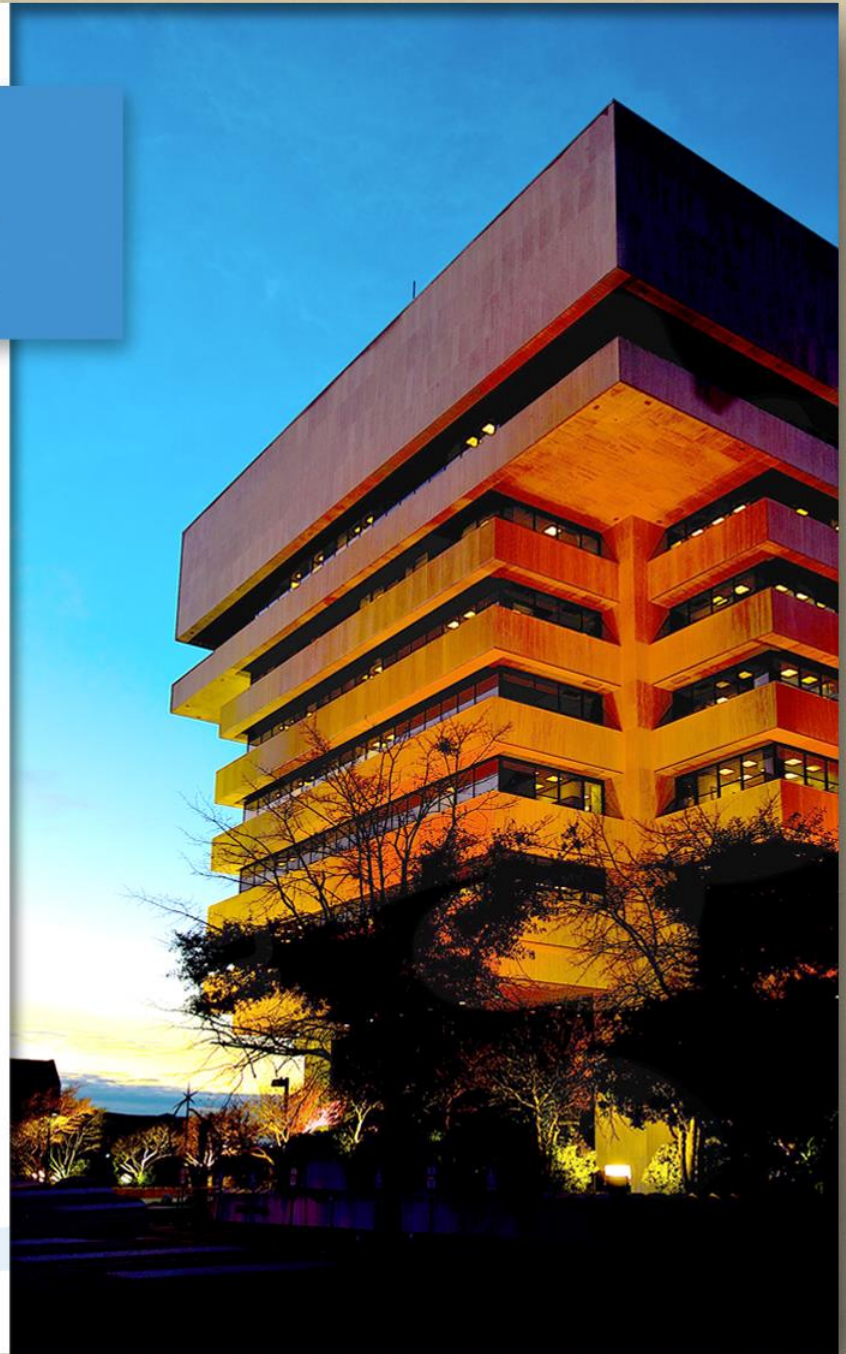


HAMPTON VA

**City Council,
Hampton
Redevelopment &
Housing Authority,
Economic Development
Authority and Planning
Commission
Joint Retreat
August 10, 2022**

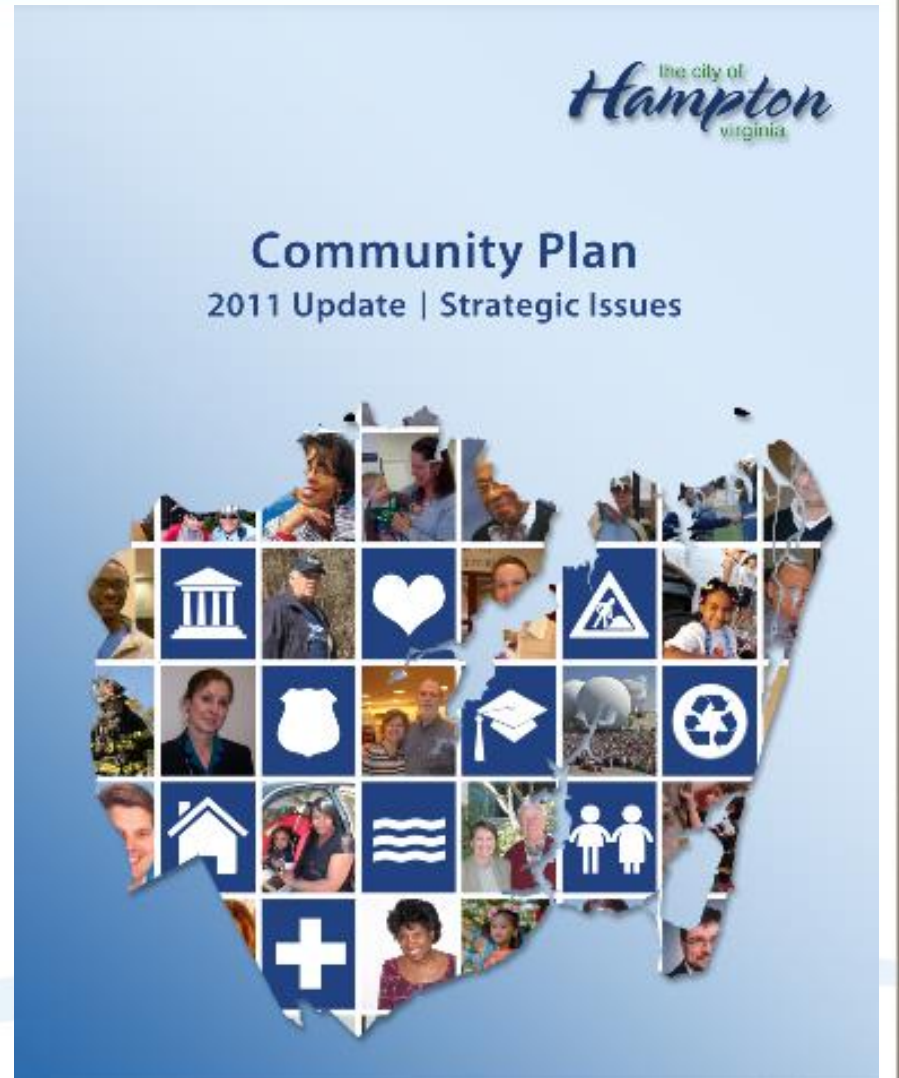
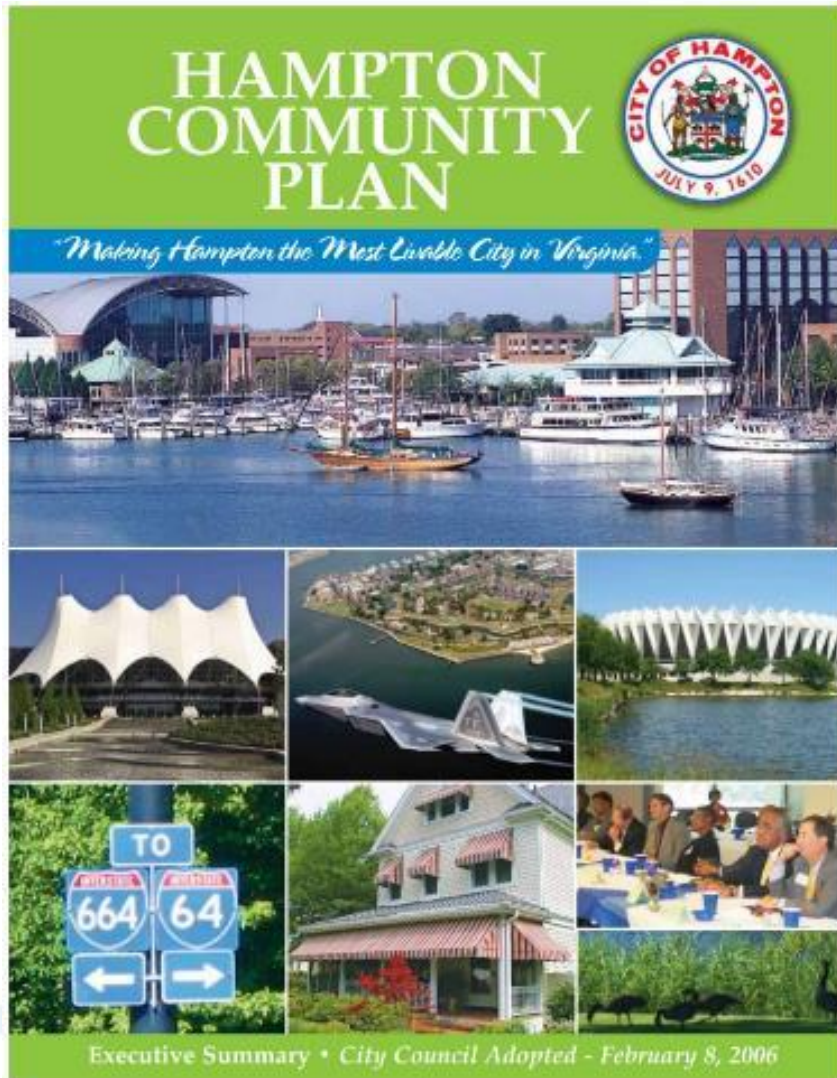


