AGENDA

1. CONTEXT
2. MARKET SUMMARY
3. DEVELOPMENT OPPORTUNITIES
4. URBAN DESIGN FRAMEWORK
5. SITE DESIGN SCENARIOS
6. IMPEMENATION
Downtown Hampton is well connected to major commercial, recreational, research, and employment centers.
Hampton is located at the midpoint of the eastern seaboard boating path, and has significant marine and seafood infrastructure nearby.
Marine / Seafood Economics

Seafood Economy

Virginia

$586,718,000
Output Impact to economy

$47,000,000
Aquaculture

5,654
Employment-seafood jobs

Hampton

Chesapeake Bay Oyster Harvesting

Seafood Industry Location

Community Economy Viability
Engaging communities for economic growth

Agriculture Profitability & Environmental Sustainability

Green Industry

College Cluster Initiatives

Biosecurity, Infectious Diseases:
Prevention of human, animal and plant diseases; Food safety and security

Food, Nutrition, and Health

Biodesign/Bioprocessing
Value-added products

VSAREC Research & Extension Programs
- Food Safety and Quality
- Consumer Education
- Aquaculture
- Engineering
- Business/Marketing/Community Development

VA Tech Agricultural & Research Center

TEACHING / RESEARCH / EXTENSION
HR&A identified six key consumer markets for retail shops and services in Downtown Hampton. Of these six markets, HR&A quantified the potential spending each of each group (excluding boaters) which will provide the potential markets for retail and residential spending capture.

The six key markets are:

- Downtown Residents (1 Mile Radius)
- Tourists
- Students (Hampton University)
- Boaters
- Downtown Employees
- Local Residents (3 Mile Radius)
Residential Market

2010 Residential Population

- 1 Mile: 12,566
- 3 Miles: 73,729
- Hampton City: 137,436
- Peninsula: 522,682
- Southside: 1,125,454
- MSA: 1,671,683

Source: US Census Bureau, ESRI Business Analyst Online
Tourism Market: Regional

- **Williamsburg & Historic Triangle**: 3.5 Million
- **Virginia Beach**: 11.7 Million
- **Newport News**: 616,000
- **Smithfield**: 15,000
- **Hampton City**: 344,000
- **Norfolk**: Not available
Tourism Market: Hampton

- **Virginia Air & Space Museum**: 204,400
- **Hampton Carousel**: 8,200
- **Hampton Roads Convention Center**: 277,600
- **Hampton History Museum**: 10,000
- **Fort Monroe**: 275,000 (projected)
- **Hampton Coliseum**: 345,000
Student Market

- **4,565** undergraduate students, mostly reside on-campus
- **770** graduate students
- **60%** out of state

Source: Hampton University. HR&A
Boater Market

- **1,527** slips in Hampton
- **3,000+** boats registered in Hampton
- Competitive advantage with no boat tax

Downtown Employee Market

8,500+ employees

Largest employers:
- Hampton City (local government)
- Hampton City Schools (education)
- Zel Tech (modeling and simulation)
- Hampton Courts (judiciary)
- Crowne Plaza (hospitality)
- Hampton University (education)

Source: Hampton City Website, On the Map, Stakeholder Interviews, ICSC Dollars & Cents Report
Amongst the spending potential of the five groups quantified* as part of this study, there is $440 million in annual spending potential.

*boater data unavailable
Based on a residential demand analysis, HR&A determined that:

Downtown Hampton could potentially support 100-200 new units per year.
**Key Market Conclusions**

- Hampton’s relatively small population means regional draw needed to support retail spending. Markets from which the City could potentially increase its capture rate include:
  - Regional tourists
  - Boaters
  - Regional residents
- Additional downtown residential development would provide enhanced support for retail base.
- The City should focus on strengthening existing retail corridors along Queens Way and Settlers Landing through infill development.
- A coordinated strategy for downtown programming and special events would help draw more visitors to the waterfront.
- Hampton has a small town feel that should be marketed as one of its strengths.
- The City should seek to attract a range of tenants that serve diverse market niches. Types should include: neighborhood services, arts and crafts, coffee shops, and potentially a waterfront destination restaurant.
Development Opportunities
The areas that offer the greatest development potential are:

- Downtown Waterfront
- Harbor Square
- Langley Park Industrial Zone
With a projected residential increase of 100-200 new units per year, there is an increasing need for a downtown grocery store.

