



Hampton Town Center Livable Centers Initiative Study

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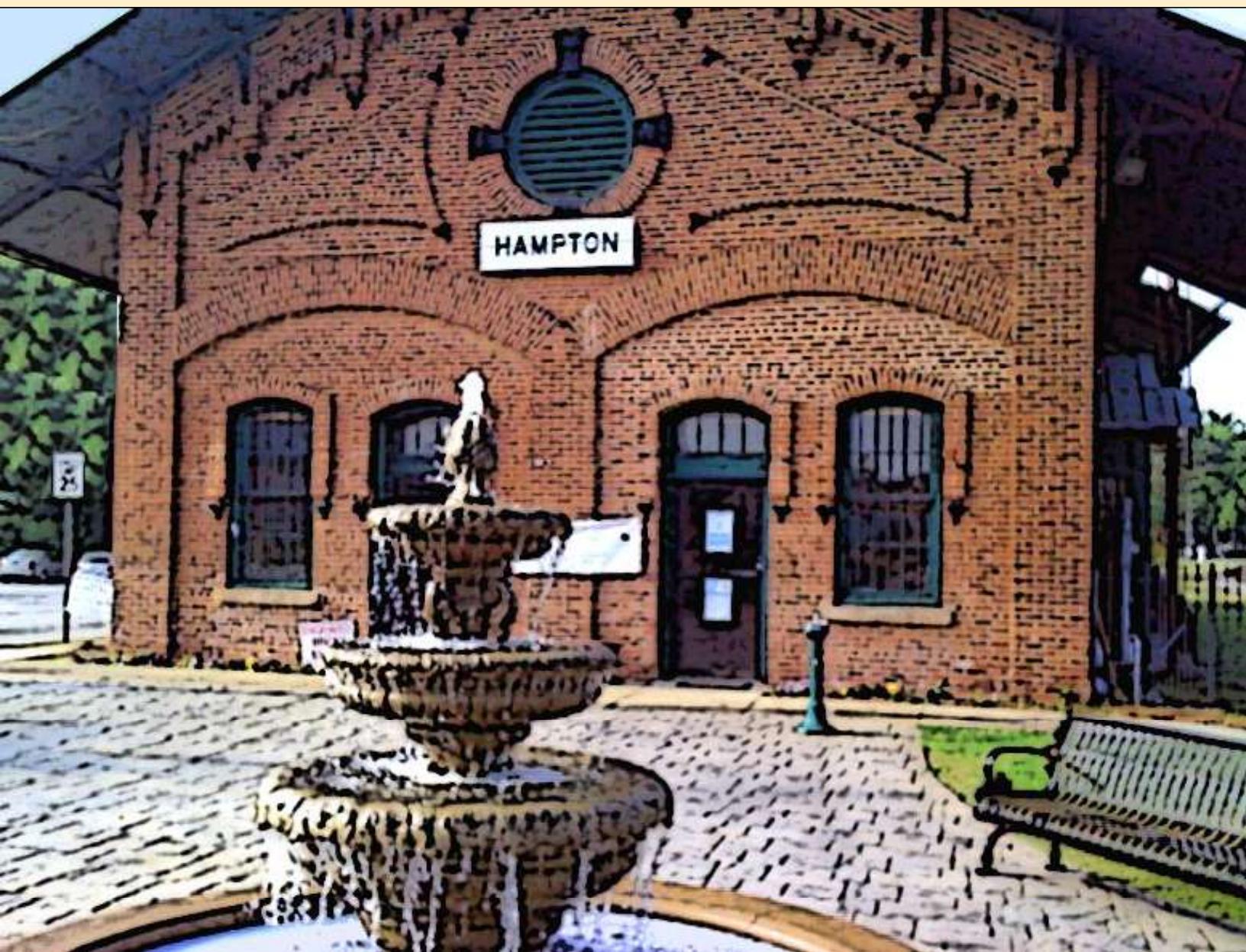
Mary Ann Mitcham

The Hampton Town Center Livable Centers Initiative Study is a collaborative effort between the Atlanta Regional Commission, the City of Hampton, a consultant team, and the people of Hampton. The study was funded by the Atlanta Regional Commission and the City of Hampton, Georgia.

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Part 1: Introduction



Introduction

The Livable Centers Initiative (LCI) has been nationally recognized for its success in leveraging public investment to promote quality growth and private development in the towns and population or employment centers of the Atlanta region.

The City of Hampton's decision to pursue an LCI study stems from a desire for appropriate preservation and redevelopment in its existing downtown. The planning process is intended to create a feasible vision for compact and mixed-use development supported by a diverse transportation network.

Regional Context

The City of Hampton is located within Henry County, approximately 25 miles south-southeast of downtown Atlanta. Located on the former railroad link between Atlanta and Macon, it is now accessible from state highway 19/41, which passes within 1½ miles of its downtown, and highway 20, which runs within ½ mile of its downtown. Interstate 75 is a seven-mile drive to the northeast via highway 20.

Goals

The goals of the Livable Centers Initiative are as follows. Implicit in the goals is the desire to support lifelong communities and the concept of aging in place.

1. Encourage a diversity of medium to high-density, mixed-income neighborhoods, employment, shopping and recreation choices at the activity and town center level.
2. Provide access to a range of travel modes including transit, roadways, walking and biking to enable access to all uses within the study area.
3. Encourage integration of uses and land use policies/regulations with transportation investments to maximize the use of alternate modes.
4. Through transportation investments, increase the desirability of redevelopment of land served by existing infrastructure at activity and town centers.
5. Preserve the historic characteristics of activity and town centers and create a community identity.
6. Develop a community-based transportation investment program at the activity and town center level that will identify capital projects, which can be funded in the annual Transportation Improvement Program (TIP).
7. Provide transportation infrastructure incentives for jurisdictions to take local actions to implement the resulting activity or town center study goals.



The Livable Centers Initiative has helped create great communities across the Atlanta region



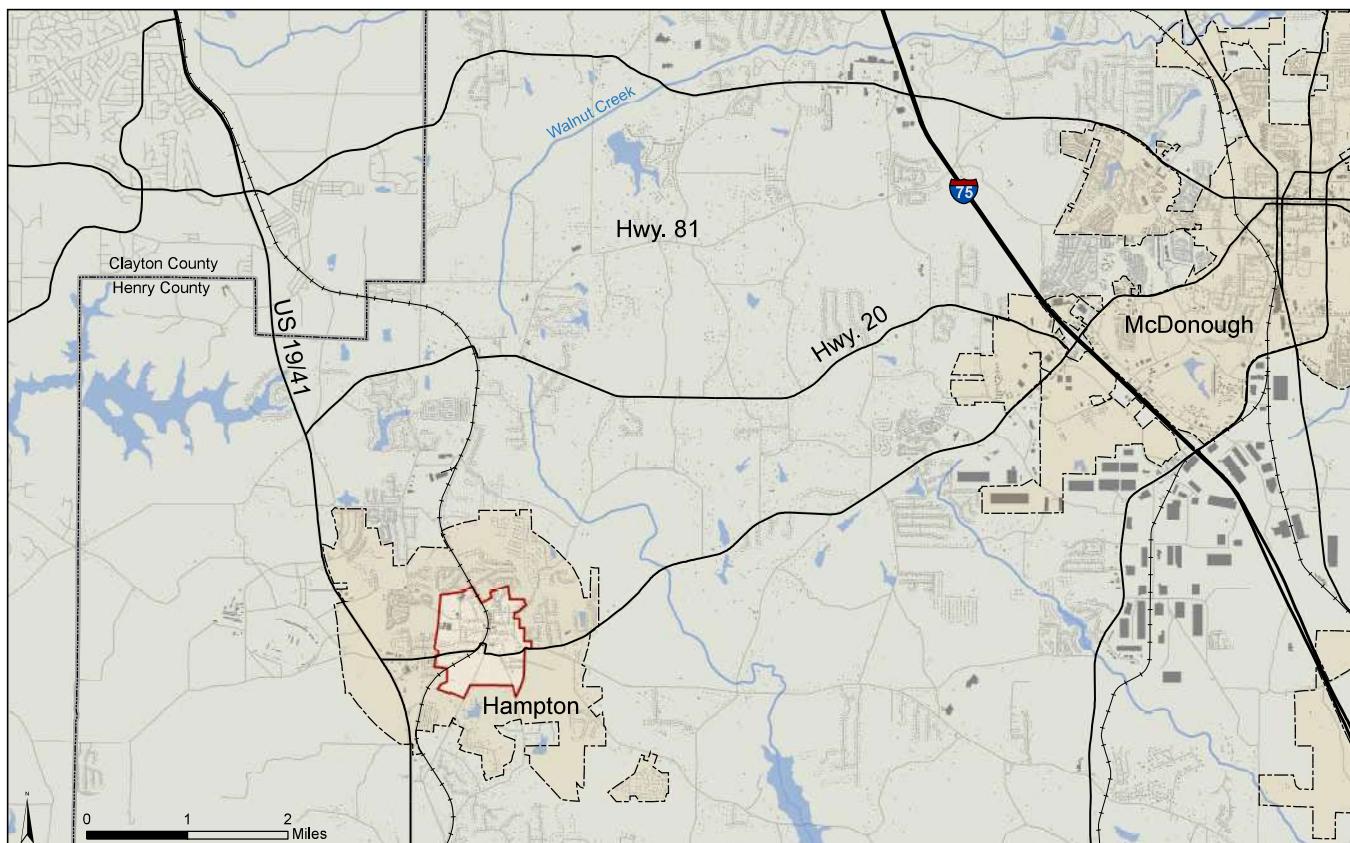
Integrated planning of transportation and land use is a primary goal of the LCI program

8. Provide for the implementation of the Regional Development Plan (RDP) policies, quality growth initiatives and Best Development Practices in the Study Area, both through local governments and at the regional level.
9. Develop a local planning outreach process that promotes the involvement of all stakeholders, particularly low income, minority and traditionally under-served populations.
10. Provide planning funds for development of activity and town centers that showcase the integration of land use policy and regulation and transportation investments with urban design tools.

Study Area

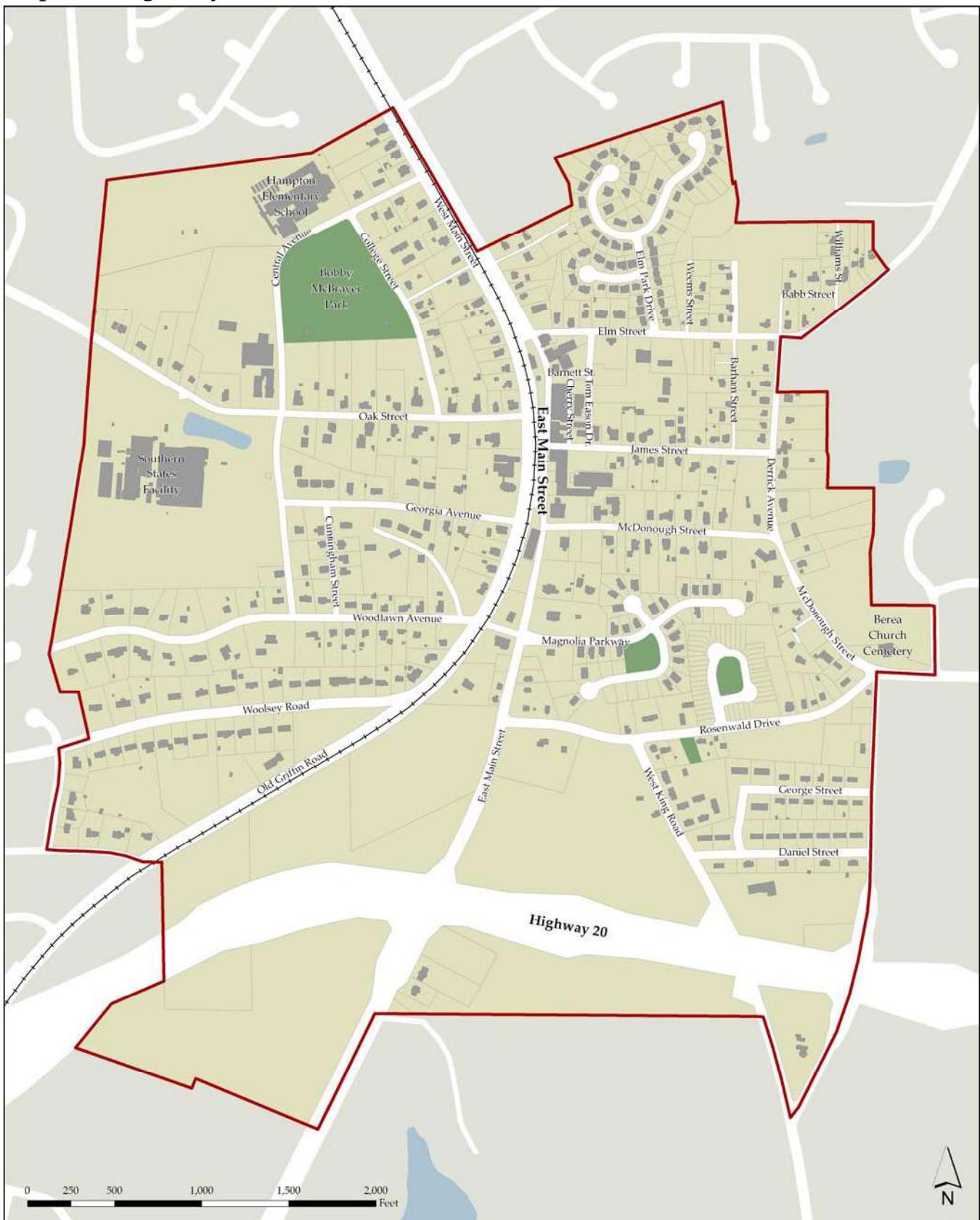
The study area is centered on Main Street and the core of Hampton. It encompasses more than 500 acres of land, including downtown, adjacent historic and newer residential neighborhoods, the Hampton Elementary School and Southern States facility, and some vacant land along highway 20. The study area represents approximately 15 percent of the Hampton city limits. Nearly the entire area is within a $\frac{3}{4}$ -mile radius, or about a 20 minute walk, from the historic Hampton Depot.

Central Hampton is unique because, unlike Henry County's three other incorporated cities, it is not located along Interstate 75 and has not experienced much of the low-density, disconnected sprawl that characterizes so much of the Atlanta region. Hampton is uniquely poised to build on its existing assets and use its developable land to preserve and enhance a real sense of place.

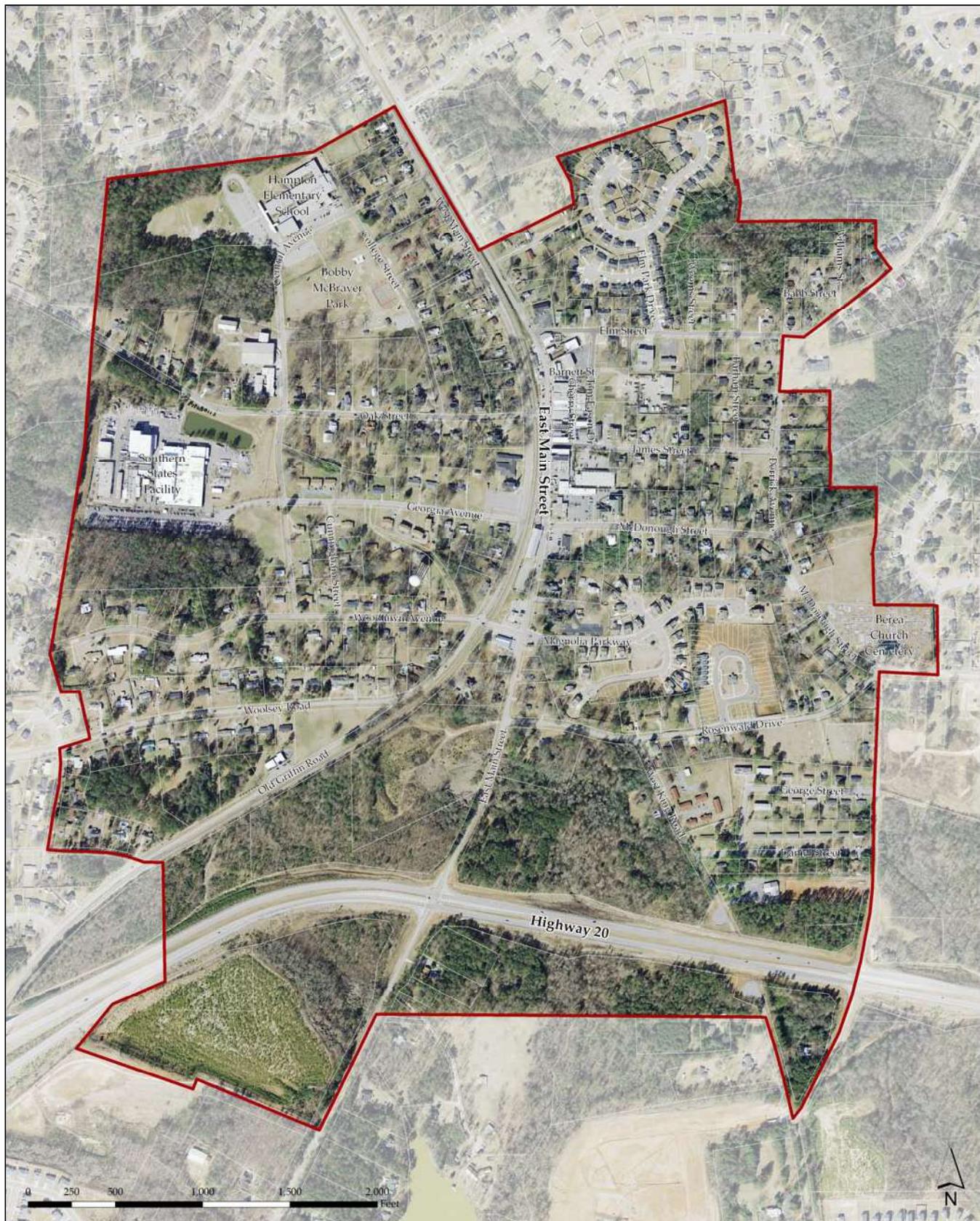


Regional context (LCI study area outlined in red)

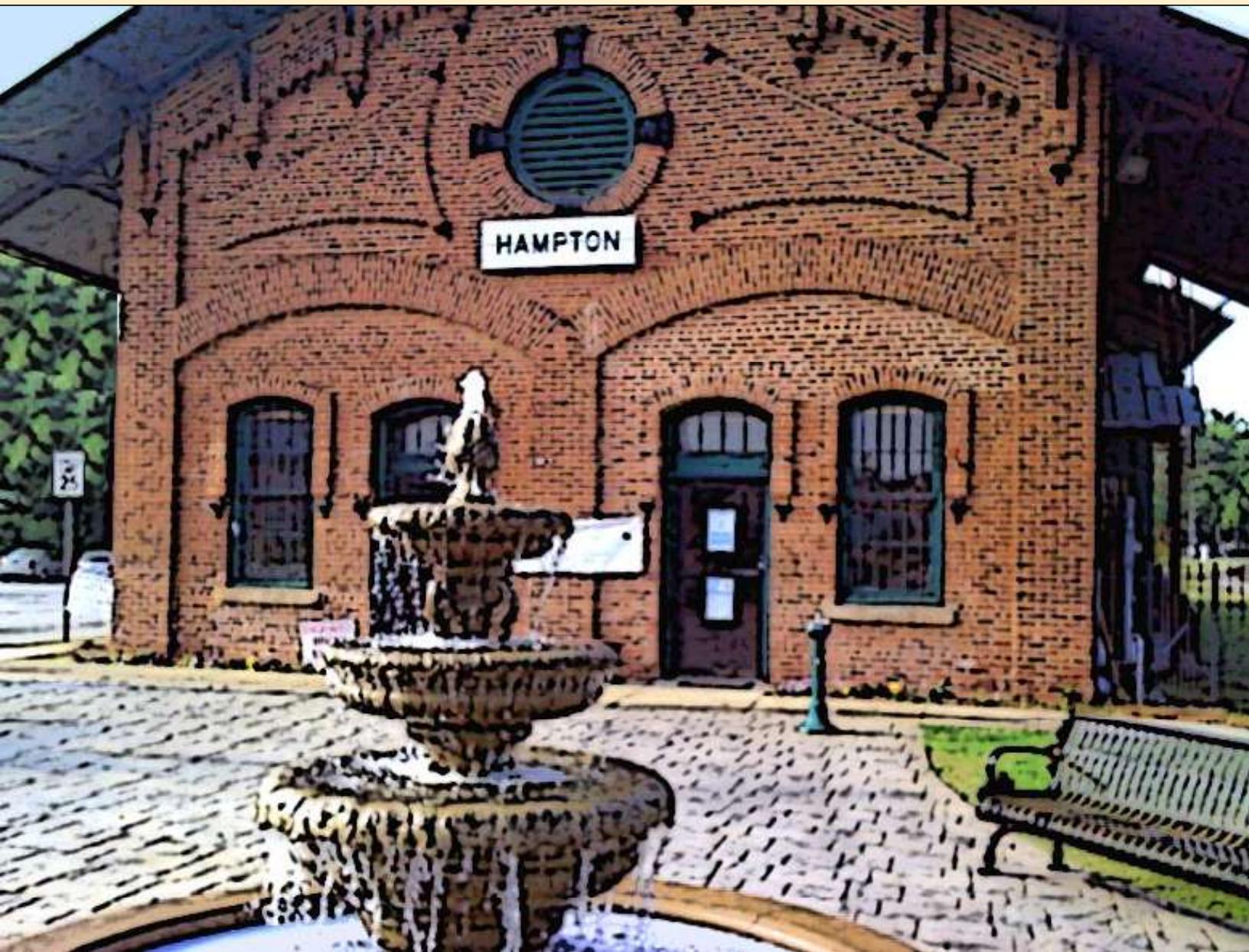
Map Showing Study Area Boundaries in Red



2010 Aerial Photograph of Study Area



Part 2: Existing Conditions



Land Use

A look at how each parcel of land is used in the study area can shed light on the character of Hampton as a whole. Land uses and the relationships between them contribute significantly to a town's feel: whether it is interesting, memorable, or walkable. An increased focus on mixed uses in recent years is evidence of a rediscovery of the value of traditional town forms, in which shops, houses, apartments, civic buildings, and jobs are woven together compatibly.

The following land use analysis is based on the Joint Henry County/Cities 2030 Comprehensive Plan adopted March 17, 2009 and a windshield survey of the study area.

Existing Land Uses

The City of Hampton, with its rural character and charm, presents a mixture of existing uses. Within the study area, existing land uses are predominately comprised of single-family residences. Residential neighborhoods and their historic architecture bring unique character to the study area.

Commercial properties make up the second most common land use within the study area. The downtown area is the most concentrated area of this type of land use. Downtown has recently undergone a facelift with new sidewalks, façade improvements, street furniture, and landscaping.

The remaining land within the study area consists of small pockets of greenspace, public and institutional spaces, and industrial uses. There is a significant amount of undeveloped or re-developable land within the study area.

The precedent for housing within downtown, in both upper-floor apartments over storefronts and in residential buildings converted from historic uses, is extremely important. Many Georgia towns prohibit residences in their downtowns. Hampton possesses a distinct advantage both in its current mix, which allows downtown residents to walk to downtown amenities, and in potential redevelopment that can expand the residential base.

Strengths

- A good mix of uses provides a diverse and interesting land use base compared to adjacent more suburban areas.
- The presence of several housing types in the area, including historic and newer single-family housing and multi-family units, particularly downtown.
- McBrayer Park as a significant recreational amenity.
- A variety of businesses, restaurants, and offices on Main Street.



Residential uses are an important and unique part of downtown Hampton

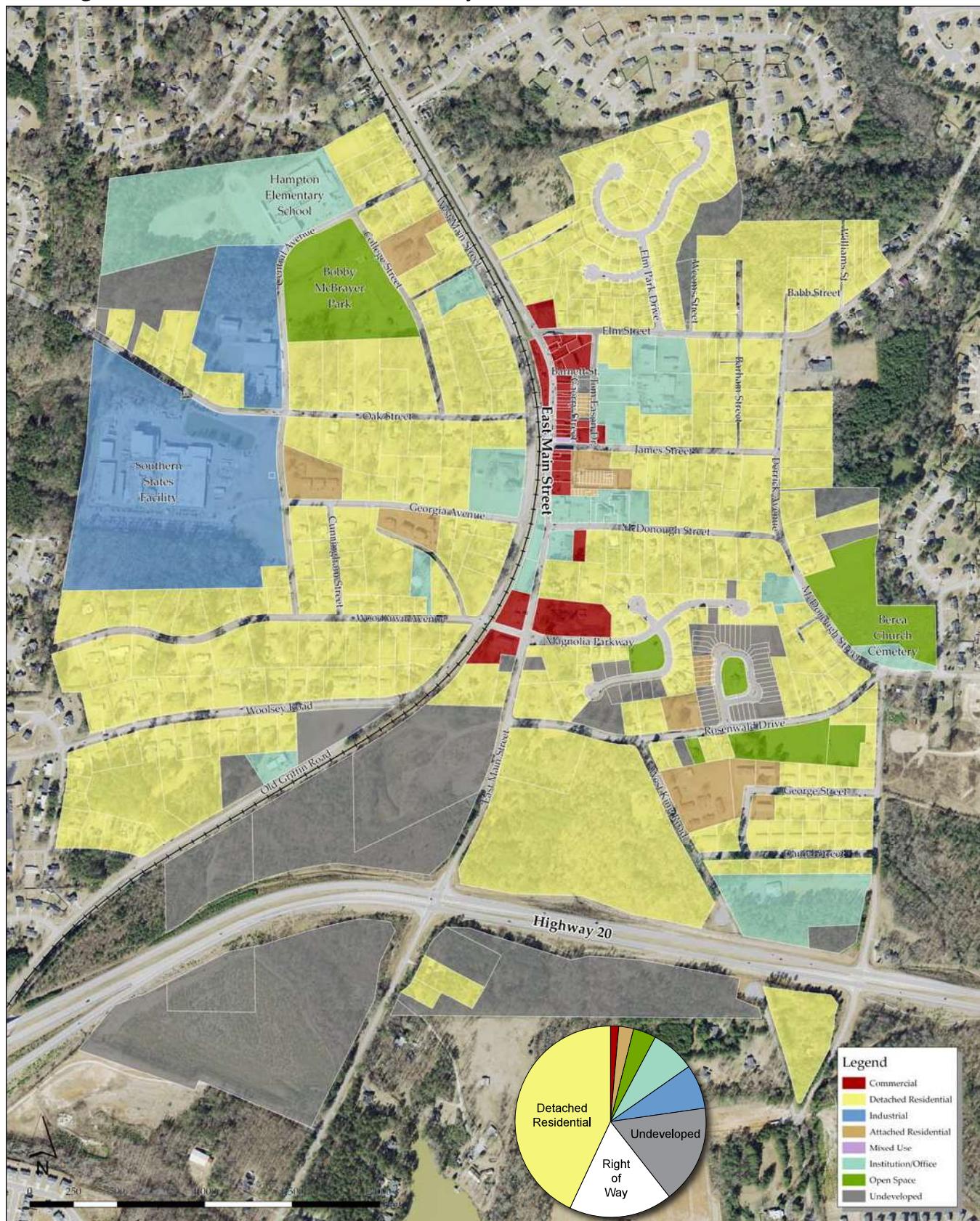


Detached houses constitute the largest single land use in the study area

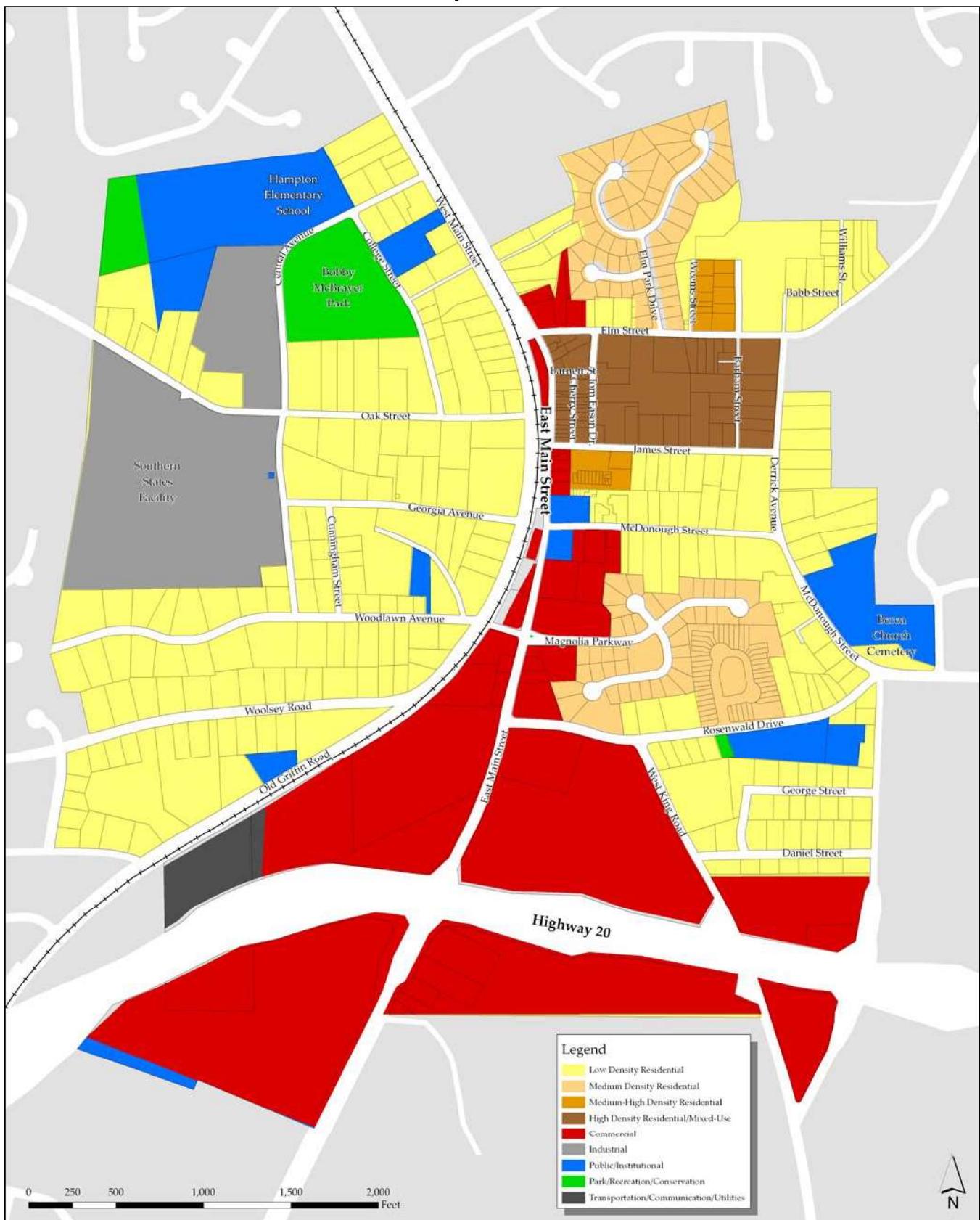


More than 66 acres of undeveloped land lie along Highway 20 in the study area

Existing Land Use Patterns Within the Study Area



Current Future Land Use Plan for the Study Area



Weaknesses

- Few multifamily housing options for those who do not choose to or cannot afford to own a single-family house.
- Lack of housing options in and near the study area could create a challenge as residents age and their housing needs change.
- Lack of significant office space, which can benefit downtown businesses.

Opportunities

- The city-owned land east of Tom Eason Drive has significant potential for redevelopment that could compliment downtown.
- Significant amounts of vacant land are available for development, particularly along Highway 20.
- A proposed passenger rail stop could significantly benefit Hampton by promoting development and redevelopment.

Threats

- Incompatible land uses could be introduced on undeveloped land if not properly planned for.

Future Land Use Plan

The future land use plan is an important tool used by local officials to guide land use decisions and serve as the foundation for zoning. The future land use plan for the study area is shown on the previous page. The vision laid out for the future growth of Hampton calls for most of the study to remain low-density residential. Most of the southern half of the study area, along southern East Main Street and along Highway 20, is designated for commercial development.



The future land use plan designates the majority of the area as residential



Some zoning regulations discourage interactions between buildings and the street



There are few design standards to ensure quality development

Existing Zoning

Existing zoning districts within the study area are shown on the map on the following page. The majority of the study area is zoned for moderate density single-family residences, or for a broad range of commercial businesses. The table on page 14 summarizes allowed uses and basic requirements in each zoning district.

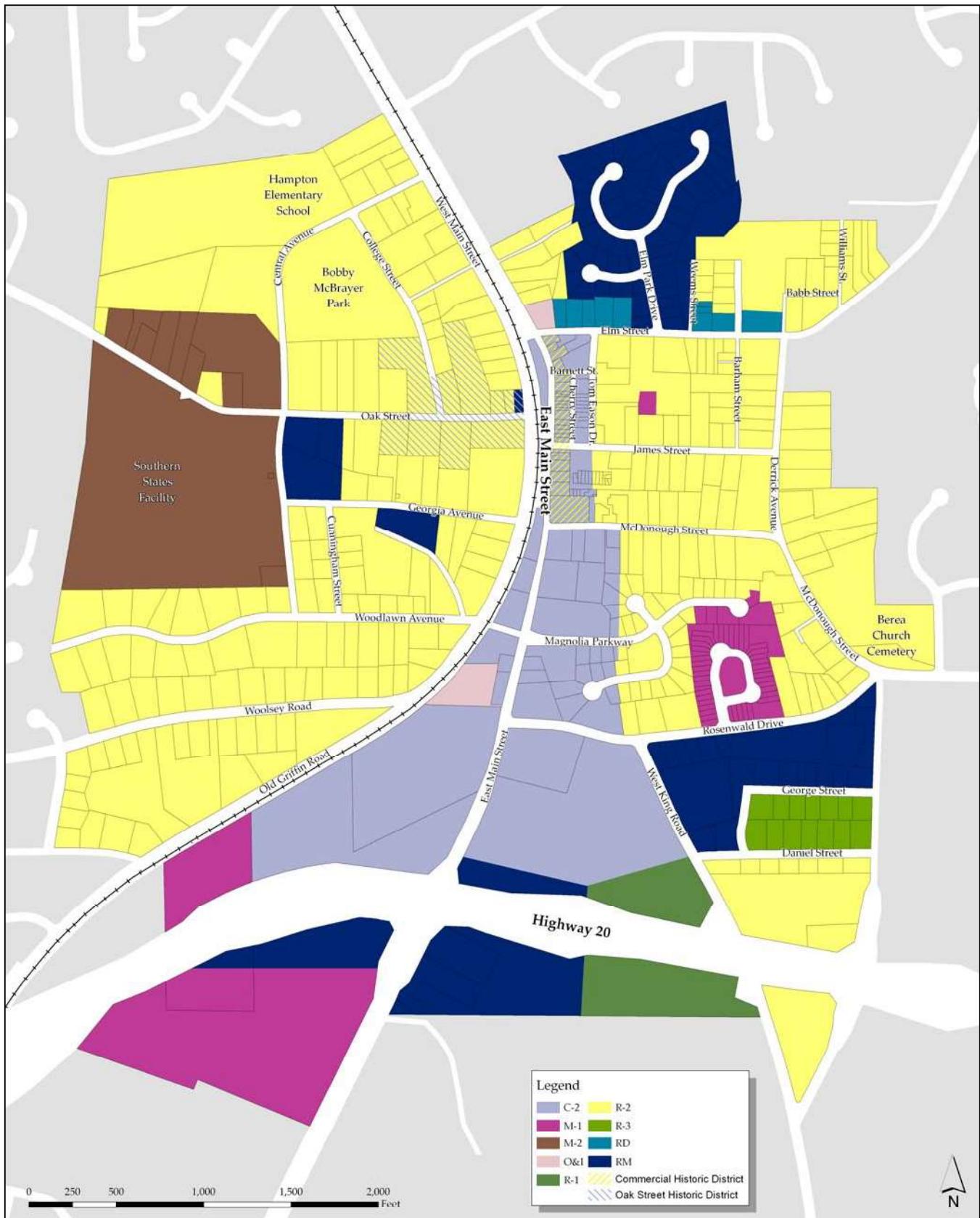
Strengths

- Two historic districts help ensure appropriate character along Main and Oak Streets.
- Current zoning requires open space in new residential developments.
- Shade trees and landscaping are required in new parking lots.

Weaknesses

- The zoning ordinance provides few design standards to ensure quality or compatible development.
- Minimum house size requirements do not allow for a full range of community housing needs in single-family zoning districts.

Current Zoning Classifications Within the Study Area



- Excess garage and parking requirements increase the costs of residential development.
- Required building setbacks prohibit sidewalk shops and discourage interactions between neighbors, except on existing streets.
- A number of businesses allowed in commercial zoning districts may not be compatible with a town-center setting.
- Mixed use development is not allowed by right.

Opportunities

- Zoning text and map amendments could support appropriate new development densities and forms.

Threats

- New development could occur that is not in keeping with Hampton's small town character.

Summary of Hampton Zoning Districts

Zoning District	Description
R-1: Rural Residential	Allows single-family dwellings Suburban density of one house per acre Minimum house size
R-2: Urban Residential	Allows single-family dwellings Density up to 2.4 houses per acre with public sewer Minimum house size
R-3: High Density	Allows single-family dwellings, including mobile homes Density up to 3.6 houses per acre with public sewer Minimum house size
RM: Multi-Family Residence	Allows low-density multifamily dwellings, including apartments, townhouses, and condominiums Density from 4-8 units per acre, depending on housing type and bonuses Maximum height of two stories Requires recreational facilities and masonry facades
RD	This district is found on the zoning map but not in the zoning ordinance
OI: Office Institutional	Allows churches, offices, hospitals and nursing homes, service retail, schools, etc. Maximum height of six stories
C-1: Neighborhood Commercial	Allows most retail stores, restaurants, car repair, liquor stores, etc. (no properties in the study area are zoned C-1)
C-2: General Commercial	Allows same as above plus more intense commercial uses Allows residences with special permission
M-1: Light Industrial	Allows light industrial uses (those that are nuisance-free and do not generate hazardous waste)
M-2: Heavy Industrial	Allows a broad range of industrial uses

The above table is a summary of the Hampton Zoning Ordinance. For complete and specific lists of allowed uses and other requirements, please refer to the ordinance itself.

Transportation

The study area's transportation network was formed around the historic Depot and railroad line. The Norfolk Southern railroad bisects the study area north-south, and is flanked by West Main Street/Old Griffin Road to the west and East Main Street to the east.

The street network within the study area is largely interconnected, with east-west streets perpendicular to Main Street and cross-streets every 400 to 700 feet. Sidewalks are provided along the core of East Main Street, but the pedestrian network is incomplete, connecting to only a few cross-street sidewalks. The following provides a baseline transportation inventory and assessment of the study area transportation system, presented by mode.

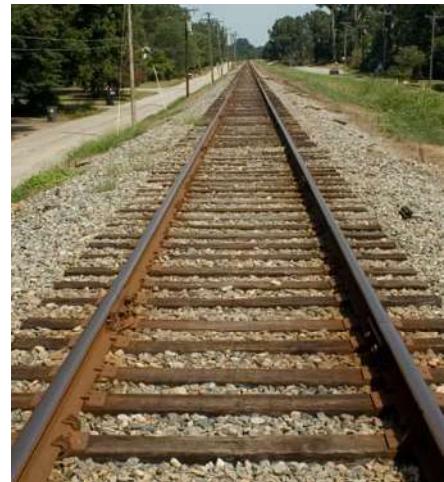
Roadway System

The roadway system is described by built characteristics as well as by utilization. One of the defining elements for streets is functional classification. Streets are classified by roadway purpose, whether it is primarily for providing vehicular throughput or access to property. Understanding functional classification is necessary in order to properly assess a roadway.

Functional classification is a hierarchical system with freeways and arterials providing the greatest mobility and limited access and local roads providing a higher level of access and lower level of mobility. Collector roadways provide a balance between arterials and local roads by allowing access for motorists to the roadway, while maintaining a reasonable degree of throughput capacity to enable traffic to move through the corridor. Functional classification is important for local, regional, and statewide planning and funding. Roadways classified as collectors and above are included in the Atlanta Regional Commission's (ARC) travel demand model. In addition, many federal transportation program funds are restricted to roadways classified as collectors, arterials, or freeways.

A majority of the study area's street network is classified as local streets. Largely, these local streets have two lanes and are posted with speed limits of 25 or 30 miles per hour (mph). Roads with a higher classification category than local are shown in the table on the following page.

The Joint Henry County/Cities Transportation Plan identified State Route 20/Bruton Smith Parkway (Highway 20), McDonough Hampton Road, and Hampton-Locust Grove Road as critical corridors. Some needs identified by the plan included concern about truck traffic within the downtown area, capacity concerns for Hampton-Locust Grove Road, and poor sight distance at the intersection of East King Road, Rosenwald Drive and McDonough Street.



The coming of the railroad is the reason for Hampton's existence



Most thoroughfares in the study area are two-lane local streets

Hampton Town Center Major Street Characteristics

Street Name	Functional Classification		No. of Lanes	Posted Speed Limit	Traffic Volume (Average Daily Traffic, 2009)	Level of Service
	GDOT	Henry County				
Hwy. 20/Bruton Smith Parkway	Urban Minor Arterial Street	Major Arterial	4	55 mph	11,510 (near Dorsey Rd.)	A
East Main Street	Urban Minor Arterial Street	Major Arterial-Other Main Street	2	25/45 mph	7,410 (near Elm St.)	C*
Woolsey Road	Urban Minor Arterial Street	Major Arterial-Other Main Street	2	35 mph	5,270	C*
Rosenwald Drive	Urban Minor Arterial Street	Major Arterial	2	35 mph	10,870 (near E. King Rd.)	C*
West King Road	Urban Collector Street	Collector	2	30 mph	620 (near E. King Rd.)	C*
Oak Street	Urban Collector Street	Collector	2	30/40 mph	3,320 (near US 19/41)	C*
Elm Street	Urban Collector Street	Collector	2	30 mph	Not available	n/a

Source: GDOT Functional Classification Map, Oct. 2009; Hampton Municipal Code, Ch. 82, Joint Henry County/Cities Transportation Plan, GRTA Generalized Annual Average Daily Volumes (GRTA DRI Review Technical Guidelines).

*LOS A or B cannot be achieved using GRTA methodology on non-state roadways.

Highway 20 (Bruton Smith Parkway) is a unique facility within the study area in that it has policy designations and regulations regarding its use and development. Henry County has designated Highway 20 as a truck route. In addition, the County adopted a Bruton Smith Parkway Design District to address access management and aesthetic standards for the corridor. These standards were not adopted by the City of Hampton.

Highway 20 is also included in the region's Congestion Management System and has been designated by ARC as a Regional Strategic Transportation System route in the Envision6 Regional Transportation Plan (RTP) and a North-South freight corridor within the Regional Priority Freight Highway Network as part of the Atlanta Strategic Truck Route Master Plan. These designations within the Atlanta metropolitan transportation planning process elevate SR 20 to a regionally significant roadway, eligible for funding within various programs and for which regional and state policies apply.



Signalized intersection of Highway 20 and East Main Street. Source: Google Earth, 2010

Traffic Controls

The study area has just one traffic signal, located at the intersection of Highway 20 and East Main Street. The intersection does not have marked crosswalks or pedestrian signal heads, but it is designed to handle turning movements by large trucks. The right turn lanes from Highway 20 to East Main Street are channelized, which causes vehicles to travel through the intersection without significantly decreasing their speed, which makes the intersection less safe for those on foot or cyclists.

Safety

Assessing crash history within a planning study is useful for flagging potential areas of concern at intersections or mid-block locations. Customarily, data for local area analysis is collected from the Georgia Uniform Motor Vehicle Accident Reports submitted to GDOT and compiled and summarized in a statewide database.

However, in examining the streets within the study area, it appeared that the crash data set was incomplete. Consequently, crash records for years 2007 through 2009 were collected from the City of Hampton police department. The crash records provided included a list of crash by date and street within the study area.

From the data provided, it appears that the greatest number of crashes occurred on East Main Street (23 total during the three-year period), followed by Oak Street (21 total) and Highway 20 (19 total). As the data contain no detail regarding location, severity of crash (property damage, injury, or fatality), manner of collision, or first harmful event, additional investigation will be required to determine if a safety concern is evident at any particular location.

Railroad

The Norfolk Southern Railroad line bisects the study area north-south and connects to Atlanta to the north and Macon to the south. According to Federal Railroad Administration (FRA) safety data, the line experiences up to six total trains a day and three through trains with speeds ranging from five to 25 mph. Two at-grade public street crossings are located at Oak Street and Woodlawn Avenue. The crossings accommodate both vehicles and pedestrians.

No crashes were reported by FRA at the Woodlawn crossing. Two crashes were reported at the Oak Street crossing prior to 1990. No crashes have been reported since 1990.

Transit

No fixed route transit service currently operates in the study area. Existing public transit services operating within Henry County include Henry County Transit demand-response service and Georgia Regional Transportation Authority (GRTA) Xpress commuter bus service.

GRTA Route 440 (Hampton-Jonesboro to Downtown Atlanta) provides weekday commuter service from a park and ride lot at the Atlanta Motor Speedway. The park and ride lot contains 100 spaces and is connected by a new sidewalk to downtown Hampton, approximately two miles to the east, although there is no safe pedestrian crossing of Highway 19/41.



The intersection of Highway 20 and East Main Street does not safely accommodate pedestrians

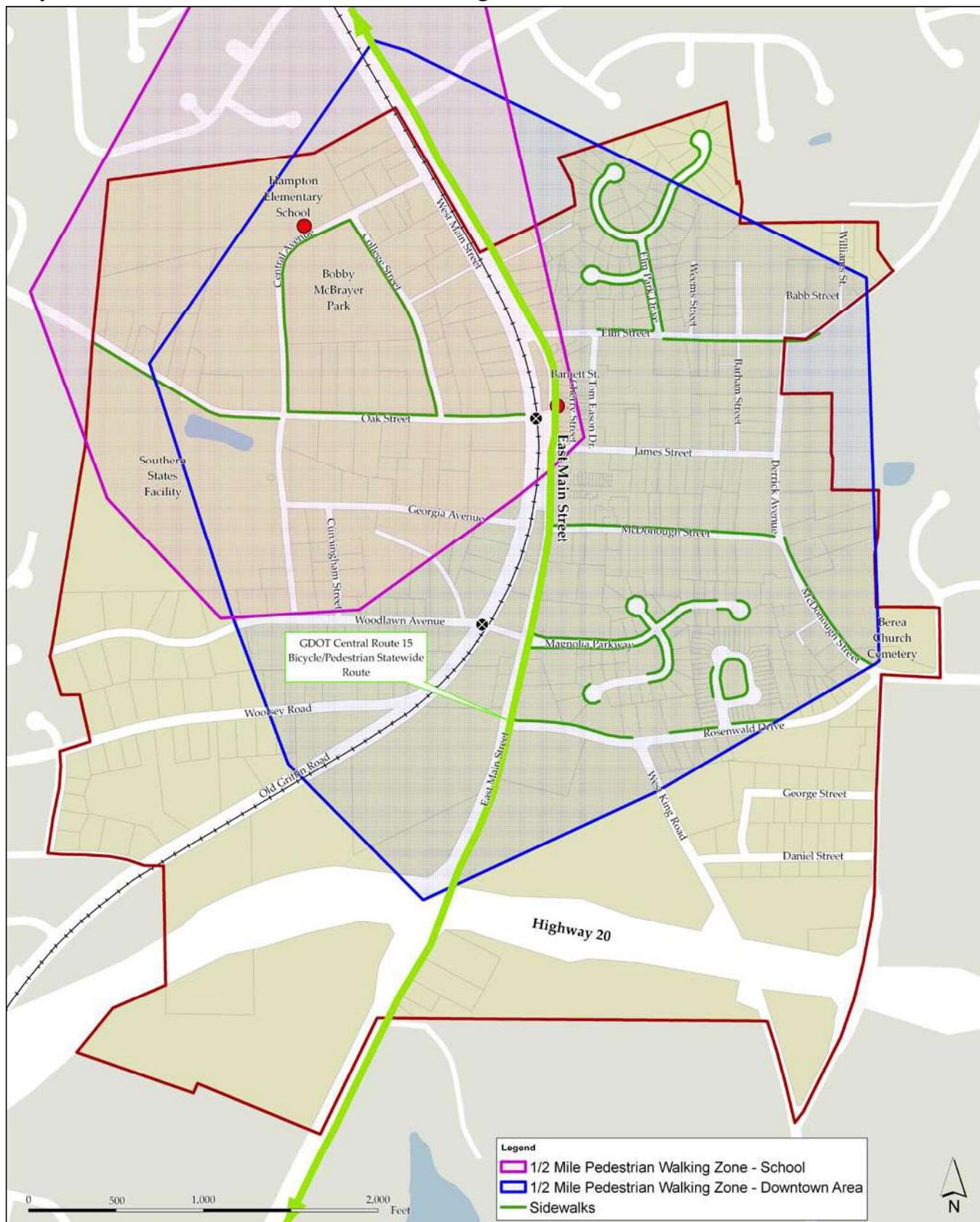


Up to six trains pass through Hampton each day



Express commuter bus route 440 runs from the Atlanta Motor Speedway to downtown Atlanta

Bicycle and Pedestrian Facilities and Walking Zones



Henry County Transit operates paratransit service in the area, and had a monthly average of 2,304 one-way trips to and from Hampton in 2010. Demand is gradually increasing, and most trips serve senior centers, medical appointments, and other service needs. Approximately one third of passengers are elderly.

