



Downtown Hampton
BID Implementation
Strategy
City Council Work
Session
September 8, 2021



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



W Queens Way

Old Hampron Ln

Settlers Landing Rd

E Queens Way

S King St

Bridge St

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

RECCOMENDATIONS

- Improve River views & access
- Leverage Queens Way character
- Build on private investor momentum
- Program more events
- Reduce and soften large areas of pavement
- Add improvements that create sense of place & draw people downtown

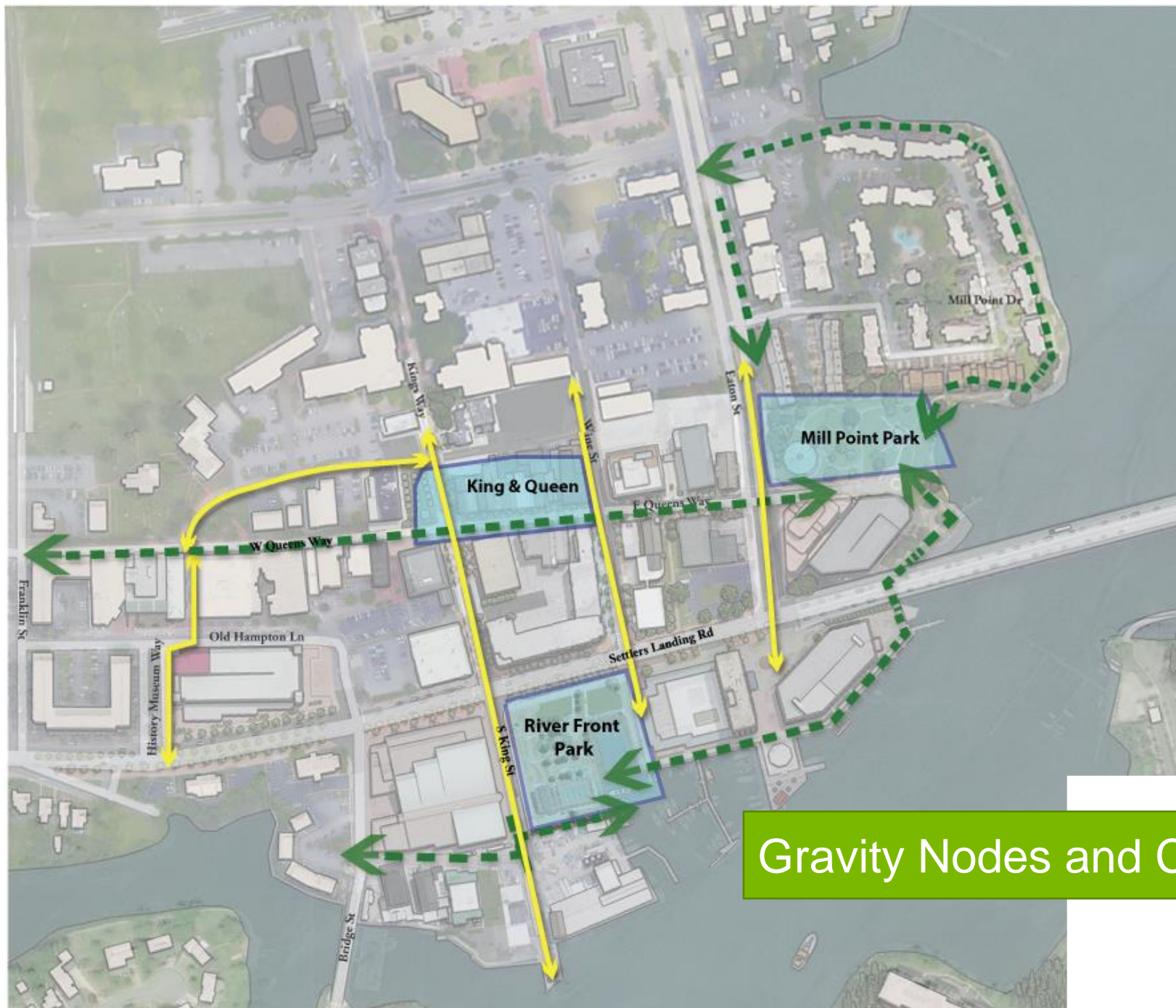
What will draw people to downtown & riverfront?

+ **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

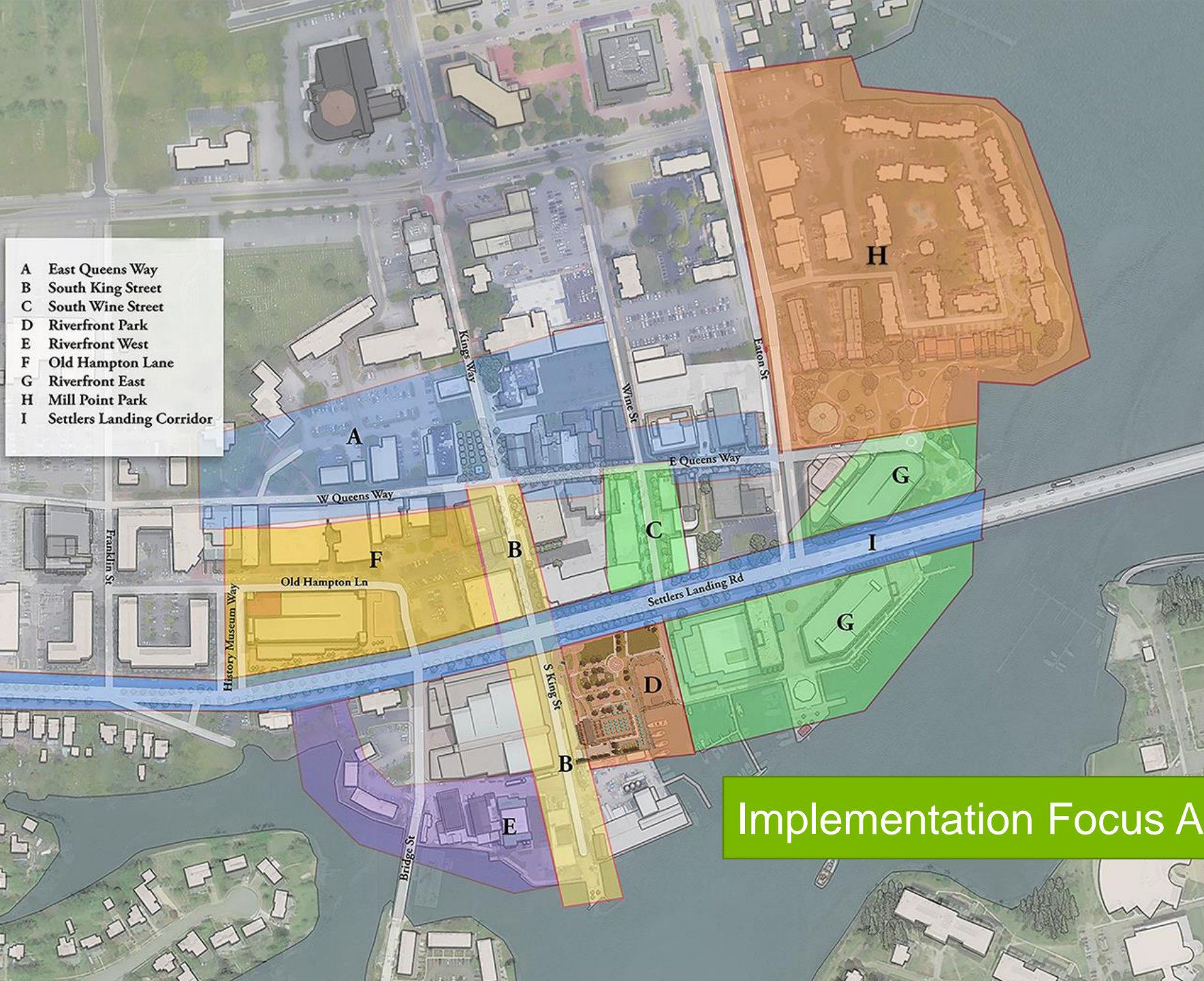
What is unique about downtown Hampton?

