

STAFF EVALUATION

To: Planning Commission

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Case No.: Rezoning #21-00005

Date: 9/16/2021

General Information

Applicant & Property
Owner

HRCN, L.L.C

Location

Northeast corner of Commander Shepard Boulevard and North Campus Parkway [LRSN: 13004555]



Location Map

Requested Action

Rezone a parcel at the northeast corner of Commander Shepard Boulevard and North Campus Parkway [LRSN: 13004555], totaling ± 3.26 acres, from Hampton Roads Center 2 (HRC-2) District to Limited Commercial (C-2) District with proffered conditions to permit the development of a commercial retail center.

Description of Proposal

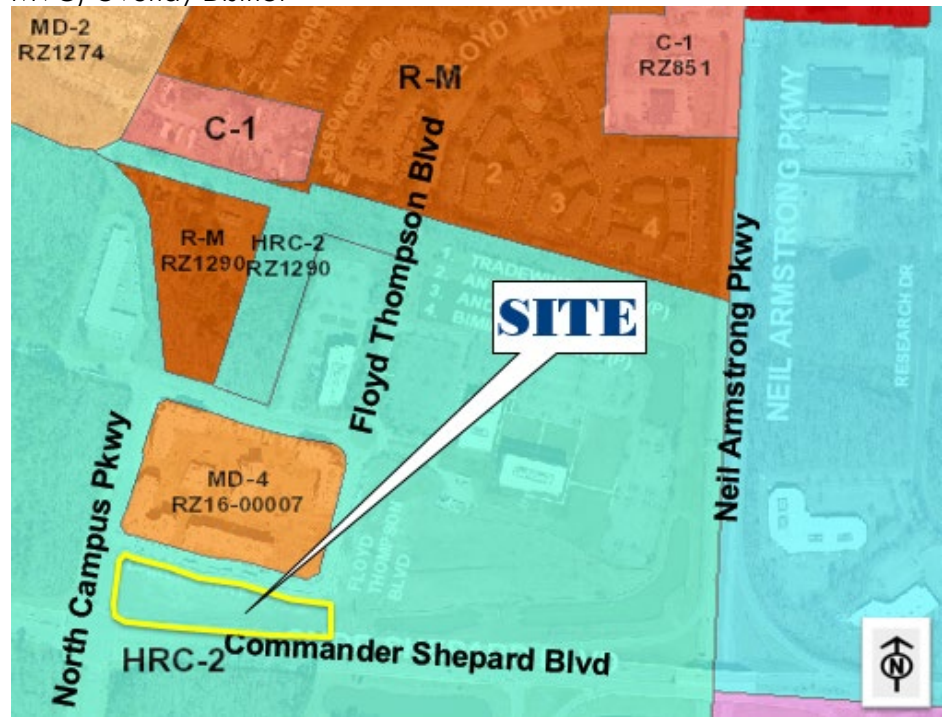
The applicant proposes to construct five (5) one-story commercial buildings with an estimated total of 30,500 square feet of commercial space. The buildings would be constructed of high quality building materials to include masonry, fiber-cement panels, metal panels and accents, and storefront glass. The proposed architectural design is intended to complement the Lumen Apartments, located to the north across Darden Way. Other site development amenities include decorative pavement, including crosswalks, decorative fencing, site furnishings, and landscaping.

Existing Land Use

Vacant land

Existing Zoning

Hampton Roads Center 2 [HRC-2] District, Magruder Visual Corridor (O-MVC) Overlay District

