

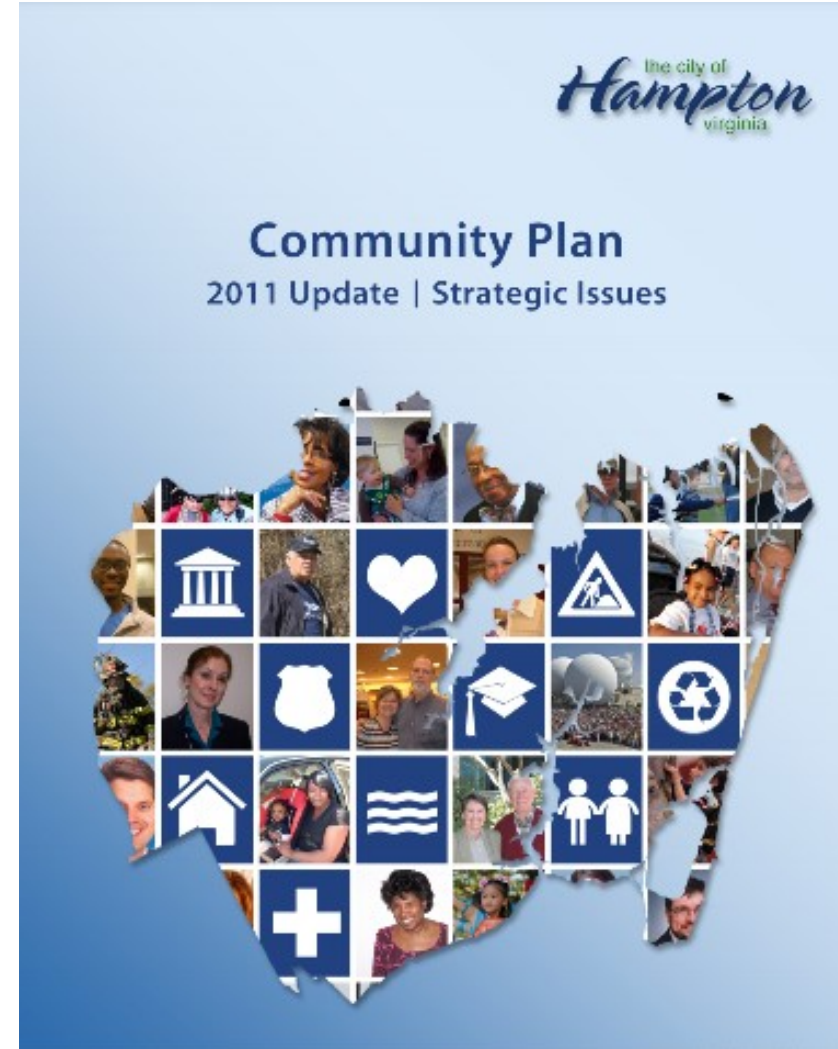
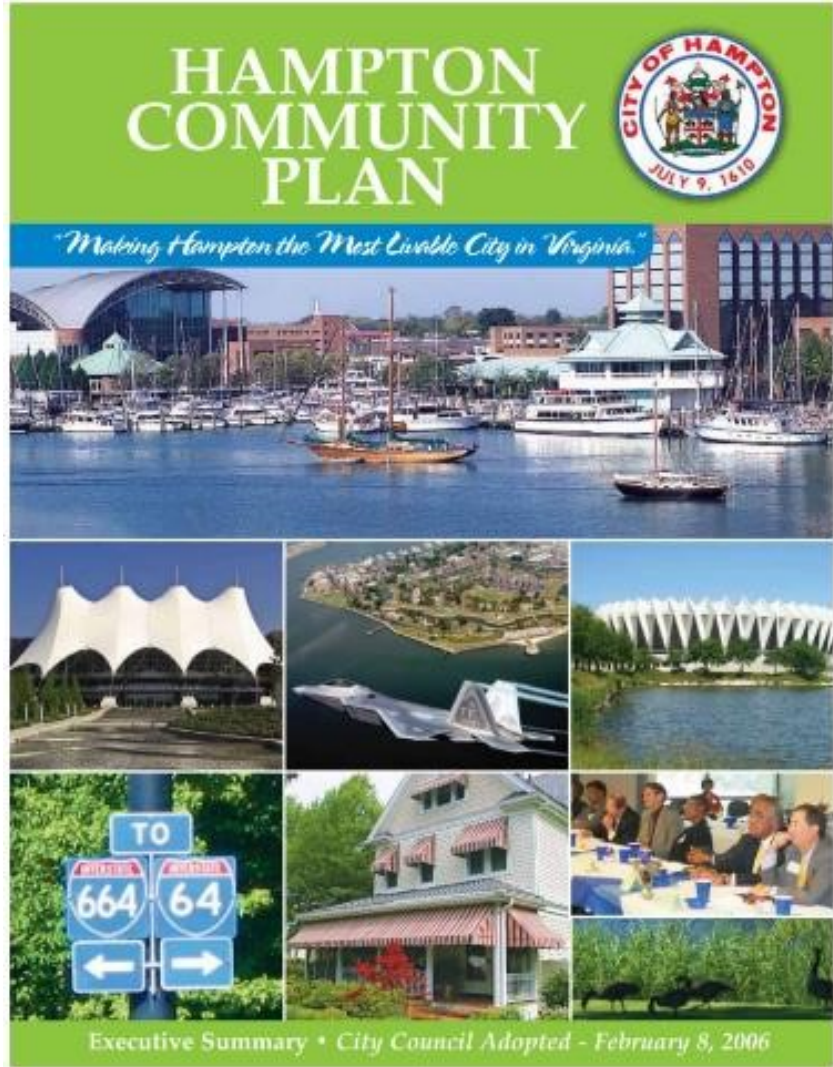
Hampton's Community Plan Update Process:

