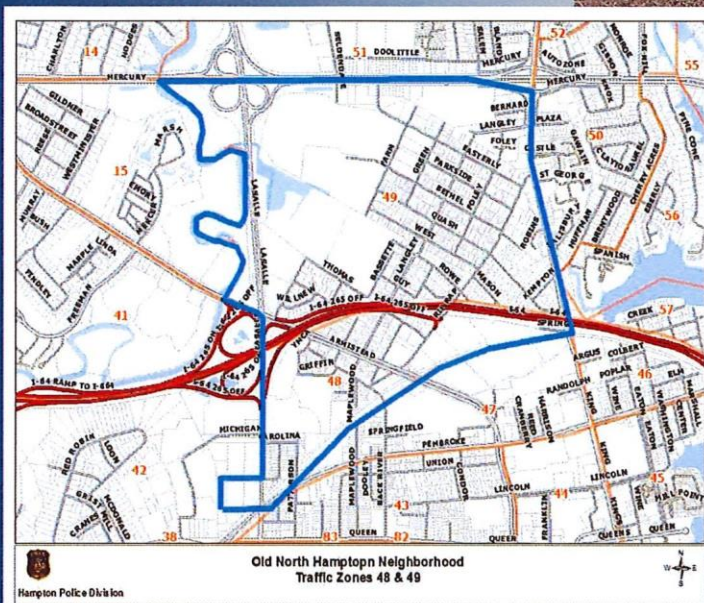


# Old North Hampton Neighborhood



Neighborhood Plan  
Update  
Final Report  
June 2017

## *Old North Hampton Neighborhood*

### *2015/16 Neighborhood Plan Update Results*

*Final: July 2017*

#### *Background*

In 2001 the Old North Hampton Community Plan was developed and adopted by City Council which resulted in significant investments in Y. H. Thomas Center and surrounding park, a stronger neighborhood organization for several years and new investments in infrastructure improvements in this neighborhood. The plan was largely based on 1999 community wide meetings as well as smaller meetings with block captains from around the neighborhood and took as asset based approach that looked to build on the strengths within the community. In 2007, the Old North Hampton Community participated in the North King Street Master Plan process resulting in the North King Street Master Plan. The plan recommended streetscapes for the arterials streets and improvements to the park areas at Y. H. Thomas and in the Easterly Avenue area which is part of Old North Hampton. The plan also recommended infill development between Easterly Avenue, Bethel Avenue and along Rowe Street.

#### Current Request

In recent years, Mr. Hugh Bassett, President of the Old North Hampton Community Association (ONHCA) raised concerns over housing conditions within the community and requested that City Council designate Old North Hampton as a Housing Venture Area in order to leverage additional resources to address the housing concerns. Staff from the Community Development Department were asked to assist ONHCO in updating their existing neighborhood plan (2001). A part of the process was exploring the existing assets and challenges in the community and to determine if the vision, priorities and/or goals had changed from the previous plan almost 20 years ago. Accordingly, the purpose of this plan update is to reveal the current results of this community's vision, outcomes and strategies to assist in making the decision to designate the Old North Hampton Neighborhood as a Housing Venture Area.

#### Old North Hampton Overview

Old North Hampton is described in the North King Street Master Plan as one of the oldest and most historic African American neighborhoods in the city. Over the years, this neighborhood was home to many prominent African American citizens who played important roles in the history of Hampton. The Old North Hampton Neighborhood is bounded by Mercury Boulevard on the North; LaSalle Avenue on the West; Patterson Avenue, Griffin Street, Roosevelt Street, North Back River Road and 1-64 on the South and North King Street on the East. (See map).

The review of the 2001 Old North Hampton Neighborhood Plan revealed the priorities of the neighborhood at that time were: decreasing crime, increasing participation of residents in social & civic affairs, property maintenance & beautification initiatives, youth engagement and providing support groups to meet residents identified needs. Over the years, working with the City and other partners, investments were made in and by the Old North Hampton Neighborhood. General community improvements include:

- Establishment of a neighborhood park and community center
- Improved drainage, curbs, gutters and sidewalks
- ONHCA voter registration drives
- Neighborhood involvement in revitalization of the Langley Square Shopping Center
- Community designated as a development target area
- Partnering with the Hampton Fire Department to provide citizens with smoke detectors
- Neighborhood participation in the development of the North King Street Master Plan

