AGENDA
Newport News City Council
Work Session
April 9, 2019
10th Floor Conference Room
City Hall

3:00 p.m.   I. Fiscal Year 2020 City Manager Recommended Budget
A. Newport News Public School Fiscal Year 2020 Budget
   B. Public Safety

4:10 p.m.   II. Denbigh/Warwick Area Plan

5:00 p.m.   III. Comments/Ideas/Suggestions

5:30 p.m.   IV. Closed Meeting
       VI. Adjourn

6:00 p.m.   VII. Dinner
DENBIGH-WARWICK AREA PLAN

TODAY’S AGENDA

CONTEXT
- Plan Objective
- Project Boundary

EXISTING CONDITIONS
- Overview

PLAN VISION AND GOALS
- Overview

BIG MOVES + DEVELOPMENT CONCEPTS
- Core area catalyst site concepts

NEXT STEPS
DENBIGH-WARWICK AREA PLAN

CONTEXT

OVERARCHING OBJECTIVE
The goal of the DWAP is to define a long-term vision for Denbigh-Warwick that establishes an identity for the area, improves health and safety, enhances the quality of life, and stimulates economic and investment activity along the Warwick Boulevard corridor.

PROJECT BOUNDARY
The study area spans 7 miles along Warwick Boulevard, running east to the CSX tracks, west to the Warwick River, south to Oyster Point Road/Deer Run and north to Oakland Industrial Park. It does not include City Farm.
DENBIGH-WARWICK
AN INITIAL GLANCE

**AREA & POPULATION**
- 12.46 Square Miles*
- 48,579 People*
- 187,396 Population
- 2.5
- 2.63 Average Household Size*
- 3.12 Average Family Size*
- 14.0% Female-Led Family Households*
- 13.3%

**DEMOGRAPHICS**
- 10% Other Race*
- 45% White Race*
- 4% Asian Race*
- 12% Hispanic Population on the Rise*
- 13.1% Median Age*
- 13.2% 65 & Older*

**EMPLOYMENT & INCOME**
- 14.0% FEMALE-LED FAMILY HOUSEHOLDS*
- $57,560 Median Household Income*
- $52,373 Median Family Income*
- 4.6% Unemployment Rate*
- 8.6% Families in Poverty*

**HOUSING**
- 19,693 Housing Units*
- 78,543 Housing Units*
- $210,773 Median Home Value*
- $207,381 Median Rent*
- 4.6%
- 46.5%

**COMMUNITY**
- 83% Drive Alone*
- 2.5% Bus*
- 0.0% Bike*
- 0.8% Walk***
- 19,000 Live in Denbigh-Warwick but work elsewhere*
- 739 Own & Work in Denbigh-Warwick*
- 1 City, 1 Police Comprehensive Plan
- 32 Walk Score
- 1 Library Serves Denbigh-Warwick*

**DATA SOURCES**
*ESRI COMMUNITY PROFILE 2018
**2015 STATISTICAL PROFILE, CITY OF NEWPORT NEWS, FEBRUARY 2018
***ESRI 2018
ECONOMIC CONDITIONS

COMMERCIAL ACTIVITY
Warwick Boulevard and Denbigh Boulevard are the main commercial corridors. Numerous vacancies present opportunities for adaptive reuse and/or redevelopment.

ENTERPRISE ZONE
In effect since 2015, the Enterprise Zone allows new and existing businesses to receive state grants for job creation and real property improvements.

ECONOMIC ANCHORS
Fort Eustis and the Oakland Industrial Park provide opportunities for growth and expansion of supportive services.

A LOOK AT CONNECTIVITY
Places where people want to be tend to have parks, trails, and a high level of walkability, making them attractive to investment.

PARKS & RECREATION
Denbigh Community Center and Stoney Run Athletic Complex are neighborhood assets to build upon.

BIKE & PEDESTRIAN TRAILS
Explore ways to enhance and expand existing network.

OTHER AMENITIES
Consider ways to create connections between schools, libraries, commercial corridor, and other services.
EXISTING LAND USE

LARGE RESIDENTIAL AREAS
Preserve character of existing neighborhoods and improve entrances and connections.

TRANSITIONING TO OTHER USES
Look into ways to expand types of uses along commercial corridors.

COMMUNITY ENGAGEMENT

STAKEHOLDER INTERVIEWS  FOCUS GROUPS  COMMUNITY MEETINGS  COMMUNITY SURVEY  COMMUNITY WORKSHOP

PLAN THEMES

HEALTH AND SAFETY  PLACEMAKING  CONNECTIVITY  ECONOMIC REVITALIZATION  NATURAL SYSTEMS
JANUARY WORKSHOP

KEY FINDINGS

MAKE MORE REASONS TO COME TO DENBIGH - WARWICK
A craft brewery, diverse restaurants, an art and music venue, and family friendly-entertainment are just a few ideas.

DON’T FORGET THE NORTH END
Every day services and amenities and even housing near Shellabarger Drive and Oakland Industrial Park are much needed.