# HAMPTON 2040





# PREVIOUS COMMUNITY PLANNING EFFORTS





**Strategic Plan**

**Critical Issues**  
**5-10 year**

**Comprehensive Plan**

**Broad Areas**  
**20+ year**

**Legally Mandated**



# Process Update

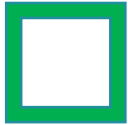
## July 13, 2022

# Community Planning Process



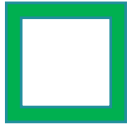
Community Visioning

Aug 2021 -  
Aug 2022



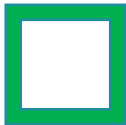
Strategic Issue Steering Groups

Sept 2022 -  
Mar 2023



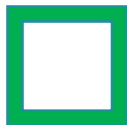
Community Checkpoint

Mar - Apr  
2023



Strategic Plan Adoption

May -  
Sept 2023



Comprehensive Plan Work & Adoption

Fall '23 -  
Spring '24

# Strategic Plan: Starting Issues & Data Snapshots



- Economic Growth
- Living With Water
- Place Making
- Educated & Engaged Citizenry
- Safe & Clean Community
- Family Resiliency & Economic Empowerment
- Good Government

## Economic Growth

**36%** growth in economic impact from tourism since 2010 (\$219 million in 2021)

**INVESTMENTS IN HAMPTON**

| Fiscal Year | Commercial Investments (new commercial, commercial renovations) | Residential Investments (new single and multifamily, home renovations) |
|-------------|---|--|
| FY14        | \$28  | \$28   |
| FY15        | \$15  | \$28   |
| FY16        | \$40  | \$40   |
| FY17        | \$14  | \$40   |
| FY18        | \$18  | \$18   |
| FY19        | \$104   | \$74   |
| FY20        | \$18  | \$19   |

**\$763M** investments in commercial and residential properties FY14-20

Joint Base Langley-Eustis increased Hampton's economic impact to region from \$2.1B in 2016 to \$3.4B in 2020.

**62%**

**20%** growth in retail spending FY13-FY20 to \$1.72 billion

**Hampton Tax Base**

| Category     | Percentage |
|--------------|------------|
| Residential  | 68%        |
| Commercial   | 19%        |
| Multi-Family | 13%        |

**19%** of Hampton's property value is commercial.

Generating the resources necessary to support the services the community desires and produce quality jobs for our citizens