The Norfolk Southern railroad is identified by the Atlanta Regional Commission as a Regional Strategic Transportation System Transit facility. The rail line has been identified for a passenger route that could potentially extend from Atlanta to Macon. A May 2010 report from the Brookings Institute identified economic development opportunities, operating cost estimates, station area plans, a market assessment, and financing options for this passenger rail corridor. This plan proposes a station in Hampton at a location currently without street access south of the Woodlawn Avenue railroad crossing.

The Transit Planning Board's Concept Plan 3 Regional Transit Vision identifies a shorter commuter rail alignment connecting the Southern Crescent terminal near Hapeville to Griffin, which would pass through Hampton. In addition, the Concept Plan 3 proposes arterial rapid bus service on US 19/41 and regional suburban bus service on Highway 20 from Hampton to McDonough.

Pedestrian and Bicycle Facilities

Only a portion of the study area roadways have sidewalks on one or both sides of the street, as shown on the previous page. Sidewalk construction in new residential developments has not been consistent, leaving gaps in the sidewalk on streets such as on Magnolia Parkway. Sidewalks are provided along East Main Street from Barnett Street to Rosenwald Street, but cross-street connections are lacking on James Street and Barnett Street.

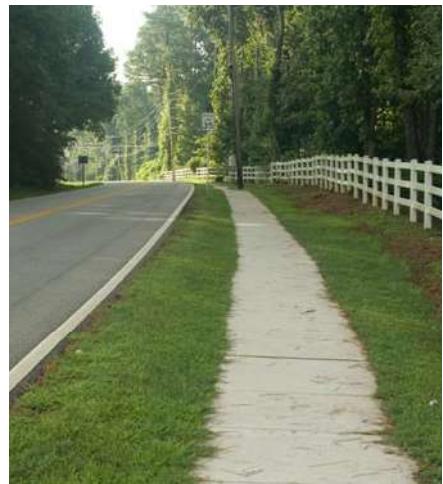
One observation regarding sidewalks within the study area is that they are narrower than typical sidewalks. As noted in the GDOT Pedestrian and Streetscape Guide (2003), the average space required for two people to pass on a sidewalk is four feet eight inches. Recommended width for sidewalks in residential areas is five feet, although six feet is desirable.

The one-half mile walking zones from downtown and the Hampton Elementary School are shown on the previous page. The zones show areas that are accessible within one-half mile on the existing street network and illustrate where sidewalks may be needed.

One existing inter-county bicycle route was identified in the study area. The Georgia Bicycle and Pedestrian Plan Statewide Route Network includes Central Route 15 on East Main Street. Central Route 15 extends from the City of Acworth in Cobb County to the Florida State line south of Valdosta, Georgia.



Gaps in sidewalks exist in new residential subdivisions

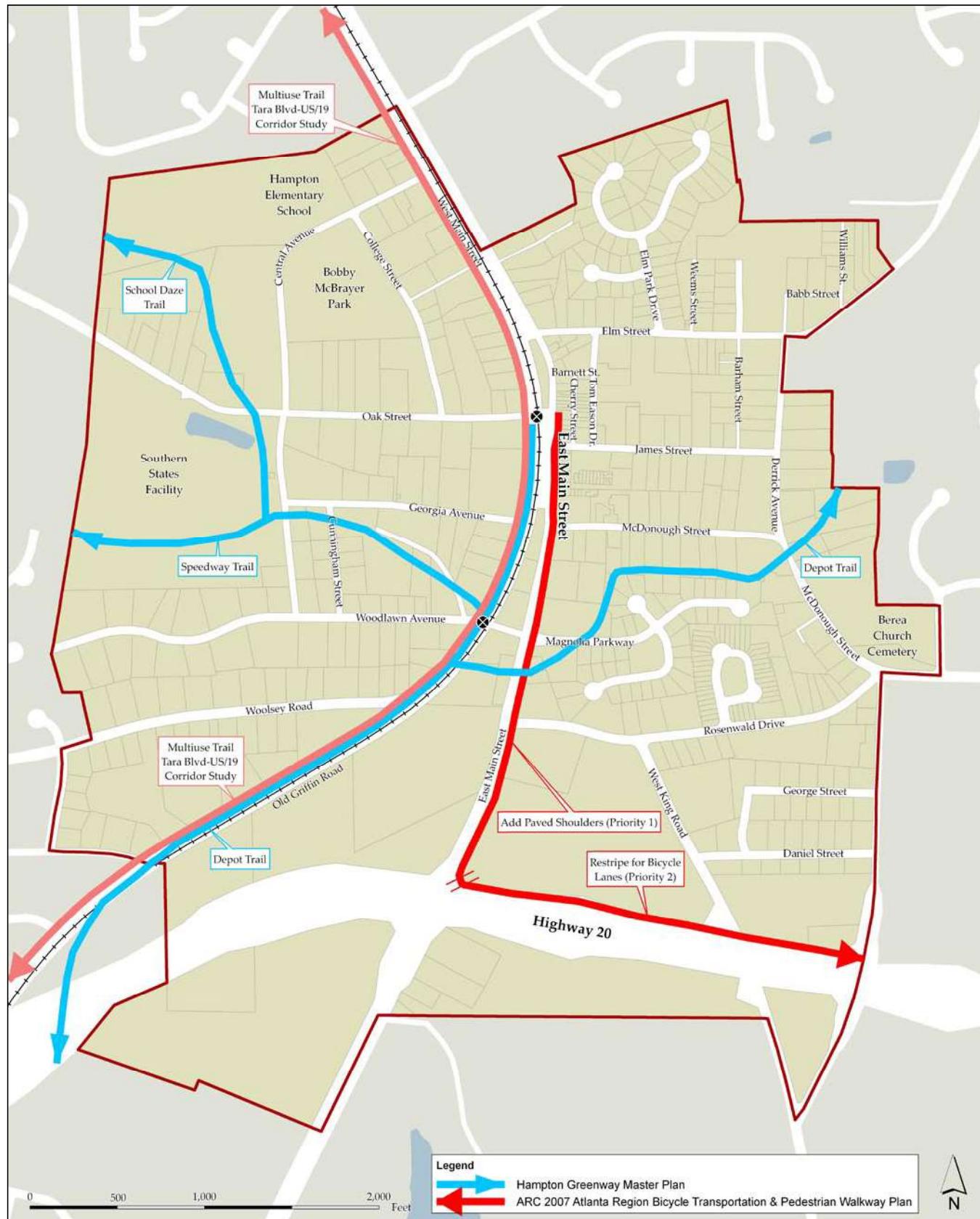


Sidewalks along Oak Street connect to the Atlanta Motor Speedway, but are only four feet wide



Residents asked for improved walking facilities on a number of streets

Previously Proposed Trail, Bicycle, and Pedestrian Facilities and Projects



Previously proposed bicycle facilities include adding paved shoulders to East Main Street between downtown and Highway 20, re-striping Highway 20 to include bicycle lanes, and constructing a multi-use trail along the railroad between Griffin and Morrow. A 2005 greenway master plan for Hampton identified three off-street trail routes within the study area.

Parking

Marked on-street parking spaces and public parking lots within the study area are primarily located downtown. Public parking lots are located at the Depot, City Hall, Police Department, and McBrayer Park.

Table 4: Hampton Town Center Public Parking Inventory

Location	Approx. Number of Parking Spaces
Hampton City Hall	39
Hampton Town Depot	30
Police Department	28
East Main Street	44 (18 angled, 26 parallel)
Cherry Street	18
Barnett Street	9
McDonough Street	6
James Street	3
McBrayer Park	24 lot near pavilion, 36 lot at Central Ave.
Hampton Elementary School	14 front lot; 76 side lot



More than 175 free parking spaces are available in downtown



Auto-oriented development could further deter walking and bicycling

Planned Projects

The only transportation-related projects identified for the study area from existing plans are bicycle, multiuse, or trail facilities, as noted previously. None of these projects are funded within the regional Transportation Improvement Program (TIP), nor are any projects identified within the regional long range transportation plan for the study area. Two projects were identified near the study area:

- HE-126A1: Widen Hampton Locust Grove Road from 2 to 4 lanes from Highway 20 (McDonough Road) to SR 155 (GDOT PI #343265, planned for 2020)
- SP-166: Widen US 19/41 from 4 to 6 lanes from Laprade Road in Spalding County to SR 20 in Henry County (GDOT PI #0000294, planned for 2020)

Strengths

- There are few major traffic or safety issues in the study area.
- Pedestrian improvements along East Main Street have made downtown a safe and pleasant place to walk.
- The existing street grid provides good connectivity and multiple routes through the town.

Weaknesses

- Cul-de-sacs in some newer developments do not enhance the historic street grid.
- Gaps in the sidewalk network negatively impact pedestrian connectivity.
- Sidewalks in many locations are too narrow for two people to comfortably walk together or pass.
- Free and unrestricted downtown on-street parking does not encourage turnover to allow convenient spaces for visitors. Prime spaces are not reserved for customers.
- Lack of safe places to bicycle.
- Intersection of East Main Street and Highway 20 is unsafe for pedestrians to cross.
- Previous greenway plan was not embraced because of right-of-way issues and trails in rear yards.

Opportunities

- Develop consistent pedestrian, bicycle, and trail infrastructure policies that meet established guidelines.
- Integrating transportation and land use planning for future passenger rail.
- Evaluate parking needs and requirements with proposed land development.
- Identify and prioritize potential multimodal projects.
- Local adoption of the Bruton Smith Parkway Design District to encourage more appropriate development along Highway 20.
- Restore shuttle service between downtown and the Atlanta Motor Speedway during special events.
- Passenger rail service could provide an alternative to driving to Macon, Atlanta, the airport, and other destinations, enhancing regional connectivity.
- Emergency vehicles should be more completely accommodated in future transportation improvements.

Threats

- New automobile-oriented development, particularly along Highway 20, could detract from the pedestrian environment.



Pedestrian improvements downtown have made East Main Street a safe and pleasant place to walk

Hampton Zoning and Subdivision Ordinance Review for Pedestrian Facility and Parking Requirements

Code Section	Zoning Designation	Pedestrian Facility Requirements	Parking Requirements
67-143	RA, Residential Agricultural	None	Residential parking garage
67-144	R-1, Rural Residential District	None	Residential parking garage
67-146	R-2, Urban Residential District	Sidewalks required for lots that are 100 feet wide or less	Residential parking garage
67-147	R-3, High Density District	None	Residential parking garage
67-149	RM -1, Apartments	<p>Required amenity options: 2,000 feet of three-foot wide walking trails; 1,000 feet of six-foot wide multi-use trails striped for bicycle and pedestrian usage.</p> <p>Increased density provision requires four-foot wide sidewalks on both sides of street for interior public streets and along public right-of-way frontage.</p>	<p>Two parking spaces for one to two bedroom apartments plus one additional space for each additional bedroom per apartment.</p> <p>Increased density provision requires two parking spaces for a one bedroom apartment, three parking spaces for a two or three bedroom apartment; one additional parking space per apartment for over three bedrooms</p>
	RM-2, Townhouses	<p>Required amenity options: 2,000 feet of three-foot wide walking trails; 1,000 feet of six-foot wide multi-use trails striped for bicycle and pedestrian usage.</p> <p>Increased density provision requires four-foot wide sidewalks on both sides of street for interior public streets and along public right-of-way frontage.</p>	<p>Residential parking garage. Two parking spaces for one to two bedroom apartments plus one additional space for each additional bedroom per apartment.</p> <p>Increased density provision requires two parking spaces for a one bedroom apartment, three parking spaces for a two or three bedroom apartment; one additional parking space per apartment for over three bedrooms</p>
	RM-3, Condominiums	<p>Required amenity options: 2,000 feet of three-foot wide walking trails; 1,000 feet of six-foot wide multi-use trails striped for bicycle and pedestrian usage.</p> <p>Increased density provision requires four-foot wide sidewalks on both sides of street for interior public streets and along public right-of-way frontage.</p>	<p>Residential carport or parking garage. Two parking spaces for one to two bedroom apartments plus one additional space for each additional bedroom per apartment.</p> <p>Increased density provision requires two parking spaces for a one bedroom apartment, three parking spaces for a two or three bedroom apartment; one additional parking space per apartment for over three bedrooms</p>
67-150	(1) Missing (p. 73) definition (2) Mobile Home Parks	None	Residential garage.
67-151	OI, Office Institutional	None	Not specified in section. Parking and loading requirements are included in Section 67-212.

Code Section	Zoning Designation	Pedestrian Facility Requirements	Parking Requirements
67-152	C-1, Neighborhood Commercial	None	Not specified in section. Parking and loading requirements are included in Section 67-212.
67-153	C-2, General Commercial	None	Not specified in section. Parking and loading requirements are included in Section 67-212.
67-154	C-3, Heavy Commercial	None	Not specified in section. Parking and loading requirements are included in Section 67-212.
67-155	M-1, Light Industrial	None	Not specified in section. Parking and loading requirements are included in Section 67-212.
67-156	M-2, Heavy Industrial	None	Not specified in section. Parking and loading requirements are included in Section 67-212.
67-157	PD, Planned Development	Approval or disapproval of PD includes "adequacy and arrangement of pedestrian traffic access and circulation including separation of pedestrian from vehicular traffic and pedestrian convenience."	
67-157	PD, Planned Development	Description is to be included in PD application report.	
67-160	Conservation Residential Subdivision	B(6)(7) Promotes interconnectivity of greenways and corridors within Hampton and adjacent jurisdictions.	Definitions: Residential parking garage is defined for two vehicles.
67-160	Conservation Residential Subdivision	F(9) Four foot sidewalks required on both sides of all streets, located at least three feet from back of curb. May substitute multiuse path.	F(13) Alleyways are required or may be substituted by parallel parking, designated parking areas, or combination. Alleyways can be used for multiuse trails.
67-160	Conservation Residential Subdivision	F(15)(a)(b) Multiuse paths required to connect to green space and nearest commercial area; minimum width is ten feet, with four feet minimum used for pedestrians and remaining width for bicycles or golf carts.	F(14) Residential parking garages are required.
67-160	Conservation Residential Subdivision	F(18) Optional required amenity includes 2,000 feet of three-foot wide walking trail.	
67-160	Conservation Residential Subdivision	I(1)(C) Multiuse paths, private alleyways (used as paths) or walking trails can be permitted use of green space.	

Code Section	Zoning Designation	Pedestrian Facility Requirements	Parking Requirements
69	Subdivision Ordinance		
69-22	Definitions	Note that Public Street definition doesn't specifically mention sidewalks, but states, "a public street includes the land between dedicated or prescriptive right-of-way lines whether improved or unimproved, paved or unpaved, and may be comprised of easement, shoulders, curb and gutter, drainage ditches and other structures and areas within the public right-of-way lines."	None
69-35	Preliminary Plat/Plan, Required information	Under proposed conditions, must show layout and names of proposed public streets, alleys, public walkways (bike trails, sidewalks, paths, etc.) with width of pavement and ROW.	None
69-37	Necessary Final Plan/ Plan Documentation	Must include as-built drawings of streets, sidewalks.	None
69-39	Final Plat/Plan Required Information	Must include location of sidewalks, pedestrian or bicycle ways and their length and width.	None
69-67	Intersection Geometry	Intersections must have pedestrian curb ramps that meet ADA minimum standards.	None
69-92	Sidewalks	Indicates sidewalks must be constructed within single-family, multi-family, commercial, industrial, and office developments/subdivisions on both sides of all streets and along the frontage of strip commercial/office development. Sidewalks must be constructed on perimeter of development along public streets. Specified sidewalk width is four feet. Sidewalks should be set back from curb four feet and landscaped between curb and sidewalk. Sidewalks will be installed before issue of building permits, "however, all sidewalks are required to complete throughout the subdivision in proportion to the construction of homes or buildings within a development." A three-year bond applies to sidewalks.	None

Markets and Demographics

It is important to gain a thorough understanding of demographic and economic conditions in Hampton before pursuing strategies for improvements. The following analysis looks at the people who live in and near Hampton and how the population is expected to grow. A detailed economic and demographic analysis, including detailed figures, sources, and methodology, is provided in Appendix A.

The analysis also explores existing housing, retail, and office space, and how much potential demand for these exists over the next ten years as population grows and as the economy recovers. In order to perform this analysis, three geographic areas were considered in addition to the study area.

- **Local Retail Market Area:** Those within a ten-minute drive of downtown Hampton will look to the study area for convenience-related goods and services as well as specialty shopping and entertainment.
- **Greater Retail Market Area:** Those within a twenty-five minute drive from downtown Hampton will look to the study area for destination shopping, restaurants, and entertainment
- **Residential Market Area:** Those within a fifteen mile radius of downtown Hampton. The majority of potential study area residents will relocate from this area.

Population and Demographic Trends

The approximately 500-acre study area has an estimated 635 persons in 264 households, or about 0.5 households per acre, and has experienced little growth over the past ten years. While population growth in Henry County has slowed from the extreme pace of the 2000s, all three market areas are expected to add population over the next ten years.

According to ESRI Business Information Solutions, median household income in the Greater Retail Market Area is \$59,557. This number is below the median for the Atlanta region as a whole, but above the national median. Over 17 percent of Greater Retail Market Area households earn more than \$100,000 a year.

In the study area and Local Retail Market Area, about two-thirds of the population is white and just under one third is African American. The Greater Retail and Residential Market areas are slightly more diverse.

In the Local Retail Market Area, 4 percent of population is Hispanic. A larger share of the population in the Greater Retail and Residential Market Areas are Hispanic (7.4 to 8.0 percent), compared to ten percent in the Atlanta region as a whole.



The Local (red) and Greater (green) Retail Market Areas show where potential shoppers will originate



The Residential Market Area shows where the majority of potential new residents will originate

The percent of Henry County residents over 55 years in age in 2010 is comparable to that of the Atlanta region, but that segment of its population is expected to grow considerably over the next 20 years. The Atlanta Regional Commission estimates that the 55+ population will grow by 266 percent in Henry County in the 2000-2030 period, compared to 127 percent in the Atlanta region.

According to the Bureau of Labor Statistics, the unemployment rate in Henry County was 10.3 percent in June 2010, similar to that in the Atlanta region, and slightly higher than the national average of 9.6 percent. The Atlanta Regional Commission estimates 45,612 jobs in Henry County as of 2009.

Market Segments

Recognizing that people who share the same demographic characteristics may have widely divergent desires and preferences, Community Tapestry data categorizes communities into 65 consumer groups or market segments.

While the characteristics of each market segment within the Hampton LCI study area vary, households within the market areas tend to be young families with incomes at or above the national median. Most households live in newly constructed single-family homes and ownership predominates, although some households rent. Spending tends to reflect family needs and include purchases for babies/children, home improvement and gardening needs, and big ticket home items.

Top market segments in the Retail and Residential Market Areas include Up and Coming Families, Green Acres, Midland Crowd and Sophisticated Squires. For more details on these and other segments, please see Appendix A.

Area Employees

The largest employer in the study area is Southern States, a high voltage switch manufacturer with a 30-acre, 160,000 square foot campus. Other businesses include the JailHouse Brewery, Wing Ranch, and a newly opened Japanese steakhouse, along with several service providers and offices. A number of government jobs also exist downtown.

According to ESRI Business Information Solutions, there are an estimated 119 businesses employing 883 workers within a one-mile radius of downtown Hampton. Within three miles, there are more than twice as many businesses (306) and employees (1,903).

Area employees are an important part of the local economic picture because market research demonstrates that office workers (as one segment of the workforce) spend between 10 and 15 percent of their expendable income in and near their places of work.



Henry County is expected to gain a significant number of residents over 55 years old in the next 20 years



Southern States is the largest employer in the study area

A survey conducted by the International Council of Shopping Centers found that downtown workers spent an average of \$130 per week during lunch and after work. This survey further revealed that:

- The majority of workers prefer to walk to lunch.
- The most frequent items purchased by workers include cards, stationery, gifts, drugstore items, books and magazines.
- With lesser frequency, workers buy office supplies, jewelry, apparel, accessories, housewares, cosmetics, arts and crafts, and items found in galleries.
- Many workers (28 percent) will stop for “after work” activities (drinks, dinner, and shopping) when such opportunities are available. Forty-eight percent of these workers are inclined to come back to the downtown district to eat and shop on weekends.

Jobs in and around the study area are dominated by the services and manufacturing sectors. Manufacturing jobs account for 35 percent of jobs within one mile and 27 percent within three miles. Services make up 33 percent and 38 percent, respectively. Health services are a large component of the sector, employing 306 persons (16 percent) within three miles.

Visitor Market

The Atlanta Motor Speedway is Hampton's most significant visitor attraction. Since 1969, the Speedway has hosted two NASCAR race weekends each year. It recently lost its spring event to the Kentucky Speedway, but will continue to hold the Labor Day weekend race, which attracted over 116,000 attendees in 2009. Additional happenings include Thursday and Friday night race series, driving schools, and other special events throughout the year.

As downtown Hampton develops, its ability to draw race visitors will improve, drawing travelers off of Hwy 19/41. Types of goods and services most desired by out-of-towners include:

- Restaurant, bar and eating choices representing a variety of cuisine and prices
- Convenience goods (grocery and drugstore)
- Recreational/sporting goods and services
- Unique, one of a kind, locally created arts and crafts items
- Gifts and souvenirs

Residential Market Analysis

The following characterize the existing housing supply.

- **Tenure:** In the study area, over 80 percent of homes are owned, a higher percentage than that in the Residential Market Area and the Atlanta region as a whole.
- **Vacancy:** Residential vacancy rates are 12 percent in the study area, compared to 9 percent in Henry County.



Those who work near downtowns tend to spend money there during or after work



The Atlanta Motor Speedway draws huge numbers of visitors to within less than 2 miles of downtown Hampton

- **Values:** Home values are lowest in the study area (median of \$75,625). The median increases for the Residential Market Area (\$128,267), but remains below that of the County (\$152,490).
- **Permits:** Only 15 building permits were issued for new residences within the City of Hampton in 2009. This is approximately 3% of the number of permits issued in the peak year of 2006.

Home prices and new home sales have declined sharply since 2005, but resale activity has been much stronger, largely due to foreclosures and bargain prices. Henry County remains an affordable option for homebuyers in the Atlanta region, with median sales prices of \$179,950 for new detached homes and \$107,950 for resales.

In terms of foreclosures, the Hampton 30228 zip code has been ranked as having the highest foreclosure “need” or risk in Henry County. Sales prices have fallen 30 to 50 percent in the past three to four years in communities in or near the study area.

The Henry County rental market remains strong compared to the Atlanta region as a whole. Occupancy rates for apartments in and near the study area are 90 percent or higher. Market rate one bedroom rents range from \$599 to \$920, two bedroom rents range from \$699 to \$1,170, and three bedroom units go from \$850 to \$1,405.

Demand Potential

A statistical demand analysis was performed for the Residential Market Area to estimate the potential market depth for for-sale and rental product in the study area.

During the first ten years of redevelopment, an estimated 1,141 for-sale and 729 rental units could be absorbed in the study area. This projection assumes that development will begin as the economy stabilizes, that marketable housing product will exist, and that an aggressive marketing program for new housing will be underway.

Housing types would include rehabilitated or newly constructed apartments, condominiums, townhouses and small-lot single-family detached homes.

Potential Housing Demand Estimates

Type of Housing	10-Year Market Area Potential Demand	Study Area Capture	10-Year Study Area Potential Demand	Potential Price Points/Rents
For-Sale	17,560 units	6.5%	1,141 units	Condos: \$90,000 to \$140,000 Townhomes: \$130,000 to \$180,000 Single-Family Detached: \$175,000 to \$250,000
Rental	11,215 units	6.5%	729 units	1 bd: \$750 to \$850 2 bd: \$850 to \$1,050 3 bd: \$1,100 to \$1,300



Henry County remains an affordable option for home buyers in the Atlanta region



Demand for new multifamily residential buildings exists in the study area

Retail Market Analysis

Downtown includes about 62,000 square feet of retail and services, along with several civic anchors. These are the Hampton Depot, where a seasonal weekly outdoor market is held, several city buildings, Hampton Elementary School, and Bobby McBrayer Park.

As of August 2010, there were 26 businesses in the study area, mostly along Main Street. Services (e.g., financial and real estate services, salons, car care, etc.) make up the majority of businesses and of commercial space downtown (67 percent and 58 percent, respectively). Restaurants and specialty shopping comprise less than one fifth of downtown space.

Downtown has an estimated vacancy rate of 13.5 percent for ground-floor commercial space. Lease rates vary, but interviews with local brokers indicate a range of about \$8 to \$12 per square foot triple net, with some first-year discounts for new tenants.

Demand Potential

In interviews, Hampton residents pointed out that they travel to Griffin, McDonough, or Lovejoy for daily shopping. This is evidence of what is called retail leakage, which means that consumers are looking outside the market area for goods and services.

Among the ten retail categories examined for Hampton on the following page, a leakage occurred in eight. This is evidence that the study area is not meeting its full retail potential. Total leakage in all seven categories is \$121.0 million, which translates to 533,415 square feet of retail space.

It is estimated that the study area has the potential to capture between 15 and 20 percent of sales leakage in the Greater Retail Market Area and 50 percent in the Local Retail Market Area. This translates to immediate potential demand for 98,537 square feet of retail space. A more detailed discussion of this demand analysis, including methodology, is found in Appendix A.

Based on the assumption that a comprehensive redevelopment and marketing program is underway, it is estimated that over the next ten years, the study area can capture 50 percent of the potential increase in Local Retail Market Area expenditures and 21 percent of the potential increase in Greater Retail Market Area expenditures. These capture rates translate to potential demand for new retail space as shown in the table on the following page. However, a passive or segmented approach to development would likely result in the study area achieving only a fraction of its estimated potential.



Services make up the majority of downtown businesses



There is a demand for more retail space within the study area over the next ten years

Potential Supportable New Retail Space in Study Area

Merchandise/ Service Category	Existing Unmet Demand		New Supportable Retail Space			Total New Supportable Space	
	2010		2015		2020		
	Capture	Sq Ft	Capture	Sq Ft	Capture	Sq Ft	
Local Retail Market Area							
Grocery	50%	16,036	48%	8,582	52%	10,813	35,430
Health & Personal Care	50%	7,028	48%	1,618	52%	2,039	10,685
Personal Services	n/a	n/a	48%	4,081	52%	5,143	9,224
Greater Retail Market Area							
Apparel	---	0	20%	11,489	24%	14,898	26,387
Home Furnishings	15%	28,907	17%	10,055	20%	13,039	52,001
Home Improvement	15%	7,659	18%	11,434	21%	14,827	33,920
Misc. Specialty Retail	15%	29,386	14%	9,264	16%	12,012	50,663
Restaurants	20%	9,520	23%	24,363	25%	29,187	63,070
Entertainment	n/a	n/a	23%	9,022	25%	10,808	19,830
Total	18%	98,537	21%	89,907	24%	112,765	301,210

Note: Due to the fact that demand for Convenience Goods and Personal Service businesses is derived primarily from nearby residents, captures are based predominately on Local Retail Market Area demand. Source: ESRI; Urban Land Institute; Marketek, Inc.

Office Market Analysis

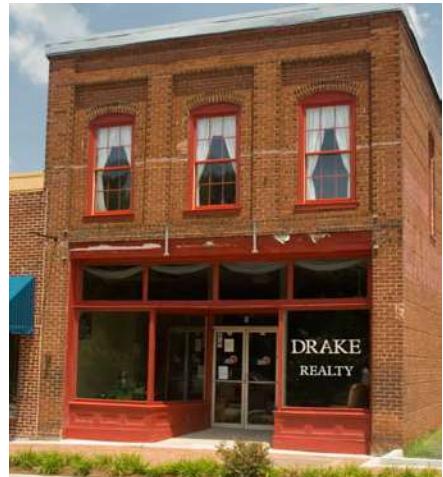
The predominant type of commercial real estate development and a significant driver of the economy in Henry County's I-75 corridor is big-box distribution-center buildings. The market for office space is small and includes a significant percentage of medical offices, due in large part to the presence of Henry Medical Center.

Accurately forecasting demand for leasable office space is difficult in a market like the study area, where extremely small-scale product and small tenants predominate. If current development patterns occur, the overwhelming majority of demand for office space will almost certainly take place in the McDonough area close to I-75.

It appears reasonable to conclude that demand for office space in the study area has the potential to capture 7.1 percent of the demand for office space in Henry for the near future and can average in the general range of 150,784 square feet over the next ten years. Given the vagaries of economics and real estate, of course, actual demand can fluctuate widely on a year-by-year basis.

As is the case with many smaller population centers such as Hampton, the office space inventory here is largely limited to small projects offering minimal increments of business and professional office space. Given the current economy and the study area's existing business base, it would appear unlikely that there will be any large-scale speculative office development here in the near future.

At the same time, though, residential development in the area could provide the basis for initial, carefully conceived infill medical and



Existing demand for office space is small, but some potential for new offices exists

professional office development in the immediate vicinity, perhaps taking the form of for-sale office condominiums accompanied by some leasable space.

Strengths

- Henry County has the potential to continue to be one of the region's fastest growing areas.
- Proximity to the Atlanta Motor Speedway brings a significant number of visitors to the area regularly.
- The presence of Southern States as a major employer.
- A number of housing types, including lofts and affordable apartments, exist within the study area.
- Housing and retail space within the Hampton area remains affordable compared to much of the Atlanta region.
- Diversity of existing small businesses within the study area.

Weaknesses

- Traffic is concentrated on Highway 19/41 and Highway 20, rather than bringing cars and people downtown.
- Existing vacant residential lots and commercial space due to the economic downturn and other factors.
- Existing housing mix does not accommodate the aging population.

Opportunities

- Demand for new housing and commercial space in the study area over the next ten years.
- Lack of growth in the study area means that small-town character has been preserved and future growth can be done right.
- Potential passenger rail could attract new residents and development to Hampton.
- Plans for film industry facilities near the study area could attract new residents and investment.
- An aggressive marketing program could attract new development, revitalize downtown, and draw more visitors to Hampton.

Threats

- Lack of a plan for appropriate growth will mean that new development does not respect Hampton's character.



Demand for development could create places that don't respect local character, unless well planned for



The seasonal farmers market helps draw visitors to downtown

Urban Design and Historic Resources

The historic patterns of a community's blocks, lots, and buildings often remain unchanged for generations. They are important for determining the feel of a town, how easy it is to travel through, how people relate to each other, and how land is used.

Street and Block Patterns

Streets and blocks are the most physically defining elements of a community. While buildings and land uses often change, street patterns can remain constant for centuries.

Existing street and block patterns within the study area are shown in the diagram at right. Eight spokes of roads converge in downtown Hampton and become West and East Main Street, Elm Street, McDonough Street, Highway 20, Floyd Road, Woolsey Road, and Oak Street. This provides multiple routes to the surrounding areas, which consist mostly of large rural tracts or large housing subdivisions, neither of which have through streets.

The Norfolk Southern railroad poses a barrier to east-west connectivity because there are only three crossings: Oak Street, Woodlawn Avenue, and Highway 20. Several north-south connections exist through downtown.

Within Hampton, the convergence of rural roads and highways creates a grid of interconnected streets, supplemented by a number of shorter cross streets. Blocks range from 100 by 300 feet east of East Main Street to 1,000 by 2,000 feet near Highway 20. Recent subdivisions have missed opportunities to enhance the street grid by connecting to existing streets instead of creating dead-end streets.

The most significant benefit of smaller blocks and a grid of streets is that there are more routes to a given destination. This avoids concentrating all traffic onto wide, high-speed roads. It can make all streets more pleasant for walking and biking, allow more direct trips, and prevent accidents or other obstructions from shutting down the street system by providing alternate routes.

Lot and Building Patterns

Lot patterns are also important in shaping communities, particularly because property lines remain stable over generations, even as the use of property changes.

Historic development patterns have divided land in the study area into smaller lots, the majority of which are less than half an acre. The diverse ownership of small properties can be beneficial to revitalization because it preserves diversity and character while allowing for incremental improvements by many smaller investors.



Diagram of street and block patterns in the study area



The railroad poses a barrier to east-west connectivity, but does have three crossings

Larger parcels remain on the edges of the study area. These include Hampton Elementary School, the Southern States facility, and several large properties along Highway 20. The scale and demands of modern real estate economics may make this last area desirable for redevelopment.

Buildings can, through their placement and form, work together to define public spaces greater than their individual parts. Examples in Hampton include the historic homes along Oak and West Main Streets, whose porches and proximity to the road create an intimate feel, and the East Main Street buildings that promote a strong sidewalk experience.

Strengths

- The existing grid of interconnected streets allows multiple routes to each destination.
- Historic building patterns make many streets pleasant, interesting, and well-defined public spaces.
- Small lots in the core of Hampton have allowed incremental revitalization of the area.

Weaknesses

- Dead-end streets in recent residential developments have missed opportunities to connect to the existing street network.

Opportunities

- New streets built with redevelopment could enhance connectivity through large blocks.

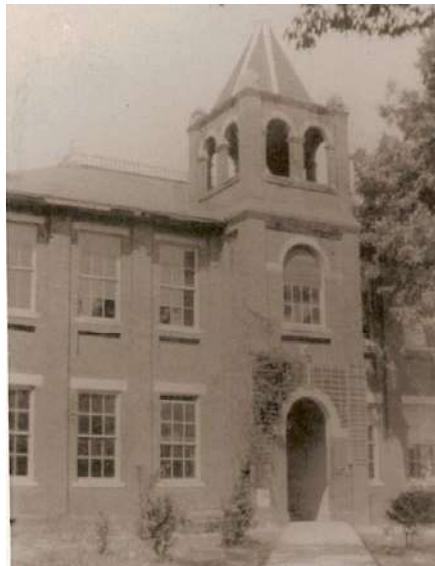
History

The Creek people transferred ownership of the land where Hampton now stands by treaty in 1821. An early settlement known as Bear Creek was relocated to what is now downtown Hampton when the railroad was constructed in the early 1840s. The town was named for General Wade Hampton, who served in the Revolutionary War and the War of 1812.

Hampton proved a desirable location in its early days because it was the only railroad station in Henry County. McDonough residents relocated to Hampton for the ease of transportation to Atlanta and Macon, as well as for the access to goods and services.

The town rebounded after being destroyed by General Sherman in 1864 and soon boasted warehouses, a passenger depot, a hotel, an academy, and four churches. Cotton mills arrived in 1900 and added jobs and warehouses to the town by producing yarn, hosiery, and undergarments. A number of large homes were built by the owners of local banks, mills, and fertilizer plants.

The twentieth century saw continued expansion of Hampton, even as passenger rail service and agricultural production of cotton, peaches, and livestock ceased. Southern States opened



Historic resources, such as the old Hampton High School, are irreplaceable once lost



The historic town fabric grew up around the Depot and is still largely intact

its Hampton plant in 1940. In 1960, the Atlanta Air Route Traffic Control Center and what is now the Atlanta Motor Speedway opened. Disinvestment in railroad service was offset by significant public outlays for new highways, most significantly the construction of Interstate 75, which began in Henry County in 1965 and was part of the multibillion dollar project to build I-75 through Georgia. Highway 20 was also widened in 2005 to increase access to the Atlanta Motor Speedway.

Because Hampton grew up around public transportation, the entire town grew up within a five minute walk of the depot, where most daily needs could be met. Just as in towns across America, architecture defined and dignified the public realm. Homes and other buildings faced the sidewalk and fronted it with entrances, storefronts, or porches.

The intimate historic residential areas of Hampton remain largely intact, as do the commercial buildings in the town's core. This preserved historic fabric will serve the town well, and has not been overshadowed by the automobile oriented commercial strips that dominate so many Georgia towns.

Recent efforts to improve Hampton have resulted in façade and sidewalk improvements along East Main Street, a plaza in front of the Depot that hosts a seasonal farmers market, and several new downtown businesses and residences.

While there are many historic structures in Hampton, only two buildings within the study area are officially designated as historic by the National Park Service. These are the Henderson Manufacturing Company buildings (now the Hampton Lofts), the oldest of which dates from 1907, and the Hampton Depot, which dates from 1881.

Some historical information in this section comes from Henry County, Georgia: The Mother of Counties by Vessie Thrasher Rainer, 1971.

Historic Architecture

Although a healthy variety of southern vernacular architectural styles exist within the study area, three differing areas merit special attention as having outstanding historical and architectural value, in addition to a number of individual structures.

East Main Retail Buildings

Starting with the Depot to the south and continuing with the one and two-story retail buildings found along East Main Street for some three blocks, these civic and mercantile buildings constitute a lively, well-maintained street façade of early 20th century buildings.

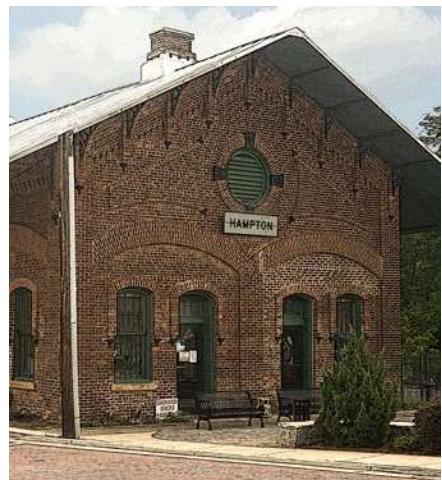
The Depot's romanesque form, victorian gothic brick detailing, and corbelling established it as the downtown's premier example of historic architecture. The Main Street buildings to the north display the



Hampton has avoided much of the sprawling development that began with the building of I-75



The Henderson Manufacturing Company buildings are listed on the National Register of Historic Places



The Hampton Depot is listed on the National Register of Historic Places

variety of simpler brick detailing and window treatments typical of small rural downtowns.

Although most of these façades have been painted, and in some instances stuccoed over, their architecture value lies in their collective (and continuous) visual synergy. As a downtown street wall, their combined aesthetic is significant. The continually thoughtful renovation of these structures is vital to downtown's success.

Cherry Street Buildings

The façades and buildings found along Cherry Street (and its extension as a service lane south of James Street) are unique examples of renovation and adaptive reuse. The primarily one-story rear façades on the west side of Cherry Street represent an eclectic array of "loft-style" buildings. On the east side, the renovated six-bay brick warehouse building and the two-story JailHouse Brewery building compliment the artist/industrial vibe of this small street.

A major contributor to this street's industrial aesthetic is the circa 1910 Hampton Lofts building. The historic value of this building is most significant, and its location as the southern terminus to Cherry Street is noteworthy.

As with the East Main Street buildings, it is the visually successful collection of façades and buildings that stand out. Addressing questions of further street enhancements, improvements to the screening of service areas, signage guidelines, etc. for this area will be important, yet the fundamental architectural fabric here is strong and should be maintained.

Gothic Revival Residential Architecture

The third district noteworthy for its architectural value is the collection of Gothic Revival styled homes along West Main Street. Located there within a span of three blocks are a number of late 19th century and early 20th century homes that display the characteristics of this romantic rural style—steeply pitched roofs with decorative bargeboards, paired matching front-facing gables, gothic-shaped gable louvers, and polychromed paint accents.

Although these homes might also be labeled Queen Anne, the Gothic Revival classification is most apt. Two fine additional houses of this style are nearby: the double-gabled house at 24 Oak Street and the house at 76 East Main Street with its five-bay porch (just outside the study area).

Folk National Styles

A number of diverse folk styles of residential architecture are also visible in Hampton. While not as immediately obvious as the styles outlined above, they contribute to the unique feel of Hampton's residential streets and serve as a reminder of the town's past.



The preservation of the unique buildings along East Main Street is key to downtown's success



Lofts in historic buildings along Cherry Street are important examples of adaptive reuse



Gothic Revival decorative elements define a number of Hampton homes

2 West Main Street

This large, rural victorian house has historic value not only for its architectural character—a stately Queen Anne style with multiple triangular gables and three-sided wrap-around porch—but also the extensive landscaped grounds that it occupies. The home displays exceptional spindlework ornamentation in its gables, and a delicate spindlework frieze at its porch. Its slender turned porch columns also mark this as “Spindlework Queen Anne.”

As with the other structures noted in this section, it is the combination of architecture and site that sets this home apart as outstanding. The garden-like qualities of the corner site at Oak and West Main Streets present a well-maintained historical snapshot of a grand victorian house and its grand yard. The potential for the structure and its grounds as an event facility or community center with public gardens is one potential concept for consideration.

Old Berean Church

This beautiful white clapboard church, located prominently on McDonough Street, is a noteworthy example of Rural Gothic Revival ecclesiastical architecture. The structure's steep gables and irregular shape, along with its pointed arched windows, hallmark this style.

Although the structure has been renovated (recladding in vinyl siding, a new standing seam roof), the color choices (white siding, dark green roof) are in character with the aesthetic of wood-framed country churches. Indeed, the absence of any improperly-scaled addition to the original church further establishes the Berean Church as an outstanding visual asset for Hampton.

Adaptive Reuse Potential

A number of structures in the East Main/Cherry Street area should be acknowledged for their potential for adaptive reuse. This denotes potential changes in the use of a building, or the continuation of the existing business uses with façade and renovation upgrades to make it compatible with neighboring buildings.

The five buildings identified below and shown on the map on page 38 have high potential for adaptive reuse, although a number of other buildings in Hampton are also appropriate for adaptive reuse.



Folk architectural styles are an important part of Hampton's diverse heritage

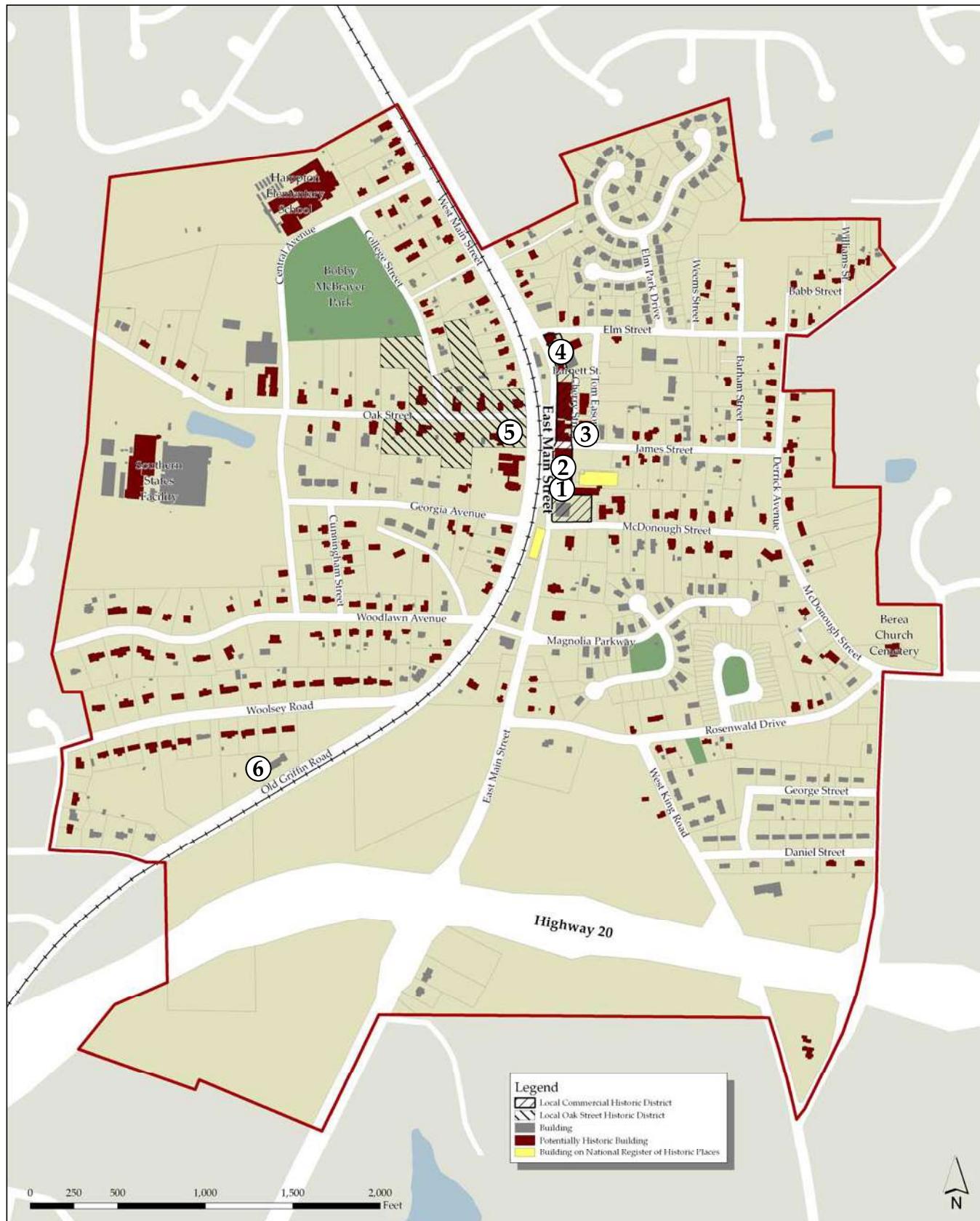


The historic house at 2 West Main Street has significant potential for adaptive reuse



The historic Berean church is a noteworthy example of Gothic Revival architecture

Historic Resources Within the Study Area (Including Buildings With Potential for Adaptive Reuse)



Potential Adaptive Reuse #1

This auto repair business brings considerable activity to the south end of East Main Street. A creative façade renovation (one that potentially uses a warehouse-loft aesthetic) could greatly improve the building's look while celebrating the appropriateness of this use. In addition, the building's second floor may be appropriate for a use compatible with the auto repair business.



The auto repair shops and adjacent buildings could be enhanced with façade improvements

Potential Adaptive Reuse #2

The low-slung retail shops that adjoin the auto repair shop also contribute valuable business activity to East Main. However, these structures require a new, simple brick façade to bring them visually on par with buildings to the north.

Potential Adaptive Reuse #3

At the corner of Tom Eason Drive and James Street, this simple concrete building has re-use potential for a corner restaurant or artist studio/shop. As a transitional structure to potential redevelopment east of Tom Eason Drive, it is an important site.

Potential Adaptive Reuse #4

Located near the north end of East Main Street, this two-story brick structure, although internally gutted, should be targeted as highest priority for extensive renovation and reuse. The building's seven-bay brick façade, even in its current condition, is a handsome visual component to East Main Street.



This simple concrete building has potential for adaptive reuse as a restaurant or artist studio/shop

Potential Adaptive Reuse #5

The Queen Anne style house at West Main Street and Oak Street has been noted above for its historical value and significant reuse potential. See page 37.

Potential Adaptive Reuse #6

The Fortson Public Library, owned by Henry County and now closed, retains potential for a civic or other adaptive reuse

Strengths

- A number of intact historic buildings remain in Hampton and contribute to the town's character.
- The three unique architectural aspects outlined here set Hampton apart from other towns.
- The precedent for adaptive reuse of historic buildings for residential and commercial purposes is significant.
- Façade grants have enhanced many buildings along East Main Street.



This structure should be the highest priority for potential adaptive reuse

Weaknesses

- Historic residential and retail space may not meet current market demand.
- Some alterations made to historic buildings detract from their architectural integrity.

Opportunities

- A number of structures identified above are appropriate for preservation through adaptive reuse.

Threats

- Neglect of vacant or abandoned buildings could lead to their damage or loss.



Historic buildings lost to decay or demolition are assets that can never be replaced

Environment and Open Space

The study area's gently rolling terrain is typical of Georgia's Piedmont region. Before European settlement, the study area was largely covered with mature forests of hard and softwood trees. The land was cleared for farming and other purposes beginning in the early 1800s.

There are no significant creeks, bodies of water, or wetlands within the study area, although there is a one-acre pond on the Southern States property along Oak Street. The study area falls within the watershed of the Towliga River, which flows to the Ocmulgee and Altamaha Rivers and the Atlantic Ocean.

Significant human impacts on the natural environment in the study area did not begin until the railroad brought population growth that spurred the development of land. Today, no agricultural land or significant woodlands remain in the study area.

Current and historic and commercial industrial activities in Hampton may mean that some soil, even on property that is now vacant, is potentially contaminated. Redevelopment will likely involve testing for pollutants and may involve remediation on certain sites.

The Southern States facility is designated as a hazardous site by the Georgia Environmental Protection Division, due to the presence of a number of contaminants in the groundwater. Cleanup activities are being conducted and no human exposure through drinking water has occurred. Furthermore, this land is not likely to be redeveloped in the near future.

A significant amount of land within the study area is covered with impervious surfaces such as parking lots and buildings. This prevents rainfall from being absorbed into the ground. Impervious surface approaches 100 percent in some areas of downtown, but this concentration of development can help reduce the need for larger ecological impact elsewhere.

Open Space

Scattered across the study area are several small parks and open spaces. These provide greenery and gathering points within walking distance of many homes.

The 8.8-acre Bobby McBrayer Park provides a picnic area, gazebo, walking paths, a skatepark, tennis courts, and open fields for passive or active recreation. During interviews with local residents, the park was identified as an important public space.

No other significant public parks exist within the study area, but two small parks in residential developments combine with other public spaces to provide outdoor spaces near most homes. These other public spaces include the plaza in front of the Depot, a small park



McBrayer Park provides a variety of recreational amenities and gathering places



Stream erosion in the study area is largely the result of the significant amounts of impervious surface

along Rosenwald Drive, three cemeteries, and other semi-public greenspaces. The predominance of detached residential buildings also means that most homes have their own private greenspace.

Despite a scattering of parks, the study area itself is less than four percent public open space, a low figure compared to most communities.

Strengths

- The existing McBrayer Park is adequate and popular with local residents.
- Existing greenspace is within walking distance of most parts of the study area.

Weaknesses

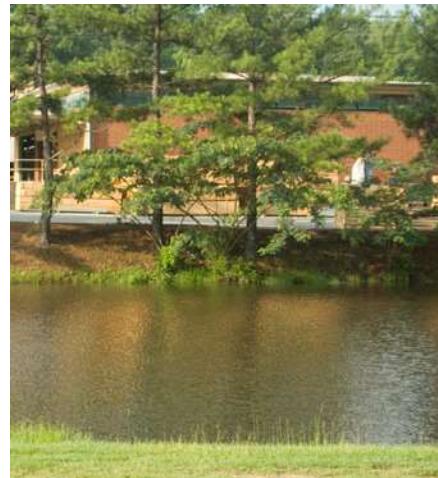
- There is no focal point or square for the town.
- There is little park space within a short walk of downtown.
- Walking and biking connection to and between parks and public spaces is poor.
- The number of places for social interaction is limited.
- Zoning requirements limit the use of pervious surfaces for drive-ways and parking areas.

