

CITY OF HAMPTON

KING, GEORGE, AND DANIEL STREETS REVITALIZATION STRATEGY

Livable Centers Initiative | December 2022



POND

bae



ARC

Atlanta Regional Commission

CITY OF HAMPTON

STATE OF GEORGIA

RESOLUTION NO. **2022-54**

WHEREAS, the Mayor and Council are the governing body of the City of Hampton, Georgia ("City"); and

WHEREAS, the Mayor and Council is tasked with protecting and promoting the health, safety, morals and welfare of the citizens of the City of Hampton; and

WHEREAS, the City of Hampton was awarded funding from the Atlanta Regional Commission ("ARC") Livable Centers Initiative ("LCI") 2021 Grant Program for the City's King, George, and Daniel Streets Revitalization Strategy; and

WHEREAS, the King, George, and Daniel Streets Revitalization Strategy LCI Study supports the development of policies and programs to assist in reinvestment of the area without resident displacement, investment in transportation, guidance for development, and identification of key redevelopment sites and strategies; and

WHEREAS, the King, George, and Daniel Streets Revitalization Strategy LCI Study adheres to and is in accordance with ARC's LCI Investment Policy Studies; and

WHEREAS, by a majority vote of the Mayor and Council of the City of Hampton, the City is authorized to receive and adopt the King, George, and Daniel Streets Revitalization Strategy - LCI Study, as presented to the City Council on December 13, 2022.

BE IT HEREBY RESOLVED, by a majority this 13th day of December, 2022.

CITY OF HAMPTON, GEORGIA:


ANN N. TARPLEY, Mayor

ATTEST:


RASHIDA FAIRLEY, City Clerk

APPROVED AS TO FORM:


L'ERIN BARNES WIGGINS, City Attorney

CITY OF HAMPTON

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Acknowledgments

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The opinions, findings, and conclusions in this publication are those of the author(s) and not necessarily reflect the official views or policies of those of the Department of Transportation, State of Georgia, or the Federal Highway Administration. This publication does not constitute a standard, specification, or regulation.

Prepared in cooperation with the Department of Transportation, State of Georgia, and the Federal Highway Administration.

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CHAPTER 1

Introduction

The 2011 Hampton Town Center Livable Centers Initiative document set the stage for this revitalization strategy for the King, George, and Daniel Streets neighborhood of the City of Hampton.

While the broader study area of the 2011 study included Downtown Hampton, this revitalization strategy focuses on a smaller neighborhood in the southern portion of the city that has experienced underinvestment. The City recognizes that this neighborhood needs and deserves investment in infrastructure, placemaking, policies, and programming to positively impact the residents in the study area, and draw new residents and private investments into the area.

The King, George, and Daniel Streets Revitalization Strategy goals include:

- **Gain consensus on a vision** for the area to encourage reinvestment without resident displacement.
- **Identify transportation investments** that provide for the safe movement of pedestrians and bicycles.
- **Develop a framework of policies and programs** to help accomplish the vision.
- **Provide guidance for development** type, scale, and character in the study area, particularly 'missing middle' housing options.
- **Identify key redevelopment** sites and strategies to activate them.

THE VISION

The King, George, and Daniel Streets neighborhood and the City of Hampton are growing rapidly and have a rich history. While celebrating the past, the city is focused on high-quality growth that will provide safe, continuous connections to the amenities and services within the neighborhood and to downtown, and access to a variety of housing options and amenities that contribute to a vibrant community. This type of responsible development will spur an inclusive, attainable, and successful neighborhood for existing and new residents.

OVERVIEW

The City of Hampton, Georgia is nestled south of Atlanta in Henry County. The city is rapidly growing in terms of population and land mass, recently annexing several large areas and approving several residential developments. The city has also begun to focus on the growth of its downtown. Close proximity to the Atlanta Motor Speedway and Metro Atlanta make the City of Hampton both a destination for new residents, companies, and visitors. As the City of Hampton continues to pursue responsible growth and inclusivity, this revitalization strategy will serve as a playbook for investment into the King, George, and Daniel Streets neighborhood, located just southeast of downtown Hampton.

To plan for growth and revitalization of the King, George, and Daniel Streets neighborhood, it is important to first understand where the city and neighborhood are today. This understanding will help to then establish the plan framework by describing the community engagement events, guiding principles, and vision statement for the revitalization strategy. The market analysis and anti-displacement initiatives are central to this strategic document as it shows where the City of Hampton stands and where it’s headed in terms of housing, and how the market will drive what is built in the city. The anti-displacement strategies and initiatives balance what the market will bring to the study area as the city makes it a priority to keep existing residents in their homes, and in the neighborhood.

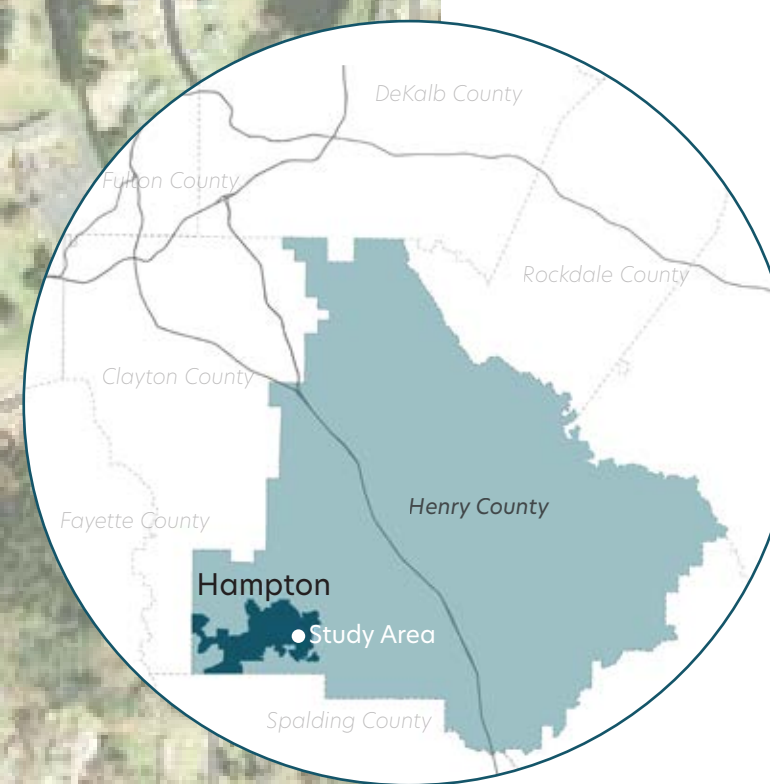
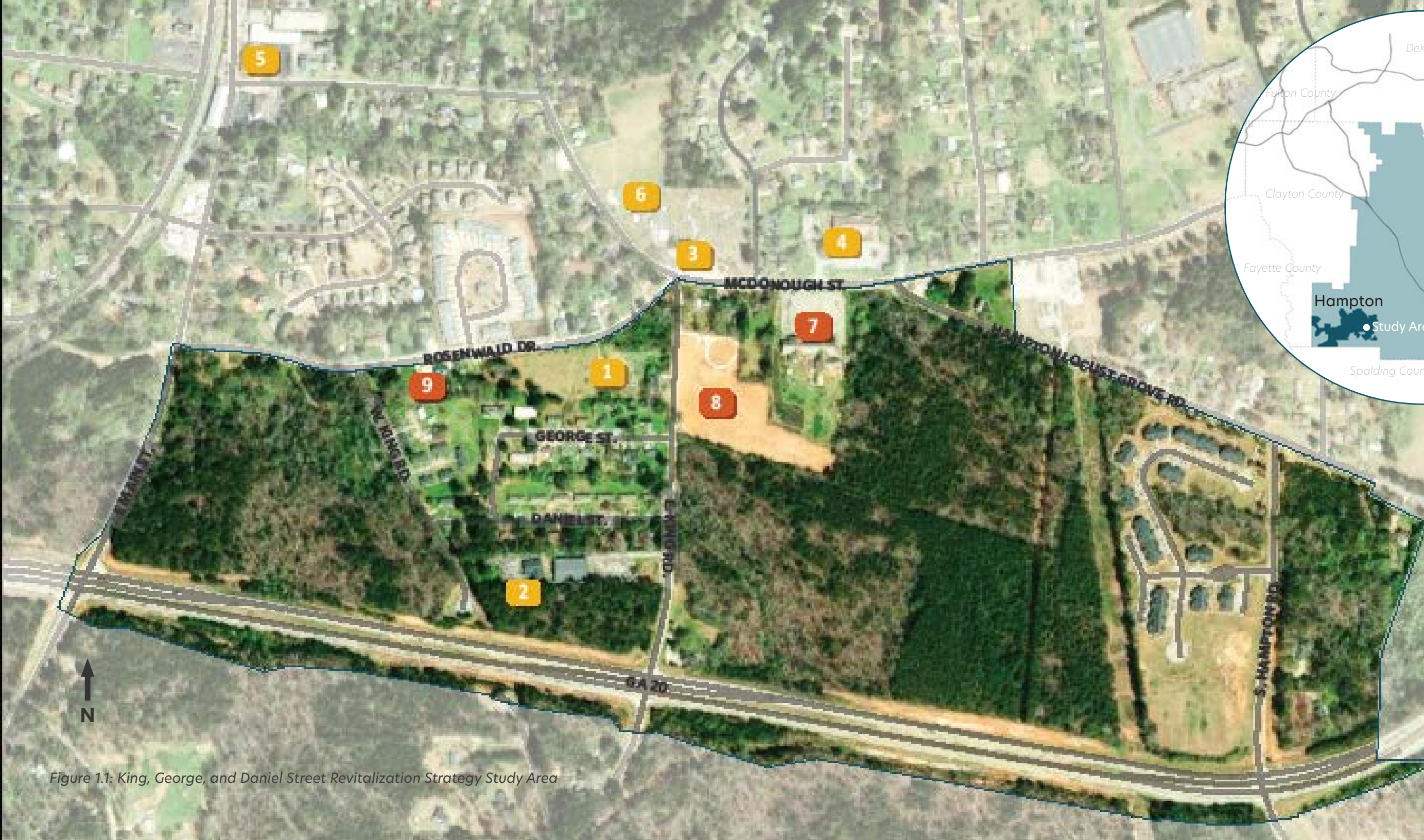
This revitalization strategy outlines several recommendations in four categories: transportation & mobility, placemaking, policy, and programming. The recommendations are feasible, and take into consideration all other aspects of this strategic document.

The overarching goal and theme of this revitalization strategy is to balance the inevitable growth of the City of Hampton and the King, George, and Daniel Streets area with the desires of the residents and what is outlined in the market analysis. Keeping residents in a neighborhood that is affordable and desirable is imperative to the success of this historic community.

LIVABLE CENTERS INITIATIVE

The Atlanta Regional Commission has administered the Livable Centers Initiative (LCI) program since 1999. The LCI program is funded with federal transportation dollars, and the local jurisdiction receiving the grant must provide a match. The goals of the LCI program include:

-  **Create vibrant communities**
Encourage a diversity of housing, employment, commercial, and recreational land uses at the local and regional center level accessible by people of all ages, abilities, and incomes.
-  **Enhance walkability and offer increased mobility options**
Provide access to a range of travel modes including transit, roadways, walking, and biking. Increase connectivity to provide optimal access to all within the study area.
-  **Encourage community involvement**
Foster public-private partnerships and sustained community support through an outreach process that promotes the involvement of all stakeholders, including those historically underserved or underrepresented.
-  **Provide improved access to jobs and services**
Encourage mixed-income residential neighborhoods, employment, shopping, and recreation options.



STUDY AREA

The study area for the revitalization strategy is bound by Rosenwald Drive, McDonough Street, and Hampton Locust Grove Road to the north, and SR 20 to the south. East Main Street and South Hampton Road create the east and west boundaries of the study area.

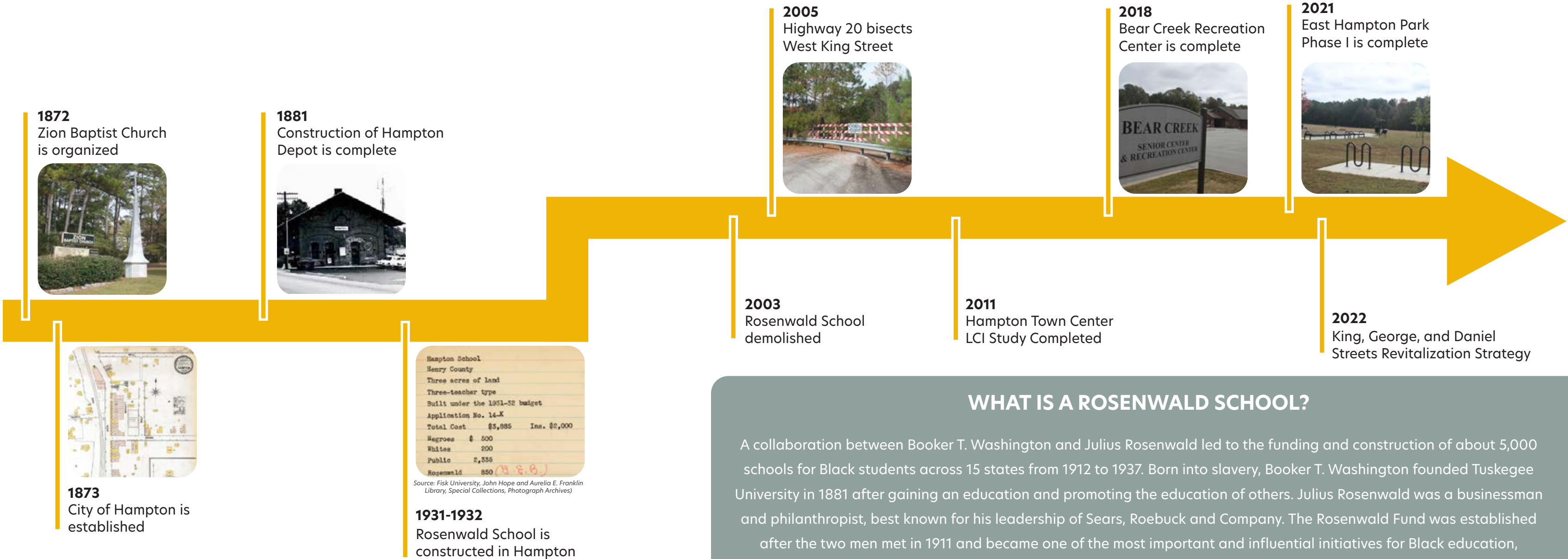
The study area has a rich history that is rooted in fellowship and community. Many community members in this area are long-term residents that have had ties to Henry County and the City of Hampton for generations.

- 1 Zion Baptist Chuch Cemetery
- 2 Zion Baptist Church
- 3 Fellowship Church
- 4 Fortson Public Library
- 5 City Hall
- 6 Berea Cemetery
- 7 Bear Creek Recreation Center
- 8 East Hampton Community Park
- 9 Rosenwald City Park

Figure 1.1: King, George, and Daniel Street Revitalization Strategy Study Area

THE IMPORTANCE OF THE ROSENWALD NEIGHBORHOOD

The King, George, and Daniel Streets neighborhood also called the Rosenwald neighborhood, has a deep importance to the broader Hampton community and to metro Atlanta. A prominent pillar of the community, Zion Baptist Church celebrated its 200th birthday in 2022, and a Rosenwald School used to stand in the neighborhood, educating many Black students until demolished by the city. The City has begun to make investments in the neighborhood with new sidewalks, Rosenwald City Park, and improvements to the East Hampton Community Park. Now, the time has come to identify additional investments to be made and preserve the history of the neighborhood. The residents in this neighborhood are proud to be there and are passionate about potential improvements to their neighborhood.



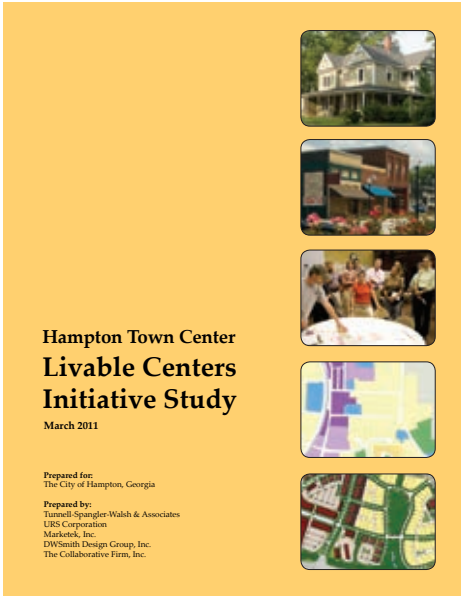
PREVIOUS PLANNING EFFORTS

When creating a strategic planning document for a community, it is important to review what previous planning has been done within and adjacent to the study area.

The City of Hampton and Henry County have invested in several planning efforts in recent years to prepare for the growth within the county. The City of Hampton has also focused on the economic development of its downtown area, and preservation of its historic resources.

These plans help inform the recommendations of the revitalization strategy and where the City of Hampton is heading in the future.

HAMPTON TOWN CENTER LCI, 2011



The 2011 Town Center LCI serves as the foundation for the King, George, and Daniel Streets Revitalization Strategy. One of the recommendations of the 2011 LCI Study includes ‘when funds are available and with the cooperation of property owners, allow incremental revitalization of

the King/George/Daniel Street area.’ This and other recommendations sparked this 2021 LCI Revitalization Strategy document.

Other recommendations in the 2011 plan that reference the 2021 LCI study area include:

- Realigning East King Road to improve safety.
- Make pedestrian-focused improvements to Rosenwald Drive.

The Record of Accomplishment, found in the Appendix, outlines what projects have been completed from the 2011 study.

IMAGINE HENRY 2040, 2010



Imagine Henry 2040 is Henry County/ Cities joint comprehensive plan. The document presents the future vision for the county and cities, and outlines strategies, projects, and investments to create that vision. The future land use map is presented for each city, guiding future development by outlining appropriate future land uses and zoning categories.

Key Assets identified in the comprehensive plan include

- Great historic downtowns and surrounding neighborhoods.
- Good access to the interstate and location.
- Land available for development and redevelopment.
- Staff, elected officials, and community that are visionary.

Key Challenges identified in the comprehensive plan include:

- Managing redevelopment and growth while preserving local feel.
- Lack of Housing Options.

- Warehouse and Distribution is concentrated along I-75 and provides well paying jobs, but needs supporting infrastructure.
- Better Human Services.
- Improve the look and feel of Major Roadways.
- Broadband Availability.

The revitalization strategy study area has a mix of Low Density Residential, Medium Density Residential, Downtown Mixed Use, Commercial/Mixed Use, and Public future land use designations. Each future land use category has corresponding zoning categories that help guide land use decisions at the city level.

HISTORIC RESOURCE SURVEY, 2017



The City of Hampton completed a historic resource survey of historic structures in part of the city, primarily within the boundaries of the Hampton Main Street Historic District, but including some additional parcels within the revitalization strategy study area. 235 historic resources,

constructed prior to 1976, were found and documented.

In the revitalization strategy study area, there are several historic structures, including the single family homes along Rosenwald Drive, constructed between 1900 and 1909, and several homes along George and Daniel streets built between 1960 and 1976. The Zion Baptist Church Cemetery fronting East King Drive and Rosenwald Drive is also a designated historic resource.

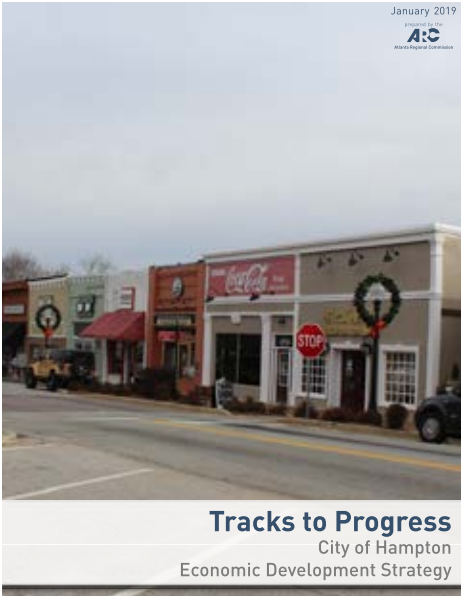
Recommendations from the Historic Resource Survey include:

- Future surveys for individual properties.
- Extending the local Main Street Historic District to include resources along Cherry Street or creating

a separate Cherry Street Historic District.

- Proposed Nominations for Potential State or National Listing of Individual Resources or Districts.
- Preliminary Assessment of Existing Locally-Designated Historic Districts/Buildings For Listing in the National Register. Review structures and resources for designation as a National Register District.
- Proposed Nominations for Potential Local Historic Districts. A proposed McDonough Street Historic District and Cherry Street Historic District.
- Potential Local Nominations for Individual Historic Resources. This recommendation includes the Zion Baptist Church Cemetery. However, there was not enough information found to determine eligibility status.

TRACKS TO PROGRESS, 2019



In 2019, through the Atlanta Regional Commission’s Community Development Assistance Program, the City of Hampton created an economic development strategy for the City. This document serves as a blueprint for economic growth with the following goals:

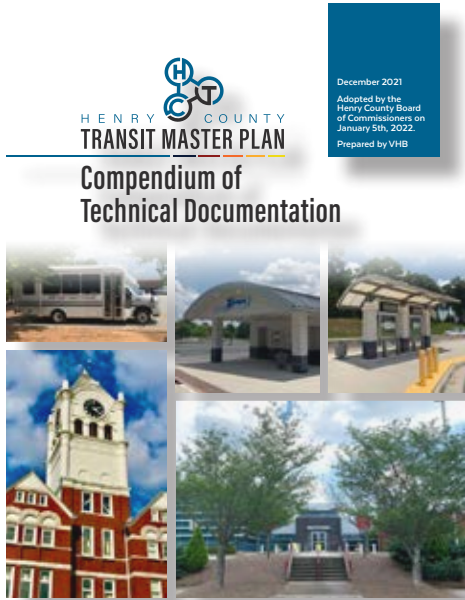
- Maintain and market Hampton’s ‘small town charm.’
- Continue and enhance pro-growth policies and initiatives while maintaining high standards for development.
- Create and implement a business recruitment and retention strategy.
- Attract more shopping, dining, and entertainment options.
- Market the City of Hampton to attract visitors.
- Improve the appearance of Hampton’s commercial corridors and downtown.
- Strengthen and grow educational opportunities in Hampton.
- Improve quality of life in existing neighborhoods.

- Make Hampton an arts destination.
- Make Hampton easily accessible to visitors and resident.

The plan then goes on to outline several policies, programs, and infrastructure projects that will propel the City of Hampton towards their economic goals.

Tracks to Progress is an essential guide to understanding the growth and economic potential of Hampton, especially in the downtown area. The document is complementary to the revitalization strategy because as the recommendations are implemented, it will have a great effect on the study area as it has vacant land and buildings.

TRANSIT MASTER PLAN, 2021



Henry County, in partnership with its municipalities, developed a Transit Master Plan that was adopted in 2021. The document is a 30-year visioning document for the County. The focus of this plan is balancing the growth in Henry County with the demand and desire for transit. The highest demand illustrated in the plan

is from transit-oriented population that is predominately in the Cities of McDonough and Stockbridge to the east of Interstate 75.

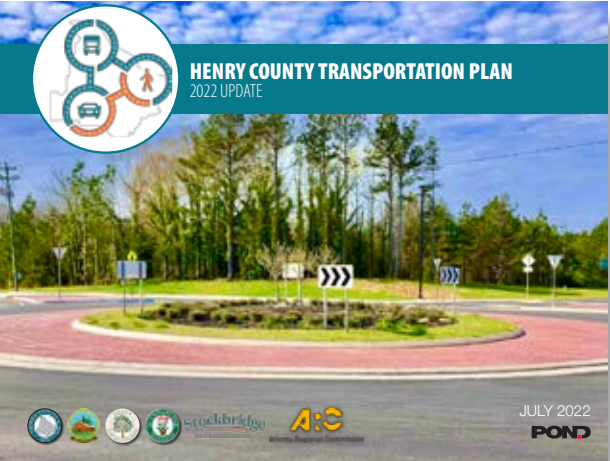
Short-, Mid-, and Long-Range projects are identified across the county, a few of them were identified within the City of Hampton:

LB-7: McDonough to Hampton Local Bus: Local bus connecting the McDonough loop to the Hampton Loop with service along SR 20 (Bruton Smith Parkway).

MH-6: Hampton Mobility Hub: Bus transfer facility located in downtown Hampton, which could facilitate multi-modal connections between HCT and commuter rail or BRT services in Clayton County.

The revitalization strategy study area, and the City of Hampton as a whole, could be positively impacted by these projects as they would benefit those who do not own personal vehicles and rely on public transit to get to work. The local bus routes that would take residents throughout the City of Hampton, and into McDonough could be especially beneficial.

HENRY COUNTY TRANSPORTATION PLAN, 2022



A Comprehensive Transportation Plan (CTP) was completed and adopted in 2022 by Henry County. The CTP identified transportation projects throughout the County and serves as the basis for the regional transportation vision. The goals of the Transportation Plan were updated to include:

- Enhance Mobility for People and Goods in Henry County and Its Cities.
- Enhance Accessibility for People and Goods in Henry County and its Cities.
- Reinforce Growth Patterns that Meet County and City Visions.
- Protect and Enhance the County's and Cities' Environmental Quality.
- Ensure Coordination among the Planning and Development Activities of the County, its Cities, the School District, the Water and Sewerage Authority, and other involved organizations.
- Achieve a significant reduction in traffic fatalities and serious injuries on all public roads.
- Maintain transportation infrastructure in a state of good repair.

- Maintain transportation spending at appropriate levels to fund needed system expansion and maintenance.
- Enhance citizens health and quality of life through transportation improvements.
- Improve county truck routes, provide access to freight land use, and support economic development.

The recommendations in the transportation master plan include some within or adjacent to the study area for the revitalization study such as a sidepath

HENRY COUNTY TRAILS PLAN, 2022



The 2016 Transportation Plan recommended a Trails Plan be done for Henry County in cooperation with its cities. This plan establishes the framework for a county-wide trail system and identified 87 project recommendations throughout the County.

Several recommended projects are located in the City of Hampton, including one of the three identified Model Mile

projects. Two Mid-Term projects and one Aspirational project recommendation are within the revitalization strategy study area:

- **LM-219:** East Main St Sidepath I from Oak Street to SR 20.
- **LM-220:** SR 20 Sidepath from SR 3 to Floyd Road.
- **LM-229:** Hampton Locust Grove Road from McDonough Street to SR 155.

Three model mile projects were recommended in the Henry County Trails Plan, one of which is in the City of Hampton. The Towaliga River Model Mile is proposed to start in downtown Hampton and extend to the intersection of the Towaliga River and Rocky Creek Road, connecting several schools along its way.

This proposed model mile is northwest of the study area for the revitalization strategy, but the recommendation for it, along with the others within the City of Hampton and adjacent to the study area, provide for better connections within and between the city and Henry County. The recommendations within the revitalization strategy reflect the desire for more connectivity within the King, George, and Daniel Streets neighborhood and the broader community.

PLANNING PROCESS



The planning process began with discovery and analysis of Hampton, providing context about the study area through previous plan review, site visits, historic research, market and demographic analysis, and stakeholder interviews and meetings.



Findings and takeaways from the Discovery and Analysis phase helped craft the initial vision of the study area. This was further refined through additional outreach to the community and through opportunity evaluation.



The framework of the plan was constructed from community input on key plan elements during the August open house. Backed by financial feasibility analysis of development prototypes, the planning team formed a refined concept of the study area.



The final component of the process ended with the creation of the Hampton LCI document. It includes a market analysis, concept plan with recommendations on key plan elements, and an implementation strategy with a 100-day action plan.



CHAPTER 2

Existing Conditions

KING, GEORGE, AND DANIEL STREETS TODAY

In order to plan for the future of the King, George, and Daniel Street study area, it is important to understand the study area as it is today. That includes the demographics of the City of Hampton, as well as an in depth review of existing land use, zoning, and planned developments. Additionally, it is important to review the investments the city has made up to this point within the study area.

IMPROVED SIDEWALKS

Prior to undertaking this revitalization strategy for this study area, the City of Hampton installed sidewalks to enhance connections. This included new sidewalks along McDonough Street, Hampton Locust Grove Drive, East King Road, and Rosenwald Drive. The sidewalks are an improvement, but some are narrow and should be widened to accommodate future growth.

ROSENWALD CITY PARK

Rosenwald City Park was an initiative of City Council. This park provides the community with a pavilion and seating areas, but is physically cut off from several surrounding properties that may otherwise frequent the park.

EAST HAMPTON COMMUNITY PARK

Improvements to East Hampton Community Park were broken up into two phases. The first phase is complete and includes a small walking track, seating areas, sidewalks along East King Road leading to the park, and the underlying infrastructure for further improvements. Phase two will include a restroom, parking spaces, a 12' concrete trail for bicyclists and walkers, and an inclusive playground structure.

NEIGHBORHOOD STABILIZATION FUND INVESTMENTS

The City assisted Henry County in their purchase of two privately owned apartment buildings (8 total units) utilizing NSP1 and NSP3 funds. The properties were renovated for low-income residents.

OTHER CONDITIONS

In 2018, City Council adopted a new zoning code that has elements of a form-based code, and allows more flexibility than their previous code.



East Hampton Improvements

DEMOGRAPHICS

Because the study area is so small, data from the City of Hampton and Henry County are used. The full data and analysis are in the Market Analysis, found in the Appendix.

POPULATION GROWTH

Since 2000, Hampton and Henry County have both experienced significant growth in population and households, more than doubling in size. As shown in Table 1, between 2000 and 2021, Hampton’s population increased by 4,466 residents, or 115.8 percent, while number of households grew by 1,320, or 93.6 percent. Henry County observed substantial increases in population and households as well. In the 21-year period, Henry County’s population increased by nearly 109 percent, while households increased by 106.7 percent.

As of 2021, the average household size in Hampton and Henry County is 3.04 and 2.91 persons per household, respectively. Household size in both geographies grew since 2000 where Hampton and Henry County’s average household size was 2.73 and 2.87, respectively.

POPULATION

	2000	2010	2020
City of Hampton	3,857	6,987	8,323
Henry County	119,341	203,922	249,468

HOUSEHOLD

	2000	2010	2020
City of Hampton	1,411	2,292	2,731
Henry County	41,373	70,255	85,502

AVERAGE HOUSEHOLD SIZE

	2000	2010	2020
City of Hampton	2.73	3.03	3.04
Henry County	2.87	2.89	2.91

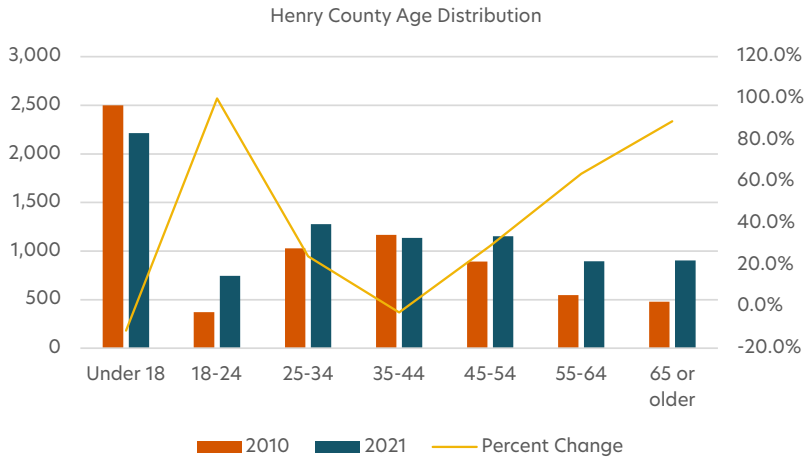
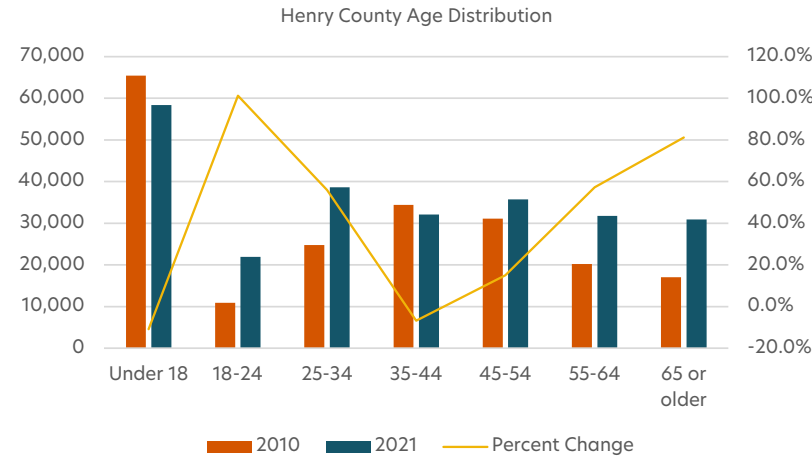
GENERATIONAL MAKEUP

In 2021, residents under age 18 made up the largest share of the population. Nearly 27 percent of City residents were under the age of 18 compared to 23.4 percent of County residents. However, both geographies lost residents in this age group between 2010 and 2021, reflecting a larger trend of fewer children and an aging population. Despite these losses, the plurality of residents in this category indicates stable demand for

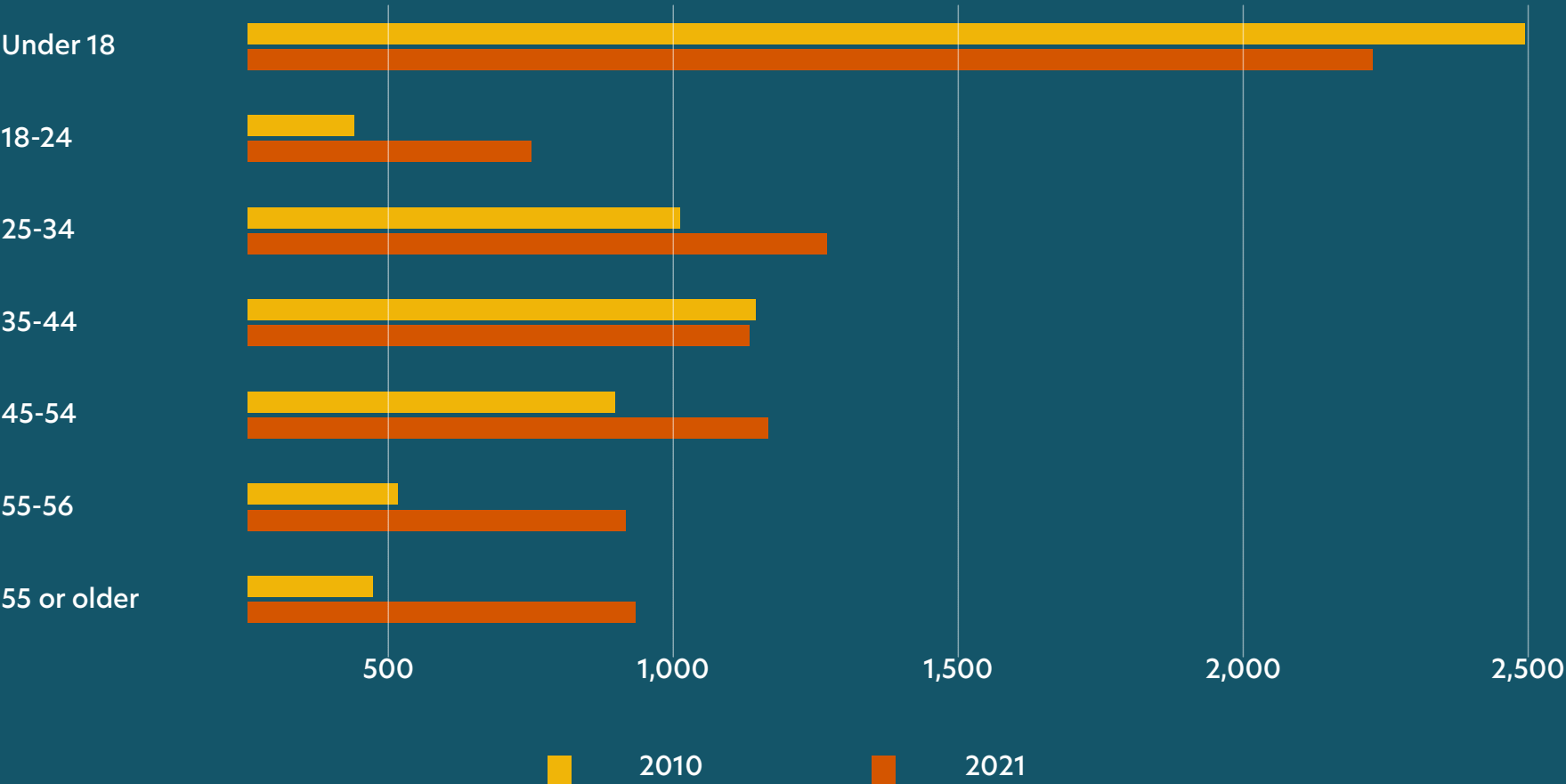
family housing and citywide opportunities for child-focused or -friendly events and amenities.

Residents aged 25 to 34 comprise the second largest proportion of total population in both the County and City, while residents aged 18 to 24 represents the smallest share of total population. This suggests that young adults often leave the area after high school but return to start their families.

Between 2010 and 2021, the City's senior population (age 55+) increased 75.5 percent while the County's senior population increased 68.1 percent. Providing appropriate housing for seniors could make more of the single-family housing stock available to young families.