Agenda

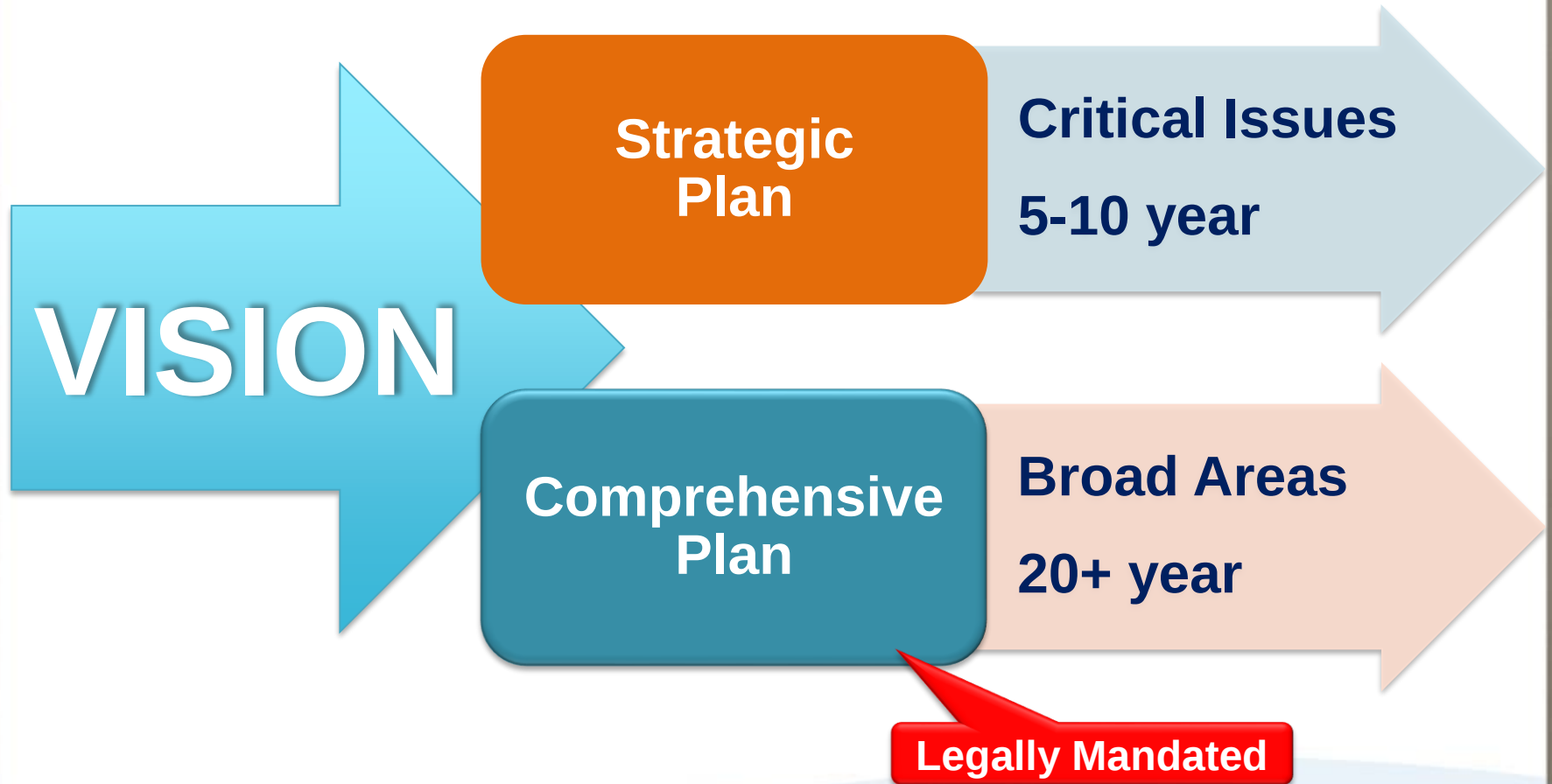
- Welcome & Introductions
 - Community Planning & Implementation
 - Board & Commission Roles
 - Lunch
 - Hampton's Business & Industry Future
 - Housing Tomorrow's Hampton
- 

Hampton's Community Planning & Implementation

PREVIOUS COMMUNITY PLANNING EFFORTS



HAMPTON'S COMMUNITY PLAN



Community Planning Process



Community Visioning

*Aug 2021 -
Aug 2022*



Strategic Issue
Steering Groups

*Sept 2022 -
Mar 2023*



Community Checkpoint

*Mar - Apr
2023*



Strategic Plan Adoption

*May - June
2023*



Comprehensive Plan
Engagement & Adoption

*Fall '23 -
Spring '24*

Who We Have Heard From So Far:



- 500+ Community Leaders (2018-2022)
 - 12 Boards & Commissions
 - 25 Community Groups



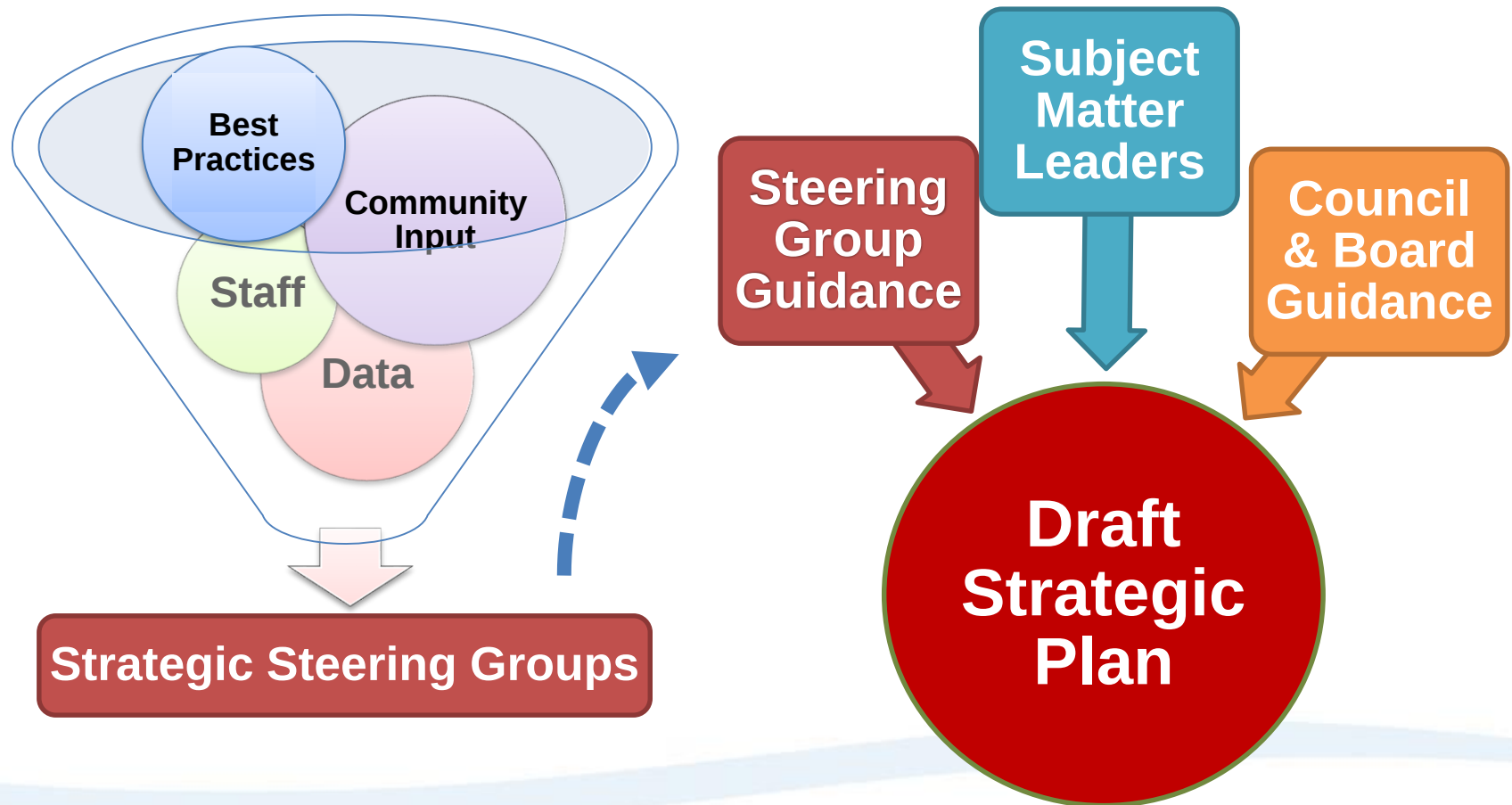
- 350+ Visioning Session Attendees (2018 & 2022)

-
- **1500+** Vision/Outcome Comments (2018-2022)



- 1000+ Individual Survey Responses (2018)

Strategic Planning: Layering of Insights



Strategic Plan: What We Heard So Far...



Economic Growth



Living With Water



Place Making



Educated Citizenry



Safe & Clean Community



Family Resiliency & Economic Empowerment



Excellence in Government

SUMMARY OF VISIONING DATA

- Unique Destinations & Districts
 - Superior Business Development
 - Diverse Shopping and Dining Experiences
 - Strategic Development and Redevelopment
- An Evolving & Adapting Coastal Community
 - Coastal Resilience, Stormwater, Flood Mitigation
- Hampton is a Vibrant Place to Live and Visit
 - Enhanced Public & Open Spaces
- Best School District in Region
 - Keep Graduates in Hampton
- Increase Public Safety and Confidence
 - Hampton is Safe, Beautiful, & Walkable
- Community of Choice for Families
 - Address Inequalities and Inequities
- Excellence and Innovation in Public Service
 - Enhanced Transportation & Infrastructure
 - Engaged and Empowered Citizenry



Strategic Issue Steering Groups
(September 2022 thru March 2023)