Old North Hampton has approximately 816 housing units and is overwhelmingly renter occupied. Much of the neighborhood's housing stock consists of small two bedroom units on small thirty-foot wide lots occupied predominantly by seniors. Old North Hampton is a low to moderate income neighborhood and the school aged children are zoned to attend Title One elementary and middle schools (Tyler Elementary and Lindsay Middle School) in Hampton. Old North Hampton is located in District 8 where there are no Hampton City Schools located in the entire district. The area has seen a general increase in drug related criminal activity & youth violence. The neighborhood leadership team expressed concerns about the negative image, crime, absentee landlords and the low homeownership population. However, a recent survey conducted last summer in the neighborhood revealed that friendly and caring neighbors is what they liked most about Old North Hampton. They are proud of the assets they identified in their neighborhood to include their neighbors, the Community Center, the park, neighborhood churches, the Old North Hampton Neighborhood Association, Girl's Inc. Inspiring Minds, Hampton Fire Department and access to the shopping center. Members of the ONHCA Leadership team recently participated in a (Asset Based Community Development) training for Housing Venture area residents.

### **Planning Process**

#### **Timeline: September 2015-January 2017**

At its September 2015 neighborhood meeting, the Old North Hampton Neighborhood Association agreed to engage in a planning process which defined their role as the Leadership Team and the role of the city staff assigned to work with them. The outcome would be a

review and update of their 2001 neighborhood plan created by the leadership team with community input and written by the staff. The updated plan will then be presented to the appropriate boards and Commissions for review. The final step will be a presentation to City Council for approval and designation as a Housing Venture area. The Process included the following steps: **(process schedule attached)**

- Agreement on process, dates and ground rules for working together
- Stakeholder analysis -Who are they, where are they and how does leadership team reach them
- Outreach to Identified stakeholders- recruitment, invite them to join, keep them informed
- Check in with stakeholders
- Data gathering/analysis of data
- Conduct SWOT analysis -What are the strengths, weaknesses, opportunities and threats facing the Old North Hampton Neighborhood
- Visioning exercise - Vision statement
- Establish outcomes, goals, action steps
- Complete draft plan & leadership team review of draft
- Leadership Team invite Community comment on Plan
- Finalize plan
- Plan Finalization process begins:
  - Plan Approval by Neighborhood
  - Plan supported by the Neighborhood Commission
  - Plan supported by The Planning Commission
  - Plan adopted by Council

**From October 2015 to February 2016**, our meetings with the ONHCA Leadership team resulted in the following:

1. Reached agreement on the process and ground rules for working together
2. Established a meeting schedule outside of the Association's regularly scheduled meetings.
3. Defined stakeholders and conducted a stakeholder analysis.
4. Introduced the meaning of SWOT analysis
5. Performed a SWOT analysis.

### **Stakeholder Analysis**

Staff facilitated a stakeholder analysis session with the leadership team. A stakeholder was defined as anybody who can affect or can be affected by the organization's decisions. The group, based on the definition of stakeholder, decided to brainstorm a list of possible

stakeholders and write each stakeholder on a post it. After about 10 minutes each team member put their sticky notes on the wall. They were grouped in categories. Categories Included neighborhood businesses, Y.H. Thomas Board of Directors & staff, Y. H. Thomas Athletic Association, Old North Hampton residents (renter and owners), the Hampton Police Division, apartment managers, Girls Inc., Inspiring Minds, the Hampton Fire Department, the Hampton Clean City Commission and others. Staff reiterated **the importance of this team outreaching to the identified stakeholder groups**. Some team members agreed to conduct the outreach to stakeholders but several had reservations about what they should say when they approached them. Staff agreed to develop a suggested script they could use as they approached each stakeholder.

### **SWOT Analysis Results**

Staff facilitated several sessions on "What is a SWOT analysis and "How to conduct one". The sessions were similar to the Stakeholder Analysis session where the team brainstormed Strengths, Weaknesses, Opportunities & Threats (SWOT) by categories. They wrote them on post-its and then put them up on the board. Below are the results of the team's SWOT Analysis.

