

STAFF EVALUATION

Case No: Use Permit No. 23-0281

Planning Commission Date: September 21, 2023

City Council Date: October 11, 2023

Prepared By: Donald Whipple, Chief Planner

728-5235

Reviewed By: Mike Hayes, Planning and Zoning Division Manager
Patricia Melochick, Senior Deputy City Attorney

728-5244

General Information

Property T Peninsula Parking North VA, LLC

Owner/Applicant

Site Location Southeast and Southwest corners of the Cunningham Drive/Hartford Road intersection [LSRN: 13002016]

Aerial Map:



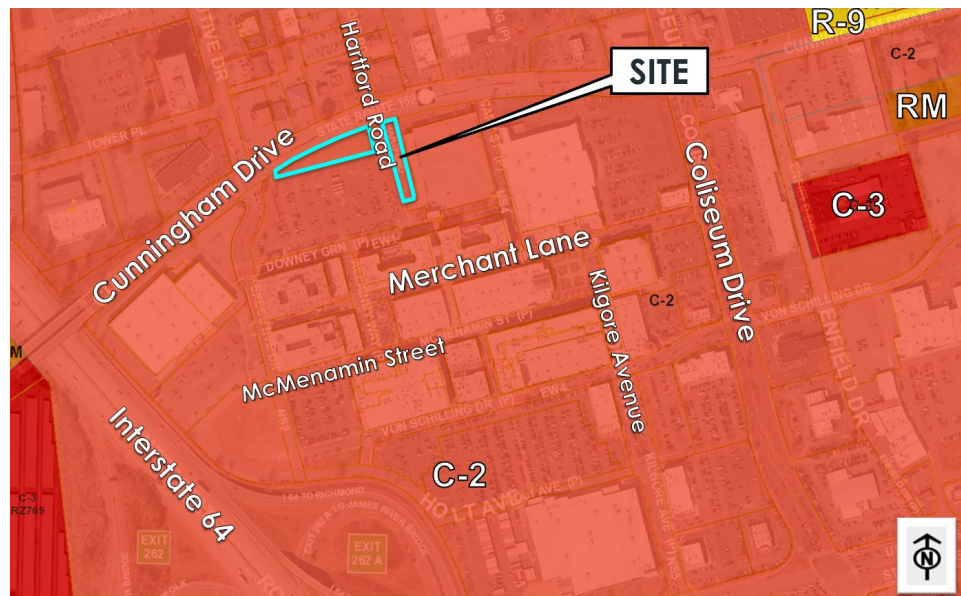
Requested Action Use Permit to allow for the development of two (2) multifamily dwelling buildings for a total of 21 units within the Limited Commercial (C-2) and Coliseum Central Overlay (O-CC) Districts.

Description of Proposal The development as described in the application includes the construction of 21 new multifamily dwelling units divided between two (2) new townhome-style buildings. One building, containing 10 units, would be located between the existing parking structure and Hartford Road at the southeast corner of the Cunningham Drive/Hartford Road intersection. The other building, containing 11 units, would be located at the southwest corner of the Cunningham Drive/Hartford Road intersection. Seven (7) of these units would have garages that would be accessed from the existing parking lot on site. The 21 total two-story rental townhomes

would be comprised of seven (7), 2-bedroom units and 14, 1-bedroom units. No unit will be less than 900 sq. ft. in size. Community amenities would be shared with the Chapman Apartment amenities, which currently include a rooftop garden terrace, gas grills, outdoor dog play area, theater room, common use resident office suites, common area conference room, bike storage room, dog wash station, and fitness center with spin room.

Existing Land Use	Vacant land
Zoning	Limited Commercial (C-2) and Coliseum Central Overlay (O-CC) Districts
Surrounding Land Use and Zoning	<p>North: Limited Commercial (C-2) and Coliseum Central Overlay (O-CC) Districts; multifamily dwellings</p> <p>South: Limited Commercial (C-2) commercial retail/restaurants</p> <p>East: Limited Commercial (C-2) and Coliseum Central Overlay (O-CC) Districts; commercial retail/restaurants</p> <p>West: Limited Commercial (C-2) and Coliseum Central Overlay (O-CC) Districts; commercial retail/restaurants</p>

Surrounding Zoning Map:



