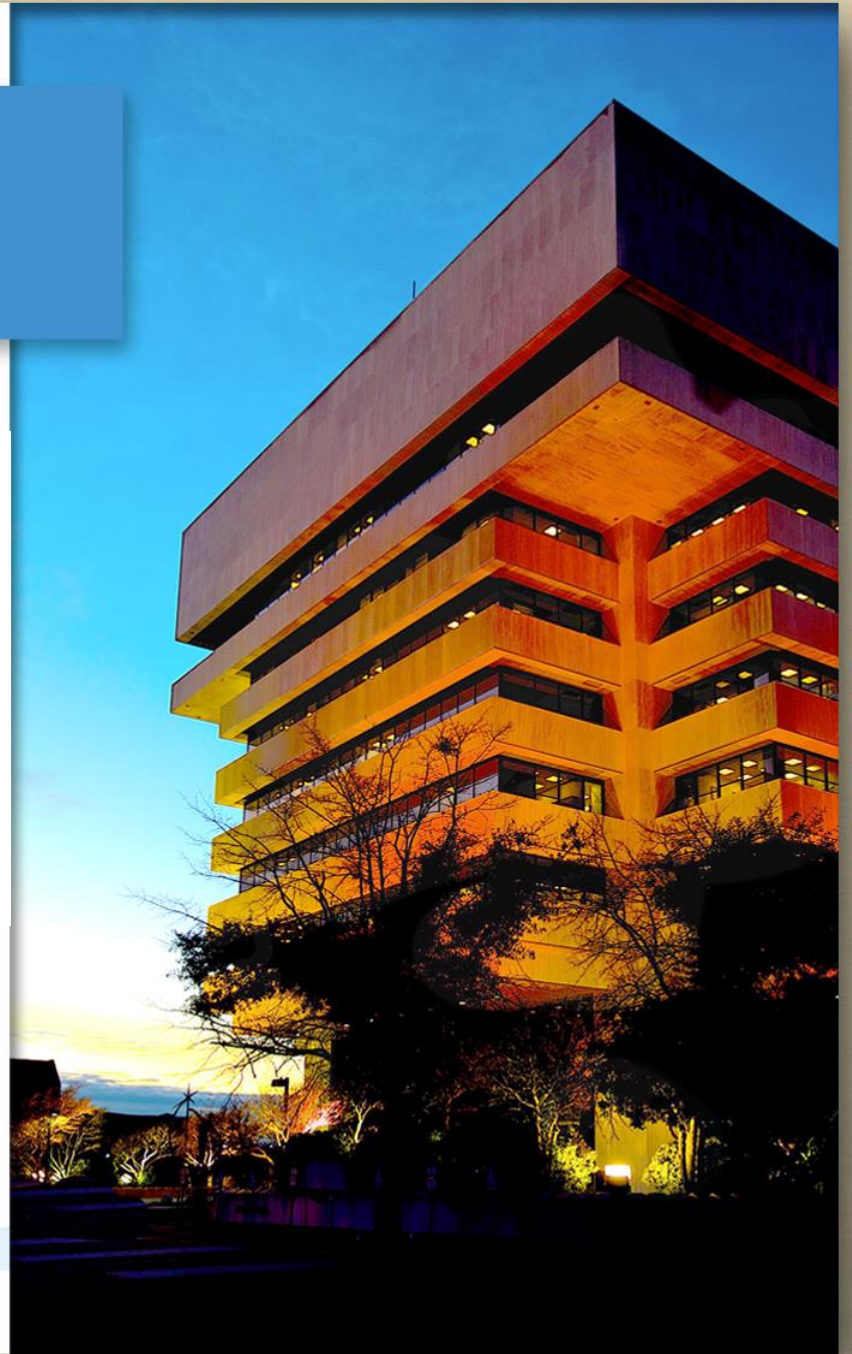


HAMPTON VA

Strategic Asset: Hampton's Waterfront

City Council
January 27, 2021

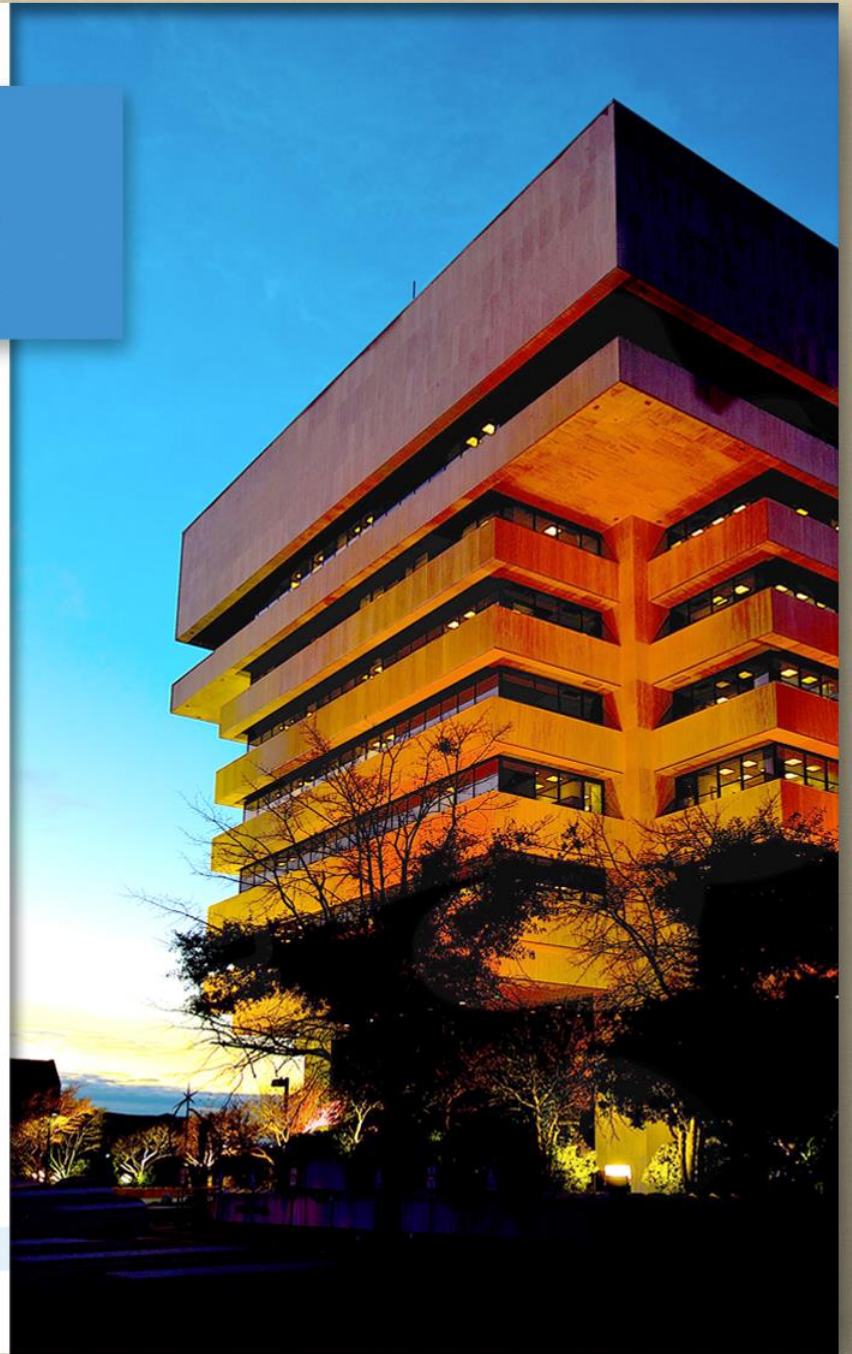


Agenda

- Overall Vision: Plans & Policies (Terry)
- Maintaining & Protecting Our Assets (Brian)
- Recreational Opportunities & Public Access (Dave)
- “Water” As An Economic Driver (Mary F & Chuck)
- Closing (Terry)

HAMPTON VA

Vision, Plans & Policies

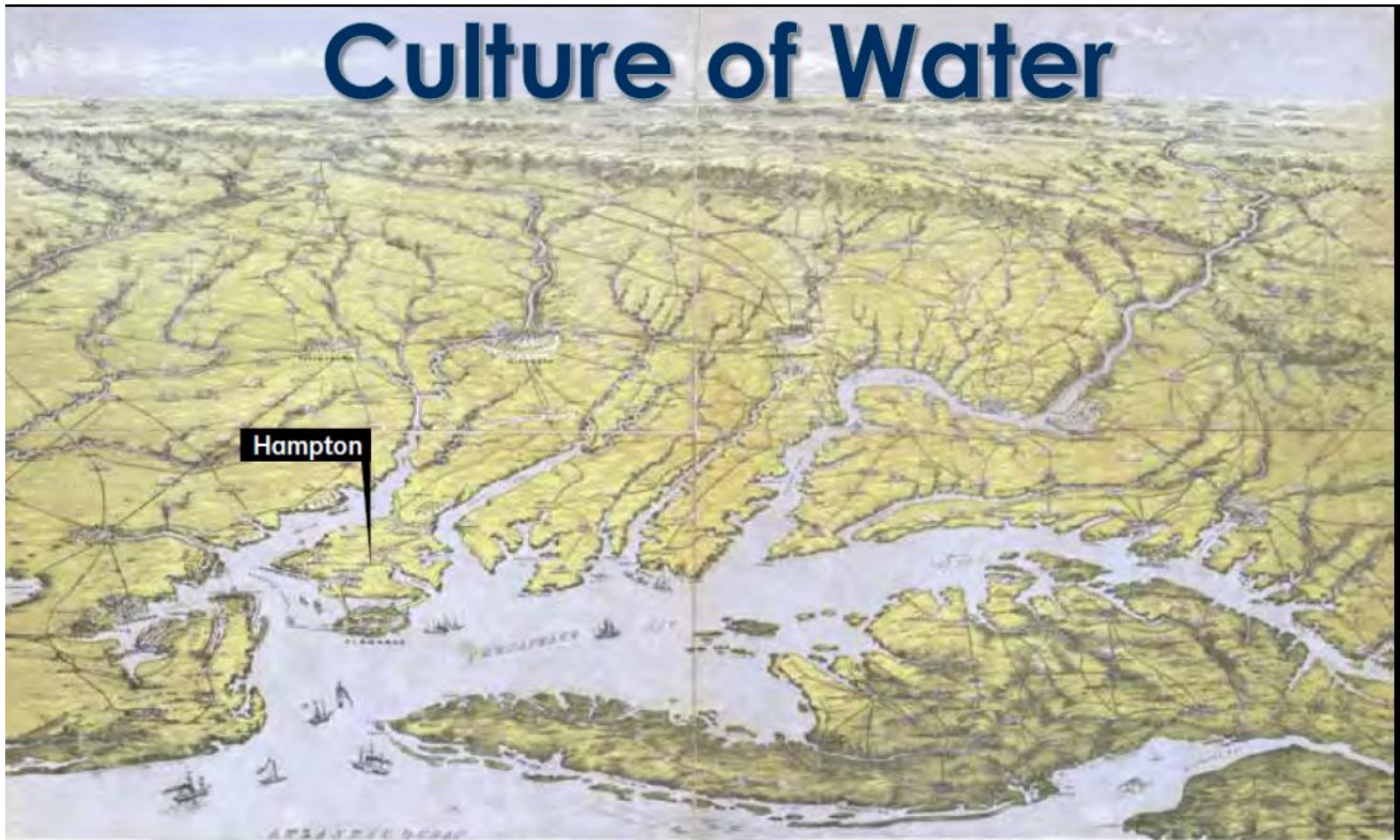




We are Hampton, a vibrant **waterfront community** celebrating and embracing 400 years of history and innovation to create an even more dynamic future.

