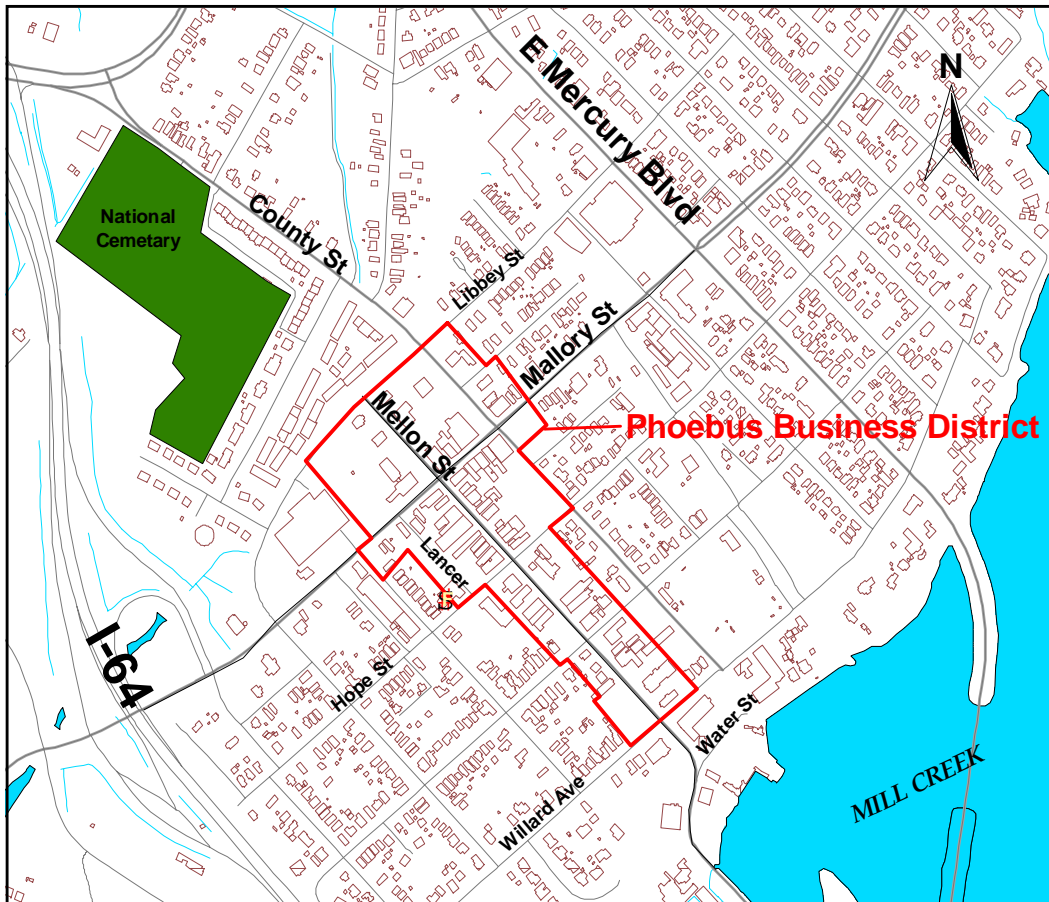


PHOEBUS BUSINESS DISTRICT MASTER LAND USE AND DEVELOPMENT PLAN (Approved January 1987)

The evolution of this Phoebus Plan began well before Fall 1986 when the Phoebus Improvement League retained Land and Community Associates to develop a plan for Phoebus. Concerned citizens and City of Hampton officials have made substantial efforts at revitalization for several years. The staffing of the Phoebus Improvement League and the success of the League's facade assistance program are evidence of an ongoing commitment to the revitalization of the Phoebus Business District.



The findings of this plan support the conclusions of the Phoebus Improvement League that compatible and coordinated physical improvements – including elements of both rehabilitation and new construction – are essential to revitalize the Phoebus Business District. The completion of the proposed revitalization plan is expected to generate increased interest in Phoebus if promoted effectively. Implementation by the Phoebus Improvement League and the City of Hampton will demonstrate an increased

commitment to Phoebus that is necessary to attract new businesses and investors. Improvements have been recommended where they will have the most impact and result in increased retail sales and property values.

The overriding, guiding principle of this plan has been that implementation must be able to make discernible differences in the physical appearance and economic climate of the Phoebus Business District while preserving those characteristics that make Phoebus a special place.

Summary of Recommendations

- General
 - Continue public/private implementation through the Phoebus Improvement League and the City of Hampton Planning Department.
 - Continue to recognize the integrity of Phoebus as a distinct community with a special identity and make all effort to ensure that its institutions, architectural character, and other distinguishing characteristics are preserved.
 - Continue to use the Main Street approach.
 - Implement physical improvements incrementally over five years with measurable objectives established for each year.
 - Undertake an architectural and historic survey of the area within the limits of the former Town of Phoebus with the goal of nominating a Phoebus historic district to the National Register of Historic Places.
 - Establish a local historic district for the Core Commercial Area and create a historic district commission composed of Phoebus residents, property owners, and business people to issue certificates of appropriateness for all new construction, demolition, and exterior alterations.
 - Establish a landscape ordinance to require all new construction along the highly visible portion of Mallory Street between the I-64 interchange and Mercury Boulevard to meet certain landscape criteria. The intent of such an ordinance is to allow Mallory Street to develop according to the demands of the marketplace with hospitality-related businesses (motel, restaurant, service station, convenience store, etc.) that are oriented primarily to the interstate and through town traveler without sacrificing visual quality. The image of Mallory Street will affect all motorists' first impressions of Phoebus.

