

# ELLIPSE APARTMENTS



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# COLISEUM CENTRAL AERIAL



## SITE OVERVIEW

- Site Location: 1815 W. Mercury Blvd.
- District: Coliseum Central
- Current Zoning: Limited Commercial (C-2) District
- Existing Land Use: Vacant
- Requested Action: Rezone +/- 9.53 ac. portion of +/- 11.84 parcel from Limited Commercial (C-2) to Multiple Dwelling (MD-4) District



# CONCEPTUAL SITE LAYOUT PLAN



Building	Efficiency	Studio	1BR	2BR	3BR
1	17	24	5	-	-
2	17	24	5	-	-
3	16	17	16	16	2
4	16	17	16	16	2
5	17	22	14	8	2
	17	124	30	40	4
					300
Parking	1.00	1.00	1.00	1.00	2.00
Resident	17	104	80	80	12
Provision	1.00	1.00	1.00	1.00	2.00
Value	130	100	84	80	12
					1 per 100 sq ft
Compact					20%
					141
					200

CONCEPTUAL SITE LAYOUT PLAN  
**THE ELLIPSE** AT COLISEUM CENTRAL

SCALE: PLT. 1/8" = 1'-0"  
 DATE: 06/20/18

## UNIT MIX AND RENTAL TARGETS

- Unique Unit Mix of:
  - Efficiencies / Studios
  - One Bedrooms
  - Two Bedrooms
  - Three Bedrooms
- Rents: \$1,000 - \$1,950 / month
- Target Market:
  - Millennial / Young Professionals
  - Military
  - Retirees / Empty Nesters
  - Families

# BUILDING ELEVATIONS



CONCEPTUAL ELEVATIONS FOR  
**THE ELLIPSE** AT COLISEUM CENTRAL

SCALE: 1/8" = 1'-0"  
DATE: 06.30.18



# BUILDING ELEVATIONS



## CONCEPTUAL ELEVATIONS FOR THE ELLIPSE AT COLISEUM CENTRAL

SCALE: 1/8" = 1'-0"  
DATE: 05.30.16

# BUILDING ELEVATIONS



CONCEPTUAL ELEVATIONS FOR  
**THE ELLIPSE** AT COLISEUM CENTRAL

SCALE: 1/8" = 1'-0"  
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## HAMPTON COMMUNITY PLAN/COLISEUM CENTRAL MASTER PLAN

- In Compliance with Hampton Community Plan and Coliseum Master Plan
- Fulfills Master Plan's vision by creating a vibrant and urban development
- Development quality consistent with Coliseum Design Guidelines
- Designed to be supportive of pedestrian activity, social interaction, and high quality of life
- Encourages residential development in close proximity to larger-scale commercial retail uses at a denser scale

## REZONING NEED

- Current C-2 zoning (20 units/AC) yields only 190 units
- A development of only 190 units would not be financially viable
- 190 units does not provide the density the city is seeking in its master plan
- **Requesting zoning change to MD-4 in order to allow for the density necessary to make this development viable**



# Questions?