Hampton's DNA

Culture of Water



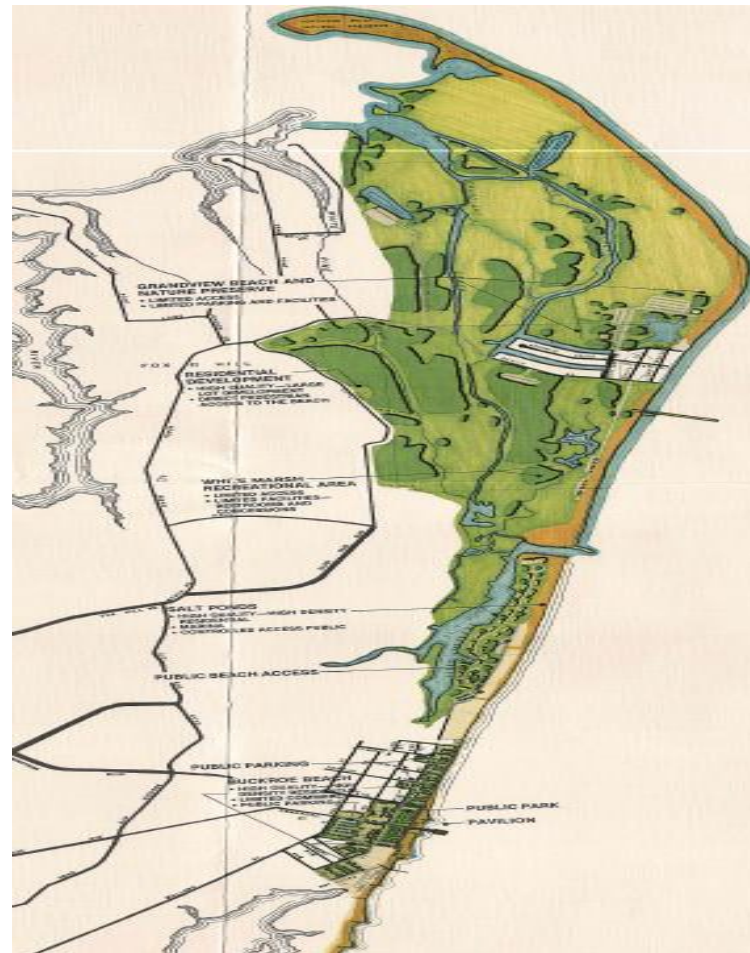
History of Waterfront Efforts

- Urban Renewal Plans for Downtown & Buckroe – 1960's
- Construction & Dredging of Salt Ponds Inlet – 1979
- Acquisition of Buckroe Amusement Park – 1985
- Beachfront Master Plan -1986
- Current Master Plans Developed – 2004-2017
- Hampton River Dredging – 2010-2012
- Waterways Plan – 2011
- Living With Water/Resilient Hampton Initiative - 2018
- Parks & Recreation Master Plans – 1998 & Current

Vision To Implementation



Vision To Implementation

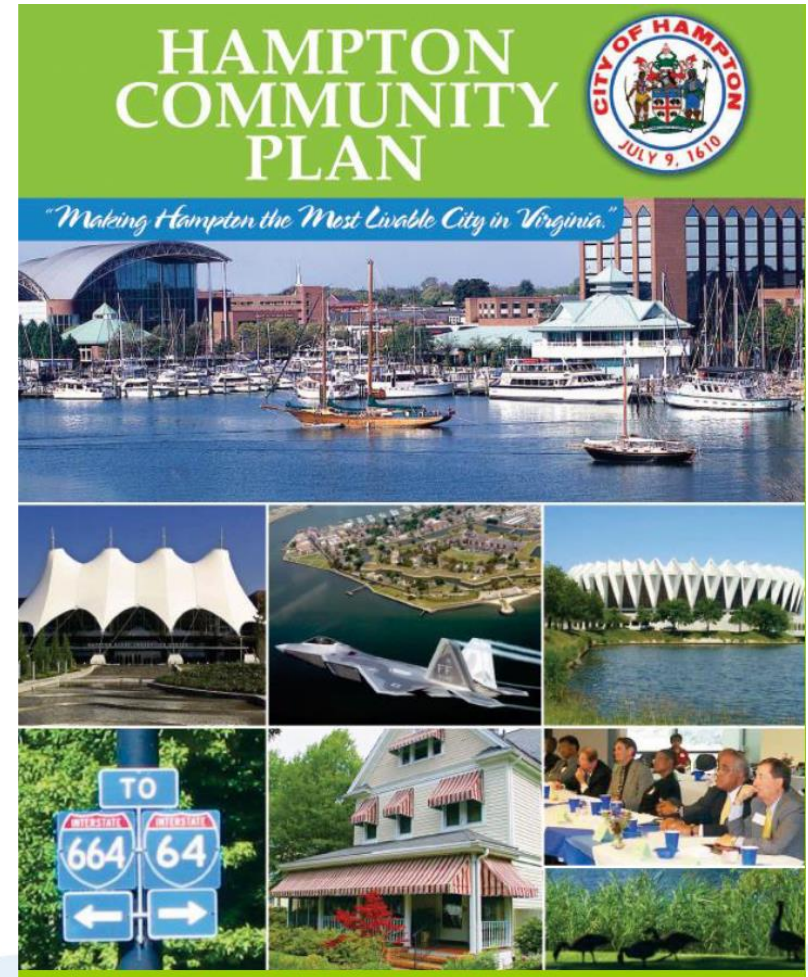


Vision To Implementation



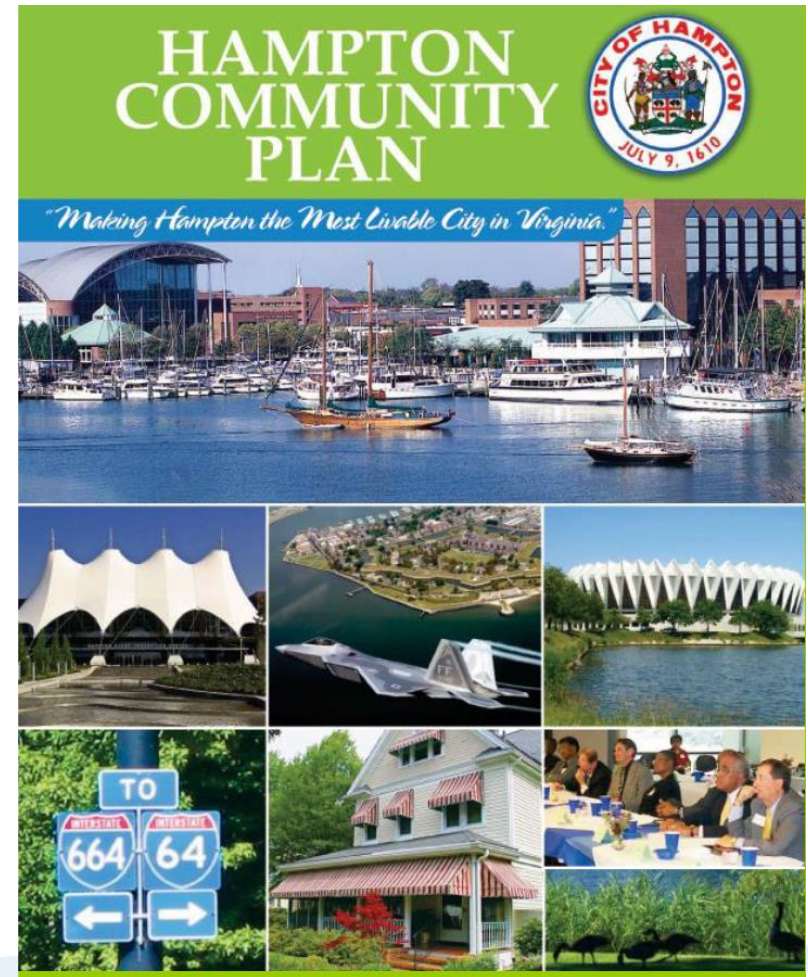
Hampton Community Plan

- In order to thrive as a coastal community, Hampton must embrace the water and treat it as an asset...



