

Carousel Park Activation Proposal

Downtown Hampton Development Partnership
April 24, 2017

Purpose

- Goal: To create a user-friendly experience and attraction for downtown residents, visitors, and employees
 - Improve the physical characteristics
 - Compliment existing uses
 - Drive pedestrian traffic

What Is Placemaking?

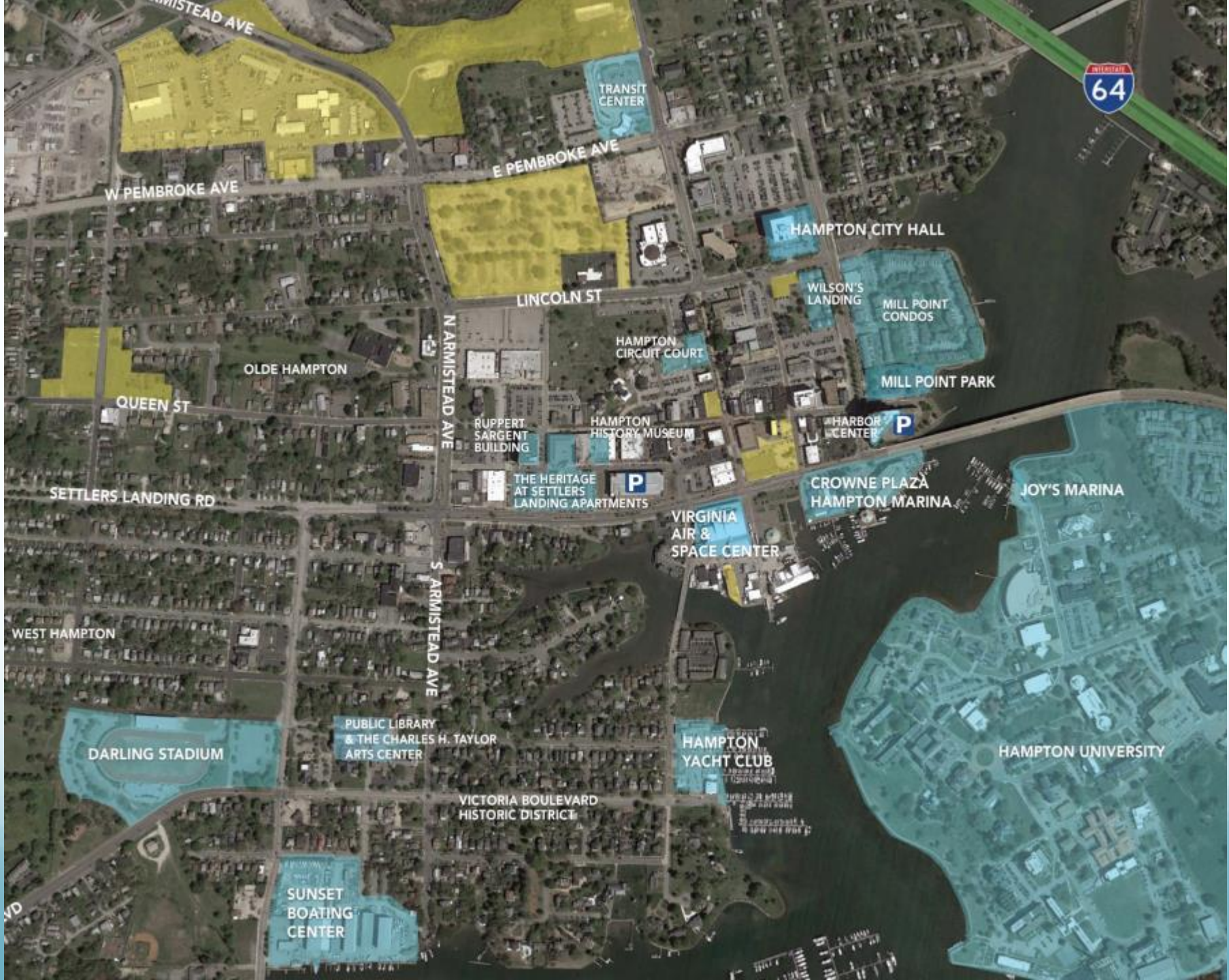
- A multi-faceted approach to the planning, design and management of public spaces.
- Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well being.
 - People focused
 - Collaborative
 - Built on physical, cultural, and social identities that define a place

Who Was Involved?

- Downtown Hampton Development Partnership
 - Businesses
 - Property Owners
 - Residents
- City leadership & staff
- Project for Public Spaces
 - Power of Ten

Why Carousel Park?

- Underutilized space with huge potential
- “Ground Zero” for initiating downtown activity
 - Relationships to area attractions
 - High visibility
 - Visitor amenity
 - Proximity to retail & restaurants
 - City controlled property



