



Downtown Hampton  
Strategic Projects  
Hampton EDA Briefing  
March 15, 2021



# GOALS 1

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



# Enhance infrastructure to underutilized parcels of land for new development



2

GOALS





# GOALS 3

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



# Stakeholder Input

## *WEAKNESSES*

- Awareness – no sense of place
- Perceived poor access to river
- Settler's Landing Rd impedes access to the 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

## *RECOMMENDATIONS*

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

# Stakeholder Input

## 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 +**

# Stakeholder Input

## 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



Gravity Nodes and Connections





# A

## East Queens Way

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







# A

## East Queens Way

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







# A

## East Queens Way

*Utilize unseen stormwater management systems*





# A

## Wine Street Parking

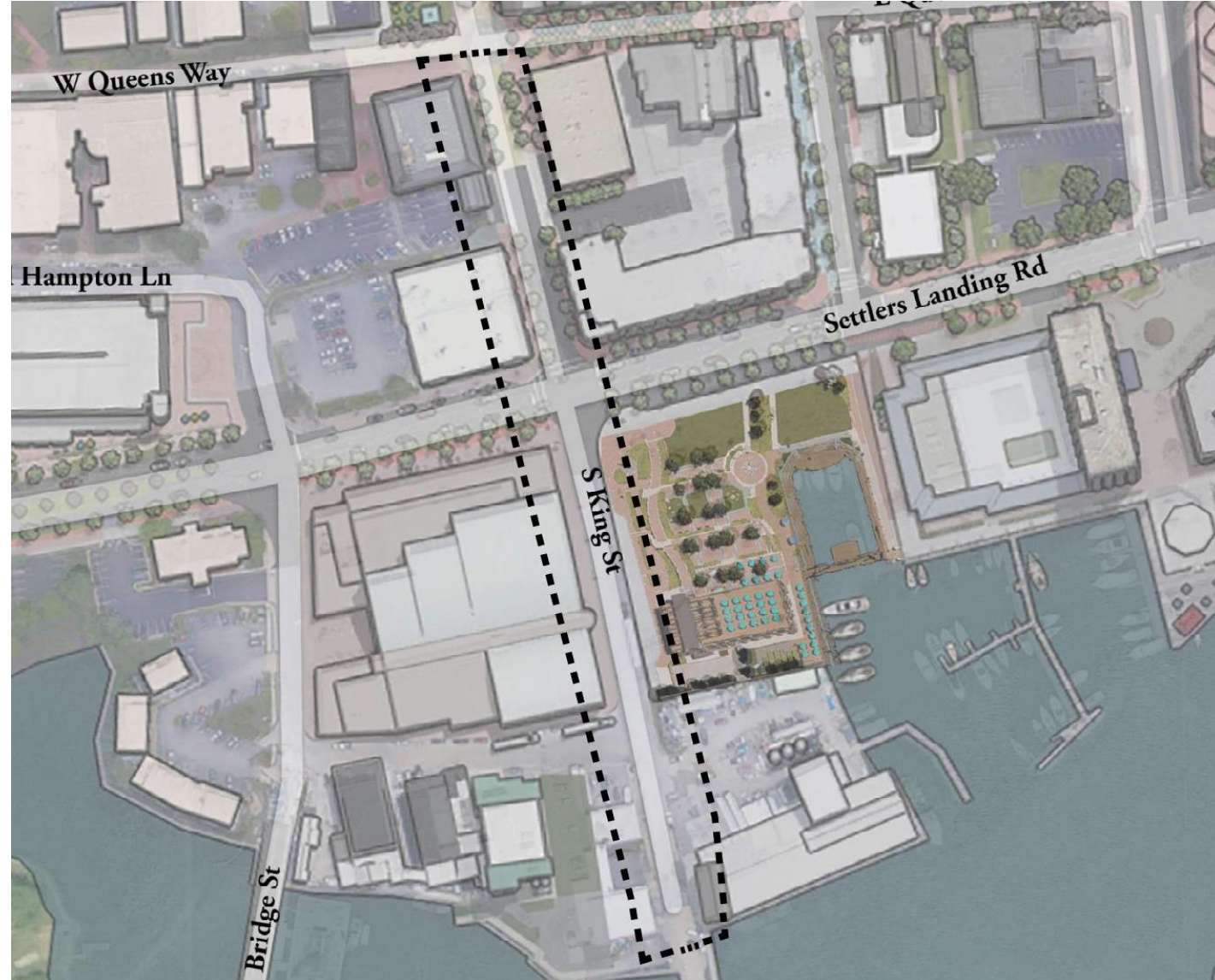
*Develop Additional  
Parking Structures*





