

AGENDA

- * Opening and Welcome
- * Meet the Members
- * Community Plan & Strategic Issue
- * Board Roles
- * Lunch
- * Economic Growth Overview
- * Topic: Business & Industry
- * Topic: Housing
- * Wrap-Up

Around the Room Introductions

Name

Board serving on

Years in Hampton

Cross Board/Council Experience

Table Introductions

In 2-3 words:

- 1) What brought you and/or your family to Hampton?
- 2) One aspect of Hampton that you treasure?

What brought me here:

Employment/life style

Military/Langley

Moved to a new house in 1966

Slavery (6th/7th generation)

Job

Job with City

Father stationed at Langley (parents from Hampton)

Born here

I was born and raised in Hampton

Family moved here when I was 4, returned after college because I loved Hampton

Desire to relocate to the Peninsula

Hampton University, married and came back!

Employment

Employment with the City

Husband hired to work in HCS, fed right to Read program, I taught at Willis Elementary

Military

My parents settled after attending Hampton University

Work, I was hired in 2004 as Fire Chief

LAFB

Recruited by NNS

Born here

Hampton was the escape from the traffic and overcrowding in Virginia Beach and Norfolk

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Born and raised here

My mom was from Hampton and Air Force brought my father here

One aspect of Hampton that I treasure:

History & waterfront

Waterways

Rich history and coastal location community

Closeness of our diverse community & our rich history

The people & the history

Hampton history

The small town feel including the friendly people

Chesapeake Bay

Memories

Water

Hampton University

Hampton's unique potential to become a destination given its history and proximity to water

The friendly environment to raise your children; the weather and waterfront

Uniqueness and history of all areas

Strategic location

Small town feel community, friendliness of residents, easy maneuverability

Community

The people

Great size for raising family, the water

Location, history, diversity

Being involved in many projects that expanded the city vitality & economy; city size & dynamics

The diversity

Proximity to water

Public beaches

Community Planning Observations

What is the ideal revenue distribution?

- * each community is unique
- * considerable % of land tax exempt
- * goal of 75% residential, 25% community

Case study questions

- * Chesapeake Bay preservation district – allowable development?

What is good?

- * Increase in economic value
- * Taxable property – revenue
- * Mixed use
- * Eliminates blight
- * Attracts younger people
- * Green space
- * Density→grocery store
- * Parking structure

Additional information

- * Options for displaced residents
- * Background of developer
- * Value of housing
- * Target markets
- * Impact studies
- * Finances
- * Total investment→tax revenues
- * Impact to important aspects of Master Plan
- * Retail space??
- * Overall vision=how does it fit?
- * Clarify assistance requested
- * Impacts of vacated streets
- * Redesign of I-64

Must haves

- * Parking
- * \$ investment
- * Transparency
- * Inter-generational opportunities/amenities
- * Encourage outdoor activities & connectivity
- * Impact on resiliency goals
- * Address flood zone

Non-Starters

- * Offer is below assessed value
- * 1st right of purchase
- * Vacate Spring Ave
- * HRHA has a property under contract
- * Total public \$
- * Parking
- * Piping

Where to elevate this proposal – closer to a “successful project”

- * Accommodate seniors
- * Rezoning plans – more info
- * Time frame to completion
- * Staff analysis of the proposal → vetted → does it meet “vision”?
- * Is it consistent with the Master Plan?

[Topic Ideas: Business & Industry] Page 11

- * Entertainment
- * Wind
- * Aquaculture
- * AR, virtual reality

[Topic Ideas: Housing] Page 12

- * Waterfront res
- * Age restricted
- * Non-traditional

BUSINESS & INDUSTRIES

Advanced Manufacturing

[Aspirations]

→Drone growth

Unmanned systems**

Underwater

(negotiate & locate companies that build these machines – batteries)