Hampton Community Plan

- Components
 - Land Use & Community Design
 - Housing & Neighborhoods
 - Transportation
 - Community Facilities
 - Environmental Stewardship
 - Economic Development



Downtown Hampton River

- Reinforce the Downtown core and its relationship to the waterfront
- Increase mixed-use development
- Set the tone for quality of development
- Expand recreational opportunity
- Activate the waterfront and Carousel Park
- Better connect Mill Point Park and its waterfront to the core of Downtown



Phoebus & Ft. Monroe Bay Front

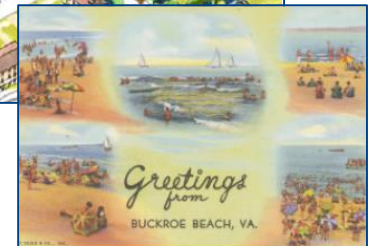
- Traditional main street town
- Gateway to Fort Monroe
- Finding ways to access Mill Creek
- Ft. Monroe as Hampton's newest neighborhood & national attraction




Buckroe

Bayfront Neighborhoods

- Chesapeake Bay neighborhoods
- Improve access to parks, beaches, and fishing
- Maintain authenticity and character
- Year round neighborhoods
- Seasonal attraction & regional destination



Waterways Plan

- Collaboration between City staff, consultants and community stakeholders
 - Emphasis on strategies for accessibility, environmental quality and flood mitigation
 - Foundational document to the Resilient Hampton Initiative
- 

Resilient Hampton

How We Move Forward: Principles in Decision Making

- Create value-driven solutions
- Reinforce assets
- Layer public benefits
- Strengthen partnerships
- Use good data
- Share knowledge and resources

Hydrologically Based Areas

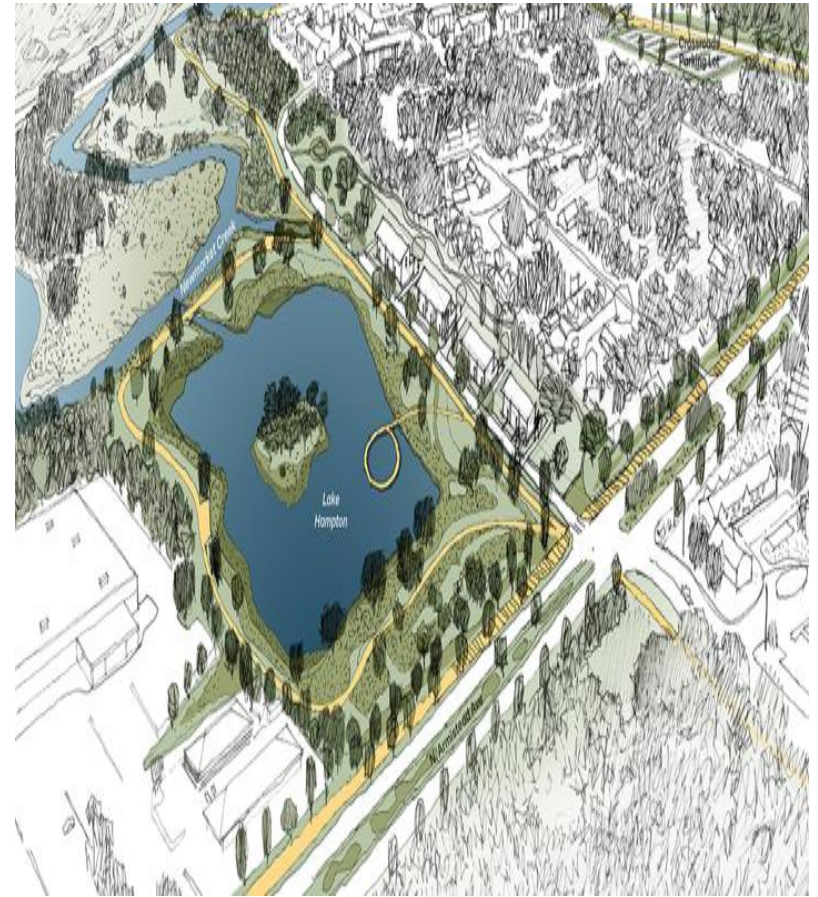


Newmarket Creek Inland Waterways

- Embrace and open these waterways, which permeate all parts of the city
- Create multipurpose buffer areas along waterways
- Find places to detain and clean water
- Reduce impervious area within basins
- Reduce erosion and sedimentation

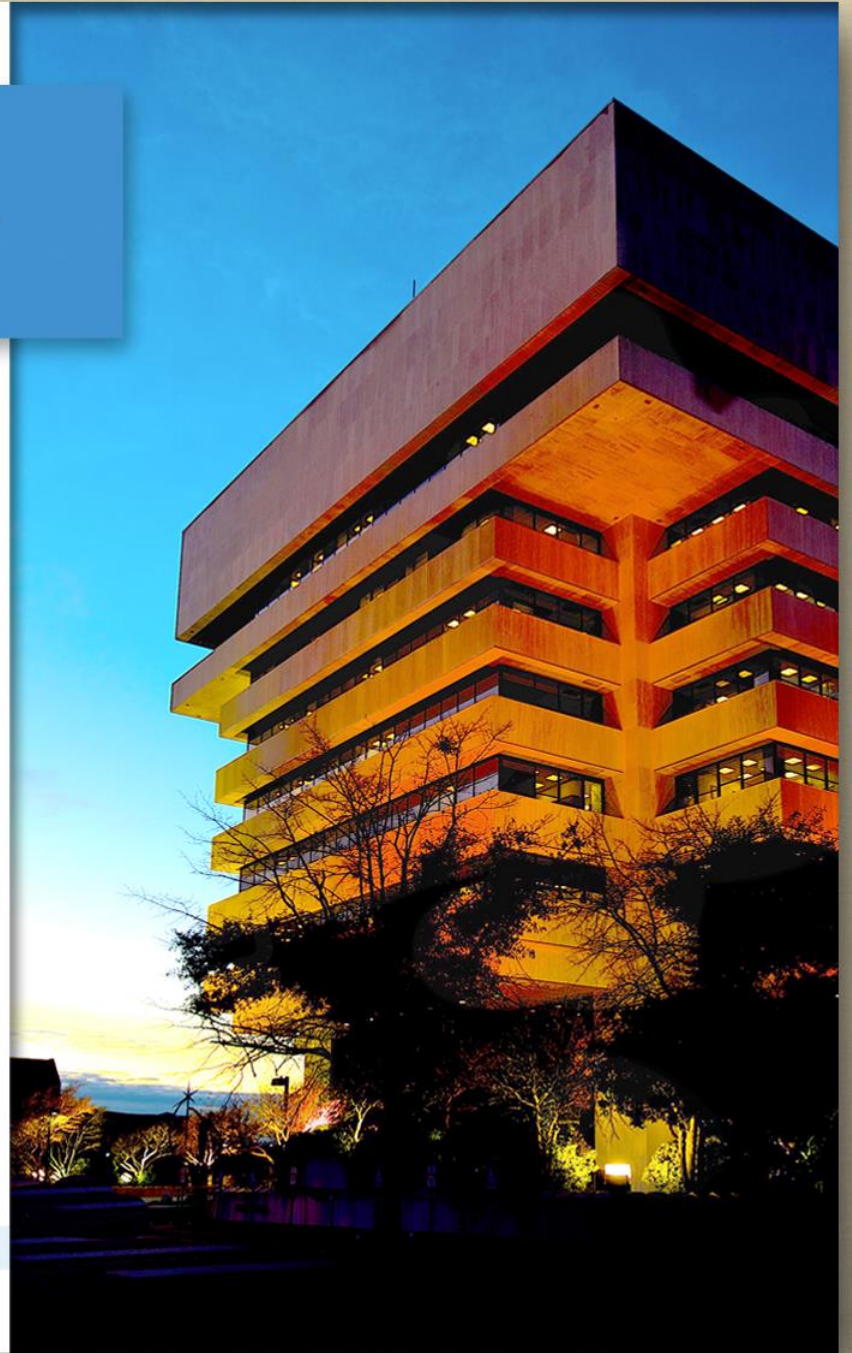


Resilient Hampton



HAMPTON VA

**Maintaining &
Protecting Our
Waterfront Assets**



Maintaining & Protecting Our Assets

Public Works strives to maintain and protect the City's waterways and assets at the highest level of excellence in order to provide our community with a safe and clean environment to live, work, and play.

- Buckroe Beach
- Salt Ponds
- Factory Point
- Hampton River
- Gosnold Hope Park Boat Ramp and Kayak Launch
- Downtown Marina
- Federal Projects & Channels
- Olde Wythe & Indian River Creek

Maintaining & Protecting Our Assets

- Buckroe Beach
 - Beach Renourishment (320,000 cubic yards)
 - Beach Replenishment (18,200 cubic yards)
 - Complete Survey of the Beach (FY21)



Maintaining & Protecting Our Assets

- Buckroe Beach Breakwaters



Maintaining & Protecting Our Assets

- Salt Ponds

- Inlet Channel Dredged and Installation of North Jetty
- Geotube installed
- Inner Channel Dredging Project
- Breakwater installed



Maintaining & Protecting Our Assets

- Salt Ponds
 - Improvements to North/South Jetties and Inlet Channel Dredged



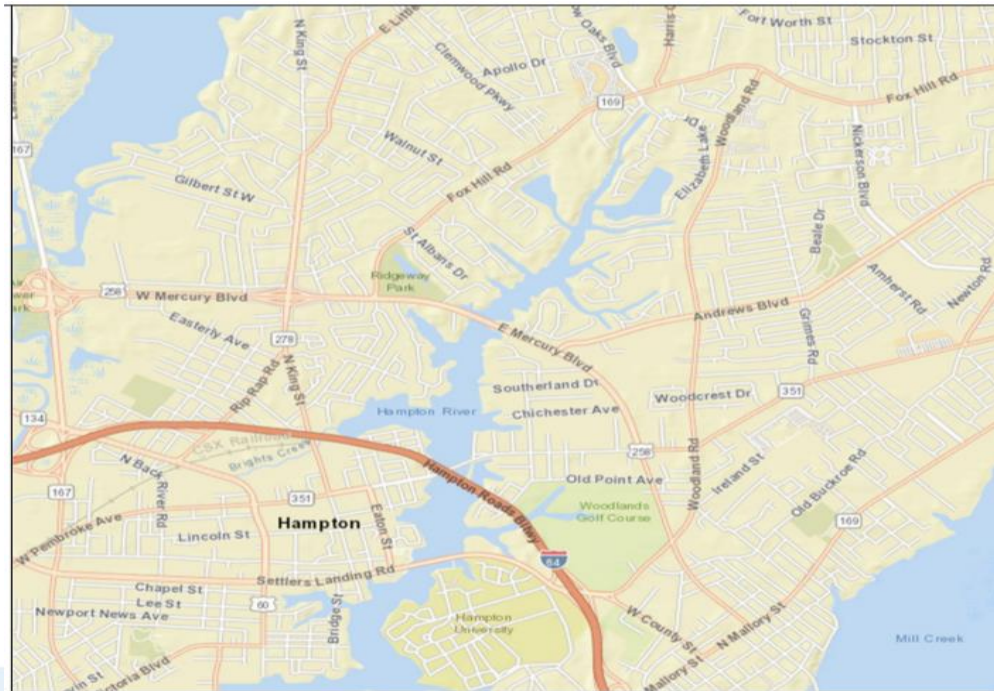
Maintaining & Protecting Our Assets

- Factory Point
 - Installed 3 Breakwaters
 - Dredged Portion of Back River Channel



Maintaining & Protecting Our Assets

- Upper Hampton River
 - Dredged Upstream of Settlers Landing Bridge (Settlers Landing Bridge to Elizabeth Lakes)



Maintaining & Protecting Our Assets

- Gosnolds Hope Park
 - Dredging of the Canal Downstream of the Boat Ramp
- Fox Hill Road/Beach Road Canal
- Downtown Marina
 - Dredging of the Channel



