



HAMPTON COMMUNITY PLAN

"Making Hampton the Most Livable City in Virginia."

VISION AND GOALS SUMMARY
DRAFT
JANUARY 2005

CUSTOMER DELIGHT

Exceeding customer expectations provides a competitive edge for successful businesses and public agencies. Customer-driven, high quality service to the public is a key ingredient for successful economic development and many other neighborhood and community-based initiatives. For Hampton to achieve our vision, great customer service must be at the forefront of our efforts.

Vision: *"Hampton will provide unparalleled public education, neighborhood, city, and community service that will exceed its customers' expectations."*



Right: 311 employees greet attendants during Community Plan meetings.

Customer Delight Goals:

1. Service delivery is innovative and reflects the latest technology and state of the art business practices.
2. Service providers maintain a high level of competence.
3. Service providers and organizations are directly accountable to their customers.
4. Services are user- friendly and readily available to all potential customers.
5. Service providers and customers share an expectation of success.

HEALTHY BUSINESS CLIMATE

A strong business environment is the backbone of a community. Jobs and private investment fuel the local economy and also provide the resources that pay for many community services and quality of life projects. If Hampton is to achieve our vision of being the most livable city in Virginia, it must have a healthy business climate.



Above: Ray Gindroz presentation of the New Downtown Master Plan during annual DHDP meeting.

Vision: *"Hampton will be the community of choice for businesses seeking an environment that maintains, expands, and attracts investment."*

Healthy Business Climate Goals:

1. Jobs - Hampton will be the community of choice for high wage jobs in targeted industry segments.
2. Retail - Hampton will be a unique, regional retail and entertainment destination and the first retail choice for Hampton residents.
3. Tourism - Hampton will be the destination of choice for targeted travel industry market segments.
4. Higher-Value Housing - Hampton will be a desirable community for homebuyers seeking a higher quality of life and will offer a distribution of housing superior to regional averages.

HEALTHY GROWTH and DEVELOPMENT of CHILDREN and YOUTH

To be successful in creating and sustaining a favorable quality of life, we must make sure that our youth grow up healthy, happy, well-educated, and committed to strengthening our community.

While the healthy development of youth is primarily dependent on their parents, the community has a role in preparing, educating, and supporting parents, and ensuring that children experience the assets they need for healthy development.

Right: Parents and their children attended Community Plan presentations.



Vision: *"Hampton's children and youth will thrive and succeed in a caring community."*

Healthy Development of Children and Youth Goals:

1. Healthy Stable Families
2. Healthy Infants (Birth to Age 2)
3. Healthy Young Children (Age 2-8)
4. Healthy Children (Age 8-14)
5. Healthy Teens (Age 14+)

HEALTHY NEIGHBORHOODS

Healthy neighborhoods are places where people enthusiastically invest their time, money and energy – places where people want to be. Hampton invests in neighborhoods because they support our image, quality of life, tax base, schools, youth, families, and our ability to attract business investment. The quality of our neighborhoods and the housing stock within them impacts almost every aspect of what we are and what we can be as a city.

Vision: *"Hampton neighborhoods: the best places to be."*



Above: Rendering of Penbroke Avenue beachfront housing included in Buckroe Master Plan.

Healthy Neighborhood Goals:

1. Every Hampton neighborhood will be economically sustainable.
2. Every Hampton neighborhood will be highly functional.
3. Hampton neighborhoods will provide diverse choices.

HEALTHY DIVERSE COMMUNITY

Hampton is a city rich with human diversity. Our people bring many diverse gifts from different races, cultures, religions, and backgrounds. As Hampton continues to grow toward our vision of being the most livable city in Virginia, our people must see our rich diversity as a unifying force for our future economic and social development.

Vision: *"Hampton will thrive as a diverse community which celebrates, supports, and encourages positive people-to-people relations as a foundation for community success."*



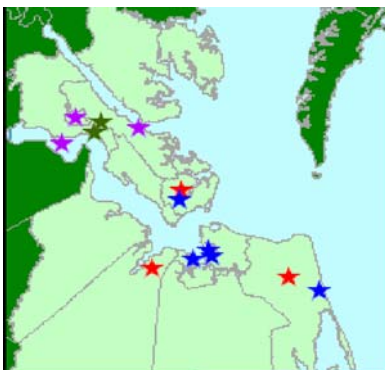
Above: Age is a significant dimension of our diversity.