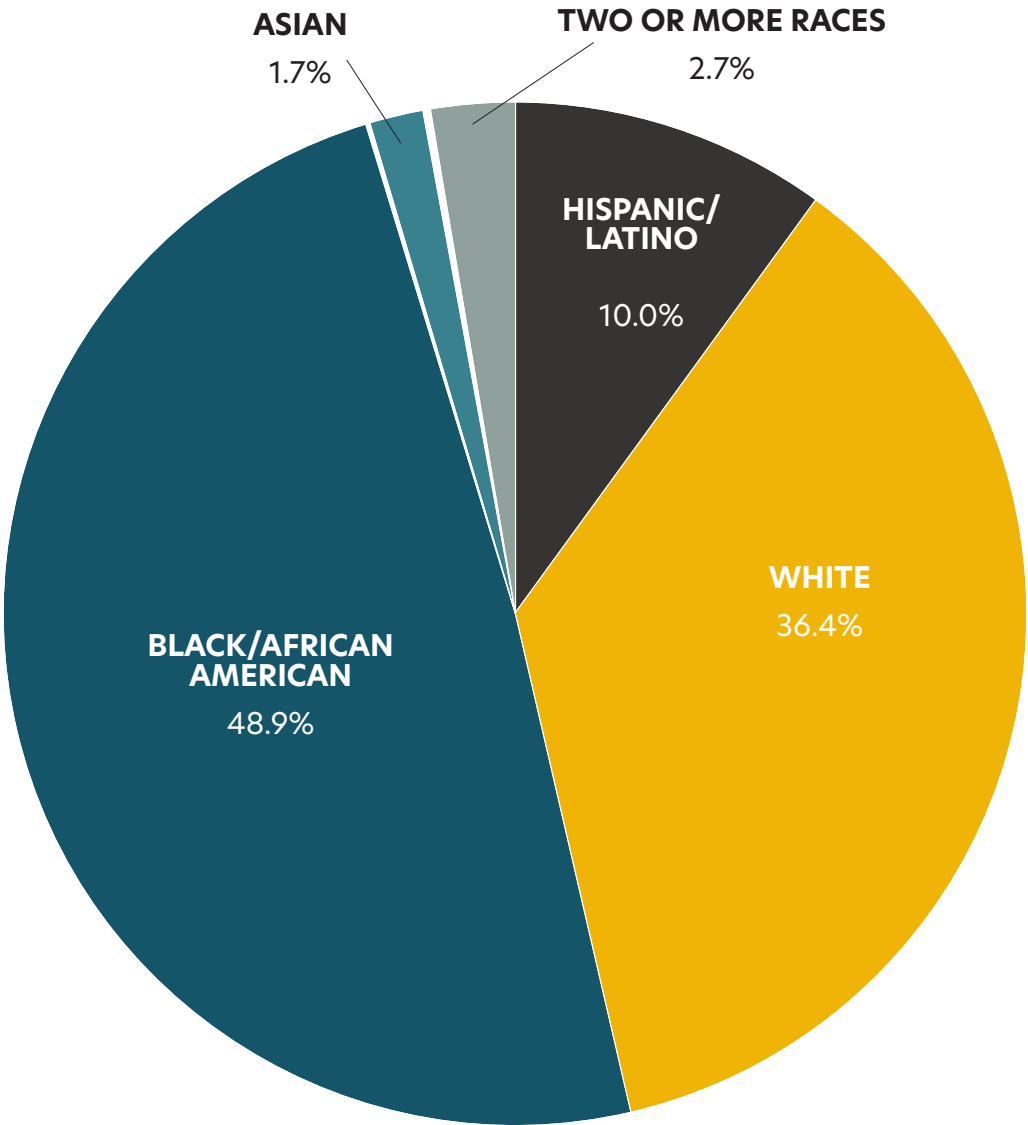


AGE DISTRIBUTION, 2010 AND 2021



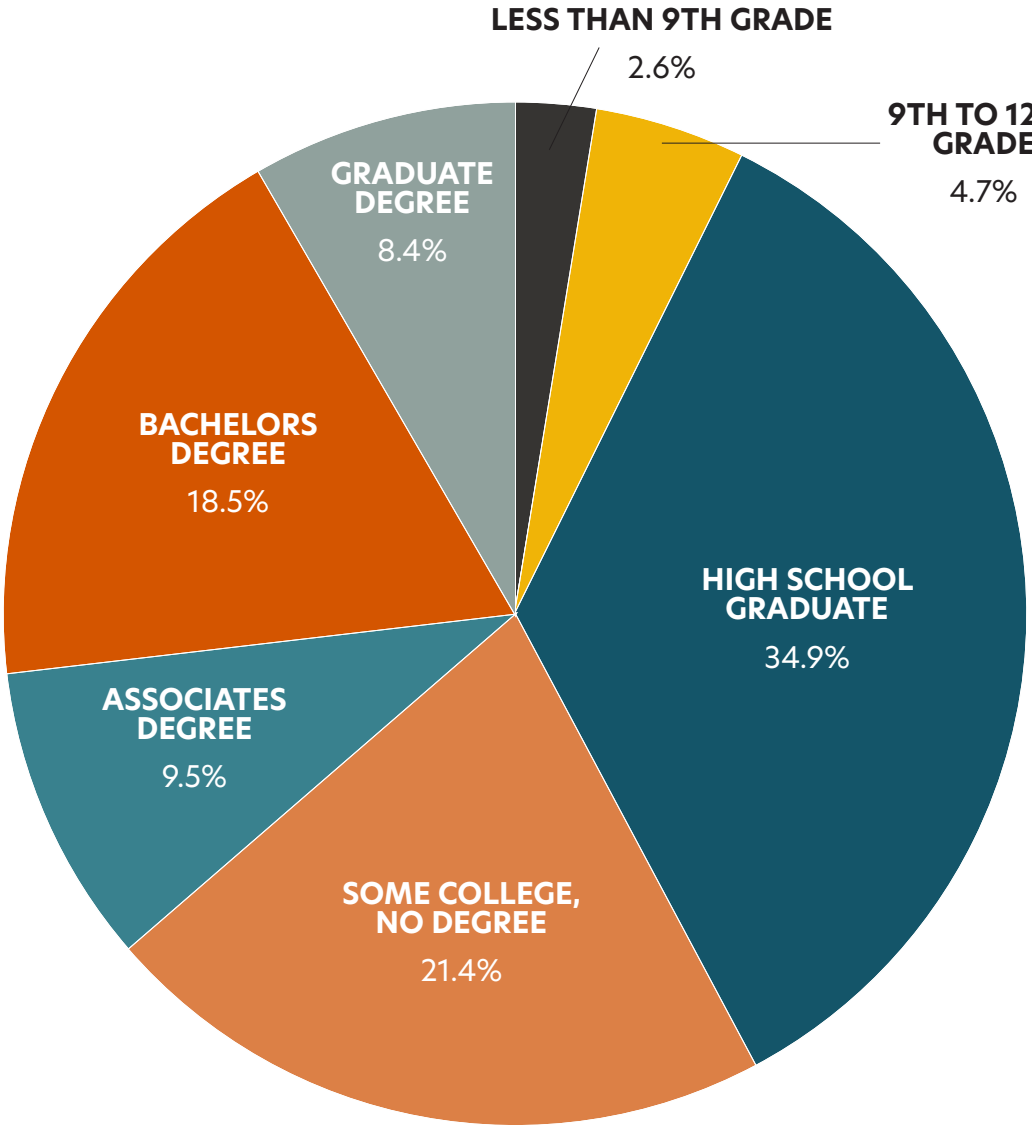
RACE AND ETHNICITY

Since 2010, the City and County’s racial make-ups have continued to diversify. Between 2010 and 2021, both geographies changed from being at least 50 percent White to non-majority. Racially diverse communities expand the economy by capturing a greater share of the consumer market and catering to the consumption of diverse clients. More importantly, a racially diverse community builds social tolerance and inclusivity among local residents.



EDUCATIONAL ATTAINMENT

Hampton residents have slightly lower levels of educational attainment than Henry County residents. Nearly 93 percent of Hampton residents aged 25 or older and 92 percent of Henry County residents aged 25 or older hold at least a high school diploma or equivalent. The County has a higher share of residents that hold a bachelor’s degree or higher (30.4 percent) compared to that of the city (26.9 percent).



INCOME DISTRIBUTION

Hampton is largely a working- and middle-class community. The city's median household income in 2021 is approximately \$63,900, which is roughly \$10,000 lower than the median household income county-wide (\$73,300). According to Esri Business Analyst data, nearly 46 percent of Hampton households earned between \$50,000 and \$99,999, whereas only 37 percent of Henry County households earned within this income bracket. In contrast, the County observes

a more notable share of households earning \$100,000 or greater compared to the city. Approximately 23 percent of Hampton households earned \$100,000 or greater, while about 34 percent of Henry County households earned within this income bracket. The large share of high-earning-income households in the County correspondingly aligns with the County's significantly higher median household income and per capita household income.

Median Household Income

City of Hampton: \$63,986
Henry County: \$73,369



Per Capita Income

City of Hampton: \$26,134
Henry County: \$31,254



HOUSING AT A GLANCE



HOUSING UNITS

3,048 units
10.4% vacancy rate



YEAR BUILT

Majority built from 2000-2009



HOUSEHOLD TENURE

Owner-Occupied: 81.7%
Renter-Occupied: 18.3%



PEDESTRIAN SAFETY

Even with today's low traffic volumes, people feel unsafe walking and biking on these roads because dedicated facilities are insufficient, inadequately buffered, or non-existent in some locations. Lighting is intermittent and scaled for vehicles, early in the day or late at night. Anticipated growth will add more vehicles to these roads, further degrading comfort for people walking and biking. Currently, 41% of the study area's roadway network has sidewalk on at least one side of the street. There are no dedicated bikeways or shared use paths.





-  Street light
-  Lack of crosswalk
-  Sidewalk on one side of street
-  Sidewalk on both sides of street

Figure 2.1: Pedestrian Safety



East Hampton Park: Phase 2

- Paved Parking Lot
- 12' Concrete Walking Track
- Pavillion Shade Structure
- Small Shade Structure
- Playgrounds
- Restrooms



Glen Maye

- 47.42 Acres
- Proposed Units: 168
- Single-Family Detached Units: 81
- Single-Family Attached Units: 87
- 28% Open Space
- Approved by City Council in April 2022



Hampton Locust Grove Road Realignment

- Create a right angle where the road intersects with McDonough Street.
- Increases vehicular safety.



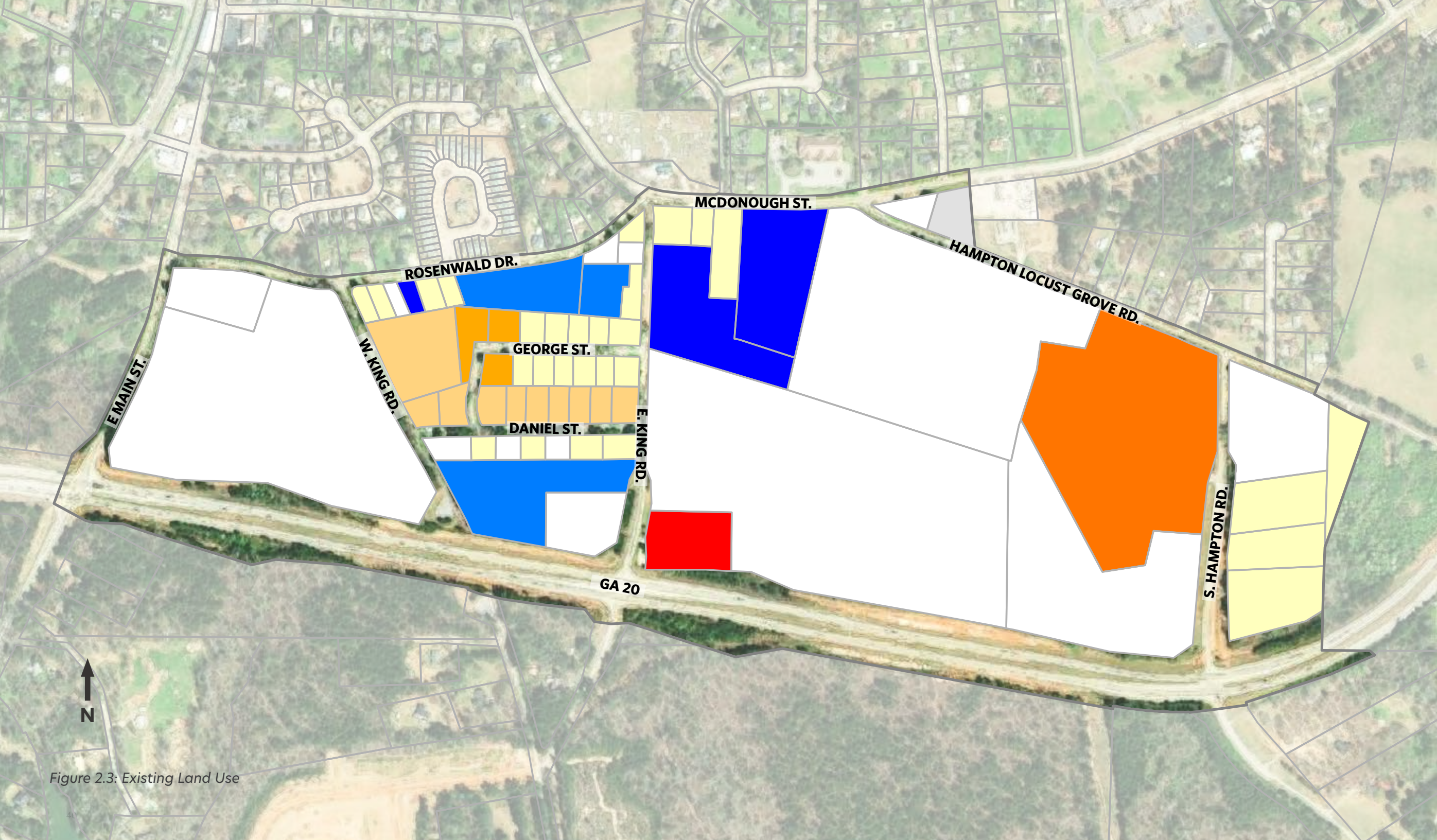
Pocket Park

- As a result of the road realignment, a vacant area will be created.
- The City is proposing a pocket park in that location.
- A pocket park is a small park that is open to the public.

PLANNED DEVELOPMENT

The City of Hampton has several projects already in progress for the study area. Additionally, a private developer has plans for two of the large undeveloped parcels. These projects will impact the final recommendations of the revitalization study and was taken into account for the market analysis.

Figure 2.2: Planned Development



LAND USE

The existing land use in the area is diverse, with a good mix of housing types already in the study area, including single family, duplex, quadplex, and apartments. Many of the parcels within the study area are undeveloped, which presents an opportunity for the City of

- Single Family
- Duplex
- Quadplex
- Apartment
- City Parks/Recreation
- Church/Church Cemetery
- Commercial
- Undeveloped
- Vacant

Hampton, the neighborhood, and private developers or builders to work together to construct a high quality product.

Between West King Street and East King Street, there are a number of single family and two family (duplexes) homes. There are three parcels that are occupied by quadplexes along George, with two of the three currently being renovated by Henry County. The lighter blue on the map illustrates church uses - including the Zion Baptist Church and the Zion Baptist Church Cemetery. The dark blue illustrates civic uses - the Rosenwald City Park and the Bear Creek Recreation and Senior Center.

Figure 2.3: Existing Land Use

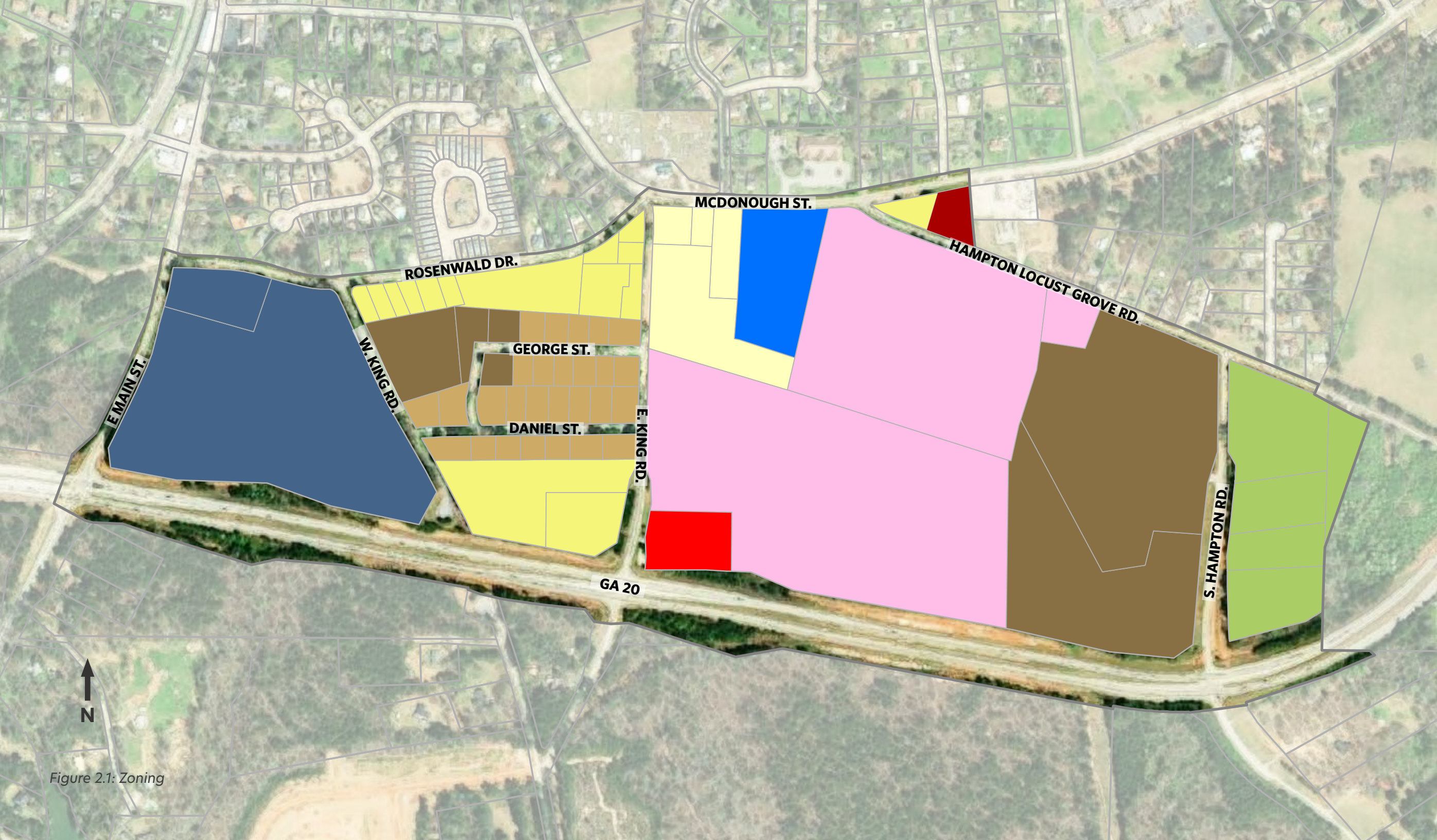


Figure 2.1: Zoning

ZONING

The City of Hampton has proactively rezoned some of the parcels in the study area to the Downtown Mixed Use zoning category, and a recent application for two large parcels changed the area to Planned Development (shown on this map). While the study area has a wide

variety of zoning districts, the districts are interspersed in a way that could make development challenging.

In 2018, the City of Hampton proactively updated the zoning ordinance in an effort to encourage high-quality development. The code has some elements of a form-based code, and allows some flexibility in housing and building types.

MR-1, MR-2, and DT-MU allow up to 8 units per acre, while the single family zoning districts allow one unit per parcel.

- Single Family Residential (R-1)
- Single Family Residential (R-2)
- Townhouse and Cottage Court (MR-1)
- Multifamily Residence (MR-2)
- Planned Development (PD)
- Downtown Mixed Use (DT-MU)
- Neighborhood Commercial (C-1)
- General Commercial (C-2)
- Office Institutional (OI)
- Residential-Agricultural (RA)



CHAPTER 3

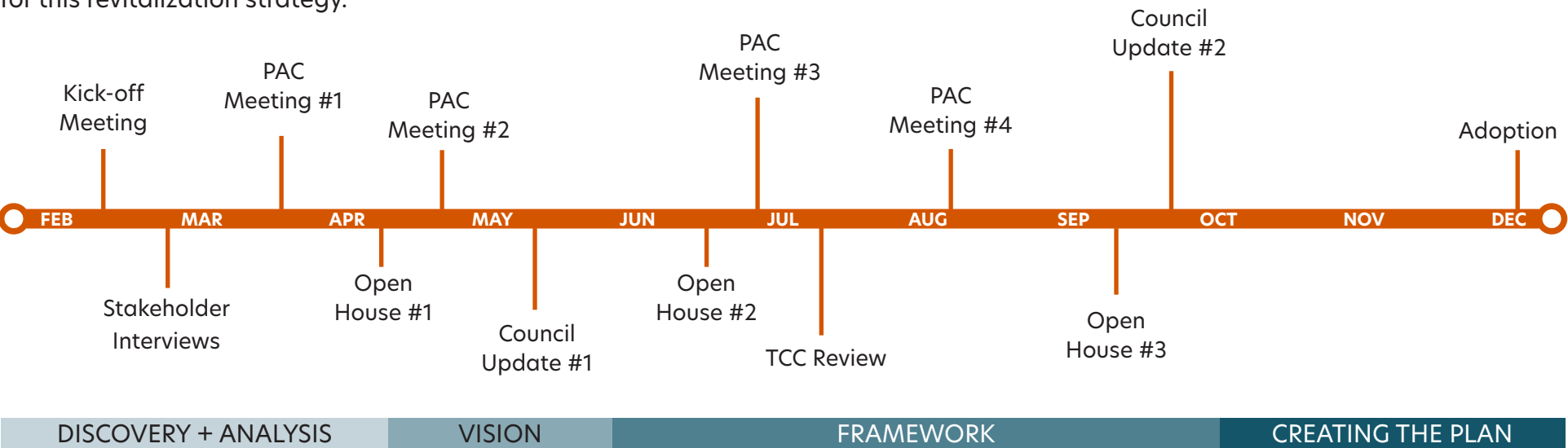
Framework

The framework of this revitalization strategy was informed by the public engagement events that the project team held to receive input and feedback on aspects of the plan. It also includes the needs and opportunities identified in the Discovery and Analysis phase of the planning process. Documentation of the community's needs and desires, along with the City of Hampton's goals results in guiding principles and a vision statement for this revitalization strategy.

PROJECT SCHEDULE

A kick off meeting was held in February 2022 to start the revitalization strategy process. Public Engagement initiatives were completed during the Discovery and Analysis and Vision processes, along with existing conditions documentation. Framework was conducted in the summer

of 2022, completed by a second City Council Update and a final open house to share the plan recommendations with the public. Once City Council adoption occurs, implementation of the plan may begin.



PUBLIC ENGAGEMENT

The revitalization strategy is rooted in input and feedback from the public. A primary goal of this plan is to keep residents in their neighborhood and improve their quality of life while planning for future growth. With that in mind, the project team developed a public engagement plan that identified and broke down barriers.

LISTENING SESSIONS

Two listening sessions were held on April 14, 2022 at locations within the study area. This allowed the project team to learn from the residents in the study area prior to drafting any recommendations or ideas about the revitalization of the neighborhood.

The first listening session was held in the Community Room at the Hampton Court

Senior Apartments, with the second held at Zion Baptist Church.

The participants were asked to complete a community survey that asked about what they like and dislike about their community. This sparked discussions about what is missing from the area, and how the residents feel about this study occurring. The project team provided boards that explained the planning process, what an LCI study is, where the study area boundaries are, and the city-identified goals of the plan.

“

I would like to purchase an affordable single family home - I need more space.

THE FOCUS

The goal of the listening sessions was to gather input from residents within the study area. So although the whole community was welcome, advertising efforts were focused on those who will be most impacted by the outcome of this revitalization strategy.



CORE PROJECT TEAM

The core project team, or the project management team (PMT), consisted of the Pond consultant team, city staff, and Atlanta Regional Commission staff. Bi-weekly meetings for the duration of the revitalization strategy were an important way to make sure the team was on the same page and to move the project forward.

PROJECT ADVISORY COMMITTEE

A project advisory committee (PAC) was created to help guide this revitalization strategy. This 15-member group served as a sounding board and provided feedback on project materials, and served as advocates for the revitalization plan throughout the process and upon conclusion of the project.

Throughout the planning process, the PAC met four times:

- March 21, 2022
The first PAC meeting was to introduce the revitalization strategy project. The project team presented the purpose and goals of the plan, and existing conditions findings.
- April 26, 2022
At the second PAC meeting, the results from the listening sessions were shared, as well as a discussion about the market analysis findings. The guiding principles and draft vision statement were presented for discussion.

- June 29, 2022
The project team discussed anti-displacement strategies and recommendations. The PAC discussed changes to and voted on the vision statement. Feedback received at the first open house was shared, as was an update on the market analysis.
- August 2, 2022
The revitalization strategy recommendations were presented to the PAC for discussion.



STAKEHOLDER INTERVIEWS

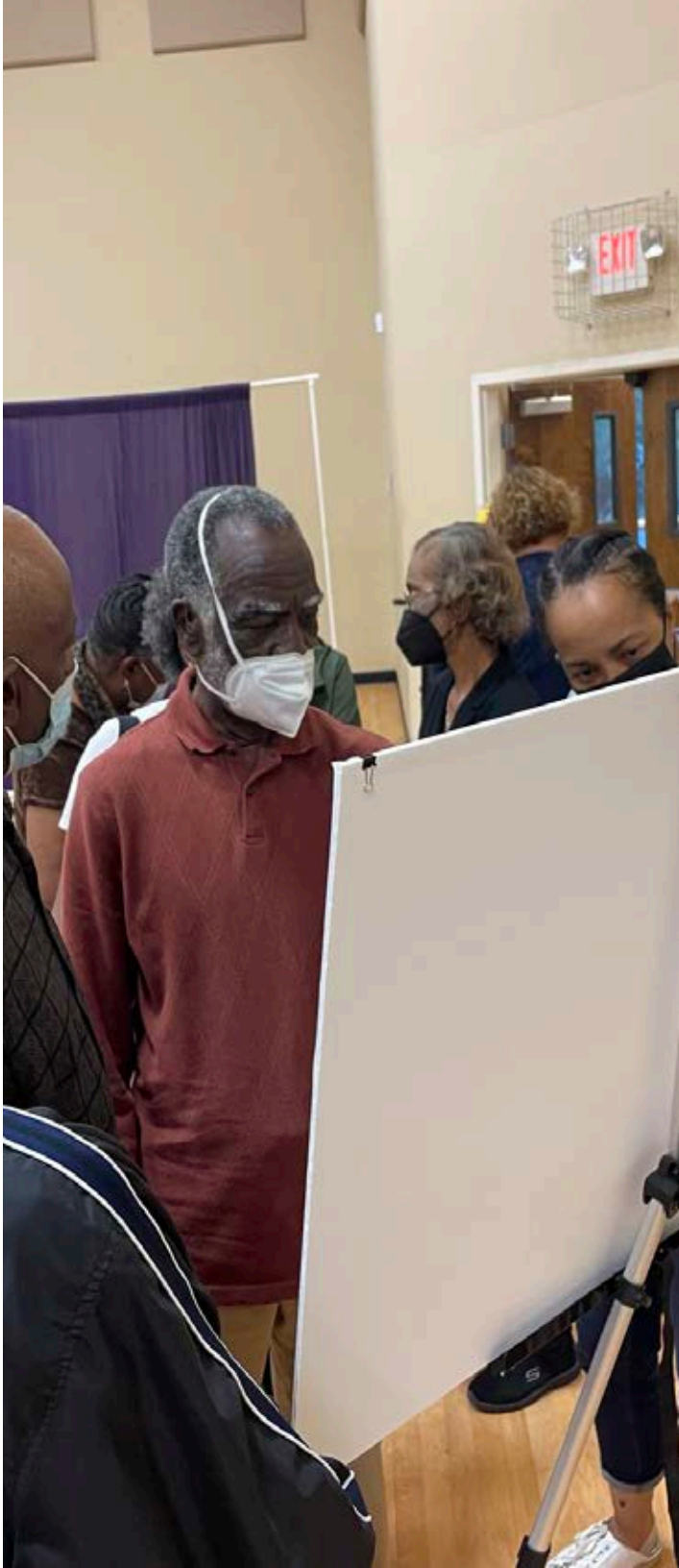
City staff and the project team identified stakeholders within the community to be interviewed in order to learn more about the study area and each person’s or group’s interest and priorities for the Rosenwald neighborhood.

The stakeholders included property owners, city staff, city council members, City of Hampton Mayor, and Henry County staff members.

POP UP EVENT & ONLINE SURVEY

The City of Hampton hosts the Yellow Pollen Festival every spring on Main Street in Downtown Hampton. This festival draws many residents and visitors, hosting vendors, artists, craftsmen, and more. This event provided an opportunity for the City and project team to spread the word about the revitalization strategy plan.

At the City’s booth, QR codes for the community survey were passed out to attendees, resulting in 21 survey responses.



COMMUNITY OPEN HOUSES

The revitalization strategy is rooted in input and feedback from the public. In addition to the listening sessions and survey, there were two open houses promoted to the wider community.

- June 16, 2022

The first open house was an opportunity for attendees to learn about the revitalization plan by reviewing the purpose, goals, and existing conditions of the Rosenwald neighborhood. Participants were presented with several images of housing types, placemaking, and amenities, and asked to share their input on what they want to see in the study area.

- August 15, 2022

The second open house was held at the Zion Baptist Church and was an opportunity for the community to learn about the recommendations being proposed in the revitalization strategy. Each recommendation was presented on boards, and attendees were asked to say which project(s) should be prioritized.

The project team made an effort to meet resident where they are and encourage participation by offering food - snacks and sandwiches - and water at the open house meetings, and by holding the meetings in the study area so residents without cars could walk, and at the Hampton Train Depot - a central location for the community.



KEY TAKEAWAYS

AFFORDABILITY IS IMPERATIVE

Many members of the community expressed concern that they would like to stay in the study area, but that this revitalization plan may bring unaffordable housing to the neighborhood.

VARIOUS TYPES OF HOUSING ARE WELCOME

Participants at the listening sessions, public open houses, and on the online survey shared that they would welcome most types of housing as long as it is built to a high standard including single-family, townhouses, small apartment buildings, single story homes, and mixed-use buildings.

THE NEIGHBORHOOD NEEDS MORE AMENITIES AND SERVICES

Residents who attended the listening sessions shared that they enjoy living in the City of Hampton, but that there is a lack of services and amenities like restaurants, small retail stores, grocery stores, and a pool.

NEEDS & OPPORTUNITIES

After receiving input from the residents, the broader community, stakeholders, and the project advisory committee, the project team developed this list of needs and opportunities for the King, George, and Daniel Streets study area.

NEEDS

- Affordability (rent and ownership)
- Maintenance of some existing properties
- Better perception of area
- Connectivity
- Safety
- Service and recreation options

OPPORTUNITIES

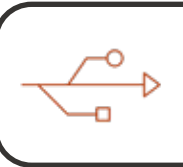
- Developer interest
- Proximity to downtown, park(s), and cultural resources
- Available land
- Community history
- Growth of City and County

GUIDING PRINCIPLES

Guiding principles were developed from the needs and opportunities lists by the core project team, then were vetted with the Project Advisory Group and the public. These principles act as central ideas that direct the implementation of this strategic plan. The recommendations in this plan are aligned with these guiding principles and the overall vision for King, George, and Daniel Streets.



Honor community history through placemaking initiatives.



Improve pedestrian and vehicular connections to Downtown Hampton and other amenities.



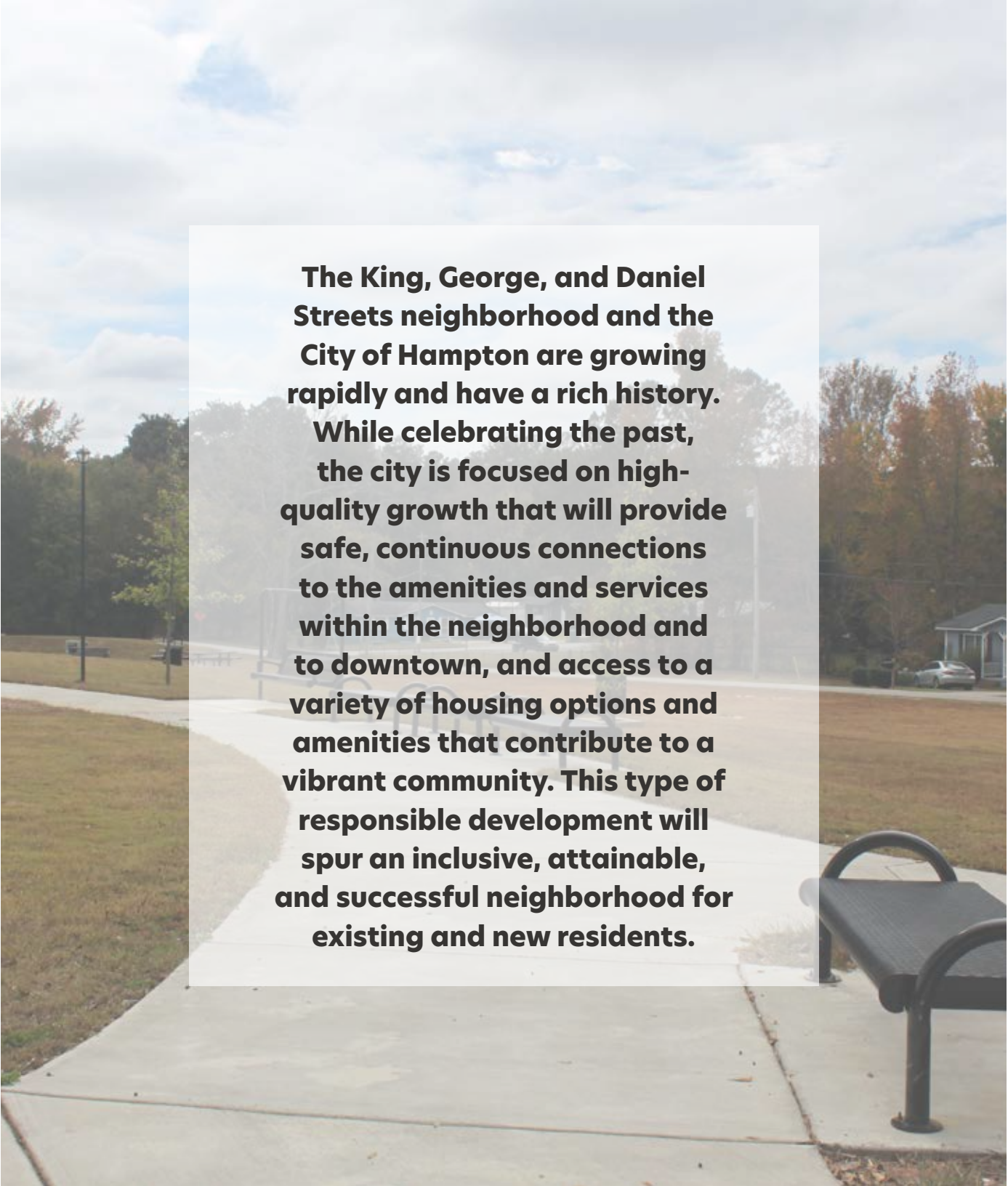
Focus on replacement over resident displacement.



Recognize and work to implement catalytic projects that will spur more development in the study area.

VISION STATEMENT

A vision statement tells us where we are going and acts as a reminder and a sense of hope as the strategic plan is implemented. Each recommendation, and decision made during implementation, should propel the City of Hampton closer to making this vision statement a reality.



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CHAPTER 4

Market Analysis

WHAT IS A MARKET ANALYSIS?

A market study provides an analysis of background trends and real estate conditions for the City of Hampton in order to assess potential market support for a range of uses that are possible in the City.

A carefully considered program of new development can help meet existing community needs and anticipate future demand as Hampton's position in the regional market shifts. This Market Analysis pays special attention to the housing needs of the City's current population and the existing housing market's condition. It also considers how the City could preserve and expand the housing stock for the existing community as the City faces pressure in its housing market with an increase in median home sales and rents. Based on available forecasts and emerging trends, this

analysis projects the scale and types of development that may be market-supportable, as well as those that may be realized over the next decade or more. The full Market Analysis is located in the Appendix.

METHODOLOGY

This report analyzes demographic trends in the Study Area, as defined by the City. Data describing Hampton is compared to Henry County to provide context for the report, and to provide a sense of scale for trends at the local level. Although the Hampton LCI Area has been identified as the Study Area within the City, initial analysis of the data at the Study Area level did not reveal any significant differences between the Study Area and Hampton; there is nothing demographically or economically unique about the Study Area as of 2021

that would affect planning for the future of Hampton. By evaluating the existing conditions and trends in the city overall, this report can present the maximum development potential of the Study Area.

ANTI-DISPLACEMENT

The displacement of existing residents is a major concern for those who live in the study area, and was a focus for this revitalization strategy from the beginning of the process. During the community engagement events, many residents expressed a worry that they would not be able to afford their homes, or a new home, in the future as new development came on line in the City of Hampton.

The market analysis identifies areas where the City of Hampton and the study area may be at risk for displacing residents. For example, the potential for more investor activity and a jump in home sale prices may present a threat of displacement. The Anti-Displacement matrix provides a scaled approach to mitigate these issues.



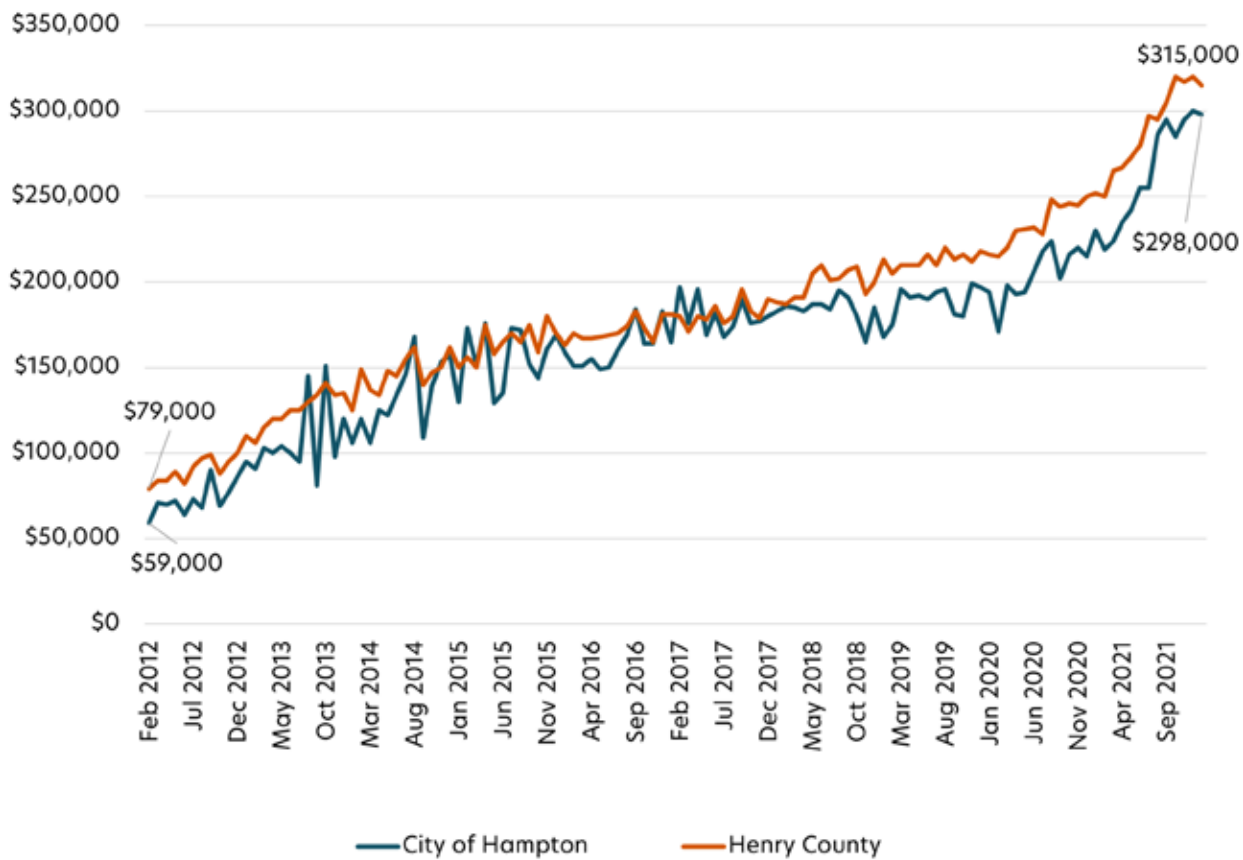
ECONOMIC CONDITIONS

HOUSING MARKET CONDITIONS
FOR SALE HOUSING

Overall, median sale prices throughout the last ten years in the City and County are comparable to one another.

- From 2012 to 2022 the median sale price in Hampton increased from \$59,000 to \$298,000, representing a \$239,000 difference; Henry County observed a \$236,000 difference in median sale price during this period. These increases indicate a high demand for housing in this region.
- A rapid rate of increase in home sales can produce negative impacts on the existing resident population such as resident displacement and neighborhood instability.

Table 4.1: Median Sale Price Trends,All Residential Units, February 2012-September 2021



Sources: Redfin, 2022; BAE, 2022.

RENTAL HOUSING

No rent data is available in Hampton due to data constraints. However, given Henry County’s larger housing market capacity, which encompasses the Cities of McDonough, Locust Grove, and Stockbridge, CoStar captures 9,335 units in the County’s inventory.

- Since Q4 2020, the average asking rent per unit in Henry County increased by 15.5 percent, from \$1,387 to \$1,602.
- Presently, the vacancy rate in Hampton and Henry County is 4.6 percent and 7.4 percent, respectively.
- The County’s elevated vacancy rate is largely due to the new multifamily properties that were delivered in 2021, totaling to approximately 799 units.

Table 4.2: Multifamily Summary Q4, 2021

Multifamily Summary	City of Hampton	Henry County
Inventory, Q4 2021 (units)	330	9,335
Inventory as % of County (units)	3.5%	100.0%
Occupied Stock (units)	315	8,648
Vacant Direct Stock (units)	15	687
Vacancy Rate	4.6%	7.4%

Avg. Asking Rent per unit	City of Hampton	Henry County
Avg. Asking Rent per unit, Q4 2020	-1	\$1,387
Avg. Asking Rent per unit, Q4 2021	-1	\$1,602
% Change, Q4 2020 - Q4 2021	n.a.	15.5%

Avg. Asking Rent per unit	City of Hampton	Henry County
Avg. Asking Rent per unit, Q4 2020	-1	\$1.25
Avg. Asking Rent per unit, Q4 2021	-1	\$1.44
% Change, Q4 2020 - Q4 2021	n.a.	15.2%

Deliveries (units), Q4 2010 - Q4 2021	0	1,512
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Under Construction (units), Q4 2021	0	510
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Note:
(a) Reflects properties with market-rate and market-rate/affordable units. Properties with 100 percent affordable units are excluded.
Sources: CoStar, 2021; BAE, 2022.

INVESTOR ACTIVITY IN THE HAMPTON HOUSING MARKET

Beginning in the aftermath of the financial crisis, investors purchased foreclosed homes in bulk, whereas previously large, institutional investors were not interested in the single-family market. Investor activity is especially notable in the single-family rental market .

A recent report estimates that institutional investors purchased 32.7 percent of the homes sold in the Atlanta region in Q4 2021. The median sale price of these homes was \$280,000. Notably, none of the listings in Hampton from March 2021 to February 2022 were recorded as having corporate owners.

A review of online listings in Hampton on the websites of the major institutional investors does uncover some investor activity within the City of Hampton and a map published by Roofstock shows that Hampton has a high rating for investment, and may imply that investor activity will increase.



OFFICE MARKET

As of Q4 2021, Hampton offers limited office capacity, accounting for less than one percent of Henry County's office inventory. The City has a lower average asking rent that is attributed to the large presence of older Class C properties.

Table 4.3: Office Summary Q4, 2021

Office Summary	City of Hampton	Henry County
Inventory, Q4 2021 (bldg)	14	499
Inventory, Q4 2021 (sf)	37,586	4,165,520
Inventory as % of County (sf)	0.9%	100.0%
Occupied Stock (sf)	35,786	3,933,326
Vacant Direct Stock (sf)	1,800	232,194
Vacancy Rate	4.8%	5.6%

Avg. Asking Gross Direct Rent	City of Hampton	Henry County
Avg. Asking Rent per sf per month, Q4 2020	-	\$1.86
Avg. Asking Rent per sf per month, Q4 2021	\$1.14	\$1.86
% Change, Q4 2020 - Q4 2021	n.a.	0.0%

Avg. Asking Gross Direct Rent		
Avg. Asking Rent per sf per year, Q4 2020	-	\$22.32
Avg. Asking Rent per sf per year, Q4 2021	\$13.68	\$22.32
% Change, Q4 2020 - Q4 2021	n.a.	0.0%

Deliveries (sf), Q4 2010 - Q4 2021	0	238,660
Under Construction (sf), Q4 2021	0	48,000

Sources: CoStar, 2021; BAE, 2022.