Maintaining & Protecting Our Assets

- **Federal Channels Dredged**

United States Army Corps Of Engineers (USACE) Maintained

- Langley Air Force Base/Back River
- Hampton River
- Phoebus Channel



Maintaining & Protecting Our Assets

- Federal Projects (Locality Partnership)
 - Buckroe Beach Renourishment
 - Hampton University Shoreline Stabilization
 - Newmarket Creek
(Government Ditch in Partnership with Newport News)

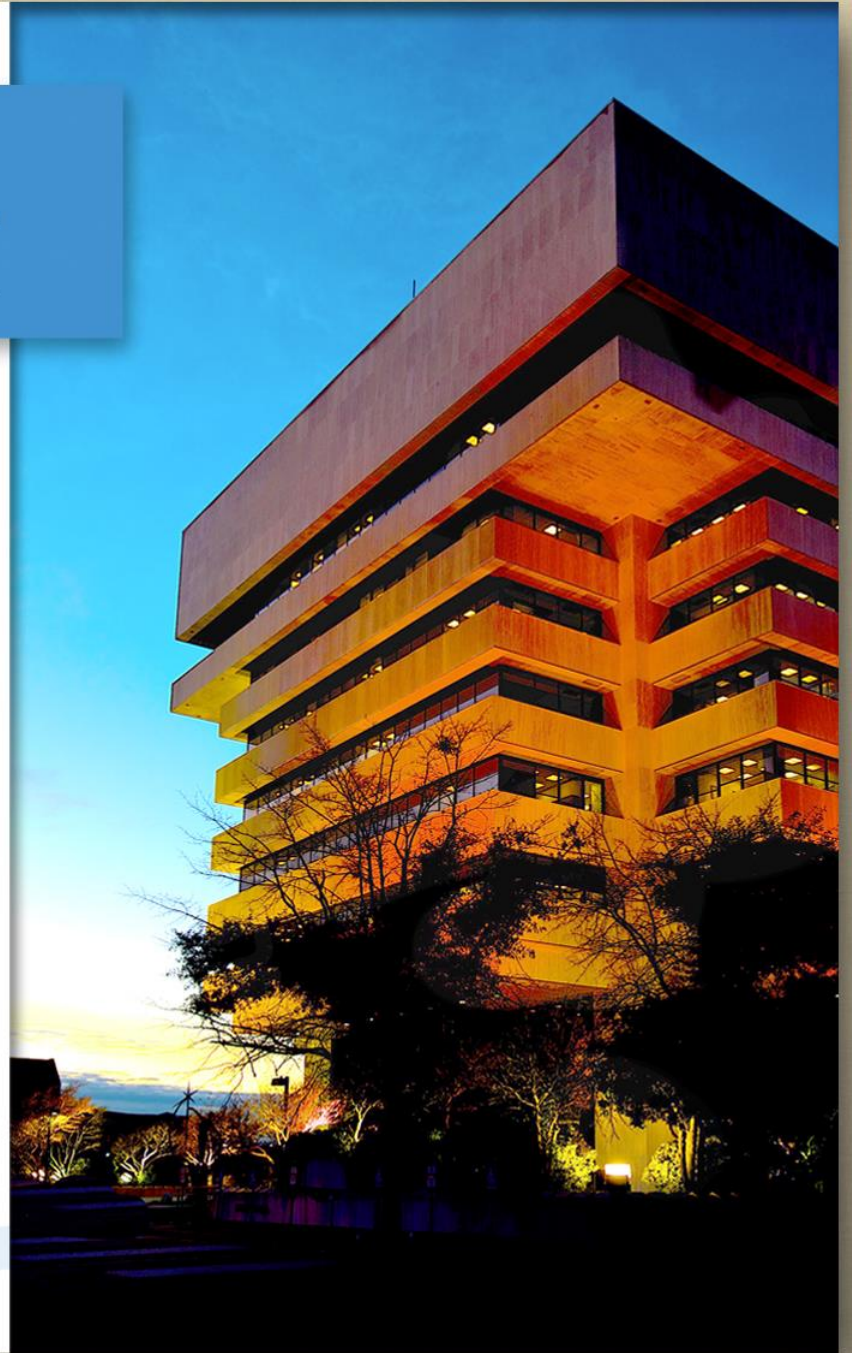


Future Considerations

- Dandy Haven Marina/Back River Channel
- Hampton River (North of Mercury Bridge)
- Harris Creek
- Indian River Creek (Phase 3)
- Newmarket Creek (City Line to LaSalle Ave.)
- Wind Mill Point
- Others...

HAMPTON VA

**Recreational
Opportunities &
Public Access**



Recreational Opportunities & Public Access

Hampton Parks, Recreation & Leisure Services provides and maintains a wide variety of water-based opportunities and access points for Citizens and Visitors along 169 miles of shoreline

- Public Assets (beaches, boat ramps, etc.)
- Swim & In-Water Programs (lessons, rentals)
- Partnership Opportunities (events, clinics)
- Volunteer Mobilization (service projects, clean-ups)
- Planning Initiatives (boardwalk & drainage improvements, CIP projects, etc.)
- Additional Services for Resilience, Beautification, and Guest Comfort

Water-Based Assets



2 Aquatic Centers



7 Kayak Launches



4 Beaches & 2 “Mobi-Mats” for ADA Beach Access



4 Boat Ramps/Access



4 Fishing Piers & 2 Freshwater Ponds



7 Trails/Parks with Water Views



Programs & Activities

PR&LS Water-Based Programs & Activities Include . . .



Swim Lessons & Exercise for All Ages



Boat, Kayak & Paddleboat Rentals



Swim Team Practices & Hosting



Kid's Kayaking, Sailing, Canoeing & Fishing Programs



Waterside Yoga at Buckroe & Downtown Waterfront



Lifeguard & Lifeguard Instructor Classes for Ages 15+



Private/Public Partnerships



Hampton Cup
Regatta



Hampton
Watersports



Fishing Clinic @
James T. Wilson
Fishing Pier with
Southeastern Virginia
Kiwanis



Canoeing @ SBNP



Holiday Wonder Walk @
the Water Walk Trail

Private/Public Partnerships



Summer Camp Sailing Lessons with Youth Sailing of Virginia



Pond Re-Stocking Program with Virginia Department of Wildlife Resources



Farmer's Market and Hampton Watersports at Buckroe Beach



Hampton Cup Regatta (economic impact \$211,000 in 2019)



Privately-Sponsored Kid's Fishing Clinics, Fishing Partnerships for Disabled Veteran Outings at the James T. Wilson Fishing Pier & Sandy Bottom Nature Park



Public-Private and Sponsored Waterfront Festivals & Events such as the Blackbeard Festival, Lighted Boat Parade, Triathlons and Races, Buckroe Arts in the Park, and the new Holiday Wonder Walk



Fort Monroe Youth Sailing Dock & Pier

Volunteer Mobilization & Service Projects

PR&LS Volunteer Mobilization & Service Projects Include . . .

“Paint Out Pollution” projects with the James River Association, Kecoughtan High School Students, and Hampton Citizens, reminding the public to keep drains free of trash and debris



Hampton Clean City Commission Clean-Ups, including routine shoreline waste removal by 2,675 dedicated Citizen Volunteers annually, working 6,387 hours each year collecting over 58,590 pounds of trash and debris

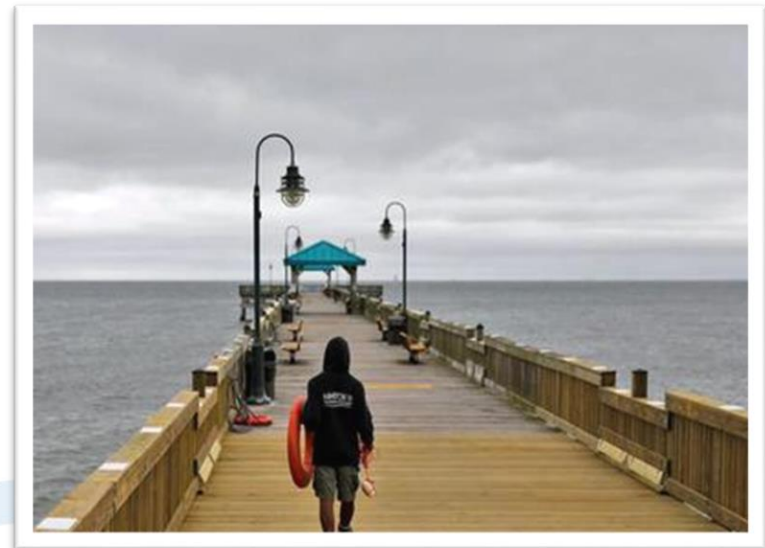


Maintenance, Improvement, and Repair Projects

Work continues on the Buckroe Boardwalk Renovation project, with improvements designed to last 50 more years for future generations to enjoy



In November of 2019, the James T. Wilson Fishing Pier was damaged during a storm by a loose contractor barge. During this time, Parks staff also used the opportunity to make improvements to the decking, rails, and lighting, among others.



Maintenance & Care

PR&LS Also Provides . . .

- Routine trash pick-up from receptacles at boat ramps, kayak launches, along the Water Walk trail, on beaches, and at ponds
- Shoreline maintenance, erosion control, and dredging
- Sand maintenance and daily beach-sweeping services
- Bait, tackle, pole rentals, and other fishing services at the James T. Wilson Fishing Pier
- Restrooms and cleaning services near water-based features for guest comfort
- Beautification, resilience, and maintenance projects along shorelines with plantings, habitat control, wildlife services, and markings

Planning Initiatives & Projects



Hampton Water Walk Trail



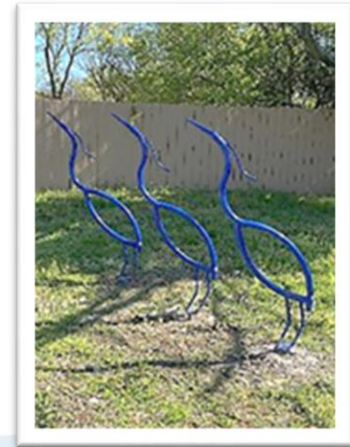
*Soil Erosion Control
@ SBNP*



*Downtown
Waterfront Lighting*



*“Sail One” Exhibit at Hampton
History Museum*

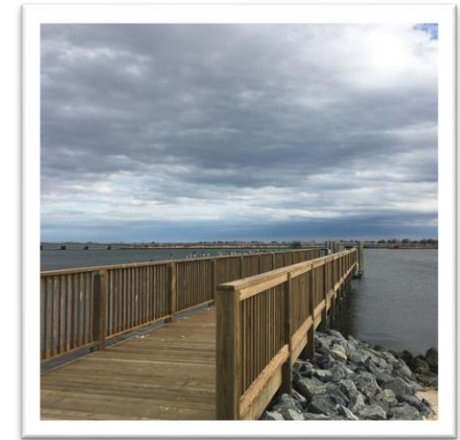


*Grandview Entrance
Improvements*

Planning Initiatives & Projects

PR&LS Recent Planning Initiatives and Projects Include . . .

