

# DOWNTOWN HAMPTON MASTER PLAN

*Update*



City Council  
June 14, 2017

CPA 17-00001



# DOWNTOWN HAMPTON MASTER PLAN

## Update

*Recommendations contained herein are staff recommendations and do not become official City policy until City Council adopts the update of the Downtown Master Plan.*

*Changes may occur between this presentation and final adoption by City Council.*

# ANTICIPATED TIMELINE

2004	Downtown Master Plan Adopted
2014	Downtown Master Plan Update Began
2017	April – Planning Commission Adoption
2017	June – City Council Update Adoption

Update includes recommendations from DHDP, Hampton First, faith-based community, Downtown neighborhoods, and individual stakeholders

## COMMUNITY PRESENTATIONS

7 February 2017	Pasture Point
16 February 2017	Hampton Citizen's Coalition
22 February 2017	Downtown Hampton Development Partnership
23 February 2017	Hampton Rotary
1 March 2017	Hampton First
15 March 2017	First Baptist Church
20 March 2017	Olde Hampton New Center Committee
21 March 2017	Economic Development Authority
21 March 2017	St. John's Church
22 March 2017	Hampton Redevelopment Housing Authority





2004



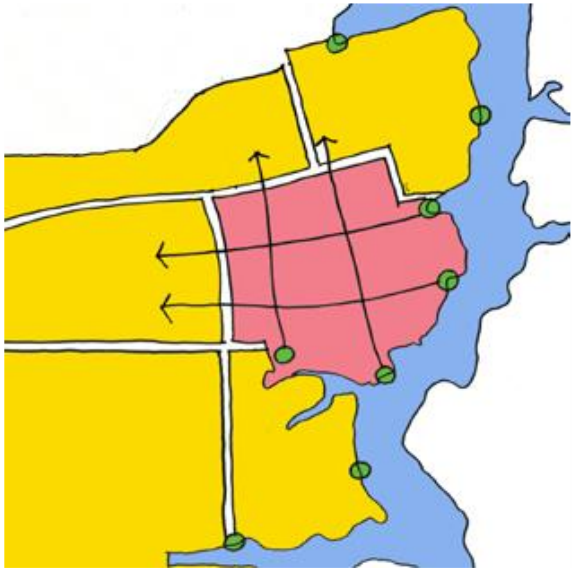
2017

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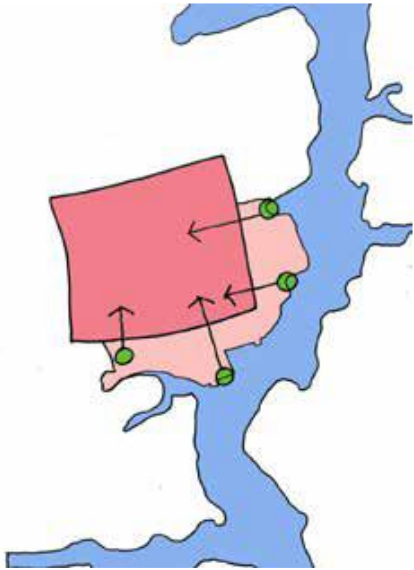
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# THE APPROACH



Support in town neighborhoods and create new downtown neighborhoods.

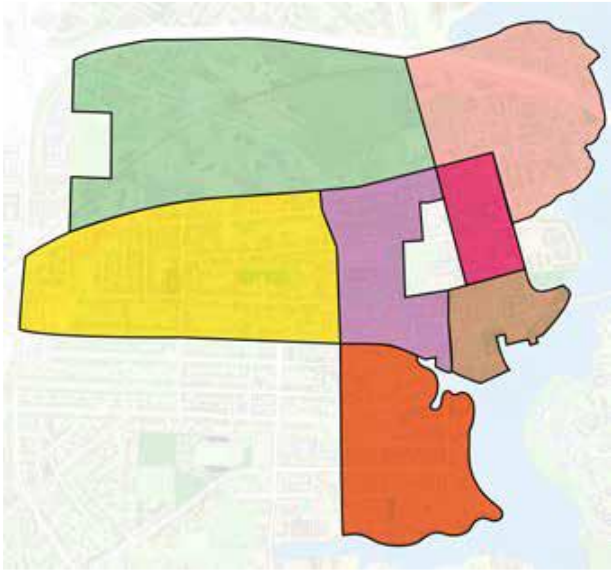


Reinforce the downtown core & its relationship to the waterfront.

