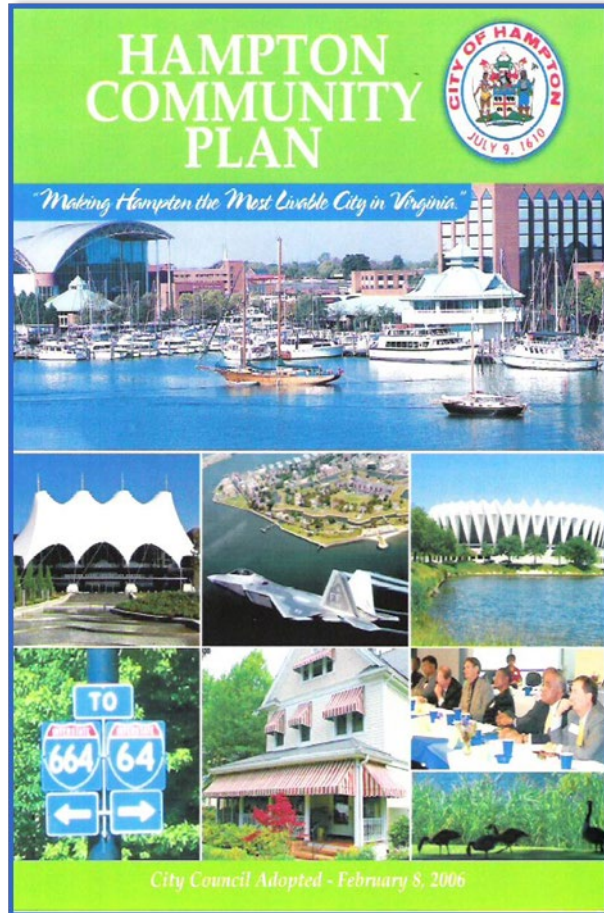
Public Policy



Hampton Community Plan (2006, as amended)

- **LU-CD Policy 36:** Protect adjacent neighborhoods and promote compatible land uses within the city's residential corridors. Compatible uses include medium and low density residential. Other potentially compatible uses include: high density residential and public/semi-public uses (churches, community facilities, schools, etc.).
- **HN Policy 1:** Support targeted community redevelopment as part of a comprehensive approach to promote healthy neighborhoods and housing quality.

Public Policy

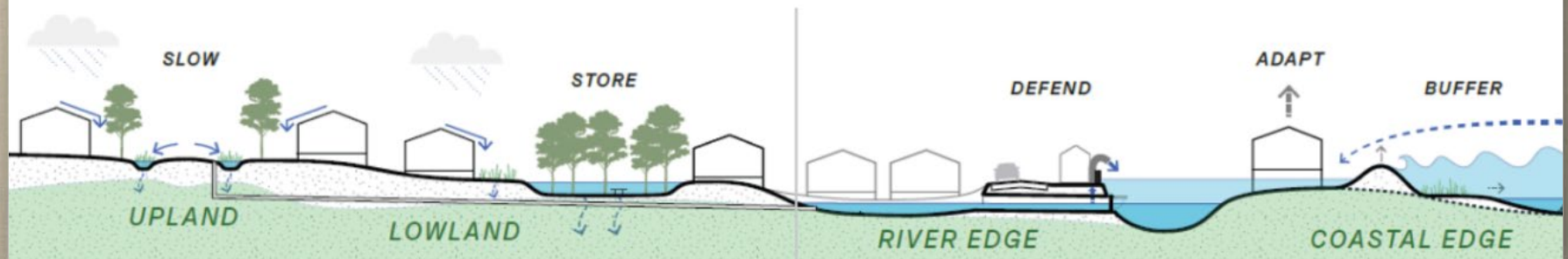


Hampton Community Plan (2006, as amended)

- **HN Policy 4:** Support zoning requirements and other strategies that allow for increased housing mix and density in appropriate locations.
- **HN Policy 5:** Encourage mixed use projects as a means of increasing the housing supply while promoting diversity and the revitalization of neighborhoods and districts.
- **HN Policy 18:** Promote the construction of resilient housing and neighborhoods, and focus on the unique needs of each community.

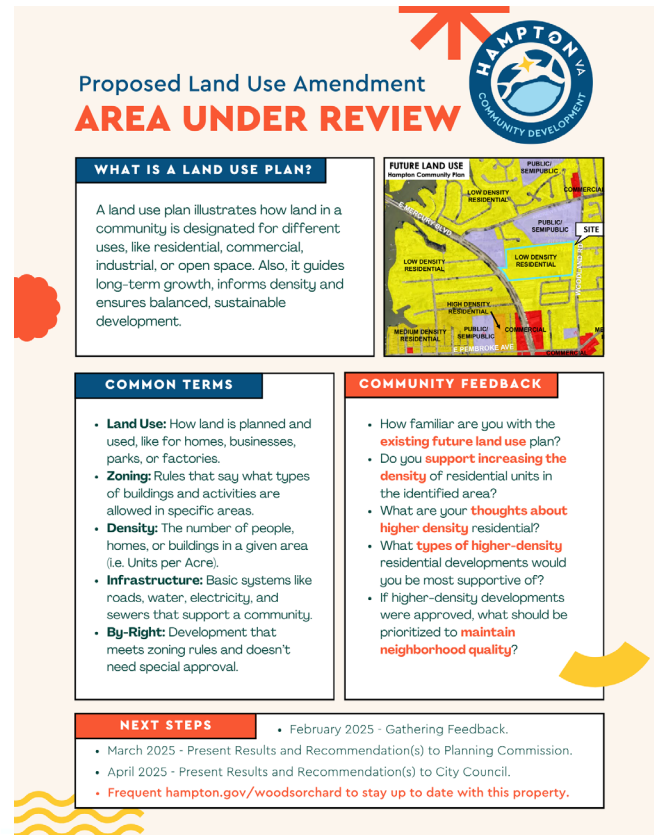
Resilient Policy

- Promote resilient living with water by adapting to potential challenges
- Encourage new housing & higher residential densities in upland areas away from environmental risks & reoccurring flooding



Community Feedback

- A community meeting was held on January 30, 2025
- **806** Notifications Mailed (0.25 mile radius of subject area)
- **75** Residents in Attendance
- **148** Surveys Completed (1/30/2025 – 2/25/2025)
- Overview
 - Unclear Purpose
 - Majority Strongly Oppose
 - Most concerns are due to the “fit,” traffic and environment impacts.