ISSUES AND OPPORTUNITIES

HEALTH AND SAFETY

RESIDENT, EMPLOYEE, & VISITOR SAFETY
POLICE & EMERGENCY SERVICES
RESIDENT HEALTH
SUPPORTIVE SERVICES

VISION
Denbigh-Warwick is a safe, healthy, and inviting community for all residents, including young professionals, families, empty nesters, and retirees. Entrepreneurs and small business owners are attracted to the area’s diversity and flourishing local business climate.

WHAT WE HEARD:

55% 45%
SHERWOOD DENBIGH COMMUNITY CENTER Kmart

WHERE WOULD YOU INVEST?

1 – NATURAL SYSTEMS 185,000
2 – ECONOMIC REVITALIZATION 170,000
3 – PLACEMAKING 157,000
4 – HEALTH AND SAFETY 142,000
5 – CONNECTIVITY 132,000

SHOULD THE LIBRARY MOVE?

55% MOVES THE LIBRARY
45% LIBRARY STAYS
VISION AND GOALS

HEALTH AND SAFETY

GOALS

1. Improve overall appearance and sense of safety
2. Establish a modern police, fire, emergency, and community services facility
3. Foster a healthy environment for residents of all ages with access to quality health care
4. Build on the area's agricultural history by integrating a farm stand or market

ISSUES & OPPORTUNITIES

PLACEMAKING

AREA CHARACTER

GATEWAYS & ACTIVITY CENTERS

ACCESSIBILITY

COMMUNITY FACILITIES

VISION

Distinct from the other parts of Newport News, Denbigh-Warwick is vibrant, green, and diverse with dynamic civic spaces like the Grissom Library, Denbigh Community Center, parks, and public plazas. There is always something to do from festivals to farm markets, outdoor concerts and movies, which create a warm sense of community. A hip foodie culture is also evolving around the entrepreneurial, tech hub that is taking shape alongside Oakland Industrial Park.
VISION AND GOALS

PLACEMAKING

GOALS

Establish a series of pedestrian-friendly, mixed-use village centers along Warwick Boulevard

Define and enhance character areas throughout Denbigh-Warwick

Identify major entrances to and within Denbigh-Warwick and create a consistent set of welcoming gateways

ISSUES & OPPORTUNITIES

CONNECTIVITY

REGIONAL
LOCAL/INTRA-NEIGHBORHOOD
TO COMMUNITY AMENITIES

VISION

Residents, businesses and employees find Denbigh-Warwick an appealing area to locate as it is well-connected to the city and larger region. Multiple bus routes, a network of bike lanes, and enhanced walkability provide transportation alternatives. An interconnected system of sidewalks and crosswalks allow residents of all ages to safely access and take advantage of the community’s schools, parks, waterfront, shopping, services and civic amenities.
VISION AND GOALS

CONNECTIVITY

GOALS

Reduce traffic congestion, improve connectivity, and create transit choices.

Improve pedestrian and bike connections for residents between neighborhoods and community amenities.

Ensure that all neighborhoods are within a 10-minute walk of a park or green space.

ISSUES & OPPORTUNITIES

ECONOMIC REVITALIZATION

BUSINESS IMPROVEMENTS & OPPORTUNITIES
SERVICES & ENTERTAINMENT
HOUSING

VISION

Denbigh-Warwick has a varied and supportive employment base that benefits from proximity and relationships with Fort Eustis and Oakland Industrial Park, as well as the larger Hampton Roads region. In addition to quality employment, retail, restaurants, and community services that cater to the area’s diverse residents, employees, and visitors, Denbigh-Warwick’s diversified housing makes it livable at every stage of life.
VISION AND GOALS

ECONOMIC REVITALIZATION

GOALS

1. Support local small business growth and encourage expansion of existing home-based

2. Create opportunities for new job creation, education, and training that allow community interaction

3. Encourage new supportive uses within and near Oakland Industrial Park that cater to employee needs

4. Ensure a wide range of housing options

ISSUES & OPPORTUNITIES

NATURAL SYSTEMS

RESILIENCY & GREEN INFRASTRUCTURE

PRESERVATION & STEWARDSHIP

COMMUNITY ACCESS TO NATURE

VISION

Denbigh-Warwick’s agricultural roots are still evident today through its mature trees, natural corridors, parks, and other green spaces that are integrated into its public places. The area greatly respects its location along the water, preserving its edges with natural buffers. Park and recreational spaces protect the area’s natural resources while encouraging physical activity and wellness. Resilient design and stormwater management features create additional green elements while reducing the environmental impact of the built environment.
VISION AND GOALS

NATURAL SYSTEMS

GOALS

1. Preserve green corridors and a natural buffer along

2. Strive to provide a park or green space within 10-minute walk (1/2 mile) of all neighborhoods

3. Encourage new development and significant redevelopment to incorporate resilient design

BIG MOVES

CONNECTIVITY

ENHANCING REGIONAL ACCESS
Creating more transportation choices by maximizing east-west connections, and enhancing routes between employment centers, major thoroughfares, and the commercial corridor.