Public Policy	<p>The <u>Hampton Community Plan</u> (2006, as amended) is adopted as the guiding policy document for the City of Hampton. The <u>Hampton Community Plan</u> includes the following policy recommendations pertinent to this case:</p>
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Land Use and Community Design Policies:

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

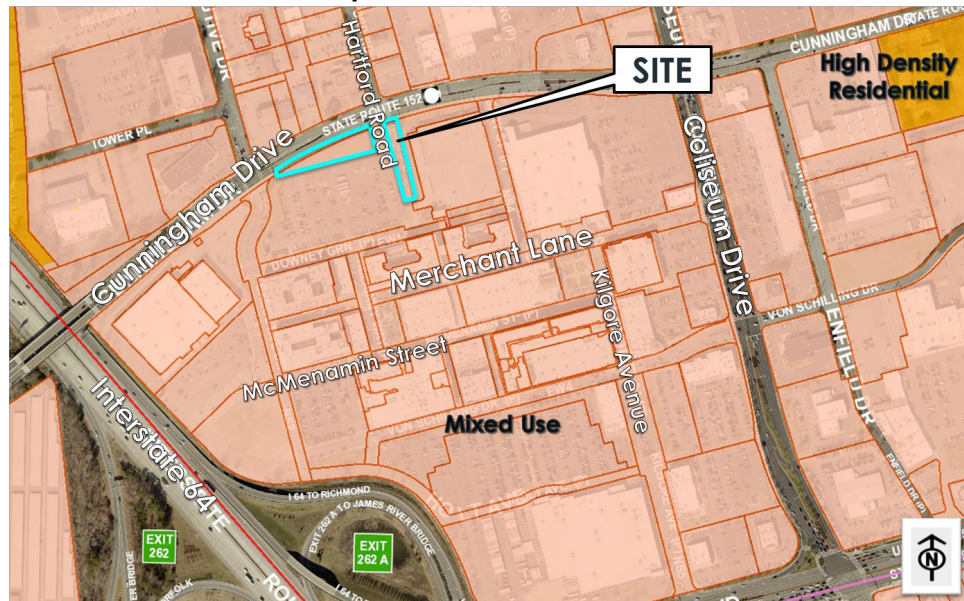
LU-CD Policy 4: Evaluated land use proposals from a regional, city-wide, and neighborhood perspective.

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.

Future Land Use:

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

Future Land Use Plan Map:



In addition, the Conservation Plan for The Hampton Coliseum Mall Project (2006, as amended), which is the guiding document for the redevelopment of the former Coliseum Mall into the current Peninsula Town Center has recommends the following:

- Encourage residential developments integrated with commercial & office uses through higher density housing types to efficiently support urban redevelopment
- Construct separate retail buildings arranged along pedestrian-oriented streets with small parks, like traditional central business districts & downtowns.
- Incorporate office & housing spaces into retail buildings, as is often found in downtown areas, to create a mix of uses that better reflects a traditional town center.



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

- The Coliseum North Initiative Area is the heart of the Coliseum Central District, and generates some of the highest commercial revenue in the City
- The properties within Coliseum North represent some of the highest potential and most underutilized properties in the District
- Concentrate retail development in the core & encourage denser development in and around identified nodes
- Develop appropriate relationships between residential, commercial, & park uses
- Residential development should dense & upscale, with a mix of rental and for-sale properties

<i>Traffic Impacts and Parking</i>	There are no traffic impacts associated with this proposal. There is a current approved shared parking agreement that includes the proposed 21 total townhome-style residential units.
<i>Environmental</i>	There are no environmental impacts associated with this proposal.
<i>Conditions</i>	Should this use permit be approved, staff has recommended eight (8) conditions to include: <ol style="list-style-type: none"> 1. Issuance of permit for multifamily dwellings at the subject property only; 2. Compliance with the Coliseum Central Design Standards, concept plan, and building elevations; 3. Management of the property;

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4. Shared Amenities Agreement with the Chapman Apartments;
 5. Certificate of Occupancy;
 6. Compliance with Laws;
 7. Revocation; and
 8. Nullification

The full set of recommended conditions can be found in the package.

Community Meeting

A community meeting was not held; however, the Coliseum Central Business District (CCBD) has been made aware of the project proposal and has indicated they have no issue with the project.