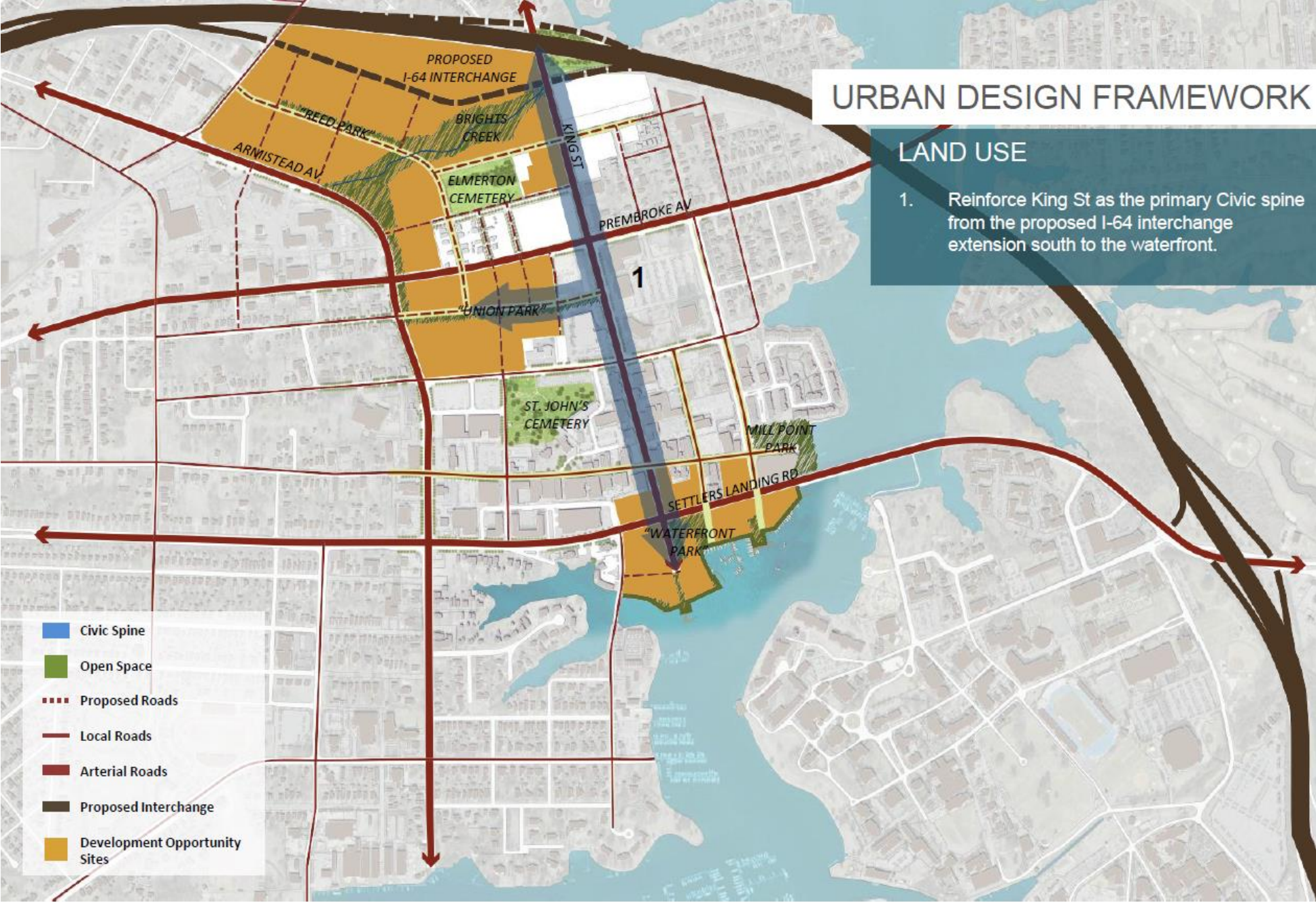


Establish a physical framework for future growth.