RETAIL MARKET

Hampton's current retail inventory accounts for two percent of the County's total retail inventory. The city holds approximately 256,600 square feet of retail space, while the County contains 12.6 million square feet. Both the City and County's vacancy rates are significantly low, hovering around two percent each.

The absorption rates in Hampton and the County also indicate strong retail markets. Hampton observed a significant absorption between Q4 2020 and Q4 2021, recording a net absorption of 17,000 square feet.

Table 4.4: Retail Summary Q4, 2021

Retail Summary	City of Hampton	Henry County
Inventory, Q4 2021 (bldg)	44	1,067
Inventory, Q4 2021 (sf)	256,670	12,686,140
Inventory as % of County (sf)	2.0%	100.0%
Occupied Stock (sf)	251,670	12,410,628
Vacant Direct Stock (sf)	5,000	275,512
Vacancy Rate	1.9%	2.2%
Avg. Asking NNN Direct Rent		
Avg. Asking Rent per sf per month, Q4 2020	\$0.50	\$1.16
Avg. Asking Rent per sf per month, Q4 2021	-	\$1.50
% Change, Q4 2020 - Q4 2021	n.a.	29.3%
Avg. Asking NNN Direct Rent		
Avg. Asking Rent per sf per year, Q4 2020	\$6.00	\$13.92
Avg. Asking Rent per sf per year, Q4 2021	-	\$18.00
% Change, Q4 2020 - Q4 2021	n.a.	29.3%
Deliveries (sf), Q4 2010 - Q4 2021	0	1,014,766
Under Construction (sf), Q4 2021	0	15,493

Sources: CoStar, 2021; BAE, 2022.

INDUSTRIAL AND FLEX MARKET

As of Q4 2021, Hampton holds 294,6000 square feet of industrial and flex space in its commercial inventory. Hampton's inventory represents less than one percent of the County's total industrial and flex inventory, which has 52.3 million square feet of industrial and flex space.



Table 4.5: Industrial/Flex Summary Q4, 2021

Industrial/Flex Summary	City of Hampton	Henry County
Inventory, Q4 2021 (bldg)	10	496
Inventory, Q4 2021 (sf)	294,617	52,362,841
Inventory as % of County (sf)	0.6%	100.0%
Occupied Stock (sf)	289,974	51,154,191
Vacant Direct Stock (sf)	4,643	1,208,650
Vacancy Rate	1.6%	2.3%
Avg. Asking All Service Type Direct Rent		
Avg. Asking Rent per sf per month, Q4 2020	-	\$0.30
Avg. Asking Rent per sf per month, Q4 2021	\$0.83	\$0.31
% Change, Q4 2020 - Q4 2021	n.a.	3.3%
Avg. Asking All Service Type Direct Rent		
Avg. Asking Rent per sf per year, Q4 2020	-	\$3.60
Avg. Asking Rent per sf per year, Q4 2021	\$9.96	\$3.72
% Change, Q4 2020 - Q4 2021	n.a.	3.3%
Deliveries (sf), Q4 2010 - Q4 2021	0	18,221,015
Under Construction (sf), Q4 2021	0	3,140,469

Sources: CoStar, 2021; BAE, 2022.

ECONOMIC PROJECTIONS

POPULATION, HOUSEHOLD, AND EMPLOYMENT PROJECTIONS

Historic growth rates and future projections for Hampton and Henry County were examined in order to understand the range of possible future growth scenarios. Hampton has unique assets that the City will protect and build upon, and there is available land throughout the City, both factors that might influence demand beyond Atlanta Regional Commission’s (ARC) existing assumptions.

Two alternative scenarios were developed for population and household projections and serve as the basis for projecting the housing demand as well as retail demand. Existing Atlanta Regional Commission projections of employment is the only scenario considered for job growth in the

City. Employment projections are only used to determine the demand for office space and given the uncertainty in the office market as a result of the COIVD-19 pandemic, it is unlikely that demand will exceed existing projections.

The projections are not limited to the Study Area because one of the purposes of this study is to understand how much of the City’s future growth can be accommodated in the Study Area, and the amount of development that can occur in the Study Area will be determined in large part by the land use policy changes that are made as result of this study.

BASELINE SCENARIO

The baseline scenario is equivalent to ARC’s existing projections of population and households in Hampton through 2050. According to ARC, Hampton’s

population and households will each grow at an average annual rate of 1.3 percent. Hampton would add 3,698 new residents, and 1,285 new households. If the 2021 vacancy rate of 10.4 percent holds through 2050, the number of new housing units the city would add by 2050 is 1,354.

ACCELERATED SCENARIO

ARC’s projections are provided by decade, and from 2020 to 2030, it projects Hampton’s population and households will grow by 1.8 percent and 1.9 percent annually, respectively, before slowing down for an overall 30-year growth rate of 1.3 percent annually for each metric. This indicates that ARC believes Hampton is poised for strong growth in the coming decade, before stabilizing. The accelerated scenario assumes that this rate of growth from 2020 to 2030 is sustained through 2050, which would

yield an additional 6,004 residents, 2,801 new households, and 2,323 new housing units if the 2020 citywide vacancy rate (10.4 percent) holds. In this scenario, regardless of what happens in the regional economy, it is assumed that Hampton’s location and unique assets will continue to attract growth. This level of growth is not unprecedented; during Atlanta’s population boom from 2000 to 2010, the City’s population and households grew at 6.1 and 5.0 percent, respectively. It is unlikely that Hampton meets the historical rate of growth during that decade, however, as the amount of housing demand implied by that rate of growth would require drastic changes to the City’s land use policy.

Table 4.6 summarizes both the baseline and accelerated scenarios.

Table 4.6: Summary of Population and Household Growth Scenarios, 2020-2050

Baseline Scenario (a)	Historic			Projected			2021-2050	
City of Hampton	2000	2010	2021	2030	2040	2050	Number	Percent
Population	3,857	6,987	8,323	9,796	11,114	12,021	3,698	44.4%
Households	1,411	2,292	2,731	3,237	3,689	4,016	1,285	47.1%
Housing Units (d)	n.a.	2,666	3,048	3,613	4,117	4,482	1,434	47.1%

Accelerated Scenario (b)	Historic			Projected			2021-2050	
City of Hampton	2000	2010	2021	2030	2040	2050	Number	Percent
Population	3,857	6,987	8,323	9,975	11,955	14,327	6,004	72.1%
Households	1,411	2,292	2,731	3,299	3,984	4,812	2,081	76.2%
Housing Units (d)	n.a.	2,666	3,048	3,681	4,446	5,371	2,323	76.2%

Maximum Scenario (c)	Historic			Projected			2021-2050	
City of Hampton	2000	2010	2021	2030	2040	2050	Number	Percent
Population	3,857	6,987	8,323	15,077	27,313	49,477	41,154	494.5%
Households	1,411	2,292	2,731	4,436	7,206	11,705	8,974	328.6%
Housing Units (d)	n.a.	2,666	3,048	4,951	8,042	13,064	10,016	328.6%

Note:
(a) In the baseline scenario, the growth rates for Hampton are based on the growth rates for the Traffic Analysis Zones (TAZs) that span the City, as this is the smallest geography available for projection data from the ARC. These growth rates are applied to the Esri-estimated 2021 baseline figure for population, households, and employment
(b) In the Accelerated Scenario, Hampton grows from 2020 to 2050 at the rate the ARC projects for the City for the decade of 2020-2030 (2.1 percent for population, 2.2 percent for households)
(c) In the maximum scenario, Hampton grows at its historic growth rate from 2000 to 2010 (5.0 peercent for population; 4.9 percent for households)
(d) Household projections are converted into estimates of future housing unit demand by accounting for vacant units. This analysis as-
sumes the 2020 vacancy rate in Hampton of 5.2 percent will be maintained through 2050.
Sources: Atlanta Regional Commission, 2022; Esri, 2021; BAE, 2022.

DEMAND FOR NEW HOUSING AND RETAIL AND OFFICE SPACE IN HAMPTON HOUSING UNITS

The additional demand for housing is the number of housing units needed to house the projected increase in population, based on the growth scenario projections and after accounting for vacant units and units in the development pipeline (i.e., units planned, approved, or permitted for construction).

While ARC projections indicate that the City could support 1,354 to 2,323 additional units, some of that demand will be absorbed by units that the City has already approved for development.

There are currently 1,018 units in the city's pipeline likely to come online before additional units resulting from this study.

After the market absorbs these units, the City will have residual housing demand for between 416 and 1,305 additional housing units.

Table 4.7: Citywide Residual Housing Demand, 2050

Planned and Proposed Development	Units
Minter Drive	300
Glenmaye	168
Keiner	300
Cottages at Southampton	250
Total Housing Units	1,018

Hampton	Growth Scenario	
Demand by Land Use, 2050	Baseline	Accelerated
Housing Units	1,434	2,323
Less: Planned/Proposed Housing Units	(1,018)	(1,018)
Residual Housing Demand, Units	416	1,305
Total Housing Units	1,018	

Sources: City of Hampton. BAE, 2022.

RETAIL SPACE

In order to estimate the supportable retail development from new household and population growth, the analysis evaluated per capita retail spending. Despite differences in income, Hampton and Henry County households spend more than \$17,500 per person on retail goods and services.

When estimating supportable retail demand from new growth, the analysis excludes automotive, building materials, and non-store retail uses from per capita estimates. These uses are not envisioned for the study area and would not be consistent with planned uses.

Table 4.8: Supportable Retail Development, 2050

Retail Spending per capita (a): \$9,729		
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Baseline Scenario		
Population Growth, 2021-2050		3,698
Increased Retail Spending		\$35,981,948
Sales per Square Foot	\$300	\$600
Supportable Retail Development (sf)	119,940	59,970

Accelerated Scenario		
Population Growth, 2021-2050		6,004
Increased Retail Spending		\$58,414,972
Sales per Square Foot	\$300	\$600
Supportable Retail Development (sf)	194,717	97,358

Maximum Scenario		
Population Growth, 2021-2050		41,154
Increased Retail Spending		\$400,379,845
Sales per Square Foot	\$250	\$600
Supportable Retail Development (sf)	1,601,519	667,300

Note:
(a) Average Henry County non-automotive retail spending per Capita 2011-2021, adjusted to 2021 \$.
Source: BAE, 2022

OFFICE SPACE

The employment projections serve as the basis for the office demand calculations. In this analysis, future office demand is calculated by assuming that future office jobs in Hampton will comprise the same share of all jobs as it does in 2021 (15.1 percent).

- Of the 369 new jobs projected by 2050, approximately 56 would be office jobs.
- Applying the average employment density of 250 square feet per office employee yields nearly 14,000 square feet of supportable office development by 2050.

Table 4.9: Supportable Office Development, 2050

Supportable Office Development	
Employment Projections, 2021-2050	369
% Office Jobs, 2020 (a)	15.1%
Average Square Feet per Office Employee	250
Supportable Office Development (sf)	13,932

Note:
(a) The portion of jobs (see Appendix) that are assumed to require office space. Office jobs include employees in the following industries: Administration, Support, and Waste Mgmt; Educational Services; Finance and Insurance; Health Care and Social Assistance; Information; Management of Companies and Enterprises; Professional, Scientific, and Technical Services; Real Estate and Rental and Leasing
Sources: CoStar, 2021; BAE, 2022.

SUMMARY OF RESIDUAL DEMAND IN THE STUDY AREA

While the City has available land and suitable land use policies for residential development under the baseline scenario, the City may choose to consider residential development at increased densities in the LCI study area in order to support the development of mixed-use projects that include small amounts of retail. The viability of new development may depend on a mix of uses, with new residents attracted to homes with accessible amenities, and new retail supported by the proximity to residents. If a significant portion of the growth under the baseline scenario occurs outside of the study area, it may compromise the economic basis for development in the Study Area at a scale that is consistent with the City’s vision for a dynamic, walkable downtown. If Hampton faces

accelerated growth, it may be required to develop at slightly higher densities depending on the or suitability availability of land outside the study area.



Anti-Displacement

Anti-displacement strategy implementation is imperative if the existing residents in the King, George, and Daniel Street study area are going to remain in their homes and community. Throughout the public engagement events for this plan, residents brought up affordability and their desire to remain in this community. Many were excited about the ideas and recommendations in this plan, but the underlying concern of being displaced remained. The community shared so much concern for being pushed out by new residents and homes they could not afford that a guiding principle was developed to ensure the project team and the City of Hampton remained focused on anti-displacement and keeping existing residents in the study area.

Anti-displacement strategies are outlined in the table to the right. Three categories of strategies are included - Analyze, City Programs and Policies, and Partnerships. Three time frames for implementation are included - Begin, Maintain, Adjust. This matrix provides the City of Hampton with short, medium and long term methods to prevent and mitigate resident displacement.

ANALYZE

These strategies outline what the city can do to monitor data points and track risks of gentrification.

CITY PROGRAMS & POLICIES

Strategies in this category require the City of Hampton staff and City Council to work together with the community, and utilize city resources.

PARTNERSHIPS

These strategies encourage the city of Hampton to work with outside partners that want to improve the Hampton community.

	Strategy	Begin	Maintain	Adjust
Analyze	Track indicators of gentrification to identify populations and neighborhoods at risk of displacement.	Identify data points to track; this could include appreciation rates, changing household incomes, number of investor purchases, housing cost burden.	Identify populations at risk of displacement. Categorize neighborhoods or streets by risk potential.	Implement other anti-displacement strategies to counteract increased risk of gentrification.
City Programs and Policies	Update zoning to allow accessory dwelling units (ADUs) on parcels zoned for single-family housing and to allow various types of housing within each zoning district to increase homeownership opportunities.	Analyze the existing zoning code to determine where changes should be made.	Work to edit the code to allow more types of housing, including accessory dwelling units and small units.	After City Council adopts any changes, market the new code to the developer community to attract the right one.
	Establish an Anti-Displacement Advisory Committee to advise Council.	Establish what the purpose of an anti-displacement committee will be and how the group can be most effective.	Identify citizens to serve on the committee and develop bylaws.	Re-evaluate the committee after 1 year to determine the effectiveness of the group. Adjust process if needed.
	Create and expand city programs to acquire distressed properties or provide homeowners with homeownership maintenance grants or low-cost loans.	Create database of distressed properties.	Identify funding sources and program parameters.	Begin marketing program to homeowners and purchasing distressed properties.
	Provide education/technical support to small business owners and startups, homeowners who might sell their homes, would-be home buyers or first-time homeowners.	Identify local schools or non-profits that can provide educational and technical support to homeowners.	Identify curriculum.	Implement program and market to homeowners.
	Incentive through fee reductions or streamlined permitting development that supports the existing community by: providing affordable housing, increasing access to essential amenities, goods, and services, provides below-market rents to small local businesses, and/or preserves historic resources.	Diagram the permitting process and identify fees.	Determine places where process can be streamlined to encourage and incentivize appropriate development.	Re-evalaute annually to determine impacts of program on number of units and type of developments built.
	Require Development Agreements and/or Community Benefit Agreements. Community Benefit Agreements may require developers to meet with the local community and agree to provide public benefits to benefit adjacent development and the community.	Identify priorities for a development agreement and community benefit agreement.	Draft a standard agreement for the study area, or for specific parcels.	Work with developers/builders who come to the City and want to develop in the study area.
Partnerships	Partner with local employers to provide internship opportunities to residents.	Develop goals and a purpose for the internship program.	Identify local employers, or employers the city is working to recruit that may want to invest in the community through an internship program.	Complete a pilot program and track success to determine how the program effects the Hampton resident and how the partnership could be improved.
	Partner with local school district to allow students to fulfill community service requirements by assisting aging homeowners with their properties (e.g., mowing lawns, painting exterior, pressure washing home).	Initiate conversations with local school district and faith-based organizations on opportunities to add property maintenance as community service.	Identify seniors with homes in need of light maintenance and landscaping.	Review community service hours spent on this program, track properties.

Table 4.10. Anti-Displacement Matrix



CHAPTER 5

Implementation

In order to move the study area's vision forward, certain actionable steps must be taken. The actions and strategies identified in this chapter establish a list of items that can be accomplished by the City in the short-, medium-, and long-term. Recommendations fall within one of the following buckets:

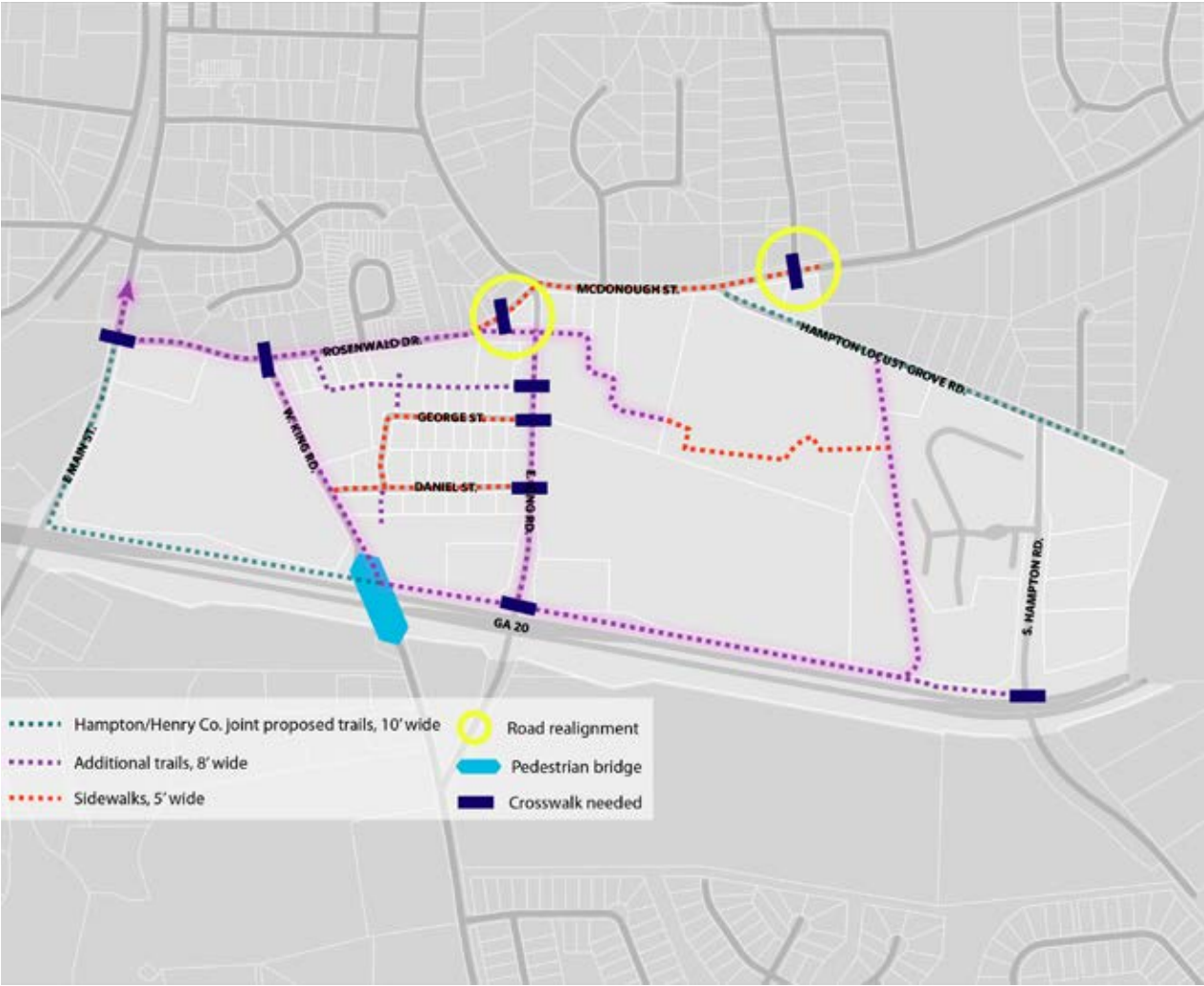
- Transportation and Mobility
- Programming
- Placemaking
- Policy

This chapter serves as a foundation for decision-making as the City considers policy changes, development proposals, capital improvements, and infrastructure investments for years to come. Making elements of this plan a reality will be made possible by the support of local leaders, public agencies, property owners, developers, and residents.



TRANSPORTATION & MOBILITY

The following transportation and mobility project recommendations (TM) pertain to user mobility and overall connectivity within the study area. The projects range from large - scale infrastructure investments to streetscape enhancements to experiential upgrades such as lighting and crosswalks.

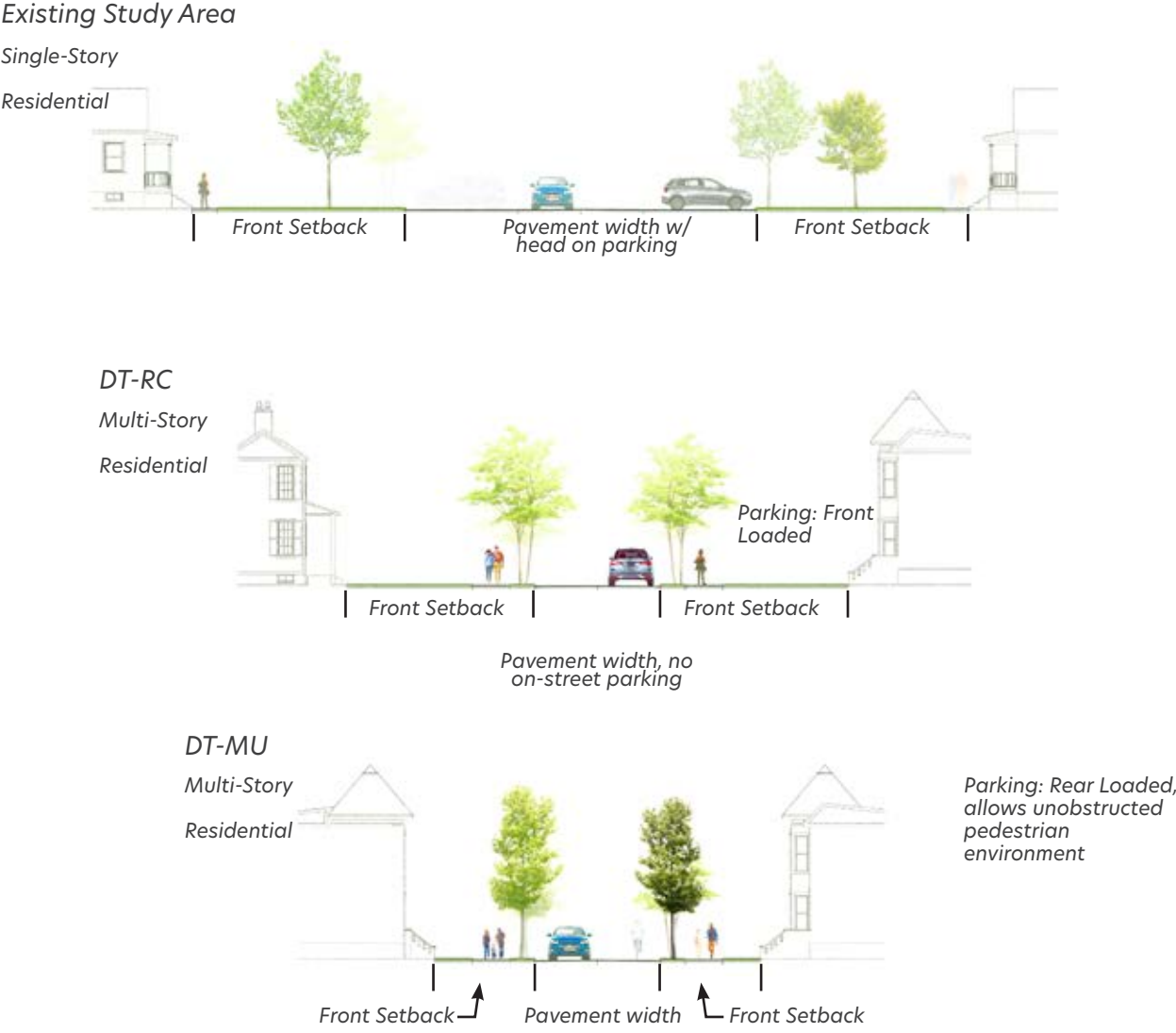


TM 1. STREETSCAPE IMPROVEMENTS

The existing streetscape within the study area places emphasis on the car, rather than pedestrians and community. This is reflected by the large setbacks, front-loaded parking, and sidewalk placement.

Reconfiguring these streetscapes in both a Downtown Residential Character (DT-RC) and Downtown Mixed-Use (DT-MU) scenario will provide more opportunities for spontaneous interaction, increase the presence of eyes on the street, and create a more welcoming environment for pedestrians. This is achieved through narrowing the existing driveways, allowing for rear-loaded or alley-loaded parking situations, reducing front setbacks, and lining sidewalks with trees to provide shade for pedestrians.

The action plan outlines priority streets.



TM 2. CONSTRUCT A PEDESTRIAN BRIDGE TO REUNITE BISECTED HAMPTON COMMUNITIES

The construction of SR 20 bisected the King, George, and Daniel community. To reconnect these underserved neighborhoods, provide those south of the highway an opportunity to walk to Downtown Hampton, and promote

economic growth downtown, a multi-modal pedestrian bridge should be funded and constructed. This would increase pedestrian connectivity and provide a gateway opportunity for Hampton on SR 20.



STATE ROUTE 20

State Route 20 begins at the Alabama state line and makes its way through much of metro Atlanta, including south through Henry County. Approved in 1995 as part of the National Highway System - an initiative to make the highway network safer and more efficient - SR 20 has created a barrier in the City of Hampton. Like many major roads in the country, SR 20 bisected an existing Black community. The construction of SR 20 has created an obstacle for those to the south, making it almost certain residents and visitors have to drive to get to Downtown Hampton. As the population grows and more amenities come to the King, George, and Daniel neighborhood and to Downtown Hampton, a pedestrian bridge would allow a safer, more inclusive, method of travel for residents and visitors alike.

Figure 5.1: Pedestrian Bridge over SR 20

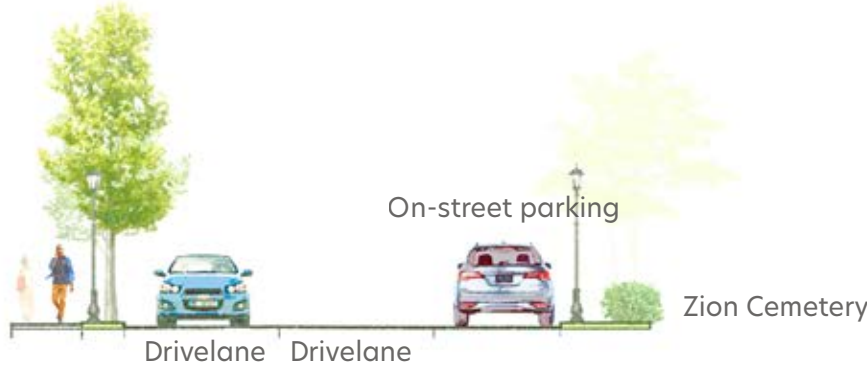
TM 4. EAST KING STREET REALIGNMENT

The existing site lines and geometry at the intersection of Rosenwald Drive, East King Street, and McDonough Street presents safety concerns for vehicle users and pedestrians. Realigning East King to bend west and intersect at a right angle with Rosenwald Drive will allow residents - vehicles, walkers, and bicycles to have a safer experience in the study area.

TM 5. ROSENWALD DRIVE IMPROVEMENTS

Rosenwald Drive presents an opportunity for streetscape improvements including on-street parking, a multi-use path fit for pedestrians and bicycles, crosswalks, and lighting.

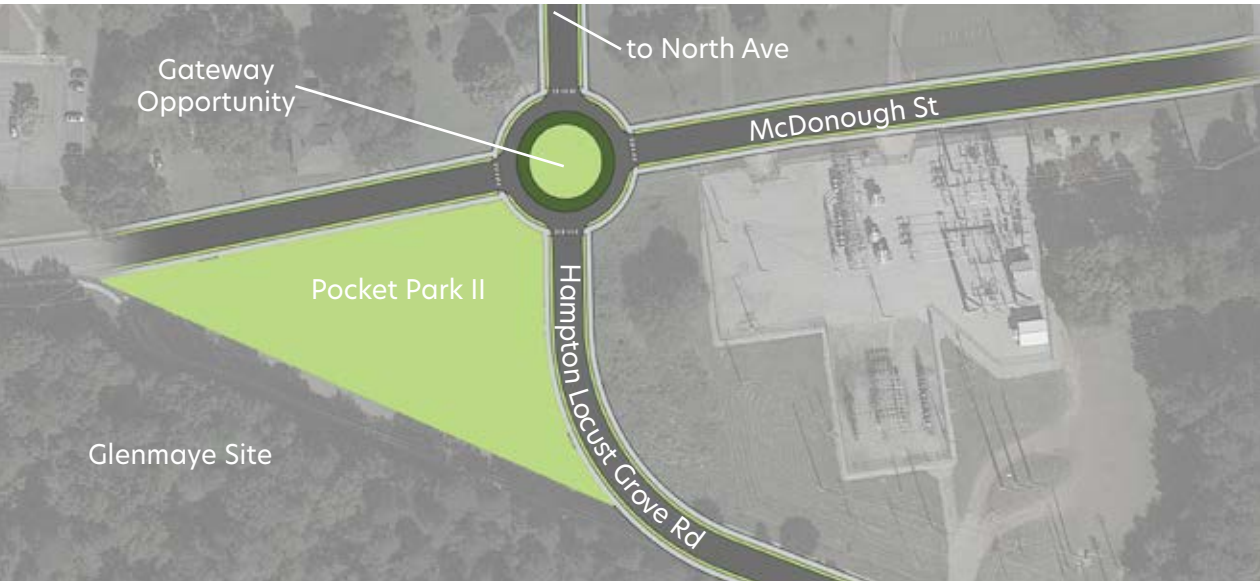
Rosenwald Drive Improvements Section



TM 6. HAMPTON LOCUST GROVE ROAD REALIGNMENT

Hampton Locust Grove Road intersects with McDonough Street in the northeast corner of the study area. This intersection has unsafe geometry and site lines that are difficult for vehicles. The Henry County Transportation Plan outlines a recommendation for a realignment at this intersection. A roundabout would slow east/west traffic, and increase safety at this location.

The addition of a roundabout would provide ample space for the installation of gateway signage. Additionally, a realignment would result in residual space from the previous alignment. This space would be utilized as a pocket park, serving the existing community and the new Glenmaye development.



TM 7. PROMOTE BICYCLE USAGE

The City should install bicycle racks at strategic locations including new and existing parks, and along the future trail system. New construction should be required to include bicycle racks.

TM 8. INSTALLATION OF NEW LIGHTING AND CROSSWALKS

Crosswalks and lighting provide a safe pedestrian experience. The study area as it exists currently lacks appropriate crosswalks and lighting. As road realignments and trail projects are completed, crosswalks will be needed.

Lighting is an important safety measure as well, and is needed throughout the study area with a focus on South Hampton Street, East King Road, Rosenwald Drive, East Main Street, and new trails. The map below shows future crosswalk locations.



TM 9. IMPROVE PEDESTRIAN CONNECTIVITY THROUGHOUT THE STUDY AREA

The City should invest in sidepaths identified in the City of Hampton/ Henry County Trails Plan and construct additional multi-use trails to promote walkability within the neighborhood and connect residents to Downtown Hampton. This will help improve connections to and from the bus service in East Hampton. Sidewalks on roads where there is not ample right-of-way for a multi-use trail can be used to continue the trail network.



TRAILS

- Through Zion Cemetery
- Through power easement
- Through Bear Creek Park
- Public ROW along GA-20
- Rosenwald Drive

SIDEWALKS

- McDonough Street
- George Street
- Daniel Street
- Glen Maye Development



PROGRAMMING

PR 1. CREATE A HOMEOWNERS ASSISTANCE PROGRAM

A homeowner’s assistance program can provide technical and/or financial support to homeowners. Financial support may not be feasible right away, so the city should focus first on supporting existing homeowners through technical programs like:

- Educating first -time homeowners, sellers, small businesses and start ups
- Using Main Street Program volunteers and local students to assist homeowners with yard maintenance.

- Using technical assistance for USDA Single Family Housing Repair Loans and Grants program
- Providing foreclosure counseling
- Partnering with non-profit organizations to provide access to a variety of programs

Then, when funds become available the city may be able to provide grants to residents for home improvements.

PR 2. MARKET THE KING/ DANIEL/GEORGE STREET AREA

It will be important for the city to market this area. There are opportunities to attract additional residents, new business, and visitors to this area. This could be done by:

- Working with the Promotions Committee of the Main Street Program to hold events in and bring attention to the study area
- Expanding marketing efforts to attract Motor Speedway visitors on race weekend and for smaller, more frequent events
- Holding a youth entrepreneurship workshop

PR 3. ENCOURAGE LOCAL FOOD PRODUCTION THROUGH COMMUNITY GARDENS

Community gardens not only provide access to hyper-local food, but they also build community relationships and provide an opportunity for partnerships between the city, nonprofits, and residents.

These gardens should be located in a central location and the city should administer the program.

PR 4. SUPPORT ZION CEMETERY ACTIVATION

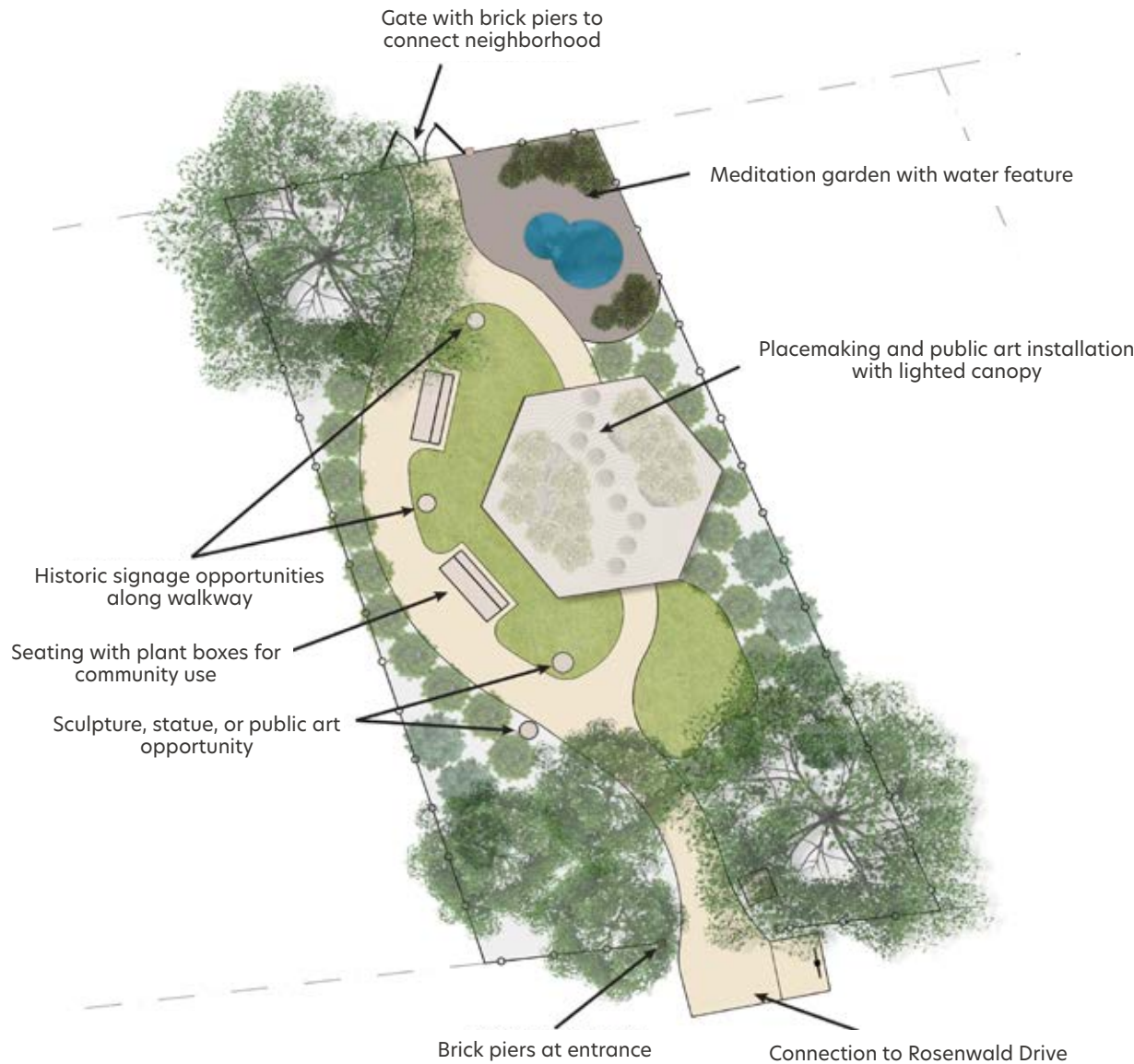
Activating the cemetery could educate residents and visitors about the cemetery and the church, and it could provide a funding stream for the Zion Baptist Church for maintenance and other investments within the cemetery. Activation could include:

- Seasonal activities and sales
- Cemetery Tours
- Interpretive signage passively educating visitors

PR 5. ROSENWALD CITY PARK IMPROVEMENTS

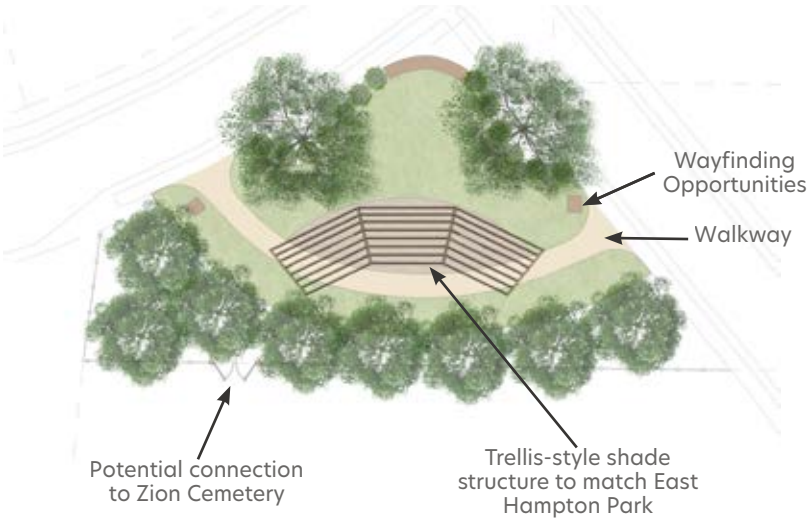
Rosenwald City Park is located at a prime position along Rosenwald Drive with direct access to both the study area core and Zion Cemetery. Presently, the park only functions as a location for small gatherings within the pavilion. Parking spaces occupy the entire public-facing edge of the park.

An improved Rosenwald City Park would remove the existing parking spaces, creating a dedicated entryway along with a mid-block crossing for greater pedestrian access. Historical signage throughout the park will pay homage to the former school site across Rosenwald. A new connection into the core area would be created, providing greater freedom of movement for pedestrians and drive foot traffic through the park.



PR 6. POCKET PARK I

When East King Street is realigned to meet Rosenwald Street at a right angle, a piece of land will be 'left over' in the southwest corner of the intersection. This land should be turned into a pocket park to enhance the experience of those who live in and visit the King, George, and Daniel Streets study area.



