
Great Things are Happening in Newport News! Southeast Community and Downtown

The Roam Building Renovation

2713 Jefferson Avenue, Newport News, Virginia

The 100-year old Roam Building sits prominently along Jefferson Avenue – the primary commercial corridor within the Southeast Community of Newport News. As one of the few remaining original structures along Jefferson Avenue, the Roam Building evokes memories of a time when the corridor was the bustling center of shopping, dining and entertainment for this large community.

The Newport News Redevelopment and Housing Authority purchased the 3-story building with the goal of saving and renovating it for reuses compatible with the revitalization of Jefferson Avenue and the surrounding area. The plans and specifications were developed with the intent of preserving and providing a quality renovation of the building while and at the same time meeting the local codes and VHDA program requirements. Construction of renovations has been completed and this 11,000 square-foot building now accommodates 14 modern residential units and has regained its stately prominence along Jefferson Avenue.



after

before



Project's Impact

The revitalization of the Roam building is an integral part of a much larger redevelopment initiative involving a number of City of Newport News agencies and departments, including the Economic Development Authority, the Newport News Redevelopment and Housing Authority, the Departments of Planning, Development, Engineering, and Codes Compliance. With an intensive focus on a 12-block area of Jefferson Avenue, from just south of 25th Street north to 36th Street (Phase I), the goal of returning much needed services, shopping, retail, private investment, and jobs to the area is one that cannot be accomplished in a vacuum or by any one entity alone. This concerted effort is beginning to culminate in remarkable physical changes that for now improve the area's aesthetic, but over the next three years will transform the corridor with the

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undergrounding of utilities, new streetscaping with designated on-street parking, wide and landscaped sidewalks, street trees and furniture, public art, a new shopping center, rehabilitated historic buildings, and new mixed-use infill projects.

Jefferson Avenue Streetscape and Utilities Undergrounding

- ◆ Phase I—Jefferson Avenue from 25th Street to 36th Street, and 125 feet up 28th Street alongside of the Roam Building
- ◆ Undergrounding of all overhead utilities
- ◆ Streetscape design featuring wide sidewalks, pavers, decorative light and signal poles, and decorative street furniture
- ◆ Construction began June 2012 and was completed in June 2014
- ◆ Phase II – Jefferson Avenue from 12th Street to just south of 25th Street
- ◆ Phase I – \$12 million City Investment; Phase II – \$8.5 million estimated City Investment