#### **STRENGTHS**

Home ownership  
Established older community  
Residents look out for each other  
Vibrant Community Center  
Churches  
Wonderful Park  
Wonderful Association President

#### **OPPORTUNITIES**

Give young people positive things to do  
Upgrade the housing stock  
More support from City on property violations  
Educate new residents  
Build & share history of ONH  
Support the Neighborhood Center  
Engage seniors & gather knowledge from them  
Connecting generations  
People seen as resources/assets

#### **Weaknesses**

Homeowners don't come to meetings.  
Super 8 Motel  
Increase in rental properties  
No sidewalks/curbs/gutters  
New residents not informed  
Undesirables parking/driving through  
Drug deals in community  
Not engaged with youth in community  
Not engaged with parents of young people  
Cemetery located by firing range  
Vacant houses

#### **THREATS**

Super 8 Motel  
Absentee Landlords  
Crime  
Fear  
Speeders/traffic on Rip Rap Rd & Easterly  
Property values declining  
Change in traffic patterns (easterly)

**THREATS (CONTINUED)**

Quality of Life

Inaccessibility to Mercury Blvd.

Lack of adequate lighting in neighborhood

## **Visioning**

The next step in the process was to help the team achieve a vision for their community so City staff began to facilitate visioning exercises during the next few meetings. At the April 2016 meeting, the team clearly identified the key components of their vision for their neighborhood. The main components that comprised their vision for their neighborhood are as follows:

- A safe place to live, work and play
- Easy accessibility for pedestrians and traffic flow
  - o bike trails
  - o easy access to Mercury Blvd
- Attractive, clean and appealing
- Diversity in housing stock ( single family & multi family, housing for seniors)
- Vibrant community center with quality programs & activities for all ages
- Viable neighborhood commercial properties
- Curb gutter & sidewalks
- An effective neighborhood organization

## **Vision Statement**

***Old North Hampton... an appealing, safe, vibrant neighborhood with quality housing and neighborhood friendly commercial establishments where people of all ages can live, work and play together while engaging in the civic life of our community.***

## **Goal setting & Outcomes**

Building on the foundation of the vision, the Leadership Team then began the process of setting goals. This step identified the community's priorities and what they wanted to achieve in each area. They also identified action steps needed to be taken in order to work toward successfully achieving their goals. This part of the process consumed an abundance of time in reaching consensus. Stakeholders were invited back to work through this process as well. Seven priority outcome areas were identified and goals and action steps were created for each area. The seven priority areas are as follows:

1. A Safe Community
2. An Attractive & Appealing Neighborhood
3. A Diversity of Housing Stock – single & multi-family ( highest priority)
4. An Effective Neighborhood Organization
5. Easy Accessibility within the Neighborhood
6. Quality Neighborhood Oriented Commercial Establishments
7. A Multi-Generational Community Center



The chart with priority areas, outcomes and action steps is included in this document. Additionally, as part of this process, the review of the North King Street Master Plan with the Leadership Team resulted in recommendations for strategies to achieve their outcomes in priority areas Goal 3: A diversity of Housing Stock and Goal 5: Easy Accessibility. These are listed in the Old North Hampton Development Section

## **Summary**

Over the course of 19 months two staff members from the Community Development Department engaged the Old North Hampton Leadership team a review of their existing Neighborhood Plan and the North King Street Master Plan. The purpose of this review process was to assist the neighborhood leadership team in establishing a renewed vision, priorities, goals and steps toward achieving the kind of neighborhood they all envision. It has been almost twenty years since the first Old North Hampton Neighborhood Plan was created which included these same components. Twenty years ago the neighborhood's highest priority was safety, the Community Center and the well-being of the youth of their community. Twenty years ago Old North Hampton had a higher home ownership rate and families with young children were occupying much of the housing in the Neighborhood. Neighbors knew each other and they knew the children living there. Now, twenty years later, Old North Hampton has a higher rental rate and seniors are the largest population group living in the community. Neighbors don't know each other as well because they come and go and if the neighbors do not know each other chances are they do not know the children as well. Priorities have changed somewhat although safety remains a priority. The neighborhood's first priority is to achieve a diversity of housing stock, both single and multifamily housing. The Leadership team would like to pursue housing options that sustain their diversity allowing residents to consider long-term commitments to their neighborhood (singles, couples, growing families & seniors being able to remain in Old North Hampton as they transition through these stages). It is recommended that an initial two year housing implementation plan be developed should Old North Hampton be approved as a Housing Venture Area in the City of Hampton.

