

# Pop-Up Retail



BUCKROE BEACH

City Council Work  
Session  
December 14, 2016





Aerial View of Buckroe Park, Buckroe Beach, Virginia





# Strategic Priorities

- *Economic Growth* – generating the resources necessary to support the services the community desires and produce quality jobs for our citizens
- *Place Making* – creating vibrant and authentic places that reflect and celebrate the unique culture, history, and character of our community
- *Living with Water* – enhancing coastal resiliency and environmental sustainability while enhancing our tax base and quality of life.



# Strategic Priorities Initiatives & Tactics for Implementation

- **Tourism**
- **Economic Growth**
  - Retail
- **Creating Great Public Spaces**
  - Micro-projects, park improvements
- **Activate Existing Spaces**
  - Enhance use of the waterways
  - Festivals (smaller more frequent)
  - Outdoor amenities (porch swings, beach fun, etc.)







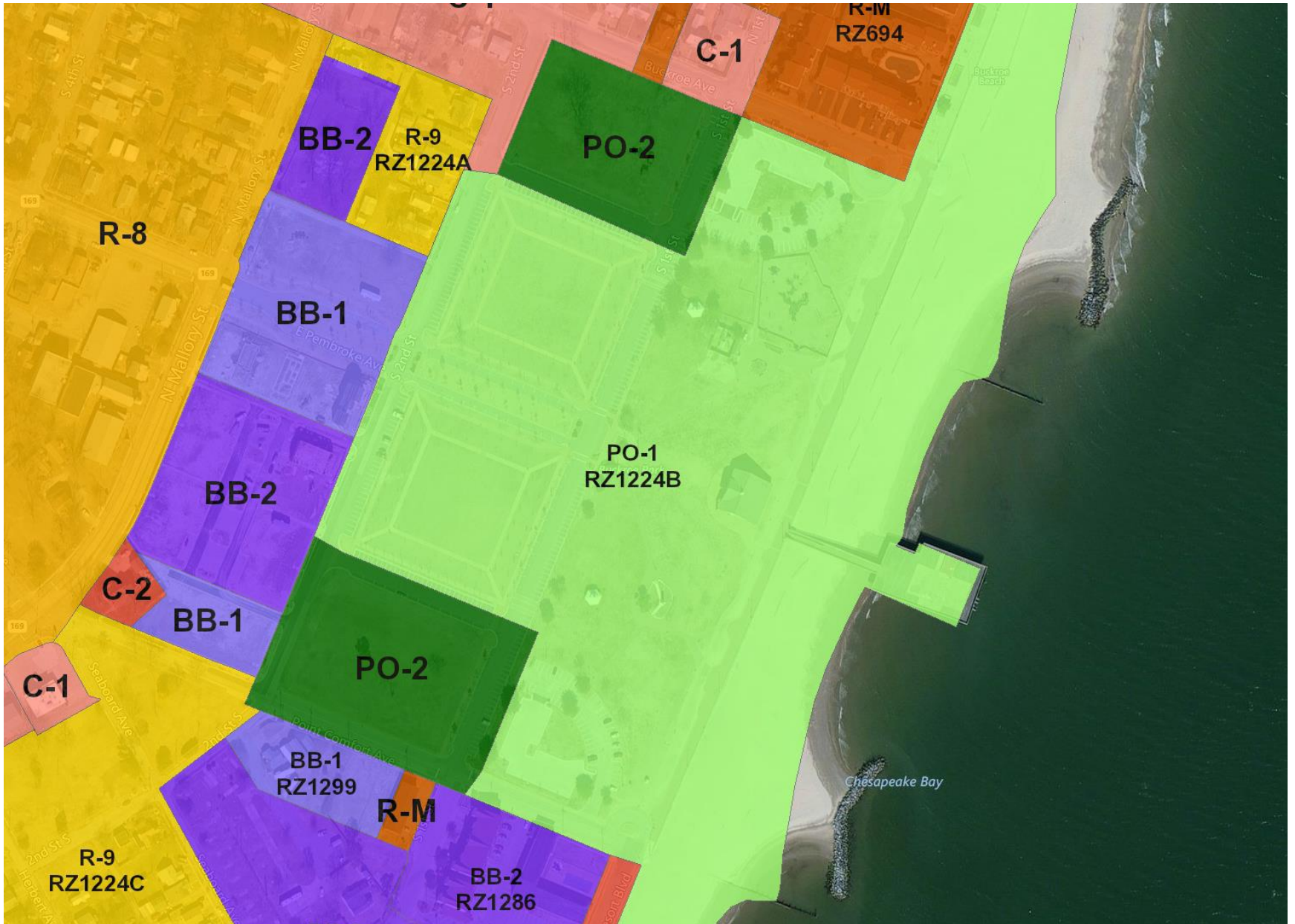


# SECTION II Restrictions

- II.2.(i)(a)“No builds or structures shall be located on Parcel B (Salt Ponds Area). On Parcel A (Buckroe Area), **non- residential building and structures commonly and appropriately incidental to public recreational activities including, but not limited to,** restroom facilities, picnic shelters, bandstand pavilion, nets for public athletics contest and performances (such as beach volleyball and beach soccer) **and concessions kiosk serving food and beverages to the public, all sized appropriately to serve as amenities to public recreational use.”**
- III. **The collective footprint of all buildings and structures on the Property, excluding the fishing piers, observation deck, and roads shall not exceed 5% of the total area of the Property,** provided that if the Grantor can demonstrate an increase in collective values footprint would result in increased protection of the conservation values of the Property, Grantee may approve such increase.



