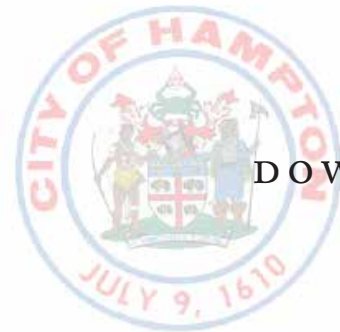


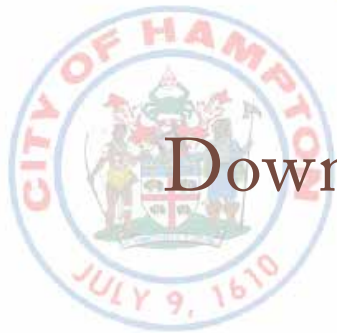


## DOWNTOWN HAMPTON MASTER PLAN

Hampton, Virginia URBAN DESIGN ASSOCIATES



ADOPTED BY CITY COUNCIL ON 14 JANUARY 2004  
AMENDED 14 JUNE 2017



# Downtown Hampton Master Plan

**PREPARED FOR**  
City of Hampton  
**FUNDED BY**  
City of Hampton

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A special thanks to the countless  
Hampton residents, too many to  
name, who gave their time and  
energy to this effort.

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June 14, 2017 — Downtown Master Plan Update

# Executive Summary



## KEY CHALLENGES

Entrances to Downtown are unattractive and confusing.

Settlers Landing Road functions as a highway that creates a barrier between Downtown and the Waterfront.

The local street pattern fails to connect to the Waterfront.

Large parking areas create a vacant, deserted image while failing to provide visitor-friendly parking.

In-town neighborhoods are separated from Downtown by wide roads and underdeveloped areas.

There are very few residences in the Downtown Core.

**PUBLIC INVOLVEMENT** The Master Planning process engaged citizens, property owners, business owners, and public officials in building a consensus vision for Downtown Hampton.

2017: IN 2004, THE CITY PREPARED a Master Plan for Downtown to guide and coordinate future growth and investment. A decade of development coupled with local, regional and national economic changes warranted a fresh look at the Downtown Master Plan. Despite changing circumstances, the core vision, principles, and frameworks from the 2004 Plan remained sound. Additionally, lessons learned through other update processes led to a more strategic and site-specific approach to the update. The 2017 update focuses on strategically important sites that provide ready, high-impact opportunities to grow and enhance Downtown Hampton, particularly Harbor Square and Bright's Creek.

The Harbor Square site has been acquired by the City since the adoption of the original Downtown Master Plan. Approximately fourteen acres in the core of Downtown are available for redevelopment, and this update examines future uses of the site. Bright's Creek was included in the original Master Plan; however, sparse detail was provided for the design and development of the site. This update provides a more detailed framework for the development of Bright's Creek. Updated recommendations are proposed for the waterfront core, data throughout the plan has been updated to reflect market changes, and site specific plans undertaken since completion of the original Downtown Master Plan have been incorporated into the recommendations.

The process of reviewing and updating the 2004 Downtown Master Plan began in the summer of 2014 and was completed in spring 2017. This process was informed by input from members of the Downtown Hampton Development Partnership, recommendations provided by Hampton First and individual stakeholders.

2004: Over 300 people participated in creating a new Master Plan

for downtown Hampton. In the course of community workshops, interviews, focus group discussions, and public meetings, the citizens of Hampton described their perception of the City's assets, the problems it faces, and their dreams for its future. Stakeholders clearly articulated the challenge: to establish an aggressive course for growth while maintaining the City's existing charm and intimacy. Given this challenge, a consensus vision for a vibrant mixed-use downtown, connected to the waterfront, surrounding neighborhoods, and the City's heritage emerged from the participants. In addition, the need to improve and enhance key gateways to Downtown was identified as an important topic to be addressed.



An aerial view of Downtown Hampton from the south as it existed in 2004.

#### DESIGN RESPONSES

A new expressway entrance at King Street and improvements to Armistead Avenue and Settlers Landing Road provide improved portals to downtown.

Settlers Landing Road is transformed into a downtown street, lined with on-street parking and mixed-use buildings with retail on the ground floor.

North-south streets are redesigned to create comfortable pedestrian connections between the Downtown Core and the Waterfront.

New residential units are to be built in the core of Downtown and in-town neighborhoods.

New waterfront development, including a signature development on Settlers Landing Road, creates a new front door.

New parks and infill development in nearby neighborhoods further stabilize the downtown area.

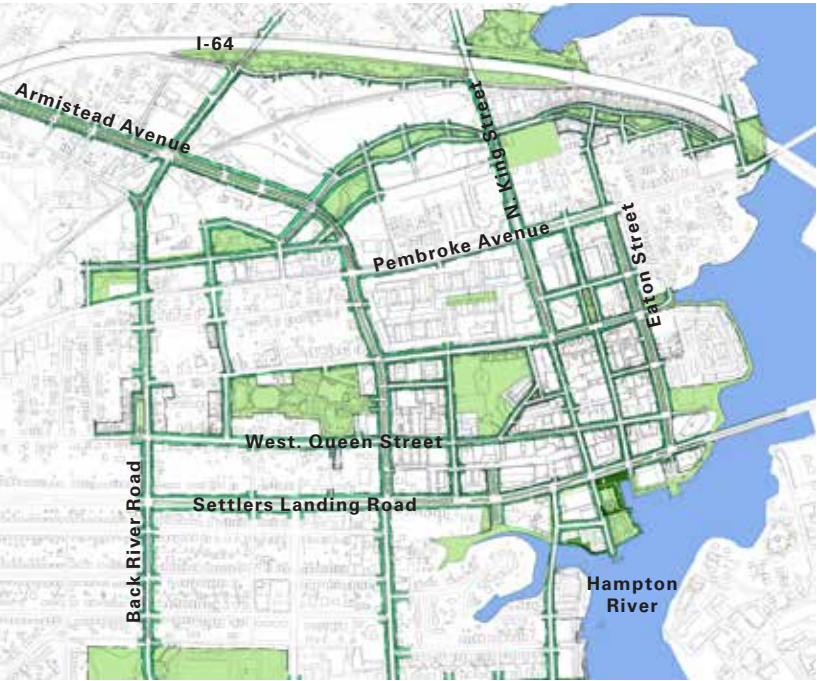


Proposed aerial view of downtown Hampton from the south

A Framework for a Waterfront Downtown

In order to realize this vision, the Master Plan recommends a new pattern of interconnected streets and public open space that builds on existing amenities and creates an effective framework for development. This framework will create a series of attractive development parcels with strong marketing advantages because of the quality of their “address.” Seven proposed initiatives include both private development and public space improvements in order to create a complete address. The Master Plan identifies specific development opportunities either on publicly controlled land or land for which collaboration is likely. These are illustrated in detail on the Initiatives pages of this Plan.

The Plan also includes proposals for redevelopment of privately owned property which are described in less detail. Partnerships and collaborations with private property owners are recommended as a means of advancing these components of the Plan.



FRAMEWORK OF STREETS AND PUBLIC SPACE Future growth of Downtown and surrounding neighborhoods will be guided by open space and street connections to the water.



HAMPTON'S NEW FRONT DOOR Housing and retail along the waterfront will create a new front door to Hampton's downtown.



ILLUSTRATIVE MASTER PLAN A new downtown core (outlined in black) will be better connected to both the water and to the surrounding in-town neighborhoods of Pasture Point, Olde Hampton, and Victoria Boulevard.

- |                                                              |                                |
|--------------------------------------------------------------|--------------------------------|
| ATTACHED RESIDENTIAL BUILDING (TOWNHOUSE/ROWHOUSE/LIVE-WORK) | INSTITUTIONAL BUILDING         |
| MULTI-FAMILY RESIDENTIAL BUILDING                            | PUBLIC PARKS AND OPEN SPACE    |
| MIXED-USE BUILDING                                           | SEMI-PUBLIC OPEN SPACE         |
| RETAIL BUILDING                                              | COMMERCIAL AND INDUSTRIAL LAND |
| OFFICE BUILDING                                              | PARKING LOT                    |
| INDUSTRIAL BUILDING                                          | WATER                          |
|                                                              | STUDY AREA                     |

Seven initiatives have been designed to revitalize Hampton’s Downtown Core and Waterfront and strengthen connections to and encourage re-investment in the surrounding in-town neighborhoods.

1 King Street Landing & the Waterfront Core

Settlers Landing Road is transformed into a Downtown street with mixed-use development extending the core of Downtown to the Waterfront. A new market place with active, engaging uses creates King Street Landing, a new focus for Downtown on the water. Along Settlers Landing Road a coordinated parking system supports retail Downtown.

2 Salters Creek Landing & Franklin Street Corridor

Franklin Street is extended from Settlers Landing Road to Pembroke Avenue creating a north-south link to the Waterfront. New residential buildings along it will provide Downtown housing units to support retail uses.

A new waterfront park, Salters Creek Landing, will extend the Waterfront three blocks to the west; it aligns with a new formal drive for the Hampton History Museum, emphasizing this cultural resource as a focal point of the redevelopment. Residential development with the potential for some limited ground floor commercial/retail space lines Franklin Street to bring renewed vitality to this portion of the Downtown/Waterfront Core. The 2004 Downtown Master Plan envisioned a long term project to redevelop the Harbor Square housing development, and the 2017 update provides a more detailed concept for the future redevelopment of the site. Harbor Square will be a Downtown neighborhood with a mix of multifamily residential, neighborhood supporting retail, perhaps anchored by a small specialty grocer.

3 Lincoln Street Landing & Upper Wine Street

New streetscapes along Wine Street and Kings Way provide an appropriate setting for mixed-use, infill development, extending the Downtown Core to Lincoln Street and providing additional residential development. Eaton Street is transformed into a linear park to provide a setting for additional residential development to connect the Core with the Pasture Point neighborhood.

4 Olde Hampton Neighborhood

Grant Park is reconfigured to become a more visible and safe community amenity. The historic Watkins Feed Store is redeveloped as a mixed-use building. New homes on currently cleared land in several locations set the stage for an infill housing program to follow and support the current efforts and plan developed by the neighborhood.

5 Pasture Point Neighborhood

Though generally a strong neighborhood, Pasture Point suffers from industrial uses scattered throughout. The Plan recommends redeveloping the industrial land and the interstate’s edge with a greenway and residential uses. New street patterns will discourage through traffic, and a greenway will connect Pembroke Landing with Bright's Creek.

6 Bright's Creek & Armory District Redevelopment

The industrial lands north of Downtown can be developed more effectively by transforming Bright’s Creek into the central feature of a linear park. The area south of the park can become an in-town multi-family residential neighborhood. Prime high-visibility office and research property can be developed northwest of the park along the interstate’s edge. To the northeast of the linear park, a Downtown attraction can be developed. Commercial uses should be developed along the Armistead Avenue Corridor.

Bright’s Creek is revitalized and transformed into an amenity, an address for new higher density housing, and an opportunity for expanded office development as well as a Downtown attraction.

The Armory district serves as the northern gateway and ‘front door’ into Downtown and a connection between Downtown and the City’s neighborhoods. It will develop as an in-town neighborhood offering residential, commercial, and entertainment venues located in buildings of an industrial and contemporary aesthetic.

7 Victoria Boulevard Neighborhood

This stable neighborhood is concerned about through traffic. Traffic-calming devices should continue to be used. Future redevelopment of waterfront sites should require guidelines to create a public waterfront and to protect views of the waterfront for the neighborhood.



FRANKLIN STREET Illustrative view north along extension of Franklin Street toward the Sargent Building



OLDE HAMPTON NEIGHBORHOOD Illustrative view of new housing and the restored Watkins Feed Store on Queen Street



PASTURE POINT NEIGHBORHOOD Illustrative view of new housing along Eaton Street

# Process & Analysis

2017: THE PROCESS OF REVIEWING AND UPDATING the 2004 Downtown Master Plan began in the summer of 2014 and was completed in spring 2017. The planning process began with an analysis of the existing conditions in the Bright’s Creek and Harbor Square areas. Maps of the study area were prepared, and previous planning documents and development initiatives for the area were studied.

A planning workshop was held in September 2014 to engage key stakeholders, including the Downtown Hampton Development Partnership, Hampton First, the Community Development Department, and the Hampton Housing and Redevelopment Authority. Participants discussed strengths, weaknesses, and development potential of the Bright’s Creek and Harbor Square areas. Community Development Staff also met with business groups, neighborhood groups, and property owners to discuss preliminary concepts. These studies and discussions served as the basis for the creation of the design principles and helped define the program pieces for the study area.

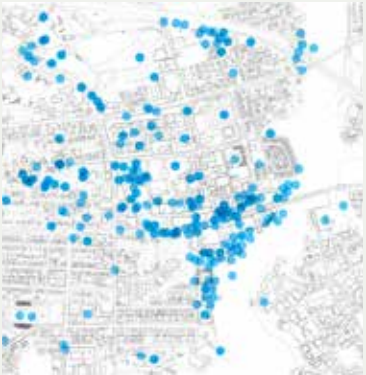
2004: In the course of community workshops, interviews, focus group discussions, and public meetings, the citizens of Hampton described the City’s strengths and weaknesses, as well as their hopes for its future.

The most frequently cited strengths include: Hampton’s heritage and sense of history; the charm and character of its historic houses

and neighborhoods; its small-town scale; the presence of the water; the character and scale of Queens Way; the museums and churches; the festivals; the diversity of its population; and a friendly, community spirit.

The most frequently cited weaknesses include: Downtown’s lack of sufficient retail and restaurant uses; Settlers Landing Road as a barrier that separates Downtown from the Waterfront; the street pattern which does not connect the City to the Waterfront effectively; the poorly developed Waterfront; the lack of Downtown residents; the way in-town neighborhoods are separated from Downtown by roads, empty lots, and parking lots; much of the modern architecture, (such as City Hall), which is inconsistent with Hampton’s historic character; and the lack of Downtown activity.

There was also agreement on the areas most in need of improvement: Settlers Landing Road; the Waterfront; the former supermarket site at Lincoln Street and Armistead Avenue and the buildings around it; Grant Park; the entry corridor along LaSalle Avenue including the dysfunctional properties in Olde Hampton at LaSalle Avenue and Queen Street and the Lincoln Street Housing Project; the industrial uses at the north end of Pasture Point; Downtown gateways at Armistead Avenue and Settlers Landing Road; and the area around City Hall.

| KEY POINTS (2004)                                                                                                                                                                           |                                                                                                                              |                                                                                                                                                                                                                                                                                      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ASSETS / GOOD PLACES                                                                                                                                                                        | WEAKNESSES / BAD PLACES                                                                                                      | Visions & Priorities                                                                                                                                                                                                                                                                 |
| History<br>Charm and intimacy<br>Special events<br>Waterfront<br>Walkability<br>Virginia Air & Space Museum<br>Victoria Boulevard Historic District<br>Mill Point Park<br>St. John’s Church | Settlers Landing Road<br>Garages on the Waterfront<br>Grant Park<br>Shopping center at Lincoln and Armistead<br>Freeway edge | Vibrant downtown with retail and restaurants<br>Additional downtown housing<br>Queens Way, west of King Street<br>Settlers Landing Road<br>Waterfront from Victoria Boulevard to Pasture Point<br>Grant Park<br>Pasture Point industrial<br>Shopping center at Lincoln and Armistead |
|                                                                                                         |                                          |                                                                                                                                                                                                  |
|                                                                                                        |                                         |                                                                                                                                                                                                 |

## RESIDENTIAL MARKET STRATEGY

2017: Hampton has a large stock of low- to mid-range value single-family housing and a small amount of higher end housing clustered in neighborhoods throughout the City. Although some limited urban housing has been developed since adoption of the 2004 Downtown Master Plan, the City continues to lack urban housing — apartments, townhouses, lofts, and mixed-use development — in the Downtown Core to meet existing market demand, and to bring residents to Downtown to support a vibrant commercial base.

The 2004 market analysis conducted by Zimmerman/Volk Associates identified a market demand for housing units in downtown Hampton and the in-town neighborhoods. It estimated the extent and characteristics of that potential market. According to the analysis, the target market for new market-rate housing units within downtown Hampton and the in-town neighborhoods consists of approximately 1,800 younger singles and couples, empty nesters and retirees, and family-oriented households.

The analysis, reiterated by a 2015 market study by Hunden Strategic Partners, indicated that new construction in the Downtown Core should concentrate on higher-density housing types that support urban development and efficient redevelopment, including:

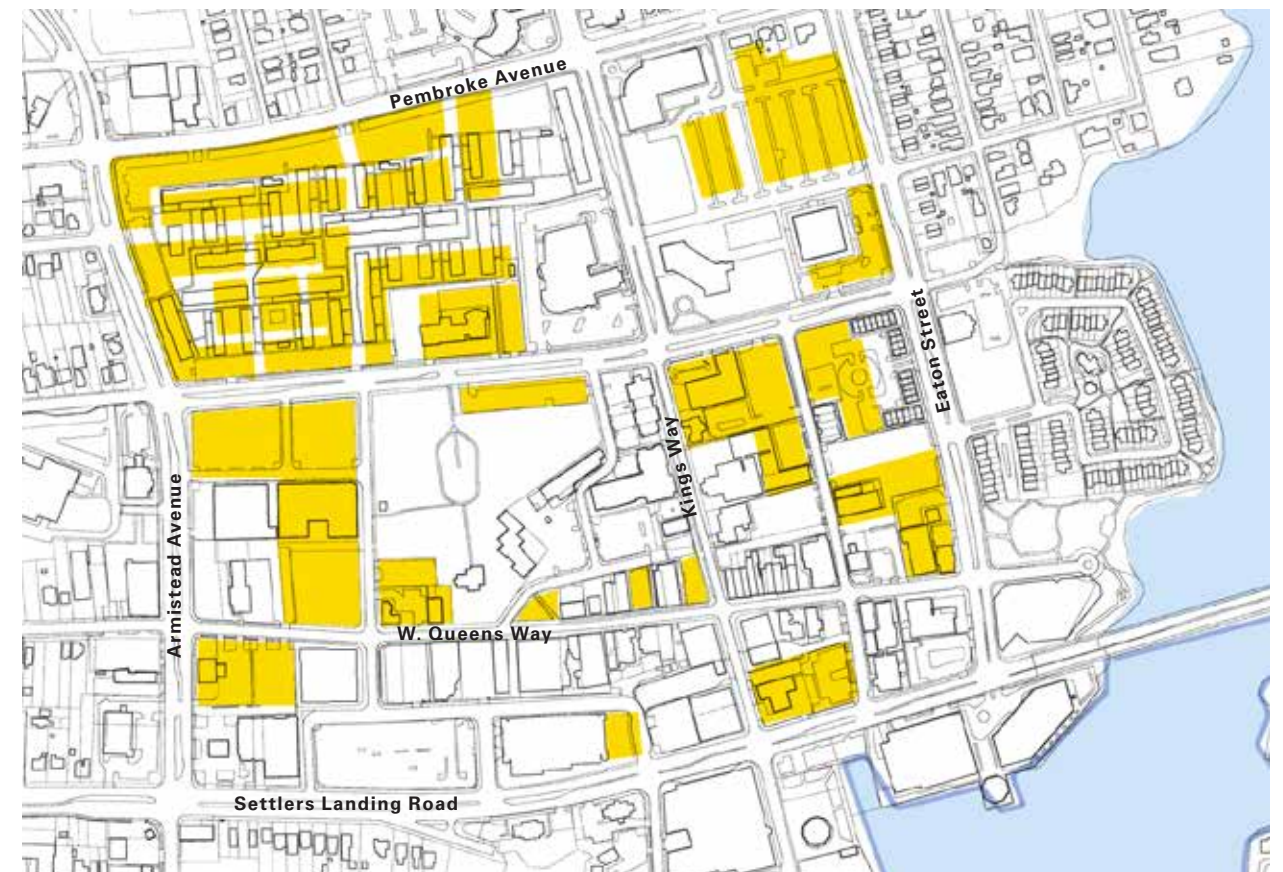
- » Rental lofts and apartments (multi-family for-rent);
- » For-sale lofts and apartments (multi-family for-sale); and
- » Townhouses, rowhouses, live-work or flex units (single-family attached for-sale).

At present, there are approximately 1,100 multi-family residential units in or near downtown — not all of which are well connected to the central business district. To create a true urban community, approximately 5,000 high quality urban residential units are needed in the downtown, with a concentration in the core business district.

Hunden Strategic Partners finds the strongest demand for high quality urban rental residential development, especially for two-bedroom units. Over the last several years, rental residential development has been the most successful development type in downtown, with an occupancy rate of 90% or higher. Condominiums, while less successful than rental since 2008, can be successful when a mix of development types matches the market demand.

Residential development is recommended to be dense and upscale with a mix of rental and owner-occupied properties. Owner-occupied properties are not required to succeed, and they should be limited and proportional to the market conditions. A mix of unit types and sizes should be included in new developments to attract a more diverse market; however, two-bedroom units should continue to remain the focus.

The experience of other American cities has been, once downtown residential opportunities are established, the percentage of households that will consider downtown housing typically increases. This illustrates Hampton's ability to attract additional residents to the downtown area as variety and stock of housing increases.



OPPORTUNITY SITES (2017) Sufficient available land exists today to accommodate several years of absorption. The areas in yellow indicate properties with Master Plan proposals. Additional land may be required to realize the full projected market potential.

TRANSPORTATION

2017: Recommendations of the original 2004 Downtown Master Plan remain relevant. The recommended I-64 interchange at King Street has been added to the region’s 2040 Long Range Transportation Plan for an initial study. An access road from the Rip Rap Road exit of I-64 to King Street is also being considered in the interim to improve access to Downtown and facilitate development in the Bright’s Creek area. Overall, the 2017 update recommends continuing to develop an improved, well-connected network of streets linking Downtown to adjacent neighborhoods, the waterfront, and major access routes. Franklin Street has been extended south to connect with Settlers Landing Road and extend north to connect with W. Pembroke Avenue.

It is recommended an additional emphasis be placed on opportunities for access by water. The development of water taxis between Downtown Hampton, Fort Monroe, and Norfolk should be investigated. Opportunities for access to the Downtown waterfront by boat and offerings of short term boat parking should be increased to allow visitors and residents to travel in a multi-modal fashion.

2004: The Transportation Analysis completed by Glatting Jackson identified several strategies for improving the circulation system of Downtown and re-establishing a “balance point” where the public right of way serves the multiple needs of pedestrians, motorists, visitors, and property owners. The complete Transportation Analysis is included in Appendix B. Key findings are summarized below.

Regional Access

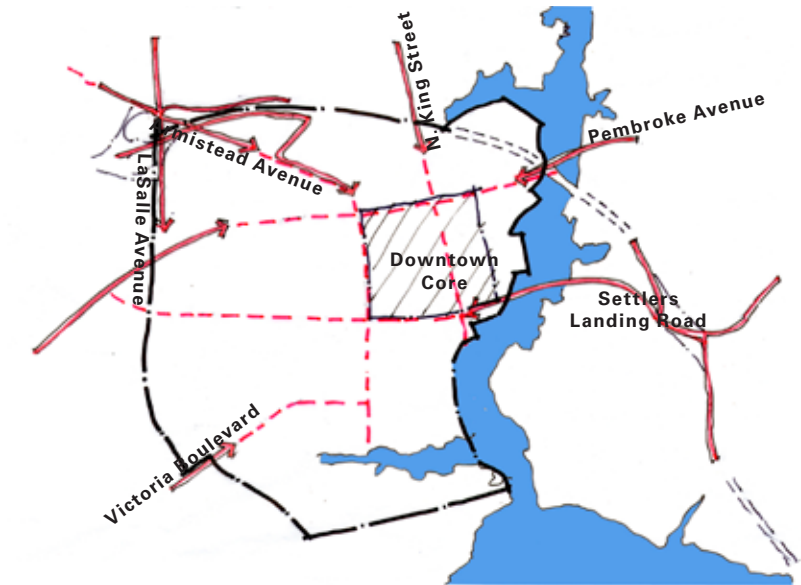
Although Hampton, in general, is well connected to the regional interstate system, downtown Hampton is not. Only two interchanges provide access to Downtown from I-64, and they do so via arterials

(Settlers Landing Road and Armistead Avenue) rather than leading directly to the center of Downtown. The Plan, therefore, recommends a new interchange at King Street to both provide direct access to Downtown and improved development opportunities in the under-utilized industrial areas between Armistead Avenue and I-64

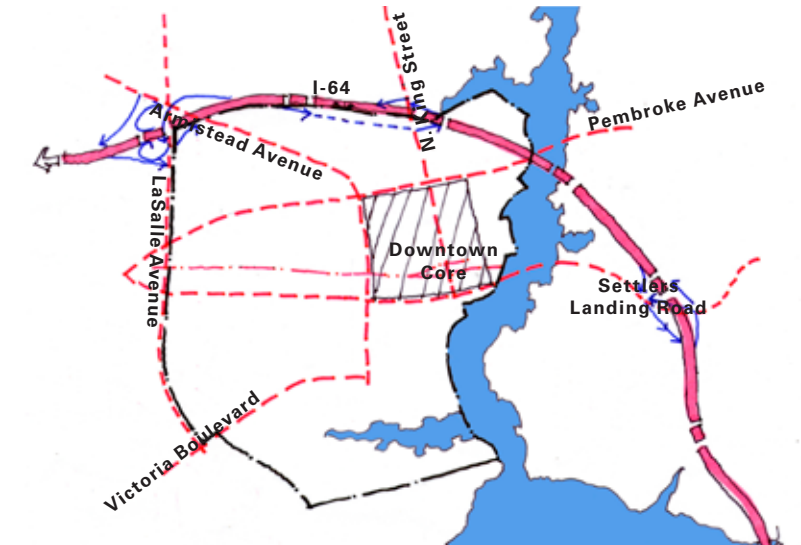
Downtown Streets

The 1965 Urban Renewal Plan for downtown Hampton created a ring of boulevards around downtown Hampton. Instead of connecting the greater city to Downtown, this ring of boulevards has become a barrier.