# B

South King Street





# B

South King Street

*Activate corner of  
Queen's Way &  
King's Way the  
historic City center*









# B

## South King Street

*Create improved  
pedestrian  
connection between  
Queens Way &  
Riverfront*





South Wine Street





C

South Wine Street

*Create improved  
pedestrian  
connection between  
Queens Way &  
Riverfront*





C

## South Wine Street

*Develop Street level  
Stormwater  
Demonstration  
project –  
Resilient Hampton*





# D

## Riverfront Park (Carousel Park)

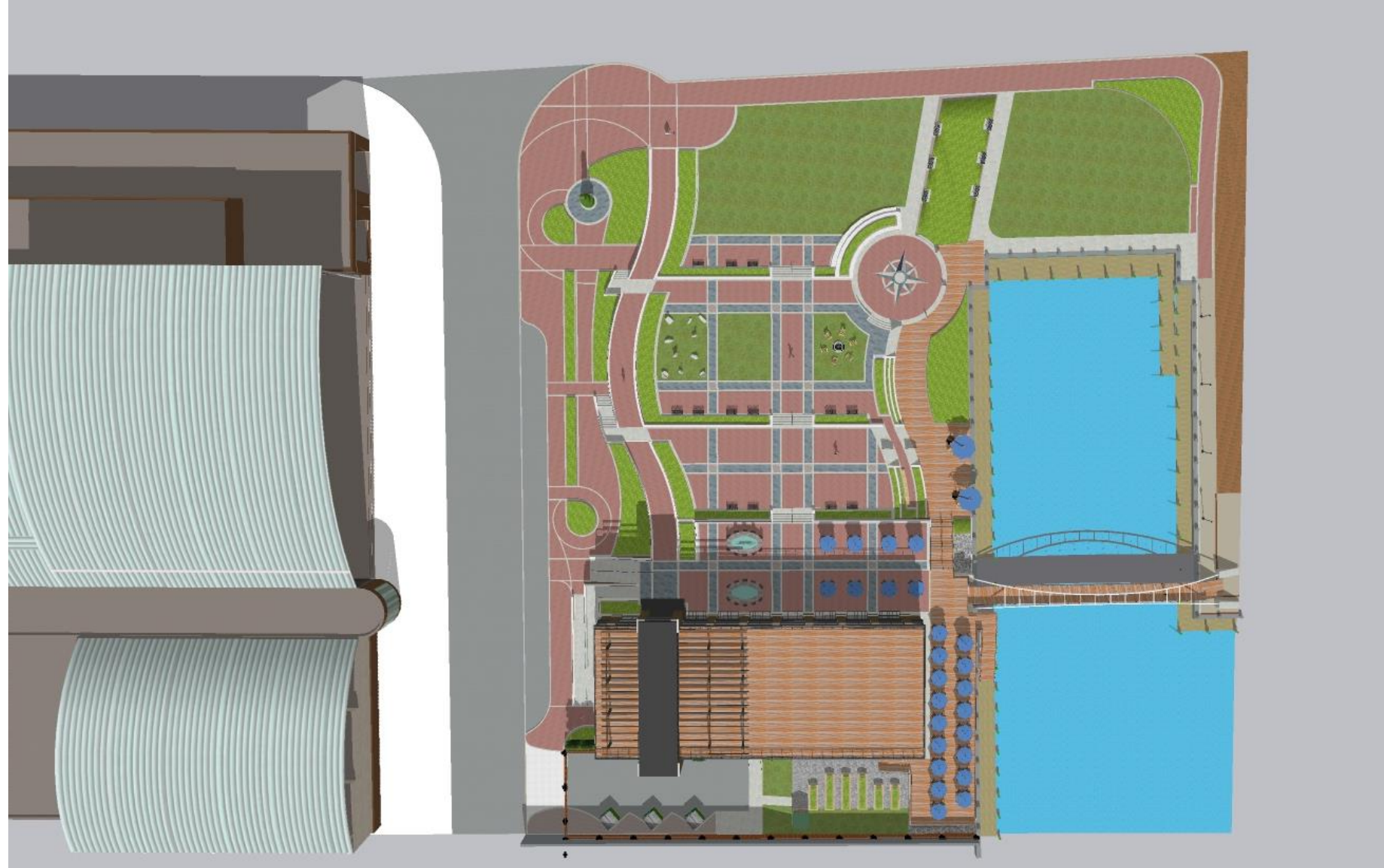




# D

## Riverfront Park

*Establish Riverfront Park as a primary downtown event space*









# D

## Riverfront Park

*Create unique  
