Downtown Hampton
Strategic Projects
Hampton EDA Briefing
March 15, 2021
Identify readily achievable improvements for a more active, attractive and vibrant community
Enhance infrastructure to underutilized parcels of land for new development
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
East Queens Way

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

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

Utilize unseen stormwater management systems
Wine Street Parking

Develop Additional Parking Structures
South King Street

Activate corner of Queen’s Way & King’s Way the historic City center
Create improved pedestrian connection between Queens Way & Riverfront
South Wine Street

Create improved pedestrian connection between Queens Way & Riverfront
Develop Street level Stormwater Demonstration project – Resilient Hampton
Riverfront Park (Carousel Park)
Riverfront Park

Establish Riverfront Park as a primary downtown event space
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Riverfront Park

Create unique multipurpose performance space
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Extend public riverfront boardwalk loop to History Museum Way
Riverfront West

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Old Hampton Lane
Old Hampton Lane

Revitalize City parking deck & retail plaza
Old Hampton Lane
Riverfront East
Riverfront East

Enhance riverfront pedestrian experience & add riverfront activities
Mill Point Park

Revitalize as intimate local and regional recreation/entertainment venue
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Revitalize as intimate local and regional recreation/entertainment venue
Mill Point Riverfront

Revitalize Riverfront
Walk along Mill Point
Stormwater Park

Reclaim Asphalt Parking Lot & Establish Demonstration Stormwater Management Park
Settler's Landing Corridor
Implement an “Ambassador” and cleaning and maintenance program
Establish calendar for downtown events year-round
Riverfront Park
Create unique multipurpose performance space
Downtown Hampton, Virginia