- * NASA
- * Hampton University (HU)
- * Working waterfront
- * VPCC
- * Renewable energy
- * Flood management – include resilient, Academies @ HCS
- * “Think tank”
- * Hub of subject matter experts
- * Hampton centric
 - o Hampton should be @ the center of development decisions
- * Opportunity to partner with computer chip industries
 - creative ways to combine corporate & government funds
- * EV (batteries) manufacturer
 - o Pursue them!
 - Robotics & training programs (and software & hardware)
 - Phoebus High School
 - Create products that are environmentally disposable
 - Today, we don’t have the industry for this
- * Wind industries (solar, etc.)
 - o A network of shared goals & compounding resources
 - “central, communication & decision hub”
- * Agriculture/aquaculture attractions (capitalize on VT’s opening?)
- * Reduce burnout with advance technology “robot pal”

Advanced Manufacturing

[Barriers]

- * Power brokers – Dominion, etc.
- * Digital divide
 - o Access to WIFI, computers, tech infrastructure
- * Decision making process
 - ☐ info sharing
 - ☐ business driven partners to advanced industries
- * Expertise v. power
innovation v. authority
→ "new"
- * Labor
 - ☐ expose children to diverse job opportunities
- * trades, workforce
→ higher and technical education
 - * Keeping the talent here – how much of this is a natural way of life?
- * Competing priorities
- * Repurposing materials
 - o Eliminate waste
 - o Environmental issues
 - o Compounding +++
 - o Residual +++
- * Properly disposing of EV batteries
 - ☐ no manufacturer state side
- * Space to test drones/unmanned vehicles (use old landfills)
- * Land constraints – most companies need 100 acres combined (N/A)
- * Value and protect our "blue collar" roots
- * Internship opportunities
- * "Unrelated" to advanced manufacturing
→ develop social infrastructures is key to development

Augmented Reality

[Aspirations]

- * Mobile training (for example: equipment repair, and beyond) & remote
- * Military applications
- * Commercial, medical
- * Partners – commercial, medical
- * Partners – ZelTech, HU, NASA, NIA, VPCC, JEFFERSON LAB, HUNTINGTON INGALLS, VT
- * Maker space
- * Hampton City Schools – curriculum & Academies
 - o Experience and creation
- * Improved workforce training
- * Retention of skilled workforce
- * Include @ community level – NPOs, Community Centers, libraries

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- * Opportunity to experience the world from Hampton (exposure to possibilities, see the world)
- * Marketing tool – experience the best of Hampton before coming here
- * Opportunity to be the first to bring AR to every household in Hampton
- * Virtual tour – auto walking
- * Historical
- * NASA
- * Birthplace of America Trail
- * Physical fitness
- * Coding – include in educational offerings
- * History – immersion for learning (example: Monitor or Merrimac experience)
 ☐ Current history capture for future
- * Expanding medical opportunities (expert surgeon from elsewhere providing surgical experience)

Augmented Reality

[Aspirations]

- * “Attractive” environment (may be unexpected or not mainstream)
- * Creative space, Placemaking
- * Ideal location hub/spaces/may change
- * Need faster (holistic) broadband
- * Pollination of technology to commercial is a challenge
 →(NASA tech, university, etc.)
- * Technology bandits
- * Dependence on AR becomes problematic
 – may reduce critical thinking & human relation skills
- * Cost \$\$\$
- * Generational divide
- * Access to security clearance as part of educational process in order to be eligible for certain employment
- * Consistent, high-quality cell service
- * True assessment of Return on Investment (ROI) is challenging
 – truly understanding/gauging value

Logistics

[Aspirations]

- * HU/Virginia Peninsula Community College (VPCC)/Hampton City Schools (HCS), NASA (workforce education (research & technology)
- * I-64/HRBT expansion
- * Major hub for east coast
- * Better utilize waterways
- * Deepening of ports/channels for larger vessels
- * Hampton center of Hampton Roads, Hampton Roads center of east coast
- * Better utilization of downtown

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- * Intelligent vehicles (A-I) & traffic management
- * Smart city status (public transit, services, etc.)
- * Dedicated rail line
- * Blockchain
- * Increase warehouse space
- * Increase buying power by partnering with neighbor localities
- * Solid public transportation (effective)
 - o Trains, light rail, H2O ferries, etc.)
- * Use of drones to transport goods
 - o Autonomous vehicles
- * More efficient interstate interchanges
- * Efficient use of land (warehousing is land intensive)

