



Downtown Hampton
BID Implementation
Strategy
City Council Briefing
August 30, 2021



Williamsburg
Architecture/Planning



Virginia Beach
Civil Engineering/Transportation



Virginia Beach
Landscape Architecture/Planning



New Orleans
Environmental/Resiliency

THE TEAM





GOALS 1

Identify readily achievable improvements for a more active, more vibrant and more friendly community



Enhance infrastructure to underutilized parcels of land for new development as valuable private real estate assets



2
GOALS





3

GOALS

Prioritize and quantify the required City infrastructure investment needed to incentivize private-sector investment



STUDY AREA



Strategies

- A. Interpret & Advance Findings of Downtown Studies - Actionable Improvements
- C. Identify & Develop Matrix of Short, Medium & Long Range Initiatives for Implementation
- D. Provide Transportation Analysis of Streets in Downtown (especially Settler's Landing Road) focusing on Access Management, Traffic Calming & Improvements for Pedestrians
- E. Provide Site & Underground Utility & Stormwater Review to help move Downtown Parcels toward more Shovel-Ready Sites
- F. Evaluate Proposed Improvements for Resilience Alignment & Identify Opportunities for Living with Water Projects – *In Progress*

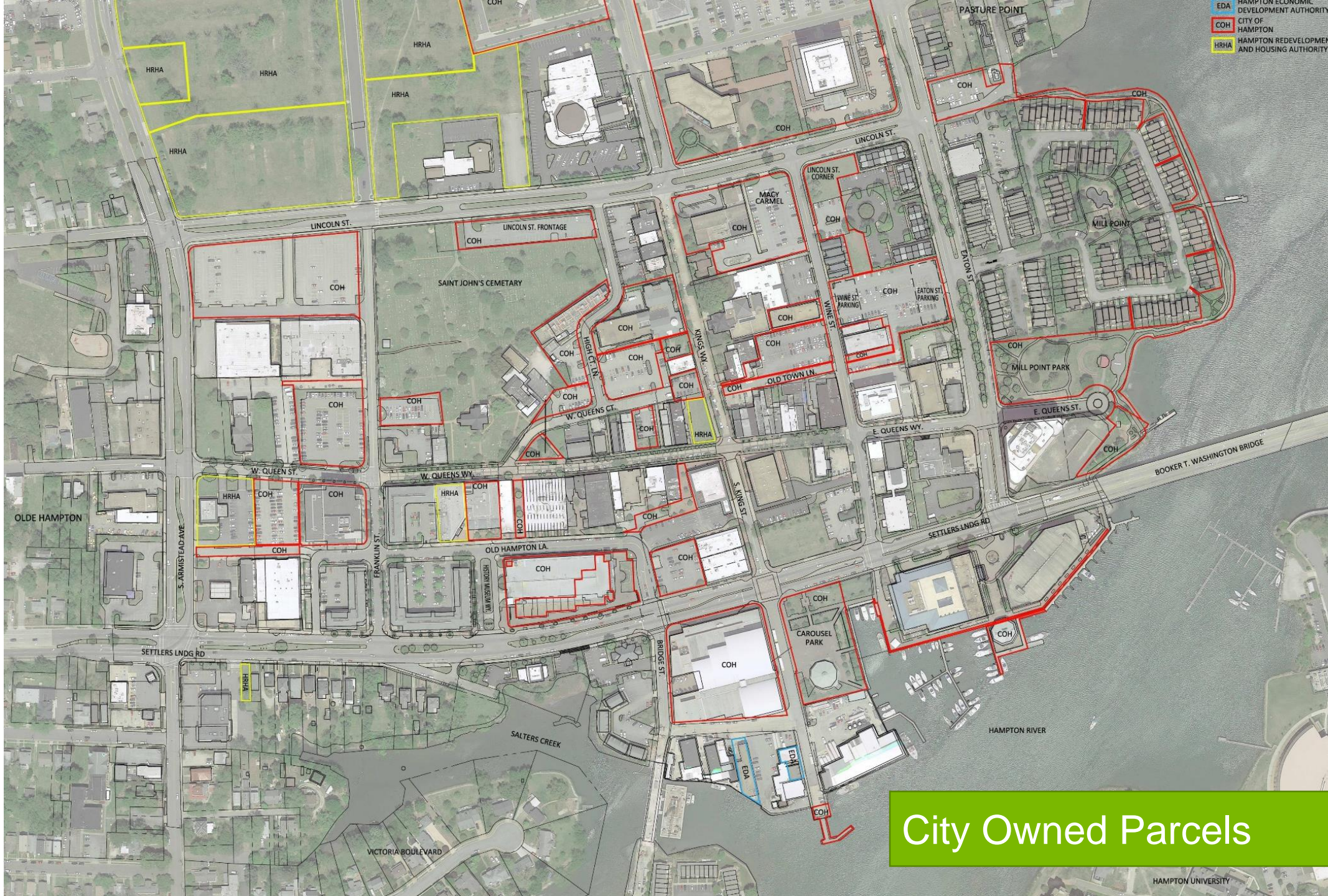
Stakeholder Input

WEAKNESSES

- Awareness – no sense of place
- Perceived poor access to river
- Settler's Landing Rd impedes access between Queens & Riverfront
- Need investment in resiliency to ease investor fears
- Need reasons to be downtown
- Overall wear & tear – areas look tired
- Lack of people downtown = less sense of security

STRENGTHS

- Hampton River views & access
- Queens Way character
- Private investor momentum
- Generous publicly owned land



City Owned Parcels

Stakeholder Input

- Need more shovel-ready sites
- Need to elevate current conditions, infrastructure, elements to higher level – strive for immaculate
- Need to add programming/events
- Opportunity for resiliency requirements to become public amenities
- Downtown must be developer-friendly as well as pedestrian friendly
- Opportunities to enjoy the river – views, access, water sports, dining
- King Street terminus at river poorly defined – no public access
- Stormwater solutions must be regional (not parcel-by-parcel)
- Too much pavement

Stakeholder Input

- Need more events – large and small – local and regional
- Need to execute a few visible projects quickly to show progress
- Need structures that create place and draw people
- Need to address 5 entrances to downtown – including the river
- Capitalize on college students (e.g., late night public transportation)
- Upkeep and maintenance of existing infrastructure
- Riverfront feels like private property in some areas
- Promote relationship/proximity of Fort Monroe and Hampton University
- Planning fatigue!

What will draw people to downtown & riverfront?

+ **Events** + Art + **Parks** + Tours + **Dining** + **Music** +
Water Sports rentals + Waterfront Dining + Food
Trucks + Free Parking + **Foodie Destination** +
Farmer's Market + Festivals + **Residences** +
Workplaces + Retail Shops + Green + **Sense of Safety** +
Clean + Nighttime Lighting

What is unique about downtown Hampton?

+ **History** + Authentic + **Seafood Industry** + Oysters +
Not Sanitized + **Charm** + Rough around the edges +
Small boat harbor + **Riverfront** + Living shoreline
opportunities + Chesapeake Bay Access + Access to rest
of 757 + Redevelopment Opportunities +

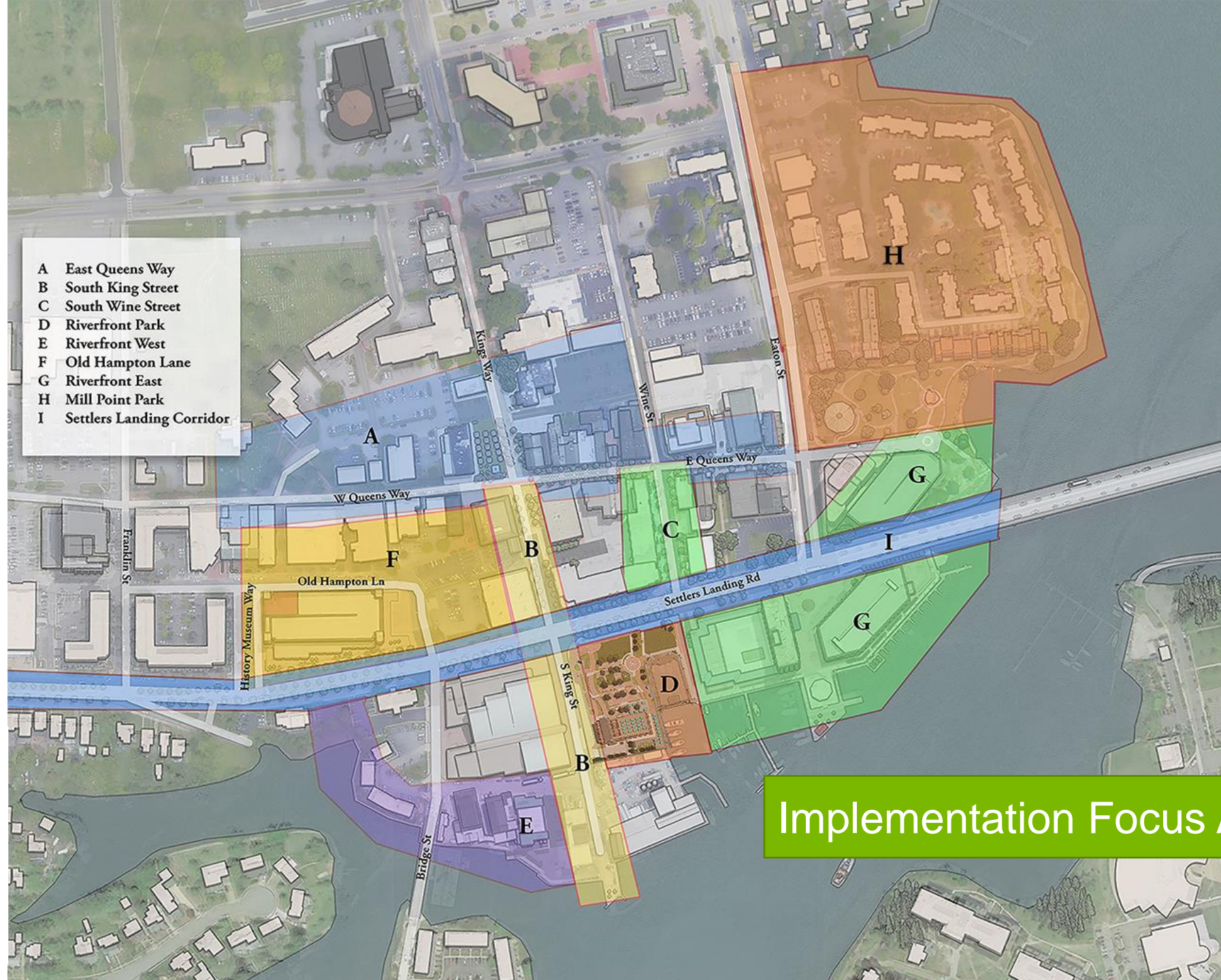


Gravity Nodes and Connections

Implementation Recommendations



- A East Queens Way
- B South King Street
- C South Wine Street
- D Riverfront Park
- E Riverfront West
- F Old Hampton Lane
- G Riverfront East
- H Mill Point Park
- I Settlers Landing Corridor



