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> Coliseum Central Master Plan Update



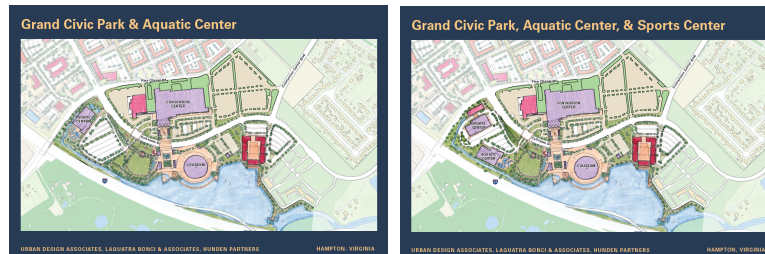
Coliseum Central Master Plan Update

Currently, the Coliseum Central Master Plan is being updated to respond to changes in the economy, the community, and city priorities. The Master Plan is a guide, and these are preliminary concepts. Some of these concepts represent development on city property, but many are on privately owned land.

Comment and join the discussion about any of these concepts [here](#).

Concepts

Coliseum Crossroads

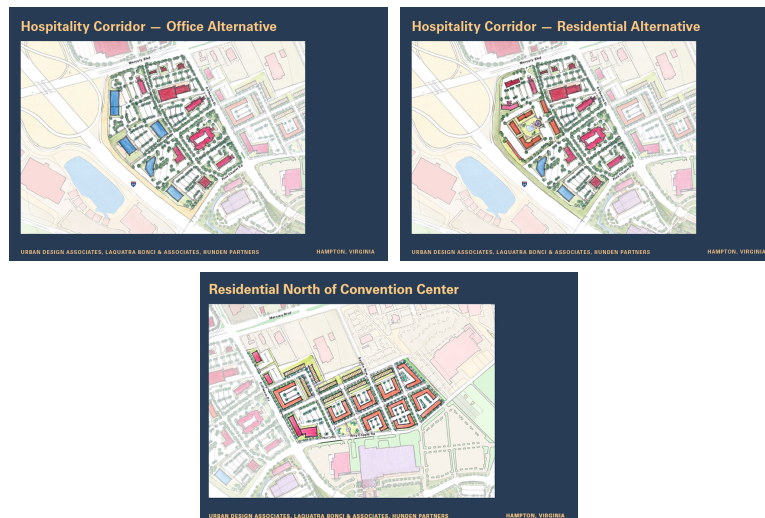


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This concept reflects the addition of indoor sport facilities to the existing major public venues: Hampton Coliseum and Convention Center, to capitalize on the growing sports tourism industry. Create a festival park to support these civic facilities and provide an outdoor event space to serve the overall Coliseum Central Business Improvement District. In addition, there are opportunities to include additional hotel and entertainment/dining opportunities.

Comment and join the discussion about this or any of these concepts [here](#).

Hospitality Corridor



**Click on image to enlarge*

Reflects a transition from retail into mixed use: multi-family residential, office, and hotels between Mercury Blvd. and Pine Chapel Road. High visibility parcels along the interstate may be desirable location for office buildings. Add a new signature hotel to the former Best Products site and reposition older obsolete hotels into redeveloped hotel properties, offering convention quality rooms. New residential units could be introduced into the mix

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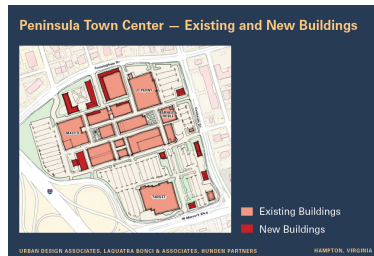


SWaM

on either side of Coliseum Drive and over time additional residential units could be incorporated behind the conventional center around Saville Row.

Comment and join the discussion about this or any of these concepts [here](#).

Peninsula Town Center



**Click on image to enlarge*

This concept reflects the potential for expanding multi-family residential units on the north side of the site around and adjacent to the parking garage along Cunningham Drive; a new hotel site adjacent to Macy's and Cinebistro; and new commercial retail buildings fronting Coliseum Drive between Von Schilling and Mercury Boulevard.

Comment and join the discussion about this or any of these concepts [here](#).

Riverdale Plaza



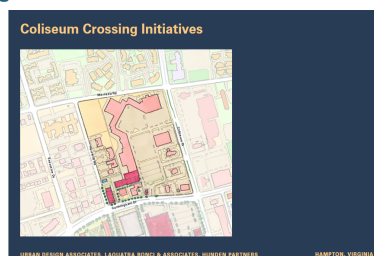
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Reflects a transition from a typical aging suburban strip commercial center into a mixed-use development with higher densities. This site is ideally located for multi-family residential development including apartments, condos, and townhouses, with the potential for some office uses and encouraging retail along the Mercury Blvd. frontage.

Overall the redevelopment would rely on extending street connections through the site, creating small "urban-style," walkable blocks. A focal point of the development is a cluster of mixed-use buildings (multi-family residential over service-oriented retail) arranged around a central green space. Three alternatives: Mixed-Use Residential, Destination Retail, and Office are presented which show how the land uses within these urban blocks can be interchangeable in response to market demand.

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Coliseum Crossing

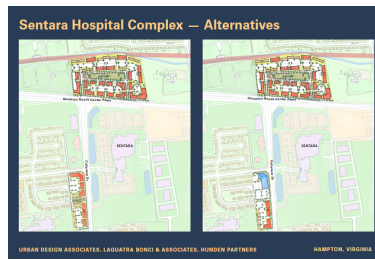


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Suggests redeveloping the south end of the center, re-positioning the building to front onto Cunningham Drive and mirror the proposed residential development at the Peninsula Town Center with support service-related retail uses.

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Sentara



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Reflects the provision of new housing units in the northern area of the District around the Sentara Hospital geared toward hospital staff. There is also the potential for future medical office and/or hospital support uses in this area.

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FROM THE SEA TO THE STARS.

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