Opportunities

- New public pocket parks could benefit residents and serve as gathering places.
- New development patterns and building techniques could help preserve environmental resources.

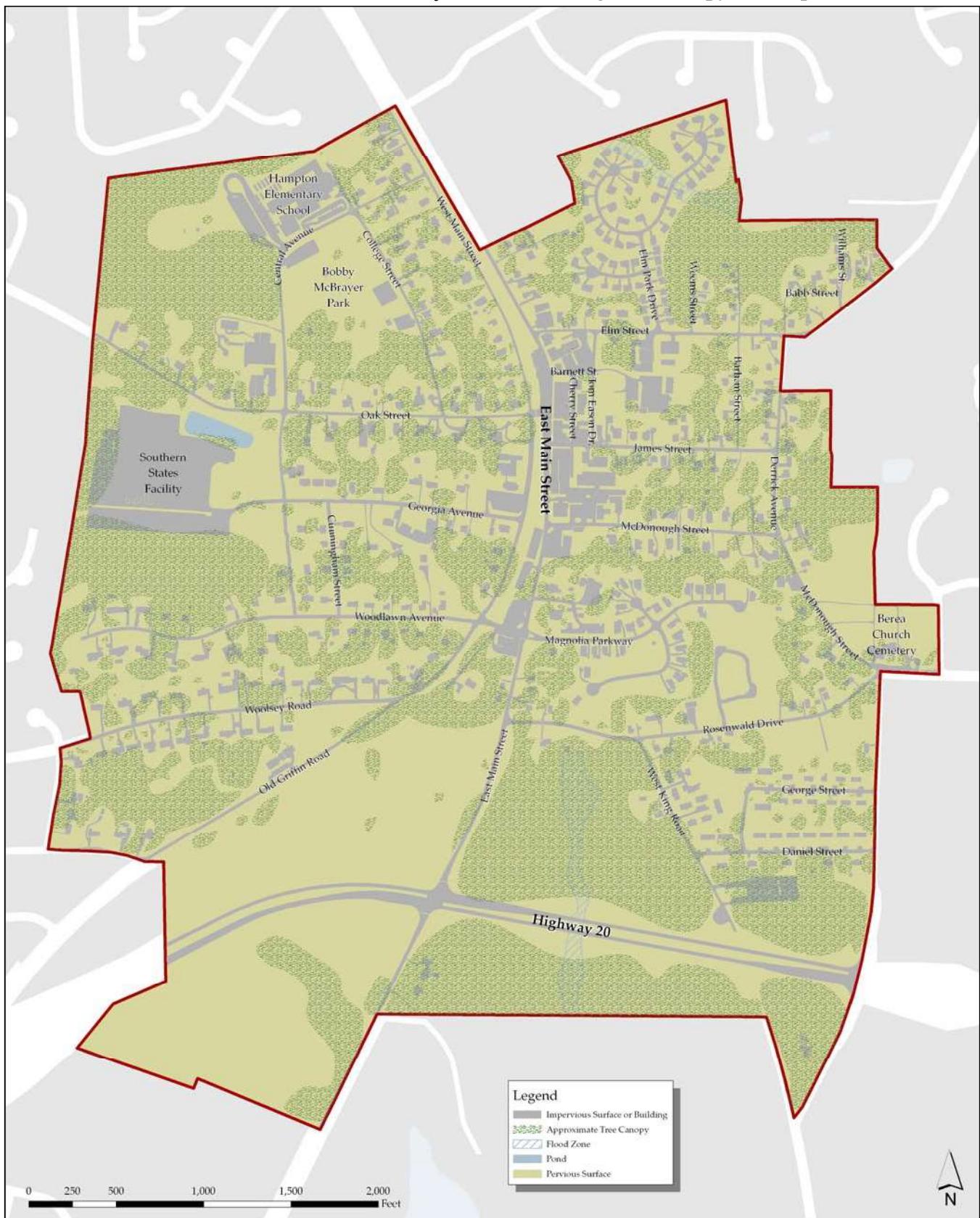
Threats

- The potential presence of contamination on redevelopment sites could make their reuse financially difficult.

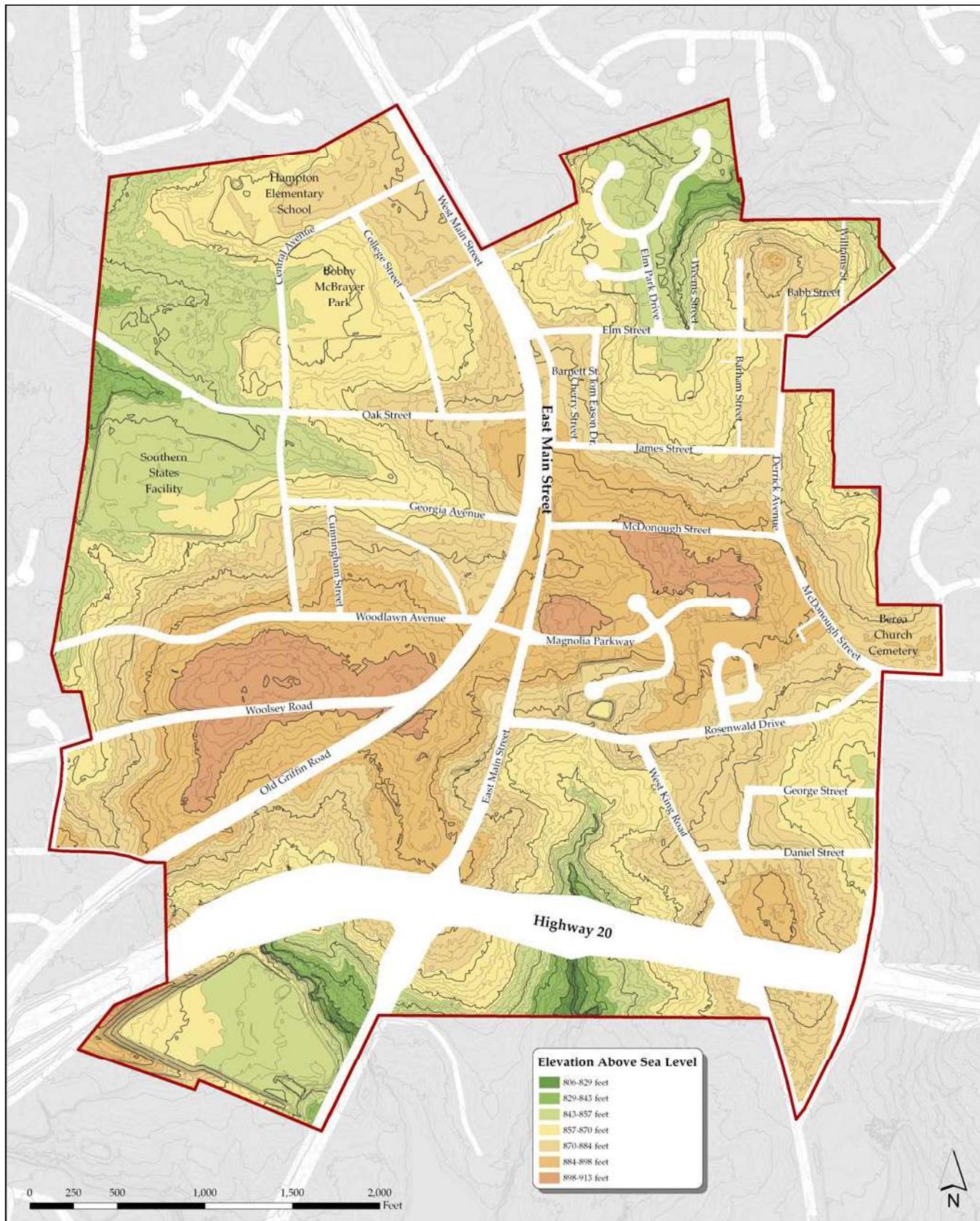


The pond on the Southern States property is the only significant body of water in the study area

Environmental Features Within the Study Area (Including Tree Canopy and Impervious Surface)



Topography Within the Study Area



Notice higher areas near downtown and along Woolsey Road

Lifelong Communities

Lifelong communities are places where people of all abilities can live throughout their lifetime. Components that make a community a place where individuals can age in place successfully include a range of housing and transportation options (including a connected and walkable environment), opportunities that encourage healthy lifestyles, and access to supportive services and information.

Central Hampton is a place where people of all ages and abilities live, but the area lacks some amenities and characteristics that are important for an aging population or those with physical disabilities.

Connectivity is already a part of Hampton's street network, but some links are missing, particularly with regard to railroad crossings. Pedestrian access is satisfactory downtown, along street with new sidewalks, and on some low-traffic residential streets, but pedestrian access to many areas is incomplete. Transit service serves the population with a combination of door-to-door paratransit and accessible commuter bus.

The mix of neighborhood retail and services in Hampton means that not all daily needs can be met within walking distance of most homes. There is a lack of retail diversity (particularly for groceries), clothes, and certain services such as medical offices.

Social interaction between people of all ages and abilities occurs in Hampton primarily in semi-public settings such as restaurants and churches. Exceptions are the informal social encounters that occur along Main Street, in McBrayer Park, and during special events such as the farmers market or parades.

A diversity of dwelling types is also important for establishing a diverse residential population because of the needs of different groups. Few market-rate rental units are available in the study area, but a mix of large and small homes, apartments, and lofts provide places for people in many walks of life to live. There is a dearth of accessible, low-maintenance housing for those who are no longer able to maintain a yard, which may mean that current residents will relocate elsewhere as their physical abilities change.

Healthy living incorporates a variety of aspects including access to healthy air, water, food, health care, and places to be physically active. Hampton offers a number of places for physical activity, but they are not interconnected; it is difficult to reach all parks and sidewalks from any given point on foot.



Non-automotive transportation is important for an aging population, for both mobility and health



Access is critical for those with mobility impairments (image courtesy Michael Ronkin)



A variety of housing types promotes age diversity in a community

Lifelong Communities Assessment

	Principle	Met?
Mobility and Accessibility	Streets that are welcoming and unintimidating	<input checked="" type="checkbox"/>
	Traffic calming strategies that make the environment feel safe	<input checked="" type="checkbox"/>
	Plantings and fencing positioned to reduce traffic noise	<input checked="" type="checkbox"/>
	Engaging frontages that include diverse urban and building form	<input checked="" type="checkbox"/>
	Walkable/fall-safe sidewalks	<input checked="" type="checkbox"/>
	Manage sidewalks during any construction and repair to avoid access barriers	<input checked="" type="checkbox"/>
	Manage sidewalks to avoid cluttering of pedestrian environment	<input checked="" type="checkbox"/>
	Grade level changes that are clearly marked and well-lit	<input checked="" type="checkbox"/>
	Handrails installed where appropriate	<input checked="" type="checkbox"/>
	Curb cuts at all intersections	<input checked="" type="checkbox"/>
	Pedestrian friendly sidewalk paving	<input checked="" type="checkbox"/>
	Trees for shade	<input checked="" type="checkbox"/>
	Sensory cues at decision points, such as junctions or grade changes	<input checked="" type="checkbox"/>
	Adequate pedestrian lighting	<input checked="" type="checkbox"/>
	Crossable streets	<input checked="" type="checkbox"/>
	Accommodation for specialized vehicles (power chairs, golf carts, etc.)	<input type="checkbox"/>
	Sitting arrangements to provide respite and facilitate conversation	<input checked="" type="checkbox"/>
	Sturdy seating with arm and back rests, made of appropriate materials	<input checked="" type="checkbox"/>
	Covered bus stops with seating	<input type="checkbox"/>
Dwelling	Areas of sun and shade considered in the design of the street	<input type="checkbox"/>
	Gates/doors requiring less than 5 pounds of pressure to open & having lever handles	<input checked="" type="checkbox"/>
	Consideration given to required vegetative buffers and pedestrian access	<input checked="" type="checkbox"/>
	Consideration given to parking requirements and pedestrian access	<input checked="" type="checkbox"/>
	Centralized transit waiting areas	<input type="checkbox"/>
	Transit stops that provide protection from rain, wind and sun	<input type="checkbox"/>
	Smart transit technology that alerts riders to bus/shuttle's arrival time	<input type="checkbox"/>
	Smart transit technology alerts bus drivers to riders waiting out of sight	<input type="checkbox"/>
	Stops for shuttles, jitneys, buses and light rail	<input type="checkbox"/>
	Diversity of housing (varying sizes, products)	<input checked="" type="checkbox"/>

Social Interaction	Front yard gardens, porches and stoops	<input checked="" type="checkbox"/>
	Reinforcement of found gathering places	<input checked="" type="checkbox"/>
	Community rooms (large enough for exercise classes, meetings, movies)	<input checked="" type="checkbox"/>
	Opportunities for meaningful volunteer activities (e.g. after-school tutoring)	<input checked="" type="checkbox"/>
	Active and passive open space such as dog parks, playgrounds, etc.	<input checked="" type="checkbox"/>
	Third-places such as parks, shops, community centers, etc.	<input checked="" type="checkbox"/>
Healthy Living	Daily needs within safe and inviting walking distance	<input type="checkbox"/>
	Fall-safe environment	<input checked="" type="checkbox"/>
	Shorter block sizes	<input checked="" type="checkbox"/>
	Walkable destinations	<input checked="" type="checkbox"/>
	Designated walking loop	<input type="checkbox"/>
	Exercise and recreation venues (e.g. bocce, dancing, tennis, yoga, tai chi)	<input type="checkbox"/>
Access to Services	Swimming pool	<input type="checkbox"/>
	Community equipped with access to health services and education	<input checked="" type="checkbox"/>
	Community concierge (and case management)	<input type="checkbox"/>
	Neighborhood access to healthy foods	<input type="checkbox"/>
	Community bulletin boards	<input checked="" type="checkbox"/>
	Wayfinding signage	<input type="checkbox"/>
Community must have local access to ordinary daily needs that are location appropriate		<input type="checkbox"/>

- Yes, this principle is met in the study area
- Partly Yes, this principle is met in parts of the study area
- No, this principle is not met anywhere in the study area

Public Facilities

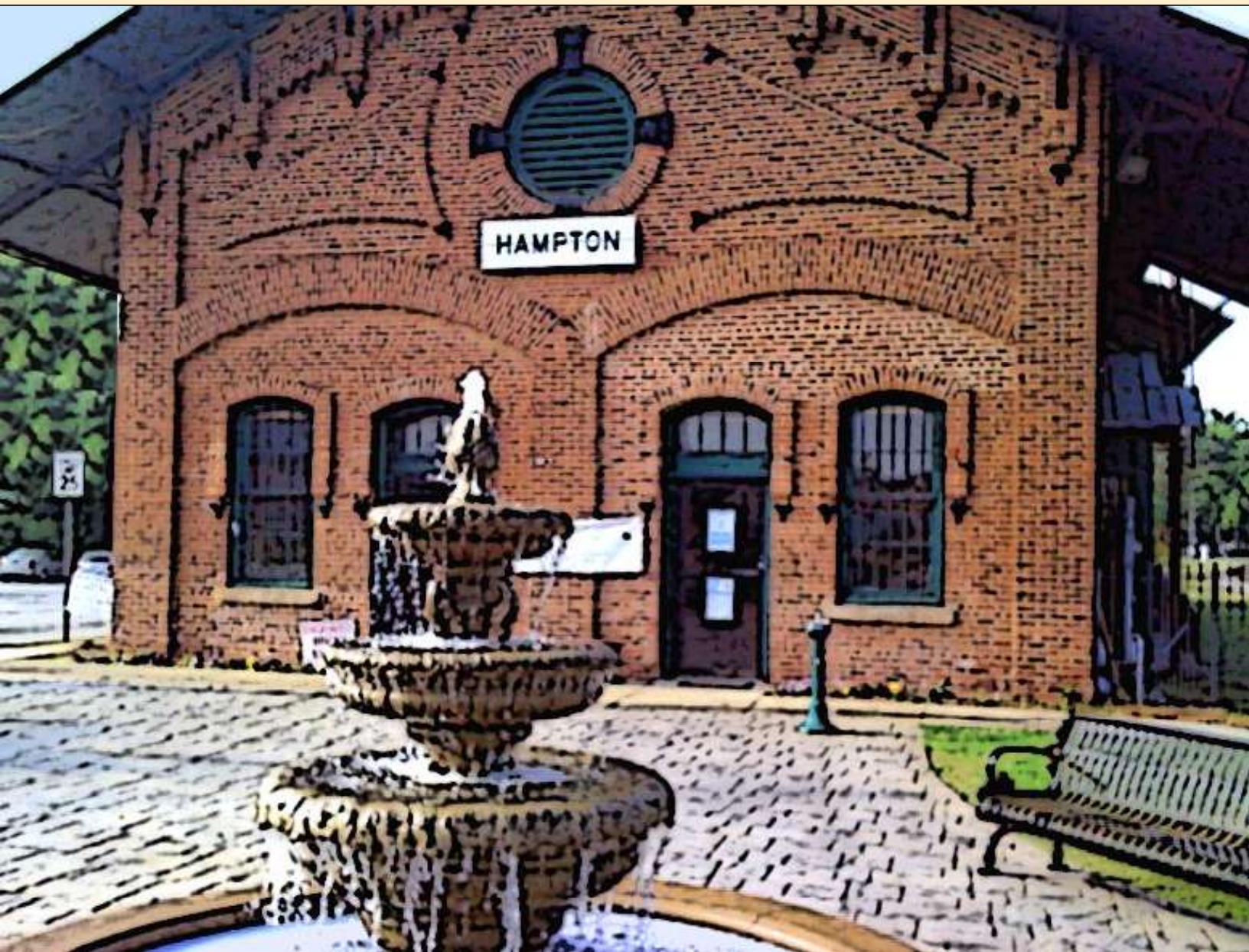
The relatively small size of the study area means that the number of public facilities is limited, although a new public library has recently been constructed just east of the study area.

- **Hampton Elementary School** is located on Central Avenue and serves approximately 400 students between Kindergarten and 5th grade.
- Henry County **Fire Station Number 5** is located along Elm Street just east of downtown Hampton.
- The Hampton **Police Department** headquarters is located at the corner of East Main Street and McDonough Street, across from city hall.
- The **Hampton Depot Museum** features photographs, memorabilia, and other objects from the town's past.
- Hampton's **City Hall** is located on East Main Street.



Hampton Elementary School is the only educational institution in the study area

Part 3: Outreach



Overview

In any planning process, open and effective community engagement is fundamental to ensuring that the plan's goals and vision reflect the community's ideals, and that the implementation plan is not only feasible, but that there is adequate buy-in from the community to press forward with implementation after the plan document is complete and adopted. To promote active stakeholder participation throughout the planning process, the consultant team utilized several mechanisms, including public meetings and workshops, creation of a Core Team, and print and electronic outreach tools. All public meetings were held at the Hampton Depot.

Kick-off Meeting

A public kick-off meeting was held on August 9, 2010, marking the beginning of the community engagement process for the Hampton Town Center LCI study. At this initial meeting, the consultant team was introduced and attendees were informed about the LCI process, as well as some examples of earlier LCI studies that have seen successful implementation. In closing, attendees took an opportunity to share some initial feedback regarding their likes and dislikes, what they would like to see for the future in Hampton, and transportation concerns.

Community Workshop

The second public meeting was the Community Workshop, which was held on October 21. Stakeholders from throughout the study area gathered to hear the preliminary findings of the inventory and analysis of the existing conditions, and to provide valuable input through interactive table breakout sessions. In addition to the information gathered through the technical analysis, the consultant team presented the results of the online image survey, which was utilized to gauge public opinion on building types, transportation facilities, and other options, as well as spur discussion.

After the presentation by the consultant team, attendees were divided into groups to focus on key locations throughout the study area. Each group identified on maps of the study area desired future land uses, building scale, areas that should be preserved, and other points of interest within the study area. At the conclusion of this exercise, each group presented its recommendations to all in attendance. The ideas garnered through this activity served as a foundation for the final plan.

Public Plan Presentations

On December 13, 2010, the public was invited to the Depot for the Draft Plan Presentation. At this meeting, the consultant team presented the initial plan for the study area and welcomed feedback from stakeholders.



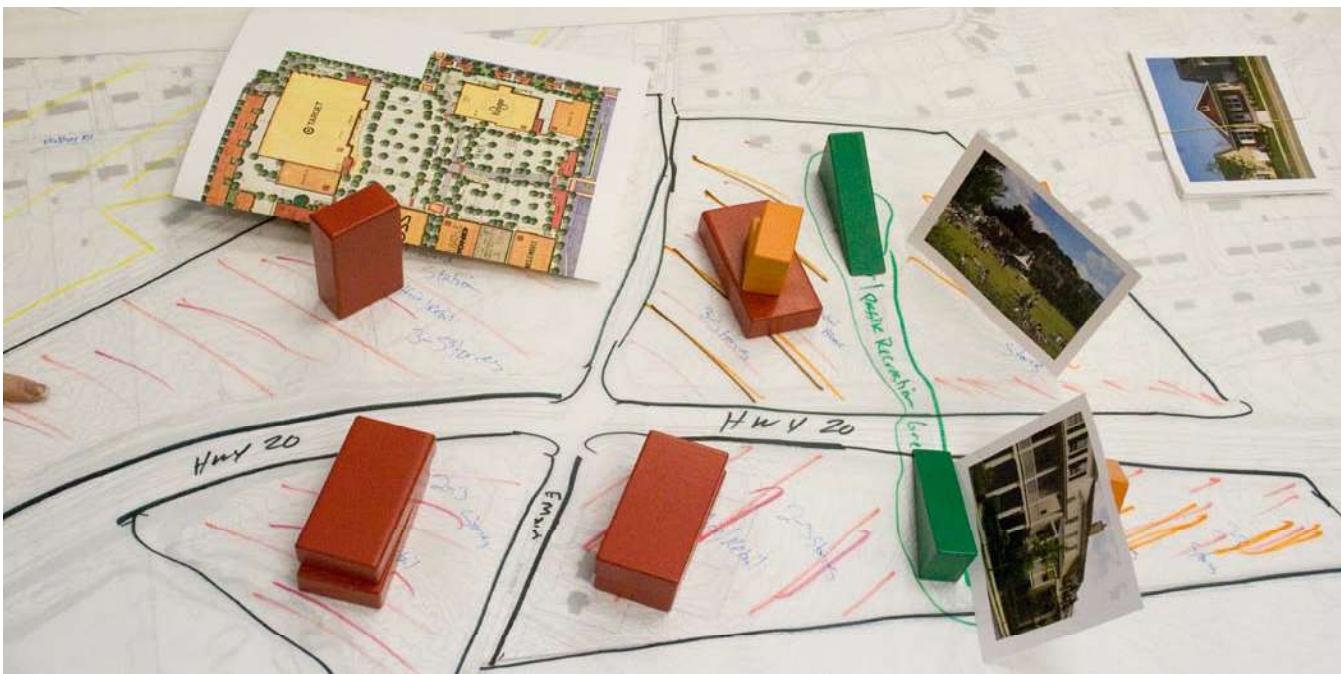
The kick-off meeting allowed for initial public comments



The Community Workshop explored solutions for the vacant city-owned site downtown



The Community Workshop allowed collaborative brainstorming on transportation solutions



Specific ideas, such as the nature of the plan for Highway 20, emerged from the Community Workshop

Based on this input, the plan was refined for the Final Plan Presentation and Open House, which was held on February 17, 2011. At this meeting, the consultant team briefly presented the highlights of the plan, including the conceptual plans, business recruitment program, visitor attraction program, and recommended transportation improvements.

Upon conclusion of the formal presentation, attendees were given time to explore the detailed recommendations of the study on informational boards around the room, as well as to indicate through the distribution of "Hampton dollars" which of the recommended projects were most important and which should be implemented first.

Based on this exercise, the most important transportation projects to those in attendance were the downtown pedestrian improvements (T-4) and the improvements to East Main Street and its intersection with Highway 20 (T-1). The highest ranking non-transportation projects were the downtown amphitheater and associated redevelopment, the proposed zoning amendments, and the idea for a downtown website.

Core Team

Success of a planning initiative depends, at least in part, on effectively engaging representatives from various stakeholder groups. Some examples of critical stakeholders include citizens, property owners, businesses, community organizations, educational institutions, elected and appointed officials, and governmental entities, among others. In an effort to ensure participation from each of these groups, a Core Team was established, comprised of representatives from the various stakeholder groups. The Core Team



An online image survey helped start conversations about parks, transportation, and development

worked closely with the planning team to encourage community participation in the planning process and ensure that the views of stakeholder groups were represented as the study was completed. In addition to attending public meetings, the Core Group met four times throughout the planning process.

Individual Interviews

In addition to the input collected through public meetings and Core Team meetings, individual interviews were conducted with selected individuals. Through these discussions, concerns and ideas were shared pertaining to transportation, economic development, housing and greenspace.

Elementary School Outreach

Fourth and fifth grade students in four separate classes participated in the LCI process by drawing or writing about a new place that could benefit the town. Responses included ideas for new places to shop and play, as well as ideas for better connectivity, particularly for those without cars. The responses were displayed at the Community Workshop, and a number of their ideas are reflected in the study recommendations.



Elementary school students in Hampton contributed ideas for the Community Workshop

LAND USE, ZONING, AND DEVELOPMENT		
	HAMPTON TOWN CENTER LIVABLE CENTERS INITIATIVE STUDY FINAL DRAFT PLAN OPEN HOUSE FEBRUARY 17, 2011	
Recommendation	Why is this Necessary?	Illustration
▪ Amend the Henrico County Future Land Use Plan to allow a mix of uses along Highway 28 and designate the area as an activity center.	The community needs this designation in the framework for future planning to determine what kind of uses are allowed. Currently, the plan does not allow for mixed-use development that would be good for historic, small town Hampton and could benefit downtown.	
▪ Proactively encourage uses along Highway 28 to prevent undesirable land uses and inappropriate design.	Hampton, among several, allows undesirable land uses, including making facilities and businesses along the highway. This land should be used for mixed-use, a mix of residences and other uses that are desired by the community.	
▪ Amend the Hampton Code of Ordinances to support the goals of the Livable Centers Initiative. ▪ Allow developments by right in the C-2 district.	Many aspects of existing code are not places like those workshop attendees currently live in Hampton. Amendments to the code should support this. ▪ Residential should be allowed to develop downtown without special permits.	
▪ Form-based zoning should with design standards and parking requirements.	This new zoning district could allow the kind of well designed developments that were envisioned near Hwy 28. ▪ Allow for mixed-use developments that allow young families and others to be able to live and work in the same location.	
▪ Reduce minimum housing size requirement to a diversity of housing types.	One-car garages or common areas should be allowed. ▪ Reduce requirements for minimum parking to increase housing density and reflect market demands.	
▪ Remove requirements for all uses.	Excessive parking requirements are a waste of land and development funds, harm the environment, and use valuable land.	
▪ Allow grants that without increase housing affordability and allow aging in place.	This kind of more affordable housing in Hampton, but should be built to promote to ensure compatibility.	

Informational boards at the Final Presentation/Open House allowed attendees to explore detailed recommendations at their own pace and were also made available online

Communication Tools

In an effort to touch as many Hampton stakeholders as possible, a number of communication tools were utilized. Perhaps most notably, a project website was created and linked to the city's homepage in order to provide access to critical information about the study, and presentations were uploaded to provide an alternative means of participation for interested individuals who may have been unable to attend public meetings.

In addition to the project website, project information and meeting dates were shared through flyers posted throughout Hampton, e-mail blasts, notices in utility bills, announcements on the electronic sign downtown, listings on the city calendar, stories in the Henry Herald newspaper, slides on the county television station, line items in the downtown newsletter, and through the efforts of the Core Team.

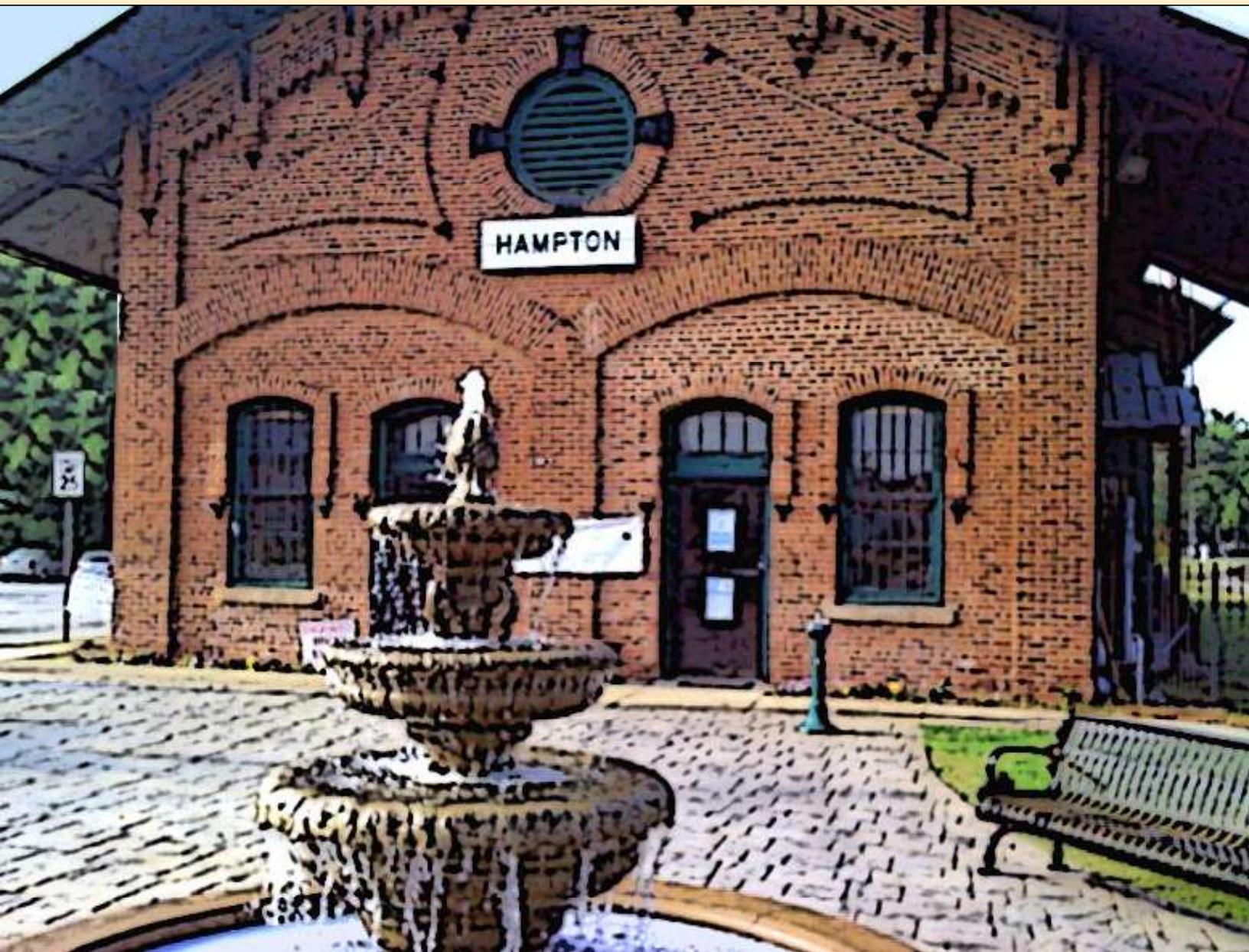


The study website provided information and timely updates on the LCI process in Hampton



The electronic sign downtown helped advertise public meetings

Part 4: Recommendations



Introduction

The following recommendations are based on public input received at the Community Workshop, in personal interviews, and by other means, coupled with sound planning principles and the goals of the Livable Centers Initiative. The recommendations represent an ambitious plan for the City of Hampton and are intended to serve as a comprehensive, long-term guide for public and private investment in the study area.

With time, these recommendations will help create a more livable Hampton through downtown revitalization, a more safe and connected transportation system, appropriate infill development, and preserved historic neighborhoods.

The framework plan on the following page shows the general recommended character of each portion of the study area. Specific recommendations that support this larger vision are set forth in the following sections.

Land Use and Zoning Policies

Hampton's rural character and charm present the city with a unique opportunity to redefine its core by promoting walkability, diversity of uses, business growth, and historic character. These themes, stressed during interviews and the Community Workshop, are embodied in the following policies.

Preserve existing single-family residential areas. Throughout Hampton's history, a number of residential neighborhoods grew up in and around downtown. As the study area experiences new development, existing neighborhoods, particularly the historic houses in them, should be preserved, and infill development should be compatible with the historic character.

Promote compact infill development downtown to serve the community and increase the residential population. Hampton should expand its downtown residential population on appropriate properties to promote a more vibrant downtown, expand housing options, and make retail more viable.

Ensure appropriate transitions between single-family areas and new development. As infill development occurs, existing height restrictions and setbacks should be enforced, and care should be taken in design to respect existing residences.

Promote a compact, walkable, mixed-use node adjacent to the potential rail station to serve passengers and the community. This node should be designed to benefit the community even before rail service begins. One potential layout is shown on page 62.

Projects vs. Policies

Recommendations in this study are divided into policies and projects.

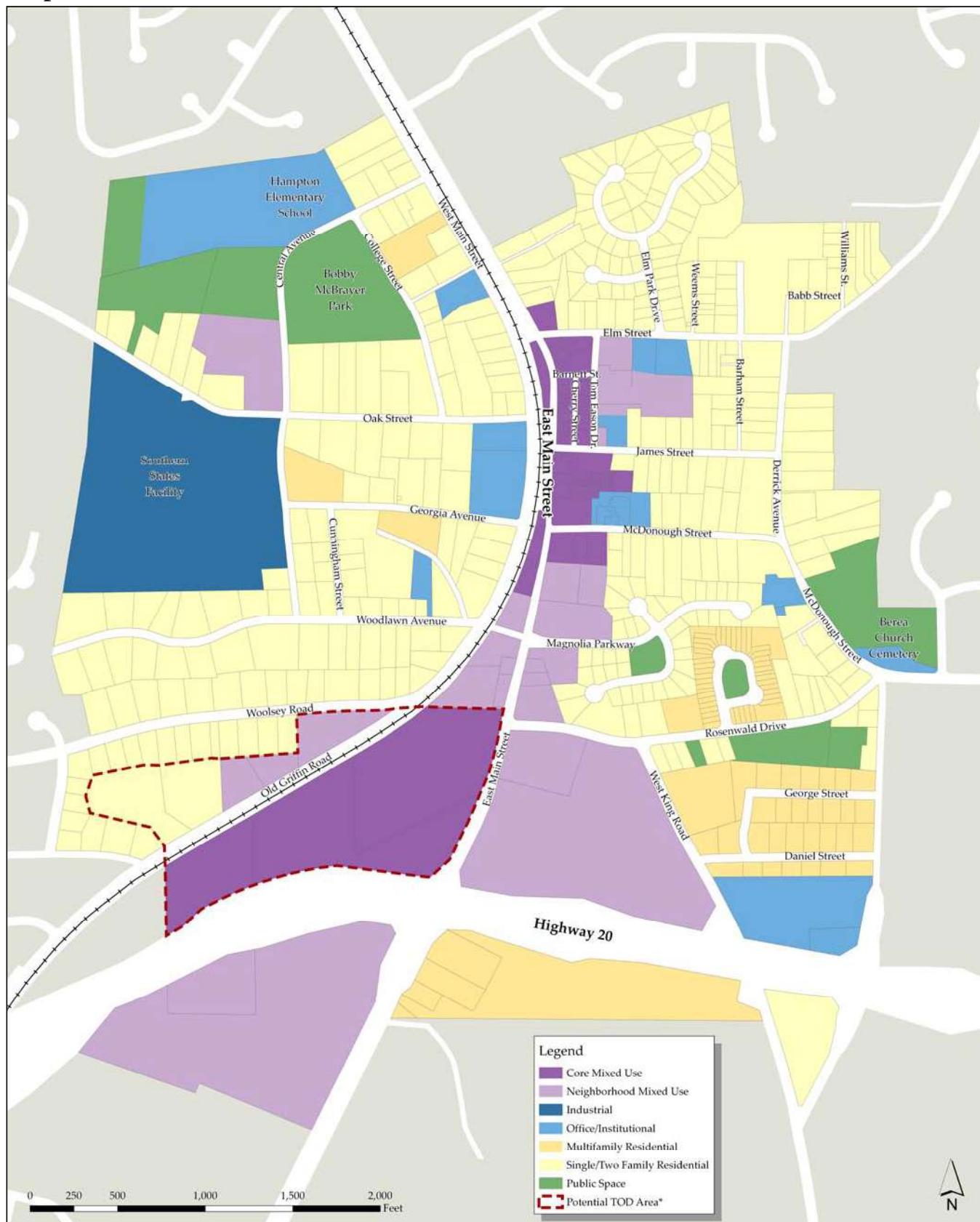
Projects are specific tasks with a defined cost and timeframe. Numbers in parentheses after each project refer to cost and timeframe details in Part 5 Implementation.

Policies are general guidelines that provide direction to the implementation of the Livable Centers Initiative vision. They often support recommended projects and should serve as the basis for future actions on the part of decision makers.



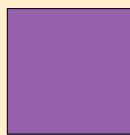
Hampton's unique single-family residences should be preserved

Proposed Land Use Framework



*Potential transit-oriented development area. If and when passenger rail service is implemented, this area should be prioritized for very compact, pedestrian-oriented development.

Description of Land Use Framework Categories



Core Mixed Use



- Downtown and area near proposed rail station
- More intense mix of uses
- Higher density
- Buildings built to sidewalk



Neighborhood Mixed Use



- Adjacent to downtown and Highway 20
- Mix of neighborhood compatible uses
- Lower density, deeper setbacks



Industrial



- Existing industrial area



Office/Institutional



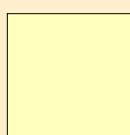
- Lower density offices
- Churches, schools, and civic buildings



Multifamily Residential



- Apartments, condos, lofts, townhouses, senior housing
- Common greenspace
- Medium density



Single/Two Family Residential



- Primarily single-family residences
- Existing duplexes
- Appropriate infill



Public Space



- Public park or gathering space
- Vary in size and character

Land use categories shown on the previous page and described here are intended to be general groupings to guide the character of redevelopment. Photos are shown for illustrative purposes only and present only two possible alternatives for what may be appropriate in each category. It is assumed that buildings in all categories would not exceed four stories.

Promote a variety of housing types to accommodate people of all ages, abilities, and lifestyles. More diversity of housing types, including cottages, townhouses, small-lot single-family houses, condos, and all types of housing accessible to seniors and those with disabilities should be promoted in Hampton. This will allow for a greater diversity of incomes, ages, and family types.



Small cottages can provide housing for young families or seniors, but are currently prohibited in Hampton

Encourage new residences to be “visitable” to aging and disabled persons. According to the AARP, a visitable home is one with a zero-step entrance at the front, back or side of the house, doorways with at least 32 inches of horizontal clearance, and at least a half bath on the main floor that can accommodate a wheelchair.

Encourage neighborhood-serving retail to locate in downtown Hampton. Residents expressed a strong desire to have more of their daily shopping needs met in the community. When new retail becomes feasible, it should locate downtown or nearby to benefit the existing town.

Encourage flexible ground floor uses in new and historic buildings to create sidewalk activity where retail is not yet viable. Retail demand in the short term may not be sufficient to fill existing space, so ground floor residences, offices, or other active uses should be allowed in the interim to help generate activity where vacant space might otherwise exist.



First floor space can be designed to allow for flexible uses: office or residential today, retail in the future

Land Use and Zoning Projects

Develop the vacant land along Highway 20 with a mix of housing, retail, and offices (O-1). For details, see the conceptual plans on pages 62-65.

Amend the Henry County Future Land Use Plan to encourage appropriate development along Highway 20 (O-2). Land should be changed from commercial and transportation/communication/utilities to mixed use (high-density residential), to allow for the community's vision to be implemented in this crucial corridor. In addition, this area (particularly the land near the proposed rail station) should be designated as a Village Activity Center to promote compact, walkable development.

Proactively rezone key parcels along Highway 20 to prevent undesirable land uses and inappropriate design (O-3). The city should rezone from RM and M-1 to a mixed-use zoning district with appropriate design standards in order to ensure that when this area undergoes development, it will become a vibrant, attractive, and well-functioning part of the community.

When funds are available and with the cooperation of property owners, allow incremental revitalization of the King/George/Daniel Street area (O-4). See the following page for details.

Conceptual Plan for Revitalized Housing

The concept below shows one possible vision for incremental revitalization of a portion of the housing along West King Road, George Street, and Daniel Street. This particular area was discussed during the community workshop as needing investment, but the concept below may also be applicable to other areas of Hampton.

Where basic renovations and landscaping improvements are deemed insufficient or not cost effective to improve the quality of housing, the option below allows existing housing to be replaced with new buildings on a lot-by-lot basis. New buildings would feature contextual architecture, front porches to provide semi-private space, better landscaping, and additional housing units, all of which are wheelchair accessible via ramps and an elevator. These replacements would occur only with the cooperation of private property owners, but could also take advantage of public funds.



Typical existing duplex with frontal parking and little landscaping



Potential new housing could include four affordable units, rear parking, and better landscaping

Highway 20 Area Conceptual Plan



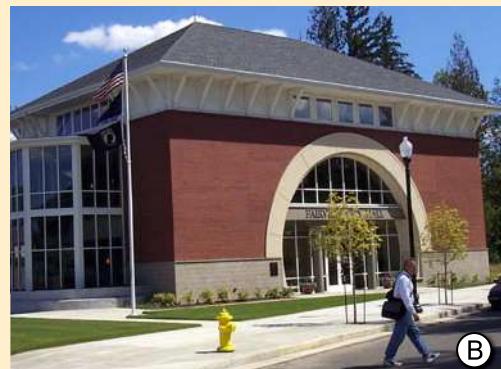
Highway 20 Area Conceptual Plan

The plan on the previous page puts forth a bold, long-term vision for the currently vacant land along Highway 20 near its intersection with East Main Street, including land adjacent to the proposed passenger rail station.

Existing homes (some of which are historic) are preserved, along with sensitive ecological areas that could become parks or preserves. A mix of land uses in proximity will promote walking and a traditional town feel. Buildings are set back from Highway 20 to respect the limited access nature of that road and to protect residences from traffic noise.

New street connections and small block sizes will integrate the new development with the town and encourage walking. This street framework is also adaptable: in the event that a future developer desires different land uses than those shown, they can still be accommodated within this framework.

- A** Smaller lot single-family residences provide housing for families. Garages face rear alleys.
- B** A proposed civic building could become Hampton's passenger rail station. Public parking is included nearby on streets and in a 150-space shared lot.
- C** A new 45,000 square foot grocery store could be accommodated adjacent to a new retail street.
- D** Linear buildings south of Highway 20 could give a more human frontage to potential big box stores.
- E** Sensitive ecological areas could incorporate stream restoration to create public parks.



Alternate Highway 20 Area Conceptual Plan



How is this Plan Different?

The alternate conceptual plan on the previous page includes all the same elements as the plan shown above on page 62. However, this plan includes a higher concentration of residences north of Highway 20 and on both sides of the proposed rail station, as well as several parking decks that would be necessary to serve them.

Proposed Rail Service and Density

Rail best meets the needs of passengers when there is a sufficient density of homes, shops, services, and jobs within walking distance of each station. The alternate conceptual plan provides one vision for this increased density in Hampton. Its benefits include:

- More concentrated, walkable development will make Hampton a more attractive location for a stop on the proposed Atlanta-Macon rail line.
- Additional residents and businesses will bring more tax dollars to Hampton.
- More compact development will increase property values along Highway 20 and in nearby areas.
- State funds for rail improvements are limited. In the event that rail service is partially funded by local public and private sources, higher density would make a Hampton stop more financially feasible.

This walkable mix of uses could also extend south of Highway 20, although space for national retailers and conventional housing development may also be desirable as shown. While tall buildings are not appropriate in Hampton, good design can create the density needed to make rail service feasible but still maintain a traditional town feel. Such a development could:

- Be unique in Henry County and draw visitors and investment to Hampton,
- Provide additional residents to make more retail and services viable, and
- Create a truly unique place that residents could be proud of.



Good design can provide increased density with a traditional town feel and without inappropriately tall buildings

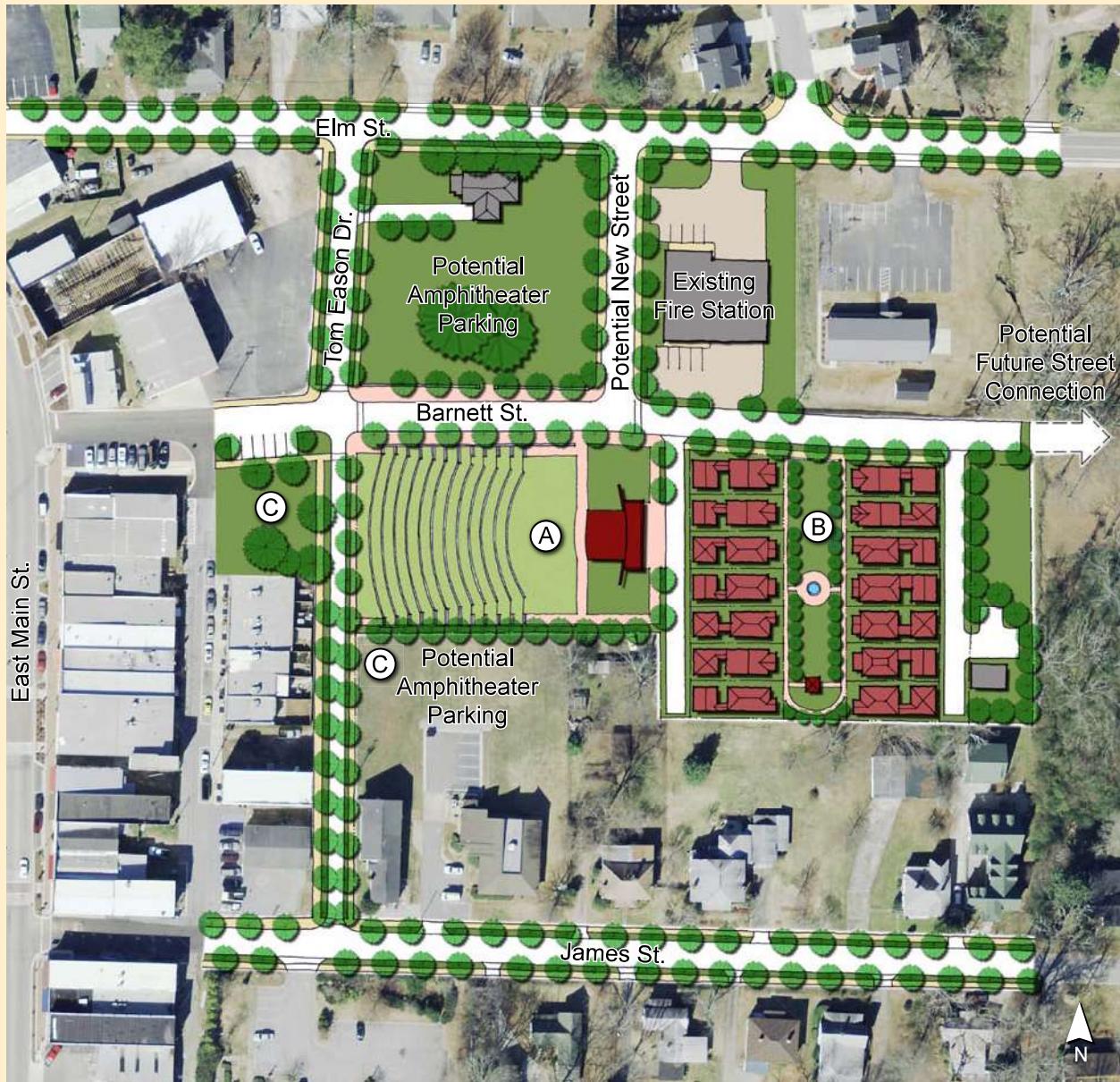


Proposed rail service will be more effective if more people live in walking distance of stations (photo courtesy Gary Layda)

Conceptual Plan		Alternate Conceptual Plan		
	Near Prop. Station	Total	Near Prop. Station	Total
Residences	250	469	810	1,056
Res. Density	10 units/acre	4.5 units/acre	23 units/acre	10 units/acre
Commercial Space	120,000 sq. ft.	350,000 sq. ft.	130,000 sq. ft.	355,000 sq. ft.
Parking Spaces	1,100	1,350	2,090	3,430

All numbers are approximate. Residential density is net density based on private property, not including streets or Highway 20. Parking includes on-street spaces, but not single-family garages.

Eastern Downtown Conceptual Plan



NOTE: This plan represents one possibility for redevelopment and is for illustrative purposes only. This plan assumes that any future development will occur when willing developers cooperate with the city. It is also assumed that improvements would occur in phases.

Eastern Downtown Conceptual Plan

The now vacant, 2.8-acre, city-owned property east of Tom Eason Drive presents a significant opportunity to revitalize downtown Hampton by attracting additional visitors and residents. The plan is careful to preserve adjacent historic homes, but allows for small-scale infill development and enhancements.

This plan incorporates ideas explored at the Community Workshop for new space for the arts, combined with additional residences to make downtown retail more viable. Implementation would require the cooperation of governments and a developer.

New street connections, particularly the extension of Barnett Street into the site, would help provide multiple routes and lessen traffic after small events at the proposed amphitheater, while also improving emergency vehicle access to the fire station. Existing streets would receive pedestrian upgrades as described on page 71.

