

STAFF EVALUATION

To: Planning Commission

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Case No.: Rezoning Application No. 16-00010

Date: October 6, 2016

General Information

Applicant 504-520 N. King St, LLC

Property Owner Hampton Economic Development Authority

Location 504 N. King St. [LRSN 13004388]



Requested Action

Rezone 504 N. King St. [LRSN 13004388] from General Commercial [C-3] District to Downtown Business [DT-1] District with proffers to allow for the development of a micro-brewery, micro-distillery, restaurant, and live entertainment venue.

Description of Proposal

Rezone from General Commercial [C-3] District to Downtown Business [DT-1] District with proffers to allow for the development of a micro-brewery, micro-distillery, restaurant, and live entertainment venue by 504-520 N. King St., LLC. The General Commercial [C-3] District does not permit the micro-brewery or micro-distillery use, thereby necessitating a rezoning. This application is being brought forward in conjunction with use permit application UP16-00007 to permit live entertainment.

The proposed operation will have an occupancy of approximately 1100 when considering both customers and staff. Expected hours of operation are from 11:30AM until 10:00PM Monday through Thursday, 11:30AM until midnight on Friday and Saturday, and 11:30AM until 10:00PM on Sunday.

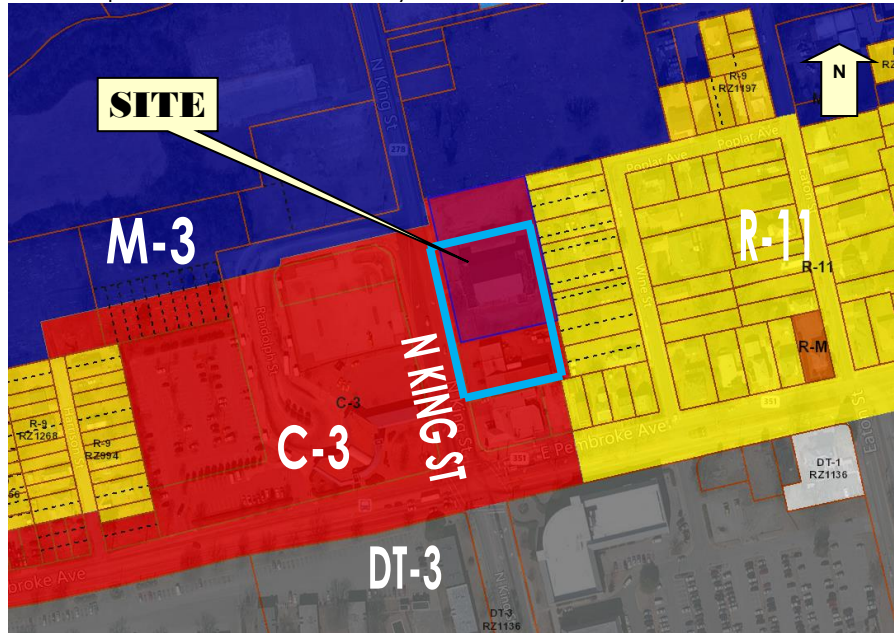
In total, 174 parking spaces are required to accommodate this volume of staff and customers. Per the zoning ordinance, off-site parking credits have been awarded to reach this number. Details are outlined below.

Existing Land Use

Vacant Structure

Existing Zoning

The site is currently zoned General Commercial [C-3] District, which does not permit a micro-brewery or micro-distillery.



As displayed below, the property also falls into the Flood Zone Overlay [O-FZ] District. Typically, if substantial improvements - reconstruction, rehabilitation, addition, or other improvement of a structure, in which the cost equals or exceeds 50 percent of the value of the structure before the start of improvement – are made to a structure in O-FZ, it is required that that the structure be brought into conformity with the ordinance. However, due to the historic structure – listed on the Virginia Landmark Register and nominated for the National Register of Historic Places – ordinance exemptions are granted to preserve the historic character and design of the structure.