Healthy Diverse Community Goals:

1. The community perceives multicultural/multiracial relationships as being essential to the quality of life in Hampton.
2. People demonstrate their value and appreciation for diversity in their daily lives.
3. Employers, service providers, and community leaders are culturally sensitive, fair, and just in education and neighborhood, community, and city services, including law enforcement and criminal justice.
4. Multicultural/multiracial diversity is celebrated as one of the city's best assets and a major competitive advantage.
5. All areas of the city are safe and welcoming to all people.

HEALTHY REGION

The people who live in Hampton work, shop, visit and travel throughout the Hampton Roads region. The same is true of people from all of the cities, counties, and towns that make up this region; we greatly depend on each other. For Hampton to achieve our vision of being the most livable city in Virginia, we must do our part to ensure a healthy Hampton Roads region.



Above: Map of the HR region illustrates Cultural and Tourist attractions that are regional assets.

Vision: "Hampton Roads will be a thriving economically competitive region."

Healthy Region Goals:

1. The communities of Hampton Roads will have a shared vision.
2. The communities of Hampton Roads will effectively collaborate to accomplish the shared vision.

STRONG SCHOOLS

The families who make Hampton their home depend upon a strong school system to provide exceptional learning experiences within quality school facilities. As a community, Hampton depends upon a strong school system to serve as a catalyst for economic growth and vitality as well as a strong sense of community within its neighborhoods. It is the vision of the city and the school system to provide unparalleled education to the young people who are attending Hampton City Schools and that these young people will ultimately decide to make Hampton their home.



Above: In June of 2005, the school facilities panel presented their final recommendations for upgrades and new school construction.

Vision: "Hampton City Schools, the first choice for academic and lifelong success by every single student."

Strong Schools Goals:

1. Exceptional Academic Performance
2. High Desirability
3. Essential Life Skills
4. Workforce Readiness

YOUTH

In order for Hampton to become the kind of city we all want it to be, we must make sure that every young person has the opportunity to grow up in a caring community in which young people are viewed as partners and valuable community resources. Providing this kind of community environment allows our youth to feel empowered so they become integral contributors within a diverse community. As a result, the youth of Hampton will become well rounded, capable, caring, and productive citizens who will choose to invest their present and future into this community.



Left: Hampton Youth Commissioners participating in a workshop to discuss the vision and goals for the youth.

Vision: "Better Youth, Better Hampton, Better Future."

Youth Goals:

1. Caring Relationships within the Community
2. Youth Share Leadership
3. Youth Acquire Essential Life Skills
4. Every Young Person is Prepared for a Career
5. Places to Go and Things to Do for Youth Getting Around

Overarching Themes

- ◆ **Economic Sustainability:** Protecting property values, diversifying housing stock, promoting redevelopment and economic development, protecting and managing natural resources, investing in infrastructure, and providing world-class community facilities while ensuring sufficient local revenue sources are some of the issues identified as key to long term viability of the local economy.



Left: Ray Gindroz, Principal Consultant of Urban Design Associates, analyzes with property owners, city officials, and other stakeholders ideas to revitalize Downtown.

- ◆ **Community Partnerships & Engagement:** The long-standing tradition to seek out collaborations, partnerships, and engage the community in shaping the future was recognized as a source of strength and an opportunity for continued success.



Above: Public meeting in which the Community Plan Vision and Goals was officially endorsed by Hampton's Youth Commission.

- ◆ **Community Perception/Marketing/Image:** Many community assets are not fully recognized. Physical enhancements and effective marketing of community assets is needed to improve the City's image.

- ◆ **Preparing Citizens for Future Success:** This theme includes, support to traditional education—K-12, colleges and universities, libraries and research institutions—as well as workforce development, life long learning, as well as developing effective life skills to succeed in a diverse and ever changing world.



Right: Residents of Olde Hampton neighborhood provided comments to consultants and City staff on the main recommendations to be included in the Downtown Hampton Master Plan.

Directions for Moving Forward

- ◆ Be Inclusive
- ◆ Increase Coordination between the Critical Issues
- ◆ Communicate with the Public



Above: Residents of Pasture Point Neighborhood provided feedback on possible ways to preserve and enhance their neighborhood.

Contacts for Additional Information

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Website: www.hampton.gov/community-plan/