

**MINUTES OF SPECIAL MEETING  
(Denbigh-Warwick Area Plan)  
OF THE NEWPORT NEWS CITY COUNCIL,  
NEWPORT NEWS PLANNING COMMISSION, AND THE  
ECONOMIC DEVELOPMENT AUTHORITY OF NEWPORT NEWS  
HELD IN ROOM 113  
DENBIGH COMMUNITY CENTER  
15198 WARWICK BOULEVARD  
JULY 16, 2019  
1:00 P.M.**

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PRESENT: David H. Jenkins; McKinley L. Price, DDS; Sharon P. Scott, MPA; Tina L. Vick; and Dr. Patricia P. Woodbury-----5

ABSENT: Sandra N. Cherry, D. Min. and Marcellus L. Harris III-----2

OTHERS PRESENT: Cynthia D. Rohlf; Collins L. Owens; Mabel Washington Jenkins; David Freeman; Lynn Spratley; Ralph L. Clayton, III; Sheila W. McAllister; Flora D. Chioros; Rhonda L. Russell; Saul Gleiser; Angela Hopkins; Brian Pierce; Johnnie Davis; Melissa Leskovar; Lisa Cipriano; Robert E. Pealo; Sarah S. Bowman; Joye L. Thompkins; Florence Kingston; Sam Workman; Carol Meredith; Elizabeth McCoury; Matthew E. Johnson; Kalila Walker; Priscilla Greene; Daniel Owens; Sumeet Saini; Kearston Milburn; Cherry Croushore; Jeffrey S. Johnson; L. John Marr; James R. Gower; Michael Grinstead, II.; Eric D. Randall; Brandon E. Creswell; Zina F. Middleton; Eoghan P. Miller; and Josh Reyes

WRT Design: Woo Kim, Principal; and Stacy Humphreys Blankin, Planner

Planning Commission – Daniel L. Simmons, Jr.; Katie Stodghill; Michael F. Carpenter; Mark W. Mulvaney; Elizabeth W. Willis; N. Steve Groce; Pastor Willard Maxwell, Jr.; and Sharyn L. Fox

Economic Development Authority of Newport News – Alonzo R. Bell, Jr.; Jennifer S. Smith-Brown; Cassandra P. Greene; Mary C. Aldrich; C. Gary Minter; Jeffrey C. Verhoef; and Raymond H. Suttle, Jr. (Legal Counsel)

Mayor Price welcomed all to the July 16, 2019 Special Meeting. He called the Special Meeting of the Newport News City Council to order and asked the City Clerk to call the roll and advise of a quorum.

Vote on Roll Call:

Ayes: Jenkins, Price, Scott, Vick, Woodbury

Nays: None

City Clerk, Mabel Washington Jenkins, announced that there was a quorum of the Newport News City Council.



Mr. Daniel L. Simmons, Jr., Chair, Newport News Planning Commission, called the Special Meeting of the Newport News Planning Commission to order and asked the Recording Secretary to call the roll and advise of a quorum.

Vote on Roll Call:

Ayes: Simmons, Stodghill, Maxwell, Fox, Mulvaney, Willis, Groce, Carpenter

Nays: None

Planning Commission Recording Secretary, Melissa Leskovar, announced that there was a quorum of the Newport News Planning Commission.

Chairman Simmons thanked his fellow commissioners for their presence.

Mr. Alonzo R. Bell, Jr., Chair, Newport News Economic Development Authority/Industrial Development Authority (EDA/IDA), called the Special Meeting of the Newport News EDA/IDA to order and asked the Recording Secretary to call the roll and advise of a quorum.

Vote on Roll Call:

Ayes: Bell, Aldrich, Verhoef, Smith-Brown, Greene, Minter

Nays: None

EDA/IDA Recording Secretary, Kearston Milburn, announced that there was a quorum of the EDA/IDA.

Mayor Price announced that a special tour was planned for the members of the Newport News City Council, Newport News Planning Commission, and the Newport News EDA/IDA.

RECESS: 1:15 p.m. – 2:15 p.m.

Newport News officials received a full look at a Denbigh revitalization plan. Over the past year, City planning staff and consultants, WRT Design, developed the Denbigh-Warwick Area Plan (DWAP), inviting area residents to state their desires for the area - 12 square miles bounded by Boxley Boulevard, Enterprise Drive, the Warwick River and the CSX railroad.

Ms. Angela Hopkins, Senior Planner and Project Manager for the Denbigh-Warwick area plan, advised that the purpose of the tour was to provide an opportunity to observe existing condition and challenges, and to identify opportunities for redevelopment within the area. She shared the demographics of the plan area as follows:



Denbigh-Warwick area approximately 12 square miles  
Contained over 48,000 people  
Fourteen percent (14%) of family household led by females  
Median household income over \$57,000  
Median home value over \$210,000  
Median rent over \$1,100

Ms. Florence Kingston, Director, Department, Secretary/Treasurer for the EDA/IDA, also participated in the tour, sharing several strategic property acquisitions made by the EDA/IDA to include (1) the former Hills property (429 Oriana Road), acquired in July 2006 for \$1.6 million; (2) Kmart (401 and 413 Oriana Road), acquired in March 2019 for \$2.9 million; (3) Sherwood Shopping Center (13785, 13771 Warwick Boulevard), and select outparcels, acquired in November 2016 for \$7.8 million. Ms. Kingston also shared façade improvement grants received, as well as other local incentives (*a copy of Ms. Hopkins and Ms. Kingston's comments are attached and made a part of these minutes*).

The meeting reconvened at 2:20 p.m.

Ms. Sheila McAllister, Director, Department of Planning, welcomed members of the respective boards in attendance. She introduced the consultants from WRT Design – Ms. Stacey Blankin and Mr. Woo Kim. She thanked Ms. Blankin and Mr. Kim for their work on the DWAP. Ms. McAllister advised that once the DWAP was adopted by City Council, it would become an amendment to the One City One Future Comprehensive Plan 2040.

Mr. Kim and Ms. Blankin presented the DWAP (a copy is attached and made a part of these minutes).

Vice Mayor Vick inquired about the strategy for getting people out of their cars and into a walkable mixed-use environment. Mr. Kim replied the strategy was to create a destination. He urged creating a place and a destination to give people a reason to want to be here. He indicated this strategy would call for a partnership between the public sector and the private sector in order to make the vision a reality. Vice Mayor Vick mentioned adding the attractions for the citizens would be the winning piece.

Ms. Hopkins asked for feedback from members that participated in the bus tour.

Vice Mayor Vick responded that she liked the concept of having a municipal area for people using services, but were unable to drive. Referencing the Municipal Center in Denbigh, which included the Police and Fire Stations, as well as Human Services and the Grissom Library. Vice Mayor Vick indicated it would be great to have these services on a street which included access to public transportation.



Mayor Price expressed concern about connectivity and how citizens were able to safely cross streets. He suggested creating a path parallel to the roadways to increase walkability and bicycling, to enable citizens to get safely from one side of the street to another.

Vice Mayor Vick urged, as the City planned and seek funding from the public and private sector, to be mindful of creating a good marketing budget. She cited the Peninsula Town Center in Hampton as an example, which included fountains where citizen could bring their children to play, as well as listen to bands, and have different attractions, as a method to get people out, and encourage them to get out of their cars.

EDA Chairman, Mr. Alonzo Bell added, as a longtime resident of the Denbigh area, he recalled all of the sites in their original iteration, and was excited as he envisioned future opportunities. He shared that the EDA/IDA had worked to create locations for viable opportunities as discussed. He questioned the length of time to implement some of the planned opportunities. Chairman Bell believed the City was moving in the proper direction. The DWAP created an opportunity to revitalize the Denbigh-Warwick corridor, which was an integral part of the City of Newport News. He advised that he looked forward to being a part of the process.

Councilwoman Scott indicated that she enjoyed the tour. She felt there could be more diversity in the area with the EDA/IDA support and the acquisition of the various parcels. She shared that many residents, citizens, and members of the military, had suggested a fitness center near the gate at Ft. Eustis. Also suggested was a Starbucks. Councilwoman Scott believed the Kmart site provided the perfect opportunity for a Town Center concept, which would lead to increased traffic in an already congested and tight area. She indicated the possibilities for this site added synergy to the DW Center, and could be very positive and possibly bring people together in a place, for entertainment and attractions such as mini-concerts.

Mayor Price believed Village Centers were a key and could be a focal point in key areas.

Mr. Kim shared that the City did not have to wait until all of the parcels were assembled, and the DWAP complete, but some things could be done immediately. He suggested community clean-up days, or pop-up events. He indicated there were examples across the country where publicly-owned land was underutilized, but advised the market could be tested with Pop-up Events. This would allow the City to consider how to deal with traffic for events that could conceivably bring in hundreds of people. Mr. Kim indicated there were also examples of closing down segments of roadways, and handing them to pedestrians and bicyclists to test, which were low-cost/no-costs measures to try.

Councilwoman Woodbury inquired about the timeline for the DWAP and the needed steps to implement the plan.



Ms. Hopkins replied, some projects would be in the long-term, but there were some that could be done in the short-term of zero to three years. The short term projects would be considered first.

Referencing Mr. Kim's comment that the City did not have to wait until all of the parcels were assembled to begin working on projects, Councilwoman Scott inquired how to begin looking for businesses who would want to be in the Denbigh-Warwick area, and what type of businesses they believed would fit in the district. She also reminded, whatever was done, that the Lee Hall area be included, as often it seemed that Lee Hall was another City. She stated once one passed a certain point, Lee Hall appeared not to belong to Newport News. She added that it would be important to ensure that Lee Hall appeared as a part of the North District. Councilwoman Scott indicated she wanted some synergy with what was already in the North District as the City moved forward.

Vice Mayor Vick suggested musical bands and markets as the City considered Pop-up Events, as this would attract people from other areas. She was excited to learn the City did not have to wait for all parcels to be assembled. She believed the Kmart site was a great location for Pop-up Events to occur.

Newport News Planning Commission Chair, Mr. Simmons, agreed with the comments made. He believe there was a lot of synergy; but expressed concern about the public's safety as the City created new connections and a segue for the citizens. He indicated it was important to consider safety as the communities were created and walkability brought into the area. He also expressed concern about available services in the area of the Grissom Library. He believed there were opportunities in that area for the EDA/IDA to consider acquiring property that would enhance the library or even expansion of the site. Chairman Simmons agreed with Councilwoman Scott that the Lee Hall community seemed to be forgotten, and should be connected to the DWAP moving forward. He expressed appreciation to the Planning staff and ideas being suggested to enhance the quality of life for the citizens in the City of Newport News.

City Manager Rohlf reminded that the meeting was about the DWAP only. She advised that staff was in the process of updating the Lee Hall Area Plan. It had been 25 years since City Council signed off on the Lee Hall Area Plan. City Manager Rohlf advised that some parts of the Plan were out of date and would not happen. Staff would be reviewing the process in conjunction with the DWAP. She advised that developers had expressed an interest in the Lee Hall area. City Manager Rohlf thought the DWAP was great, but advised that interest must be generated before businesses would step forward. She mentioned that Pop-up Events were discussed often. She envisioned Pop-up Events beginning immediately, energizing the Kmart site, by adding sod, installing lights, having something done with the old Kmart building, such as getting children to decorate the outside or having an art contest. City Manager Rohlf indicated that some things could happen relatively quickly, but citizens must feel comfortable to venture in



the area, as opposed to driving by. She felt the way to fix that was to have energize the area and have activities. She suggested an afternoon jazz session or a similar activity on a Saturday or Sunday. Regarding connectivity, City Manager Rohlf advised that it was not only connectivity in the DWAP, but throughout the City. She shared a conversation with the Director of Planning about connecting the Denbigh area somehow to the City Farm Park. It would not be an easy task, but there was a route making it possible with some of the narrow roadways.