- Eliminate industrial zoning in the study area (with existing industries grandfathered).
 - Establish commercial zoning along Mallory Street and change currently zoned industrial areas south of Mallory on both the east and west sides of Mellen Street to residential.
 - Upgrade the residential zoning on the north side of Tennis Lane to commercial.
 - Make all efforts to ensure that the former railroad right-of-way (currently involved in litigation) becomes utilized as open space.
 - Acquire the waterfront apartment building that blocks water views from Mellen Street and adjacent lot, and redevelop the site as a municipally operated farmers' market and fresh seafood market. Develop rental boat slips on privately owned land leased from its owners.
- Economic Revitalization
 - Strengthen retail sales and professional and personal services in the core commercial area by improving and expanding existing businesses and recruiting new businesses.
 - Develop a coordinated program of financial incentives for potential investors.
 - Embark on a program of increasing opportunities for quality residential development near the commercial area.
 - Recruit investors to redevelop vacant parcels, rehabilitate existing buildings for new uses, and open new businesses.
- Physical Improvements
 - Traffic and Parking
 - Undertake traffic study of Mallory Street from the I-64 interchange to the Salt Ponds development area at Buckroe Beach.
 - Clearly delineate onstreet parking spaces and institute timed parking on Mellen Street between Libby and Water streets and on Mallory Street from I-64 to County Street; in conjunction with the City of Hampton Planning Department, designate loading zones, taxi stands, and bus stops where needed.

- Undertake landscape improvements to the existing parking lot behind the buildings on the west side of Mallory Street between Mellen and County Streets.
 - Where possible, acquire and move the existing residences on the south side of County Street between Mallory and Hope Streets to infill sites so that the existing parking area between Mellen and County Streets may be expanded from 56 to 165 spaces.
 - Acquire land to the rear of Mellen Street buildings as needed to make the parking lot boundary as even as possible and demolish dilapidated rear wings of several buildings. Enhance expanded parking lot with extensive landscape improvements and create pedestrian connection to Mellen Street on portion of the site at 23 East Mellen Street.
 - Decommission Lancer Street to enlarge and combine the parking lots between Mellen Street and the Fire Station to increase the existing parking area from 67 to 155 spaces.
 - Acquire property as needed and demolish selected rear wings of buildings as needed to make even boundaries for the enlarged parking area.
 - Relocate Paul's Reconditioning Center to make a visible Mallory Street entrance to this lot.
 - Enhance expanded parking lot with extensive landscape improvements and create pedestrian connection to Mellen Street on the existing vacant lot on East Mellen Street.
 - Encourage screening and landscape improvements for privately owned parking areas by offering design assistance and financial incentives.
 - Begin immediately to work with the Department of Transportation to ensure that any changes to the bridges be visually acceptable from Phoebus and provide attractive entrances to Phoebus with scenic views.
- Streetscape Improvements
 - Identify and enhance the major vehicular entry points to Phoebus at the I-64 interchange at Mallory Street, the I-64 interchange at County Street (and again at County and Libby Streets), Mallory Street at Mercury Boulevard, Mercury Boulevard at Mill Creek, and Water Street at Mill Creek. At each point there should be an entry sign identifying the area as Old Phoebus, a part of the City of Hampton; well-maintained open space; and directions to the commercial core and parking. Provide incentives for private sector improvements (landscape, signs, maintenance, etc.) at these points.
 - Relocate overhead wires underground along Mellen Street from Mallory Street to the bridge to Fort Monroe and along Mallory Street from the I-64 interchange to Mercury Boulevard.

- Improve lighting along streets and in parking lots. Replace existing light fixtures to minimum lighting standards.
 - Make necessary street, crosswalk, curb and sidewalk improvements. Repair existing granite curbs and add granite curb cuts; delineate pedestrian crosswalks on streets; and rebuild sidewalks using aggregate and patterned concrete similar to that adjacent to the post office.
 - Create four pedestrian lanes to link improved parking areas with Mallory and Mellen streets.
 - Establish a consistent and compatible streetscape vocabulary of streetlight, public signs, and sign posts, trash receptacles, benches and other landscape elements.
 - Use vegetation to provide shade, visual interest, and edge definition.
 - Investigate the existing community park and playground for its potential for enhancement. Explore various ways to give a more open feeling and improve its ability to function as a recreational area adjacent to a newly developed residential area.
- Building Improvements and New Construction
 - Endorse the Secretary of the Interior's Standards for Rehabilitation for all pre-World War II era buildings in the commercial area.
 - Encourage maintenance and repair for all buildings in the commercial area.
 - Encourage appropriate facade improvements of existing buildings. Continue to offer design assistance for both front and rear facades.
 - Provide or upgrade rear access (including selected demolition of deteriorated and unsightly rear wings on several buildings) to commercial buildings in conjunction with enhancement of back door entrances and facades.
 - Encourage through design assistance appropriate infill buildings (both from relocation of structures and new construction) on vacant parcels along Mellen Street from Hope Street to Water Street.