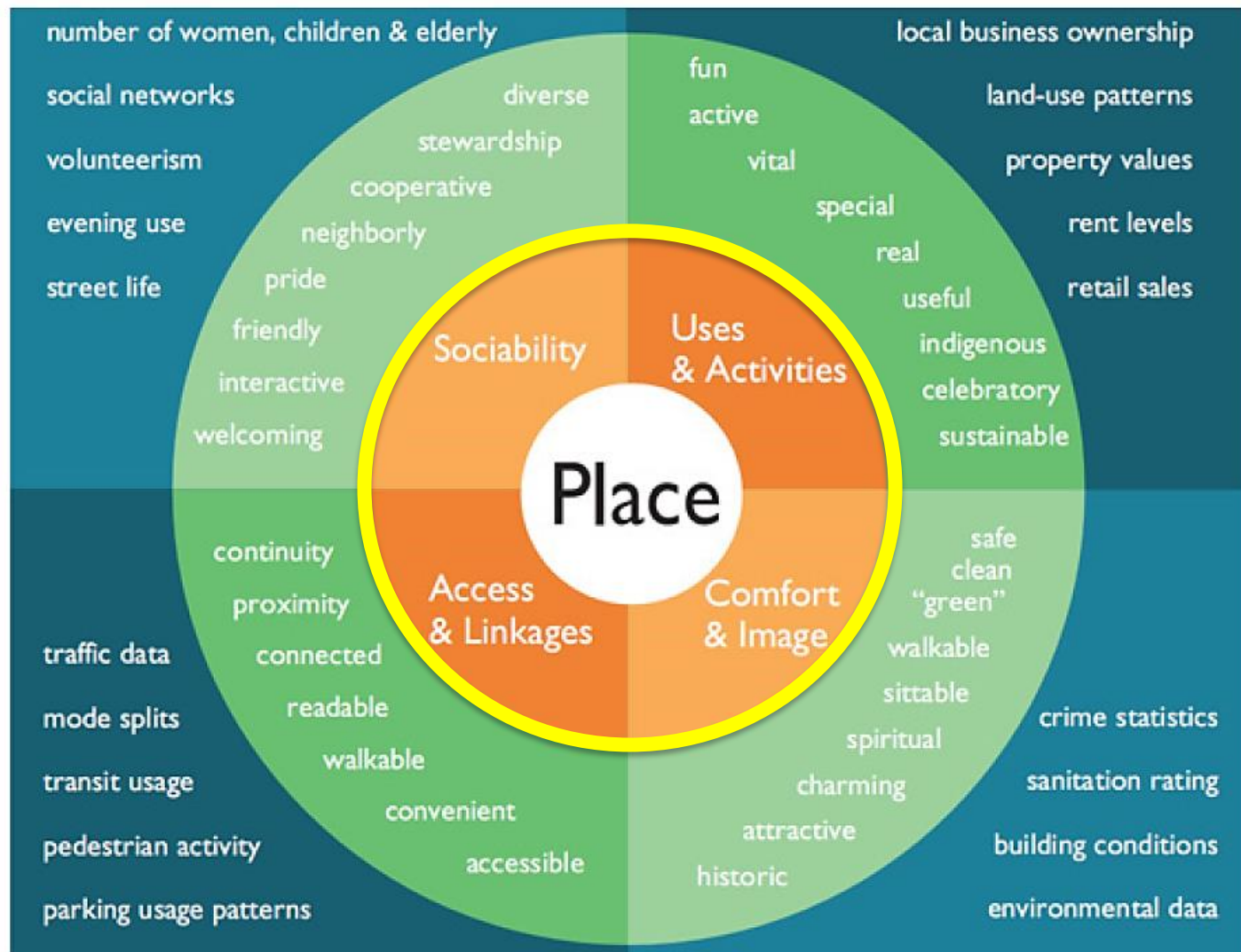
SAVE THE DATE

September 8th @ 6:30pm
Hampton Coliseum

Sustainability Success Factors



Social Sustainability: *Quality of Life*



Economic Sustainability

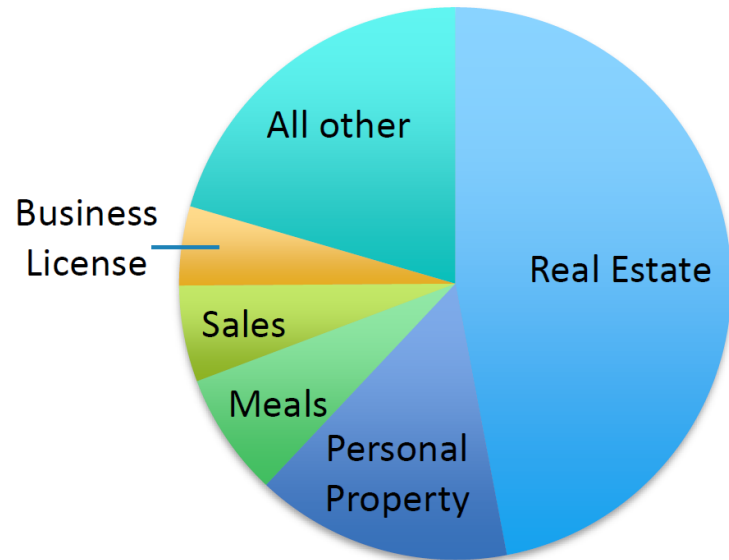


Civic Sustainability

Sources of Local Revenues

84% of the locally generated revenue comes from:

- 1) Real estate taxes
- 2) Personal property taxes
- 3) Meals tax
- 4) Sales tax
- 5) Business license tax



Local Revenues #1 Real Estate Tax

- Biggest single source of all revenue (27%) and 50.5% of local revenue
- Only way to increase:
 - New construction
 - Improvements/redevelopment
 - Reassessment – change in market value; increased demand
 - Tax rate change



Local Revenues #2 Personal Property Taxes

- 15.4% of local revenues
- Fluctuates
 - Increases only when people are buying new cars or other vehicles (such as motorcycles)
 - Decreases as car depreciates over time



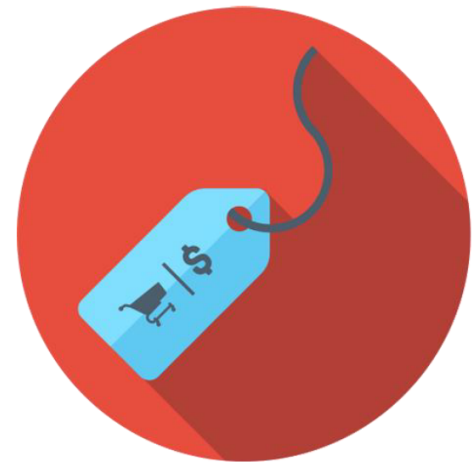
Local Revenues #3 Meals Taxes

- 8.1% of local revenue
- Meals tax on top of sales tax for restaurant & prepared meals
- City investments in retail development boosts revenues



Local Revenues #4 Sales Taxes

- 5.2% of local revenue
- Of the sales taxes charged:
 - 1 cent comes back to city budget
 - 1 cent is dedicated to school systems statewide based on enrollment
- City investments in retail development boosts revenues



Local Revenues #5 Business License Taxes

- 4.7% of total city revenue
- Based on gross receipts of businesses
- Maximum rates set by state, which has previously considered elimination of this source
- Grows when existing companies do more business and/or when new companies open in Hampton



Strategic Issue Area: Economic Growth



STRATEGIES TO GROW THE TAX BASE

JOBS



- HR Center
- Seafood Center
- Workforce development
- Business retention, expansion & attraction

RETAIL



- Attract new development
- Work with owners to revitalize

HOUSING TOURISM



- Higher-value developments
- Revitalization programs
- Appeal to Millennials, downsizing Boomers



- Improve hotel stock
- Build on sports tourism

STRATEGIES TO GROW THE TAX BASE

Economic Growth Strategic Goals

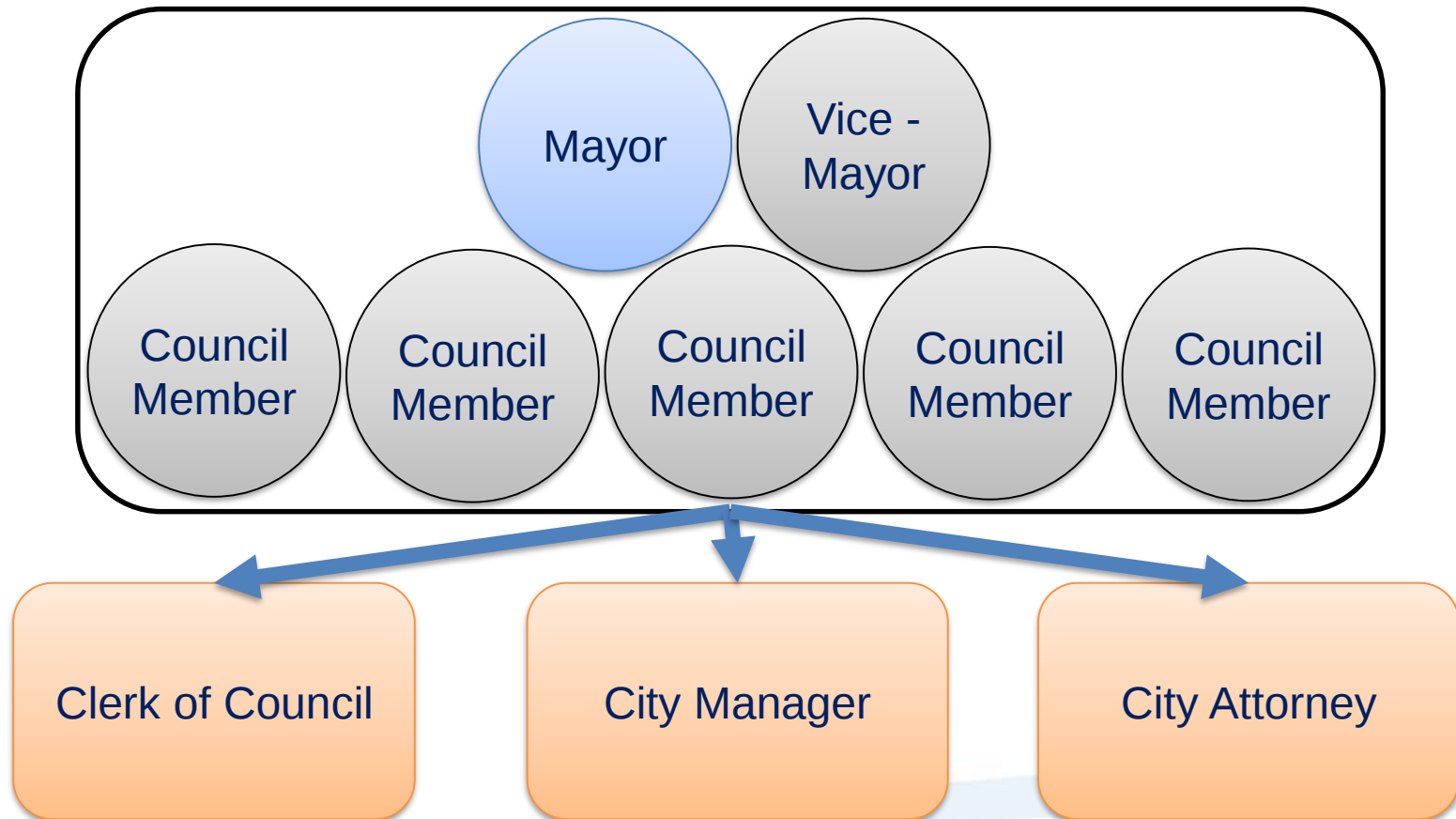
- Diversify and strengthen the City's economic base
- Develop new and renovate/repurpose existing buildings
- Encourage private investment to create housing that addresses the City's needs
- Increase employment opportunities
- Engage local, regional and/or national development partners
- Expand and enhance the utility infrastructure to facilitate new development
- Grow the retail options
- Expand tourism



Council, Board and Commission Roles and Responsibilities

Hampton City Council

The elected, governing body of the City of Hampton



Hampton City Council

- **Council-Manager Form of Government:**

Combines the strong political leadership of elected officials with the strong professional managerial experience of a local government City Manager

- **City Council:**

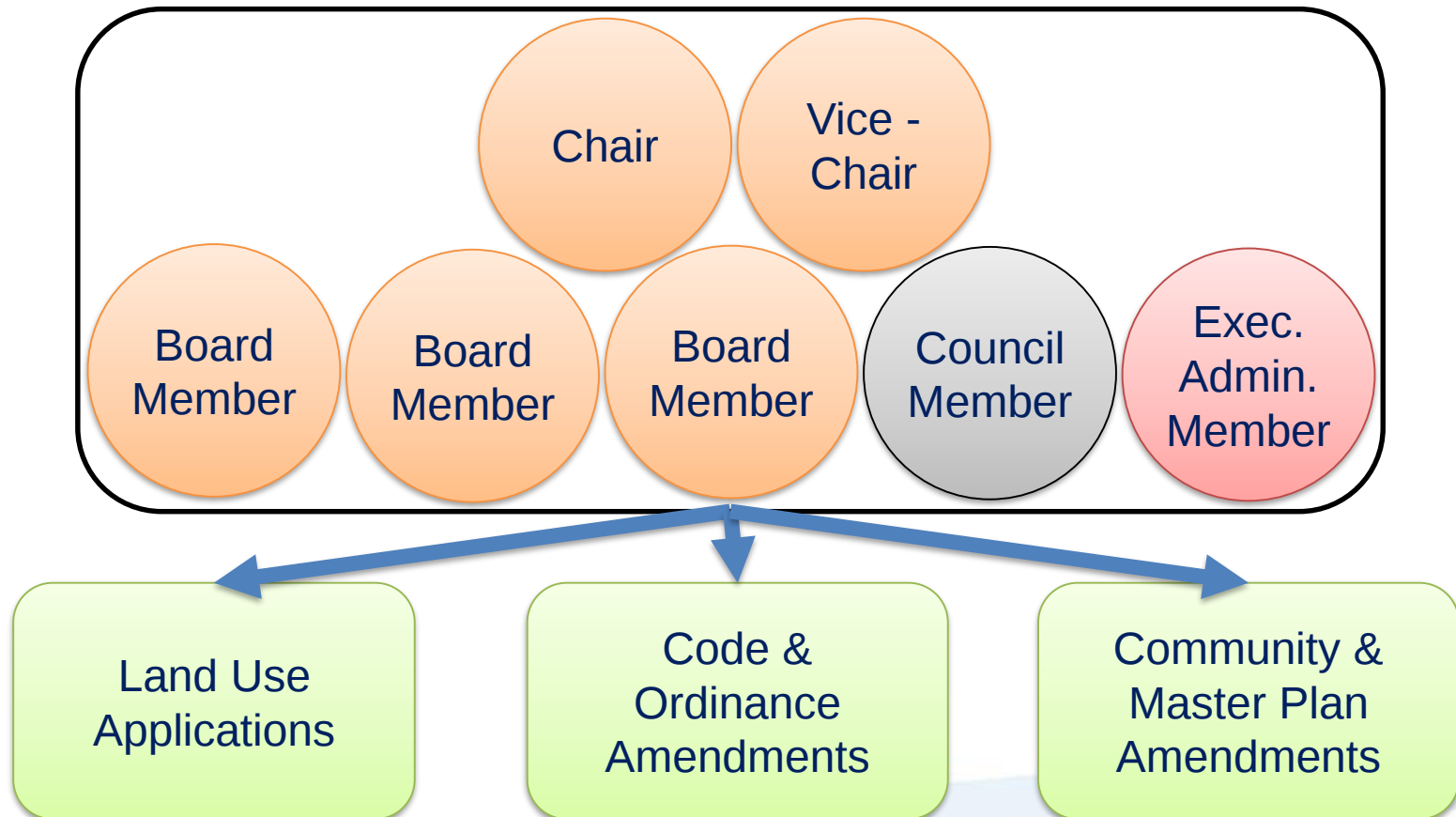
- Legislative body whose members are the community's decision makers
- Set the vision, policies, and strategic priorities for the City
- Appointing authority to all city boards, commissions, and affiliate entities (e.g. Economic Development Authority, Hampton Redevelopment Housing Authority, Planning Commission, etc.)