Logistics

[Barriers]

- * No hub
- * Regional airports
- * Traffic (interstates & tunnels)
- * Public transportation (roads, rail, etc.)
- * Aging, inefficient infrastructure
- * Underutilized waterways
- * Underutilized downtown (potential redesign)
- * Water
- * Traffic
- * Access to renewable energy
- * Underutilized rail tracks
- * Fuel costs
- * Inefficiency with HU
- * Non-cooperating partners
- * Change car vs. transit culture
- * Land constraints (e.g.: warehouse space)

Retail/Tourism/Hospitality

[Aspirations]

- * Boutique retail expansion, unique
(local, small businesses) →Phoebus is good at this
- * Thriving retail core →Coliseum core
(retention of retail, convenient neighborhood centers) →is this realistic?
- * Attract quality hotels through transformative projects
 - ☐ Hampton Roads Convention Center (HRCC), Aquaplex, Coliseum, etc.
- * Stay in Hampton →promote region
 - ☐ we are the center of region
- * Make STRENGTHS work for us

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- * Market ourselves better
 - ☐ pamphlet/app/online
- * Take advantage of beach traffic/travelers
- * Get attractive shows & programs @ HRCC & Coliseum →match with wide demographics
- * Identify Hampton demographics (active retirees) to market to
 - market retail events, to populations
- * Higher quality retailers (A&B)
- * Experiential retail*
- * Greater retail*
- * Greater retail variety →destination based that are connected to our identity
- * Tell our historic story better
 - ☐ emancipation, contraband, Black Beard, NASA, Langley
- * Hampton has its own stories to tell
 - ☐ neighborhood stories
- * Highlight Fort Monroe
- * Partner with HU for tourism
- * Resort/spa →like Salamander Resort
- * Take advantage of coast/fishing/crabbing
- * Great water based parks
- * Buckroe Beach; take advantage of water, highlight water front
 - beach recreation & activities
- * Envy of east coast
- * Expand/utilize Boo Williams SportsPlex
- * Expand outdoor activities (parks, neighborhoods, streets) →safe for bikes
- * More privately owned restaurants
- * Diversify city investments (strip mall v. distribution build)

Retail/Tourism/Hospitality

[Barriers]

- * Large retailers – Amazon (market small businesses)
- * Traffic congestion between peninsula & southside
 - ☐ Local traffic downtown & Phoebus
- * Regional competition → should be unified like NoVA
- * Shifting retail trends – unknowns?
- * No unified Hampton identity – WHO ARE WE?
- * Diverse demographics →hard to attract all interests
- * Need better communication strategies
- * Demographic barriers
 - ☐ numbers don't reflect our reality
- * Seasonal tourism
 - ☐ what can we do to make us year round?
- * Downtown: lack of connection to water →National Harbor

- * What is our brand?
- * Tension between tourism & community interest
- * Lack of full service hotels
- * Lack of night life →entertainment, theater, music, comedy club, galleries
- * Lack of diverse places to gather
- * Lack of fancy restaurants (white tablecloth)
- * Resistance from traditional establishments & property owners
- * Lack of grocery store in downtown
- * Don't capitalize on docked boaters
- * Competition & change in consumer preferences
- * Pop-up, niche retailers
- * "mini mall" for small businesses/craftsmen →think festival
 - o W Mercury →think vacant spaces
 - o Community commercial kitchens incubator
→goal is to move into permanent space

Technology

[Aspirations]

- * Tech zone connection regionally
 - o NASA
 - o Jefferson Labs
 - o Huntington Ingalls Industries
- * Partnering with higher education
 - o HU, CNU, ECPI, VPCC
 - o Medical equipment manufacturing, i.e.: robotics
 - o Unmanned aerial systems
 - Drones
 - Underwater systems
- * Computer chips
- * ZelTech opportunity to expand
 - o Military
 - o Cyber security
- * Youth & young people in cyber security industry
 - o Phoebus High School
- * Partnership with National Institute of Aerospace (NIA)
 - o Reactor incubator
- * Partnership with 757 Angels
- * Emphasis on certification promotion
 - o Schools, Academies
- * Cyber security regulations – growth opportunity
- * Reputation/branding
- * Increase % of college educated graduates
- * Increase average/median income
- * Expand vocational training, i.e.: computer diagnostic training