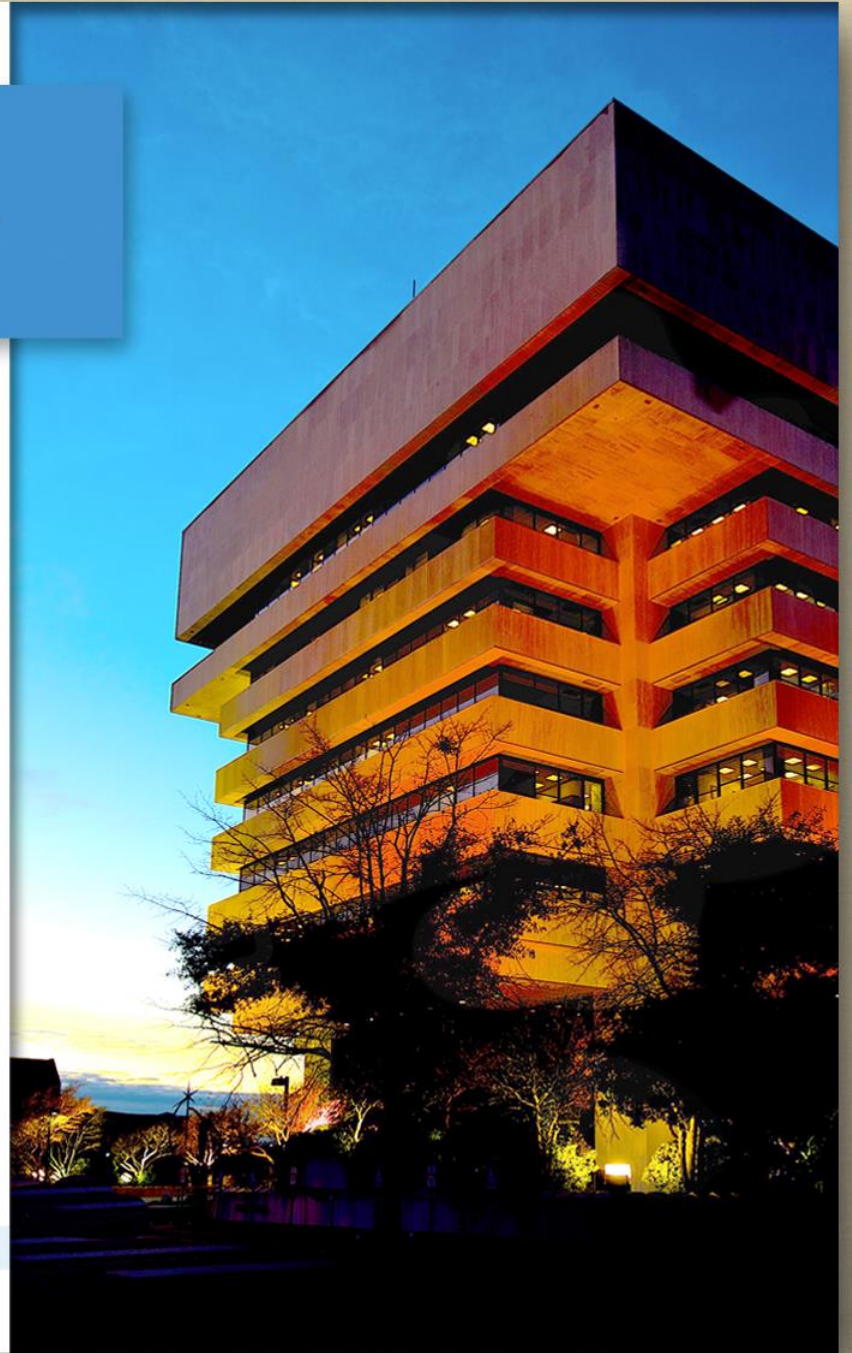
- Buckroe Boardwalk Renovation
- Drainage Improvements and Kayak Launch at Air Power Park (FY21)
- Erosion Control & Dock Improvements at Sandy Bottom Nature Park
- New Aquatics Center Design/Build Project
- Back River Channel Markers
- Paint-Out Pollution and Clean City Waterways Clean-Ups
- Downtown Waterfront Lighting & Placemaking Projects
- Hampton History Museum “Sail One” Exhibit
- Public Boat Ramp Research and Data Collection
- Grandview Entrance Improvements & Grant Applications
- Phoebus Dinghy Dock and Fort Monroe Dock & Pier



*Phoebus
Dinghy Dock*

HAMPTON VA

**Water As An
Economic Driver:
Tourism**



“Water” As An Economic Driver

Marketing Water-based Tourism to Generate Economic Impact



According to the Chesapeake Bay Foundation, Americans take more than 900-million trips to coastal areas annually and spend \$44-billion on these trips.

“Water” As An Economic Driver

Coastal settings have destination appeal

Hampton has an array of entertaining, recreational and savory experiences centered around the water. All of these combine to make Hampton a more desirable visitor destination. Hampton is 11th Most-Visited City in Virginia.*

Waterfront Accommodations

Waterfront Dining & Seafood

Beaches

On-the-Water Attractions

Fishing Piers

Marinas

Boat Ramps & Kayak Launches

Special Events

Walkable Experiences



**Source Virginia Tourism Corporation*

“Water” As An Economic Driver

54% of Americans take a trip between June 1 and Labor Day.

Visits to coastal environments resulted in greater calmness, enjoyment, and refreshment than visits to other outdoor locations. --Deloitte 2021 Report

33% prefer to vacation at the beach and 23% of Americans expect to vacation at the beach in 2021.

--Flip Flop Report, Today.com

Beach vacations and road trips are top in planned trips for 2021, along with National Parks, Camping, City Stays and Staycations.

--Twiddy & Company

“Water” As An Economic Driver

25 Best Family Beach Vacations to Take with Kids in US

Buckroe Beach named 16th by *Trip Advisor*, February 2019

Rated Very Good by Trip Advisor reviewers

Buckroe Beach is consistently named as top Virginia beach

USA Today 10 Best

Vacation Idea, January 2021

That Crazy Tourist, 2021

Trip Advisor, 2021

Urban Buzz

Planetware, July 2019

The Washingtonian, 2018

Republic of Durable Goods, 2019

AZCentral

Livability, 2018

Tripping

TourRom

The Talking Suitcase



“Water” As An Economic Driver

Hampton’s waterfront is a visitor draw

- **Visitors whose primary purpose is to visit the Beach** spend \$930 per trip and stay 3.9 nights*
- **Leisure Visitors** who enjoy scenic waterfront getaways spend \$549 per trip, stay 2.5 nights, and Family travel parties average \$746 per trip, stay 2.4 nights*
- **Sports Tourism Events** that draw Sports, Recreation & Outdoor travelers, i.e. sailing regattas, Hampton Cup Regatta, cruising rallies, sand soccer, beach volleyball, and running events like Crawlin’ Crab Half-Marathon, spend \$918 per trip, stay 3.3 nights*
- **Water-Oriented Festivals and Events fuel local businesses** such as Blackbeard Pirate Festival
- **Public Private Partnerships** like Hampton Public Pier and Miss Hampton Harbor Tours

*Source Virginia Tourism Corporation

“Water” As An Economic Driver

Boater visitation is good business for Hampton

- A 2017 Monmouth University Urban Coast Institute study funded by NOAA, boating parties spend \$318 per trip, incl. maintenance fuel, food and beverage. 14% of water trips occurred outside the state where boat was launched. Virginian boaters average 1.5 days per trip.
- VIMS reports that of 8800 boaters surveyed, an avg. of \$24,792 was spent on boating annually. Average age of boat owners is 51 years.



“Water” As An Economic Driver

Partnership with DHDP to Attract Boaters

Share marketing effort, placing ads and garnering editorial coverage in *Waterway Guide*, *Chesapeake Bay* magazine, *Spinsheet*, *Proptalk*, *Cruising the Chesapeake Bay*, *Cruising the Intracoastal Waterway*, social media, and app *Featured Marinas*. We annually represent Hampton at Annapolis Boat Shows.

SEE THE SEA

INSPIRED.

There's sea as far as the eye can see in Coastal Virginia's crown jewel, Hampton, VA. Chase the horizon during a sunset sailing trip, or drop a line and watch time slow down while you spend the day fishing. With its easily accessible waterways, marinas, waterfront dining and lodging, plus convenient charter services, Hampton, Virginia is the place to drop anchor.