multipurpose  
performance space*







D

# Riverfront Park

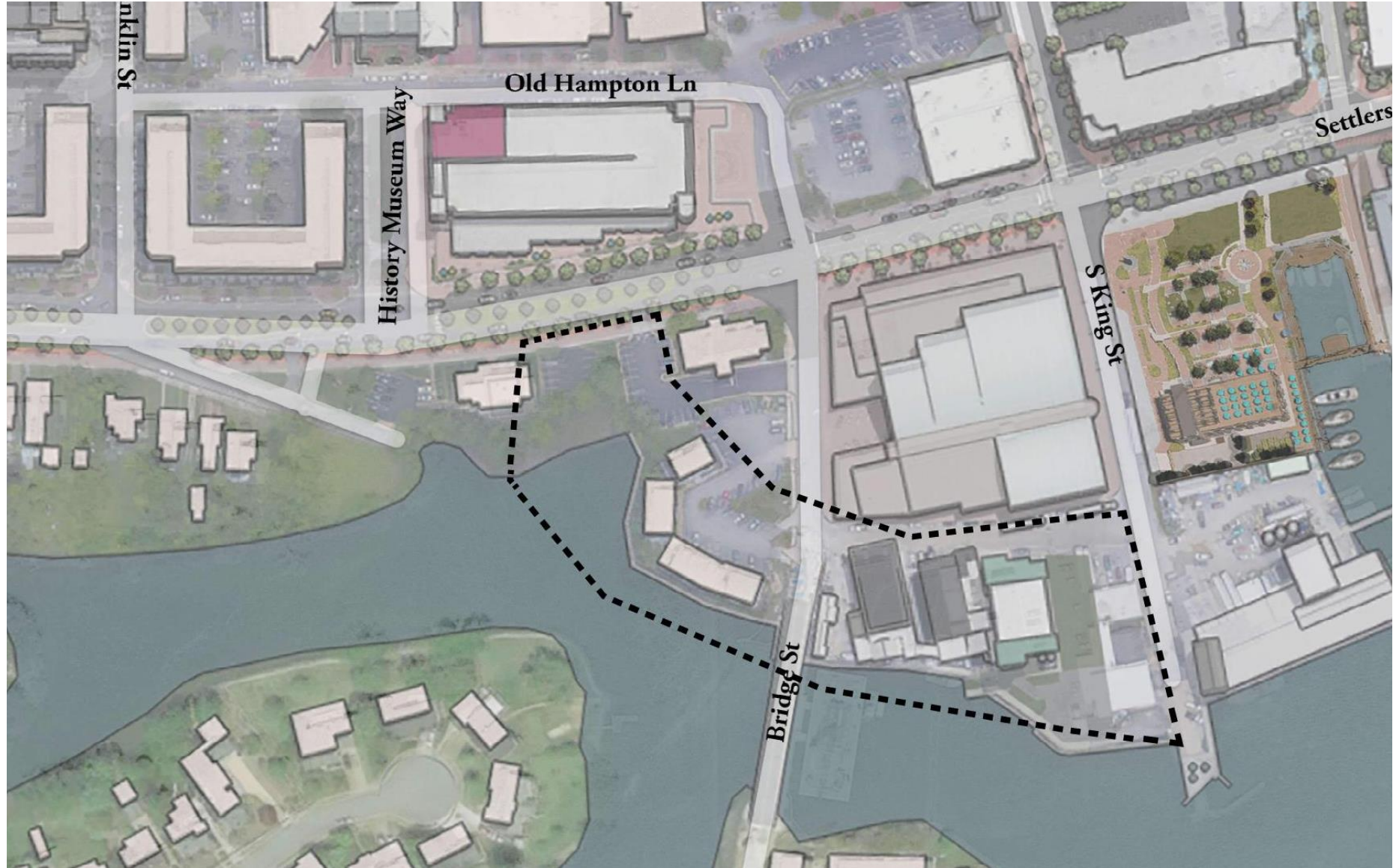






# Riverfront West

*Extend public  
riverfront boardwalk  
loop to History  
Museum Way*





# E

## Riverfront West

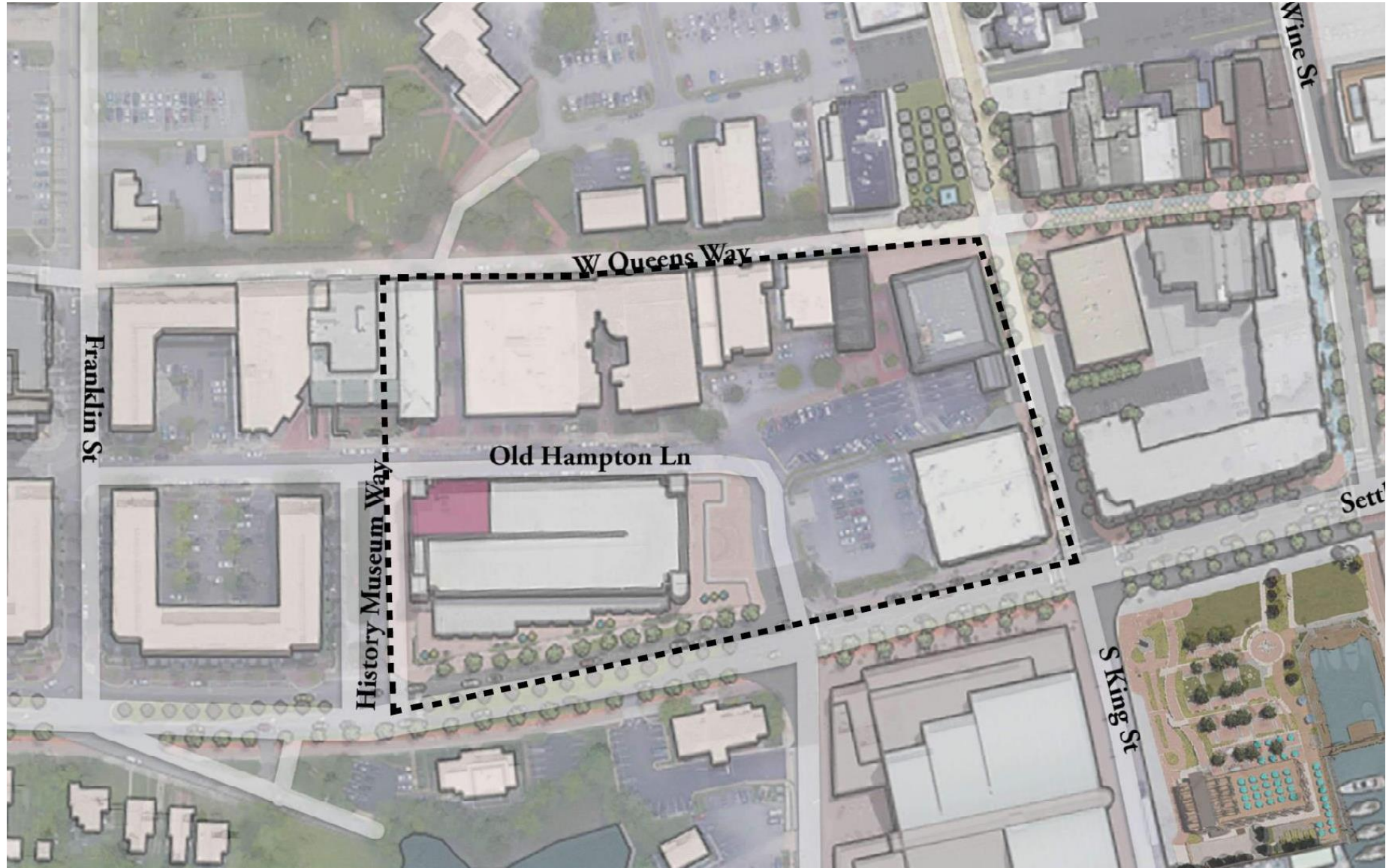
*Extend public  
riverfront boardwalk  
loop to History  
Museum Way*