The flyer is titled "Proposed Land Use Amendment" and "AREA UNDER REVIEW". It features the Hampton VA Community Development logo in the top right corner. The flyer is divided into several sections: "WHAT IS A LAND USE PLAN?", "COMMON TERMS", "COMMUNITY FEEDBACK", and "NEXT STEPS". A map of the "FUTURE LAND USE" is shown in the top right, with various colored zones labeled: LOW DENSITY RESIDENTIAL, HIGH DENSITY RESIDENTIAL, MEDIUM DENSITY RESIDENTIAL, PUBLIC SEMIPUBLIC, and COMMERCIAL. A red arrow points to a specific "SITE" on the map. The "COMMUNITY FEEDBACK" section contains a list of questions for residents to answer. The "NEXT STEPS" section outlines the timeline for the amendment process.

Proposed Land Use Amendment
AREA UNDER REVIEW

WHAT IS A LAND USE PLAN?
A land use plan illustrates how land in a community is designated for different uses, like residential, commercial, industrial, or open space. Also, it guides long-term growth, informs density and ensures balanced, sustainable development.

COMMON TERMS

- **Land Use:** How land is planned and used, like for homes, businesses, parks, or factories.
- **Zoning:** Rules that say what types of buildings and activities are allowed in specific areas.
- **Density:** The number of people, homes, or buildings in a given area (i.e. Units per Acre).
- **Infrastructure:** Basic systems like roads, water, electricity, and sewers that support a community.
- **By-Right:** Development that meets zoning rules and doesn't need special approval.

COMMUNITY FEEDBACK

- How familiar are you with the **existing future land use** plan?
- Do you **support increasing the density** of residential units in the identified area?
- What are your **thoughts about higher density** residential?
- What **types of higher-density** residential developments would you be most supportive of?
- If higher-density developments were approved, what should be prioritized to **maintain neighborhood quality**?

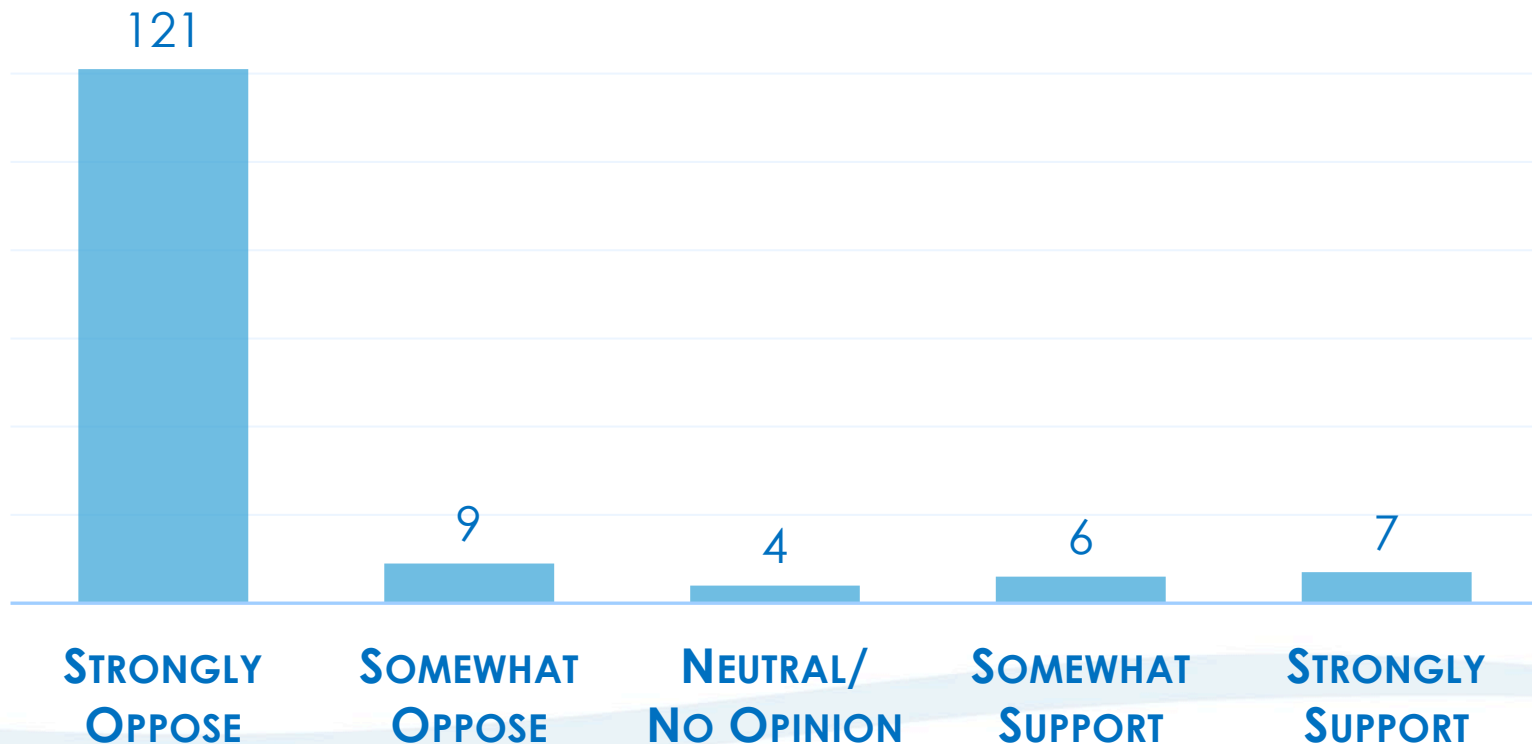
NEXT STEPS

- February 2025 - Gathering Feedback.
- March 2025 - Present Results and Recommendation(s) to Planning Commission.
- April 2025 - Present Results and Recommendation(s) to City Council.
- Frequent hampton.gov/woodsorchard to stay up to date with this property.