The Plan recommends utilizing the wide boulevard rights-of-way around Downtown to create pedestrian- and bicycle-friendly streets with on-street parking and generous landscaping. These will become part of an improved, interconnected network of streets linking Downtown to adjacent neighborhoods, the Waterfront, and major access routes.



EXISTING REGIONAL ACCESS Interchanges for Downtown serve streets that bypass the core of downtown Hampton.



PROPOSED REGIONAL ACCESS An interchange at King Street will increase access to the core of Downtown and reinforce King Street as a main north-south arterial for the City.

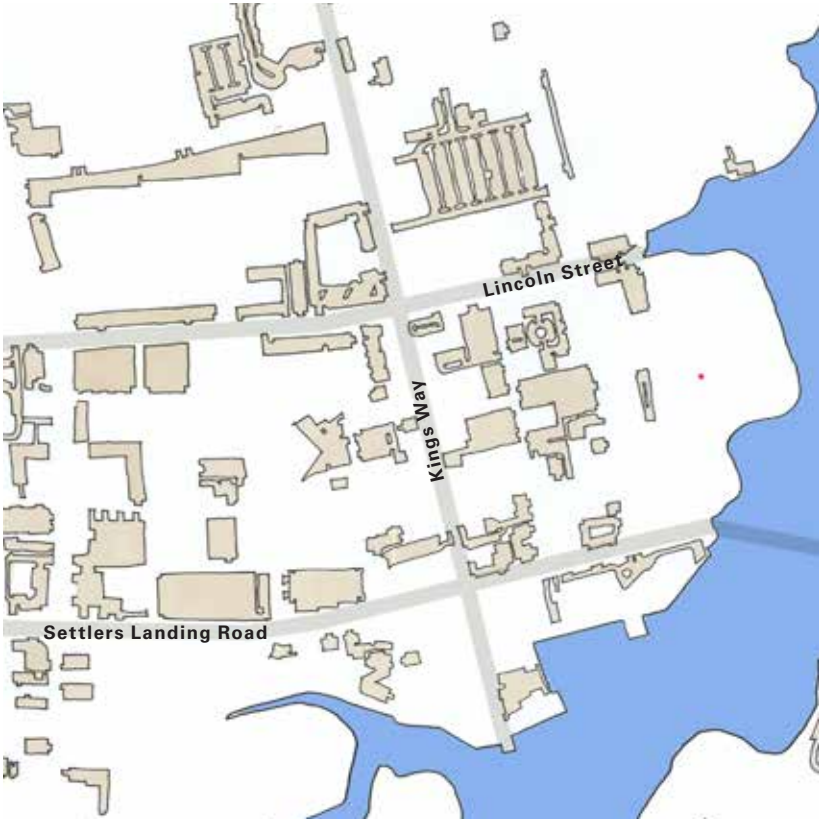
Parking

2017: Over the course of the last decade, the parking supply has changed little and continues to meet the needs of the existing businesses in the Downtown. While infill development has replaced a surface lot at Settlers Landing Road and Franklin Street, on-street parking has been added to Settlers Landing Road, Eaton Street, Lincoln Street and Franklin Street. Challenges of the existing parking supply and recommendations for the future of parking in Downtown remain relevant.

2004: The Public Works 2002 Inventory and the Master Plan’s Transportation Analysis concluded there is no shortage of parking Downtown. The existing parking supply is not well-managed, coordinated, or accessible. Other problems with parking can be attributed to inadequate signage, lighting, security and maintenance concerns, and damage to facilities. Therefore, adding to the parking supply will not solve parking problems, and may, in fact, exacerbate them by devoting more land to an already plentiful resource.

The Downtown parking supply will be in constant flux over the life of the Master Plan. Vacant lots that are used for parking today will be absorbed by private development that adds revenue and vitality to Downtown. As these existing lots are absorbed, the Plan recommends re-balancing the supply and demand of parking in Downtown by adding on-street parking wherever possible, and by adding a few strategically located parking garages throughout Downtown.

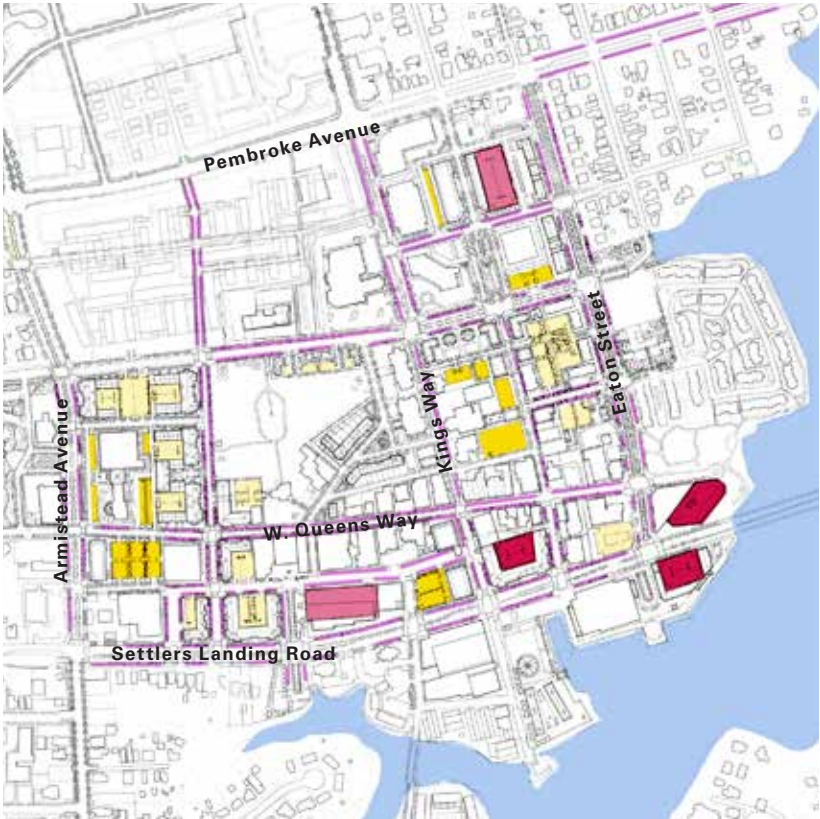
It will be critical to continue to provide adequate amounts of both on-street parking, garage parking, and small surface lot parking in order to satisfy the diverse parking needs of short-, medium-, and long-term users of Downtown.



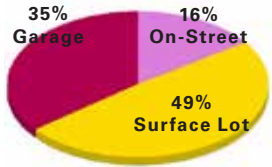
EXISTING PARKING (2004) The current parking supply is not coordinated. Most of the parking occurs in surface lots located on undeveloped property.

| PARKING SUPPLY |         |          |
|----------------|---------|----------|
|                | CURRENT | PROPOSED |
| On-Street      | 560     | 650      |
| Surface Lot    | 1780    | 1000     |
| Garage         | 1300    | 2500     |
| TOTAL          | 3610    | 4100     |

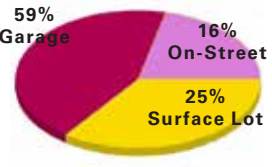
Note: Proposed parking includes approximately 800 spaces for new residential units.



PARKING STRATEGY (2017) A balanced supply of parking located on-street, in surface lots, and in parking garages will encourage retail uses Downtown and mixed-use urban development.



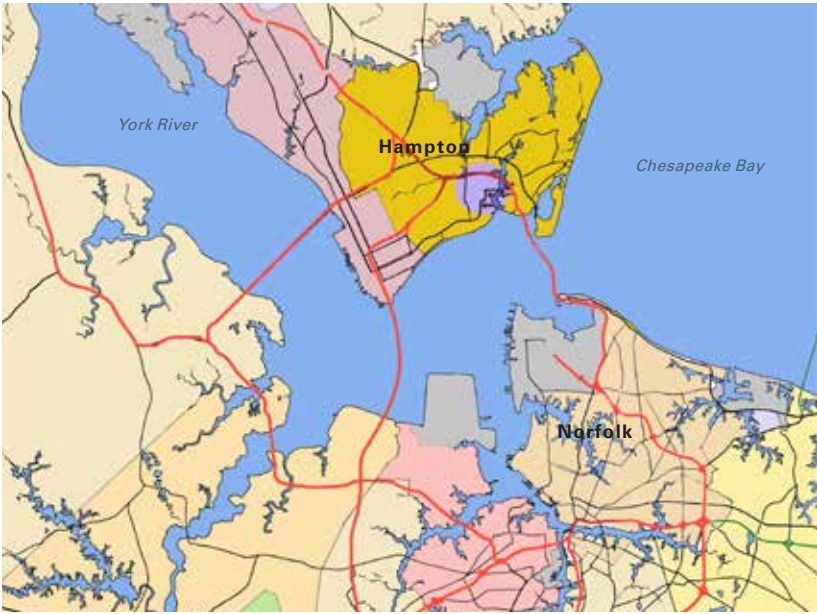
EXISTING



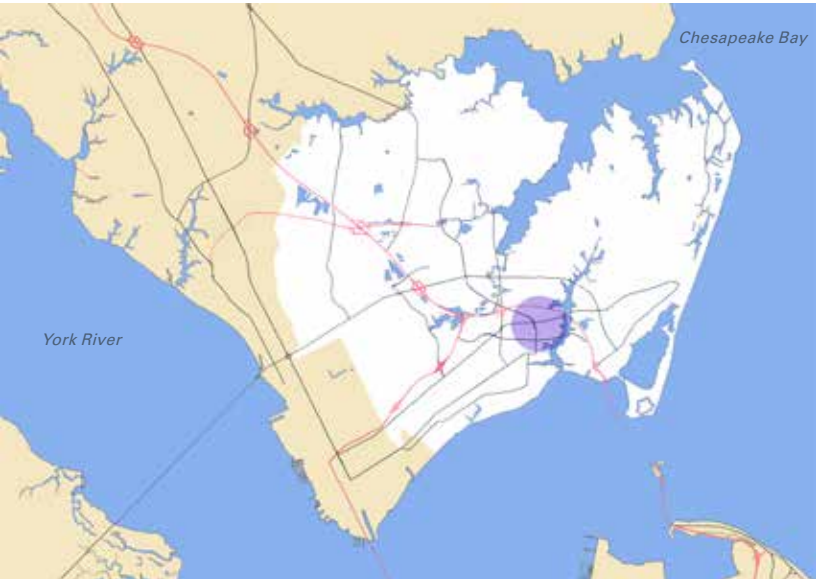
PROPOSED

URBAN FORM

UDA X-Ray<sup>®</sup> analysis revealed a number of other issues to be addressed in the Master Plan. Each UDA X-Ray<sup>®</sup> drawing describes one aspect of the City’s form. These patterns can form the beginnings of design strategies that build on the existing structure of the City.



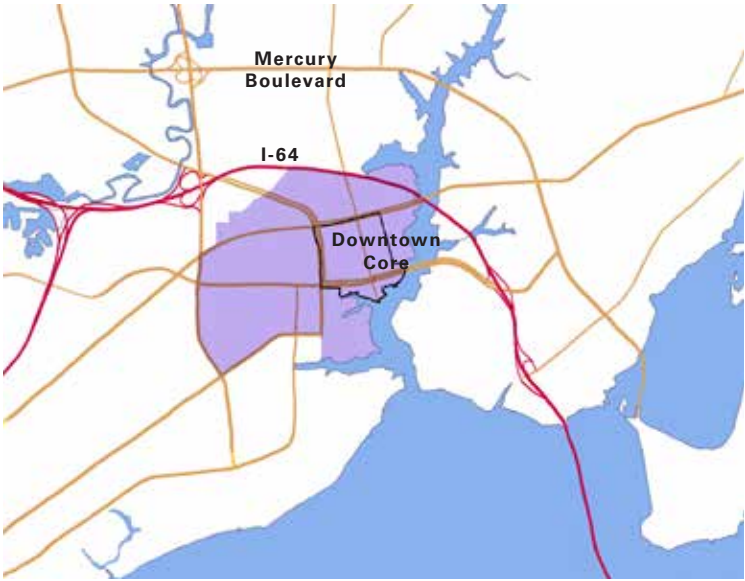
LOCATOR MAP Hampton is located on the tip of the Virginia Peninsula, bound by the York River, James River, and Chesapeake Bay.



REGIONAL HIGHWAYS AND ARTERIAL Downtown Hampton is located within the region’s interstate loop.



COMMERCIAL PATTERNS Downtown Hampton’s retail area is small compared to the Mercury Boulevard corridor and the Coliseum Crossroads area. The intimate scale of Queens Way suggests it is a specialized type of retail with unique regional significance.



HIGHWAYS AND ARTERIAL Interstate exits are located at the ends of Downtown. The arterials which connect to the interstate do not penetrate the core of Downtown. King Street, the major north-south arterial, does not have access to the interstate.



INDUSTRIAL PATTERNS Much of Downtown’s most valuable land is occupied by industrial uses. The waterfront industrial uses represent Hampton’s heritage; however, the rail-based industrial uses create underutilized land and are incompatible with the adjacent neighborhoods.



**STREETS (2004)** Downtown's street network is dominated by the ring of boulevards and interrupted by numerous large blocks.



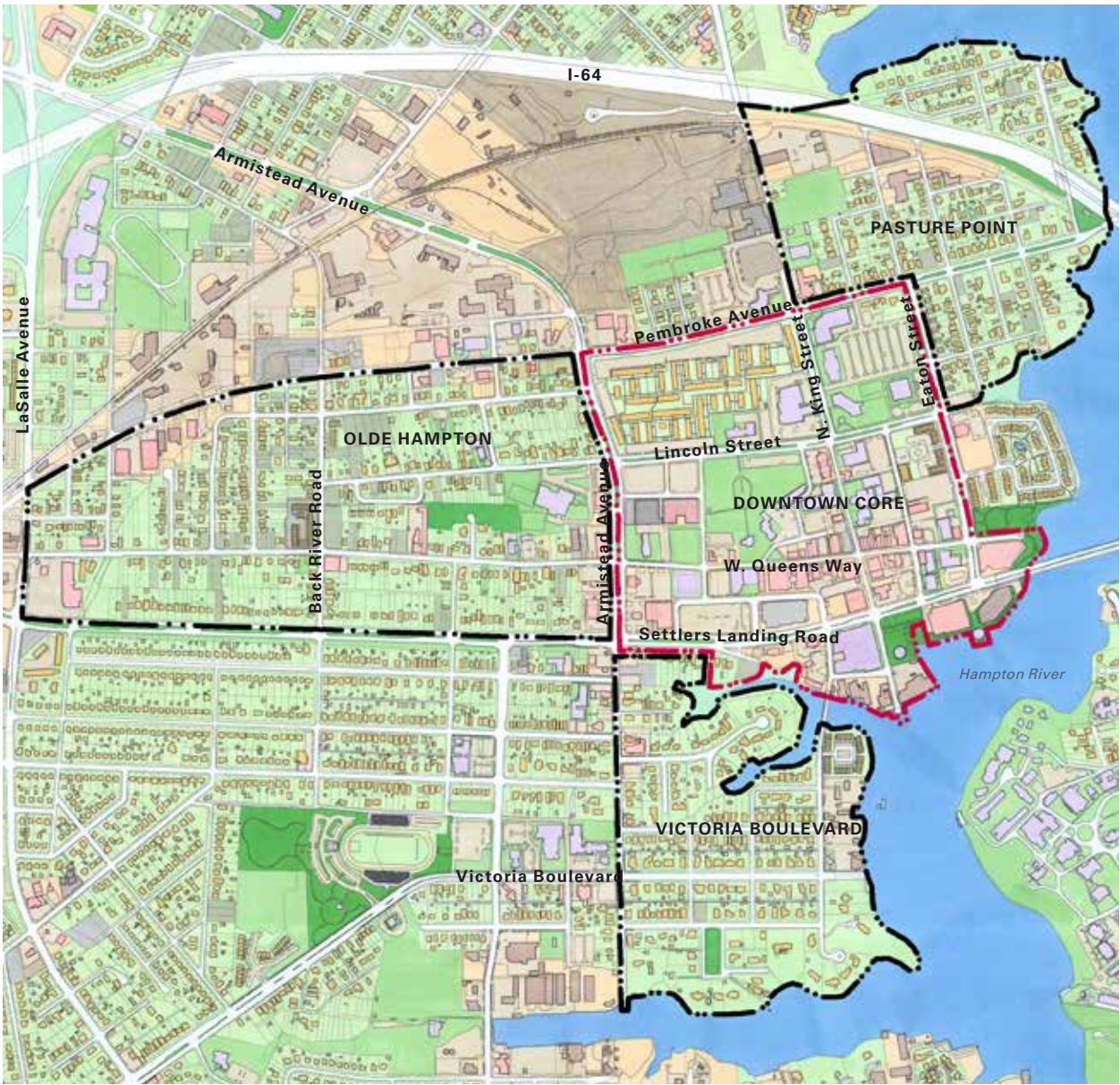
**BUILDING FOOTPRINTS (2004)** Downtown Hampton's building stock defines the intersection of Kings Way and Queens Way. Some of the largest buildings are located on the water, blocking access and views.



**RESIDENTIAL SETTLEMENT (2004)** Downtown is almost void of residential uses.



**INSTITUTIONS, PARKS, & OPEN SPACE (2004)** Downtown is bound on two sides with water; however, there is a relative lack of usable open space both along the Waterfront and in Downtown.



**EXISTING CONDITIONS (2004)** The UDA X-Ray drawings at left elaborate specific elements of the existing city form shown above.

Grid Study

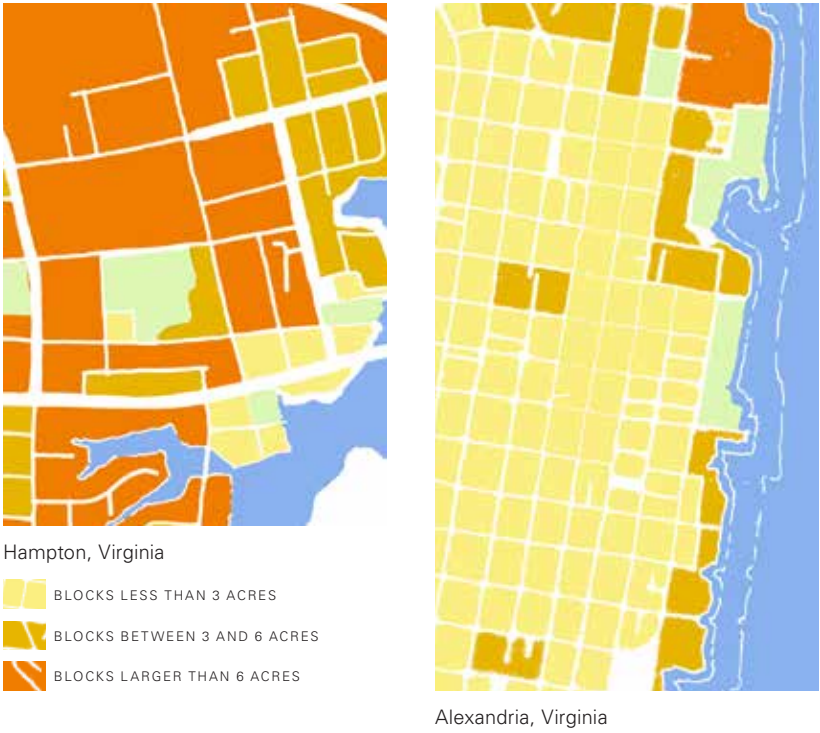
The collective dreams and aspirations for downtown Hampton described by participants in the process resemble those of other successful waterfront cities. An analysis of their physical form can suggest ways of improving Hampton’s. For example, Old Town Alexandria — one of the most successfully revitalized historic downtowns — has a 200-foot by 200-foot street grid that connects virtually all of the Downtown to the water. The resulting block sizes are almost all smaller than three acres. By contrast, downtown Hampton has an interrupted rather than interconnected grid, with large superblocks, most of which are greater than six acres. This block structure cannot sustain the type of active urban environment envisioned by Hampton’s citizens.

Hampton’s block pattern has evolved over time. Originally incorporated in 1610, the main streets were the famous “bow and arrow,”

consisting of Queens Way, the through street which crossed the Hampton River, Kings Way which leads to the water, and two diagonal connecting streets. The industrial nature of the waterfront and the irregular land forms resulted in a discontinuous pattern.

In 1965, the Urban Renewal Plan eliminated the bridge connection of Queens Way, replacing it with a new street, Settlers Landing Road. Additionally, that Plan imposed a large superblock grid with over-scaled boulevards around the perimeter of Downtown. All interior streets were proposed to be closed to vehicular traffic and converted to pedestrian-only streets. Today, as a result, Hampton suffers from blocks that are too large and confusing due to their lack of continuity.

Recently, the Downtown has begun to re-establish its street network by re-introducing Kings Way, Queens Way, and other streets to vehicular traffic. Franklin Street has been extended south to connect with Settlers Landing Road and north to connect with W. Pembroke Avenue.



1937 “Bow and Arrow”



1954 Connected but congested



1965 Urban Renewal Plan - superblocks and a ring of boulevards



2003 Re-establishing a street grid



2016 Current street grid

# Master Plan Approach



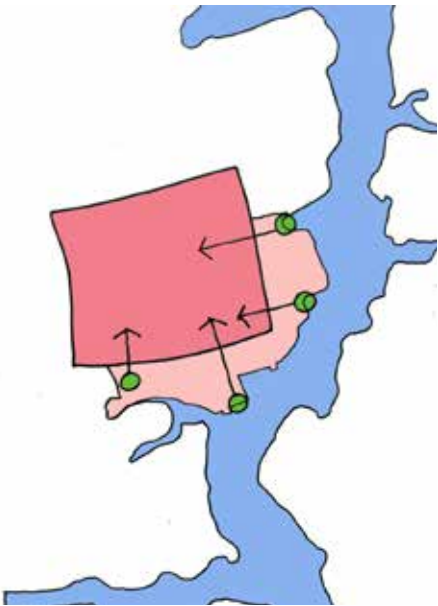
THE MASTER PLAN BUILDS ON accomplishments to date in downtown Hampton, along the Waterfront, and in the in-town residential neighborhoods. Working with the structures created to bring people together in partnerships, the Master Plan provides a platform on which to coordinate new public/private investment to eliminate the problems identified by stakeholders during the planning process and build an effective framework for the future. Four primary goals emerged from the planning process, and all are essential in early action initiatives to ensure success.

**A Reinforce the Downtown Core and its relationship to the Waterfront**

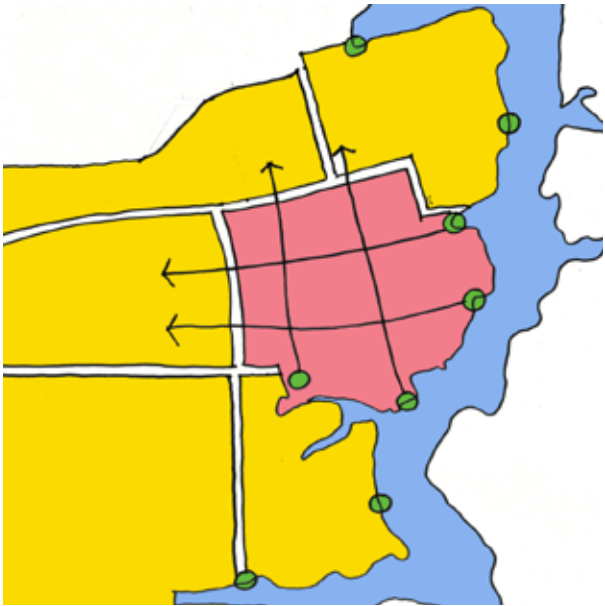
The Waterfront is Downtown’s greatest asset and represents both the heritage and the future of downtown Hampton. A successful Downtown will connect the Waterfront to the daily life of the City. The Waterfront must become an integral part of Downtown by creating as many physical and psychological connections as possible.