+ **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



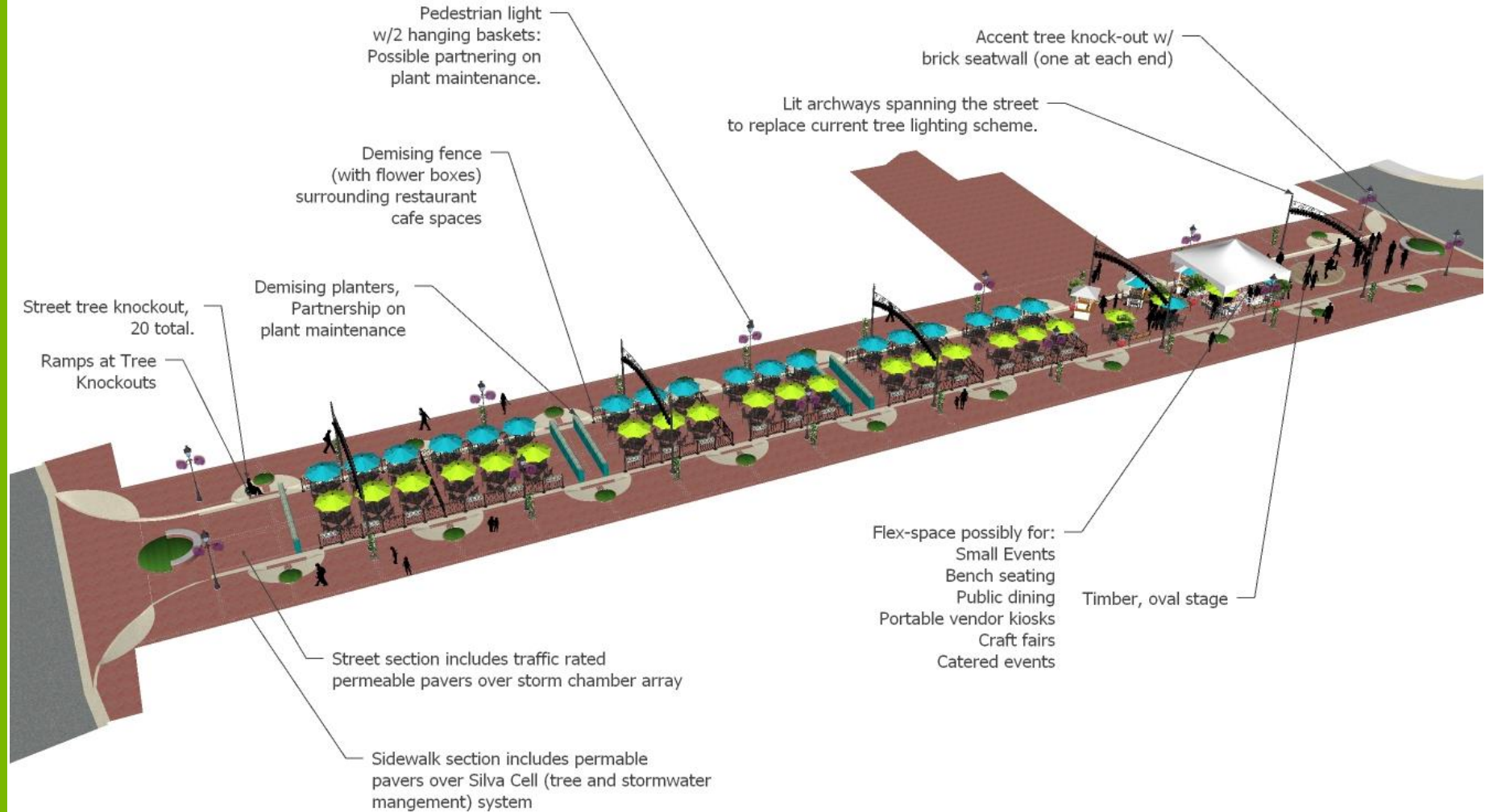
Implementation Focus Areas



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

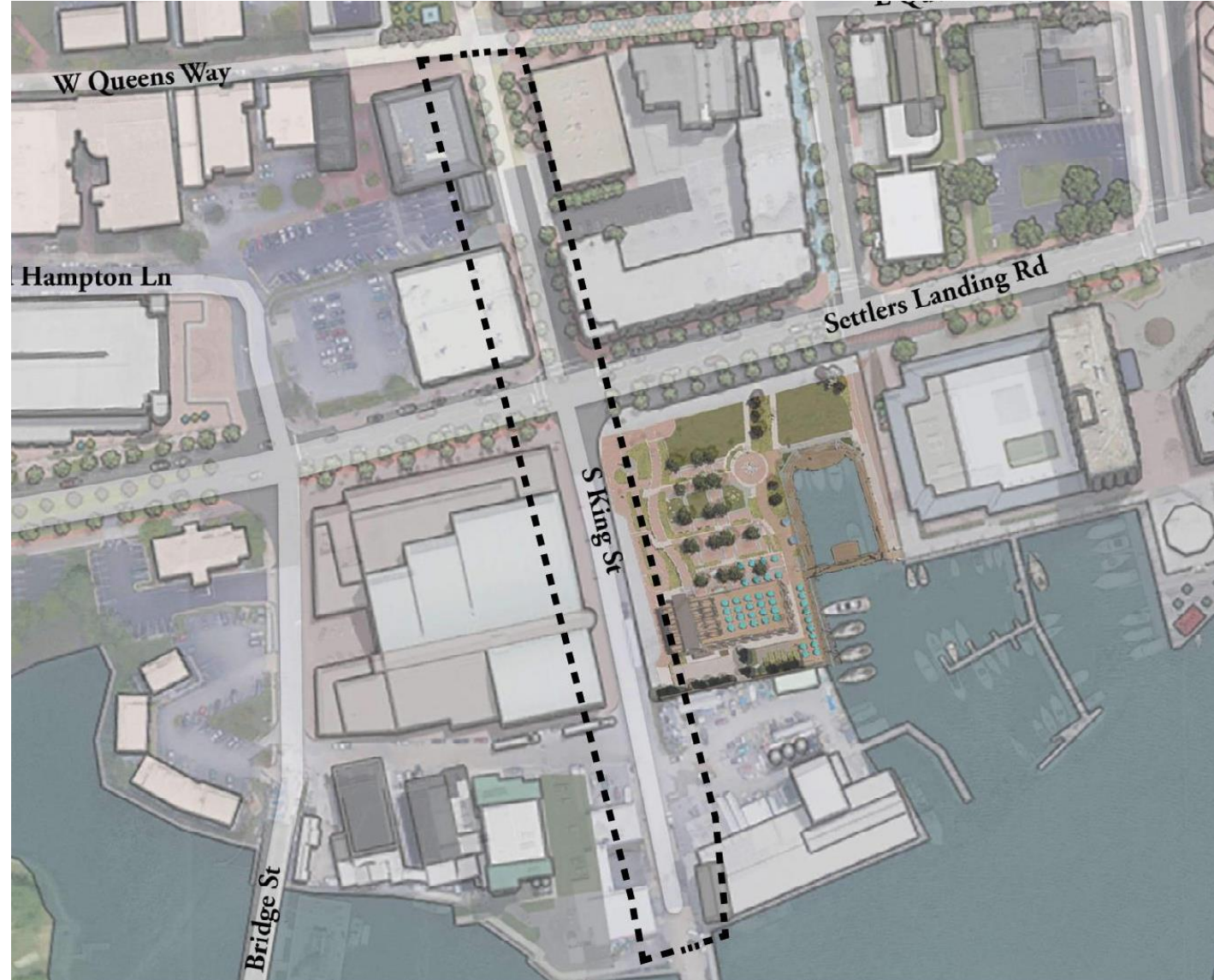
*Develop Additional
Parking Structure in
Northeast Sector*