Create initiatives that bundle and leverage both private and public investments.



HAMPTON  
FIRST  
CONCEPT



S A S A K I

*Build upon a strong framework of existing land use patterns with new Civic, Commercial Office, and Residential developments.*



# ILLUSTRATIVE MASTER PLAN

- SINGLE-FAMILY RESIDENTIAL BUILDING
- MULTI-FAMILY RESIDENTIAL BUILDING
- MIXED-USE BUILDING
- RETAIL BUILDING
- OFFICE BUILDING
- INDUSTRIAL BUILDING
- INSTITUTIONAL BUILDING
- PUBLIC PARKS AND OPEN SPACE
- SEMI-PUBLIC OPEN SPACE
- COMMERCIAL AND INDUSTRIAL LAND
- PARKING LOT
- WATER
- STUDY AREA





## RESIDENTIAL MARKET STUDY

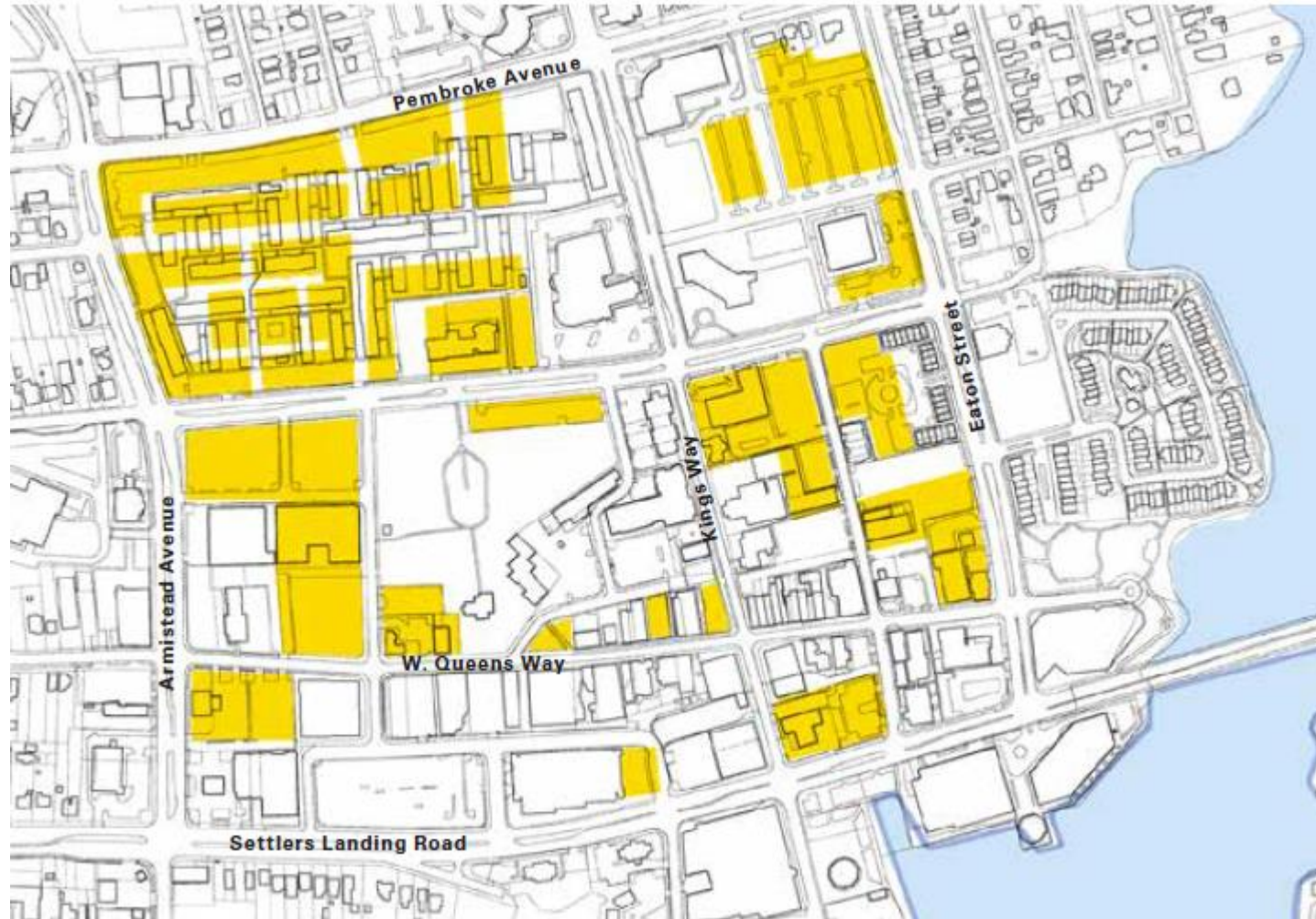
Market can support:

- Rental lofts and apartments (multi-family for-rent)
- For-sale lofts and apartments (multi-family for-sale)
- Townhouses, rowhouses, live-work/flex units (single-family attached for-sale)

**Existing:** 1100 units in the downtown core.

**Need:** 5000 units to create true urban community.

Rental residential has been most successful housing type in recent years, with a 90% occupancy rate.



Opportunity Sites highlighted in yellow.

## RETAIL MARKET STUDY

### Areas for growth

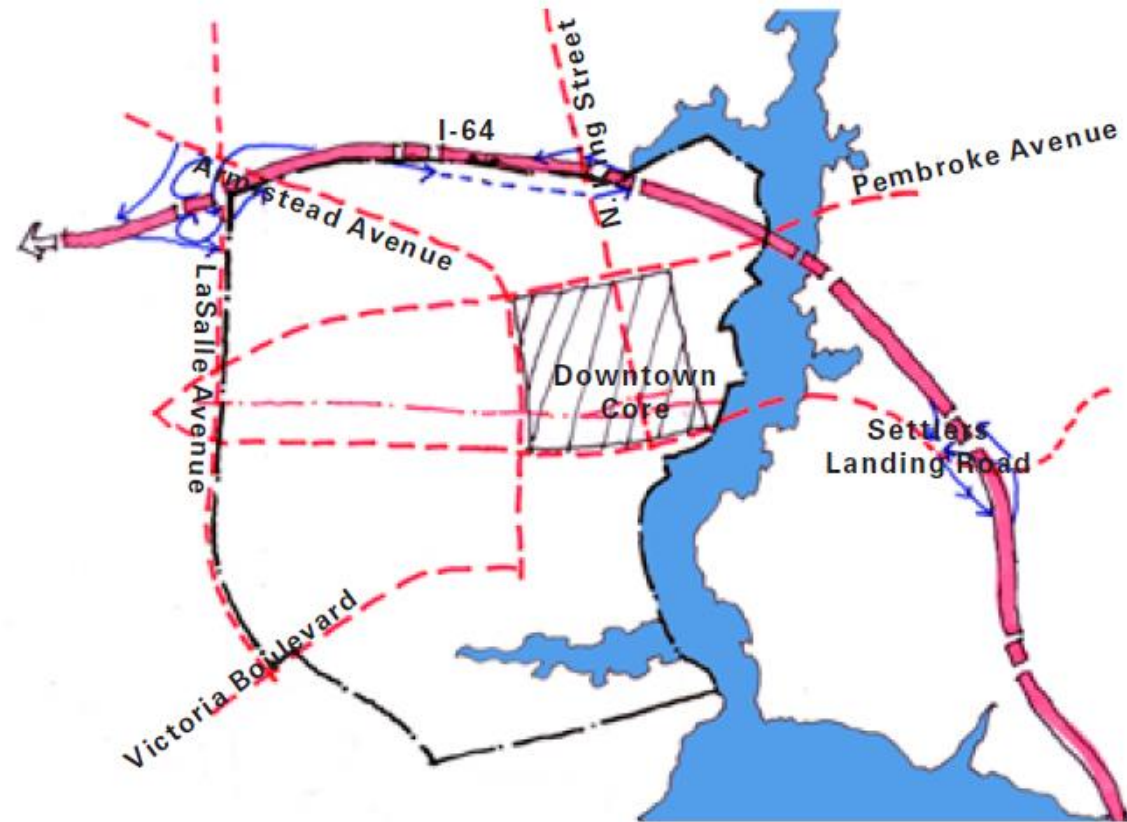
- "Gaps in the teeth"
- Fill in vacancies to build a critical mass of options and tenants