Analysis

Use Permit No. 23-0281 is a request by T Peninsula North Parking VA LLC to permit multifamily dwellings at the unaddressed parcel at the intersection of Cunningham Drive and Hartford Road [LRSN: 13002016] to be located between Cunningham Drive and the surface parking lot and between Hartford Road and the parking garage. The subject site is zoned Limited Commercial (C-2) and Coliseum Central Overlay (O-CC) Districts, which permit multifamily dwellings subject to an approved use permit.

The proposal includes the construction of two (2) new multifamily dwelling buildings at the southeast and southwest corners of Cunningham Drive and Hartford Road within the Peninsula Town Center (PTC). More specifically 10 units are proposed within a new building planned between Hartford Road and the existing parking garage and 11 units are proposed within a new building planned between Cunningham Road and the existing parking lot, for a total of 21 new townhome-style apartment units. The proposed residential units would be comprised of seven (7), 2-bedroom units and 14, 1-bedroom units. Seven (7) of the units would have a garage that would be accessed by the existing surface parking lot. No unit will be less than 900 sq. ft. in size. Building elevations have been submitted as part of the application, which reflect two-story, townhouse-style apartment buildings. The proposed elevations compliment the architecture of the existing Axis Apartment building within PTC and proposed building materials include brick and cement fiber board panels with stone and glass accents. Community amenities would be shared with the Chapman Apartment amenities, which currently include a rooftop garden terrace, gas grills, outdoor dog play area, theater room, common use resident office suites, common area conference room, bike storage room, dog wash station, and fitness center with spin room.

The proposal is consistent with the future land use recommendation of the Hampton Community Plan (2006, as amended), which designates the subject property, and surrounding properties, as mixed-use. The Plan also speaks to encouraging a mix of land uses that is appropriate for each district [LU-CD Policy 31].

The Conservation Plan for The Hampton Coliseum Mall Project (2006, as amended) was developed as the guiding document for the redevelopment of the former Coliseum Mall into the current Peninsula Town Center (PTC), a mixed used town center concept. With

its prominent and high visibility location, the Coliseum Mall was considered to be the economic engine for the City and the Hampton Roads region. At the time the Mall had experienced a significant decline in vitality and was in need of fundamental change to incorporate a sustainable mix of uses through redevelopment. This Plan provides guidance that encourages integrated residential and commercial/office development, with separate retail buildings arranged along pedestrian-oriented streets and small parks.

PTC is also located within the Coliseum North Initiative area of the Coliseum Central Master Plan (2015, as amended). The Master Plan recommends building upon the success of The Chapman Apartments, by adding new housing units to support the great combination of shops and restaurants. More specifically such new residential additions should include infilling residential development around the north side of the Chapman Apartments, along Downey Green, around the parking structure, and within the surface parking area between Cunningham Drive, Hartford Road, and Downey Green. The proposed townhome-style apartments are located adjacent to the Chapman Apartments as identified within the Master Plan. This proposal includes new development infill of vacant land, in which both buildings front existing streets, Cunningham Drive and Hartford Road, and one of the buildings wraps the west side of the parking structure. These are design principles that are consistent with the PTC redevelopment recommendations. In addition, the proposal includes sharing the community amenities of the Chapman Apartments, so it is important for the proposed units to be in close proximity to those amenities.

In summary, the proposal would add multifamily dwelling units to the Coliseum Central District and the Peninsula Town Center (PTC), which is consistent with the recommendations of the Community Plan, the Conservation Plan, and the Coliseum Central Master Plan. Although not a completion of the plan recommendations, the planned residential apartment infill is a start to achieving the future expansion plans for new residential units within this area of PTC. The proposal is a good location for new residential units because it aligns with the urban planning principles that promote the efficient use of land, promote pedestrian-friendly streetscapes, and reduce the need for added automobile use. This type of mixed-use environment can create a vibrant and walkable community where residents have a range of amenities within easy reach, including proximity to the shared community amenities within the Chapman Apartments.

Should this use permit be granted, staff has identified eight (8) recommended conditions based upon the proposed use's operational and land use characteristics as highlighted below:

- Issuance of permit
- Design standards
- Property management
- Provision of an agreement to ensure shared community amenities
- Certificate of occupancy
- Compliance with laws
- Revocation
- Nullification

Staff recommends **APPROVAL** of Use Permit Application No. 23-0281. If approved, staff recommends approval with eight (8) conditions.