### Medium Scale Footprint
- **Building:** 20-60k SF
- **Parking:** 280 Spaces
- **Sites:**
  - A - Harbor Square Redevelopment
  - B - Lincoln Street Shopping Center

### Small Scale Footprint
- **Building:** 12-18k SF
- **Parking:** 48 Spaces
- **Site:**
  - C - Sun Trust Bank Building
  - D - Housing & Redevelopment Authority

### Potential Grocers
- Medium Scale:
  - Publix
  - Farm Fresh

- Small Scale:
  - Aldi
  - Shadi Grove

### Marketplaces
- Medium Scale:
  - Virginia Garden
  - Virginia Gourmet
DOWNTOWN & WATERFRONT VISION

SASAKI
Urban Design Framework
Proposed Interchange Development Opportunity Sites

1. Improve regional connectivity by expanding the Armistead Av interchange to include a new King St interchange connection.

Increase access and connectivity to and through downtown.
1. Improve regional connectivity by expanding the Armistead Av interchange to include a new King St interchange connection.

2. Enhance primary gateway streets with streetscape improvements.

Increase access and connectivity to and through downtown.
CIRCULATION

1. Improve regional connectivity by expanding the Armistead Av interchange to include a new King St interchange connection.
2. Enhance primary gateway streets with streetscape improvements.
3. Reconnect the Harbor Square and Langley Park Sites to the rest of downtown.

Increase access and connectivity to and through downtown.
1. Activate the Waterfront, improve access to and along the Waterfront promenade, and expand the marina capacity for year-round programming.

2. At Harbor Square, introduce “Harbor Square Plaza” at the corner of Armistead Av and Pembroke Av as a new gateway, and Union Park at the core of the neighborhood.

3. Restore Brights Creek and surrounding wetland as an open space amenity for the community and future Langley Park development.

Create meaningful open spaces and green street connections throughout downtown.
LAND USE

1. Reinforce King St as the primary Civic spine from the proposed I-64 interchange extension south to the waterfront.

Build upon a strong framework of existing land use patterns with new Civic, Commercial Office, and Residential developments.
1. Reinforce King St as the primary Civic spine from the proposed I-64 interchange extension south to the waterfront.

2. Strengthen Queens Way, Settlers Landing Rd, and Armistead Av as downtown’s primary commercial corridors, and introduce research oriented development at Langley Park.

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

1. Reinforce King St as the primary Civic spine from the proposed I-64 interchange extension south to the waterfront.

2. Strengthen Queens Way, Settlers Landing Rd, and Armistead Av as downtown’s primary commercial corridors, and introduce research oriented development at Langley Park.

3. Concentrate all new housing in and around the Harbor Square Site as well as on the Downtown Waterfront.

Build upon a strong framework of existing land use patterns with new Civic, Commercial Office, and Residential developments.
Site Design Scenarios
1. Improve the “gateway” experience to downtown Hampton, and reinforce Settlers Landing Rd with infill development to create a continuous street edge.

2. Reinforce Queens Way as a local and pedestrian friendly regional retail destination.

3. South of Settlers Landing Rd, transform King St into a pedestrian primary walking street and redirect vehicular traffic onto Rudd Ln.
DOWNTOWN WATERFRONT

DEVELOPMENT PRINCIPLES

Connectivity
1. Improve the “gateway” experience to downtown Hampton, and reinforce Settlers Landing Rd with infill development to create a continuous street edge.
2. Reinforce Queens Way as a local and pedestrian friendly regional retail destination.
3. South of Settlers Landing Rd, transform King St into a pedestrian primary walking street and redirect vehicular traffic onto Rudd Ln.

Identity
4. Enhance civic open space for improved waterfront access and year-round programming.
5. Improve physical and visual access to the waterfront and activate the pedestrian promenade providing for a continuous public 25’ right-of-way.

