

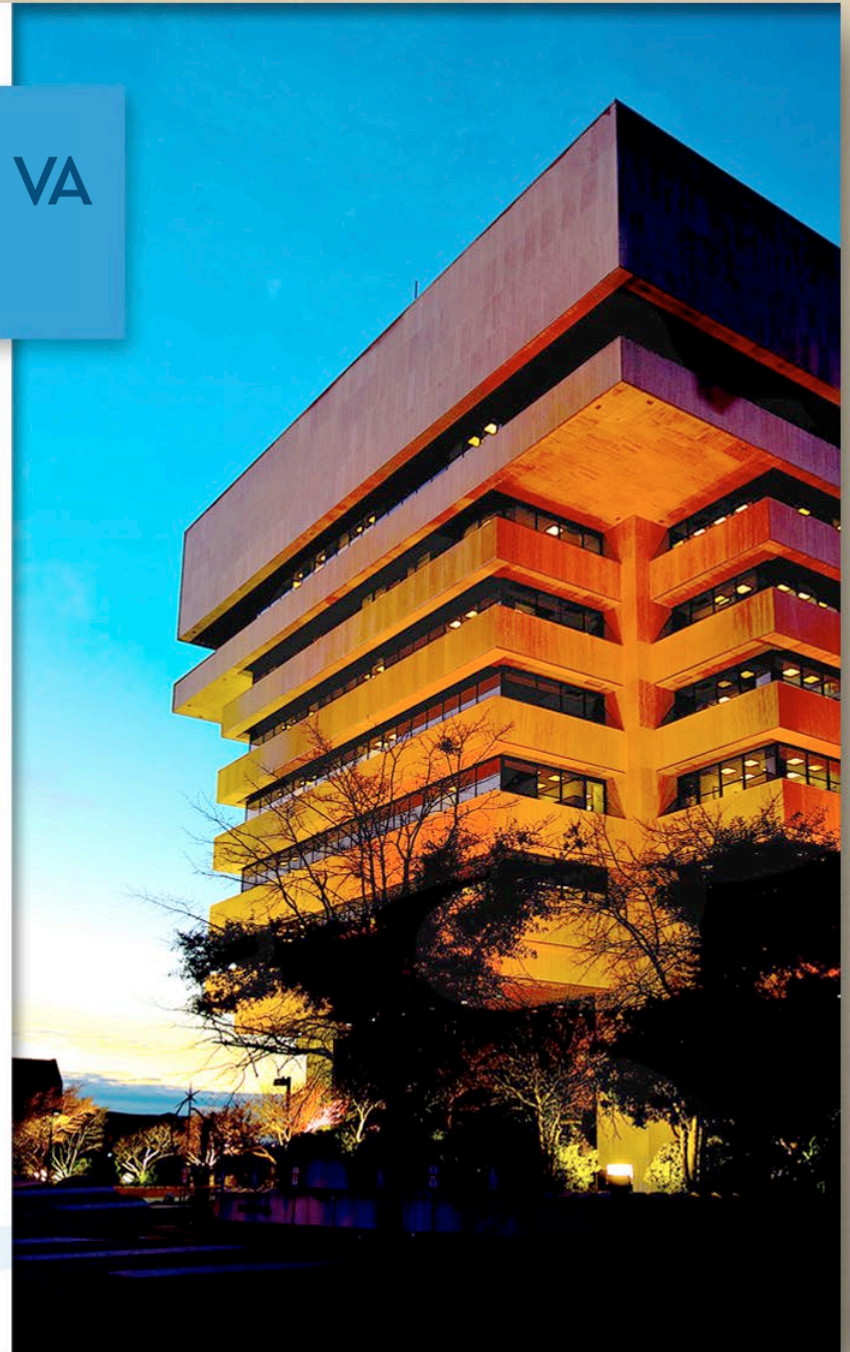


HAMPTON VA
COMMUNITY DEVELOPMENT

Use Permit 23-0283

*Merchant Lane
Peninsula Main VA LLC*

City Council
January 10, 2024



Application

Use Permit to allow multifamily dwelling
in Limited Commercial (C-2) and
Coliseum Central Overlay (O-CC)
Districts

Location Map



Location Map



Coliseum Central Master Plan



- 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 be dense & upscale, with a mix of rental and for-sale properties