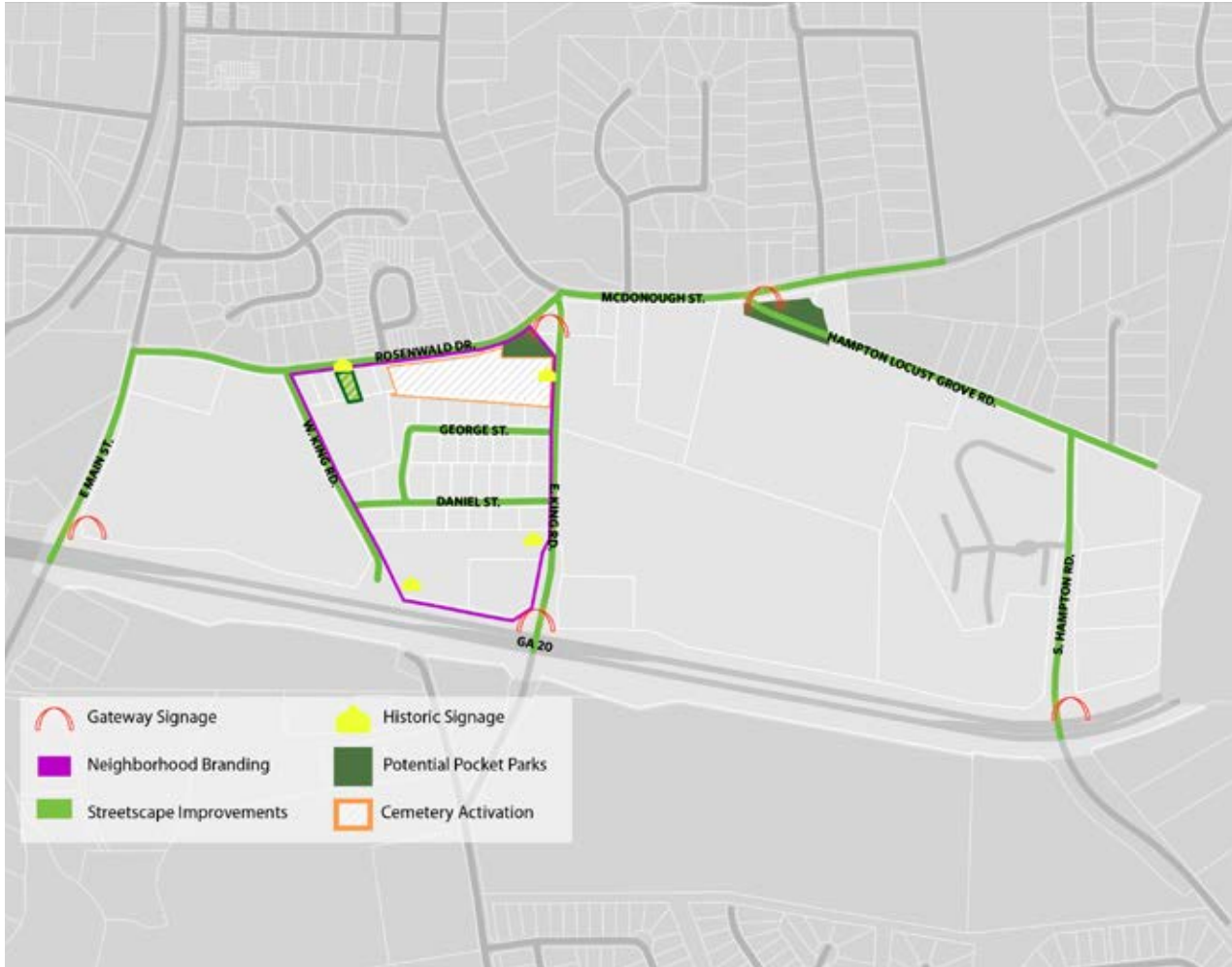
PR 7. POCKET PARK II

The realignment of McDonough Road and Hampton Locust Grove Road will result in residual space adjacent to the Glenmaye development. This land should be converted into a pocket park that serves the community and ties into the recommended gateway opportunity.



PLACEMAKING

The following placemaking project recommendations (PM) pertain to creating a unified feel and identity for the study area. Examples of the recommendations are gateway features, neighborhood branding, space activation, and historic signage.



PM 1. UTILIZE WAYFINDING ALONG NEW TRAIL NETWORK TO GUIDE AND INFORM

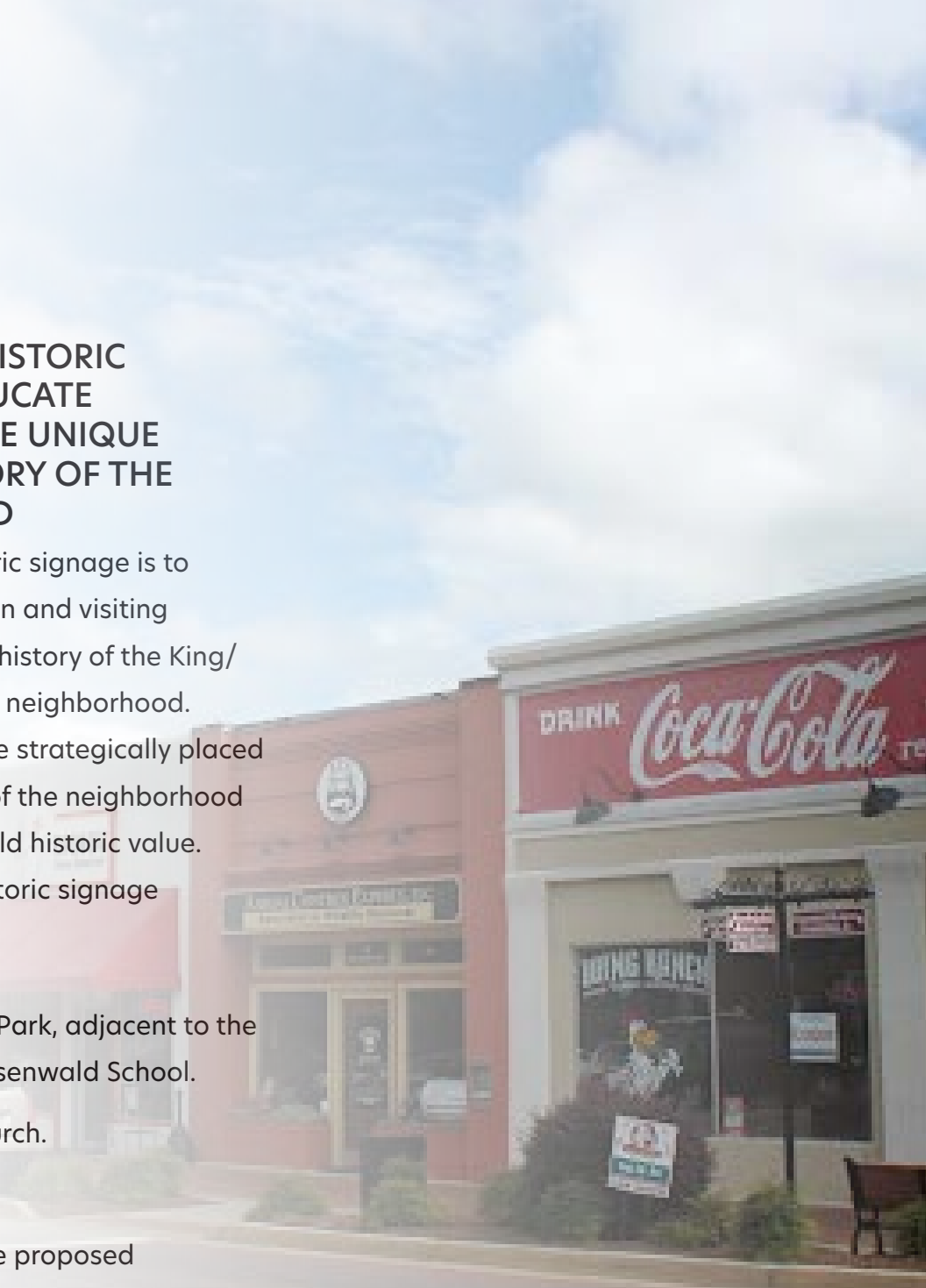
Wayfinding signage helps guide pedestrians along the trail system by identifying points of interest along the trail and informing users where they are along the trail. Wayfinding signage in the study area should:

- Provide direction to important areas like Downtown Hampton, Zion Cemetery, the pedestrian bridge, future commercial areas of interest, and parks.
- Be complementary to the wayfinding signage that will be installed on the Henry County Trail System.

PM 2. INSTALL HISTORIC SIGNAGE TO EDUCATE VISITORS ON THE UNIQUE AND RICH HISTORY OF THE NEIGHBORHOOD

The goal of the historic signage is to educate those living in and visiting Hampton on the rich history of the King/George/Daniel Street neighborhood. These signs should be strategically placed in high traffic areas of the neighborhood and in places that hold historic value. Potential sites for historic signage includes:

- Rosenwald City Park, adjacent to the location of a Rosenwald School.
- Zion Baptist Church.
- Zion Cemetery.
- North side of the proposed pedestrian bridge.





PM 3. ACTIVATE NEW PUBLIC SPACES

New public spaces should be fronted with buildings that include windows and doors. Use lighting to activate and promote safety and create a ‘sense of place’ within the neighborhood.

PM 4. ADOPT AND IMPLEMENT RECOMMENDATIONS FROM THE ZION CEMETERY ASSESSMENT

During the LCI process, the City of Hampton funded the development of a cemetery assessment for the Zion Cemetery. This assessment identifies infrastructure and grave markers that may need restoration and provide recommended treatments and estimated costs, explains best practices for landscaping, and provide next steps for the city and church. Next steps include:

- Burial site assessments.
- General maintenance, including plot coverings, roadways, landscaping, and signage.
- Ongoing maintenance and developing funding mechanisms.

PM 5. CREATE A PUBLIC ART PROGRAM TO ENCOURAGE TEMPORARY OR PERMANENT PUBLIC ART

A public art policy can be created to encourage or require that public art is included in future, new development in the City. A public art policy can enhance the city’s sense of place and give developers and builders an avenue to give back to the community. Goals of public art policies can include requiring developers to:

- Place a piece of public art on the property they are developing.

- Donate a piece of public art for an off-site location of the city’s choosing.
- Contribute funds to the city’s public art fund.
- Focus on the inclusion of local artists and the celebration of local history.

The policy could require or encourage the developer to meet with staff to discuss which option would be best, what type of art should be included in the development, or other necessary details that would result in the placement of more public art around the city and an overall heightened design of the city. Public art can include murals, statues, sculptures, and more.

PM 6. CREATE GATEWAYS THAT WELCOME RESIDENTS AND VISITORS INTO HAMPTON

Gateways can be strategically placed to welcome visitors and residents into the City of Hampton. Gateways can include signage, landscaping, and unique crosswalks to let visitors know they have arrived in Hampton.

Priority locations for gateways include:

- Roundabout at Locust Grove and McDonough.
- South end of East Main Street.
- Pocket park at Rosenwald and East King.



Figure 5.2: Hampton Locust Grove Realignment and Gateway Opportunity

PM 7. DEVELOP A BRANDING PLAN FOR THE NEIGHBORHOOD

Creating a 'brand' for the core King, George, and Daniel Streets neighborhood, outlined in purple in the map to the right, provides another opportunity to highlight the community's history and importance in Hampton while also contributing to neighborhood pride. This placemaking effort can be achieved through many initiatives, including:

- Street sign toppers.
- Light pole banners.
- Murals/Public Art.
- Specific street furniture such as lights, benches, and bike racks.





POLICY

If implemented, the following policy recommendations (PL) will allow the King, George, and Daniel Streets neighborhood and the City of Hampton to uphold high standards of development, while encouraging inclusiveness in the built environment.

PL 1. CREATE AN ANTI-DISPLACEMENT COMMITTEE TO ADVISE CITY COUNCIL

Encourage or require applicants, like builders and developers, to meet with the committee. The meetings will be an avenue for the developer to share any strategies they plan to use to keep current residents in their neighborhoods and/or homes. If the developer does not have a strategy outlined, this committee has the opportunity to work with the applicant on a plan before City Council hears a land use case.

PL 2. ADOPT AGING IN PLACE POLICIES

Hampton’s 55+ population grew 75.5% between 2010 and 2021. Adopting policies that reduce homeownership costs for seniors and help them experience their neighborhoods more fully can allow older homeowners to stay in their homes. Aging in place policies could include:

- Encouraging new residences to be “visitable” to aging and disabled persons. This includes zero-step entrances and wider doorways that allow wheelchairs.

- Incorporating elements from the Atlanta Regional Commission’s Lifelong Communities project in new developments.
- Regulating home contractors to reduce incidence of fraud.
- Reducing homeowner taxes for low-income older people through property tax credits and/or exemptions.

PL 3. AFFORDABLE HOUSING

- Encourage and support potential residential communities that provide affordable housing.
- Amend zoning to include an affordable housing bonus. This could include a density bonus in which a development can build to a higher density ‘in exchange’ for providing affordable housing to Hampton residents.

PL 4. ISSUE A LANDSCAPING RFQ

The City should issue a Request for Proposal or Request for Qualifications for landscaping services within the study area. This could be used for streetscapes and parks.

PL 5. FOCUS ON APPROPRIATE BUSINESS RECRUITMENT FOR STUDY AREA

Residents expressed a desire for more amenities and services like a grocery store. The city and the Downtown Development Authority should work to attract businesses that meet the needs of the neighborhood in terms of services and urban form. New businesses should be encouraged to employ local residents and provide internships to local students.

PL 6. PRESERVE SINGLE FAMILY HOMES

Although landscaped buffers adjacent to single family housing may not be required in the existing code, existing single family homes should be protected by ensuring appropriate transitions between single-family areas and new development.

PL 7. ALIGN ZONING WITH DESIRED DENSITY AND HOUSING VARIETY

To allow a wider variety of housing, the ‘core’ area of King, George, and Daniel Streets should be rezoned to the Downtown-Mixed Use (DT-MU) zoning district or the Downtown-Residential Character (DT-RC) zoning district.

To encourage revitalization along Locust Grove Road, parcels zoned Residential Agriculture (RA) should be rezoned to allow more dense development as infrastructure becomes available. Townhouse and Cottage Court District (MR-1) or Multifamily Residence District (MR-2) would be appropriate.

PL 8. REVIEW PERMITTED HOUSING TYPES AND UPDATE TO REFLECT DESIRED OUTCOMES

To allow more missing middle housing types, a review of permitted housing types in each zoning district should be conducted. Changes might include:

- Allowing cottage court homes in MR-1 (Townhouse and Cottage Court District).
- Allowing duplexes in MR-2 (Multi-Family Residence District).

Continue to work with developers and builders who are committed to providing a high-quality product that meets the needs of the neighborhood and the City.

PL 9. DEVELOP LOW IMPACT DEVELOPMENT REGULATIONS

Low impact development (LID) is an ecologically-based stormwater management approach favoring soft engineering to manage rainfall on site through a vegetated treatment network.

Create policy to:

- Protect vegetation and soil during construction.
- Ensure pervious pavement management.
- Provide adequate growing space for urban street trees.

PL 10. DEVELOP INCENTIVES FOR GREEN INFRASTRUCTURE & INTRODUCE STORMWATER FEES

Green infrastructure helps stop runoff pollution by capturing rainwater and either storing it for use or letting it filter back into the ground, replenishing vegetation and groundwater supplies.

Incentives for green infrastructure can include:

- Development incentives (density bonuses, expedited permitting, reduced permitting fees).
- Municipal grants.
- Rebates and installation funding.
- Stormwater fee discounts.

PL 11. ADOPT A CITY-WIDE STORMWATER FEE.

A stormwater fee is a user fee charged to property owners within the municipality’s service area to finance the cost of stormwater program implementation. Unlike other sources of revenue, stormwater fees are typically earmarked exclusively for stormwater management purposes.

PL 12. ENCOURAGE HIGH QUALITY DESIGN

To attract developers and builders to the study area, and in an effort to attract and retain residents that take pride in their community, encouraging high-quality design in new developments is imperative. This can be done by:

- Prioritizing the adaptive reuse of historic buildings and cultural resources within the study area.
- Promoting traditional building forms in new construction to reflect local history.
- Allowing architectural variety, but encourage quality building materials.

PL 13. ENCOURAGE NATIVE SPECIES PLANTINGS TO REDUCE WATER CONSUMPTION.

Native species typically require less water as they have adapted to the soil and temperament of the area.

PL 14. MINIMIZE LIGHT POLLUTION FROM PUBLIC LIGHT SOURCES AND NEW DEVELOPMENT TO PRESERVE HAMPTON’S SMALL TOWN FEEL.

Continue to enforce the night sky ordinance in Hampton’s Zoning Ordinance for new development. As the city makes public investments in the study area, follow the night sky ordinance to maintain the small town feel.

PL 15. REDUCE THE IMPACTS OF PARKING LOTS

Allow unpaved areas and pervious materials in parking lots of new development, particularly for overflow parking. Adopt parking maximums rather than minimums. Encourage shared parking agreements for businesses that do not have the same peak times.

PL 16. ADOPT A COMPLETE STREETS POLICY

A complete streets policy allows the City of Hampton to create standards that consider all users for new streets, typically including pedestrians, bicyclists, and cars.

One aspect of Hampton’s complete street policy should include that 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.

PL 17. ENCOURAGE FLEXIBLE GROUND FLOOR USES IN NEW AND HISTORIC BUILDINGS TO CREATE SIDEWALK ACTIVITY WHERE RETAIL IS NOT YET VIABLE

Uses other than retail and restaurants may not be feasible right away. Allow other uses, like residential, office, or other active uses on the ground floor of buildings to promote sidewalk activity.

PL 18. ALLOW BICYCLES ON SIDEWALKS

Amend the Hampton Code of Ordinances to allow children under 12 to ride bicycles on sidewalks, as allowed by the State of Georgia.

CORE CONCEPTS

The King, George, and Daniel Streets neighborhood, if revitalized using the existing zoning districts and standards could provide a variety of uses and building types. However, if the City of Hampton were to rezone to the Downtown Residential Character District (DT-RC) or the Downtown Mixed Use District (DT-MU), a more cohesive and desirable neighborhood could be created.

A concept has been developed to illustrate how the study area may look if developed under each of these zoning districts. Call outs help identify how the neighborhood becomes more walkable, connected, and holistic as the zoning changes.

Recommended housing types for the second and third concepts can be found in the Appendix.

EXISTING SCALE

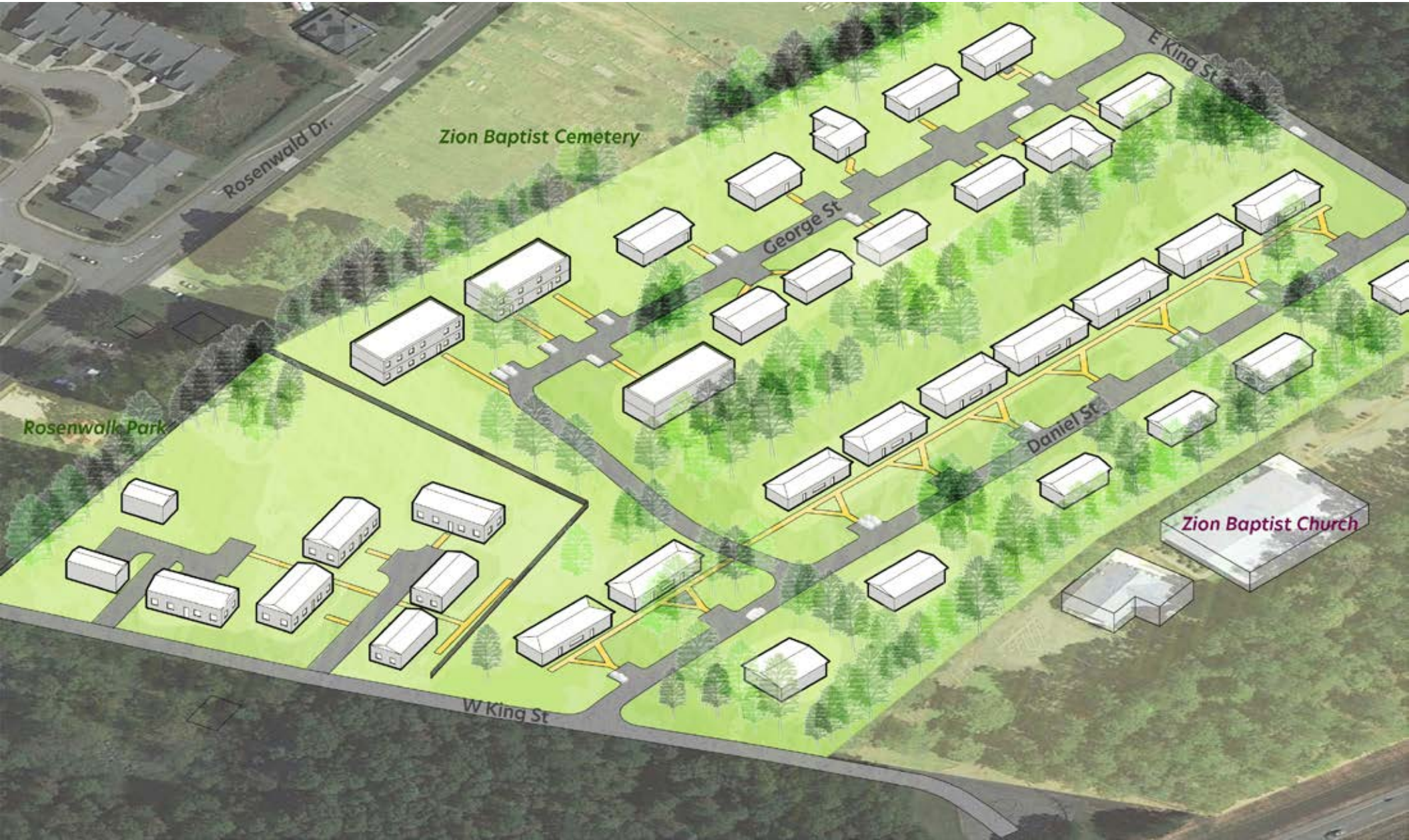
The City of Hampton recently updated its zoning code, including updating several zoning districts and adopting new districts, so while the core area is currently zoned MR-1 (Townhouse and Cottage Court) and MR-2 (Multi-Family Residence), the majority of the buildings are not reflective of what is allowed now.

Currently there are single family homes and three 4-unit apartment buildings along George Street, and duplexes along Daniel Street. The homes and buildings are characterized by their low profiles, wide lot widths, lack of sidewalks, perpendicular parking, and deep front setbacks, creating an experience on the street that does not lend itself to community vibrancy or pedestrian comfort.

CURRENT ZONING	
• MR-1 (Townhouse and Cottage Court)	
• MR-2 (Multi-Family Residence)	
ALLOWABLE DENSITY	
MR-1	8 units per acre
MR-2	8 units per acre
MINIMUM LOT WIDTH	
MR-1	20 ft.
MR-2	100 ft.



CURRENT HOUSING TYPES	
• Single-family dwelling	
• Two-family dwelling	
• Cottage court	
• Townhouse	
• Multi-family dwelling	
• Manufactured home	



Core Concept: Existing Scale

DT-RC - FOUNDATION FOR SUCCESS

Rezoning the core area to DT-RC (Downtown Residential Character) would allow for a wider variety of housing types allowing more opportunities for homeownership within the study area. Coupled with other policy, programming, and mobility recommendations proposed in this plan, a foundation for a vibrant community is possible. The DT-RC zoning district also allows for much smaller setbacks than the existing zoning allows and existing buildings display. This brings buildings closer to the streets and, along with wider sidewalks, can increase and improve pedestrian interactions with the street.

TRANSPORTATION & MOBILITY

- Expanded sidewalks
- Crosswalks
- Rosenwald City Park connection

PROGRAMMING

- Single-family
- Multi-family

PLACEMAKING

- Community garden
- Rosenwald City Park improvements

RECOMMENDED HOUSING TYPES

- Detached house
- Carriage house
- Duplex
- Cottage court
- Commercial house
- Civic building



Core Concept: Foundation for Success

DT-MU - HOLISTIC COMMUNITY

DT-MU (Downtown Mixed Use District) allows for the most variety of housing types. In addition to those allowed in DT-RC, walk-up flat, and stacked dwellings would be permitted if the core area was rezoned to DT-MU. One unique building type that is also allowed in DT-MU is the commercial house - a home that is transformed into a commercial building. This could be a beneficial building type for the study area and core streets as small-scale retail is drawn to the area.

No minimum setback requirements in the DT-MU district allows buildings to be brought up to the right-of-way and can allow more space for streetscapes and other amenities. George Street is shown extending west to West King Street to improve connectivity.

TRANSPORTATION & MOBILITY

- Expanded sidewalks
- Crosswalks
- Rosenwald City Park connection

PROGRAMMING

- Single-family
- Multi-family
- Mixed-use

PLACEMAKING

- Community garden
- Rosenwald City Park improvements

RECOMMENDED HOUSING TYPES

- Detached house
- Carriage house
- Duplex
- Cottage court
- Commercial house
- Civic building
- Townhouse
- Walk-up flat
- Stacked dwelling
- Storefront
- Mixed-use building
- General building



Core Concept: Holistic Community

ACTION PLAN

The action plan organized all plan recommendations by program or project type and summarizes target planning principles. Timeframes are listed as 100-day, short-term (1-3 years), and long term (3+ years). This list also outlines who may be responsible for the action item and where funding may be found for each item.

Implementation Matrix					
Project ID		Description	Cost Estimate	Funding Source	Responsible Party
100-Day	TM 7	Promote bicycle usage	Staff Time	General Fund	Main Street Program
	PL 1	Create an Anti-Displacement ommittee to advise City Council	Staff Time	General Fund	City of Hampton, Community Development
	PL 3	Affordable housing	Staff Time	General Fund	City of Hampton, Community Development
	PL 5	Focus on appropriate business recruitment for study area	Staff Time	General Fund	Main Street Program
	PL 7	Align zoning with desired density and housing variety	Staff Time	General Fund	City of Hampton, Community Development
	PL 11	Adopt a city-wide stormwater fee	Staff Time	General Fund	City of Hampton, Public Works
	PL 16	Adopt a complete streets policy	Staff Time	General Fund	City of Hampton, Community Development
	PL 18	Allow bicycles on sidewalks	Staff Time	General Fund	City of Hampton, Community Development
	PM 4	Adopt cemetery assessment of zion cemetery	\$5,500		City of Hampton, Community Development
	PM 7	Street toppers for Rosenwald neighborhood	\$2,000		City of Hampton, Community Development

0-3 Years	Implementation Matrix				
	Project ID	Description	Cost Estimate	Funding Source	Responsible Party
	TM 5	Rosenwald Drive improvements (E. King Street to E. Main Street - 1,002 ft.)	\$750,000	Future SPLOST/TSPLOST	City of Hampton
	TM 6	Hampton locust grove road realignment	\$380,000	2021 TSPLOST	City of Hampton
	PR 1	Create a homeowners assistance program	Staff Time	General Fund	City of Hampton
	PR 2	Market the King/Daniel/George Street area	Staff Time	General Fund	City of Hampton
	PR 5	Rosenwald City Park improvements	\$250,000	CDBG/2026 TSPLOST	City of Hampton
	PR 7	Pocket Park II	\$100,000	CDBG	City of Hampton
	PM 2	Install historic signage to educate visitors on the unique and rich history of the neighborhood	\$75,000	General Fund/	City of Hampton
	PM 3	Activate new public spaces	Staff Time	General Fund	City of Hampton
	PM 4	Zion Cemetery West 1 maintenance	\$10,000-\$20,000	Public/private partnership	City of Hampton / Zion Baptist Church
	PM 4	Zion Cemetery West 2 maintenance	\$20,000-\$40,000	Public/private partnership	City of Hampton / Zion Baptist Church
	PM 5	Create a public art program to encourage temporary or permanent public art	Staff Time	General Fund	City of Hampton
	PM 6	Create gateways that welcome residents and visitors into Hampton	\$50,000	General Fund	City of Hampton

0-3 Years	Implementation Matrix				
	Project ID	Description	Cost Estimate	Funding Source	Responsible Party
	PM 7	Develop a branding plan for the neighborhood	\$35,000	General Fund	City of Hampton
	PL 2	Adopt aging in place policies	Staff Time	General Fund	City of Hampton
	PL 6	Preserve single family homes	Staff Time	General Fund	City of Hampton
	PL 8	Review permitted housing types and update to reflect desired outcomes	Staff Time	General Fund	City of Hampton
	PL 9	Develop low impact development regulations	Staff Time	General Fund	City of Hampton
	PL 10	Develop incentives for green infrastructure and introduce stormwater fees	Staff Time	General Fund	City of Hampton
	PL 12	Encourage high quality design	Staff Time	General Fund	City of Hampton
	PL 13	Encourage native species planting to reduce water consumption	Staff Time	General Fund	City of Hampton
	PL 14	Minimize light pollution from public light sources and new development to preserve Hampton's small town feel	Staff Time	General Fund	City of Hampton
	PL 15	Reduce the impacts of parking lots	Staff Time	General Fund	City of Hampton
	PL 17	Encourage flexible ground floor uses in new and historic buildings to create sidewalk activity where retail is not yet viable	Staff Time	General Fund	City of Hampton

3+ Years	Implementation Matrix				
	Project ID	Description	Cost Estimate	Funding Source	Responsible Party
	TM 1.1	Streetscape improvements: Along Rosenwald drive from E. Main to E. King (Assumes 1002' trail, lighting, landscaping)	\$1,000,000	CDBG, 2026 TSPLOST, private development	City of Hampton
	TM 1.2	Streetscape improvements: Along W. King street from Rosenwald Drive to SR 20 (Assumes 1141' trail, lighting, landscaping)	\$1,000,000	CDBG, 2026 TSPLOST, private development	City of Hampton
	TM 1.3	Streetscape improvements: Along E. King from Rosenwald to SR 20 (Assumes 1144' trail, lighting, landscaping)	\$1,200,000	2021 TSPLOST	City of Hampton
	TM 1.4	Streetscape improvements: along George Street from E. King Street to Daniel Street (Assumes 1079' sidewalk, landscaping, both sides of road)	\$500,000	CDBG, 2026 TSPLOST, private development	City of Hampton
	TM 1.5	Streetscape improvements: Along Daniel street from W. King to E. King (Assumes 1000' sidewalk, landscaping, both sides of road)	\$500,000	CDBG, 2026 TSPLOST, private development	City of Hampton
	TM 1.6	Streetscape improvements: Along Mcdonough street from study area boundary to E. King Street (assumes 1778' sidewalk, both sides of the road)	\$750,000	CDBG, 2026 TSPLOST, private development	City of Hampton
	TM 2	Pedestrian bridge	\$10,000,000	ARC, Federal Grant, SPLOST	City of Hampton
	TM 4	East king street realignment	\$1,200,000	2021 TSPLOST	City of Hampton
	TM 8	Installation of new lighting & crosswalks	\$150,000	CDBG, 2026 TSPLOST, private development	City of Hampton

3+ Years	Implementation Matrix				
	Project ID	Description	Cost Estimate	Funding Source	Responsible Party
	TM 9.1	Improve connectivity: Trail through Zion cemetery (assumes 1205')	\$1,000,000	CDBG, 2026 TSPLOST, private development	City of Hampton
	TM 9.2	Improve connectivity: Trail through power easement (assumes 1683')	\$1,200,000	CDBG, 2026 TSPLOST, private development	City of Hampton
	TM 9.3	Improve Connectivity: Trail through Bear Creek Park (assumes 930')	\$700,000	CDBG, 2026 TSPLOST, private development	City of Hampton
	TM 9.4	Improve Connectivity: Trail along SR 20 (Assumes 2823')	2,000,000	CDBG, 2026 TSPLOST, private development	City of Hampton
	TM 9.5	Sidewalks: Glen Maye Development	Private development		City of Hampton
		Sidewalk: McDonough Street	See TM1.6		City of Hampton
		Sidewalks: George Street	SeeTM1.4		City of Hampton
		Sidewalks: Daniel Street	SeeTM1.5		City of Hampton

3+ Years	Implementation Matrix				
	Project ID	Description	Cost Estimate	Funding Source	Responsible Party
	PR 3	Encourage local food production through community gardens	Staff Time	General Fund	City of Hampton
	PR 4	Support Zion cemetery activation	Staff Time	General Fund	City of Hampton
	PR 6	Pocket park i	\$200,000	CDBG/Future SPLOST	City of Hampton
	PM 1	Wayfinding along new trail network	\$150,000		City of Hampton
	PM 4	Zion Cemetery West 3 maintenance	\$120,000-\$180,000	Public/private partnership	City of Hampton / Zion Baptist Church
	PM 4	Zion Cemetery East maintenance	\$20,000-\$40,000	Public/private partnership	City of Hampton / Zion Baptist Church

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APPENDIX

A. Record of Accomplishments

Land Use			Status					
			Complete	In Progress/ On Going	Not Started	Not Relevant		
			Notes/Completion Year if applicable					
2011 Study Area	2022 Study Area	Policy						
	•	Preserve existing single-family residential areas.		•			Phase 1 Community-Wide Historic Resource Survey completed August 8, 2017 (Kisa Hooks, MSHP)	
•		Promote compact infill development downtown to serve the community and increase the residential population.		•			Mixed Use Districts Ordinances adopted 2018 Legislative Rezoning of downtown to DT-MU and RC-MU and Comp Plan adopted 2018	
	•	Ensure appropriate transitions between single-family areas and new development.		•				
	•	Promote a variety of housing types to accommodate people of all ages, abilities, and lifestyles.		•			The City has updated its zoning code to allow for a more diverse range of housing.	
	•	Encourage new residences to be “visitable” to aging and disabled persons.						
•		Encourage neighborhood-serving retail to locate in downtown Hampton.		•				
	•	Encourage flexible ground floor uses in new and historic buildings to create sidewalk activity where retail is not yet viable.						
2011 Study Area	2022 Study Area	Project						
	•	When funds are available and with the cooperation of property owners, allow incremental revitalization of the King/George/ Daniel Street area.		•				
•	•	Redevelop the rear portion of the city-owned site east of Tom Eason Drive with a mix of residences and public space.		•			The City has apportioned 2022 LMIG funding towards addition of sidewalks, crosswalks and paving along Tom Eason Drive.	

			Status				
Transportation			Complete	In Progress/ On Going	Not Started	Not Relevant	
							Notes
2011 Study Area	2022 Study Area	Policy					
	•	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. 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.					
•		Support efforts for a passenger rail station in central Hampton.				•	
2011 Study Area	2022 Study Area	Project					
	•	East Main Street pedestrian and bicycle improvements from downtown south to Highway 20.		•			Sidewalk has been constructed on west side of E. Main from McDounough to Hwy 20.
	•	East Main Street pedestrian and bicycle improvements from Highway 20 south to study area boundary.		•			Sidewalk has been constructed on west side of E. Main from Hwy 20 to 2011 LCI boundary.
•		East Main Street pedestrian and bicycle improvements from downtown north to study area boundary.			•		
•		Downtown pedestrian improvements.	•				
	•	McDonough Street and Rosenwald Drive pedestrian and intersection improvements.		•			2022-2027 TSPLOST Funded \$1,200,000 Major Intersection Project
	•	Construct a shared-use path parallel to Highway 20.		•			Henry Trails Plan Adopted July 2022; Required 12' Multi-use path along HWY 20 Parcels 022-01002000, 022-01008000, 022-01052012.

•		Southwest pedestrian improvements.		•			LMIG 2020 Central Ave. sidewalks from Woodlawn to Georgia Ave. underway; Woolsey Road Major Transportation Project 2022-2027 TSPLOST \$2,200,000 including multi-use trail sidepath
	•	Southeast pedestrian improvements.		•			Sidewalks have been constructed on E. King.
	•	Promote bicycle usage by installing bicycle racks at strategic locations.			•		
	•	Reclassify West King Road as a local street and McDonough Street as a collector street.	•				
•		Parking facility and pedestrian connections to passenger rail station from both sides of tracks.			•		
	•	Amend the Hampton Code of Ordinances to allow children under 12 to ride bicycles on sidewalks, as allowed by OCGA 40-6-144.		•			On council agenda for October 11, 2022 for first read
Economic Development & Marketing			Complete	In Progress/ On Going	Not Started	Not Relevant	Notes
2011 Study Area	2022 Study Area	Policy					
	•	Focus on target market groups for new housing.		•			
	•	Focus on target market groups for retail, restaurants, and services.		•			
	•	Encourage and support potential residential communities that use tax incentives to provide affordable housing.			•		
•		Encourage a downtown business mix with a focus on specialty retailers rather than national chains.		•			
•		Continue to support downtown events and the farmers market.		•			
•		Expand available retail space downtown through potential office relocation.			•		
•		Promote downtown as a key arts district for Henry County.			•		

2011 Study Area	2022 Study Area	Projects					
	•	Amend zoning to include an affordable housing bonus.			•		
	•	Provide foreclosure counseling.			•		
	•	Continue business attraction efforts by the Downtown Development Authority.		•			
	•	Organize business recruitment campaigns for a grocery store and 2-3 additional business targets.		•			
	•	Prepare an inventory of available properties in Hampton, including key factors for each site or building.		•			City hired Main Street Economic Development Director; underway GIS Mapping Completed
•		Create a consumer-oriented downtown Hampton website.			•		
	•	Expand marketing efforts and promotions.		•			
	•	Expand marketing efforts to attract Motor Speedway visitors, on race weekend and for smaller, more frequent events.			•		
•		Develop a retail business incubator in downtown.			•		
	•	Hold a youth entrepreneurship workshop.		•			City of Hampton Youth Council Established by ORD. 443, December 12, 2017
Urban Design + Historic Resources			Complete	In Progress/ On Going	Not Started	Not Relevant	Notes
2011 Study Area	2022 Study Area	Policy					
	•	Protect historic buildings and encourage their rehabilitation where feasible.		•			SPLOST IV Funding: Old Forston Library \$250,000 renovation and Glenn Mitchell Trail Depot Roof repair (National Registry of Historic Places) \$400,000
•		Prioritize the adaptive reuse of those buildings identified in the LCI study			•		
	•	Promote traditional building forms in new construction to reflect local history.			•		
	•	Allow architectural variety, but encourage quality building materials.		•			
	•	As development occurs, incorporate elements from the Atlanta Regional Commission's Lifelong Communities project.		•			

2011 Study Area	2022 Study Area	Projects					
	•	Expand existing historic districts to incorporate all historically significant buildings in and near downtown.			•		
	•	Install historic markers at historic buildings and sites throughout the study area.			•		
	•	Create a public art program to encourage the installation of temporary or permanent public art in downtown and throughout Hampton.			•		
Environment + Open Space			Complete	In Progress/ On Going	Not Started	Not Relevant	Notes
2011 Study Area	2022 Study Area	Policy					
	•	Ensure that new public spaces are fronted with buildings that include windows and doors to help activate and informally supervise public space.			•		
	•	Include fountains or other focal points within parks.			•		
	•	Encourage local food production through community			•		
	•	Encourage native species plantings to reduce water consumption.			•		
	•	Minimize light pollution from public light sources and new development to preserve Hampton’s small town feel.		•			Night sky ordinance was adopted as part of 2018 amendment.
2011 Study Area	2022 Study Area	Projects					
	•	Reduce the impacts of parking lots on water quality by allowing unpaved areas, particularly for overflow parking.			•		
•		Establish a nature sanctuary with educational signage and multiuse trails west of the Hampton Elementary School.			•		

Infrastructure + Public Facilities			Status					
			Complete	In Progress/ On Going	Not Started	Not Relevant	Notes	
2011 Study Area	2022 Study Area	Policy						
	•	Encourage developers to bury utility wires or relocate them behind buildings.			•			
•		Provide space for new civic buildings in redevelopment adjacent to the proposed passenger rail station.			•			
•		Work with the County to ensure that future facilities are accessible to everyone and contribute to a vibrant downtown.		•				
2011 Study Area	2022 Study Area	Projects						
•		Construct a new public safety building on the site of the old post office (O-31).	•				Completed project 2016	
•		Construct a new City Hall within downtown when the existing facility reaches the end of its usable life.		•			Municipal City Hall Improvements underway 2022; renovations include interior, exterior of building, signage, lighting, and landscaping	

B. Market & Feasibility Study

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INTRODUCTION

Purpose of the Market Analysis

This market study provides an analysis of background trends and real estate conditions for the City of Hampton in order to assess potential market support for a range of uses that are possible in the City, as part of the Livable Centers Initiative (LCI) study. The LCI study will serve as a planning document that guides the revitalization of the King, George, and Daniel Streets neighborhood.

A carefully considered program of new development can help meet existing community needs and anticipate future demand as Hampton’s position in the regional market shifts. This Market Analysis pays special attention to the housing needs of the City’s current population and the existing housing market’s condition. It also considers how the City could preserve and expand the housing stock for the existing community as the City faces pressure in its housing market with an increase in median home sales and rents. Based on available forecasts and emerging trends, this analysis projects the scale and types of development that may be market-supportable, as well as those that may be realized over the next decade or more.

Methodology

This report analyzes demographic trends in the Study Area, as defined by the City. Demographic and employment data for this analysis are drawn from Esri, a private data vendor, with supplemental information from the 2015-2019 American Community Survey (ACS). Future projections of population and employment were provided by the Atlanta Regional Commission (ARC).

Data describing Hampton are compared to Henry County to provide context for the report, and to provide a sense of scale for trends at the local level. Although the Hampton LCI Area has been identified as the Study Area within the City, initial analysis of the data at the Study Area level did not reveal any significant differences between the Study Area and Hampton; there is nothing demographically or economically unique about the Study Area as of 2021 that would affect planning for the future of Hampton. By evaluating the existing conditions and trends in the city overall, this report can present the maximum development potential of the Study Area.

The real estate analysis provides an overview of market conditions in Hampton and Henry County. Data are presented on existing inventory, lease rates, net absorption, and occupancy levels for office, retail, and residential properties. Information was obtained from private data

vendors, including CoStar, Rent.com, and CoreLogic/ListSource. For the retail analysis, data from Esri were utilized to provide an overview of retail sales trends.

The analysis contained in this report was completed in April 2022 and reflects the most current information available from each source at the time of analysis.

Limiting Conditions

This study presents an assessment of current and potential future market support for development, based on the identified data sources. It has been prepared to inform the development of policies and plans by the City of Hampton and is not intended to be used to support any decision regarding the acquisition or development of any particular site or property. Because of the limitations of the scope of this study, available data including any errors by data providers, and the methodologies used, along with the uncertainty inherent in long-term projections, actual market performance may vary considerably from what is presented here. Market conditions are dynamic and the analysis and findings presented in this study are subject to change at any time after the publication of this study, based on changes due to macroeconomic conditions at the national and regional level; changes in legislation, regulations, and public policy actions; and decisions by developers, investors, firms, lenders, and other parties that may impact local market conditions and development potential.