Rebrand the waterfront as a seafood “center” to enhance the experience for residents, visitors and boaters.
**Connectivity**

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**Land Use**

6. Introduce a mix of residential, civic and commercial retail uses.

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*Rebrand the waterfront as a seafood “center” to enhance the experience for residents, visitors and boaters.*
DOWNTOWN WATERFRONT
Livas Group Scheme

**PROGRAM**
- 116 Units
- Commercial (19,000 sf)
- VTech Seafood Research (10,000 sf)
DOWNTOWN WATERFRONT

OPTION 02
Architectural Alternative
DOWNTOWN WATERFRONT PROGRAM

- 225 Units (1,000 sf per unit)
- Ground Level Restaurants & Retail (6,000 - 20,000 sf)
- Civic Facilities (8,000 sf)
- Expanded Hotel and Conference Facility
- VTech Seafood Research (7,500 sf)
- Redesigned Urban Beach & Carousel Park with Public Rooftop Access
HAMPTON WATERFRONT CIVIC REALM

- OPTION 02
- MIXED-USE CIVIC & COMMERCIAL (ICONIC ARCHITECTURE)
- URBAN BEACH
- SPLASHPAD SCULPTURE
- NEW PROMENADE CONNECTION
- PUBLIC
- KING STREET MARKET
- HARBORSIDE RESTAURANT
- KING STREET PEDESTRIAN PRIMARY STREET
- PEDESTRIAN PROMENADE
- 25 CONTINUOUS PEDESTRIAN PROMENADE

SASAKI
MARINE STUDY

- Hampton side shoreline is fairly developed for maritime activities. Some additional capacity exists to expand current operations through infill based on demand.

- University side edge is wide open, plenty of new opportunity to engage the river.

Typical River Channel

- Watershed (usable) 146,265 sqft x 3.23 Acres +/-116 boats avg. size 35' length.
  - 25 up to 29' L
  - 40 up to 30' L
  - 40 up to 35' L
  - 10 45'-48' Range

Easement

Marina Diagram

- Large visiting ships, sail/research
- 8' 30' 45' 68'
- 8' 33' 8'
DOWNTOWN WATERFRONT

“HARBORSIDE RESTAURANTS”
LEGAL SEAFOODS HARBORSIDE
RESTAURANT - BOSTON, MA
DOWNTOWN WATERFRONT

“URBAN BEACH & SPLASH PAD SCULPTURE”
URBAN BEACH TORONTO, CANADA
DOWNTOWN WATERFRONT

“URBAN BEACH” VIEW

SASAKI
HARBOR SQUARE REDEVELOPMENT SITE

DEVELOPMENT PRINCIPLES

Connectivity

1. Reinforce Armistead as a regional commercial corridor with infill development
2. Reestablish street grid connections to the surrounding neighborhood

Reconnect the Harbor Square to the rest of downtown.
HARBOR SQUARE REDEVELOPMENT SITE

DEVELOPMENT PRINCIPLES

Connectivity
1. Reinforce Armistead as a regional commercial corridor with infill development
2. Reestablish street grid connections to the surrounding neighborhood

Identity
3. Introduce “Harbor Square Plaza” at the corner of Armistead Av and Pembroke Av as a gateway.
4. Improve physical and visual access to Armistead and King St with an activate, landscaped open space amenity at the core.

Reconnect the Harbor Square to the rest of downtown.
Reconnect the Harbor Square to the rest of downtown.

DEVELOPMENT PRINCIPLES

**Connectivity**
1. Reinforce Armistead as a regional commercial corridor with infill development
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3. Introduce “Harbor Square Plaza” at the corner of Armistead Av and Pembroke Av as a gateway.
4. Improve physical and visual access to Armistead and King St with an activate, landscaped open space amenity at the core.

**Land Use**
5. Introduce a mix of medium density residential, office and commercial retail uses including a downtown grocery store
6. Reserve corner site for civic institutional use
HARBOR SQUARE REDEVELOPMENT SITE

PROGRAM

- 75 Townhouse Units
- 60 Multifamily Units
- Ground Level Retail (6,000 sf)
- Multi-Story Office (30,000 sf)
- Grocery Store (20,000 - 60,000 sf)

OPTION 01

“Harbor Square Plaza”
“Harbortown Grocery”
“UNION PARK”

SASAKI
HARBOR SQUARE REDEVELOPMENT SITE

PROGRAM

• 125 Townhouse Units
• 60 Multifamily Units
• Ground Level Retail (6,000 sf)
• Multi-Story Office (30,000 sf)
• Grocery Store (50,000 sf)
HARBOR SQUARE REDEVELOPMENT SITE

OPTION 02
LANGLEY PARK INDUSTRIAL ZONE

Development Opportunity Sites

NASA / LANGLEY PARK PROPOSED INDUSTRIAL ZONE
Take advantage of the proximity and connection to NASA and Langley to the north and reconnect Langley Park to the rest of downtown.