- A** A small amphitheater would allow for theater, musical, religious, or other gatherings that could bring potential customers to downtown. Parking would be provided in one of two adjacent areas and could consist of grass or porous pavement, rather than formal parking lots. In the short term, the existing public works shed could be used to hold events.
- B** A cluster of affordably-sized single-family homes could face a small park or mews. Parking would be accessed from rear alleys.
- C** Community garden space in either location shown could provide locally grown flowers, herbs, or vegetables, and help build a sense of community.



Redevelop the rear portion of the city-owned site east of Tom Eason Drive with a mix of residences and public space (O-5). For details, see the conceptual plan above on pages 66-67.

Amend the Hampton Code of Ordinances to support the goals of the LCI (O-6). Amend the following portions of the code.

- **Allow residential uses by right in the C-2 district.** This will allow infill housing downtown and in nearby C-2 areas without special permission, making it more likely to occur.
- **Establish a new mixed-use, form-based zoning district with design standards and reduced parking requirements.** This district could apply to redevelopment parcels to ensure an appropriate mix of uses and good design.
- **Remove the minimum housing size requirement in R-3 and RM districts to allow a diversity of housing types.** Smaller homes suitable for retirees and young families are currently prohibited, but should be allowed in these zoning districts, with appropriate design considerations.
- **Reduce requirements for residential garages and minimum parking to increase housing affordability and reflect market demands.** Residences with one-car garages or one parking space are common in towns throughout Georgia and in historic Hampton. They should again be made legal.
- **Examine parking requirements for all uses.** Excessive parking requirements increase the cost of development and retail goods, harm the environment, and use valuable land. Parking requirements should be reduced wherever possible.
- **Allow granny flats without a conditional use permit to increase housing affordability and allow aging in place.** This will help increase affordable housing within Hampton but should include provisions to ensure compatibility.



A new mixed-use zoning district could legalize mixed uses and require street-oriented buildings



Excessive parking requirements can create parking lots that sit empty most of the time

Transportation

From a transportation system perspective, the study area has a strong core of existing roadway infrastructure and was not found to have roadway capacity needs. Most of the transportation deficiencies identified pertain to alternative modes, such as the lack of pedestrian and bicycle facilities.

An action plan, shown in Part 5: Implementation, identifies transportation projects to improve multimodal mobility within the study area. The following provides an overview of the projects as well as complementary transportation policies. Projects identified are primarily to improve connectivity, accessibility, mobility, and safety for pedestrians and bicyclists. Overall, the projects expand the transportation mode options for the system.

Transportation Policies

The following transportation policies have been identified to provide guidance for improvements in study area. They can direct the regulatory framework that guides development and redevelopment within the area.

Provide balanced public and private investments to address the needs of pedestrians and cyclists as well as those of automobiles, particularly with regard to connecting residential areas to downtown. This plan supports expanding options for non-motorized transportation and providing a means for those living, working or going to school within the study area to access nearby employment, shopping, dining, and other destinations without using a vehicle.

Adopt a complete streets policy and process so that traveling by all modes is considered and accommodated, as appropriate, within public rights of way. This policy would support street designs that accommodate all users, not just cars. It would provide a means for residents, employees, and visitors to access jobs, shopping, dining, and other destinations without using a vehicle.

For developments that include cul-de-sacs or dead-end streets, provide opportunities for direct pedestrian connections to adjacent properties, particularly to schools, community centers, and commercial areas.

Promote shared parking in new and existing mixed-use areas. Parking spaces should be shared to allow uses with parking needs at different times of the day and week to use the same spaces and prevent vacant or underused parking lots.



There are no significant traffic problems or road capacity needs within the study area



Transportation investment should meet the needs of those on foot and bike as well as the needs of drivers



New sidewalks in residential areas should be at least five feet wide to allow pedestrians to pass

Encourage the provision of on-street parking with redevelopment, particularly downtown. New on-street parking provides convenient spaces for shoppers and visitors, helps calm traffic, and reduces the need for large, off-street parking lots.

Design new buildings to support walking with basic urban design. Building main entrances should front the sidewalk, parking should be located behind buildings, and windows and other traditional building techniques should be used.

Support existing Henry County and GRTA transit service through complementary investments in pedestrian infrastructure. The sidewalk investments recommended here will help promote transit use by making it easier to walk from the bus to a final destination.

Support efforts for a passenger rail station in central Hampton. While funding for this project is beyond the scope of this study, the rail station could not only be a link to Atlanta and Macon for those who prefer not to drive, but would also provide a significant economic boost to the community. Care should be taken to ensure appropriate connections to downtown.

Transportation Projects

The following provides a brief description of each recommended project. Details regarding extent and cost estimates are provided in the Action Matrix on pages 91-95. Some projects extend beyond the study area to provide needed connectivity and logical termini. Only the portion of a project within the study area can be financed through the Livable Centers Initiative, so alternative funding may be needed for those projects outside or partly outside the study area.

It should be noted for all projects that additional engineering review and design is required. The projects are planning concepts based on available data and identified needs. Should a project receive federal funding, it will be subject to the National Environmental Policy Act (NEPA), which includes assessing environmental impacts of proposed actions.

The map on page 72 shows all proposed transportation projects within the study area that have a specific location. Numbers refer to the Action Matrix. Some projects without a specific geographic location, such as recommended code changes, are not shown.

East Main Street pedestrian and bicycle improvements from downtown south to Highway 20 (T-1). Construct new sidewalks and bike lanes on both sides of East Main Street from McDonough Street south to Highway 20. Provide crosswalks and pedestrian crossing signals at the intersection of East Main Street and Highway 20 to allow safe pedestrian and bicycle crossings. See the concept drawing on the following page for details.



Pedestrian connections should be provided even where streets do not connect



Buildings with frontal parking and without windows or sidewalk entrances do not promote walking



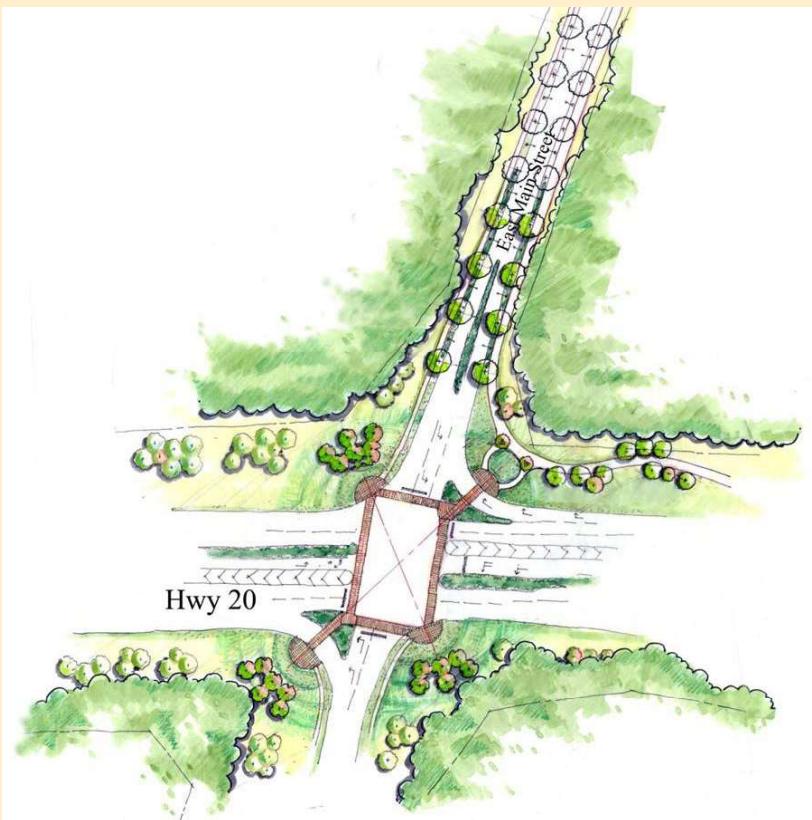
Efforts to bring passenger rail to Hampton should be supported (image courtesy Amber Thompson)

East Main Street pedestrian and bicycle improvements from Highway 20 south to study area boundary (T-2). New sidewalks along the east side of East Main Street and a new shared-use path along the west side of East Main Street would provide safer walking and biking connections between residential neighborhoods and downtown. Improvements could ultimately be extended south to the county line.

East Main Street pedestrian and bicycle improvements from downtown north to study area boundary (T-3). New sidewalks along the east side of East Main Street and new on-street bicycle lanes from Elm Street north to the study area boundary would provide safer walking and biking connections to downtown and follow state bicycle/pedestrian central route 15. Improvements could ultimately be extended north to the county line.

Downtown pedestrian improvements (T-4). New sidewalks, lighting, and trees along Elm, Barnett, James, and Cherry Streets as well as Tom Eason Drive and Derrick Avenue could help increase pedestrian access to East Main Street as well as improve aesthetics and make the city-owned site east of Tom Eason Drive more attractive for the improvements shown on page 66.

Conceptual Plan for East Main/Highway 20 Pedestrian Improvements



This key intersection should be improved to allow safer crossings for pedestrians and cyclists, and to create a gateway to downtown Hampton. Currently, the intersection is designed for vehicular use only and has no accommodations for those on foot or on bicycle.

Proposed improvements include textured crosswalks and new crossing signals, tighter turning radii to help slow vehicles, and landscaping. Sidewalks would extend north along East Main Street to downtown, with a planted median to signal the entrance into Hampton.

Proposed Transportation Improvements



URS Corporation expressly disclaims any responsibility or liability with regard to the use of this map, and promotes and recommends the independent verification of any data contained in this map by the user of this map product.

McDonough Street and Rosenwald Drive pedestrian and intersection improvements (T-5). Extending and closing the gaps in the sidewalk network along these two main streets could allow more residents to walk, particularly to East Main Street. Modifying the intersection of McDonough, Rosenwald, and East King could make that intersection safer, as shown at right.

Hampton Elementary School area pedestrian and bicycle improvements (T-6). New sidewalks on the south side of Oak Street from the railroad tracks west to Central Avenue could complement the existing sidewalks on the north side of the street. Pedestrian crossings at the railroad should also be improved for connectivity, accessibility, and safety. West of Central Avenue, an additional sidewalk could be complemented by a ten-foot-wide shared use path that could ultimately connect to the Atlanta Motor Speedway. Sidewalks along Central Avenue and College Street could provide additional connectivity.

A shared-use path could connect Hampton Elementary School and Central Avenue to Caldwell Drive. Due to wet soil, this connection might take the form of a boardwalk or mulch trail. It would provide connections to the school and allow residents to access McBrayer Park and downtown.

West Main Street pedestrian and bicycle improvements (T-7). New sidewalks from Oak Street north to the study area boundary and from Georgia Avenue south to the study area boundary could be complemented by a shared-use path. This path, which should be paved and at least ten feet wide, would run on the east side of West Main Street from Oak Street south and would be able to pass underneath Highway 20, thus avoiding a dangerous crossing. These improvements could ultimately connect north to North Forty Park and the proposed senior center, and south to Griffin.

Construct a shared-use path parallel to Highway 20 (T-8). Community stakeholders noted that Highway 20 is frequently utilized as a bicycle route. A shared-use facility for cyclists and pedestrians could be constructed along the north side of the highway. To provide adequate room for two-way traffic, the path should be a minimum of ten feet wide. In addition, the path should be set back from the edge of the shoulder and separated with landscaping, as appropriate. At bridge locations, it is likely the path would have to be located within the shoulder. The path could ultimately connect from Richard Petty Boulevard east to I-75.

Southwest pedestrian improvements (T-9). Sidewalks should be constructed or completed along Cunningham Street, Woolsey Road, and Woodlawn Avenue, as shown on the map at left.

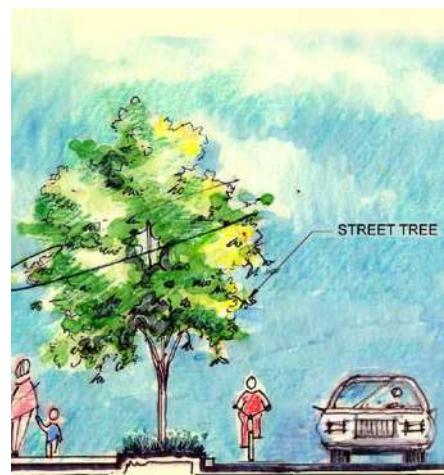
Southeast pedestrian improvements (T-10). Sidewalks should be constructed or completed along Daniel Street, East and West King Road, and George Street, as shown on the map at left.



Realigning the intersection of Rosenwald, McDonough, and East King could make it safer



A bike path parallel to West Main Street could allow a safe bicycle connection under Highway 20



An on-street bike lane is one option for accommodating bikes

Promote bicycle usage by installing bicycle racks at strategic locations (T-11). Downtown, proposed commercial nodes, Hampton Elementary School, parks, and other gathering places should be priority locations.

Enforce existing sidewalk concurrency requirements to ensure that phased developments are not left with incomplete sidewalks (T-12). Enforcement of this provision would prevent residents from having sidewalks in front of their houses that do not connect to adjacent streets until adjacent houses are built.

Amend subdivision ordinance provision 69-92(3) to require 5 foot wide sidewalks with all new construction (T-13). A lack of requirements in the code is part of the reason for existing overly narrow sidewalks in Hampton.

Conduct a comprehensive Safe Routes to School needs assessment for Hampton Elementary School (T-14). Opportunities to provide a trail behind the school to link it and the park with neighborhoods to the north should be examined. There are also some safety concerns at the intersection of Oak Street and Central Avenue for students crossing the street. The City should evaluate if a crossing guard may be needed at this or other intersections.

Improve parking turnover for downtown visitors by implementing time limits on prime on-street spaces (T-15). One or two hour limits and signage could help perceptions of a lack of parking downtown and improve parking turnover for customers and visitors.

Reclassify West King Road as a local street and McDonough Street as a collector street (T-16). West King Road was closed to through traffic with the extension of Highway 20 and is more appropriately classified as a local street. McDonough Street is more appropriately classified as a collector street and could thus be eligible for additional funding.

Parking facility and pedestrian connections to passenger rail station from both sides of tracks (T-17). If passenger rail is implemented, safe and accessible pedestrian links to the station should be provided from East and West Main Streets. Adequate parking facilities should also be provided for commuters and other passengers.

Explore the possibility of a circulator shuttle to serve the Atlanta Motor Speedway, downtown, the proposed senior center, and the potential passenger rail station (T-18). The population and job density in the study area is not sufficient to support fixed route transit service, but as development intensifies and rail service begins, a shuttle could provide transportation options within Hampton and support economic development.



New sidewalks will allow people of all ages to walk safely through Hampton (image courtesy NHTSA)



Providing safe places to lock bicycles can reduce the need for car parking spaces and encourage biking

Enforce subdivision code provision 69-57(b) to require street connectivity (T-19). While the city ordinances require new streets to connect to existing or make provisions to connect future streets, this provision has never been enforced.

Amend the Hampton Code of Ordinances to allow children under 12 to ride bicycles on sidewalks, as allowed by OCGA 40-6-144 (T-20). This will help provide safe places for children to bicycle where bike paths or safe streets are not available.



Subdivision code requirements for interconnecting streets have not been enforced

Economic Development and Marketing

If the broader recommendations of this study are to be achieved, particularly the redevelopment vision, an aggressive economic development and marketing program that builds on Hampton's strengths and attracts investment must be pursued. The following recommendations will help Hampton to become a more vibrant, diverse, and savvy community that better serves residents and visitors.

At present, downtown Hampton includes housing at a variety of prices, from public housing rental units to higher-value single-family detached homes. As development in and around the study area continues, preserving this mix will become increasingly important to establishing a job-housing match, minimizing impacts on transportation infrastructure, and sustaining downtown's vibrancy. While much of the housing developed in the study area will target upwardly mobile households, affordably priced workforce housing should also be incorporated into the housing program.

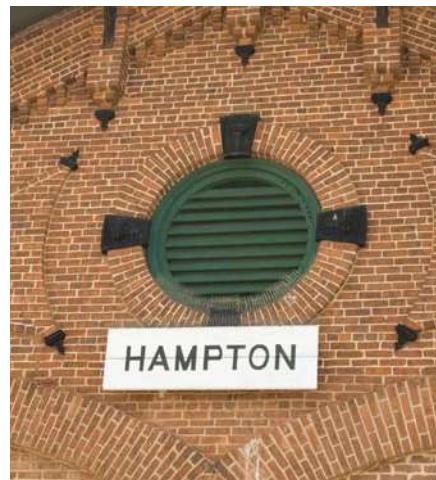
At the public kick-off meeting and the public workshop, the community identified several potential locations for mixed-income housing development, including in the city center and in the West King Road/George Street/Daniel Street area.

As described in the "Demographic and Economic Profile," the Atlanta Regional Commission estimates that Henry County's age 55 and up population will grow by 266 percent over the 2000-2030 period, compared to 127 percent in the Atlanta region. These changes place increased importance on the need for future study area development's appeal to empty nesters, pre-retirees and retirees/seniors.

Successful business districts offer a balance and mix of uses including shopping, restaurants, entertainment, services (personal, professional, health, financial and government) and civic space. Downtown Hampton already contains the majority of these uses, but it lacks a critical mass of stores and restaurants needed to draw shoppers from outside of the immediate area.

As the study area develops, its businesses will serve a variety of markets, including downtown and local residents, market area shoppers, visitors, downtown employees, and also commuters, in the event that Hampton becomes a passenger rail stop. Key market niches will include:

- Destination shopping and dining;
- Unique specialty retailers and local chains;
- Cultural and entertainment opportunities;
- Family-oriented activities, stores and restaurants;
- Services and activities for seniors;
- Convenience shopping and services.



Economic development should focus on Hampton's existing and unique aspects



More affordable housing will allow for young families and others to live in Hampton (courtesy mistagregory)

Listed on the following page are potential target businesses that fall into these market niches. Input from community members indicates the desire for independent retailers or local chains in favor of large national chains. Stakeholders also identified Hampton's potential to become an arts center for Henry County, with the relocation of the Henry Players, development of a performance arts venue, and artist studios and galleries in downtown.

Economic Development and Marketing Policies

Focus on target market groups for new housing. These should include young professionals, empty nesters/retirees and pre-retirees, seniors, young families, low to moderate income families, and creative professionals (in live work space).

Focus on target market groups for retail, restaurants, and services. These should include downtown and local residents, greater retail market area shoppers (who may travel 20-25 minutes by car), visitors, downtown employees, and potential rail passengers.

Encourage and support potential residential communities that use tax incentives to provide affordable housing. Federal tax incentives are available to developers who provide affordable housing. Hampton should encourage developers to take advantage of these credits and support affordable projects in order to allow housing for groups like retirees and young families.

Potential subsidy sources include federal Low-Income Housing Tax Credits, which allow for a mix of incomes within the same rental community. Income limits vary based on percentage of affordable units and are usually 50 to 60 percent of area median income.

Another possible subsidy source is the U.S. Department of Housing and Urban Development's Section 202 Supportive Housing for the Elderly Program, which provides capital advances to non-profits for the finance, construction, rehabilitation or acquisition of supportive housing for persons age 62 or over earning 30 percent of area median income or below.

Encourage a downtown business mix with a focus on specialty retailers rather than national chains. Specific business niches include apparel, local products, art, handmade items, fine dining, and brewpub/tavern. Highway 20 is the most appropriate place for national chain businesses, if desired.

Continue to support downtown events and the farmers market. Parades, the market, the historic car show, and other events are crucial to support and advertise in order to bring visitors to downtown.

Expand available retail space downtown through potential office relocation. Consider encouraging existing ground floor offices to relocate to second stories or to potential office space in new



Specialty retail is more appropriate for Hampton's small-town feel than national retailers

Target Retailers, Restaurants, and Services for Downtown Hampton		
Category		
Merchandise	Apparel for men, women, teens and children (casual, trendy)	Lawn and garden accessories
	Shoes	Books/music/CDs/DVDs
	Home decor	Gifts/cards/stationery
	Kitchen and tabletop items	Frames/art
	Bed/bath/linens	Locally-made/hand-crafted items/Georgia-made items/souvenirs
	Furniture	Pet supplies and grooming
	Artist market/street vendors at downtown events	Unique children's toys and games
	Florist	Consignment apparel
		Hardware
Restaurants/ Food	Neighborhood grocery	Wine bar
	Weekend farmer's market	Tavern (potentially as part of brewery)
	Ice cream/yogurt/smoothies	Fine dining
	Bakery	Deli/sandwich shop
	Outdoor dining/cafés	Pet-friendly dining
	Family dining	Farm-to-table restaurants
Arts and Entertainment	Performing arts center (theater, dance, music)	Art space for all ages (ex: pottery painting studio for adults and kids)
	Live music	Art lessons/school
	Art galleries/studios	Community center with variety of lessons, activities, etc.
	Auction house	
Services	Health services (medical, vision, dental, urgent care, pharmacy)	Bed & breakfast
	Consumer services (video/DVD rental, shoe repair, alterations, film processing, dry cleaning)	Financial services (accounting, banking, lending)
		Insurance
		Real estate
	Day care/after school care	Legal services

developments in order to expand available sidewalk retail space along East Main Street.

Promote downtown as a key arts district for Henry County.

Efforts should include the relocation of the Henry Players, development of a performance art venue, artist studio, and galleries in downtown.

Economic Development and Marketing Projects

Prepare a brand theme for downtown Hampton (O-7). The Downtown Development Authority is currently developing a branding program based on input from the community. Ideally, the theme should be a succinct, clear statement that communicates the unique and authentic experience downtown Hampton offers. Business districts that win in the long run are those that create personalities that connect with people, share values, and build long term relationships. As development continues, the brand theme will be

a key part in its marketing; it will act as the central organizing principle—the DNA—around which its message is communicated.

Amend zoning to include an affordable housing bonus (O-8). Encourage mixed-income housing near downtown by offering a zoning bonus to developers that set aside a small share of units as affordable housing. This bonus could be included in the proposed mixed-use zoning district.

The bonus could relax some zoning requirements in exchange for the creation of some affordable units. For example, developers may be permitted to build at a higher density in return for setting aside a percentage of units to be rented or sold to low- or moderate-income households.

Research indicates that the most successful inclusionary zoning programs are those that are mandatory rather than voluntary. Regulations should set forth the income level at which units will be affordable, the share of units to be sold or rented at reduced rates, the resulting increase in density, the time period for which units must remain affordable, and mechanisms to insure compliance.

Provide foreclosure counseling (O-9). Work with a local housing counseling agency to provide information to residents regarding their options if they are facing or about to face foreclosure.

One of the most efficient ways to preserve affordability for Hampton residents as redevelopment occurs is to help them remain in their homes as long as they choose to. Foreclosure risk threatens this option, and a recent Local Initiative Support Coalition estimate indicted a high level of risk in Hampton's zip code. Interviews with local realtors echoed this concern. To combat this problem, Hampton can act to connect its at-risk households with a local housing counseling agency to provide information regarding options if they are facing foreclosure.

Continue business attraction efforts by the Downtown Development Authority (O-10). Package the study area's vision and market opportunities in a one to two page fact sheet. Call out catalytic projects underway, recent investment, and any new development planned. Also, prepare a sales package/folder to promote downtown Hampton business opportunities.

Continue to cultivate networks with real estate brokers, commercial and residential developers, and the local business community. Share marketing material with members of these networks. Develop a schedule of communications to keep the group informed about business opportunities and success stories. Create a comprehensive, regularly updated database of key economic indicators to track and promote downtown Hampton's progress. Data may include vacancy rates, new jobs created, public and private investment, new businesses, special events/promotions, traffic counts and retail impacts.



Static and performance art could draw visitors to Hampton and build on the existing unique character

Organize business recruitment campaigns for a grocery store and 2-3 additional business targets (O-11). Stakeholders identified the corner of East Main Street and Highway 20 as a potential location for a grocery store. Identify 2 to 3 additional key business targets for which to conduct recruitment campaigns. Reach out to regional shops or restaurants that may be ready to expand to a new market and to shops or restaurants in nearby downtowns that may be interested in opening additional locations. Employ a variety of techniques, including mailings, phone calls, one-on-one contact, hosted site visits, and preparation of targeted marketing materials, to reach business targets. Add all contacts to a database to receive newsletters and updates on downtown activities.

Prepare an inventory of available properties in Hampton, including key factors for each site or building (O-12). Complete, current and easily accessible information about available commercial sites and buildings is crucial to attracting new businesses and developers and should include the range from vacant space awaiting a tenant to vacant parcels or parcels identified for redevelopment. Detailed components of the inventory are provided in Appendix A.

Create a consumer-oriented downtown Hampton website (O-13). A website is needed that communicates the shopping/dining/entertainment experience and incorporates downtown's identity in the process. The target audience includes residents and visitors, as well as potential investors. The website should provide a business directory, maps and directions, special events, and related information.

Expand marketing efforts and promotions (O-14). Downtown Hampton currently offers a variety of events and promotions, but attendance is typically limited to local residents. Efforts should include news media in adjacent communities, new marketing collateral, and business promotions or discounts. This could also include less traditional events such as scavenger hunts, geo-caching, or local food festivals. Marketing could also advertise proposed community space downtown for special events such as weddings and parties, which could bring additional visitors downtown.

Expand marketing efforts to attract Motor Speedway visitors, on race weekend and for smaller, more frequent events (O-15). Hampton's most significant visitor attraction is the Atlanta Motor Speedway, whose Labor Day race brought in over 116,000 people. The Speedway also hosts smaller weekly racing series and other special events throughout the year. Opportunities to draw these visitors into downtown Hampton include special promotions and stores featuring local products and souvenirs.

Ideally, downtown Hampton could be advertised at the raceway and in printed material such as race programs. Renewed efforts to work with Speedway representatives, especially as new development occurs in the study area, may create a stronger relationship



A downtown website could help market businesses and special events to locals and visitors



Marketing efforts must be expanded to attract Speedway visitors to downtown Hampton

between downtown and the track. However, if outreach efforts are not fruitful, marketing to visitors could occur in other ways, such as advertisements at nearby hotels and gas stations frequented by speedway guests.

Develop a retail business incubator in downtown (O-16). Many communities are focused on business incubation and other means to help small businesses grow. This idea is already at work at the seasonal Friday outdoor market. Taking this concept further, Hampton could explore the potential for a retail incubator in downtown. An incubator could provide entrepreneurs with a jump-start through small, below-market-cost space and shared marketing costs, for retailers who meet key business and location criteria.

Hold a youth entrepreneurship workshop (O-17). Hampton is a very family-oriented city. Like many such communities, leaders are eager to see youth engaged in meaningful activity and for them to have a role in the local economy. An entrepreneurship workshop aimed at Hampton youth and potential adult business mentors, teachers, or other advisors and coaches could share case studies and examples of successful youth-led business, clubs, teen centers and other enterprises. The goal would be to germinate a local initiative and help identify existing resources and next steps for turning ideas into implementable plans.



A youth entrepreneurship workshop could help engage youth in the local economy and community (photo courtesy Fusion Youth Theatre)

Urban Design and Historic Resources

Hampton's past, manifested in its historic buildings and traditional urban forms, is a unique and irreplaceable asset. The following recommendations strive to protect and enhance the city's historic features, preserve them for future generations, and ensure that they continue to make Hampton an attractive town to live in and visit.

Urban Design and Historic Resources Policies

Protect historic buildings and encourage their rehabilitation where feasible. It is of utmost importance to preserve historic buildings from decay and demolition, particularly those identified on pages 35-39.

Prioritize the adaptive reuse of those buildings identified in the LCI study. Adaptive reuse of the historic buildings identified on pages 38-39 can help save resources, preserve history, and further Hampton's unique image.

Promote traditional building forms in new construction to reflect local history. New buildings should respect historic architectural precedent, while allowing room for artistic expression.

Allow architectural variety, but encourage quality building materials. Potential design guidelines or materials ordinances should encourage materials such as brick, stone, wood, stucco, and other durable, contextual materials, while leaving room for architectural expression.

As development occurs, incorporate elements from the Atlanta Regional Commission's Lifelong Communities project. Neighborhood design should meet the needs of residents of all ages.

Urban Design and Historic Resources Projects

Plant trees downtown along East Main Street to increase shade, enhance aesthetics, and benefit businesses (O-18). Inexpensive tree plantings in existing spaces and that match existing species could provide a great benefit to downtown and build on the existing streetscape improvements.

Reuse the house and front yard at 2 West Main Street for a community purpose and gathering place for youth and others (O-19). This recently acquired property has a significant amount of open space that should be open to the community, in addition to potential use of indoor space.



Historic buildings should be preserved and reused wherever feasible



Traditional building forms and quality materials can help ensure that new buildings are compatible



Trees on East Main Street could provide shade, enhance property value, and increase sales

Renovate the Depot for use as a transportation museum or other public purpose (O-20). The Depot is Hampton's most iconic landmark and should remain accessible to the public.

Create enhanced design guidelines for new and renovated buildings within existing historic districts (O-21). The existing design guidelines are very basic. They should be updated to be more comprehensive and easier to understand and enforce, while still retaining appropriate rights of individual property owners.

Expand existing historic districts to incorporate all historically significant buildings in and near downtown (O-22). Significant historic buildings such as the Depot, historic lofts, and a number of historic houses are currently not protected by inclusion in a district.

Install historic markers at historic buildings and sites throughout the study area (O-23). Smaller, inexpensive signs could highlight interesting aspects of Hampton's history and educate the public about the past.

Create a public art program to encourage the installation of temporary or permanent public art in downtown and throughout Hampton (O-24). Sculpture, murals, performance art, children's art, and any temporary or permanent installation could help enliven downtown and build a sense of community.



Inexpensive historic markers could increase awareness of Hampton's special buildings and places



Informal or formal public art could enliven downtown and focus on Hampton's unique history

Environment and Open Space

Residents were largely satisfied with current park offerings in Hampton, so the following recommendations seek to enhance and build on existing open space, and protect the natural environment from the negative effects of proposed development.

Environment and Open Space Policies

Ensure that new public spaces are fronted with buildings that include windows and doors to help activate and informally supervise public space. Isolated parks or those faced by blank building walls or back yards can create public safety issues.

Include fountains or other focal points within parks. Water features, statues, memorials, special plantings, and other features can enliven parks and create focal points for gathering.

Encourage local food production through community gardens. Affordable and healthy food, increased community bonds, and beautification are only a few of the benefits of community gardens.

Encourage native species plantings to reduce water consumption. Invasive species not only crowd out local flora, but can place a strain on municipal water supplies

Minimize light pollution from public light sources and new development to preserve Hampton's small town feel. Thoughtful public lighting design or a light pollution ordinance are two tools that could be used to implement this vision and preserve visual access to the night sky.

Public Space/Environment Projects

Create a community garden on Tom Eason Drive or at 2 West Main Street (O-25). Raised beds for flowers and vegetables could be installed north of the Cherry Street lofts or across Tom Eason Drive from the lofts, until the site develops for public or private use. These could also be a part of the proposed community center at 2 West Main Street.

Construct a small amphitheater on the city-owned site east of Tom Eason Drive (O-26). This outdoor venue could accommodate small musical or dramatic performances, or other gatherings, with a small permanent or portable stage. The existing slope of the land is naturally suited for an amphitheater, and parking could be provided on adjacent land, as shown in the concept plan on pages 66-67.

Reduce the impacts of parking lots on water quality by allowing unpaved areas, particularly for overflow parking (O-27). Ordinances should be amended to allow grasscrete, crushed stone, gravel, or other appropriate materials, in order to improve filtration and decrease the quantity or stormwater runoff.



Focal points can help enliven parks and create gathering places



A community garden on Tom Eason Drive would produce local healthy food and create community bonds



Neighborhood tree plantings could increase shade and property values

Conduct neighborhood tree plantings to expand the tree canopy throughout the study area (O-28). Volunteer plantings in public rights of way and on private property could increase shade and property values.

Improve the existing McBrayer Park with the addition of soccer goals, exercise stations on the circular trail, and perimeter tree plantings for shade (O-29). These additions could increase the usefulness of this already popular park.

Establish a nature sanctuary with educational signage and multiuse trails west of the Hampton Elementary School (O-30). This land is subject to occasional flooding and is thus unsuitable for development, but is an excellent place for a retreat to nature that would also connect the school with neighborhoods to the north.



A trail and nature sanctuary could connect Hampton Elementary to adjacent neighborhoods

Infrastructure and Public Facilities

The maintenance, retention, and expansion of Hampton's existing public facilities will continue to be important for creating a convenient, diverse, and vibrant city.

Infrastructure and Public Facilities Policies

Encourage developers to bury utility wires or relocate them behind buildings. Unsightly wires detract from Hampton's aesthetic, while poles can obstruct the sidewalk.

Provide space for new civic buildings in redevelopment adjacent to the proposed passenger rail station. The station itself will be one such civic building, but could be shared with or adjacent to another civic building such as a post office, community center, or chamber of commerce.

Work with the County to ensure that future facilities are accessible to everyone and contribute to a vibrant downtown. Recently constructed county facilities have been automobile oriented and not within walking distance of downtown; this should be remedied by finding more creative locations and better design for future facilities.

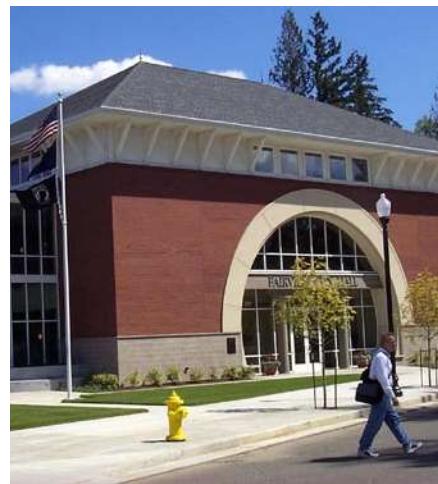
Infrastructure and Public Facilities Projects

Construct a new public safety building on the site of the old post office (O-31). This key site in downtown should be preserved for a sidewalk-oriented civic building when the existing building reaches the end of its usable life.

Construct a new City Hall within downtown when the existing facility reaches the end of its usable life (O-32). The current city hall building, a former bank, is not sidewalk oriented and does not contribute a dignified appearance to downtown. A new city hall could express the historic architectural character of Hampton, but should remain downtown to contribute to the mix of uses and foot traffic.

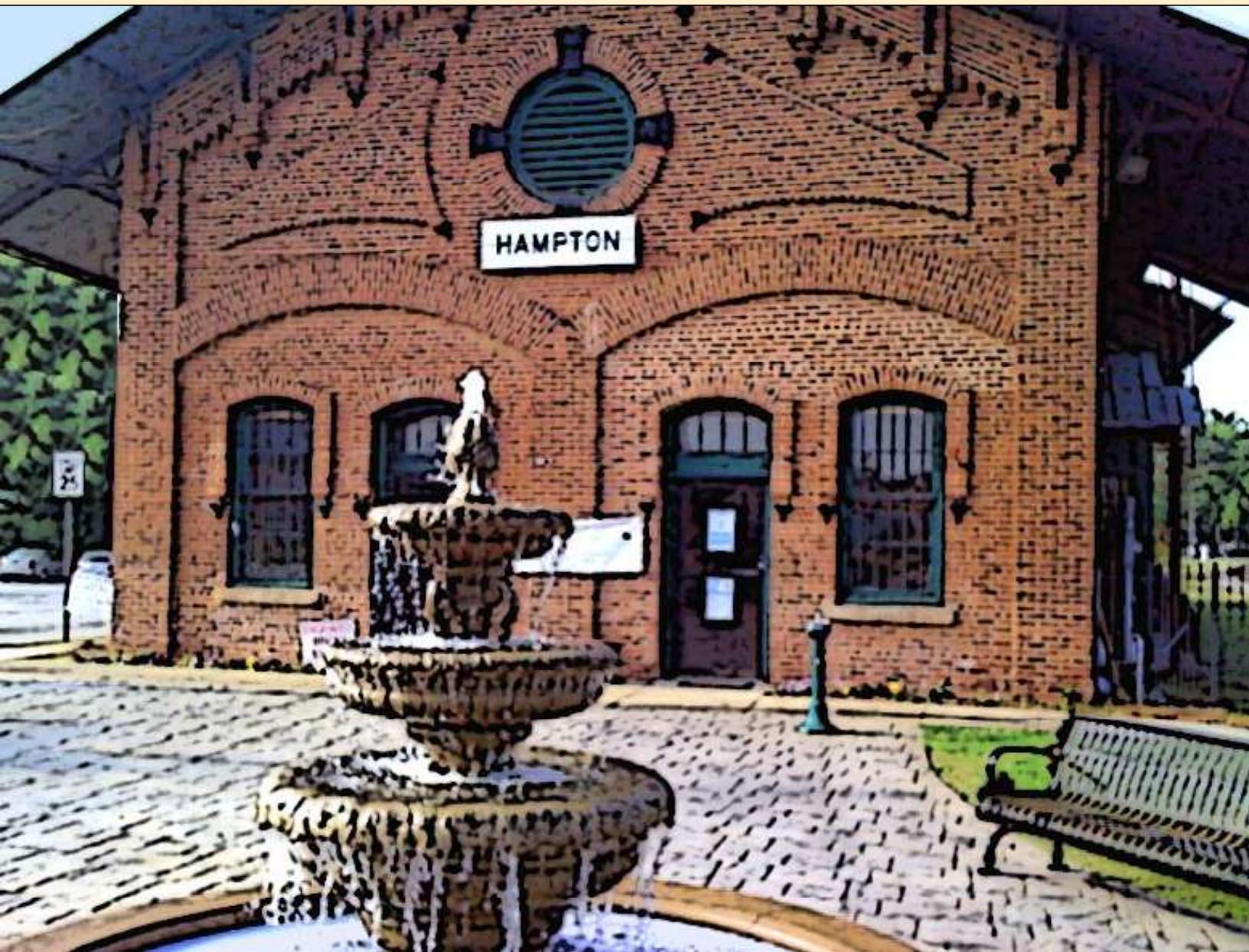


Utility wires should be buried or relocated with development wherever feasible



Any future city buildings should dignify the public realm with quality architecture

Part 5: Implementation



Implementation

Implementation of the vision for the future of central Hampton as set forth in this document should occur according to the Action Matrix provided on the following pages. The Action Matrix lists recommended projects along with project schedule, cost estimates, possible funding sources, and those parties responsible for implementation.

Project schedules range from immediate to over ten years in duration. This extended schedule will require that ongoing attention and priority is given to the plan and its implementation. As such, continued citizen involvement and input as exhibited throughout the study process will be essential to the long-term success of the plan.

City staff should track projects and maintain milestone dates and deadlines to help keep projects on schedule and moving toward completion. This effort will aid elected officials in establishing policies and setting priorities for funding and implementation of the projects outlined in the Action Matrix.

The Atlanta Regional Commission requires LCI studies to be updated every five years. This will be important, not only to maintain eligibility for transportation implementation funding, but to update the Action Matrix and any other aspects of the plan based on progress made and any new circumstances.

Ongoing communication and cooperation between the citizens and the elected officials is a vital component in an effective implementation plan. Making sure that this plan is available to and regularly consulted by city staff and others will help ensure momentum.

Projects scheduled in the near future include those that are administrative in nature—such as ordinance updates/revisions—and those priorities identified by citizen input where the need/benefit for public improvements is most critical and most likely to spur private investment.

The Atlanta Regional Commission has committed to making funding available for the implementation of transportation-related plan recommendations and to pre-qualify a limited number of transportation projects for funding. The City of Hampton should work with the Atlanta Regional Commission to ensure that projects requiring transportation funds are included in future Regional Transportation Plans, which are revised every five years. Most of these funds will require a 20 percent local match, which will most likely come from the city's general fund or from SPLOST (special purpose local option sales tax) revenues.

Short and Long Term Actions

Short-term steps toward implementation include the code amendments and other administrative projects outlined in the Action Matrix. Creation of new zoning classifications, revision to existing



A number of smaller projects from the Action Matrix can be implemented in the short term



Zoning amendments must happen in the short term to support the vision of the study, including mixed uses

zoning and related land use plans and codes will require an update to the Joint Cities/County Comprehensive Plan. This effort will need to be undertaken in conjunction with the aid of Henry County staff and elected officials.

Realizing the plan's vision requires a long-term commitment. The plan's future vision cannot be achieved overnight, and if it is not consulted and reviewed regularly, it risks becoming obsolete.

As the City of Hampton moves forward with implementation, it is important to remember the following. The general vision of the plan, including the Framework Plan, represents the results of an intentional and inclusive public involvement process. It is unlikely that the general vision will change substantially in the short term, even if the steps toward implementation do change.

While the vision may be unlikely to change in the near future, it is important that the community recognize that the vision/plan can and likely will change over time. The future addition or subtraction of policies or projects should not be viewed as a compromise of the study, but rather its natural evolution in response to new conditions.

Many of the assumptions used to guide this process, including the economic climate, land costs, transportation costs, transportation funding programs, and development trends, are never fixed. The City of Hampton must be prepared to respond to changes in order to ensure an ongoing relevant plan.

One of the greatest long-term values of this document, in addition to its role in procuring transportation funding, is that it lays out a detailed land use framework or vision. This vision should guide all future redevelopment efforts. Future proposals should be reviewed for compatibility with the framework and vision prior to approval to help ensure that the vision becomes a reality.

Lifelong Communities

Many of the weaknesses identified in the analysis on pages 46-47 are addressed by the recommendations of this study in order to make Hampton a place where people of all ages and abilities can live. Specific examples of this include streetscape improvements to provide new sidewalks to access destinations such as downtown, retail services, parks, and the proposed senior center; tree plantings to increase shade; the possibility of a circulator shuttle; zoning amendments and redevelopment concepts that increase the range of supportive housing types; the provision of more needs within walking distance of homes; and access to local healthy foods through community gardens.



Future development proposals should be reviewed for compatibility with this study

Action Matrix: Pedestrian & Bicycle Transportation Projects

ID	Description	Type of Improvement	Approx. Length	Engineering Year/Costs	ROW Year/Costs	Construction Year/Costs	Total Project Costs	Responsible Parties	Pot. Funding Sources	Local Source/Match Amount
T-1	East Main Street sidewalks and bike lanes from McDonough St. south to Hwy. 20, improve intersection for ped/bike crossings at Hwy. 20, landscaping and median	Bicycle/ Pedestrian	0.43 miles	2017/ \$139,710	n/a	2018/ \$1,397,100	\$1,676,520	GDOT, City	TE, STP, CMAQ, LCI	SPLOST/ \$335,304
T-2	East Main Street bike/ped improvements south of Hwy. 20	Bicycle/ Pedestrian	miles total	\$151,600	n/a	\$1,516,000	\$1,819,200	GDOT, County, City	TE, STP, CMAQ, LCI	SPLOST/ \$363,840
T-2a	Sidewalk on east side and shared-use path on west side from Hwy. 20 south to study area boundary		0.14 miles	\$106,120		\$127,344		GDOT, County, City	TE, STP, CMAQ, LCI	
T-2b*	Sidewalk on east side and shared-use path on west side from study area boundary south to county line		1.86 miles	\$1,499,880		\$1,691,856		GDOT, County, City	TE, STP, CMAQ, LCI	
T-3	East Main Street bike/ped improvements north of downtown	Bicycle/ Pedestrian	2019/ \$875,610	n/a	2020/ \$8,756,100	\$10,507,320		GDOT, County, City	TE, STP, CMAQ, LCI	SPLOST/ \$2,101,464
T-3a	5-foot sidewalk on east side of street from Elm Street north to study area boundary		0.10 miles	\$52,000		\$62,400		GDOT, City	TE, STP, CMAQ, LCI	
T-3b*	5-foot sidewalk on east side of street from study area boundary north to Sandstone Drive.		0.52 miles	\$270,400		\$324,480		GDOT, City	TE, STP, CMAQ	
T-3c	5-foot bike lanes on both sides of street from Elm Street north to study area boundary		0.10 miles	\$205,700		\$246,840		GDOT, County, City	TE, STP, CMAQ, LCI	
T-3d*	5-foot bike lanes on both sides of street from study area boundary north to county line		4.0 miles	\$8,2280,000		\$9,873,600		GDOT, County, City	TE, STP, CMAQ	
T-4	Downtown pedestrian improvements	Pedestrian	2013/ \$253,545	2014/ \$48,488	2014/ \$2,535,453	\$3,091,331		City	TE, STP, CMAQ, LCI, City	SPLOST/ \$618,266
T-4a	Elm Street from East Main to study area boundary/ 5-foot sidewalks on both sides of street, street lights and landscaping		0.40 miles	\$533,037		\$639,644		City	TE, STP, CMAQ, LCI	
T-4b*	Elm Street: sidewalks, street lights, and landscaping from study area boundary to Elmwood		0.9 miles	\$1,009,728		\$1,211,674		City	LCI, Local	
T-4c	Barnett street: Add 8-foot sidewalks to both sides of the street. Add street lights and landscaping. Extent: East Main Street to Tom Eason Drive.		0.06 miles	\$110,112		\$132,134		City	LCI	
T-4d	Cherry Street: Fill in sidewalk gaps. Add street lights and landscaping. Extent: James Street to Barnett Street.		0.07 miles	\$100,374		\$120,449		City	LCI	
T-4e	Tom Eason Dr.: Add 8-foot sidewalks to both sides of the street. Add street lights and landscaping. James St. to Elm St.		0.23 miles	\$329,802		\$444,550		City	LCI	
T-4f	Derrick Avenue: 5-foot sidewalks on both sides of street from McDonough Street to Elm Street		0.41 miles	\$213,200		\$255,840		City	LCI	
T-4g	James Street: 5-foot sidewalks on both sides of street from East Main Street to Derrick Avenue		0.46 miles	\$239,200		\$287,040		City	LCI	

*Project outside the LCI study area
All cost estimates are in 2011 dollars
CMAQ: Congestion Mitigation Air Quality
GDOT: Georgia Department of Transportation
LCI: Livable Centers Initiative transportation funds

**Already programmed
NHS: National Highway System
SPLOST: Special Purpose Local Option Sales Tax
SRTS (LNU): Safe Route To School - SafeTEA-LU Grant Program
STP: Surface Transportation Program
TE: Transportation Enhancement

Action Matrix: Pedestrian & Bicycle Transportation Projects (continued)

ID	Description	Type of Improvement	Approx. Length	Engineering Year/Costs	ROW Year/Costs	Construction Year/Costs	Total Project Costs	Responsible Parties	Pot. Funding Sources	Local Source/ Match Amount
T-5	McDonough Street / Rosenwald Drive Pedestrian and Intersection Improvements	Pedestrian/Intersection	2015/ \$114,614	2016/ \$407,270	2016/ \$1,146,140		\$1,898,534	City	TE, STP, CMAQ, LCI, Safety, Private	SPLOST/ \$379,707
T-5a	5-foot sidewalks on north side of Rosenwald Dr. from East Main Street to McDonough Street		0.15 miles		\$78,000		\$93,600	City	TE, STP, CMAQ, LCI	
T-5b	5-foot sidewalks on both sides of McDonough Street from East Main Street east to study area boundary		0.49 miles		\$254,800		\$305,760	City	TE, STP, CMAQ, LCI	
T-5c*	5-foot sidewalks on both sides of McDonough St. from study area boundary east to McDonough/Hampton Rd.		0.18 miles		\$93,600		\$112,320	City	TE, STP, CMAQ	
T-5d	Modify McDonough/Rosenwald/East King intersection to realign East King St. east to Eva Dr.		0.16 miles		\$719,740		\$1,386,854	City, Private	Safety, LCI, Private	
T-6	Hampton Elementary School Pedestrian and Bicycle improvements	Bicycle/ Pedestrian	2015/ \$313,228	n/a	2017/ \$3,132,278		\$3,758,733	City	TE, STP, CMAQ, Safety, LCI, SRTS (LU)	SPLOST/ \$751,747
T-6a	5-foot sidewalk on south side of Oak Street, street lights, and landscaping from East Main St. west to Central Ave., upgrade railroad crossing		0.28 miles		\$526,355		\$631,626	City	TE, STP, CMAQ, Safety, LCI, SRTS (LU)	
T-6b	5-foot sidewalk on one side and 10-foot shared-use path on opposite side of Oak Street, street lights and landscaping from Central Ave. west to study area boundary		0.22 miles		\$431,605		\$517,926	City	NHS, TE, STP, CMAQ, LCI	
T-6c*	5-foot sidewalk on one side and 10-foot shared-use path on opposite side of Oak Street, street lights and landscaping from study area boundary west to US 19/41, improve intersection of Oak St. and US 19/41 to facilitate pedestrian crossing		1.03 miles		\$1,400,718		\$1,680,861		NHS, TE, STP, CMAQ	
T-6d	Central Avenue: 5-foot sidewalks on both sides of street from Woodlawn Avenue to West Main Street		0.75 miles				\$468,000	City	LCI, SRTS (LU)	
T-6e	College Street: 5-foot sidewalks on east side of street from Oak Street to Central Avenue		0.23 miles		\$119,600		\$143,520	City	LCI, SRTS (LU)	
T-6f	Shared-use path to connect Hampton Elementary School and Central Avenue to Caldwell Drive		0.25 miles		\$264,000		\$316,800	City	SRTS	

*Project outside the LCI study area

Action Matrix: Pedestrian & Bicycle Transportation Projects (continued)