64

ARMISTEAD AVE

W PEMBROKE AVE

E PEMBROKE AVE

LINCOLN ST

QUEEN ST

SETTLERS LANDING RD

WEST HAMPTON

N ARMISTEAD AVE
S ARMISTEAD AVE

VICTORIA BOULEVARD
HISTORIC DISTRICT

TRANSIT CENTER

HAMPTON CITY HALL

WILSON'S LANDING

MILL POINT CONDOS

MILL POINT PARK

OLDE HAMPTON

HAMPTON CIRCUIT COURT

RUPPERT SARGENT BUILDING

HAMPTON HISTORY MUSEUM

HARBOR CENTER

THE HERITAGE AT SETTLERS LANDING APARTMENTS

CROWNE PLAZA HAMPTON MARINA

JOY'S MARINA

VIRGINIA AIR & SPACE CENTER

DARLING STADIUM

PUBLIC LIBRARY & THE CHARLES H. TAYLOR ARTS CENTER

HAMPTON YACHT CLUB

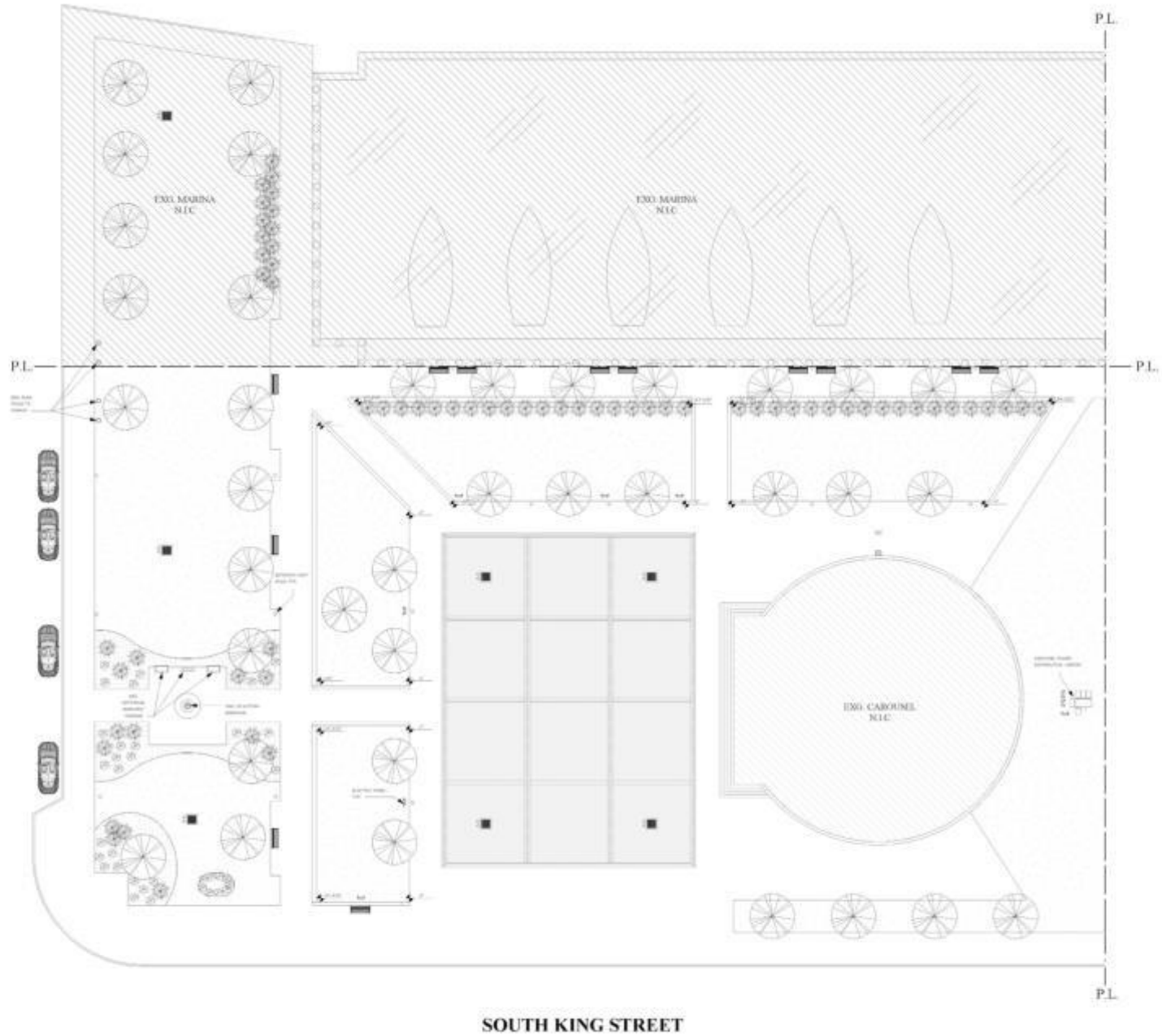
HAMPTON UNIVERSITY

SUNSET BOATING CENTER

Current Challenges

- Only really used during events
- Not people friendly or welcoming
 - Designed for look not use
 - No seating, tables, activities
- Disconnected from waterfront
- Low use of Carousel