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- * Making tech accessible (i.e.: libraries, school curriculum, 1:1 initiative)
- * Access to WIFI
- * Connecting with higher education institutions inside/outside of region
 - o Elizabeth city
 - o Old Dominion University (ODU)
 - o Richmond
 - o Suffolk
 - o College of William & Mary?
- * Climate change tech
- * Augmented reality
- * Expanding opportunities for consulting & services
- * Advanced manufacturing regionally
- * Residential development (i.e.: renewable energy, sustainability)
- * Science, Technology, Engineering, Math (STEM) literacy
- * Resilient tech/living with water
- * Using waste/resources sustainability
 - o Renewable energy
 - o Compost
 - o Bio degradable tech

Technology

[Barriers]

- * Competition related to salary
- * Innovative spaces, specifically amenities, services
- * Improving network/WIFI/fiber access
- * Reputation/branding related to tech
- * Early adopters to developing next gen technology
- * Planning for tech limitations and crashes
- * Ability to keep up with change adaptability
- * Burden of incentives to attract
- * Amount of tech friendly recreation
- * Opportunity for tech professionals
- * Acceptance of tech age
 - o Demographics
- * Tech burnout
- * Competition between cities/regionalization v. independence
- * "sharing the wealth" mindset
- * Climate change & adaptability
- * Culture
 - o Business incubator
- * Attracting companies
- * STEM literacy
- * Plan/initiative for city storytelling

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- Schools
- * Math literacy

HOUSING

Historic Districts

[Aspirations]

- * Defined areas:
Wythe, Pasture Point, Old Northampton, Phoebus, fox hill, downtown/Little England
- * Connect with **tourism**
 - ☐ walking tours
 - ☐ house markers
- * ***Charm***
- * Include in our educational curriculum
- * Historic reno grants?
 - ☐ expand curb appeal program
- * Placemaking
- * Street names – include brown historic signage
- * Central oversight
 - o Entity that oversees Historic District in all the city of Hampton
- * *Before COVID* middle schools and high schools were bussed to these locations
- * Include historical districts markers, etc. in early childhood curriculums, K-5? K-8?
- * Historic tax credits incentive to remodel with historic architecture in mind (give plaques)
- * Create a storyboard
- * Fill in the gaps in between our existing markers/districts
- * Collaborative project sponsor plaques tying schools together with businesses
+ project profits from a project
- * Generate apps that capture the historical sites & stories
- * Capture Hamptonian stories (ex: Mary W. Jackson, original seven, Mercury astronauts, codes & compliances process & standards for additions
- * Decide what % of residential homes are open for modern development v. historic Reno

Historic Districts

[Barriers]

- * Tension – homeowners want the freedom to change home as they please *tax credits*
- * How these properties are inherited/maintained
- * \$\$\$ - money, resources
- * How do we define history (ex: of complex history (Magruder, Mallory, Wythe)?
- * Collaborate with school board
- * Sign and name changes (takes too much time)
- * Step-by-step guide o complete name changes, signage, etc.
- * Protecting people's privacy during tour efforts
- * Expert & designated person(s) devoted to defining, identifying
- * Messaging and marketing
- * Define old v. historic

Multi-family & Urban Development Areas

[Aspirations]

- * Incentive for 4-sale home ownership product
- * Increase options/diverse
- * Intergenerational option
- * Variety housing types within same neighborhood
- * Well-connected transportation
- * Transit-oriented
- * Access to medical/doctors, pharmacies, etc.
- * Mix of uses
 - o Grocery store
 - o Restaurants
 - o Services
- * Encourage/incentivize true mixed-use development (retail, restaurants, services)
- * Single level option
- * Co-op housing option (equity investment)
- * Multi-family where you can age in place
- * Community gardens
- * Outdoor spaces, recreational/green space
- * Connection to amenities (e.g.: gym, work spaces, boat, trails, fishing piers, marinas, tech center, green space pools)
- * Neighborhood centers/community centers
- * Adult spaces (no children)
- * Access to state-of-the-art communication/technology