City Manager Rohlf questioned the method needed to open up amenities, encouraging citizens to take advantage of those amenities as well. She felt it was important to get other developers and businesses interested in an effort to plan long-range projects, but to do what was necessary immediately to generate activity, particularly related to the planning phase for the Grissom Library and the Fire Station.

Vice Mayor Vick suggested a celebration of the Hampton Roads Transit incorporating the bus system in an event; i.e., "Fun Day in Newport News as we ride HRT," which would bring people out of their cars to the celebration, particularly since the City allocated millions of dollars to support HRT.

WRT Consultant, Ms. Blankin added, in terms of connectivity, the area of Old Courthouse Way was looked at to alleviate traffic and move the traffic off of Warwick Boulevard, maneuvering through other roadways and creating other connections. She also suggested making similar connections/multi-modal through bike or pedestrian connections. Ms. Blankin added, with the Kmart site, one proposal created a multi-use trail across the rear that ran along the Stoney Run corridor, in an effort to take advantage of beautiful, scenic views. The hope was that the trail would extend across Warwick Boulevard and pick up Old Courthouse Way. A stronger connection with bikes and pedestrians across the east-west connections to the neighborhood were also considered. With Atkinson Boulevard, Ms. Blankin recommended bike facilities in the long-term to ensure connectivity to other parts of the City and employment centers. She advised that the Sherwood and Kmart sites were focused on to create a mixed-use center, with a variety of housing and services, in an effort to promote links to the existing public transit, which ran along Warwick Boulevard.

City Manager Rohlf advised there had been discussions on the staff level about various initiatives, such as activating the Kmart site. She encouraged other suggestions or thoughts as far as activities and attractions to give the area a sense of place within the community. She welcomed feedback and hearing from the public about other opportunities to consider.

Councilwoman Scott recalled carnivals held on the site of the old Kmart, to include rides, pony rides, and fun family type activities. She added that car shows were also a big deal in the Denbigh area in the parking lots of restaurants or parks. She believed that car shows would be great because they brought families out. She suggested reflecting on Historic Denbigh, and have people resurrect historical artifacts, particularly tractors, as Denbigh was once a rural area. She recalled being in Luray, Virginia, and attending one of the largest events in the town,



with old cars, tractors, and bicycles. She suggested adding food to the event, which would make it an even grander event, with something for the children, making it a great family event. She advised that more people could be attracted to a family event than an individual event, which was her experience as she travelled around the United States to other areas with the National League of Cities.

EDA/IDA Vice-Chair, Jennifer Smith-Brown, observed numerous vacant offices and businesses, as well as retail units along the Denbigh corridor. She expressed appreciation for what the City was doing to revitalize the Denbigh community. She shared that her family came to Newport News in 1997 and began their business on Denbigh Boulevard, making the community special to her family. Seeing the decline in the market was not easy to experience, but when one observed it, one had to also acknowledge the potential. Vice-Chair Smith-Brown advised that she would be interested to hear the feedback and take-a-ways the consultants received from the local businesses owners incorporated into the DWAP to help other businesses flourish. She stated the City could build it but they would not necessarily come; and as a business owner, she was not willing to build without some assurances that there was sustainability in the community.

Mr. Kim shared, the first questions he always asked a Korean-American business owner was "What are you doing here?" He stated their usual response was "Because of the economy around Fort Eustis." Mr. Kim indicated, in response to that statement, the plan was to make sure that the economic revitalization component of the plan, as it related to Fort Eustis being an economic engine and making sure the connections to Fort Eustis were identified. One Korean-American business owner of a small grocery store advised most of his customer were not Korean. Mr. Kim was surprised, but indicated it showed how diverse and open the community was.

EDA/IDA Chairman Bell advised that everyone should be cognizant that business decisions were prominently demographically driven. The residential neighborhoods should be supported because businesses look for rooftops and income. The City needed strong residential neighborhoods in order to have any commercial revitalization. The businesses would come because of the people, the community and the disposable income to have the ability to buy the goods and services. Mr. Bell indicated this was the case of Ms. Smith-Brown's statement regarding her business. One had to have a community to service, that had money to spend on what was available. Everything done had to support the ability to grow the residential communities and their activities, and to show support to avoid those communities becoming blighted.

Planning Commissioner Sharyn Fox concurred with Councilwoman Scott's idea about a car show, which was a great way to establish and build interest and vibe in the community at the Kmart site. Commissioner Fox suggested food truck competitions, which was one of the most popular activities in the area. With a diverse population, there was a great opportunity to share different foods and cultures. She suggested a "bounce house" for children, which should not be very expensive. It was necessary to think about the City's demographics and attracting people back into the area.



Planning Commissioner, Elizabeth Willis, advised that there had been discussions about transportation and connectivity, but nothing was mentioned about benches. She indicated that people could only walk so far before getting tired. Many bus stops did not have benches, and people were left to stand while awaiting a bus. Commissioner Willis indicated there were benches situated along the trails in the Kiln Creek neighborhood. She shared that she had travelled to a large city, with benches or some kind of art to sit on, allowing people to talk, and stop to observe the environment. She recalled the carnival that had come to the Kmart site, in years past, which was always a fun and exciting time. Inviting a carnival back, or having an event monthly, such as a car show or pop-up event, would help to attract people to the area.

Councilwoman Woodbury shared that she had an occasion to visit the Virginia State Fair, and there were a plethora of activities for families, such as rides, food, and dog shows. There were many small attractions that would be ideal for the Kmart site. She suggested contacting some of the coordinators.

Councilwoman Scott shared, while on a trip to Chicago, she attended an event entitled, "A Taste of Chicago," which was held in a large shopping center, with many different foods, to include ice cream smoothies, and icees. She suggested that the Kmart site would be the perfect place, and it could be entitled, "A Taste of Newport News."

Ms. Hopkins thanked members of the Newport News City Council, Newport News Planning Commission, and the Newport News EDA/IDA for their attendance and participation. She advised the period beginning July 16, 2019 was the beginning of the public comment period for the draft DWAP. She invited citizens to review the plan, and visit the website at [nnva.gov/2401/Denbigh-Warwick-Area-Plan](http://nnva.gov/2401/Denbigh-Warwick-Area-Plan). To share feedback, or ask questions, citizens were welcome to contact Angela Hopkins at 926-8077 or [hopinsay@nnva.gov](mailto:hopinsay@nnva.gov). The public comment period was open from July 16, 2019 to July 31, 2019. Once comments were received and reviewed, a final document would be prepared for the Public Hearing process for the Planning Commission and the City Council, which was tentatively scheduled for September or October 2019.

#### **Adjournments:**

Mayor Price adjourned the July 16, 2019 Special Meeting of the Newport News City Council.

Planning Commission Chairman, Mr. Daniel L. Simmons, Jr., adjourned the July 16, 2019 Special Meeting of the Newport News Planning Commission.

EDA/IDA Chairman, Mr. Alonzo R. Bell, Jr., adjourned the July 16, 2019 Special Meeting of the Newport News Economic Development Authority/Industrial Development Authority.



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Minutes of Special Meeting  
(Denbigh-Warwick Area Plan)  
July 16, 2019

THERE BEING NO FURTHER BUSINESS,  
ON MOTION, COUNCIL ADJOURNED AT 3:34 P.M.

*Mabel Washington Jenkins*

Mabel Washington Jenkins, MMC  
City Clerk

McKinley L. Price, DDS  
Mayor  
Presiding Officer

A true copy, teste:

City Clerk



## DWAP Tour

Tuesday, July 16, 2019

- Welcome and thank all for participating in the Denbigh-Warwick Area Plan process. The purpose of today's tour is to provide the opportunity to observe existing conditions and challenges, as well as to identify opportunities for redevelopment within the area.
- Tour starts at DCC (basically our tour will be along the corridor; however, will point out things that cannot be seen from the corridor. We will not go to the southern end of the plan area but point out that OYSTER POINT RD. IS RECOMMENDED AS A GATEWAY. If time permits, we will go to the northern end (Fort Eustis & Oakland Industrial Park)
- Head south on Warwick Blvd. - points of interest
- Before we begin I would like to remind you of some of the demographics of the plan area:
  - Denbigh-Warwick Area is approximately 12 square miles
  - It contains over 48,000 people
  - 14% of family households are led by females
  - Median household income is over \$57,000
  - Median home value is over \$210,000
  - Median rent is over \$1100
- DENBIGH COMMUNITY CENTER – 52,800 square foot facility with a double gymnasium surrounded by an indoor walking track, seven multi-purpose rooms, full-service concession stand/café, fitness room, a dance room, an early childhood center, an outdoor playground surrounded by exercise equipment and an interactive splash fountain (CITIZENS IDENTIFIED AS A STRENGTH OF THE COMMUNITY)
- STONEY RUN PARK – which Stoney Run Athletic Complex is an element of the overall park design - STONEY RUN ATHLETIC COMPLEX – (is a great five field facility primarily developed for softball but is also used for baseball, field hockey, and soccer);
- WHAT WE HEARD FROM OUR CITIZENS
  - Strengths (Grissom Library, Denbigh Community Center, established neighborhoods and long-time residents, Fort Eustis, cultural diversity)
  - Weaknesses and Needs (sidewalks and crosswalks, crime and safety, limited river and water access)
  - Opportunities (Former Kmart site and other vacant parcels, quality public spaces, housing alternatives, new library facilities, celebrating multiculturalism)



- Threats (violence/crime, lack of code enforcement, commercial vacancies, young people not staying in area)
- INTERSECTION OF WARWICK & CURTIS TIGNOR RD.
  - Dutrow Elementary School (K-5)

Fall Membership by Grade			
Grade	2015-2016	2016-2017	2017-2018
Kindergarten	77	84	80
Grade 1	84	82	85
Grade 2	85	83	77
Grade 3	74	78	83
Grade 4	69	77	90
Grade 5	64	64	68
Total Students	453	468	483

- ROADWAY IMPROVEMENT (City has a sidewalk project underway along Warwick Blvd. from Atkinson Way to Lucas Creek Road – sidewalks will be widen to 8 feet)
- Appearance of the corridor (vacant bldgs.); number of churches
- INTERSECTION OF WARWICK & BEXLEY PARK (Bexley Park approximately 50 single family lots)
- INTERSECTION OF WARWICK & LUCAS CREEK RD (recommendation to explore bike/pedestrian connection along Lucas Creek Road)
- INTERSECTION OF WARWICK & BEECHMONT RD
- Potter's Field
  - This 4.4-acre tract is the last portion of the 17.3-acre Warwick County Poorhouse and Pauper;s Graveyard
  - Those buried in the fields include former inmates, pauper infants, victims of smallpox and influenza, criminals, and nameless indigents who died in accidents and other causes. Victims of the Spanish flu epidemic in 1918 are also buried here
  - Little known fact: in 1974 the city considered using the site for the Grissom branch library, but the idea was dropped because the graves would need to be located and moved first
- INTERSECTION OF WARWICK & OLD COURTHOUSE WAY