- **City Manager:**

- Vested with the authority to serve as the City's "CEO"
- Charged with the supervision of all of the executive functions
- Serves at the pleasure of the Council

Planning Commission

Every locality is required, by state law, to have a Planning Commission



Hampton Planning Commission

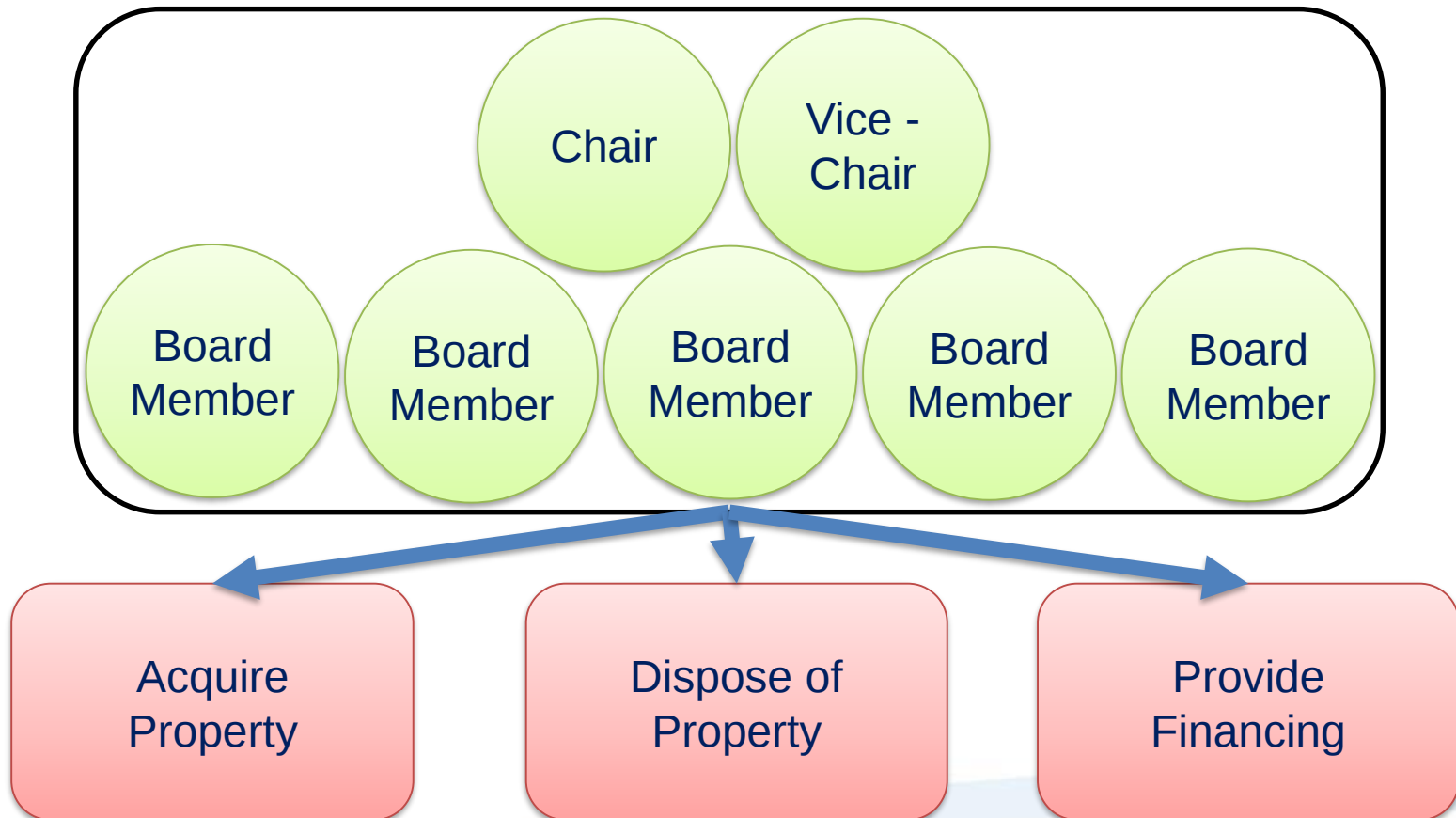
- Primary duties are to **hold public hearings and make recommendations to the City Council** concerning:
 - All **land use applications** (rezonings & use permits)
 - Proposed amendments to the **Zoning, Site Plan, and Subdivision ordinances**
 - Amendments to the **City Code**
 - Amendments to the **Community Plan* and Master Plans**

**Must be reviewed every five (5) years to determine whether it is advisable to amend the plan per Virginia Code § 15.2-2230*

- Primary function is to review **whether proposals are consistent with the Community Plan and other City policies**

Economic Development Authority

Political Subdivision of the Commonwealth,
created by the City, but existing separate and apart from the City.

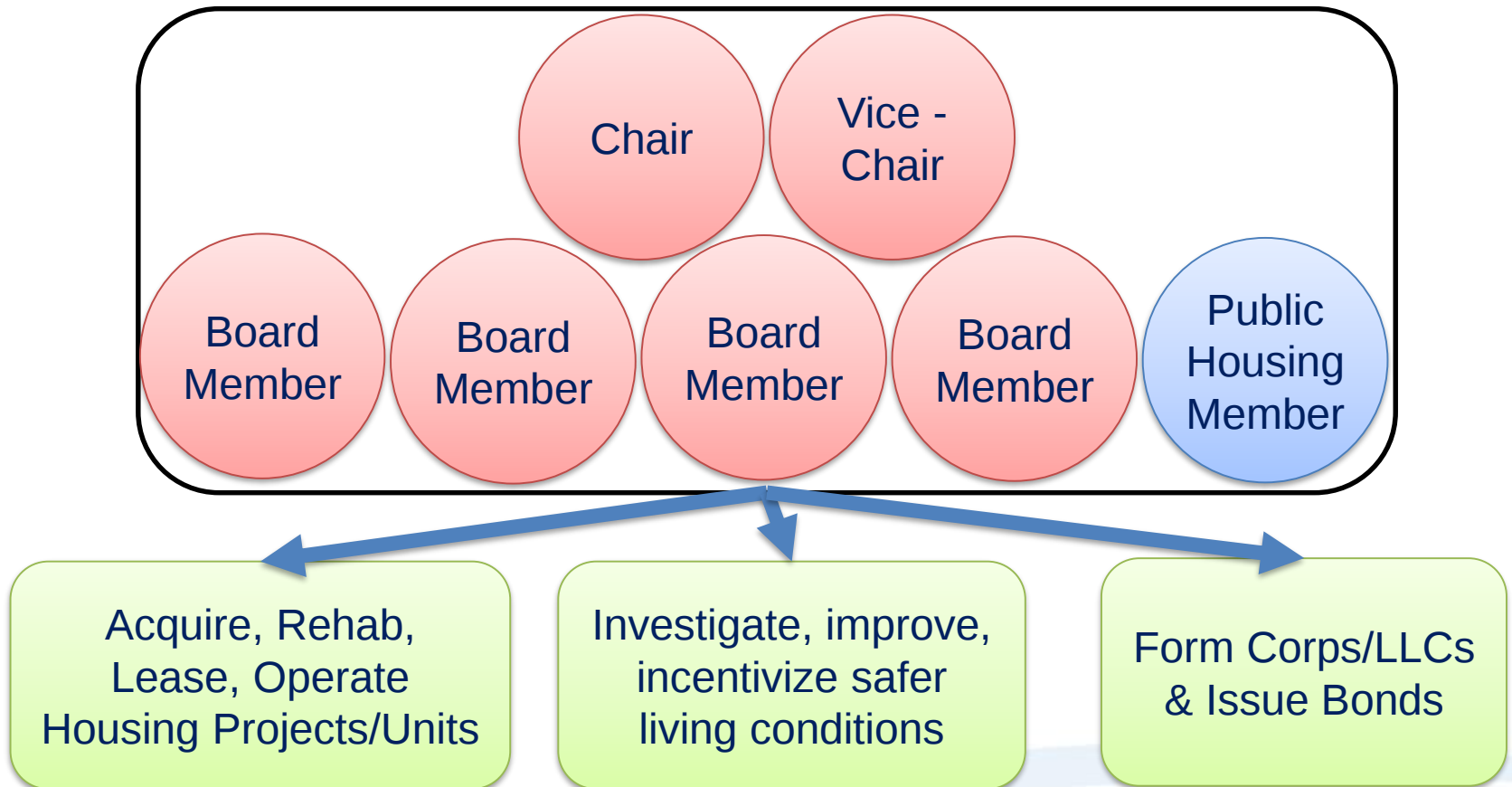


Economic Development Authority

- Created for the purpose of **promoting industry, developing trade, and encouraging new business** by inducing manufacturing, industrial, commercial, and nonprofit enterprises to locate or expand within the City.
- For those purposes, **the EDA may:**
 - **Acquire property** by purchase, exchange, gift, lease, or otherwise
 - **Dispose of property** by sale, exchange, donation, lease, or otherwise
 - **Provide financing** by issuing loans, bonds, and grants.
- For those purposes, **the EDA may not:**
 - Directly **operate a business**
 - Exercise **eminent domain**
 - Exercise any of its powers for property used **primarily for single or multi-family residences** (because the City has created a housing authority for that purpose)

Hampton Redevelopment & Housing Authority

A political subdivision of the Commonwealth, created by City, pursuant to Title 36 of the Virginia Code



