

STAFF EVALUATION

To: Planning Commission

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Case No.: Rezoning #19-00003 & Use Permit Applications #19-00005 & #19-00006 Date: 6/20/2019

General Information

Applicant & Property Owner

Red Moon Partners, L.L.C.; Eagle Land L.L.C; Economic Development Authority (EDA)

Location

3200 Magruder Blvd [LRSN 6000997] & 36 Research Drive [LRSN 6000996]



Requested Action

Rezone two parcels at 3200 Magruder Blvd [LRSN 6000997] and 36 Research Drive [LRSN 6000996] containing 10.5± acres from Limited Manufacturing [M-1] District to General Commercial [C-3] District with proffers to facilitate the establishment of a mixed-use development to include: indoor shooting range and self-storage (fully contained in a building), subject to securing a Use Permit, general retail, restaurant with or without a drive thru, modeling & simulation, cigar lounge, barber shop/beauty salon, and office, including but not limited to medical, dental, and business uses to create an outdoorsman club to be called

“Gunsmoke™”. The rezoning application is being brought forward in conjunction with two (2) Use Permit Applications: 19-00005 to permit the indoor shooting range and 19-00006 to permit the self-storage component of this proposal. Per the Hampton Zoning Ordinance, the other identified mix of uses would be permitted by-right in C-3. The indoor shooting range and self-storage are first allowed in C-3, subject to approved respective use permits. As a result, the subject properties must first be rezoned to C-3, followed by approval of a use permit to allow the shooting range use and approval of a use permit to allow the self-storage use.

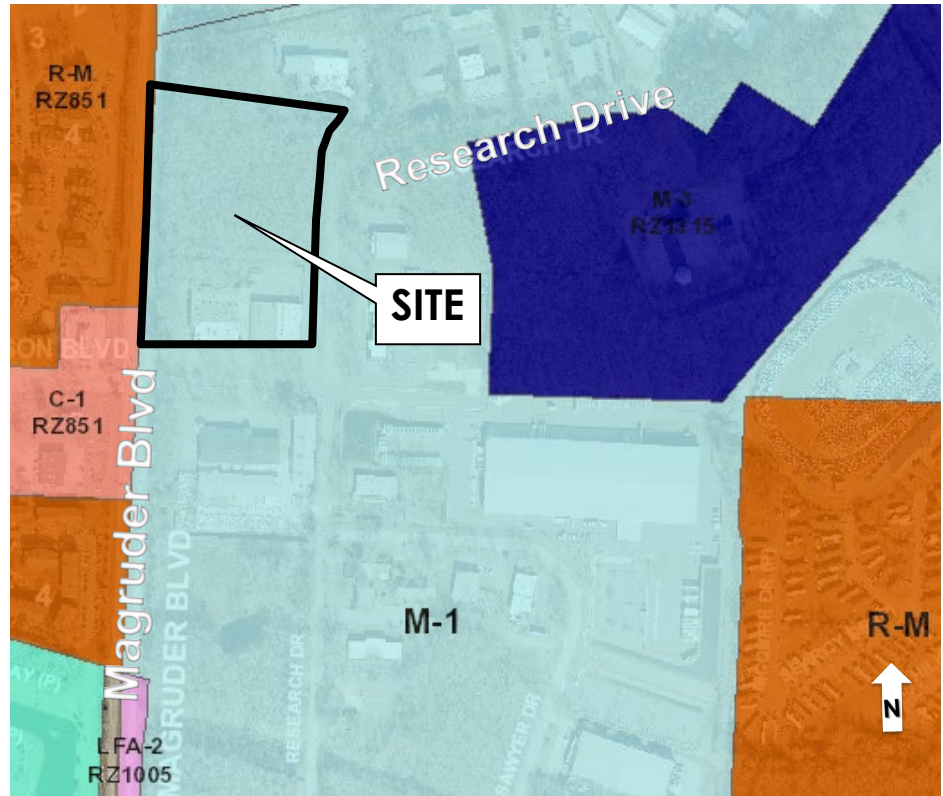
Description of Proposal

The applicant proposes to reuse and repurpose two existing buildings, at 3200 Magruder Blvd for the activities of the outdoorsman club. The primary uses of this facility will include sporting activities to include an indoor shooting range, general retail component, a center for modeling and simulations and office, and an indoor drone racing venue called ThunderDrone™. This is proposed to be a multi-faceted operation providing 24 hour access to a world class facility, which brings, archery, firearms, training, food, and event space under one roof. The retail component will include a cigar bar, a café with drive-thru, barber shop/beauty salon, and gift shop merchandise. In addition to souvenirs, ancillary retail sales would include archery and firearm equipment and supplies. There would also be rental space for private events, such as birthday parties, retirement ceremonies and general meetings. Classroom space for instructional and mentoring programs and private events would also be provided. ThunderDrone™ is an indoor drone racing experience that would allow hobbyists, professionals, and enthusiasts to utilize the facility to develop skills as well as compete in leagues and competitions.