**B Support the in-town neighborhoods and create new Downtown neighborhoods**

In order to establish a healthy context for Downtown, those neighborhoods surrounding it which are not already stable should be revitalized. Re-investment should be encouraged in all surrounding neighborhoods, and new neighborhoods should be created by infusing Downtown with a new urban type of dense residential housing units.



A Reinforce the Core’s relationship to the Waterfront.



B Support in-town neighborhoods.

#### C Establish a physical framework for future growth

Future growth of downtown Hampton should be guided by an overall vision and a physical framework. Details of the Plan will change over time; however, timeless imperatives to guide the physical form of future growth must be established. The frameworks recommended in this Plan take their cues from the natural patterns of the land and from tested patterns of exemplary urban development served by pedestrian-oriented streets and spaces.

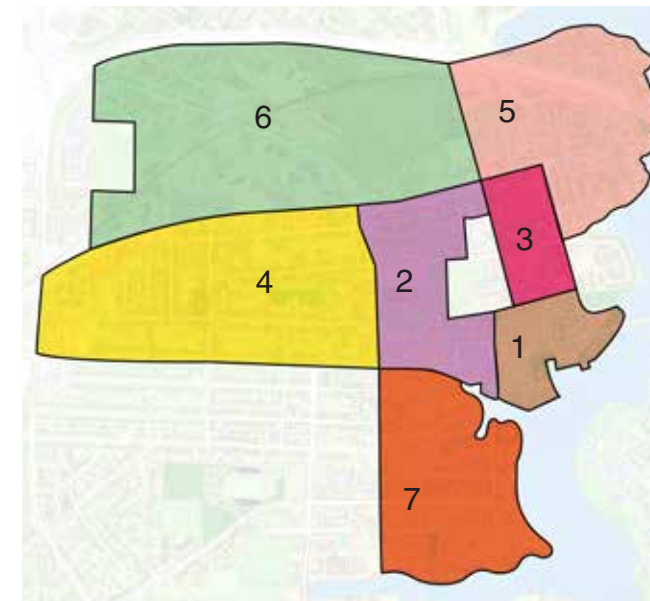
#### D Create initiatives that bundle and leverage both private and public investments

Implementation of the Master Plan must be a partnership between public and private investors. The Plan establishes clearly identifiable initiatives that bundle together private and public efforts at several scales to be implemented over both the short and long terms.

These include King Street Landing & the Waterfront Core 1, Salters Creek Landing & Franklin Street Corridor 2, Lincoln Street Landing & Upper Wine Street 3, Olde Hampton Neighborhood 4, Pasture Point Neighborhood 5, Bright's Creek & Armory District Redevelopment 6, and Victoria Boulevard Neighborhood 7.



C Create a framework for growth.



D Develop initiatives to implement the Plan.

# Urban Design Strategy

The guiding urban design strategy employed in this Master Plan is to create the framework for development and revitalization through a series of recommendations for improving the structure of the City. This framework consists of five key recommendations presented below in summary form and detailed more fully in the Frameworks section of this Master Plan.

A Improve portals and approach streets to Downtown

The first step is to provide appropriate entrances to Downtown. Over time, a new exit from I-64 is proposed at King Street. The first phase could be to extend a new frontage road from the Rip Rap Road exit to King Street. Later phases could include a full intersection with I-64 at King Street. Armistead Avenue, King Street, and Settlers Landing Road should all be improved to create good entrances with coordinated streetscaping and development. Armistead Avenue between Pembroke Avenue and Settlers Landing Road, as well as Settlers Landing Road from Eaton Street to Armistead Avenue, should be transformed from high-speed thoroughfares into downtown business streets. Blighted properties along Pembroke, LaSalle, and Armistead Avenues should be redeveloped with high-quality development.

B Create a Downtown network of streets connecting neighborhoods and the Waterfront.

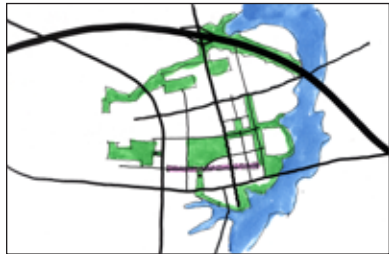
Hampton’s historic street network, the “Bow and Arrow,” used Queens Way as the retail, social, and business center of town. It was congested and thus replaced by the current ring of boulevards which diverts traffic from the Historic Core and disorients Downtown visitors. This Plan proposes a new pattern of streets which will create a continuous, interconnected network of streets linking Downtown to the Waterfront and the in-town neighborhoods.



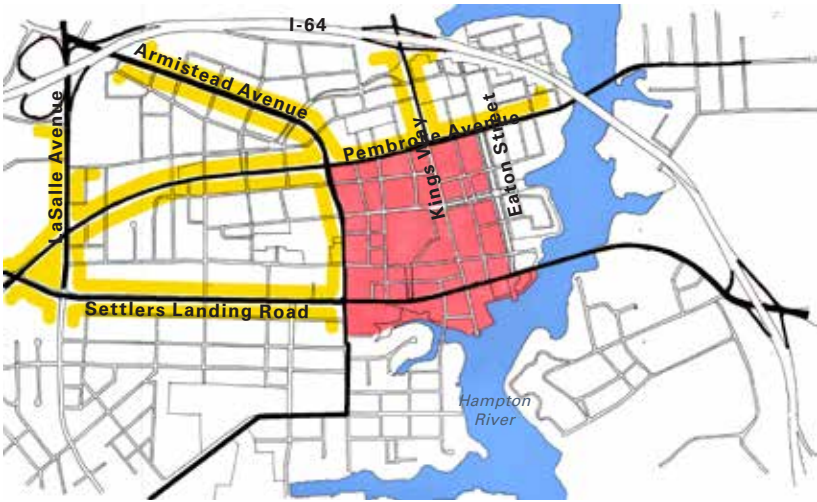
HISTORIC “Bow and Arrow”



CURRENT Ring of boulevards



FUTURE Connected network of streets and open space



A Improve portals and approaches to Downtown.



B Create a network of streets connecting neighborhoods to Downtown and the Waterfront.

The street network will contain a hierarchy of Downtown streets. Settlers Landing Road and Armistead Avenue will become Downtown streets, lined with parallel parking and good pedestrian crosswalks. Queens Way and Kings Way, and Wine Street will become pedestrian-scaled shopping streets; Lincoln Street, upper Franklin Street, and Wine Street will become residential streets; Eaton Street and the blocks of Lincoln Street between Kings Way and Eaton Street will be converted to linear parks with pedestrian walks and trails.

**C Enhance public open space to reinforce the network connecting Downtown, the Waterfront, and the in-town neighborhoods**

Downtown’s open space system includes a series of small and large parks, trails, and a network of sidewalks. A Waterfront park at the end of Lincoln Street (Lincoln Street Landing) serves as an entrance to Pasture Point. A similar new park, Salters Creek Landing, will provide a proper setting for the Hampton History Museum and will extend the Downtown Waterfront three blocks to the west. Eaton Street and a portion of Lincoln Street will be transformed into linear parks with a multi-use trail in the center; Bright’s Creek serves as the alignment for a future linear park through the area north of Pembroke Avenue. Grant Park will be expanded and improved, and a new, small-scale residential park will be added along Back River Road in Olde Hampton. The park in front of the Virginia Air and Space Museum will be reconceived in order to better celebrate the Waterfront. These parks link together to form a greenway around the Downtown allowing pedestrians and cyclists an alternative mode of recreation and travel.

**D Develop small blocks with mixed-use and street-oriented buildings**

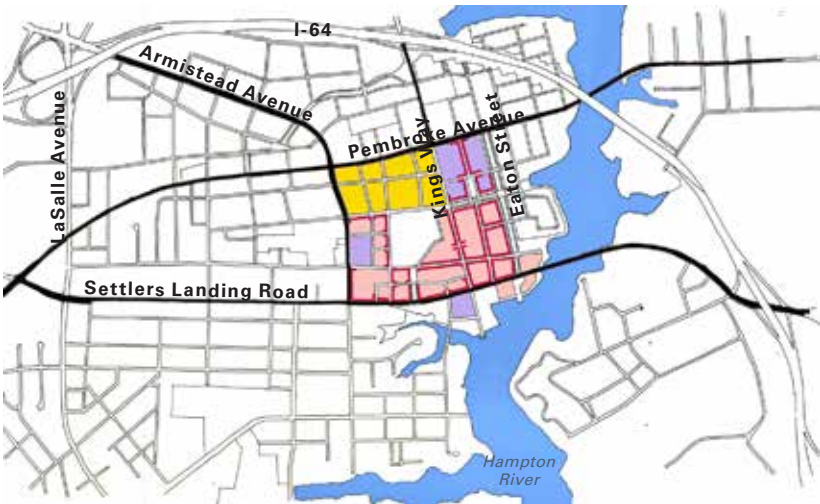
This framework of streets and open space creates a series of development blocks, each of which has its own identity and sense of place. The blocks should be developed with buildings that provide attractive frontage for the public spaces they help create. Ground floor uses should animate the street whether they are retail uses, private homes or public buildings.

**E Support mixed-use development with an interconnected parking system**

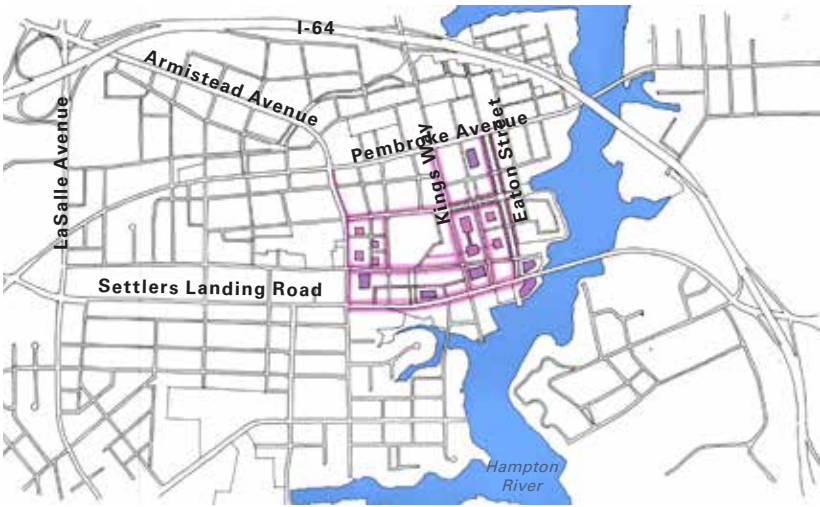
The three existing Downtown parking garages, some new garages, surface parking lots, the conversion of Olde Hampton Lane to an efficient parking street, and on-street parallel parking on most streets will combine to create an interconnected and user-friendly parking system.



C Enhance public open space to reinforce the network connecting Downtown, the Waterfront, and in-town neighborhoods.



D Develop small blocks with mixed-use and street-oriented buildings.



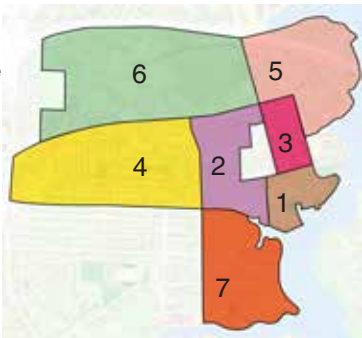
E Support mixed-use development with an interconnected parking system.

The Illustrative Master Plan

The Illustrative Master Plan incorporates, in a holistic manner, the key urban design principles enumerated in this section. This Plan is based upon a comprehensive and balanced approach towards improving entryways into Downtown, reinforcing and extending the street network along with reconfiguring the block structure to support new development, and enhancing and connecting parks and open spaces. The Framework of Open Space provides the organizing structure for coordinating future development and investment, both public and private. It also identifies and defines the Master Plan in the context of the Downtown and its relationship to the greater region. In the next section, these Master Plan initiatives are further detailed in the form of their design.



Open Space Framework



Initiatives Diagram

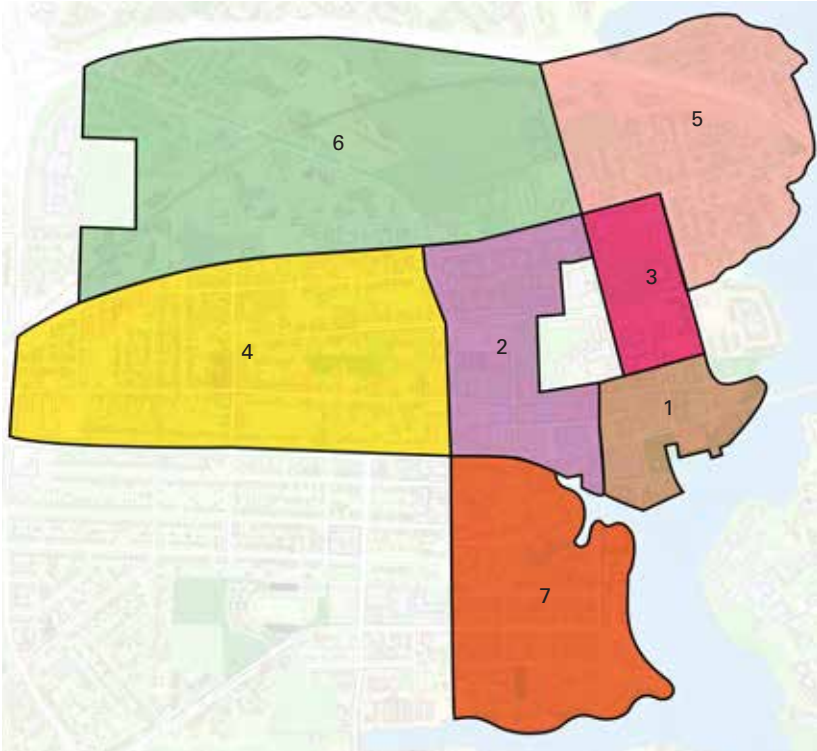
| INITIATIVES |                                                  |
|-------------|--------------------------------------------------|
| 1           | King Street Landing & the Waterfront Core        |
| 2           | Franklin Street Corridor & Salters Creek Landing |
| 3           | Lincoln Street Landing & Upper Wine Street       |
| 4           | Olde Hampton Neighborhood                        |
| 5           | Pasture Point Neighborhood                       |
| 6           | Bright's Creek & Armory District Redevelopment   |
| 7           | Victoria Boulevard Neighborhood                  |

|                                                              |  |
|--------------------------------------------------------------|--|
| ATTACHED RESIDENTIAL BUILDING (TOWNHOUSE/ROWHOUSE/LIVE-WORK) |  |
| MULTI-FAMILY RESIDENTIAL BUILDING                            |  |
| MIXED-USE BUILDING                                           |  |
| RETAIL BUILDING                                              |  |
| OFFICE BUILDING                                              |  |
| INDUSTRIAL BUILDING                                          |  |
| INSTITUTIONAL BUILDING                                       |  |
| PUBLIC PARKS AND OPEN SPACE                                  |  |
| SEMI-PUBLIC OPEN SPACE                                       |  |
| COMMERCIAL AND INDUSTRIAL LAND                               |  |
| PARKING LOT                                                  |  |
| WATER                                                        |  |
| STUDY AREA                                                   |  |



Illustrative Master Plan showing downtown Hampton, the Waterfront, and in-town neighborhoods with the recommended framework improvements and proposed initiatives in place.

# Initiatives



| INITIATIVES |                                                  |
|-------------|--------------------------------------------------|
| 1           | King Street Landing & the Waterfront Core        |
| 2           | Franklin Street Corridor & Salters Creek Landing |
| 3           | Lincoln Street Landing & Upper Wine Street       |
| 4           | Olde Hampton Neighborhood                        |
| 5           | Pasture Point Neighborhood                       |
| 6           | Bright's Creek & Armory District Redevelopment   |
| 7           | Victoria Boulevard Neighborhood                  |

THE MASTER PLAN WILL be implemented through framework improvements and development initiatives. This section of the Master Plan describes the seven proposed initiatives. An initiative is a series of coordinated public and private investments designed to leverage the most value out of each other in order to effectively and efficiently implement the Master Plan. Initiatives are geographically defined and typically encompass one area of a Master Plan. By parceling a Master Plan into separate initiatives, all stakeholders and residents are equally considered. Each group has defined “bite size” tasks by which to implement the Master Plan.

All initiatives involve a multitude of stakeholders. Initiatives can proceed simultaneously and are not prioritized. An initiative should be implemented when two or more of the individual components within it are ready to move forward. The Master Plan contains both “near term” and “long term” recommendations. “Near term” refers to components of an initiative that are almost ready for implementation. In contrast, “long term” refers to components that require additional consultation and collaboration before they will be ready for implementation.



Public Space Framework

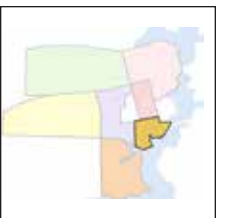
INITIATIVE 1

## King Street Landing & Waterfront Core

The King Street Landing & Waterfront Core initiative aims to create a new downtown relationship to the water and to re-establish Kings Way as a landmark street and primary pedestrian walking street. Currently, Settlers Landing Road separates the Downtown Core from both the Waterfront and Carousel Park. This initiative recommends transforming Settlers Landing Road from a bypass road into an urban waterfront main street and to improve Carousel Park by activating it with iconic waterfront market buildings and enhancing the civic open space for improved waterfront access and year-round programming. Development initiatives include a new signature mixed-use development on the Goodyear property, and a waterfront center for seafood, marine research, and technology.



(ABOVE) Proposed view of the heart of Hampton's redevelopment around Carousel Park and the inlet with mixed-use buildings on the Goodyear/Wine Street property  
(BELOW) Existing view of Carousel Park, the inlet, and the Goodyear/Wine Street property across Settlers Landing Road



| INITIATIVE 1:<br>KING STREET LANDING & THE WATERFRONT CORE                                                          |
|---------------------------------------------------------------------------------------------------------------------|
| <b>NEAR TERM</b>                                                                                                    |
| Develop water taxi between Downtown, Fort Monroe, & Norfolk                                                         |
| Increase opportunities for short-term boat parking                                                                  |
| Redevelop Goodyear/Wine Street property with a mix of uses and a signature building                                 |
| Convert Old Hampton Lane into a “parking street”                                                                    |
| Activate park in front of Museum with market building; rename as King Street Landing                                |
| Redevelop site at Kings Way and Queens Way with two- or three-story mixed-use building                              |
| Develop Kings Way streetscape that aligns sidewalks, coordinates signage, and makes a clear connection to the water |
| Redevelop miscellaneous infill sites on Queens Way                                                                  |
| Develop seafood, marine research, and technology center                                                             |
| <b>LONG TERM</b>                                                                                                    |
| Pursue options for additional development atop and around Waterfront parking garages                                |
| Develop Eaton Street hotel drop-off area into Eaton Street Landing                                                  |
| Evaluate results of Settlers Landing Road modifications, and make appropriate physical changes                      |
| Evaluate potential for extending King Street Landing south to the water's edge                                      |



Existing Conditions



Illustrative Master Plan

Goodyear/Wine Street Property

The development opportunity on the Goodyear/Wine Street property facing the proposed King Street Landing is one of the City’s most visible development opportunities. The 2004 Master Plan recommends a mixed-use building with ground floor retail and restaurant uses along with offices and housing on the upper floors that will create a new identity for Hampton. The 2017 Master Plan recognizes market conditions have changed and may dictate a change in the mix of uses and development form.

The development on this site must be of the highest quality to establish the standard by which all other development shall be measured. In conjunction with the recommended street changes to Settlers Landing Road, the new development will help re-define the road as a pedestrian-friendly downtown street, not an auto-oriented bypass highway. Surface parking is discouraged, while internal parking is preferable, and an embedded parking garage for approximately 260–300 cars is recommended. This would serve not only the development on the block but also the general area.

Retail Space and Old Hampton Lane

The Master Plan calls for expanding the retail space on the east end of the parking garage. The retail space would utilize parking on the ground floor of the garage, on-street parking in front of the store and on-street parking on Old Hampton Lane. Existing retailers affected by the change would be accommodated in the commercial expansion or elsewhere Downtown.

Development of Carousel Park / King Street Landing

The plaza areas in front of the Virginia Air and Space Center are not as intensely used as many similar Waterfront spaces. This is due in part to the lack of activities along the plazas and because they are visually separated from the downtown streets by landscaping, Settlers

Landing Road, and poor alignment of both the Kings Way and Wine Street sidewalks. The Master Plan calls for retail market structures along both sides of the Marina Inlet. New landscape design and the addition of uses to activate Carousel Park, such as an urban beach or splash pad, can establish an effective visual connection between the Downtown and the Waterfront.

Mill Point Park

Mill Point Park is one of the downtown’s more successful parks. Nevertheless, the design of the park does not successfully connect the water to the core of Downtown. The plan recommends redesigning the park to remove the berms thereby increasing visual access from the core of Downtown to the waterfront.



Proposed view of Carousel Park Market on the inlet looking north



Proposed King Street Landing/Carousel Park



Alternate design with Amory Industries



Existing view of Carousel Park and the inlet looking north

## Salters Creek Landing & Franklin Street Corridor

The Salters Creek Landing & Franklin Street Corridor initiative is located on the western edge of downtown. The area is largely undeveloped; however, it contains two landmarks — the Hampton History Museum and St. John’s Church. This initiative aims to expand the waterfront promenade to a new landing, create a strong critical mass of downtown housing along Franklin Street, and to improve access and visibility to the area’s landmarks.



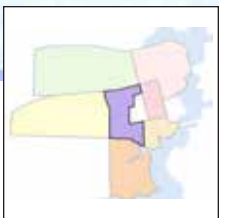
View of Franklin Street’s surface parking lots and the Sargent Building in the distance. (2004)



View of The Heritage Apartments at Settlers Landing constructed on former surface parking lots. (2017)



Proposed view of Franklin Street retail and residences with the Sargent Building in the distance



| INITIATIVE 2:<br>SALTERS CREEK LANDING &<br>FRANKLIN STREET CORRIDOR                                                         |  |
|------------------------------------------------------------------------------------------------------------------------------|--|
| NEAR TERM                                                                                                                    |  |
| Develop Salters Creek Landing and a formal entrance drive to the Hampton History Museum                                      |  |
| Develop new housing along Franklin Street between Queens Way and Lincoln Street                                              |  |
| Collaborate with Queen Street Baptist Church to develop new Community Outreach facility and new housing along Lincoln Street |  |
| Add on-street parking and bike lanes to Armistead Avenue                                                                     |  |
| LONG TERM                                                                                                                    |  |
| Redevelop HRHA property along Armistead Avenue with ground floor commercial and housing above.                               |  |
| Evaluate redevelopment opportunities at Harbor Square Apartments, including extending Franklin Street to Pembroke Avenue     |  |

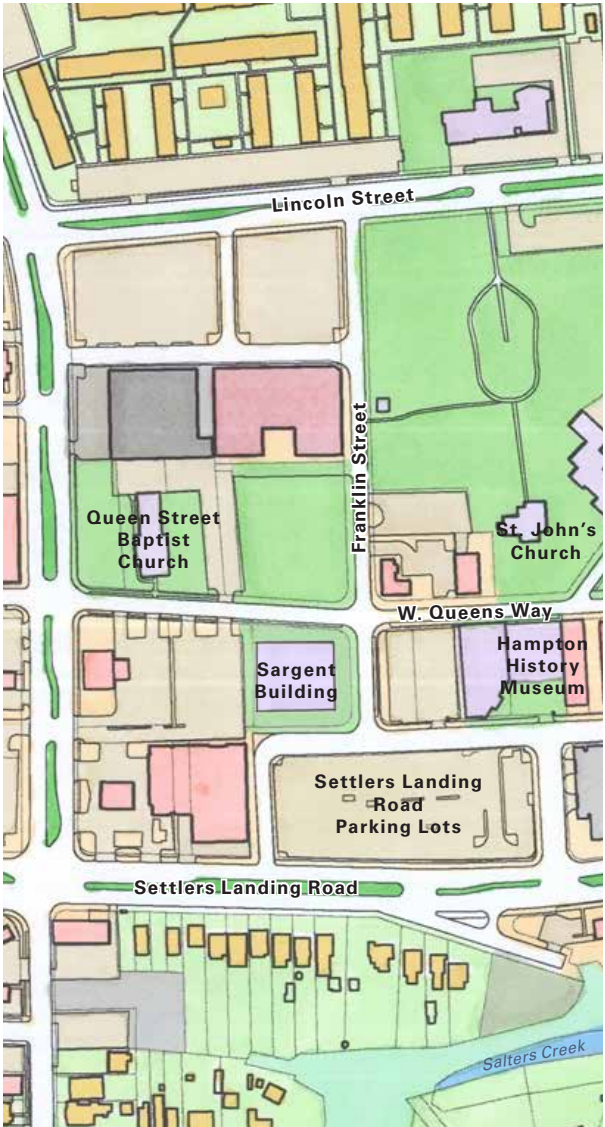
Salters Creek Landing

A new public park, Salters Creek Landing, is proposed in front of the Hampton History Museum. Salters Creek Landing will become the western terminus of the waterfront promenade, thereby extending the walkway an additional three blocks. The proposed formal entrance to the Museum can extend across Settlers Landing Road and become integrated into the design of Salters Creek Landing.