ID	Description	Type of Improvement	Approx. Length	Engineering Year/Costs	ROW Year/Costs	Construction Year/Costs	Total Project Costs	Responsible Parties	Pot. Funding Sources	Local Source/Match Amount
T-7	West Main Street bike/ped improvements	Bicycle/ Pedestrian		2014/ \$142,760	2015/ \$14,000	\$1,467,021 \$489,421	\$1,721,541 \$548,421	City	Local, LCI	SPLOST/ \$841,031
T-7a**	4-foot sidewalks on one side of the street from Oak Street north to study area boundary					(cost included in above)	(cost included in above)	City	Local	
T-7b**	4-foot sidewalks on one side of the street from study area boundary north to Caldwell Drive							City	Local	
T-7c	5-foot sidewalk on west side of West Main Street from Georgia Avenue south to study area boundary		0.56 miles			\$291,200	\$349,440	City	LCI	
T-7d*	5-foot sidewalk on west side of West Main Street from study area boundary south to Bonnie Glen Ln.		0.13 miles			\$67,600	\$81,120	City	Local	
T-7e	10-foot shared use path on east side of West Main Street from Oak St. south to study area boundary		0.71 miles			\$168,980	\$202,776	City	LCI	
T-7f*	10-foot shared use path on east side of West Main St. from study area boundary south to Old Hwy. 3		1.89 miles			\$449,820	\$539,784	City	Local	
T-8	Shared use path along Highway 20	Bicycle/ Pedestrian	9.6 miles total	2020/ \$228,480	n/a	\$2,284,800 \$188,020	\$2,741,760 \$225,624	GDOT, County	TE, STP, CMAQ, LCI	SPLOST/ \$548,352
T-8a	Hwy. 20 shared use path, set back from edge of pavement with landscape buffer, from Richard Petty Boulevard to I-75 (portion within study area)		0.79 miles					GDOT, County	TE, STP, CMAQ, LCI	
T-8b*	Hwy. 20 shared use path, set back from edge of pavement with landscape buffer, from Richard Petty Boulevard to I-75 (portion outside study area)		8.81 miles			\$2,096,780	\$2,516,136	GDOT, County	TE, STP, CMAQ	
T-9	Southwest Pedestrian Improvements	Pedestrian		2017/ \$132,288	n/a	\$1,322,880 \$1,587,456		City	TE, STP, CMAQ, LCI, Safety, SRTS (LU)	SPLOST/ \$317,491
T-9a	Cunningham Street 5-foot sidewalks on one side of street from Woodlawn Avenue to Georgia Avenue		0.12 miles			\$62,400	\$74,880	City	LCI	
T-9b	Woodlawn Ave.: 5-foot sidewalks on one side of street from West Main Street west to dead end, upgrade railroad crossing		0.48 miles			\$324,480	\$389,376	City	Safety, LCI	
T-9c	Woolsey Road: 5-foot sidewalks on both sides of street from West Main Street west to study area boundary		0.71 miles			\$369,200	\$443,040	City	TE, STP, CMAQ, LCI	
T-9d*	Woolsey Road: 5-foot sidewalks on both sides of street from study area boundary west to US 19/41		1.09 miles			\$566,800	\$680,160	City	TE, STP, CMAQ	

*Project outside the LCI study area

**Already programmed

Action Matrix: Pedestrian & Bicycle Transportation Projects (continued)

ID	Description	Type of Improvement	Approx. Length	Engineering Year/Costs	ROW Year/Costs	Construction Year/Costs	Total Project Costs	Responsible Parties	Pot. Funding Sources	Local Source/Match Amount
T-10	Southeast Pedestrian Improvements	Pedestrian		2018/ \$36,920	n/a	2019/ \$369,200	\$443,040	City	Local	SPLOST/ \$443,040
T-10a	Daniel Street: 5-foot sidewalks on one side of street from West King Road to East King Road	Pedestrian	0.18 miles		\$93,600	\$112,320		City	Local	
T-10b	East King Road: 5-foot sidewalks on west side of street from Highway 20 to Rosenwald Drive	Pedestrian	0.21 miles		\$109,200	\$131,040		City	Local	
T-10c	George Street: 5-foot sidewalks on one side of street from Daniel Street to East King Road	Pedestrian	0.19 miles		\$98,800	\$118,560		City	Local	
T-10d	West King Road: 5-foot sidewalk on east side of street from Daniel Street to Rosenwald Drive	Pedestrian	0.13 miles		\$67,600	\$81,120		City	Local	
T-11	Promote bicycle usage by installing bicycle racks at strategic location	Bicycle		n/a	2012	\$3,000	City	TE		SPLOST/ \$3,000
T-12	Enforce existing sidewalk concurrency requirements to ensure that phased developments are not left with incomplete sidewalks	Pedestrian Accommodations		n/a	2011		Admin.	City		n/a
T-13	Amend subdivision ordinance provision 69-92(3) to require 5-foot wide sidewalks with all new construction	Pedestrian Accommodations		n/a	2011		Admin.	City		n/a
T-14	Conduct a comprehensive Safe Routes to School needs assessment for Hampton Elementary School	SRTS		n/a	2012	\$25,000	Henry County Schools	SRTS		n/a

Action Matrix: Other Transportation Projects

ID	Description	Type of Improvement	Implementation Year	Est. Cost	Responsible Parties	Potential Funding Sources	Local Source & Match Amount
T-15	Facilitate parking turnover downtown with time limits on prime on-street spaces	Parking Management	2011	\$10,000	City	SPLOST	\$10,000
T-16	Reclassify West King Road as a local street and McDonough Street as a collector street	Street Reclassification	2012	Admin.	City	City	n/a
T-17	Parking facility and pedestrian connections to passenger rail station from both sides of tracks	Parking, Pedestrian	TBD	TBD	GDOT, City	FRA/FTA	n/a
T-18	Downtown shuttle or circulator feasibility study	Transit	2016	\$75,000	County, City	FTA Section 5307	SPLOST \$15,000
T-19	Enforce subdivision code to require street connectivity	Pedestrian Accommodations	2011	Admin.	City/County	City/County	n/a
T-20	Amend the Hampton Code of Ordinances to allow children under 12 to ride bicycles on sidewalks	Bicycle Accommodations	2011	Admin.	City	City	n/a

*FTA: Federal Transit Administration
FRA: Federal Railroad Administration*

Action Matrix: Other Projects

ID	Description	Cost	Start Date	Responsible Party	Potential Funding Sources
Land Use					
O-1	Highway 20 mixed-use development	TBD	TBD	Private	Private
O-2	Amendments to county future land use plan for Highway 20 area	Admin.	2012	City, County	City, County
O-3	Proactive rezoning of Highway 20 land	Admin.	2012	City	City
O-4	Revitalization of King/George/Daniel Street area	TBD	2013	City, Private	CDBG, Private
O-5	Residential infill on Tom Easton Drive site	TBD	2012	Private, City	Private
O-6	Code amendments to support LCI principles	Admin.	2012	City	City, ARC
Economic Development & Marketing					
O-7	Branding program for downtown	\$15,000	2013	DDA, Private	City, DDA
O-8	Create affordable housing bonus in zoning	Admin.	2014	City	City
O-9	Foreclosure prevention counseling	TBD	2012	City, Private	City, Private
O-10	Business attraction program**	Admin.	2012	DDA, Private	City, DDA
O-11	Recruitment campaigns for 2-3 targets**	Admin.	2012	DDA	City, DDA
O-12	Downtown property inventory	Admin.	2013	DDA	DDA
O-13	Downtown Hampton website	\$10,000	2011	DDA	City, DDA
O-14	Expanded customer attraction program*	Admin.	2012	DDA, Private	City, DDA
O-15	Motor Speedway visitor attraction plan*	Admin.	2011	DDA, Private, Speedway	City, DDA, Speedway
O-16	Retail business incubator	TBD	2015	City, DDA, Private	City, DDA, Private
O-17	Youth entrepreneurship workshop	\$3,000 + Admin.	2015	City, DDA, Private	City, DDA, Private
Urban Design & Historic Resources					
O-18	East Main Street tree plantings	\$2,600	2011	Private	City, DDA, Private
O-19	Adaptive reuse of house at 2 West Main Street	TBD	2012	City	City
O-20	Renovate Depot for public purpose	TBD	TBD	City	City, State
O-21	Update historic design guidelines	\$5,000	2012	City, Private	City
O-22	Expand existing historic districts	Admin.	2012	City	City
O-23	Install historic markers	\$8,000	2013	City	City
O-24	Public art program	TBD	2014	City, DDA, Private	City, DDA, Private

* Estimated cost of production of visitor and customer attraction marketing materials - \$15,000

**Estimated cost of production of business attraction and recruitment campaign marketing materials - \$18,000

Action Matrix: Other Projects

ID	Description	Cost	Start Date	Responsible Party	Potential Funding Sources
Public Space & Environment					
O-25	Community gardens on Tom Eason Drive or at 2 West Main Street	\$3,000	2011	Private	Private
O-26	Amphitheater on Tom Eason Drive site	TBD	2012	City, BCA, Private	City, Private
O-27	Code amendments to allow additional pavement materials and techniques	Admin.	2012	City	City
O-28	Neighborhood tree plantings	\$6,250	2012	City, Private	City, Private
O-29	McBrayer Park improvements	TBD	2011	City	SPLOST
O-30	Nature sanctuary west of Hampton Elementary	TBD	2014	City, County, Private	City, County
Infrastructure & Facilities					
O-31	New public safety building	TBD	TBD	City	SPLOST
O-32	New city hall	TBD	TBD	City	SPLOST

All cost estimates are in 2011 dollars

ARC: Atlanta Regional Commission

CDBG: Federal Community Development Block Grants

DDA: Downtown Development Authority

BCA: Bear Creek Assoc. Inc.

SPLOST: Special Purpose Local Option Sales Tax

Cost for housing foreclosure prevention counseling TBD based on agreement w/ local housing counseling agency.

Cost for retail business incubator TBD based on type and size of incubator and levels of participation by public and private sectors.

Population/Employment Projections

It is projected that the implementation of the recommendations laid out in the Framework Plan, conceptual redevelopment plans, and other plans recommended in this document will add population and employment in the study area as shown below.

Projected Short-Term Population Growth in the Study Area

	Single-Family	Duplex	Townhouses	Multifamily	Total
Year 2011					
Existing housing units	376	9	6	88	479
Assumed average household size	2.43	2.43	2.43	2.43	—
Total estimated population	469	11	7	110	597
Year 2016*					
Net new housing units since 2011	15	-20 [†]	38	40	73
Assumed average household size	2.4	2.4	2.2	2	—
Net new population	36	-48 [†]	84	80	152
Total projected population	505	-37[†]	91	190	749
Year 2021**					
Net new housing units since 2016	157	0	35	316	508
Assumed average household size	2.4	2.4	2.2	2.2	—
Net new population	377	0	77	695	1,149
Total projected population	881	-37[†]	168	885	1,898

Existing population figures are provided by ESRI BIS. Projections are based on the proposed framework plan and conceptual redevelopment plans, which are supported by demand numbers from the market study. Net new housing units accounts for those units removed for revitalization in the George/Daniel Street area.

*Assumes that existing residential developments are filled out and revitalization of George/Daniel St. is complete.

**Assumes complete buildout of conceptual plans, not including the alternate conceptual plan for Highway 20.

[†]The decrease in the number of duplexes and duplex residents reflects the proposed replacement of duplexes in the George/Daniel Street area with multifamily buildings. A net gain of affordable housing units is anticipated.

Projected Short-Term Employment Growth in the Study Area

	Commercial	Office/Institutional/Other	Total
Year 2011			
Existing jobs	147	193	340
Year 2016			
Net new square footage	2,000	2,000	4,000
Assumed square feet/job	823	416	—
Net new jobs	2	5	7
Projected total jobs	149	198	347
Year 2021*			
Net new square footage	324,000	20,000	344,000
Assumed square feet/job	823	416	—
Net new jobs	394	48	442
Projected total jobs	543	246	800

Existing employment figures are provided by ESRI BIS. Projections are based on the proposed framework plan and conceptual redevelopment plans, which are supported by demand numbers from the market study. Commercial includes retail and restaurants.

*Assumes complete buildout of conceptual plans, not including the alternate conceptual plan for Highway 20

The long-term population and employment projections provided below are based on existing data from ESRI BIS and field surveys, combined with assumptions about economic growth and the building out of the Framework Plan.

Estimating population and employment growth beyond ten years is difficult at a level as small as the study area. Real estate and economic trends are complex and subject to change. Although the Framework Plan is largely based on a ten-year build-out, longer-term forecasts can be made based on real estate cycles and the assumption that some facilities will be redeveloped.

Projected Long-Term Population Growth in the Study Area

Year	Single-Family Residents	Duplex Residents	Townhouse Residents	Multifamily Residents	Total
2010	469	11	7	110	597
2015	505	-37	91	190	749
2020	881	-37	168	885	1,898
2025	1,433	-28	234	1,099	2,738
2030	1,433	-28	225	1,099	2,729
2035	1,433	-28	225	1,099	2,729

Trends are based on extrapolations of short-term growth, potential build-out capacity of area, and assumptions regarding average household sizes. Negative duplex residents indicate those lost due to revitalization of George/Daniel Street.

Projected Long-Term Housing Growth in the Study Area

Year	Single-Family	Duplex	Town-house	Multi-family	Total Units
2010	376	9	6	88	479
2015	391	-11	44	128	552
2020	548	-11	79	444	1,060
2025	573	-11	100	488	1,150
2030	573	-11	100	488	1,150
2035	573	-11	100	488	1,150

Trends are based on extrapolations of short-term growth and potential build-out capacity of area.

Projected Long-Term Employment Growth in the Study Area

Year	Commercial Jobs	Office/Institutional/Other Jobs	Total Jobs
2010	147	193	340
2015	149	198	347
2020	543	246	789
2025	570	258	828
2030	599	271	870
2035	629	285	913

Trends are based on extrapolations of short-term growth, potential build-out capacity of area, and assumptions regarding average jobs per square foot.

Consistency With LCI Components

This study and its recommendations are consistent with the components of the Livable Centers Initiative as outlined below.

1. Efficiency/feasibility of land uses and mix appropriate for future growth including new and/or revised land use regulations needed to complete the development program.

The plan puts forth a vision for a more mixed-use land use pattern that would increase efficiency by providing more services, gathering spaces, and employment near existing residences, and by increasing residential density with redevelopment. These incremental changes in land use patterns are feasible given market constraints, the proposed transportation system, and local conditions, but require changes to the county's land use plan to be implemented, as described on page 60. Specific zoning changes appropriate to successfully implement the land use plan are described on page 68.

2. Transportation demand reduction measures.

A reduction in the demand for vehicular trips is proposed via a combination of new sidewalks, more compact development, new bicycle facilities, better street connectivity, and greater diversity of land uses.

3. Internal mobility requirements – traffic calming, pedestrian circulation, transit circulation, bicycle circulation including safety and security of pedestrians.

Pedestrian improvements along a variety of streets include traffic calming measures and elements to promote pedestrian and bicycle circulation. An interconnected network of pedestrian and bicycle facilities is proposed, with a focus on safety, particularly at the existing unsafe crossing of Highway 20 and near Hampton Elementary School.

4. Mixed-income housing, job/housing match and social issues.

Housing types and sizes for people of a variety of ages and incomes are projected and recommended by this study. This is accomplished with a mix of apartments, condominiums, townhouses, single-family residences, and quadplexes that could serve as traditional or senior housing. Proposed public and private improvements will help provide disadvantaged groups better access to parks, public facilities, services, and public transit. Additional retail and office space, combined with improved transportation access, will improve the jobs/housing balance by providing additional locally accessible jobs.



The plan promotes an efficient mix and concentration of land uses, supported by zoning amendments



Connectivity, vehicle trip reduction, and promoting alternative modes of travel are key principles of this study

5. Continuity of local streets in the study area and the development of a network of minor roads.

Continuity of local streets is proposed to be enhanced through the creation of new streets with redevelopment, enhanced railroad crossings, and shared use paths that bridge gaps in connectivity.

6. Need/identification of future transit circulation systems.

Usage of existing on-demand transit service is growing, but fixed-route service is probably not yet feasible due to low density. The plan's proposed pedestrian and bicycle improvements will allow better use of existing local and regional bus service. The plan also addresses proposed rail service and recommends a study to determine the feasibility of a circulator bus.

7. Connectivity of transportation system to other centers.

There are no regional centers within the study area except downtown Hampton, but the plan proposes a number of transportation improvements that extend outside the study area and would connect to the Atlanta Motor Speedway, Griffin, and Lovejoy to improve bicycle and pedestrian access to Hampton. Other improvements would better connect residential neighborhoods and downtown Hampton to Highway 20, the proposed senior center, and other smaller centers.

8. Center development organization, management, promotion, and economic restructuring.

More effective organization, management, and promotion of existing and proposed assets in and near the study area are needed. Recommendations in the areas of marketing and economic development begin to address these needs and move toward a more vibrant economic future that capitalizes on local assets, particularly the proximity of the Motor Speedway.

9. Stakeholder participation and support.

Public participation was solicited throughout the planning process through a combination of individual and small group interviews, public meetings, a community workshop, an open house, and core team sessions. More information about how meetings were advertised and how stakeholders contributed to the vision of this plan can be found in Part 3 above.

10. Public and private investment policy.

Successful implementation of the plan depends on a marriage of public and private investment policy, in which significant public investments in transportation improvements and other areas are complemented by private investments in redevelopment, new streets, and more. Projects may draw from a variety of funding sources, including SPLOST funds; city, state, and federal dollars; non-profit investment; and private sources.

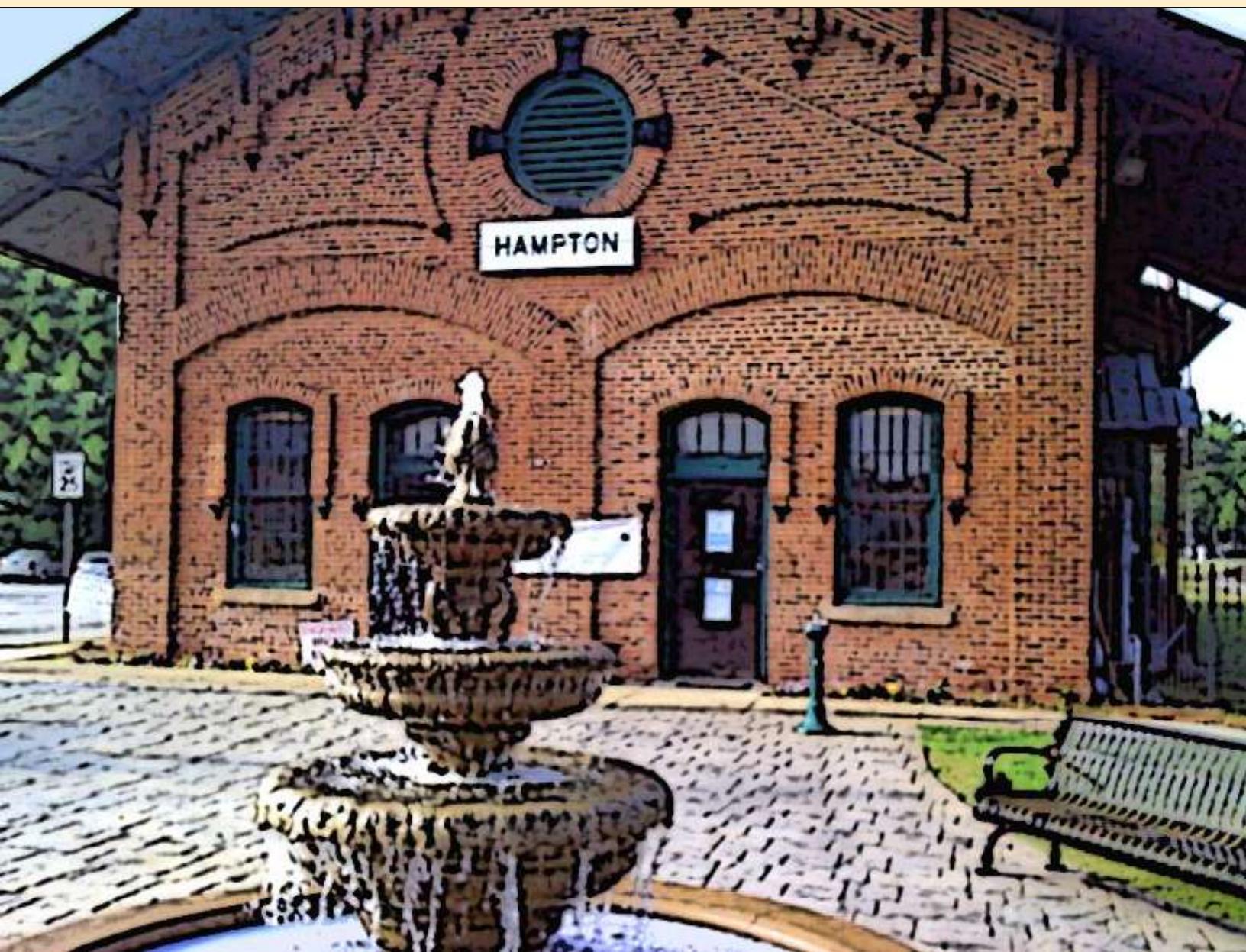


Community participation was a key focus of the study and met Atlanta Regional Commission guidelines



Focusing on connectivity and marketing will allow Hampton to capitalize on its assets

Appendix A: Market Analysis



Summary

The primary conclusion of the market analysis is that there is future market support for additional retail, residential and office space in the Hampton LCI Study Area over the next ten years and beyond. The following table summarizes the market areas, existing supply and potential demand for these uses.

SUMMARY OF RESIDENTIAL, RETAIL AND OFFICE MARKETS			
	Residential	Retail	Office
Market Area Demographics	<ul style="list-style-type: none"> Market area: 15-mile radius 172,000 households Continued growth projected through 2015: 16,700 new hholds Median hhold income of \$64,167, above USA median 74% homeownership rate 	<ul style="list-style-type: none"> Local market for convenience shopping: 10 min. drive Greater market for destination shopping: 25 min. drive 7,500 hholds in local market and 78,000 in greater market Strong growth Median incomes of apx. \$60,000 	<ul style="list-style-type: none"> Estimated 2009 employment of 45,600 in Henry Anticipated Henry Co. employment growth of 35,000 by 2020 Major employers – Henry Co. Schools, Henry Medical Center, Henry Co. Gov't., SunTrust, FAA, Georgia Power
Supply Trends	<ul style="list-style-type: none"> Drastic decline in resid. building permits in '08 and '09 Henry new SF sales in '09: 600 w/ median of \$193,500 New sales down 83%, prices up 2% vs. '05 Few active for-sale projects Apt. occupancies strong in low to mid 90s 	<ul style="list-style-type: none"> 4.2 million SF retail space in Henry and 3.8 million SF in Spalding Low vacancy in Henry (9%) but high in Spalding (23%) Major nearby retail centers in McDonough, Griffin & Lovejoy Study Area – 62,000 SF of retail/office with lease rates of \$8 to \$12/SF 	<ul style="list-style-type: none"> 1.7 million SF in South Clayton/Henry County 17% vacancy rate and \$19/SF avg. rent in Q2 2010 Absorption in 2007 of 162,000 SF vs. 25,000 SF in 2009 No speculative space under development Medical-space users make up large portion of tenant base
Demand Potential	<ul style="list-style-type: none"> Potential for 1,141 for-sale units and 729 rental units in Study Area over 10 years Potential prices: condo (\$90 - \$140), twnhome (\$130 - \$180), sf detached (\$175-\$250) Potential rents: 1 bd (mid \$750 - \$850) and 2 bd (\$850 - \$1,050) 	<ul style="list-style-type: none"> Existing market area leakage of \$121.0 million in sales (~0.5 million SF) Potential for 302,210 SF of retail space in Study Area by 2020 <ul style="list-style-type: none"> Specialty: 51,000 SF Home Goods: 86,000 SF Restaurants: 63,000 SF Convenience: 46,000 SF Apparel: 26,000 SF 	<ul style="list-style-type: none"> Potential demand for 151,000 SF of office space in Study Area through 2020 Users anticipated to be medical offices and professional and service businesses, such as legal, financial & insurance companies

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Framework

Marketek, Inc. was retained by Tunnell-Spangler-Walsh and Associates to prepare a market analysis for the Hampton LCI being conducted on behalf of the City of Hampton. The primary objective of the market analysis is to determine the potential market depth for new residential, retail and office space in the Hampton LCI Study Area and to determine how this potential could be most realistically achieved. The following tasks were performed as part of this effort:

- *Study Area Profile:* The Study Area's current position in the marketplace is assessed not only in terms of the quality and level of existing supply but also how the area relates to competitive markets.
- *Demographic and Economic Profile:* Analysis of demographic and economic trends in and around the Study Area, as well as larger geographic areas from which customers and new residents will likely emanate.
- *Market Analysis:* Analysis of the competitive supply of residential, retail and office uses, including occupancies, lease rates/sales prices, absorptions and overall quality. Potential market support for residential, retail and office development is provided, phased over a 10-year period.
- *Economic Development & Marketing:* Based on the findings of the Market Analysis, redevelopment considerations for residential, retail and office uses are provided, including methods for promoting affordable and mixed-income housing, retail positioning and market niches and other business and economic development opportunities.

While redevelopment activity throughout the Study Area will be phased over time, the market analysis is focused on the ten-year time period from 2010 to 2020, a realistic projection period for redevelopment. The results of this study are based on:

- Site visits conducted by Marketek, Inc.;
- Analysis of secondary data;
- Input from Study Area residents, public officials, real estate professionals and Study Area property owners;
- Statistical analysis;
- Survey research; and
- The professional and technical expertise of Marketek, Inc.

Study Area Profile

The Hampton LCI Study Area includes an estimated 0.8 square miles of land encompassing the City of Hampton's downtown. Its boundaries are approximated by Georgia Highway 20 to the south, the Southern States facility to the west, Hampton Elementary school to the north and East King Road to the east. Downtown Hampton is accessible by Georgia Highway 19/41 one mile to its west and I-75 seven miles to its east. One of Henry County's most significant visitor attractions, the Atlanta Motor Speedway, is just outside downtown Hampton and Tara Field/Clayton County Airport is to its west.



Within the Study Area, the majority of developed land is residential. While single-family housing predominates, there are a few apartment buildings and condominium developments. Downtown includes about 62,000 square feet of retail and services, along with several civic anchors. These are the Hampton



Depot, where an outdoor market is held every Friday, the Hampton Police Station, Hampton Elementary School and Bobby McBrayer Park. The largest employer in the Study Area is Southern States, a high voltage switch manufacturer with a 30-acre, 160,000 square foot campus. Businesses include the Jailhouse Brewery, Wing Ranch and a soon-to-open Japanese steakhouse, along with several service providers and offices.

With few dining, shopping and entertainment options in downtown at present, Hampton residents travel to nearby McDonough, Griffin and Lovejoy for groceries, restaurants and other stores. All are within a ten to fifteen minute drive, but there are limited options closer to home.

While downtown Hampton has not seen significant growth in recent years, surrounding Henry County has been a national leader in terms of population and employment expansion. The county was sixth nationwide in household growth from 2000 to 2006, with a 58.1 percent increase; a recent CNN survey put it seventh nationally for job growth, with a 60.5 percent climb from 2000 to 2008.

Although the recent economic downturn has led to a spike in unemployment and to slowed home sales and reduced prices, the south metro Atlanta region remains poised for growth over the next ten years. Expansion at Hartsfield Jackson Airport and the Georgia International Convention Center, along with redevelopment at Fort Gillem, are expected to spur the south metro's economy and to draw additional businesses and residents to the region. Hampton's proposed station on the Atlanta-Macon rail line, along with proposed movie studios at Tara Field, will only further Hampton's ability to attract this anticipated growth.

Demographic & Economic Profile

Primary target markets for new retail, services and entertainment in the Study Area include local residents, area employees and visitors. This section characterizes the size and features of each market, with an in-depth look at the local resident market, which will provide the greatest potential opportunity for a dependable source of year-round sales and with potential buyers of newly developed housing.

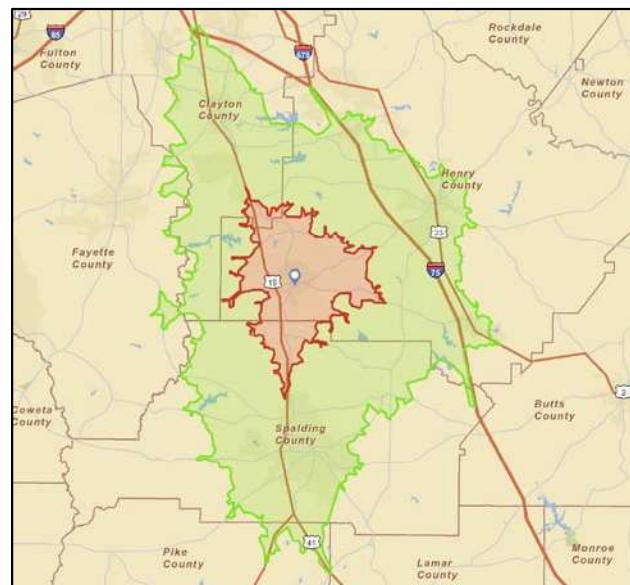
A. Local Residents

A demographic profile of households key to the redevelopment of the Study Area – Retail and Residential Market Area residents – is provided in this section. Retail and Residential Market areas are the geographic areas from which the large majority of potential retail customers and residents of new housing will emanate. They are based on drive time estimates, geographic and man-made boundaries and the location of existing competitive supply.

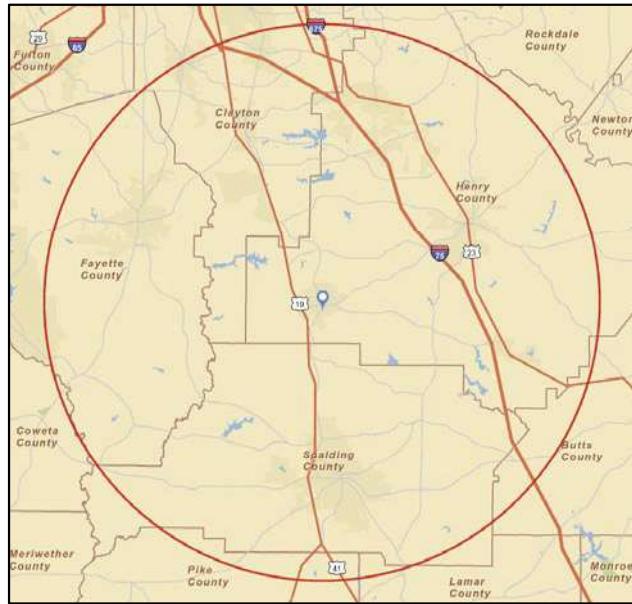
- **Local Retail Market Area:** Ten-minute drive from downtown Hampton; Will look to the Study Area for convenience-related goods and services (grocery, pharmacy, etc.) as well as specialty shopping and entertainment. (Map 1)
- **Greater Retail Market Area:** Twenty-five minute drive from downtown Hampton; Will look to the Study Area for destination shopping, restaurants and entertainment. (Map 1)
- **Residential Market Area:** Fifteen-mile radius from downtown Hampton; Majority of new Study Area residents will move from this area. (Map 2)

Demographic trends are analyzed for the 2000-2015 time period and comparisons to the City of Hampton, Henry County and the Atlanta Metropolitan Statistical Area (MSA) are made where appropriate.

**Map 1. Retail Market Areas:
10- and 25-Minute Drive Times**



**Map 2. Residential Market Area:
15-Mile Radius**



Population and Household Growth

Over the 2000 to 2010 period, Henry County exhibited some of the strongest household and population growth rates nationwide, with both averaging 7.3 percent annually (Exhibit 1). From 2000 to 2006, it was the seventh fastest growing county across the country, with a 58.1 percent increase in households.

The Local Retail Market Area surpassed Henry's growth rates, increasing in population by an average of 8.0 percent per year over the last ten years. In 2010, it is estimated at 20,730 persons in 7,494 households, according to ESRI Business Information Solutions, a proprietary data provider.

Growth rates in the Greater Retail and Residential Market Areas were lower (average of 3.8 percent and 3.5 percent per year, respectively), but on par with those of the City of Hampton and the MSA, all well above the national average. The Greater Retail Market area is estimated at 77,948 households and the Residential at 171,921.

Over the next five years, growth is expected to slow in all geographies, to around 2-3 percent annually. The market areas are projected to add 1,225 new households (Local Retail); 7,996 new households (Greater Retail); and 16,737 new households (Residential) by 2015.

The LCI Study Area is estimated at 635 persons in 264 households, with little growth over the last ten years. Note that Study Area population forecasts for 2015 do not reflect new development contemplated by the LCI plan.

Average household size is similar in all geographies, ranging from 2.71 persons per household in the Local Retail Market Area to MSA to 2.86 in Henry County, with the exception of the Study Area at 2.41. No substantive change is projected over the next five years.

Age, Income & Racial Composition Trends

Exhibit 2 provides a demographic snapshot of the study area, market areas, city, county and MSA. Exhibits 3 through 8 in Appendix A1 further characterize age, income and racial composition trends.

- Household Income: Median household income in the market areas range from \$59,557 in the Greater Retail to \$64,167 in the Residential. All are below the median in the MSA and Henry County, but above the national. Over 17.2 percent of Greater Retail Market Area households earn more than \$100,000 a year, as do over 20 percent of Residential Market Area households.
- Age: Trends are similar across the geographies. In the market areas, 30 percent of the population is under the age of 19 and nine percent are seniors (65 or over). Median age is in the mid-30s for all geographies.
- Racial Composition: In the Study Area, City and Local Retail Market Area, about two-thirds of the population is white and just under a third black. Other races make up 5 to 7 percent. Diversity increases in the Greater Retail and Residential Market areas, where 47-50 percent of the population is white, 41-45 percent black and 9 percent another race.
- National Origin: In the Local Retail Market Area, 4 percent of population is Hispanic, a similar level as in the Study Area, City and County. A larger share of the population in the Greater Retail and Residential Market Areas are Hispanic (7.4 to 8.0 percent), compared to a tenth in the MSA.
- Seniors: Henry County's 55+ population in 2010 is comparable to that of the MSA, but that segment of its population is expected to grow considerably over the next twenty years. The Atlanta Regional Commission estimates that the 55+ population will grow by 266% in Henry County in the 2000-2030 period, compared to 127% in the Atlanta region. Growth in the older adult population will increase the importance of making Study Area retail and residential development attractive to the baby boomer/retiree target market. This includes offering a variety of housing types that will allow aging adults to downsize while remaining within the community, and developing pedestrian-friendly and transit-accessible retail centers.

Exhibit 6 in Appendix A1 shows household income by age in the Residential Market Area. As shown, nearly half (47.3 percent) of householders age 55 to 64 have household incomes above \$75,000. Above age 65, income levels drop off as residents retiree. For persons age 75 or more, annual household income is below \$15,000 for 25.0 percent of households. The second, recommendations phase of our research will identify target businesses and housing types that will appeal to the 55+ population.

- Employment: According to the Bureau of Labor Statistics, resident employment in Henry County fell by 7,268 jobs from June 2008 to June 2010; the unemployment rate went from 6.2 percent to 10.3 percent. Similar rate increases occurred in metro Atlanta (from 6.2 percent to 10.3 percent) and the U.S. (5.7 percent to 9.6 percent). The Atlanta Regional Commission estimates 45,612 jobs in Henry County as of 2009.

Tapestry Market Segments

Recognizing that people who share the same demographic characteristics may have widely divergent desires and preferences, Community Tapestry data (developed by ESRI Business Information Solutions) categorizes neighborhoods throughout the nation into 65 consumer groups or market segments. Neighborhoods are geographically defined by census blocks, which are analyzed and sorted by a variety of demographic and socioeconomic characteristics as well as other determinants of consumer behavior. Based on this information, neighborhoods are classified as one of 65 Tapestry market segments.

Households in the Hampton LCI Study Area have been grouped into Community Tapestry market segments. Top ten market segments within these geographic areas are shown in Exhibit 7 and summarized in Exhibit 8. While the characteristics of each segment vary, households within the market areas tend to be young families with incomes at or above the national median. Most households live in newly constructed single-family homes. Ownership predominates, although some households rent. Spending tends to reflect family needs and include purchases for babies/children, home improvement and gardening needs and big ticket home items. Top market segments in the Retail and Residential Market Areas include *Up and Coming Families, Green Acres, Midland Crowd and Sophisticated Squires*.

B. Area Employees

Market research conducted by the Business Owners and Managers Association of America demonstrates that office workers (as one segment of the workforce) spend between 10 and 15 percent of their expendable income in and near their places of work.

A survey conducted by the International Council of Shopping Centers found that downtown workers spent an average of \$130 per week during lunch and after work. This survey further revealed that:

- The majority of workers (76 percent) prefer to walk to lunch, up to three blocks.
- The most frequent items purchased by workers include cards, stationery, gifts, drugstore items, books and magazines.
- With lesser frequency, workers buy office supplies, jewelry, apparel, accessories, housewares, cosmetics, arts and crafts and items found in galleries.
- Many workers (28 percent) will stop for “after work” activities (drinks, dinner and shopping) when such opportunities are available. Forty-eight percent (48 percent) of these workers are inclined to come back to the downtown district to eat and shop on weekends.

Within a one-mile radius of downtown Hampton, there are an estimated 119 businesses employing 883 workers (Exhibits 9 and 10). Within three miles, there are more than twice as many businesses (306) and employees (1,903).

In terms of the types of industry in and immediately surrounding the Study Area, the services and manufacturing sectors predominate. Manufacturing jobs account for 35.3 percent of jobs in a one-mile area and 26.5 percent within three miles. Services make up 32.6 percent and 37.5 percent, respectively. Health services are a large component of the sector, employing 306 persons (16.1 percent) within three miles.

C. Visitor Market

The Atlanta Motor Speedway, less than a mile from the border of the LCI Study Area, is Hampton's most significant visitor attraction. Since 1969, the Speedway has hosted two NASCAR race weekends each year. It recently lost its spring event to the Kentucky Speedway, but will continue to hold the Labor Day weekend race, which attracted over 116,000 attendees in 2009. Additional happenings include Thursday and Friday night race series, driving schools and other special events throughout the year.

As downtown Hampton develops, its ability to draw race visitors will improve, drawing travelers off of Hwy 19/41. Types of goods and services most desired by out-of-towners include:

- Restaurant, bar and eating choices representing a variety of cuisine and prices;
- Convenience goods – grocery and drugstore;
- Recreational/sporting goods and services;
- Unique, one of a kind, locally created arts and crafts items; and
- Gifts and souvenirs.

The recommendations phase of this study will further address the visitor market and their target business mix.

Residential Market Analysis

This section provides an overview of the existing housing market, along with a statistical demand analysis to estimate potential market dept for for-sale and rental housing in the Residential Market Area. Recommended product mix, price points and rents are included.

MARKET ASSESSMENT

National and Metro Atlanta Overview

Economic uncertainty, job losses, an oversupply of residential real estate and continuing foreclosures have continued to plague the housing market nationally and in metro Atlanta. In the US, new single and multifamily housing starts bottomed out in the second half of 2009 and should grow to 0.9 million units per year by 2012, according to the Georgia State University Economic Forecasting Center's May 2010 National Forecast. Before the recession, housing starts averaged 2 million plus per year. While home sales were boosted by the extended homebuyer tax credit, they did not match the volume sold during the first tax credit period.

In metro Atlanta, several factors have coalesced to depress rents, sales prices and sales volumes. From 1995 to 2005, the MSA led the nation in terms of square footage of new home construction. This construction boom now leaves the metro with an estimated 150,000 vacant, developed lots (i.e., lots are served by varying levels of infrastructure but no homes are built). Meanwhile, risky lending practices (e.g., no down payment, adjustable rate, interest only or subprime loans), job losses in the region (100,000 between 2006 and 2009) and a short foreclosure processes statewide have further increase oversupply as more foreclosed homes are made available. As of July 2010, Georgia ranked ninth nationwide in terms of foreclosure rate, with one in every 320 homes in foreclosure, a 13 percent increase over July 2009.¹

The effect of the housing bubble burst is evident in the ten-county metro.² According to SmartNumbers, from 2007 to 2010, the median sales price for new, detached single-family homes fell by 12.5 percent; number of sales fell by 77.3 percent from 2005 to 2009. Number of sales for attached product fell by 74.3 percent during that period. Single-family resales did not witness as drastic a decline in number of sales (down 38.5 percent), but did see a greater price fall (34.9 percent). This trend makes sense considering that resale data includes any purchases of foreclosed homes.

In apartments, rents and occupancies have fallen, although the market has generally not been hit as hard as the for-sale. Metrowide, occupancy rates are down to 88 percent, from a high of 96 percent in 2000. Top performing apartment submarkets include Rockdale, Henry, north Fulton and the City of Atlanta; all have occupancy rates above 90 percent, according to Databank's

¹ Homes in foreclosure are those that have received a foreclosure filing, including a default notice, auction sale notice or bank repossession.

² Including Cherokee, Clayton, Cobb, Dekalb, Douglas, Fayette, Fulton, Gwinnett, Henry and Rockdale Counties.

second quarter 2010 survey.³ Rental rates average \$764 for a two bedroom unit, up \$15 from 2000 levels, but down \$41 from highs in 2002 and 2003. While lending requirements remain tight, brokers indicate a loosening in financing availability for apartment complexes and several deals moving along.

Local Existing Housing Profile

Exhibit 11 summarizes the characteristics of the existing housing supply in the Study Area, Residential Market Area, City of Hampton, Henry County and the Atlanta MSA.

Tenure: In the Study Area, City of Hampton and Henry County, over 80 percent of homes are owned. Renters occupy a quarter of housing in the Residential Market Area and a third in the MSA.

Vacancy: Estimated vacancy rates range from 9 percent in Henry County to 12 percent in the Study Area and City.

Values: Home values are lowest in the Study Area (median of \$75,625). The median increases for the Residential Market Area (\$128,267), but remains below that of the County (\$152,490).



Structure Type: In Henry County, most homes are single-family detached. While recent estimates are not available for the City or the Study Area, site visits indicate that most housing within the Study Area is single-family detached homes, with the exception of 28 multifamily units on Cherry and James Streets and a few small apartment buildings.

Permits: Another indicator of the local housing market is the number of residential building permits issued (Exhibit 12). Permit numbers in both Henry County (including incorporated cities) and Hampton have fallen drastically. In 2009, only 238 residential units were permitted in Henry, of which 15 were in Hampton. Comparable numbers for 2005 were 3,820 in Henry and 310 in Hampton.

Local For-Sale Market

Near the peak of the housing market in 2005, 6,198 single-family detached units sold in Henry County (Exhibits 13 and 14). New units accounted for more than half (56 percent) of these sales, compared to 35 percent for the ten-county metro region. The median sale price of new detached units in Henry was \$189,100, demonstrating its affordability relative to the MSA (\$221,835). The median price of resale detached units was \$144,900, compared to \$187,900 regionally. At that time, easy access to credit and a growing economy were fueling the new home market.

Attached unit sales in Henry County accounted for only 3 percent of single-family sales in 2005. The median sale price of new units was slightly lower than resale units: \$115,900 compared to \$123,092. However, new units accounted for a strong majority of attached sales (90 percent). Not surprisingly, median sale

³ Apartment market equilibrium, or the point when supply equals demand, is typically considered to be from 92 to 93 percent occupancy.

prices for attached units in the 10-county region were higher: \$175,272 for new units and \$153,100 for resale.

Since 2005, home prices and sales activity in Henry County have dropped dramatically, with the sharpest declines among new home sales. Between 2005 and 2009,⁴ sales of new homes in Henry County dropped at an average annual rate of 21 percent for detached units and 19 percent for attached units. These declines are inline with regional changes where sales declined by an average of 20 percent and 19 percent per year, respectively. New home prices have been more stable, the median actually increasing slightly (1 percent annually) among detached units, but dropped (7 percent annually) for attached units countywide. Regionally, new home sale prices increased 1 percent annually for attached and detached units (Exhibits 13 and 14).

Resale activity has been much stronger, largely due to foreclosures and bargain prices. Between 2005 and 2009, resales in Henry County fell by 5 percent annually between 2005 and 2009 and increased by 63 percent annually for attached units. Foreclosures have likely been the culprit of stronger resale activity, particularly for attached units where the average median sales price fell from \$123,092 to \$40,000 during this period.

Henry County remains an affordable option for homebuyers in the Atlanta region, with median sales prices of \$179,950 for new detached homes and \$107,950 for resales.

Competitive For-Sale Product

A survey of competitive for-sale projects in and within a short drive of the Study Area reveals that the Hampton market is experiencing the same difficulties as regional and national markets. One realtor interviewed for this research noted that while sales have been active in the Henry County area, almost all of her sales have involved foreclosures. This is supported by foreclosure data from the Local Initiative Support Corporation and the Foreclosure Response Project that rates the City of Hampton's 30228 zip code 13th statewide in terms of foreclosure need.⁵ In addition, the 30228 zip code received the highest score within Henry County (42.0), where scores for other zip codes ranged from as low as 11.2 in Locust Grove to 32.6 in Stockbridge.

Exhibit 15 summarizes for-sale communities within or bordering the Study Area and shows that prices have fallen 30 to 50 percent in the past three to four years. A recent sale at Hampton Lofts, a 20-unit adaptive reuse project located downtown, was priced at roughly one-half of what it would have sold for several years ago.

The other three projects included in Exhibit 15 are single family detached subdivisions. Oak Hollow and Main Street Commons are built out and had combined sales of 18 homes over the past year. Bridgeport is now bank owned and is no longer building. However, 15 homes in this community sold last year,

⁴ Because 2010 data is only available through April, 2009 data is used for comparative purposes.

⁵ The 30228 zip code's score of 42.0 is based on subprime lending, foreclosures, mortgage delinquencies and vacancies relative to other zip codes throughout the state as of March 2010. The neediest zip code in the state receives a score of 100, so a ZIP code with a score of 50 is estimated to be one-half as needy as the worst-off zip code.

with price points between \$83,000 and \$185,000. Sale prices at all four communities were within 93 to 97 percent of asking price. Typical buyers included retirees wanting to be closer to children (often from outside states such as New York and California), combining families and growing families.

Looking beyond the immediate Study Area (Exhibit 16), there are few communities in the competitive area that are actively building, with most offering only resales/foreclosures. However, there are a handful of projects where homes are being built such as Crown Manor and Bridleridge in McDonough. Last year, Crown Communities acquired 80 foreclosed lots in McDonough. Twenty homes had already been completed and sold at the time of acquisition. In the past year, Crown Communities completed and sold another 62 homes at this site (Crown Manor) with an additional 13 nearing completion. The project has been so successful that 17 more lots have been added to the project. A representative from Crown Manor attributes much of its success to the project's competitive pricing, which ranges from \$184,000 to \$270,000 (\$70/square foot) that was achievable due to the developer's extremely low acquisition price.

Similarly, Bridleridge Builders acquired 62 foreclosed lots six months ago. Since that time, Bridleridge Builders has built and sold seven homes in the \$170,000s to \$180,000s (\$59/square foot). Once complete, Bridleridge will include over 200 homes.

Local Rental Market

Henry County rental statistics indicate that it is one of the stronger apartment submarkets in the MSA, with an average occupancy rate of 92 percent as of Databank's second quarter 2010 report. With newer, higher-rent apartment complexes, it was hurt less by job losses that led many low-wage and migrant workers to leave mid- and low-rent apartments in South Fulton and Clayton, often doubling-up with family or relocating out of the region. Over the next three years, Henry is anticipated to add 2,313 rental units, although construction timelines on planned projects will be influenced by the pace of economic recovery throughout the region.

Competitive Rental Product

Marketek's survey of apartment communities located within a short drive of the Study Area echoes Databank's findings (Exhibit 17). Occupancy rates are 90 percent or higher at each community surveyed, with a high of 96 percent at the Villas at South Point on Highway 20.

Most communities rent one, two and three bedroom units, although offer fewer floorplan options for three bedrooms. Market rate one bedroom rents range from \$599 to \$920, with several in the mid \$800s. Two bedroom rents range from \$699 to \$1,170 with most in the mid \$800s to mid \$900s. Three bedroom units go from \$850 to \$1,405, with several around the \$1,100 mark.



In four communities, prices per square foot range from \$0.60/sf for two bedroom units at Walden Landing to \$0.86/sf for one bedroom units at Lakeside Villas. In the remaining, higher-priced projects, per square foot prices are in the mid \$0.80s

to low \$0.90s, reaching as high as \$1.03/sf for one bedroom units at Villas at South Point. Half of communities are offering rent specials, typically anywhere from \$100 to \$200 off market rate rents for the duration of the lease.

All communities surveyed were built since 2000 and none offered any tax credit or otherwise subsidized units. Most units were flats although a couple developments offered some townhomes or lofts.

Balconies or patios, cable and internet readiness, fitness centers, playgrounds, pools, laundry rooms and washer/dryer connections are typical amenities. Additional amenities/features offered in some communities include business centers, garages, tennis courts and car care centers.

DEMAND POTENTIAL

A statistical demand analysis was performed for the Residential Market Area to estimate the potential market depth for for-sale and rental product in the Study Area. Even though the analysis uses finite numbers, the end results (i.e., potential market support) should be interpreted as an approximation of market depth that is balanced with the characteristics of the competitive supply.

The two main sources of annual potential demand for housing are new household growth and turnover. New household growth is traditionally used to project market growth and is based on population and household growth projections for the Residential Market Area. The owner and renter analyses use the average annual increase in households beginning with the estimated household base in 2010 and the projected 2010-2020 annual increase in new households.

In both the owner and the renter demand analysis, the more quantitatively significant source of potential demand, turnover, has as a base the estimated number of owner or renter occupied units existing within the Residential Market Area. Projected owner and renter occupied households are qualified or segmented by owner or renter turnover rates (from the 2008 American Community Survey), as well as income and household size. It is assumed that a majority of prospective households will have one to three persons. In terms of income, the bulk of potential homebuyers will likely have annual incomes of \$50,000 and higher, while prospective renters will have annual incomes between \$25,000 and \$60,000.

Households that will potentially be owners or renters are qualified by income, household size and Tapestry market segmentation data. Recognizing that estimated potential demand will depend on the housing preferences of new and existing market area households, Tapestry data is used to narrow demand estimates to include households that would be most attracted to new housing developed in a town center atmosphere. For example, the appeal of residential development in the town center will vary depending on a household's characteristics or preference/lifestyle choice. A large family, for instance, may prefer a house with a big yard as opposed to a loft-style condominium in a mixed-use setting.