# Buckroe Beach Zoning

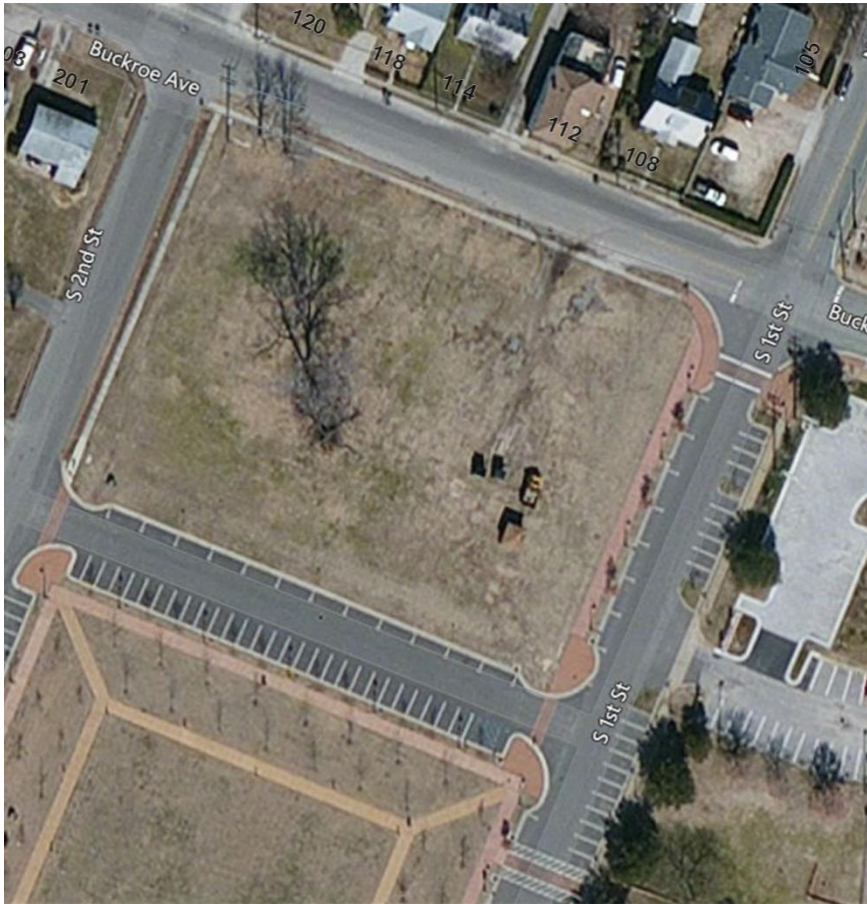




# FOOD TRUCK



Buckroe Ave Block



Point Comfort Block











Date: 2 Dec, 2016  
 Survey: N/A  
 Design: T.W.C.  
 Drawn: T.W.C.  
 CKR/G

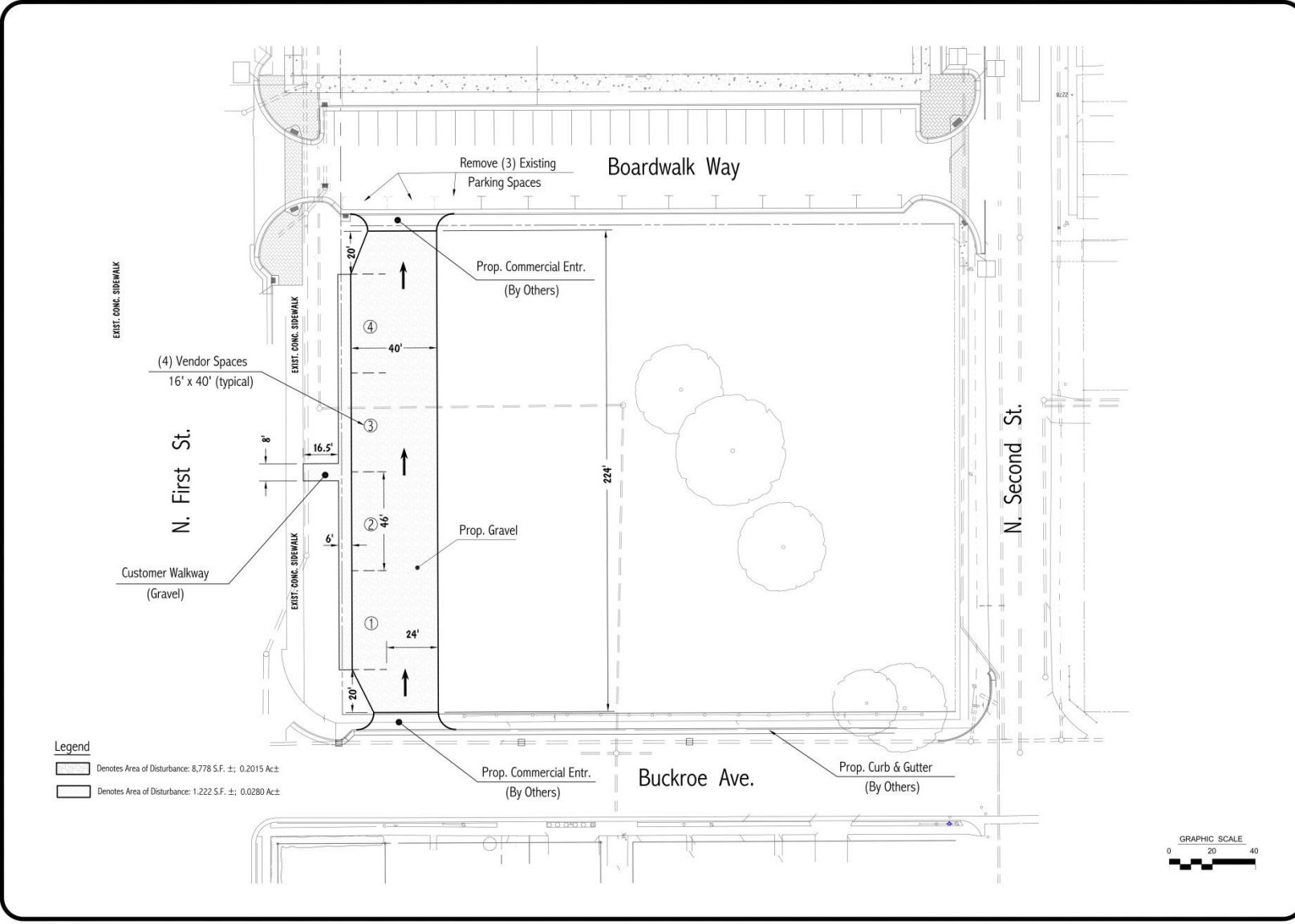
**CITY OF HAMPTON**  
 Department of Public Works  
 Engineering Services  
 21 LINCOLN STREET  
 HAMPTON, VIRGINIA, 23669  
 TEL: 757/272-6348 FAX: 757/272-6123

PROJECT REVISIONS	DATE

Proposed  
 Buckroe Beach  
 Pop Up Retail  
 Hampton - VA



Sheet /



**Legend**  
 [Symbol] Denotes Area of Disturbance: 8,778 S.F. ±; 0.2015 Ac ±  
 [Symbol] Denotes Area of Disturbance: 1,222 S.F. ±; 0.0280 Ac ±

Pop Up Retail Vendor Area #1 - Detail



# Pop-Up Retail



Hampton, Virginia  
**Proposed Buckroe Beach  
Pop Up Retail Locations**



Graphic Scale: Feet  
60 30 0 60







































# Anticipated Cost

- Food truck lot improvements - \$30,000\*
- Three semi-custom beach sheds - \$22,000\*\*
- Public Safety (patrol & alarming) - \$3,000
- Pier - no additional cost anticipated.

\* A portion of this cost can be absorbed by on going streetscape improvements.

\*\*Cost could fluctuate depending on the size of the sheds and amenities added.



# Next Steps

- **Seek permission of the VA Outdoors Foundation**
- **Presentation to the EDA and finalize funding**
- **Solicit bids for the construction of beach sheds**
- **Revise and submit RFP for beach vendors**
- **Develop Revocable License Agreement for use**
- **Make improvements to the food truck lot(s).**





Thank you  
Amy Jordan  
Economic Development