## **Attachments:**

Boundary Map of Old North Hampton

Process Schedule

Suggested Stakeholder Outreach Script



# ADDENDUM

## Outcomes and Action Steps

Goal 1: A Safe Community	Action Steps		Action Steps
The organization has a working relationship with CPOP officers/patrol officers within the community which will build a better sense of community. Police presence is frequent and welcome	Plan a meet and greet with Police officers at Y. H. Thomas community center	Work together to plan an ongoing communication structure that will sustain itself.	
Residents are organized and know how to respond to suspicious situations	Training for residents on how to identify and respond to suspicious situations	Develop a structure for neighborhood monitoring (I.E. Neighborhood Watch, phone tree or Block Captains)	
There are "eyes on the park"	Identify physical improvements to the park (ex: benches for seating)	Explore bike path opportunities in the park. Extend Rowe Street and build houses on the North side of the street. (See Old North Hampton Development Section)	Work together with Y.H. Thomas board to plan ongoing events and activities to make the park active
Goal 2: An Attractive and Appealing Neighborhood	Action Steps	Action Steps	Action Steps
Yards are kept clean and attractive	Implement a recognition/incentive program for clean and attractive yards	develop an absentee landlord property monitoring ( contact or directory)	
Streets are clean	Develop periodic clean-up days (Spring and Fall)	Adopt a spot within the neighborhood to clean up in partnership with clean city commission and public works	
Neighbors are not disturbed by firing range	Establish a team/committee to work with the City on resolution	Research noise abatement measures used in other areas.	Work with City to relocate the firing range or put in place successful noise abatement features.

Public and private spaces are preserved and promoted	Identify organizations that have similar missions/ Identify public and private spaces	Develop the partnerships needed with organizations to identify mutual goals.	Develop a plan to preserve and promote green spaces
Neighbors know each other and create a sense of community pride	Identify existing organizations in the neighborhood to partner with	Plan events and activities to encourage social interaction	
<b>Goal 3: A diversity of housing stock: ( single family, multifamily, senior)</b>	<b>Action Steps</b>	<b>Action Steps</b>	<b>Action Steps</b>
Rental properties are well managed and maintained by both property owner & tenant	Identify rental properties and the owners of the properties	Educate owners and tenants of property maintenance codes	Work with inspection program to enforce codes
Increased occupancy of vacant homes	Survey of vacant homes	Partner with HNS and HRHA to identify homes/strategies	
There are housing options that sustain the diversity of our neighborhood (singles, couples, growing families & seniors), allowing residents to consider long-term commitments to the neighborhood.	Develop a housing needs assessment to determine the various housing options needed	Extend Rowe Street and work with HNS & HRHA to prep new home sites/lots: See Old North Hampton Development Section	
There is quality multifamily housing for seniors in the community.	Assess needs of senior housing population	Work with HNS to plan a Senior village for Independent Living at Easterly and Green Streets: See Old North Hampton Development Section	Identify potential developers
Homeownership is increasing in the community .	Work with HNS and HRHA home ownership program	Work with Habitat for Humanity for affordable housing options	

<b>Goal 4: An effective neighborhood organization</b>	<b>Action Steps</b>		<b>Action Steps</b>
The Old North Hampton neighborhood association is structured to effectively carry out and/or oversee the activities in this plan	Steering committee for HHV/ Review neighborhood plan and identify committees on action teams	Prioritize goals and actions steps and develop one year implementation plan based on priorities. Assign action steps to teams.	Re-evaluate at the end of the year
ONHCA has strong connections to the community center and other assets	Joint meetings with ONHCA Board and YHThomas Board	Identify other community assets/Build Relationships	
The organization has representatives from all sectors in the community. IE: owners, renters, seniors, young adults, businesses, religious groups, social groups	Identify community assets and respective stakeholders/ Present plan to YH Thomas Board separately	Recruit stakeholders to serve on action team	
The ONHCA creates opportunities for more social interaction & communication amongst its residents	Utilize various avenues to reach people {I.E.- postcards, email, twitter, Facebook, evite)	Develop a calendar of events and implement family oriented activities in partnership with stakeholders	Develop a social media page for the neighborhood
<b>Goal 5: Easy accessibility</b>	<b>Action Steps</b>	<b>Action Steps</b>	<b>Action Steps</b>
There is pedestrian safety throughout the neighborhood	Review current bike plan and develop a pedestrian safety plan	Prioritize and submit plan in accordance with city procedures	
Roads have been extended, acquired, repaired or built to provide access to Mercury Blvd that provides for turning in either direction	Planning has been funded for road improvements	Rowe Street extended to Farm Street: See Old North Hampton Development Section	Farm Street completed from Rowe Street to Langley Square Shopping Center: See Old North Hampton Development Section
Bicycle routes are established in and through the neighborhood to provide safe passage	Review current Bike Plan & Develop a plan with Public works identifying possible bike routes	Public Works paints bike lanes	