Hampton Redevelopment & Housing Authority

- Mission:
 - promote the **availability of affordable housing for citizens with low and moderate income**
 - acquire, construct and rehabilitate and operate **residential housing units for persons of low and moderate income**
- Powers include:
 - Acquire, lease, operate and rehabilitate housing projects and residential buildings.
 - Investigate living, dwelling and housing conditions and the means and methods of improving such conditions, and to make loans or grants
 - Form corporations and limited liability companies, with City Council approval
 - Issue bonds, with City Council approval

Project Case Study

Topic A:
Hampton's Business
and
Future Industry

City of Hampton Census Bureau Profile



Populations and People

Total Population
137,148

P1 | 2020 Decennial Census



Employment

Employment Rate
56.6%

DP03 | 2020 American Community Survey 5-Year Estimates



Families and Living Arrangements

Total Households
54,847

DP02 | 2020 American Community Survey 5-Year Estimates



Income and Poverty

Median Household Income
\$57,041

S1901 | 2020 American Community Survey 5-Year Estimates



Housing

Total Housing Units
62,444

H1 | 2020 Decennial Census



Race and Ethnicity

Hispanic or Latino (of any race)
8,411

P2 | 2020 Decennial Census



Education

Bachelor's Degree or Higher
26.7%

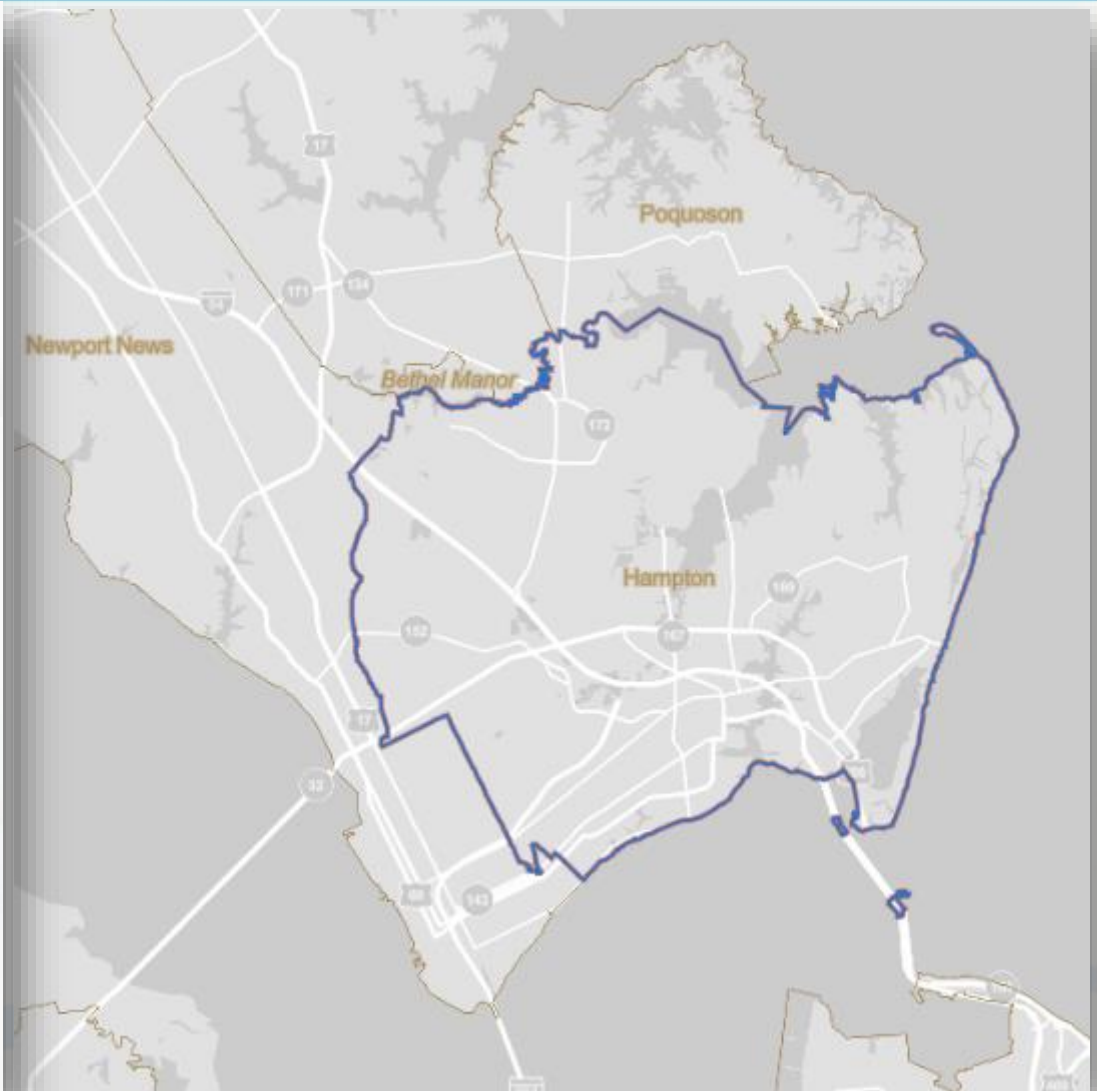
S1501 | 2020 American Community Survey 5-Year Estimates



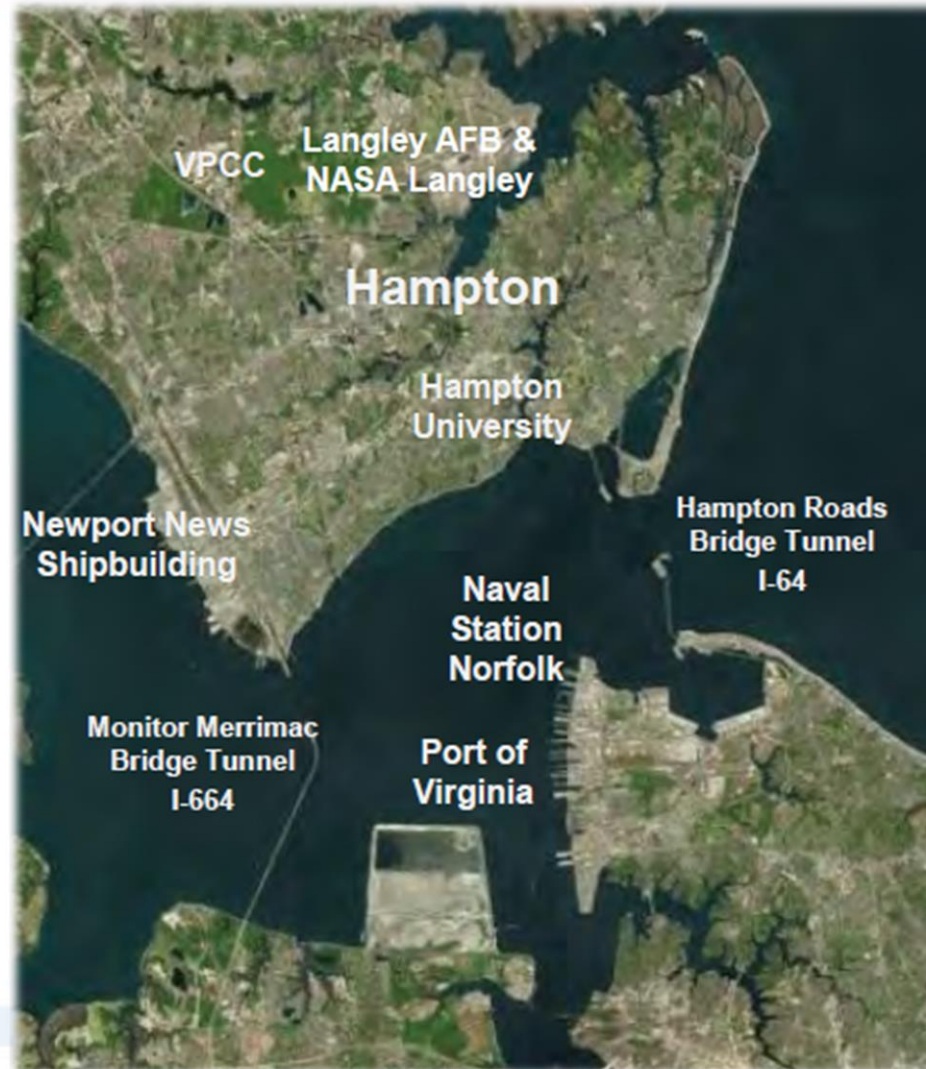
Health

Without Health Care Coverage
7.5%

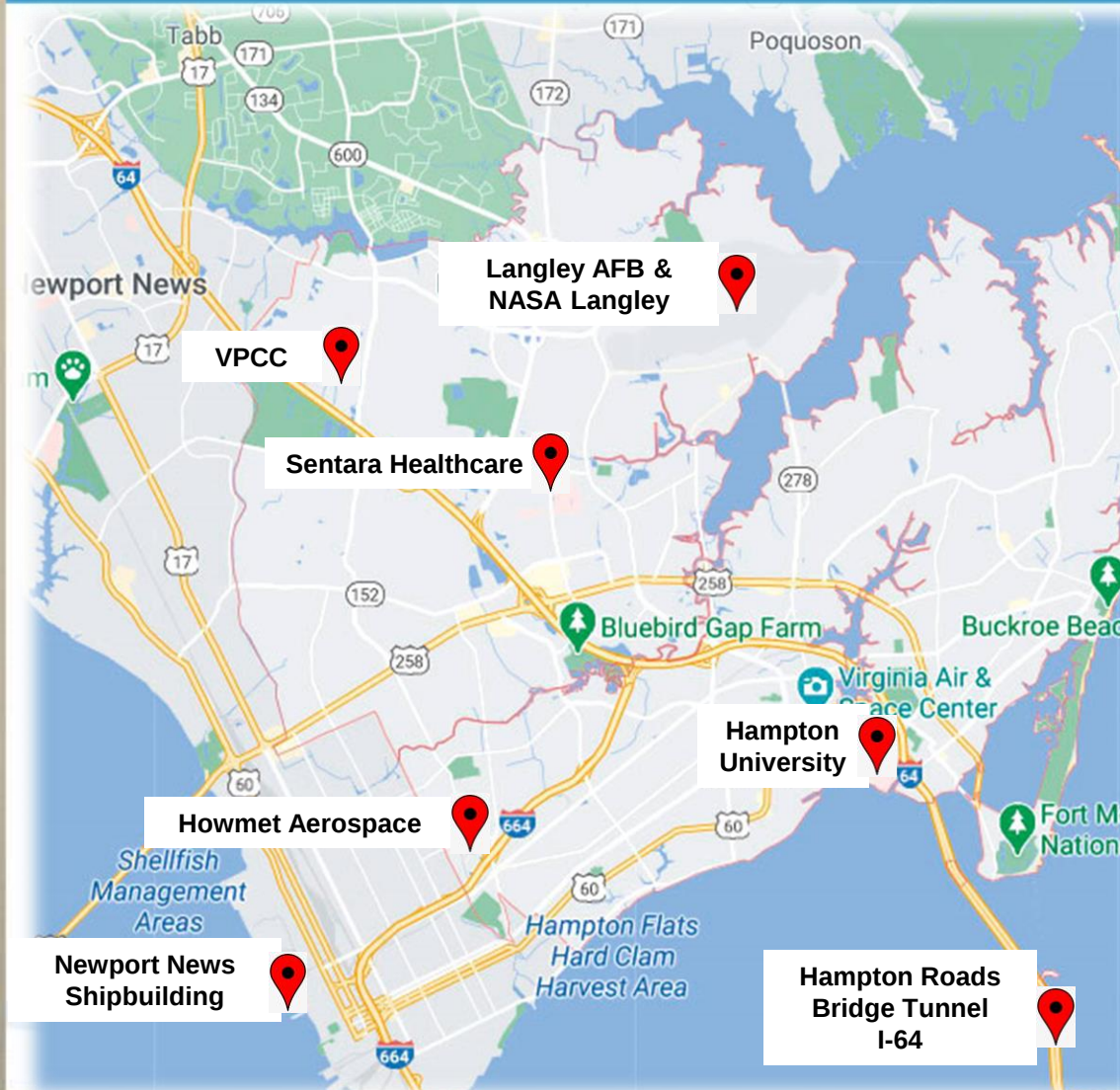
S2701 | 2020 American Community Survey 5-Year Estimates