**DEVELOPMENT PRINCIPLES**

**Connectivity**

1. Improve the “gateway” experience to downtown Hampton with a new King St interchange connection

2. Reinforce Armistead as a regional commercial corridor with infill development to create a continuous street edge

3. Reestablish street grid connections to the surrounding neighborhood
Take advantage of the proximity and connection to NASA and Langley to the north and reconnect Langley Park to the rest of downtown.

DEVELOPMENT PRINCIPLES

Connectivity

1. Improve the “gateway” experience to downtown Hampton with a new King St interchange connection
2. Reinforce Armistead as a regional commercial corridor with infill development to create a continuous street edge
3. Reestablish street grid connections to the surrounding neighborhood

Identity

4. Restore Brights Creek and wetland as an amenity for the surrounding community and future workers in Langley Park
5. Establish an open space network connecting Langley Park to Harbor Square
Take advantage of the proximity and connection to NASA and Langley to the north and reconnect Langley Park to the rest of downtown.

**DEVELOPMENT PRINCIPLES**

**Connectivity**
1. Improve the “gateway” experience to downtown Hampton with a new King St interchange connection
2. Reinforce Armistead as a regional commercial corridor with infill development to create a continuous street edge
3. Reestablish street grid connections to the surrounding neighborhood

**Identity**
4. Restore Brights Creek and wetland as an amenity for the surrounding community and future workers in Langley Park
5. Establish an opens space network connecting Langley Park to Harbor Square

**Land Use**
6. Introduce a mix of medium density residential, office and large and medium sized commercial R&D developments
LANGLEY PARK INDUSTRIAL ZONE

PROGRAM

• 60 acres - Research & Development
• 20 acres - Residential
LANGLEY INDUSTRIAL PARK
- 60 acres - Research & Development
- 20 acres – Residential

HARBOR SQUARE
- 125 Townhouse Units
- 60 Multifamily Units
- Ground Level Retail (6,000 sf)
- Multi-Story Office (30,000 sf)
- Grocery Store (20,000 - 50,000 sf)

DOWNTOWN WATERFRONT
- 225 Units (1,000 sf per unit)
- Ground Level Restaurants & Retail (6,000 – 20,000 sf)
- Civic Facilities (8,000 sf)
- Expanded Hotel and Conference Facility
- VTech Seafood Research (7,500 sf)
- Redesigned Urban Beach & Carousel Park with Public Rooftop Access
PROPOSED I-64 INTERCHANGE

ELMERTON CEMETERY

ST. JOHN'S CEMETERY

“WATERFRONT PARK”

MILL POINT PARK

BRIGHTS CREEK

ARMISTEAD AV

PREMBROKE AV

LONG ST.

SETTLERS LANDING RD

WATERFRONT PARK

SASAKI
Implementation Considerations

Resources

- Public Infrastructure Investment
- Available Land
- Development Incentives
- Organizational Capacity/Authority
Implementation Considerations
Organizational capacity

Hampton First

Define Relationship with Economic Development Agencies

- Dept. of Econ. Dev.
- Coliseum Central BID
- Downtown Hampton BID
- Hampton Housing Authority
## Implementation Considerations

### Phasing

<table>
<thead>
<tr>
<th>Area</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Infill</strong></td>
<td>• As opportunities arise and uses are identified</td>
</tr>
<tr>
<td><strong>Harbor Square</strong></td>
<td>• Prepare site for mixed-use redevelopment project</td>
</tr>
<tr>
<td><strong>Waterfront</strong></td>
<td>• Create and implement relocation and development strategy</td>
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DOWNTOWN WATERFRONT

PARK VIEW - DAY

SASAKI