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*

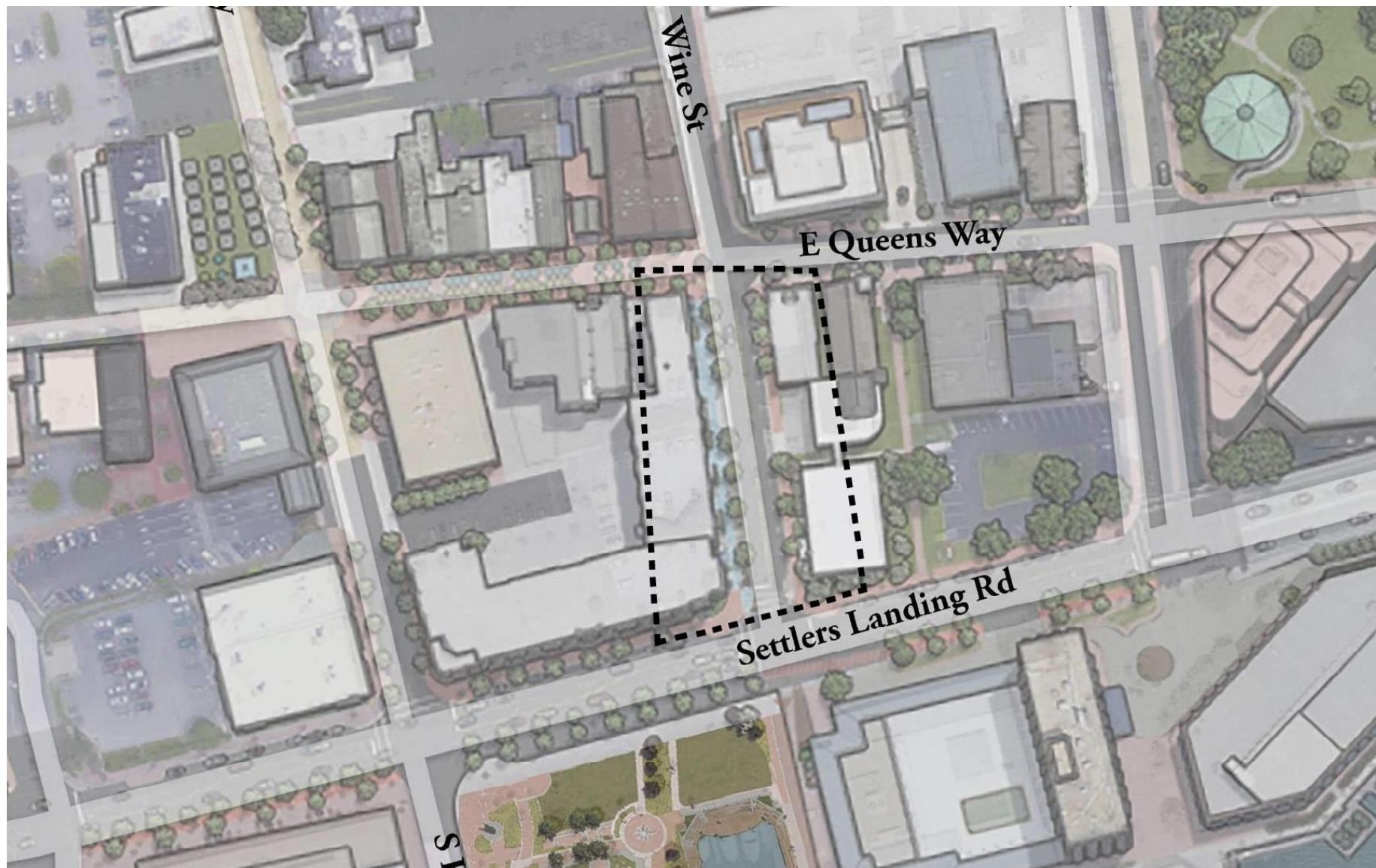






C

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)