- Go into municipal complex (circle parking lot and pull to the side and allow Sonia, Human Services, Police, Courts to talk)
  - Total acreage of site – 6.8 acres
  - Consist of Grissom Library, Municipal Center (Police, Human Services, Court Services)
  - The facilities are dated and lack space to expand for needed additional services
  - During public engagement, citizens would like the facilities to have accessibility to public transportation and more overall visibility
- INTERSECTION OF WARWICK & DENBIGH BLVD (RECOMMENDATION AS A GATEWAY)
  - Warwick-Denbigh Shopping Center – approximately 11 acres older center but majority of retail spaces are occupied
  - Beside the WD Shopping Center is Denbigh Elementary School however it is accessed from Old Courthouse Way (is now the Courthouse Green Community Center)
  - Character of the corridor (you can see where sidewalks have been widened to 8 feet); corridor appears wider
- INTERSECTION OF WARWICK & TABBS LANE (SHORTLY AFTER IS SHERWOOD SHOPPING CENTER)
- Sherwood Shopping Center/Ferguson (RECOMMENDED FOR A VILLAGE CENTER)
  - 20 acre site
  - Currently occupied by Ferguson but they are constructing a new headquarters in City Center (they will vacate the site in a few years)
  - Other tenants include several churches, barber
- In front of Sherwood Shopping Center –City project to improve ADA accessibility at HRT bus stops (pedestrians utilizing HRT will experience easier accessibility)
- INTERSECTION OF WARWICK & BLAND BLVD. (RECOMMENDED AS A GATEWAY)
  - Bland Blvd. & Warwick Blvd. – intersection improvements (elevate roadway to minimize flooding); also ADA accessibility improvements to HRT bus stop
  - Newport News Multimodal Transit Center – approximately \$42 million center will replace the current AMTRAK station and provide a maintenance facility and interface with the airport through taxis and shuttles
- Condition of sidewalks; walkability



- INTERSECTION OF WARWICK & COLONY RD. (RECOMMENDED FOR A VILLAGE CENTER)
  - Approximately 7 acre site contains the international market which residents spoke highly of
  - Behind the shopping center is Aqueduct Public Housing complex
- INTERSECTION OF WARWICK & COLONY RD. (HEADING NORTH)
  - Local restaurant (Viking Burger- many of the citizens pointed out this restaurant as one of their favorite places to eat); however, they would like to see more restaurants locate in Denbigh
- INTERSECTION OF WARWICK & BLAND BLVD. (RECOMMENDED AS A GATEWAY)
  - Newport News Multimodal Transit Center – approximately \$42 million center will replace the current AMTRAK station and provide a maintenance facility and interface with the airport through taxis and shuttles. This new multi-modal transportation center will be more energy efficient, it will allow for increased passenger train ridership.
  - Campbell Road – Road improvements to reconstruct the north section of Campbell Road from Bland Blvd. to Warwick Blvd. (at Tabbs Lane). Improvements include constructing storm sewer system, curb and gutter and sidewalk (anticipated completion data 2022)
- INTERSECTION OF WARWICK & DENBIGH BLVD.
  - D-W Shopping Center has undergone renovations and housing entertain options that attract the youth
  - Kmart Shopping Center (RECOMMENDED FOR VILLAGE CENTER)
    - Kmart site is 12 acres
    - Hills Dept. store site is 9 acres
    - Additional parcel – 1 acre
    - Total publicly owned property is approximately 22 acres
    - The Stoney Run Greenway Plan proposes to connect through a system of green corridors or greenways the Stoney Run Sandpits behind the Kmart site continues down behind Denbigh High School and Epes Elementary School and ends at the Warwick River.
    - The remainder of the shopping center contains PACE, Food Lion, Dollar Tree
  - Turn down by main drive towards PACE
  - Point out city property (Stoney Run Greenway Plan proposed behind green space) – what are potential uses for this location



- **INTERSECTION OF WARWICK & ATKINSON WAY**
  - Atkinson Way which will become Atkinson Blvd. – a four lane divided roadway with bridge over CSX and I-64. This will be a new roadway between Warwick Blvd. and Jefferson Ave., north of Denbigh Blvd. and south of Fort Eustis Blvd.
  - Mary Passage Middle School
- Stafford Dr. – Merry Oaks Mobile Home Park #2 – 32 acres
- **INTERSECTION OF WARWICK & SHELLAGARGER DR. (RECOMMENDED FOR VILLAGE CENTER)**
  - Shellabarger Dr. – Fort Eustis Gate 2 – challenges with land use or traffic flow
  - This is the area where workers from Fort Eustis and Oakland Industrial Park workers eat
  - Citizens pointed out more options for lunch
- Merry Oaks Mobile Home Park – 39 acres
- Denbigh Early Childcare Center
  - Provide developmental school readiness for 4 and 5 year olds
- **INTERSECTION OF WARWICK & INDUSTRIAL PARK DR.**
  - Roadway improvement to resurface Industrial Park Dr. from Warwick Blvd. to railroad tracks
  - Off Industrial Park Drive
    - 12 new single family attached dwelling units are under construction
    - Waterworks
    - Behind second entrance to Waterworks is the Lee Hall Reservoir

- Dozier Middle School

Fall Membership by Grade			
Grade	2015-2016	2016-2017	2017-2018
Grade 6	372	376	327
Grade 7	357	373	370
Grade 8	365	364	377



Total Students	1094	1113	1074
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- Entrance to residential community of Lee's Mill
- Parkside at Charles Street
- INTERSECTION OF WARWICK & FORT EUSTIS BLVD. (RECOMMENDED AS A GATEWAY)
  - Roadway improvement to replace Fort Eustis Bridge over the Newport News Waterworks Reservoir (anticipated completion 2022/2023)
  - Economic activity in Denbigh-Warwick is concentrated at Fort Eustis and Oakland Industrial Park in the northern part and Ferguson in the southern part of the plan area
  - Fort Eustis has over a \$2 billion impact on the local economy
  - Fort Eustis has the greatest potential to generate demand for housing in Denbigh-Warwick by virtue of its size and the turnover among its staff.
  - Main gate entrance to Fort Eustis – one of the biggest challenges facing the base is traffic leading to and from the main gate
- Green area before Enterprise Dr. on the right of Warwick Blvd. is Waterworks property
- Mulberry Inn has been serving the community and military personnel for more than 20 years
- INTERSECTION OF WARWICK & ENTERPRISE DR. (RECOMMENDED AS A GATEWAY) - Stay on Enterprise Dr. – make second left onto Pickett's Line - stay on Pickett's Line and make a right onto Warwick Blvd. heading south
  - Contains over 640 acres
  - Oakland Industrial Park is the city's top industrial park. It houses approximately 26 domestic and international businesses involved in distribution and production as well as several technology companies, employing over 3,000 people.
  - Although not visible, Oakland Industrial Park is thriving with a low vacancy rate.
  - A challenge for the park is that there are few amenities for employees to enjoy and limited services available nearby such as a coffee shop, dry cleaners, daycare facility, gym or walking trail, making it difficult to attract young talent.
  - A lack of restaurants to entertain clients and high-quality hotels for out-of-town visitors pose other obstacles for business owners.
  - Roadway improvements – install an 8 foot wide sidewalk on one side of Pickett's Line and Harwood Drive (this will connect the existing sidewalk previously constructed along Enterprise Dr.)
- OVERALL GENERAL INFORMATION



- RESIDENTIAL DEVELOPMENT
  - Denbigh-Warwick has a solid base of homeowners with a growing renter population
  - The housing stock was developed primarily before 1990 with 68% built between 1950 and 1979. Less than 2% of units have been developed since 2010.
  - The main constraint on further residential development is the lack of developable land. Much of the study area is developed, but redevelopment of dated shopping centers and commercial properties could provide opportunities to build new housing.
- RETAIL DEVELOPMENT
  - During the 1960s and 1970s, Warwick Blvd. was the dominant commercial location for the area. With upgrading of Jefferson Ave., the 1987 opening of Patrick Henry Mall and the suburbanization of York County, the commercial center of gravity moved to Jefferson Ave. in the 1980s and 1990s.
  - Warwick Blvd. is lined with small strip centers and freestanding retail and service businesses. Many are auto-oriented, providing auto repair, body shop and related services.
  - The abundance of vacant retail space along the corridor has attracted numerous faith-based organizations to lease or purchase spaces for places of worship. Churches of all sizes have replaced retail operations. Some have made significant investments in upgrading and beautifying their spaces; while others have made little investment.
- LOOKING TOWARDS THE FUTURE
  - Development of key public facilities, such as the library, should be leveraged to help change the area's image and reality, creating vibrant gathering places that can set the stage for future private investment.
  - The Denbigh Community Center is a tremendous asset, demonstrating the community's support for quality recreational uses. Better connectivity to the corridor's neighborhoods could help encourage residents to support area businesses.
- Tour ends at DCC
- NEXT STEPS TALKING POINTS
  - The public comment period to make comments on the DWAP will be from July 16 - 31, 2019
  - The draft plan can be found on the project website: [www.nnva.gov/2401](http://www.nnva.gov/2401); there will also be copies placed in branch libraries by 12 noon



- All comments should be emailed to me at [ahopkins@nnva.gov](mailto:ahopkins@nnva.gov) or [hopkinsay@nnva.gov](mailto:hopkinsay@nnva.gov)
- Or mailed to the Department of Planning; 2400 Washington Avenue; Newport News, VA 23607
- All comments will be reviewed and draft plan will be prepared for public hearings with Planning Commission and City Council
- Public hearings are anticipated to occur in September or October (a public notice will be posted in the newspaper and other social media outlets when the date has been determined)



## **Denbigh-Warwick Area Investments – July 16, 2019**

### **1) Strategic Property Acquisitions**

- a. Former Hills Property (429 Oriana Road)
  - i. Acquired in July 2006 for \$1.6M
  - ii. Building demolished in 2011
- b. Kmart (401 and 413 Oriana Road)
  - i. Acquired in March 2019 for \$2.9M
- c. Sherwood (13785, 13771 Warwick Boulevard and Select Outparcels)
  - i. Acquired in November 2016 for \$7.8M

### **2) Other Strategic Property Acquisitions**

- a. Babbs (15401, 15407 and 15411 Warwick Boulevard)
  - i. Acquired in September 2014 for \$928,775
  - ii. Demolition and Environmental costs were approx. \$99,500
- b. Beechmont (14874, 15002, 14872, 14872A, 14876, 14878, 15004 and 15008 Warwick Boulevard)
  - i. Acquired in 2012 and 2013 for \$607,524.50
  - ii. Demolition and Environmental costs were approx. \$26,000

### **3) Fort Eustis Gateway Grants – \$732,947 from Federal Highway Administration**

- a. \$366,473 used to install landscaping in medians along Warwick Boulevard and the entrance to Stoney Run Park and Fort Eustis Boulevard.
- b. Between 2007 and 2010 over \$322K in matching grants were provided to support aesthetic improvements, most all along Warwick Boulevard.
  - i. 27 properties were approved for grants.