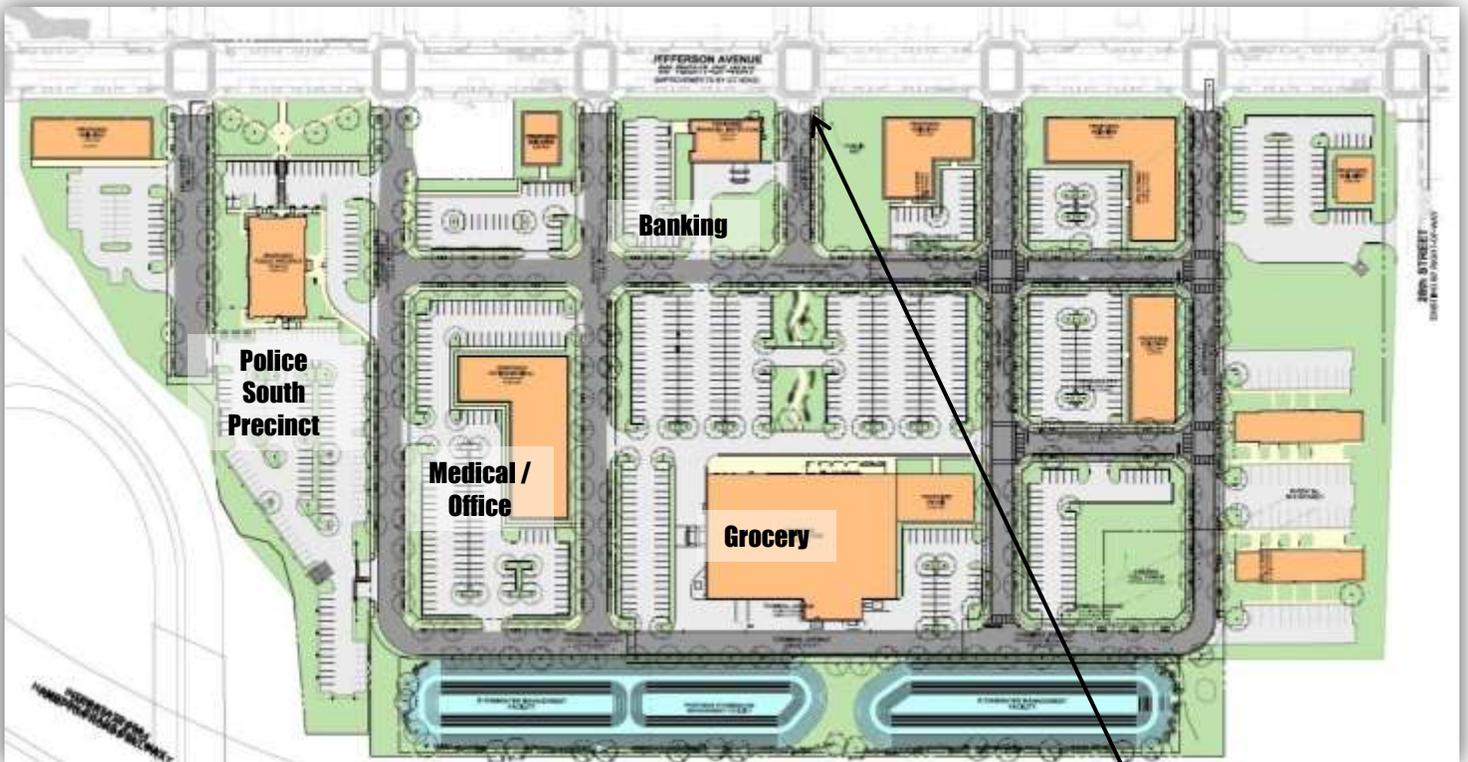


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Southeast Commerce Center – Brooks Crossing

- ◆ Extensive site assembly and clearing by Newport News Redevelopment & Housing Authority
- ◆ Redevelopment of 29+ acre commercial site on the Southeast Community's main commercial corridor – Jefferson Avenue
- ◆ Excellent I-664 visibility and access, and 7 blocks of Jefferson Avenue frontage (28th to 35th Streets)
- ◆ Signature, public art sculpture installed and dedicated August 2011 at corner of 31st Street and Jefferson Avenue – Richard Hunt's "Build the Dream"
- ◆ Economic Development Authority working with local developer team
- ◆ Mixed uses conceptualized – Retail, Office, Residential
- ◆ Construction of Phase I infrastructure, Police South Precinct and first commercial building to begin in late fall 2014



Richard Hunt
Sculpture

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Other Recent / Ongoing Jefferson Avenue Corridor Initiatives

◆ Dr. Martin Luther King, Jr. Plaza

- ◆ Corner of Jefferson Avenue and 25th Street
- ◆ Plaza completed September 2011
- ◆ Features *bas relief* sculpture of “The Unfinished March” installed in 2014



◆ NNRHA Jefferson Avenue Corridor Development – Jefferson Brookville Apartments

- ◆ NNRHA teamed with The Landmark Group, a skilled design-build firm with extensive historic preservation and infill experience.
- ◆ Utilized LIHTC Tax credits.
- ◆ Various NNRHA properties from 25th to 28th Streets were rehabilitated/developed.
- ◆ Three project sites totaling fifty one, two, and three-bedroom apartments.



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◆ **Madison Heights Neighborhood**

25th – 28th Street Blocks of Jefferson Avenue

The Newport News Redevelopment and Housing Authority (NNRHA) has been building houses in the Madison Heights neighborhood for the last 15 years, acquiring and demolishing older homes and building new houses for first time home buyers. The program, called HOMEbuilder, has produced over 110 new houses in Madison Heights, and the project received the Governor's Housing Achievement Award in 1997. The project, which is still in full swing, is a true success story – only one HOMEbuilder home went into foreclosure during the national housing crisis.

The NNRHA recently contracted with Hankins & Anderson Architects to develop new home designs (rendered below) to be built in the Madison Heights neighborhood. The two foundational designs – Cape Cod and Four Square – can be altered in a variety of ways to provide a number of different-looking homes on a street or block. These designs match the style, charm and craftsmanship of the older homes prevalent in the Southeast Community. The houses are also designed to be affordable, easy to maintain, and energy efficient. Each design is “**Earth Craft**” certified. Fourteen new homes have been completed or are currently under construction based on the new designs.