Hampton – Nexus of Region's Major Economic Drivers



Hampton – Major Employers



- 137,148 population
- Growth in per capital income:
 - \$39,897 (2016)
 - \$46,165 (2020)
- Median Income:
 - \$57,041(household)
 - \$69,673 (family)

Top 10 Major Employers

- U. S. Dept. of Defense
- U.S. Dept. of Veterans Affairs
- NASA
- Sentara Healthcare
- Howmet Aerospace
- Community Services Board
- Hampton University
- Food Lion
- Hampton City Schools
- City of Hampton

Hampton's Business

The Unemployment Rate

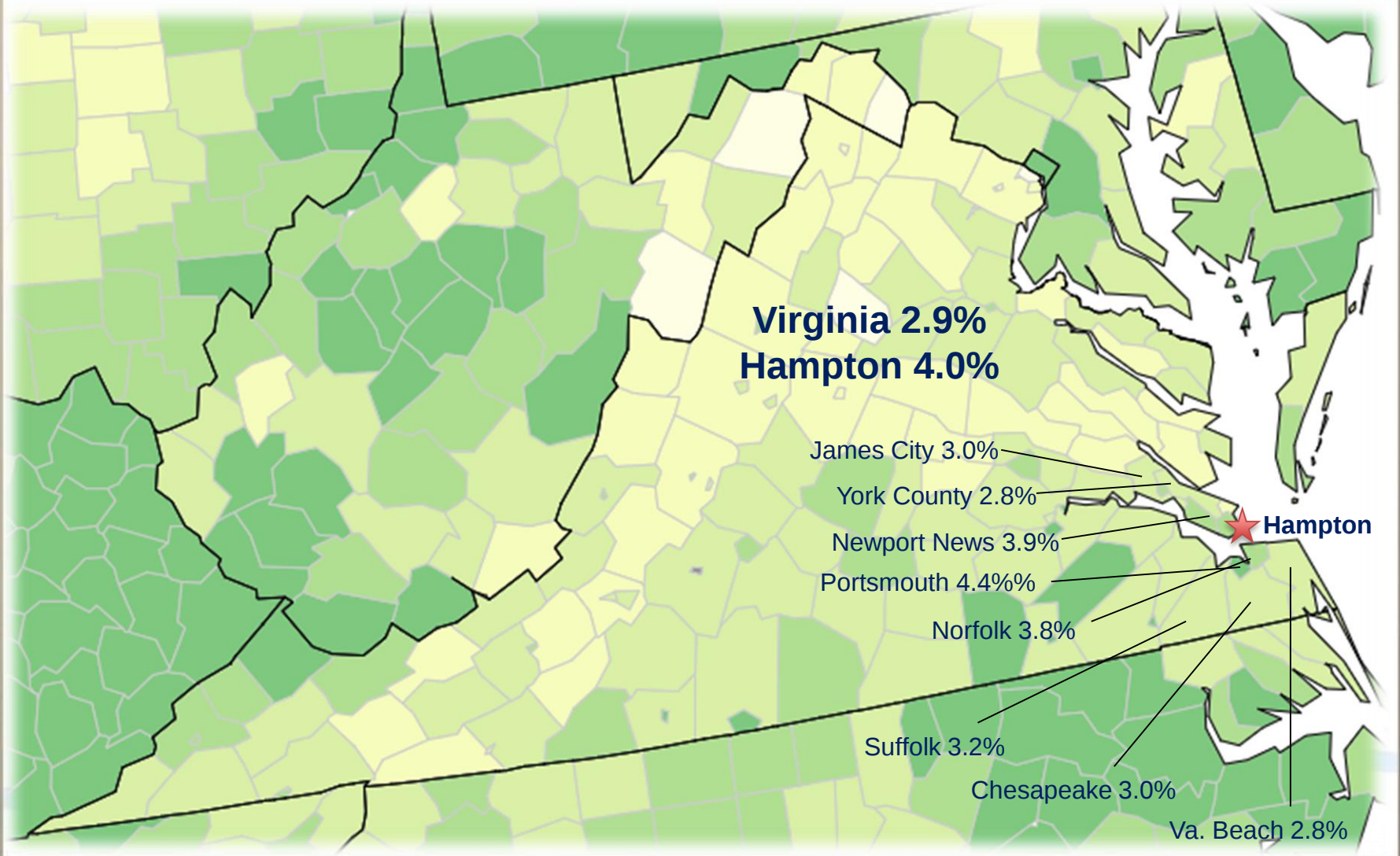
Month/Year	Rate*
June 2022	4.0%
May 2022	4.2%
April 2022	3.8%
March 2022	4.0%
February	4.5%
January 2022	5.1%
December 2021	4.1%
November 2021	4.4%
October 2021	4.9%
September	5.1%
August 2021	5.8%
July 2021	5.9%
June 2021	6.4%

Data Notes:

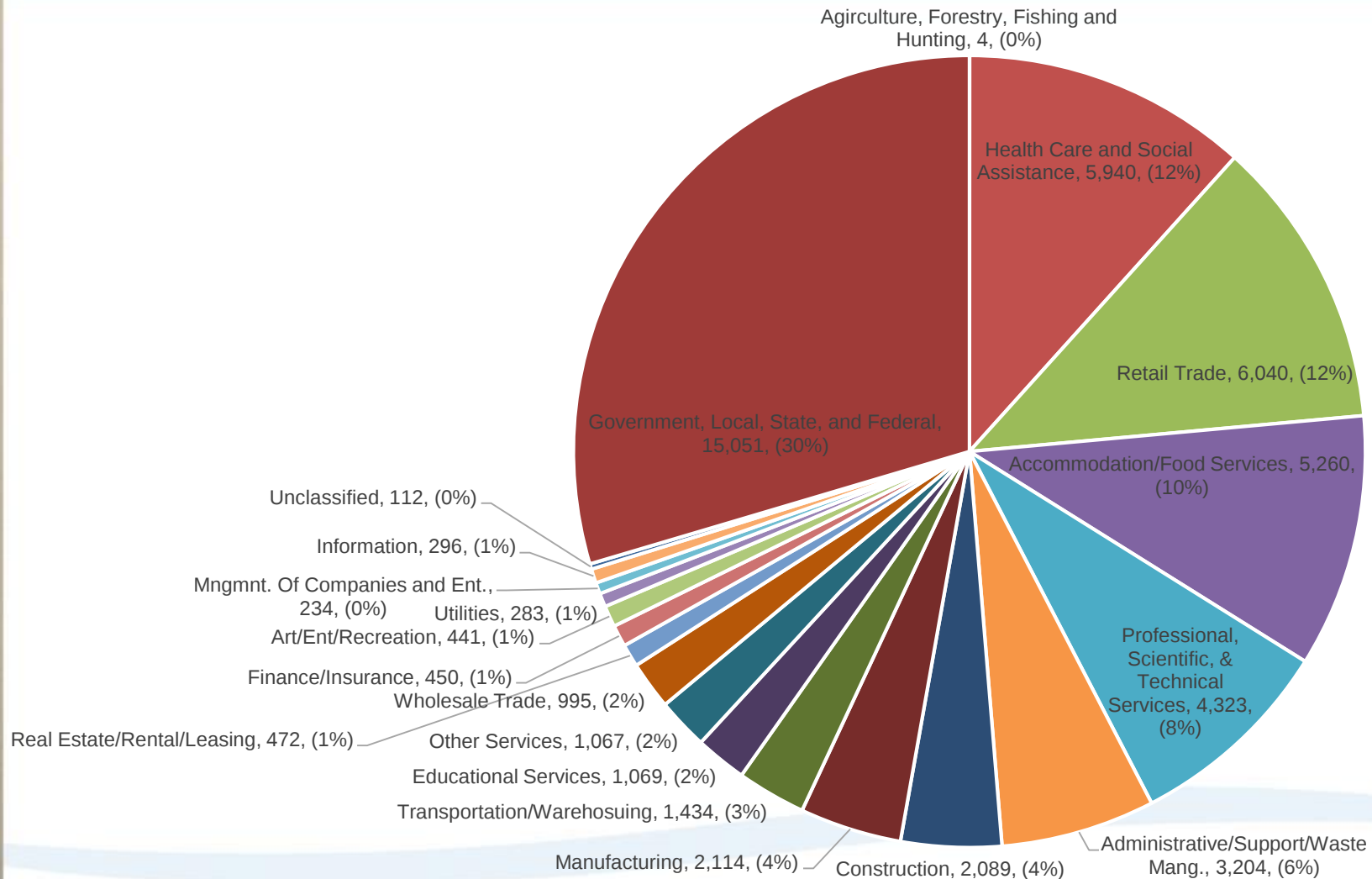
- Reflects people who had no employment during the month
- People who were able to work
- People who made some specific efforts to find employment and/or
- People waiting to be recalled to a job where they had been laid off