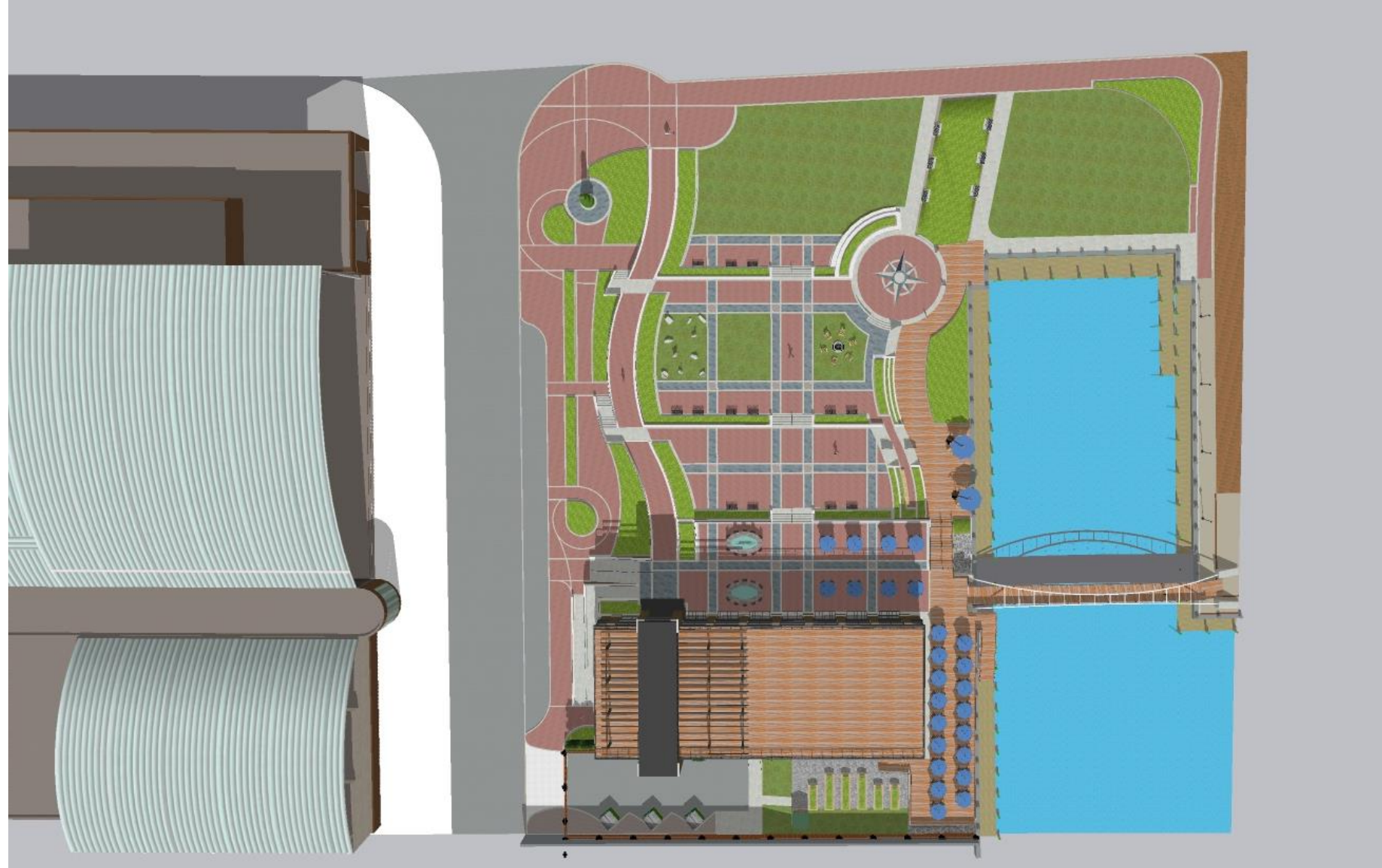




D

Riverfront Park

*Establish Riverfront
Park as primary
downtown event
space*







D

Riverfront Park

*Create unique
multipurpose
performance space*







D

Riverfront Park

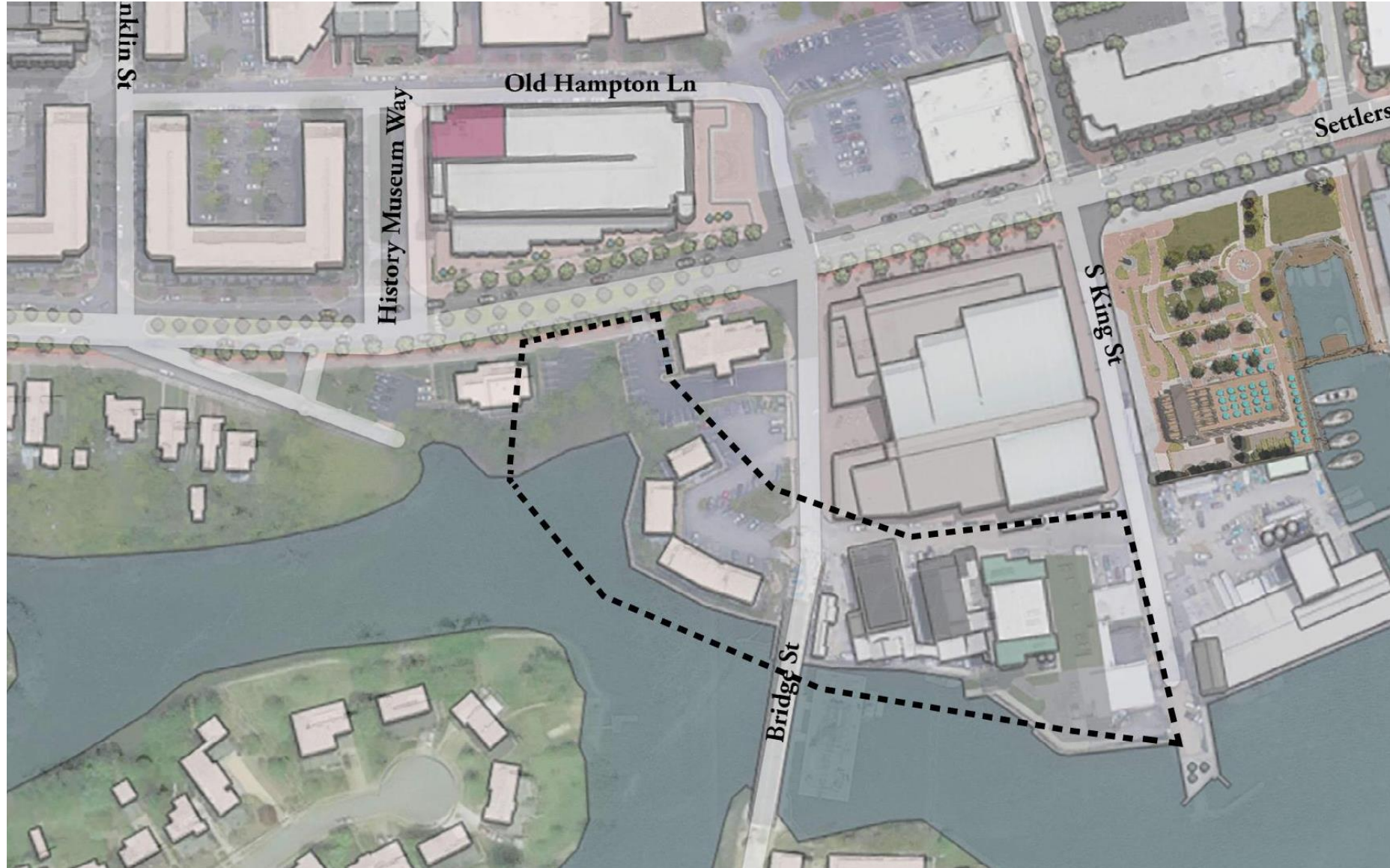






Riverfront West

*Extend public
riverfront boardwalk
loop to History
Museum Way*





E

Riverfront West

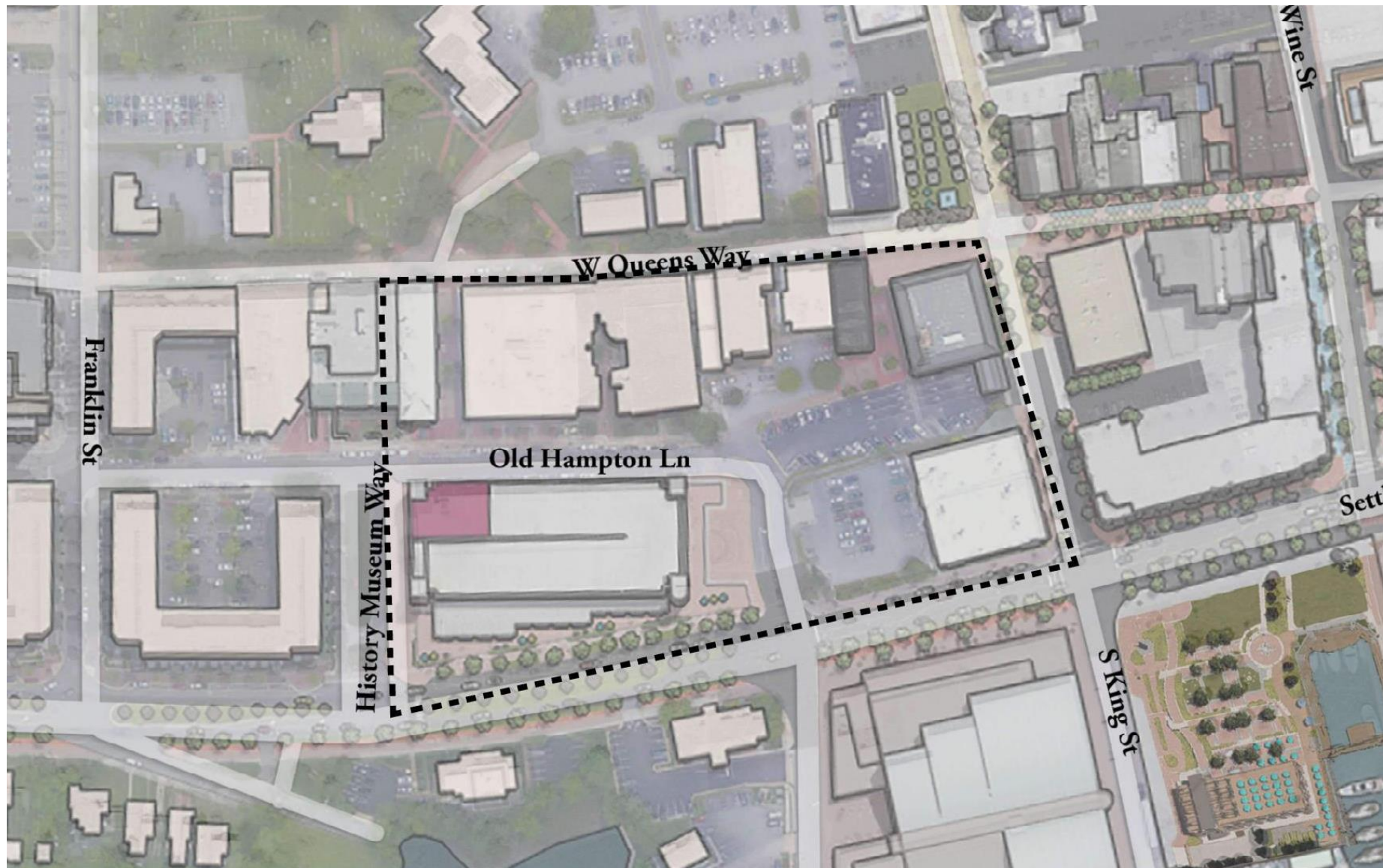
*Extend public
riverfront boardwalk
loop to History
Museum Way*