DEMOGRAPHIC AND ECONOMIC CONDITIONS

Demographic Trends

Population and Households

Since 2000, Hampton and Henry County have both experienced significant growth in population and households, more than doubling in size. As shown in Table 1, between 2000 and 2021, Hampton’s population increased by 4,466 residents, or 115.8 percent, while number of households grew by 1,320, or 93.6 percent. Henry County observed substantial increases in population and households as well. In the 21-year period, Henry County’s population increased by nearly 109 percent, while households increased by 106.7 percent.

When comparing population and household growth by decades, Table 1 shows that the bulk of Hampton and Henry County’s growth occurred between 2000 and 2010. From 2000 and 2010, Hampton’s resident population doubled by 81.2 percent, while the city’s household growth trailed behind by 62.4 percent. Similarly, Henry County’s population and household, within these first ten years, rose by approximately 69 to 71 percent. In the subsequent eleven years (2010 to 2021), both city and county observed a slower rate of growth as population and households in both geographies increased by 19 percent to 23 percent. This dramatic rate of decline in demographic figures after 2010 reflects the slow recovery of the homebuilding industry following the Great Recession. Between 2010 and 2021, Hampton experienced a 19-percent population and household growth, while Henry County observed a 22.3-percent population and a 21.7-percent household growth.

As of 2021, the average household size in Hampton and Henry County is 3.04 and 2.91 persons per household, respectively. Household size in both geographies grew since 2000 where Hampton and Henry County’s average household size was 2.73 and 2.87, respectively. Growth in household size can be identified in geographies where population growth exceeds household growth. The substantial increase in average household size between 2000 and 2021, especially in Hampton, reflects the significant residential deliveries made between 2000 and 2010, thus augmenting the movement of family households into the area.

Table 1: Population and Households, 2000, 2010, and 2021

Population	2000	2010	2021	% Change 2000-2010	% Change 2010-2021	% Change 2000-2021
City of Hampton	3,857	6,987	8,323	81.2%	19.1%	115.8%
Henry County	119,341	203,922	249,468	70.9%	22.3%	109.0%
Household	2000	2010	2021	% Change 2000-2010	% Change 2010-2021	% Change 2000-2021
City of Hampton	1,411	2,292	2,731	62.4%	19.2%	93.6%
Henry County	41,373	70,255	85,502	69.8%	21.7%	106.7%
Avg. Household Size	2000	2010	2021			
City of Hampton	2.73	3.03	3.04			
Henry County	2.87	2.89	2.91			

Sources: U.S. Census Bureau, Decennial Census 2000, Table P001, H004, and H012; Decennial Census 2010, Table P1, H4, and H12; ESRI Business Analyst, 2022; BAE, 2022.

Household Composition

In 2021, family households in Hampton and Henry County comprised more than three-quarters of total households. As reported in Table 2, family households are more common in Hampton and Henry County, representing 78 percent and 76.4 percent of total households, respectively. Though non-family households make up less than a quarter of total households in both city and County, this household type grew at a faster rate than family households between 2010 and 2021. This trend may signify a modest shift in the millennial (age 24 to 40) or boomer generation (age 57 to 75), resulting in a growing number of household of singles and unrelated housemates.

Table 2: Household Composition, 2010 and 2021

City of Hampton	2010		2021		Change, 2010-2021	
	Number	Percent	Number	Percent	Number	Percent
Family households	1,811	79.0%	2,131	78.0%	320	17.7%
Non-family households	481	21.0%	600	22.0%	119	24.7%
Total Households	2,292	100.0%	2,731	100.0%	439	19.2%

Henry County	2010		2021		Change, 2010-2021	
	Number	Percent	Number	Percent	Number	Percent
Family households	54,445	77.5%	65,326	76.4%	10,881	20.0%
Non-family households	15,810	22.5%	20,176	23.6%	4,366	27.6%
Total Households	70,255	100.0%	85,502	100.0%	15,247	21.7%

Sources: U.S. Census Bureau, Decennial Census 2010, Table H4 and P35; ESRI Business Analyst, 2022; BAE, 2022.

Age Distribution

Table 3 shows the age distribution of Hampton and Henry County between 2010 and 2021.

The City and County have similar age distributions and trends over time.

In 2021, residents under age 18 made up the largest share of population. Nearly 27 percent of City residents were under the age of 18 compared to 23.4 percent of County residents. However, both geographies lost residents in this age group between 2010 and 2021, reflecting a larger trend of fewer children and an aging population. Despite these losses, the plurality of residents in this category indicates stable demand for family housing and citywide opportunities for child-focused or friendly events and amenities.

Residents aged 25 to 34 comprise the second largest proportion of total population in both the County and City, while residents aged 18 to 24 represents the smallest share of total population. This suggests that young adults often leave the area after high school but return to start their families.

The City’s resident population in senior age groups such as age 55 to 64 and 65 or older represent 10.8 percent and 10.9 percent, respectively. While not a particularly large share in either of the age cohorts, together, the 55+ population represent more than 21 percent of the City’s population and more than 25 percent of the County’s population. These cohorts are also growing considerably, following

national trends of an aging population, as well as trends for older empty nesters to relocate to areas with a lower cost of living and/or more temperate climates. Between 2010 and 2021, the City’s senior population (age 55+) increased 75.5 percent while the County’s senior population increased 68.1 percent. Providing appropriate housing for seniors could make more of the single-family housing stock available to young families.

Table 3: Age Distribution, 2010 and 2021

City of Hampton	2010		2021		Change, 2010-2021	
	Number	Percent	Number	Percent	Number	Percent
Under 18	2,499	35.8%	2,213	26.6%	(286)	-11.4%
18-24	372	5.3%	744	8.9%	372	100.0%
25-34	1,029	14.7%	1,278	15.4%	249	24.2%
35-44	1,168	16.7%	1,135	13.6%	(33)	-2.8%
45-54	893	12.8%	1,154	13.9%	261	29.2%
55-64	547	7.8%	896	10.8%	349	63.8%
65 or older	479	6.9%	905	10.9%	426	88.9%
Total Population	6,987	100.0%	8,325	100.0%	1,338	19.1%

Median Age	31.5	34.4
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Henry County	2010		2021		Change, 2010-2021	
	Number	Percent	Number	Percent	Number	Percent
Under 18	65,471	32.1%	58,378	23.4%	(7,093)	-10.8%
18-24	10,904	5.3%	21,939	8.8%	11,035	101.2%
25-34	24,777	12.2%	38,636	15.5%	13,859	55.9%
35-44	34,428	16.9%	32,111	12.9%	(2,317)	-6.7%
45-54	31,077	15.2%	35,745	14.3%	4,668	15.0%
55-64	20,217	9.9%	31,784	12.7%	11,567	57.2%
65 or older	17,048	8.4%	30,875	12.4%	13,827	81.1%
Total Population	203,922	100.0%	249,468	100.0%	45,546	22.3%

Median Age	35.3	36.8
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Sources: U.S. Census Bureau, Decennial Census 2010, Table P12 and P13; ESRI Business Analyst, 2022; BAE, 2022.

Income Distribution

Based on the annual household income shown in Table 4, Hampton is largely a working- and middle-class community. The city’s median household income in 2021 is approximately \$63,900, which is roughly \$10,000 lower than the median household income countywide

(\$73,300). According to Esri Business Analyst data, nearly 46 percent of Hampton households earned between \$50,000 and \$99,999, whereas only 37 percent of Henry County households earned within this income bracket. In contrast, the County observes a more notable share of households earning \$100,000 or greater compared to the city. Approximately 23 percent of Hampton households earned \$100,000 or greater, while about 34 percent of Henry County households earned within this income bracket. The large share of high-earning-income households in the County correspondingly aligns with the County’s significantly higher median household income and per capita household income.

Table 4: Household Income Distribution, 2021				
Household Income	City of Hampton		Henry County	
	Number	Percent	Number	Percent
Less than \$15,000	159	5.8%	4,502	5.3%
\$15,000 - \$24,999	122	4.5%	3,983	4.7%
\$25,000 - \$34,999	262	9.6%	6,930	8.1%
\$35,000 - \$49,999	307	11.2%	9,375	11.0%
\$50,000 - \$74,999	770	28.2%	18,812	22.0%
\$75,000 - \$99,999	480	17.6%	13,016	15.2%
\$100,000 - \$149,999	396	14.5%	17,601	20.6%
\$150,000 or greater	235	8.6%	11,283	13.2%
Total Households	2,731	100.0%	85,502	100.0%
Median Household Income	\$63,986		\$73,369	
Per Capita Income	\$26,134		\$31,254	

Sources: ESRI Business Analyst, 2021; BAE, 2022.

Race and Ethnicity

Hampton and Henry County’s populations are racially and ethnically diverse. Shown in Table 5, the non-White population makes up 63 percent of the city and county’s respective populations. The Black/African American population constitutes nearly half (48.9 percent) of the city and County’s populations. Additionally, Hispanic/Latino residents represent ten percent and 7.5 percent of the city and County’s respective populations. Non-Hispanic Whites, in contrast, comprise the second largest share of the city and County’s populations, making up 36.4 percent of Hampton and 37 percent of Henry County’s populations.

Since 2010, the City and County’s racial make-ups have continued to diversify. Between 2010 and 2021 both geographies changed from being at least 50 percent White to non-majority. A non-majority community means that no ethno-racial group makes up more than half of the local population and is usually coupled with a notable decline in non-Hispanic White population. Racially diverse communities expand the economy by capturing a greater share of the consumer market and catering to the consumption of diverse clients. More importantly, a racially diverse community builds social tolerance and inclusivity among local residents.

Table 5: Race and Ethnicity, 2010 and 2021						
City of Hampton	2010		2021		Change, 2010-2021	
	Number	Percent	Number	Percent	Number	Percent
Hispanic/Latino (a)	599	8.6%	833	10.0%	234	39.1%
Not Hispanic/Latino	6,388	91.4%	7,490	90.0%	1,102	17.3%
White	3,486	49.9%	3,027	36.4%	(459)	-13.2%
Black/African American	2,674	38.3%	4,070	48.9%	1,396	52.2%
Native American	10	0.1%	13	0.2%	3	30.0%
Asian	58	0.8%	140	1.7%	82	141.4%
Native Hawaiian/Pacific Islander	0	0.0%	1	0.0%	1	n.a.
Other	24	0.3%	20	0.2%	(4)	-16.7%
Two or More Races	136	1.9%	219	2.6%	83	61.0%
Total Population	6,987	100.0%	8,323	100.0%	1,336	19.1%
Henry County	2010		2021		Change, 2010-2021	
	Number	Percent	Number	Percent	Number	Percent
Hispanic/Latino (a)	11,813	5.8%	18,733	7.5%	6,920	58.6%
Not Hispanic/Latino	192,109	94.2%	230,735	92.5%	38,626	20.1%
White	107,083	52.5%	92,320	37.0%	(14,763)	-13.8%
Black/African American	74,056	36.3%	122,004	48.9%	47,948	64.7%
Native American	482	0.2%	520	0.2%	38	7.9%
Asian	5,902	2.9%	9,006	3.6%	3,104	52.6%
Native Hawaiian/Pacific Islander	110	0.1%	142	0.1%	32	29.1%
Other	504	0.2%	597	0.2%	93	18.5%
Two or More Races	3,972	1.9%	6,146	2.5%	2,174	54.7%
Total Population	203,922	100.0%	249,468	100.0%	45,546	22.3%

Notes:
(a) Includes all races for those of Hispanic/Latino background.
(b) Totals may not match totals in other tables due to independent rounding.

Sources: U.S. Census Bureau, Decennial Census 2010, Table P5; ESRI Business Analyst, 2022; BAE, 2022.

Educational Attainment

Hampton residents have slightly lower levels of educational attainment than Henry County residents. As presented in Table 6, nearly 93 percent of Hampton residents aged 25 or older and 92 percent of Henry County residents aged 25 or older hold at least a high school diploma or equivalent. The County has a higher share of residents that hold a bachelor’s degree or higher (30.4 percent) compared to that of the city (26.9 percent). Henry County’s relatively high educational attainment contributes to its higher median household income.

Table 6: Educational Attainment, Population Age 25+, 2021

Educational Attainment	City of Hampton		Henry County	
	Number	Percent	Number	Percent
Less than 9th Grade	138	2.6%	4,358	2.6%
9th to 12th Grade, No Diploma	255	4.7%	9,013	5.3%
High School Graduate (incl. Equivalency)	1,873	34.9%	52,075	30.8%
Some College, No Degree	1,151	21.4%	36,867	21.8%
Associate Degree	510	9.5%	15,390	9.1%
Bachelor's Degree	993	18.5%	32,558	19.2%
Graduate/Professional Degree	449	8.4%	18,890	11.2%
Total Population Age 25+	5,369	100.0%	169,151	100.0%
Population 25+ High School Graduate (incl. Equivalency) or Higher (%)	4,976	92.7%	155,780	92.1%
Population 25+ with Bachelor's Degree or Higher (%)	1,442	26.9%	51,448	30.4%

Sources: Esri Business Analyst, 2021; BAE, 2022.

Resident Employment

As of 2021, there are 3,874 Hampton residents aged 16 and older in the labor force. Of those in the labor force, 3,695 residents, or 95.4 percent, are employed and 179 residents, or 4.6 percent, are unemployed. Hampton’s unemployment rate is marginally lower than that of Henry County, which observed an unemployment rate of 5.3 percent in 2021. Overall, Hampton and Henry County’s unemployment rate are on par with the State of Georgia’s unemployment rate of five percent.

Among Hampton’s employed residents, shown in Table 7, the largest share of residents work in the educational services (14.6 percent), transportation/warehousing (14.3 percent), and retail trade (10.9 percent) industries. Cumulatively, these three industries represent nearly 40 percent of total employed Hampton residents. Large shares of Henry County residents also work in transportation/warehousing (14.2 percent) and educational services (10 percent). There is a large share of residents working in the transportation/warehousing industry due to the prevalence of key manufacturing companies including Alpla Group, Southern States, LLC, Ken’s Food Inc., and BEHR paint.

Employment differences in higher wage sectors, including the Information, Finance and Insurance, and Professional and Technical services sectors, which combined employ 12.7 percent of County residents compared to 8.2 percent of City residents, likely contributes to the median income differential.

Table 7: Resident Employment by Industry, 2021

Industry	City of Hampton		Henry County	
	Number	Percent	Number	Percent
Agriculture/Forestry/Fishing/Hunting	0	0.0%	109	0.1%
Mining/Quarrying/Oil & Gas Extraction	0	0.0%	17	0.0%
Construction	325	8.8%	6,237	5.4%
Manufacturing	114	3.1%	7,451	6.5%
Wholesale Trade	90	2.4%	3,683	3.2%
Retail Trade	402	10.9%	11,366	9.9%
Transportation/Warehousing	530	14.3%	16,219	14.2%
Utilities	137	3.7%	1,583	1.4%
Information	68	1.8%	2,416	2.1%
Finance/Insurance	62	1.7%	4,725	4.1%
Real Estate/Rental/Leasing	122	3.3%	2,412	2.1%
Professional/Scientific/Tech Services	173	4.7%	7,454	6.5%
Management of Companies/Enterprises	0	0.0%	32	0.0%
Admin/Support/Waste Management Svcs	262	7.1%	5,985	5.2%
Educational Services	538	14.6%	11,433	10.0%
Health Care/Social Assistance	308	8.3%	13,572	11.8%
Arts/Entertainment/Recreation	4	0.1%	771	0.7%
Accommodation/Food Services	107	2.9%	5,424	4.7%
Other Services (excl Public Administration)	133	3.6%	4,962	4.3%
Public Administration	320	8.7%	8,741	7.6%
Total Employed Residents	3,695	100.0%	114,592	100.0%
Unemployment Rate	4.6%		5.3%	

Sources: Esri Business Analyst, 2021; BAE, 2022.

Jobs by Industry

As of 2021, the predominant industries in Hampton are manufacturing, educational services, public administration, and health care/social assistance. As show in Table 8, jobs in manufacturing comprise nearly 35 percent of total Hampton employment, while educational services (nine percent), public administration (nine percent), and health care/social assistance (8.7 percent) industries constitutes a total of 26.8 percent. Cumulatively, these four industries represent roughly 62 percent of Hampton employment.

In Henry County, retail trade represents the largest share of employment (17.1 percent). Other common industries in the County include accommodation/food services (14.1 percent), health care/social assistance (12.0 percent), and educational services (10.9 percent). The prevalence of these industries is due to key employers such as Henry County Schools and Piedmont Henry Hospital. Additionally, Henry County retains key industries such as advance manufacturing and logistics in the region. Major manufacturing companies such as Alpla and Zinus, BEHR Process Corporation, PVH Corporation, and Luxottica Retail Group employ workers from their logistics and distribution centers.

Table 8 also illustrates the magnitude of Hampton jobs as a percentage of Henry County’s total employment. The city’s employment comprises two percent of the County’s employment. On an industry basis, Hampton holds 16 percent of all County manufacturing employment despite only having two percent of total County’s employment. This suggests that not only is manufacturing a dominant industry in Hampton, but that the City may also be able to support a cluster of ancillary industries related to manufacturing. Conversely, City office sector employment is underrepresented, with City jobs representing 0.4 percent of all County Information jobs; 0.8 percent of County Finance/Insurance jobs, 1.3 percent of Real Estate/ Rental/Leasing jobs, and 1.6 percent of Professional/Scientific/Tech Services jobs. In total, including administration and waste industry jobs, City office sector employment makes up nearly two percent of the County’s total office sector employment, indicating that other areas within the County will have stronger office markets than Hampton.

Table 8: Jobs by Industry, 2021

Industry	City of Hampton			Henry County	
	Number	Percent	% of County	Number	Percent
Agriculture/Forestry/Fishing/Hunting	0	0.0%	0.0%	40	0.1%
Mining	0	0.0%	n.a.	0	0.0%
Utilities	0	0.0%	0.0%	209	0.4%
Construction	41	3.3%	1.5%	2,749	4.6%
Manufacturing	430	34.7%	16.2%	2,648	4.5%
Wholesale Trade	0	0.0%	0.0%	3,220	5.4%
Retail Trade	64	5.2%	0.6%	10,115	17.1%
Transportation/Warehouse	12	1.0%	0.8%	1,438	2.4%
Information	2	0.2%	0.4%	454	0.8%
Finance/Insurance	12	1.0%	0.8%	1,588	2.7%
Real Estate/Rental/Leasing	20	1.6%	1.3%	1,519	2.6%
Professional/Scientific/Tech Services	41	3.3%	1.6%	2,629	4.4%
Management of Companies/Enterprises	0	0.0%	0.0%	7	0.0%
Admin/Support/Waste Management Svcs	48	3.9%	2.9%	1,649	2.8%
Educational Services	112	9.0%	1.7%	6,456	10.9%
Health Care/Social Assistance	108	8.7%	1.5%	7,097	12.0%
Arts/Entertainment/Recreation	10	0.8%	1.1%	938	1.6%
Accommodation/Food Services	104	8.4%	1.2%	8,342	14.1%
Other Services (excl Public Administration)	103	8.3%	2.6%	3,939	6.6%
Public Administration	112	9.0%	3.0%	3,733	6.3%
Unclassified Establishments	19	1.5%	3.7%	516	0.9%
Total Workers	1,238	100.0%	2.1%	59,286	100.0%

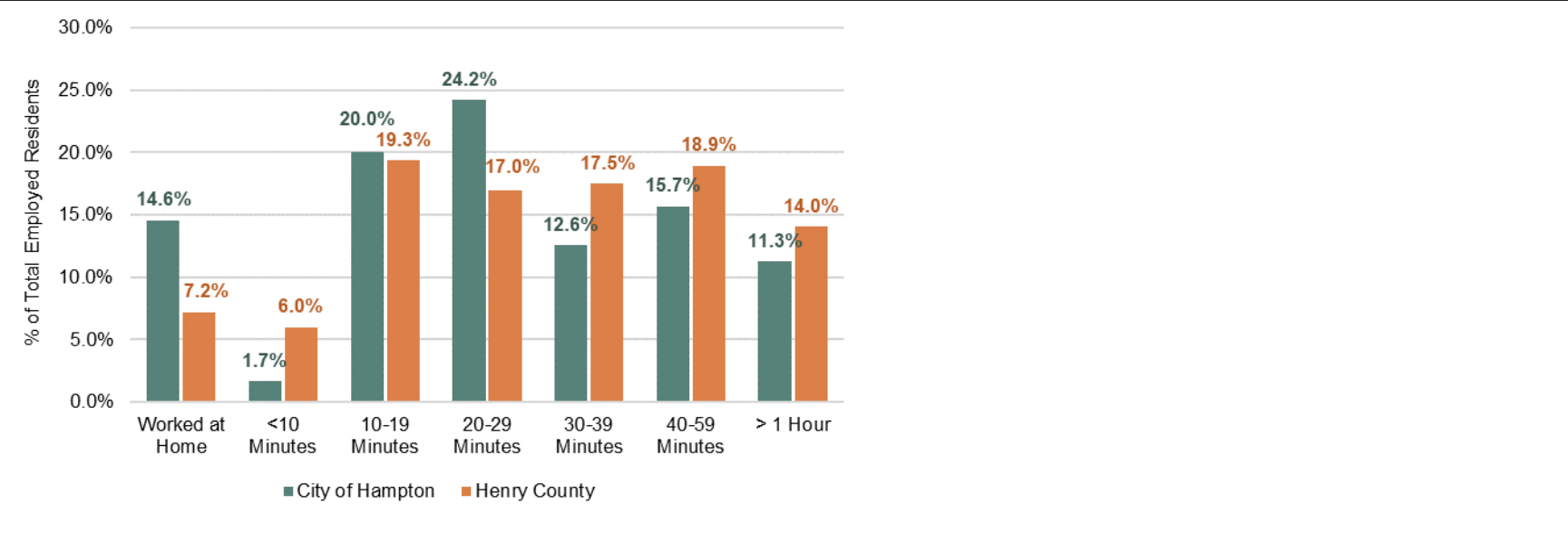
Sources: Data Axel via Esri Business Analyst, 2021; BAE, 2022.

Commute Patterns

Hampton and Henry County’s commute patterns show County residents having a slightly longer commute to work than City residents. As illustrated in Figure 1, the 2019 American Community Survey (ACS) recorded a total of 44.2 percent of Hampton residents commuting between ten and 29 minutes to work. Of these commuters, 20 percent commuted from ten to 19 minutes and 24.2 percent commuted 20 to 29 minutes. Approximately 28 percent of Hampton residents commuted between 30 and 59 minutes to work. In contrast, 36.3 percent of Henry County residents spent ten to 29 minutes commuting to work, while 36.4 percent spent 30 to 59 minutes commuting. Additionally, a greater share of County residents (14 percent) spent one hour or more commuting to work compared to city residents (11.3

percent). At the time the data was collected (2019), 14.6 percent of Hampton residents and 7.2 percent of Henry County residents reported working at home.

Figure 1: Commute Patterns for Employed Residents, 2019 Five-Year Sample Data

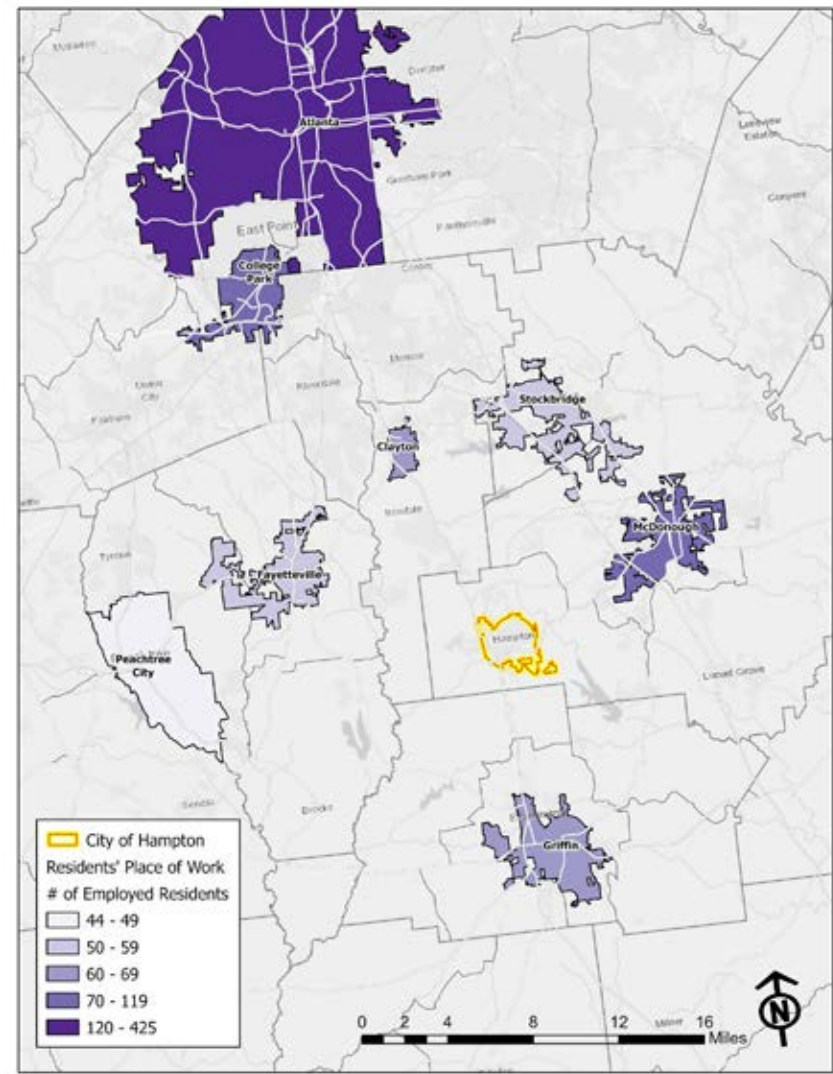


Sources: U.S. Census Bureau, American Community Survey 2015-2019 Five-Year Sample Estimates via Esri Business Analyst, 2021; BAE, 2022.

According to data from the U.S. Census Bureau Longitudinal Employer-Household Dynamics On The Map analysis, most of Hampton’s employed residents are traveling into Atlanta for work. As illustrated in Figure 2, in 2019, approximately 425 of Hampton’s employed residents worked in Atlanta. Other popular work destinations for Hampton’s employed residents include College Park, McDonough, Clayton County, Griffin, Fayetteville, Stockbridge, and Peachtree City.

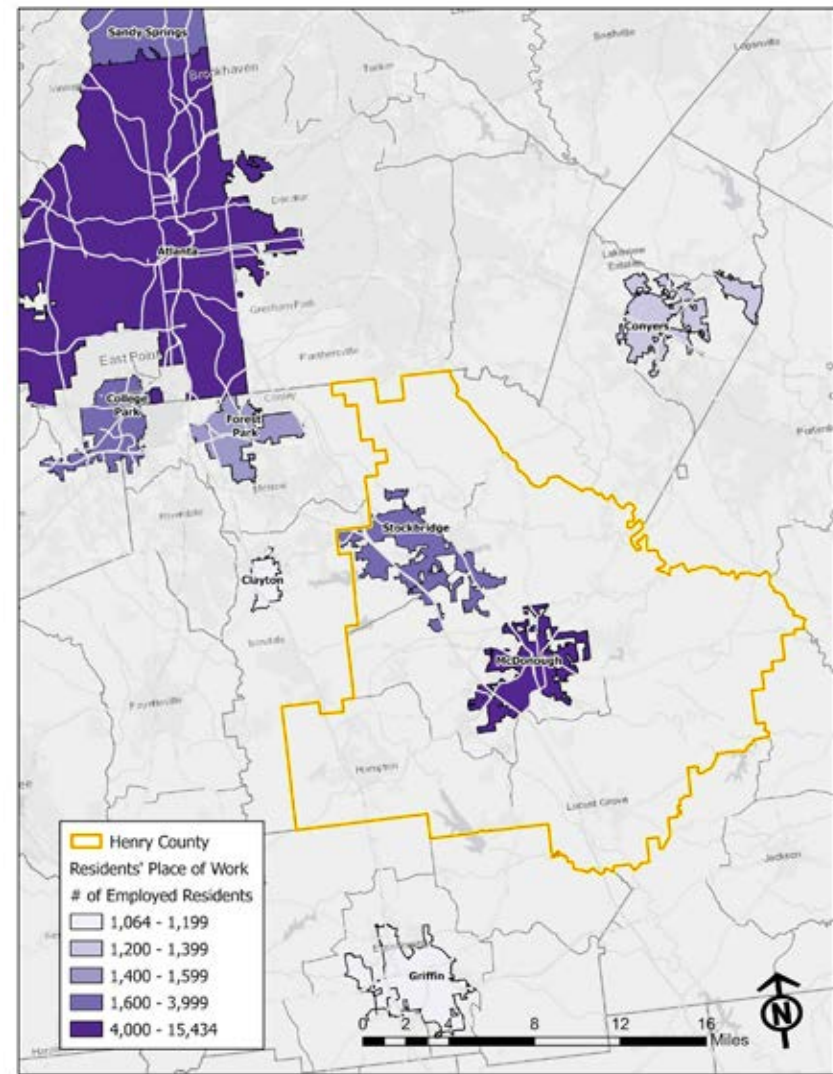
Figure 3 presents Henry County’s employed residents by place of work. Atlanta and McDonough are the primary places of employment for County residents with between 4,000 and 15,434 County residents commuting to each location for work. Other concentrated work destinations for County residents include Sandy Springs, College Park, Stockbridge, Forest Park, Conyers, and Griffin.

Figure 2: Hampton Residents' Place of Work, 2019



Sources: Longitudinal Employer-Household Dynamics via OnTheMap, 2022; BAE, 2022.

Figure 3: Henry County's Residents' Place of Work, 2019



Sources: Longitudinal Employer-Household Dynamics via OnTheMap, 2022; BAE, 2022.

Psychographic Analysis/Tapestry Segmentation

Psychographic analysis is a method of market analysis that uses demographic data, consumer spending insights, and opinion research to identify patterns and categorize people into groups based on their lifestyle characteristics. It extends beyond traditional demographic research by focusing on people’s attitudes and aspirations—what they want, what they like to buy, and where they want to go—making it particularly useful in land use and economic development planning. Esri Business Analyst (Esri) publishes a proprietary psychographic analysis tool known as Tapestry Segmentation that divides the United States’ adult population into 67 distinct lifestyle segments. While the 67 segments illustrate a great diversity of lifestyles, they are ultimately generalizations and cannot fully capture the diversity of individual people, households, and communities. As depicted in Table 9, the majority of Hampton’s adult population fall under the Middleburg (59.8 percent), Up and Coming Families (25 percent), or Urban Edge Families (15.2 percent) segments.

The Middleburg segment is characterized by families who live in semirural subdivisions within metropolitan areas. Residents in this segment are younger single-family and owner-occupied households and generally live a self-reliant lifestyle. They are primarily family-oriented and participate in hobbies such as fishing, hunting, bowling, and baseball. The majority of Middleburg residents hold at least a high school diploma or some college education and work in Office and Administrative Support, Sales and Retail, and Management industries. Middleburg consumers are comfortable with the latest technology for convenience and entertainment. As a generally younger demographic, residents in this segmentation have a comparable household income (\$59,800) to the national median (\$56,100). Middleburg is the third most common segmentation in Henry County, just behind Up and Coming Families and Workday Drive.

Up and Coming Families account for an additional approximately 25 percent of Hampton’s population, the second most common segment in the city. This segment is generally composed of young and hard-working households primarily located in new suburban peripheries. This population finds leisure in family activities, movies at home, and trips to theme parks, zoos, or sporting events. The majority of this population has some college education or degree and work in primarily Office and Administrative Support, Sales and Retail, and Management industries. The Up and Coming Families population has approximately a 74 percent homeownership rate and have two or more workers in most households. The median household income for this segmentation group is roughly \$72,000, higher than the national median household income of \$56,100. Up and Coming Families residents are comfortable carrying debt from credit card balances, student loans, and mortgage, but also maintains retirement plans and charitable contributions. Up and Coming Families is the most common segmentation in Henry County.

Residents in the Urban Edge Families segment are single-family and multi-generational households composed of younger married-couple families with children and grandparents. Residents in this segment live in neighborhoods located in the urban periphery of large metropolitan areas, thus having a longer commute to work. Urban Edge Families are family-centric and enjoy family outings to theme parks and zoos. The majority of residents hold a high school diploma only or have spent some time at a college or university, while only a small portion has earned a college degree. Median household income of this segmentation group is \$50,900, lower than the national median by approximately \$5,000. Because of the residents’ lower household income, most Urban Edge Families tend to spend money carefully and focus more on necessities. Residents of this segmentation group are captivated by new technology and stay connected using the internet.

Although Esri tapestry segmentations provides a detailed glimpse of population lifestyle characteristics, these segments do not provide a definitive view of the community and have clear limitations. The majority of the Middleburg, Up and Coming Families, and Urban Edge Families populations comprise of White residents, with Hispanic/Latino being the second more prominent race and ethnicity. Contrary to the generalized race and ethnic distribution of Esri’s tapestry segmentations, nearly 49 percent of Hampton’s population is Black/African American. The conflicting race and ethnic distribution exposes a weakness in the methodology and conclusion of Esri tapestry segmentations and overgeneralizes populations to produce a higher-level analysis.

Table 9: Tapestry Segmentation, 2021

<u>City of Hampton</u>	<u>Adult Population by Lifestyle Segments</u>	
	<u>Number</u>	<u>Percent</u>
Middleburg	3,655	59.8%
Up and Coming Families	1,528	25.0%
Urban Edge Families	929	15.2%
Total Adult Population	6,112	100.0%
<u>Henry County</u>		
Up and Coming Families	46,830	24.5%
Workday Drive	43,877	23.0%
Middleburg	41,464	21.7%
Green Acres	14,162	7.4%
Southern Satellites	7,795	4.1%
All Other	36,962	19.3%
Total Adult Population	191,090	100.0%

Sources: Esri Business Analyst, 2021; BAE, 2022.

Housing Characteristics

Housing Inventory and Occupancy

The housing vacancy rate in Hampton and Henry County decreased modestly between 2010 and 2020. Table 10 shows Hampton’s housing vacancy rate fell from 14 percent to seven percent within the ten-year period, while Henry County’s housing vacancy dropped from 8.2 percent to 5.7 percent.

Vacancy

In 2020, Hampton’s vacancy rate dropped to seven percent—half of the city’s reported 2010 vacancy rate. Of Hampton’s vacant units, 80 units, or approximately three percent of total units, are for rent or for sale and available on the market, representing the City’s effective vacancy rate. Approximately 65 units, or 2.6 percent of total units, are categorized as other vacant, and 26 units are defined as rented or sold, not occupied. According to the U.S. Census Bureau, the other vacant category are vacant year-round units which are held for settlement of an estate, for repairs, and/or for personal reasons. Although having some amount of vacancy is considered healthy for a market, a notable share of vacant units categorized as unavailable for sale/rent or other vacant lead to misleading vacancy rates. Although these units are included as vacant units in vacancy calculations, they are held off the market and inaccessible for prospective renters and homeowners.

Much like Hampton, Henry County also observed a decrease in vacancy rate. Between 2010 and 2020, Henry County’s vacancy rate decreased from 8.2 percent to 5.7 percent. Among the County’s vacant units, other vacant units make up the largest share of all vacant units in 2020, representing 1,979 units of the total 4,734 vacant units in the County. Additionally, since 2010, off-market vacant units, such as other vacant and rented or sold, not occupied units, have increased substantially, while market for rent and for sale units have reduced. Approximately 185 units were held off the market and categorized as other vacant since 2010, while 139 units were listed as rented or sold, not occupied. The County’s effective vacancy rate, representing those units available for rent or sale in 2020 was 2.5 percent.

The low and falling effective vacancy rates in both geographies indicate a steep demand for housing, while the number of available units for rent and for sale realistically shows how competitive Hampton and Henry County’s housing market are. As of 2020, less than four percent of units in Hampton and less than three percent of units in Henry County are available to for rent or sale. Concurrently, there has been an

increase in the amount of off-market vacant units. This issue suggests that housing supply has not met the housing demand within the past ten years, and the region faces challenges of underutilized off-market residential properties and a lack of new housing production.

Table 10: Occupancy and Vacancy Status, 2010 and 2020

	2010		2020		Change 2010-2020	
	Number	Percent	Number	Percent	Number	Percent
City of Hampton						
Occupied units	2,292	86.0%	2,285	93.0%	(7)	-0.3%
Vacant units	374	14.0%	171	7.0%	(203)	-54.3%
For rent	112	4.2%	57	2.3%	(55)	-49.1%
For sale only	131	4.9%	23	0.9%	(108)	-82.4%
Rented or sold, not occupied	12	0.5%	26	1.1%	14	116.7%
For seasonal, recreational, or occasional use	16	0.6%	0	0.0%	(16)	-100.0%
For migrant workers	0	0.0%	0	0.0%	0	n.a.
Other vacant	103	3.9%	65	2.6%	(38)	-36.9%
Total Units	2,666	100.0%	2,456	100.0%	(210)	-7.9%
	2010		2020		Change 2010-2020	
	Number	Percent	Number	Percent	Number	Percent
Henry County						
Occupied units	70,255	91.8%	78,204	94.3%	7,949	11.3%
Vacant units	6,278	8.2%	4,734	5.7%	(1,544)	-24.6%
For rent	1,992	2.6%	1,516	1.8%	(476)	-23.9%
For sale only	1,962	2.6%	576	0.7%	(1,386)	-70.6%
Rented or sold, not occupied	239	0.3%	378	0.5%	139	58.2%
For seasonal, recreational, or occasional use	290	0.4%	285	0.3%	(5)	-1.7%
For migrant workers	1	0.0%	0	0.0%	(1)	-100.0%
Other vacant	1,794	2.3%	1,979	2.4%	185	10.3%
Total Units	76,533	100.0%	82,938	100.0%	6,405	8.4%

Sources: U.S. Census Bureau, Decennial Census 2010, table H3 and H5; American Community Survey 2016-2020 five-year sample data, table B25002 and B25004; BAE, 2022.

Housing Tenure

Households in Hampton and Henry County are predominantly homeowners. In 2021, more than 80 percent of Hampton households and roughly 77 percent of Henry County households own their housing units. Furthermore, as Table 11 shows, the number of owner-occupied households has greatly increased since 2010, representing a 36-percent growth rate in Hampton and a 22-percent growth in Henry County. Renters in the region make up a small portion of total households and constitute less than 20 percent of Hampton households and

approximately 23 percent of Henry County households. Despite the smaller share, the number of renter households in Henry County increased 20.3 percent from 2010, while the number of renters in Hampton has decreased four percent. Although the reduction in renter households in Hampton is marginal, the 11-year trend indicates that most of the renter household growth occurred outside of Hampton city limits in surrounding cities such as Stockbridge and McDonough.

Table 11: Household Tenure, 2010 and 2021

City of Hampton	2010		2021		Change, 2010-2021	
	Number	Percent	Number	Percent	Number	Percent
Owner-Occupied	1,771	77.3%	2,231	81.7%	460	26.0%
Renter-Occupied	521	22.7%	500	18.3%	(21)	-4.0%
Total Occupied Units	2,292	100.0%	2,731	100.0%	439	19.2%

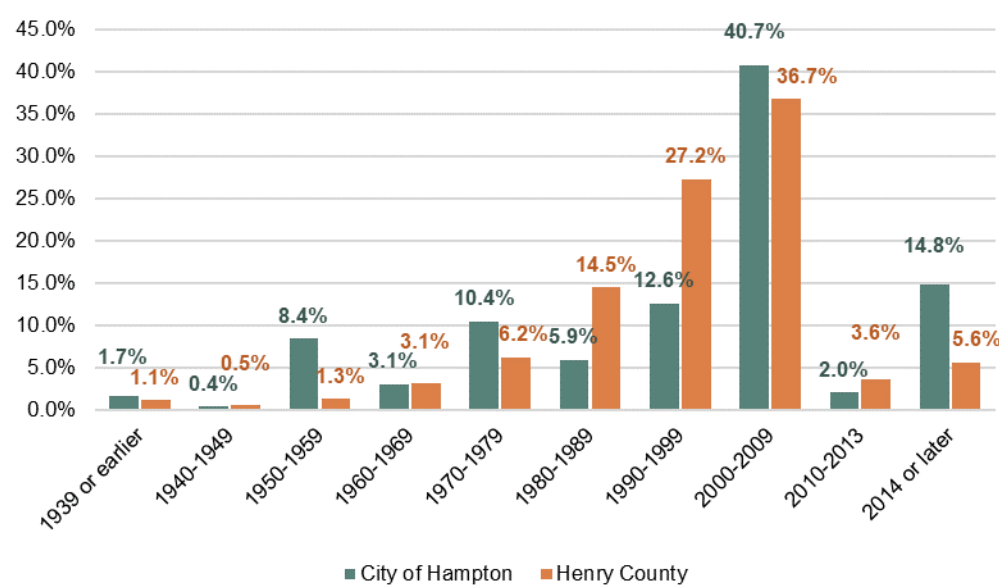
Henry County	2010		2021		Change, 2010-2021	
	Number	Percent	Number	Percent	Number	Percent
Owner-Occupied	54,139	77.1%	66,112	77.3%	11,973	22.1%
Renter-Occupied	16,116	22.9%	19,390	22.7%	3,274	20.3%
Total Occupied Units	70,255	100.0%	85,502	100.0%	15,247	21.7%

Sources: U.S. Census Bureau via Esri Business Analyst, 2021; BAE, 2022.