Get inspired at visithampton.com



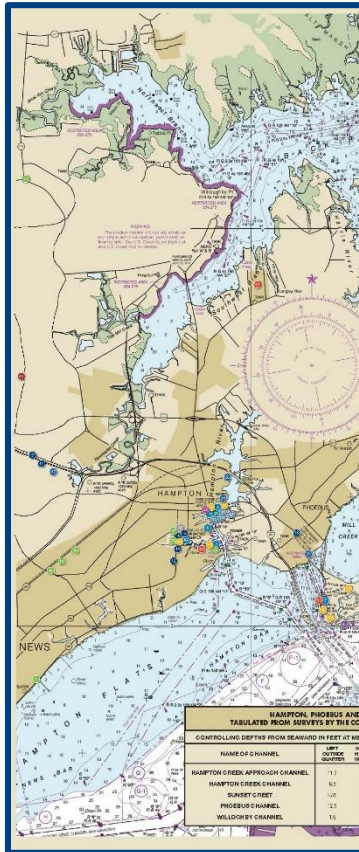
“Water” As An Economic Driver

Marketing Hampton’s Water Recreation

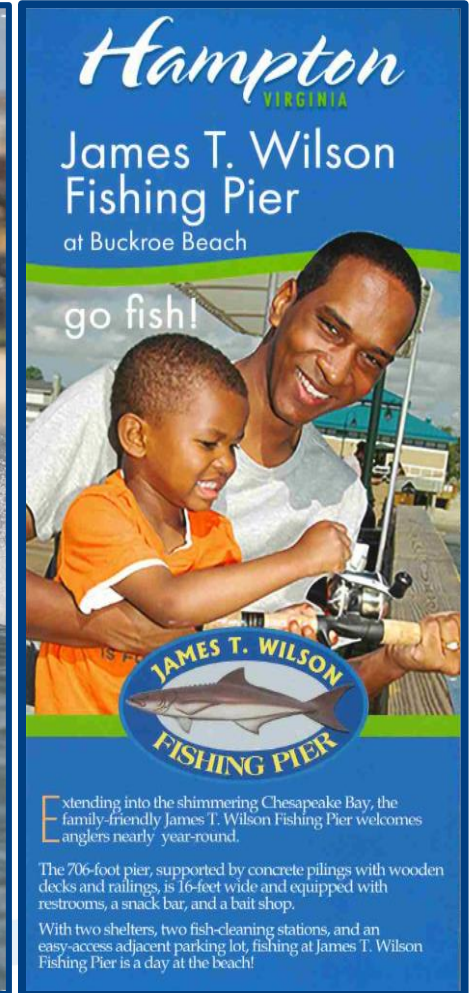
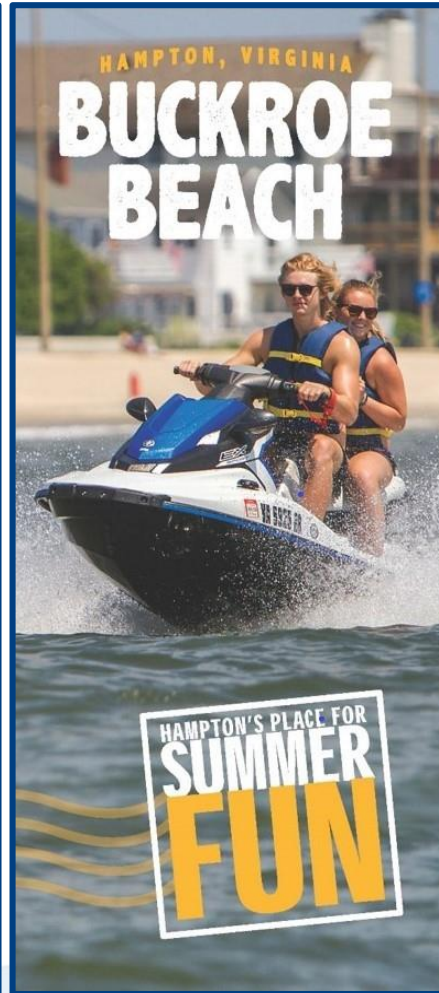
Hampton CVB combines print, digital, video, billboards and broadcast advertising in our media strategy

- Destination & Boater Ads
- Brochures for Boating, Buckroe Beach, Fishing
- Annual Visitor Guide
- VisitHampton.com, Virginia.org
- Seasonal Billboards and Radio Ads
- Event Sponsorship & Support
- Sea To Stars Ticket Promotions
- Marketing Attractions at Coastal Gateway Welcome Center, Time Shares
- Videos of Hampton, Downtown, Phoebus experiences
- Sports Hampton Event Marketing
- Media Team effort to capture third-party credible coverage

“Water” As An Economic Driver



Hampton Boating Brochure (above)
Buckroe Beach Brochure (middle)
James T Wilson Pier (right)



“Water” As An Economic Driver



LET'S GO
TO
BUCKROE!

THIS IS
Hampton
VIRGINIA

VISITHAMPTON.COM



LET'S GO TO
BUCKROE!

THIS IS
Hampton
VIRGINIA

VISITHAMPTON.COM

“Water” As An Economic Driver

Sailing,
INSPIRED.

HAMPTON, VA

• EST. 1610 •



Where the Lower Bay meets Hampton Roads, Hampton welcomes you with exceptional boater amenities. Dock in Hampton, an inviting port of call inspired by snow birds and sailors traversing the Intracoastal Waterway and beyond.

Hampton
VIRGINIA

GET INSPIRED AT VISITHAMPTON.COM

CALL 800-800-2202

SUNSHINE INSPIRED.



Inspired to travel again? Celebrate your freedom to explore by visiting beautiful Hampton, Virginia! Catch some sunshine (or some Zzz's) at Buckroe Beach, walk in the footsteps of American history at Fort Monroe or one of our museums, gaze up at the stars at the Virginia Air & Space Center, and tour the Chesapeake Bay on the Miss Hampton II cruise.

Discover all there is to see and do at visithampton.com

Hampton
VIRGINIA

BEAUTY ON THE BAY INSPIRED.

Hampton, Virginia boasts excitement, beauty, and adventure as vast as the open seas! Climb aboard the Miss Hampton and tour Chesapeake Bay, or charter a boat and explore the Atlantic Ocean. Feel the rush of adrenaline-pumping watersports, or cast a line for a relaxing time at one of our world-famous fishing piers. Savor the moment, and the flavors, with a mouthwatering seafood feast freshly prepared by our talented chefs.

Get inspired at visithampton.com



VISIT
HAMPTON
VIRGINIA

“Water” As An Economic Driver

 **Visit Hampton, Virginia!** Sponsored ·  ...

Climb aboard the Miss Hampton and tour Chesapeake Bay. Charter a boat and explore the Atlantic. "Sea" all there is to do!




Boating, Inspired

 **Visit Hampton, Virginia!** Sponsored ·  ...

Charter a boat and tour the Atlantic or Chesapeake Bay. Cast a line at a fishing pier. Feel the rush of watersports. And more!



Water Adventure, Inspired

 **Visit Hampton, Virginia!** Sponsored ·  ...

Drop a line. Climb aboard. Take a tour. Enjoy the salt life, and discover adventure on the open seas in Hampton, Virginia.



See the Sea, Inspired.



“Water” As An Economic Driver

Fun,
INSPIRED.

HAMPTON, VA

• EST. 1610 •



HAMPTON, VA

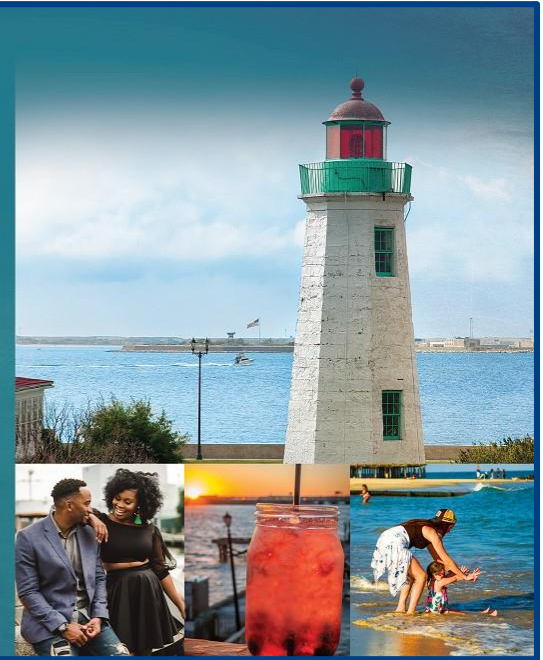
HISTORY,

INSPIRED.

• EST. 1610 •

History comes alive in Hampton. Journey through America's story at "Freedom's Fortress" in Fort Monroe, and discover culture from around the world at Hampton University Museum, home to the world's first African American fine art collection. Create unforgettable family memories at Buckroe Beach, and dine with the horizon as your backdrop at our waterfront and harbor. GET INSPIRED AT VISITHAMPTON.COM

Hampton
VIRGINIA

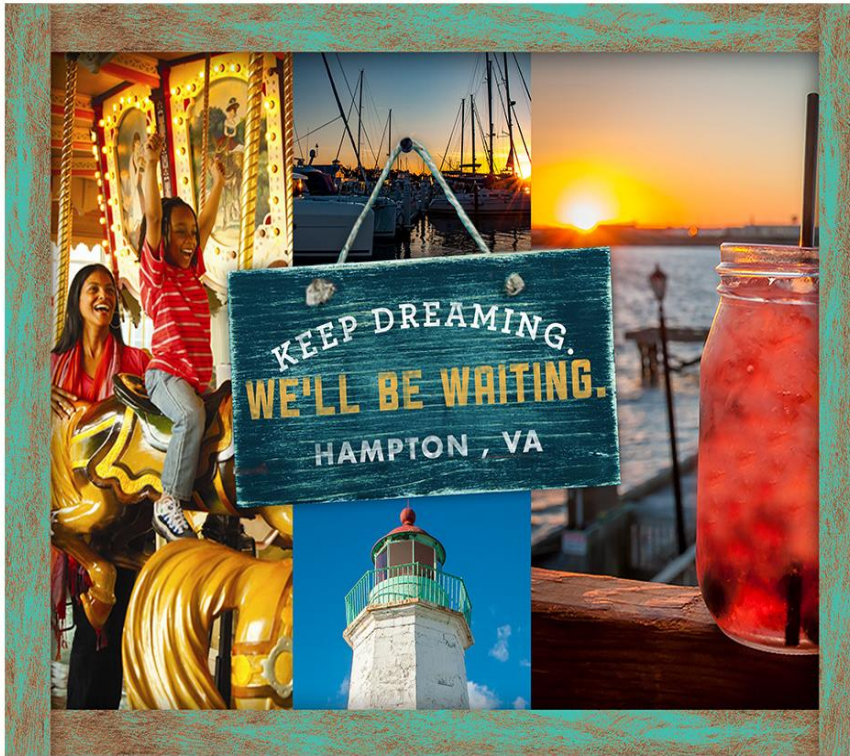


Discover the world's greatest harbor, dip your toes in the sun-kissed sand and surf of Buckroe Beach, journey through history at Fort Monroe and Fort Wool, and explore the cosmos at Virginia Air & Space Center.

GET INSPIRED AT VISITHAMPTON.COM

Hampton
VIRGINIA

“Water” As An Economic Driver



Hampton
VIRGINIA

Daydreaming of bustling harbors, sprawling beaches, interactive museums, and wide-open spaces? Us too. We might be stuck at home now, but when it's time to step outside we'll be ready to welcome you. In the meantime, keep dreaming—and stay safe.