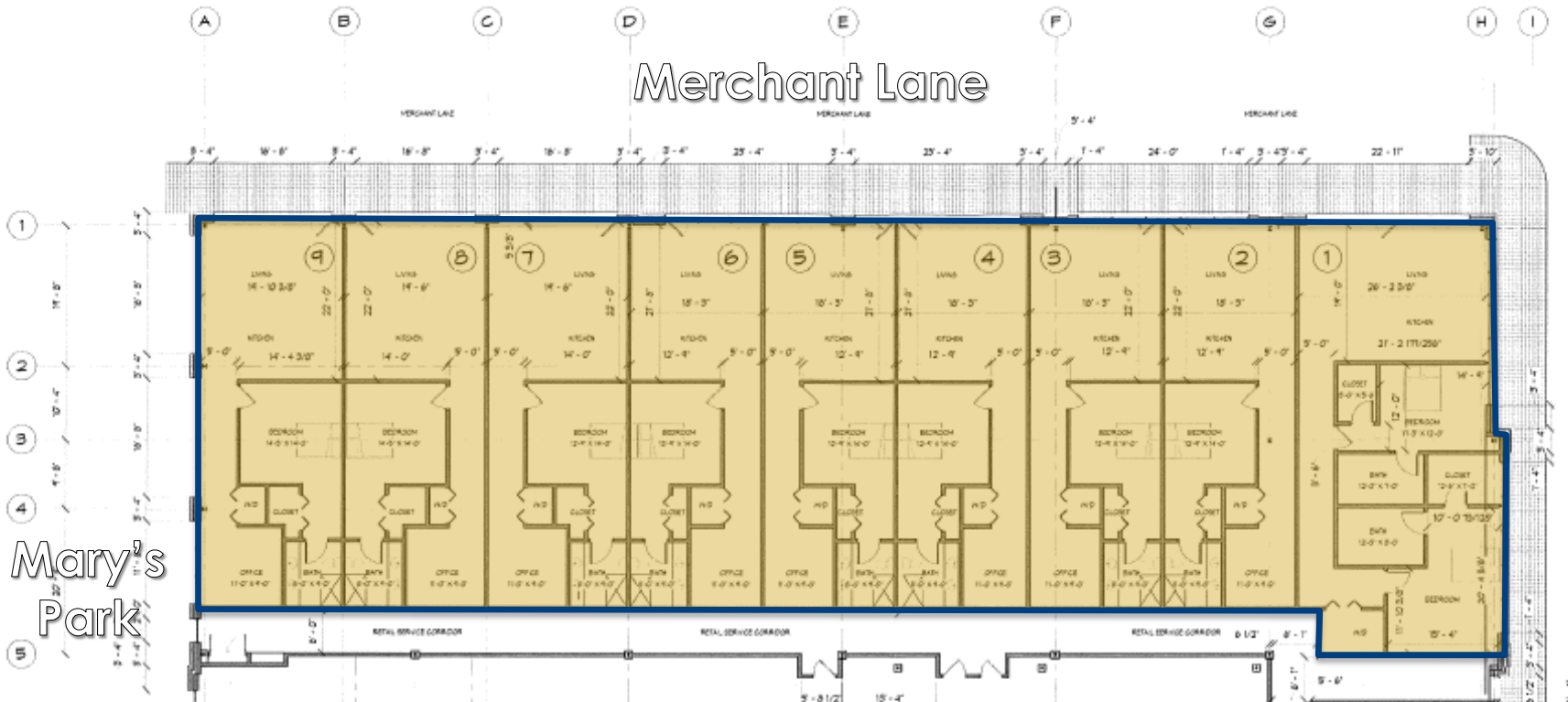
Multifamily History



Merchant Lane Proposal

- Conversion of Existing Retail Tenant Space
- Multifamily dwelling
- Nine (9) units
- 978 – 1,596 square feet
- Shared Amenities – The Chapman
 - Rooftop garden terrace/gas grills
 - Community room/fitness center
 - Bike storage
 - Dog park