Year Built

Figure 4 illustrates the estimated distribution of housing units by year built based on the 2020 American Community Survey (ACS). The ACS data shows that the housing inventory in Hampton and Henry County is mostly composed of newer housing units built since 1990. Approximately 53 percent of housing units in Hampton and nearly 64 percent of housing units in Henry County were built between 1990 and 2009. However, due to the economic downturn and housing impacts of the Great Recession, home construction and deliveries have declined since 2010. An estimated 16.8 percent of Hampton units and 9.2 percent of County units were built following the Great Recession. In both the City and County, older units (built before 1990) make up a smaller share, with historic homes built before 1940 representing 1.7 percent of City homes and 1.1 percent of County homes.

Figure 4: Housing Units by Year Built, 2020 Five-Year Sample Data



Sources: U.S. Census Bureau, American Community Survey 2016-2020 five-year sample data, table B25034; BAE, 2022.

Units in Structure

The vast majority of housing units in Hampton and Henry County are single-family units. According to the 2020 American Community Survey (ACS), 85.4 percent of Hampton units and 83.7 percent of Henry County units are single-family residential units. As shown in Table 12, the ACS also records a modest portion of multifamily units in Hampton, constituting approximately nine percent, and a small portion of mobile home units, representing 5.8 percent of total units. Henry County offers a wider range of residential unit options, with a multifamily inventory of 13 percent and a mobile home inventory of 3.2 percent of total units.

Since 2010, Hampton observed a significant increase in multifamily structures offering five to 19 units and minimal growth of duplex and quadplex multifamily units. Additionally, the city gained 151 single-family units during the ten-year period, or an eight percent growth rate. Between 2010 and 2020, Henry County’s housing inventory experienced significant growth in multifamily structures offering duplex to

quadplex (67.2 percent), 20 to 49 units (43.7 percent), and 50 or more units (72.2 percent). Single-family units (attached and detached) in Henry County grew at a rate of 9.2 percent, faster than the City’s single-family unit growth rate of approximately eight percent.

Table 12: Housing Units by Units in Structure, 2010 and 2020 Five-Year Sample Data						
City of Hampton	2010		2020		Change 2010-2020	
	Number	Percent	Number	Percent	Number	Percent
Single-Family, Detached	1,945	85.0%	2,070	84.3%	125	6.4%
Single-Family, Attached	0	0.0%	26	1.1%	26	n.a.
2-4 Units	139	6.1%	141	5.7%	2	1.4%
5-19 Units	64	2.8%	76	3.1%	12	18.8%
20-49 Units	0	0.0%	0	0.0%	0	n.a.
50+ Units	0	0.0%	0	0.0%	0	n.a.
Mobile Homes	139	6.1%	143	5.8%	4	2.9%
Other (a)	0	0.0%	0	0.0%	0	n.a.
Total Units	2,287	100.0%	2,456	100.0%	169	7.4%

Henry County	2010		2020		Change 2010-2020	
	Number	Percent	Number	Percent	Number	Percent
Single-Family, Detached	62,123	83.8%	68,109	82.1%	5,986	9.6%
Single-Family, Attached	1,490	2.0%	1,365	1.6%	(125)	-8.4%
2-4 Units	1,193	1.6%	1,995	2.4%	802	67.2%
5-19 Units	4,582	6.2%	5,504	6.6%	922	20.1%
20-49 Units	1,769	2.4%	2,542	3.1%	773	43.7%
50+ Units	431	0.6%	742	0.9%	311	72.2%
Mobile Homes	2,527	3.4%	2,681	3.2%	154	6.1%
Other (a)	11	0.0%	0	0.0%	(11)	-100.0%
Total Units	74,126	100.0%	82,938	100.0%	8,812	11.9%

Note:
(a) Includes boats, RVs, vans, etc.

Sources: U.S. Census Bureau, American Community Survey 2006-2010 and 2016-2020 five-year sample data, Table B25024; BAE, 2022.

Housing Affordability

Households by HUD Area Median Family Income Level

Table 13 shows the distribution of households by area median family income according to 2014-2018 Comprehensive Housing Affordability Strategy (CHAS) data published by the U.S. Department of Housing and Urban Development (HUD). The household income category is determined based on household size and the annually reported FY 2021 HUD Area Median Family Income (HAMFI) for the Atlanta-Sandy Springs-Roswell MSA. HUD-defined income categories include above moderate-, moderate-, low-, very low-, and extremely low-income. Households that earn less than or equal to 30 percent of HAMFI are classified as extremely low-income, whereas households with greater than 30 percent but less than or equal to 50 percent of HAMFI are considered very low-income. Low-income households earn greater than 50 percent but less than or equal to 80 percent of HAMFI. Households considered as moderate-income earn greater than 80 percent but less than or equal to 120 percent of HAMFI, while above moderate-income households earn greater than 120 percent of HAMFI. These income criteria are commonly used to determine a household’s eligibility for government subsidized housing and other means-tested benefits. In 2021, the HAMFI for a family of four in the Atlanta-Sandy Springs-Roswell MSA was \$86,200.

According to HUD, Hampton has a higher share of households in lower income households than Henry County. Table 13 shows that roughly 30 percent of households in Hampton are extremely low- and very low-income households, while only 19 percent of households in Henry County are classified in these income categories. Inversely, Henry County captures a larger share of households classified as moderate- and above moderate-income households (65 percent) than in Hampton, which observe 50 percent of households in these income categories.

Table 13: Households by Tenure and Income Level, 2018 Five-Year Sample Data

City of Hampton						
% of HUD Area Median Family Income (a)	Renter Households		Owner Households		All Households	
	Number	Percent	Number	Percent	Number	Percent
Extremely Low Income (≤30% HAMFI)	195	28.7%	80	4.9%	275	11.9%
Very Low Income (>30%, ≤50% HAMFI)	165	24.3%	265	16.2%	430	18.6%
Low Income (>50%, ≤80% HAMFI)	35	5.1%	415	25.4%	450	19.4%
Moderate Income (>80%, ≤120% HAMFI)	25	3.7%	500	30.6%	525	22.7%
Above Moderate Income (>120% HAMFI)	260	38.2%	375	22.9%	635	27.4%
Total Households (b)	675	100.0%	1,640	100.0%	2,315	100.0%

Henry County						
% of HUD Area Median Family Income (a)	Renter Households		Owner Households		All Households	
	Number	Percent	Number	Percent	Number	Percent
Extremely Low Income (≤30% HAMFI)	3,185	15.2%	3,590	6.8%	6,775	9.2%
Very Low Income (>30%, ≤50% HAMFI)	3,440	16.4%	3,670	6.9%	7,110	9.6%
Low Income (>50%, ≤80% HAMFI)	4,205	20.0%	7,775	14.7%	11,980	16.2%
Moderate Income (>80%, ≤120% HAMFI)	5,340	25.4%	11,750	22.2%	17,090	23.1%
Above Moderate Income (>120% HAMFI)	4,825	23.0%	26,045	49.3%	30,870	41.8%
Total Households (b)	20,995	100.0%	52,830	100.0%	73,825	100.0%

Notes:
(a) "HAMFI" is the HUD Area Median Family Income for the Atlanta-Sandy Springs-Roswell, GA HUD Metro Area.
(b) Totals do not equal the sum of individual figures due to independent rounding.

Sources: U.S. Department of Housing and Urban Development, 2014-2018 Comprehensive Housing Affordability Strategy (CHAS) data; BAE, 2022.

Housing Cost Burden by Tenure

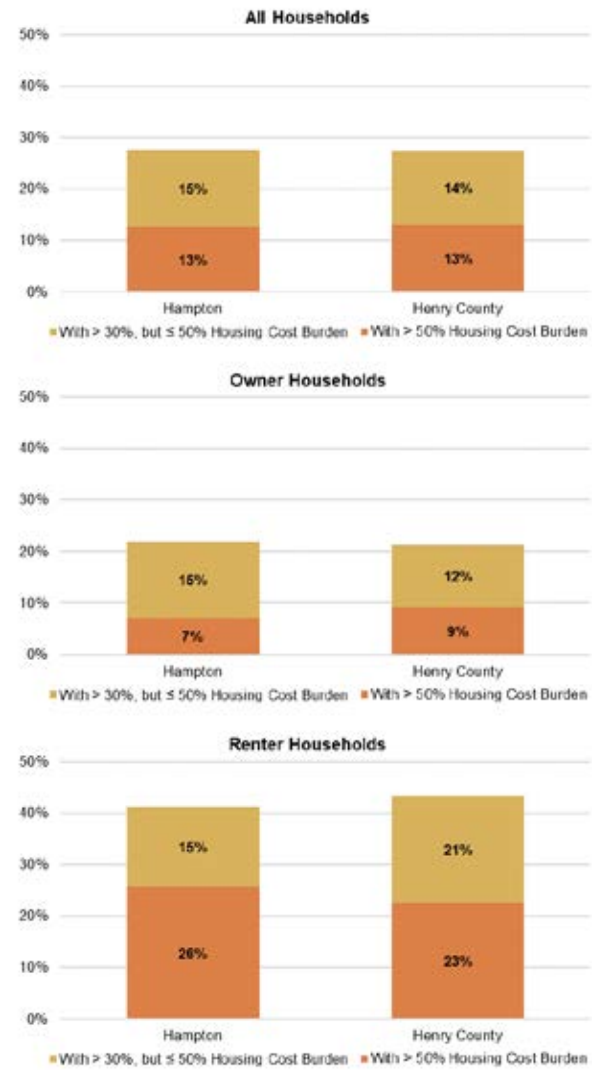
Figure 5 presents the distribution of households with a housing cost burden by tenure. Under HUD standards, households experiencing a housing cost burden are those spending more than 30 percent of their incomes on housing costs. Housing cost burden is categorized in ranges, with households spending more than 30 percent but less than 50 percent of incomes on housing cost classified as moderately cost burdened, while those spending more than 50 percent of incomes are classified as severely cost burdened.

According to 2018 HUD data, both Hampton and Henry County have comparable shares of cost burdened households, accounting for approximately 27 to 28 percent of each geography. Among owner households, Henry County observed a marginally higher share of severely

cost burdened households, spending more than 50 percent of their incomes on housing cost, compared to Hampton. Moderately cost burdened households, or households spending more than 30 percent but less than 50 percent of their incomes on housing cost, are prominent in Hampton, accounting for 15 percent of all owner households, while moderately cost burdened households only accounted for 12 percent of owner households in Henry County.

Renter households across both geographies are more likely to have a housing cost burden than owner households. In Hampton, 41 percent of renter households spend more than 30 percent of their incomes on housing costs. More specifically, a greater portion of cost burdened renter households in the city are categorized as severely cost burdened. Henry County observe a slightly higher share of cost burdened households compared to Hampton. In 2018, 44 percent of renter households countywide are cost burdened. Respectively, moderately cost burdened households constitute 21 percent and severely cost burdened households represent 23 percent of renter households countywide.

Figure 5: Housing Cost Burden by Household Type, 2018 Five-Year Sample Data



Sources: U.S. Department of Housing and Urban Development, 2014-2018 Comprehensive Housing Affordability Strategy (CHAS) data; BAE, 2022.

REAL ESTATE MARKET CONDITIONS

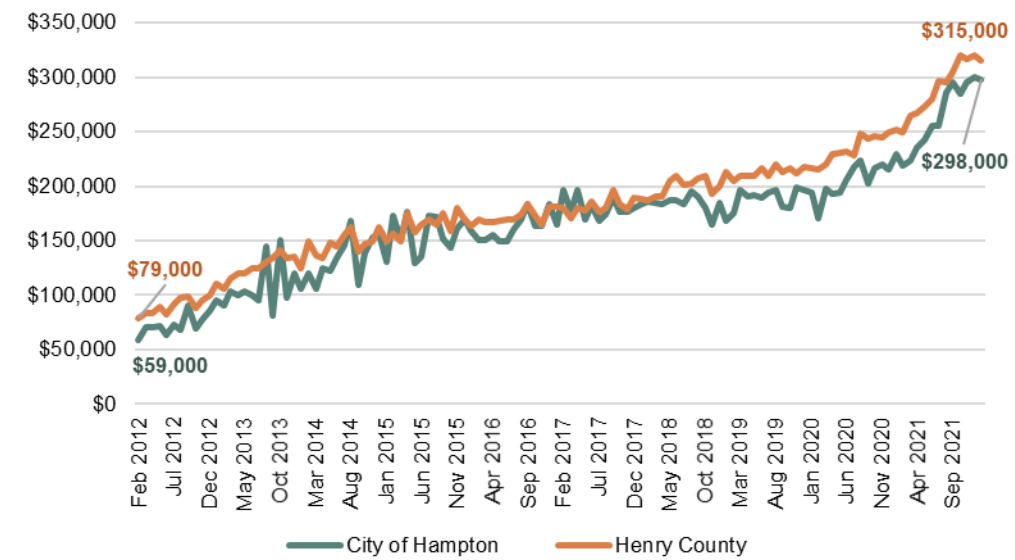
Housing Market

For Sale Housing

Since 2012, the median sale price for homes sold in Henry County has marginally remained higher than the median sale price of homes in Hampton. As shown in Figure 6, in January 2022, the median sale price in Hampton was \$298,000 compared to \$315,000 in the County. Although steadily increasing, Hampton had large month-to-month fluctuations in median sale price between February 2012 and January 2022, possibly due to limited number of monthly sales and the potential in small sample sizes to include anomalous transactions (e.g., between family members) that may not reflect market conditions. By comparison, Henry County’s median sale price remains consistently growing during the ten-year period with very marginal month-to-month fluctuations. Overall, median sale prices throughout the last ten years in the city and County are comparable to one another. Within the ten-year period, median sale price in Hampton increased from \$59,000 to \$298,000, representing a \$239,000 difference; Henry County observed a \$236,000 difference in median sale price during this period.

The increase of more than triple in median home sale prices in both Hampton and Henry County indicates high demand for housing in this region. The significant rise in home sale prices is due to the growing migration of households to the Henry County region from around the Atlanta Metro, as well as from outside of Georgia. A rapid rate of increase in home sales can produce negative impacts on the existing resident population such as resident displacement and neighborhood instability. Given the possible new development in Hampton, the city will want to assess how to preserve housing for the existing community.

Figure 6: Median Sale Price Trends, All Residential Units, February 2012 - January 2022



Source: Redfin, 2022; BAE, 2022.

Table 14 provides a detailed analysis of the homes sold in Hampton between March 2021 to February 2022. Within the one-year period, List Source recorded 360 single-family home and three condominium sales. Approximately 62 percent of single-family homes were sold between \$200,000 and \$399,999, while 18.1 percent were sold for under \$200,000. Most single-family homes sold in Hampton had at least three bedrooms. Four-bedroom units comprised 56.7 percent and three-bedroom units constituted 40.6 percent of total single-family units. The median single-family home sale price in Hampton was \$300,000.

Hampton features a limited number of condominium inventory. Between March 2021 and February 2022, ListSource recorded three condominium sales. All sold condominiums were two-bedroom units and had a median sale price of \$226,000.

Table 14: Home Sale Price Distribution, Hampton, March 2021 to February 2022

Single-Family Homes

Sale Price Range	1 BR	2 BR	3 BR	4+ BR	Total	Percent of Total
Less than \$200,000	2	5	51	7	65	18.1%
\$200,000-\$299,999	0	3	55	55	113	31.4%
\$300,000-\$399,999	0	0	30	80	110	30.6%
\$400,000-\$499,999	0	0	8	34	42	11.7%
\$500,000 or more	0	0	2	28	30	8.3%
Total Units Sold	2	8	146	204	360	100.0%
Percent of Total	0.6%	2.2%	40.6%	56.7%	100.0%	
Median Sale Price	\$139,700	\$140,000	\$225,000	\$360,210	\$300,000	
Average Sale Price	\$139,700	\$143,713	\$256,833	\$381,093	\$324,083	
Average Unit Size (SF)	2,269	1,253	1,792	3,169	2,563	
Median Price per SF	\$95.28	\$116.12	\$132.37	\$115.07	\$120.07	
Average Price per SF	\$95.28	\$107.69	\$145.53	\$120.87	\$130.43	

Condominium

Sale Price Range	1 BR	2 BR	3 BR	4+ BR	Total	Percent of Total
\$200,000-\$299,999	0	3	0	0	3	100.0%
Total Units Sold	0	3	0	0	3	100.0%
Percent of Total	0.0%	100.0%	0.0%	0.0%	100.0%	
Median Sale Price	n.a.	\$226,000	n.a.	n.a.	\$226,000	
Average Sale Price	n.a.	\$233,667	n.a.	n.a.	\$233,667	
Average Unit Size (SF)	n.a.	1,272	n.a.	n.a.	1,272	
Median Price per SF	n.a.	\$176.56	n.a.	n.a.	\$176.56	
Average Price per SF	n.a.	\$183.86	n.a.	n.a.	\$183.86	

Note:
Data reflect full and verified sales from March 2021 to February 2022. No townhome sales were recorded during this period.

Sources: ListSource, 2022; BAE, 2022.

Rental Housing

BAE uses CoStar data to analyze the current multifamily rental housing markets in Hampton and Henry County. CoStar’s housing statistics depend on the reporting of multifamily properties, which CoStar will then aggregate to show real-time market housing trends. Although CoStar is a powerful tool that collects and reports market trends, there are caveats in small and limited markets where the multifamily rental inventory and reporting is not as prominent. Additionally, BAE performed private rental research via Rent.com to collect real-time rental rate information within the City and County. The private rental research analysis is used to augment CoStar’s reported rental rates for each unit product.

Depicted in Table 15, in Q4 2021, no rent data is available in Hampton due to CoStar’s data constraints. However, given Henry County’s larger housing market capacity, which encompasses the Cities of McDonough, Locust Grove, and Stockbridge, CoStar captures 9,335 units in the County’s inventory. Since Q4 2020, the average asking rent per unit in Henry County increased by 15.5 percent, from \$1,387 to \$1,602. Presently, the vacancy rate in Hampton and Henry County is 4.6 percent and 7.4 percent, respectively. The County’s elevated vacancy rate is largely due to the new multifamily properties that were delivered in 2021, totaling to approximately 799 units.

Table 15: Multifamily Summary, Q4 2021

Multifamily Summary	City of Hampton	Henry County
Inventory, Q4 2021 (unit)	330	9,335
Inventory as % of County (unit)	3.5%	100.0%
Occupied Stock (unit)	315	8,648
Vacant Direct Stock (unit)	15	687
Vacancy Rate	4.6%	7.4%
Avg. Asking Rent per unit		
Avg. Asking Rent per unit, Q4 2020	-	\$1,387
Avg. Asking Rent per unit, Q4 2021	-	\$1,602
% Change, Q4 2020 - Q4 2021	n.a.	15.5%
Avg. Asking Rent per unit		
Avg. Asking Rent per unit, Q4 2020	-	\$1.25
Avg. Asking Rent per unit, Q4 2021	-	\$1.44
% Change, Q4 2020 - Q4 2021	n.a.	15.2%
Deliveries (unit), Q4 2010 - Q4 2021	0	1,512
Under Construction (unit), Q4 2021	0	510

Note:
(a) Reflects properties with market-rate and market-rate/affordable units. Properties with 100 percent affordable units are excluded.

Sources: CoStar, 2022; BAE, 2022.

While Hampton’s multifamily rental market is limited, the city offers a larger rental capacity when all property types are included in the analysis. To augment CoStar’s multifamily rental analysis, BAE used Rent.com to supplement the city’s rental market findings. BAE identified 54 rental units in Hampton, all of which are market-rate rentals. These rental units include mostly single-family detached units.

Of the 54 rental units recorded, three and four-bedroom units comprise the majority, while one and two-bedroom units make up roughly nine percent. As provided in Table 16, Rent.com show sparse listings of smaller unit types, showing limited to no studio, one-bedroom, and two-bedroom units available in its inventory. Compared to CoStar’s average asking rents, Rent.com reported a higher average asking rents among all units for Hampton than Henry County, a difference of approximately \$400. Inversely, the rent per square foot in the County is much higher than the reported rates of the city from Rent.com.

Table 16: Rental Market, City of Hampton, 2022

City of Hampton						
Rental Market Summary (a)	Studio	1 BR	2 BR	3 BR	4+ BR	All Unit Types
Inventory (units)	n.a.	3	2	25	24	54
Total % of Units	n.a.	5.6%	3.7%	46.3%	44.4%	100.0%
Average Unit Size (sf)	n.a.	817	1,241	1,752	2,150	1,807
Average Asking Rent	n.a.	\$1,468	\$1,620	\$1,936	\$2,199	\$2,015
Average Asking Rent per sf	n.a.	\$1.82	\$1.30	\$1.13	\$1.04	\$1.17

Note:
(a) Data was pulled on April 25, 2022.

Sources: Rent.com, 2022; BAE, 2022.

Investor Activity in the Hampton Housing Market

Investor activity in the housing market nationwide has attracted the attention of both academic researchers and news outlets. Beginning in the aftermath of the financial crisis, investors purchased foreclosed homes in bulk, whereas previously large, institutional investors were not interested in the single-family market¹. Investor activity is especially notable in the single-family rental market². Indeed, some investors are aggressively pursuing a build-to-rent strategy for single-family homes, such as American Homes 4 Rent. Other major institutional investors include Invitation Homes, Tricon Residential, and Front Yard Residential. Despite the interest in monitoring and studying investor activity in the housing market, there are no established methodologies for doing so. Some academic researchers have relied on using Security Exchange Commission (SEC) filings for Real Estate Investment Trusts (REITs) to examine the portfolio of investors who establish the REITs.

A recent and highly-cited Redfin report relies on analyzing sale and rental listings, separating individual and institutional buyers based on the name of buyer. The report estimates that institutional investors purchased 32.7 percent of the homes sold in the Atlanta region in Q4

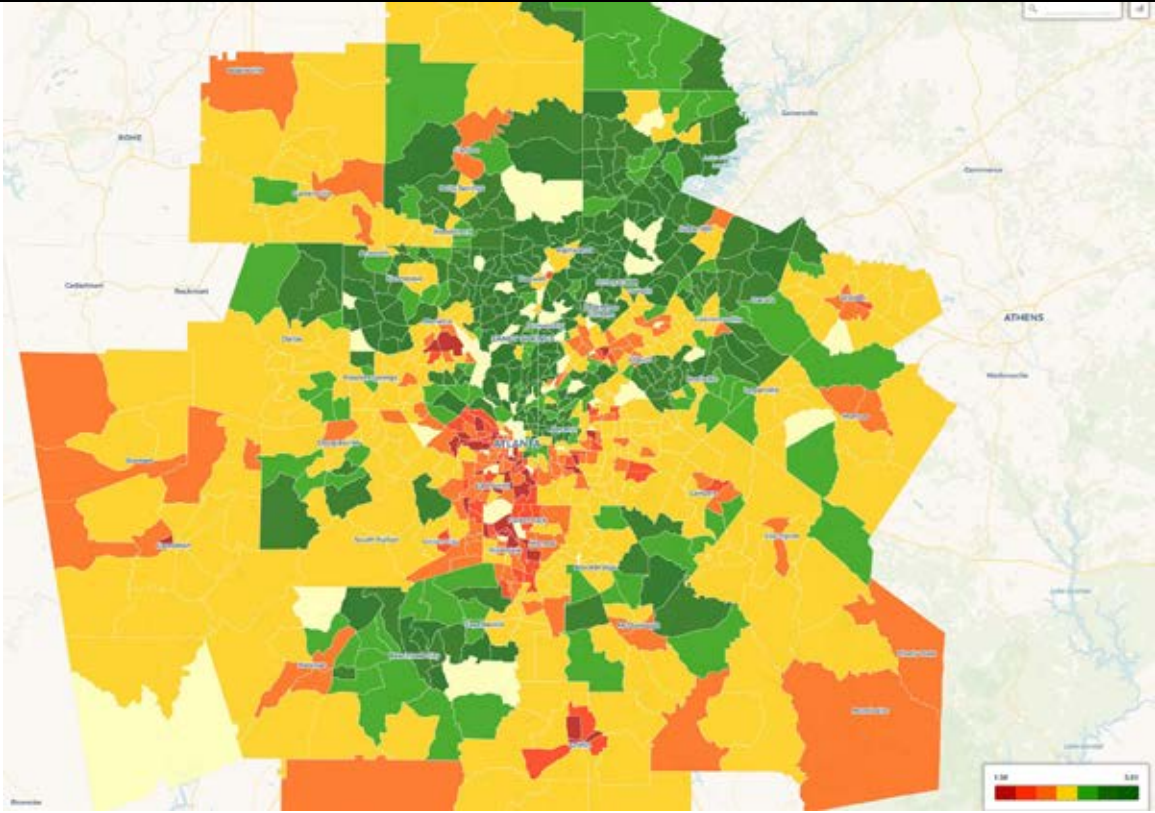
¹ Fields, Desiree; Vergerio, Manon; *Corporate Landlords and Market Power*. (2022). University of California, Berkeley
² Price Waterhouse Coopers; Urban Land Institute; *Emerging Trends in Real Estate*. (2019).

2021³. The median sale price of these homes was \$280,000. Notably, none of the listings in Hampton from March 2021 to February 2022 were recorded as having corporate owners. Without any other established metrics to assess whether a listing was bought or sold by an institutional investor, this analysis cannot make additional inferences from the listings data to reveal any trends in investor activity in Hampton.

However, a review of online listings in Hampton on the websites of the major institutional investors does uncover some investor activity. For example, American Homes 4 Rent shows four active listings on their website in Hampton. BAE searched for one of the listings, 170 Makenna Drive, on the Henry County Assessor’s website. The home is owned by AHI Borrower LP, which purchased the home from American Home Investments. AHI Borrower LP owns 64 properties in Henry County, including over half on Makenna Drive alone. The four-bedroom unit is currently renting for \$1,995, which is line with the data shown in Table 16. Invitation Homes has several listings that will become available in the middle of May 2022. Although it does not list any other available properties in Hampton, Invitation Homes has a cluster of listings along I-75 from Stockbridge to Locust Grove. Finally, a report from roofstock.com, which is an online platform for investors, specifically, to purchase properties says that highest-rated investments are in areas in reputable school districts and where the median home value and median income are relatively high compared to the region, and where resident employment and owner occupancy are high. Roofstock published a map of the Atlanta region to highlight areas that they rate highest. Hampton has a relatively high rating, highlighted in green, as shown in Figure 7 below. This may indicate that investor activity likely exists in Hampton, and possibly that investor activity will increase.

³ Anderson, Dana; Bokhari, Shehryar; *Real Estate Investors Are Buying a Record Share of U.S. Homes*. (2022). Redfin.

Figure 7: Roofstock.Com Atlanta Neighborhood Rating Heat Map, 2022



Source: Roofstock.com, 2022.

Office Market

Table 17 compares office market trends within the City and County. As of Q4 2021, Hampton offers limited office capacity, accounting for less than one percent of Henry County’s office inventory. Average asking annual rent per square foot in Henry County reported significantly higher than that of Hampton, by approximately \$8.64 per square foot. The City’s lower average asking rent is attributed to the large presence of older Class C properties. Compared to the city, Henry County has newer Class A and B office products that command higher

asking rents. In addition, the County has one 48,000-square-foot office building in its pipeline. As of Q4 2021, Hampton and Henry County’s vacancy rates are 4.8 percent and 5.6 percent, respectively.

Table 17: Office Summary, Q4 2021

Office Summary	City of Hampton	Henry County
Inventory, Q4 2021 (bldg)	14	499
Inventory, Q4 2021 (sf)	37,586	4,165,520
Inventory as % of County (sf)	0.9%	100.0%
Occupied Stock (sf)	35,786	3,933,326
Vacant Direct Stock (sf)	1,800	232,194
Vacancy Rate	4.8%	5.6%
Avg. Asking Gross Direct Rent		
Avg. Asking Rent per sf per month, Q4 2020	-	\$1.86
Avg. Asking Rent per sf per month, Q4 2021	\$1.14	\$1.86
% Change, Q4 2020 - Q4 2021	n.a.	0.0%
Avg. Asking Gross Direct Rent		
Avg. Asking Rent per sf per year, Q4 2020	-	\$22.32
Avg. Asking Rent per sf per year, Q4 2021	\$13.68	\$22.32
% Change, Q4 2020 - Q4 2021	n.a.	0.0%
Net Absorption Direct		
1-Yr. Net Abs. (sf), Q4 2020 - Q4 2021	0	(37,036)
10-Yr. Net Abs. (sf), Q4 2010 - Q4 2021	(600)	501,701
Deliveries (sf), Q4 2010 - Q4 2021	0	238,660
Under Construction (sf), Q4 2021	0	48,000

Sources: CoStar, 2022; BAE, 2022.

Retail Market

Hampton’s current retail inventory accounts for two percent of the County’s total retail inventory. As shown in Table 18, the city holds approximately 256,600 square feet of retail space, while the County contains 12.6 million square feet. Both the City and County’s vacancy

rates are significantly low, hovering around two percent each. According to CoStar, between Q4 2020 and Q4 2021, average asking annual rents in Henry County increased by nearly 30 percent, from \$13.92 to \$18.00 per square foot. Due to the limited data sample in Hampton, the average asking annual rents in Q4 2021 were undisclosed.

The absorption rates in Hampton and the County also indicate strong retail markets. Hampton observed a significant absorption between Q4 2020 and Q4 2021, recording a net absorption of 17,000 square feet. This net absorption makes up the majority of the net absorption that the city has observed since Q4 2010. As of Q4 2021, Henry County has 15,493 square feet of under construction retail space in its pipeline, while Hampton’s retail pipeline remains dormant.

Table 18: Retail Summary, Q4 2021		
Retail Summary	City of Hampton	Henry County
Inventory, Q4 2021 (bldg)	44	1,067
Inventory, Q4 2021 (sf)	256,670	12,686,140
Inventory as % of County (sf)	2.0%	100.0%
Occupied Stock (sf)	251,670	12,410,628
Vacant Direct Stock (sf)	5,000	275,512
Vacancy Rate	1.9%	2.2%
Avg. Asking NNN Direct Rent		
Avg. Asking Rent per sf per month, Q4 2020	\$0.50	\$1.16
Avg. Asking Rent per sf per month, Q4 2021	-	\$1.50
% Change, Q4 2020 - Q4 2021	n.a.	29.3%
Avg. Asking NNN Direct Rent		
Avg. Asking Rent per sf per year, Q4 2020	\$6.00	\$13.92
Avg. Asking Rent per sf per year, Q4 2021	-	\$18.00
% Change, Q4 2020 - Q4 2021	n.a.	29.3%
Net Absorption Direct		
1-Yr. Net Abs. (sf), Q4 2020 - Q4 2021	17,000	235,587
10-Yr. Net Abs. (sf), Q4 2010 - Q4 2021	20,775	1,557,854
Deliveries (sf), Q4 2010 - Q4 2021	0	1,014,766
Under Construction (sf), Q4 2021	0	15,493

Sources: CoStar, 2022; BAE, 2022.

Industrial and Flex Market

As of Q4 2021, Hampton holds 294,6000 square feet of industrial and flex⁴ space in its commercial inventory. Hampton’s inventory represents less than one percent of the County’s total industrial and flex inventory, which has 51.1 million square feet of industrial and flex space. Since Q4 2020, Henry County observed a marginal increase in rent of 3.3 percent, from an average asking annual rent price of \$3.60 to \$3.72 per square foot. Due to Hampton’s limited inventory, the average asking annual rent shown in Table 19 remains unreliable for comparison. CoStar records the average asking annual rent in the City to be \$9.96 per square foot, however, with further research BAE determined that the City’s Q4 2021 data was concluded from a sample size of one property. The limited data sample leaves CoStar’s reported rent figure to be unreliable and unrepresentative of the City as a whole.

In Q4 2021, Henry County holds 3.1 million square feet of under construction industrial and flex space in its pipeline. Coupled with a positive net absorption and consistent deliveries, the County’s industrial and flex market exhibits healthy growth and demand for industrial industries.

⁴ Flex space refers to single-story industrial space that can be used for office, retail, and/or warehouse/ storage space.

Table 19: Industrial and Flex Summary, Q4 2021

Industrial/Flex Summary	City of Hampton	Henry County
Inventory, Q4 2021 (bldg)	10	496
Inventory, Q4 2021 (sf)	294,617	52,362,841
Inventory as % of County (sf)	0.6%	100.0%
Occupied Stock (sf)	289,974	51,154,191
Vacant Direct Stock (sf)	4,643	1,208,650
Vacancy Rate	1.6%	2.3%
Avg. Asking All Service Type Direct Rent		
Avg. Asking Rent per sf per month, Q4 2020	-	\$0.30
Avg. Asking Rent per sf per month, Q4 2021	\$0.83	\$0.31
% Change, Q4 2020 - Q4 2021	n.a.	3.3%
Avg. Asking All Service Type Direct Rent		
Avg. Asking Rent per sf per year, Q4 2020	-	\$3.60
Avg. Asking Rent per sf per year, Q4 2021	\$9.96	\$3.72
% Change, Q4 2020 - Q4 2021	n.a.	3.3%
Net Absorption Direct		
1-Yr. Net Abs. (sf), Q4 2020 - Q4 2021	(4,643)	7,372,927
10-Yr. Net Abs. (sf), Q4 2010 - Q4 2021	(1,843)	23,393,470
Deliveries (sf), Q4 2010 - Q4 2021	0	18,221,015
Under Construction (sf), Q4 2021	0	3,140,469

Sources: CoStar, 2022; BAE, 2022.

REAL ESTATE DEMAND PROJECTIONS

Population, Household, and Employment Projections

BAE examined historic growth rates and future projections for Hampton and Henry County in order to understand the range of possible future growth scenarios. The Atlanta Regional Commission (ARC) provides the most reliable projections for the Atlanta region and its constituent jurisdictions, but there are many reasons why demand in Hampton might outperform ARC’s forecast. Hampton has unique assets that the City will protect and build upon, and there is available land throughout the City, both factors that might influence demand beyond ARC’s existing assumptions. Evaluating alternative (i.e., faster) growth scenarios allows the City to consider what changes to land use policy it must make to accommodate higher levels of demand in a way that is consistent with the City’s vision.

Two alternative scenarios were developed for population and household projections and serve as the basis for projecting the housing demand as well as retail demand. Existing ARC projections of employment is the only scenario considered for job growth in the City. Employment projections are only used to determine the demand for office space and given the uncertainty in the office market as a result of the COIVD-19 pandemic, it is unlikely that demand will exceed existing projections. Every projection is at the City level; that is, the future population, households and employment in the City overall is projected from 2021 through 2050. The projections are not limited to the Study Area because one of the purposes of this study is to understand how much of the City’s future growth can be accommodated in the Study Area, and the amount of development that can occur in the Study Area will be determined in large part by the land use policy changes that are made as result of this study.

Population, Household, and Housing Unit Projections

Baseline Scenario. The baseline scenario is equivalent to ARC’s existing Series 16 projections of population and households in Hampton through 2050. According to ARC, Hampton’s population and households will each grow at an average annual rate of 1.3 percent. Hampton would add 3,698 new residents, and 1,285 new households. If the 2021 vacancy rate of 10.4 percent holds through 2050, the number of new housing units the city would add by 2050 is 1,354. Notably, ARC projects that Henry County will similarly grow at 1.4 percent.

Accelerated Scenario. ARC’s projections are provided by decade, and from 2020 to 2030, it projects Hampton’s population and households will grow by 1.8 percent and 1.9 percent annually, respectively, before slowing down for an overall 30-year growth rate of 1.3

percent annually for each metric. This indicates that ARC believes Hampton is poised for strong growth in the coming decade, before stabilizing. The accelerated scenario assumes that this rate of growth from 2020 to 2030 is sustained through 2050, which would yield an additional 6,004 residents, 2,801 new households, and 2,323 new housing units if the 2020 citywide vacancy rate (10.4 percent) holds. In this scenario, regardless of what happens in the regional economy, BAE assumes Hampton’s location and unique assets will continue to attract growth. This level of growth is not unprecedented; during Atlanta’s population boom from 2000 to 2010, the City’s population and households grew at 6.1 and 5.0 percent, respectively. It is unlikely that Hampton meets the historical rate of growth during that decade, however, as the amount of housing demand implied by that rate of growth would require drastic changes to the City’s land use policy.

Table 20 summarizes the growth projections for population, households, and housing units under both the baseline and accelerated scenarios.

Table 20: Summary of Population and Household Growth Scenarios, 2020-2050

Baseline Scenario (a) City of Hampton	Historic			Projected			2021-2050	
	2000	2010	2021	2030	2040	2050	Number	Percent
Population	3,857	6,987	8,323	9,796	11,114	12,021	3,698	44.4%
Avg. Annual Change		6.1%	1.8%	1.8%	1.3%	0.8%		1.3%
Households	1,411	2,292	2,731	3,237	3,689	4,016	1,285	47.1%
Avg. Annual Change		5.0%	1.8%	1.9%	1.3%	0.9%		1.3%
Housing Units (d)	n.a.	2,666	3,048	3,613	4,117	4,482	1,434	47.1%
Avg. Annual Change			1.3%	1.9%	1.3%	0.9%		1.3%

Accelerated Scenario (b) City of Hampton	Historic			Projected			2021-2050	
	2000	2010	2021	2030	2040	2050	Number	Percent
Population	3,857	6,987	8,323	9,975	11,955	14,327	6,004	72.1%
Avg. Annual Change		6.1%	1.8%	2.0%	1.8%	1.8%		1.8%
Households	1,411	2,292	2,731	3,299	3,984	4,812	2,081	76.2%
Avg. Annual Change		5.0%	1.8%	2.1%	1.9%	1.9%		1.9%
Housing Units (d)	n.a.	2,666	3,048	3,681	4,446	5,371	2,323	76.2%
Avg. Annual Change			1.3%	2.1%	1.9%	1.9%		2.0%

Notes:
(a) In the baseline scenario, the growth rates for Hampton are based on the growth rates for the Traffic Analysis Zones (TAZs) that span the City, as this is the smallest geography available for projection data from the ARC. These growth rates are applied to the Esri-estimated 2021 baseline figure for population, households, and employment
(b) In the Accelerated Scenario, Hampton grows from 2021 to 2050 at the rate the ARC projects for the City for the decade of 2020-2030 (1.8 percent for population, 1.9 percent for households)
(c) In the maximum scenario, Hampton grows at its historic growth rate from 2000 to 2010 (6.1 percent for population; 5.0 percent for households)
(d) Household projections are converted into estimates of future housing unit demand by accounting for vacant units. This analysis assumes the 2020 vacancy rate in Hampton of 10.4 percent will be maintained through 2050.

Sources: Atlanta Regional Commission, 2022; Esri, 2021; BAE, 2022.

Employment Projections

ARC projects that jobs in Hampton will grow at an average annual rate of 0.9 percent, which is consistent with the County’s projected employment growth rate of 0.8 percent, as shown in Table 8. At this rate, Hampton would add 369 new jobs by 2050, which would represent a nearly 30 percent increase in the total number of jobs. The County is projected to add 15,968 jobs representing a 27 percent increase, some of which could be captured in Hampton.

Demand for New Housing and Retail and Office Space in Hampton

Housing Units

The additional demand for housing is the number of housing units needed to house the projected increase in population, based on the growth scenario projections and after accounting for vacant units and units in the development pipeline (i.e., units planned, approved, or permitted for construction). In this analysis, the number of vacant units in 2050 is based on Hampton maintaining its 2021 vacancy rate of 10.4 percent. The number of new housing units in the baseline (1,354) and accelerated scenarios (2,323) is calculated by adding 10.4 percent vacant units to the household projections, as shown in Table 20 above.

Residual Housing Demand

While ARC projections indicate that the City could support 1,354 to 2,323 additional units, some of that demand will be absorbed by units that the City has approved for development and are likely to come online within the next two to five years, depending on national real estate market and financing trends. As Table 21 shows, there are currently 1,018 units in the city’s pipeline likely to come online before additional units resulting from this Study. After the market absorbs these units, the City will have residual housing demand for between 416 and 1,305 additional housing units.

Table 21: Citywide Residual Housing Demand, 2050

Planned and Proposed Development	Units
Minter Drive	300
Glenmaye	168
Keiner	300
Cottages at Southampton	250
Total Housing Units	1,018

Hampton	Growth Scenario	
Demand by Land Use, 2050	Baseline	Accelerated
Housing Units	1,434	2,323
Less: Planned/Proposed Housing Units	(1,018)	(1,018)
Residual Housing Demand, Units	416	1,305

Sources: City of Hampton; BAE, 2022.

Retail Space

Retail Spending per Capita

In order to estimate the supportable retail development from new household and population growth, the analysis evaluated per capita retail spending using 2021 Claritas Retail Opportunity data. As Table 22 shows, despite differences in income, Hampton and Henry County households spend more than \$17,500 per person on retail goods and services.