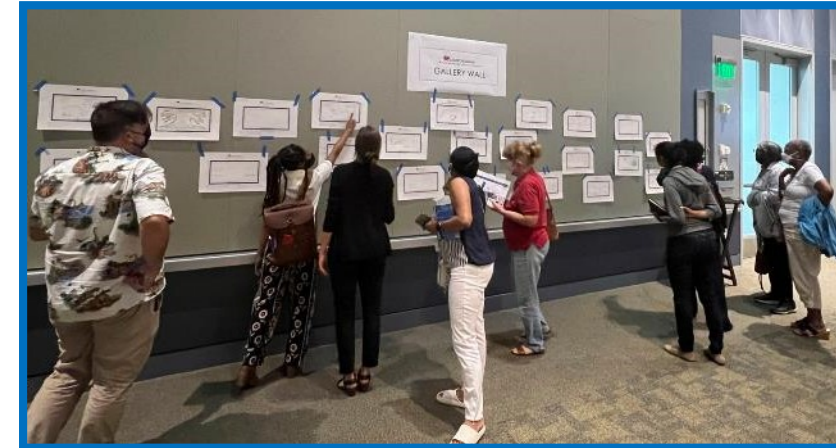
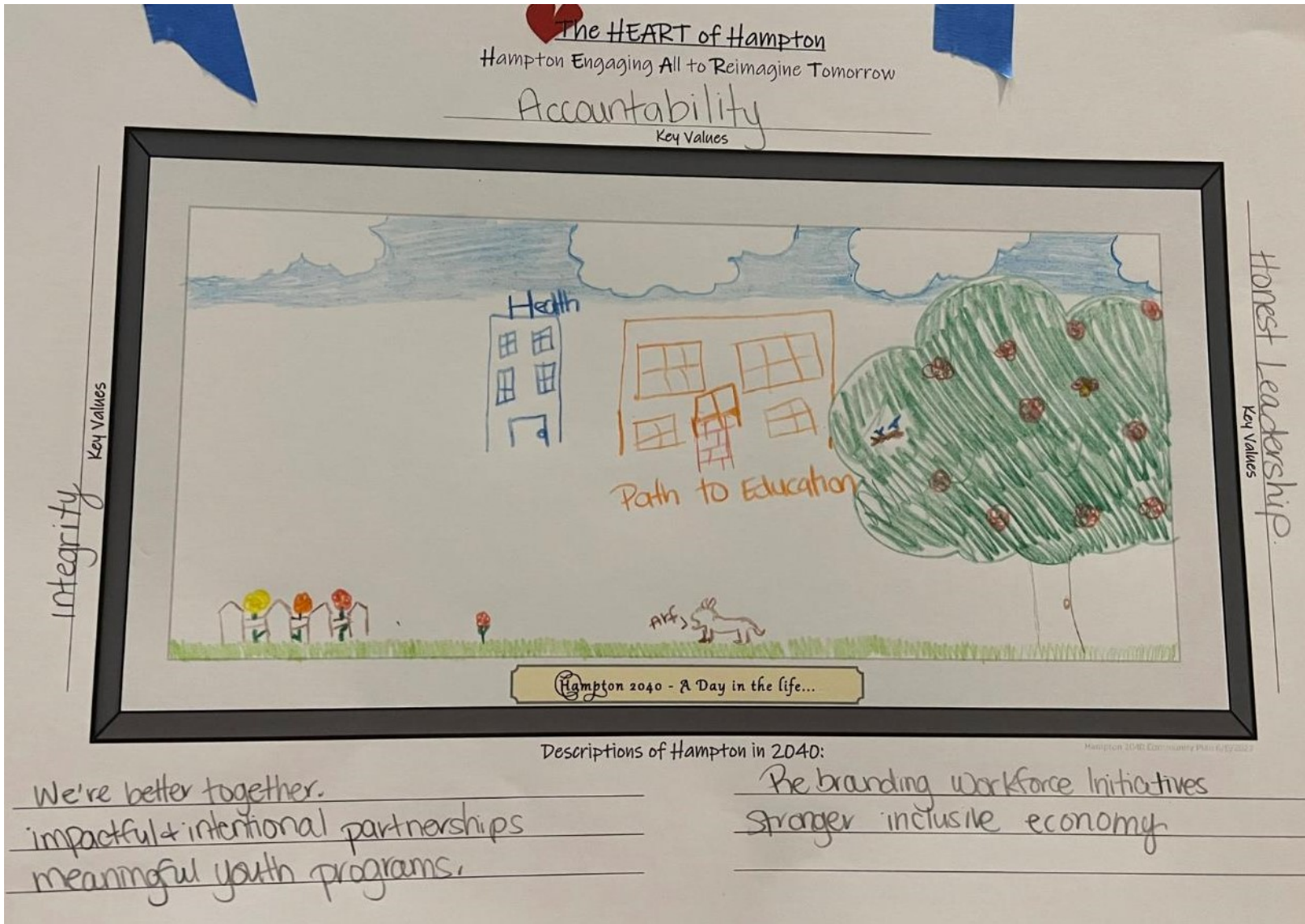
# Who we have heard from so far:

- 500+ Community Leaders (2018-2022)
  - 12 Boards & Commissions
  - 25 Community Groups
- 350+ Visioning Session Attendees (2018 & 2022)

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- **1500+** Vision/Outcome Comments (2018-2022)
- **1000+** Individual Survey Responses (2018)





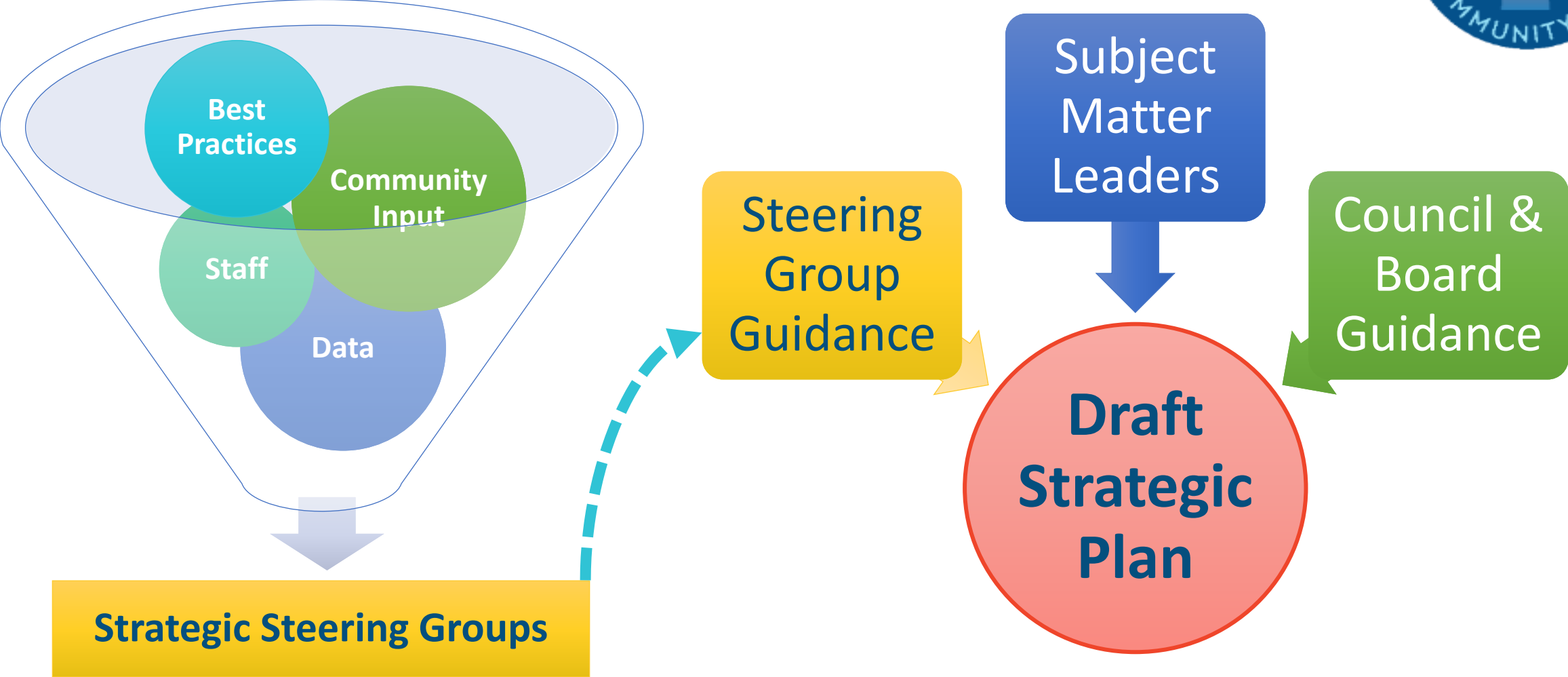




# Proposed Issues & Values:

## What we have heard so far...

# Strategic Planning: Layering of Insights



# Strategic Plan: Current vs Proposed Starting Issues





# Strategic Plan: What We Heard So Far...

## *SUMMARY OF VISIONING DATA*

 **Economic Growth**

 **Living With Water**

 **Place Making**

 **Educated Citizenry**

 **Safe & Clean Community**

 **Family Resiliency & Economic Empowerment**

 **Excellence in Government**

- Unique Destinations & Districts
- Superior Business Development
- Diverse Shopping and Dining Experiences
- Strategic Development and Redevelopment

- An Evolving and Adapting Coastal Community
- Coastal Resilience, Stormwater, Flood Mitigation

- Hampton is a Vibrant Place to Live and Visit
- Enhanced Public & Open Spaces

- Best School District in Region
- Keep Graduates in Hampton

- Increase Public Safety and Confidence
- Hampton is Safe, Beautiful, & Walkable

- Community of Choice for Families
- Address Inequalities and Inequities

- Excellence and Innovation in Public Service
- Enhanced Transportation & Infrastructure
- Engaged and Empowered Citizenry










# Current Trends & Issues Informing the Steering Process



# Strategic Plan: What we heard so far...

## Proposed Starting Issues & Values (SAMPLE)

|  | <b>EQUITY</b><br><i>(Inclusion &amp; Diversity)</i> | <b>RESILIENCY</b><br><i>(Sustainability)</i>    | <b>CULTURE</b><br><i>(History, Community)</i>         | <b>COLLABORATION</b><br><i>(Partnership &amp; Unity)</i> |
|--|---|---|---|--|