# Old Hampton Lane







# F

## Old Hampton Lane

*Revitalize City  
parking deck & retail  
plaza*





# F

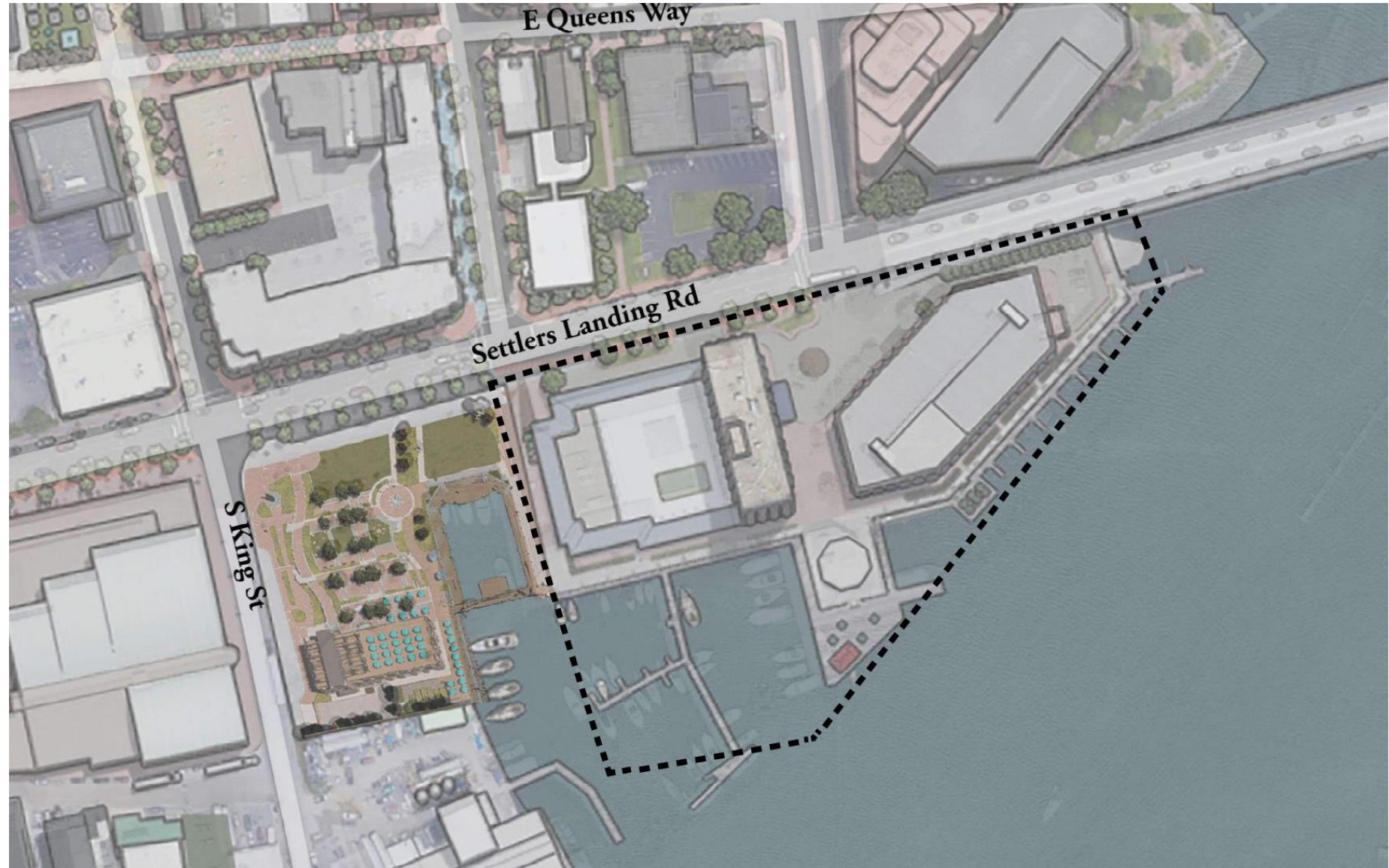
## Old Hampton Lane





G

Riverfront East





# G

## Riverfront East

*Enhance