### Future Development

- Incorporate between 25,000 and 45,000 square feet of retail and restaurant into Harbor Square
- Include approx. 300,000 square feet of retail & restaurant in Bright's Creek redevelopment



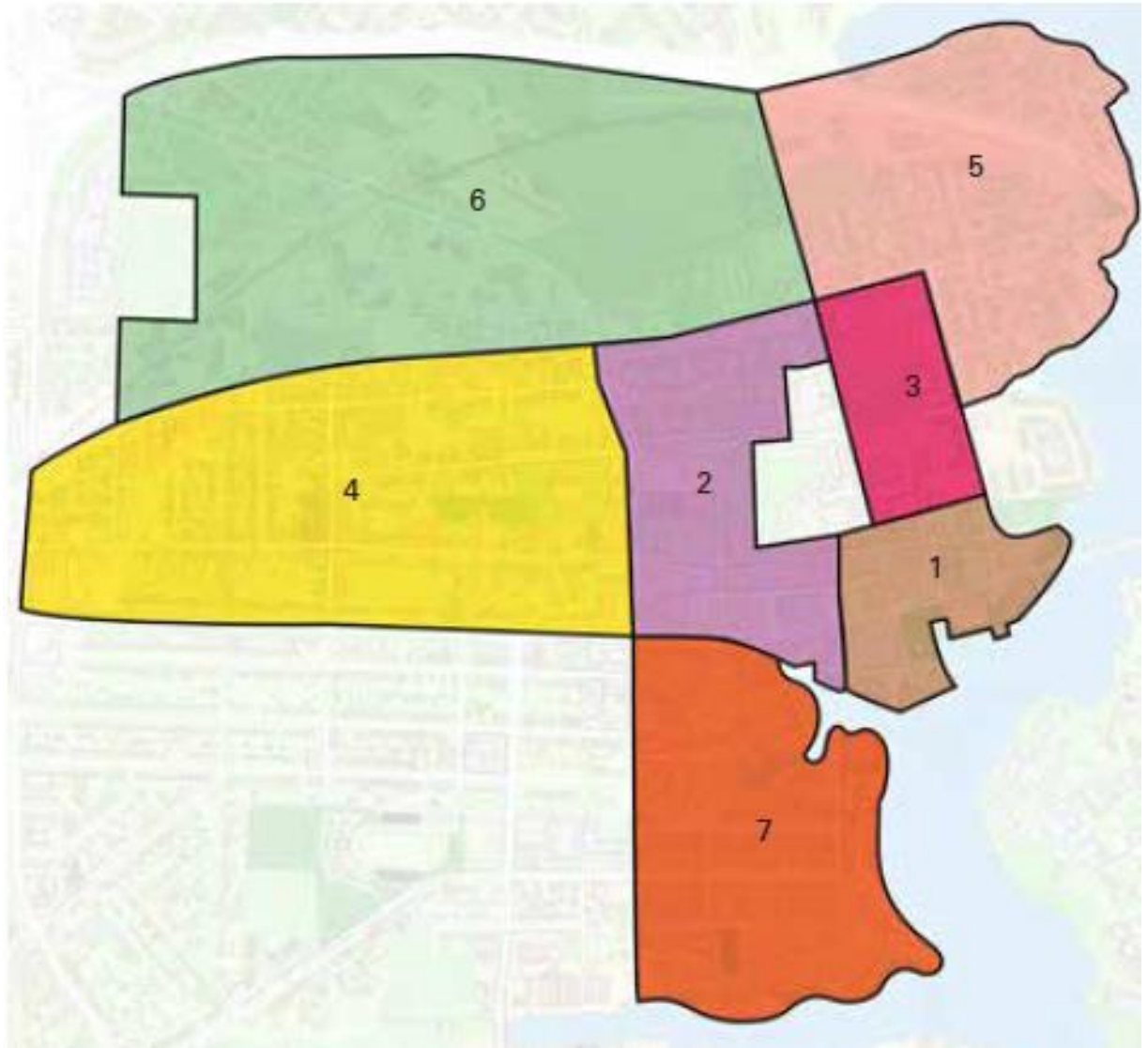
## TRANSPORTATION FRAMEWORK



Rip Rap Connector Road  
I-64 & King Street Interchange

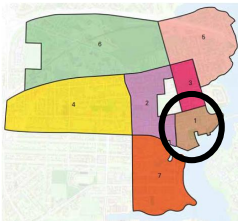
## INITIATIVE AREAS

- 1 King Street Landing & The Waterfront Core
- 2 Salters Creek Landing & Franklin Street Corridor
- 3 Lincoln Street Landing & Upper Wine Street
- 4 Olde Hampton Neighborhood
