



Legislation Text

File #: 20-0084, Version: 1

Ordinance To Amend And Re-Enact Chapter 2 Of The Zoning Ordinance Of The City Of Hampton, Virginia Entitled, "Definitions" To Add Definitions for Business Park/Shopping Center 1; Business Park/Shopping Center 2; Business Park/Shopping Center Outparcel, Dependent; and Business Park/Shopping Center Outparcel, Independent

Background Statement:

This proposal would amend Chapter 2, Section 2-2, adding definitions for Business Park/Shopping Center 1 and Business Park/Shopping Center 2. The purpose of this amendment is to provide definitions of business parks and shopping centers, distinguishing between the sizes of such centers and outparcels. Business Park/Shopping Center 2 would refer to larger centers equal to or greater than 20 contiguous acres in size or at least 10 contiguous acres and at least 200,000 square feet of gross building floor area. Existing Coliseum Central centers that could potentially qualify as a Business Park/Shopping Center 2 may include Peninsula Town Center, Riverpointe, Power Plant, Coliseum Crossing, Mercury Plaza, Todds Center, and Sentara. Business Park/Shopping Center 1 would refer to any center smaller than a Business Park/Shopping Centers 2. This amendment would also add new definitions for outparcels, including: Business Park/Shopping Center Outparcel, Dependent, which would refer to a separate parcel or land area that contains its own establishment and shares common parking, green area, or at least one (1) internal access point with a business park/shopping center; and Business Park/Shopping Center Outparcel, Independent, which would refer to a separate parcel or land area that contains its own establishment and provides the minimum required parking and green area independently and provides at least one (1) separate access point to the site from a public right of way.

This amendment is the culmination of a multiple year effort of staff and the Coliseum Central Business Improvement District (CCBID) to acknowledge the complexities and special needs of larger business parks and shopping centers with a focus on visibility and signage. Larger centers typically have multiple access points from multiple streets, contain multiple buildings of varying shapes and sizes, and buildings that are set back a greater distances from the street than smaller centers. All such site characteristics can result in larger centers having multiple frontages and in some instances considered to be 360-degree properties, meaning visible by the public from all sides. The current City sign regulations do not account for such differences. The proposed changes, developed by City staff in cooperation with the CCBID, offer greater freestanding and wall signage for special, larger business parks and shopping center through an incentive-based approach. The incentive for the property owner is to increase their property's visibility through increased signage. The benefit to the City and the CCBID is improved quality of design and materials within the development and ultimately a more vibrant and successful business district. The *Coliseum Central Design Standards* serve as the basis for the standard and review.

These definitions alone do not create the incentive based regulation. This amendment is accompanied by an amendment that creates the incentive sign regulations for business parks and shopping centers within the Coliseum Central District, Granicus Item No. 20-0085 (Zoning Ordinance

Amendment No. 19-00013). The District is the neighborhood shopping district for its surrounding neighborhoods, the community shopping district for the entire City of Hampton, and is the regional shopping district for much of the Peninsula. This area is recognized in the City's strategic plan as one of the most important economic engines within the region. Coliseum Central contains the highest concentration of large shopping centers within the City and experiences the signage challenges mentioned above. As the District continues to redevelop into a more dense and mixed-use regional center, the lack of visibility of businesses will remain relevant. The Coliseum Central Master Plan, 2015 as amended, recommends the establishment of development incentives that offer relief from the base standards in exchange for enhanced aesthetics for both site and building design elements/amenities. The Plan also recommends unifying signage as businesses invest incrementally in their properties. Freestanding signage should remain low to the ground, visible to both motorists and pedestrians, and high pole signs should no longer be allowed and eliminated.

Recommendations:

Staff Recommendation:

Approve

Planning Commission:

Approve

Whereas, the public necessity, convenience, general welfare and good zoning practice so require;

BE IT ORDAINED by the Council of the City of Hampton, Virginia that Section 2-2 of the Zoning Ordinance of the City of Hampton, Virginia, be amended and re-enacted as follows:

Chapter 2 - DEFINITIONS

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Sec. 2-2. - Definitions.

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Business park/shopping center.

A collection of two (2) or more buildings connected to each other by means of common walls;

A single building containing two (2) or more separate establishments or business spaces;

Two (2) or more establishments, including business park/shopping center outparcels as defined in this chapter;

Two (2) or more establishments under the same management or association for the purpose of enforcing reciprocal agreements controlling management or parking; or

Two (2) or more establishments all structurally designed in an integrated fashion around or along the sides of a promenade, walkway, concourse or courtyard.

Business park/shopping center 1. A business park/shopping center that does not meet the requirements of business park/shopping center 2.

Business park/shopping center 2. A business park/shopping center with three (3) or more establishments that is either: (a) located on at least 20 contiguous acres, or (b) located on at least 10 contiguous acres and contains at least 200,000 square feet of gross building floor area.

Business park/shopping center outparcel, dependent. A separate parcel or land area constituting a portion of the outer perimeter of a business park/shopping center that contains its own establishment and meets any of the following: (1) minimum required parking is met through utilization of parking associated with the business park/shopping center; (2) the outparcel is able to be accessed only through the business park/shopping center; or (3) minimum required green area is met through utilization of green area associated with the business park/shopping center.

Business park/shopping center outparcel, independent. A separate parcel or land area constituting a portion of the outer perimeter of a business park/shopping center that contains its own establishment, meets the minimum required parking and green area for the outparcel independently without utilization of parking or green area of the business park/shopping center, and provides at least one (1) separate access to the outparcel from a public right-of-way.

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