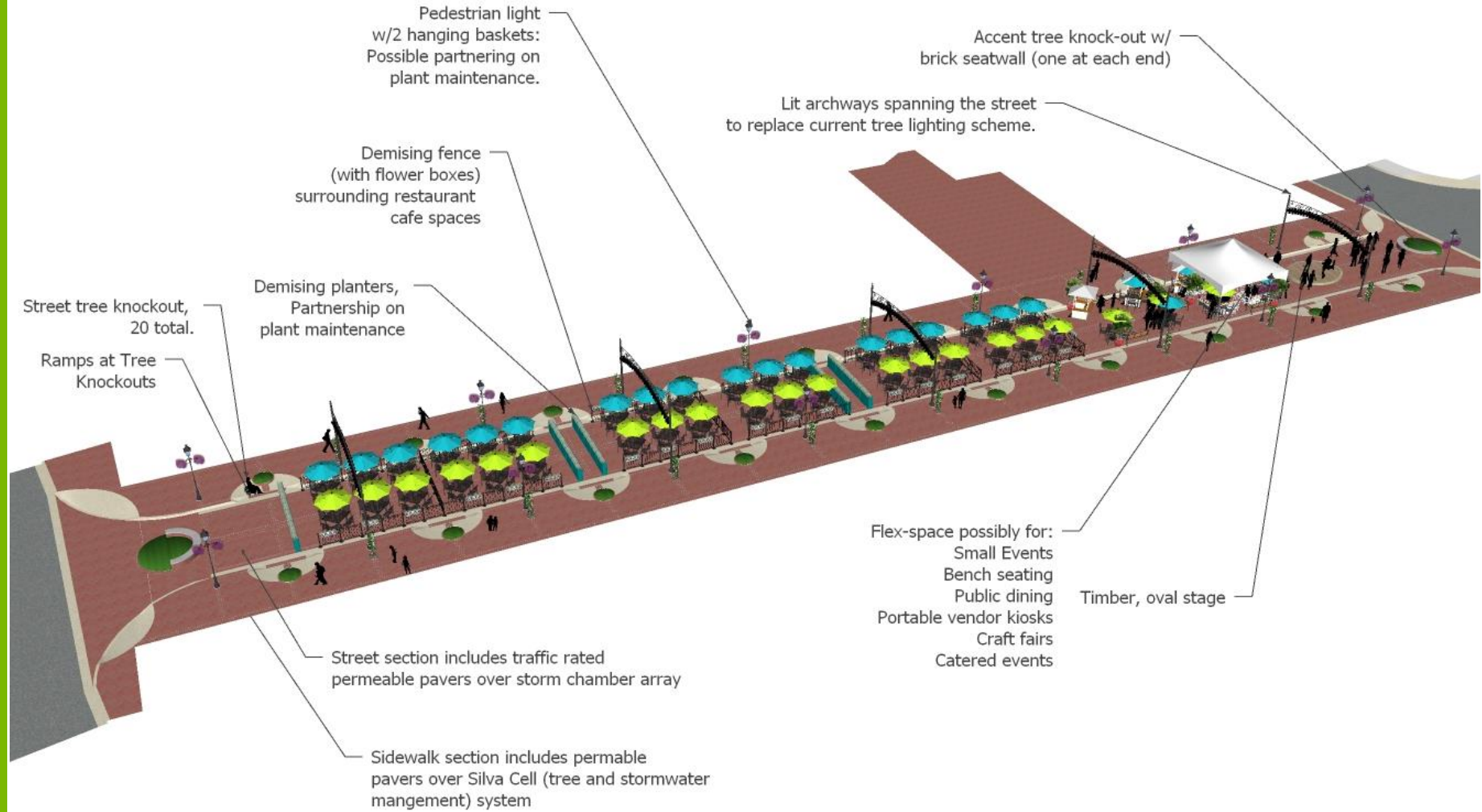
Implementation Focus Areas



A

East Queens Way

*Make Queens Way the
downtown Hampton
food/drink/entertainment
destination*





Demising plan
Partnership on
plant maintenance







A

East Queens Way

Create more pedestrian friendly character on East Queens Street between Wine St & Mill Point Park







A

East Queens Way

*Utilize stormwater
management system
under new pervious paver
system*





A

Wine Street Parking

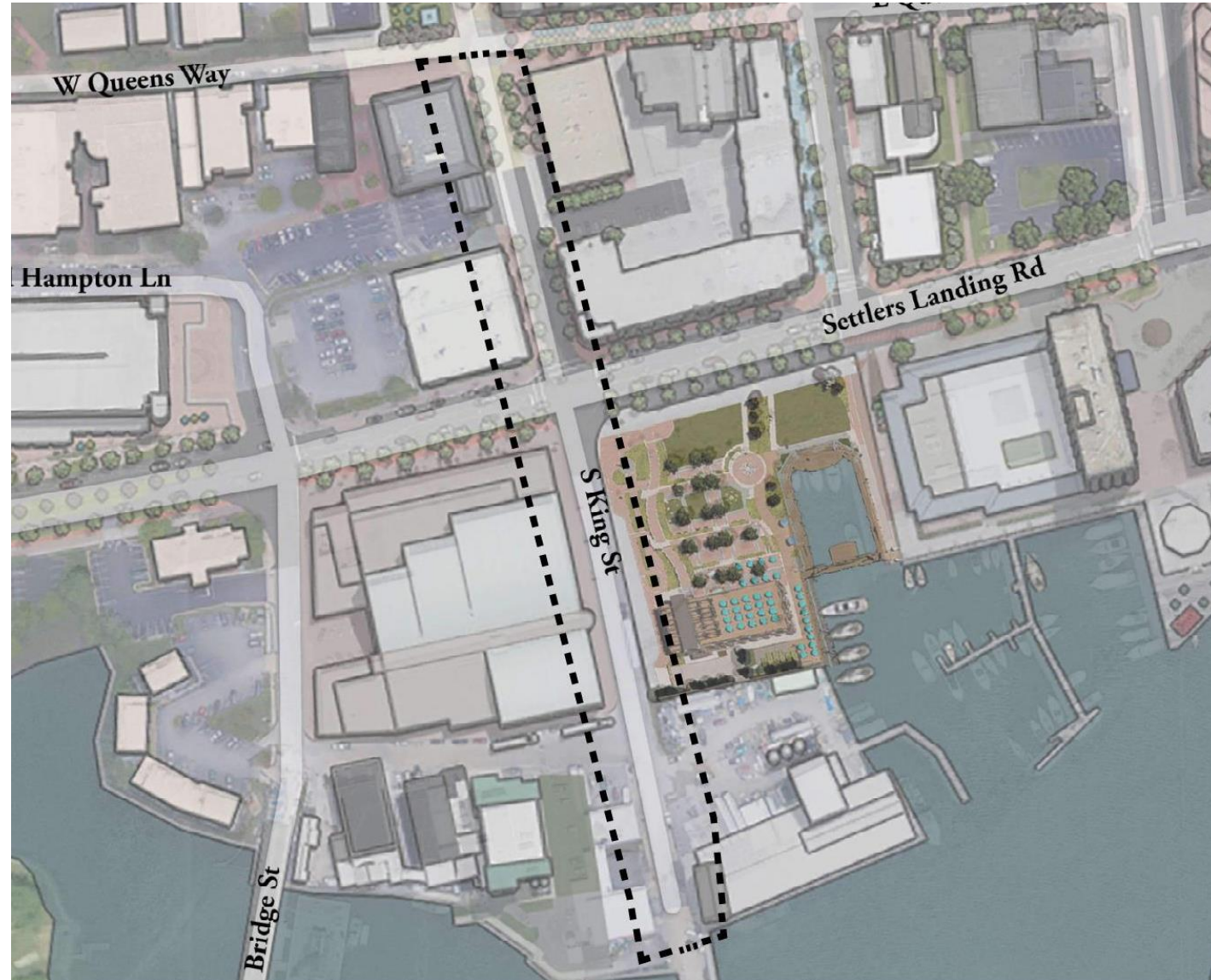
*Develop Additional
Parking Structure in
Northeast Sector*