Additionally, a new 100,000 square foot building would be constructed on the currently vacant parcel to accommodate the Modeling and Simulation Center and office space on the first floor (25,000 sq. ft.) and self-storage units on the second through fourth floors (75,000 sq. ft.). Modeling and simulation is a computer based machine, designed to provide a view into the future of visualizations, simulations and war gaming. The intent is to build a multiplex of visualizations including; virtual and augmented realities (VR/AR), 2D/3D and even 4D experiences and to collaborate with multi-national companies to improve and advance best practices in the M&S community. This facility would provide “state of the art, high tech” training for law enforcement officers and other security personnel at all government levels (e.g. local, state, and federal).

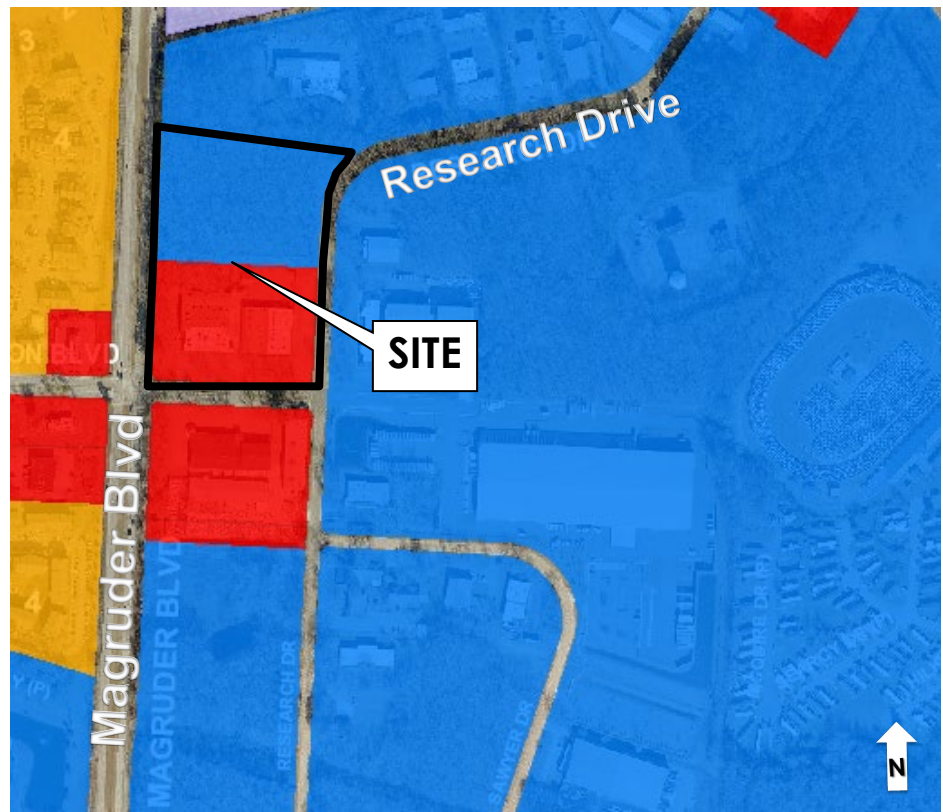
To ensure a higher quality development, the applicant is proffering the Copeland Park Design Guidelines which address all aspect of the site and building design. In addition, primary building materials would include: pre-cast concrete, brick, aluminum, architectural metal panels, and/or glass are proposed for the new building as well as the existing buildings which are to be renovated and re-faced. EIFS material will be limited as a secondary/accent building material. The building will have state-of-the-art air filtering systems that will keep the gun smoke away from the shooters and other patrons. State of the art sound attenuation will be deployed so the shooting range will not be disruptive to the community which is currently a light manufacturing area.

Parking	Based on the concept plan approximately 200 parking spaces would be required – the applicant is proposing to provide a minimum of 212 parking spaces.
Existing Land Use	Vacant building; undeveloped land
Existing Zoning	Limited Manufacturing [M-1] District, Magruder Visual Corridor (O-MVC) Overlay District



Surrounding Land Use and Zoning	North: M-1 (Limited Manufacturing) – Office/Research
	South: M-1 (Limited Manufacturing) – Light Industrial, machine shop
	East: M-1 (Limited Manufacturing) – Light Industrial, office
	West: RM/C-1 (Multiple Residential/Neighborhood Commercial) – Commercial/Apartments

Public Policy



- 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. Land use recommendations for these properties are commercial and business industrial.

Magruder Boulevard is identified as strategic business corridor in the city with targeted commercial nodes, including one at Floyd Thompson Blvd. In 2017, the land use plan was amended to specifically change five (5) parcels within Langley Research & Development Park from business/industrial to commercial with the intent of adding commercial nodes at the entrances to the park. This set policy for these properties to be rezoned to a commercial designation for the purposes of providing retail services to support the business/industrial park. The subject parcel, 3200 Magruder Blvd., is located within this commercial node designation.

As part of on-going work by a committee, including representatives of the Langley Research and Development Park Association, commissioned by Council to review the permitted uses and zoning or property in the park. The most recent proposal, and one generally agreed upon by the committee, includes amending the land use plan to expand the commercial nodes further. This proposed expansion encompasses 36

Research Drive. Staff anticipates bring this Community Plan Amendment (CPA) to Planning Commission for action in the fall of 2019.