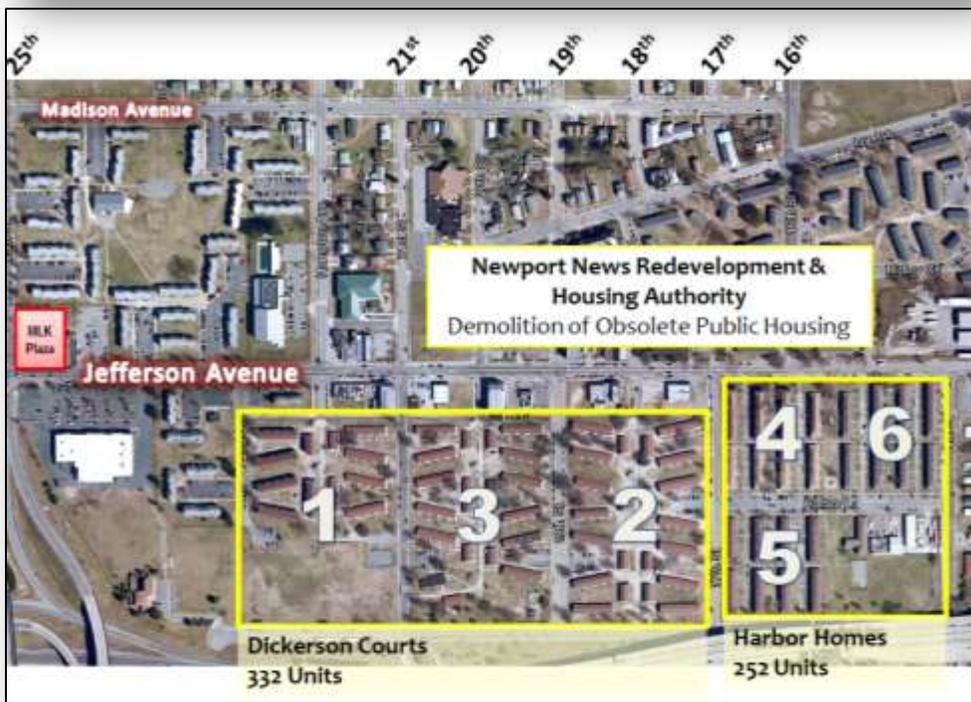


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◆ NNRHA Opportunity Site

- ◇ Demolition is complete of two WWII-era public housing communities (Dickerson Courts & Harbor Homes) south of 22nd Street (500+ units)
- ◇ Resultant 35-acre site with high visibility from I-664 to be available for redevelopment following HUD approval of the development plan



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The Apprentice School Development

Downtown Newport News, Virginia

On Friday, December 6, 2013, we celebrated the grand opening and commissioning of the Newport News Shipbuilding Apprentice School complex, a public-private partnership project between Huntington Ingalls Incorporated, developer Armada Hoffler, the City and the Industrial Development Authority, in the City's Downtown. Featured speaker Governor Bob McDonnell joined citizens and business and political leaders from across Hampton Roads and the Commonwealth in the celebration. This \$70 million mixed-use development project consists of the 86,000 square-foot Apprentice School, 197 market-rate workforce apartments, a 387-car parking garage and approximately 30,000 square feet of ground floor retail space. A reception and tour of the facility followed the grand opening event, marking this historic day for the Shipyard, the City and the Commonwealth.

This project was supported by the City to facilitate development of the new Huntington Ingalls state-of-the-art Apprentice School and to enhance and revitalize the Downtown with additional high-quality retail and residential development adjacent to the Apprentice School facility.



Apprentice School



Apartments



Retail

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Navy Housing – Homeport Hampton Roads

3011 Huntington Avenue, Newport News, Virginia

The public/private partnership between the Department of the Navy, Homeport Hampton Roads, LLC, City of Newport News, and the Economic Development Authority resulted in a high-quality unaccompanied personnel housing project in Downtown Newport News, setting a new standard for housing in the Downtown area. The development includes 130 market-style 2-bedroom units in 26 architecturally attractive buildings, recreational facilities including an outdoor pool, and a parking garage.



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Noland Green Apartments

2600 Warwick Boulevard, Newport News, Virginia

The Noland Green Apartments were constructed within the old Noland Company buildings located downtown on Warwick Boulevard at 26th Street. These nearly one-hundred year-old structures were converted to 60 one, two, and three-bedroom apartments using historic tax credits and low-income housing tax credits, by private developer The Landmark Group of Winston-Salem, North Carolina. The architect, CJMW Architecture of Lynchburg, and the contractor, Rehab Builders of Winston-Salem, took great pains to respect and preserve the historic nature and character of the buildings. The redevelopment project replaces vacant, aging industrial downtown structures with a vibrant and beautiful new face and purpose, and the apartments are 100% leased.