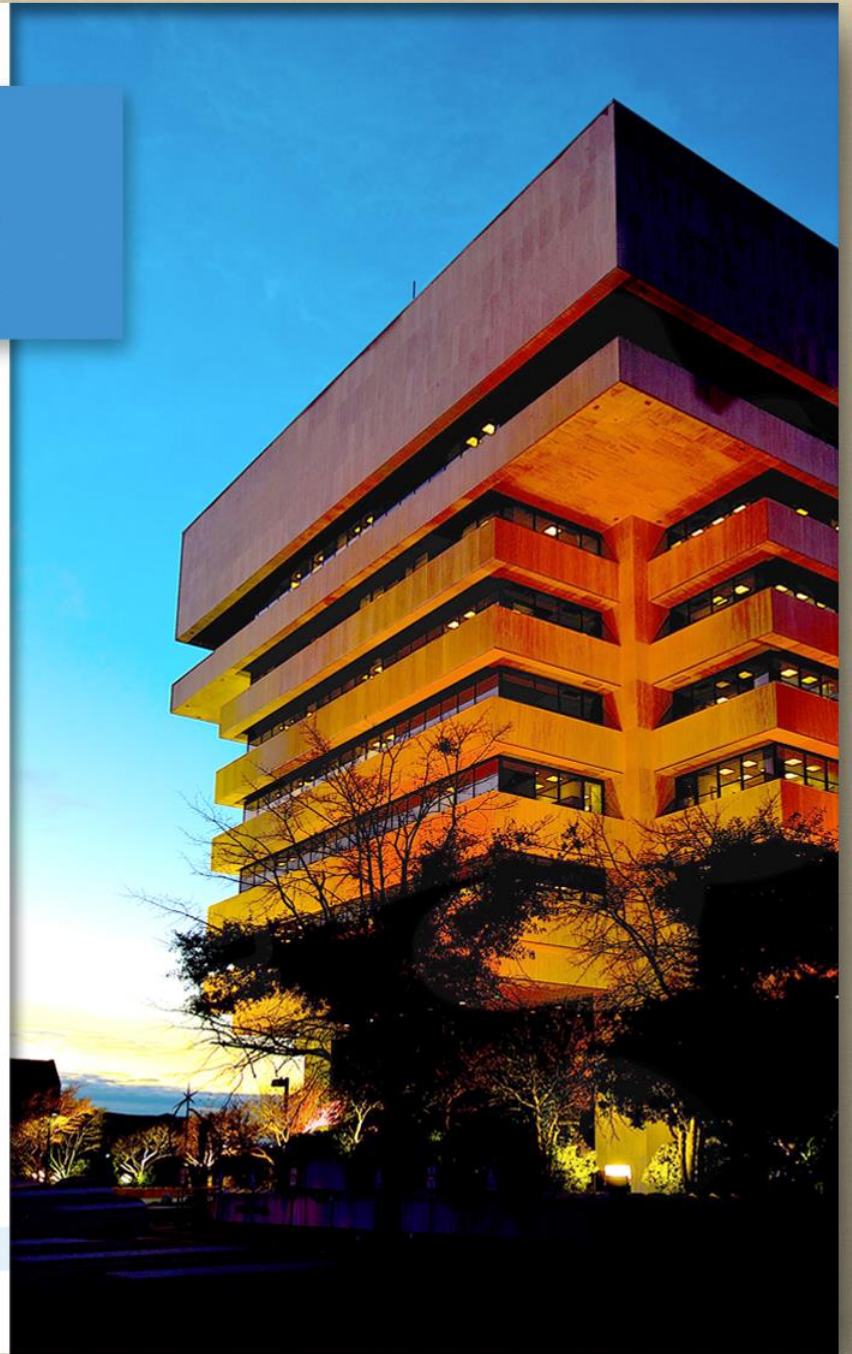
START PLANNING YOUR NEXT EXCURSION, EVENT, CONVENTION OR COMPETITION AT VISITHAMPTON.COM



★
★
★
★
VISIT
HAMPTON
VIRGINIA

HAMPTON VA

**Water As An
Economic Driver:
Economic
Investment**



“Water” As An Economic Driver

VIRGINIA SEAFOOD AGRICULTURAL RESEARCH AND EXTENSION CENTER (AREC)

- \$9.4M investment
- Owner: VA Tech Foundation
- Tenant: VA Tech
- Purpose: Seafood Research Facility
- Location: Downtown Waterfront - Rudd Lane



“Water” As An Economic Driver



“Water” As An Economic Driver

WVS/PRG

- Multi-parcel, mixed-use development in Downtown Hampton
- 1,041,146 total SF
- 600 total apartment units
- 152 total townhomes
- Phase 1:
 - Former Goodyear site
 - 131 residential units
 - 10,000 SF commercial space
 - \$25M capital investment



“Water” As An Economic Driver

HAMPTON MARINA HOTEL

(FORMER CROWNE PLAZA)

- Shamin Hotel Group
- New flag – Hilton’s Tapestry Collection
- 700 Settlers Landing Road (Downtown Waterfront)
- 173 rooms; 7,593 SF of meeting space
- \$6.7M purchase price
- \$5.9M renovation budget



T A P E S T R Y
C O L L E C T I O N
BY HILTON™

“Water” As An Economic Driver

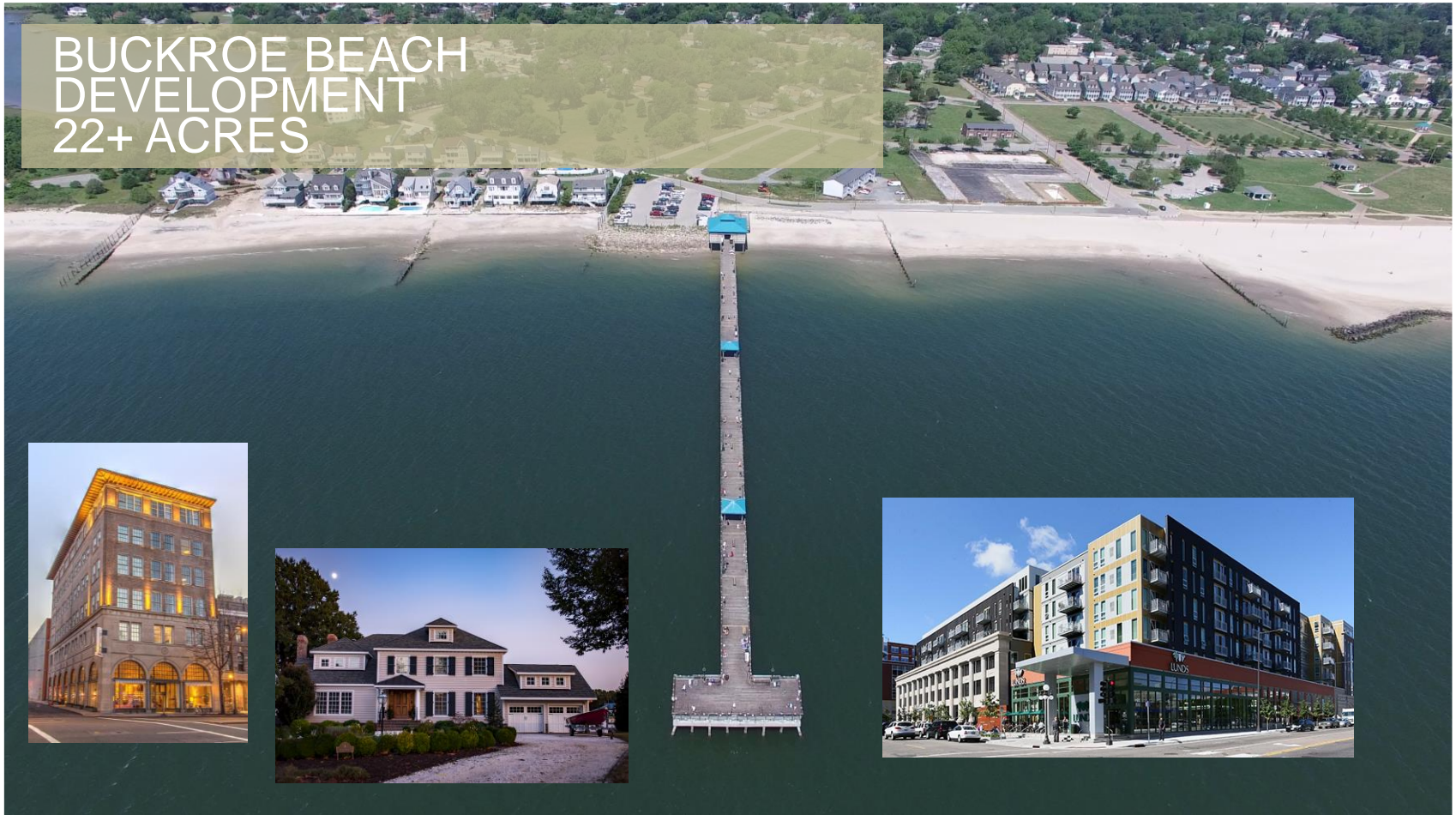
Hampton Seafood Industry

- Graham & Rollins is a 4th generation family owned, and operated, company since 1942. a reputation for being one of the largest crab processors on the East Coast.
- Sam Rust began as a two man operation in 1938 and has grown to 75 employees today.
- L.D. Amory is a family business begun in 1917.