*Source: Virginia Employment Commission

Regional Municipalities Unemployment Rate for June 2022

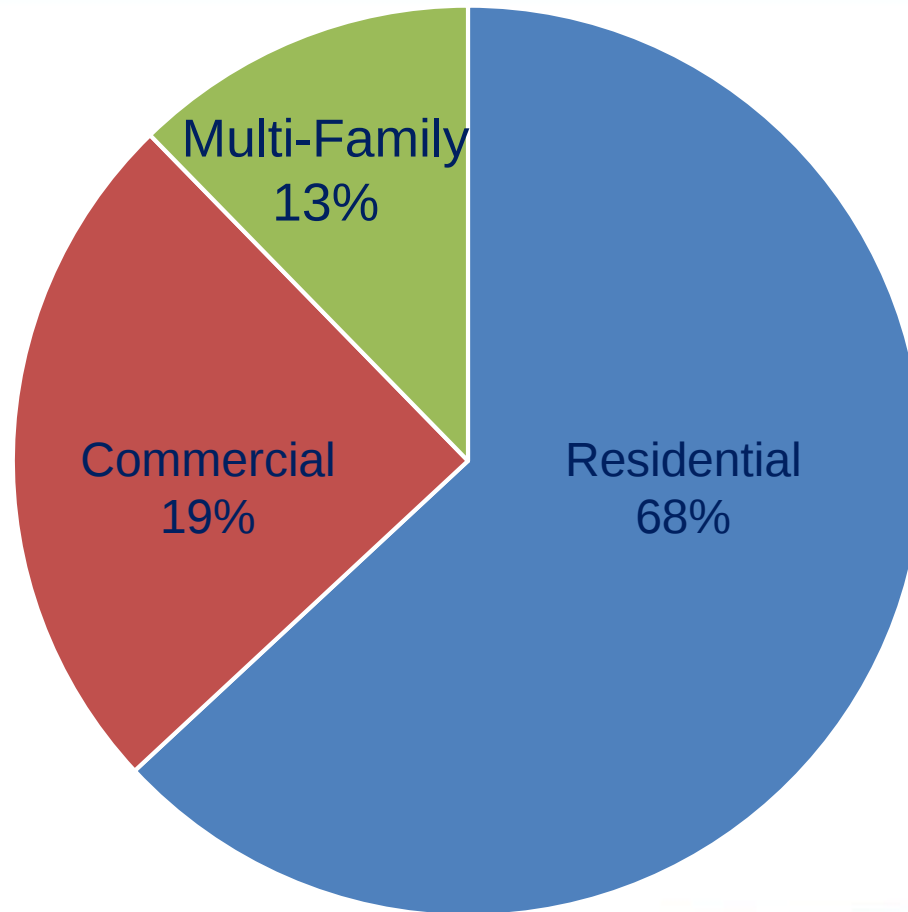


Total Private and Public Employment By Industry



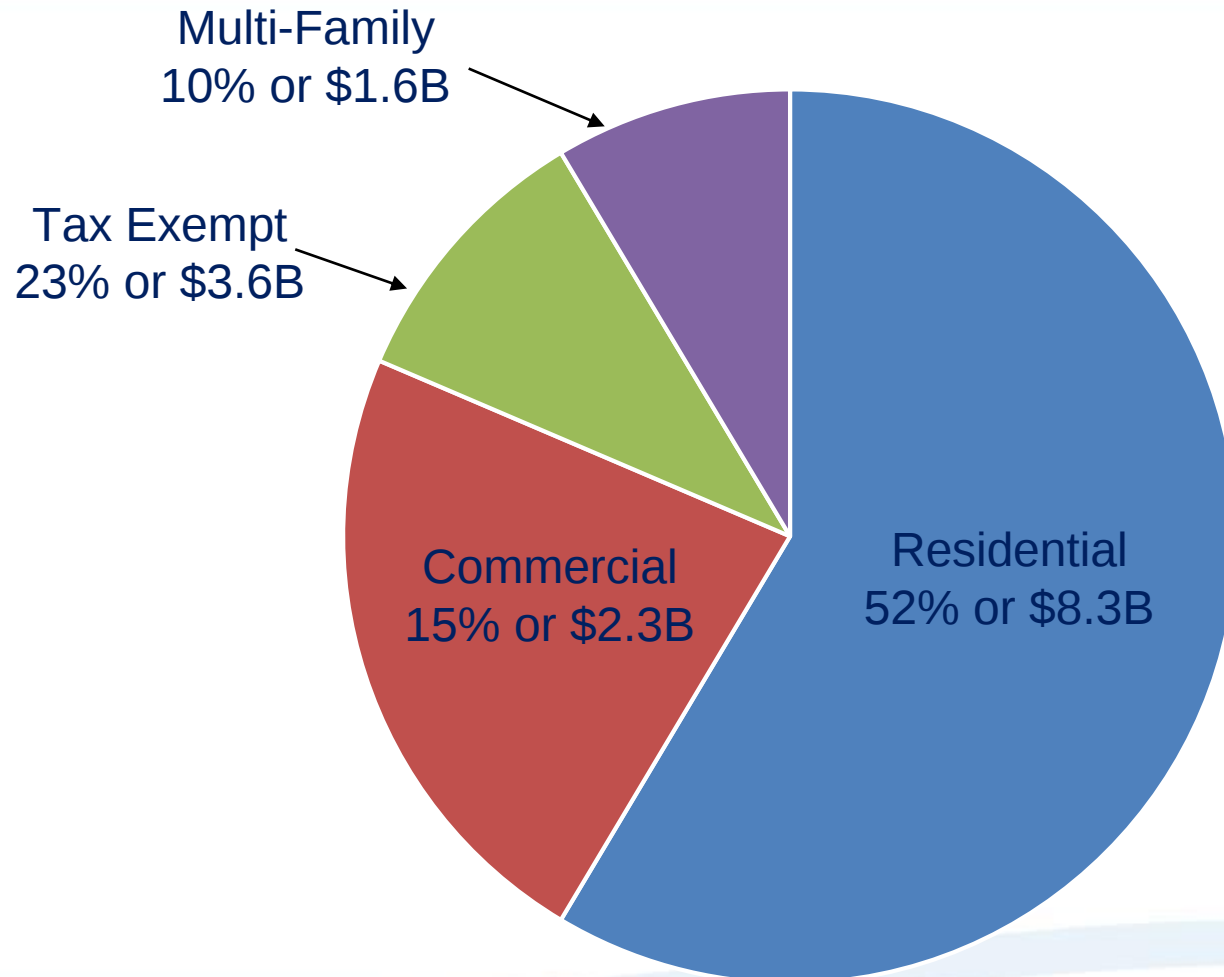
Source: VA Employ. Com. as of July, 2022

Hampton Tax Base As of January 1, 2022



■ Residential ■ Commerical ■ Multi-Family

Market Value of Hampton Properties As of January 1, 2022



■ Residential ■ Commercial ■ Tax Exempt ■ Multi-Family

Acreage Comparison (Type and Area Size)

Category	July 1, 2021		July 1, 2022	
Residential	13,456	46%	13,483	46%
Multi-Family	1,113	4%	1,121	4%
Commercial	3,763	13%	3,738	13%
Exempt	10,700	37%	10,684	37%
Totals	29,031	100%	29,027	100%

Hampton's Business The Developable Land Area



- City's total land: 25,360.4 acres
- Federal land: 4,129.7 acres
- Net City land: 21,230.7 acres
- Commercial land: 3,751.2 acres
 - 17.7% of total net City land
- Vacant commercial land: 830.5 (includes undevelopable land due to wetlands or other factors)
 - 3.9% of total net City land
 - 22.1% of commercial land

Hampton's Business Key Developable Areas



1809 W. Mercury Blvd. – 7.26 acres
(the former Quality Inn Hotel Site)

Buckroe Beach Area – 22+ acres



Hampton's Business The Developable Land Area

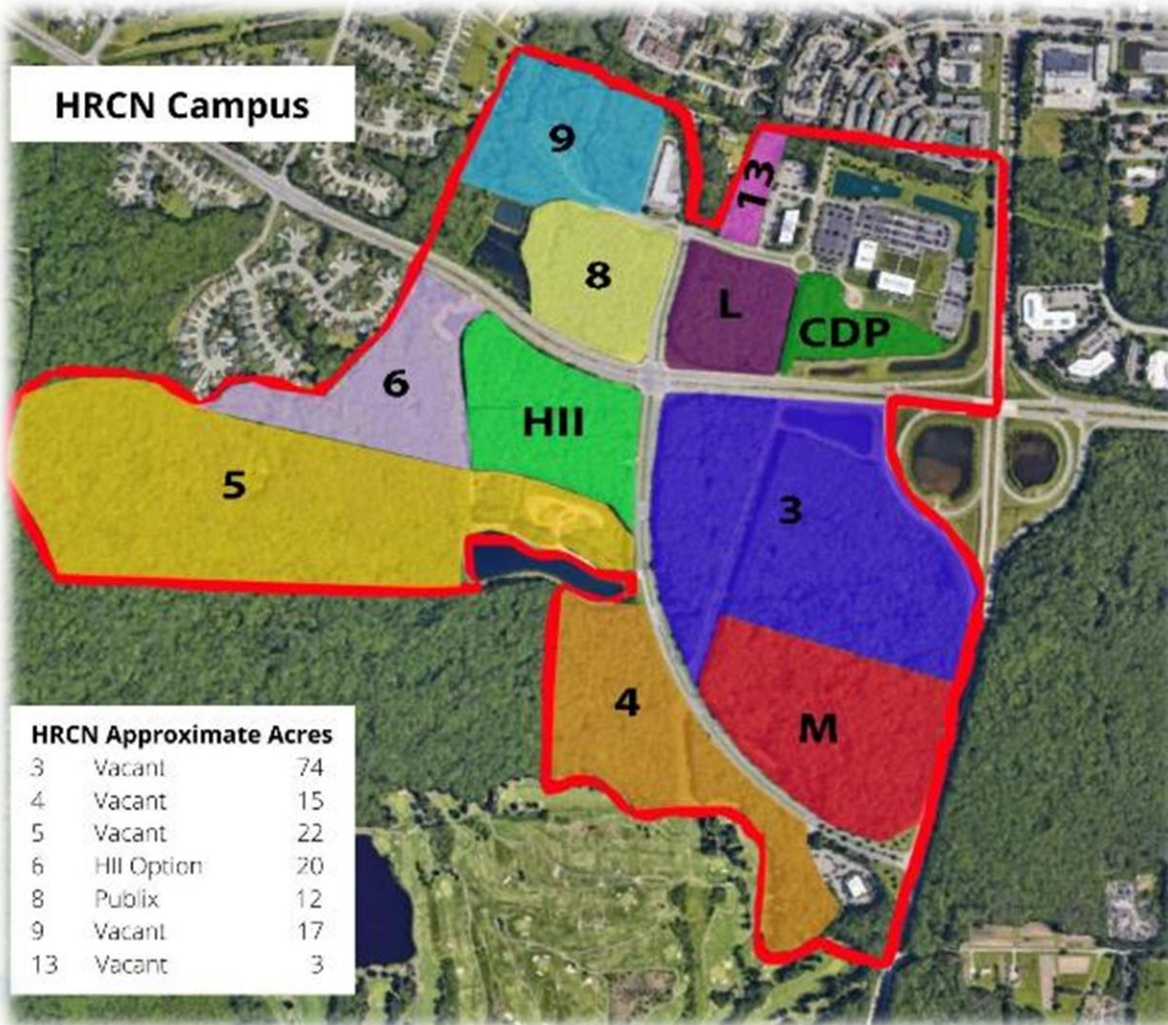
The Crossroads Parcels (Coliseum District)



The Former Virginia School for
the Deaf, Blind & Multidisabled
67.32 acres (includes private
parcel)

Hampton's Business

The Developable Land Area – cont.