SETTLERS LANDING ROAD



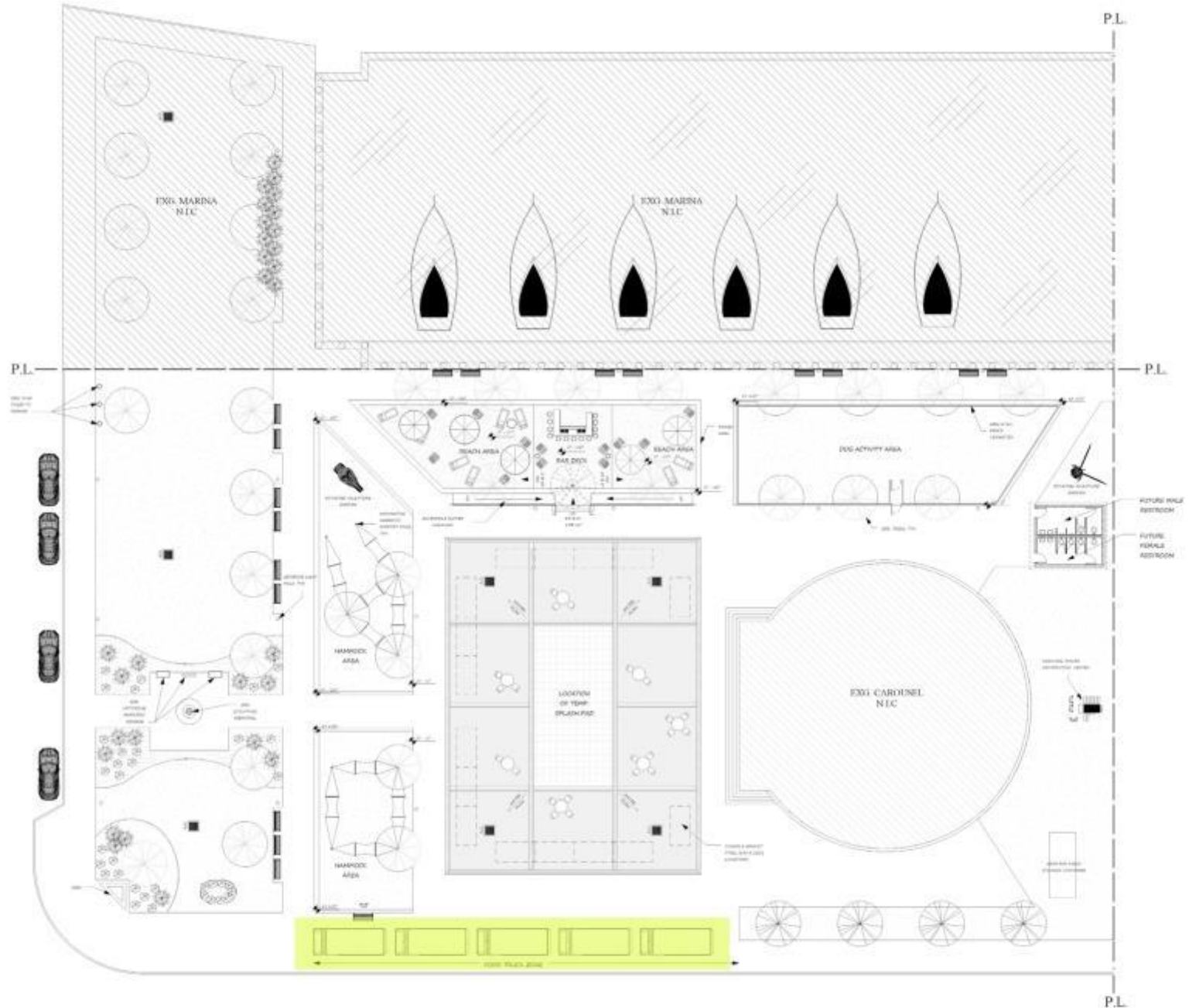
SOUTH KING STREET

Our Proposal

Food Truck/ Vending Zone



SETTLERS LANDING ROAD

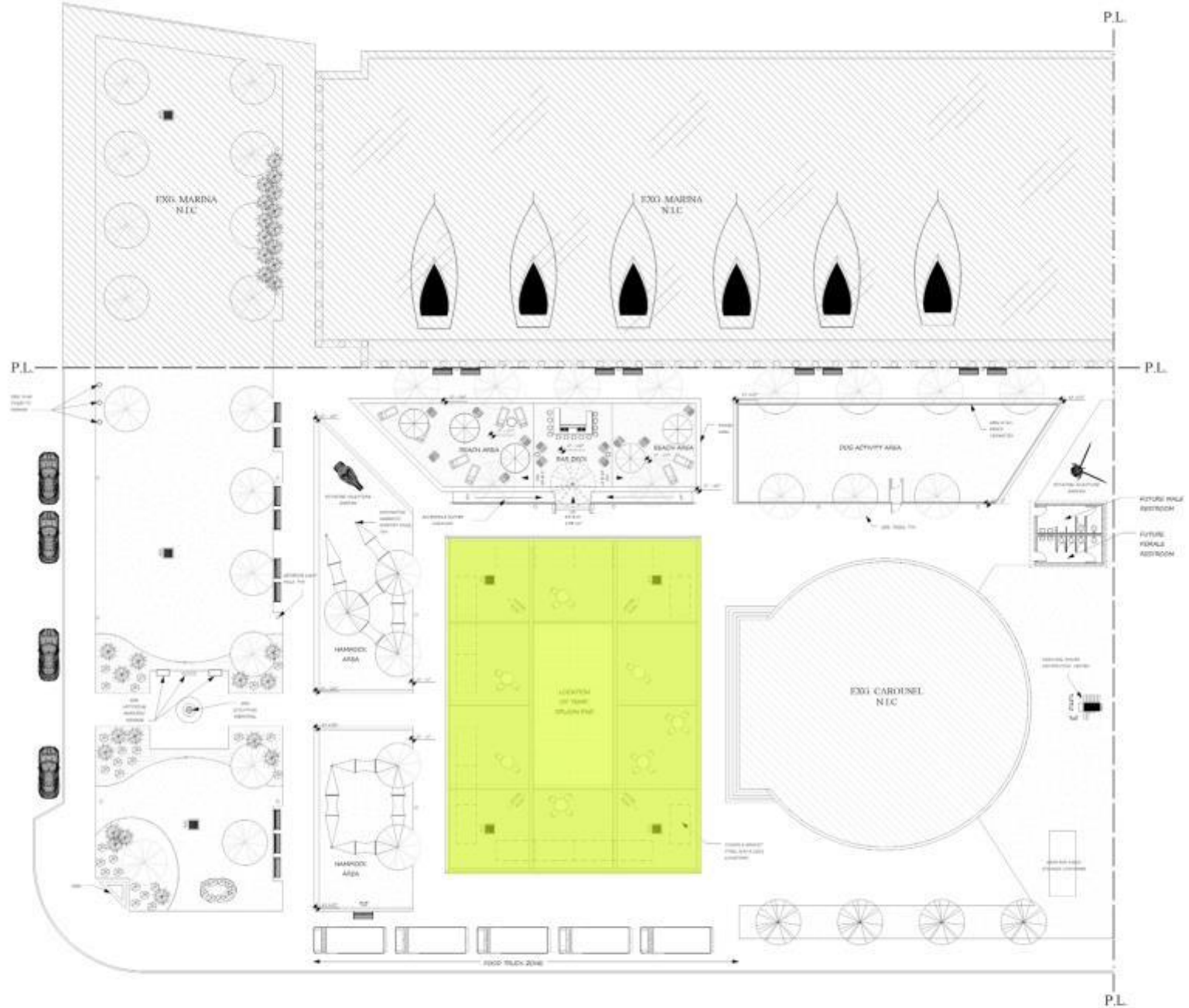


SOUTH KING STREET

Multipurpose Area