Survey Analysis

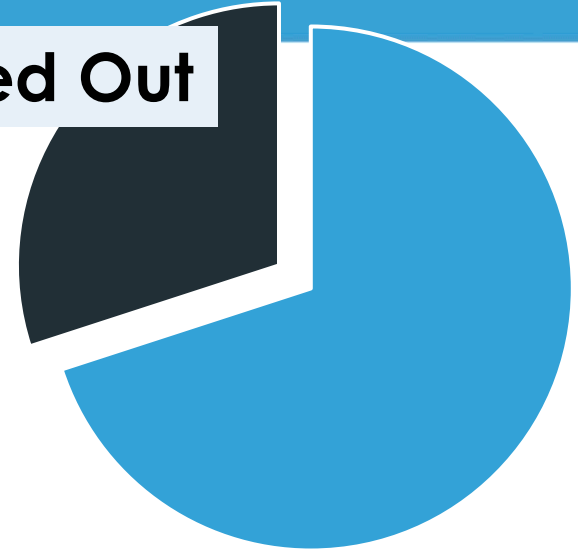
148 Survey Responses

Do you support increasing the density of residential units in the identified area?



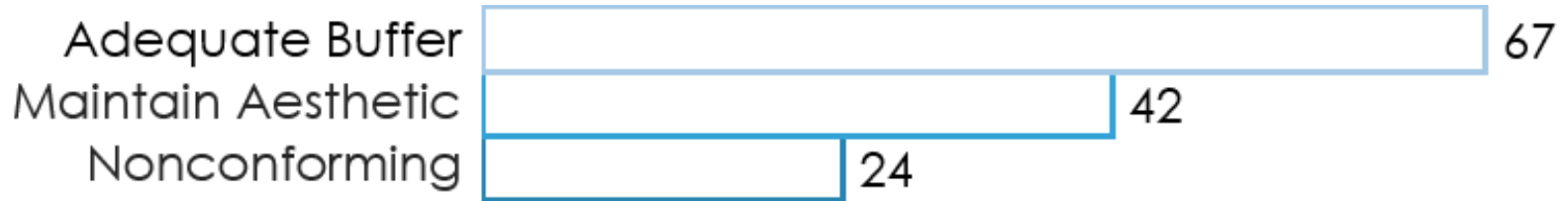
We Asked

30% Opted Out



- What are your thoughts about having higher density residential in this area?
 - Open-ended
- If higher-density developments were approved, which of the following should be prioritized to maintain neighborhood quality?
 - Close ended, with an “Other” option

We Heard



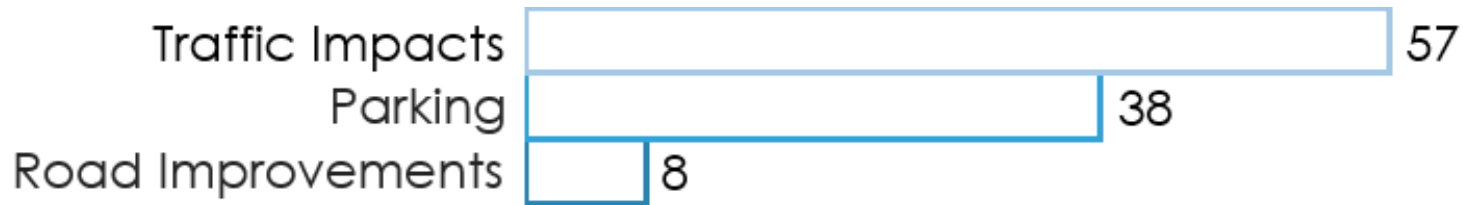
"There is room for growth in the area. It's not currently densely populated with well spaced housing neighborhoods nearby."

"This property is surrounded by single family homes, medium income. High density housing does not fit in with surrounding properties."

"It doesn't fit in the community. I'd like to see nice homes build but low density or perhaps a community garden to carry on the legacy of Woods Orchard."

Theme: "Fit"

We Heard



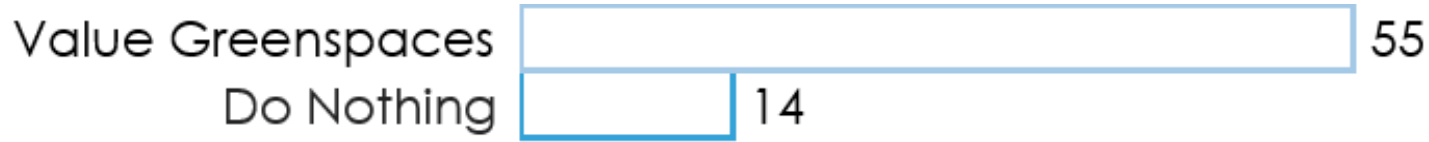
"I think bringing high density housing to this area will increase traffic problems and crime. It also will cause surrounding property values to drop."

"That corridor is already too busy at school dismissal time. We do not need more traffic at Mercury/Fox Hill/Pembroke."

"It already takes close to 20 minutes on any given afternoon to get from Andrews to Fox Hill due to the congestion. This will amplify that."