Hampton Roads Center North Campus Sites

- 150+ developable acres
- Access to I64 and I664
- Major Utilities installed
- Use: office to light manufacturing
- Tier 4 Status

Major Developments Huntington Ingalls Unmanned Systems Center of Excellence



- Investment
\$46,000,000
- 157,000 square feet
- 269 jobs to be created
- \$69K annual salary
- 20 acre site at
Hampton Roads
Center North
- First building delivered
12/22/2020
- Second building
completed 10/21/2021
- HII acquired property
4/8/2022

Major Developments

Virginia Seafood Agricultural Research Extension Center



- \$9,000,000 investment
- 15 Rudd Lane (waterfront development)
- Completed: July 13, 2022
- Grand Opening Ceremony: November 30th (by invitation only)



Restaurant Developments



Fort Monroe

Key Future Mix-Use Developments



Proposed Development Components:

- Hotel
- Conference Center
- 500 seat restaurant
- Overhaul 300 slip marina
- 40 year ground lease
- \$50,000,000 est. investment

Development Projects

Current and Future Influences

- Economic conditions, stability/instability
- Potential for interest rates to continue to rise
- Increasing prices for construction related materials
- Supply chain challenges, availability of goods & services
- Skilled workforce availability challenge
- Available land and/or existing buildings that can be renovated for a current/new use
- Pandemic impacts on office market



Hampton's Business Social Challenges and Potential Solutions

- 26.7% of the city's population has a bachelor's degree or higher (2020 Census), and is essential to attracting company's with high wage jobs
- Regional workforce competition
- Wage/salary levels
- Expand public transportation (ridership has been on a decline); develop alternative modes?
- Safe and affordable childcare
- Workforce partners to provide training and certifications applicable to various industries
- Elevate the under employed
- Develop professional social skills via workforce training initiatives and efforts

Hampton Public School's Academies



Governor's Health Sciences Academy

- *Diagnostics Services*
- *Therapeutic Services*
- *Biotechnology Research and Development*
- *Health Information and Support Services*

Academy of Transportation, Analytics, Information and Logistics

- *Business Management and Logistics*
- *Programming and Data Analysis*
- *Networking*
- *Geospatial Technology and Unmanned Systems*

Academy of Media Arts, and Design

- *Digital Media*
- *Journalism*

Academy of Law and Public Safety

- *Law and Legal Studies*
- *Law Enforcement*
- *Fire and Emergency Services*



Academy of Technology and Engineering

- *Engineering Design and Development*
- *Information Technology*
- *Audio Engineering*

International Baccalaureate

- *HHS Pre-IB Program*

Academy of Health, Human and Financial Services

- *Counseling*
- *Nutrition and Wellness*
- *Financial Services*

Maritime Academy

- *Shipbuilding and Ship Repair*
- *Ship Design*
- *Construction Technology*

Hampton Public School's Academies



Governor's STEM Academy of Architecture, Environment and Engineering

- *Architectural Engineering*
- *Construction Design*
- *Environmental Studies*

Academy of Entrepreneurship and Information Design

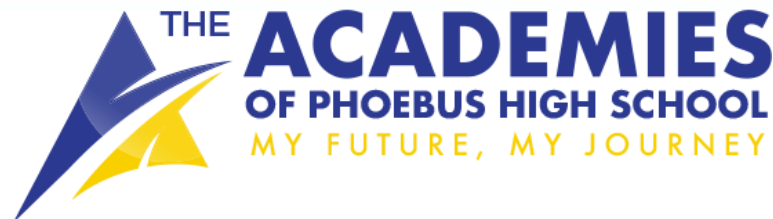
- *Entrepreneurship and Marketing*
- *World Banking and Finance*
- *Information Design*

Academy of Teaching, Education, and Learning

- *Child Development*
- *Education Training*

On Stage: Performing Arts Academy

- *Theater Performance*
- *Theater Design and Technology*



Academy of Cybersecurity, Engineering, and Robotics

- *Cybersecurity Systems Technology*
- *Cybersecurity Software Operations*
- *Engineering and Robotics*
- *Advanced Manufacturing*

Academy of Digital Video Production

- *Television and Media Production*
- *Video Media Production*

Academy of Hospitality and Tourism

- *Travel and Tourism*
- *Culinary Arts*

Academy of College Experience

- *Associates of Social Science*
- *Associate of Science*

Hampton's Business & Industry Future

Table Topic A:



Advanced Manufacturing: the use of innovation to create products and the creation of new products



Technology: companies that design, manufacture, or distribute electronic devices such as computers (including services and software, scientific instruments, and electronic components and products)



Retail/Tourism/Hospitality: expand retail and hospitality offerings and attract visitors to our historic, recreational, entertainment, athletic and business assets



Logistics: the overall process of managing how resources are acquired, stored and transported to their final destination



Other emerging industries?

TOPIC A:

Hampton's Business & Industry Future

ASPIRATIONS

BARRIERS & GAPS

Topic B: Housing Tomorrow's Hampton

City of Hampton Census Bureau Profile



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Total Population
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P1 | 2020 Decennial Census



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Employment Rate
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DP03 | 2020 American Community Survey 5-Year Estimates



Families and Living Arrangements

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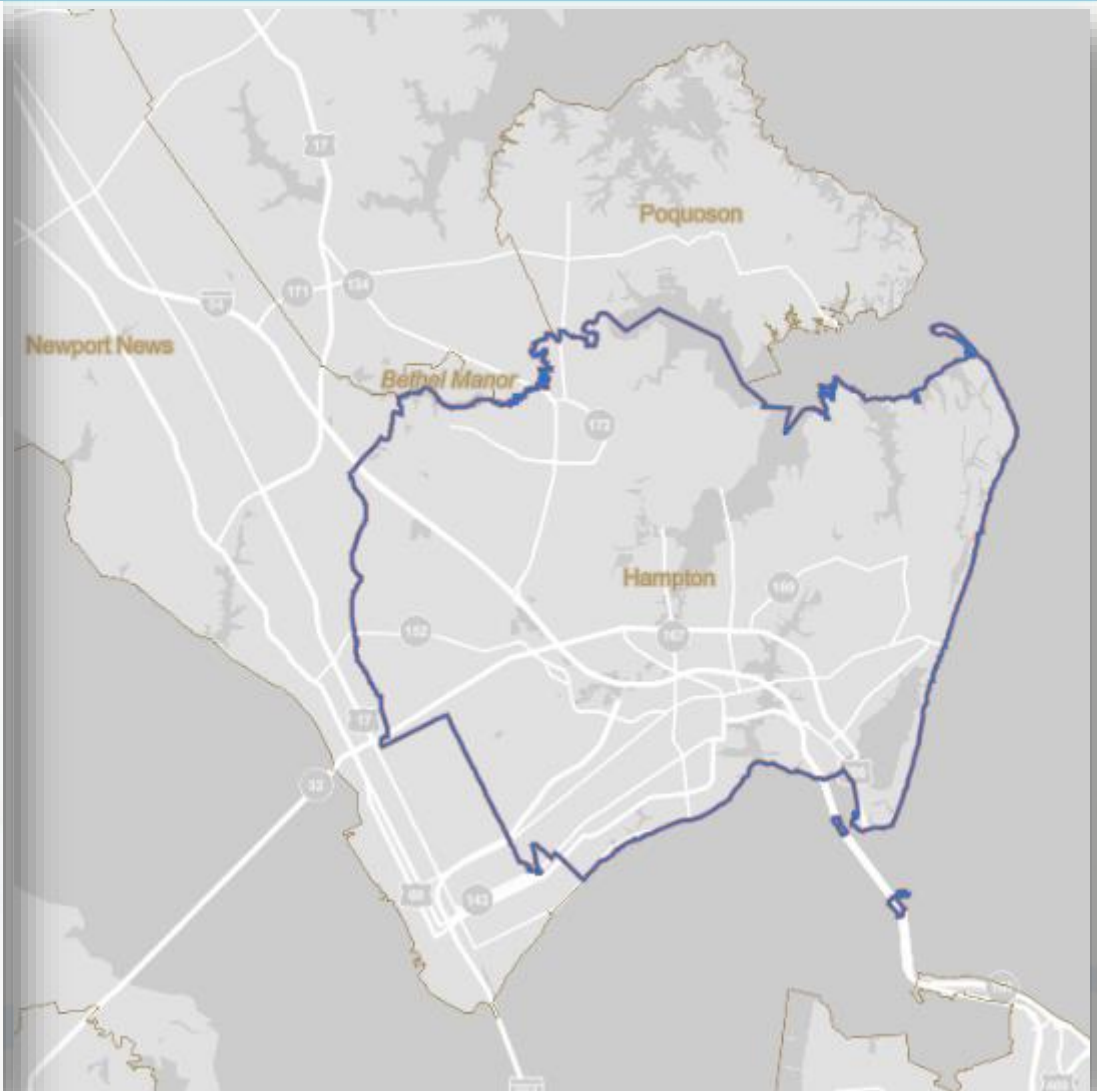
S1501 | 2020 American Community Survey 5-Year Estimates



Health

Without Health Care Coverage
7.5%

S2701 | 2020 American Community Survey 5-Year Estimates



TOPIC B: Housing Tomorrow's Hampton Economic Drivers



- **Job growth & diversification**
- **Federal defense spending**
 - HI NNSB Long-term contracts,
 - new fighter wing & Langley investment,
 - expanded JBLE mission
- **Large infrastructure projects**
(2020-2025)
 - Expanded I-64 capacity to Richmond
 - HRBT expansion
 - I-64 Express lanes
- **Regional economic growth**
(Wind, Internet, Shipping...)
- **New tourism assets**
(Pack Brothers Development at Fort Monroe, Aquaplex, Investments in the Coliseum...)

TOPIC B: Housing Tomorrow's Hampton

Social Factors



- **Age:** Growing in 18-30 & 55+



- **Income:** ALICE (Asset Limited Income Constrained Employed) population had declined (2017-2020)
 - Mostly Senior, Single Parent, Young Adult



- **Lifestyle:** Nearly the same number of commuters leave the city to work as those that come into the city to work



- **Assistance:** Increasing numbers of seniors facing housing maintenance issues, limited housing options

TOPIC B: Housing Tomorrow's Hampton Economic Drivers



- **“Great Resignation”**
- **Remote Workforce Model**



- **Restaurant & retail changes**



- **Diversity of rental**
- **Values rebound to levels prior to 2009**



TOPIC B: Housing Tomorrow's Hampton

Single Family Trends

- Large stock of **1950-1980 housing**
- **Model Block** and other housing reinvestment programs
- **Entry-level** housing option, needing renovations
- **Military/retirement** option
- **Ownership** like Virginia Beach
(Prior to COVID ~75%)
- New **infill housing** trend of \$300k+
- **Housing Stock Diversification**
- **Limited tracts of land**
- Focus on **resiliency & flooding**



TOPIC B: Housing Tomorrow's Hampton

Multi-Family Trends

- Largest Growth in **Higher Value Housing**
- **I-64 & Urban Development Areas**
- Density divide:
 - **Market-rate development density = 30-65 units/acre**
 - **Publicly financed/income limited density = 12-27 units/acre**
- Underground **stormwater storage & “green” practices** (roofs, gardens, parking...)
- Gaps remain in **parking & utilities costs**



Major Developments

Residential - Rental



Monroe Gates Apartments

- The Whitmore Company
- Phoebus District
- 162 one and two bedroom units; swimming pool, media center, clubhouse, fitness center and dog park
- Completed Fall 2020: 100% leased
- FY23 assessed value - \$31,251,100

Lumen Apartments

- Hampton Roads Center Park District
- 300 units; swimming pool, clubhouse, etc.
- Completed Summer 2020: 100% leased
- **Sold January 2022 - \$82,000,000**



Ellipse Apartments

- Coliseum District
- 260 units; clubhouse, fitness center and pool
- Completed Fall 2021; 100% leased
- FY23 assessed value - \$57,427,400

TOPIC B: Housing Tomorrow's Hampton

Multi-Family Trends



Quality Affordable Housing:

Creating opportunities for housing that is desirable in the market and provides housing for a range of incomes



Senior Housing Options:

Housing to meet the needs of those 55+ to include consideration of higher value housing, maintaining/altering single family homes, independent living, and assisted living.



Multi-Family & Urban Development Areas:

Strategic development of urban core areas to increase housing density, meet the needs of rental and condo markets, and improve retail centers.



Other Housing Issues?

Missing middle, Quality In-fill, Historic Districts, Water Access...

TOPIC B:

Housing Tomorrow's Hampton

ASPIRATIONS

BARRIERS & GAPS

Wrap-up

- Future Topics
- Next Steps