B

South King Street





B

South King Street

*Activate corner of
Queen & King
historic City center*











B

South King Street

*Create improved
pedestrian
connection between
Queens Way &
Riverfront*

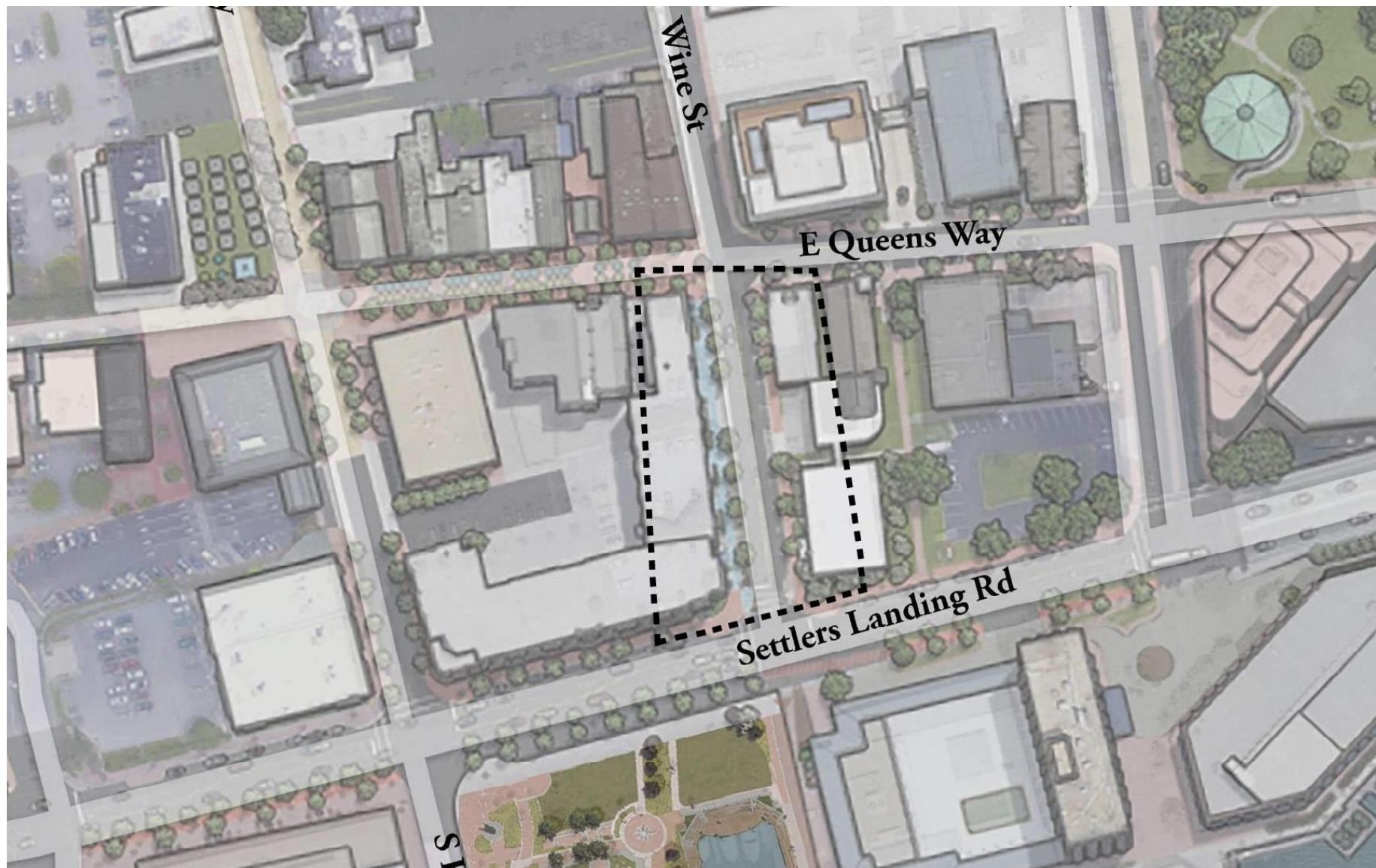






C

South Wine Street





C

South Wine Street

*Create improved
pedestrian
connection between
Queens Way &
Riverfront*





South Wine Street

*Develop Street
Stormwater
Demonstration
project – Resilient
Hampton*







D

Riverfront Park (Carousel Park)