Over the next ten years, 1,756 Residential Market Area households will be potential buyers of newly developed market rate housing annually. An estimated 1,121 households in the Residential Market Area are potential renters at market rate rental projects annually (Exhibits 18 and 19).

Based on an evaluation of the surrounding housing market, comparable residential product in the market, planned and proposed development in the Study Area, the Study Area's location and accessibility and Marketek's experience in facilitating residential development in other areas, we estimate that during the first ten years of redevelopment, approximately 1,141 for-sale and 729 rental units could be absorbed in the Study Area (Exhibit 20). In other words, the Study Area has the potential to capture 6.5 percent of market demand over a ten year period. Combined, there is demand for 1,870 housing units in the Hampton LCI Study Area, 61 percent ownership and 39 percent rental.

The projection for potential demand for housing in the Study Area assumes that development will begin as the economy stabilizes and Atlanta enters another period of growth. Based on employment projections, the region should regain most of the jobs it lost during the recession by the end of 2012, which may be when substantial new housing development begins. The location of a commuter rail station in Hampton would no doubt increase demand for housing in the Study Area; however, as the timeline for this is further out, rail-based demand is not contemplated in this analysis.

These projections also assume there will exist marketable rental and for-sale housing product and that an aggressive marketing program for new housing will be underway. The recommended housing types would include newly constructed apartments, condominiums, townhouses and small-lot single-family detached homes.

Potential demand estimates and achievable rents and home prices are summarized below. While there may be some demand for higher-priced units, it is our opinion that as prices rise above this level demand will thin out, especially as the housing market is still recovering.

	10-Year Market Area Potential Demand	Study Area Capture	10-Year Study Area Potential Demand	Potential Price Points/Rents
For-Sale Product	17,560 units	6.5%	1,141 units	Condos: \$90,000 to \$140,000 Townhomes: \$130,000 to \$180,000 Single-Family Detached: \$175,000 to \$250,000
Rental Product	11,215 units	6.5%	729 units	1 bd: \$750 to \$850 2 bd: \$850 to \$1,050 3 bd: \$1,100 to \$1,300

Retail Market Analysis

This section provides an assessment of the existing retail supply in the Henry County/South Metro market and, more specifically, in and around downtown Hampton and the LCI Study Area. A statistical analysis of potential demand for new retail space in the Retail Market Areas follows.

MARKET ASSESSMENT

Nationally, slowed retail sales and tightening lending markets have stalled commercial construction in many markets. After being down by nearly \$45 billion in July of 2009, retail sales have almost returned to pre-recession levels. As of April 2010, national retail sales were an estimated \$365 billion, equivalent to sales in August 2008 and down by \$15 billion from a high in October 2007, according to the Georgia State University Center for Economic Forecasting. The retail sales boost was likely fueled by increased consumer confidence, a slowed savings rate compared to at the beginning of the recession, and difficult to pass up deals, such as the cash for clunkers program.

In metro Atlanta and Henry County, increased difficulty getting tenants to commit to projects, along with requests for lower lease rates, have held up many projects. Overall, however, Henry County's strong population growth coupled with development momentum in the south metro should provide continued support for the local retail market and future development. Further, a historical lack of options for both destination shopping in the south metro and convenience shopping within Hampton mean that there are still opportunities for new retail development in the Study Area.

In its *Atlanta Retail Space Guide*, Dorey Publishing and Information Services classifies Hampton as falling in the "Spalding County" retail submarket, despite its Henry County location. This submarket contains 3.8 million square feet of retail space in 50 centers, with an average vacancy rate of 23.3 percent as of Summer 2010. Of the 36 centers in this submarket advertising vacancy, ten have asking lease rates above \$15 per square foot NNN;⁶ fourteen have asking lease rates from \$10 to \$14 per square foot.

Community-member input indicates that Griffin and McDonough are two of the prime shopping and dining destinations for many Hampton residents; Lovejoy is also within a short drive. McDonough falls in the "Henry County" retail submarket, which, according to Dorey, has 4.2 million square feet of retail space in 72 centers. Of the 41 properties with leasable space, asking rents are above \$15 per square foot for 20 and between \$10 and \$14 for another 18.

At 9.4 percent, the retail vacancy rate in Henry County is the sixth lowest of 28 metro Atlanta submarkets; the Spalding County rate, however, is the highest.

⁶ "NNN" denotes a triple net lease, which means that in addition to rent, the tenant pays a share of all taxes, insurance and maintenance associated with the building. In a gross lease, denoted "G," the landlord pays these expenses.

This is due to large vacancies of 30,000 square feet or more at several strip centers.

Competitive Destination Shopping

Exhibit 22 provides an overview of the destination retail supply in southeast metro Atlanta. For many years, Southlake Mall in Clayton County offered the only large-scale shopping opportunity in the region, with 1.0 million SF. Other destination retail, including outlet shops at Locust Grove and big-box anchored power centers, have expanded the supply. Community members have also mentioned driving to Atlantic Station in midtown Atlanta for shopping, dining and entertainment.

While some newer developments have had difficulty securing tenants, most have been able to open at least initial phases. South Point on Hwy 20, for example, has opened a JCPenney, Kohl's and Hobby Lobby, but substantial vacant land surrounding these stores remains. At various times, additional anticipated tenants have included a Hilton Garden Inn, Rooms to Go, Haverty's, Babies R Us and Academy Sports + Outdoors.

Competitive Convenience Shopping

Convenience retail centers are shown in Exhibit 22. Within a ten-mile drive of downtown Hampton, there are three grocery store anchored retail centers – Lovejoy Station, Kroger on Tara Boulevard and the Shops at Westridge. Closer to downtown, Fred's Pharmacy provides 16,000 square feet of convenience shopping.

Existing Downtown Business Mix

As of August 2010, there are 26 commercial businesses in the Study Area, most along Main Street. Services (e.g., financial and real estate services, salons, car care, etc.) make up the majority of businesses and of commercial space

downtown (65.5% and 57.7%, respectively). Restaurants and specialty shopping comprise less than a fifth of downtown space (4 businesses).



In total, there is an estimated 62,000 square feet of commercial space in the Study Area, with a vacancy rate of about 13.5 percent. Lease rates vary, but interviews with local brokers indicate a range of about \$8.00 to \$12.00 per square foot triple net, with some first-year discounts for new tenants.

DEMAND POTENTIAL

Existing Retail Balance

Retail MarketPlace data prepared by ESRI Business Information Solutions weighs estimated retail sales against estimated demand to help gauge how well a defined market area is currently meeting its retail potential. Retail 'supply' is based on estimates of actual retail sales using the Census of Retail Trade and a variety of other business and government databases. Retail 'demand' represents the expected amount spent by market area residents for various retail goods and services, based on consumer expenditure patterns derived from the U.S. Consumer Expenditure Survey.

When estimated retail demand exceeds supply, a leakage is presumably occurring, meaning that consumers are looking outside of the market area for retail goods and services. A surplus, conversely, suggests that supply exceeds demand and that certain business categories⁷ are importing sales from shoppers who live outside the market area. It is important to note that the data reflects only potential shopping from resident shoppers and does not include spending from visitors or employees who live outside the market area. In reality, the consumer marketplace is quite fluid. Even if goods are locally available, priced appropriately and of good quality, local shoppers will always do a certain amount of shopping away from home, including over the internet or through catalogues. The leakage/surplus analysis, however, provides a reasonable indication of the availability of goods in the Retail Market Areas.

Exhibit 25 provides a supply and demand comparison for the Retail Market Areas for several merchandise categories. Because shoppers generally travel less than ten minutes for convenience-related goods (i.e., grocery and health and personal care stores), the supply and demand comparison for these categories includes the Local Retail Market Area only. Supply/demand estimates for all other merchandise categories are for the Greater Retail Market Area.

Among the ten retail categories listed, a leakage occurred in eight. The largest is home furnishings at \$28.2 million, or 141,654 square feet of store space, followed by general merchandise (i.e., department store purchases) at \$22.3 million in sales (103,365 square feet).

Total leakage in all seven categories is \$121.0 million, which translates to 533,415 square feet of retail space.⁸ Marketek estimates that the Study Area has the potential to capture between 15 and 20 percent of sales leakage in the Greater Retail Market Area and 50 percent in the Local Retail Market Area. This translates to immediate potential demand for 98,537 square feet of retail space (see Exhibit 26 – Summary of New Potential Supportable Retail Space – for space estimates by merchandise/service category).

Future Retail Demand Potential

Estimates of potential market demand for retail uses are provided to estimate the appropriate level of commercial development in the Hampton LCI Study Area. Potential retail sales are found by applying expenditure potential⁹ by type of merchandise to market area population figures and are divided among five merchandise and service categories: shoppers goods, convenience goods, restaurants, entertainment and personal services. Based on estimates of sales per square foot of store space, potential sales are converted to supportable space.

In 2010, total potential sales of \$826.0 million would support 4.0 million square feet of retail space (Exhibit 26). By 2015, potential sales of \$914.0 million would support 4.4 million square feet, representing a five-year increase of 421,907 square feet. In 2020, potential sales of \$1,011.5 million would support 4.9 million square feet of

⁷ Exhibit 24 specifies the types of goods and services in each of these categories. For instance, "apparel" includes women's apparel, men's apparel, children's apparel, footwear, watches and jewelry.

⁸ Square footage estimates are based on standard retail sales per square foot of store space as established by the Urban Land Institute.

⁹ Consumer spending is estimated from the Bureau of Labor Statistics' Consumer Expenditure (CEX) Surveys. The CEX surveys have been used for over a century to provide data to study consumer spending and its effect on gross domestic product.

retail space, an increase of 466,836 square feet over 2015. It is important to note that invariably some level of potential expenditures by residents will occur outside of the Retail Market Areas – including the Internet – if desirable goods and services are not available.

The share of potential supportable space that the Study Area can ultimately support will depend on the success of implementing a comprehensive development program that includes a wide variety of retail, entertainment, housing and office uses. In other words, a passive or segmented approach to development would likely result in the Study Area achieving only a fraction of its estimated potential.

Based on the assumption that a comprehensive program is underway, Marketek estimates that over the next ten years, the Study Area can capture 50 percent of the potential increase in Local Retail Market Area expenditures and 21 percent of the potential increase in Greater Retail Market Area expenditures. These capture rates translate to potential demand for 202,672 square feet of new retail space in the Study Area. Combined with the 98,537 square feet of potential from existing unmet demand, there is total demand potential for 301,210 square feet of new retail space in the Hampton LCI Study Area (Exhibit 27).

In an effort to put demand estimates into context, Exhibit 28 shows the average size of several types of businesses that may be appropriate for the Study Area. In addition to the median size of all businesses within a particular category, the median size of national, local chain and independent retailers is also shown.

The following summarizes the distribution of space among shoppers goods, convenience goods, restaurant, entertainment and personal service retail categories.

- *Shoppers goods:* 162,970 square feet of retail space for apparel, home furnishings, home improvement, miscellaneous specialty goods and general retail.
- *Convenience goods:* 46,115 square feet devoted to grocery and health and personal care stores.
- *Restaurant & entertainment:* 82,900 square feet; based on the assumption that the Study Area will have established itself as an expanded, mixed-use center with a wider variety of shopping, entertainment, new housing and office uses.
- *Personal services:* 9,224 square feet for services such as dry cleaners, DVD rental, etc. More personal service space may be supported, however, if businesses such as a hair salon or day spa attract customers from outside the Local Retail Market Area.

Estimates of potential retail space in the Study Area should be considered conservative based on the fact that expenditures of two key markets – employees and visitors – fall outside of the model. Additional space supported by development of the rail station is also not included. Finally, new housing and office space developed in the Study Area will further boost potential demand for retail space since a major selling point will be close proximity to shopping and entertainment.

Office Market Analysis

MARKET ASSESSMENT

The predominant type of commercial real estate development and a significant driver of the economy in Henry County's I-75 corridor is big-box distribution-center buildings. Locations in this just-south-of-Atlanta corridor are attractive to companies that wish to bring inventory in from the Port of Savannah and other origins; distribute this inventory throughout metro Atlanta, or bypass the metro area for locations to the north and west; or move goods down I-75 south to markets in Florida.

The buildup of distribution space in this corridor began in the early-to-mid 1990s with a wave of build-to-suit developments, including facilities for Nestlé, Pep Boys and Ford Motor Co. It continued later in the decade with major speculative big-box distribution projects by national and local developers, followed by a steady influx of users including Kimberly-Clark Corp., Home Depot, and LG Electronics. In 2009 the corridor was the scene of the Atlanta region's largest build-to-suit project, the 1.6 million-square-foot Whirlpool Corp. regional distribution center.

The distribution market has slowed with the decline in the economy over the past two years. Exhibit 29 in Appendix A4, provided by the Atlanta office of the Colliers International commercial real estate firm shows absorption of industrial space here totaled -298,954 during the first half of 2010. Negative absorption (i.e., net decrease in the amount of occupied space) been recorded for five of the past ten quarters in this market.

As has been the case in the past, however, this market is well-positioned to rebound when the economy recovers. Business at the Port of Savannah, a major driver of this distribution market, should improve with completion of the Panama Canal widening/deepening project in 2014, a project that is projected to result in an increase in shipping at east coast U.S. ports. And in addition to an abundance of available space (more than 7.2 million square feet as of midyear 2010), there are several parks in the I-75/Ga.155/Ga.42 area of the county capable of accommodating large new buildings. At this time, however, there is no significant distribution space construction taking place in this market.

Office Market Dynamics

As shown in Exhibit 30, "South Clayton/Henry Co. Office Market - 2007 through Second Quarter 2010," at the end of second quarter 2010, this 1.68 million-square-foot was just under 15.9 percent vacant, compared with 15.6 percent the previous quarter and 16.5 percent in second quarter 2009.

A small office market with little-to-no major activity in the first place, the current national economic recession has resulted in slow demand for office space here for the past several quarters. This market absorbed 3,849 square feet of space during the first two quarters of 2010, compared with 19,584 square feet during the same period in 2009. There is no significant speculative office space under construction in this market.

Historically, users of medical-oriented space make up a significant portion of the office-tenant base in this market, due in large part to the presence of Henry Medical Center. Professional and services firms are also in evidence, with lawyers and insurance companies opening offices to serve the growing residential population drawn by Henry County's well-educated labor pool, relatively low crime rate, and reputation for good schools.

In the planned/proposed category, Shailendra Group and Birmingham, AL-based Bayer properties have proposed the development of Summit Jodeco, located along Jodeco Rd. just west of I-75. In addition to 1.1 million square feet of commercial space, 236 multi-family residential units and 400 hotel rooms, the project is planned to ultimately include 200,000 square feet of office space. No start date has been set for the project.

DEMAND POTENTIAL

Accurately forecasting demand for leasable office is difficult in a market like the study area, where extremely small-scale product and small tenants predominate.

Historical absorption (i.e., net change in occupied square footage) of office space provides one guide, absorption being a direct outcome of demand. Statistics for the South Clayton/Henry Co. office market (Figure One) indicate that absorption has averaged 17,892 square feet per quarter during the past three and a half years, reflective of an average annual pace of 71,568 square feet. It is important to note that this figure includes the 106,067 square feet absorbed during the first quarter of 2007 (a non-recession year), a figure significantly out of line with that of succeeding quarters.

Based on the above numbers, it appears reasonable to conservatively assume that, given a recovering economy and the resultant positive impact on office-based business formation, expansion and relocations, demand for/absorption of office space in South Clayton/Henry Co. office market can be expected to average around 60,000 square feet square feet annually. If current development patterns continue, the overwhelming majority of this 60,000 square feet of annual office space absorption will almost certainly take place in the McDonough area, closer to the existing concentrations of office and major industrial development along I-75.

Forward-looking demand projections, based upon estimates of employment growth, tend to be much more robust. Exhibit 31, "Potential Demand for Office Space in Henry County," indicates average annual demand in the 188,000-square-foot range for 2010 to 2015, jumping to the 222,000-square-foot level for 2015-2020. It should be noted that this type of projection is generally higher because it does not take into account real-world fluctuations in economic conditions (instances of recessions, for example).¹⁰

Anticipated population growth in Henry County and the Study Area and the increased employment a rail station would bring in provides a comfort level for

¹⁰ Demand projections are based on 2006 Atlanta Regional Commission employment forecasts for Henry County. The ARC has recently developed more current forecasts for the region and small area forecasts should be available in late 2010. Regional forecasts, however, indicate that is reasonable to use the 2006 forecasts to gauge future employment levels in Henry.

estimating future demand "on the high side," closer to the employment-growth-based projections.

It appears reasonable to conclude that demand for office space in the Study Area has the potential to capture 7.1 percent of the demand for office space in Henry for the near future and can average in the general range of 150,784 square feet over the next 10 years (Exhibit 31 and 32). Given the vagaries of economics and real estate, of course, actual demand can fluctuate widely on a year-by-year basis.

As is the case with many smaller population centers such as Hampton, the office space inventory here is largely limited to small projects offering minimal increments of business and professional office space. Given the current economy and the Study Area's existing business base, it would appear unlikely that there will be any large-scale speculative office development here in the near future. At the same time, though, residential development in the area could provide the basis for initial, carefully conceived infill medical and professional-office development in the immediate vicinity, perhaps taking the form of for-sale office condominiums accompanied by some leaseable space.

Housing Recommendations

This section addresses target markets for new/rehabbed housing within the Study Area. More specific recommendations for two specific aspects of the local market, senior housing and mixed-income housing, are provided.

RESIDENTIAL TARGET MARKETS

Study Area housing will continue to appeal to a variety of residents, including young professionals, creative professionals, young families, and empty nesters/retirees. The chart on the following page characterizes target markets for new market-rate higher-density for-sale and rental housing in downtown Hampton. Low- to moderate-income families and seniors will be potential residents of affordable rental units and for-sale units.

PRIMARY TARGET MARKETS FOR NEWLY DEVELOPED HOUSING
Hampton LCI Study Area

	Entry- and Higher-Level Professionals	Empty Nesters/Retirees	Small Families
For-Sale Housing			
Occupation Age Household Size Income Approximate Price Point Motivations/Preferences	Entry-Level Professionals 25 to 35 1 to 2 persons, few with children \$35,000-\$60,000 \$100,000-\$175,000 Access to work/entertainment/ retail/recreation/town center Tired of rentals/first time buyer Investment and resale important Seek vibrant, mixed-use setting Intown lifestyle w/o intown price Relatively mobile	Empty Nesters/Retirees 55+ 1 to 2 persons \$50,000 and/or available equity \$125,000+ Possibly close to children Access to work/town center/ public transit/pedestrian trails Proximity to cultural activities Less maintenance, more security Move-over, move-down buyer Highly settled Value over investment	Upper Middle Income Families 30 to 50 Varies \$75,000+ \$200,000+ Access to work/schools/parks/ public transit/family/friends Larger units for bigger families Relatively settled Investment important
Occupation Age Household Size Income Approximate Price Point Motivations/Preferences	Higher-Level Professionals 30 to 50 1 to 2 persons, some with children \$60,000+ \$150,000+ Access to work/town center/ pedestrian trails/retail Move-up or move-over buyer Seek vibrant, mixed-use setting Value authenticity/community Investment and resale important Relatively mobile		Moderate-Middle Income Families 30 to 50 Varies \$50,000+ \$150,000+ Access to work/schools/parks/ public transit/family/friends Larger units for bigger families Relatively settled Investment important
Rental Housing			
Occupation Age Household Size Income Approximate Price Point Motivations/Preferences	Entry-Level Professionals 25 to 35 1 to 2 persons, few with children \$30,000-\$45,000 \$700+ Alone/\$1,000+ Roommate Access to work/entertainment/ retail/recreation/town center Seek vibrant, mixed-use setting Highly Mobile	Empty Nesters/Retirees 55+ 1 to 2 persons \$40,000 and/or available equity \$900-\$1,300 Possibly close to children Access to work/town center/ public transit/pedestrian trails Proximity to cultural activities Less maintenance, more security Seeking intown lifestyle Relatively settled	Low-Moderate Income Families 20 to 60 Varies Below \$45,000 Determined by subsidy type Access to work/public transit/ family/friends Not ready for homeownership May require larger units for kids Relatively mobile
Occupation Age Household Size Income Approximate Price Point Motivations/Preferences	Higher-Level Professionals 30 to 50 1 to 2 persons, few with children \$45,000+ \$1,000-\$1,300 Access to work/town center/ pedestrian trails/retail Seek vibrant, mixed-use setting Relatively mobile		

Source: Marketek, Inc.

MIXED-INCOME HOUSING

At present, downtown Hampton includes housing at a variety of price points, from public housing rental units to higher-value single-family detached homes. As development in and around the Study Area continues, preserving this mix will become increasingly important to establishing a job-housing match, minimizing impacts on transportation infrastructure and sustaining downtown's vibrancy. While much of the housing developed in the Study Area will target upwardly mobile households, affordably priced workforce housing should also be incorporated into the housing program.

At the public kick-off meeting and the public workshop, the community identified several potential locations for mixed-income housing development, including in the city center and in the West King Road/George Street/Daniel Street area. Potential strategies and incentives for encouraging such development include:

- 1. Offer Density Bonuses to Developers of Mixed-Income Housing in the Study Area:**

1. Offer Density Bonuses to Developers of Mixed-Income Housing in the Study Area: One method many jurisdictions have used to increase their supply of workforce housing in a mixed-income setting is inclusionary zoning. Such ordinances relax some zoning requirements in exchange for the production of some share of a project as affordable housing. For example, developers may be permitted to build at a higher density than would otherwise be permitted in return for setting aside twenty percent of units to be rented or sold to low- or moderate-income households.

Research indicates that the most successful inclusionary zoning programs are those that are mandatory rather than voluntary (i.e., regulations that require developers to include affordable units versus ones that give them the option to do so).

Regardless of whether inclusion of affordable housing is mandatory or optional, regulations should set forth the income level at which units will be affordable, the share of units to be sold or rented at reduced rates, the resulting increase in density, the time period for which units must remain affordable, and mechanisms to insure compliance.

- 2. Encourage Development of Mixed-Income/Affordable Housing by Private Organizations and Non-Profits:**

Potential subsidy sources include Low-Income Housing Tax Credits (LIHTC), which allow for a mix of incomes within the same rental community. Income limits vary based on percentage of affordable units and are usually 50 to 60 percent of area median income. Another possible subsidy source is HUD's Section 202 Supportive Housing for the Elderly Program. Section 202 provides capital advances to non-profits for the finance, construction, rehabilitation or acquisition of supportive housing for persons age 62 or over earning 30 percent of area median income or below.

- 3. Explore Existing Housing Rehabilitation/Redevelopment Options:**

One of the key ideas emerging from the community workshop was the need to evaluate the housing located in the West King Road/George Street/ Daniel Street area. Complete redevelopment of the area was deemed unfeasible, but the city should partner with owners of market-rate and Section 8 apartments, duplexes, and other residences to rehabilitate or replace buildings and improve landscaping where appropriate. If such a strategy is pursued, care

should be taken to assist affected residents with finding interim housing. It is also important to ensure that any replacement units help preserve the Study Area's current mix of incomes and ensure that future downtown development does not render its current residents unable to live there.

4. Provide Households Facing Foreclosure with Housing Counseling Services:

One of the most efficient ways to preserve affordability for Study Area residents as redevelopment occurs is to help current residents remain in their homes as long as they choose to. Foreclosure risk threatens this option, and a recent Local Initiative Support Coalition (LISC) estimate indicted a high level of risk in Hampton's zip code. Interviews with local Realtors echoed this concern. To combat this problem, Hampton can act work to connect its at-risk households with a local housing counseling agency, who can provide information to Hampton residents regarding options if they are facing or about to face foreclosure.

AGING IN PLACE HOUSING

As described in the "Demographic and Economic Profile," the Atlanta Regional Commission estimates that Henry County's age 55 and up population will grow by 266 percent over the 2000-2030 period, compared to 127 percent in the Atlanta region. These demographic changes place increased importance on the need for future Study Area development's appeal to empty nesters, pre-retirees and retirees/seniors. Potential strategies for doing so include:

1. Explore the Potential for a Senior-Oriented Community Near Bobby McBrayer Park:

One of the ideas developed at the LCI Public Workshop was the potential for a senior-oriented community in the northwest portion of the Study Area, near Bobby McBrayer Park. This site would be in close proximity to the planned senior center to be located just north of the Study Area.

2. Consider Offering a Shuttle Service for Seniors: A public amenity that becomes increasingly important as citizens age is that of transit. As housing development occurs in the Study Area, Hampton should consider offering a shuttle or other form of transportation with service from between downtown, any senior-oriented communities and the senior center planned nearby.

3. Incorporate Principles from Atlanta Regional Commission's Lifelong Communities Project: In 2009, the Atlanta Regional Commission (ARC) defined Lifelong Communities as those that are accessible to all residents, regardless of age or ability. Successful lifelong communities should provide housing and transportation options, encourage healthy lifestyles and expand information and access. Strategies identified by the ARC include:

- Involving older adults in community and transportation planning processes
- Providing density bonuses for developments that include affordable units for seniors
- Adopting zoning regulations that allow accessory dwelling units on single-family residential properties
- Exploring the feasibility of tax exemptions/deferrals for older adults
- Developing energy efficiency standards for new construction and home renovations to lower energy costs
- Offering home repair and modification programs/services for older adults

- Maintaining a database of existing and newly constructed market-rate and affordable housing that is accessible to persons with a disability
- Eliminating the need for older adults to drive by developing walkable communities and improving sidewalk infrastructure
- Improving access to preventative healthcare and basic services
- Keeping older adults active and engaged through opportunities for recreation, socialization and volunteerism
- Educating older adults and caregivers about services and amenities for seniors

4. Encourage Inclusive Home Design Practices: Promote new market-rate and affordable residential development that is designed to be “visitable” to aging and disabled populations. According to the American Association of Retired Persons, a visitable home is one with: (1) a zero-step entrance at the front, back or side of the house; (2) doorways with at least 32 inches of clearance; and (3) at least a half bath on the main floor that can accommodate a wheelchair.

Business Development Recommendations

Successful business districts offer a balance and mix of uses including shopping, restaurants, entertainment, services (personal, professional, health, financial and government) and civic space. Downtown Hampton already contains the majority of these uses, but it lacks a critical mass of stores and restaurants needed to draw shoppers from outside of the immediate area.

BUSINESS MIX & TARGET MARKETS

As the Study Area develops, its businesses will serve a variety of markets, including downtown and local residents, market area shoppers, visitors, downtown employees and commuters, in the case that Hampton becomes a commuter rail stop. Key market niches will include:

- Destination shopping and dining;
- Unique specialty retailers and local chains;
- Cultural and entertainment opportunities;
- Family-oriented activities, stores and restaurants;
- Services and activities for seniors;
- Convenience shopping and services.

Listed on the following pages are potential target businesses that fall into these market niches. Input from community members indicates the desire for independent retailers or local chains in favor of large national chains. Stakeholders also identified Hampton's potential to become "the arts center of Henry County" with the relocation of the Henry Players, development of a performance arts venue and artist studios and galleries in downtown.

TARGET RETAILERS, RESTAURANTS AND SERVICES FOR DOWNTOWN HAMPTON LCI STUDY AREA			
Merchandise	Apparel for men, women, teens & children (casual, trendy) Shoes Home décor Kitchen & tabletop items Bed/bath/linens Furniture Artist market/street vendors at downtown events Florist	Lawn & garden accessories Books/music/CDs/DVDs Gifts/cards/stationery Frames/art Locally-made/hand-crafted items/ Georgia-made items/souvenirs Pet supplies & grooming Unique children's toys & games Consignment apparel Hardware	
Restaurants/Food	Neighborhood grocery Weekend farmer's market Ice cream/yogurt/smoothies Bakery Outdoor dining/cafés Family dining Wine bar	Tavern (potentially as part of brewery) Fine dining Deli/sandwich shop Pet-friendly dining Farm-to-table restaurants	
Arts & Entertainment	Performing arts center (theater, dance, music) Live music Art galleries/studios Auction house	Art space for all ages (ex: pottery painting studio for adults & kids) Art lessons/school Community center with variety of lessons, activities, etc.	
Services	Health services (medical, vision, dental, urgent care, pharmacy) Consumer services (video/DVD rental, shoe repair, alterations, film processing, dry cleaning) Day care/after school care	Bed & Breakfast Financial services (accounting, banking, lending) Insurance Real estate Legal services	

Source: Marketek, Inc.

BUSINESS & ECONOMIC DEVELOPMENT

Hampton's Downtown Development Authority, already well-established and at work attracting new businesses, development projects and shoppers, will be the organization primarily responsible for using the results of the market analysis to capitalize on opportunities identified therein. Specific steps in doing so include:

- 1. Prepare a Brand Theme for Downtown:** The Downtown Development Authority is currently developing a branding program for Hampton based on input from the community. Ideally, the theme should be a succinct, clear statement that communicates the unique and authentic experience downtown Hampton offers. Business districts that win in the long run are those that create personalities that connect with people, share values and build long term relationships. As development in the Study Area continues, the

band theme will be a key part in its marketing; it will act as the central organizing principle – the DNA – around which its message is communicated.

2. Prepare an Inventory of Available Space and Property: Complete, current and easily accessible information about available sites and building is crucial to attracting new businesses and developers. Commercial property within the Study Area ranges in terms of readiness – from vacant space awaiting a tenant to vacant parcels or parcels identified for redevelopment.

- Prepare an inventory of all vacant or redevelopable commercial space and properties in the Study Area. Include information such as size, lease rate or sales price, lease terms, utilities and utility costs, type of space (i.e., retail or office), zoning, parking availability, year built, building dimensions, construction type, contact information and any other special features or amenities.
- Contact owners to discuss the revitalization process and the desire to increase commercial activity. Assess the owner's interest in and ability to make property improvements and to lease or sell the property.
- Rank sites/buildings according to their potential for development or locational importance; categorize them as short- or long-term initiatives.
- For properties/buildings that are available and in good condition for showing, work with property owners and/or a local realtor to market to business prospects. Prepare a one page marketing profile with a photo, key features, square footage, price information, target business types and contact information.
- Make information about available properties accessible online via a link on the City of Hampton website or on a website dedicated to specifically to the downtown.

3. Continue Business Attraction Efforts by the Downtown Development Authority:

- Succinctly package the Study Area's vision and market opportunities identified in the market analysis in a one to two page marketing factsheet. Call out catalytic projects underway, recent public and private investments and any new development planned for the next few years.
- Prepare a sales package/folder to promote downtown Hampton business opportunities. This package should include the marketing fact sheet, available property profiles, area maps, a list of potential available development/relocation incentives and contact information for the DDA's business development point person.
- Continue to cultivate networks with real estate brokers, commercial and residential developers and the local business community. Expand Hampton's presence by reaching out to brokers, developers and businesses in nearby cities. Share the marketing material with members of

these networks. Develop a schedule of communications to keep the group informed about business opportunities and success stories.

- Create a comprehensive, regularly updated database of key economic indicators to track and promote downtown Hampton's progress. Data may include vacancy rates, new jobs created, public and private investment, new businesses, special events/promotions, traffic counts and retail impacts.
- As new businesses development continues, encourage new and existing office space users to locate in new/rehabbed upper-story space or on side streets. Ground floor space, especially on Main Street, should be occupied predominately by shops and restaurants.

4. Organize Business Recruitment Campaigns for Grocery Store and 2-3 Additional Business Targets:

- Stakeholders identified the northwest corner of East Main Street and Highway 20 as a potential location for a small grocery store. Identify 2 to 3 additional key business targets for which to conduct recruitment campaigns.
- Reach out to regional shops or restaurants that may be ready to expand to a new market and to shops or restaurants in nearby downtowns that may be interested in opening additional locations.
- Employ a variety of techniques, including mailings, phone calls, one-on-one contact, hosted site visits and preparation of targeted marketing materials, to reach business targets.
- Add all contacts to a database to receive newsletters and updates on downtown activities.

5. Consider Developing a Downtown Retail Incubator: Many communities are focused on business incubation and other means to help small businesses grow. This idea is already at work in Hampton, with the Friday afternoon outdoor market. Taking this concept further, Hampton could explore the potential for a retail incubator in downtown. An incubator could provide entrepreneurs with a jump-start through small, below-market-cost space and shared marketing costs, for retailers who meet key business and location criteria.

6. Consider Holding Youth Entrepreneurship Workshops: Hampton is a very family-oriented city. Like many such communities, leaders are eager to see youth engaged in meaningful activity and for them to have a role in the local economy. An entrepreneurship workshop aimed at Hampton youth and potential adult business mentors, teachers or other advisors and coaches could share case studies and examples of successful youth-led business, clubs, teen centers and other enterprises. The goal would be to germinate a local initiative and help identify existing resources and next steps for turning ideas into implementable plans.

7. Expand Marketing Efforts and Promotions: Downtown Hampton currently offers a variety of events and promotions, but attendance is typically limited to local residents and often does not incorporate downtown businesses.

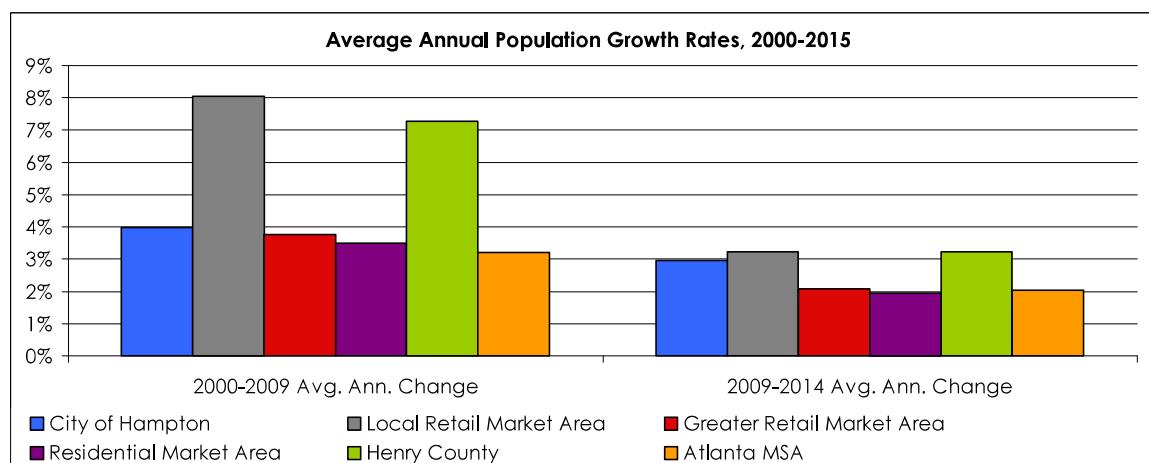
- Continue to advertise downtown Hampton events with other downtown managers and through local newspapers of nearby cities and towns. Expand electronic circulation of news about downtown Hampton to residents of neighboring communities.
- As the Study Area attracts more restaurants and retailers, develop new marketing collateral pieces/rack cards to promote downtown Hampton. Locate cards in area restaurants, hotels and visitor destinations.
- Encourage local businesses to offer discounts, specials or extended hours during downtown Hampton events. Such offers may include free appetizers, buy one get one free meals, discounted children's meals or, as more stores locate downtown, merchandise discounts. The goal of this approach is to encourage event-goers to stay in downtown beyond the activity for which they originally came.

8. Expand Visitor Attraction Efforts: Hampton's most significant visitor attraction is the Atlanta Motor Speedway, whose Labor Day race brought in over 116,000 people. The Speedway also hosts smaller weekly racing series and other special events throughout the year. Opportunities to draw these visitors into downtown Hampton include special promotions (ex: buy one get one free meal with a speedway ticket stub) and stores featuring local products and souvenirs. Ideally, downtown Hampton could be advertised at the raceway and in printed material such as race programs. Renewed efforts to work with Speedway representatives, especially as new development occurs in the Study Area, may create a stronger relationship between downtown and the track. However, if outreach efforts are not fruitful, marketing to visitors could occur in other ways, such as advertisements at nearby hotels and gas stations frequented by speedway guests.

9. Develop a Consumer-Oriented Downtown Hampton Website: A website is needed that communicates the shopping/dining/entertainment experience and incorporates downtown's identity in the process. The target audience includes residents and visitors, as well as potential investors. The website should provide a business directory, downtown maps and directions, special events and related information.

Appendix A1: Demographic Exhibits

EXHIBIT 1							
POPULATION & HOUSEHOLD GROWTH							
Study Area, City of Hampton, Market Areas, Henry County and Atlanta MSA							
2000-2015							
Geographic Area	Avg. Ann. Change 2000-2010				Avg. Ann. Change 2010-2015		
	2000	2010 (Estimate)	Number	Percent	2015 (Forecast)	Number	Percent
Study Area							
Population	597	635	4	0.64%	712	15	2.43%
Households	246	264	2	0.73%	294	6	2.27%
Avg. Household Size	2.43	2.41	-0.002		2.42	0.002	
City of Hampton							
Population	3,857	5,396	154	3.99%	6,193	159	2.95%
Households	1,411	1,969	56	3.95%	2,258	58	2.94%
Avg. Household Size	2.73	2.73	0.000		2.73	0.000	
Local Retail Market Area							
Population	11,488	20,730	924	8.04%	24,080	670	3.23%
Households	4,096	7,494	340	8.30%	8,719	245	3.27%
Avg. Household Size	2.77	2.71	-0.006		2.71	0.000	
Greater Retail Market Area							
Population	164,123	225,747	6,162	3.75%	249,099	4,670	2.07%
Households	57,221	77,948	2,073	3.62%	85,914	1,593	2.04%
Avg. Household Size	2.82	2.85	0.003		2.85	0.000	
Residential Market Area							
Population	367,319	495,837	12,852	3.50%	544,258	9,684	1.95%
Households	128,023	171,921	4,390	3.43%	188,658	3,347	1.95%
Avg. Household Size	2.84	2.85	0.001		2.86	0.002	
Henry County							
Population	119,341	206,271	8,693	7.28%	239,672	6,680	3.24%
Households	41,373	71,726	3,035	7.34%	83,476	2,350	3.28%
Avg. Household Size	2.87	2.86	-0.001		2.86	0.000	
Atlanta MSA							
Population	4,247,981	5,611,180	136,320	3.21%	6,180,206	113,805	2.03%
Households	1,554,154	2,025,678	47,152	3.03%	2,229,635	40,791	2.01%
Avg. Household Size	2.68	2.72	0.004		2.73	0.002	



Source: ESRI BIS

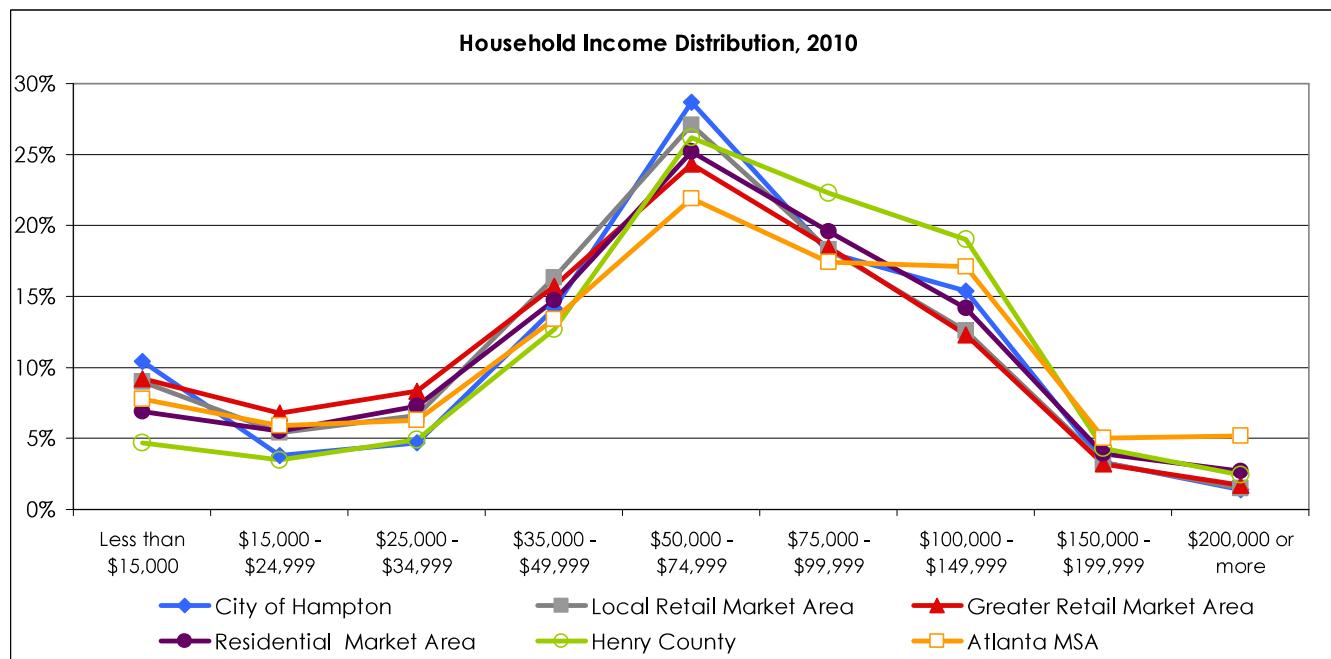
EXHIBIT 2
DEMOGRAPHIC SNAPSHOT
Study Area, City of Hampton, Market Areas, Henry County and Atlanta MSA
2010

Demographic Indicator	Study Area	City of Hampton	Local Retail Market Area	Greater Retail Market Area	Residential Market Area	Henry County	Atlanta MSA
Population							
2010 (estimate)	635	5,396	20,730	225,747	495,837	206,271	5,611,180
2015 (estimate)	712	6,193	24,080	249,099	544,258	239,672	6,180,206
Avg. Ann. % Change ('00 to '10)	0.64%	3.99%	8.04%	3.75%	3.50%	7.28%	3.21%
Avg. Ann. % Change ('10 to '15)	2.43%	2.95%	3.23%	2.07%	1.95%	3.24%	2.03%
Households							
2010 (estimate)	264	1,969	7,494	77,948	171,921	71,726	2,025,678
2015 (estimate)	294	2,258	8,719	85,914	188,658	83,476	2,229,635
Avg. Ann. % Change ('00 to '10)	0.73%	3.95%	8.30%	3.62%	3.43%	7.34%	3.03%
Avg. Ann. % Change ('10 to '15)	2.27%	2.94%	3.27%	2.04%	1.95%	3.28%	2.01%
Average Household Size	2.41	2.73	2.71	2.85	2.85	2.86	2.72
Median Age	36 Years	35 Years	36 Years	34 Years	35 Years	36 Years	35 Years
Median Household Income	\$54,319	\$63,122	\$60,850	\$59,557	\$64,167	\$72,468	\$68,106
Race							
Percent White Alone	68%	66%	67%	47%	50%	61%	57%
Percent African American Alone	27%	29%	28%	45%	41%	32%	31%
Percent Hispanic	5%	5%	4%	8%	7%	6%	11%
Educational Attainment							
Associate Degree	8%	8%	8%	7%	8%	9%	7%
Four Year Degree or More	23%	15%	14%	19%	23%	23%	34%

Source: ESRI BIS

EXHIBIT 3
HOUSEHOLD INCOME
Study Area, City of Hampton, Market Areas, Henry County and Atlanta MSA
2010

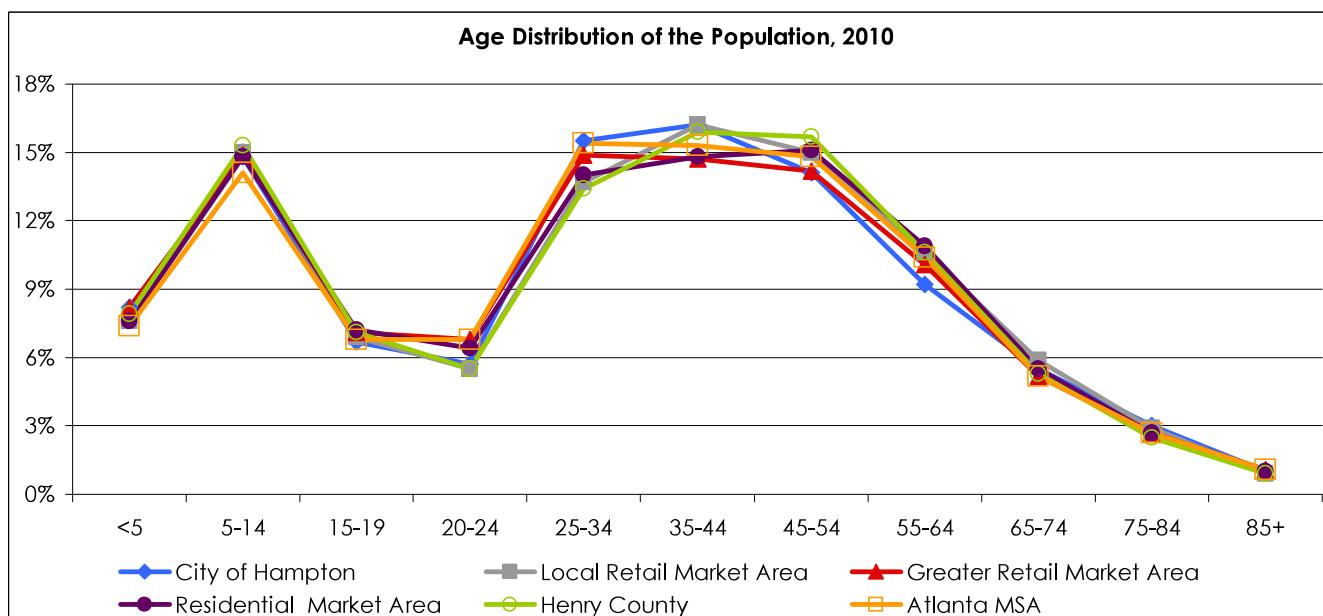
Household Income	Study Area	City of Hampton	Local Retail Market Area	Greater Retail Market Area	Residential Market Area	Henry County	Atlanta MSA	
Less than \$15,000	14.0%	10.4%	9.0%	9.2%	6.9%	4.7%	7.8%	
\$15,000 - \$24,999	4.5%	3.8%	5.4%	6.8%	5.5%	3.5%	5.9%	
\$25,000 - \$34,999	5.7%	4.7%	6.6%	8.3%	7.3%	4.9%	6.3%	
\$35,000 - \$49,999	20.1%	14.2%	16.3%	15.7%	14.7%	12.7%	13.4%	
\$50,000 - \$74,999	27.3%	28.7%	27.1%	24.3%	25.2%	26.2%	21.9%	
\$75,000 - \$99,999	16.3%	18.1%	18.3%	18.5%	19.6%	22.3%	17.4%	
\$100,000 - \$149,999	8.7%	15.4%	12.6%	12.3%	14.2%	19.0%	17.1%	
\$150,000 - \$199,999	2.3%	3.3%	3.3%	3.2%	3.9%	4.3%	5.0%	
\$200,000 or more	1.1%	1.4%	1.5%	1.7%	2.7%	2.4%	5.2%	
Total	264	1,969	7,494	77,948	171,921	71,726	2,025,678	
Median		\$54,319	\$63,122	\$60,850	\$59,557	\$64,167	\$72,468	\$68,106



Source: ESRI BIS

EXHIBIT 4
POPULATION BY AGE
Study Area, City of Hampton, Market Areas, Henry County and Atlanta MSA
2010

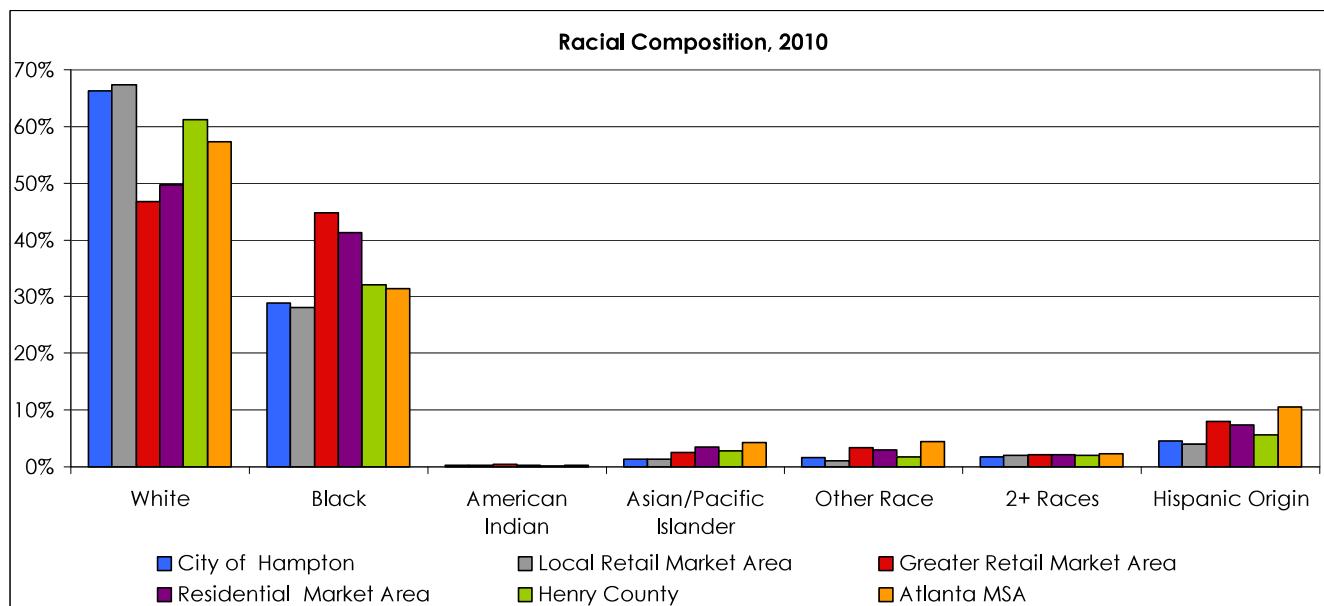
Age Category	Study Area	City of Hampton	Local Retail Market Area	Greater Retail Market Area	Residential Market Area	Henry County	Atlanta MSA
<5	7.8%	8.2%	7.6%	8.2%	7.6%	7.9%	7.4%
5-14	15.0%	14.8%	15.0%	14.9%	14.8%	15.3%	14.1%
15-19	7.2%	6.7%	6.9%	7.1%	7.2%	7.1%	6.8%
20-24	6.3%	5.7%	5.5%	6.8%	6.4%	5.5%	6.8%
25-34	12.2%	15.5%	13.7%	14.9%	14.0%	13.4%	15.4%
35-44	15.1%	16.2%	16.2%	14.7%	14.8%	15.9%	15.3%
45-54	15.5%	14.1%	15.0%	14.2%	15.1%	15.7%	14.8%
55-64	11.0%	9.2%	10.6%	10.1%	10.9%	10.6%	10.4%
65-74	6.0%	5.5%	5.9%	5.2%	5.5%	5.3%	5.2%
75-84	3.0%	3.0%	2.9%	2.7%	2.7%	2.5%	2.7%
85+	0.9%	1.0%	0.9%	1.1%	1.0%	0.9%	1.1%
Total	635	5,396	20,730	225,747	495,837	206,271	5,611,180
Median Age		36.0	34.5	35.8	33.6	35.0	35.5
							34.7