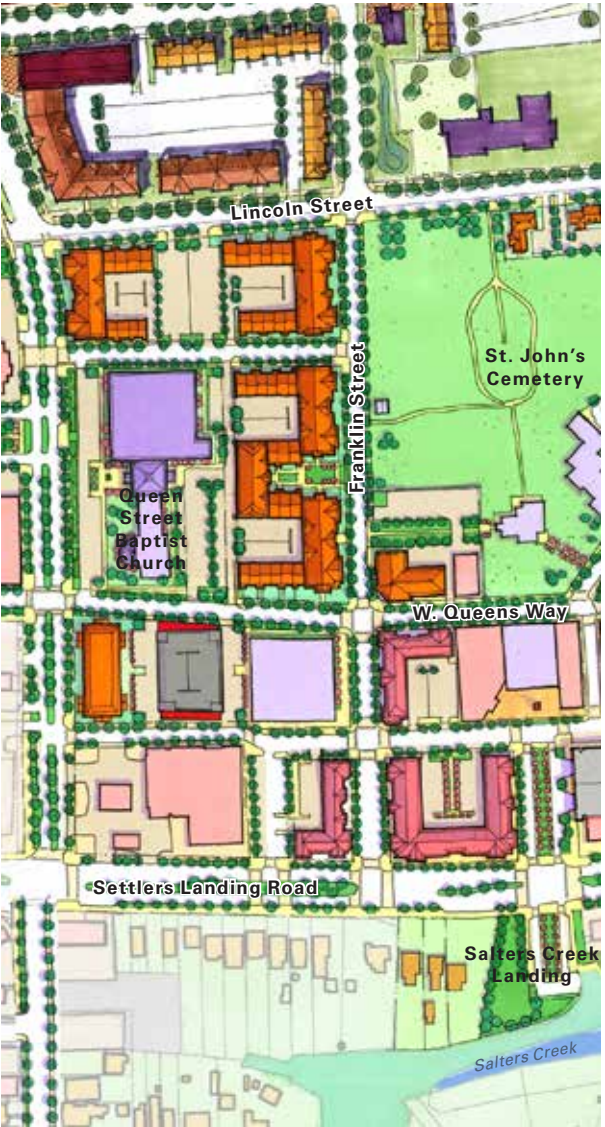
Franklin Street Corridor

The sites along Franklin Street north of Queens Way represent an opportunity to create new urban housing. A combination of three-story apartments and townhouses can provide over 300 units, which would be a significant step towards creating a critical mass of residential units Downtown.

Small courtyards and setbacks can provide variety across the street from the brick wall of St. John’s Cemetery. Parking for all units in this district should be provided either on-street or in well-landscaped mid-block lots. The architecture of the housing should be derived from the best Hampton architectural traditions.



Existing Conditions (2004)

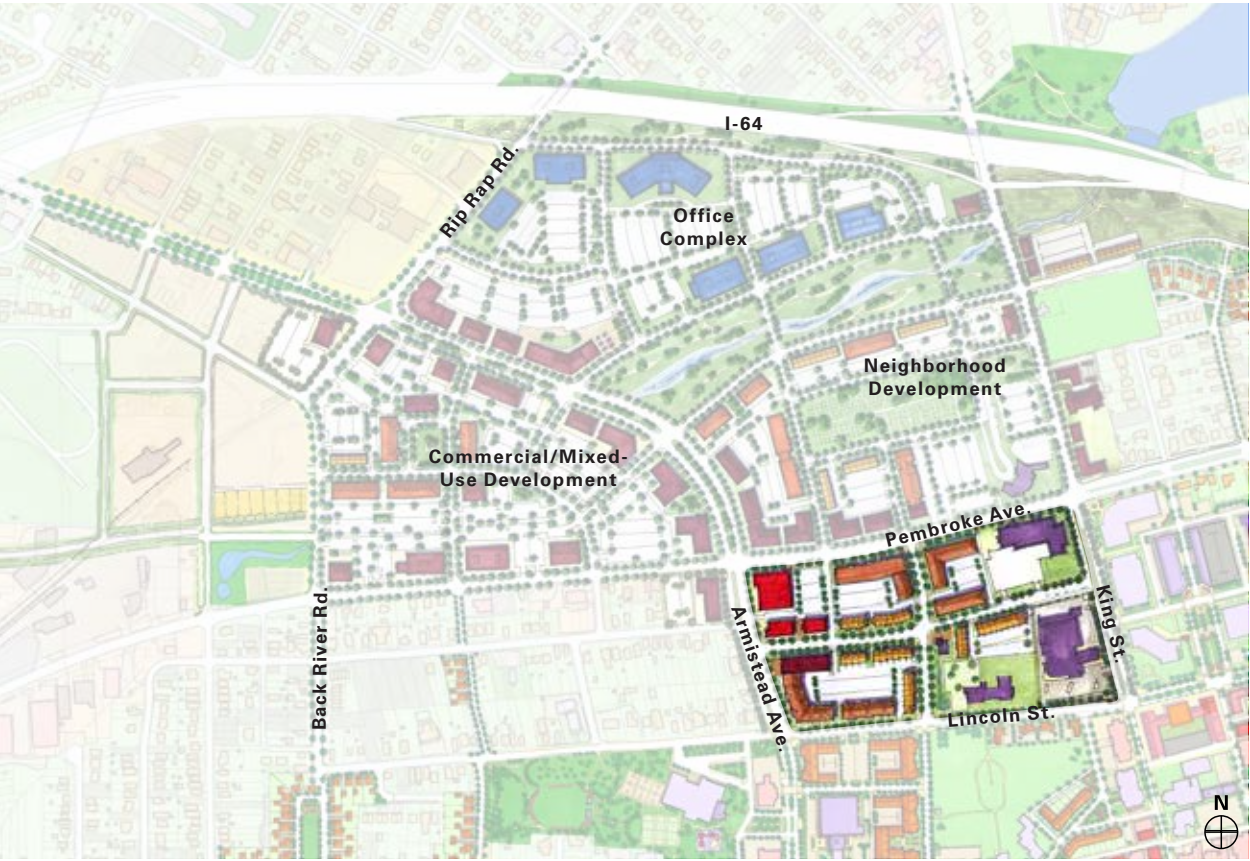


(ABOVE) Illustrative Master Plan

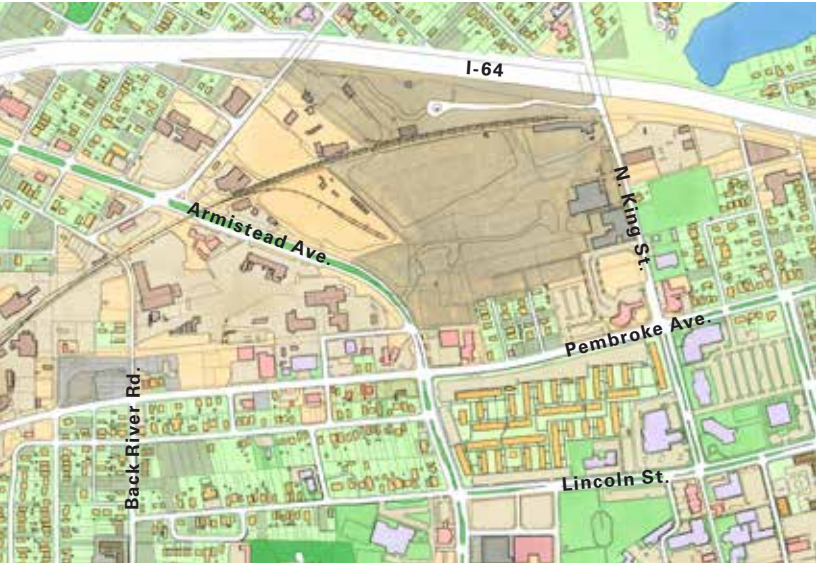
© 2017 URBAN DESIGN ASSOCIATES

HARBOR SQUARE REDEVELOPMENT

The redevelopment of the former Harbor Square apartment site represents an important opportunity to expand Downtown for both neighborhood development and complementary retail uses. There is strong support and market demand for a range of higher density market-rate residential units, including townhouses and upscale apartments, to support downtown living. Redevelopment of Harbor Square will reinforce Armistead Avenue as a high-quality boulevard linking Downtown, Bright’s Creek, and the Coliseum Central district.



Illustrative Master Plan



Existing Conditions (2012)

| HARBOR SQUARE REDEVELOPMENT                                                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------|
| RECOMMENDATIONS                                                                                                               |
| Work with developers to create a new downtown neighborhood.                                                                   |
| Develop street connections through the Harbor Square block, creating 4 to 5 smaller blocks                                    |
| Redevelop property at the corner of Armistead Avenue and Pembroke Avenue into urban commercial/neighborhood scale retail uses |
| Create an expanded public park space around the cemetery with a small community building                                      |



(ABOVE) Underperforming shopping center at the corner of Armistead Avenue and Lincoln Street.

(BELOW) Existing Harbor Square Site.



Existing Conditions

The Portrait of Existing Conditions illustrates existing land uses and building uses, and the proximity of this site to Downtown and Bright’s Creek. The now-demolished buildings of the Harbor Square apartment complex are shown in the plan to the right. While the buildings have been demolished, the foundations remain and will be removed as part of the site development work.

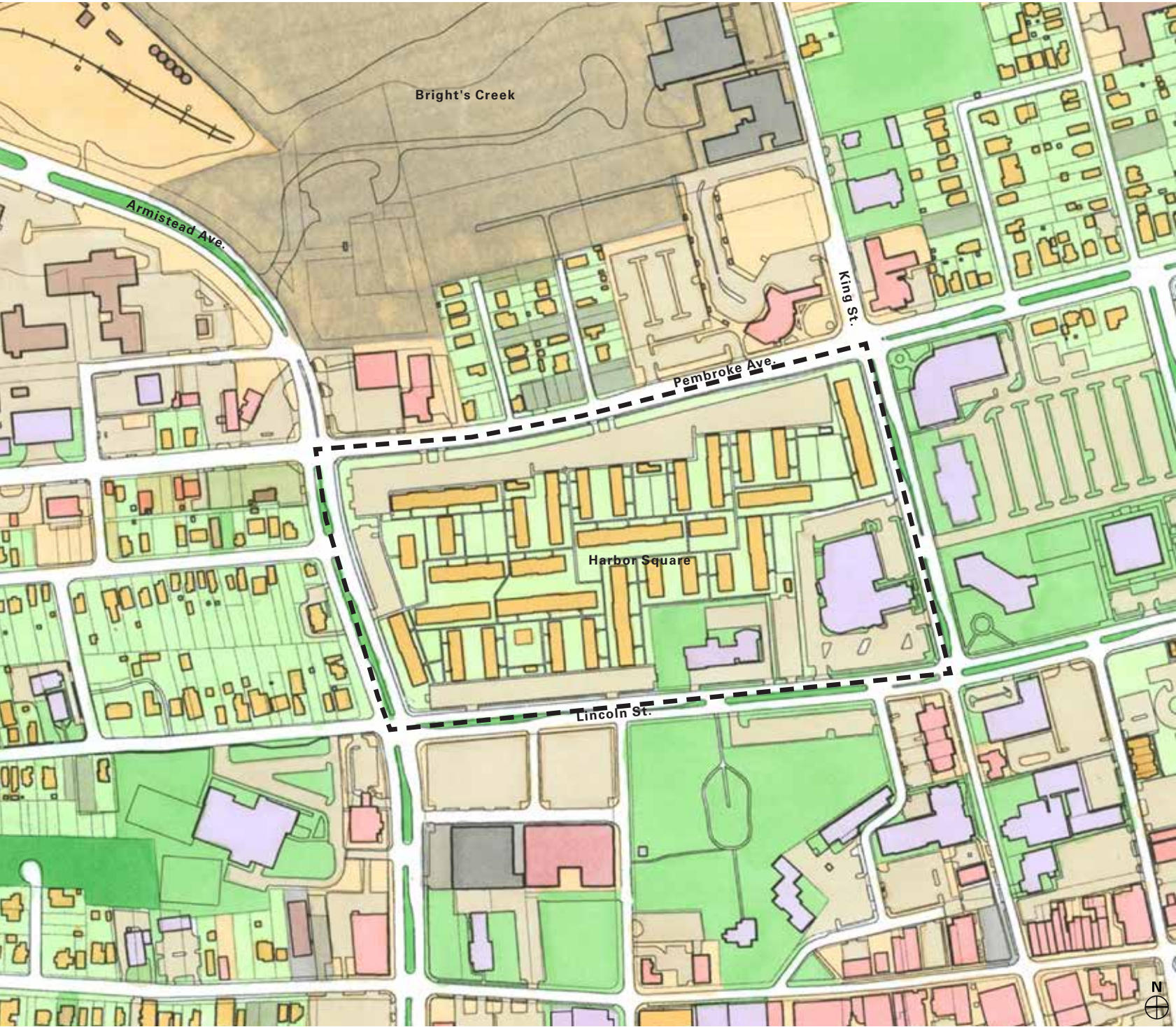
Harbor Square Market Potential (2015)

Hunden Strategic Partners conducted a market analysis of the conditions and potential for the Harbor Square site. A summary of findings is provided below:

- » Use the site for a high-quality residential development
- » Provide a mix of ownership types, including condominiums and apartments
- » Allow flexibility in the mix of rental and homeownership units, with an emphasis on rental units
- » Provide a diverse mix of unit sizes
- » Test a high-density scheme that has structured parking
- » Test a lower density scheme with surface parking
- » Incorporate a small grocery store with additional supporting retail

Harbor Square Program Pieces

- » 500 upscale, urban residential units over time
- » Mix of rental and ownership
- » Mix of 1-, 2-, and 3-bedroom units
- » 20,000 square foot specialty grocery
- » Support Retail (20,000 square feet)



Portrait Of Existing Conditions (2012)



(ABOVE) Example of a neighborhood scale grocer.  
(BELOW) Examples of appropriate multi-family housing.



- SINGLE-FAMILY RESIDENTIAL BUILDING
- MULTI-FAMILY RESIDENTIAL BUILDING
- RETAIL BUILDING
- VACANT BUILDING
- INDUSTRIAL BUILDING
- INSTITUTIONAL BUILDING
- PUBLIC PARKS AND OPEN SPACE
- SEMI-PUBLIC OPEN SPACE
- COMMERCIAL AND INDUSTRIAL LAND
- PARKING LOT
- WATER
- STUDY AREA

Illustrative Master Plan: Harbor Square

The Harbor Square site is in proximity to both Downtown Hampton and I-64, strengthening the market for residential development and providing an opportunity to supplement the downtown retail offerings. The new Circuit Courthouse was completed in early 2016 at the corner of King Street and Pembroke Avenue. This new public anchor occupies approximately 3.5 acres of the former Harbor Square site. This prominent public building helps frame a key intersection leading to the core downtown business district.

The plan recommends the development of market rate residential units and small commercial uses. Both apartments and townhouses with flexibility in the mix of rental and ownership units can be developed on the site. Possible retail uses include a small grocery and a cluster of restaurants and neighborhood services. The cemetery should be incorporated into a neighborhood park that provides usable open space for downtown residents and workers.

The plan illustrates new development opportunities that will improve the quality of life, meet the demands of a changing market place, sustain institutions and businesses, and strengthen residential neighborhoods.



Illustrative Master Plan

- ATTACHED RESIDENTIAL BUILDING (TOWNHOUSE/ROWHOUSE/LIVE-WORK)
- MULTI-FAMILY RESIDENTIAL BUILDING
- MIXED-USE BUILDING
- RETAIL BUILDING
- OFFICE BUILDING
- INDUSTRIAL BUILDING
- INSTITUTIONAL BUILDING
- PUBLIC PARKS AND OPEN SPACE
- SEMI-PUBLIC OPEN SPACE
- COMMERCIAL AND INDUSTRIAL LAND
- PARKING LOT
- WATER
- STUDY AREA

Low-Density Alternative

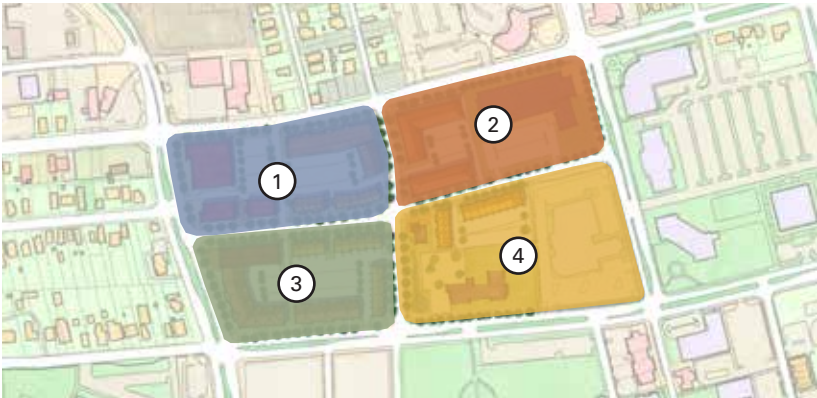
The lower density program is dictated by surface parking in lots, surrounded by 2 to 4-story townhouses and apartments. The program would include:

- » 330 total residential units
- » 20,000 square feet specialty grocery
- » 10,000 square feet of retail and restaurants
- » Inner block surface parking lots
- » Community building with pool and greenway



- ATTACHED RESIDENTIAL BUILDING (TOWNHOUSE/ROWHOUSE/LIVE-WORK)
- MULTI-FAMILY RESIDENTIAL BUILDING
- MIXED-USE BUILDING
- RETAIL BUILDING
- INDUSTRIAL BUILDING
- INSTITUTIONAL BUILDING
- PUBLIC PARKS AND OPEN SPACE
- SEMI-PUBLIC OPEN SPACE
- COMMERCIAL AND INDUSTRIAL LAND
- PARKING LOT
- WATER
- STUDY AREA

| LOW-DENSITY DEVELOPMENT |            |              |                |
|-------------------------|------------|--------------|----------------|
|                         | TOWNHOUSES | MULTI-FAMILY | COMMERCIAL     |
| BLOCK 1                 | 12         | 60           | 25,000 sq. ft. |
| BLOCK 2                 | —          | 85           | —              |
| BLOCK 3                 | 20         | 140          | 5,000 sq. ft.  |
| BLOCK 4                 | 13         | —            | —              |
| TOTAL                   | 45         | 285          | 30,000 sq. ft. |



High-Density Alternative

The higher density alternative allows for a greater intensity of development. Double loaded apartment buildings front onto streets and green courts, with structured parking attached. Townhouses could be developed on adjacent blocks to provide diversity in the housing types offered. The higher density program includes:

- » 560 total residential units
- » 20,000 square foot specialty grocery
- » 10,000 square feet of retail and restaurants
- » Pre-cast parking structures
- » Community building with pool and greenway

| HIGH-DENSITY DEVELOPMENT |            |              |                |
|--------------------------|------------|--------------|----------------|
|                          | TOWNHOUSES | MULTI-FAMILY | COMMERCIAL     |
| BLOCK 1                  | —          | 185          | 30,000 sq. ft. |
| BLOCK 2                  | 25         | —            | —              |
| BLOCK 3                  | —          | 335          | —              |
| BLOCK 4                  | 15         | —            | —              |
| TOTAL                    | 40         | 520          | 30,000 sq. ft. |



- ATTACHED RESIDENTIAL BUILDING (TOWNHOUSE/ROWHOUSE/LIVE-WORK)
- MULTI-FAMILY RESIDENTIAL BUILDING
- MIXED-USE BUILDING
- RETAIL BUILDING
- INDUSTRIAL BUILDING
- INSTITUTIONAL BUILDING
- PUBLIC PARKS AND OPEN SPACE
- SEMI-PUBLIC OPEN SPACE
- COMMERCIAL AND INDUSTRIAL LAND
- PARKING LOT
- PARKING GARAGE
- WATER
- STUDY AREA

# Lincoln Street Landing & Upper Wine Street

The Lincoln Street Landing and Upper Wine Street initiative borders Pasture Point on the north east side of the Downtown Core. This area of Downtown represents an opportunity to improve the Downtown’s north-south streets (Wine and King) and their relationship to the water, to redevelop the government center with new offices and a garage, and to create a northern terminus of the Downtown promenade at the proposed Lincoln Street Landing.

| INITIATIVE 3:<br>LINCOLN STREET LANDING & UPPER WINE STREET                                        |
|----------------------------------------------------------------------------------------------------|
| NEAR TERM                                                                                          |
| Develop Wine Street streetscape, including adding on-street parking wherever possible              |
| Create Lincoln Street Landing at the terminus of Lincoln Street (pump station lot)                 |
| Convert Eaton Street into a series of neighborhood parks                                           |
| Extend Mill Point Drive to Wine Street                                                             |
| Develop new infill housing on both sides of the extended Mill Point Drive                          |
| Develop street connections and a parking garage in the Government Center                           |
| Extend Wine Street to Pembroke Avenue                                                              |
| Redevelop eastern edge of Government Center with new municipal or commercial space                 |
| LONG TERM                                                                                          |
| Relocate City Jail and redevelop sites along the periphery of St. John’s Cemetery with new housing |
| Strengthen Lincoln Street with new housing at Carmel Center and Sheriff’s Office Lot               |



Existing Conditions (2012)



Illustrative Master Plan



Macy Carmel Site Study

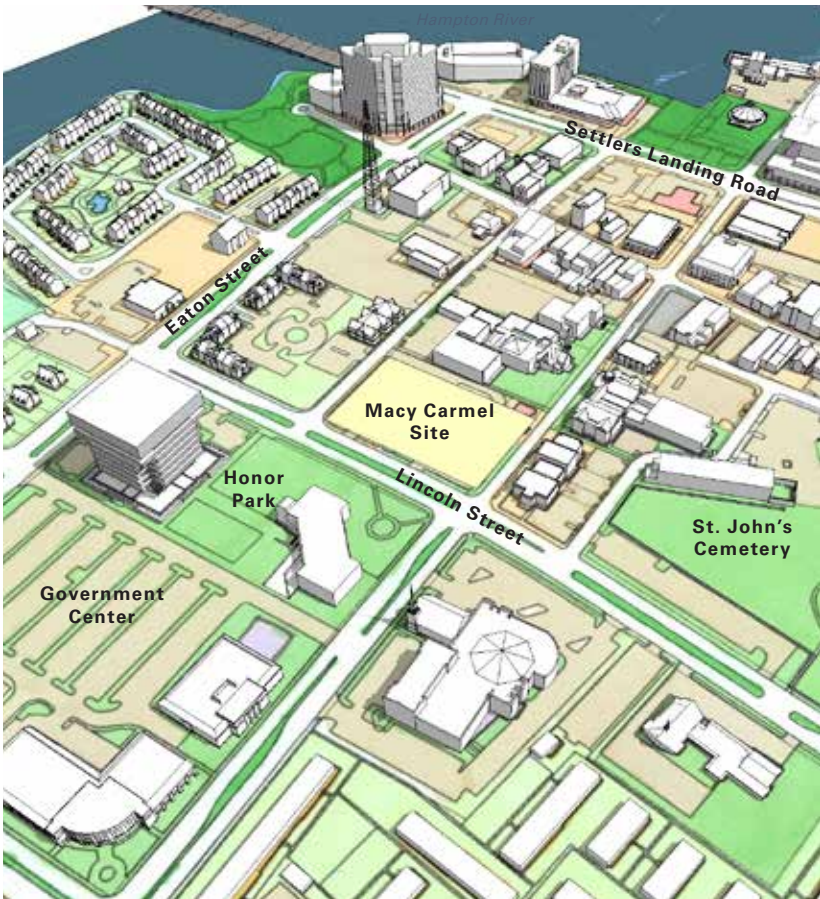
The Macy Carmel Site poses a rare opportunity for redevelopment in the core of the Downtown. This site is strategically located along Lincoln Street at the northern entry to the pedestrian-oriented core of Downtown. As such, it provides a unique gateway opportunity while also being one of the few sites that can yield a range of densities and scales. The current building is a converted court and office structure that contributes little to the updated vision for Downtown. Any redevelopment of this site will be contingent on moving the existing 311 Call Center. The Macy Carmel Site Study (2007, as amended) proposes a range of development options for the Macy Carmel site. The site is located across the street from the City Government Center and is bounded by Lincoln Street to the north, Wine Street to the east, Hampton Baptist Church to the south, and Kings Way to the west.