IMPROVING LOCAL ACCESS TO COMMUNITY ASSETS
Increasing pedestrian and bike connections from neighborhoods to schools, community facilities, natural resources, and the commercial corridor.
BIG MOVES

NATURAL SYSTEMS

EXPANDING GREEN SPACES & PROTECTING RESOURCES
Denbigh-Warwick enjoys a “green” heritage treasured by residents. The plan strives to preserve and enhance these resources.

INCREASING ACCESS AND ENJOYMENT
Residents would like additional recreational opportunities and more green spaces. The Denbigh-Warwick Area Plan is exploring ways to improve access to and awareness of available resources by expanding existing resources and trails.

BIG MOVES

PLACEMAKING

GATEWAYS
These are areas of arrival, marking major entrances and points of interest in Denbigh-Warwick.

1. ENTERPRISE DRIVE
2. FORT EUSTIS BLVD
3. ATKINSON WAY
4. DENBIGH BLVD
5. BLAND BLVD
6. OYSTER POINT RD

VILLAGE CENTERS
These are centralized character areas and locations of activity accessible to the community.

1. SHELLABARGER DR
2. DENBIGH COMMUNITY CENTER
3. KMART SITE
4. SHERWOOD SITE
5. COLONY RD
BIG MOVES

THREE SECTORS

CREATING A FOCUSED APPROACH FOR THE DENBIGH-WARWICK AREA

Splitting Denbigh-Warwick into 3 sectors allows the plan to look at targeted interventions within the unique character zones that make up the planning area.

FROM NORTH TO SOUTH

FROM THE NORTHERN BOUNDARY OF THE PLANNING AREA AROUND OAKLAND INDUSTRIAL PARK, TO ATKINSON BOULEVARD. *

FROM ATKINSON BOULEVARD TO BLAND BOULEVARD/ LUCAS CREEK.

FROM BLAND BOULEVARD/LUCAS CREEK TO OYSTER POINT ROAD/DEEP CREEK.

* CURRENTLY ATKINSON WAY. UPON COMPLETION OF ROAD IMPROVEMENTS THIS WILL CHANGE TO ATKINSON BOULEVARD.
DEVELOPMENT CONCEPTS

“DENBIGH TOWN CENTER”

A VIBRANT MIXED-USE GATHERING PLACE

» Pedestrian-friendly development with a Main Street and Town Green to generate activity
» Stoney Run Greenway becomes a focal point with a multi-use trail running along the edge
» Strengthened connections to Old Courthouse Way, Courthouse Green, and Denbigh-Warwick Center
» Poised to take advantage of increased traffic from I-64

DEVELOPMENT LEGEND

- RESIDENTIAL-TOWNHOUSE
- RESIDENTIAL-MULTIFAMILY
- COMMERCIAL/RETAIL
- COMMERCIAL OFFICE
- STRUCTURED PARKING
- FUTURE TRAIL SYSTEM

DEVELOPMENT PROGRAM*

» 650+ RESIDENTIAL UNITS
» 90,000 FT² RETAIL SPACE
» 2 ACRES GREEN SPACE

* EDA OWNED LAND ONLY

K-Mart Site

SITE PLAN LEGEND

- RESIDENTIAL-TOWNHOUSE
- RESIDENTIAL-MULTIFAMILY
- MEDICARE/RESIDENTIAL-RETAIL
- COMMERCIAL/RETAIL
- COMMERCIAL OFFICE
- FUTURE TRAIL SYSTEM

STONEY RUN GREENWAY

"MAIN STREET"

"TOWN GREEN"
DEVELOPMENT CONCEPTS

SHERWOOD SITE

AN INVITING COMMUNITY HUB

- A beautiful new front door to the community offers a one-stop location for municipal services
- Police have a more visible presence
- The corridor edge is enhanced with attractive facades on Warwick Boulevard
- A civic green frames the Lucas Creek corridor
- The Grissom Library could be housed here and anchor the hub
- Office and residential spaces may also be integrated

DEVELOPMENT PROGRAM
- 60+ RESIDENTIAL UNITS (DEVELOPED AFTER GRISSOM MOVES TO PERMANENT LOCATION)
- 63,000 FT² RETAIL SPACE
- 67,500 FT² OFFICE SPACE
- 19,500 FT² POLICE STATION (ACCESS TO WARWICK BLVD AND OLD COURTHOUSE WAY)
- 50,000 FT² MUNICIPAL SERVICES
- 1 ACRE TOWN GREEN

DEVELOPMENT LEGEND
- Residential: Townhouse
- Residential: Multi-Family
- Commercial: Retail
- Commercial: Office
- Civic
- Potential Library
- Police
- Future Trail System

MULTI-USE TOWN GREEN

FUTURE LUCAS CREEK TRAIL
CONSIDERING OTHER POTENTIAL USES FOR

EXISTING MUNICIPAL SITE

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<th>POTENTIAL USE</th>
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<th>PLACEMAKING</th>
<th>CONNECTIVITY</th>
<th>ECONOMIC REVITALIZATION</th>
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IMMEDIATE NEXT STEPS

» Joint Meeting
» Planning Commission Public Hearing
» City Council Public Hearing

STAY CONNECTED
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