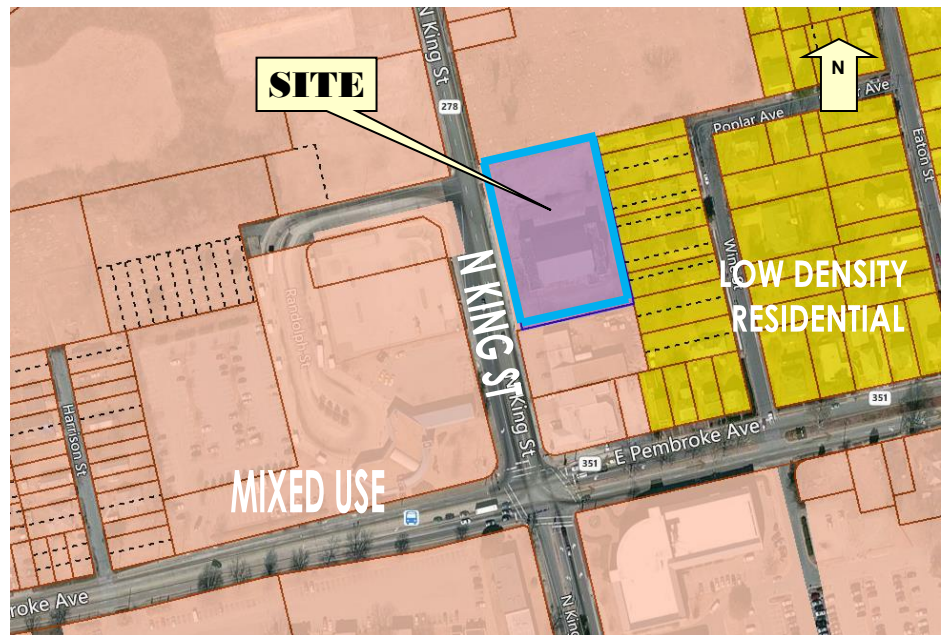
Zoning History

None.

Surrounding Land Use and Zoning

North: M-3 (Heavy Manufacturing) – Cemetery & Vacant Land
South: C-3 (General Commercial) – Convenience Store
East: R-11 (One-Family Residential) – Residential
West: C-3 (General Commercial) – Hampton Roads Transit Transfer Center, Parking Lot, Cemetery

Public Policy



The Hampton Community Plan (2006, as amended) recommends Mixed Used for this property. A combination of Mixed Use and Low Density Residential is recommended for surrounding properties.

The Downtown Master Plan (2004, as amended) outlines more specific recommendations for this site through the Armory District Initiative, noting King Street is the front door to Downtown. For the Armory, it is recommended the structure be restored and redeveloped as a live performance venue to diversify entertainment offerings and set a tone and character for redevelopment in the district.



Policies related to this request are listed below:

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

LU-CD 13: Encourage public and private upkeep, preservation, and adaptive reuse of buildings and other resources that have been determined to have historic value to the community. [pg. LU-17]

ED-5: Nurture small and start-up businesses. [pg. ED-23]

ED-6: Expand tourism, entertainment, and cultural opportunities within the city. [pg. ED-23]

ED-10: Foster the successful redevelopment of well-situated vacant and underutilized commercial and industrial properties within the city. [pg. ED-23]

Downtown Master Plan Initiative 8: Create a multi-use area north of Pembroke Avenue and south of I-64 to include a mix of residential, commercial and entertainment venues located in buildings of an industrial and more contemporary aesthetic.

Downtown Master Plan Initiative 8: Redevelop the Armory as a live performance venue.

Conditions

Please see attached application for proffered conditions.

Traffic & Parking

Parking needs for the use cannot be accommodated solely on-site. This was recognized as a challenge during completion of the Armory District Initiative of the Downtown Master Plan (2004, as amended), which notes the need for shared parking as a component of successful redevelopment of the area.

As dictated by the zoning ordinance, 174 parking spaces are required, 7 of which are handicapped. All 7 handicap spaces will be accommodated on site. Two public parking lots, with a capacity of 234 spaces, exist within 500' of the armory site to accommodate patrons. In

total, 35 spaces are accommodated on-site, and 139 spaces are accommodated through off-site parking credits as outlined in Chapter 11. Sec. 8(2) of the Zoning Ordinance of the City of Hampton.

Community Meeting

A community meeting was held on Tuesday, August 9, 2016 at the Rupert Sargent building to present the project concept to the community, answer questions, and receive feedback on the proposal. The developer also presented the information to the Pasture Point Neighborhood Association on September 13, 2016.

Analysis

Rezoning Application No. 16-00010 is a request to rezone 1.2± acres located at 504 N King Street [LRSN 13004388] from C-3 [General Commercial] to DT-1 [Downtown Business District] with proffers. Rezoning to DT-1 will allow for renovation of the existing armory building as a micro-brewery, micro-distillery, restaurant, and live entertainment venue. This request is in keeping both with the policies and goals of the Hampton Community Plan (2006, as amended) and the Downtown Master Plan (2004, as amended).

The Downtown Master Plan (2004, as amended) specifically recommends reuse of this property as a live performance venue and notes it should be redeveloped to set the tone and character for redevelopment in the district. Applicable goals of the community plan speak to encouraging preservation and adaptive reuse of buildings that have historic value to the community and fostering the successful redevelopment of well-situated vacant industrial properties.

The proposed operation will have an occupancy of approximately 1100 when considering both customers and staff. Expected hours of operation are from 11:30AM until 10:00PM Monday through Thursday, 11:30AM until midnight on Friday and Saturday, and 11:30AM until 10:00PM on Sunday. In total, 174 parking spaces are required to accommodate this volume of staff and customers. Per the zoning ordinance, off-site parking credits have been awarded to reach this number.

Twelve conditions are proffered with this rezoning application and include limiting the uses to micro-brewery, micro-distillery, restaurant and live entertainment; a conceptual layout, materials, and fencing.

The proposed rezoning is consistent with the City's goals and policies, as outlined in the Hampton Community Plan (2006, as amended) and the Downtown Master Plan (2004, as amended).

This application is being brought forward in conjunction with use permit application UP16-00007 to permit live entertainment.

Staff recommends approval of Rezoning Application No. 16-00010 with 12 proffered conditions.