Theme: "Congestion"

We Heard

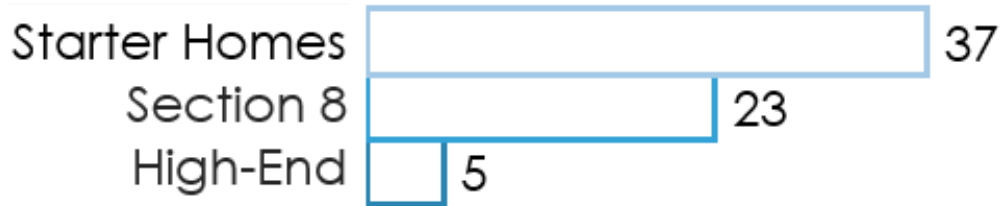


"I believe utilizing existing building and cites for housing should be priority. Use what is already here instead of building new places. Use the proposed land for a nature area. Gardens, park, recreation area."

"Leave the proposed area as low density, leaving green spaces largely intact and not disturbing wetland areas."

Theme: "Greenspace"

We Heard



"Hampton is in great need of nice, affordable housing for all. Mixed use developments like New Town in Williamsburg or Midtown in Tampa, FL should be the goal for Hampton."

"Any housing in the area should be affordable housing, for purchase, not rental."

"There is a need for nice expensive condos and apartments. No more section 8. Keep some money coming in by people that will pay."

Theme: "Price Point"

We Heard



"Too many apartments already. Transient residents who don't take care of property."

"I am opposed to using this area for higher density homes, as Hampton already has an abundance of these sorts of homes. I implore the City of Hampton to explore ways in maximizing the occupancy of the current apartments, town homes, etc. in the city. Hampton is a wonderful, but there is too much focus on building these sorts of developments when many already exist and many may be unoccupied."

Theme: "Necessity"

We Heard

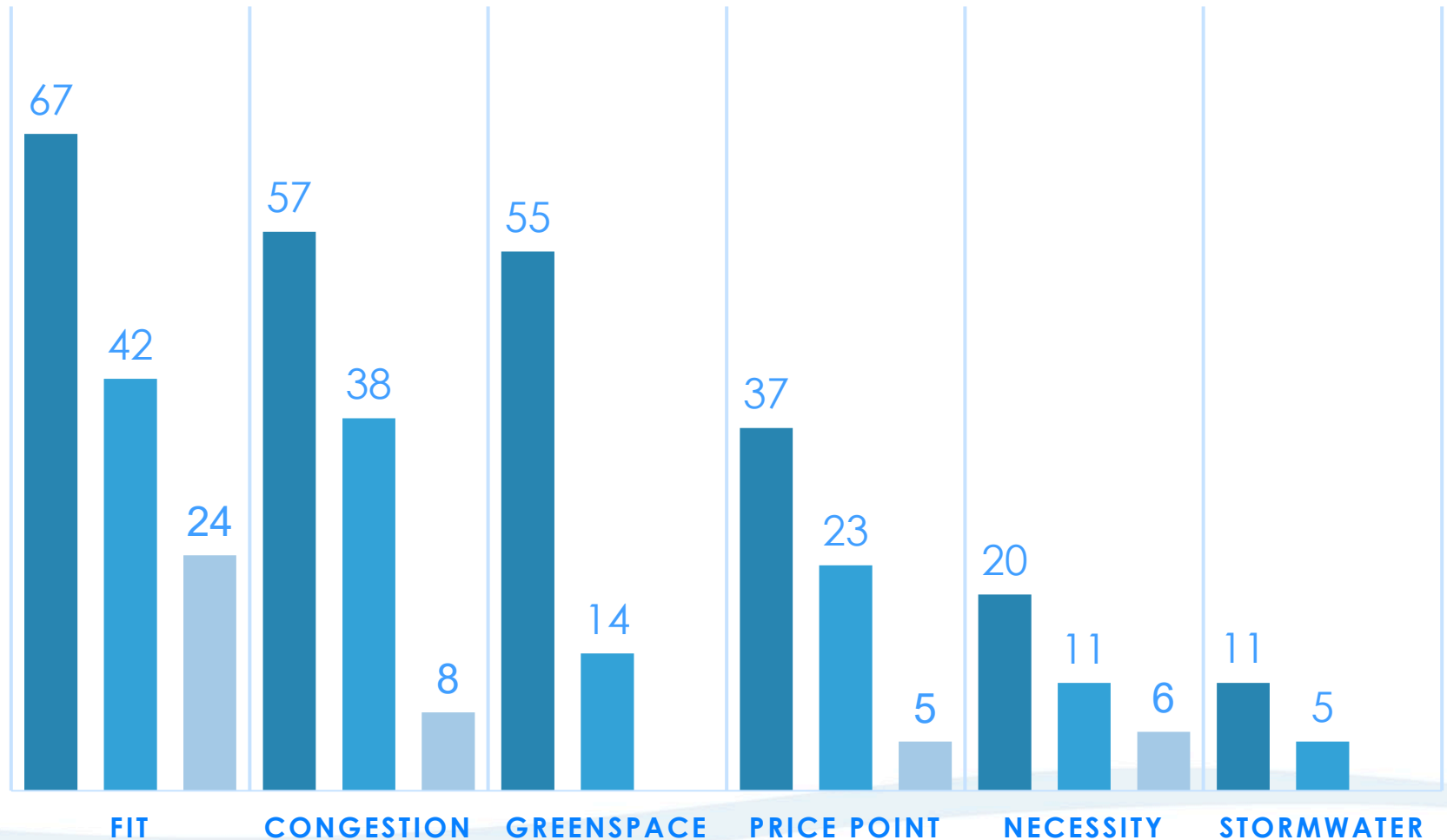
Flooding 11
Water Retention 5

"I believe that the higher density will lead to increased flooding -- because the storm water drain system does not work. It only dumps the water into the Hampton River."

"Water quality of all city pre-existing drainage, to Hampton River, will be greatly improve -- with the addition of a retention pond required in Multifamily Zoning. -- I am supporting the zoning change."