|  <b>Econ. Growth</b>           | <i>Opportunity, SWAM Biz, Reinvestment</i>          | <i>Infrastructure, Industries, Design</i>       | <i>Uniqueness, Social, Identity, Historic Reuse</i>   | <i>Regionalism, Institutions, Businesses</i>             |
|  <b>Living W/ Water</b>        | <i>Vulnerability, Access, Benefits</i>              | <i>Multiple Benefits, Innovation, Impact</i>    | <i>Neighborhoods, Connectivity, Identity</i>          | <i>Grants, Higher Education, Alliances, Cohorts</i>      |
|  <b>Place Making</b>           | <i>Location, Stories, Character</i>                 | <i>Maintenance, Benefits, Partnerships</i>      | <i>Stories, Diversity, Public Spaces, Pride</i>       | <i>Community-Led, Grants, Design Contests, Events</i>    |
|  <b>Edu. Citizenry</b>         | <i>DEI, Opportunity, HBCU, Early Childhood</i>      | <i>Talent Retention, Scalable, Innovation</i>   | <i>History, Resources, Experiences, Partnerships</i>  | <i>State &amp; Institutional Partners, Community</i>     |
|  <b>Safe &amp; Clean</b>      | <i>Relationships, Disparities, Resources</i>        | <i>RESET, Renovations, CPTED</i>                | <i>Relationships, Unique Strategies, Associations</i> | <i>Engagement, Community-Led, Higher Ed, Events</i>      |
|  <b>Family R. &amp; E.E.</b> | <i>Vulnerabilities, Impacts, Access, Resources</i>  | <i>Workforce, Recreation, Social, Resources</i> | <i>Diversity, Experiences, Relationships</i>          | <i>Communication, Resources, Relationships</i>           |
|  <b>Excel. in Gov.</b>       | <i>Engagement, Dialogue, Planning, Trust</i>        | <i>Sustainable Resources, Innovation, Reuse</i> | <i>Preservation, Innovation, Partnerships</i>         | <i>Civic Education, Leadership Dev, Regional</i>         |





# Next Steps



## Strategic Issue Steering Groups *(September 2022 thru March 2023)*

**SAVE THE DATE**

**September 8<sup>th</sup> @ 6:30pm  
Hampton Coliseum**



***Signup for Steering Groups (July 18-29)***

**[www.hampton.gov/hampton2040](http://www.hampton.gov/hampton2040)**