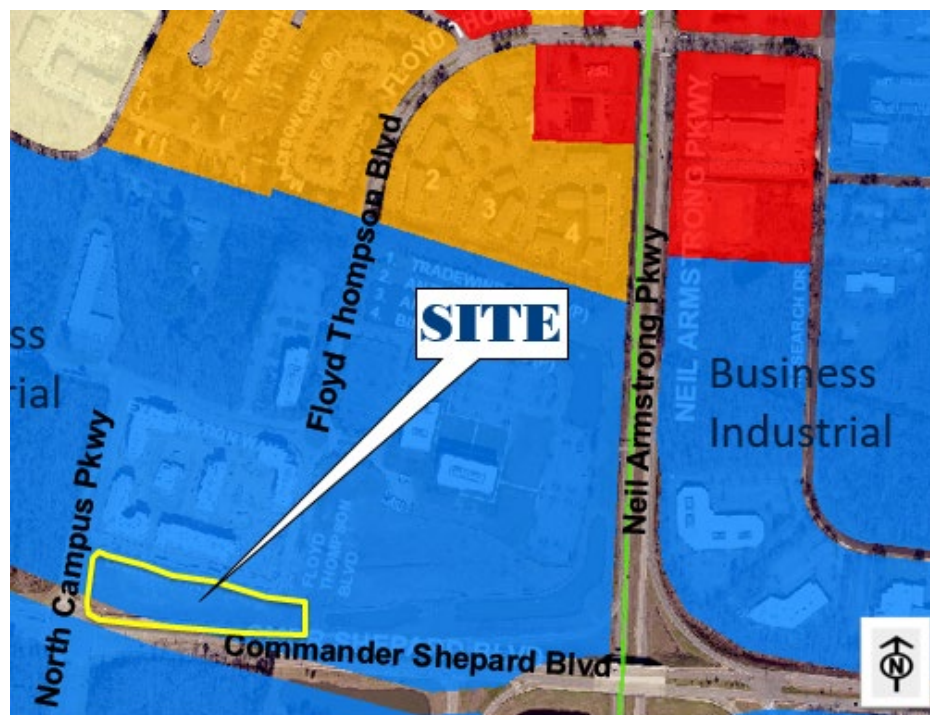


Zoning District Map

Surrounding Land Use and Zoning

North: MD-4 (Multifamily Residential) – Lumen Apartments**South:** HRC-2 (Hampton Roads Center North) – Vacant land**East:** HRC-2 (Hampton Roads Center North)– Vacant land**West:** HRC-2 (Hampton Roads Center North) – Manufacturing, vacant land

Public Policy



Future Land Use Map

- Rural Density Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Business/Industrial
- Commercial
- Military
- Mixed-Use
- Open Space
- Public/Semipublic

The future land use plan for the subject properties is addressed by the *Hampton Community Plan* (2006, as amended). The Community Plan provides goals, objectives, and policies for the future of Hampton, which includes recommendations for appropriate land uses. The future land use recommendation for the subject property is business/industrial, as shown above. The Plan defines the business/industrial land use category as “existing and future areas appropriate for employment centers, business parks, research and development, and manufacturing.”

More specifically the land use recommendations of the *Hampton Roads Center North Campus Master Plan* (2005, as amended) recommends mixed uses to include retail and service retail, medical service, educational uses, class “A” and signature office buildings, hotel, corporate campus, light manufacturing, garden office, and flex space. The “Campus Center”, at the crossroads of North Campus Parkway and Commander Shepard Boulevard, within which the subject site is located, is designated for hotel, retail and signature office uses.

Additional applicable policies from the Community Plan include:

LU-CD Policy 4: Evaluate land use proposals from a regional, city-wide, and neighborhood perspective. [pg. LU-19]

LU-CD Policy 10: Encourage compact, high density/mixed-use development where appropriate to create walkable communities & promote increased physical activity. [pg. LU-20]

LU-CD Policy 11: Promote high quality design and site planning that is compatible with surrounding development.[pg. LU-20]

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 [pg. LU-22]

ED Policy 1: Retain, expand, and attract businesses that provide jobs with family-supporting wages. [pg. ED-23]

<i>Traffic Impact</i>	Initial review of the proposal by Public Works staff did not warrant a traffic impact analysis.
<i>Parking</i>	Based on the concept plan, 120 parking spaces minimum (181 maximum) would be required – the applicant is proposing to provide approximately 139 on-site spaces and the potential of 15 additional on-street spaces along Darden Way for a total of 154 available parking spaces.
<i>Community Meeting</i>	A community meeting was not held.

