

STAFF EVALUATION

Case No.: Rezoning No. 25-0322

Planning Commission Date: November 20, 2025

City Council Date: December 10, 2025

Prepared By: Han Vu, City Planner

727-6252

Reviewed By: Milissa Story, Planning Manager

728-5244

General Information

Property Owner/Applicant Gloria Higuera Lopez

Site Location

1700 E Pembroke Ave [LRSN 12003841]

Aerial Map:



Requested Action Rezone +/- 0.15 acres, from Limited Commercial (C-2) District to One-Family Residential (R-9) District with proffered conditions.

Description of Proposal The applicant proposes to construct a single-family dwelling on a vacant lot. The proposed 1,930 square foot single-family home includes two (2) stories with 3 bedrooms, 3.5 bathrooms, and an attached garage. The vehicular access off of Smiley Road.

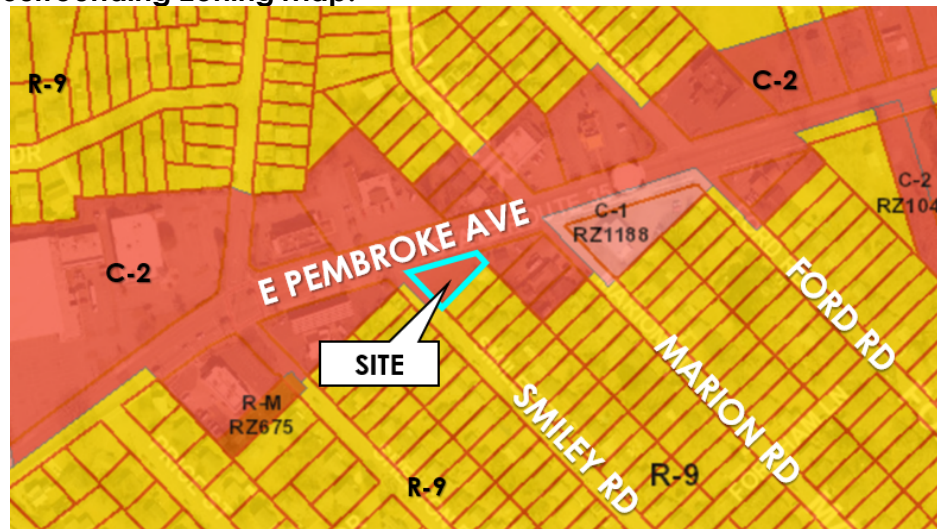
Existing Land Use Vacant

Zoning Limited Commercial (C-2)

Surrounding Land Use and Zoning **North:** Limited Commercial (C-2) District; general retail sales
South: One Family Residential (R-9) District; single-family residential
East: Limited Commercial (C-2); commercial building

West: Limited Commercial (C-2) and One Family Residential (R-9) Districts; gas station and single family residential

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 Plan includes the following policy recommendations pertinent to this case:

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 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 17: Promote and enhance the identity and scenic qualities of city corridors and gateways

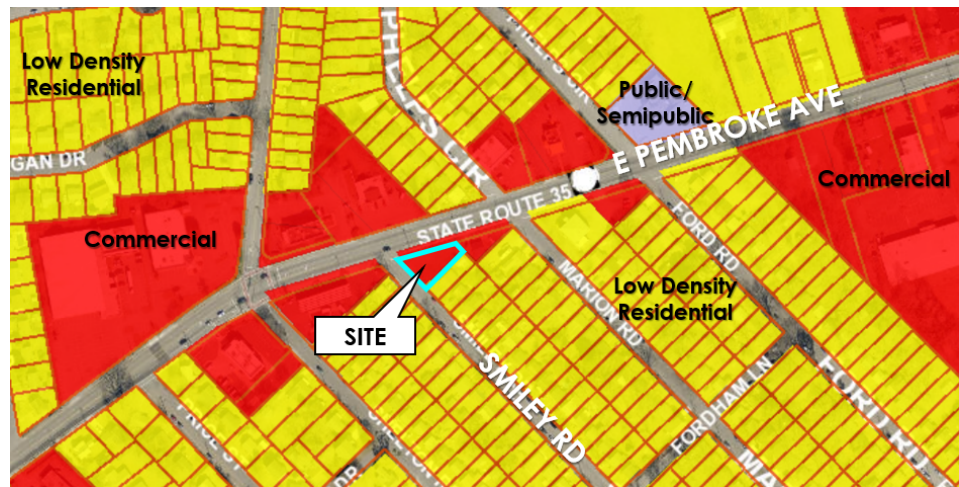
LU-CD Policy 31: Encourage a mix of land uses that is appropriate for each district. Promote the efficient use of land and high-quality urban design.