Floor Plan

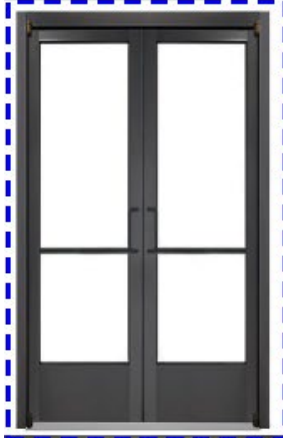


Mary's
Park

SQUARE FOOTAGE	
Apartment 1:	1596 sq.ft
Apartment 2, 3, 4, 5, 6:	978 sq.ft
Apartment 7, 8:	1051 sq.ft
Apartment 9:	1064 sq.ft



Exterior Renovations



FROSTED EXISTING DOOR



RESIDENTIAL LIGHT SCONCE



PRESSURE WASH AND PATCH ALL SURFACES

USE WOODEN TRELLIS

WOOD SLAT SCREEN AT 36" & POTTED PLANTS AT ENTRANCE



WOOD SLAT SCREEN DETAIL



TRELLIS DETAIL

Exterior Renovations



PTC BUILDING D FACELIFT
Hampton, VA

Project No: 231017 Date: 10.19.2023

231017 PTC BUILDING D PROPOSED FACELIFT RENDER

Recommended Conditions

- Issuance of Permit
- Maximum Units
- Design Standards
- Shared Amenities
- Management
- Occupancy
- Compliance with Applicable Laws
- Nullification & Revocation

Amended Conditions

3. Design Standards
 - a. Compliance with the Coliseum Central Design Standards
 - b. Storefront facade renovation:
 - i. Remove commercial wall signage
 - ii. Clean & repair all surfaces
 - iii. 36" solid base @ storefront windows
 - iv. opaque treatments prohibited on all storefront windows, excluding access doors
 - v. 36" pedestrian cover at all entrances