riverfront pedestrian experience & add riverfront activities*





# H

## Mill Point Park

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





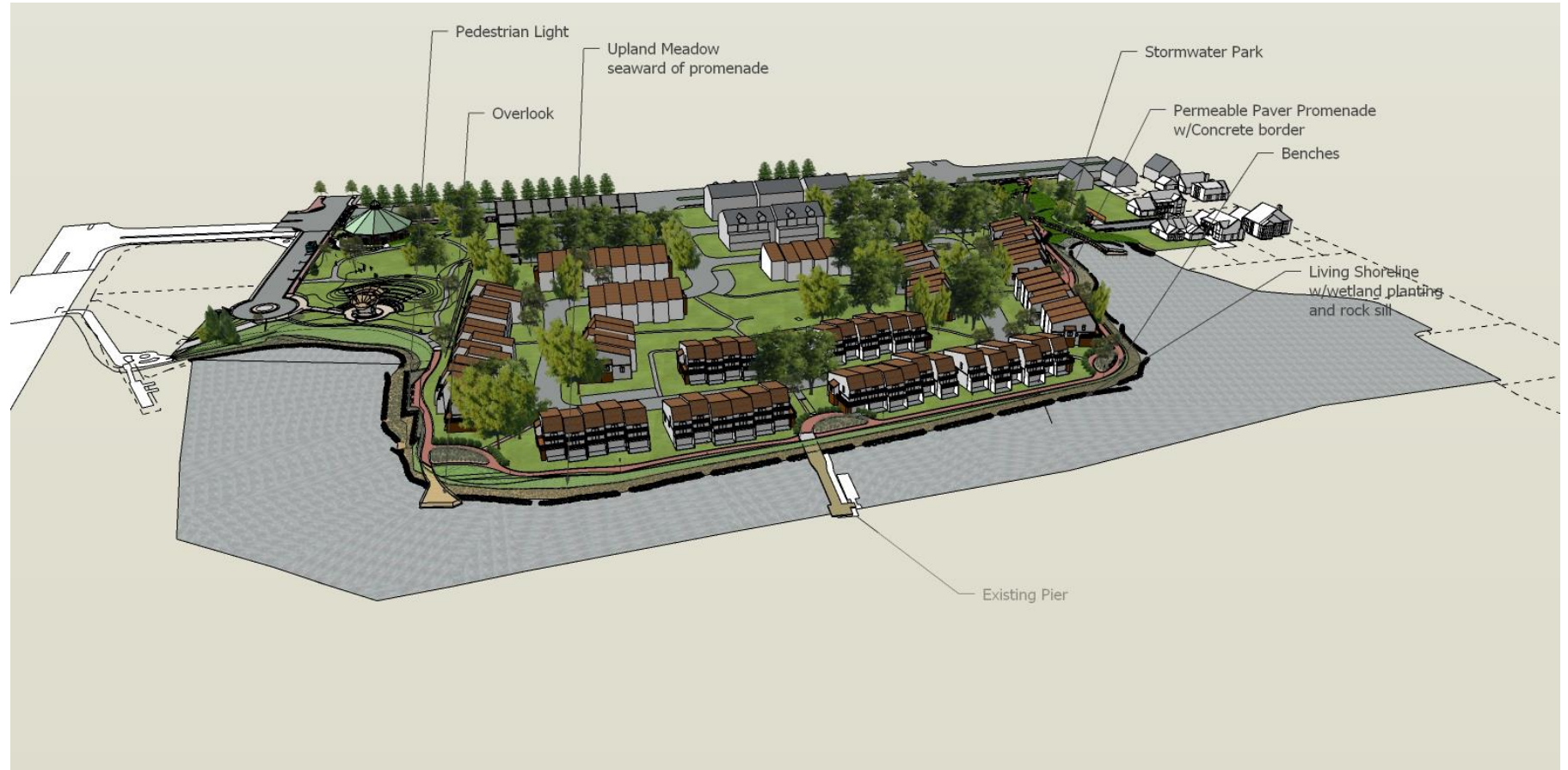




# H

## 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