Source: ESRI BIS

EXHIBIT 5
RACIAL COMPOSITION
Study Area, City of Hampton, Market Areas, Henry County and Atlanta MSA
2010

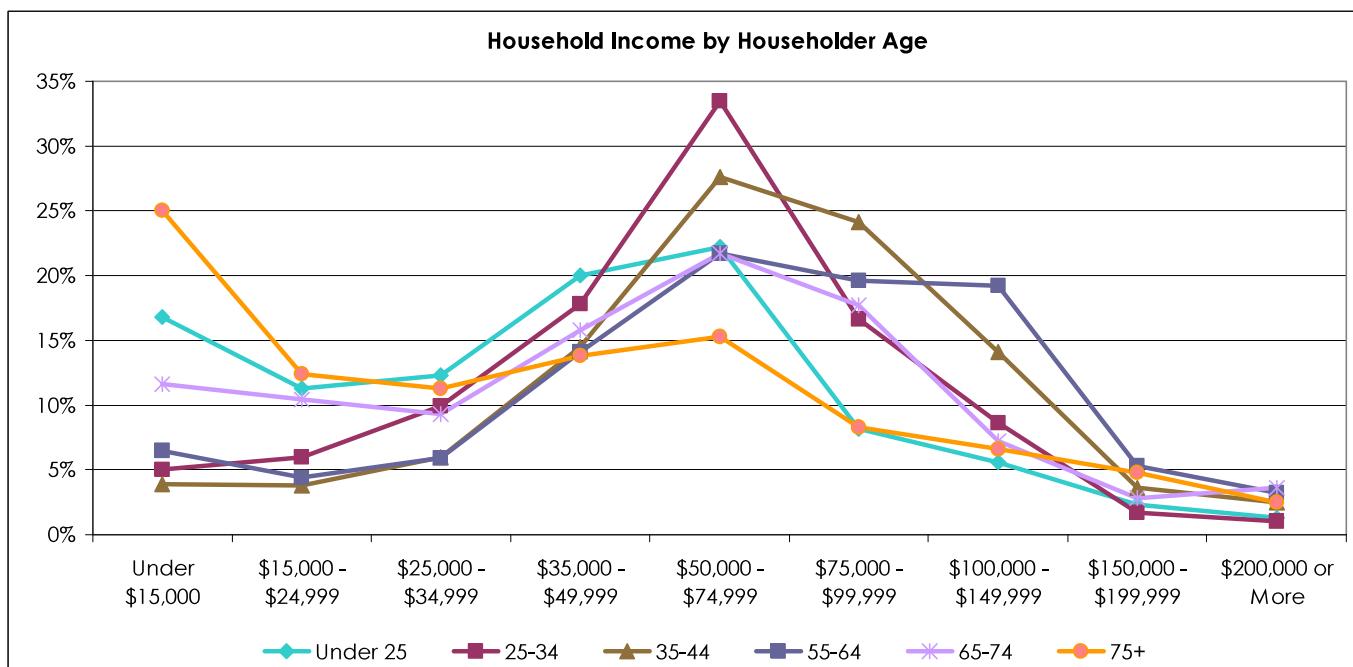
Race	Study Area	City of Hampton	Local Retail Market Area	Greater Retail Market Area	Residential Market Area	Henry County	Atlanta MSA
White Alone	67.7%	66.2%	67.3%	46.8%	49.7%	61.2%	57.3%
Black Alone	26.6%	28.9%	28.0%	44.7%	41.3%	32.1%	31.4%
American Indian Alone	0.3%	0.3%	0.3%	0.4%	0.3%	0.2%	0.3%
Asian/Pacific Islander	0.9%	1.3%	1.3%	2.5%	3.5%	2.8%	4.3%
Some Other Race Alone	2.2%	1.6%	1.1%	3.4%	3.0%	1.7%	4.4%
Two or More Races	2.2%	1.8%	2.0%	2.2%	2.2%	2.0%	2.3%
Hispanic Origin (any race)	5.0%	4.6%	4.0%	8.0%	7.4%	5.6%	10.6%
Total	635	5,396	20,730	225,747	495,837	206,271	5,611,180



Source: ESRI BIS

EXHIBIT 6
AGE BY INCOME PROFILE
Residential Market Area
2010

Household Income	Householder Age						
	Under 25	25-34	35-44	45-55	55-64	65-74	75+
Under \$15,000	16.8%	5.0%	3.9%	3.6%	6.5%	11.6%	25.0%
\$15,000 - \$24,999	11.3%	6.0%	3.8%	3.0%	4.4%	10.4%	12.4%
\$25,000 - \$34,999	12.3%	9.9%	6.0%	4.7%	5.9%	9.3%	11.3%
\$35,000 - \$49,999	20.0%	17.8%	14.5%	11.6%	14.1%	15.8%	13.8%
\$50,000 - \$74,999	22.2%	33.5%	27.6%	23.7%	21.7%	21.7%	15.3%
\$75,000 - \$99,999	8.2%	16.6%	24.1%	23.3%	19.6%	17.7%	8.3%
\$100,000 - \$149,999	5.6%	8.6%	14.1%	21.0%	19.2%	7.2%	6.6%
\$150,000 - \$199,999	2.3%	1.7%	3.6%	5.4%	5.3%	2.8%	4.8%
\$200,000 and Above	1.3%	1.0%	2.5%	3.7%	3.2%	3.6%	2.5%
Total Households	7,319	30,712	37,653	40,197	30,160	15,941	9,939
Median Household Income	\$40,773	\$55,551	\$67,682	\$77,519	\$70,728	\$52,226	\$35,996



Source: ESRI BIS

EXHIBIT 7
TOP TEN TAPESTRY MARKET SEGMENTS
Retail and Residential Market Areas
2010

	Local Retail Market Area		Greater Retail Market Area		Residential Market Area	
	Market Segment	Percent of HHs	Market Segment	Percent of HHs	Market Segment	Percent of HHs
1	Up and Coming Families	22.5%	Up and Coming Families	23.5%	Aspiring Young Families	15.8%
2	Green Acres	22.4%	Sophisticated Squires	12.8%	Up and Coming Families	12.7%
3	Midland Crowd	21.0%	Aspiring Young Families	10.0%	Sophisticated Squires	12.2%
4	Crossroads	12.8%	Inner City Tenants	7.5%	Milk and Cookies	9.3%
5	Southern Satellites	11.2%	Great Expectations	5.6%	Green Acres	8.7%
6	Sophisticated Squires	8.4%	Green Acres	4.4%	Exurbanites	8.0%
7	Rustbelt Traditions	1.7%	Midland Crowd	4.3%	Midland Crowd	5.7%
8			Metro City Edge	3.9%	Inner City Tenants	4.0%
9			Cozy and Comfortable	3.1%	Cozy and Comfortable	2.8%
10			Rustbelt Traditions	3.0%	Great Expectations	2.5%
Total Households		7,494		60,877		140,459

Note: Segments in bold are primary market segments in all three geographies.

Source: ESRI BIS

EXHIBIT 8
SUMMARY OF PRIMARY TAPESTRY MARKET SEGMENTS

Market Segment	Socioeconomic	Residential	Preferences
Aspiring Young Families <ul style="list-style-type: none"> Greater Retail: 10.0% Residential: 15.8% 	<ul style="list-style-type: none"> Young families, married couples or single parents. Ethnically diverse. Average income. Work mostly in service, sales, administration and government jobs. 	<ul style="list-style-type: none"> Approximately one-half have purchased single-family detached and attached townhouses, valued slightly below the national average. If renting, rents are typically slightly below average. 	<ul style="list-style-type: none"> Buy big-ticket home furnishing items and electronics. Purchase baby and children's products and toys. Like dancing, going to the movies, working out at the gym, kickboxing and attending pro basketball games. Dine out at family restaurants.
Cozy and Comfortable <ul style="list-style-type: none"> Greater Retail: 3.1% Residential: 2.8% 	<ul style="list-style-type: none"> Large market segment made up of married couples without children or with older children. Employed in manufacturing, utilities, transportation and government industries. 	<ul style="list-style-type: none"> Live in the single-family homes where they raised their children. Located mainly in Midwestern and Northeastern suburbs. 	<ul style="list-style-type: none"> Spend money on home improvement projects and lawn care. Own computers but value television over the latest technology advances. Have mutual funds, second mortgages, home equity credit lines and long-term-care insurance policies. Enjoy professional golf, hockey and football.
Crossroads <ul style="list-style-type: none"> Local Retail: 12.8% 	<ul style="list-style-type: none"> Married couples with children or single parents. Below average wages. Have manufacturing, construction or retail jobs. 	<ul style="list-style-type: none"> Homeowners living in single-family detached homes or mobile homes. Home values below national average. 	<ul style="list-style-type: none"> Own riding lawnmowers, deep fryers and pet birds. Take over-the-counter diet pills and anti-anxiety drugs. Go to movies, gamble in Mississippi and watch daytime TV.
Exurbanites <ul style="list-style-type: none"> Residential: 8.0% 	<ul style="list-style-type: none"> Married, empty nester couples. Affluent. Professional jobs and work in home offices. Highly educated. Predominately white. 	<ul style="list-style-type: none"> Single-family homes valued well above the national average. Commute time is below other affluent market segments. 	<ul style="list-style-type: none"> Work on their gardens and decorate their homes. Enjoy working on their homes themselves. Order from Lands End and LL Bean and listen to public radio. Drink domestic wine, attend theater/dance performances and take photographs. Go kayaking, boating and hiking.
Great Expectations <ul style="list-style-type: none"> Greater Retail: 5.6% Residential: 2.5% 	<ul style="list-style-type: none"> Young singles and married couples. Below average incomes. Often work in services, manufacturing and retail jobs. 	<ul style="list-style-type: none"> Renters and owners are equally divided. Renters live in low-density buildings. Owner homes are valued below the national average. 	<ul style="list-style-type: none"> Buy baby and children's products. Eat in family restaurants, practice martial arts and play pool.

EXHIBIT 8 (continued)
SUMMARY OF PRIMARY TAPESTRY MARKET SEGMENTS

Market Segment	Socioeconomic	Residential	Preferences
Green Acres <ul style="list-style-type: none"> Local Retail: 22.4% Greater Retail: 4.4% Residential: 8.7% 	<ul style="list-style-type: none"> Second largest Tapestry market segment. Predominately white married couples with and without children. About one-sixth are self-employed. Others employed in skilled labor and farming occupations. 	<ul style="list-style-type: none"> Prefer to own new, single-family detached homes in developing suburban fringe areas. One-third own more than three vehicles. 	<ul style="list-style-type: none"> Stay fit by using home exercise equipment, mountain biking and taking vitamins. Enjoy hiking, camping, hunting and gardening and make purchases related to these activities. Hold a home equity line of credit and a money market account.
Inner City Tenants <ul style="list-style-type: none"> Greater Retail: 7.5% Residential: 4.0% 	<ul style="list-style-type: none"> Young, multicultural households. Singles and single parents. Not highly educated. Below average incomes generated from service and unskilled labor jobs. 	<ul style="list-style-type: none"> Usually rent in mid-rise and high-rise buildings. Renters predominate. 	<ul style="list-style-type: none"> Much of their income is devoted to infant and children's products. Enjoy going to the movies, watching TV, shopping and attending basketball and football games.
Metro City Edge <ul style="list-style-type: none"> Greater Retail: 3.9% 	<ul style="list-style-type: none"> Young with below average incomes. Almost one-half have children, often headed by a single parent. Unemployment is high. 	<ul style="list-style-type: none"> Usually live in single-family detached homes. Rental and ownership are almost evenly split. 	<ul style="list-style-type: none"> Buy baby food and supplies, children's clothing and toys. Play basketball and football and enjoy going to the movies. Eat out at fast food restaurants. Shop at Lerner's, Lane Bryant and T.J. Maxx.
Midland Crowd <ul style="list-style-type: none"> Local Retail: 21.0% Greater Retail: 4.3% Residential: 5.7% 	<ul style="list-style-type: none"> Households mirror the nation in terms of age and income. Most are high school graduates; some have attended college. Employment opportunities are scattered among the farming, service, manufacturing, healthcare, production and government sectors. Most are white. 	<ul style="list-style-type: none"> Nearly 95% live in single-family detached homes or mobile homes. Prefer to live in newer homes; one-third of homes were built after 1990. 	<ul style="list-style-type: none"> Purchases reflect their employment, lifestyle and leisure activities: work boots, hunting clothes, garden supplies and craft supplies. When not gardening or hunting, attend country music performances, work out at home on their stair steppers, serve on church boards, fundraise and write to elected officials about public issues. When they eat out, prefer family style or fast food.

EXHIBIT 8 (continued)
SUMMARY OF PRIMARY TAPESTRY MARKET SEGMENTS

Market Segment	Socioeconomic	Residential	Preferences
Milk and Cookies • Residential: 9.3%	<ul style="list-style-type: none"> Young, affluent couples who are starting their families. Many with children. Dual income families. 	<ul style="list-style-type: none"> Single-family homes, valued close to the national average. Most likely rent. 	<ul style="list-style-type: none"> Focused on life, family and the future. Buy baby and children's products, invest and are well insured. Spend time with their families at the zoo, going to the movies and visiting theme parks. Busy lifestyles necessitate fast food and instant breakfasts.
Rustbelt Traditions • Local Retail: 1.7% • Greater Retail: 3.0%	<ul style="list-style-type: none"> Backbone of the manufacturing and transportation industries. Median age close to the national level. Married couples, single parents and singles. Average incomes. 	<ul style="list-style-type: none"> Modest, owner occupied single-family homes. Typically older homes. 	<ul style="list-style-type: none"> Fiscally conservative and do not succumb to fads. Spending and activities center on home and garden. Enjoy home fix up projects. Like to bowl and fish. Devoted pet owners.
Sophisticated Squires • Local Retail: 8.4% • Greater Retail: 12.8% • Residential: 12.2%	<ul style="list-style-type: none"> Primarily families with children. Commute to maintain a semi-rural lifestyle. Well educated and professional. 	<ul style="list-style-type: none"> Enjoy cultured country living in newer home developments. Preference for low density development. Ownership predominates. 	<ul style="list-style-type: none"> Embracing a rural lifestyle. Golf is a major interest – playing and watching. Enjoy do-it-yourself home projects and gardening.
Southern Satellites • Local Retail: 11.2%	<ul style="list-style-type: none"> Married couples with or without children. Median age is slightly older than U.S. median. Neighborhoods tend to be dominated by a single manufacturing or construction industry. Less educated. 	<ul style="list-style-type: none"> Live in single-family homes with a median value that is half of the U.S. median. Almost one third live in mobile homes. Primarily in the rural South. 	<ul style="list-style-type: none"> Enjoy hunting and freshwater fishing, with purchases reflecting these preferences. Apply for personal loans, own homeowners' insurance policies and take prescription medication. Serve on church boards, attend country music performances and read hunting and fishing magazines.
Up and Coming Families • Local Retail: 22.5% • Greater Retail: 23.5% • Residential: 12.7%	<ul style="list-style-type: none"> Generation Xers growing up. Young, affluent families with young children. Growth market. 	<ul style="list-style-type: none"> Newly developed homes. Ownership predominates. Homes valued slightly above the national average. 	<ul style="list-style-type: none"> Family and home priorities dictate purchases: baby and children's products, gardening supplies, home furnishings, etc. Visit the zoo, take adult education classes, attend ball games.

Exhibit 9. One and Three Mile Radii of Study Area

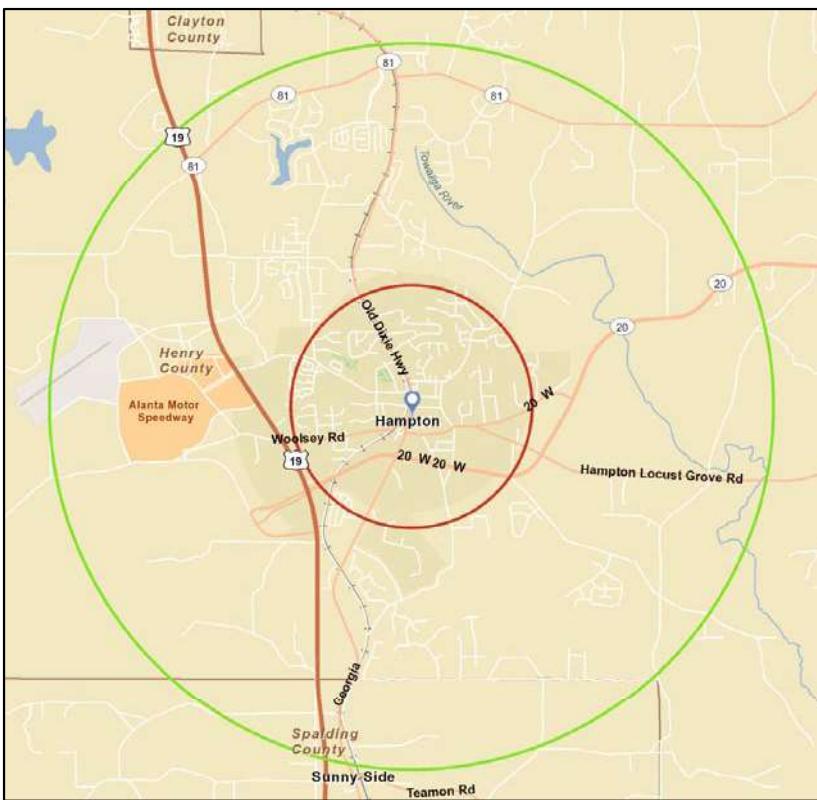


EXHIBIT 10**JOBs WITHIN A 1- AND 3-MILE RADIUS OF HAMPTON
2010**

Industry	1-Mile Area		3-Mile Area	
	Number	Percent	Number	Percent
Agriculture & Mining	5	0.6%	22	1.2%
Construction	85	9.6%	257	13.5%
Manufacturing	312	35.3%	504	26.5%
Transportation	31	3.5%	57	3.0%
Communication	1	0.1%	2	0.1%
Electric/Gas/Water/Sanitary Serv.	6	0.7%	23	1.2%
Wholesale Trade	7	0.8%	26	1.4%
Retail Trade	78	8.8%	180	9.5%
Finance/Insurance/Real Estate	23	2.6%	45	2.4%
Services	288	32.6%	714	37.5%
Government	47	5.3%	72	3.8%
Other	0	0.0%	1	0.1%
Total	883	100.0%	1,903	100.0%

Note: Distance is from the Hampton Depot.

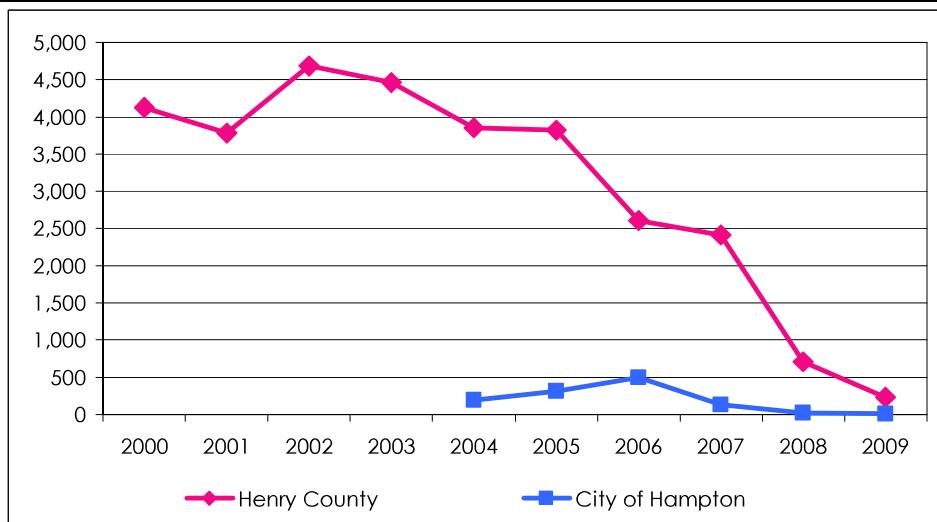
Source: ESRI BIS

Appendix A2: Residential Market Exhibits

EXHIBIT 11 SUMMARY CHARACTERISTICS OF EXISTING HOUSING UNITS Study Area, City of Hampton, Residential Market Area, Henry County and Atlanta MSA					
Housing Characteristic	Study Area	City of Hampton	Residential Market Area	Henry County	Atlanta MSA
Occupied Units (2010)	264	1,969	171,921	71,726	2,025,678
Owner occupied	83%	86%	74%	84%	67%
Renter occupied	17%	14%	26%	16%	33%
Vacancy Rate (2010)	12%	12%	10%	9%	10%
Owner Occupied Unit Value (2010)					
Median	\$75,625	\$109,697	\$128,267	\$152,490	\$145,533
Average	\$97,892	\$122,310	\$156,725	\$174,382	\$189,450
Contract Rent (2008)				\$837	\$743
Median					
Units in Structure for Occupied Units (2008)					
Single Family Detached				83.6%	69.6%
Single Family Attached				1.9%	5.0%
2-4 Units				3.0%	3.8%
5-9 Units				1.9%	5.0%
10+ Units				6.9%	13.4%
Mobile Home				2.8%	3.2%
Median Year Occupied Units Built (2008)				1997	1988

Source: ESRI BIS; 2008 American Community Survey (Community Survey Data not available for the Study Area, City of Hampton or Residential Market Area)

EXHIBIT 12
RESIDENTIAL BUILDING PERMITS ISSUED
Henry County & City of Hampton
2000 to 2009



Source: U.S. Census Bureau, Henry County Building Department; City of Hampton

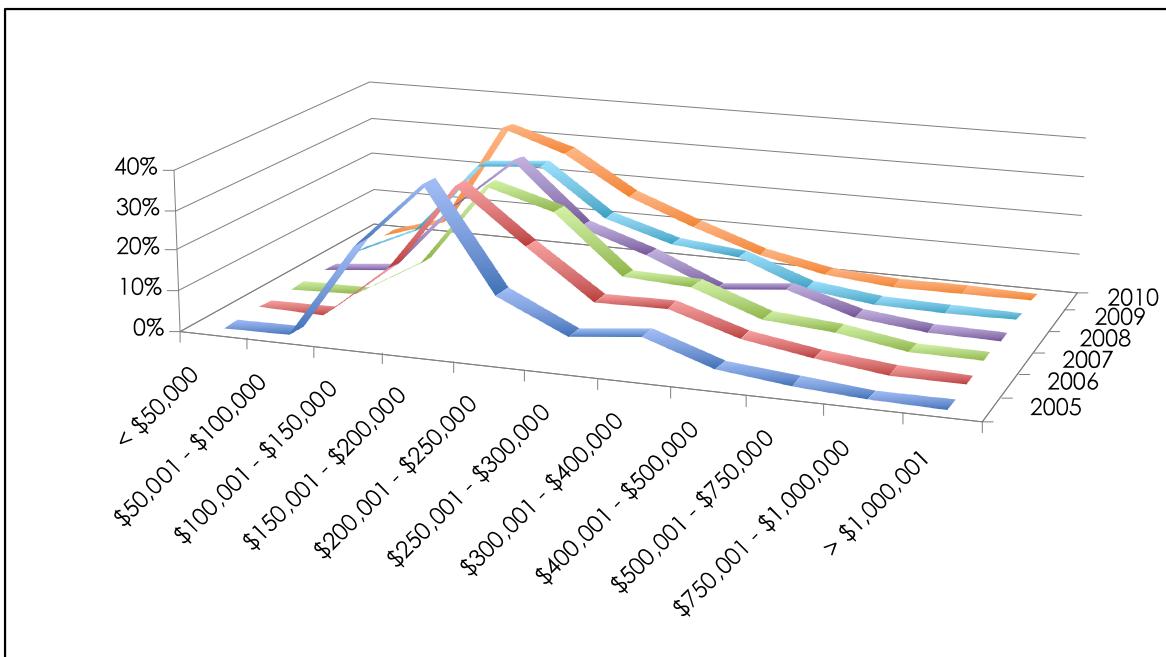
EXHIBIT 13
DETACHED SALES
Henry County
2005-2010

New Detached						
Sale Price	2005	2006	2007	2008	2009	2010
< \$50,000	0%	0%	0%	0%	0%	0%
\$50,001 - \$100,000	0%	0%	0%	2%	7%	5%
\$100,001 - \$150,000	24%	13%	10%	19%	27%	33%
\$150,001 - \$200,000	40%	35%	31%	33%	28%	27%
\$200,001 - \$250,000	15%	22%	26%	18%	16%	17%
\$250,001 - \$300,000	7%	10%	12%	13%	11%	11%
\$300,001 - \$400,000	9%	11%	11%	5%	9%	5%
\$400,001 - \$500,000	3%	5%	5%	7%	3%	2%
\$500,001 - \$750,000	1%	2%	4%	2%	1%	0%
\$750,001 - \$1,000,000	0%	1%	1%	0%	0%	0%
> \$1,000,001	0%	0%	0%	0%	0%	0%
Total Unit Sales	3,469	3,070	1,796	944	600	128
2005-2009 Average Annual Unit Change	-21%					
Median Annual Sales Price	\$189,100	\$212,218	\$220,965	\$200,000	\$193,408	\$179,950
2005-2009 Average Annual Price Change	1%					
Resale Detached						
Sale Price	2005	2006	2007	2008	2009	2010
< \$50,000	1%	1%	2%	6%	19%	20%
\$50,001 - \$100,000	13%	12%	15%	24%	32%	32%
\$100,001 - \$150,000	48%	45%	43%	38%	29%	28%
\$150,001 - \$200,000	20%	22%	21%	17%	10%	9%
\$200,001 - \$250,000	8%	9%	8%	6%	5%	5%
\$250,001 - \$300,000	5%	4%	4%	4%	3%	3%
\$300,001 - \$400,000	4%	4%	4%	4%	3%	2%
\$400,001 - \$500,000	1%	1%	1%	1%	0%	1%
\$500,001 - \$750,000	1%	1%	1%	1%	0%	0%
\$750,001 - \$1,000,000	0%	0%	0%	0%	0%	0%
> \$1,000,001	0%	0%	0%	0%	0%	0%
Total Unit Sales	2,729	3,157	2,355	2,054	2,151	704
2005-2009 Average Annual Unit Change	-5%					
Median Annual Sales Price	\$144,900	\$149,900	\$145,000	\$133,550	\$109,900	\$107,950
2005-2009 Average Annual Price Change	-6%					

Note: Average annual unit and price changes extend only through 2009 as 2010 data include sales through April 2010 rather than the entire year.

Source: SmartNumbers

**Sales Price Distribution for New Detached Single-Family Units
Henry County, 2005 – 2010**



**Sales Price Distribution for Resale Detached Single-Family Units
Henry County, 2005 – 2010**

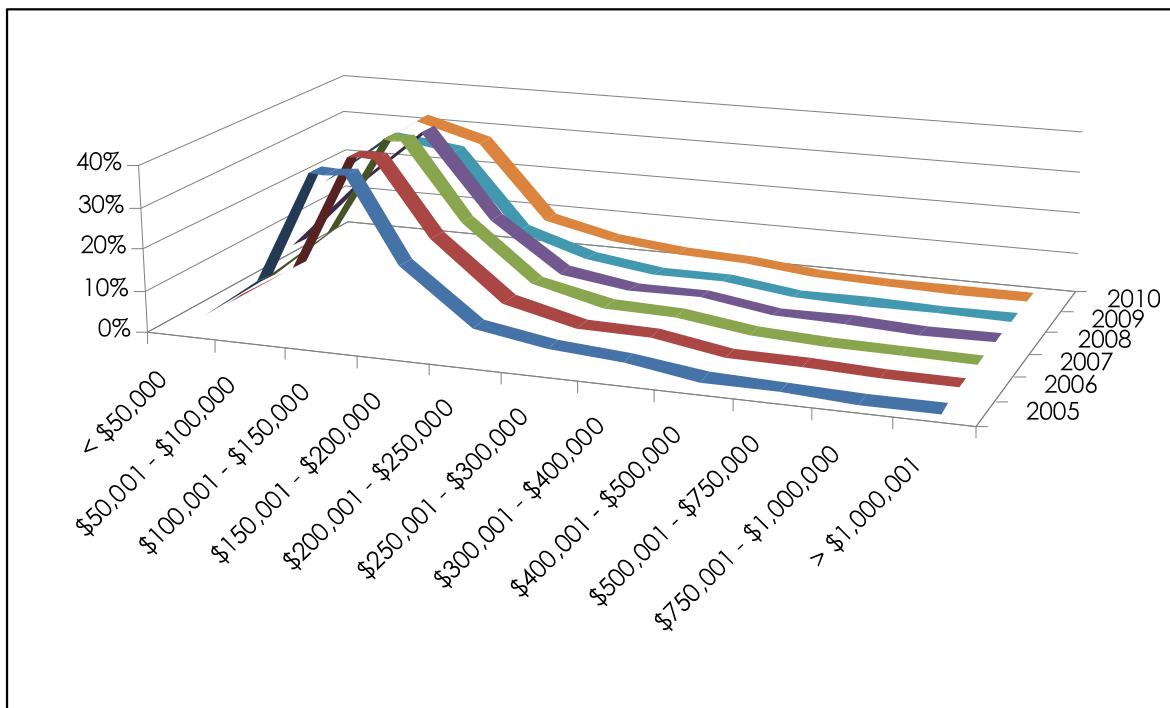


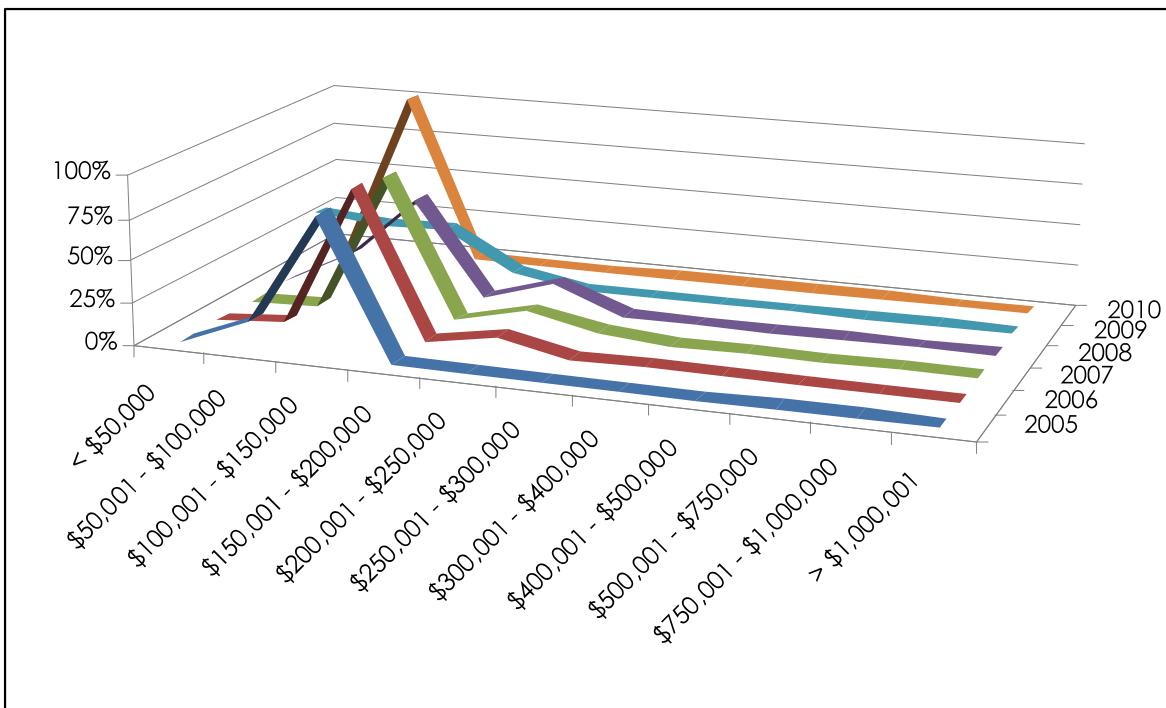
EXHIBIT 14
ATTACHED SALES
Henry County
2005-2010

New Attached						
Sale Price	2005	2006	2007	2008	2009	2010
< \$50,000	0%	0%	0%	0%	33%	0%
\$50,001 - \$100,000	17%	4%	1%	22%	29%	100%
\$100,001 - \$150,000	83%	87%	83%	59%	31%	0%
\$150,001 - \$200,000	1%	1%	1%	3%	7%	0%
\$200,001 - \$250,000	0%	8%	11%	16%	0%	0%
\$250,001 - \$300,000	0%	0%	3%	0%	0%	0%
\$300,001 - \$400,000	0%	0%	0%	0%	0%	0%
\$400,001 - \$500,000	0%	0%	0%	0%	0%	0%
\$500,001 - \$750,000	0%	0%	0%	0%	0%	0%
\$750,001 - \$1,000,000	0%	0%	0%	0%	0%	0%
> \$1,000,001	0%	0%	0%	0%	0%	0%
Total Unit Sales	187	142	71	32	42	3
2005-2009 Average Annual Unit Change	-19%					
Median Annual Sales Price	\$115,900	\$127,100	\$133,527	\$127,850	\$85,000	\$85,000
2005-2009 Average Annual Price Change	-7%					
Resale Attached						
Sale Price	2005	2006	2007	2008	2009	2010
< \$50,000	0%	9%	38%	62%	74%	80%
\$50,001 - \$100,000	38%	70%	57%	32%	22%	15%
\$100,001 - \$150,000	52%	18%	1%	6%	1%	0%
\$150,001 - \$200,000	5%	0%	0%	0%	0%	5%
\$200,001 - \$250,000	0%	0%	0%	0%	1%	0%
\$250,001 - \$300,000	0%	0%	0%	0%	0%	0%
\$300,001 - \$400,000	5%	0%	1%	0%	1%	0%
\$400,001 - \$500,000	0%	0%	0%	0%	0%	0%
\$500,001 - \$750,000	0%	2%	1%	0%	0%	0%
\$750,001 - \$1,000,000	0%	0%	0%	0%	0%	0%
> \$1,000,001	0%	0%	0%	0%	0%	0%
Total Unit Sales	21	44	68	53	74	20
2005-2009 Average Annual Unit Change	63%					
Median Annual Sales Price	\$123,092	\$89,450	\$66,482	\$50,500	\$40,000	\$43,200
2005-2009 Average Annual Price Change	-17%					

Note: Average annual unit and price changes extend only through 2009 as 2010 data include sales through April 2010 rather than the entire year.

Source: SmartNumbers

**Sales Price Distribution for New Attached Single-Family Units
Henry County, 2005 – 2010**



**Sales Price Distribution for Resale Attached Single-Family Units
Henry County, 2005 – 2010**

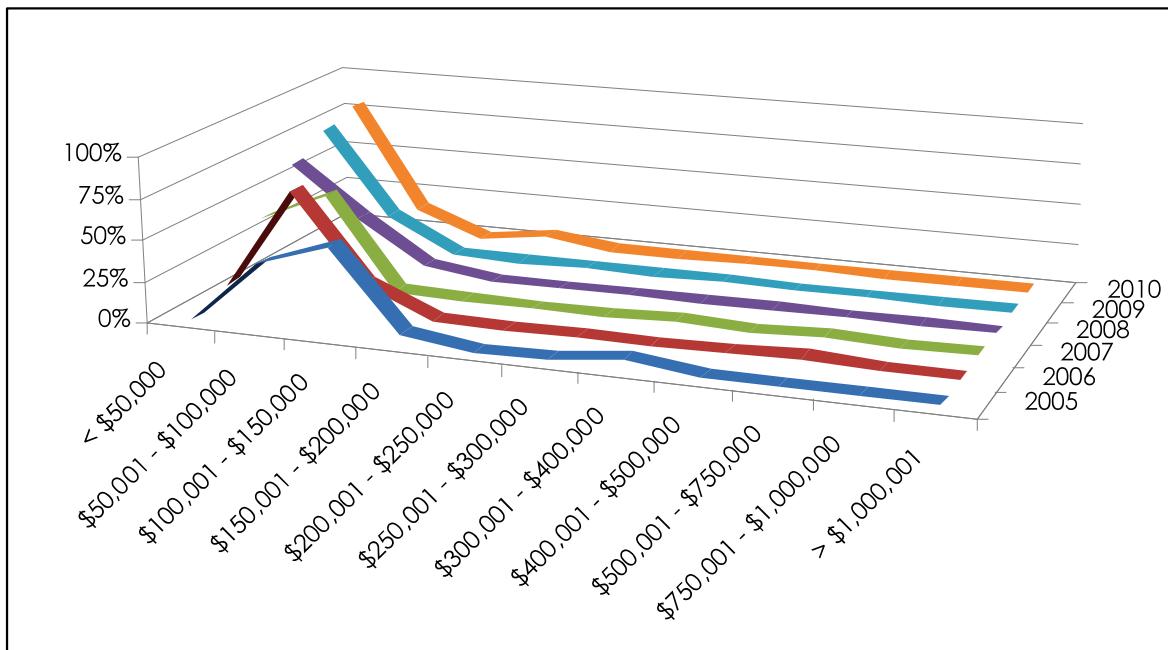


EXHIBIT 15

SUMMARY OF RECENT SALES OF FOR-SALE UNITS

Proximate Area

August 24, 2009-August 24, 2010

Development Location Unit Type	12-Month Sale Prices		Bed		Bath		Approx 3-4 Year Price Chg	12-Month Sales			
	From	To	From	To	From	To		Total Units	Avg. List \$	Avg. Sale \$	Sale/ List \$
Hampton Lofts Downtown Hampton Mid-Rise Loft Housing	\$69,000	\$69,000	2	2	1	1	-50%	1	\$71,500	\$69,000	97%
	Project developed in 2000. Initial sales were strong. Today resales. Roughly two-thirds are rentals.										
Bridgeport Elm Street & Bridgemill Single Family Detached	\$83,000	\$185,000	3	5	2	3.5	-30%	15	\$133,767	\$130,202	97%
	Bank owned lots and homes. No longer actively building.										
Oak Hollow Oak St @ Oak Hollow Lane Southbridge Builders Single Family Detached	\$75,000	\$130,000	4	5	2	3	-40%	10	\$104,016	\$100,130	96%
	Built out.										
Main Street Commons E Main St & Macbeth Dr Legacy Single Family Detached	\$117,000	\$139,000	3	5	3	3	-40%	8	\$136,756	\$127,375	93%
	Built out.										

Source: Marketek, Inc.

EXHIBIT 16
SUMMARY OF SELECTED FOR-SALE COMMUNITIES
Hampton Competitive Area
September 2010

Development (Year Opened) Location Unit Type	Total Units	Unit Price Range		Unit Size Range		Price/SF	Sales	
		From	To	From	To		Total	/Mo
Hamilton Point Ivey Edwards Rd/McDonough Bridleridge Builders Single Family Detached	200	\$170,000	\$180,000	2,800	2,800	\$63	0	0.0
	Bridleridge Builders recently acquired the project from the original developer roughly six months ago. Twelve homes had been built, two of which are for sale. Since acquiring the project, Bridleridge has built four, four bedroom spec homes and one model. None have yet sold. Buyers have primarily been young professionals without children.							
Bridleridge Lake Dow Rd/McDonough Bridleridge Builders Single Family Detached	212	\$173,900	\$188,900	2,800	3,300	\$59	7	1.2
	Bridleridge purchased 62 lots within the community six months ago where 150 homes have already been built. Seven new homes have sold and three spec homes are available. Community offers a pool and playground. Many of the residents are families.							
Meadows at Jodeco Jodeco Rd & Peach Dr. The Meadows Group Ranch Condominiums	102	\$159,000	\$200,000	1,400	1,900	\$109	40	0.8
	Two to three bedroom, single-story homes. Sales began at the end of 2006 with weakening sales the past year. Fitness center, swimming pool and community-wide activities.							
Crown Manor Mount Carmel Road Crown Communities Single Family Detached	112	\$183,990	\$270,000	2,998	3,443	\$70	62	5.2
	Crown Communities purchased foreclosed lots from builder in 2009. At that time, there were 20 homes completed and sold. Four and five bedroom homes.							

Source: Marketek, Inc.

EXHIBIT 17

SUMMARY CHARACTERISTICS OF RENTAL APARTMENT COMMUNITIES
Hampton Competitive Area
August 2010

Community/ Unit Size	Market Rate Rent		Square Feet		Rent/ Sq. Ft.	Occ Rate	Price Mix*	Struc- ture Type	Year Open- ed	Amenities										
	Low	High	Low	High						B/P	CA	C	I	FC	BC	PL	P	L	WD	WDC
Walden Landing	242 Units									90%	0/0/100	Flats; Lofts	2002		X	X	X	X	X	X
	\$599	\$689	824	1,094	\$0.67															X
	\$699	\$699	1,166	1,166	\$0.60															
Trees of Avalon	\$850	\$850	1,403	1,403	\$0.61															
	500 Units (2 phases)									NA	0/0/100	Flats; 2 Stories	2008 - 2009	X	X	X	X	X	X	X
	\$755	\$860	780	800	\$1.02															X
	\$975	\$1,030	1,259	1,393	\$0.76															
Mandalay Villas	\$1,125	\$1,405	1,419	1,638	\$0.83															
	300 Units									95%	0/0/100	Flats; 2 Stories	2008	X	X	X	X	X	X	X
	\$745	\$870	675	976	\$0.98															X
	\$865	\$1,129	997	1,442	\$0.82															
Amber Chase	\$1,095	\$1,219	1,447	1,523	\$0.78															
	200 Units (apx.)									92%	0/0/100	Flats; 2 Stories	2000	X	X	X	X	X	X	X
	\$620	\$620	800	900	\$0.73															X
Lakeside Villas	\$739	\$739	1,117	1,253	\$0.62															
	\$879	\$879	1,332	1,332	\$0.66															
	250 Units									91%	0/0/100	Flats; 3 Stories	2002	X	X	X	X	X	X	X
Oxford Creek	\$649	\$809	745	941	\$0.86															X
	\$829	\$979	1,238	1,376	\$0.69															
	\$979	\$1,079	1,546	1,546	\$0.67															
Villas at South Point	232 Units									91%	0/0/100	Town- homes; 2 Stories	2004	X	X	X	X	X	X	X
	\$599	\$643	768	864	\$0.76															X
	\$866	\$933	1,049	1,152	\$0.82															
Haddon Place	284 Units									96%	0/0/100	Flats; 2 Stories	2005	X	X	X	X	X	X	X
	\$815	\$920	675	1,004	\$1.03															X
	\$915	\$1,179	997	1,450	\$0.86															
One bedroom	\$1,145	\$1,145	1,446	1,519	\$0.77															
Two bedroom	250 Units									95%	0/0/100	Flats; 3 Stories	2008	X	X	X	X	X	X	X
	\$795	\$825	882	885	\$0.92															X
	\$895	\$1,075	1,005	1,300	\$0.85															
Three bedroom	\$1,150	\$1,150	1,444	1,444	\$0.80															X

B/P: Balcony/Patio/Sunroom

I: High speed internet ready

PL: Playground

WD: Washer/dryer in unit

CA: Controlled Access

FC: Fitness Center

WDC: Washer/dryer conn.

C: Cable ready

BC: Business Center

P: Pool

L: Laundry room

*Denotes ratio of public housing, tax credit/bond and market rate units.

Source: Marketek, Inc.

EXHIBIT 18
POTENTIAL DEMAND ANALYSIS FOR FOR-SALE UNITS
Residential Market Area
2010-2020

New Household Demand		Demand from Turnover	
Annual New Households (1)	3,510	Total Households (1)	442,855
Owner Propensity (2)	67%	Owner Propensity (2)	65%
Number	2,345	Number	289,184
Income Qualified (3)	67%	Turnover Rate (6)	10%
Number	1,562	Number	27,762
Household Size Qualified (4)	73%	Income Qualified (3)	66%
Number	1,140	Number	18,212
Target Market Adjustment (5)	23%	Household Size Qualified (4)	69%
Number	267	Number	12,602
		Target Market Adjustment (5)	10%
		Number	1,260
Adjustment Factor (7)			15%
Total Annual Potential Market Demand			1,756

1. ESRI BIS.
2. Estimated proportion of owner households in Market Area and MSA in 2010 from ESRI BIS.
3. Estimated proportion of households in the Market Area and MSA with annual incomes of \$50,000 or more.
4. Estimated proportion of households in the Market Area and MSA with 1 to 3 persons.
5. Based on Tapestry data, estimated proportion of market area households to whom the proposed type of housing would appeal.
6. Estimated proportion of renter households in Henry County that turnover within a 12-month period.
Based on the 2008 American Community Survey.
7. Adjustment factor to take into account households that fall outside of this model.

Sources: Marketek, Inc.; 2008 American Community Survey; ESRI BIS

EXHIBIT 19
POTENTIAL DEMAND ANALYSIS FOR RENTAL UNITS
Residential Market Area
2010-2020

New Household Demand		Demand from Turnover	
Annual New Households (1)	3,510	Total Households (1)	442,855
Renter Propensity (2)	33%	Renter Propensity (2)	35%
Number	1,165	Number	153,671
Income Qualified (3)	29%	Turnover Rate (6)	27%
Number	332	Number	41,337
Household Size Qualified (4)	73%	Income Qualified (3)	32%
Number	242	Number	13,269
Target Market Adjustment (5)	24%	Household Size Qualified (4)	69%
Number	57	Number	9,182
		Target Market Adjustment (5)	10%
		Number	918
Adjustment Factor (7)			15%
Total Annual Potential Market Demand			1,121

1. ESRI BIS.
2. Estimated proportion of renter households in Market Area and MSA in 2010 from ESRI BIS.
3. Estimated proportion of households in the Market Area and MSA with annual incomes from \$25,000-\$60,000.
4. Estimated proportion of households in the Market Area and MSA with 1 to 3 persons.
5. Based on Tapestry data, estimated proportion of market area households to whom the proposed type of housing would appeal.
6. Estimated proportion of renter households in Henry County that turnover within a 12-month period.
Based on the 2008 American Community Survey.
7. Adjustment factor to take into account households that fall outside of this model.

Sources: Marketek, Inc.; 2008 American Community Survey; ESRI BIS

EXHIBIT 20
POTENTIAL SUPPORTABLE FOR-SALE AND RENTAL PRODUCT
Study Area Capture
Ten Year Program

Year	For-Sale Units ¹			Rental Units ²			Total Potential Supportable Units	
	Potential Demand	Study Area Capture		Potential Demand	Study Area Capture			
	Units	Rate	Units	Units	Rate	Units		
Year 1	1,756	5.5%	97	1,121	5.5%	62	158	
Year 2	1,756	5.5%	97	1,121	5.5%	62	158	
Year 3	1,756	6.0%	105	1,121	6.0%	67	173	
Year 4	1,756	6.0%	105	1,121	6.0%	67	173	
Year 5	1,756	6.5%	114	1,121	6.5%	73	187	
Year 6	1,756	6.5%	114	1,121	6.5%	73	187	
Year 7	1,756	7.0%	123	1,121	7.0%	79	201	
Year 8	1,756	7.0%	123	1,121	7.0%	79	201	
Year 9	1,756	7.5%	132	1,121	7.5%	84	216	
Year 10	1,756	7.5%	132	1,121	7.5%	84	216	
Total	17,560	6.5%	1,141	11,215	6.5%	729	1,870	

1. As shown in Exhibit 18.

2. As shown in Exhibit 19.

Source: Marketek, Inc.

Appendix A3: Retail Market Exhibits

EXHIBIT 21 SUMMARY OF SELECT DESTINATION SHOPPING CENTERS Hampton Competitive Area Summer 2010							
Center/ Location	Driving Distance	GLA (SF)	Rate (\$/SF)	Vacancies		Year Built	Anchors/ Retail Mix
				Rate	SF		
Centre at Lovejoy 11465 Tara Blvd, Lovejoy	5.4 mi.	248,200	\$21 NNN	1%	3,600	2005	WalMart, Hibbett Spots, Rainbow Shops, O'Charley's, Ruby Tuesday
South Point Highways 20 & 81, McDonough	7.8 mi.	249,095	NA	0%	0	2007	Kohl's, JCPenney, Hobby Lobby
McDonough Marketplace 101 Willow Lane, McDonough	8.5 mi.	426,691	NA	0%	0	2001	WalMart, Lowe's, Office Depot, Dollar Tree, Rent-a-Center, Shoe Show
North Griffin Square 1617 N Expressway, Griffin	9.2 mi.	226,561	\$12 NNN	0%	0	1980	Belks, Odd Lots, CitiTrends, Applebee's, Longhorn's
Griffin Crossroads 1501 N Expressway, Griffin	9.3 mi.	473,263	\$14 NNN	7%	35,000	2003	WalMart, Griffin Cinema, Hibbett Sports Vacancy at former Goody's
Tanger Outlet Center 1000 Tanger Dr, Locust Grove	11.0 mi.	293,868	\$23 NNN	NA	NA	1994	Hanes, Old Navy, Reebok, Nike, Polo
Henry Town Center 1772 Jonesboro Rd, McDonough	11.4 mi.	750,000 (apx.)	\$17-\$20 NNN	0%	2,386	2002	BJs Wholesale, PetsMart, Target, Ross, Bed Bath & Beyond, Home Depot
Henry Marketplace 1861 Jonesboro Rd, McDonough	11.6 mi.	500,000 (apx.)	NA	0%	0	1989	Best Buy, Dick's Sporting Goods, Babies R Us, Ashley Furniture, PetCo
Southlake Mall 1000-2460 Southlake Mall, Morrow	19.4 mi.	1,047,000	\$25-\$75 G	6%	64,700	1976	Sears, JCPenney, Macy's

Note: Distances are driving distances from the Hampton Depot.