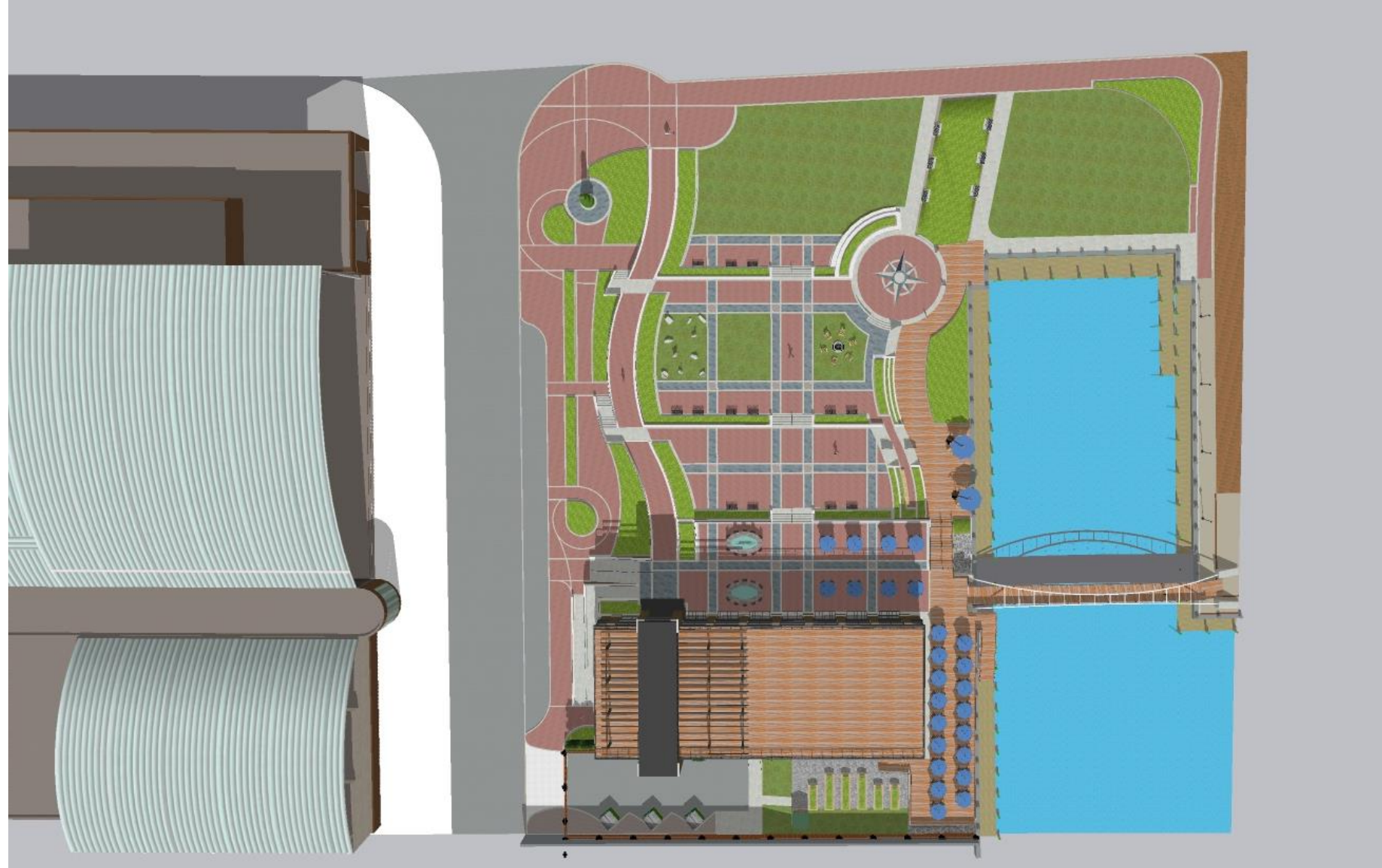




D

Riverfront Park

*Establish Riverfront
Park as primary
downtown event
space*







D

Riverfront Park

*Create unique
multipurpose
performance space*







D

Riverfront Park

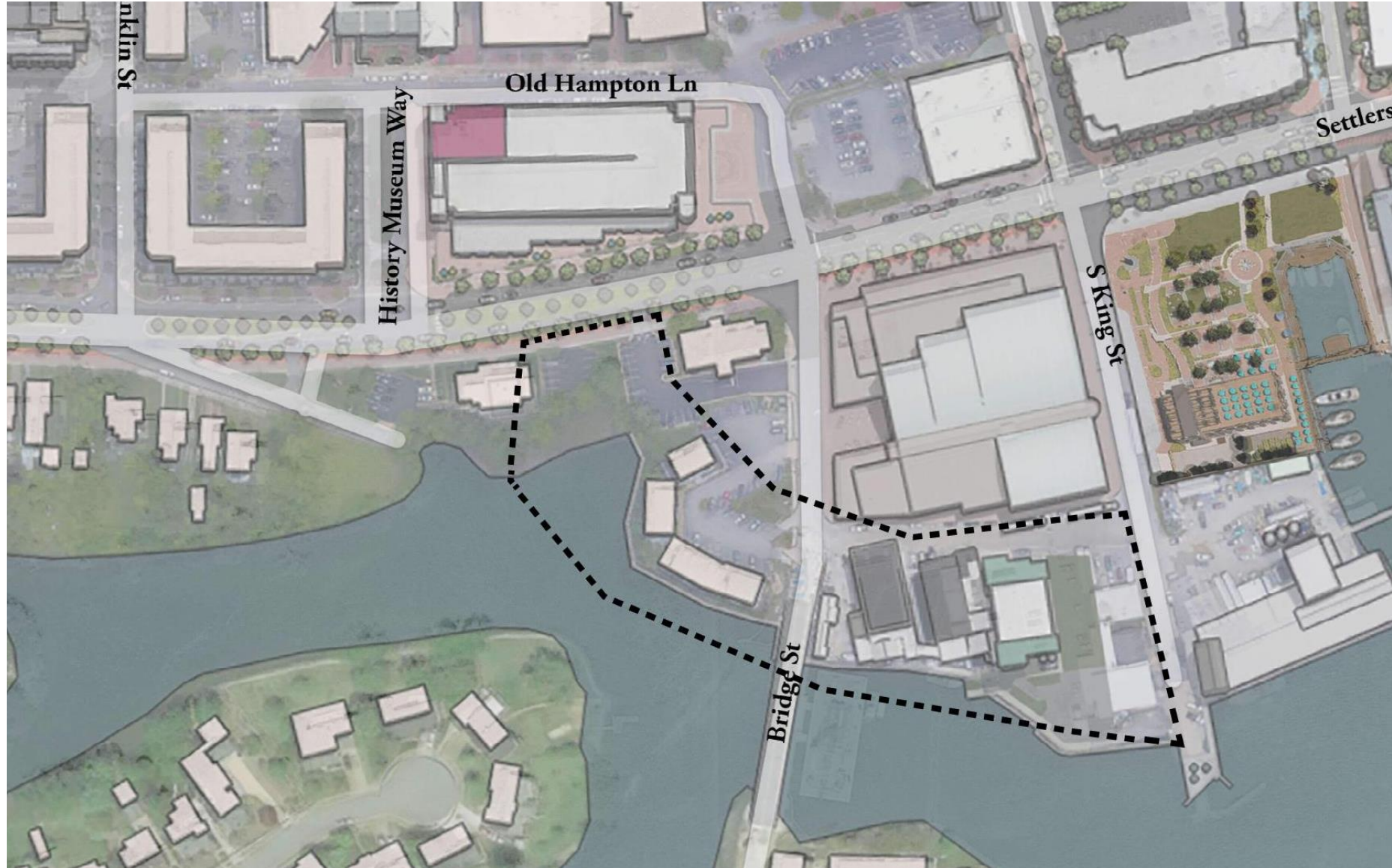






Riverfront West

*Extend public
riverfront boardwalk
loop to History
Museum Way*





E

Riverfront West

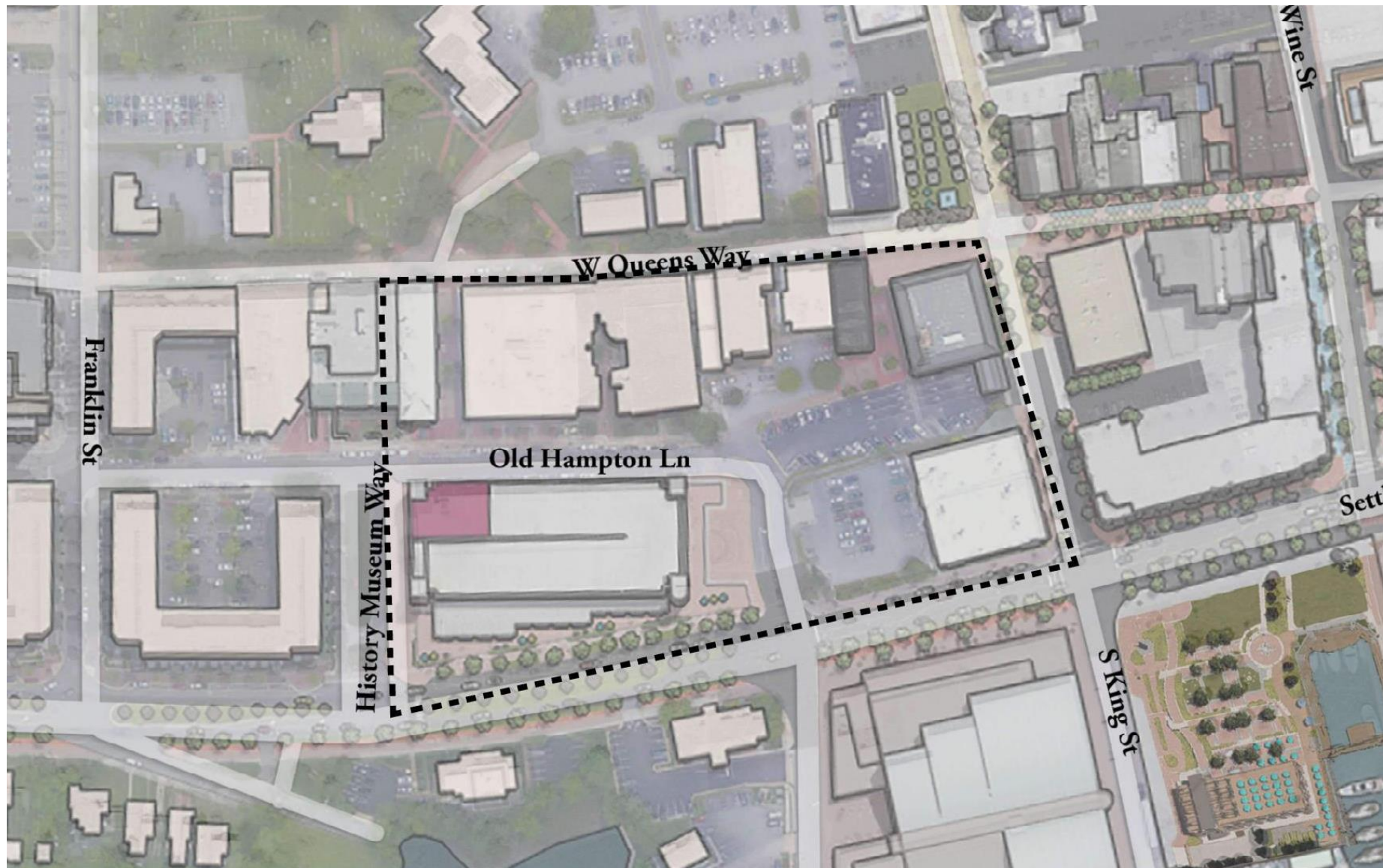
*Extend public
riverfront boardwalk
loop to History
Museum Way*