Multi-family & Urban Development Areas

[Barriers]

- * Banking regulations re: condos
- * Financing restrictions
- * Access to developable land
- * Irresponsible property owners
- * City ordinances
- * Parking
- * Time gap in understanding market/consumer
- * Reliable transit system
- * Lack of reinvestment
- * Improper maintenance
- * Modernization
- * Ease of conversion (apartment to condo)
- * Perception/branding of Hampton
- * Access/convenience to services
- * Safety/security
- * Kid/children friendly childcare (accommodating)
- * Pet friendly

Senior Housing Options

[Aspirations]

- * Need more quality housing
- * Redevelopment exiting multi-family properties for seniors (i.e.: amenities)
- * Higher value housing on the water (ex. Buckroe)
- * Lower density
- * Unassisted living
- * Semi-private development
- * What have others done?
 - o What do seniors want?
- * Single-level (i.e.: elevators; stairs = constraint)
- * Diversity in demographics
- * Proximity to entertainment & dining
- * Port Warwick concept
- * Memory care facilities/resources
- * Development of Strawberry Banks property? HU?
- * Hybrid assisted living & nursing home
- * Age in place senior options at the neighborhood level
 - o Aberdeen
 - o Group homes
- * Protect from predatory lending, reverse mortgage
- * Resource for seniors to age in place
 - o Rehab
 - o Renovation
 - o Maintenance
- * Diversity in housing options
- * Advantage of location
- * Safe & accessible
- * Leisure activities/entertainment
- * Transportation
- * Neighborhood Watch
- * Special financing for 55+
- * Access to quality affordable healthcare
- * Supportive infrastructure
 - o Timing of cross walks
 - o Walkability

Senior Housing Options

[Barriers]

- * Access to developable land
- * Rental v. ownership

- Interest of developers
 - Financing challenges - interest rates
- * HOA/fees
- * Affordable options for all seniors
- * Lack of focus/action/commitment to senior housing
- * Where are opportunities for redevelopment?
- * Incentive limitations
- * Community buy-in – neighborhood helping
- * Crime/Neighborhood Watch
 - Wanderers
- * Young families looking out for senior neighborhoods
- * Fixed income/limited savings
- * Privacy
- * Lack of community involvement
 - Clubs
 - Volunteer opportunities
 - Transportation
- * Handicap accessible development
- * WVS development with seniors in mind

Quality Affordable Housing

[Aspirations]

- * Allows young professionals to enter the market
- * Choice & variety in all income levels
- * Can't tell what is "affordable" or not → income integrated neighborhoods
- * Both rental & ownership options
- * Located in safe & clean neighborhoods
- * Access to financing
- * Explore co-op opportunities
 - ☐ build equity
- * builders are invested in community
- * mixed income
- * architecturally beautiful, resilient, quality materials
 - ☐ long lasting, good construction
- * Affordable for all ages – seniors!
- * Financial literacy training for home ownership
 - ☐ generational poverty
- * Seek federal & state funding sources
- * Neighborhood reinvestment
 - Change narrative → not distressed
- * People will not be displaced
- * "Housing for all"
- * Invest in children → changes neighborhoods

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- * Modernize/rehab what we have (model block program)
- * T.O.D.s
- * Homes should match neighborhood character
- * No gentrification
- * Help age in place

Quality Affordable Housing

[Barriers]

- * Equity – Located in flood prone areas
- * Climate change impacts
- * Perception of school system
- * Balance between LIHTC and need for revenue
- * Financing
- * Perception of affordable housing + Lifestyle differences
 - o NIMBY
- * Financial literacy
- * Landlords (reinvestment)
- * Poverty is a complex issue
- * Maintenance
- * Quality materials are costly (SFR)
- * Zoning – Limits on Density
- * Lack of transit
- * Perception of how affordable housing impacts neighborhoods

Parking Lot (follow-up)

- * Red-lining maps & influence on housing/development
- * How do we address equity and inclusion in proposal review?
- * When is info from a proposal available?