### **4) Oakland Industrial Park Supported Investments (Select)**

- a. Pepsi – \$18M (2009)
- b. Custom Vinyl – \$3M, 10 Jobs (2009)
- c. Riverside Paper – \$1.9M (2009)
- d. High Liner - \$6.6M, 57 Jobs (2014)
- e. Target Flavors – \$1.5M, 15 Jobs (2014)
- f. Printpack - \$35.7M, 50 Jobs (2016)
- g. NNI/HII Mechanical – \$17M (2018)
- h. Muhlbauer – \$12M, 15 Jobs (2018)



**5) New Oakland Industrial Park Sign**

- a. Installed in 2019 - \$25,900

**6) Façade Improvement Grants**

- a. 23 FIGs from 2012 through Present
  - i. \$588,885 in Grants; \$1,546,073 in Project Costs [See attached]

**7) Loan Programs**

- a. 14 Businesses Assisted; \$2,318,498 in Loans [See Attached]

**8) Other Local Incentives (EZ/CRPTA/Etc.)**

- a. BPOL and Local Utility Tax Refunds
  - i. MDR Specialty Distribution
  - ii. Muhlbauer
  - iii. Riverside Paper
  - iv. Walgreens
- b. CRPTA
  - i. B&S Associates (14501 Warwick Boulevard)
  - ii. 230 Enterprise Drive LLC (230 Enterprise Drive) [MDR Specialty Distribution]



FIGS for Denbigh Warwick Area			
	2012-Current		
Address	Business Name	Grant Amount	Total Investment
435 Oriana Road	Food Lion/Dollar Tree shopping Center	\$30,000.00	\$60,970.00
466 Denbigh Boulevard	Dominion Physical Therapy	\$6,975.00	\$9,300.00
13670 Warwick Boulevard	(Various)	\$13,275.00	\$17,700.00
13622 Warwick Boulevard	Autotech	\$30,000.00	\$169,400.00
421 Denbigh Boulevard	North Carolina Furniture & Mattress	\$30,000.00	\$56,331.00
14407 Warwick Boulevard	Mr. Gyro	\$28,028.00	\$37,371.00
14501 Warwick Boulevard	Pet World Shopping Center	\$30,000.00	\$181,737.00
15458 Warwick Boulevard	Denbigh Self Storage	\$30,000.00	\$66,000.00
14346 Warwick Boulevard	Denbigh Village Centre	\$30,000.00	\$40,139.00
353 Beechmont Drive	formerly Eagles Nest Learning Ctr.	\$29,170.00	\$58,339.00
15237 Warwick Boulevard	Economy Inn & Suites	\$7,352.00	\$9,802.00
13508 Warwick Boulevard	Sharon Shops shopping center	\$30,000.00	\$65,275.00
14346 Old Courthouse Way	formerly Money Mart (currently vacant)	\$30,000.00	\$44,715.00
14347 Warwick Boulevard	Big Lots Shopping Center	\$30,000.00	\$44,707.00
251 Enterprise Drive	Target Flavors, Inc.	\$30,000.00	\$76,670.00
14700 Warwick Boulevard	Belgian Waffle & Steakhouse	\$30,000.00	\$46,800.00
230 Enterprise Drive	Venuity Corporation	\$30,000.00	\$256,196.00
13269 Warwick Boulevard	(Various) Frasers Automotive, Total Grace and Love Center, ISOY Hair Couture	\$20,000.00	\$94,807.00
15324 Warwick Boulevard	Ziegler Plumbing	\$14,085.00	\$18,780.00
14798 Warwick Boulevard	Mr. Transmission	\$20,000.00	\$28,200.00
13181 Warwick Boulevard	Currently Colony Group Property	\$30,000.00	\$54,898.00
15650 Warwick Boulevard	Trinity Car Care	\$30,000.00	\$47,936.00
13179 Warwick Boulevard	Danny's Auto Glass	\$30,000.00	\$60,000.00
		<b>\$588,885.00</b>	<b>\$1,546,073.00</b>



### Denbigh-Warwick Area Loan Summary

<b>NNCF Loans</b>			
Opton Inc.	241 Enterprise Drive	\$	60,610
Opton Inc.	241 Enterprise Drive	\$	18,388
SiTech Corporation	140 Harwood Drive	\$	70,000
Triton Industries, Inc.	250 Enterprise Drive	\$	250,000
Coastal Forms	141 Enterprise Drive	\$	100,000
Bryant Equipment	250 Picketts Line	\$	211,500
<b>PRLF Loans</b>			
Takaha	Oakland	\$	200,000
<b>NNUDAG Loans</b>			
J.C. Mustard Engineering, Inc.	Oakland	\$	250,000
ACR Environmental	Oakland	\$	100,000
The Boxwood Inn	Endview area	\$	100,000
Evercel, Inc.	Oakland	\$	250,000
Iceland Seafood	Oakland	\$	350,000
International Communications Group	Oakland	\$	350,000
<b>Micro Loan</b>			
In Touch Hair Designs	13675 Warwick Blvd	\$	8,000
<b>TOTAL LOAN VALUE</b>		<b>\$</b>	<b>2,318,498</b>





PRESENTATION TO CITY COUNCIL, PLANNING  
COMMISSION, EDA/IDA (JULY 16, 2019)

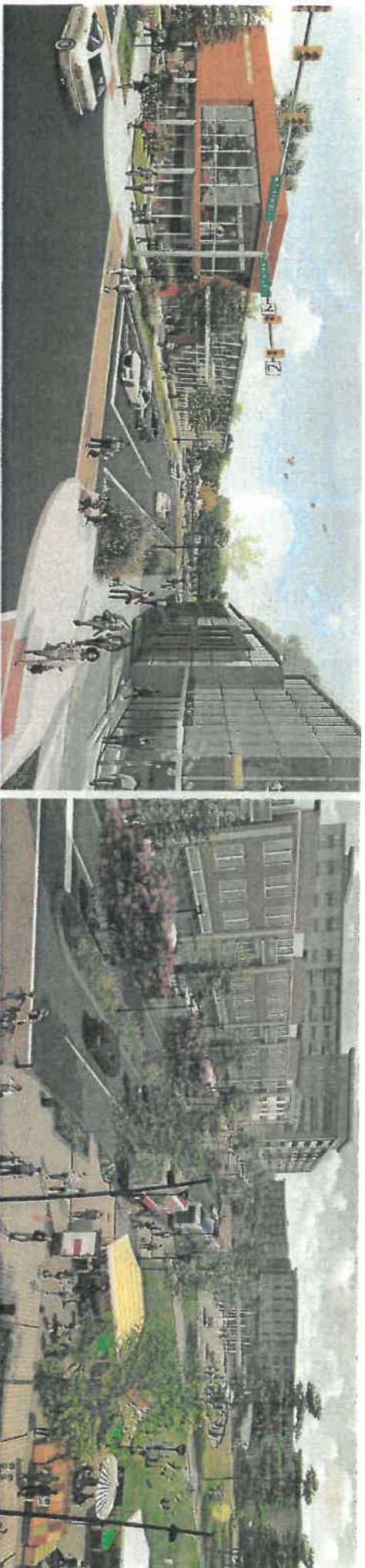
# DENBIGH- WARWICK AREA PLAN





# OUR VISION

DENBIGH-WARWICK IS A DIVERSE AND WELCOMING COMMUNITY WITH BEAUTIFUL TREE-LINED NEIGHBORHOODS SURROUNDING A LIVELY TOWN CENTER AND A SERIES OF VILLAGE HUBS. AN ENTREPRENEURIAL VIBE IS EVOLVING AROUND OAKLAND INDUSTRIAL PARK AND FORT EUSTIS. THE AREA'S BLOSSOMING FOOD SCENE, ARTS AND CULTURAL EVENTS, PARKS AND TRAILS, MAKE IT A SPECIAL PLACE TO BE FOR RESIDENTS AND VISITORS OF ALL AGES.





COMMITTEE SUPPORT RESULTS

TODAY'S

# AGENDA

- ➔ PROJECT OVERVIEW
- ➔ ENGAGING THE COMMUNITY
- ➔ PLAN VISION AND GOALS
- ➔ BIG MOVES + DEVELOPMENT CONCEPTS
- ➔ QUESTIONS

DEI BIG-H-WARM < AREA PLAN 3

STREET LIGHTS

STREET LIGHTS





# PROJECT OVERVIEW

**Why plan now?** Denbigh-Warwick is at a point of convergence:

- Recently completed Comprehensive Plan cited Denbigh as a Planning Opportunity Area 2040
- Grissom Library and municipal services facilities are in need of substantial upgrades.
- A new Transit Center and other transportation improvements are anticipated.
- Blighted conditions along Warwick Boulevard and competition from Jefferson Avenue are impacting the area's ability to attract investment and are impacting property values.
- EDA/IDA have made strategic acquisitions and would like to maximize these investments through transformative redevelopment projects that form part of a larger vision for the area.





# ENGAGING THE COMMUNITY

**549** SURVEYS COLLECTED

**3** PUBLIC MEETINGS

**5** FOCUS GROUPS

1. OAKLAND INDUSTRIAL PARK
2. MILLENNIALS
3. SMALL BUSINESS OWNERS
4. YOUTH (AGE 16-18)
5. CITIZENS ADVISORY GROUP



**JUL 2018**  
COMMUNITY MEETING #1



**APR 2019**  
COMMUNITY MEETING #2



**MAR 2019**  
COMMUNITY MEETING #3



**JUL 2019**  
COMMUNITY MEETING #4

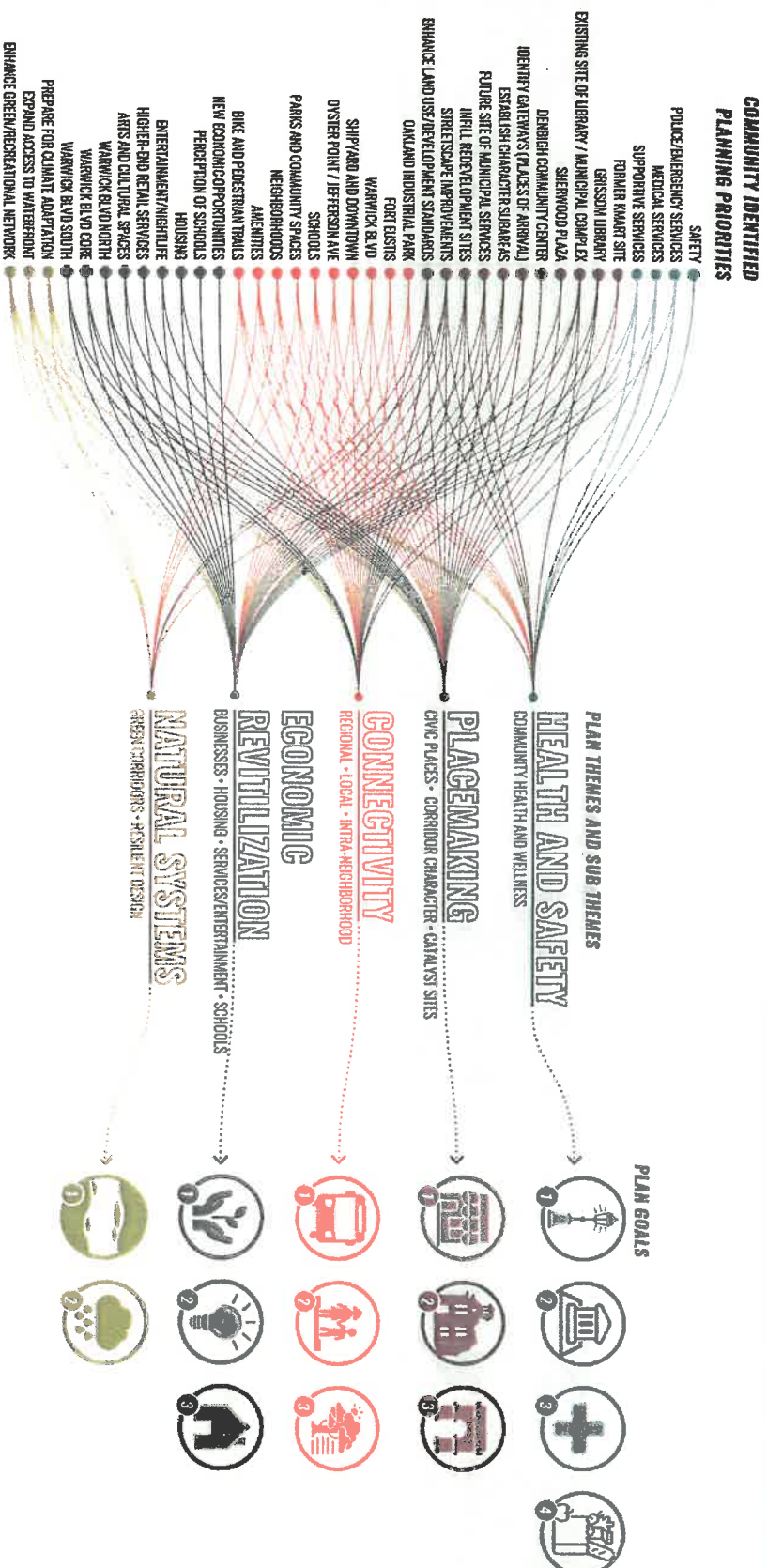


- KICK-OFF** (JUNE)
  - EXISTING CONDITIONS ANALYSIS** (JULY)
  - DATA ANALYSIS + VISIONING** (AUG - SEP)
  - DRAFT PLAN** (OCT - NOV)
  - FINAL PLAN** (DEC - JAN)
  - REVIEW** (FEB - MAR)
- MEETINGS:**
- CORE TEAM MEETING #1 (JUNE)
  - CORE TEAM MEETING #2 (JULY)
  - STAKEHOLDER MEETINGS (JULY)
  - CAG MEETING #1 (AUG)
  - CAG MEETING #2 (SEP)
  - FOCUS GROUP MEETINGS (OCT)
  - NORTH DISTRICT BUSINESS TOWN HALL ASSOCIATION (OCT)
  - CORE TEAM MEETING #3 (NOV)
  - CORE TEAM MEETING #4 (DEC)
  - CAG MEETING #3 (JAN)
  - CORE TEAM MEETING #5 (FEB)
  - CORE TEAM REVIEW (MAY)