Old Hampton Lane





F

Old Hampton Lane

*Revitalize City
parking deck & retail
plaza*





F

Old Hampton Lane

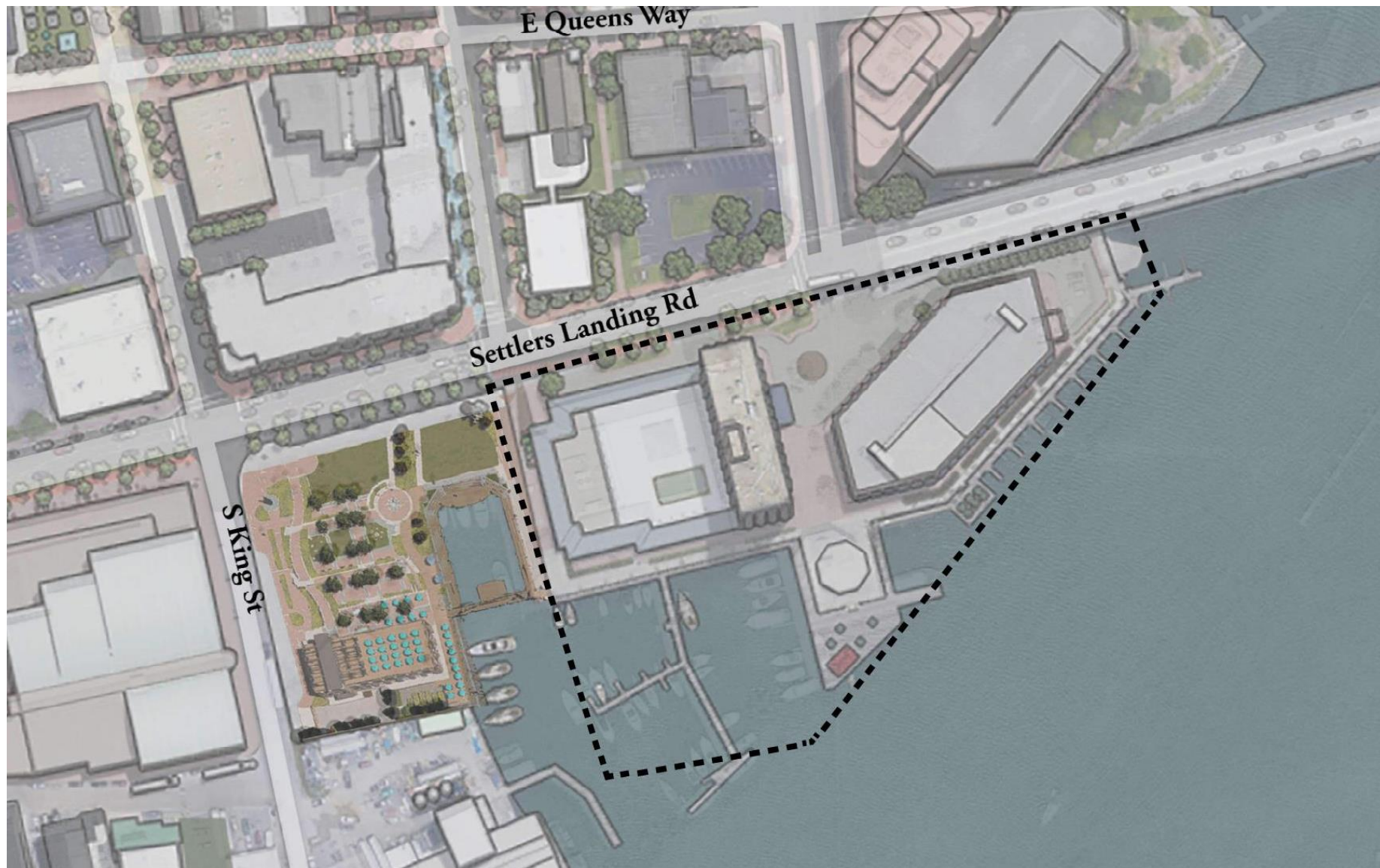






G

Riverfront East





G

Riverfront East

*Enhance riverfront
pedestrian
experience & add
riverfront activities*





G

Riverfront East

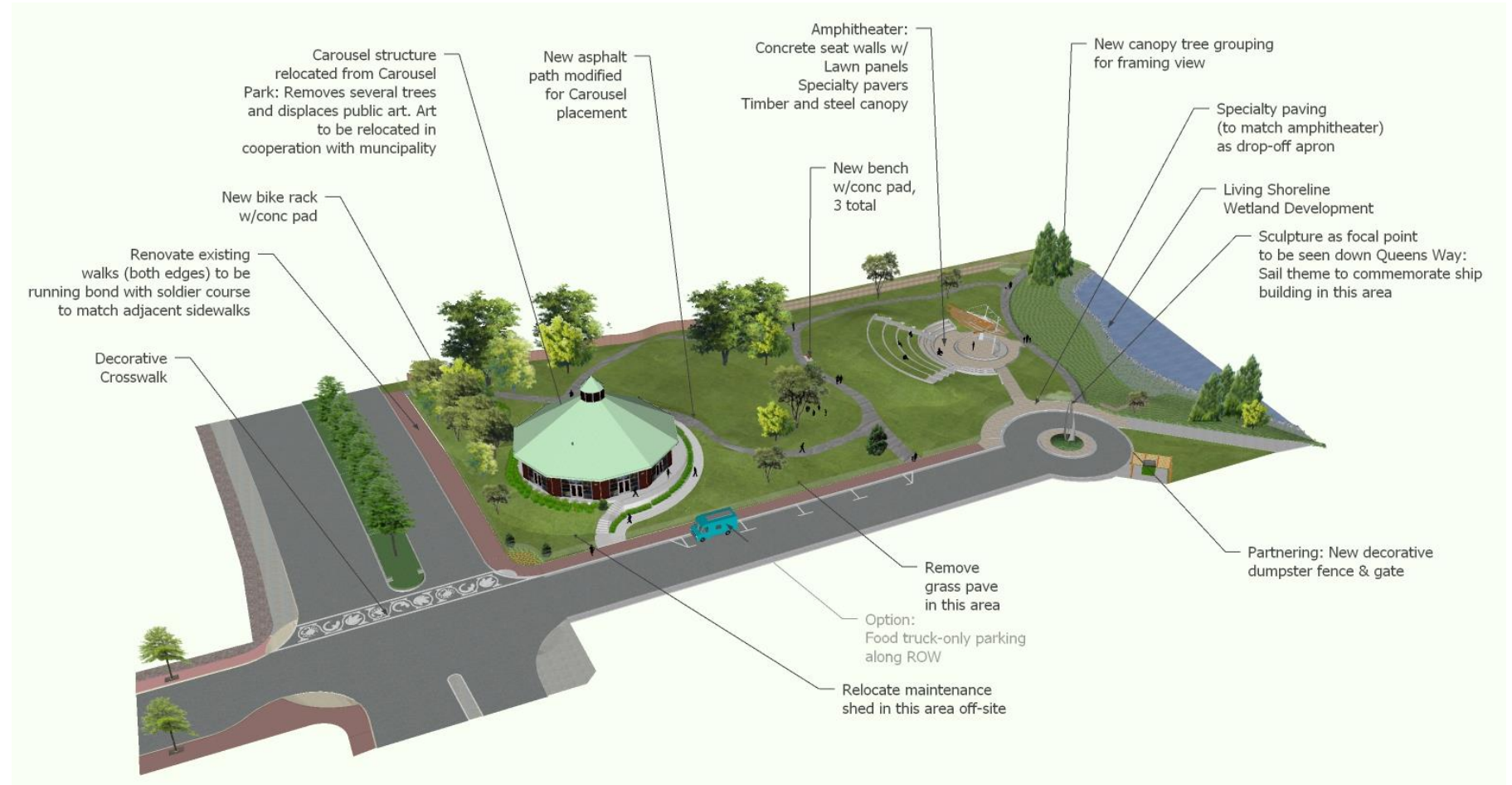