Table 22: Estimated 2021 Retail Spending

Total Sales in \$000	City of Hampton	Henry County
Motor vehicle and parts dealers	\$34,385	\$1,025,655
Furniture and home furnishings stores	\$2,197	\$66,572
Electronics and appliance stores	\$1,692	\$50,423
Building material & garden equipment & supplies dealers	\$9,424	\$285,446
Food and beverage stores	\$18,502	\$549,204
Health and personal care stores	\$7,811	\$235,288
Gasoline stations	\$10,772	\$316,993
Clothing and clothing accessories stores	\$4,694	\$140,008
Sporting goods, hobby, musical instrument, & book stores	\$1,685	\$49,771
General merchandise stores	\$16,282	\$484,077
Miscellaneous store retailers	\$2,719	\$81,351
Non-store retailers	\$21,759	\$651,826
Food services and drinking places	\$14,619	\$434,203
Retail and Food Services Total	\$146,541	\$4,370,817
Sales per Capita in \$	City of Hampton	Henry County
Motor vehicle and parts dealers	\$4,131	\$4,111
Furniture and home furnishings stores	\$264	\$267
Electronics and appliance stores	\$203	\$202
Building material & garden equipment & supplies dealers	\$1,132	\$1,144
Food and beverage stores	\$2,223	\$2,202
Health and personal care stores	\$938	\$943
Gasoline stations	\$1,294	\$1,271
Clothing and clothing accessories stores	\$564	\$561
Sporting goods, hobby, musical instrument, & book stores	\$202	\$200
General merchandise stores	\$1,956	\$1,940
Miscellaneous store retailers	\$327	\$326
Non-store retailers	\$2,614	\$2,613
Food services and drinking places	\$1,756	\$1,741
Retail and Food Services Total	\$17,607	\$17,521
2021 Population (a)	8,323	249,468
2021 Median Household Income (b)	\$63,986	\$73,369

Notes:
(a) Population estimates from Esri Business Analyst
(b) Income estimates from Esri Business Analyst

Sources: Esri; Claritas; BAE, 2022.

When estimating supportable retail demand from new growth, the analysis excludes automotive, building materials, and non-store retail uses from per capita estimates. These uses are not envisioned for the study area and would not be consistent with planned uses. Thus, the estimate is adjusted to reflect the types of retail more likely to locate in the study area. Supportable retail development for 2050 is calculated by applying the adjusted per capita retail spending in Hampton from 2021 (\$9,729) to the population projections under each scenario. Under the baseline scenario, the estimated 3,698 new residents would generate \$36 million in increased retail spending based on the adjusted per capita spending rate of \$9,729. Under the accelerated scenario, the estimated 6,004 new residents would generate an additional \$58.4 million in retail spending by 2050.

Dividing the additional retail spending by an assumed sales per square feet generates the supportable retail development in Hampton by 2050. Hampton retail sales are assumed to fall in the range of \$300 to \$600. In fact, dividing the total retail sales from Table 18 by the retail inventory in Hampton is equal to approximately \$571 per square foot. Table 23 shows supportable retail development at either \$300 or \$600 per square foot in both scenarios, showing the range of supportable development to be between 60,000 and 194,700 square feet. There is no retail development currently in the development pipeline.

Table 23: Supportable Retail Development, 2050

Retail Spending per capita (a)	\$9,729	
Baseline Scenario		
Population Growth, 2021-2050	3,698	
Increased Retail Spending	\$35,981,948	
<hr/>		
Sales per Square Foot	\$300	\$600
Supportable Retail Development (sf)	119,940	59,970
<hr/>		
Accelerated Scenario		
Population Growth, 2021-2050	6,004	
Increased Retail Spending	\$58,414,972	
<hr/>		
Sales per Square Foot	\$300	\$600
Supportable Retail Development (sf)	194,717	97,358

Note:
(a) Average Hampton adjusted retail spending per capita.

Source: BAE, 2022.

Office Space

The employment projections serve as the basis for the office demand calculations. In this analysis, future office demand is calculated by assuming that future office jobs in Hampton will comprise the same share of all jobs as it does in 2021 (15.1 percent). Therefore, of the 369 new jobs projected by 2050, approximately 56 would be office jobs. Applying the average employment density of 250 square feet per office employee yields nearly 14,000 square feet of supportable office development by 2050, as shown in Table 24. This is a standard assumption of office density per employee that reflects overall trends in declining office space per employee. There is no new office development in the pipeline as of July 2022.

Table 24: Supportable Office Development, 2050

Employment Projections, 2021-2050	369
% Office Jobs, 2020 (a)	15.1%
New Office Jobs, 2021-2050	56
Average Square Feet per Office Employee	250
Supportable Office Development (sf)	13,932

Note:
(a) The portion of jobs (see Table 8) that are assumed to require office space. Office jobs include employees in the following industries: Administration, Support, and Waste Management; Finance and Insurance; Information; Management of Companies and Enterprises; Professional, Scientific, and Technical Services; Real Estate and Rental and Leasing.

Source: BAE, 2022.

Summary of Residual Demand in the Study Area

The supportable level of residential and nonresidential development in Hampton by 2050 is summarized in Table 25. While the City has available land and suitable land use policies for residential development under the baseline scenario, the City may choose to consider residential development at increased densities in the LCI Study Area in order to support the development of mixed-use projects that include small amounts of retail. The viability of new development may depend on a mix of uses, with new residents attracted to homes with accessible amenities, and new retail supported by the proximity to residents. If a significant portion of the growth under the baseline scenario occurs outside of the Study Area, it may compromise the economic basis for development in the Study Area at a scale that is consistent with the City’s vision for a dynamic, walkable downtown. If Hampton faces accelerated growth, it may be required to develop at slightly higher densities depending on the or suitability availability of land outside the Study Area.

Table 25: Summary of Growth-Related Demand Projections by Land Use, 2050

Hampton Demand by Land Use, 2050	Growth Scenario	
	Baseline	Accelerated
Housing Units	416	1,305
Office (sf)	13,932	13,932
Retail (sf)		
\$300 per sf	119,940	194,717
\$600 per sf	59,970	97,358

Source: BAE, 2022.

C. Transportation Assessment

MOBILITY THEMES

- 1. Demand for walking infrastructure is on the rise.
- 2. People don't feel comfortable walking along the current street network.
- 3. The street grid is an impediment to pedestrian connectivity.
- 4. Traffic volumes should be monitored to maintain appropriate pedestrian crossing treatments.
- 5. Rethink key intersections to accommodate growth.

Today's mobility network supports the movement of vehicles, with minimal accommodations for people using others modes of transportation. The streets are adequate to accommodate today's traffic volumes, but future growth and changing mobility preferences will shift the way the streets are used, bringing more overall users. Changes should focus on ways to support more multimodal users, primarily pedestrians.

The study area is bound by the following corridors:

- Rosenwald Drive
- McDonough Street
- Hampton Locust Grove Road
- East Main Street
- GA-20

Most of these streets have a consistent cross section, with two lanes (one in each

direction) and sidewalk on one side, and a 35 MPH speed limit. GA-20, which serves as the southern edge of the study area, is a state route that connects Hampton to McDonough. GA-20 has two lanes in each direction, signal controlled intersections, and a 55 MPH speed limit. There are no sidewalks running along GA-20, and the only crosswalks are at the intersection of E Main Street.

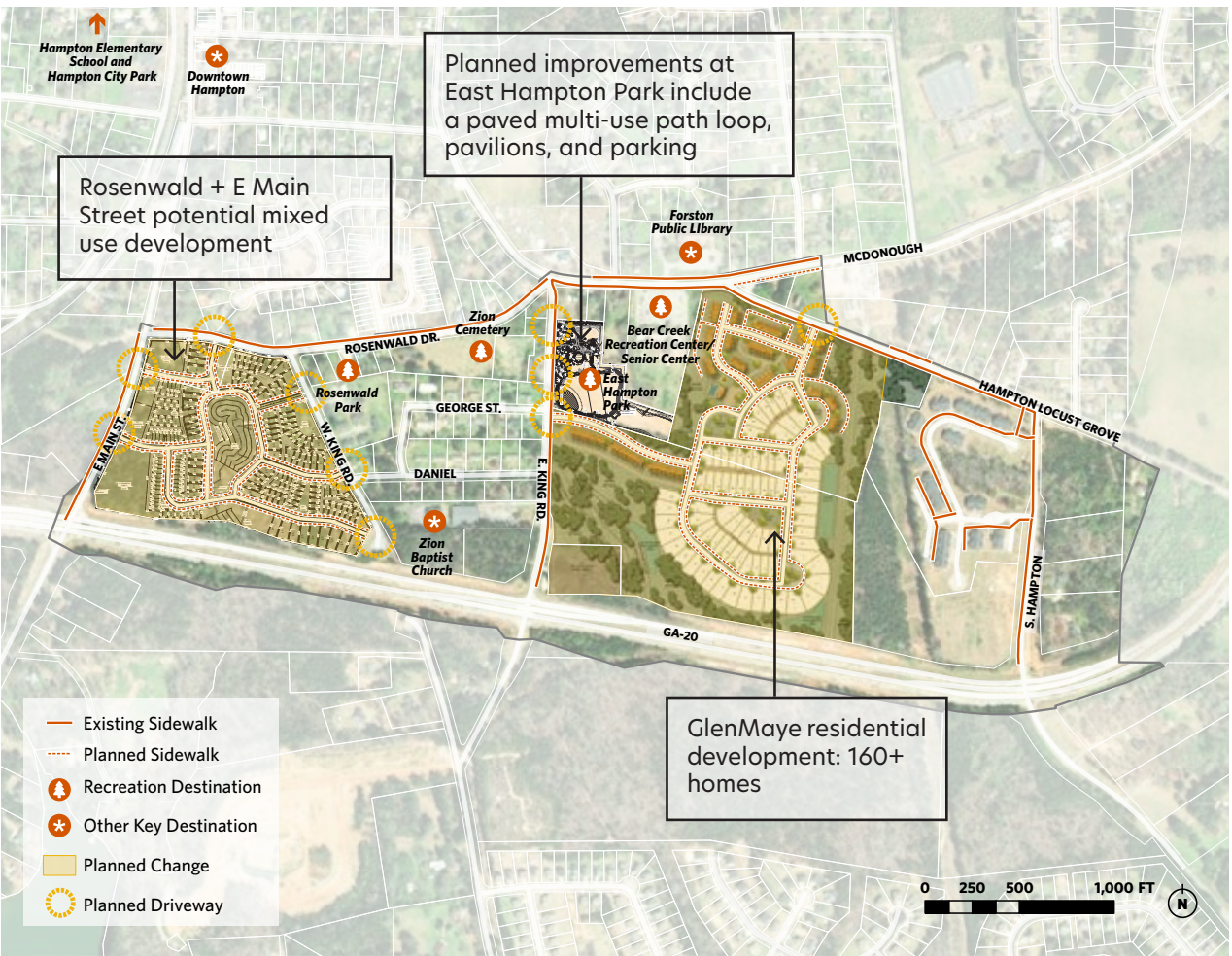
For people living in the eastern portion of the study area, downtown destinations are within a ten-minute walk but many people prefer to drive because of the lack of pedestrian accommodations. Treatments like sidewalks, sidewalk buffers, lighting, and more robust crosswalks would help make the area more walkable.

Key *mobility themes* are explored in more detail on the following pages.

1 DEMAND FOR WALKING INFRASTRUCTURE IS ON THE RISE

Walking activity in the study area is relatively infrequent today compared to other modes, but new development and recreational destinations will introduce greater propensity for walking throughout the study area. One large site is proposed for new development - GlenMaye. This development will introduce 168 new residentail units. Another large site at the corner of Rosenwald Drive and East Main Street is prime for new development and could include a mix of commercial and residential uses. The new GlenMaye development will include the required 5-foot sidewalks. Vehicle traffic will enter and exit through new driveways on E King Road and Hampton Locust Grove Road. The City is also planning additional improvements to East Hampton Park, including a paved multi-use path, pavilions, and a parking lot.

Study area streets are operating well below capacity today, but these changes will generate more trips. Hampton can reduce the burden of growing demand on



the vehicle network by creating a more multimodal network that encourages people to choose to walk or bike whenever possible, rather than drive. A

more walkable and bikeable network also improves safety for these users, and makes Hampton a more attractive place to live and play.

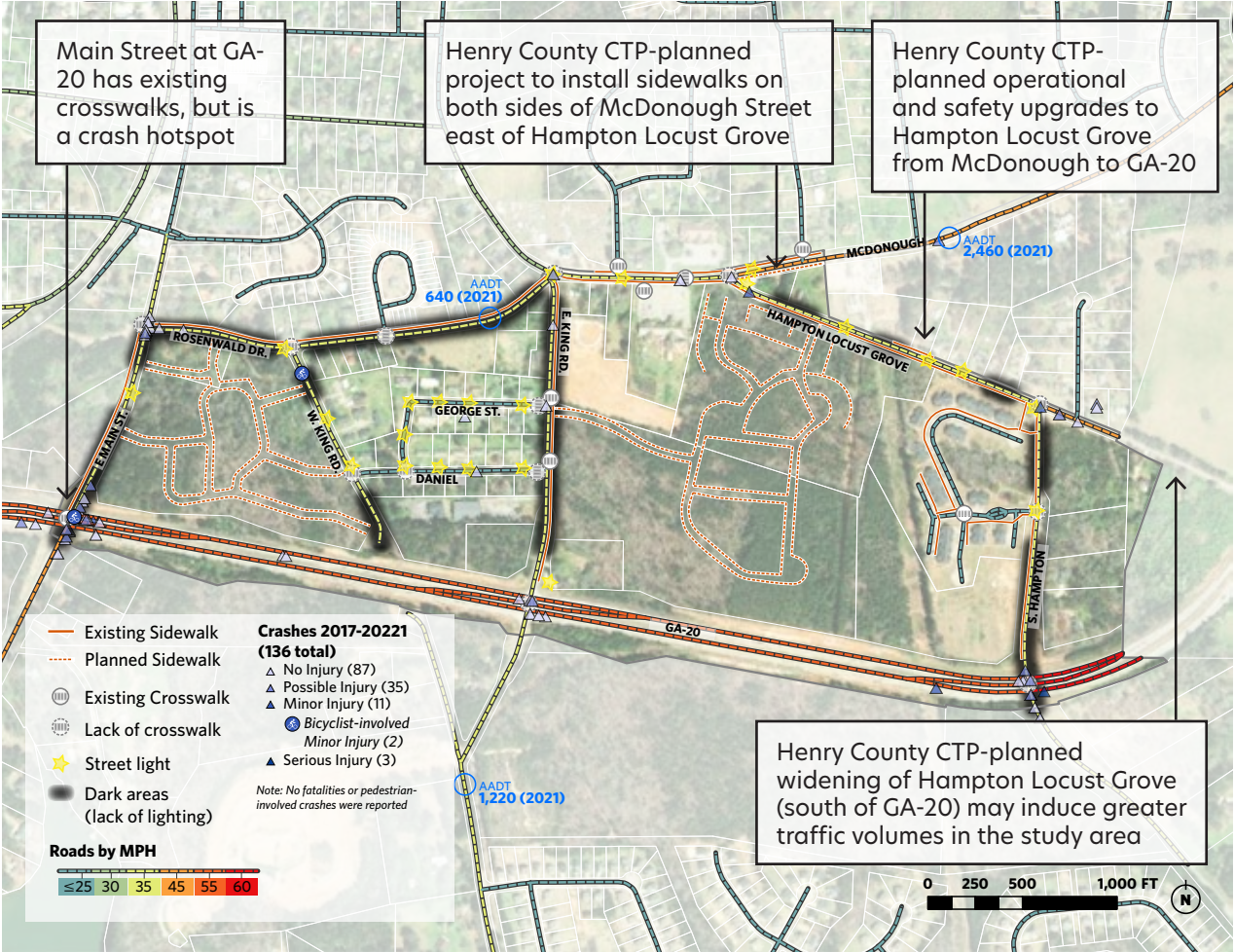
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PEOPLE DON'T FEEL COMFORTABLE WALKING
ALONG THE CURRENT STREET NETWORK.

Even with today's low traffic volumes, people feel unsafe walking and biking on these roads because dedicated facilities are insufficient, inadequately buffered, or non-existent in some locations. Lighting is intermittent and scaled for vehicles, early in the day or late at night. Anticipated growth will add more vehicles to these roads, further degrading comfort for people walking and biking. Currently, 41% of the study area's roadway network has sidewalk on at least one side of the street. There are no dedicated bikeways or shared use paths.

Table 1. Length of Existing Facilities

	TOTAL LENGTH	% OF ROAD NETWORK
Sidewalk (counting each side of street separately)	2.5 mi	N/a
Sidewalk (not counting each side of street separately)	2.4 mi	41%
Dedicated Bikeway	0 mi	0%
Shared Use Path	0 mi	0%
Roadway	5.8 mi	100%



CRASH HISTORY

Crashes were obtained from GDOT's Numetric database for the years 2017-2021, presented in to the right. The records indicate there were a total of 136 crashes at or within proximity of the study area. The most frequent crash types on the corridor were not collisions with motor vehicles, which accounted for 27.9% of all crashes, followed by rear end collisions which accounted for 21.3% of all crashes. There were no crashes involving a pedestrian, however, there were 2 crashes involving bicyclists and 3 crashes involving heavy vehicles within the study period. Prior to 2017, there were two pedestrian-related crashes - one of which occurred in 2014 and the other in 2016.

Table 2. Crash History 2017-2021 (Source: GDOT)

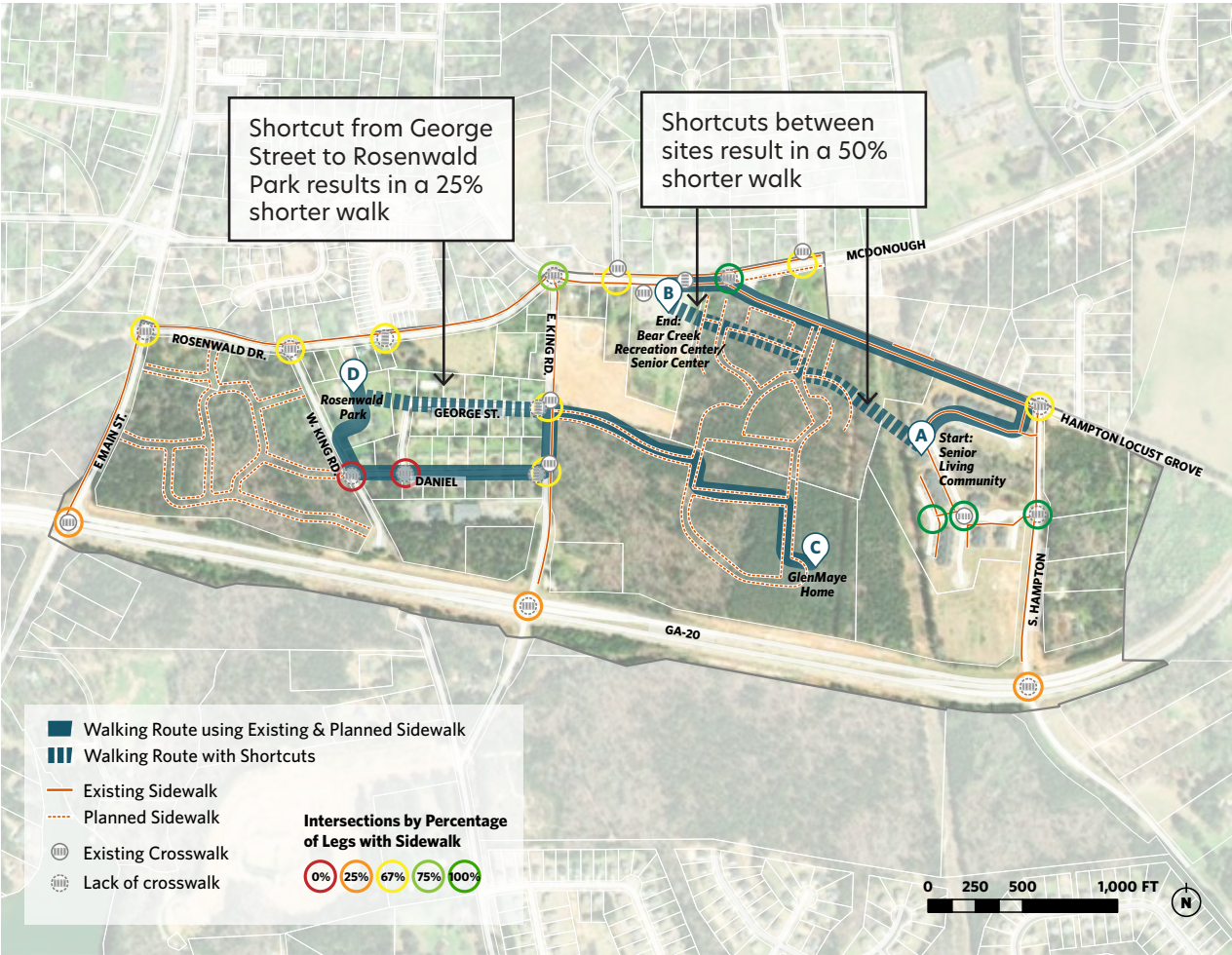
CRASH TYPE	FATALITY	SERIOUS INJURY	VISIBLE INJURY	POSSIBLE INJURY	NO INJURY	TOTAL	% OF TOTAL
Angle (Other)	0	0	0	9	7	16	11.8%
Left Angle Crash	0	1	3	5	10	19	14%
Right Angle Crash	0	1	1	1	0	3	2.2%
Rear End	0	0	2	8	19	29	21.3%
Head On	0	0	2	3	3	8	50.9%
Sideswipe-Opposite Direction	0	1	0	3	3	7	5.1%
Sideswipe-Same Direction	0	0	0	1	11	12	8.8%
Not a collision with motor Vehicle	0	0	3	4	31	38	27.9%
Other / Unspecified	0	0	0	1	3	4	2.9%
Total Crashes	0	3	11	35	87	136	100%
Involving Pedestrians	0	0	0	0	0	0	0%
Involving Bicyclists	0	0	2	0	0	2	1.5%
Involving Heavy Vehicles	0	1	1	0	1	3	2.2%

3

THE STREET GRID IS AN IMPEDIMENT TO PEDESTRIAN CONNECTIVITY

The large block sizes and low intersection density in the street grid result in longer trip distances, especially for short trips within the study area. This puts a burden on people walking, who are especially sensitive to out-of-direction travel. Proposed development would expand the sidewalk and street networks, but current plans do not show direct connections to adjacent privately owned sites, but dampens the benefit to the overall network. The diagram to the right shows how the current street grid makes trips longer than they would be with more direct connections. Two example routes are shown:

- From a home in the senior living community to Bear Creek Recreation Center—Shortcuts between the senior living community to the GlenMaye sidewalks and the recreational center site reduce the overall trip distance by 50%, saving about seven minutes.



- From a home in the GlenMaye Development to Rosenwald Park—A shortcut from George Street to the Park reduces overall trip distance by 25%, saving about four minutes walking.

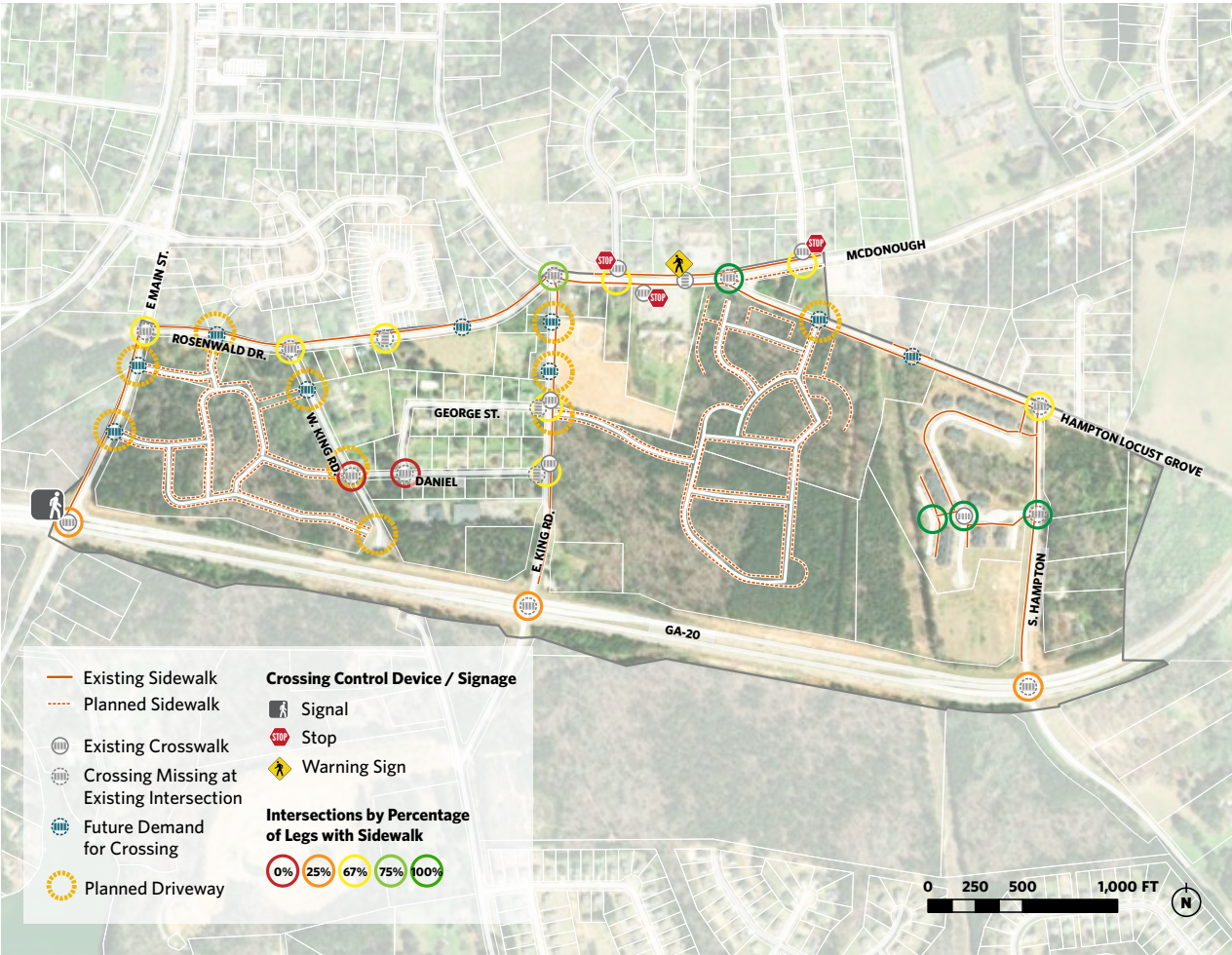
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TRAFFIC VOLUMES SHOULD BE MONITORED TO MAINTAIN APPROPRIATE PEDESTRIAN CROSSING TREATMENTS.

Currently, there is one signalized intersection with crosswalks, and three stop-controlled intersections at T-intersections. The other existing crosswalks are uncontrolled, with high-visibility crosswalk markings. Based on today's traffic volumes and pedestrian movements, GDOT and FHWA guidance suggests that marked crosswalks are sufficient crossing treatments at uncontrolled intersections and mid-block crosswalks.^{1,2} However, as traffic volumes increase and roadways are widened, the need for more robust pedestrian beacons and signals will increase. The map to the right highlights existing crosswalks and their control devices, if any. It also highlights intersections where crosswalks are not present, and potential locations for future crosswalks. Demand for new crosswalks is anticipated where new streets and driveways are planned, and at key mid-block locations.

¹ GDOT Signing and Marking Design Guidelines, 2021. (See Table 12-1 Crosswalk Criteria)

² FHWA, Guide for Improving Pedestrian Safety at Uncontrolled Crossing Locations, 2017. (See Table 1. Application of pedestrian crash countermeasures by roadway features)



below describes the appropriate crosswalk type based on roadway characteristics in the study area. For E Main St, Rosenwald Dr, and McDonough St, GDOT and FHWA guidance suggests high-visibility crosswalks are an appropriate crossing treatment. On Hampton Locust Grove, consideration should be given to

enhancing the crosswalk with pedestrian signals, medians, or other treatments. Because of its higher speed limit, the use of marked crosswalk alone may increase pedestrian crash risk. The FHWA guidelines recommend considering the Pedestrian Hybrid Beacon (PHB) for roadways with higher speeds. However, the MUTCD states that the need for a

PHB may be considered for a major street where the posted speed limit is 35 mph or less if the ADT and the corresponding total of all pedestrians meet minimum thresholds. For all streets, traffic volumes are expected to rise as development occurs. Increasing vehicle volumes would also trigger the need for a enhanced crosswalk at more locations throughout the study area.

Table 3. Crosswalk Treatments based on Roadway Characteristics

	ADT ¹	SPEED LIMIT (MPH)	# OF LANES	GUIDANCE-INDICATED CROSSING TYPE ^{2,3}
E Main St	4,590	35	2	High-visibility crosswalk
Rosenwald Dr	640	35	2	High-visibility crosswalk
McDonough St	2,310	35	2	High-visibility crosswalk
Hampton-Locust Grove Rd	<9,000 ⁴	45	2	Enhanced crosswalk (see note below)

¹ GDOT Traffic Analysis and Data Application (TADA),
² GDOT Signing and Marking Design Guidelines, 2021. (See Table 12-1 Crosswalk Criteria)
³ FHWA, Guide for Improving Pedestrian Safety at Uncontrolled Crossing Locations, 2017. (See Table 1. Application of pedestrian crash countermeasures by roadway features)
⁴ GDOT's TADA site does not have a posted ADT count for Hampton-Locust Grove Rd. However, it is assumed that the roadway has an ADT count of less than 9,000 vehicles because the nearest count (south of the study area) is 6,360.

5 RETHINK KEY INTERSECTIONS TO ACCOMMODATE GROWTH.

The intersections of McDonough at E King St/Rosenwald Dr and Hampton Locust Grove have a skewed geometry that is not well suited to accommodate anticipated growth. The skewed geometry diminishes sight lines and encourages speeding through the intersections for certain traffic patterns. Realigning these intersections can improve safety and reclaim additional roadway space for community uses, such as pocket parks for new neighborhood residents.



D. Community Engagement

PROCESS

The public engagement process for the King, George, and Daniel Streets Revitalization Strategy provided several opportunities for residents, the general public, stakeholders, the project advisory committee to provide input and feedback on the plan.

STAKEHOLDER INTERVIEWS

Stakeholder interviews provided the project team to meet with those who are close to the study area, that included property owners, Henry County staff, and the City of Hampton mayor and City Council.

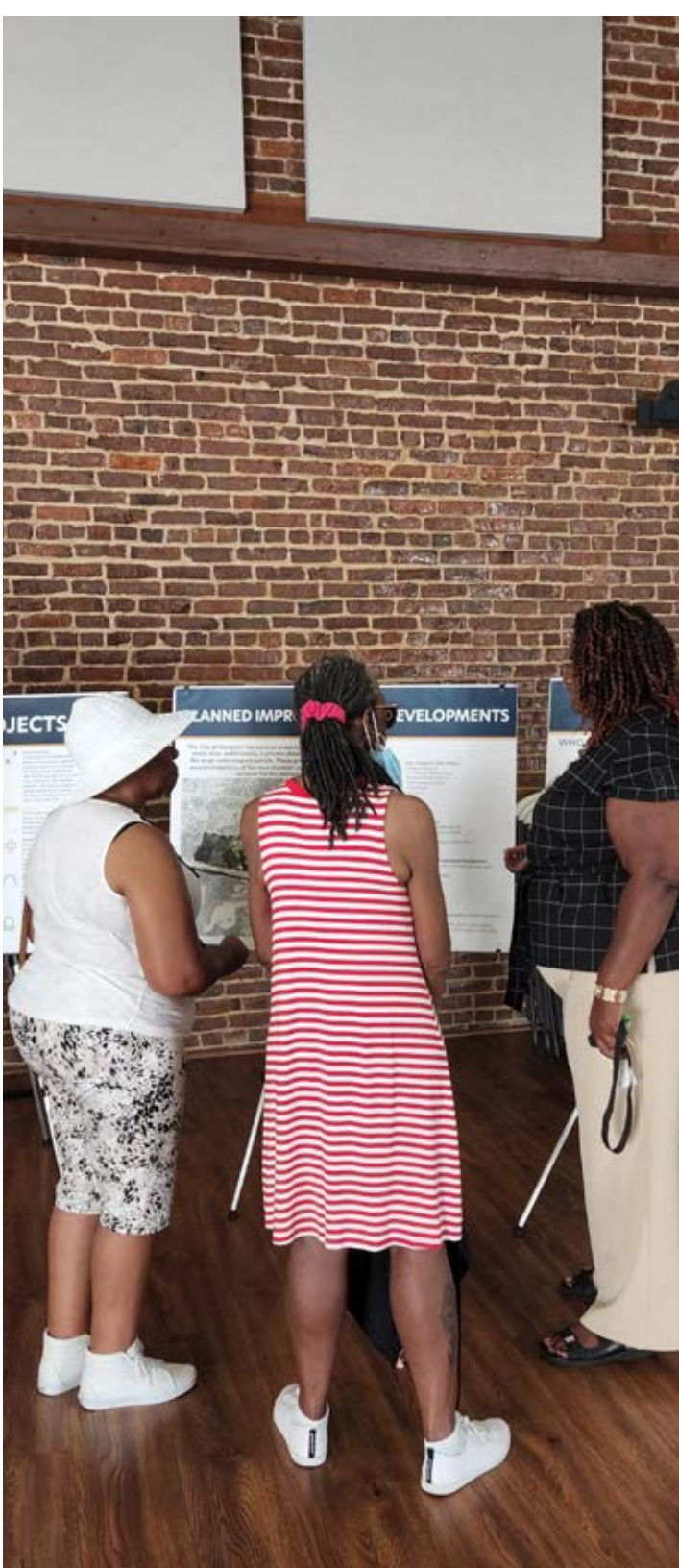
The list of interviewees included:

- Phillip Aldredge
- Ann N. Tarpley, Mayor
- Marty Meeks, Mayor Pro-tem
- Shelia Barlow, Council
- Henry Byrd, Council
- Devlin Cleveland, Council
- Mary Ann Mitcham, Council
- Willie Turner, Council
- Shannan Sagnot
- Bill Brunstad

The questions posed to the stakeholders included:

- Tell us a little bit about yourself.
- How long have you lived in Hampton?
- What is your full-time job/career?
- Are there civic organizations or other groups that you are involved with in Hampton or Henry County?
- What do you like best about Hampton?
- As part of this project, we would like to capture and incorporate the history of the King, George, and Daniel Street community into placemaking efforts. Do you have any historical facts or knowledge about the area that you would like to share with us?

- What do you think is the biggest need in the King, George, and Daniel Streets community?
- What do you hear from the residents of the neighborhood? What issues are they most concerned about?
- What do you think is missing from the community?
- What types of housing would you like to see in the community? (i.e. additional apartments, duplexes/ triplexes/quadplexes, cottage homes, tiny homes)
- What challenges or barriers do you think the project team will face in this planning process?
- Are there model neighborhoods or communities in the metro Atlanta area you particularly like? What do you like about them?
- Are there any other thoughts or ideas you want to share that we haven't discussed?



PROJECT ADVISORY COMMITTEE

The Project Advisory Committee (PAC) served as a sounding board and as champions of the project at each step of the planning process. This section outlines the meetings of that group. The PAC included:

- Alex Cohilas, City Manager
- Ann N. Tarpley, Mayor
- Wanda D. Moore, Director of Community Development
- Kc Krzic, Main Street Director
- Shannan Sagnot, Henry County Community Development
- Stacey Hudgens-Wallace, Henry County Community Development
- Alisha Brown, Hampton Housing Authority
- James Turner, Chief of Police
- Shirley Johnson

- Melvenia Marable, President
- Brenda Wesley
- Rev. Kyle D. Berry, Sr., Senior Pastor
- Xia Zhu (Rose + Main Rep.) + Will White (Avison Young Real Estate)

- Mike Embry

- Dell Landis, HHPC Rep. MSAB

- Meeting #1: March 21, 2022
The first PAC meeting was to introduce the revitalization strategy project. The project team presented the purpose and goals of the plan, and existing conditions findings.

- Meeting #2: April 26, 2022
At the second PAC meeting the results from the Listening Sessions were shared, as well as a discussion about the Market Analysis findings. The guiding principles and draft vision statement were presented for discussion.

- Meeting #3: June 29, 2022
The project team discussed Anti-Displacement strategies and recommendations. The PAC voted on and discussed changes to the vision statement. Feedback received at the first was shared, as was an update on the market analysis.

- Meeting #4: August 2, 2022
The revitalization strategy recommendations were presented to the PAC and feedback was provided.



PAC Presentations



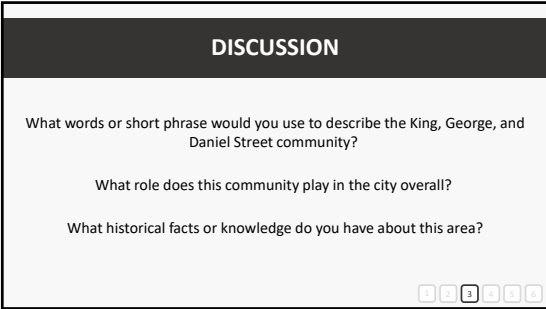
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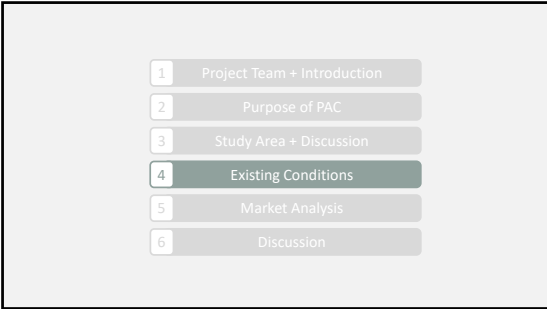
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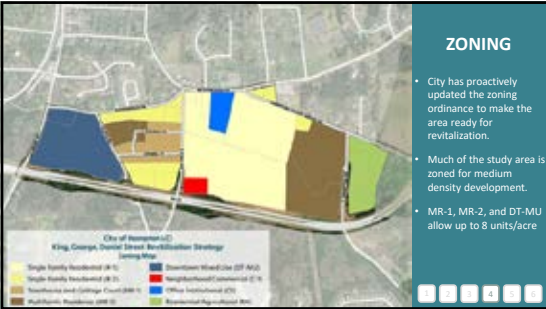
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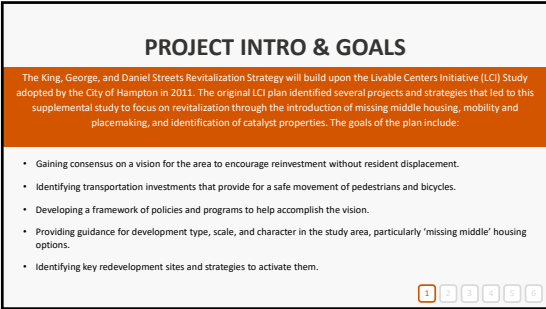
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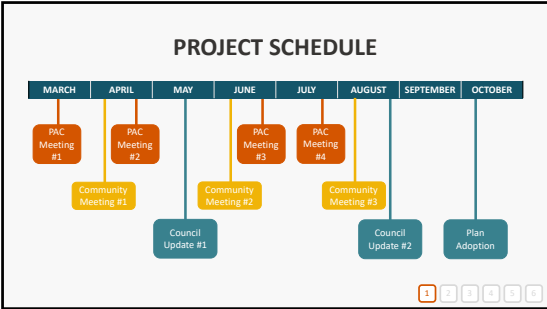
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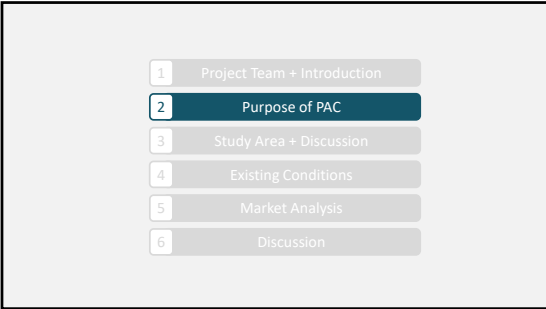
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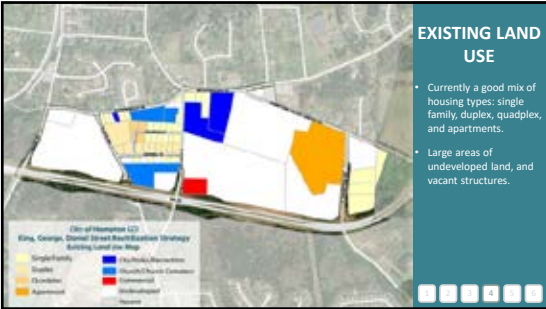
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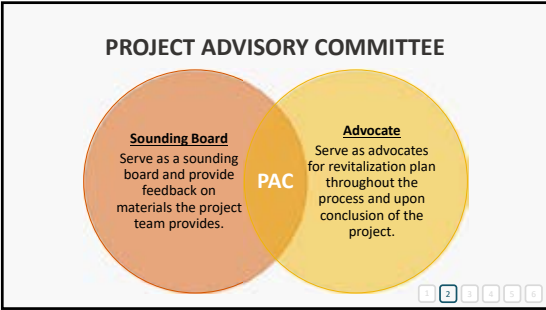
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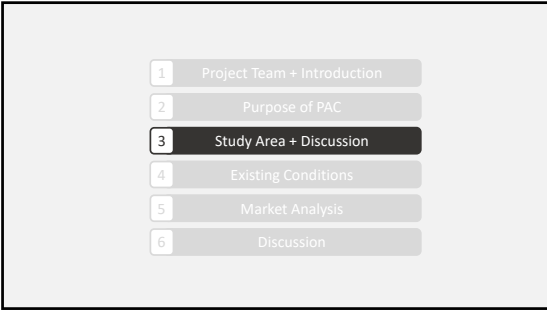
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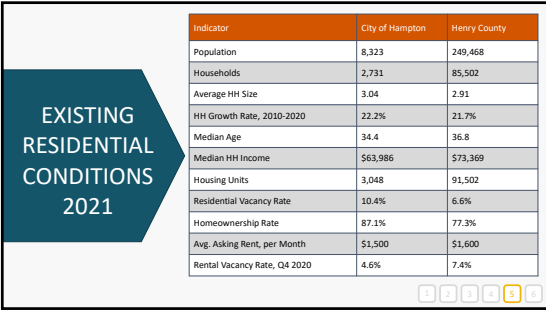
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DISCUSSION

As a resident or frequent visitor to the community, what do you think is missing?