Analysis

Rezoning Application No. 21-00005 is a request to rezone ± 3.26 acres located at the northeast corner of Commander Shepard Boulevard and North Campus Parkway [LRSN: 13004555] from Hampton Roads Center 2 (HRC-2) District to Limited Commercial (C-2) District with proffers, to allow a commercial retail development. The proposal includes five (5) one-story commercial buildings with an estimated total of 30,500 square feet of commercial space, with a total of 154 parking spaces (139 on-site spaces; 15 on-street spaces). The buildings will be constructed of high quality building materials to include masonry, fiber-cement panels, metal panels and accents, and storefront glass. Other site development amenities include decorative pavement, including crosswalks, decorative fencing, site furnishings, and landscaping.

The *Hampton Community Plan* (2006, as amended) recommends business/industrial as future land uses for the subject site. More specifically the future land use recommendations of the *Hampton Roads Center North Campus Master Plan* (2005, as amended) designates the crossroads of North Campus Parkway and Commander Shepard Boulevard as the “Campus Center.” Recommended land uses for the overall business park include retail and service retail, medical service, educational uses, class “A” and signature office buildings, hotel, corporate campus, light manufacturing, garden office, and flex space. The Campus Center specifically is designated for hotel, retail and signature office uses. This mixed use component was added to the park master plan in an effort to remain competitive with other modern business parks. Mixed use is becoming more relevant in business parks as people seek work places with greater services and amenities. Proposed commercial retail and services would attract more small businesses and workers to the park and provide a variety of jobs with diverse wages. The Plan encourages compact, high density/mixed-use development to create walkable communities and the efficient use of land as well as high quality design and site planning that is compatible with surrounding development. Based on the analysis of the development proposal, the proposed rezoning is consistent with the City’s goals and policies, as outlined in the Community Plan and the HRC Master Plan.

In the Hampton Zoning Ordinance, the HRC-2 Zoning District permits a number of commercial land uses; however, several of the development standards, such as building/parking

setbacks and green area requirements are more closely aligned with a more typical business park environment. For example, within the HRC-2 Zoning District the building setbacks are "twice the building height, but no less than forty (40) feet" and the green area requirement is 30% minimum. These standards make the smaller subject site more difficult to develop into a more dense and urban character that would more easily promote pedestrian connectivity, similar to the adjacent Lumen Apartment complex. Retail sales, services, and office land uses permitted by-right within the HRC-2 Zoning District include certain support services such as banks, hotels, gas station, offices, restaurants, and retail sales. The primary intent of permitting limited commercial uses within the business park is to provide support retail sales and services to employees and patrons of the business park and neighboring residents. Although the current HRC-2 Zoning District allows for some retail and commercial uses, the more restrictive development standards would limit the more dense and urban character commercial development that is being proposed. The C-2 Zoning District would be better suited to accommodate the proposed development.

Eleven (11) proffered conditions are proposed that address limiting the development to land uses that would be appropriate in executing the intent of the HRC North Campus Master Plan, to include but not limited to, support retail sales and services. To ensure a higher quality development, a conceptual site plan and building elevations are also referenced in the proffered conditions that includes placement of the buildings and parking, internal and external pedestrian connectivity, and landscape buffers. Pedestrian connections include connecting into sidewalks along Commander Shepard Boulevard, North Campus Parkway, and Darden Way, including decorative crosswalks. Quality building materials are also being conditioned to include masonry, fiber-cement panels, metal panels and accents, and storefront glass. Other site development amenities include decorative pavement, decorative fencing, site furnishings, and landscaping. The full set of proffered conditions is attached to this report. Rezoning this parcel from HRC-2 Zoning District to C-2 Zoning District, with the proposed conditions would allow for more flexible development standards while upholding the overall intent of the Community Plan and HRC North Master Plan.

Staff Recommendation: Approval of Rezoning Application No. 21-00005 with eleven (11) proffered conditions.