H

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





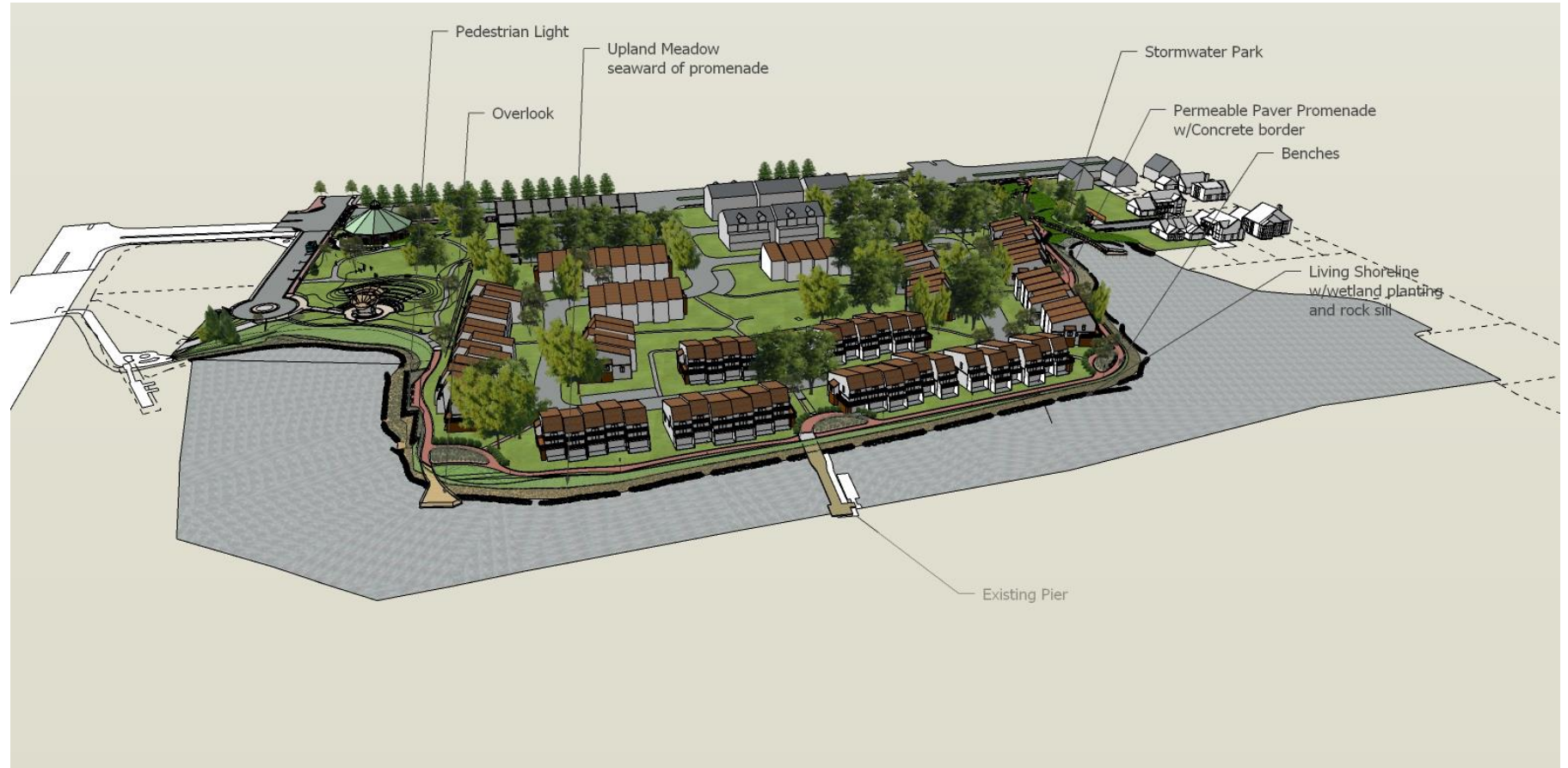




H

Mill Point Riverfront

*Revitalize Riverfront
Walk along Mill Point*







H

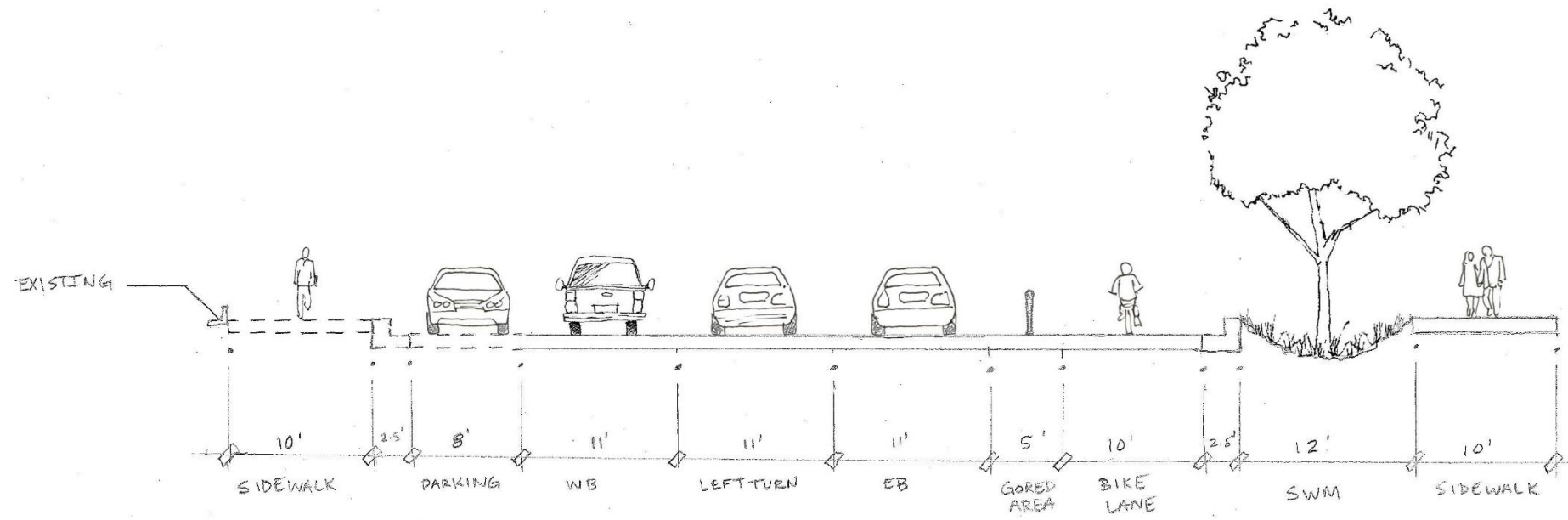
Stormwater Park

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









I

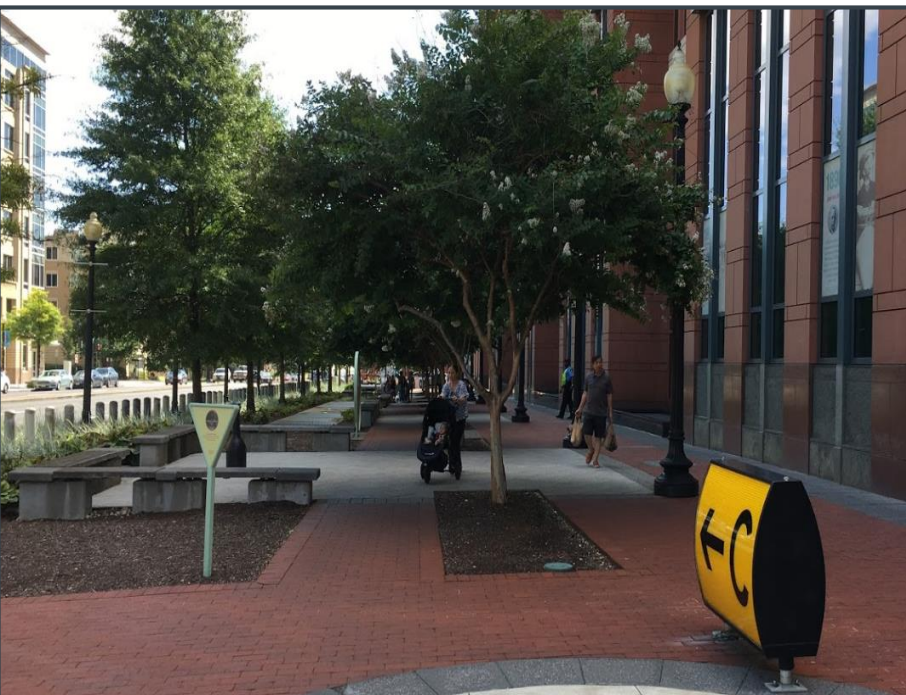