# OVERARCHING THEMES

PLAN THEMES PRIORITIES AND ACTIONS

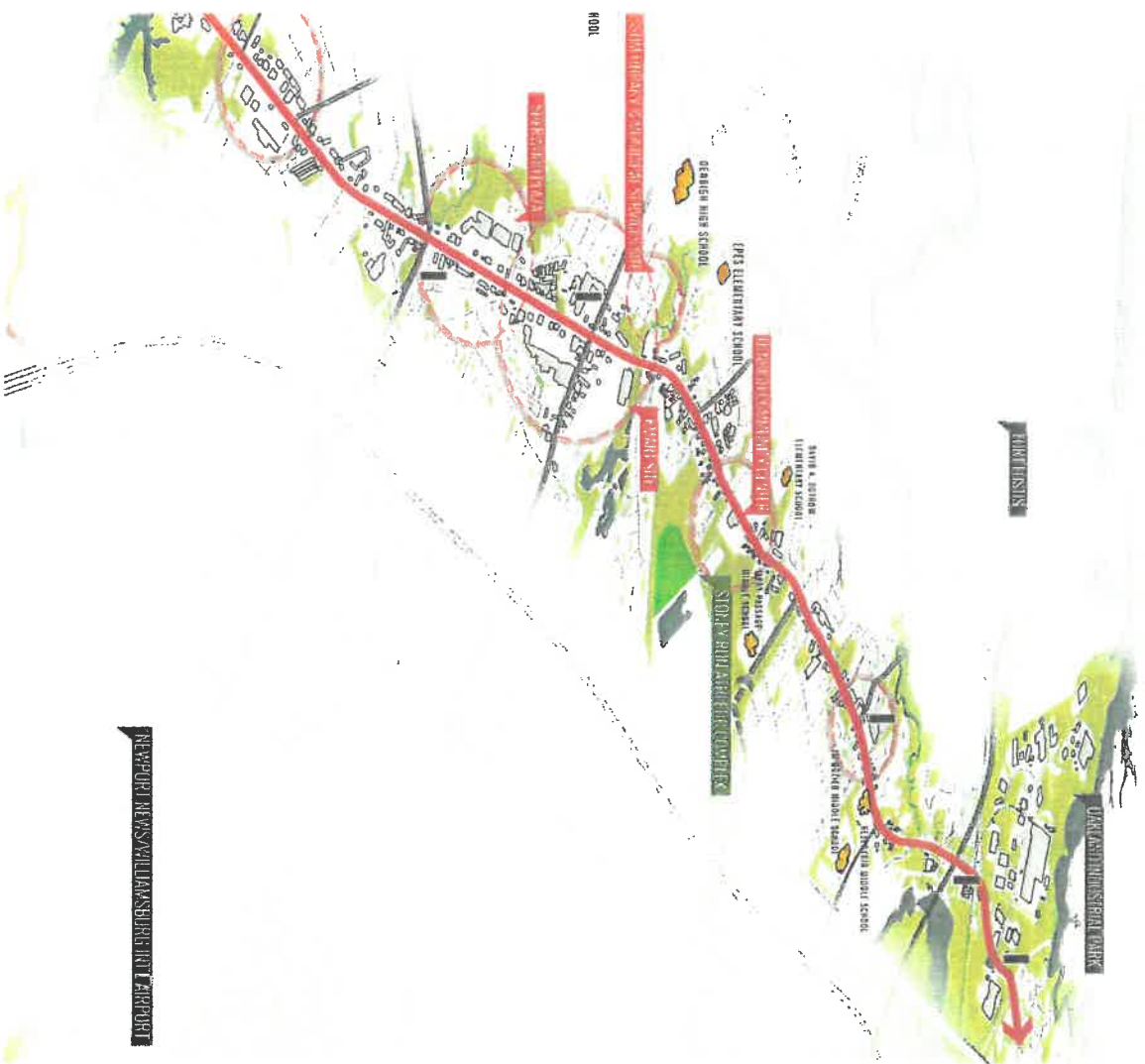




# PLACEMAKING

## OUR 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-WARWICK 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 AND FORT EUSTIS.





# PLACEMAKING

## GOALS



Establish a series of pedestrian-friendly, mixed-use village centers along Warwick Boulevard so that the majority of neighborhoods are within a mile or less of a village center.



Define and enhance character areas throughout Denbigh-Warwick so that they celebrate and showcase the area's history, culture, and waterfront location.



Identify major entrances to and within Denbigh-Warwick and create a consistent set of welcoming gateways, including entries to Fort Eustis and Oakland Industrial Park.



### COMPREHENSIVE PLAN CONNECTIONS:

GPNS-5, GPNS-6 GPNS-8, GPNS-11, PRC-6, HSC-4, HSC-5, HSC-8, CRU-1, CRU-2, CRU-3, CRU-4, CRU-5, CRU-6, CRU-7



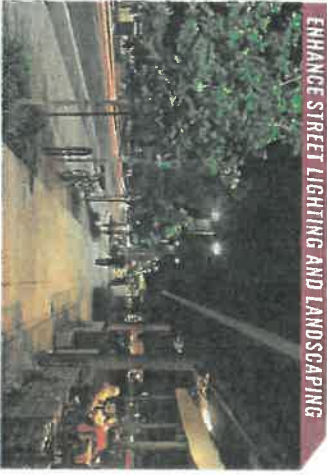
ACTIVITY HUBS AND PLACES FOR GATHERING



PEDESTRIAN AND BIKE FRIENDLY DESIGNS



SHOWCASE HISTORY, CULTURE, AND LOCAL ARTS



ENHANCE STREET LIGHTING AND LANDSCAPING



UNIQUE GATEWAYS



# PLACEMAKING

THE PLANNING PROCESS  
IDENTIFIED SIX LOCATIONS  
FOR POTENTIAL GATEWAYS  
AND SIX AREAS FOR POTENTIAL  
VILLAGE CENTERS.

## VILLAGES CENTERS AND GATEWAYS

### GATEWAYS

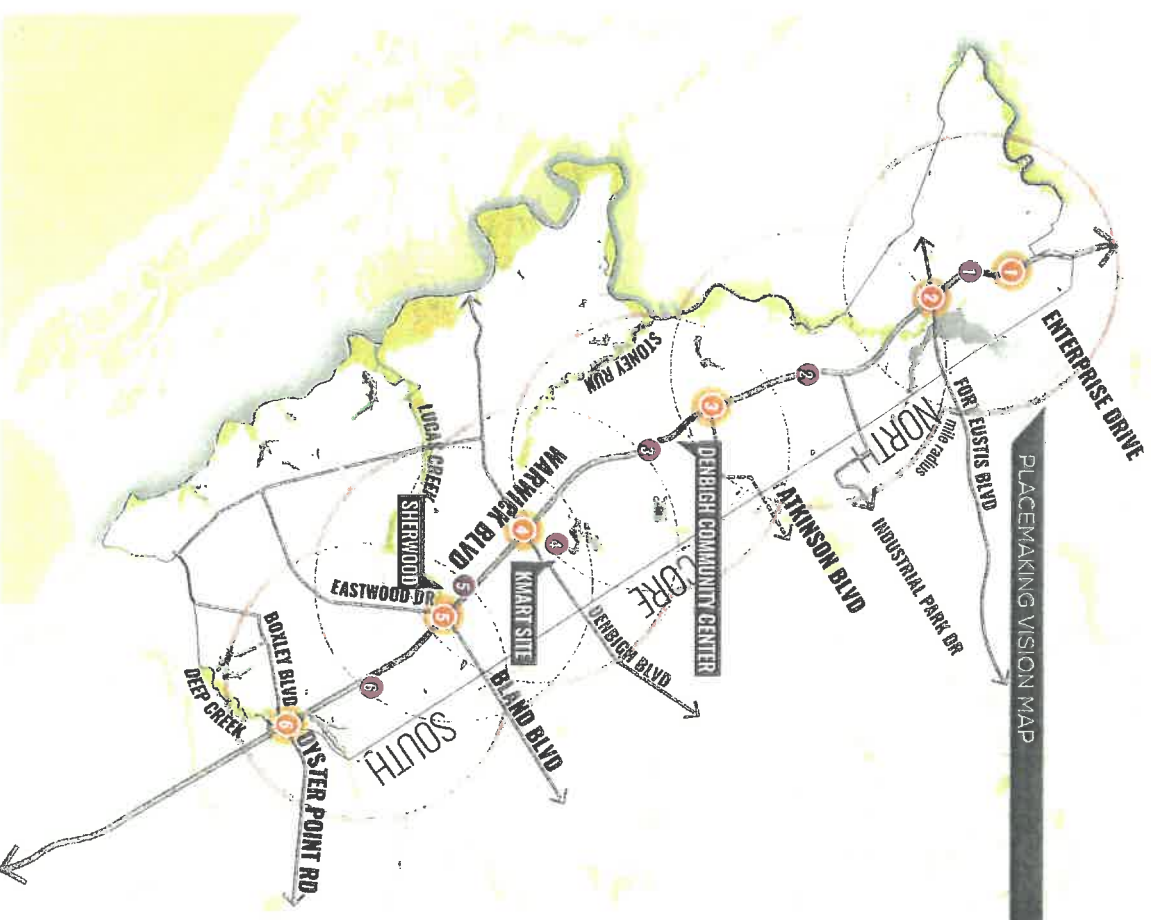
THESE ARE AREAS OF ARRIVAL, MARKING  
MAJOR ENTRANCES AND POINTS OF INTEREST  
IN DENBIGH-WARWICK.

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

### VILLAGE CENTERS

THESE ARE CENTRALIZED CHARACTER AREAS  
AND LOCATIONS OF ACTIVITY ACCESSIBLE TO  
THE COMMUNITY.