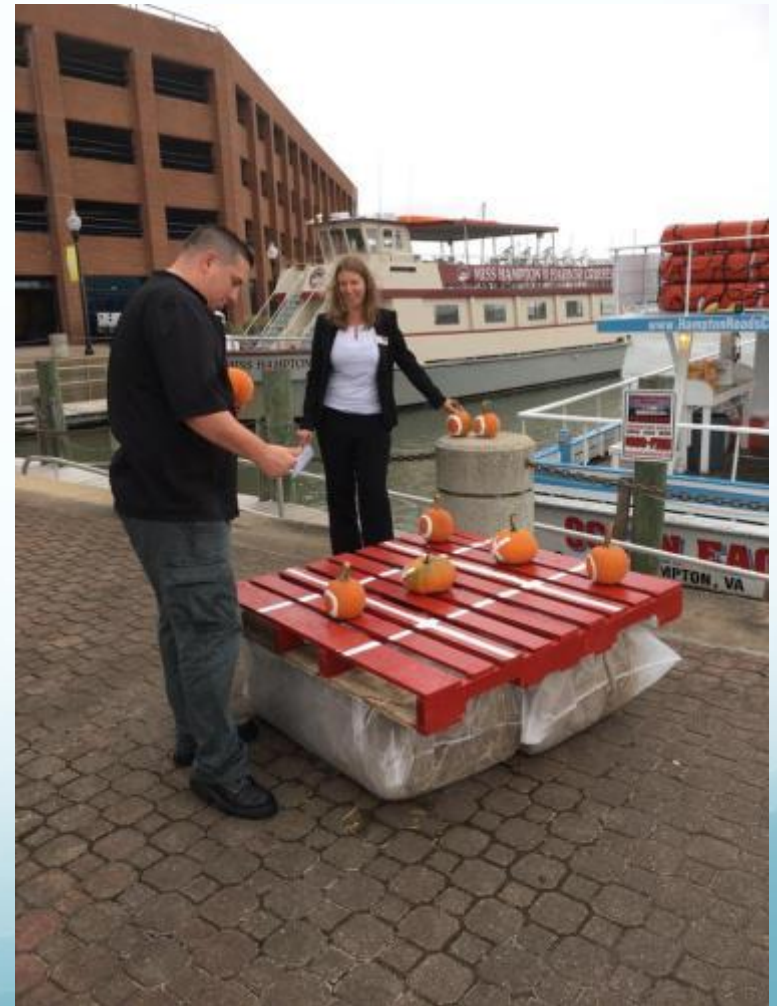


SETTLERS LANDING ROAD

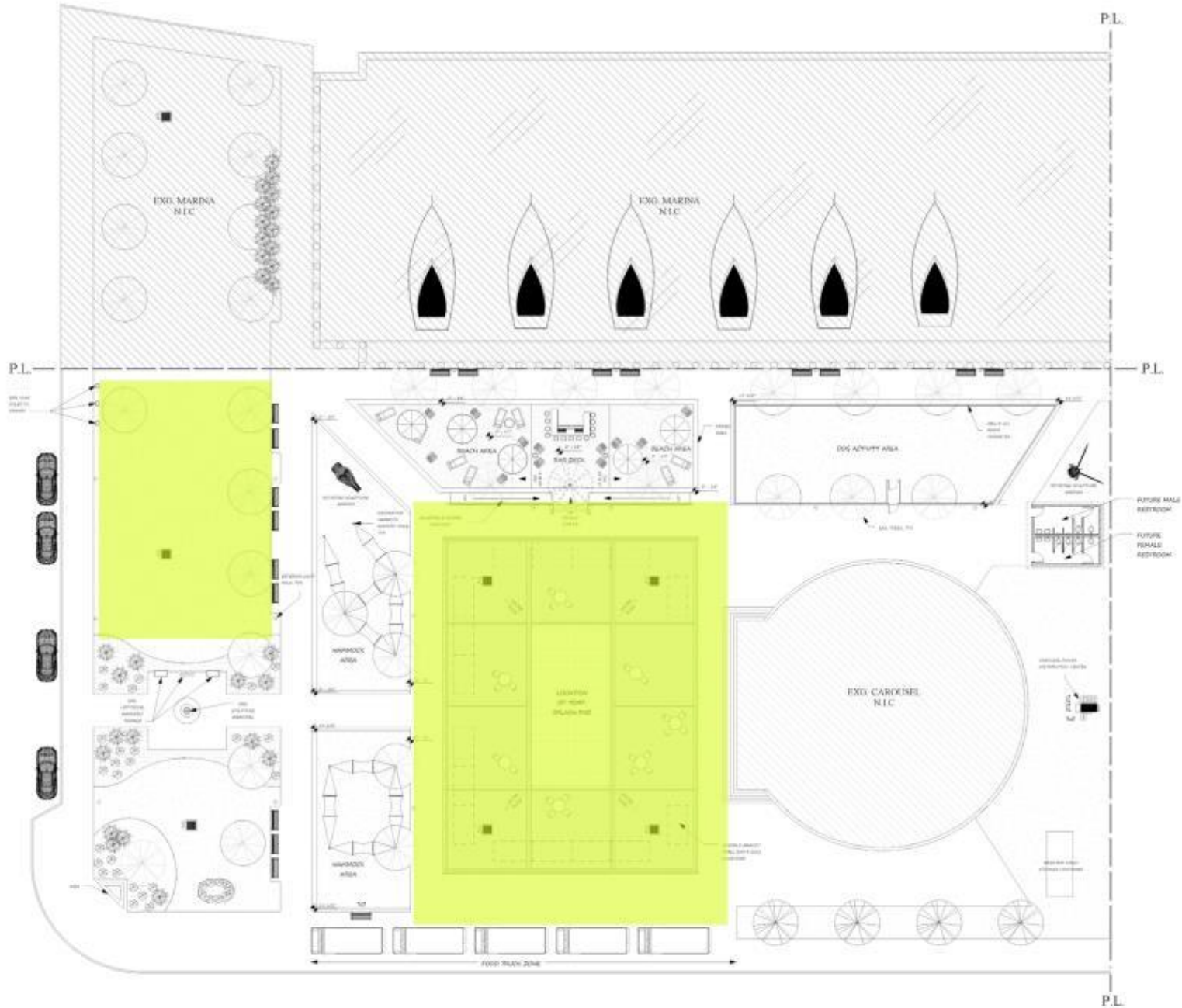


SOUTH KING STREET

Game Area



SETTLERS LANDING ROAD



SOUTH KING STREET

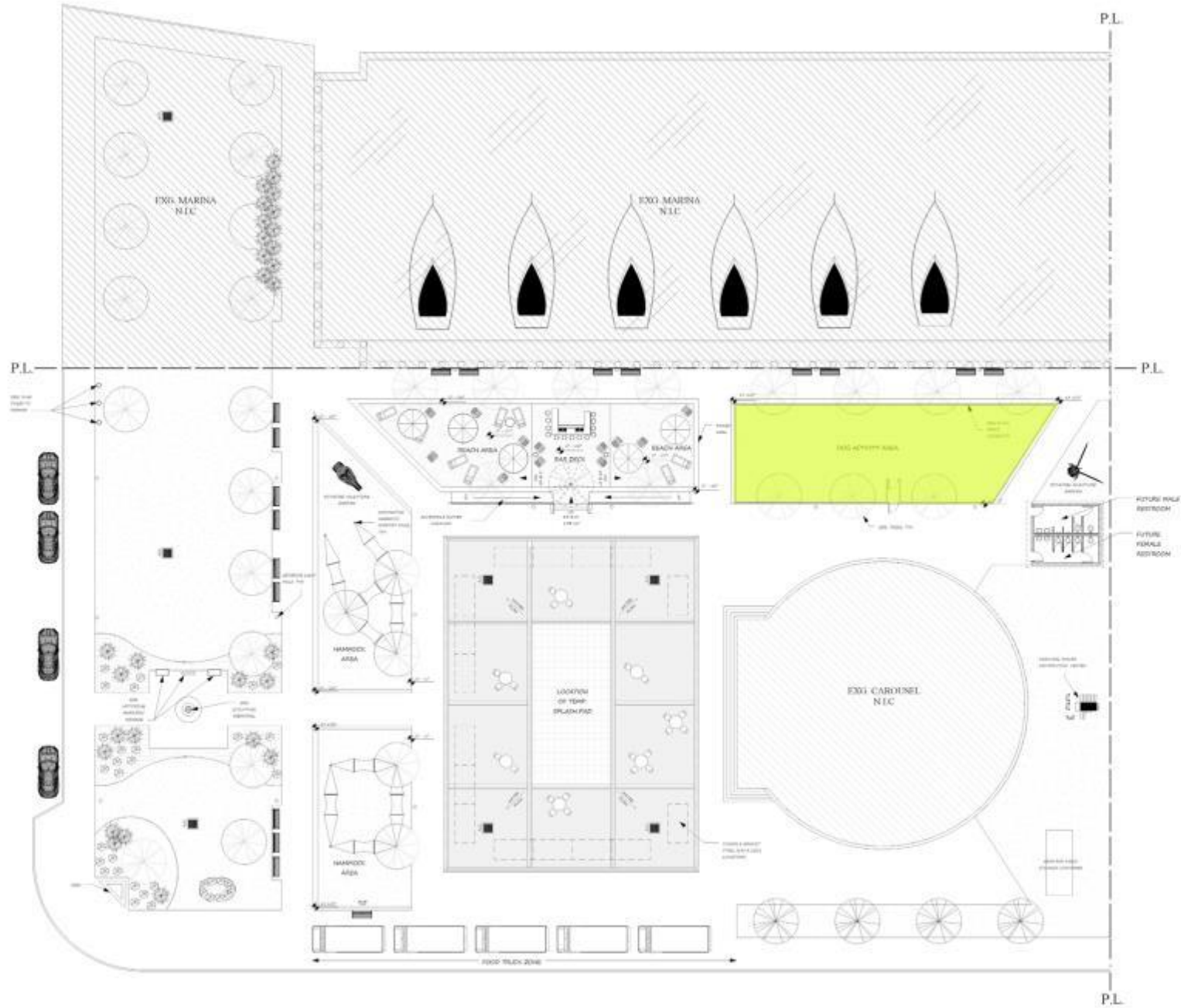
Food/ Lunch/ Seating Area



Dog Activity Area