Settler's Landing Corridor

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

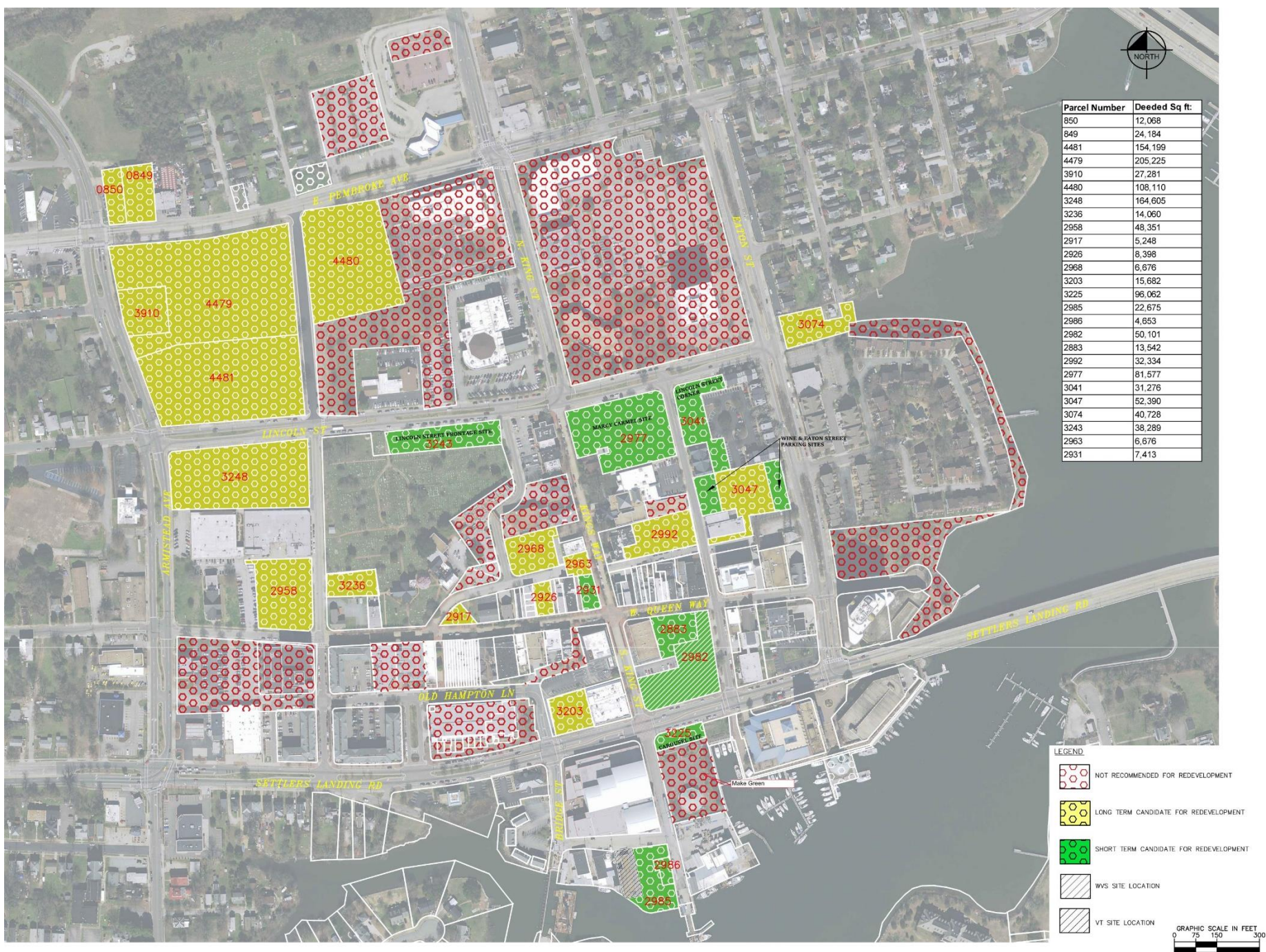


I



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

Old Hampton Lane

South King Street

Settlers Landing Road

Underground Dominion Service

Upsize existing storm outfall pipe
(existing = 24")