Theme: "Stormwater"

Survey Analysis



Takeaways

- Majority oppose the increase in residential density
- Many of the concerns (fit, traffic congestion, green space, price points, etc.) are development specific
- Majority of concerns (quality, traffic, drainage, green space, etc.) could be addressed through the rezoning & use permit process

Development Trends

- Current residential market trends: higher density (apartments & townhouses)
- Multifamily demand: regional economic growth, community amenities, LAFB, students, professionals
- Recent high quality, market rate, multifamily projects, 95% occupancy rate:
 - Constellation at King
 - Monroe Gates
 - Ellipse
 - Lumen
 - Axis

Staff Analysis

- Consistent with City land use policies:
 - Addresses housing need
 - Supports greater housing density and a diverse housing mix
 - Centrally located; appropriate access
 - Promotes new residential development & higher densities in an upland area
- Consistent with current development trends
- LAFB need for more multifamily housing
- Enables future zoning process to convert existing commercial use to allow multifamily residential

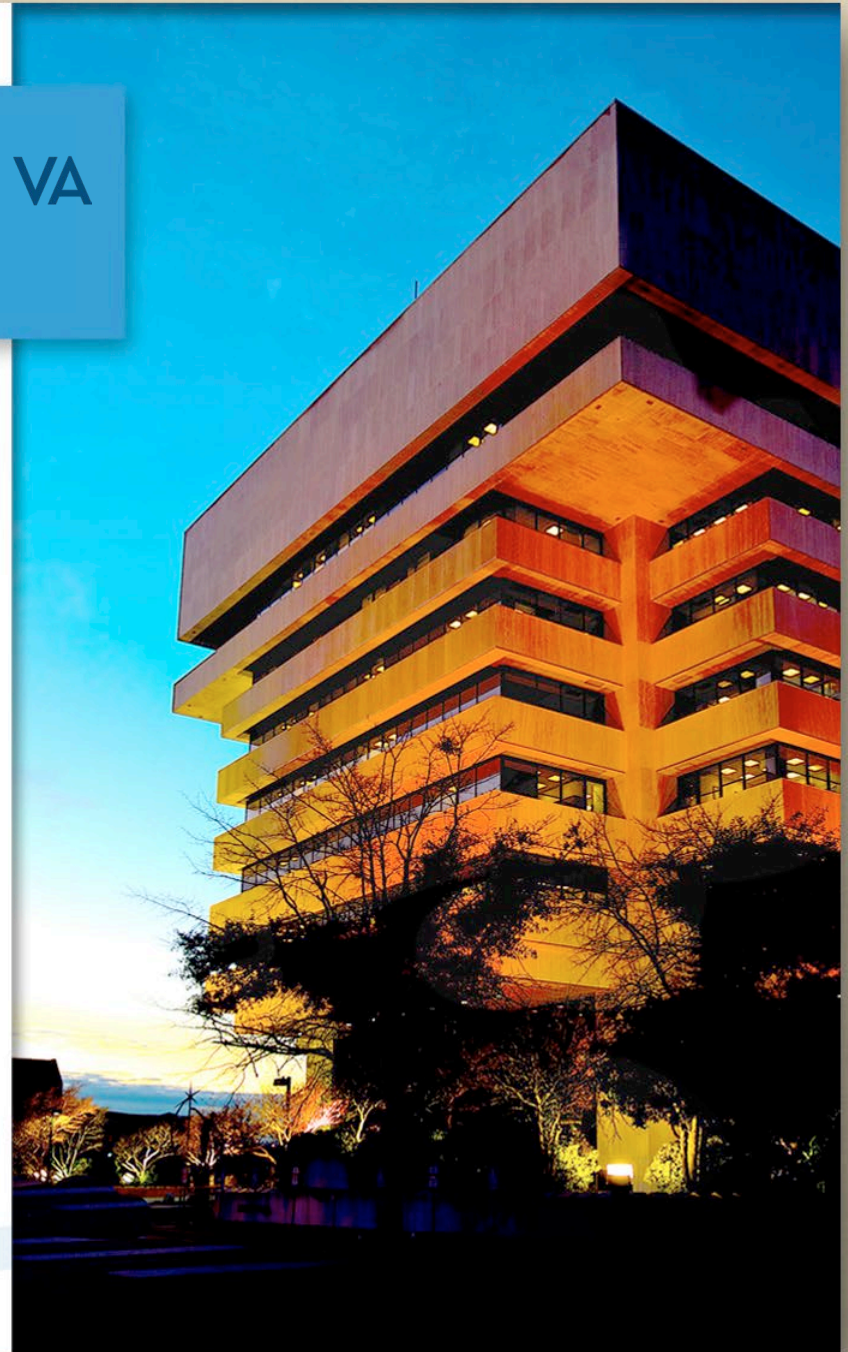
Recommendation

Staff & Planning Commission
recommend **approval** of
Community Plan Amendment
No. 25-0102



***Rezoning No.
25-0148 and
Use Permit No. 25-
0149***

***WHITMORE GROUP
183 & 183A Mercury Blvd
and 261 & 265 Woodland
Road***



Application

Rezone from General Commercial (C-3)
District and One-Family Residential
(R-11) District to Multifamily Residential
(MD-4) District
Use Permit for Multifamily Dwellings

Location Map



Proposal

- 10.18 total acres
- Market rate apartments: \$1,590 - \$2,190
- Four (4) buildings
- 316 units:
 - 50 - Studio
 - 204 - 1 bedroom
 - 62 - 2 bedroom
- 420 Parking spaces
 - 24 garages
 - 9 bike parking


Proposal

- Modern farmhouse style architecture
- Building materials:
 - cementitious board & batten siding
 - stone veneer water table & brick veneer base
 - standing seam metal & slate-style architectural asphalt shingle roofing
- Decorative fencing
- LED downward-directed lighting
- Landscape buffers

Proposal

- Clubhouse/leasing office
 - club rooms
 - package room
 - fitness center
 - game rooms/billiards
 - business center
- Resort-style pool
 - Grilling & dining areas
 - Firepits & lawn areas
- Woods Orchard Barn
 - Outdoor gathering area
 - fire pits
 - outdoor seating

Resiliency Elements

- Five (5) electric vehicle charging stations
 - Building materials – 115 mile per hour wind load design
 - EnergyStar certified appliances
 - EnergyStar Multifamily New Construction guidelines
- 
- A decorative wavy line in a light blue color, spanning the width of the slide near the bottom.