Old Hampton Lane





F

Old Hampton Lane

*Revitalize City
parking deck & retail
plaza*





F

Old Hampton Lane

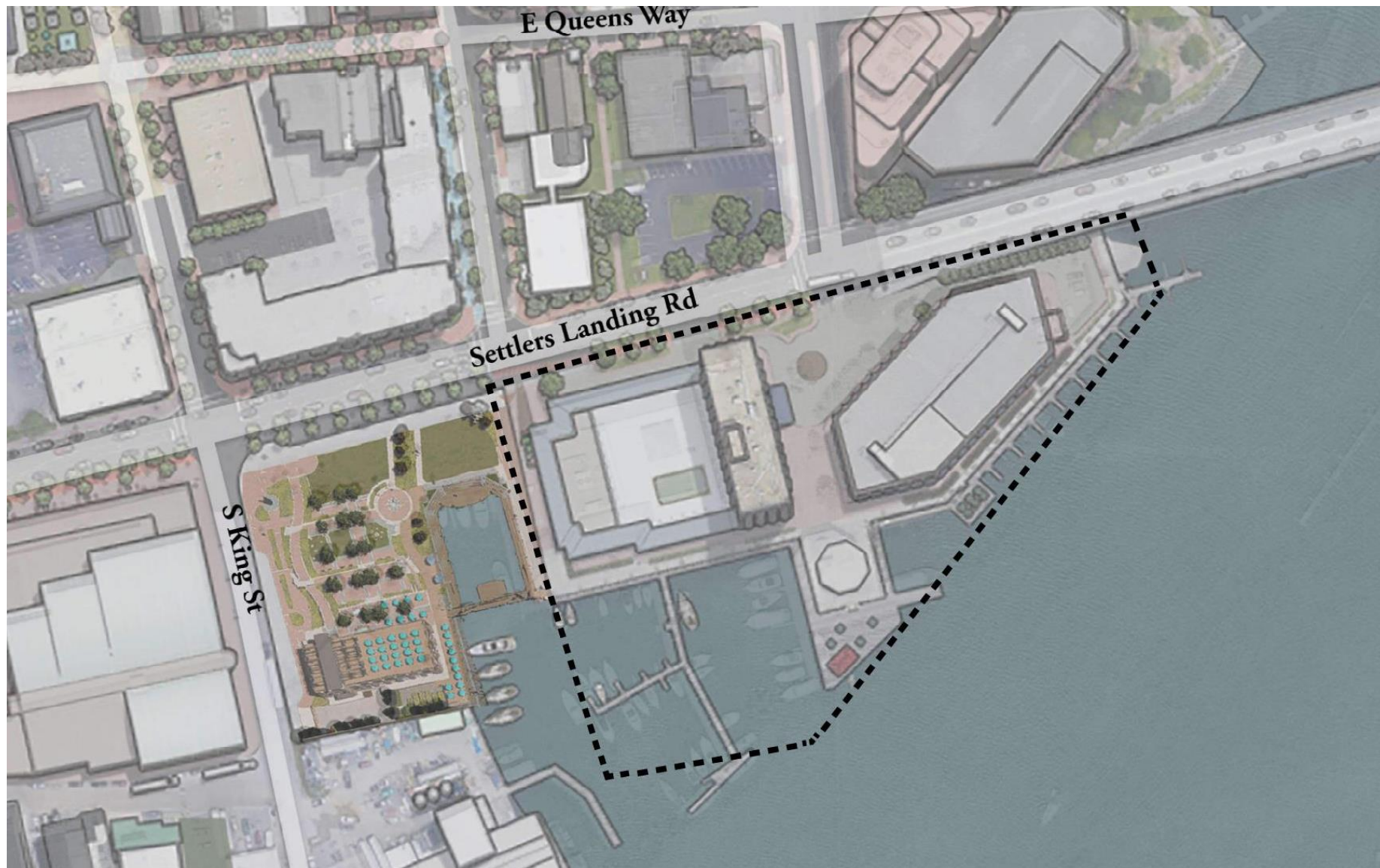






G

Riverfront East





G

Riverfront East

*Enhance riverfront
pedestrian
experience & add
riverfront activities*





G

Riverfront East

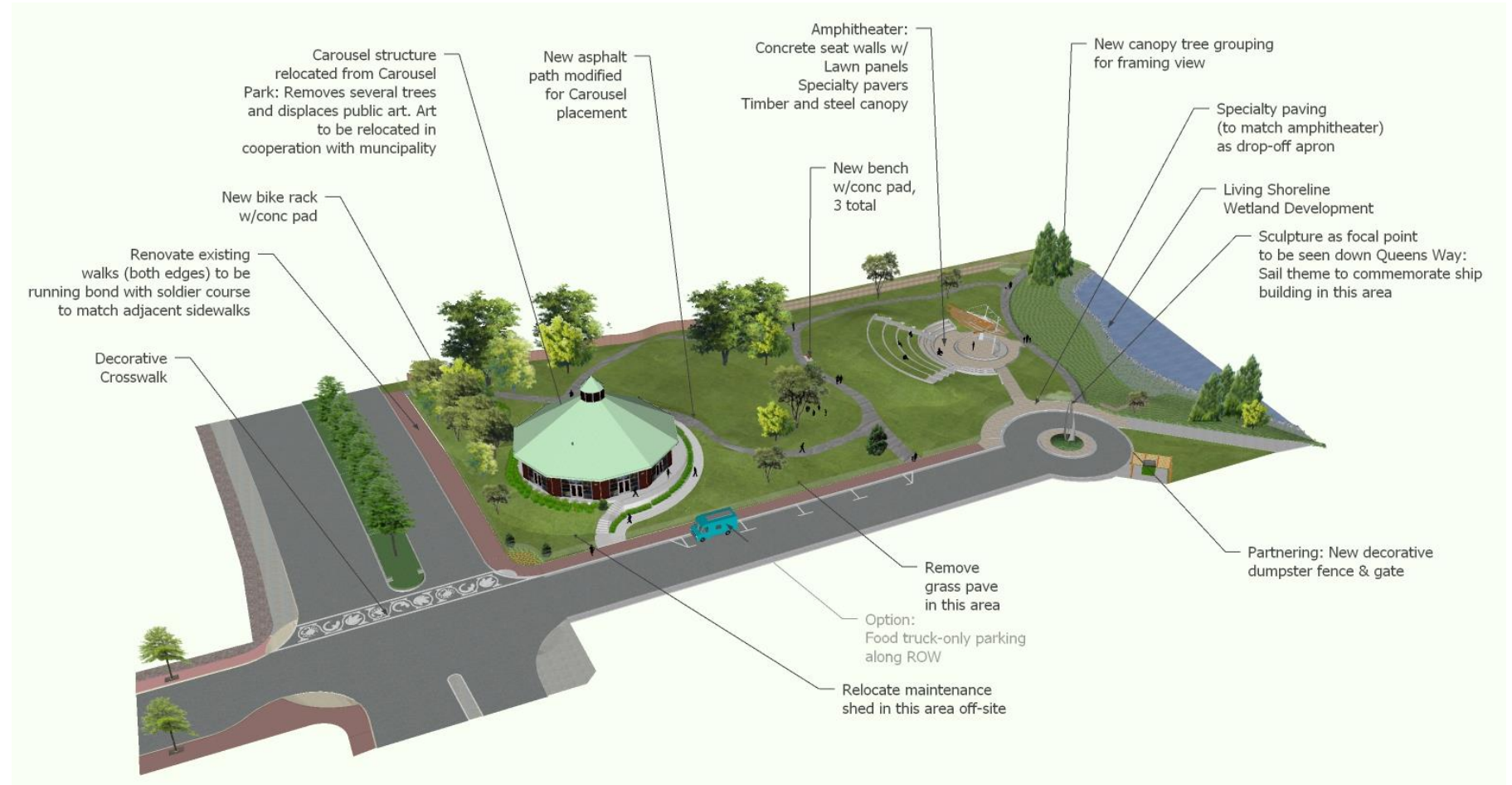




H

Mill Point Park

*Revitalize as intimate
local and regional
recreation/entertainment
venue*







H

Mill Point Park

*Create living
shoreline along
riverfront*





H

Mill Point Park





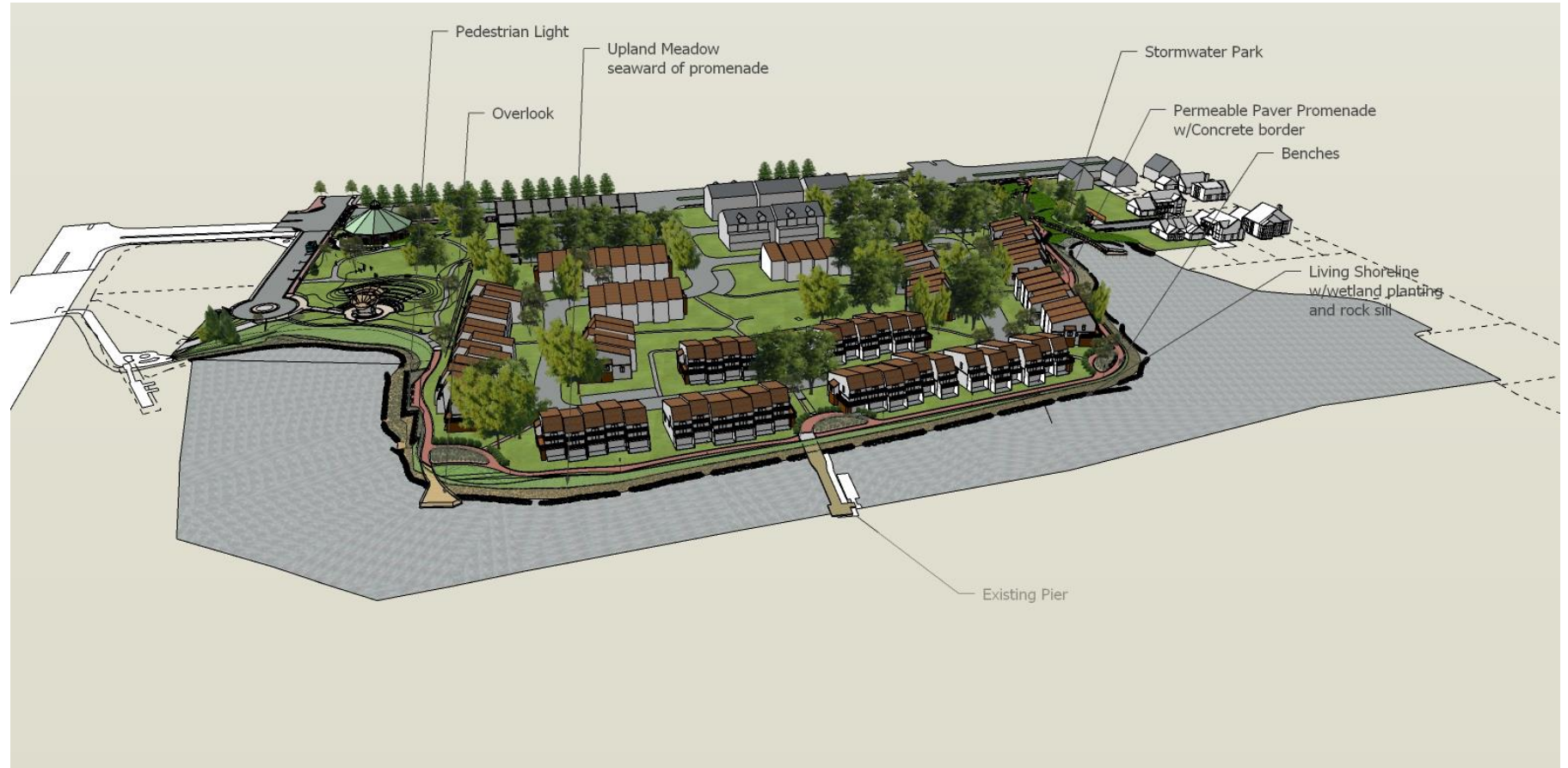




H

Mill Point Riverfront

*Revitalize Riverfront
Walk along Mill Point*







H

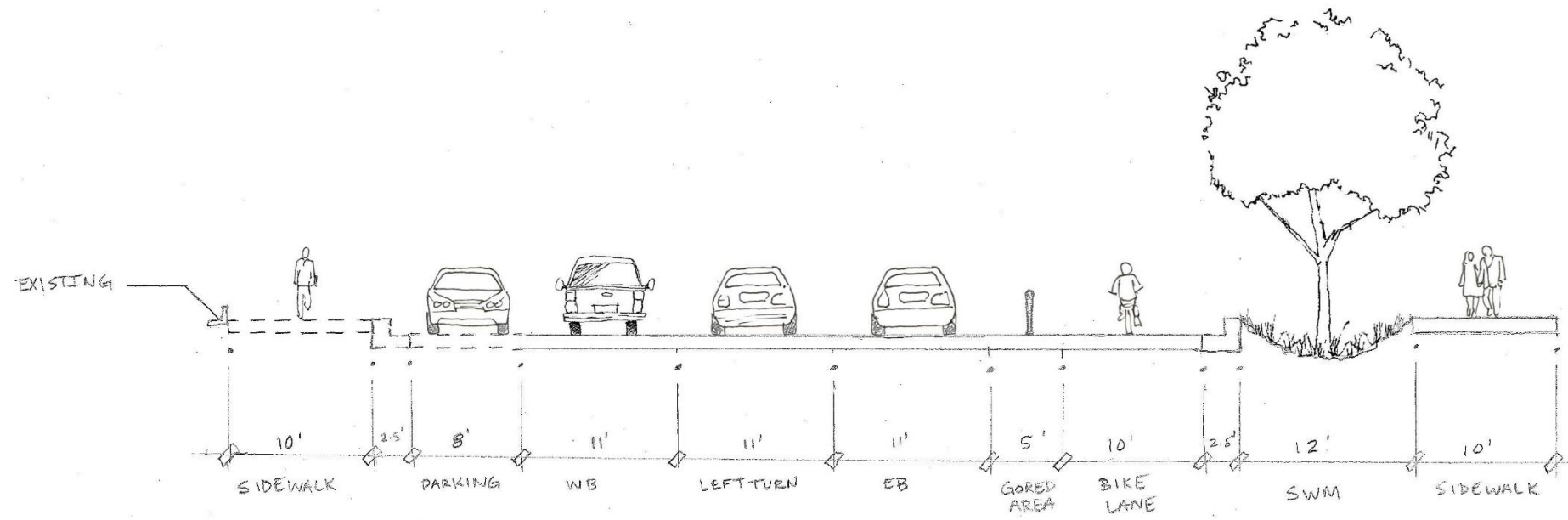
Stormwater Park

*Reclaim Asphalt Parking
Lot & Establish
Demonstration
Stormwater
Management Park*