What does a successful revitalization plan for the community look like to you?

What can be incorporated into this strategy that will encourage residents to stay in their community or come back if they have already left?

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QUESTIONS?

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CITY OF HAMPTON

King, George, and Daniel Streets Revitalization Strategy

Project Advisory Committee
April 26, 2022
6:00 PM

1

AGENDA

1Project Team + Introduction

2Purpose of PAC

3Results of Listening Sessions

4Hampton Market

5Plan Framework

6Visioning

2

PROJECT TEAM

POND

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PROJECT INTRO & GOALS

The King, George, and Daniel Streets Revitalization Strategy will build upon the Livable Centers Initiative (LCI) Study adopted by the City of Hampton in 2011. The goals of the strategy include:

- Gaining consensus on a vision for the area to encourage reinvestment without resident displacement.
- Developing a framework of policies and programs to help accomplish the vision.
- Identifying transportation investments that provide for a safe movement of pedestrians and bicycles.
- Providing guidance for development type, scale, and character in the study area, particularly 'missing middle' housing options.
- Identifying key redevelopment sites and strategies to activate them.

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PROJECT SCHEDULE

MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
PAC Meeting #1	PAC Meeting #2		PAC Meeting #3	PAC Meeting #4			
	Community Meeting #1		Community Meeting #2		Community Meeting #3		
		Council Update #1				Council Update #2	Plan Adoption

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STUDY AREA

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1Project Team + Introduction

2Purpose of PAC

3Results of Listening Sessions

4Hampton Market

5Plan Framework

6Visioning

7

PROJECT ADVISORY COMMITTEE

Sounding Board

Serve as a sounding board and provide feedback on materials the project team provides.

Advocate

Serve as advocates for revitalization plan throughout the process and upon conclusion of the project.

PAC

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2

3

4

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6

8

1Project Team + Introduction

2Purpose of PAC

3Results of Listening Sessions

4Hampton Market

5Plan Framework

6Visioning

9

LISTENING SESSIONS

April 14, 2022

SESSION 1
Hampton Court Senior Apartments
12 attendees

SESSION 2
Zion Baptist Church
35 attendees

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10

LISTENING SESSIONS

Average time in Hampton: 20 years

LIKES

quiet
peaceful
the parks
low crime
friendly people
close-knit
historic
size of area
small town feel

HOUSING

mixed-use
single family
townhomes
small apartment complexes
single story
high quality
affordable

CONCERNS

affordability
safe transportation
displacement
traffic

NEEDS

amenities
grocery store
churches
parking at the park
pool
streetlights
local retail
youth center
affordability
security
city involvement
communication
more to do

11

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Project Team + Introduction

Purpose of PAC

Results of Listening Sessions

Hampton Market

Plan Framework

Visioning

12

QUESTIONS?

19

Contact Info

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20

ZONING

- City has proactively updated the zoning ordinance to make the area ready for revitalization.
- Much of the study area is zoned for medium density development.
- MR-1, MR-2, and DT-MU allow up to 8 units/acre

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21

CITY & COUNTY MARKET

- A growing City in a growing County
- Changing racial makeup to non-majority

- Family-oriented community
- Working/Middle-class community
- Predominately owner-occupied single-family housing
- 72.6% of households earn < 120% AMI

- Percentage of family households decreasing
- More than 1/4 of the population is under 18
- Child population growing in Hampton, decreasing in County
- Highest growth in senior population (55+)

- Hampton jobs are 2.1% of County jobs
- Manufacturing jobs account for 35% of Hampton jobs
- 16% of total County mfg jobs in Hampton
- County also a logistics hub

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CITY & COUNTY MARKET

	City of Hampton	Henry County
2010-2021 New households	497	15,247
Units constructed	209	5,431

Median Sept 2021 home price: \$298,000
405% increase from 2010

Average April 2022 asking rent: \$2,015

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Project Team + Introduction

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Plan Framework

Visioning

15

EXISTING LAND USE

- Currently a good mix of housing types: single family, duplex, quadplex, and apartments.
- Large areas of undeveloped land, and vacant structures.

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22

PEDESTRIAN SAFETY

- Lack of crosswalks at most higher traffic intersections.
- Streetlights are intermittent and lacking near new sidewalks (ex. E. King Street).
- Only a portion of McDonough Street has sidewalks on both sides of the street.

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FRAMEWORK:

Needs + Opportunities

NEEDS:

- Affordability (rent and ownership)
- Maintenance of some existing properties
- Better perception of area
- Connectivity
- Safety
- Service and recreation options

OPPORTUNITIES:

- Developer interest
- Proximity to downtown, park(s), and cultural resources
- Available land
- Community history
- Growth of City and County

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16

FRAMEWORK:

Guiding Principles

Honor community history through placemaking

Improve connections to Downtown Hampton and other amenities

Focus on housing replacement over resident displacement

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FRAMEWORK:

Vision Statement

Vision Statements should:

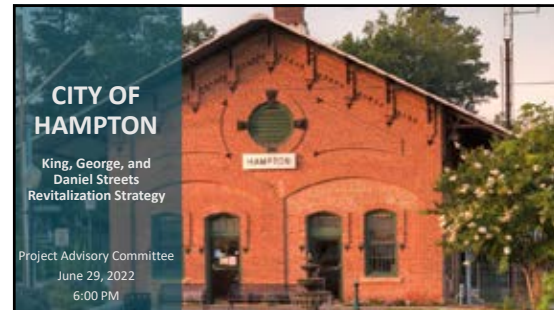
- Tell us where we are going
- Be succinct
- Act as a reminder and a sense of hope

Example:

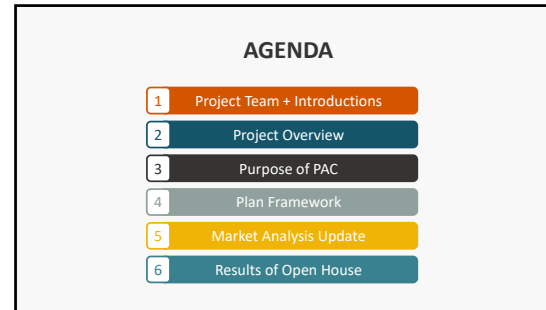
"Strategically located between Athens and Atlanta, Winder is proud of its industrial heritage – a legacy celebrated through its public art, building materials, and parks. The downtown is vibrant and programmed for all ages, creating a true community. Linked together through a connected network of trails, greenspaces, and pedestrian oriented roadways, downtown's unique destinations, districts, and nodes are accessible by all residents and visitors, and operate as one entity to sustain the city's

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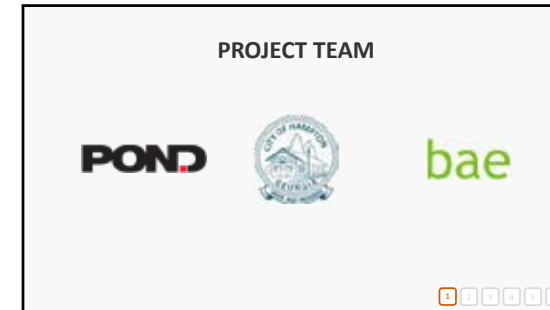
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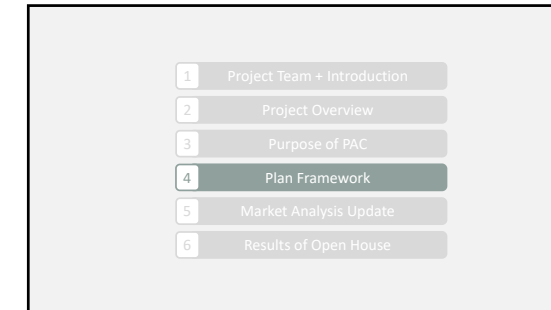
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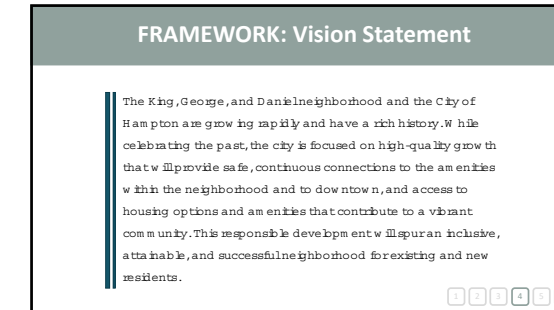
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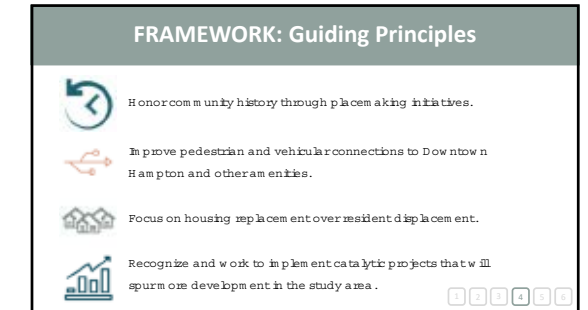
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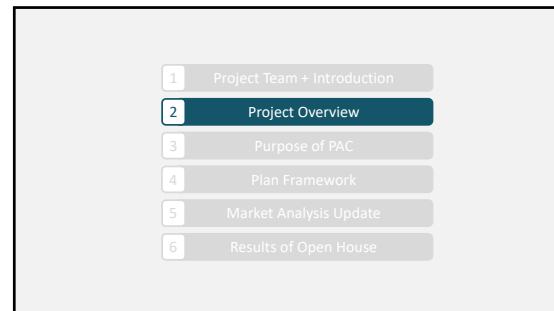
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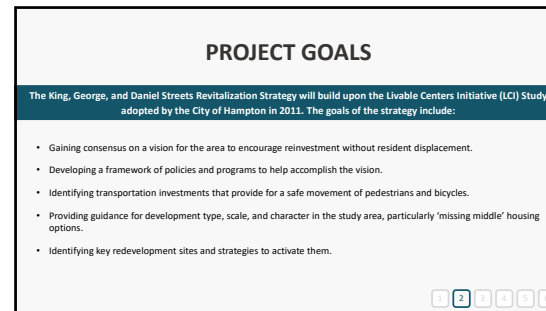
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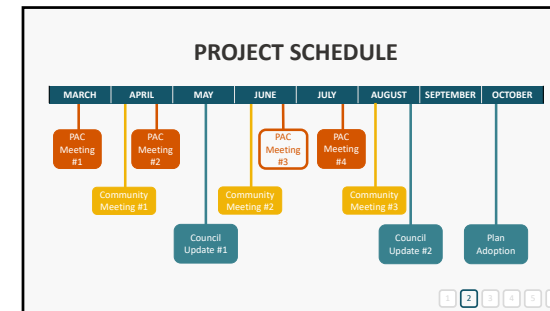
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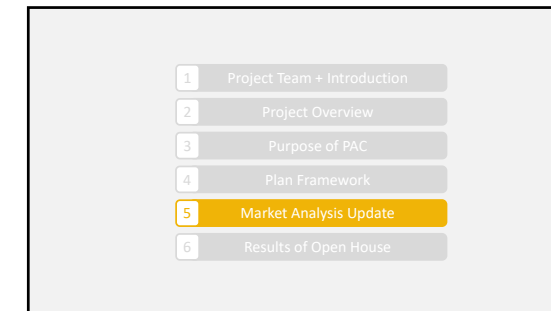
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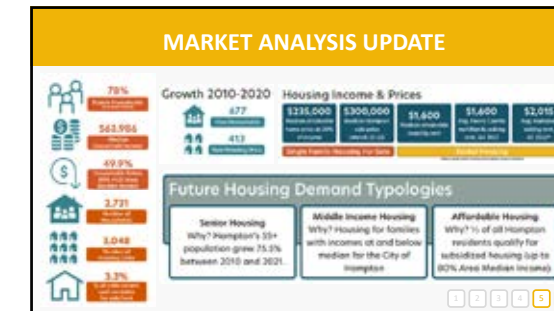
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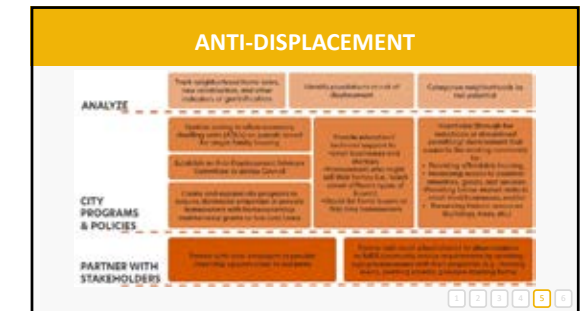
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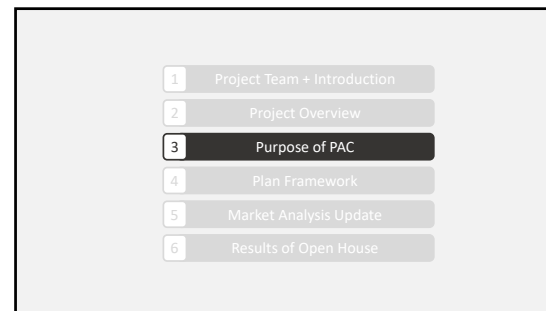
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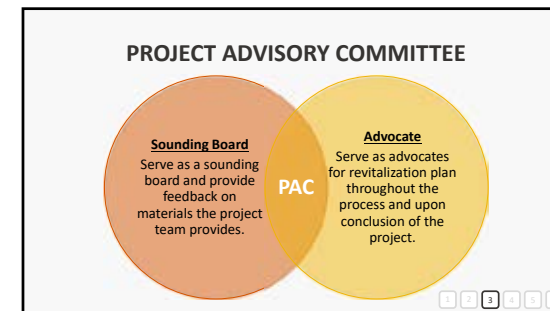
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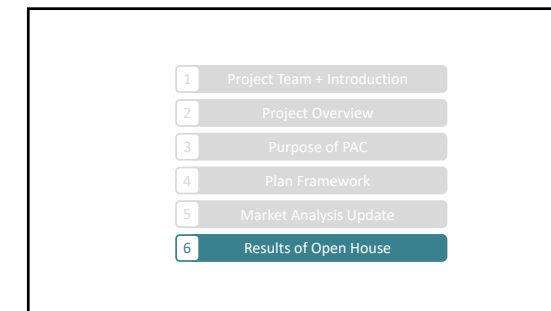
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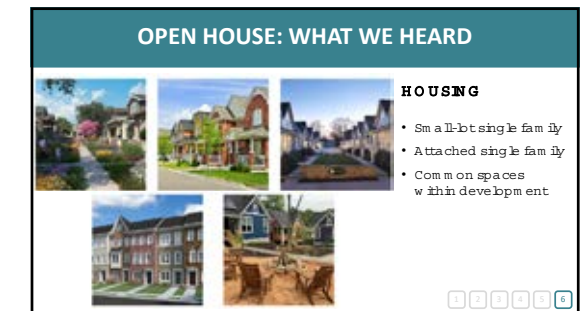
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OPEN HOUSE: WHAT WE HEARD



PLACEMAKING

- Educational signage to communicate historic significance of neighborhood
- Public art
- Community garden
- Improved streetscapes

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OPEN HOUSE: WHAT WE HEARD



AMENITIES

- Well-lit sidewalks
- Trails through neighborhood to promote connectivity
- Spillout spaces for businesses

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NEXT STEPS

- Finalize market analysis
- Draft plan elements and recommendations based on community input and PAC feedback
- Finalize missing middle housing and other land use programming within the study area
- Begin overall concept development
- Final PAC meeting: Monday, July 25th @ 6:00 PM

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CITY OF HAMPTON

King, George, and Daniel Streets Revitalization Strategy


Project Advisory Committee

August 2, 2022

6:00 PM


1

PROJECT TEAM



2

STUDY AREA



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QUESTIONS?

22

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- MR-1J, MR-2, and DT-MU allow up to 8 units/acre

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1 Project Schedule

2 Vision Statement

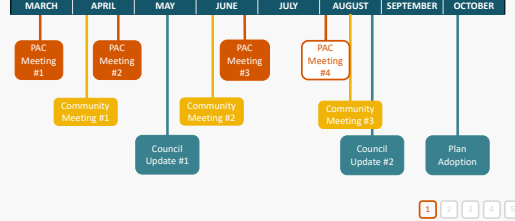
3 Guiding Principles

4 Project Prioritization

5 Next Steps

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PROJECT SCHEDULE



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1 Project Schedule

2 Vision Statement


3 Guiding Principles

4 Plan Framework

5 Next Steps

6

EXISTING LAND USE



- Currently a good mix of housing types: single family, duplex, quadplex, and apartments.
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PEDESTRIAN SAFETY



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- Only a portion of McDonough Street has sidewalks on both sides of the street.

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Vision Statement

The King, George, and Daniel neighborhood and the City of Hampton are growing rapidly and have a rich history. While celebrating the past, the city is focused on high-quality growth that will provide safe, continuous connections to the amenities and services within the neighborhood and to downtown, and access to a variety of housing options and amenities that contribute to a vibrant community. This responsible development will spur an inclusive, attainable, and successful neighborhood for existing and new residents.

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1 Project Schedule

2 Vision Statement

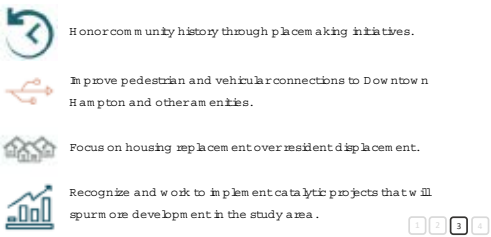
3 Guiding Principles

4 Plan Framework

5 Next Steps

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FRAMEWORK: Guiding Principles



- Honor community history through placemaking initiatives.
- Improve pedestrian and vehicular connections to Downtown Hampton and other amenities.
- Focus on housing replacement over resident displacement.
- Recognize and work to implement catalytic projects that will spur more development in the study area.

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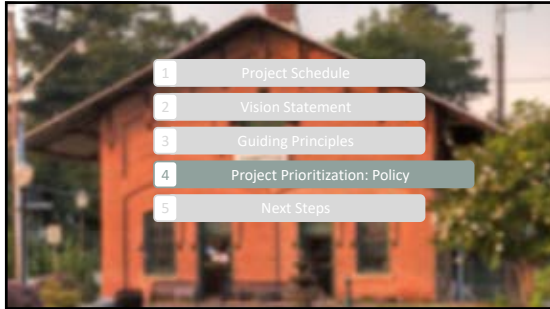
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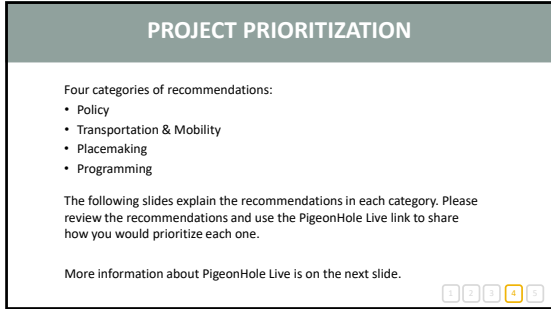
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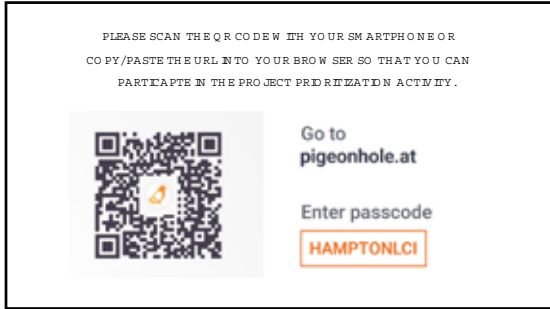
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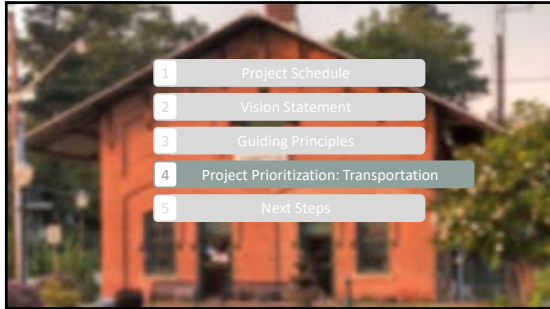
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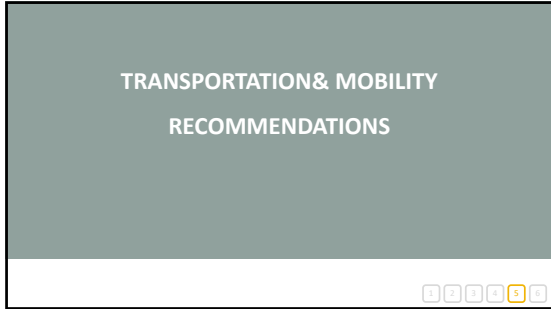
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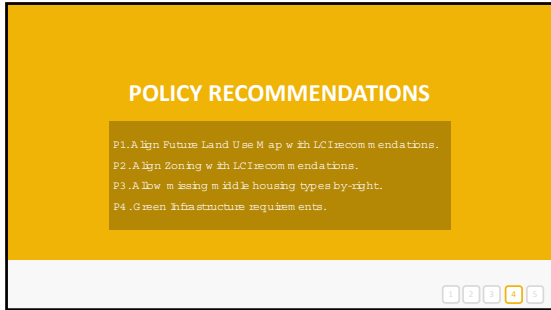
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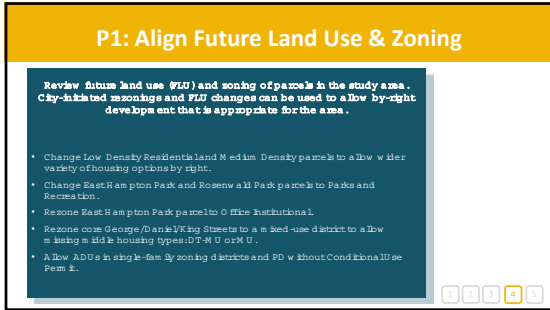
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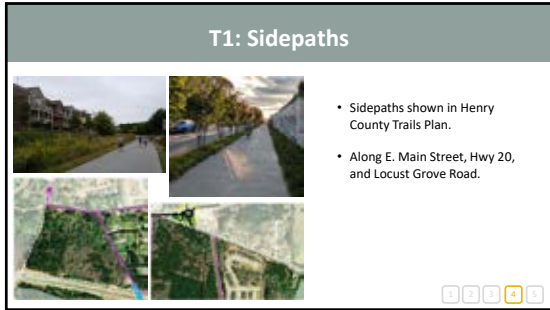
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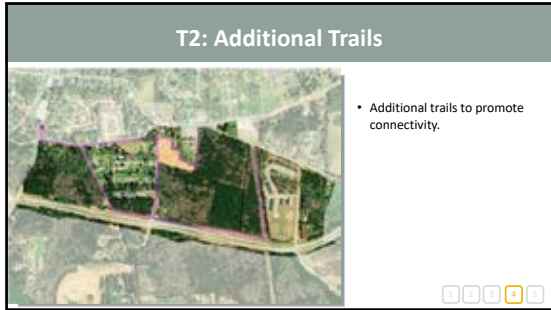
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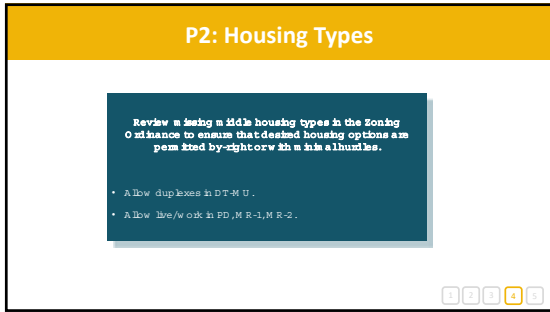
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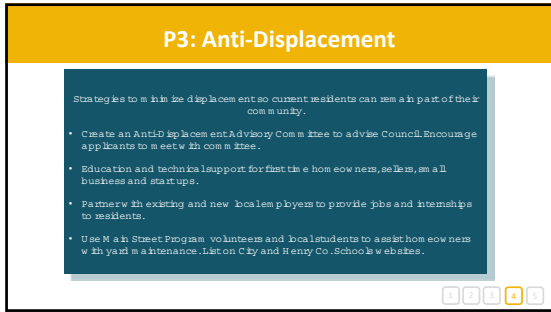
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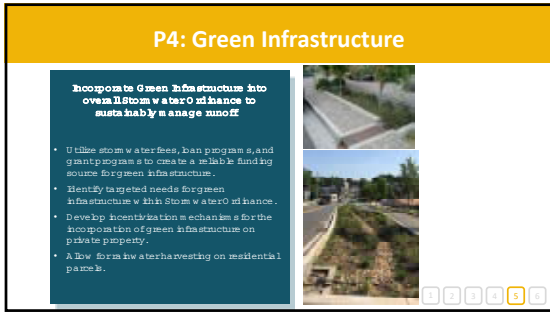
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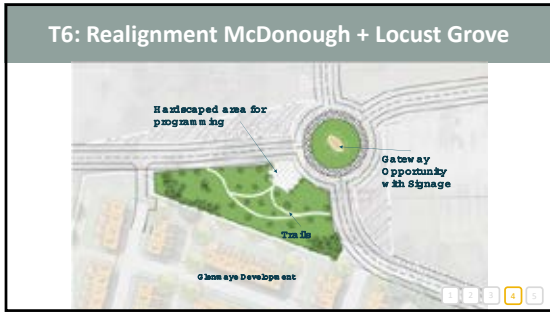
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T7: Core Street Grid

This concept shows potential for higher density future development with connections.

— Main Road
— Shared Road
— Alley

A Greenplace extension
B Internal parking lot/road
C Hampton Housing Authority property
D East Hampton Park

28

T8: Cemetery Parking

Parking for the cemetery along E. King.

29

M5: Rosenwald Park Enhancements

- Expand south
- Improve usability and access

30

M6: Pocket Parks

- Pocket park after Locust Grove + McDonough realignment
- Pocket park after Rosenwald + E. King realignment

37

M7: Streetscape Improvements

Streetscape improvements in entire study area. The sections shown on these slides are examples of how the streetscape could change.

Existing George Street

George Street - M R-2

38

M7: Streetscape Improvements

Streetscape improvements in entire study area. The sections shown on these slides are examples of how the streetscape could change.

Existing George Street

George Street - M R-2

39

PLACEMAKING RECOMMENDATIONS

- M 1. Gateway Signage
- M 2. Zion Church Cemetery Assessment
- M 3. Historic Signage
- M 4. Neighborhood Branding
- M 5. Rosenwald Park Enhancements
- M 6. Streetscape Improvements

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Placemaking Overview

- M 1. Gateway Signage
- M 2. Zion Church Cemetery Assessment
- M 3. Historic Signage
- M 4. Neighborhood Branding
- M 5. Rosenwald Park Enhancements
- M 6. Locust Grove Pocket Park
- M 7. Zion Pocket Park
- M 8. Streetscape Improvements

32

M1: Gateway Signage

Locations shown:

- Realignment of Locust Grove + McDonough
- E King + Hwy 20
- S. Hampton + Hwy 20
- E. Main + Hwy 20

33

M7: Streetscape Improvements

George Street - M R-1

George Street - M U

40

M7: Streetscape Improvements

George Street - M R-1

George Street - M U

41

PROGRAMMING RECOMMENDATIONS

- R1. Programming in Zion Cemetery.
- R2. Community Garden program in Rosenwald Park Extension.
- R3. Homeowner Assistance Program.

42

M2: Cemetery Assessment/Improvements

Work with consultant to develop a cemetery assessment.

- Assess current condition and operations of cemetery with Zion Baptist Church and City of Hampton.
- Include recommendations in Revitalization Strategy.
- Could lead to a full cemetery masterplan.

34

M3: Historic Signage

Locations shown:

- Rosenwald Park
- Zion Cemetery
- Zion Baptist Church
- W. King, near future pedestrian bridge

35

M4: Neighborhood Branding

Concentrate on 'core' historic neighborhood shown below outlined in blue.

36

R1: Zion Cemetery Activation

Locations shown:

- Rosenwald Park
- Zion Cemetery
- Zion Baptist Church
- W. King, near future pedestrian bridge

43

R2: Community Garden

Locations shown:

- Rosenwald Park
- Zion Cemetery
- Zion Baptist Church
- W. King, near future pedestrian bridge

44

R3: Homeowner Assistance Program

Assistance program can allow residents to maintain and improve their homes and property.

- Streamline the process for residents by creating City program.
- Identify a dedicated funding source for city program (e.g. impact fees).
- Technical assistance for USDA Single Family Housing Repair Loans and Grants program.
- Partner with non-profit organization to provide access to a variety of programs.

45

NEXT STEPS

- Develop Record of Achievements from previous LCI
- Develop 'Good, Better, Best' for Core Study Area
- **JOIN US!** Final Open House – August 15, 2022

1 2 3 4 5

QUESTIONS?

Contact Info

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COMMUNITY LISTENING SESSIONS

LISTENING SESSION 1

April 14, 2022

3:00-4:30PM

Hampton Court Apartments

LISTENING SESSION 2

April 14, 2022

6:00-7:30PM

Zion Baptist Church

The listening session presented the revitalization strategy planning process to the residents at Hampton Court Apartments and to those who attended at Zion Baptist Church.

What improvements to your community would encourage you to stay?

*Affordable single family homes.
I would like to purchase one - (I) need more space.
Amenities and shops nearby.
More recreation.*





What concerns do you have about this revitalization plan?

Want to have it so I can afford to continue living here.

Them pushing us out.

Will there be affordable houses for the neighborhood?

Displacement.



Sign In Sheet

1. DEBRA WEST APT 317
2. ~~Angela~~ APT 217
3. MARIA RICE # 803
4. ~~SARAH LYLES~~ Apt # 101
5. ANN ECHOLS APT 901
6. Linda Waller Apt 1004
7. Mary T. Williams
8. Ray & NANCY Ray Davis APT 311
9. ~~Charles Walker~~ 204
10. Charlotte Williams #704
11. ~~Charles Walker~~ 701
12. ~~Margaret Jones~~ 203
- 13.
- 14.
- 15.
- 16.
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Listening Session #1 Sign In Sheet

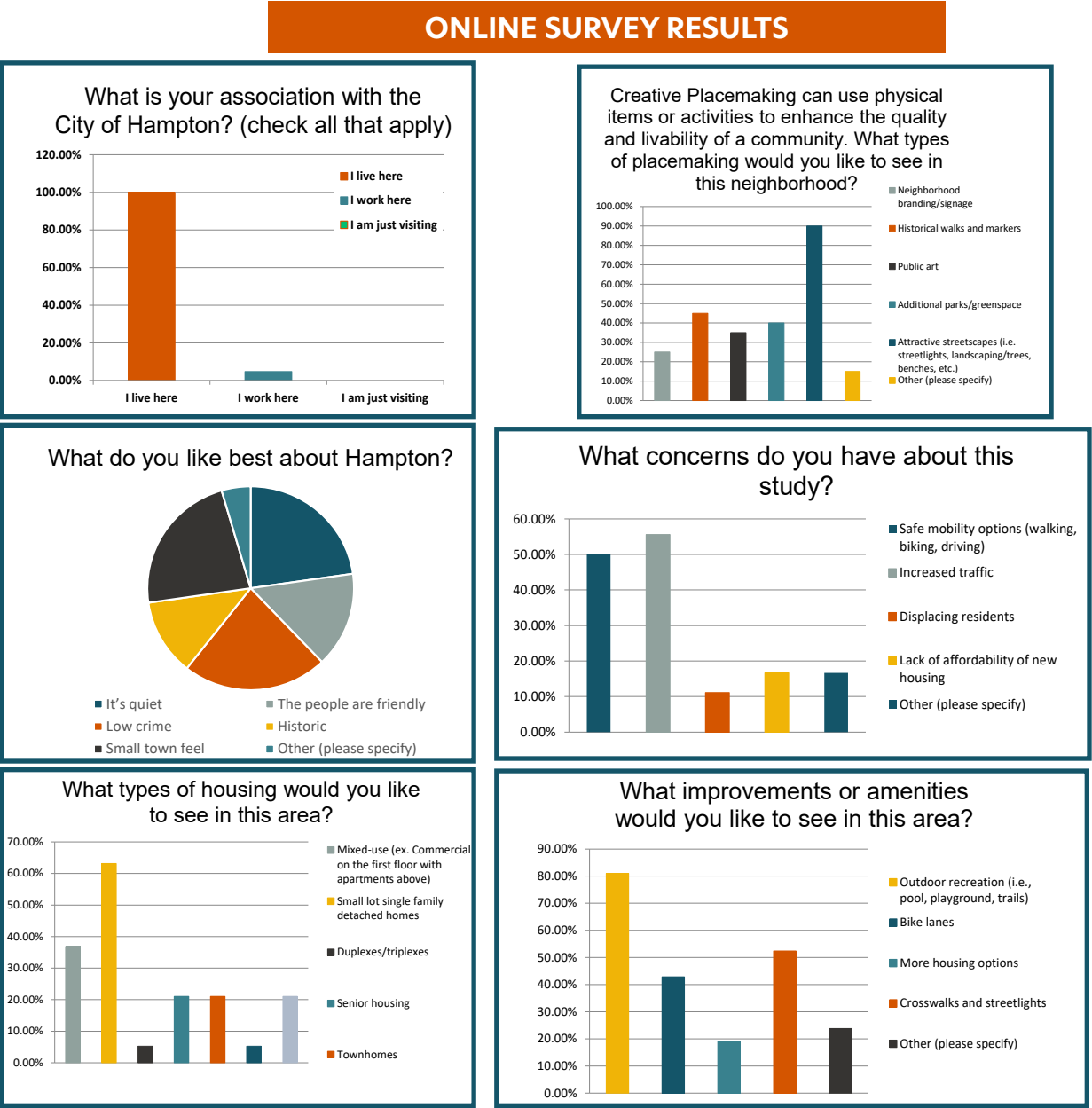
Sign In Sheet

<u>Name</u>	<u>Email</u>
Martin M. Bryant	
Kendra Brown	KendraBrown16@gmail.com
Wanda Buchanan	Wanda Buchanan 5264@gmail.com
Pastor Berry	KBerry@ZBCHampton.org
Easma Oliver	easmaoliver@att.net
Levelan Davis	Levelan@gmail.com

Listening Session #2 Sign In Sheet

POP-UP EVENT & SURVEY
The Yellow Pollen Festival is held in Downtown Hampton each year. This provided City Staff with an opportunity to share information about the revitalization strategy and have attendees complete an online survey to share their input. The event generated twenty-one survey responses. The results are shown to the right.

Figure 1.1



COMMUNITY OPEN HOUSES
Two Community Open Houses were held throughout the planning process. Each one is detailed below:

COMMUNITY OPEN HOUSE #1
June 16, 2022
6:00-7:30PM
Location: Hampton Depot

Goal: To reach the general public and educate them on the revitalization strategy process, goals, and potential catalytic projects.

Activities: Attendees were asked to vote on precedent imagery sharing what they want to see in their community. Images were shown for housing, amenities, and placemaking.

COMMUNITY OPEN HOUSE #2
August 15, 2022
6:00-7:30PM
Location: Zion Baptist Church

Goal: To share the revitalization plan findings and recommendations with the public.

Activities: Boards presented each recommendation, and comment cards were given out to attendees in an effort to get their input on prioritizing the recommendations.

Note: Several attendees did not sign into this meeting. The project team encouraged people to sign in, but did not make it mandatory.

Community Open House #1 Summary

King, George, and Daniel Streets
Revitalization Strategy

Open House Summary
June 16, 2022

On June 16, 2022, the planning team hosted the second community open house for the King, George, and Daniel Streets Revitalization Strategy from 6:00-7:30 PM at the Hampton Depot, a centrally located venue just outside of the study area. Nineteen people signed into the open house, but more participated in the event as often one household only signed in using one person's name, and a few attendees chose not to sign in. The planning team shared with attendees the existing conditions in the neighborhood, market analysis findings, anti-displacement strategies, and gathered feedback on the community's vision for the future of the area.

Meeting Format:

This meeting allowed the community to learn more about the project and to share feedback in three different ways: image preference boards, an Ideas Wall, and comment sheets.

1. Several **educational boards** provided an overview of the project process, the Vision Statement and Planning Principles, existing conditions and market analysis overview, potential catalytic projects in the study area, and anti-displacement strategies.
2. Three **image preference boards** gave attendees examples of potential "missing middle" housing typologies, placemaking opportunities, and amenities. The planning team provided sticker dots so that participants could vote on which images evoked the 'look and feel' they think is most appropriate within the study area.
3. The planning team provided an **Ideas Wall** for any suggestions from meeting participants not shown on the image preference boards or educational boards.



Input Overview and Results

Image Preference Activity

Image preference boards displayed images of housing typologies, placemaking opportunities, and amenities from other jurisdictions - most located in metro Atlanta - that may capture the desired 'look and feel' for the King, George, and Daniel Streets neighborhood. Participants placed a sticker dot next to any images that illustrated what they would prefer to see in the study area. Key takeaways include:

- The most desired housing types include small-lot and attached single family homes. The most popular images showed a common space and homes with small front setbacks.
- The preferred placemaking images show a desire for community gathering spaces, appreciating the history of the neighborhood, and improved streetscapes.
- Desired amenities include those that would allow residents and visitors to travel safely throughout the neighborhood, like well-lit sidewalks and trails, as well as spaces where community members can gather and interact.

1. **Residential.** The study area will need residential development to accommodate growth in the City and County, to provide homes for new and existing residents at both affordable and market rates.



12%



3%



9%



12%



9%



12%



0%



21%



24%

2. **Placemaking.** Placemaking fosters neighborhood pride and can help preserve the history and culture of the study area through public art, signage, community spaces, and streetscapes.



11%



19%



8%



13%



2%



9%



13%



13%



11%

3. Amenities. The recommendations included in the revitalization strategy will include what amenities are appropriate within the study area. The City has invested in some sidewalks, and a new park in the area, but further improvements will be needed to create a thriving neighborhood.



2%



20%



5%



2%



27%



17%

Ideas Wall

The planning team provided a board, sticky notes, and markers so that participants could write other ideas, suggestions, and comments that they would like considered as part of the revitalization strategy. Below are the comments provided on this board.

"Large trees protection."

"Invest in existing homes and families."

"More improvements for seniors."

"Road improvements to handle growth."

"Bird Habitat
protection/large
tree protection."

"Bike paths and
sidewalks and
basketball court."

PLEASE SIGN IN

King, George, and Daniel Streets Revitalization Strategy

Open House

June 16, 2022

Sign in and provide your email if you want to stay up to date on the next engagement opportunity!

Name

E-mail

Ann Tarpley
Martha Pittman
Phillip Aldredge
Terry Karl Justice
Melvenia Marble

PLEASE SIGN IN

King, George, and Daniel Streets Revitalization Strategy

Open House

June 16, 2022

Sign in and provide your email if you want to stay up to date on the next engagement opportunity!

Name

E-mail

Marshall M. Bryant
Jessica W. Wright

PLEASE SIGN IN

King, George, and Daniel Streets Revitalization Strategy

Open House

June 16, 2022

Sign in and provide your email if you want to stay up to date on the next engagement opportunity!

Name _____

E-mail

Name	E-mail
Billy M. Zekel	
Heidi Mitchell	
Tykeisha Varner	tykeisha@varner.com
Charles Pendley	
Shirley Johnson	
KARLA SUTHERLAND	
Wanda Moore	
KC Krzic	
Marty Meeker	
Henry Byrd	
Gregory Marable	

PLEASE SIGN IN

King, George, and Daniel Streets Revitalization Strategy

Open House

August 15, 2022

Sign in and provide your email if you want to stay up to date on the next engagement opportunity!

Name

E-mail

Name	E-mail
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E. Housing Types

The housing types shown here depict what would be appropriate within the study area.



Townhouse



Storefront



Walk-up flat



Stacked dwelling



Detached house



Carriage house



Duplex



Mixed-use building



General building



Cottage court



Commercial house



Civic building