SETTLERS LANDING ROAD

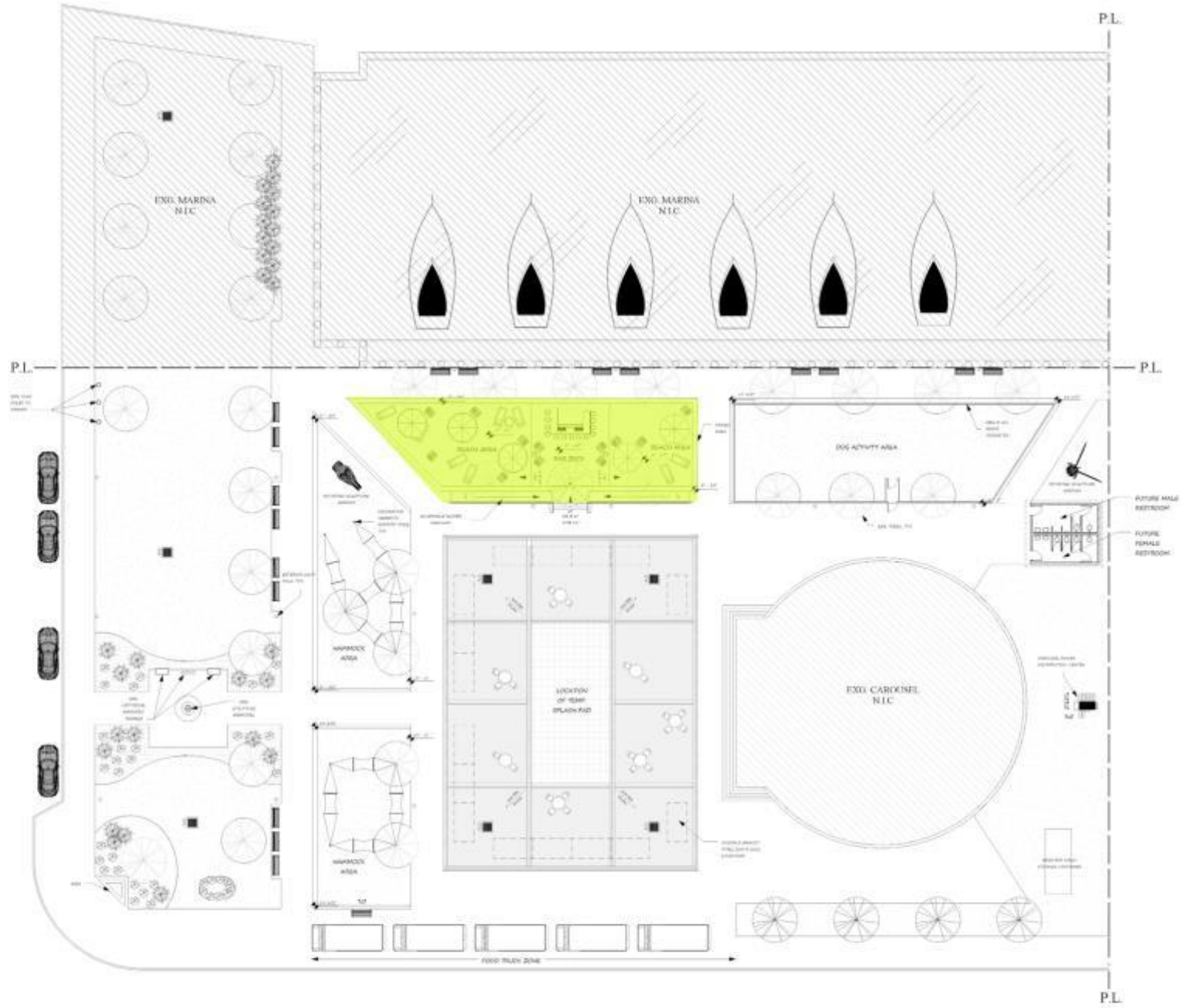


SOUTH KING STREET

Beach Area



SETTLERS LANDING ROAD

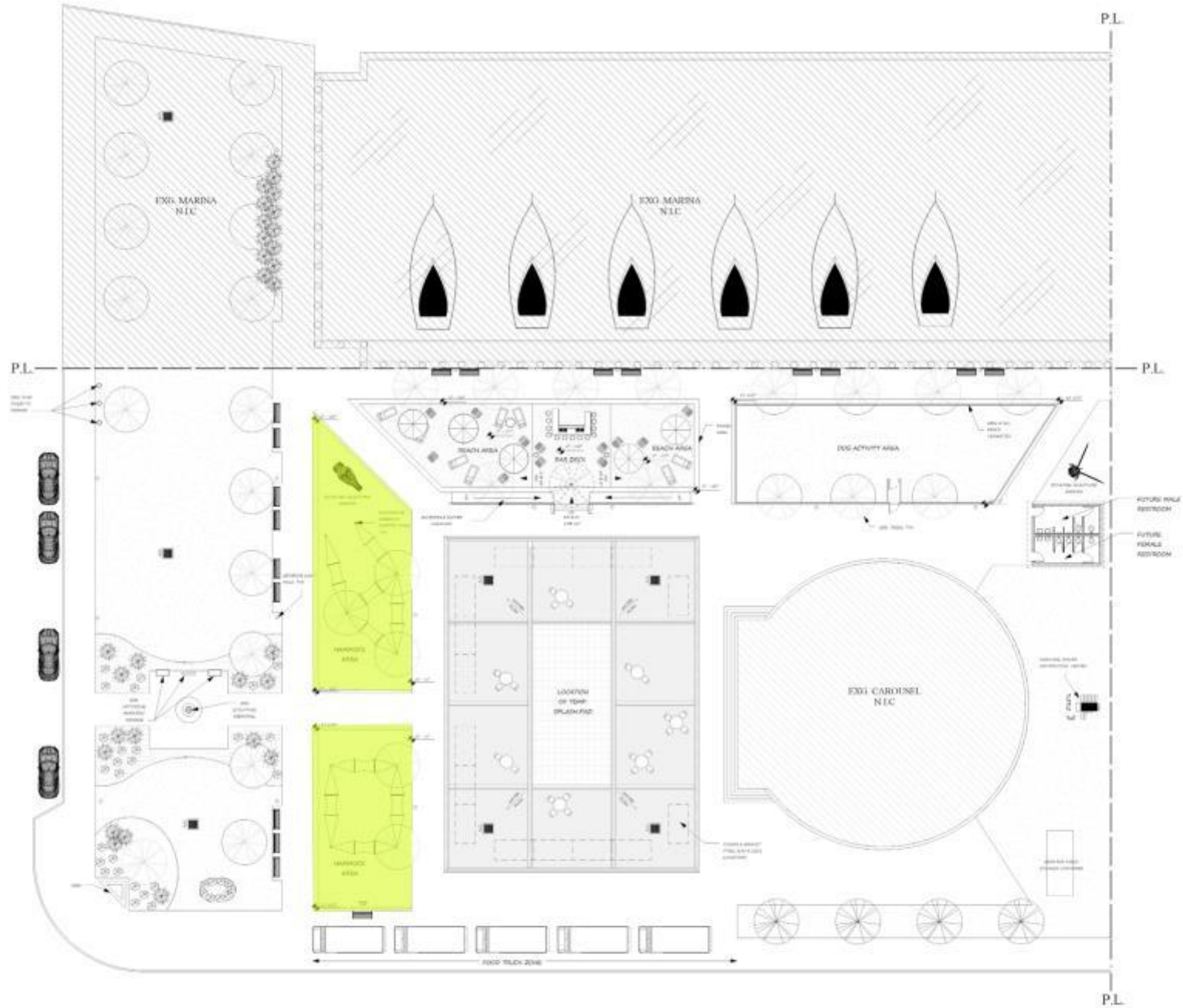


SOUTH KING STREET

Tranquility Forest



SETTLERS LANDING ROAD