Development options consider the context, location, and position of the site; the existing character of Downtown Hampton; appropriate site yield and capacity; and a sense of market realities. Each design considers the scale of the buildings along Wine Street, support for public sidewalks and the public realm, as well as on-street parking, and an alley or small scale public street to provide vehicular and pedestrian access to Hampton Baptist Church and Kings Way. This new alley or street also provides access to the embedded parking garage which will serve any new development on this site, as well as support existing and future activities at this end of the Downtown core.

Each of the three development models demonstrates how this site might respond to different mixes of uses at different scales of development. These are generic models and should not be taken as rigid, inflexible recommendations but rather should be viewed as general frameworks to guide a low-rise, mid-rise, and high-rise scenario of development for this site. Each scenario is described and illustrated in the following pages.



DOWNTOWN HAMPTON MASTER PLAN The Macy Carmel Site (highlighted in black) is situated in the mixed-use core of Downtown Hampton



AERIAL VIEW OF DOWNTOWN HAMPTON The Macy Carmel Site, shown in yellow, is situated along Lincoln Street between Kings Way and Wine Street.

Low-Rise Development

Buildings fronting Lincoln and Wine Streets should be 3-story buildings, wrapping an internal 4-level parking structure. A new service alley or street should be developed from Kings Way to Wine Street. The development should be a mix of residential, retail, and office. Current market conditions place an emphasis on residential space with limited class A office space, and limited retail service space. Future market conditions may cause a shift in the mix of uses.



Ground Floor Plan



Typical Second and Third Floor Plan

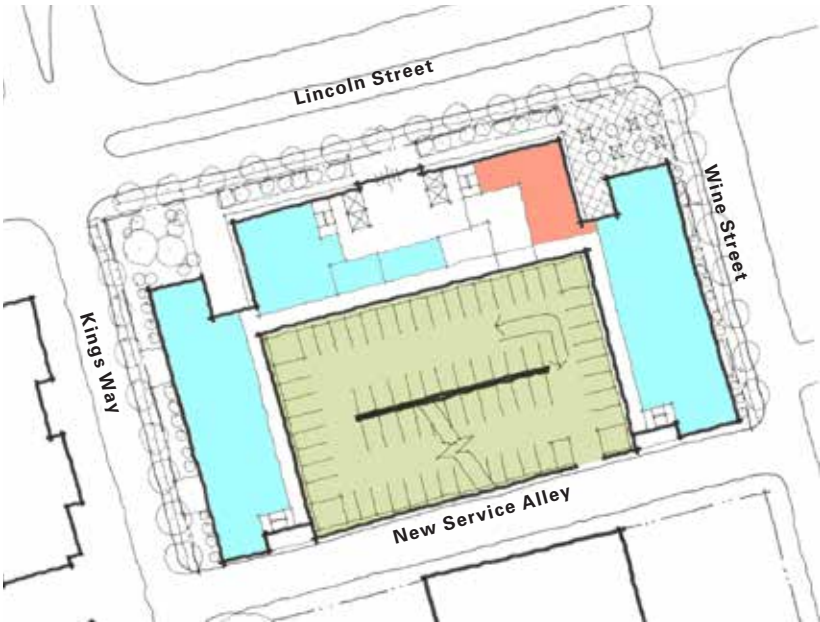
- RETAIL
- OFFICE
- RESIDENTIAL
- PARKING STRUCTURE



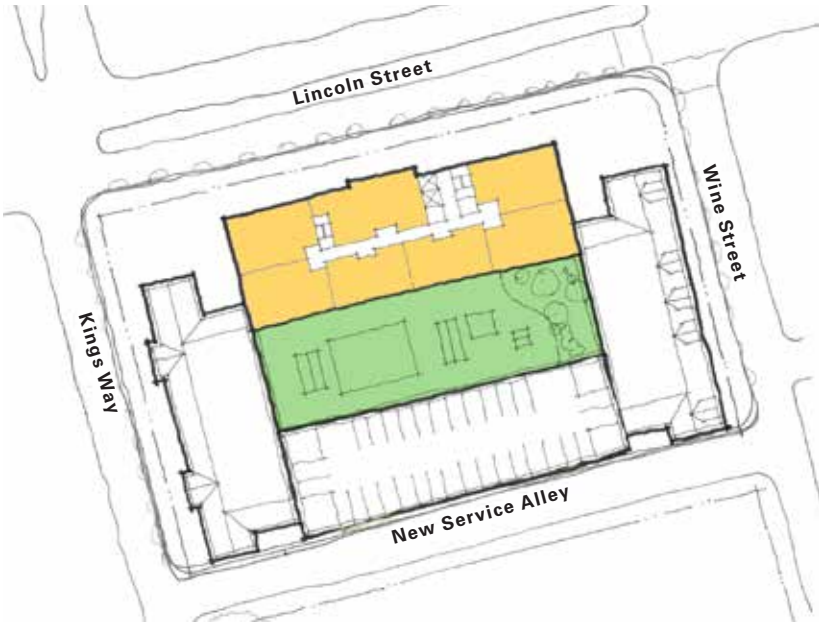
Aerial View of the Low-Rise Development Option

Mid-Rise Development

A tower comprised of 8 floors should front Lincoln Street. Along Wine Street and Kings Way, two-story office buildings are introduced with the potential for limited retail to serve the employees of this development and the nearby government center. Outdoor space, or courtyards, are created by the disposition of buildings, providing amenities at the ground level. A 5 level parking garage will be constructed to support all building uses and could potentially house resident amenities such as a pool and green roof garden on top.



Ground Floor Plan



Typical Upper Floor Plan

- RETAIL
- OFFICE
- RESIDENTIAL
- PARKING STRUCTURE



Typical Second and Third Floor Plan



Aerial View of the Mid-Rise Development Option

High-Rise Development

The tallest and most dense alternative considered is a 16-story point tower, which is a tower that rises from an assembly of shorter, fabric buildings. Buildings along Wine Street and Kings Way are two stories in height. The building requires a minimum 5,000 square feet floor plate with five residential units oriented around a central elevator core. The associated low-rise office buildings will flank the tower, create plaza spaces at the ground level, and create urban frontage along Wine Street and Kings Way. Retail space may be introduced at the corner of Wine and Lincoln Streets to serve users of this development, as well as the Government Center across Lincoln Street. A 5-story parking garage will abut the tower to serve the development, and its roof may be developed as a garden, pool, or other amenity for residents.

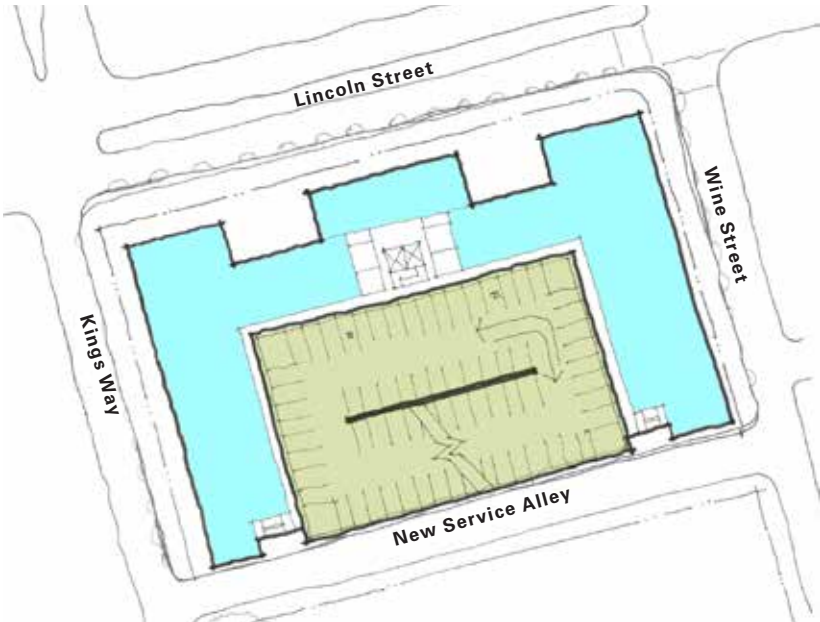


Ground Floor Plan



Typical Upper Floor Plan

- RETAIL
- OFFICE
- RESIDENTIAL
- PARKING STRUCTURE



Typical Second and Third Floor Plan



Aerial View of the High-Rise Development Option

## Olde Hampton Neighborhood

The Olde Hampton Neighborhood is rich in history with an important legacy dating from the post-Civil War era as a “Contraband of War” camp to house slaves from throughout the South who were fleeing North to escape their bondage. In recent years it has suffered from disinvestment, which has caused longtime residents to leave.

The community has been working on a Community Revitalization Plan which calls for new houses at affordable cost for homeowners and improvements to the public areas. The Downtown Master Plan builds upon this neighborhood plan and provides some additional concepts for consideration by the community. The historic Watkins Feed Store is proposed to be restored as a neighborhood landmark at the entrance to this new street. To the west of Watkins Feed Store, McAllister Street has been constructed to reconnect the



(ABOVE) Proposed view of renovated Watkins Feed Store and new residential development  
(LEFT) Existing view of Watkins Feed Store on Queen Street



street network and provide additional buildable street frontage.

Key issues for residents are problems associated with Grant Park — it is hidden from public view and has become a center of crime. The plan suggests one way in which the Park can be more open to public view and additional residential units can be added to the neighborhood, thereby adding ‘eyes on the park’ and becoming more secure. Additional streets will improve connectivity, create sites for new home ownership units and provide access to the park. It is recommended a new neighborhood center be constructed adjacent to Lincoln Street with parking in the rear to create a pedestrian-friendly streetscape and give the new center a presence in the community.

Additional residential development is suggested for sites located at the corner of Queen Street and Back River Road.

At the suggestion of Olde Hampton residents, the plan calls for the redevelopment of distressed residential and retail properties near the intersection of LaSalle Avenue and Queen Street.

| INITIATIVE 4:<br>OLDE HAMPTON NEIGHBORHOOD                                                                                                                             |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| RECOMMENDATIONS                                                                                                                                                        |
| Improve Grant Park by acquiring key properties and creating important street connections that will provide additional access, visibility, and surveillance on the Park |
| Establish a new front to the Community Center oriented to Lincoln Street                                                                                               |
| Develop guidelines for new construction and rehabilitation                                                                                                             |
| Redevelop the Watkins Feed Store                                                                                                                                       |
| Redevelop properties at Queen Street and Back River Road with housing and neighborhood serving retail                                                                  |
| Pursue additional north-south street connections that increase neighborhood connectivity and opportunities for new housing                                             |
| Improve LaSalle Corridor and related blighted properties                                                                                                               |



Existing Conditions



EXISTING HOUSING IN OLDE HAMPTON New infill housing in Olde Hampton should respect the modest scale of historic housing.



Illustrative Master Plan



Phase 1



Phase 2



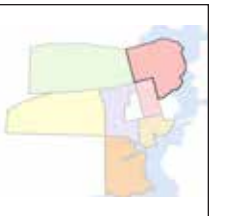
Phase 3

## Pasture Point Neighborhood

The Pasture Point Neighborhood includes a remarkable collection of historic houses, especially in the areas south of Pembroke Avenue. North of Pembroke Avenue, residents spoke of concerns about truck traffic from industrial uses embedded in the northern end of the neighborhood. The plan suggests those uses be replaced with residential development that continues the best traditions of the neighborhood. The plan on the following page indicates these properties facing a new linear park which links the east side of the neighborhood, including the portion north of Interstate 64, with Colbert Avenue and the future Bright's Creek development to the west.



(ABOVE) Proposed view of new Pasture Point housing  
(LEFT) Existing view north on Eaton Street towards Interstate 64



Building upon the Neighborhood Plans: Pasture Point

This initiative reflects the Reinvestment Plan for the neighborhood adopted by City Council in January 2003. Pasture Point is a strong in-town neighborhood with strategic importance to Downtown because of its location, architectural character, and potential for reinvestment in the existing housing stock.

Pasture Point has a good supply of historic and architecturally distinctive housing. Incentives to help homeowners rehabilitate their homes will be priority tools in this neighborhood’s revitalization. To preserve the character of the area, design guidelines and quality standards for the construction of new housing and rehabilitation of existing housing are recommended. Additionally, streetscape improvements including street lighting, neighborhood entry signage, and landscaping are encouraged to establish a unique identity for the neighborhood consistent with its historical significance.

Existing industrial and business uses between the neighborhood and Interstate 64 detract from the community both visually and functionally, and should be acquired and redeveloped for new housing and a greenway that connects Pembroke Landing with King Street and becomes an important connection in the Downtown park network.. As an alternative, some of the industrial building stock could be re-used for loft housing.



NEW HOUSING IN PASTURE POINT  
New housing in the neighborhood should blend seamlessly with existing housing.



Illustrative Master Plan



Existing Conditions

| INITIATIVE 5:<br>PASTURE POINT NEIGHBORHOOD                                                                                                    |
|------------------------------------------------------------------------------------------------------------------------------------------------|
| RECOMMENDATIONS                                                                                                                                |
| Purchase remaining industrial properties in Pasture Point and develop street and greenway connections between Pembroke Landing and King Street |
| Create guidelines for the construction of new housing along greenway, and rehabilitation of existing houses                                    |
| Complete streetscaping and neighborhood signage programs                                                                                       |
| Develop new housing along new greenway connection in accordance with guidelines                                                                |
| Develop commercial site along King Street adjacent to I-64                                                                                     |
| Pursue sound mitigation options with VDOT                                                                                                      |

INITIATIVE 6

# Bright's Creek & Armory District Redevelopment

In the 2004 Downtown Master Plan, Bright's Creek & the Armory District were not studied in detail. In this 2017 plan update, a further developed framework is provided for Bright's Creek and recommendations from the 2007 Armory District Initiative are incorporated. The land north of Downtown represents a long-term opportunity to expand Downtown with both neighborhoods and revenue-generating commercial development. Restoration of the Bright's Creek Greenway is proposed as a central feature of this area. North of the proposed gre-

| INITIATIVE 6:<br>BRIGHT'S CREEK & ARMORY DISTRICT<br>REDEVELOPMENT                                                                                                  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| RECOMMENDATIONS                                                                                                                                                     |
| Redevelop property facing the interstate with research/office, destination commercial, and/or tourist attraction                                                    |
| Develop a direct street connection from Back River Road to Rip Rap Road                                                                                             |
| Improve Armistead Avenue as a high-quality urban boulevard and a functional connection between the Coliseum Central area and Downtown                               |
| Work with property owners to create a new in-town neighborhood between Downtown and the southern edge of the Creek                                                  |
| Work with existing property owners to create a high-quality commercial and/or mixed-use development along Armistead Avenue                                          |
| Construct I-64 interchange at North King Street                                                                                                                     |
| Along North King Street, utilize an architectural style of an industrial or contemporary aesthetic                                                                  |
| Include wide sidewalks, pedestrian connections, and open spaces throughout the Bright's Creek and Armory District and integrate into the overall fabric of Downtown |
| Develop a "Walk of History" to celebrate and connect the rich history of the two historic cemeteries and the adjacent neighborhoods                                 |

enway, a range of potential land uses will find proximity to and visibility from I-64 attractive. Recommended uses include a large destination retailer, tourist attraction, office and research park, or a mix of these uses in combination with high-density residential development. High-density residential development should be the primary land use extending from Downtown to the southern side of the creek. A direct connection into Downtown should be supported by improved access from I-64 to N. King Street in the form of a new interstate interchange.

Armistead Avenue

Mixed use or commercial development is appropriate along Armistead Avenue, creating a high-quality boulevard linking Downtown to the Coliseum Central district.

North King Street: The Armory District

The vicinity surrounding King Street to both the east and west — provides the opportunity for high-density residential use, mixed use, and a revitalized Armory building. West of King Street, between the interstate and the transportation center, is a potential location for a tourist attraction to activate and anchor the southern end of N. King Street. This direct connection into Downtown will attract more people to support retail and restaurants. Dependent upon the trajectory of future development, the western frontage of King Street may be appropriate for mixed-use development or a tourist attraction. In either scale or type of development, King Street should be used to connect Downtown to the City's neighborhoods and transportation network.

Bright's Creek Greenway

Bright's Creek shall be restored as both an environmental and open space amenity. The creek will be daylighted and restored to provide water quality enhancements, as well as a benefit to neighboring residents and office workers by providing a park like atmosphere that will tie into the Downtown park network.



Existing Street Network



Proposed Extended Street Network



Existing Photo of Bright's Creek and Armory District



Illustrative Master Plan



Portrait of Existing Conditions

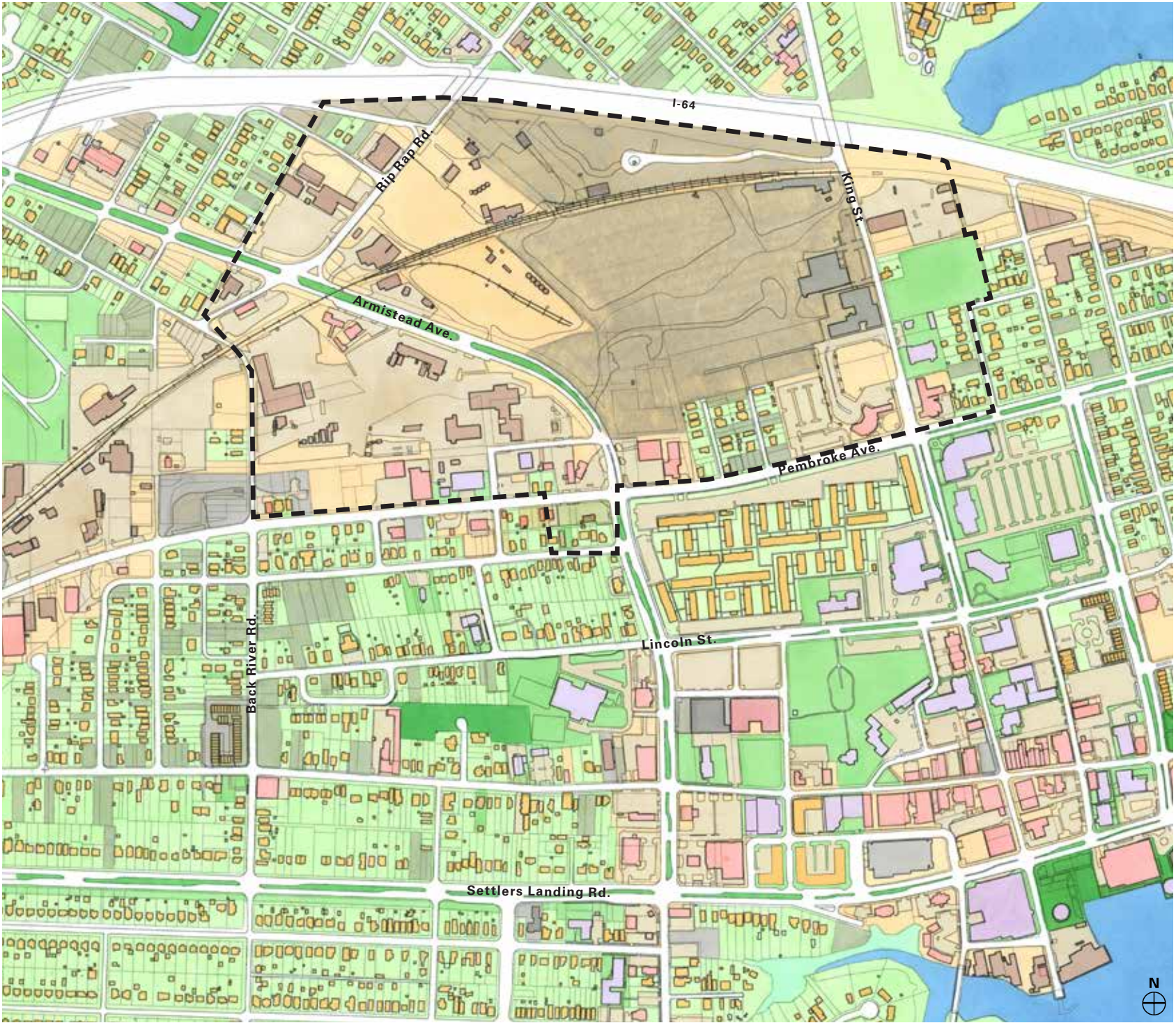
The portrait of existing conditions illustrates the City’s most current land use information, and also depicts streets, building footprints, vacant parcels, and natural features. Illustrated here are the largely industrial Bright’s Creek and Armory District areas and the current City of Hampton Public Works Operations.

Bright’s Creek & Armory District Market Potential

Hunden Strategic Partners conducted an analysis of the market conditions and potential for the Bright’s Creek area. The full report is available as a separate appendix, and a summary is provided below:

The high visibility of the Bright’s Creek and Armory District from I-64 offers opportunities for large users that value highway frontage, such as:

- » Corporate office
- » Large, destination retailer
- » Signature Downtown attraction
- » Mixed-use development



Portrait of Existing Conditions (2012)



(ABOVE) Example of a mixed-use main street.  
(BELOW) Example of appropriate mixed-use buildings.

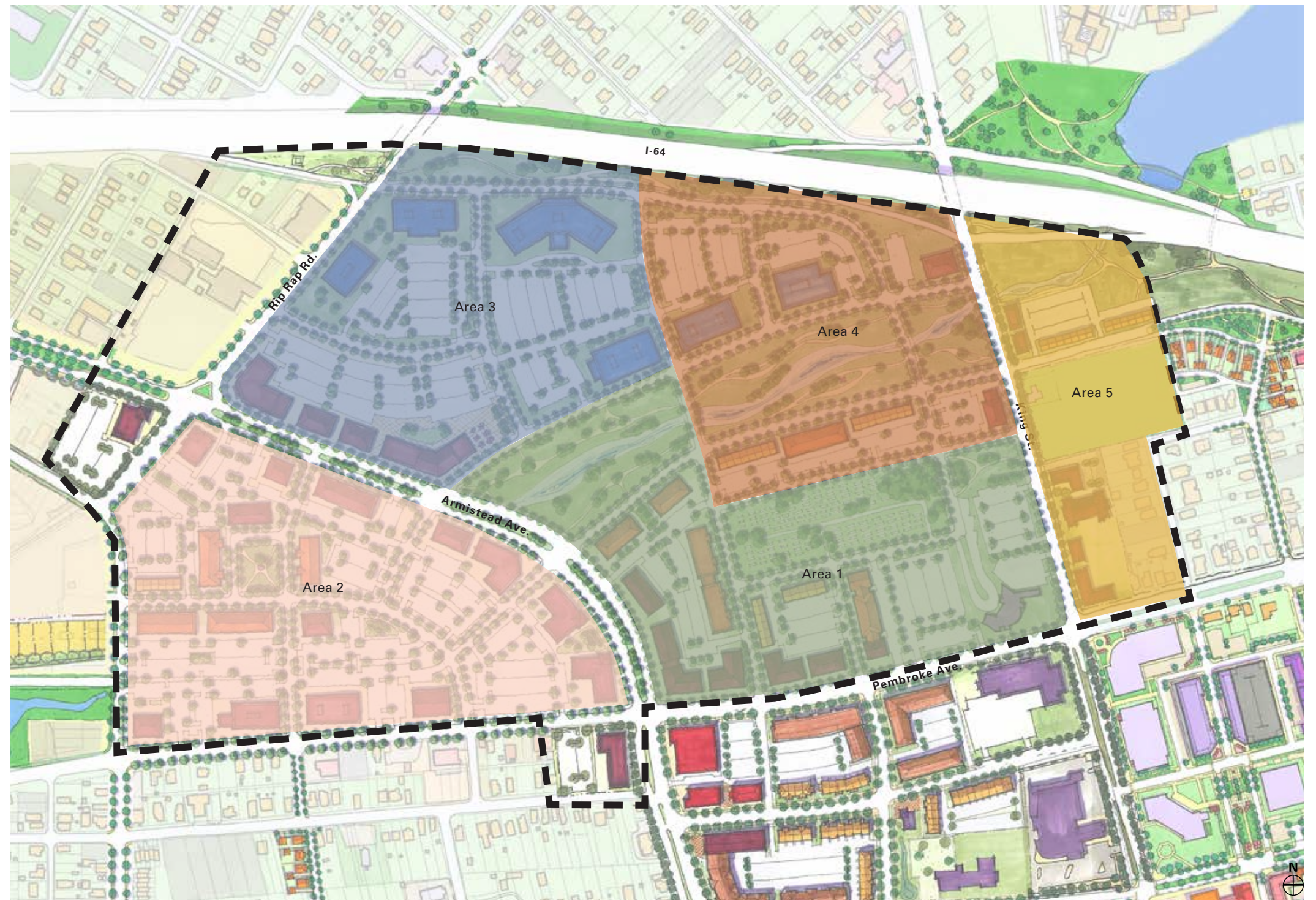


- RESIDENTIAL BUILDING
- COMMERCIAL BUILDING
- INDUSTRIAL BUILDING
- INSTITUTIONAL BUILDING
- PUBLIC PARKS AND OPEN SPACE
- SEMI-PUBLIC OPEN SPACE
- RESIDENTIAL LAND
- COMMERCIAL AND INDUSTRIAL LAND
- PARKING LOT
- WATER
- STUDY AREA

#### Bright's Creek & Armory District Redevelopment

The Bright's Creek area would be an ideal site for various destination uses, as well as for market-rate housing. Due to the size of the Bright's Creek area, as well as its geography — it is divided by a creek and bound to the north by I-64 and the south by downtown residential development — the master plan further divides it into five development areas.