- 1 OAKLAND IND. PARK
- 2 KMART SITE
- 3 SHELLABARGER DR
- 4 SHERWOOD SITE
- 5 DENBIGH COMM CTR
- 6 COLONY RD

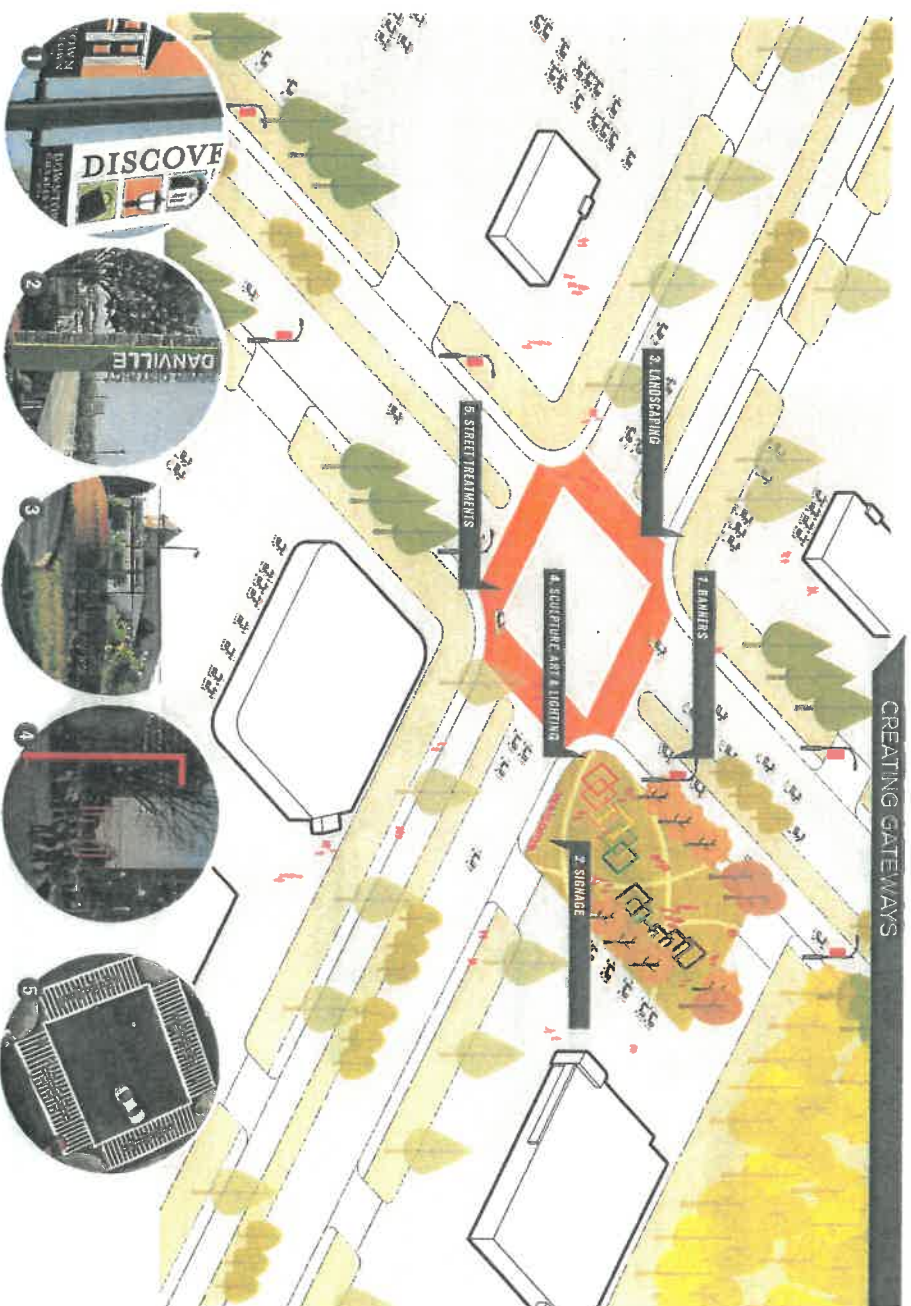




## ESTABLISHING GATEWAYS

The plan takes the first step in identifying six potential gateway locations. Next steps involve:

- ▶ Exploring ways to celebrate and reflect the unique identity of Denbigh-Warwick and the image it wants to become (artistic, welcoming, diverse, and family-oriented).
- ▶ Considering enlisting local community artists and/or local colleges and universities.
- ▶ Developing a flexible tool box to mark gateways with a unified set of components that respond to the sites' unique conditions, including a mix of:
  - ▶ Signage and banners
  - ▶ Plantings and landscaping
  - ▶ Lighting
  - ▶ Architecture
  - ▶ Art
  - ▶ Street treatments
- ▶ Tie into city-wide gateway planning effort.





# HEALTH AND SAFETY

## OUR 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.





# HEALTH AND SAFETY

## GOALS



Improve overall appearance and sense of safety for all who live, work, and visit Denbigh-Warwick by eliminating blight and vacancies.



Establish a modern police, fire, emergency, and community services facilities in an accessible and visible location that fosters a close relationship with the community, allows efficient response times, and strengthens connections to other related uses.



Foster a healthy environment for residents of all ages with access to quality health care and wellness services, programs, and providers, as well as opportunities to be physically active.



Build on the area's agricultural history and improve local access to affordable and nutritious food.



### COMPREHENSIVE PLAN CONNECTIONS:

GPNS-8, GPNS-11, AC-6, HSC-1, HSC-2, HSC-3, HSC-5, HSC-8

CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN



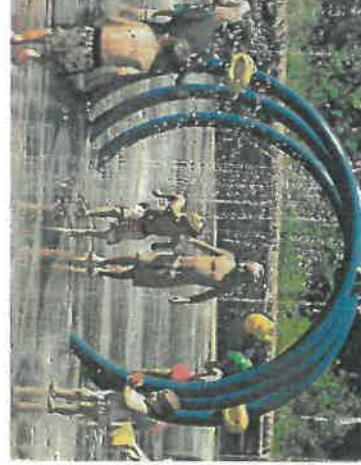
SAFER CROSSINGS



CREATE A MORE VISIBLE PRESENCE



FOSTER A HEALTHY ENVIRONMENT



PUBLIC PLAZA THAT CAN HOST FARMERS MARKETS









# CONNECTIVITY

## GOALS



Reduce traffic congestion, improve connectivity, and create transit choices for people who live and work in the area and enjoy visiting.



Enhance the safety and character throughout the Denbigh-Warwick area and improve pedestrian and bike connections for residents between neighborhoods and community amenities such as schools, parks, the waterfront, and Warwick Boulevard corridor.



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



### COMPREHENSIVE PLAN CONNECTIONS:

AC-1, AC-5, AC-6, AC-7, AC-8, GPNS-11, SC-1, HSC-1, HSC-2, HSC-3

PEDESTRIAN FRIENDLY



BUS SHELTERS



BIKE TRAIL DEMONSTRATION PROJECT



BIKE SHARE



BIKE LANES ALONG MAJOR ROUTES





## ABOUT THE VISION

The connectivity vision takes a forward-thinking approach to transportation that strives not only to ease traffic congestion but to provide more transit choices for all residents, and to better connect residents to community resources. The vision:

- ▶ aims to enhance connections to the larger region (harnessing east-west routes) and within the Denbigh-Warwick area.
- ▶ establishes priority connections to to community assets—schools, library, municipal services, employment centers, Warwick Boulevard, parks, trails, and the waterfront.
- ▶ strives to expand publicly accessible green space.
- ▶ supports other Area Plan themes such as improving health and safety, protecting natural systems, and enhancing the sense of place.
- ▶ illustrates a desired vision that will require require further study in order to implement. Installation of new sidewalks, bike lanes, or trails would require further analysis of each route and specific conditions, which vary widely.





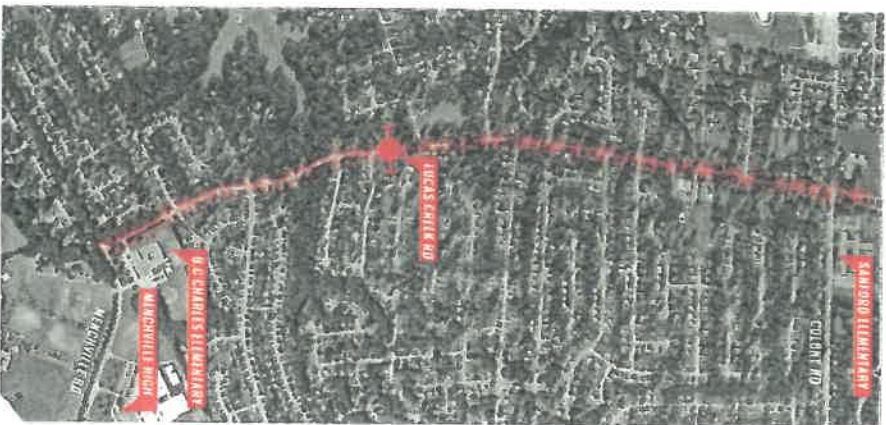
# PLANTING THE SEEDS OF A MORE VIBRANT MULTI-MODAL NETWORK

## EXAMPLE/

### LUCAS CREEK ROAD NORTH OF MENCHVILLE ROAD

This segment of Lucas Creek Road, which runs approximately from Sandpiper Street to Menchville Road, currently exists as a 2-lane neighborhood street, without sidewalks or curbs.

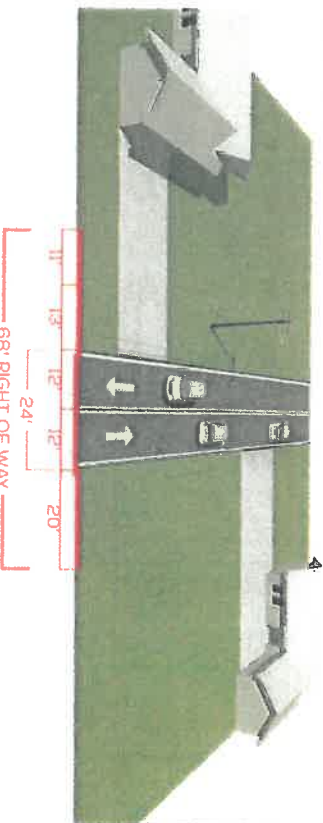
Within the existing 68' right-of-way, there is room for improvements to create a more pedestrian and bike-friendly environment along the residential corridor. A distinctive trail on the eastern side of the corridor, buffered from the street, could provide an alternative safe route to neighborhood schools while establishing the seeds of a larger bike/pedestrian network.



## LUCAS CREEK RD IMPROVEMENTS

### TYPICAL EXISTING CONDITIONS

ALL DIMENSIONS ARE APPROXIMATE.



### PROPOSED IMPROVEMENTS

THESE RECOMMENDATIONS ARE CONCEPTUAL AND WILL REQUIRE REFINEMENT AND ADDITIONAL DUE DILIGENCE UPON IMPLEMENTATION.





# ECONOMIC REVITALIZATION

## OUR 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 AREAS DIVERSE RESIDENTS, EMPLOYEES, AND VISITORS. DENBIGH-WARWICK'S DIVERSIFIED HOUSING MAKES IT LIVABLE AT EVERY STAGE OF LIFE.





# ECONOMIC REVITALIZATION

## GOALS



Support local small business growth and encourage expansion of existing home-based businesses through programs, incentives, and development of affordable flex-space and small business incubator.



Create opportunities for new job creation, education, and training that allow community interaction (e.g., open-air or indoor market, restaurant incubator, art/craft showcase or market).



Ensure a wide range of housing options by encouraging new types of housing that are currently limited (e.g., attached townhomes, duplexes, senior housing) in locations accessible to jobs, transit, services, parks and open space, and other community amenities.



### COMPREHENSIVE PLAN CONNECTIONS:

PRC-5, PRC-6, GPNS-8, GPNS-11, AC-25, AC-26, AC-27, AC-28









# NATURAL SYSTEMS

## GOALS



Preserve green corridors and a natural buffer along waterfront with integrated multi-purpose trails or paths where feasible to protect natural resources, air, and water quality.



Encourage new development and significant redevelopment to incorporate resilient design, green building practices, dedication of public open space, and manage stormwater runoff onsite.