I

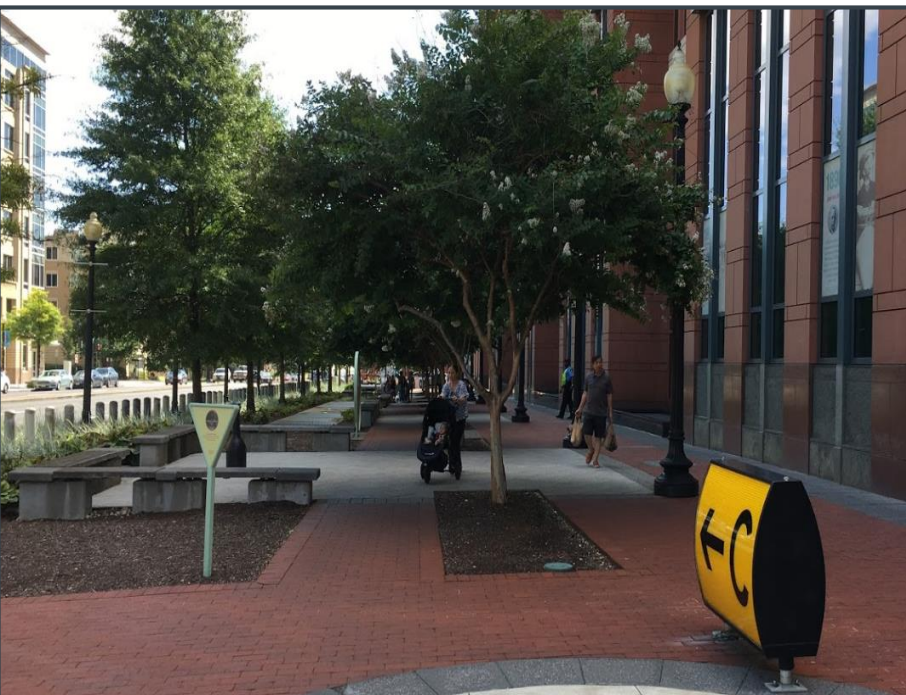


Settler's Landing Corridor

Remove pedestrian barriers & improve urban streetscape corridor

Urban Downtown Street Key Features

1. *Reduce turn lane lengths*
2. *Develop Air & Space Science Center outdoor plaza*
3. *Standardize pavers and pedestrian lighting*
4. *Add gateway public art*
5. *Remove median traffic signal at Old Hampton Lane*
6. *Remove medians from Old Hampton Lane to Eaton St*
7. *Single side parking*
8. *Add protected on-street bike lane*
9. *Include Green Streets Infrastructure*



I

Settler's Landing
Corridor



I



Settler's Landing Corridor

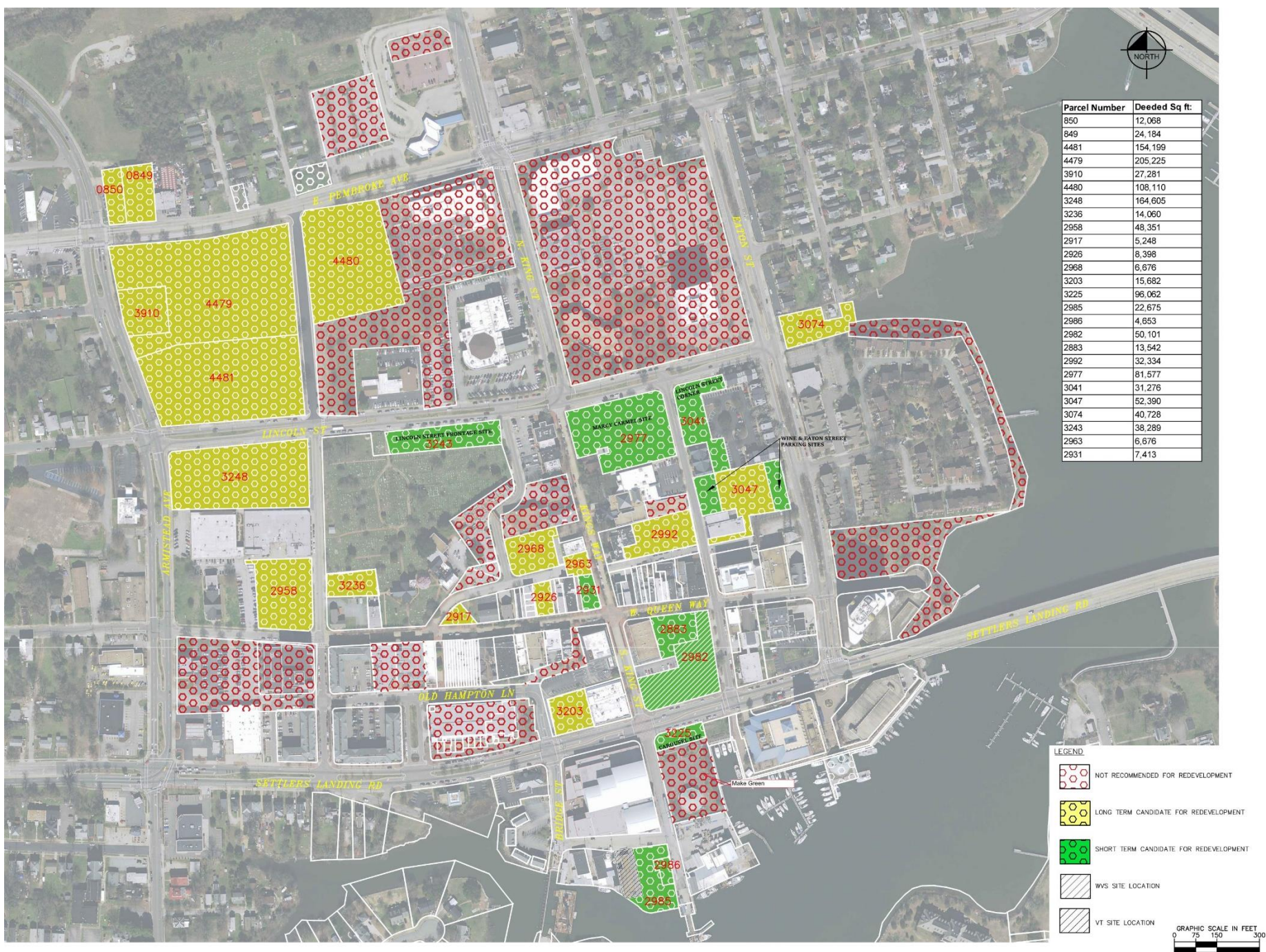


I



Settler's Landing Corridor





J

Site/Parcel Readiness

*Enhance
infrastructure to
underutilized
parcels*



Downtown Hampton Infrastructure

Expand Dominion service across Pembroke or across Armistead to prepare for service to future site development

East Pembroke Avenue

N King Street

Eaton Street

Mill Point Park Stormwater
(living shoreline)

Honor Park Stormwater
(constructed wetlands & permeable pavers)

Upsize Existing Sewer

Lincoln Street

Wine Street Water Line Upgrade
(Existing = 4", Upgrade to 8")

Lincoln Street

WINE & EATON STREET
PARKING SITES

Queens Way Water Line Replacement
(Existing 12" line deteriorating, built in 1894)

Kings Way

Upsize Existing Sewer

Armistead Avenue

Queens Way

Queens Way stormwater
(permeable pavers)

Settlers Landing Road

Settlers Landing Road

Old Hampton Lane

South King Street

Bridge Street

Underground Dominion Service

Upsize existing storm outfall pipe
(existing = 24")

J

Site/Parcel Readiness

*Enhance
infrastructure to
underutilized
parcels*



A detailed map of Hampton, Virginia, showing coastal zones and elevation contours. The map includes labels for various streets such as I-64, KING ST, QUEENS WAY, and COLLEGE PLACE. It also shows parks like MILL POINT PARK and EASON PARK. Elevation contours are marked with values like 6', 8', 10', 12', and 20'. The map highlights areas of high ground and low ground, with low ground areas shaded in light blue and green. The map is overlaid with a grid of elevation contours, indicating the risk of flooding in different areas.