HN Policy 4: Support zoning requirements and other strategies that allow for increased housing mix and density in appropriate locations.

Future Land Use:

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

Future Land Use Plan Map:



Buckroe Master Plan Recommendations:

- New single-family housing on the north side of Pembroke Avenue will improve the character of the street. Establishing single-family residential development at this important gateway provides a hint of the character of the Buckroe neighborhood beyond, as well as sends the message that the neighborhood is undergoing positive growth and change
- The Plan indicates a weakness of the area in old housing stock and demand for single-family homes
- Pembroke Ave identified in the Plan as an improvement opportunity

<i>Traffic Impacts</i>	The proposed single-family dwelling would result in low traffic volumes; thus, negative impacts are not expected. Parking and vehicular access will remain off of Smiley Rd with no driveway on Pembroke Avenue.
<i>Environmental Impacts</i>	The proposed development would result in minimal new impervious surface area when compared to the intensity of development permitted by-right within the Limited Commercial (C-2) District.
<i>Proffered Conditions</i>	There are seven (7) proffered conditions. Key proffered conditions include:

1. Substantial conformance with the concept plan;
2. Substantial conformance with the elevations;
3. Building materials;
4. Site Plan approval;
5. Compliance with the Zoning Ordinance

The complete proffer agreement is included in the application package.

Community Meeting

To date, staff is unaware of a community meeting is being held.

Analysis

Rezoning Application No. 25-0322 is a request to construct a single-family home on a vacant lot. The subject property is approximately ±0.15 acres in size and is located at 1700 E. Pembroke Avenue. The property is currently zoned Limited Commercial (C-2) District. If approved, the property would be rezoned to the One-Family Residential (R-9) District.

The applicant has submitted proffered conditions. Through these conditions, the applicant proposes to construct the single-family home in substantial conformance with the conceptual site plan and elevation, utilizing high-quality building materials, subject to site plan approval and compliance with the Zoning Ordinance.

The Hampton Community Plan (2006, as amended) designates the future land use of the subject site as commercial. The Plan emphasizes promoting a balanced mix and density of housing in appropriate locations while preserving the overall character and integrity of the City's neighborhoods. It further encourages the enhancement of the identity, aesthetic quality, and visual appeal of the City's corridors and gateways. In support of these goals, the Plan advocates for zoning regulations and complementary strategies that enable a greater diversity and density of housing where appropriate.

The Plan identifies Pembroke Avenue as a Residential Corridor with Commercial Nodes, characterized by a mix of residential and commercial uses and representing some of the City's oldest commercial corridors. Many of these areas include individual commercial buildings or sites that have become marginal or no longer viable in the current market. Accordingly, the Plan recommends that new or expanded commercial development be concentrated within established commercial nodes, while other segments of the corridor may be more suitable for residential infill or redevelopment that enhances corridor vitality and neighborhood character.

The Buckroe Master Plan (2005, as amended) emphasizes Pembroke Avenue as an improvement opportunity. This reflects recognition that growth patterns have changed over time, leading to limited demand along Pembroke Avenue. Consequently, much of the commercially zoned property along the corridor is underutilized and deteriorating. The development of a single-family dwelling would improve the appearance of a vacant property, create a more attractive entrance to surrounding neighborhoods, and enhance the overall residential environment. Additionally, adding residents to the area

would increase the local customer base for remaining commercial properties while contributing to the revitalization of Buckroe's aging housing stock and supporting the demand for single-family homes.

Staff finds that the proposed development at 1700 E. Pembroke Avenue supports the vision of the Buckroe Master Plan and aligns with the policies outlined in the Hampton Community Plan. The proposal provides new housing opportunities along the corridor while enhancing its scenic qualities.

Staff recommends APPROVAL of Rezoning Application No. 25-0322, subject to seven (7) proffered conditions.