Proposal



CANOE BROOK
DEVELOPMENT



THE WHITMORE COMPANY, LLC
Commercial Real Estate Services, Development and Investments

Orchard Oaks on the Boulevard

Architectural Site Plan

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SCALE: 1" = 60'-0"

0 60 120 240



A201
Hampton, VA
June 4, 2025

HOGGARD-EURE
ASSOCIATES, P.C.
Engineers • Surveyors • Planners

DBA
ARCHITECTS

Proposal



Proposal



Proposal



Elevations



BUILDING 2 - SOUTH ELEVATION
scale: 1"=20'



BUILDING 2 - WEST ELEVATION
scale: 1"=20'

Elevations

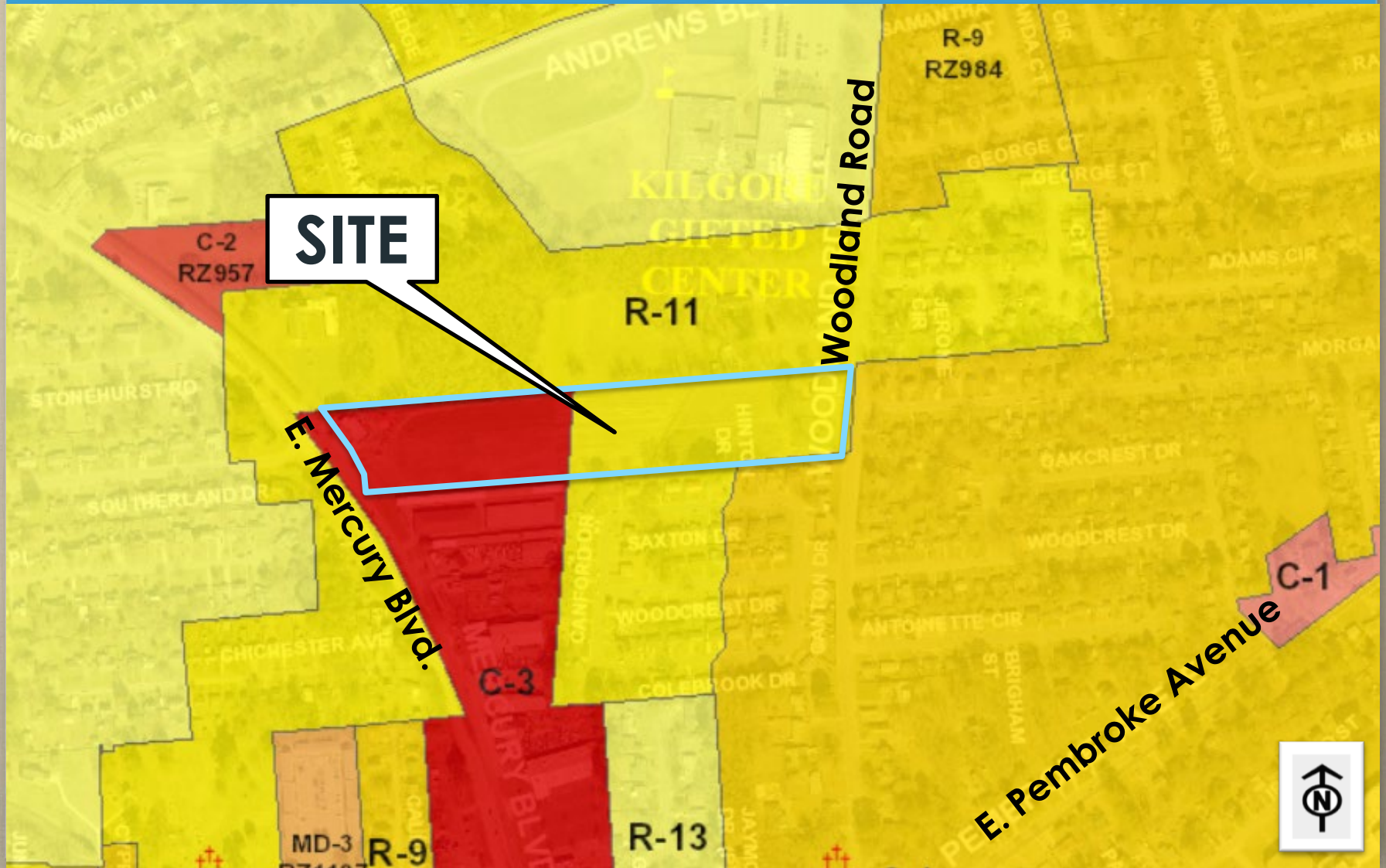


BUILDING 2 - NORTH ELEVATION
scale: 1"=20'



BUILDING 2 - EAST ELEVATION
scale: 1"=20'