- 5 Pasture Point Neighborhood
- 6 Bright's Creek & Armory District Redevelopment
- 7 Victoria Boulevard Neighborhood





## KING STREET LANDING & THE WATERFRONT CORE

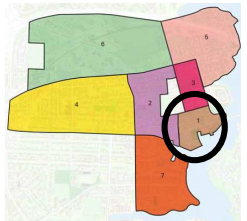


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## KING STREET LANDING & THE WATERFRONT CORE • Seafood Initiative

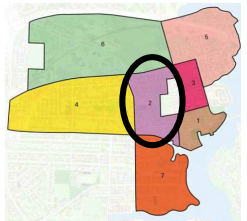


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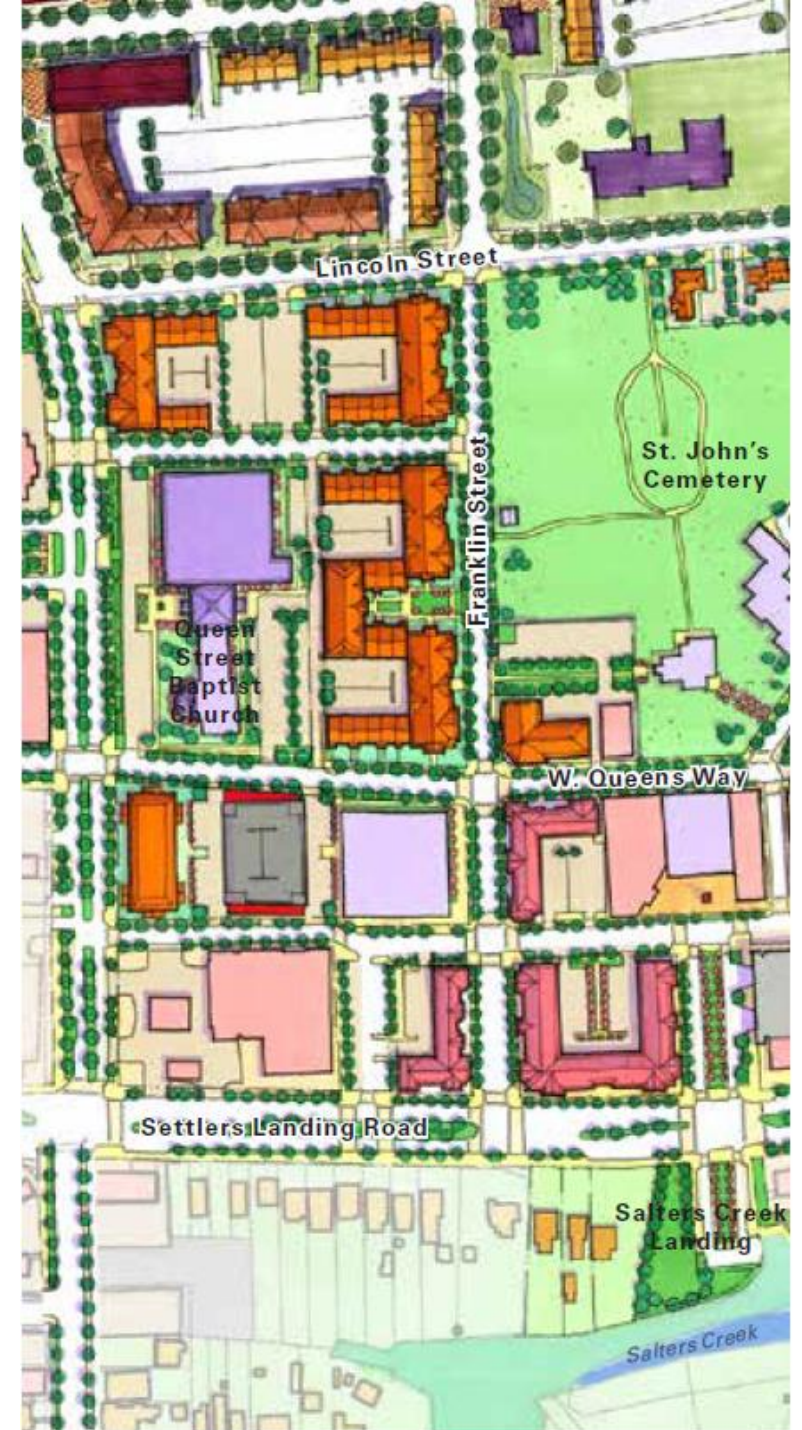
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# SALTERS CREEK LANDING & FRANKLIN STREET CORRIDOR