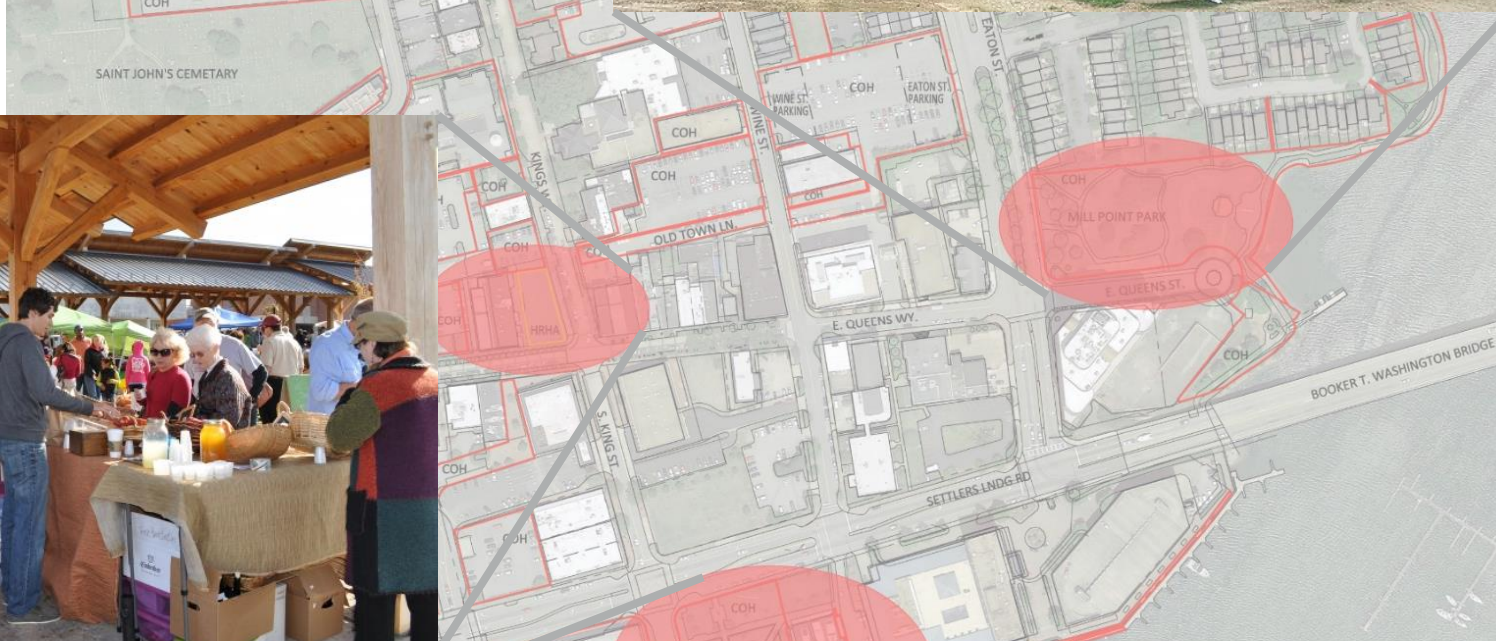


# L

## General



*Implement an "Ambassador" and cleaning and maintenance program*



L



General

*Establish calendar for downtown events year-round*



Downtown Hampton, Virginia