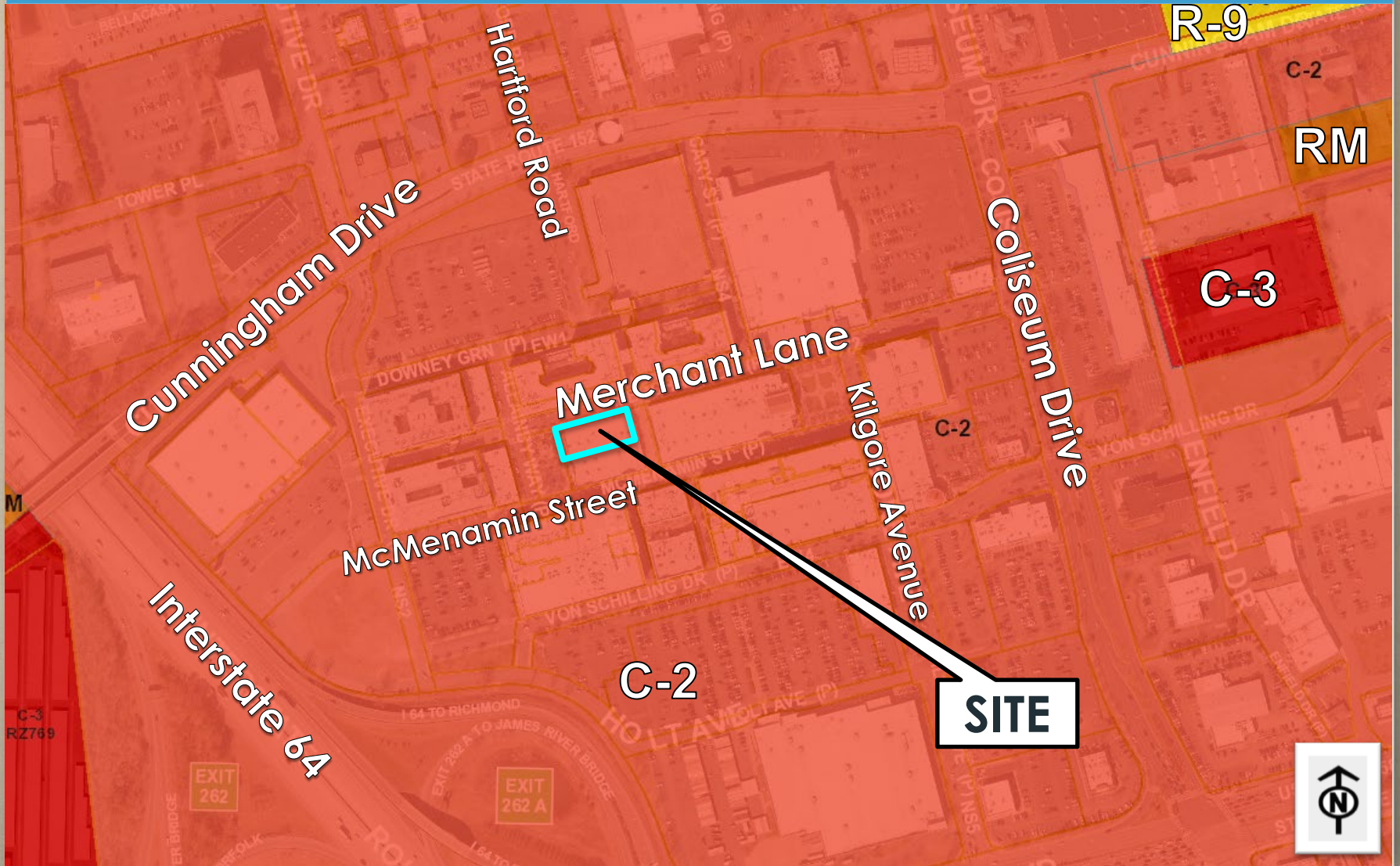
Summary

- Not consistent with City plans & policies
- Inappropriate location & form:
 - Commercial core
 - Single-story building
 - Units directly access Merchant Lane
- Safety, privacy, & noise concerns – no separation from activity at the street level
- Loss of leasable retail square footage & erosion of the commercial core