Bridge Street



J

Site/Parcel Readiness

*Enhance
infrastructure to
underutilized
parcels*

Vision Section
Downtown Hampton



K

Resiliency Vision
Section

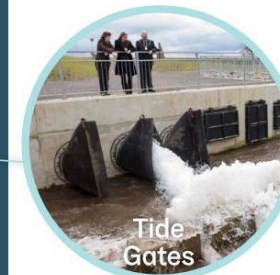
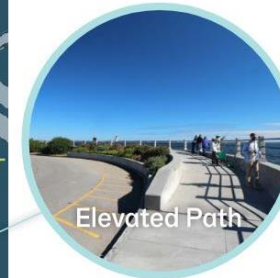
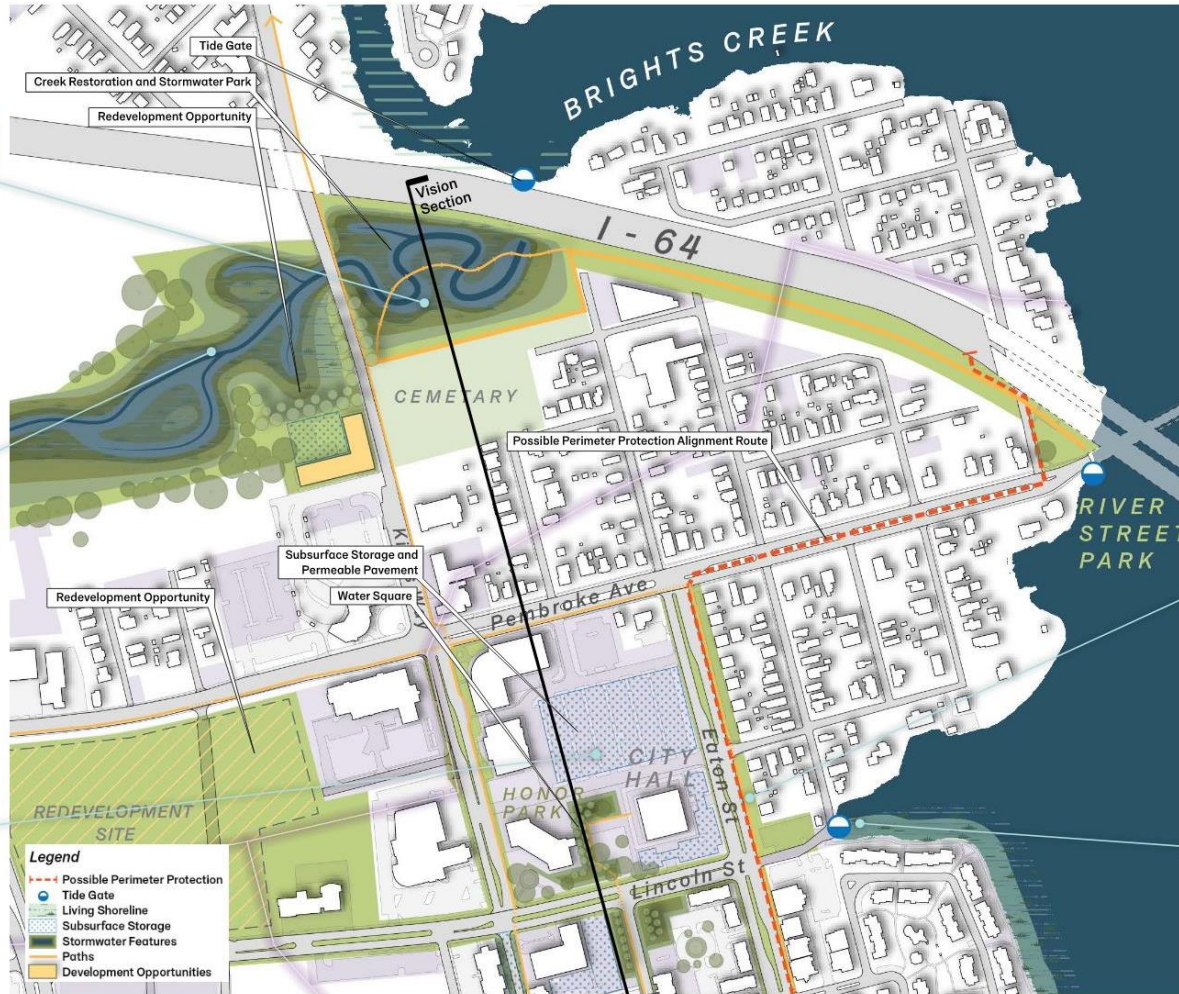
Vision Plan Downtown Hampton



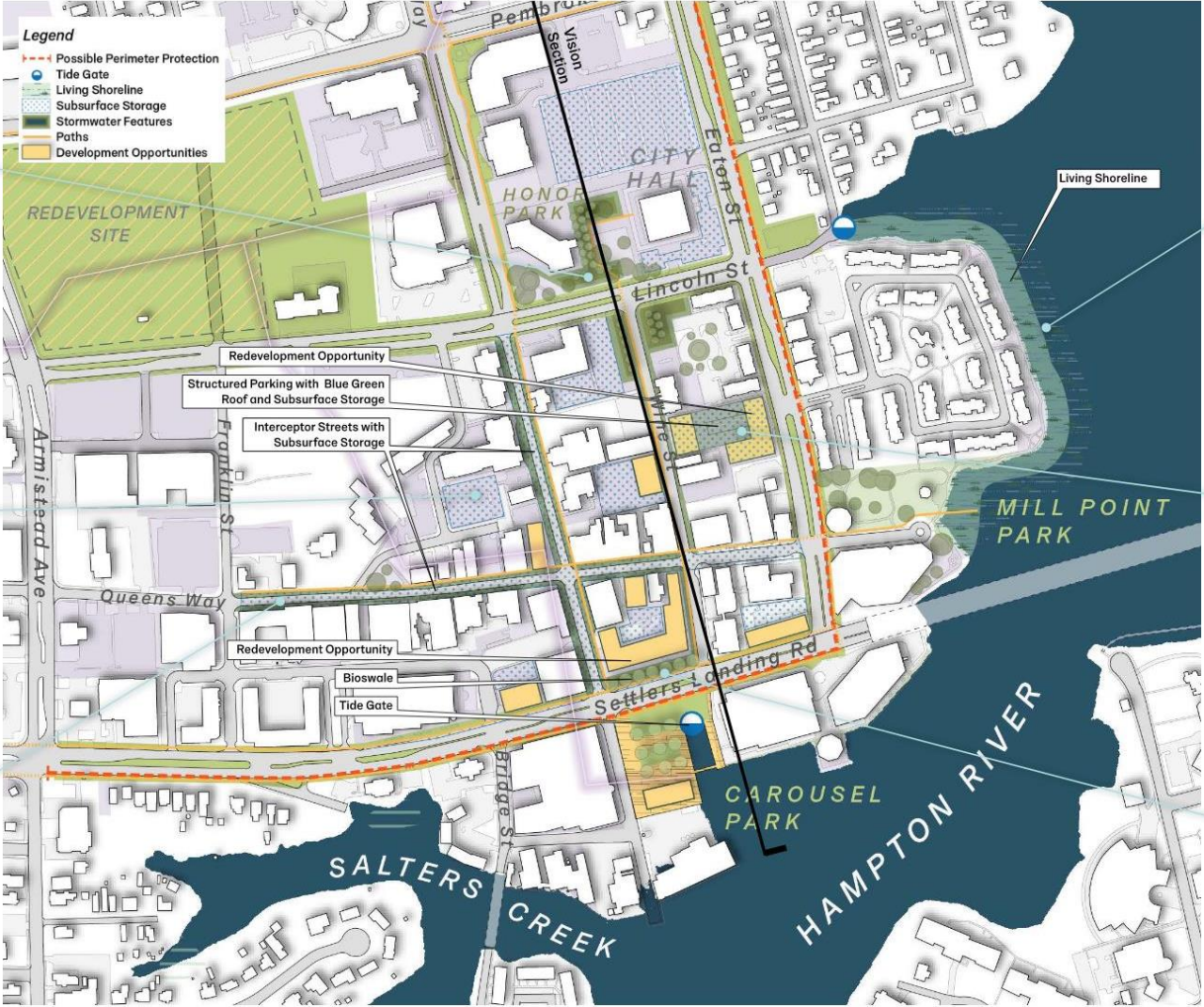
K



Resiliency Vision Plan



Vision Plan
Downtown Hampton



K



Resiliency Vision Plan

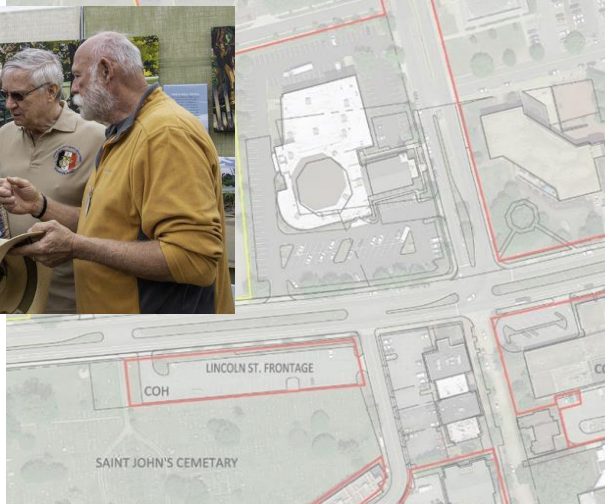


L

General



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



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



Downtown Hampton
BID Implementation
Strategy
City Council Work
Session
September 8, 2021