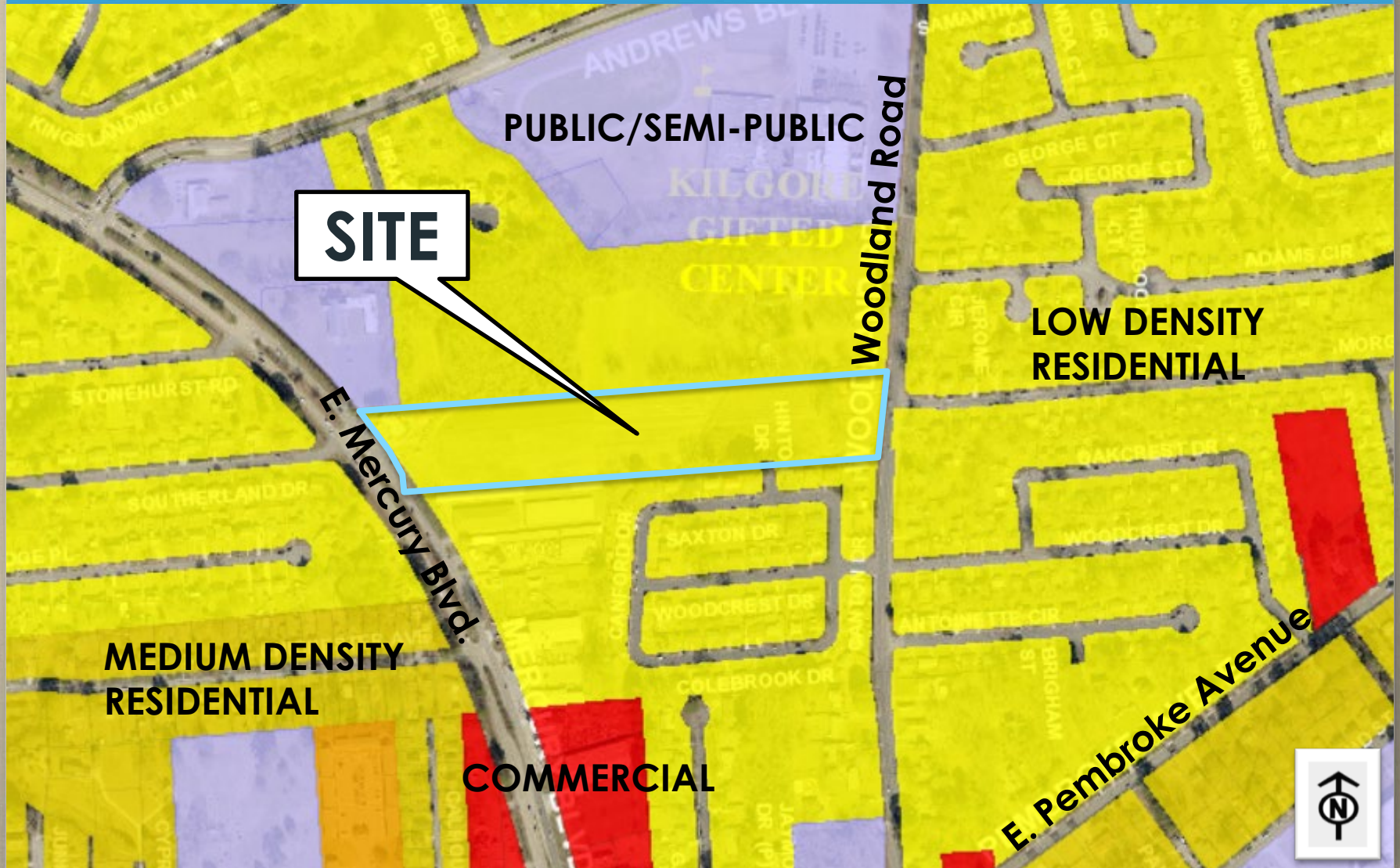
Zoning Map



Commercial Zoning

- +/- 4.5 acres proposed development
- General Commercial (C-3) District
- By-right uses
 - Retail sales, services, & office
 - Tire sales & repair
 - Vehicles sales & repair, new
 - Vehicle repair, light
 - Ice storage & distribution
 - Manufacturing/processing/treatment of baked goods, dairy products, & seafood
 - Wholesaler

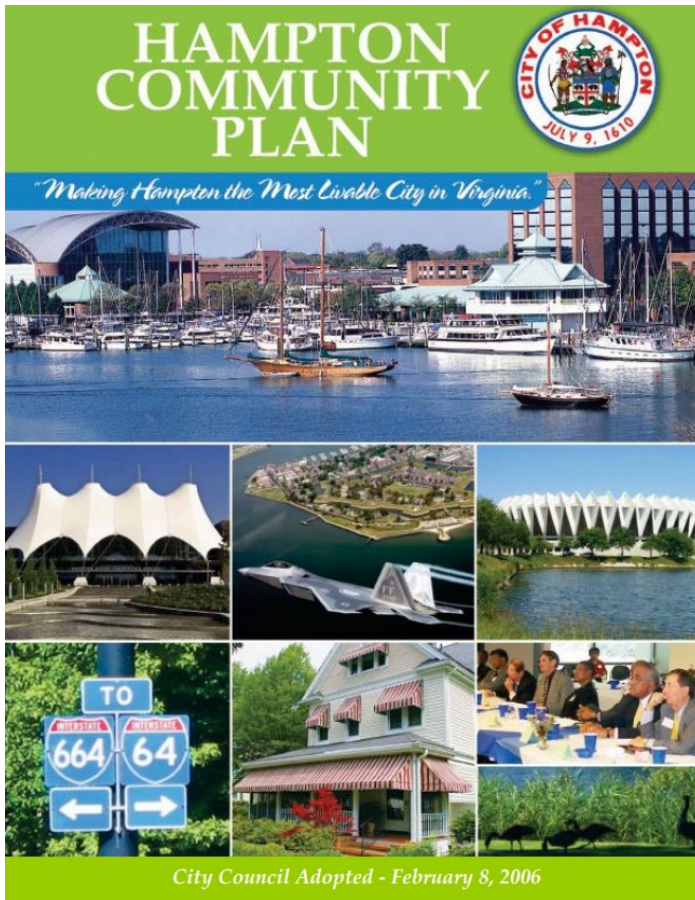
Future Land Use Map



Proposed Future Land Use Map



Public Policy



City Council Adopted - February 8, 2006

Hampton Community Plan (2006, as amended)