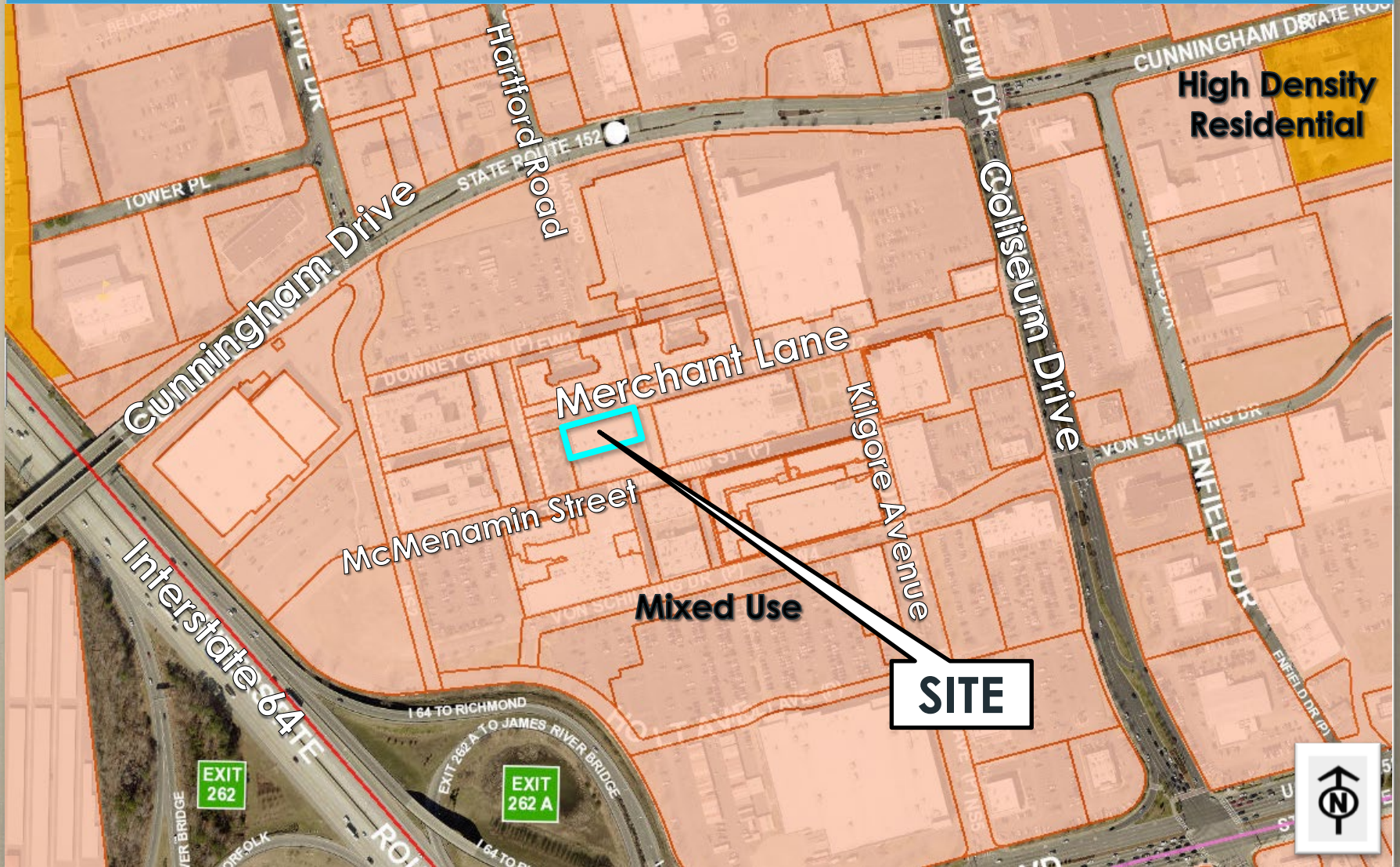
Conclusion

- Applicant opportunity to present
- Public hearing
- Action: Staff recommends **denial** of UP No. 23-0283.
Planning Commission recommends **approval** with nine (9) conditions

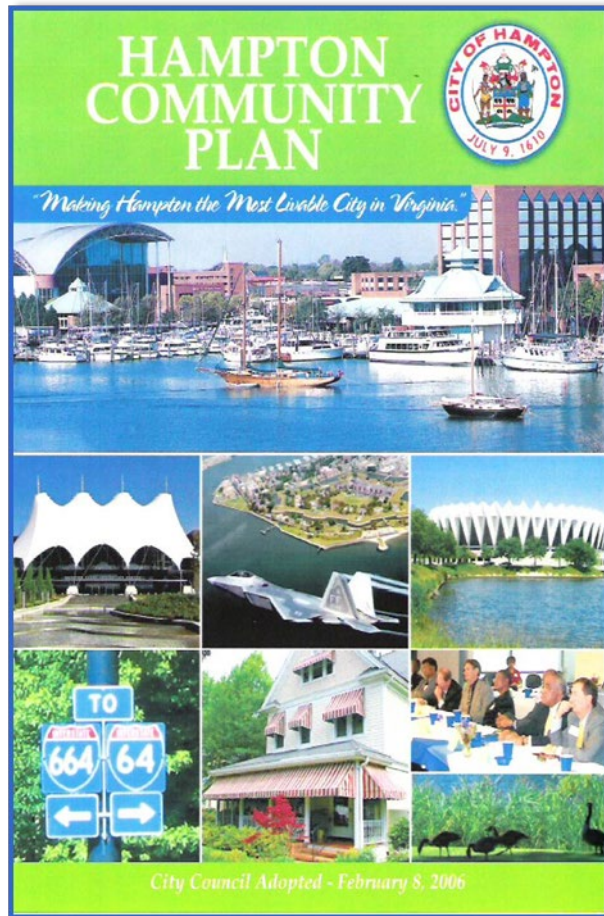
Zoning Map



Land Use Map



Public Policy



Hampton Community Plan (2006, as amended)

- **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.
- **ED Policy 8:** Promote Hampton as a retail destination for travelers and as the first retail choice for residents.
- **ED Policy 12:** Focus special attention on strengthening the ability of older commercial and industrial areas to support new and expanded business activity.