The park is a cyclist destination	Review Hampton's Bike Plan for any specifics for ONH	Identify bike path amenities ( i.e. benches)	Implement bike plan
<b>Goal 6: Quality neighborhood commercial establishments</b>	<b>Action Steps</b>	<b>Action Steps</b>	<b>Action Steps</b>
Presence of a new neighborhood oriented commercial establishments	Work with Economic Development for business assistance		
Existing businesses make improvements to their properties to enhance the appearance of the neighborhood.	Include businesses in committees on the ONHCA board	Develop programs with economic development	
<b>Goal 7: A Multi-Generational Community Center</b>	<b>Action Steps</b>	<b>Action Steps</b>	<b>Action Steps</b>
The community center has quality services and activities for all age groups to include multi-generational activities	Assess citizens in community to determine program activity they support	Assess neighborhood desires for multigenerational service/activities	Develop and Implement programs throughout partnerships with Y.H. Thomas board
The Center purposely programs with ONHCA to offer activities to meet growing senior population	Assess neighborhood desires of the seniors for services/activities	Develop a partnerships with senior center	Develop and implement programs
The Y. H. Thomas Park serves as the focal point/gathering area for the neighborhood	Develop a holistic plan for the park	Work with the Board to implement plan	



## Old North Hampton Development

In Accordance with the North King Street Master Plan:

### 1. Extension of Rowe Street and New Housing Development

The extension of Rowe Street and construction of new housing along the north side of the street will provide needed "eyes on the park" which is critical to safety and the establishment of a family-friendly environment. The houses could be constructed with full, wide front porches to encourage residents to sit outside facing the park, particularly in the early evening. The construction of new homes at this location could also help raise property values at the eastern end of the neighborhood.



## **2. Construction of Farm Street from Rowe Street to Easterly**

The construction of Farm Street, presently a paper street will give more access to residents living in the eastern end the neighborhood. It will provide a means to access Mercury Blvd. In addition, Farm Street will provide direct access to the park, especially for cyclists and pedestrians.

## **3. Extension of Seldendale Drive to Easterly**

As suggested in the North King Street Master Plan, this will provide the neighborhood with a connection to Mercury Blvd. where there is a traffic light. This will enable drivers to make turns to go east or west on Mercury Blvd.

### **Additional Development:**

#### **1. Develop a "Senior Village" for independent Living**

Many residents of Old North Hampton are senior citizens who can no longer fully care for their homes. The development of an affordable, senior village with an activity building, swimming pool and additional features, will provide a safe, affordable senior community where services and activities can be brought to the residents. Old North Hampton residents would be given first priority to live in the senior village.



**A senior village would provide alternative housing in the community.**

#### **2. Improve the Housing Stock**

- Continue enhanced code enforcement focused on specific issues that impact the appearance and perception of the neighborhood
- Build new infill housing to diversify the housing stock in the neighborhood and enhance the attractiveness of the neighborhood to new families
- Work toward enhancing the curb appeal and quality of public facilities in the neighborhood such as the Y.H. Thomas Community Center building and grounds



### **3. Improve Gateways, Entrances, and Connections**

- To enhance the neighborhood's image and marketability, it is important to re-establish connections to North King Street, Mercury Boulevard, and the Downtown
- These connections should announce the arrival to the neighborhood through tasteful entry treatments with signage, landscaping, and lighting framed by either new homes or renovated structures
- Additional "internal" street or pedestrian connections should be explored to assist in making the community more walkable while improving connections to nearby services.