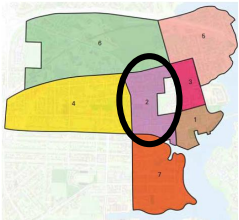
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# SALTERS CREEK LANDING & FRANKLIN STREET CORRIDOR

Harbor Square Redevelopment – *Low Density*

LOW-DENSITY DEVELOPMENT			
	TOWNHOUSES	MULTI-FAMILY	COMMERCIAL
BLOCK 1	12	60	25,000 sq. ft.
BLOCK 2	—	85	—
BLOCK 3	20	140	5,000 sq. ft.
BLOCK 4	13	—	—
TOTAL	45	285	30,000 sq. ft.



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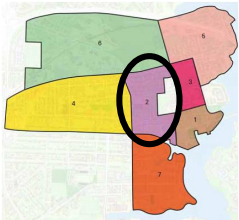




SALTERS CREEK LANDING &  
FRANKLIN STREET CORRIDOR

Harbor Square Redevelopment – *High Density*

HIGH-DENSITY DEVELOPMENT			
	TOWNHOUSES	MULTI-FAMILY	COMMERCIAL
BLOCK 1	—	185	30,000 sq. ft.
BLOCK 2	25	—	—
BLOCK 3	—	335	—
BLOCK 4	15	—	—
TOTAL	40	520	30,000 sq. ft.

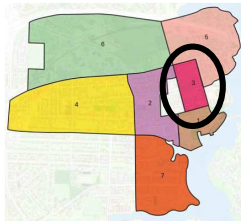


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# LINCOLN STREET LANDING & UPPER WINE STREET



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# LINCOLN STREET LANDING & UPPER WINE STREET

Macy Carmel Site



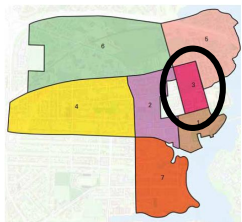
*Low Rise (3 stories)*



*Mid Rise (8 stories)*



*High Rise (16 stories)*

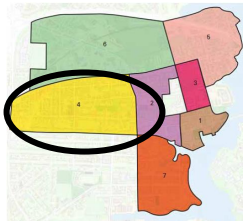


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# OLDE HAMPTON NEIGHBORHOOD



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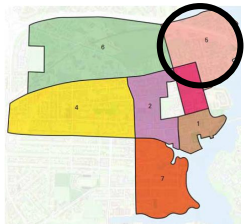


# PASTURE POINT NEIGHBORHOOD

2004



2017



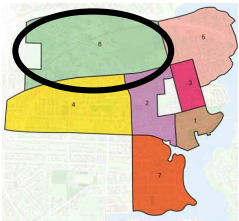
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# BRIGHT'S CREEK & ARMORY DISTRICT REDEVELOPMENT



5 Sub-Areas

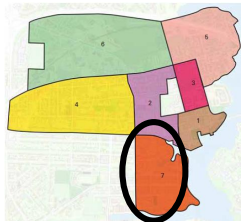


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# VICTORIA BOULEVARD NEIGHBORHOOD



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# RECOMMENDATION

STAFF: Recommend **APPROVAL** of CPA 17-00001

PLANNING COMMISSION: Recommend **APPROVAL** of  
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