NA: Not Available

Source: Marketek, Inc.; Dorey's Atlanta Retail Space Guide

EXHIBIT 22 SUMMARY OF SELECT CONVENIENCE RETAIL CENTERS Hampton Competitive Area Summer 2010							
Center/ Location	Driving Distance	GLA (SF)	Rate (\$/SF)	Vacancies		Year Built	Anchors/ Retail Mix
				Rate	SF		
Fred's Pharmacy 80 Oak St, Hampton	0.9 mi.	16,492	NA	0%	0	2006	Fred's Pharmacy
Shops at Hampton 1074 Bear Creek Blvd, Hampton	3.0 mi.	19,500	\$14 G	28%	5,420	NA	Upscale Resale, Pediatric Medicine
Lovejoy Station 11155 Tara Blvd, Hampton	6.0 mi.	77,336	\$15 NNN	2%	1,300	NA	Publix, Subway, Super Cuts, Mexican Food Restaurant
Kroger on Tara Blvd 10375 Tara Blvd, Lovejoy	6.7 mi.	84,711	\$12-\$16 NNN	6%	5,000	NA	Kroger
The Shops at Westridge 2142-2182 Hwy 20, McDonough	6.8 mi.	66,297	\$18-\$23 NNN	25%	16,800	2006	Publix, Papa Johns, Beauty Supply, Cleaners
McDonough Village 890 Hampton Rd, McDonough	8.7 mi.	24,000	\$18-\$19 NNN	10%	2,400	2001	Curry Collision, Peach State Women's Health, Chinese Food Restaurant
McDonough Crossing 315 Jonesboro Rd, McDonough	10.7 mi.	95,000	\$14 NNN	12%	11,200	1994	Kroger, Blockbuster, Great Clips, Pizza Hut, UPS Store, Beauty & Party Supply
McDonough West 250 Jonesboro Rd, McDonough	10.7 mi.	80,773	\$15-\$19 NNN	13%	10,375	NA	Dollar Tree, Halloween Express (former Publix), Cato

Note: Distances are driving distances from the Hampton Depot.

NA: Not Available

Source: Marketek, Inc.; Dorey's Atlanta Retail Space Guide

EXHIBIT 23
SUMMARY OF GROUND FLOOR COMMERCIAL USES
Hampton LCI Study Area
August 2010

Business Type/ Retail Category	Number of Businesses	% of Total Businesses	Space (SF)	% of Total Space
Apparel	0	0.0%	0	0.0%
Home Furnishings	0	0.0%	0	0.0%
Home Improvement	0	0.0%	0	0.0%
Miscellaneous/General Retail	1	3.4%	2,184	3.5%
Shoppers Goods	1	3.4%	2,184	3.5%
Grocery/Convenience Store	3	10.3%	7,225	11.7%
Health & Personal Care	0	0.0%	0	0.0%
Convenience Goods	3	10.3%	7,225	11.7%
Restaurants	3	10.3%	8,436	13.6%
Entertainment	3	10.3%	7,902	12.8%
Services/Office	9	31.0%	13,740	22.2%
Services/Other	10	34.5%	21,987	35.5%
Vacant	3	10.3%	8,349	13.5%
Total	29	100.0%	61,921	100.0%

Sources: Marketek, Inc.

EXHIBIT 24
SUMMARY OF MERCHANDISE AND SERVICE CATEGORIES

Merchandise/Service Category	Types of Goods/Services
Apparel	Women's Apparel, Men's Apparel, Children's, Footwear, Watches & Jewelry
Home Furnishings	Furniture, Floor Coverings, Major and Small Appliances, Household Textiles, Floor Coverings, PC Software and Hardware, Housewares, Dinnerware, Telephones
Home Improvement	Maintenance and Remodeling Materials, Lawn & Garden, Hardware
Misc. Specialty Retail	Pet Care, Books & Periodicals, Sporting Equipment, Toys & Hobbies, Video Cassettes & Games, TV/VCR/Cameras, Audio Equipment, Luggage, Eyeglasses
Groceries	Food at Home, Nonalcoholic Beverages at Home, Alcoholic Beverages, Smoking Products
Health & Personal Care	Prescription and Nonprescription Drugs, Personal Care Items
Restaurants	Food Away From Home, Alcoholic Beverages
Entertainment	Admission to Movie/Theater/Opera/Ballet, Recreational Lessons, Participation in Clubs
Personal Services	Shoe Repair, Video Rental, Laundry & Dry Cleaning, Alterations, Clothing Rental & Storage, Watch & Jewelry Repair, Photo Processing & Supplies, Child Care

Source: ESRI BIS

EXHIBIT 25
EXISTING RETAIL BALANCE
Local and Greater Retail Market Areas
2010

Merchandise Category	Demand/Spend-ing Potential	Supply/Retail Sales	Leakage (or Surplus)	Target Sales (\$/SF)*	Potential Space
Local Retail Market Area					
Grocery	\$32,352,677	\$19,844,803	\$12,507,874	\$390	32,071
Health & Personal Care	\$6,622,176	\$1,491,412	\$5,130,764	\$365	14,057
Greater Retail Market Area					
Apparel	\$68,035,838	\$92,175,698	(\$24,139,860)	---	---
Home Furnishings	\$53,242,052	\$25,052,911	\$28,189,141	\$199	141,654
Electronics & Appliances	\$37,196,955	\$16,874,765	\$20,322,190	\$199	102,122
Home Improvement & Gardening	\$79,490,374	\$105,413,193	(\$25,922,819)	---	---
Sporting Goods, Hobbies, Books & Music	\$23,557,710	\$12,038,840	\$11,518,870	\$216	53,328
General Merchandise	\$235,282,889	\$212,956,093	\$22,326,796	\$216	103,365
Miscellaneous Specialty Retail (florist, office supplies, gift stores, etc.)	\$28,619,015	\$20,148,162	\$8,470,853	\$216	39,217
Restaurants	\$316,814,358	\$304,295,090	\$12,519,268	\$263	47,602
Total Leakage					\$120,985,756
Estimated Supportable Square Footage					533,415

* Target sales are based on the Urban Land Institute, "Dollars and Cents of Shopping Centers."

Source: ESRI BIS; Marketek, Inc.

EXHIBIT 26
RETAIL EXPENDITURE POTENTIAL
Retail Market Areas
2010-2020

Merchandise or Service Category	Spending per Hhold	Target Sales* (\$/SF)	2010 Retail Potential		2015 Retail Potential		2020 Retail Potential	
			Sales (in millions)	Space (SF)	Sales (in millions)	Space (SF)	Sales (in millions)	Space (SF)
Local Retail Market Area								
Grocery	\$5,702	\$390	\$42.7	109,558	\$49.7	127,423	\$57.8	148,201
Health & Personal Care	\$1,011	\$365	\$7.6	20,761	\$8.8	24,147	\$10.3	28,084
Convenience Goods			\$50.3	130,319	\$58.5	151,570	\$68.0	176,285
Personal Services	\$1,051	\$151	\$7.9	52,145	\$9.2	60,648	\$10.7	70,537
Local Retail Market Area								
Apparel	\$1,505	\$209	\$117.3	561,364	\$129.3	618,733	\$142.5	681,965
Home Furnishings	\$1,447	\$199	\$112.8	566,843	\$124.3	624,772	\$137.0	688,621
Home Improvement	\$1,130	\$140	\$88.1	628,931	\$97.0	693,206	\$107.0	764,049
Misc. Specialty Retail	\$1,828	\$216	\$142.5	659,831	\$157.1	727,263	\$173.1	801,587
Shoppers Goods			\$460.7	2,416,968	\$507.8	2,663,974	\$559.7	2,936,222
Restaurants	\$3,497	\$263	\$272.6	1,036,477	\$300.5	1,142,401	\$331.2	1,259,151
Entertainment	\$443	\$90	\$34.5	383,816	\$38.1	423,041	\$42.0	466,274
Total			\$826.0	4,019,726	\$914.0	4,441,633	\$1,011.5	4,908,469
Five Year Net Gain					\$88.0	421,907	\$97.5	466,836

* Target sales are based on the Urban Land Institute, "Dollars and Cents of Shopping Centers."

Sources: ESRI BIS; Urban Land Institute; Marketek, Inc.

EXHIBIT 27

SUMMARY OF NEW POTENTIAL SUPPORTABLE RETAIL SPACE
Downtown Hampton Study Area
2010 to 2020

Merchandise/Service Category	Existing Unmet Demand		New Supportable Retail Space in Study Area				Total New Supportable Space in Study Area	
	2010		2015		2020			
	Capture	Sq Ft	Capture	Sq Ft	Capture	Sq Ft		
Local Retail Market Area								
Convenience Goods								
Grocery	50%	16,036	48%	8,582	52%	10,813	35,430	
Health & Personal Care	50%	7,028	48%	1,618	52%	2,039	10,685	
Subtotal	50%	23,064	48%	10,200	52%	12,852	46,115	
Personal Services	NA	NA	48%	4,081	52%	5,143	9,224	
Greater Retail Market Area								
Shoppers Goods								
Apparel	—	0	20%	11,489	24%	14,898	26,387	
Home Furnishings	15%	28,907	17%	10,055	20%	13,039	52,001	
Home Improvement	15%	7,659	18%	11,434	21%	14,827	33,920	
Misc. Specialty Retail	15%	29,386	14%	9,264	16%	12,012	50,663	
Subtotal	15%	65,953	17%	42,242	20%	54,775	162,970	
Restaurants	20%	9,520	23%	24,363	25%	29,187	63,070	
Entertainment	NA	NA	23%	9,022	25%	10,808	19,830	
Total	18%	98,537	21%	89,907	24%	112,765	301,210	

Note: Due to the fact that demand for Convenience Goods and Personal Service businesses is derived primarily from nearby residents, captures are based predominately on Local Retail Market

Source: ESRI; Urban Land Institute; Marketek, Inc.

EXHIBIT 28
TYPICAL SIZE OF SELECTED BUSINESSES

Merchandise or Service Category	Median	National	Local Chain	Independent
Specialty Retail				
Appliances	5,956	6,292	5,911	~
Art Gallery	1,802	~	1,802	1,907
Arts/Crafts Supplies	8,928	20,957	~	3,070
Beauty Supplies	1,807	1,634	2,450	1,829
Bike Shop	3,440	~	~	2,596
Bookstore	10,093	23,000	9,990	2,740
Cameras	2,000	2,000	~	~
Children's Wear	3,913	4,879	3,054	2,105
Family Shoe Store	4,000	4,113	5,100	2,460
Family Wear	8,000	8,500	3,474	5,132
Gift/Cards	4,200	4,900	3,780	1,653
Hardware	13,200	13,900	~	~
Home Accessories	7,595	10,215	5,365	2,462
Jewelry	1,500	1,610	1,968	1,200
Luggage	2,500	2,499	~	~
Men's Clothing Store	3,500	4,319	3,065	2,750
Pet Supplies	7,995	17,600	3,201	3,200
Record/Tapes	4,464	6,178	~	2,017
Sporting Goods	8,465	22,000	4,980	2,995
Toys	7,855	12,000	~	3,344
Women's Ready to Wear	4,400	4,503	3,960	2,145
Convenience				
Drugstore/Pharmacy	10,920	10,860	16,668	4,977
Supermarket	50,420	49,071	51,495	23,300
Bakery	1,990	4,000	~	1,700
Gourmet Grocery	18,000	~	~	~
Wine/Liquor	3,440	~	6,237	2,920
Personal Services				
Day Spa	2,875	~	2,563	3,060
Women's Hair Salon	1,400	1,450	1,250	1,361
Nail Salon	1,200	~	1,200	1,200
Picture Framing	1,600	1,703	~	1,588
Health Club	10,249	9,548	5,508	10,249
Mail/Packaging/Copying	1,278	1,240	~	1,236
Tailor/Alteration	950	~	900	1,035
Video Rental	6,000	6,333	4,240	4,733
Shoe Repair	855	~	~	795
Drycleaners	1,800	~	1,800	1,649
Film Processing	1,252	1,600	1,304	1,150
Day Care	4,000	~	~	3,901
Laundry	2,114	~	2,150	1,955
Restaurants				
Restaurant with Liquor	5,204	6,669	5,600	3,362
Restaurant without Liquor	3,581	6,500	3,025	2,625
Bar/Cocktail Lounge	3,821	~	~	3,821
Ice Cream Parlor	1,137	1,144	1,137	1,116
Coffee/Tea	1,578	1,650	1,624	1,400
Entertainment				
Cinema	35,022	37,161	35,022	21,250

Source: Urban Land Institute, "Dollars and Cents of Shopping Centers"

Appendix A4: Office Market Exhibits

EXHIBIT 29 INDUSTRIAL MARKET SUMMARY South Clayton/Henry County First 2007 through Second Quarter 2010								
Quarter	Market Size (SF)	Absorption (SF)	Vacancy Rate	Average Rent (\$/SF)	Under Construction (SF)			
1Q2007	38,359,151	367,605	19.0%	\$3.08	410,448			
2Q2007	39,769,599	163,958	19.5%	\$2.94	56,000			
3Q2007	39,769,599	851,933	17.3%	\$3.11	311,462			
4Q2007	39,825,599	19,000	17.4%	\$3.15	1,809,192			
1Q2008	39,843,411	190,666	17.0%	\$3.25	1,791,380			
2Q2008	40,100,051	(528,457)	18.8%	\$3.31	1,534,740			
3Q2008	40,100,051	839,816	16.7%	\$3.19	1,534,740			
4Q2008	41,634,791	1,130,022	17.1%	\$3.18	0			
1Q2009	41,634,791	(126,290)	17.4%	\$3.14	0			
2Q2009	41,634,791	(569,930)	18.7%	\$2.89	0			
3Q 2009	41,634,791	511,540	17.5%	\$2.90	0			
4Q 2009	41,634,791	391,283	16.6%	\$2.96	0			
1Q 2010	41,634,791	(240,251)	17.1%	\$2.97	0			
2Q 2010	41,634,791	(58,703)	17.3%	\$2.96	0			
Avg. Quarterly Absorption		210,157						
Current Vacant Space		7,202,819						
No. Quarters Supply		34						
Recent Lease Transactions								
6/2/2014 WEL Companies		122,530 SF at 125 Southside Ct.						
5/2/2014 IFCO		192,000 SF at 100 Constitution Dr.						
1/2/2014 Viega		255,070 SF at ProLogis Park Greenwood						
12/31/2013 De Wafelbakkers		92000 SF at 108 Declaration Dr.						

Source: Colliers Spectrum; Costar Group

EXHIBIT 30
OFFICE MARKET SUMMARY
South Clayton/Henry County
2007 through First Quarter 2009

Quarter	Market Size (SF)	Absorption (SF)	Vacancy Rate	Average Rent (\$/SF)	Under Construction (SF)
1Q2007	1,422,295	106,067	10.7%	\$22.43	200,693
2Q2007	1,422,295	18,652	9.3%	\$22.34	200,693
3Q2007	1,471,115	14,283	11.4%	\$21.93	151,873
4Q2007	1,586,800	22,809	16.4%	\$22.34	81,188
1Q2008	1,667,988	54,542	17.2%	\$21.26	0
2Q2008	1,667,988	(28,362)	18.9%	\$20.97	15,000
3Q2008	1,667,988	19,039	17.8%	\$21.39	15,000
4Q2008	1,667,988	14,644	16.9%	\$21.46	15,000
1Q2009	1,682,988	14,342	16.8%	\$21.60	15,000
2Q2009	1,682,988	5,242	16.5%	\$21.17	0
3Q 2009	1,682,988	(6,617)	16.9%	\$19.95	0
4Q 2009	1,682,988	11,995	16.1%	\$20.03	0
1Q 2010	1,682,988	8,405	15.6%	\$19.84	0
2Q 2010	1,682,988	(4,556)	15.9%	\$19.29	0
Avg. Quarterly Absorption		17,892			
Current Vacant Space		267,595			
No. Quarters Supply		15			
Recent Lease Transactions					
8/3/2014 University of Phoenix			10,000 SF at Avalon Business Ctr.		
4/5/2014 CorrectMed Locust Grove			6,430 SF at Pinnacle at Locust Grove		
1/5/2014 Open MRI of Georgia			6,521 SF Renewal at Village Center I		
12/29/2013 Embracing HospiceCare			3,000 SF at Eagles Landing Office Park		

Source: Colliers Spectrum; Costar Group

EXHIBIT 31
POTENTIAL ANNUAL DEMAND FOR OFFICE SPACE
Henry County
2010 to 2020

Employment Category	2010 to 2015					2015 to 2020				
	Average Annual Employ Change (1)	Office Space User Ratio (2)	Office Space Users (2)	Sq. Ft. per Employee (2)	Average Annual Demand (Sq. Ft.)	Average Annual Employ Change (1)	Office Space User Ratio (2)	Office Space Users (2)	Sq. Ft. per Employee (2)	Average Annual Demand (Sq. Ft.)
Construction	82	10%	8.2	245	2,009	136	10%	13.6	245	3,332
Manufacturing	44	10%	4.4	245	1,078	25	10%	2.5	245	613
TCU	80	20%	16.0	245	3,920	99	20%	19.8	245	4,851
Wholesale Trade	467	10%	46.7	245	11,442	406	10%	40.6	245	9,947
Retail Trade	952	5%	47.6	245	11,662	1,105	5%	55.3	245	13,536
FIRE	294	80%	235.2	245	57,624	387	80%	309.6	245	75,852
Services	907	40%	362.8	245	88,886	1,030	40%	412.0	245	100,940
Government	173	25%	43.3	245	10,596	198	25%	49.5	245	12,128
TOTAL	2,999			245	187,217	3,386			245	221,198

(1) 2010-2020 annual net change in employment from Atlanta Regional Commission Employment Forecasts.

(2) Based on standards developed by the Urban Land Institute, Washington, D.C.

Sources: Marketek, Inc.; Atlanta Regional Commission; Urban Land Institute

EXHIBIT 32
ESTIMATED CUMULATIVE OFFICE MARKET POTENTIAL
Hampton LCI Study Area
2010-2020

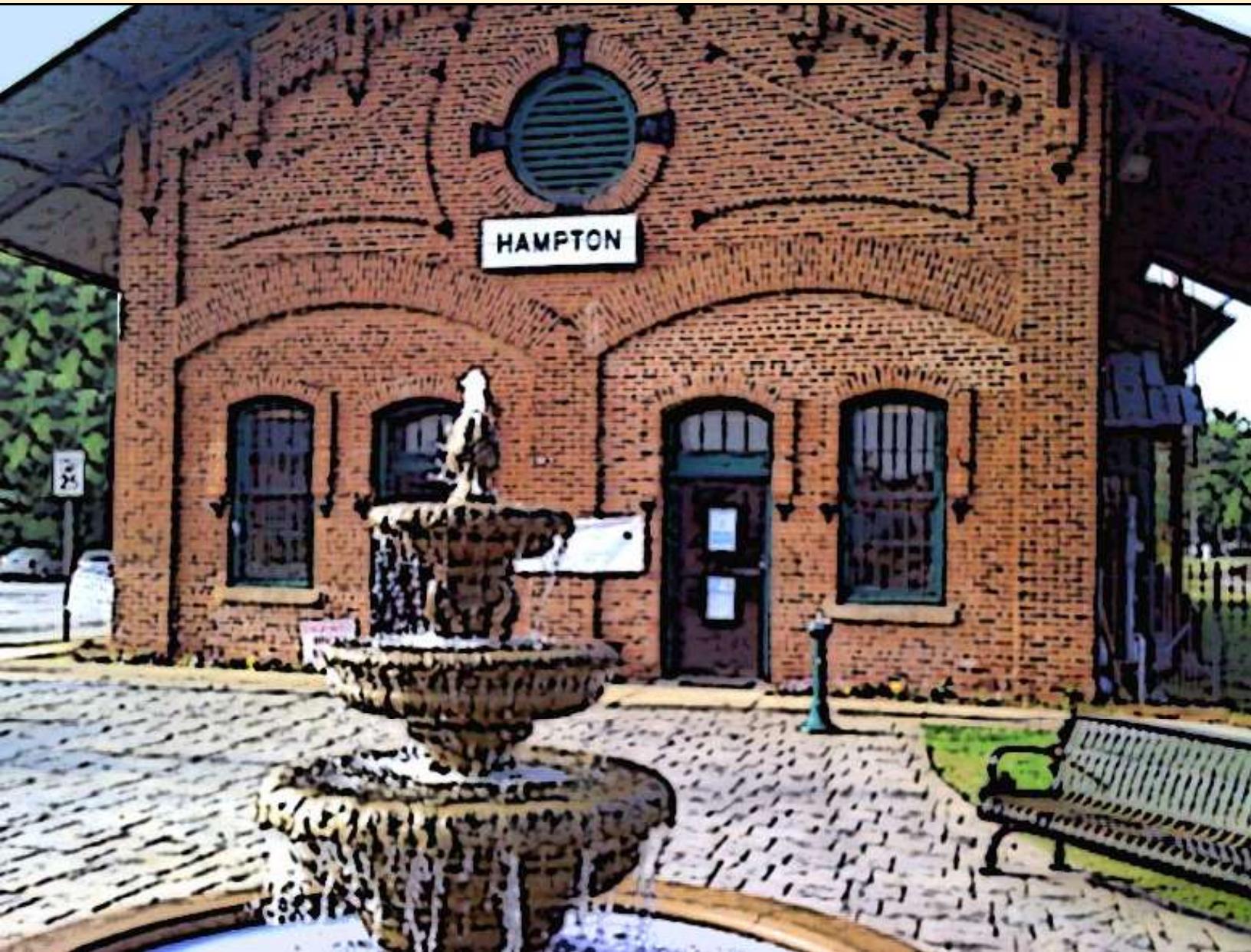
Year	Average Annual Derived Demand (Sq Ft) (1)	Average Annual Replacement Demand (Sq Ft) (2)	Total Demand (Sq Ft)	Study Area Capture Rate	Total Cumulative Potential Demand in Study Area (Sq Ft)
2011	187,217	7,489	194,705	5%	9,735
2012	187,217	7,489	194,705	5%	19,471
2013	187,217	7,489	194,705	6%	31,153
2014	187,217	7,489	194,705	6%	42,835
2015	187,217	7,489	194,705	7%	56,465
2016	221,198	8,848	230,046	7%	72,568
2017	221,198	8,848	230,046	8%	90,971
2018	221,198	8,848	230,046	8%	109,375
2019	221,198	8,848	230,046	9%	130,079
2020	221,198	8,848	230,046	9%	150,784

(1) Average annual potential demand for office space in Henry County derived from employment growth.

(2) Average annual potential demand for office or industrial space generated by existing firms that move to a new location within the market area. Replacement demand is estimated at 5% of derived demand.

Sources: Marketek, Inc.; Atlanta Regional Commission; Urban Land Institute

Appendix B: Detailed Transportation Recommendations



1.0 Transportation Recommendations

From a transportation system perspective, the Hampton Town Center LCI area has a strong core of existing roadway infrastructure. Major transportation facilities traversing the study area include the Norfolk Southern Railroad, which bisects the study area north-south, East and West Main Streets flanking each side of the railroad, and Georgia Highway 20 at the southern boundary of the study area. Streets classified as collectors or arterials include Highway 20, East Main Street, Woolsey Road, Rosenwald Drive, McDonough-Hampton Road, West King Road, Oak Street, and Elm Street.

The study area was not found to have existing or near-term roadway capacity needs. Most of the transportation deficiencies identified pertain to alternative modes, such as the lack of pedestrian and bicycle facilities or absence of transit services. An action plan has been developed which identifies transportation projects to improve multimodal mobility within the Hampton Town Center. The following provides an overview of the project identification process along with an implementation program and plan for future improvements. Complementary transportation strategies and policies are also identified.

1.1.1 Project Identification

The Hampton Town Center LCI planning process has provided an opportunity to establish vision and guidance to address how the study area should be developed over the long term. A transportation focus area has been to expand options for traveling outside of a vehicle, whether by foot, bicycle, or transit. The Joint Henry County/Cities Transportation Plan established goals and objectives to direct transportation investments which include encouraging the use of alternative modes, enhancing connectivity to activity centers, and providing transportation investments that reinforce land use plans and development vision. These objectives have been reiterated by stakeholders and the public throughout the study process. No projects have been identified to add roadway capacity within the study area. Projects identified are primarily to improve connectivity, accessibility, mobility, and safety for pedestrians and bicyclists. Overall, the projects expand the transportation mode options for the system.

1.1.2 Existing Planned Project Summary

The Atlanta Regional Commission's (ARC) Regional Transportation Plan (RTP) and Transportation Implementation Program (TIP) do not currently have any projects programmed for the Hampton LCI study area. Two projects are included in the long-range RTP nearby the study area, one to widen Hampton Locust Grove Road to four lanes from Highway 20 to Highway 155 (HE-126A1) and the other to widen US 19/41 to six lanes from Laprade Road to Highway 20 (SP-166). Other plans and studies have identified transit and bicycle and pedestrian improvements within the study area, but these projects are unfunded. Notably, Hampton is included as a stop location on the proposed passenger rail corridor between Atlanta and Macon. Bicycle or trail facilities have been identified for East Main Street, alongside the Norfolk Southern Railroad, and on Highway 20. In addition, a number of off-road trails were identified in the Hampton Greenway Master Plan.

1.1.3 Pedestrian and Bicycle Facility Recommendations

A number of specific sidewalk and trail recommendations have been identified to improve multimodal access, connectivity, mobility, and safety. As the needs evaluation and input from the community indicated, the area lacks a consistent sidewalk or bicycle network. One cannot readily walk between the downtown business district and residential neighborhoods both within and outside of the study area. New subdivisions within the city have been constructed with sidewalk infrastructure, but the sidewalk network within these neighborhoods is often incomplete as sidewalks have not been constructed in front of vacant parcels, limiting their overall effectiveness. Community input strongly supports providing a walkable and bikeable Hampton Town Center and adding pedestrian and bicycle infrastructure to connect

to downtown, the library, across Highway 20, to Hampton Elementary School, Coley Park, the proposed senior center on West Main Street, and Bobby McBrayer Park. Comments indicate a growing bicycling community and demand for complementary amenities such as bicycle racks. The LCI concept supports expanding options for non-motorized transportation and providing a means for those living, working or going to school within the area to access nearby employment, shopping, dining, and other destinations without using a vehicle.

It is recommended that sidewalks be built to the Americans with Disabilities Act (ADA) accessibility standards. As indicated in the Georgia Department of Transportation (GDOT) Pedestrian and Streetscape Guide, a minimum sidewalk width of five feet is recommended for neighborhood and local streets to allow people to pass one another. Wider sidewalks of up to ten feet may be more suitable in commercial areas and along collector and arterial streets. In most instances, sidewalks should be set back from the curb with a landscaped planting strip or buffer, if permissible. The need for street lighting and location of street trees should be examined in conjunction with the sidewalk design. The addition of curb, gutter, and stormwater drainage facilities may be needed with many of the new sidewalks. With the addition of sidewalks, some locations may also need pedestrian operational improvements such as marked crosswalks and pedestrian crossing signage.

The LCI study area presents an opportunity to add multiuse trail facilities and bicycle lanes to the street network. East Main Street is part of the pedestrian/bicycle Central Route 15 in the GDOT Bicycle and Pedestrian Plan Statewide Route Network. Central Route 15 extends from the City of Acworth in Cobb County to the Florida State line south of Valdosta, Georgia. In a policy statement, GDOT has indicated it will accommodate bicycling improvements into “all widening and reconstruction projects when there is an existing bikeway or if the project is on an approved Bike Route.” Multiuse trails may vary in width from ten to 14 feet wide, depending on the designated use and demand, environmental conditions, and location. Treatments for on-street bicycle facilities may vary and range from providing wider shoulder areas to bicycle lanes or bicycle tracks. Typically, a bicycle lane should be a minimum of five feet wide.

The following provides a brief description of each recommended project. Some project limits extend beyond the study area to provide needed connectivity and logical termini. Within the LCI program, the portion of a project located within the study area boundaries may be financed by LCI program funds, so alternative sources of funds may be needed. For ease of presentation, the projects are organized by project number. It should be noted for all projects that additional engineering review and design is required. The projects are planning concepts based on available data and identified needs. Should a project receive federal funding, it will be subject to the National Environmental Policy Act (NEPA) which includes assessing environmental impacts of a proposed action.

T-1: East Main Street Improvements from McDonough Street to Highway 20

East Main Street is the primary north-south spine of Hampton. It is classified as an urban minor arterial street and has posted speed limits ranging from 25 to 35 mph. The City of Hampton recently completed a transportation enhancement project in its Downtown to provide a streetscape along East Main Street between the Hampton Depot at McDonough Street and Elm Street. The streetscape includes on-street parking, sidewalks using brick pavers, and raised pedestrian crossings. Beyond the streetscape, East Main Street lacks facilities for pedestrians and bicyclists. Public input strongly supports adding pedestrian and bicycle facility infrastructure to East Main Street to help facilitate travel and connect local residences and the downtown. In addition, East Main Street is on the route of GDOT bicycle/pedestrian Central Route 15.

South of downtown, it is recommended that sidewalks and bicycle facilities be added to both sides of East Main Street between Highway 20 and McDonough Street. In addition, the intersection at Highway 20 and East Main Street should be improved to facilitate bicycle and pedestrian crossings. The proposed cross-section for improvements to East Main Street would provide 11-foot vehicle travel lanes, five-foot

bicycle lanes, and six-foot sidewalks. The sidewalks would be set back from the curb edge with a landscape buffer suitable for tree plantings and street lights. Near Highway 20, a short landscaped median could separate the vehicle travel lanes. The streetscape design may include innovative stormwater treatments, using natural filtration to manage stormwater runoff at the site. A project to add paved shoulders to East Main Street from downtown Hampton to Highway 20 is identified in the Atlanta Regional Bicycle Transportation and Pedestrian Walkways Plan.

The street cross-section would continue to Highway 20 which will be improved for non-motorized crossings. Currently, the intersection is designed for vehicular use only and has no accommodations for pedestrian or bicycle crossings. The turning radii between Highway 20 and East Main Street are wide which allows faster turns. As a major gateway into downtown Hampton, there are no elements at the existing intersection to indicate that this is the primary route to downtown Hampton from Highway 20. The intersection would be modified to include striping and signals for pedestrian and bicycle crossing, textured pavement for the cross-walks, tighter turning radii, and landscaping. The redesigned intersection could then serve as a gateway to downtown Hampton. As Highway 20 is a 55 mph divided highway, issues that should be examined in the project traffic study include whether a step-down speed zone should be implemented prior to the intersection to slow traffic or whether other geometric modifications are needed to effect a safe crossing environment. A conceptual illustration for intersection improvements is shown in the adjacent figure.

T-2: East Main Street Improvements from Highway 20 to the Spalding County Line

South of Highway 20, bicycle and pedestrian facilities should be added to East Main Street and extend to neighborhoods south. These facilities would provide connectivity between residential neighborhoods and downtown Hampton and link to future development at Highway 20 and proposed passenger rail station. The pedestrian and bicycle facilities may take a different form due to the more rural land use and greater distances between neighborhoods. This could include constructing sidewalks on one side of the street and a shared-use path on the opposite side. At a minimum, sidewalks should extend from MacBeth Drive to Highway 20 (on the east side of the street). A ten-foot shared-use path on the west side of the street would extend from Spalding County line to Highway 20, following GDOT's Central Route 15. The route follows East Main Street and Old Highway 3 and continues on Teamon Road in Spalding County. As an alternative to a shared-use path/sidewalk combination, on-street bicycle lanes or bikeable shoulders could be added on both sides of the street in combination with sidewalks. It is anticipated over time that sidewalks will be needed on both sides of the street.

T-3: East Main Street Improvements from Elm Street to the Clayton County Line

North of downtown, sidewalks should be added to the east side of East Main Street from Elm Street to Sandstone Drive. This would provide connections from the residential neighborhoods to the north to downtown Hampton. In addition, bicycle facilities should be added from Elm Street to the Clayton County line following GDOT's Central Route 15. The bicycle facilities should be constructed on both sides of the street and could be designed as on-street bicycle lanes or as bikeable shoulders.

T-4: Downtown Pedestrian Improvements

Within the downtown area, sidewalks should be wider to provide needed pedestrian access within the core commercial district. As the streetscape along East Main Street has created a design aesthetic to unite the downtown area, new pedestrian infrastructure should follow the design scheme already developed. Opportunities for addition of street trees, landscaping, and lighting should be evaluated along with sidewalk projects. In addition, as a means to promote bicycle usage, bicycle racks should be installed at strategic locations. Projects included in downtown include the following.

- Barnett Street – Barnett Street is a short east-west street in downtown. Sidewalks should be added to both sides of Barnett Street between East Main Street and Tom Eason Drive.

- Cherry Street – Cherry Street is a one-way street parallel to East Main Street. Sidewalks should be added to the east side of the street from James Street to Barnett Street.
- Derrick Avenue – Derrick Avenue is a north-south residential street on the eastern edge of the study area. Sidewalks should be added to both sides of the street between McDonough Street and Elm Street.
- Elm Street – Elm Street is a two-lane urban collector street. Portions of Elm Street have existing sidewalks, but sidewalks should be added on both sides of the street from East Main Street to Elmwood Drive. This project would improve connectivity between residences and downtown Hampton.
- James Street – James Street is an east-west residential street that connects to East Main Street. Sidewalks should be added to both sides of the street between East Main Street and Derrick Avenue.
- Tom Eason Drive (formerly Wolf Street) – Tom Eason Drive is a north-south street and provides the eastern boundary of the downtown commercial district. Tom Eason Drive should have sidewalks added to both sides of the street between James Street and Elm Street.

T-5: McDonough Street / Rosenwald Drive Pedestrian and Infrastructure Improvements

McDonough Street is an east-west street connecting East Main Street and Rosenwald Drive. Just east of the study area, McDonough Street turns into McDonough-Hampton Road. Currently, sidewalks exist on the north side of McDonough Street between East Main Street and Rosenwald Drive. Sidewalks should be added so that there are sidewalks on both sides of the street between East Main Street and McDonough-Hampton Road. This would provide a connection between residential areas, downtown, and the new Henry County Fortson Library located at 61 McDonough Street. Community input strongly supported providing pedestrian access to the library.

Rosenwald Drive is a two-lane urban minor arterial street and connects East Main Street to McDonough Street. Currently, some sidewalks exist on the north side of the street, but there are gaps. Sidewalks should be added to the north side of Rosenwald Drive between East Main Street and McDonough Street, which would fill the gaps. The sidewalks would provide pedestrian connectivity and a safer walking environment between residences and downtown Hampton. Concerns about potential impacts to cemeteries on the south side of Rosenwald Drive could make it difficult to construct sidewalks there, so sidewalks are not recommended for the south side of the street.

As part of this project, the intersection at McDonough Street, Rosenwald Drive, and East King Road should be more thoroughly examined for a traffic and safety improvement. The Joint Henry County/Cities Transportation Plan identified a safety concern at this three-pointed intersection, and this concern was reiterated during the LCI study. Currently, McDonough Street has the right-of-way, and there are stop signs for vehicles entering the intersection from either Rosenwald Drive or East King Road. One proposed solution would be to close East King Road at the intersection and reroute East King Road east to align with Eva Drive at McDonough Street, thereby leaving the intersection with just two streets, McDonough and Rosenwald.

T-6: Hampton Elementary School Area Pedestrian and Bicycle Improvements

The northwest portion of the study area has a mixed land use pattern with residential, institutional, industrial, and recreational uses. Destinations within this area include the Southern States facility, Bobby McBrayer Park, and Hampton Elementary School. Five-foot sidewalks should be added to the local residential streets in this area to connect the residents, school, park, and industry to downtown. The City of Hampton owns land behind Hampton Elementary School. Opportunities to provide a trail behind the school to link the school and park with neighborhoods to the north should be examined. Additional pedestrian and bicycle projects recommended for the area around the school and park include the following.

- Central Avenue – Sidewalks exist on the east side of Central Avenue between Oak Street and College Street within Bobby McBrayer Park. Sidewalks should be added to both sides of Central Avenue between Woodlawn Avenue and West Main Street.
- College Street – Sidewalks exist on the west side of Central Avenue between Oak Street and Central Avenue within Bobby McBrayer Park. Sidewalks should be added to the east side.
- Oak Street – Oak Street is a two-lane urban collector street. It is a primary east-west street that provides access to downtown Hampton from US 19/41 and the Atlanta Motor Speedway where it terminates at the main gate. Oak Street has one of the two at-grade railroad crossings within downtown Hampton. The City has added sidewalks to one side of Oak Street. As a major street, sidewalks should be on both sides of the street between US 19/41 and the streetscape at East Main Street. As an alternative to having sidewalks on both sides of the street, a shared-use path could be added on one side of the street paired with a sidewalk on the opposite side. This would provide a facility for bicyclists and pedestrians. These facilities link the residential and commercial areas with US 19/41 and also provide a critical linkage to Bobby McBrayer Park and Hampton Elementary School. In addition, the pedestrian crossing at the Norfolk Southern Railroad should be improved and connected to the existing streetscape on East Main Street. Although pedestrians are permitted to cross the railroad tracks at this location, the crossing could be improved for safety and accessibility.

T-7: West Main Street Bicycle and Pedestrian Improvements

West Main Street is a narrow two-lane local road which abuts the Norfolk Southern Railroad. Currently the street has limited sidewalks (A short section of the street between Georgia Avenue and Oak Street has a sidewalk). North of the study area are Hampton neighborhoods and the R.W. and Mary Lou Coley Park (formerly known as North Forty Park). Henry County is in the process of siting a senior center next to the park. South of downtown are additional neighborhoods. Many of the residential lots facing West Main Street have shallow setbacks from the existing edge of pavement. West Main Street turns into Old Griffin Road at Woolsey Road. Old Griffin Road continues to follow the railroad and passes underneath Highway 20.

A sidewalk should be added on the west side of Old Griffin Road/West Main Street from Bonnie Glen Lane to North Forty Park. This would provide a much needed north-south pedestrian spine connecting residential, commercial, and recreational destinations throughout Hampton. Although the overall recommendation for sidewalks is to provide five-foot sidewalks, due to the shallow lots abutting West Main Street, a narrower four-foot section may be more suitable in certain sections of the street.

In December 2010, the City of Hampton submitted a Transportation Enhancement grant application to GDOT to add a four-foot sidewalk, curb, and gutter to West Main Street from Oak Street to Caldwell Drive. The City has set aside a portion of its Special Purpose Local Option Sales Tax (SPLOST) funds to improve pedestrian safety and accessibility along West Main Street as it is high priority to provide infrastructure to support the Hampton Elementary School, Coley Park, and the future senior center.

The suitability of adding bicycle infrastructure should be examined for the southern end of West Main Street/Old Griffin Road. As Old Griffin Road passes underneath Highway 20, this presents one less major roadway crossing for a bicyclist. Old Griffin Road also passes under Old Highway 3. Bicycle facilities could be added as bicycle lanes or as a bikeable shoulder between Woodlawn Avenue and Old Highway 3 near the Spalding County line. When combined with bicycle facilities on East Main Street, this would create a nearly 4.6-mile bicycling loop.

T-8: GA Highway 20/Bruton Smith Parkway Shared-use Path

Highway 20 is a divided four-lane highway and is classified as an urban minor arterial street with posted speeds of 55 mph. Regionally, Highway 20 is identified as a strategic corridor for freight and vehicular travel. The four-lane section of Highway 20 extends from Richard Petty Boulevard to I-75. East of I-75,

Highway 20 is a two-lane road and continues through McDonough and Henry County to Conyers and beyond.

Through public and stakeholder meetings, participants noted that Highway 20 is frequently utilized as a bicycle route. To provide a better environment for bicycling, it is recommended that bicycle facilities be added to SR 20 between Richard Petty Boulevard and I-75. This would begin to provide a core bicycling network within Henry County and connect Hampton to the Atlanta Motor Speedway and the development node at I-75. It is recommended that a wide shared-use path be constructed on one side of highway. The shared-use path could be used by both bicyclists and pedestrians. To provide adequate room for two-way traffic, the path should be a minimum of ten-feet wide. In addition, the path should be set back from the edge of the shoulder and separated with landscaping, as appropriate. At bridge locations, it is likely the path would have to be located within the shoulder. A project to restripe Highway 20 to include bicycle lanes between East Main Street and Highway 81 is identified in the Atlanta Regional Bicycle Transportation and Pedestrian Walkways Plan.

T-9: Southwest Pedestrian Improvements

The southwest portion of the study area is predominantly residential, but a large area of undeveloped land lies between the railroad and East Main Street, south of Woodlawn Avenue. Five-foot sidewalks should be added to the local residential streets in this area to connect these residents to downtown. Making connections to the existing street network and grid should be considered when the vacant land is developed. Should a passenger rail station be built in this area, it will be imperative to consider pedestrian access across the railroad to connect developments east and west of the station. Projects recommended in this area include the following.

- Cunningham Street – Cunningham is a short residential street. Sidewalks should be added to one side of the street between Woodlawn Avenue and Georgia Avenue.
- Woodlawn Avenue – Woodlawn Avenue has no existing sidewalks. Sidewalks should be added to one side of Woodlawn Avenue between its dead end and East Main Street. The pedestrian crossing at the Norfolk Southern Railroad should be improved for connectivity, accessibility, and safety.
- Woolsey Road – Woolsey Road is a two-lane urban minor arterial street that provides east-west connectivity between Hampton and US 19/41. It was formerly the route for Highway 20. Across US 19/41, the street becomes Richard Petty Boulevard. The street currently has no sidewalks. In addition, the intersection of Woolsey Road and Old Griffin Road was identified as problematic due to its sharp acute angle. Sidewalks should be added to both sides of Woolsey Road between US 19/41 and West Main Street. The sidewalks would provide pedestrian connectivity and a safer walking environment between residential and commercial uses at US 19/41 and the Atlanta Motor Speedway and downtown Hampton.

T-10: Southeast Pedestrian Improvements

The southeast portion of the study area is predominantly residential development, but the section closest to Highway 20 is undeveloped. A low-income housing development and two newer subdivisions are located within this area. The newer subdivisions have some sidewalk infrastructure, but gaps in the sidewalks should be filled. Five-foot sidewalks should be added to the local residential streets in this area to connect these residents to downtown. South of Rosenwald Drive, making connections to the existing street network and grid should be considered when the vacant land is developed. The following streets have no existing sidewalks.

- Daniel Street – Sidewalks should be added to one side of Daniel Street between West King Road and East King Road.

- East King Road – Sidewalks should be added to the west side of East King Road between Highway 20 and Rosenwald Drive to serve existing residential development. As the vacant area east of East King is developed, sidewalk infrastructure should be added to the east side of the street.
- George Street – Sidewalks should be added to one side of George Street between Daniel Street and East King Road.
- West King Road – West King Road is a two-lane urban collector street. When Highway 20 was designed and constructed, access to West King Road was terminated. Sidewalks should be added to east side of West King Road between Daniel Street and Rosenwald Drive to connect the residential neighborhood to downtown. Pedestrian infrastructure should be added on the west side of the road in conjunction with future development.

T-11: Promote bicycle usage by installing bicycle racks at strategic location

Bicycle storage facilities can promote cycling, reduce the need for large parking lots, and support business patronage downtown and elsewhere. As noted in project T-4, bicycle racks should be installed in the downtown Hampton area to accommodate those bicycling within the commercial core. Other locations for bicycle racks should be identified within the study area, focusing on major destinations such as public parks and the library as well as along Central Route 15. In addition, with all new mixed-use and commercial development and redevelopment, the need for bicycle racks should be evaluated in the plan review process.

T-12: Enforce existing sidewalk concurrency requirements to ensure that phased developments are not left with incomplete sidewalks

Hampton's ordinances currently require all sidewalks to be constructed when a residential development begins rather than as each house is constructed; however, this requirement was not enforced in some newer neighborhoods. This has resulted in incomplete sidewalks along the street as sidewalks have not been constructed in front of vacant lots.

T-13: Amend subdivision ordinance provision 69-92(3) to require 5-foot wide sidewalks with all new construction

Many sidewalks in Hampton are four-feet wide or narrower which does not allow passing room or meet Americans with Disabilities Act (ADA) accessibility standards. The current minimum standard for sidewalks is five feet. Amending the subdivision ordinance would create consistent pedestrian facilities that meet minimum width standards.

T-14: Conduct a comprehensive Safe Routes to School needs assessment for Hampton Elementary School

A comprehensive Safe Routes to School (SRTS) needs assessment and travel survey should be undertaken for Hampton Elementary School and a SRTS plan developed. It was noted that there are some safety concerns at the four-way stop intersection at Oak Street and Central Avenue for students crossing the street in the morning and afternoon. The City should evaluate whether a crossing guard may be needed at the intersection or other intersections. Henry County Schools has recently begun evaluating SRTS needs throughout its system. Hampton Elementary School has requested new bicycle racks under this program.

1.1.4 Vehicular

Two actions are recommended related to vehicular travel, parking management in downtown Hampton and street reclassification.

T-15: Facilitate parking turnover downtown with time limits on prime on-street spaces

Downtown Hampton has some public parking lots and on-street parking. Community input indicated that there is a perception of a lack of parking within the downtown area. One action the City could undertake is to implement time limits on on-street parking spaces. This could be as simple as installing signs indicating time limits of one or two hours. This would improve parking turnover for downtown visitors.

T-16: Reclassify West King Road as a local street and McDonough Street as a collector street

GDOT classifies roads to show their purpose, whether they are primarily for providing vehicular throughput or access to property. Street classification is important for determining funding eligibility and for making decisions for access to adjacent parcels, such as driveway spacing. Many local governments also use classification to designate rights-of-way. When Highway 20 was rerouted to its new location, West King Road was terminated at Highway 20, and McDonough Street reverted to a local street. Both streets should be reclassified to reflect their change in function and purpose since rerouting Highway 20.

1.1.5 Transit

The study area has limited existing transit services. The Georgia Regional Transportation Authority (GRTA) operates a commuter Xpress Bus from a park and ride lot at the Atlanta Motor Speedway to Atlanta. Henry County operates a demand response bus service that provides limited services to residents within Hampton. Planning for future transit services may include the following.

T-17 Parking facility and pedestrian connections to passenger rail station from both sides of the railroad

Hampton has been identified within state and regional plans as a potential stop location on a passenger rail line that would operate between Atlanta and Macon. Currently, there is no funded passenger rail service nor is there a timeline for passenger rail service operations. Should the passenger rail service be funded and initiated, the City of Hampton should be included within the operational service planning, particularly as it relates to siting a passenger rail station or terminal within the city. Through the LCI process, the community has indicated interest in supporting passenger rail. Considerations for passenger rail facility siting include parking, pedestrian, and bicycle access and integration into the existing transportation network. The passenger rail station should provide the ability to conveniently transfer between multiple modes, not just park and ride service. Pedestrian and bicycle access and connections to the station are important to the community as are connections to both sides of the railroad.

T-18 Downtown shuttle or circulator feasibility study

The study area currently has a relatively low residential and employment density and does not have the intensity of development to support fixed route transit service. However, in the future, as development intensifies and as passenger rail becomes operational, the City should examine the need to provide additional transit services. A circulator shuttle could serve the Atlanta Motor Speedway, downtown Hampton, the proposed senior center, and proposed passenger rail and provide transportation options within Hampton and support economic development.

1.1.6 Ordinances

A review of City of Hampton zoning and subdivision ordinances was undertaken. The following actions are recommended to improve the multimodal transportation system.

T-19: Enforce subdivision code to require street connectivity

Hampton's code currently requires streets in new subdivisions to connect to other streets, but this has not been enforced. Enforcing the street connectivity ordinance will create complete, connected network throughout new developments and to existing streets.

T-20: Amend the Hampton Code of Ordinances to allow children under 12 to ride bicycles on sidewalks

State law permits cities to amend their codes to allow children to ride bikes on sidewalks; however, Hampton's code currently prohibits this. Amending the code will permit safer travel by children under 12 who may not have skills to ride bicycles on the street.

1.1.7 Transportation Policies and Strategies

Transportation strategies and policies have been identified to provide guidance for improvements in Hampton Town Center LCI area. The policies and strategies can direct the regulatory framework which guides development and redevelopment within the area. The following are recommended policies or strategies:

- Provide balanced public and private investments to address the needs of pedestrians and cyclists as well as those of automobiles, particularly with regard to connecting residential areas to downtown.
- Adopt a complete streets policy and process so that traveling by all modes is considered and accommodated, as appropriate, within public rights of way.
- For developments that include cul-de-sacs or dead-end streets, provide opportunities for direct pedestrian connections to adjacent properties, particularly to schools, community centers, and commercial areas.
- Promote shared parking in new and existing mixed-use areas.
- Encourage the provision of on-street parking with redevelopment, particularly downtown.
- Design new buildings to support walking with basic urban design.
- Support existing Henry County and GRTA transit service through complementary investments in pedestrian infrastructure.
- Support efforts for a passenger rail station in central Hampton.