Conservation Plan

- 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

Coliseum Central Master Plan



- Gradually transform the land use pattern from all commercial development types to one that comprehensively organizes land uses & development patterns into appropriate scales, configuration, & compatibilities

PTC Recommendations



Elevations



Elevations



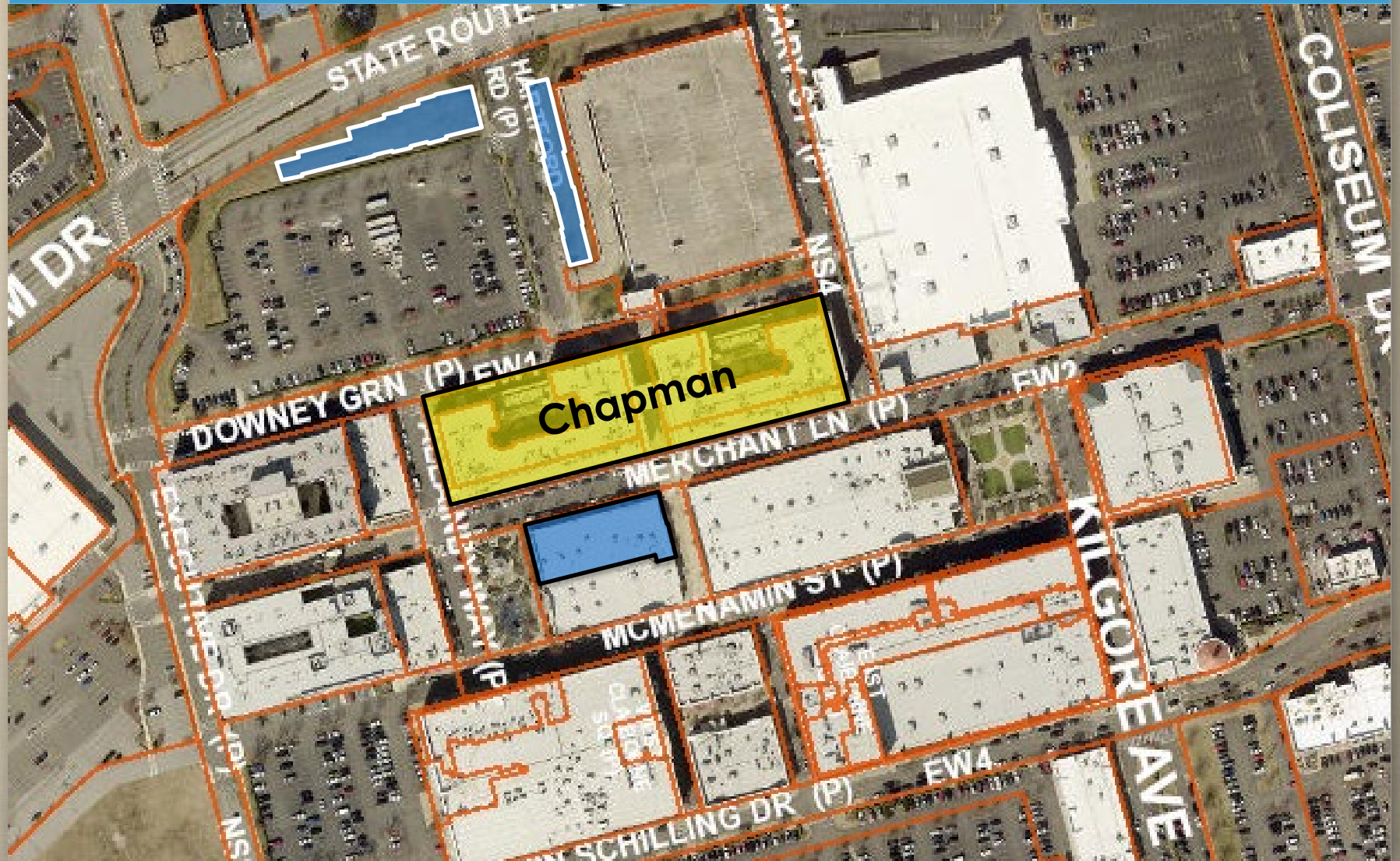
Chapman Street Level Units



Chapman Street Level Units



Shared Amenities



Analysis

- PTC is an urban mixed-use lifestyle center: multifamily residential, general office, general retail, restaurants, & entertainment
- Existing mix of uses is separated by floors
- Typical mixed-use buildings are “vertical mixed-use” developments
- Concern with mix of commercial and residential uses on the ground floor

Analysis

- Recent history of converting existing retail to residential at PTC: 23% of retail within commercial core converted to residential units
- No overall plan for how much retail would convert to residential units
- Less offering of a variety of retail & services
- Concern with the loss of leasable commercial retail square footage within the center