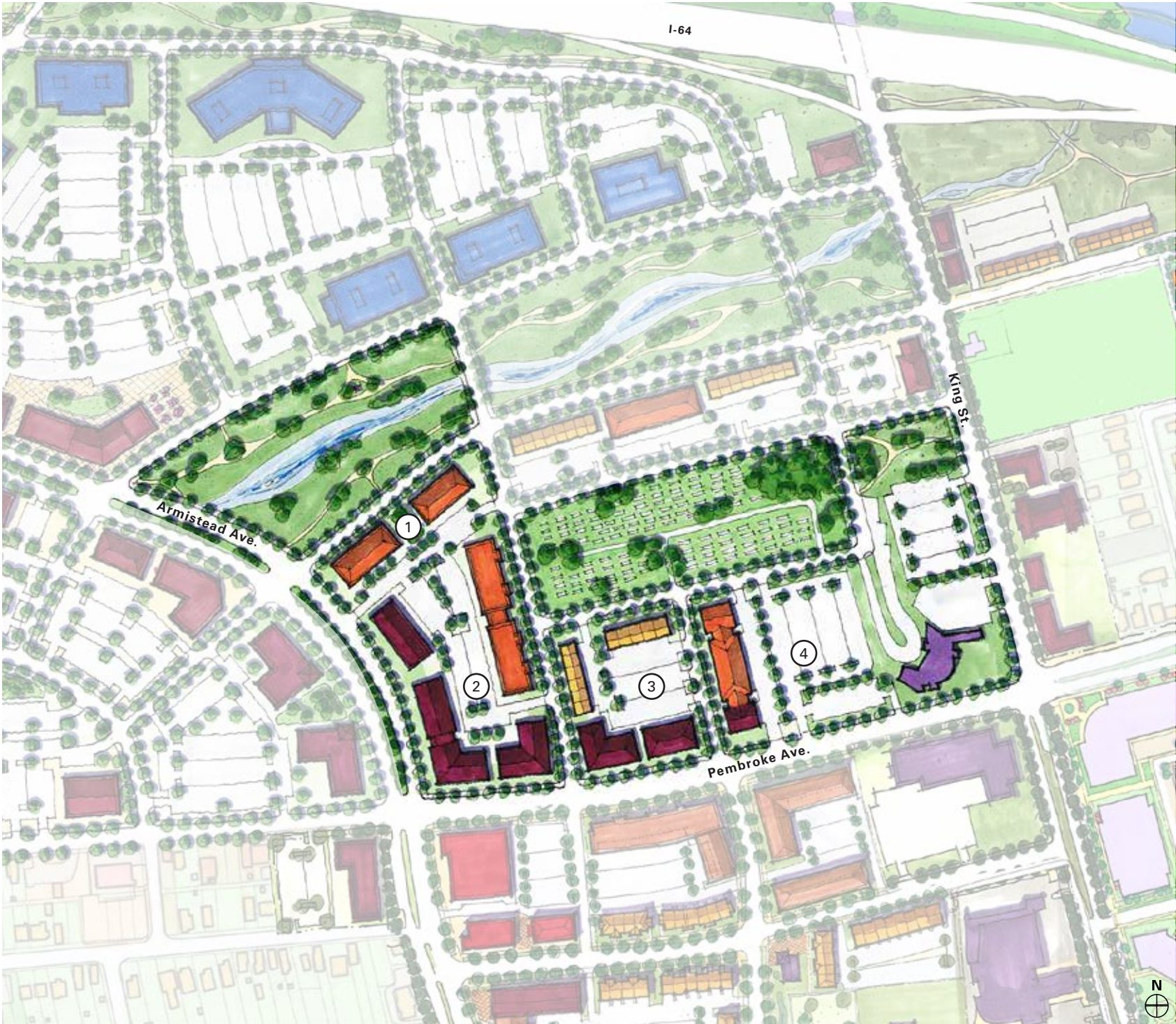
Development Area 1, the area to the south of the creek, fronts Armistead Avenue and is in proximity to the downtown, making it a good location for new residential development which will expand the downtown residential base. Area 2, to the west of Armistead Avenue, should be redeveloped with mixed-use development fronting both Armistead Avenue and Pembroke. Existing street networks should continue through the site. Development Areas 3 and 4, the areas to the north of the creek, both have high visibility from I-64, which would be beneficial to office or research uses and destination retail uses. Area 3 is well suited for an Office Complex due to visibility from and accessibility to I-64 and the opportunity for shared parking with a downtown tourist attraction. Area 4 has been designated as the preferred site for a new downtown tourist attraction. The frontage along North King Street provides a direct connection into the core of downtown, drawing visitors into the area. This area along the North King Street corridor, Area 5, additionally provides the opportunity for high-density residential use, mixed use, and a revitalized Armory building. Dependent upon the trajectory of future development, the western frontage of King Street may be appropriate for mixed-use development or a tourist attraction. In either scale or type of development, King Street should be used to connect Downtown to the City's neighborhoods and transportation network.



Development Area 1: Residential

The development of new market-rate residential on the Bright’s Creek site expands the downtown area, and also increases the density of residents in the Downtown to enjoy and support the growing amenities. Providing some mixed-use development along Armistead Avenue helps reinforce a high-quality boulevard connection from the Downtown to Coliseum Central.

| DEVELOPMENT PROGRAM |            |              |                |
|---------------------|------------|--------------|----------------|
|                     | TOWNHOUSES | MULTI-FAMILY | COMMERCIAL     |
| BLOCK 1             | —          | 70           | —              |
| BLOCK 2             | —          | 160          | 48,000 sq. ft. |
| BLOCK 3             | 11         | 55           | —              |
| BLOCK 4             | —          | 55           | —              |
| TOTAL               | 11         | 340          | 48,000 sq. ft. |



- ATTACHED RESIDENTIAL BUILDING (TOWNHOUSE/ROWHOUSE/LIVE-WORK)
- MULTI-FAMILY RESIDENTIAL BUILDING
- MIXED-USE BUILDING
- RETAIL BUILDING
- OFFICE BUILDING
- INDUSTRIAL BUILDING
- INSTITUTIONAL BUILDING
- PUBLIC PARKS AND OPEN SPACE
- SEMI-PUBLIC OPEN SPACE
- COMMERCIAL AND INDUSTRIAL LAND
- PARKING LOT
- WATER

Development Area 2: Mixed-Use

The relocation of the Hampton Public Works Yard allows for the extension of the downtown core. As is, this area can accommodate a single large user, or the existing downtown street network can be extended to support mixed-use development. Mixed-use development should front both Armistead and Pembroke Avenues. Some multifamily and townhome development is appropriate on internal streets.

| DEVELOPMENT PROGRAM |                |
|---------------------|----------------|
| RETAIL              | 97,000 sq. ft. |
| RESIDENTIAL         | 226 units      |
| PARKING             | 680+ cars      |



- ATTACHED RESIDENTIAL BUILDING (TOWNHOUSE/ROWHOUSE/LIVE-WORK)
- MULTI-FAMILY RESIDENTIAL BUILDING
- MIXED-USE BUILDING
- RETAIL BUILDING
- OFFICE BUILDING
- INDUSTRIAL BUILDING
- INSTITUTIONAL BUILDING
- PUBLIC PARKS AND OPEN SPACE
- SEMI-PUBLIC OPEN SPACE
- COMMERCIAL AND INDUSTRIAL LAND
- PARKING LOT
- WATER

Development Area 3: Office Complex

The high visibility of Bright’s Creek from I-64 makes it an ideal location for new office and research development. Office buildings would front Rip Rap Road and the linear greenway along the creek, and mixed use development will front Armistead Avenue. Parking should be located behind buildings to maximize frontage, visibility, and the definition of the urban block. Another benefit of locating office uses on this site is the creation of a shared parking resource with a potential downtown attraction.

| DEVELOPMENT PROGRAM |                 |
|---------------------|-----------------|
| OFFICE              | 450,000 sq. ft. |
| RETAIL              | 50,000 sq. ft.  |
| PARKING             | 2,000+ cars     |

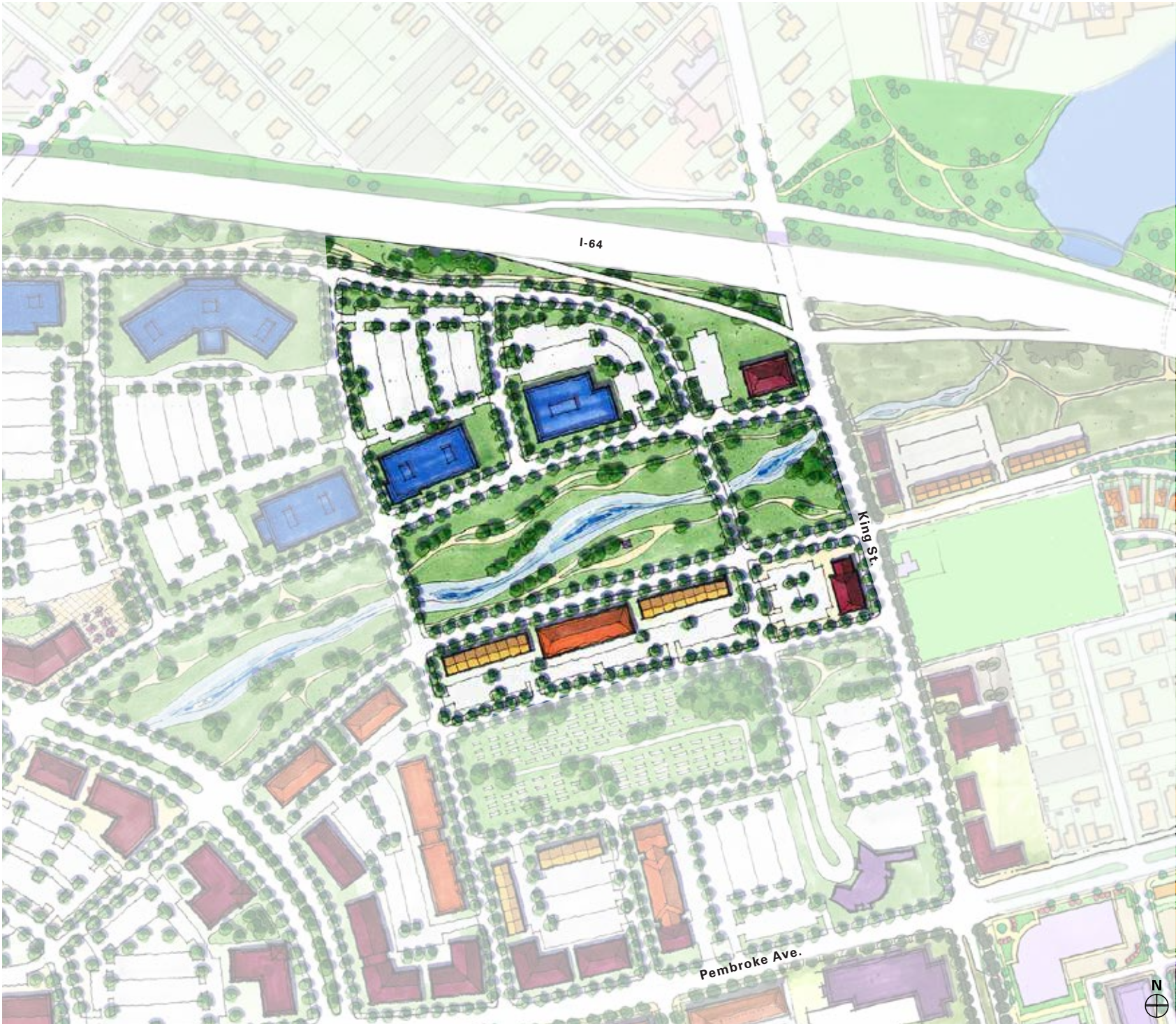


- ATTACHED RESIDENTIAL BUILDING (TOWNHOUSE/ROWHOUSE/LIVE-WORK)
- MULTI-FAMILY RESIDENTIAL BUILDING
- MIXED-USE BUILDING
- RETAIL BUILDING
- OFFICE BUILDING
- INDUSTRIAL BUILDING
- INSTITUTIONAL BUILDING
- PUBLIC PARKS AND OPEN SPACE
- SEMI-PUBLIC OPEN SPACE
- COMMERCIAL AND INDUSTRIAL LAND
- PARKING LOT
- WATER

Development Area 4: Office or Downtown Attraction

The proximity to the Downtown core, as well as the visibility of Bright’s Creek from I-64, provides a location for office/research uses or a new downtown tourist attraction. North King Street provides a direct connection into the core of downtown, drawing visitors into the area and, dependent upon the trajectory of future development, provides the opportunity for either a downtown tourist attraction or mixed use and high-density residential uses.

| DEVELOPMENT PROGRAM |                |
|---------------------|----------------|
| OFFICE              | 64,000 sq. ft. |
| RETAIL              | 15,200 sq. ft. |
| RESIDENTIAL         | 62 units       |
| PARKING             | 550+ cars      |



- ATTACHED RESIDENTIAL BUILDING (TOWNHOUSE/ROWHOUSE/LIVE-WORK)
- MULTI-FAMILY RESIDENTIAL BUILDING
- MIXED-USE BUILDING
- RETAIL BUILDING
- OFFICE BUILDING
- INDUSTRIAL BUILDING
- INSTITUTIONAL BUILDING
- PUBLIC PARKS AND OPEN SPACE
- SEMI-PUBLIC OPEN SPACE
- COMMERCIAL AND INDUSTRIAL LAND
- PARKING LOT
- WATER

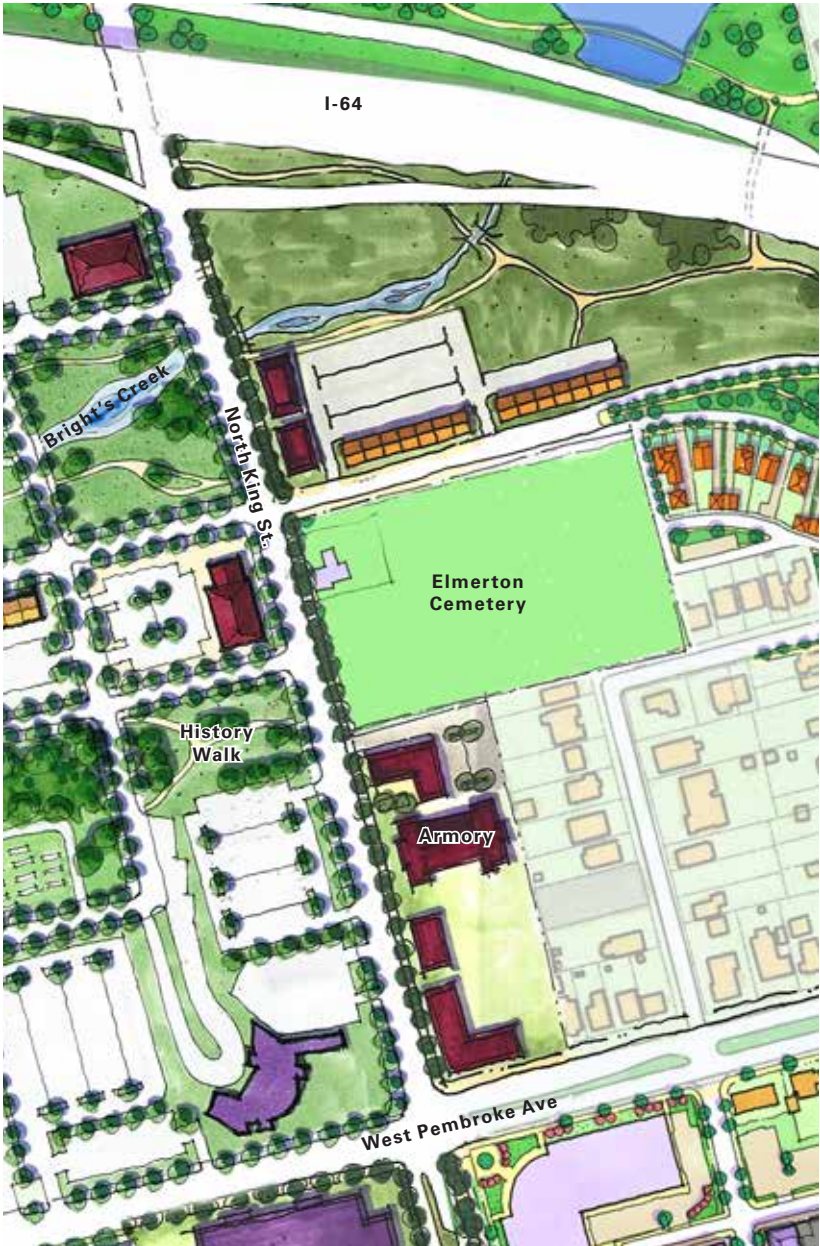
Development Area 5: Armory District

This area along the North King Street corridor provides an opportunity for development of an in-town neighborhood to augment the range of living, work, and entertainment experiences offered by the Downtown. This area is suited for high-density residential use, mixed use, and a revitalized Armory building. Dependent upon the trajectory of future development, the western frontage of King Street may be appropriate for mixed-use development or a tourist attraction. In either scenario, King Street should be used to connect Downtown to the City’s neighborhoods and transportation network.

North King Street should be lined with wide, pedestrian-friendly sidewalks, and it is recommended the district’s two historic cemeteries be connected through a “walk of history.” A pedestrian green space connection is proposed to link the cemeteries with historical markers and pavers to tell the history and significance of the place.

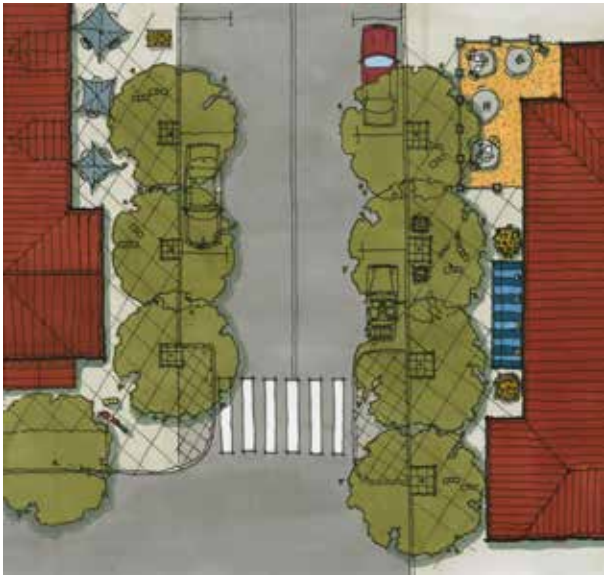
Building on the area’s history and industrial heritage, the visual character of the District should not replicate the most traditional styles of the Downtown core or the surrounding neighborhoods. Instead, the area can develop with a more industrial aesthetic characterized by building types that will include live/work units, residential loft units, and flexible space buildings that can be utilized for a broad range of purposes according to shifting market demands. Buildings should range in size from three to no more than six stories. Buildings located on sites adjacent to the existing single family residential areas should be respectful of the scale of individual homes.

| DEVELOPMENT PROGRAM  |                |
|----------------------|----------------|
| ENTERTAINMENT/RETAIL | 25,000 sq. ft. |
| RESIDENTIAL          | 14 units       |
| PARKING              | 1,600+ cars    |



Illustrative Master Plan

- MIXED-USE BUILDING
- INSTITUTIONAL BUILDING
- TOWNHOUSE



Proposed plan and section through North King Street



INITIATIVE 7

# Victoria Boulevard Neighborhood

The Victoria Boulevard neighborhood has a large collection of well maintained and restored houses with beautiful streets and public spaces. The community’s major concern has been to eliminate unnecessary through traffic. Traffic calming measures have been implemented with success. There is also concern that if the marina and other waterfront sites are considered for redevelopment in the future, the form of that development should be compatible with the neighborhood. The plan suggests a guideline with set-backs which maintain visual access to the water. In addition, redevelopment of the site should encourage public or semi-public access to and along the waterfront.



**WATERFRONT APPROACH** New development on the Waterfront should create view corridors to the water. If possible, public space along the water’s edge (Victoria Boulevard Landing) should be created.



**WATERFRONT DEVELOPMENT** Currently occupied by multiple disparate businesses, Bridge Street’s waterfront should be redeveloped with uses that maintain public views and access to the water.



Illustrative master plan with design guidelines



| INITIATIVE 7:<br>VICTORIA BOULEVARD NEIGHBORHOOD                                                                                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| RECOMMENDATIONS                                                                                                                                                    |
| Develop guidelines that create public value and protect public views of the Hampton River for the redevelopment of Waterfront property north of Victoria Boulevard |
| Pursue options for creating a public space at the terminus of Armistead Avenue: Armistead Avenue Landing                                                           |

# Frameworks

THE INITIATIVES DESCRIBED in the previous section of this report are within specific geographic areas of the Master Plan. Each initiative includes both private development and public investment in streets, public open space, and parks. They also rely on a consistent approach to residential and retail development.

This section of the report describes area-wide components of the Master Plan. These include:

- » Framework of Streets
- » Parking System Framework
- » Framework of Parks and Open Space
- » Inventory of Residential Uses
- » Inventory of Retail Uses



Framework of Streets

LANDINGS



Inventory of Residential Uses



Parking System Framework



Inventory of Retail Uses



Framework of Parks and Open Space

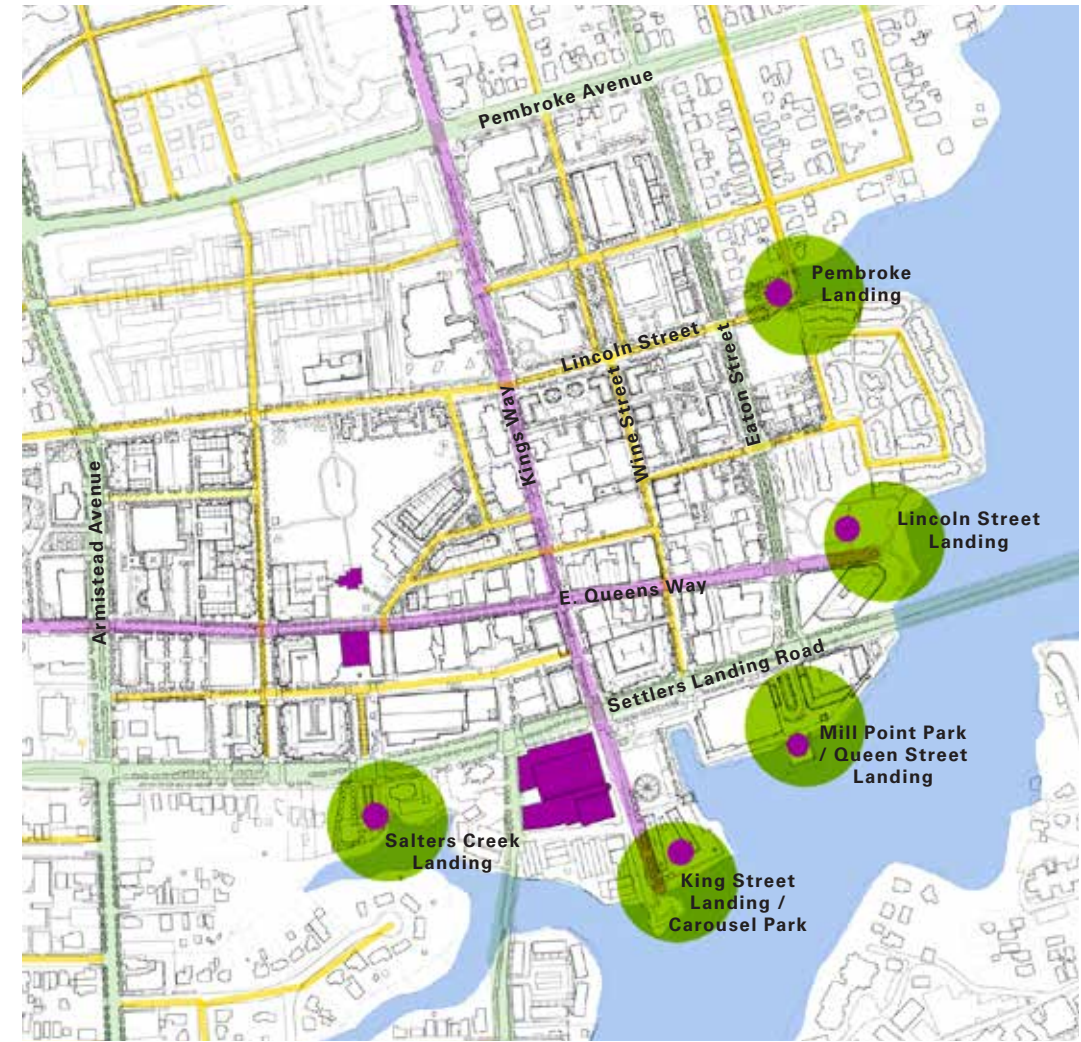
## FRAMEWORKS

# Streets

An enhanced street system for downtown Hampton will increase its connectivity and access while maintaining its capacity and mobility. A system of Green Streets is recommended to re-establish a hierarchy of streets as well as to re-connect the City to the Waterfront. In particular, a phased approach to transforming Settlers Landing Road from a by-pass street to a Downtown Waterfront or Green Street is recommended. Also, the existing ring of boulevards should be converted in dimension to support the unique uses proposed along them, thus broadening the types of street and streetscape experiences in downtown Hampton.