### COMPREHENSIVE PLAN CONNECTIONS:

SC-1, SC-2, SC-3, SC-4, SC-5, SC-6, SC-7, SC-8, *PRC-9*

INTEGRATION OF GREEN INFRASTRUCTURE



FOSTERING STEWARDSHIP



ACTIVE PARK SPACE



MULTI-USE SPACES



HEALTHY AND GREEN



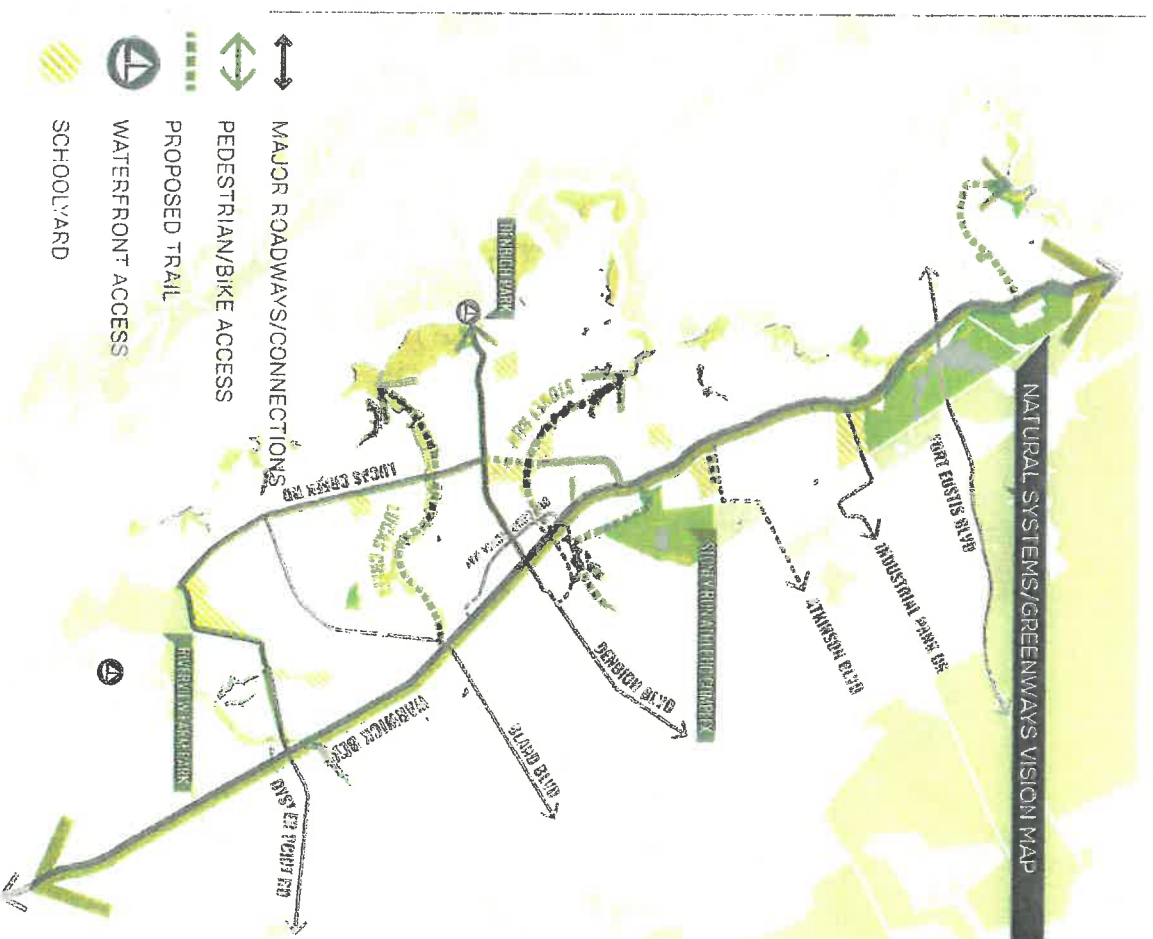


## ABOUT THE VISION

Preserving our natural systems is vital to preserving human life, health, and prosperity. It is also the top priority for residents of Denbigh-Warwick. The vision emphasizes:

- ▶ Resiliency and sustainable practices to minimize the impact of the built environment and expand green infrastructure.
- ▶ Preservation by identifying priority green corridors to enhance, restore, and protect.
- ▶ Stewardship that increases resident access to and enjoyment of natural resources.

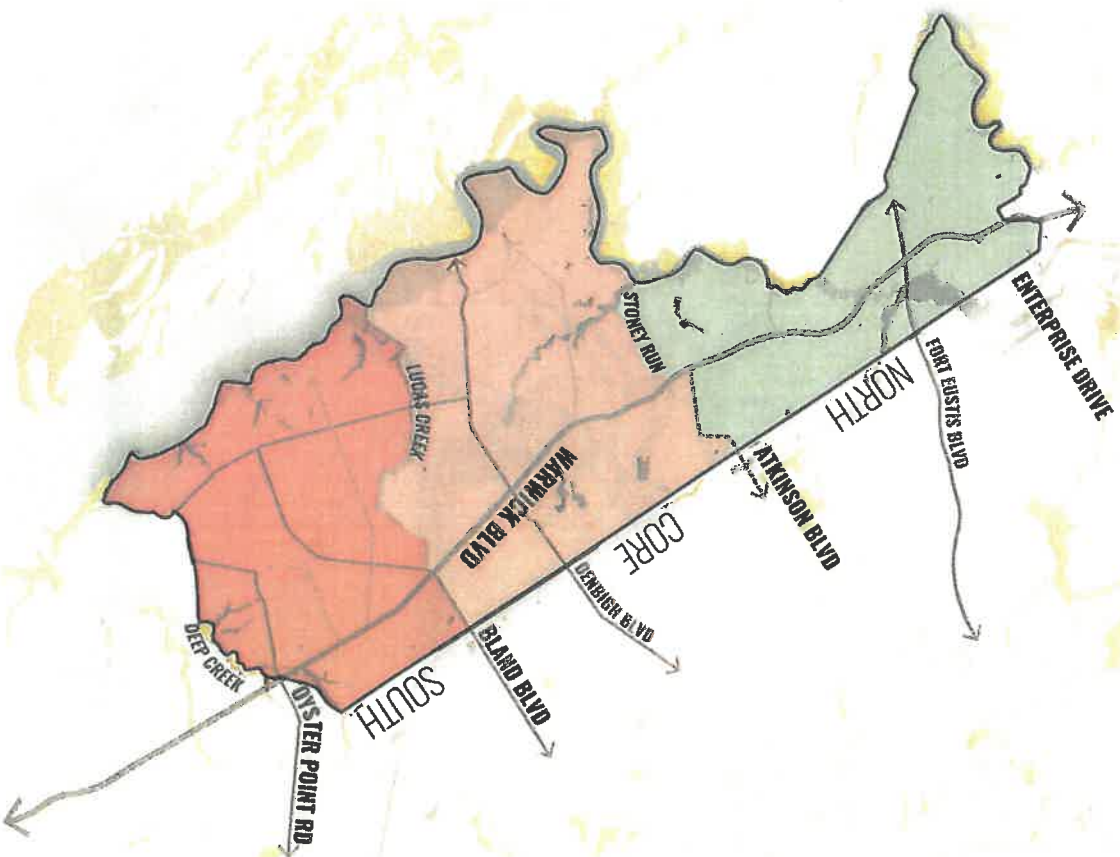
Like the Connectivity Vision, this will require further study prior to implementation. Installing trails to run along Lucas Creek or Stoney Run would require an environmental assessment. And in some cases, the trails would likely have to cross private property, for which an easement would be required.





# BIG MOVES

- ▶ **Three sectors:** Given the length and configuration of the area, think in terms of sectors or character areas.
- ▶ **Village centers:** The plan strives to locate at least one village center in each sector.
- ▶ **Catalyst sites:** Two highly visible, publicly-owned sites have the potential to jumpstart transformation.
- ▶ **Land use:** Aligning the land use to support the goals of the plan will be necessary.





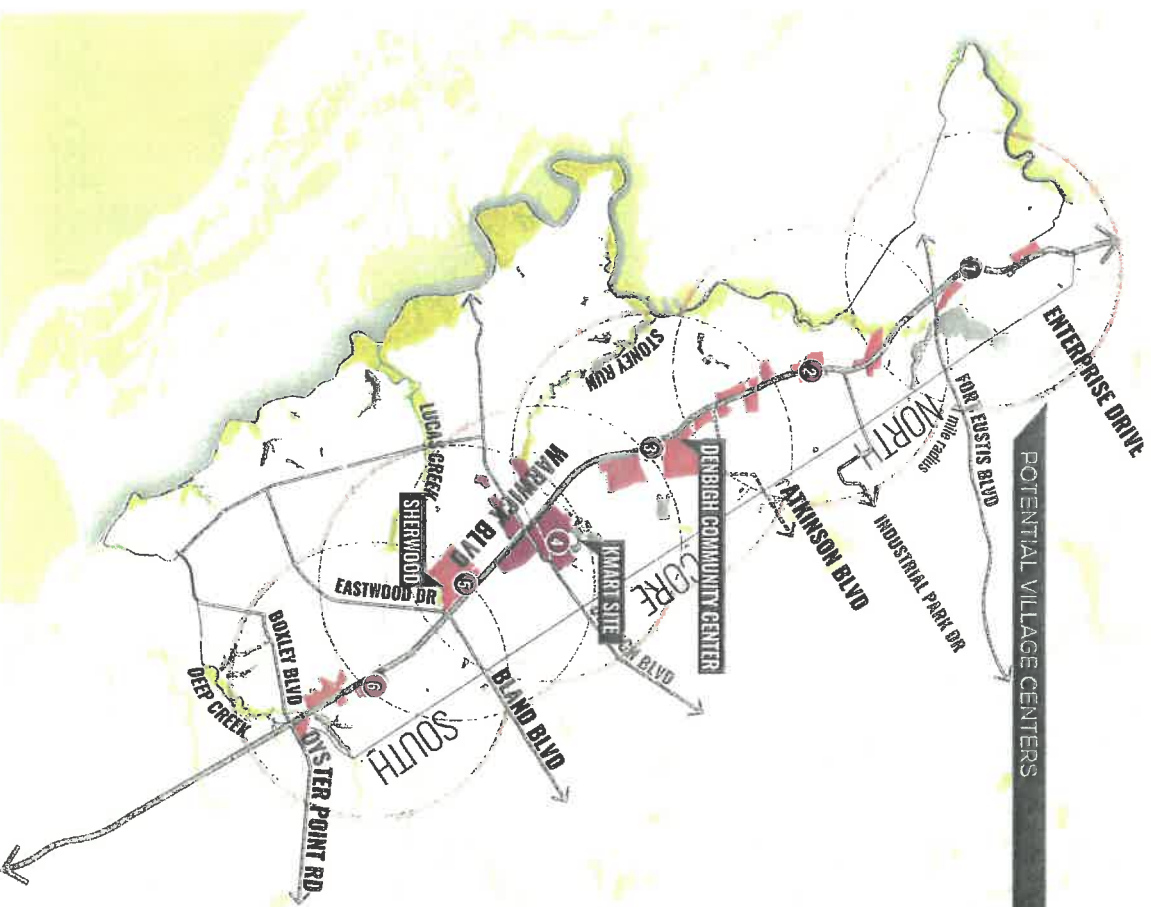
# VILLAGE CENTERS

"Establish a series of pedestrian-friendly, mixed-use village centers along Warwick Boulevard so that the majority of neighborhoods are within a mile or less of a village center."