The Plan defines the commercial land use category as “mercantile uses serving neighborhood, community, and regional areas, including retail, food, lodging, personal services, and offices.” Business/Industrial land use is defined as “existing and future areas appropriate for employment centers, business parks, research and development, and manufacturing.”

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-16]

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

LU-CD Policy 34: Provide for certain types of research and development and manufacturing uses relatively free from offense within Langley Research and Development Park, including certain support commercial uses intended to provide services to the park, limited to land at the park entrances [pg. LU-19]

ED Policy 4: Nurture small and start-up businesses.

ED Policy 12: Focus special attention on strengthening the ability of older commercial and industrial areas to support new and expanded business activity.

<i>Traffic Impact</i>	Initial review of the proposal by Public Works staff did not warrant a traffic impact analysis.
<i>Community Meeting</i>	At the time of preparing this report a community meeting has not been scheduled.

Analysis

In the Hampton Zoning Ordinance, office and classroom/training are permitted by-right in M-1, however; a shooting range, self-storage and general retail not, thus requiring the rezoning to C-3 and approval of each use permit. As a result, the three applications are tied together and the decisions on both the rezoning and each use permit application, while independent in vote, should reflect each other. Staff is recommending approval of all three applications.

Rezoning Application No. 19-00003 is a request to rezone 10.5± acres located at 3200 Magruder Blvd. [LRSN 6000997] and 36 Research Drive [LRSN 6000996] from Limited Manufacturing [M-1] District to General Commercial [C-3] District with proffers to create a multi-use development, coined as an “outdoorsmen’s club,” offering a mixture of general retail, café, and meeting space in conjunction with an entertainment and sporting venue to include an indoor shooting range, archery, axe-throwing, and virtual reality. The proposed operation would be fully contained within a repurposed and completely renovated existing building. The proposal also includes a new mixed-use, 4-story building to include a modeling simulation center and office space on the ground floor with self-storage units located on the upper floors. The shooting range and self-storage uses each require a separate use application; thus, the rezoning application is being brought forward in conjunction with Use Permit Application 19-00005 and Use Permit Application 19-00006 to permit the shooting range and self-storage components of this proposal.

A rezoning to General Commercial [C-3] District solely for the establishment of an indoor shooting range and/or a self-storage facility in this particular area of the city would typically not be supported by the Hampton Community Plan (2006, as amended); however, the mixed-use nature of this proposal would be a development which meets the policies and future land use goals described in the Community Plan. The subject properties are within Langley Research & Development Park and the Plan recommends business industrial for this area. Additionally, a commercial node is recommended at the entrance of the park at the Magruder Blvd./Floyd Thompson Blvd. entrance to the park, which includes the 3200 Magruder property. The Langley Park Association has been working with staff to expand the list of land uses permitted within the business park. The draft proposal from this working group would create a new special zoning district for the business park as well as expand the commercial node to include the 36 Research Drive property. An indoor shooting range and self-storage would be uses permitted with a Use Permit required for each use in the new zoning district. The Gunsmoke proposal would be consistent with these proposed changes. The mixed-use facility would offer general retail services (e.g. café, barber shop, cigar store, etc.) to patrons of the facility as well as the business park.

General Commercial [C-3], intended for semi-industrial commercial uses, would be suitable for this location along the Magruder Business Corridor provided there are proffered conditions to ensure compatibility with the uses within the park and to protect the aesthetic character of the Magruder Visual Corridor. Proffer #1 limits the development to the land uses described in the narrative statement and limits the self-storage to no more than 75% of the building's area. Proffer #3 references a conceptual site plan for the proposed site layout and Proffer #5 addresses landscape buffers on the three sides adjacent to public streets. Proffer #4 references design guidelines and includes conceptual elevations, complete with building materials, to ensure quality building design and materials. The full proffer statement is included in the attached application. Proposed conditions for the indoor shooting range address security and range safety. Proposed conditions for the self-storage facility address issuance of permit and surveillance. The full set of proposed conditions for each use is attached to this report.

With the proposed conditions, this set of applications and the development they represent, are appropriate for this location. The Gunsmoke facility would be a destination for sportsmen related entertainment combined with office space, services, and self-storage land uses that could attract more small businesses and workers to the business park, fulfilling a policy that is detailed in the Community Plan [ED Policy 4]. In addition, the Plan encourages an efficient use of land and high quality site planning that is compatible with the surrounding development [LU-CD Policy 31]. The Community Plan also focuses special attention on strengthening the ability of older commercial and industrial areas to support new and expanded business activity. The contemporary architectural design and uniqueness of the proposed buildings could help reposition the aging business park. Based on the analysis of these applications, the proposed rezoning and use permits are consistent with the City's goals and policies, as outlined in the Hampton Community Plan (2006, as amended) and the *Coliseum Central Master Plan* (2004, as amended).

Staff Recommendations:

- **Approval of Rezoning Application No. 19-00003 with nine (9) proffered conditions.**
- **Approval of Use Permit Application No. 19-00005 with six (6) conditions.**
- **Approval of Use Permit Application No. 19-00006 with five (5) conditions.**