King Street becomes a continuous two-way street with regional access from Interstate 64 and Queen Street becomes the retail core of the Downtown. The proposed Framework of Streets celebrates these landmark streets of Kings Way and Queens Way by properly terminating them in public landings along the water.

A continuous grid of local streets will be achieved through both creating links between discontinuous existing streets and rights-of-way, as well as introducing new streets to provide public addresses for development of civic, retail, and residential uses in the Downtown. The Master Plan recommends several minor street extensions through existing parking lots in order to reduce the over-scaled blocks in the Downtown, to provide direct connections to surrounding neighborhoods, and to create additional retail and residential development frontage. Additional streets are proposed in Pasture Point, the Bright's Creek Redevelopment area, and Olde Hampton to release land for residential development near to the Downtown.



Proposed Street Networks

LANDINGS

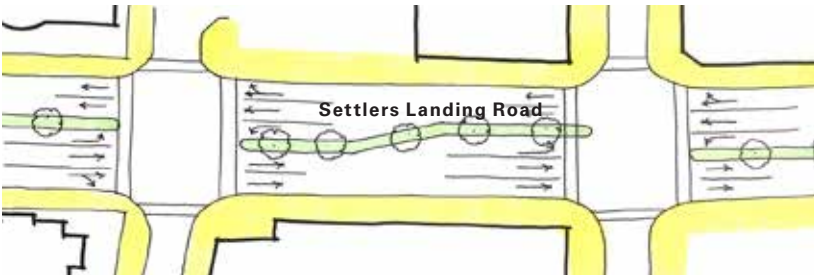


(2004) Proposed improvements to the street network – new streets (in red) and transformed streets (in green)

Settlers Landing Road: A Green Street

2017: Settlers Landing Road has been modified to have two automobile through lanes, on-street parking, bicycle lanes, and pedestrian bulb-outs at intersections. This design safely accommodates pedestrians, cyclists, and motorists, though at peak traffic hours, volumes are high.

2004: The Master Plan recommends a phased approach to rebuilding Settlers Landing Road into a proper waterfront Main Street. A Critical Lane Volume (CLV) analysis conducted by Glatting Jackson (See Appendix B) indicates that Settlers Landing Road, at its current width of four through lanes and traffic volume, has considerable excess capacity. The excess presents an opportunity to “reclaim” the road and narrow each direction of travel by one lane. While more detailed analysis and testing would be required for the final design,



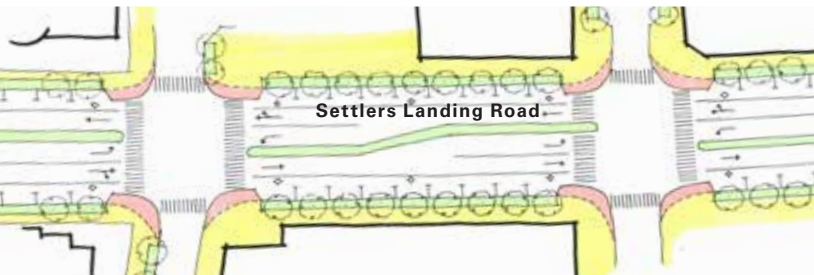
SETTLERS LANDING ROAD EXISTING PLAN Four through lanes



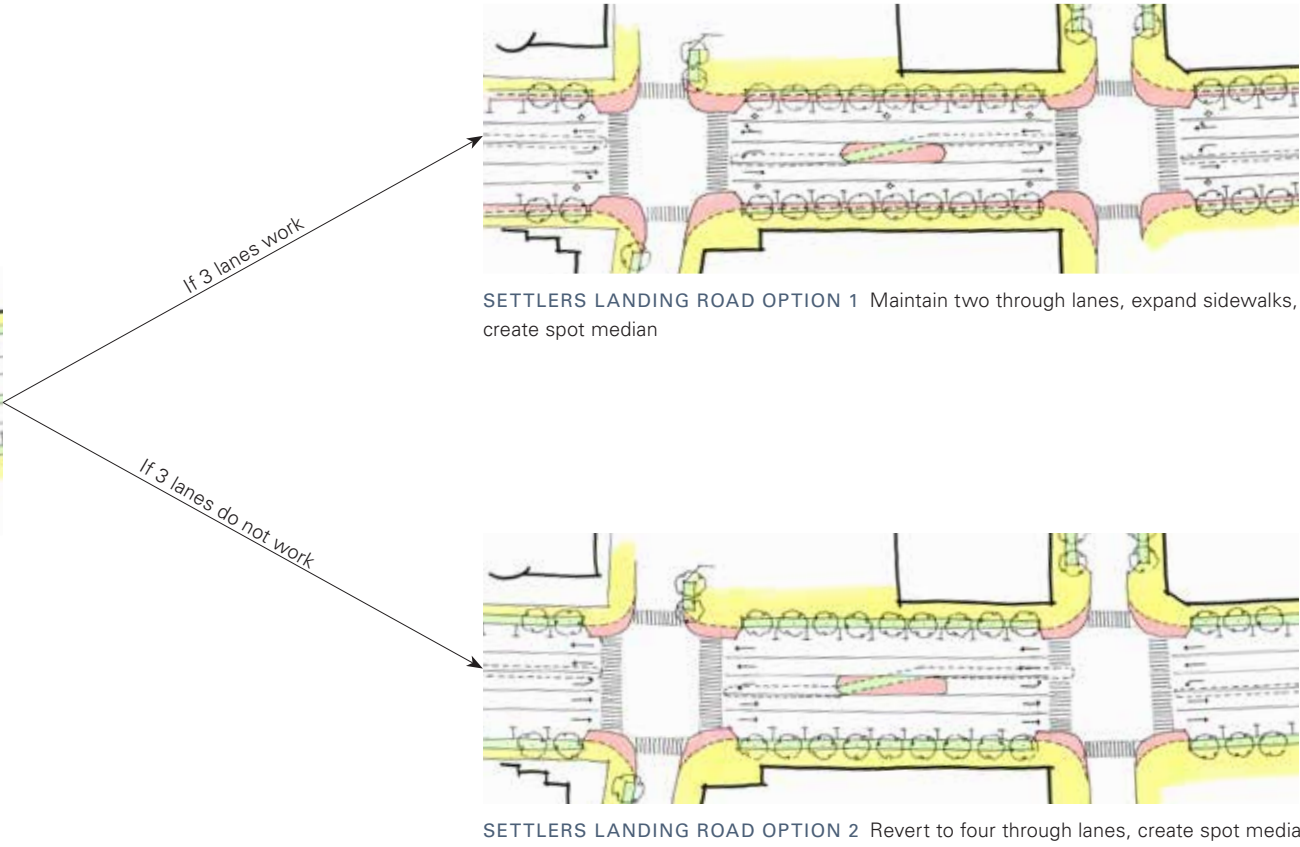
Existing Settlers Landing Road section

the analysis supports the reasonableness of making the roadway narrower. The test option is only recommended for the segment east of Armistead Avenue. For the section west of Armistead Avenue, permanent changes can be made without going through the test option.

Various options for the redesign of this street are shown at right. The introduction of street trees and bulb-outs at the corners at intersections of streets will further tame the street for pedestrians and cars alike.



SETTLERS LANDING ROAD TEST OPTION Reduce to two through lanes, add corner bulb-outs, create on-street parking

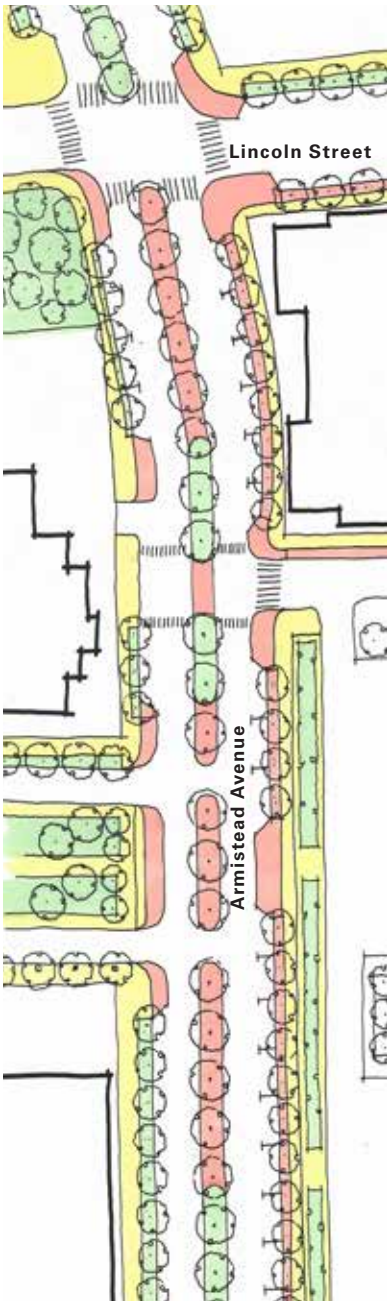


Armistead Avenue: A Green Street

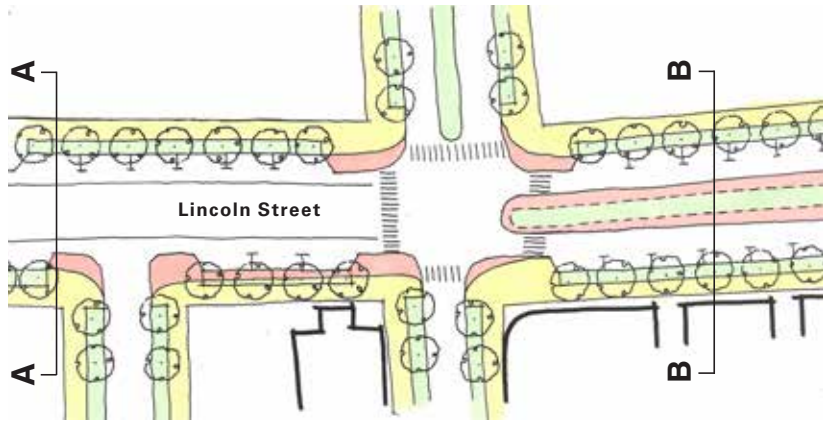
Armistead Avenue currently forms an edge between the Olde Hampton neighborhood and Downtown, highlighting the differences in street (Lincoln Street and Settlers Landing Road) and land use character between that neighborhood and Downtown. Between Pembroke Avenue and Settlers Landing Road, the Plan proposes narrowing Armistead Avenue down to two lanes and adding on-street parking and bicycle lanes on each side. Based on the simple Critical Lane Volume (CLV) analysis, Armistead Avenue has considerable excess capacity and can accommodate existing traffic with a two-lane configuration.

Lincoln Street: A Green Street

The stretch of Lincoln Street from Armistead Avenue to Eaton Street currently functions as another “boulevard” bounding the northern perimeter of the Core area. The Plan proposes that Lincoln Street transition from a neighborhood street to an urban local street (with left turn lanes at intersections, bike lanes, and on-street parking), to a boulevard street (with a wide median and on-street parking). Aside from reducing the “barrier effect” of Lincoln Street between Downtown and areas to its north, narrowing the street down and adding on-street parking would help bring a street scale and pattern similar to the segment of Lincoln Street to the west of Armistead Avenue. Lincoln Street is one of the few streets that tie the Olde Hampton neighborhood to Downtown’s west side. Maintaining a uniform cross section to this penetrating street will help link Downtown into Olde Hampton. Transitioning into a boulevard street east of King Street will make a more dramatic welcome into the core of Downtown’s civic space and the Waterfront.



PROPOSED CHANGES Armistead Avenue



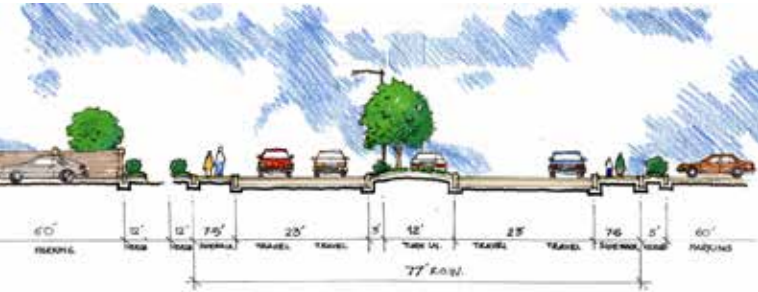
PROPOSED CHANGES Lincoln Street



Armistead Avenue at Lincoln Street



SECTION A-A Lincoln Street, west of King Street

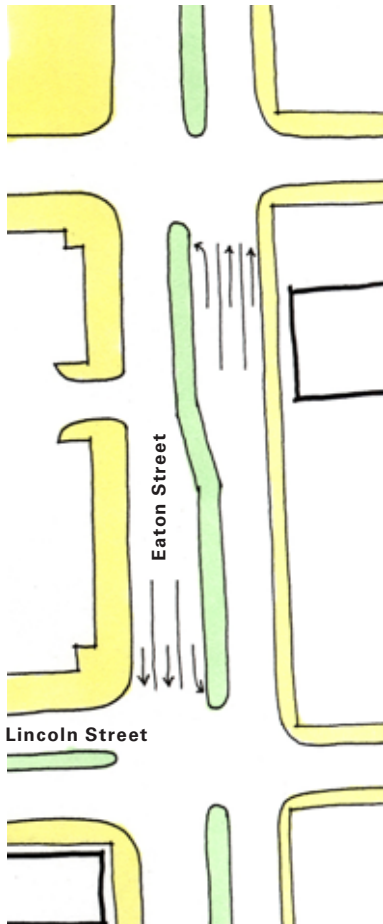


SECTION B-B Lincoln Street, east of King Street

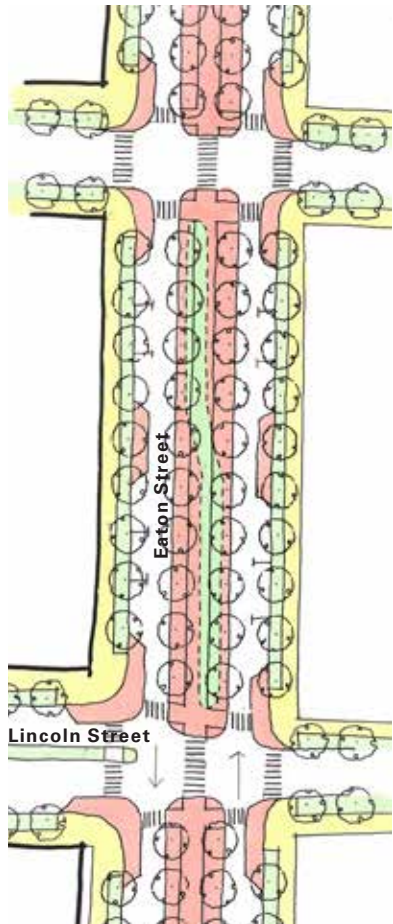
Eaton Street

2017: Eaton Street has been reduced to one travel lane in each direction, and on-street parking has been added.

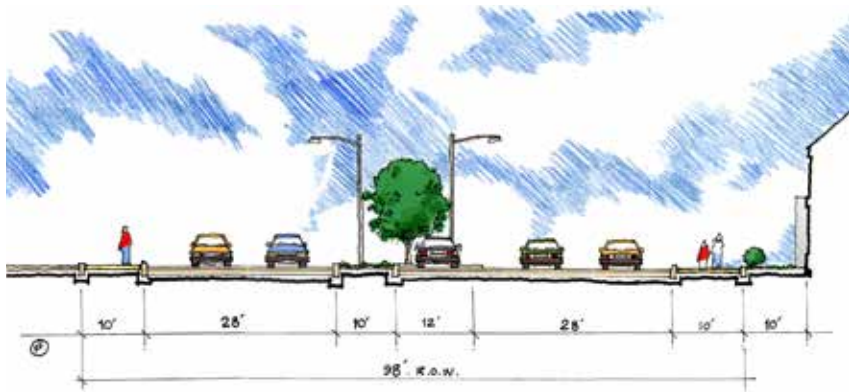
2004: The Plan recommends changing Eaton Street to one travel lane in each direction with parking on both sides and a wider median to become a wide linear park. Reconstruction of outside curbs is not necessary except as bulb-outs. In addition to removing the barrier between Downtown and the Waterfront, and Downtown and Pasture Point, the narrower cross-section will help create safer intersections along the street where the majority of the intersections are stop controlled.



Existing Eaton Street



Proposed Eaton Street changes



(ABOVE) Existing Eaton Street section  
(BELOW) Proposed Eaton Street section



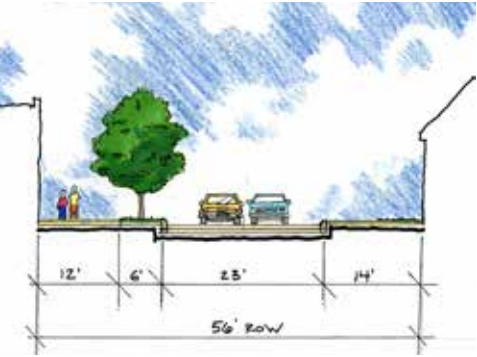
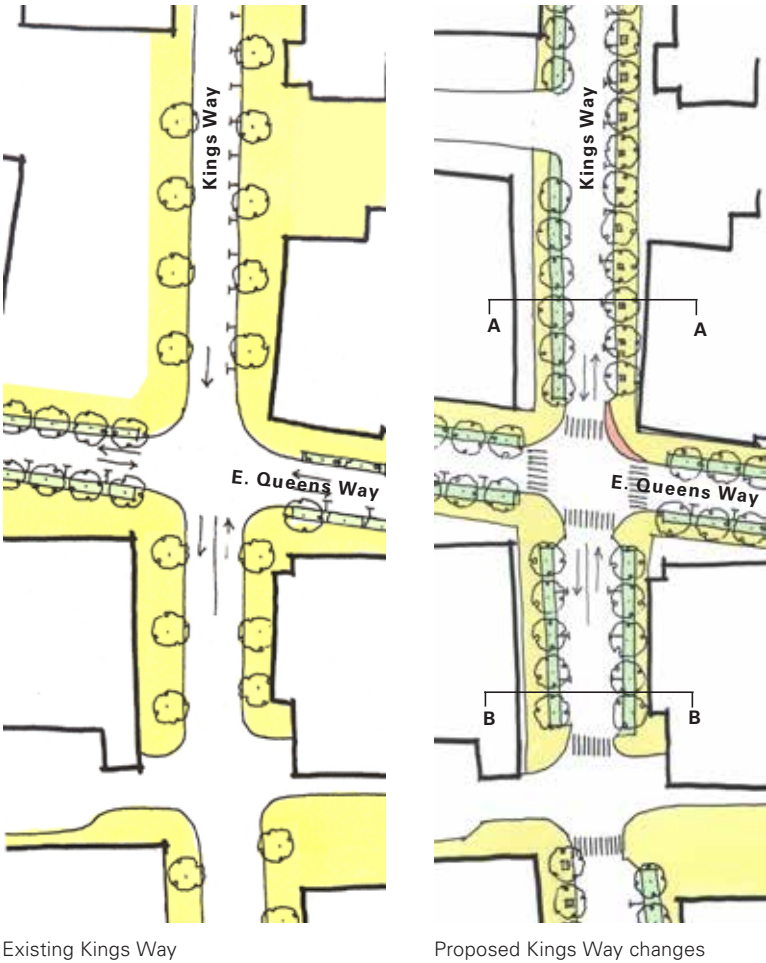
Eaton Street at Lincoln Street



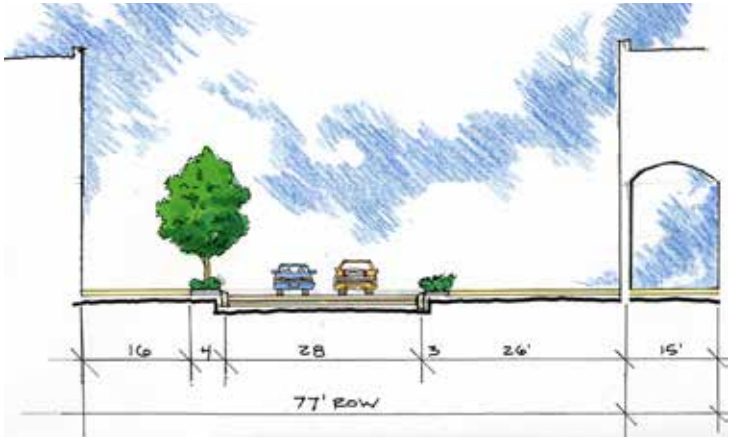
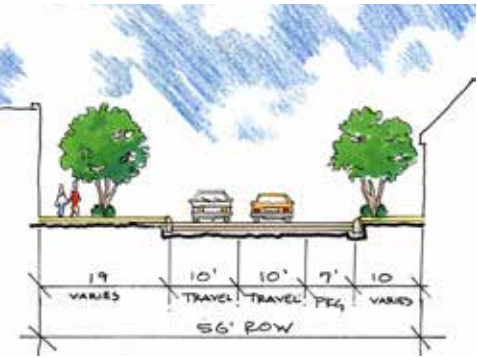
Monument Avenue, Richmond, Virginia

Kings Way

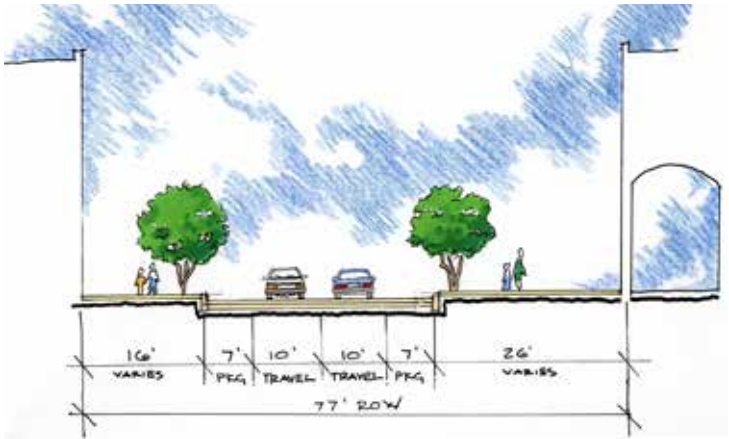
Both Kings Way and Wine Street have different street and sidewalk configurations in each block of the historic Core. This inconsistent alignment of sidewalks and streets makes pedestrian connections between the Downtown and the Waterfront, especially across Settlers Landing Road, extremely difficult. The Master Plan calls for improving these streets with both new configurations and streetscapes to provide a continuous pedestrian experience from Lincoln Street to the Waterfront.