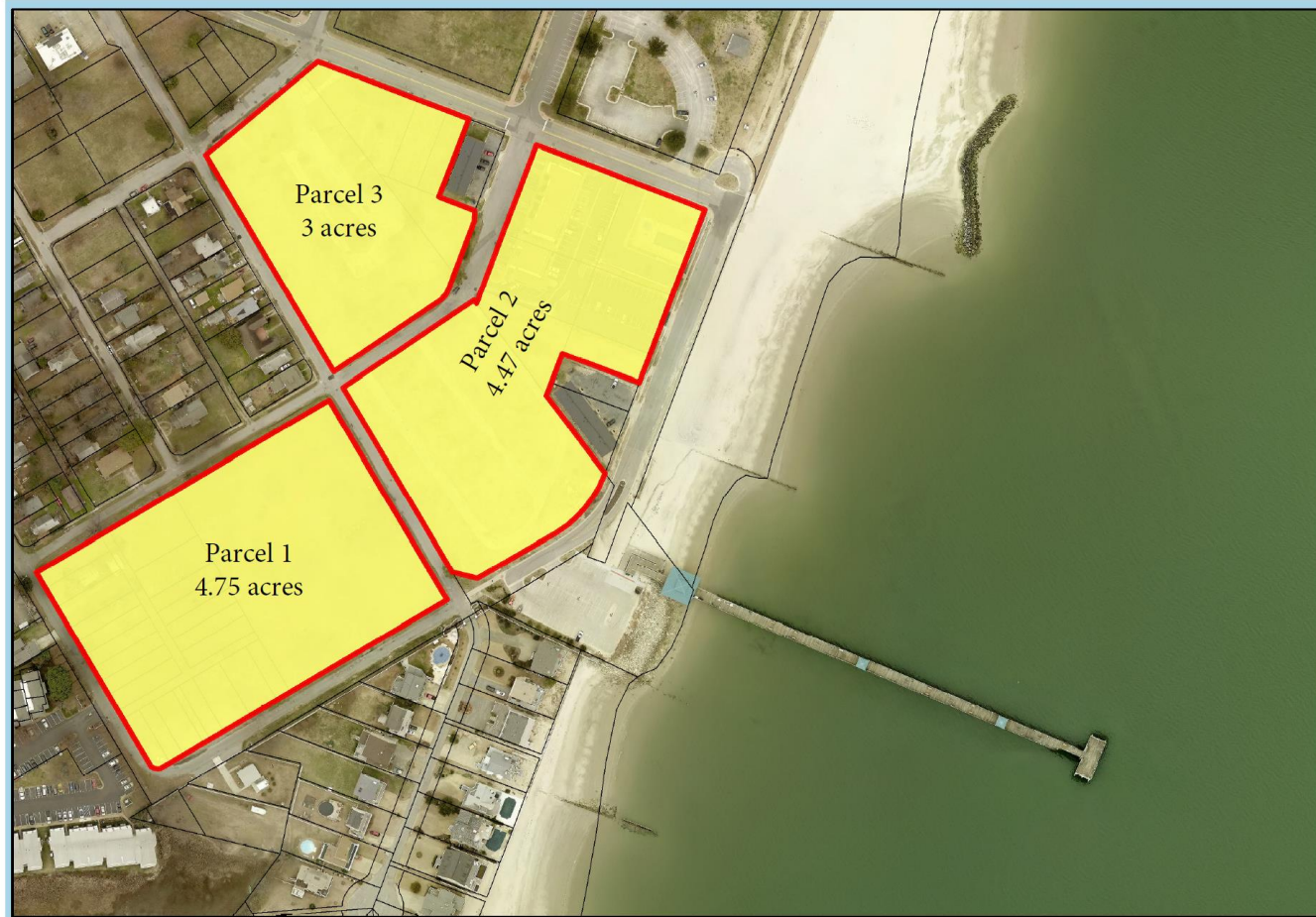


“Water” As An Economic Driver

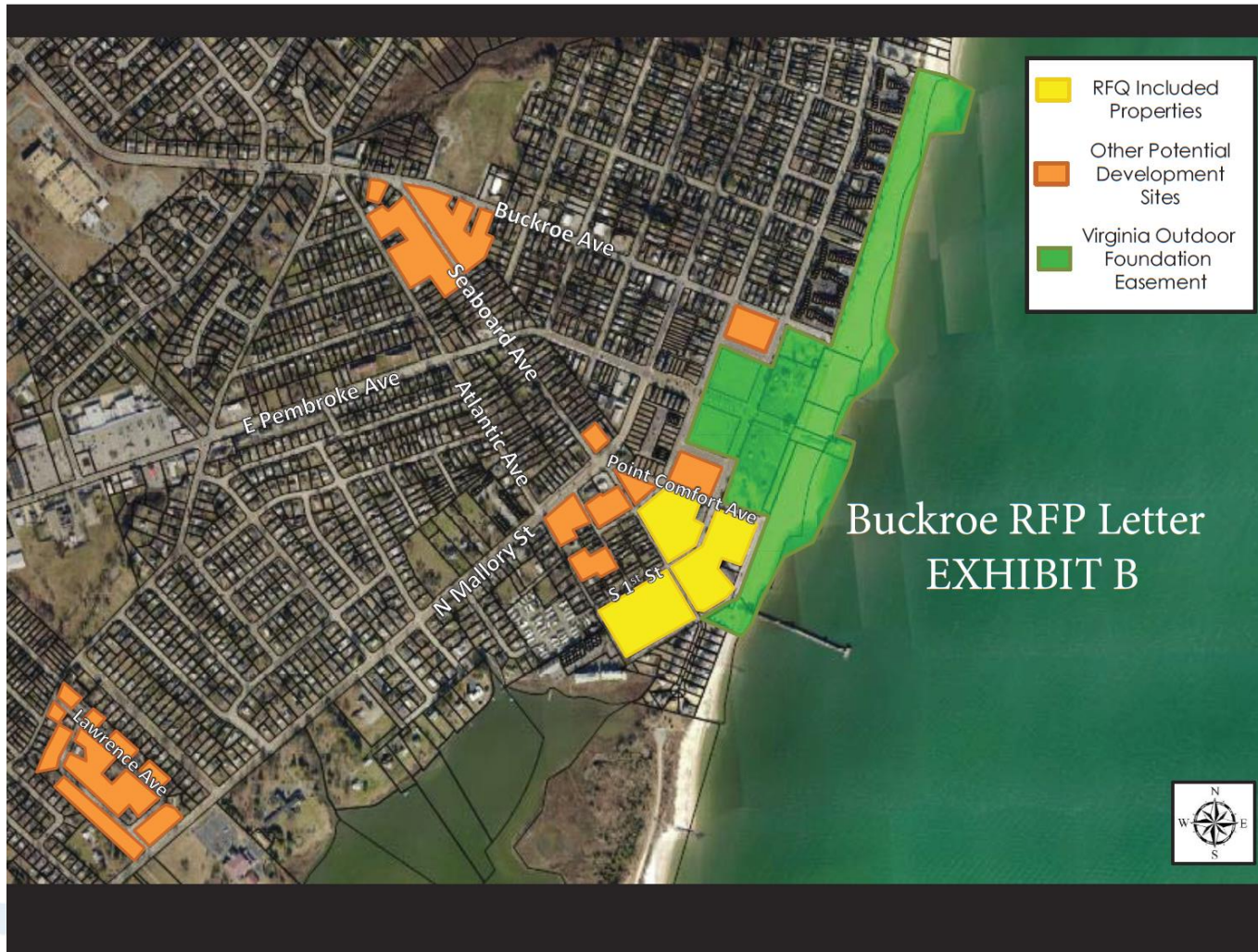
BUCKROE BEACH
DEVELOPMENT
22+ ACRES



“Water” As An Economic Driver



“Water” As An Economic Driver



“Water” As An Economic Driver

FORT MONROE
— Where Freedom Lives —

- 478 Acres National Park Service
- 100 acres Fort Monroe Authority (FMA)

Major Mixed-Use Development Opportunities:

- Residential
- Marina
- Hospitality
- Office



“Water” As An Economic Driver

Unmanned Systems

- Huntington Ingalls Industries building 157,500 square foot *Unmanned Systems Center of Excellence* creating over 250 new jobs.
- Longbow and its partners are working to establish a regional research and testing facility focused on Unmanned Systems. Submitting for a GO Virginia grant for planning study.



“Water” As An Economic Driver

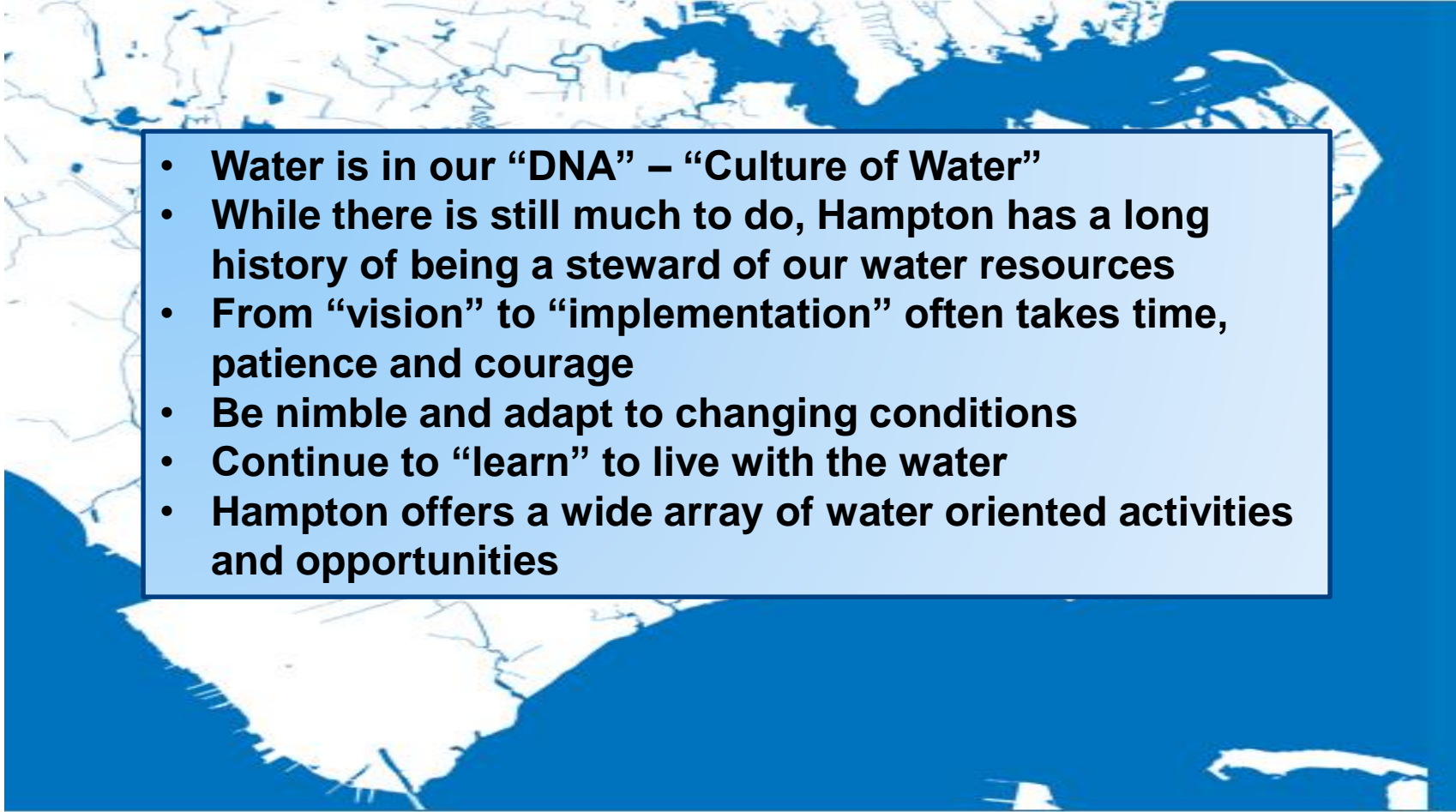
Wind Power

Dominion Energy Announces Largest Offshore Wind Project in US

- Proposal includes more than 2,600 megawatts of wind energy by 2026 off Virginia coast
- More than 220 wind turbines would power 650,000 homes at peak
- Project supports commitment to reduce carbon emissions by 55 percent by 2030



Closing Thoughts

- 
- **Water is in our “DNA” – “Culture of Water”**
 - **While there is still much to do, Hampton has a long history of being a steward of our water resources**
 - **From “vision” to “implementation” often takes time, patience and courage**
 - **Be nimble and adapt to changing conditions**
 - **Continue to “learn” to live with the water**
 - **Hampton offers a wide array of water oriented activities and opportunities**

Questions?