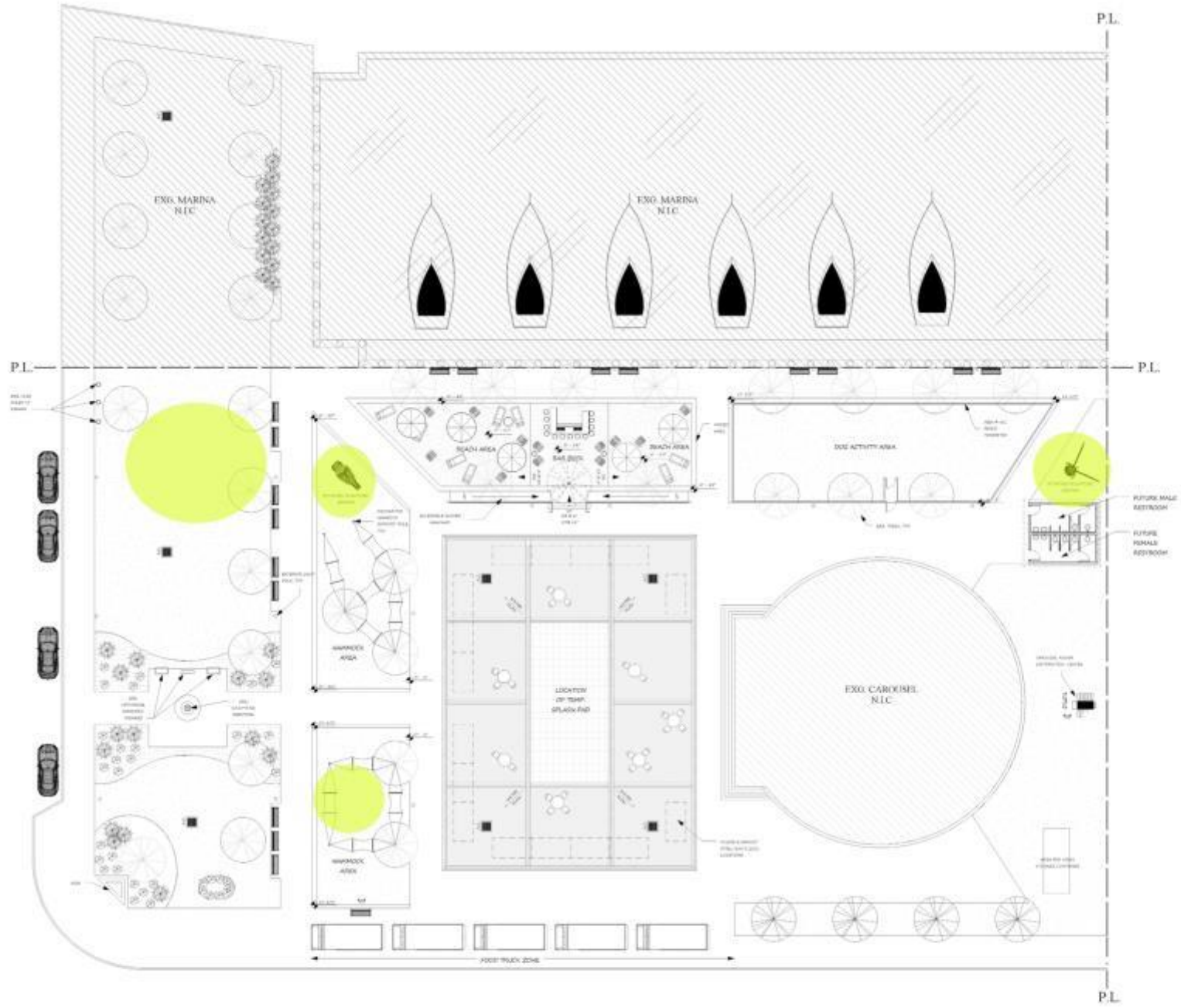


SOUTH KING STREET

Public Art Locations



SETTLERS LANDING ROAD

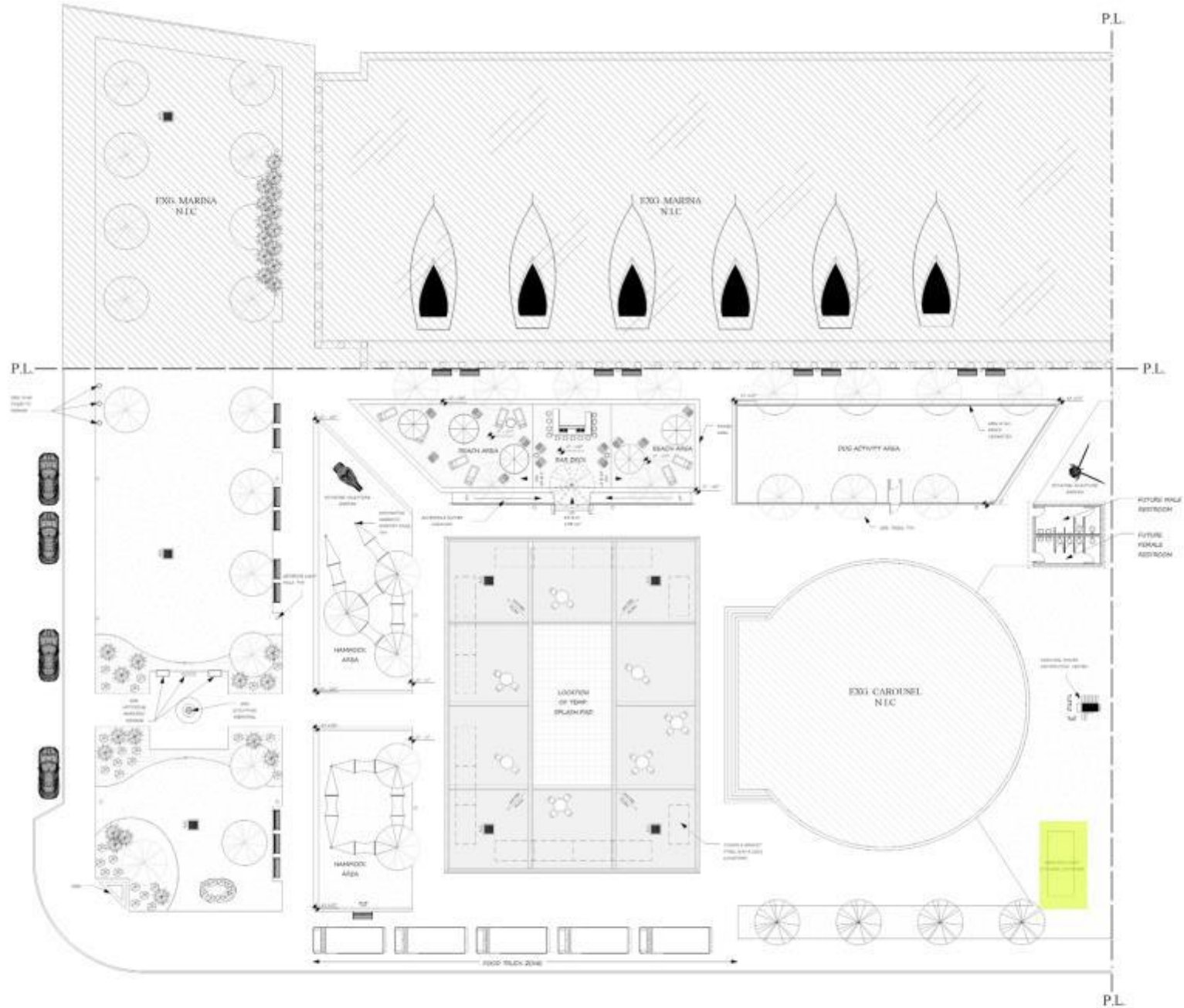


SOUTH KING STREET

Storage Container



SETTLERS LANDING ROAD



SOUTH KING STREET

Project Costs

- Estimated between \$100,000 and \$130,000
- Dog area, beach area, games paid for by DHDP
- Tables, chairs, hammocks purchased by City of Hampton

Maintenance

- Existing park maintenance
- Extra services by Hampton Public Piers dockhands & Historic Carousel staff

Ongoing Use & Programming

- Ownership & management remains with City of Hampton
- DHDP, Hampton History Museum, VASC interested in programming

Next Steps

- Secure necessary construction agreement with City
- Approximately 6 weeks construction

Thank you