(ABOVE) Existing Kings Way section A-A, north of Queen's Way  
(BELOW) Proposed Kings Way section A-A, north of Queen's Way



(ABOVE) Existing Kings Way section B-B, south of Queens Way  
(BELOW) Proposed Kings Way section B-B, south of Queens Way



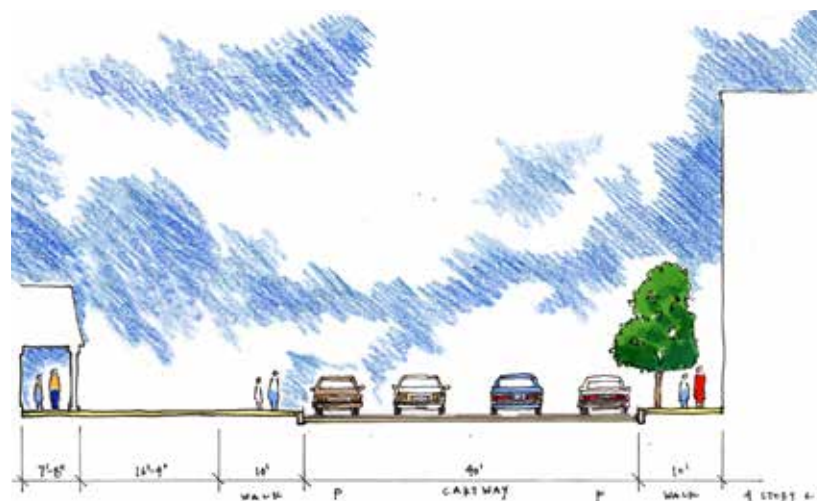
# Parking

The Master Plan proposes that the various types of parking be managed as a coordinated system. The Plan includes additional on-street parking, surface parking lots, and parking structures.

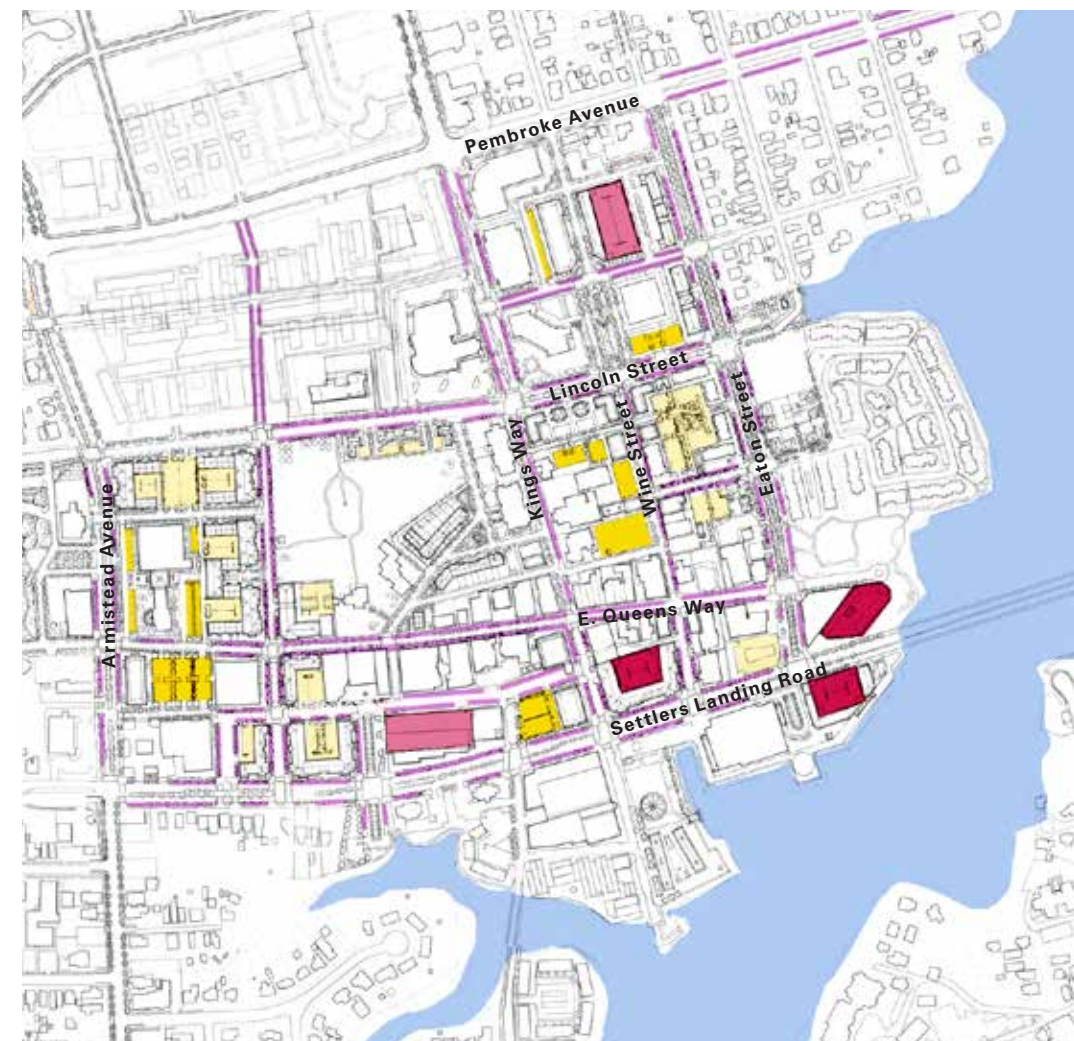
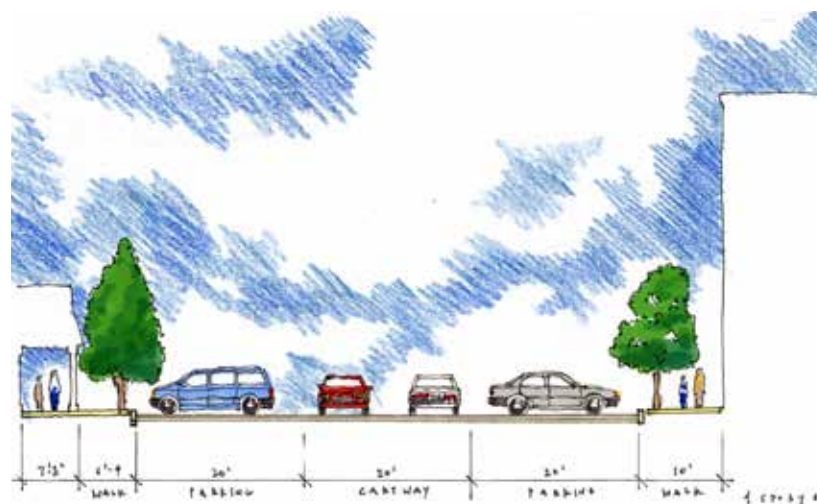
The new development proposed in the Master Plan will require additional parking structures. One garage is recommended on the Goodyear/Wine Street property and another in the government center. Depending on development potential, the Brass Shop lot (at Settlers Landing Road and Old Hampton Lane) could accommodate a third garage.

Old Hampton Lane should be converted into a “parking street” for approximately 140 cars. All surface lots should be well-landscaped and concealed. On-street parking is introduced on all streets where physically feasible.

The presence of on-street parking on Settlers Landing Road can be expected to increase, not discourage, the use of the currently under-used supply of parking in the two structures to either side of Settlers Landing Road, at the entry to Downtown. The on-street parking “advertises” that parking is expected and invited in the area. Further, the presence of on-street parking adds significantly to the quality of pedestrian travel along Settlers Landing Road and will encourage higher levels of Downtown visitation by passing motorists.



(ABOVE) Existing Old Hampton Lane section  
(BELOW) Proposed Old Hampton Lane section



Proposed parking framework

| PROPOSED PARKING SUPPLY |             |
|-------------------------|-------------|
| On Street               | 650         |
| Surface Lot             | 1000        |
| Garage                  | 2500        |
| <b>Total</b>            | <b>4100</b> |

- PRIVATELY OWNED GARAGE WITH PUBLIC ACCESS
- PUBLICALLY OWNED GARAGE
- PRIVATELY OWNED SURFACE LOT WITH PUBLIC ACCESS
- PRIVATELY OWNED SURFACE LOT
- ON-STREET PARKING

Note: total includes approximately 800 spaces for new residential units. Total does not include current private surface lots.

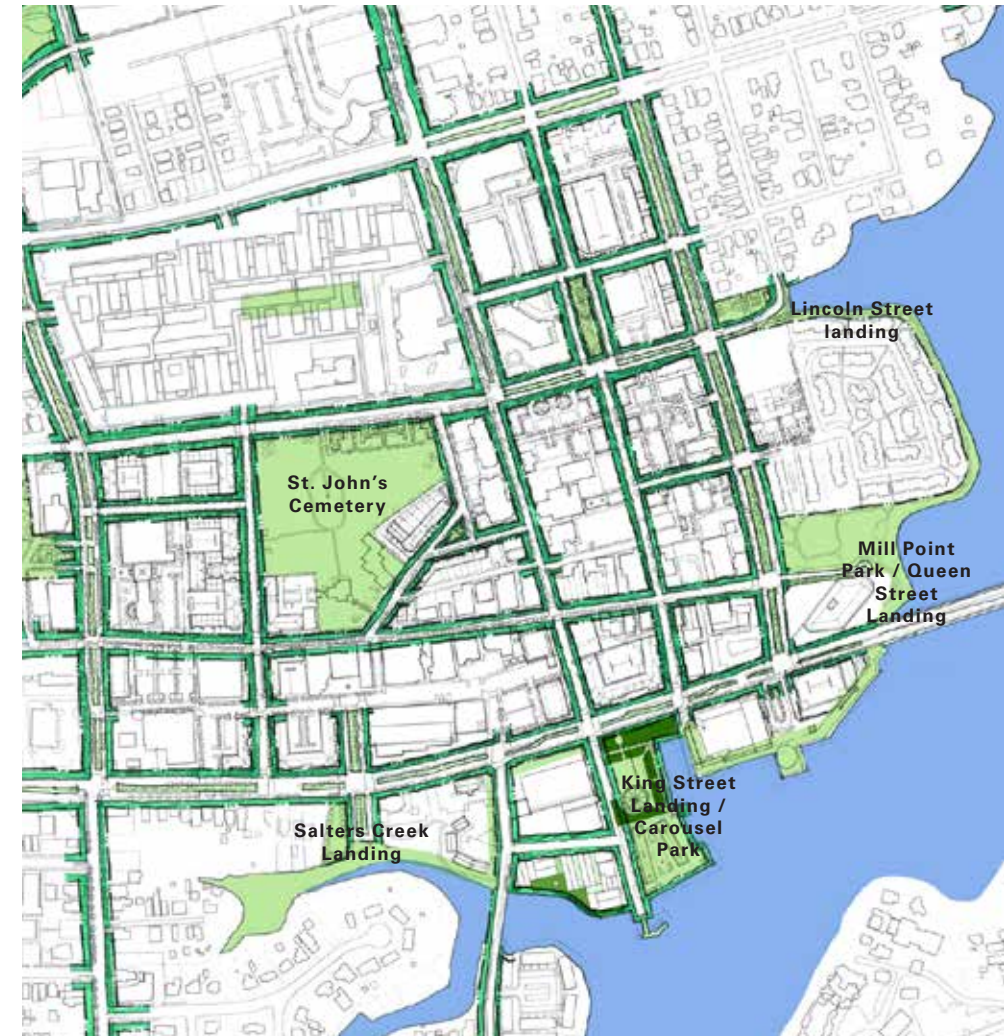
## FRAMEWORKS

# Parks & Public Space

The proposed framework of parks and public space takes its cues from the existing amenities of the City: its landmarks and its waterways. The Master Plan expands upon these amenities by tying them together with a connected system of promenades, parks, parkways, and landings.

The Master Plan proposes expanding the Downtown Waterfront promenade three blocks to the west, terminating at Salters Creek Landing and the Hampton History Museum. Likewise, the Master Plan recommends terminating the northern end of the promenade in a public park at the proposed Lincoln Street Landing. The jewel of the Downtown Waterfront, and its new center, should be King Street Landing, a community gathering space on Downtown's new front door.

Bright's Creek should become the primary organizing element to redevelopment of the industrial area north of Pembroke Avenue. The Creek should be supported by a recreational greenway, parks, stormwater detention amenities, and parkways that connect Olde Hampton and Pasture Point to the water.



Proposed parks and public space framework



Proposed improvements to the parks and public space network: new parks and public space (dark green) and existing parks and public space (light green)

Landings

In order to more effectively connect the interconnected network of streets with the waterfront, the Master Plan proposes to create a series of public spaces, or landings, at the points where streets meet the water. These will also serve as entrances to a continuous walkway system along the waterfront. The landings include: Lincoln Street Landing, which provides a gateway to Pasture Point as well as marking the beginning of the waterfront walkway; Mill Point Landing, which will require some improvements to the existing park; Eaton Street Landing, which leads to the Maritime Center; King Street Landing, which leads to the Marina and King Street Pier; and Salters Creek Landing, which is an extension of the park in front of the History Museum.



Lincoln Street Landing



Eaton Street Landing



King Street Landing



Salters Creek Landing



Examples of waterfront parks and public spaces



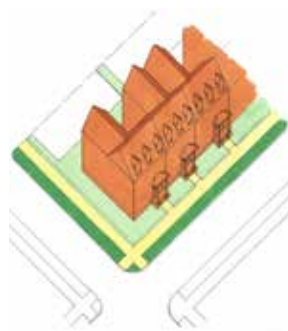
Hampton's landings

## FRAMEWORKS

# Residential



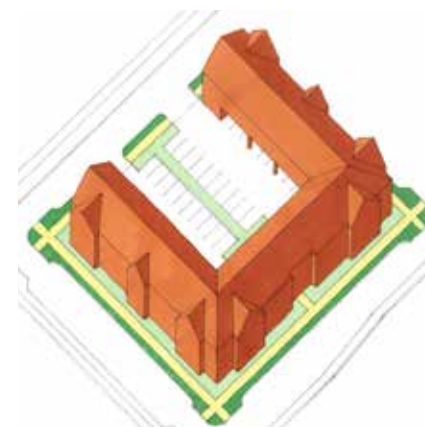
SINGLE-FAMILY HOUSES  
7–10 Units/Acre



TOWNHOUSE  
10–18 units/acre



MANSION APARTMENTS 6–12 units/building; 12–24 units/acre

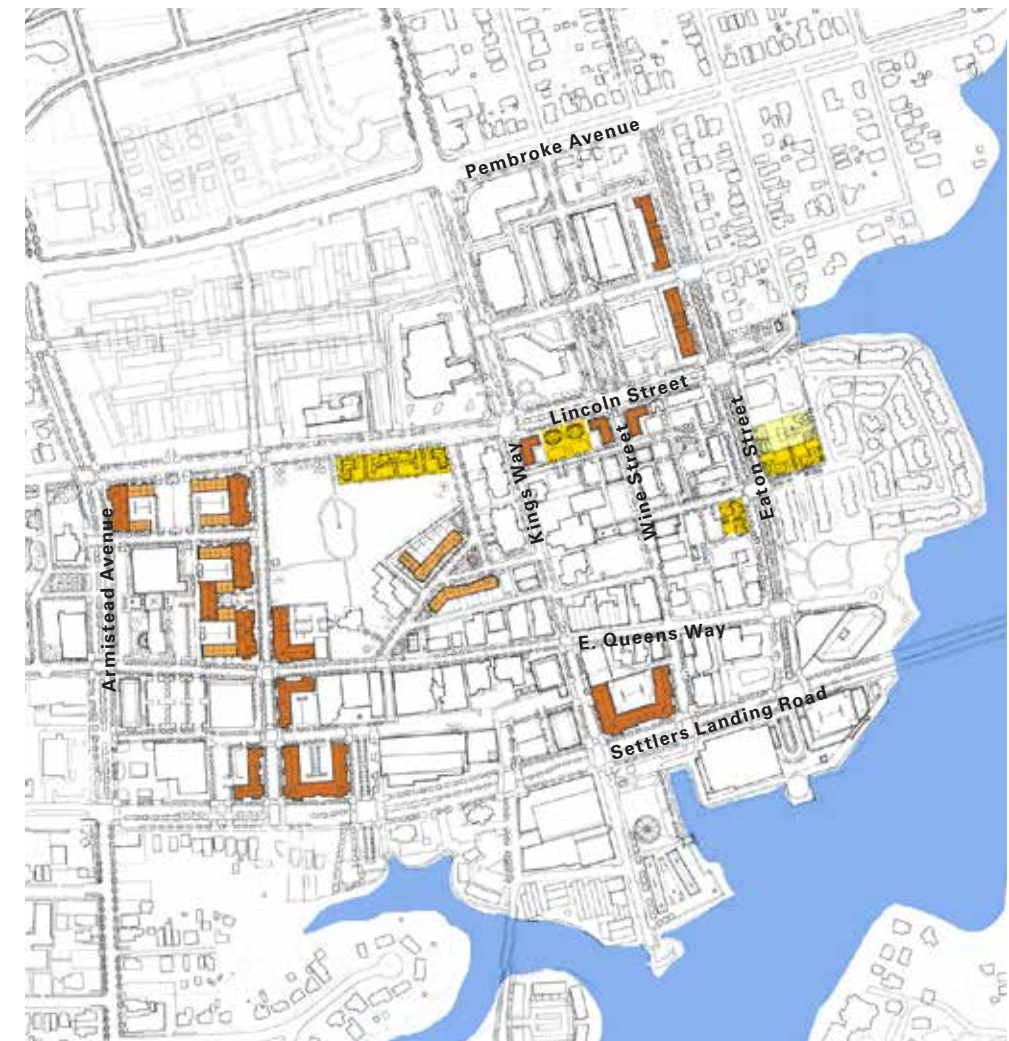


LOFT/CONDO 20–40 units/acre

2017: The Downtown Hampton Real Estate Market Analysis (2015), reports to create a true urban community, approximately 5,000 residential units are needed in the downtown, with a concentration in the core business district. At present, there are approximately 1,100 multi-family rental units in or near downtown — not all of which are well connected to the central business district.

2004: A critical mass of Downtown housing is important to support Downtown retail and restaurants and to give downtown Hampton a 24-hour presence. The Residential Market Study identified a demand for nearly 900 units. The Master Plan recommends approximately 600 units be built on the publicly owned land. Upon absorption, additional land will have to be acquired.

New housing in downtown Hampton should be varied in type, tenure, and style. The Master Plan recommends three basic building types for use Downtown: Loft/Condominium Apartment Buildings, Mansion Apartment Buildings, and Townhouses. For the in-town neighborhoods, single-family houses should also be used to fit within the existing building fabric.



Proposed residential framework (2004)

- SINGLE-FAMILY HOUSES
- TOWNHOUSES
- MANSION APARTMENTS
- LOFT/CONDOMINIUMS



HOUSING PRECEDENTS Downtown housing should draw from the best elements of the local building traditions.

## FRAMEWORKS

# Retail

2017: According to the Downtown Hampton Real Estate Market Analysis (2015), areas for growth are the “gaps in the teeth” along Queens Way. Filling in these vacancies would build a critical mass of options and tenants and strengthen Hampton’s historic main street.

Between 25,000 and 45,000 square feet of retail and restaurant area should be incorporated into the redevelopment of the Harbor Square, and Bright’s Creek should include approximately 300,000 square feet of retail and restaurant area.

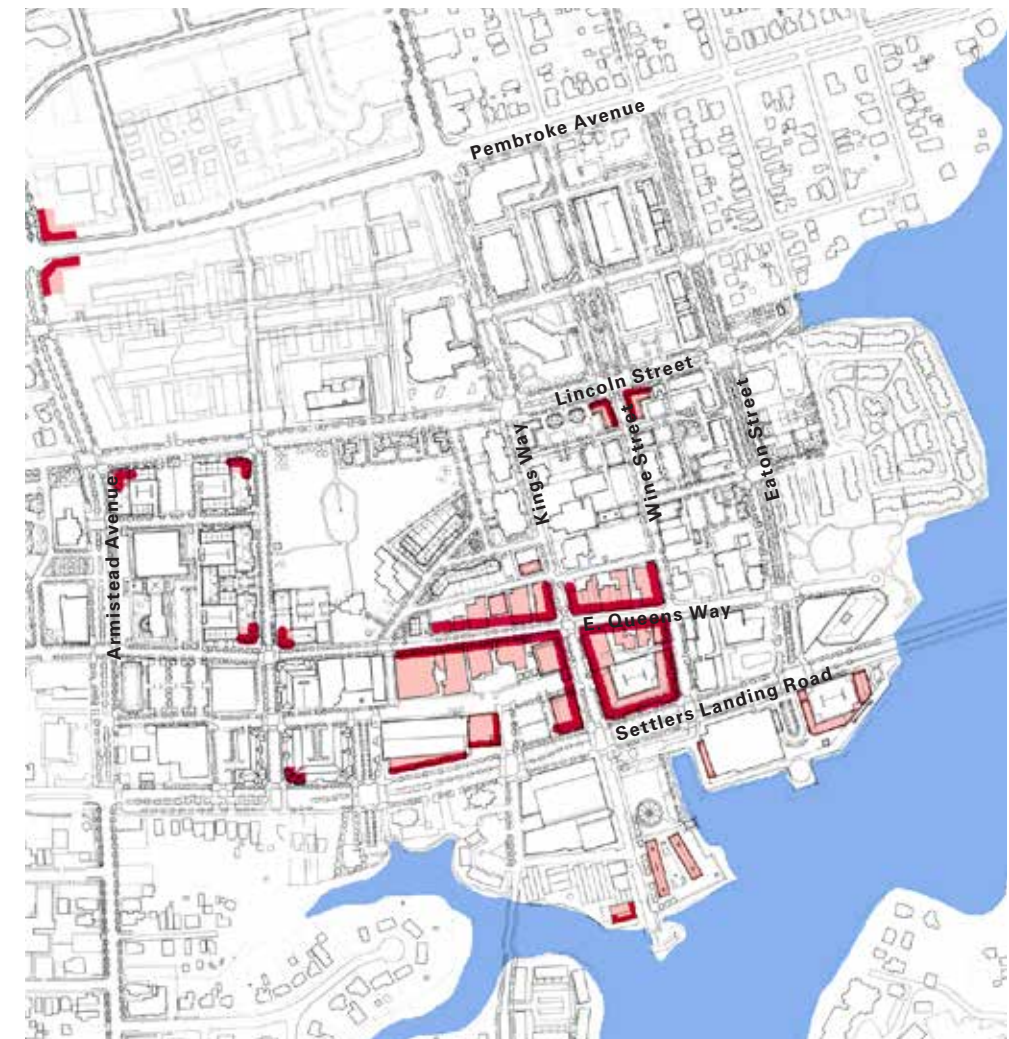
2004: Supporting and expanding the inventory of Downtown retail is a major component of the Master Plan. The existing node at Kings Way and Queens Way must be maintained as it provides a link to Hampton’s past. The current concentration of retail at this location should expand to the waterfront, transforming Settlers Landing Road into a main retail street.

A second concentration of retail should emerge at the proposed Salters Creek Landing.

In total, Downtown should target a total of approximately 190,000 square feet of retail over the next seven to ten years.



**RETAIL NODES** Downtown Hampton should develop two distinct nodes. One, centered on King Street Landing, should be a regional destination.



Proposed retail framework (2004)



**FRAMEWORKS** New streets and parks will link together existing Waterfront investments, landmarks, and parks into a single connected system.

# Plan Implementation

THE 2017 DOWNTOWN HAMPTON MASTER PLAN adopted by City Council on June 14, 2017 is the official policy for the City of Hampton. It replaces the previous Downtown Master Plan adopted in 2004 which is included by reference in the 2010 Comprehensive Plan.

Within the boundaries identified in this plan, there exist numerous planning and policy documents which guide public and private actions (a list is included below). The 2017 Downtown Master Plan may not address all aspects contained in these other policy and implementation tools. In cases where recommendations may conflict, the recommendation contained in the 2017 Downtown Master Plan prevails. Recommendations contained within these other policy and implementation documents, which are not specifically addressed in the 2017 Downtown Master Plan and yet are consistent with the overall objectives of the 2017 Downtown Master Plan, will continue to be valid guidance for both public and private actions. Specific implementation initiatives which must follow the adoption of this master plan include the following:

- » Amendments to the Hampton Zoning Ordinance.
- » Funding through the annual Capital Improvements Plan as well as other public and private funding sources.

Existing plans or policy documents affecting areas within the boundaries encompassed by the 2017 Downtown Master Plan:

- » Hampton Zoning Ordinance — Special Districts: Downtown
- » Downtown Master Plan: 1989
- » Olde Hampton Neighborhood Plan
- » Westhampton Conservation Plan
- » Pasture Point Neighborhood Plan
- » Pasture Point Conservation Plan
- » Kecoughtan Road Commercial Corridor Study
- » North Armistead/North Back River Road Land Use Plan
- » North King Street Corridor Study