

ELLIPSE APARTMENTS



Akhil Jain – President, Landmark Hotel Group

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



CONCEPTUAL SITE LAYOUT PLAN
THE ELLIPSE AT COLISEUM CENTRAL

WHS-1110
09/10/2010


LANDMARK
HOTEL GROUP

VENTURE
REALTY GROUP **TS3**

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
- 428 parking spaces (1.5 parking ratio, which exceeds city requirements)

BUILDING ELEVATIONS



CONCEPTUAL ELEVATIONS FOR
THE ELLIPSE AT COLISEUM CENTRAL

SCALE: 1/8" = 1'-0"
 DATE: 06.05.18

BUILDING ELEVATIONS



CONCEPTUAL ELEVATIONS FOR
THE ELLIPSE AT COLISEUM CENTRAL

SCALE: 1/8" = 1'-0"
DATE: 06.05.16



BUILDING ELEVATIONS



CONCEPTUAL ELEVATIONS FOR
THE ELLIPSE AT COLISEUM CENTRAL

SCALE: 1/8" = 1'-0"
DATE: 03.01.16



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?

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