



Legislation Text

File #: 18-0267, **Version:** 1

Rezoning Application No. 18-00002 by Peninsula Plaza Partners LLC to rezone a 9.53± acre portion of an 11.84± acre parcel at 1815 W. Mercury Blvd [LRSN: 13004430] from Limited Commercial [C-2] District to Multiple Dwelling (MD-4) District with Proffered Conditions

Background Statement:

Request to rezone a 9.53± acre portion of an 11.84± acre parcel at 1815 W. Mercury Blvd from Limited Commercial [C-2] District to Multiple Dwelling (MD-4) District with proffered conditions. Approval of this application would permit development of a minimum of 260 apartment units distributed over five (5) buildings.

The Hampton Community Plan (2006, as amended) recommends mixed-use for this property to support the business growth of this area through the addition of commercial retail, office, and residential. Improving the quality and synergy of each of these elements bolsters the live, work, play aspect of the City's central business district. Redevelopment of the subject property from a former aging hotel which has been demolished, into a higher density residential community is also consistent with the recommendations of the Coliseum Central Master Plan (2015, as amended). More specifically, the Master Plan recommends the development of upscale residential properties with a diverse mix of unit types. Locating more units on properties in the core of the District, such as this one, is desired. Also, placement of residential units within walkable distance to key activity nodes will help induce other developments such as restaurants, retail, and office that serve as links between developments.

The proposal includes 283 units of varying types (e.g. efficiencies, studios, one-bedroom, two-bedroom, and three-bedroom units), divided over five (5) total buildings arranged around central green that includes a clubhouse, fitness center, and outdoor activity spaces. Other amenities include a dog park and internal pedestrian connections, including links to Pinewood Plaza, the hotel and the street sidewalks along the proposed extension of Commerce Drive. Proffers include a minimum number of 260 residential units, adherence to the conceptual site plan and building elevations, and development quality consistent with the Coliseum Central Design Guidelines. Due to the applicant's financing strategy and potential market shifts a specific unit mix is not being proffered.

This application is consistent with the City's overall adopted policies and the Master Plan recommendations that support a diverse mix of higher density housing types in a higher quality development. The application is also supported by the Coliseum Central Business Improvement District.

Recommendations:

Staff Recommendation:

Approve Rezoning Application No. 18-00002 with 10 proffered conditions.

Planning Commission Recommendation:
Approve Rezoning Application No. 18-00002 with 10 proffered conditions.