

**Council Strategic Priority Update
Economic Growth & Place Making**

Strategic Priority	Initiative	Tactic	Update
Economic Growth	Jobs	Seafood Initiative	Discussions ongoing with Virginia Tech.
Economic Growth	Jobs	Bright's Creek Redevelopment	Phoebus Dinghy Dock & Armory Redevelopment funded from this project.
Economic Growth	Jobs	I-64/ King Street Access Enhancement	Study included in regional 2040 Long Range Transportation Plan.
Economic Growth	Tourism	Hotel Initiative	
Economic Growth	Tourism	Amateur Sports Venue	Council briefed in October 2016.
Economic Growth	Tourism	War Memorial Stadium	Evaluation report completed. Identifying a plan to implement.
Economic Growth	Higher Value Housing & Revitalization	Harbor Square Redevelopment	Including the Harbour Square property in an overall development initiative that will include all Downtown properties identified for development or redevelopment.
Economic Growth	Higher Value Housing & Revitalization	Buckroe Housing Redevelopment	Property Acquisition ongoing.
Economic Growth	Higher Value Housing & Revitalization	Housing Venture Program - Old Northampton	Should be completed by the end of Calendar Year 2016.
Economic Growth	Higher Value Housing & Revitalization	Housing Venture Program - Phoebus	
Economic Growth	Higher Value Housing & Revitalization	Kecoughtan Housing Development (Pressey/Otley Housing)	Working on reissuing the RFP.
Economic Growth	Retail	Riverdale Redevelopment ("Riverpointe")	
Economic Growth	Retail	Armory Redevelopment	

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Place Making	Creating Great Public Spaces	Neighborhood Centers	Downtown - Citizen Committee is meeting. Design of the Center is contingent on aquatics center decision. Fox Hill - looking for suitable site alternatives.
Place Making	Creating Great Public Spaces	Central Park	Funding has been secured to complete the trail (based on current estimates) with the exception of the segment that runs behind the H2O project. Additional park amenities still need to be funded.
Place Making	Creating Great Public Spaces	History Walk and Signage	
Place Making	Creating Great Public Spaces	Crabs on King & Queen	Place Making Coordinator recruitment closed on September 13, 2016. This will be one of their responsibilities.
Place Making	Creating Great Public Spaces	Sand Art Raking at Buckroe Beach	Place Making Coordinator recruitment closed on September 13, 2016. This will be one of their responsibilities.
Place Making	Creating Great Public Spaces	Expanding and Enhancing Public Art	Council adopted new "Arts & Cultural District" for Downtown, Phoebus and Hampton University. Arts Commission staff has researched City initiated public art.
Place Making	Creating Great Public Spaces	Carousel Lighting	
Place Making	Creating Great Public Spaces	Queen's Way Trees Lighting	
Place Making	Creating Great Public Spaces	Pembroke & Salters Creek Retention Pond Lighting	
Place Making	Creating Great Public Spaces	I-64 & Mercury Boulevard Retention Pond Lighting	
Place Making	Creating Great Public Spaces	Virginia Air & Space Center Lighting	
Place Making	Creating Great Public Spaces	Convention Center Lighting	

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Place Making	Activate Existing Spaces	Porch Swings	
Place Making	Activate Existing Spaces	Neighborhood Festivals and Block Parties	
Place Making	Activate Existing Spaces	Boats in Coliseum Lake, Hampton River, and Buckroe Beach (Paddle Boats, Kayaks, and jet skis)	Kayak launch is being installed at Bluebird Gap Farm. Additional initiatives will be pursued by the new Place Making Coordinator once they are hired.
Place Making	Activate Existing Spaces	Close Queens Way for Outdoor Dining	
Place Making	Activate Existing Spaces	Water Transportation	Service demand survey has been launched in preparation for targeted implementation in Spring 2017.
Place Making	Branding	Bridge Signage	
Place Making	Branding	Use Crab to Brand the City	Branding study has begun.
Place Making	Branding	Passport	Design of the Passport is being finalized for implementation this Fall. The passport will be tourist focused.