Land Use and Community Design Policies

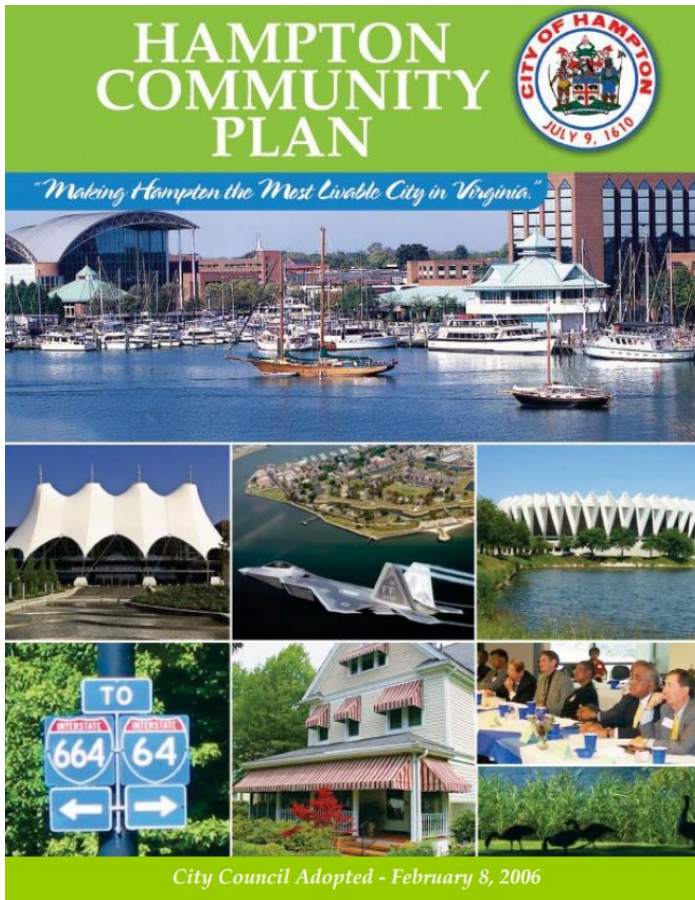
LU-CD Policy 3: Encourage and maintain a diverse mix of housing types and values.

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

LU-CD Policy 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.

Public Policy



Hampton Community Plan (2006, as amended)

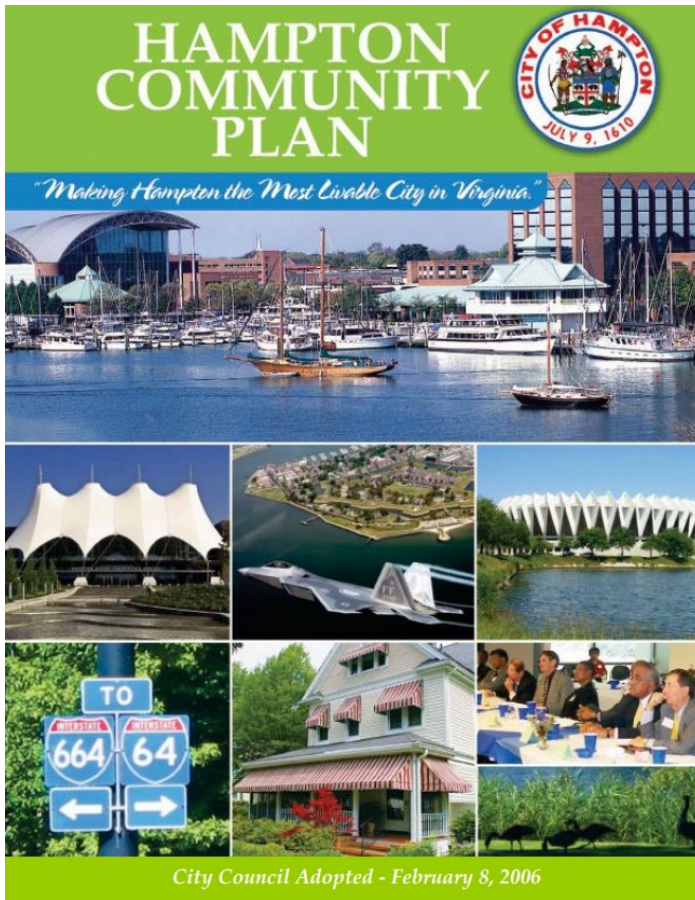
Land Use and Community Design Policies

LU-CD Policy 37: Allocate the appropriate space for water and water storage to help reduce risk to property.

LU-CD Policy 40: Promote best management practices and development projects that provide multiple benefits.

LU-CD Policy 43: Be nimble and able to adapt to future anticipated conditions.

Public Policy



Hampton Community Plan (2006, as amended)

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.

HN Policy 18: Promote the construction of resilient housing and neighborhoods, and focus on the unique needs of each community.

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.

Community Meeting

Applicant held a community meeting
on March 24, 2025

Staff Analysis

- Aligns with City land use policies
 - Future land use map (if CPA approved)
 - Adaptive redevelopment of underutilized vacant site
 - Adds needed residential units
- Compatible with Neighborhood
 - Traffic improvements
 - Landscape buffers
 - Quality design & building materials
 - Replaces C-3 zoning (allows more intense uses)
- Community amenities

Proffered Conditions

- Concept Plan
- Elevations & Building Materials
- Fencing & Lighting
- Community Amenities
- Resilience Elements
- Landscaping
- Property Line Vacation
- Traffic Improvements

*All proffered conditions can be found within the package

Recommended Conditions

- Compliance with Rezoning
- Management
- Dumpster Screening
- Certificate of Occupancy
- Compliance with Applicable Laws
- Nullification & Revocation

*All recommended conditions can be found within the package

Recommendation

Staff & Planning Commission
recommend **approval** of
Rezoning No. 25-0148 & Use
Permit No. 25-0149

Conclusion

- Applicant opportunity to present
- Public hearing
- Actions:
 - **approve** Community Plan Amendment No. 25-0102
 - **approve** Rezoning No. 25-0148, subject to 10 proffered conditions & Use Permit No. 25-0149, subject to 8 conditions