Living with Water Hampton: Strategic Priorities for Coastal Zones

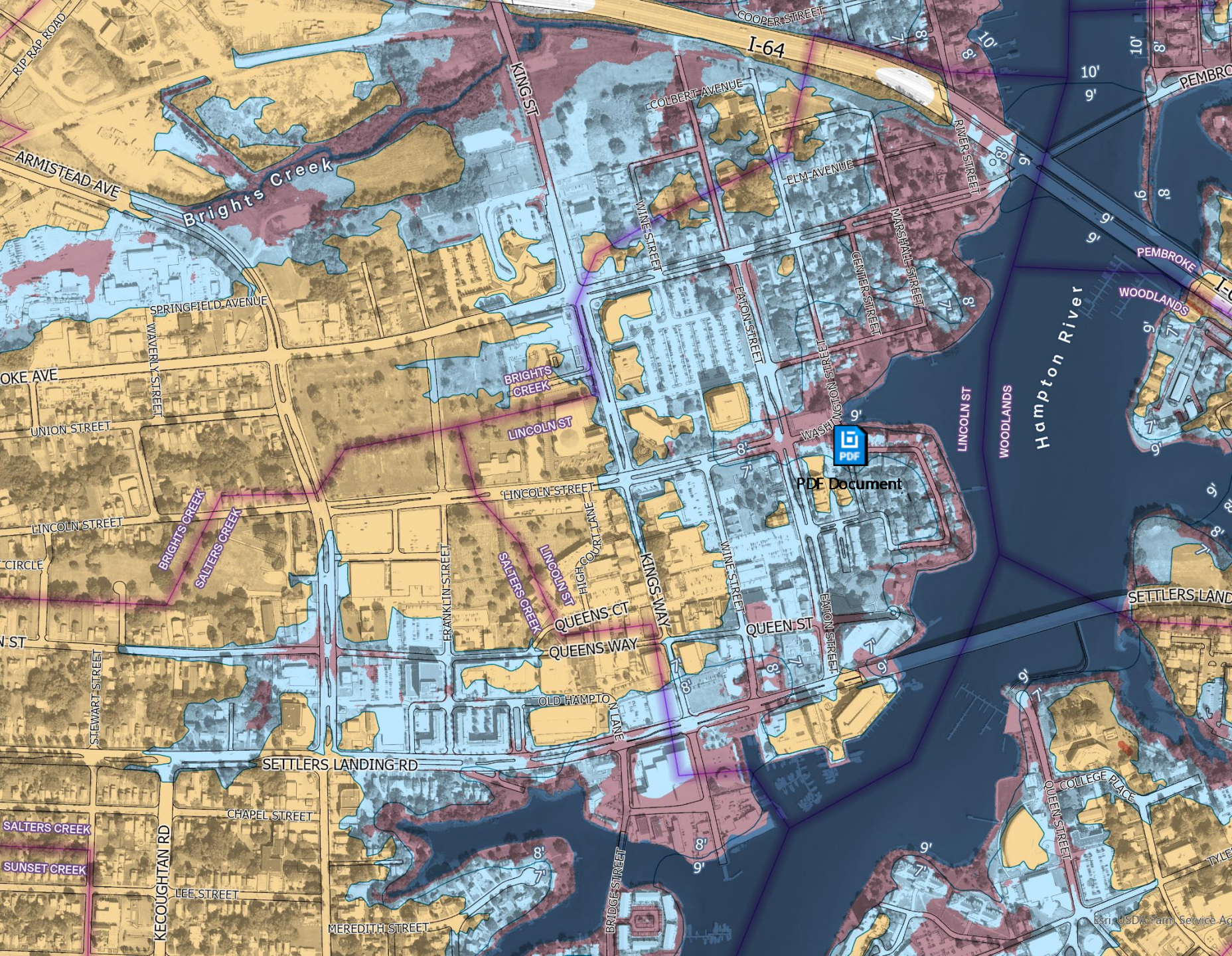
- Encourage commercial retrofits
- Prioritize development on high ground, elevate or protect structures in high-risk zones
- Retrofit existing parking lots and roadways
- Elevate roadways to double as a storm surge barrier/buffer
- Connect planned trails and multi-modal transportation networks to parks
- Encourage parcel scale adaptation
- Leverage the value of water as a shared asset

K



Downtown
Resiliency

Resilient Hampton



K



2100 Flood Risk

Legend

 Watersheds


Tidal Range

 -1.16 ft MLLW

 1.15 ft MHHW

 MHHW + 4.5 ft SLR

FEMA 100 Year Floodplain

 Existing 100 Yr Floodplain

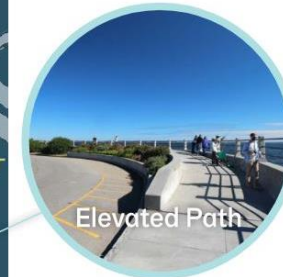
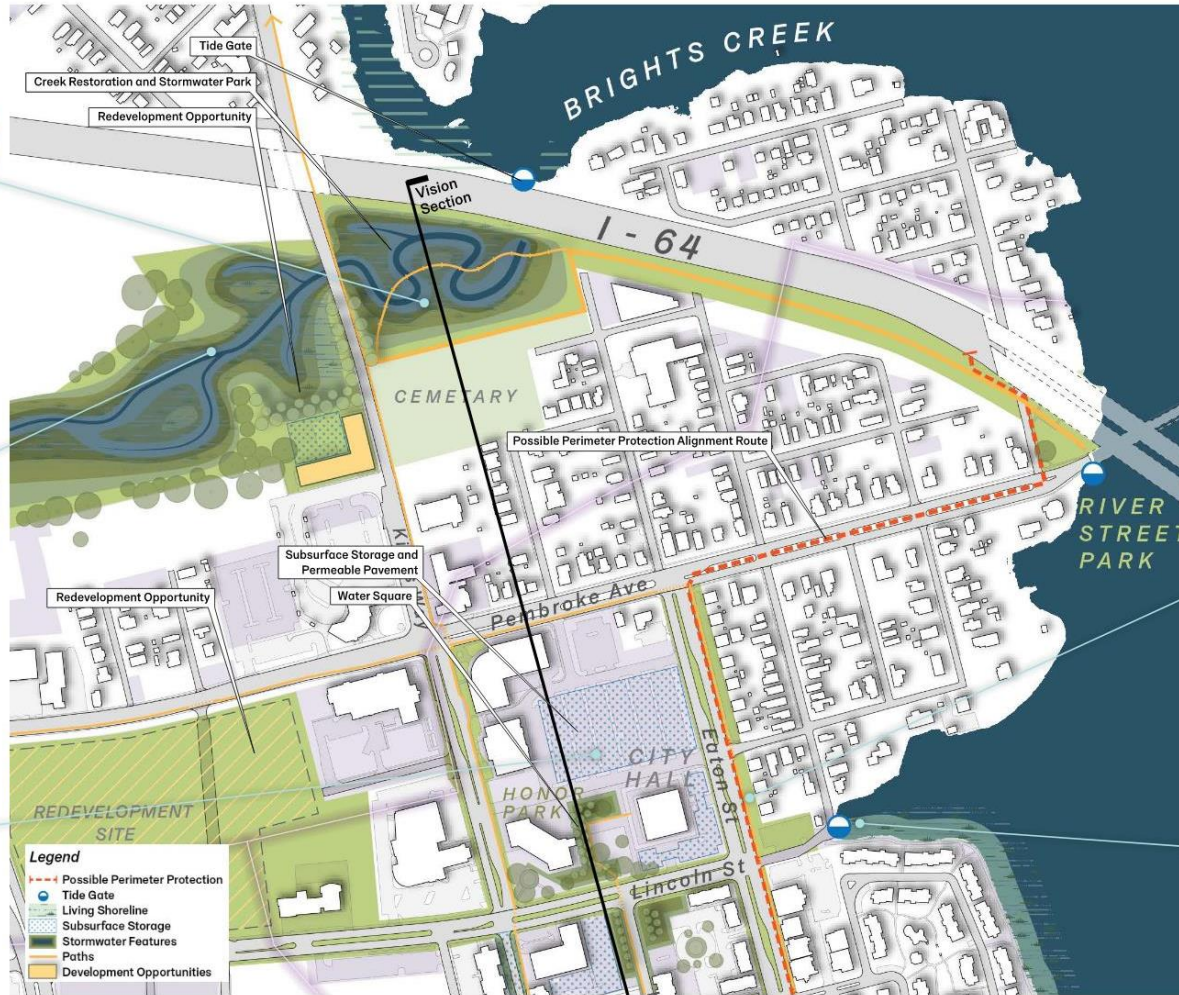
 Projected 100 Year Floodplain with 4.5 ft SLR

