



## Hampton District Mixed-Use Planning Studies

*Hampton, Virginia*

Hunden Strategic Partners performed two separate but interwoven waterfront mixed-use studies in Hampton, Virginia for Urban Design Associates and the City of Hampton.

HSP was contracted to perform residential, retail and restaurant, office space, hotel and attractions market analyses and inventory for specified areas around the convention center district, as well as a downtown site called Harbor Square and the larger Bright's Creek area.

The city was interested to know what types of developments should be pursued on these varied sites to best attract developers to undertake successful developments in a mixed-use environment. HSP conducted full market analyses of each potential use.

The study areas that HSP analyzed were quite different from each other. For the "Crossroads" site, which included the existing Coliseum and Hampton Roads Convention Center, the layout included large suburban style parking lots and sites, upscale retail and restaurants, and upscale office and residential uses. In the downtown site areas, the situation included a mix of lower, middle and upper income housing, struggling retail, a hodge-podge of restaurants and many sites that were brownfields or in need of redevelopment.

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**Client:** Urban Design Associates & City of Hampton

**Time Period:** 2014-2015