Vision Section
Downtown Hampton



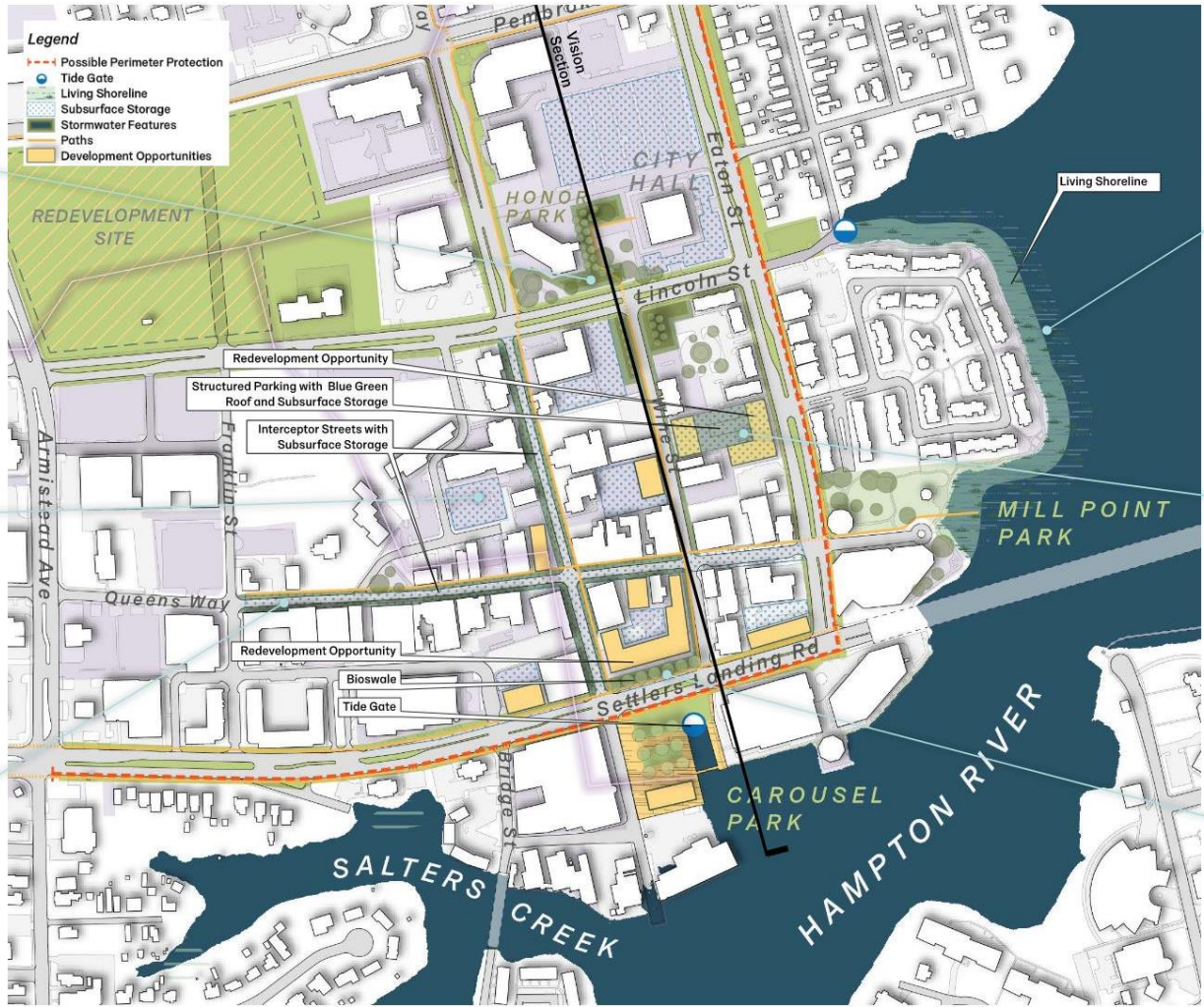
Resiliency Vision
Section

Vision Plan Downtown Hampton



Resiliency Vision Plan

Vision Plan
Downtown Hampton



Resiliency Vision Plan

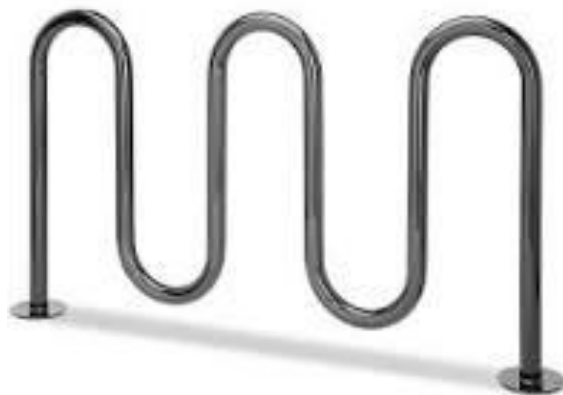


L

General



*Develop downtown
“ambassador”,
cleaning and
maintenance
program*

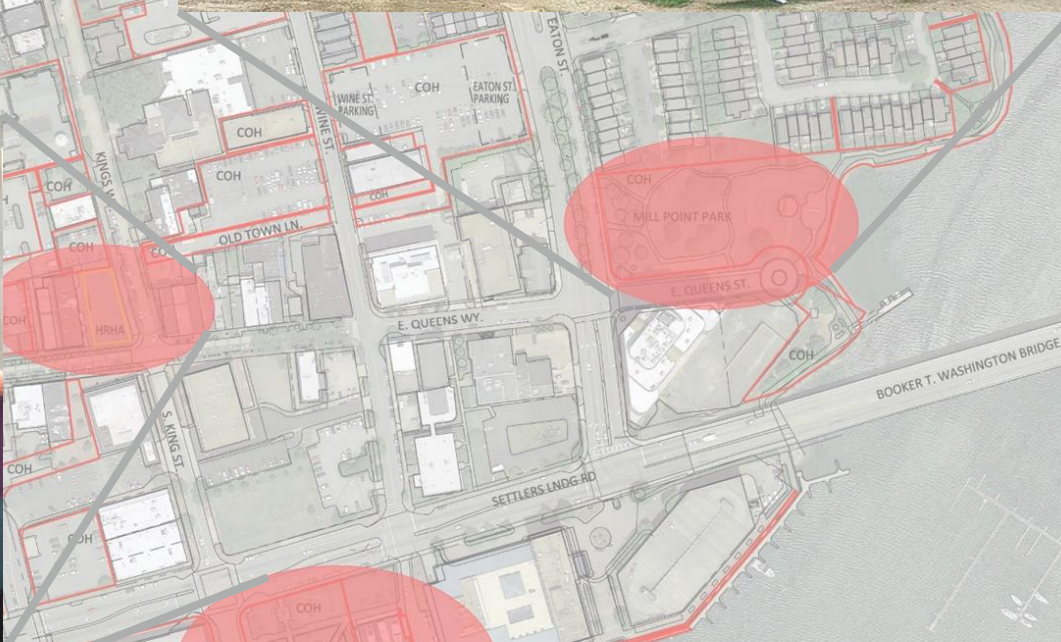
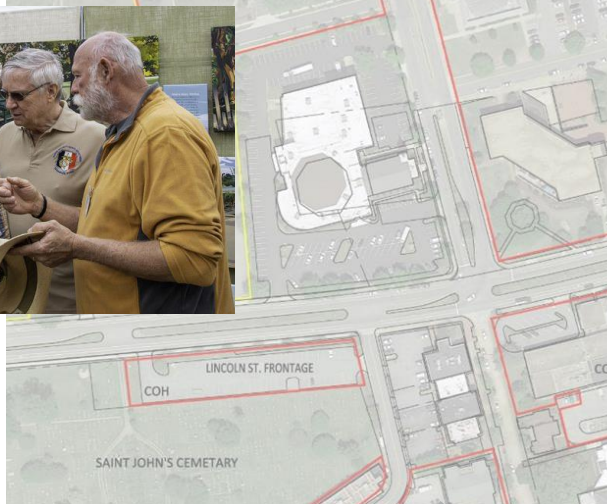


L

General

*Add Street and
Public Space
Furnishings
Throughout*





L



General

*Establish calendar
for downtown
events year-round*



L

General

*Set up expedited
City permit process
for events, pop-up
venues and
seasonal vendors*



| ROM Budget Cost Summary | | | | Short Term (1-3 years) | Mid Term (4-6 years) | Long Term (7-9 years) | Total | | |
|-------------------------|-----------------------------------|--|--|---------------------------|-------------------------|--------------------------|--------------------|----------|--|
| A1 | East Queens Way (King to Wine) | | | \$ 677,000 | | | \$ 677,000 | | |
| A2 | East Queen Street (Wine to Eaton) | | | \$ 118,000 | | | \$ 118,000 | | |
| A3 | Parking Deck | | | | \$ 7,346,000 | | \$ 7,346,000 | | |
| B | South King Street | | | \$ 455,000 | | | \$ 455,000 | | |
| C | South Wine Street | | | \$ 208,000 | | | \$ 208,000 | | |
| D1 | Riverfront Park West | | | \$ 1,863,000 | | | \$ 1,863,000 | | |
| D2 | Riverfront Amphitheater & Bridge | | | \$ 3,184,000 | | | \$ 3,184,000 | | |
| D3 | Riverfront Park Building | | | | | Private Investment | \$ - | | |
| E | Riverfront West | | | | \$ 715,000 | | \$ 715,000 | | |
| F | Old Hampton Lane | | | \$ 295,000 | | | \$ 295,000 | | |
| G1 | Riverfront East | | | | \$ 2,388,000 | | \$ 2,388,000 | | |
| G2 | Settlers Landing Bridge Lighting | | | | \$ 800,000 | | \$ 800,000 | | |
| H1 | Mill Point Park | | | \$ 2,776,000 | | | \$ 2,776,000 | | |
| H2 | Mill Point Riverfront | | | | \$ 1,274,000 | | \$ 1,274,000 | | |
| I | Settlers Landing Road Corridor | | | \$ 3,360,000 | | | \$ 3,360,000 | | |
| J | Site/Parcel Readiness | | | \$ 2,700,000 | \$ 6,750,000 | \$ 6,750,000 | \$ 16,200,000 | | |
| K | Downtown Resiliency | | | | | | Costs not Included | | |
| L1 | Street Furnishings Allowance | | | \$ 80,000 | \$ 80,000 | | \$ 160,000 | | |
| | | | | | | | | | |
| | Total Capital Investment: | | | \$ 15,716,000 | \$ 19,353,000 | \$ 6,750,000 | \$ 41,819,000 | | |
| | | | | | | | | | |
| L2 | Ambassador Program | | | \$ 302,000 | \$ 302,000 | \$ 302,000 | \$ 302,000 | per year | |
| L3 | Events Calendar | | | \$ 200,000 | \$ 430,000 | \$ 430,000 | \$ 430,000 | per year | |
| L4 | Expedited Review Process | | | \$ - | \$ - | \$ - | \$ - | | |
| | | | | | | | | | |
| | Total Annual Investment: | | | \$ 502,000 | \$ 732,000 | \$ 732,000 | | | |
| | | | | | | | | | |
| D3 | Riverfront Park Building | | | Private Investment | | \$ 4,901,000 | \$ 4,901,000 | | |



Downtown Hampton, Virginia



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