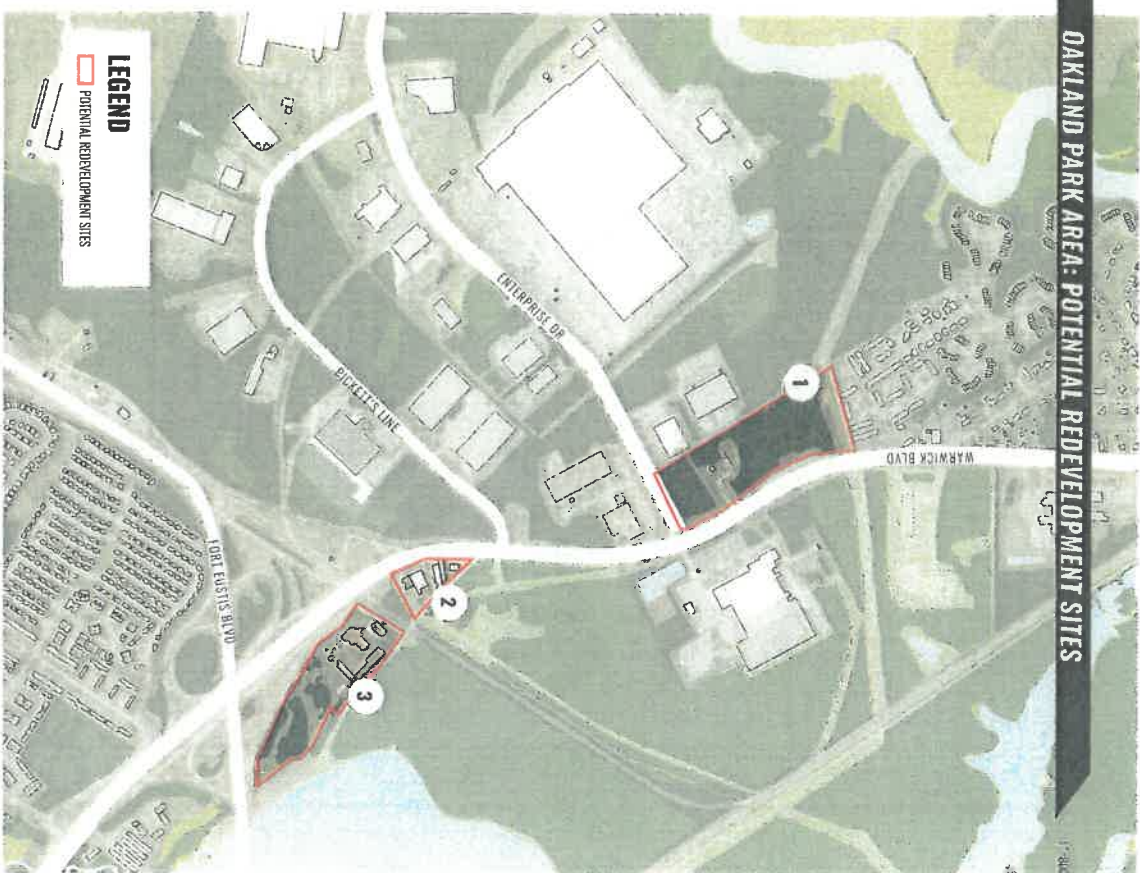
The purpose of creating village centers is to aggregate some of the underutilized land and form denser, more vibrant activity hubs that can be accessed on foot or by bike, as well as by car.

Developing village centers also supports the plan's other themes, including economic revitalization, connectivity, health and safety, and natural systems.

Ultimately, redevelopment of these sites will require further conversations and coordination with the City, land owners, and residents, as well as completion of the full development planning and approval process.







**ONE CITY, ONE FUTURE COMPREHENSIVE  
PLAN 2040 – FUTURE LAND USE**

1"=1,600'



**PROPOSED  
FUTURE LAND USE**

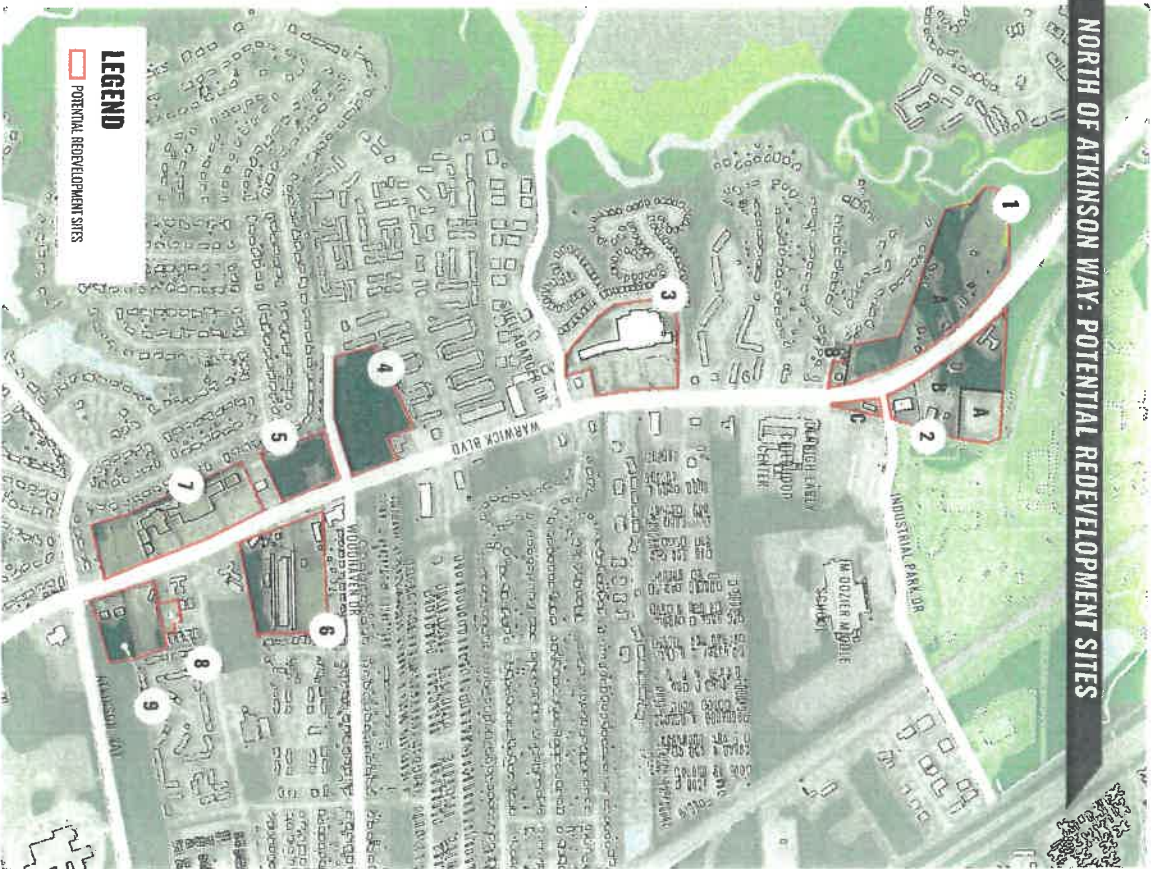
1"=1,600'



**PROPOSED FUTURE LAND USE BY SITE**

- 1 INDUSTRIAL UTILITIES (LEVEES IS)
- 2 COMMUNITY COMMERCIAL
- 3 COMMUNITY COMMERCIAL + NATURAL AREA/OPEN SPACE







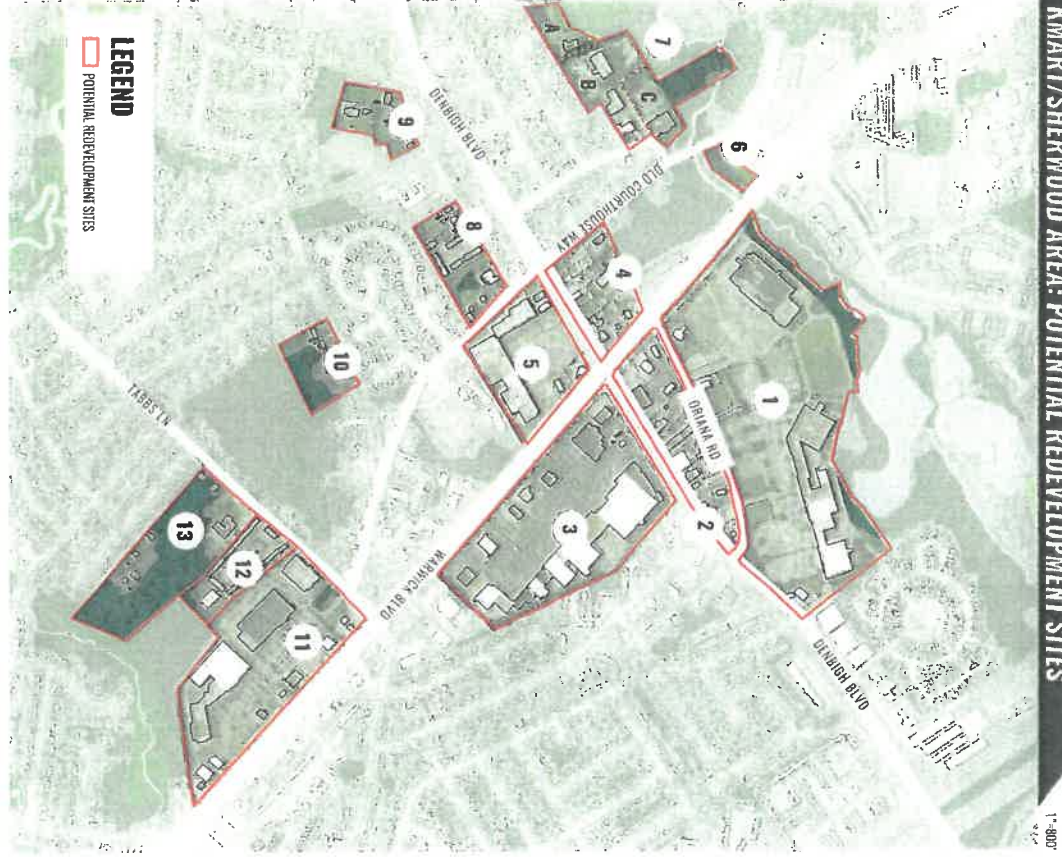


- PROPOSED FUTURE LAND USE BY SITE**
- 1 A ..... NEIGHBORHOOD COMMERCIAL
  - 2 B ..... NATURAL AREA/OPEN SPACE
  - 3 ..... NATURAL AREA/OPEN SPACE (LEAVE AS IS)
  - 4 ..... LOW DENSITY RESIDENTIAL
  - 5 ..... NEIGHBORHOOD COMMERCIAL
  - ..... LOW DENSITY RESIDENTIAL

- LEGEND**
- VERY LOW DENSITY RESIDENTIAL (0-1.9)
  - LOW DENSITY RESIDENTIAL (2-5.9)
  - URBAN RESIDENTIAL (7-10.9)
  - MEDIUM DENSITY RESIDENTIAL (11-15.9)
  - HIGH DENSITY RESIDENTIAL (16 & ABOVE)
  - MIXED USE
  - NEIGHBORHOOD COMMERCIAL
  - COMMUNITY COMMERCIAL
  - REGIONAL COMMERCIAL
  - OFFICE
  - RESEARCH & DEVELOPMENT
  - PARKS & RECREATION
  - NATURAL AREA / OPEN SPACE
  - COMMUNITY FACILITIES
  - UTILITIES
  - GOVERNMENT / MILITARY
  - INDUSTRIAL



# KMART/SHERWOOD AREA: POTENTIAL REDEVELOPMENT SITES



## ONE CITY, ONE FUTURE COMPREHENSIVE PLAN 2040 – FUTURE LAND USE



## PROPOSED FUTURE LAND USE



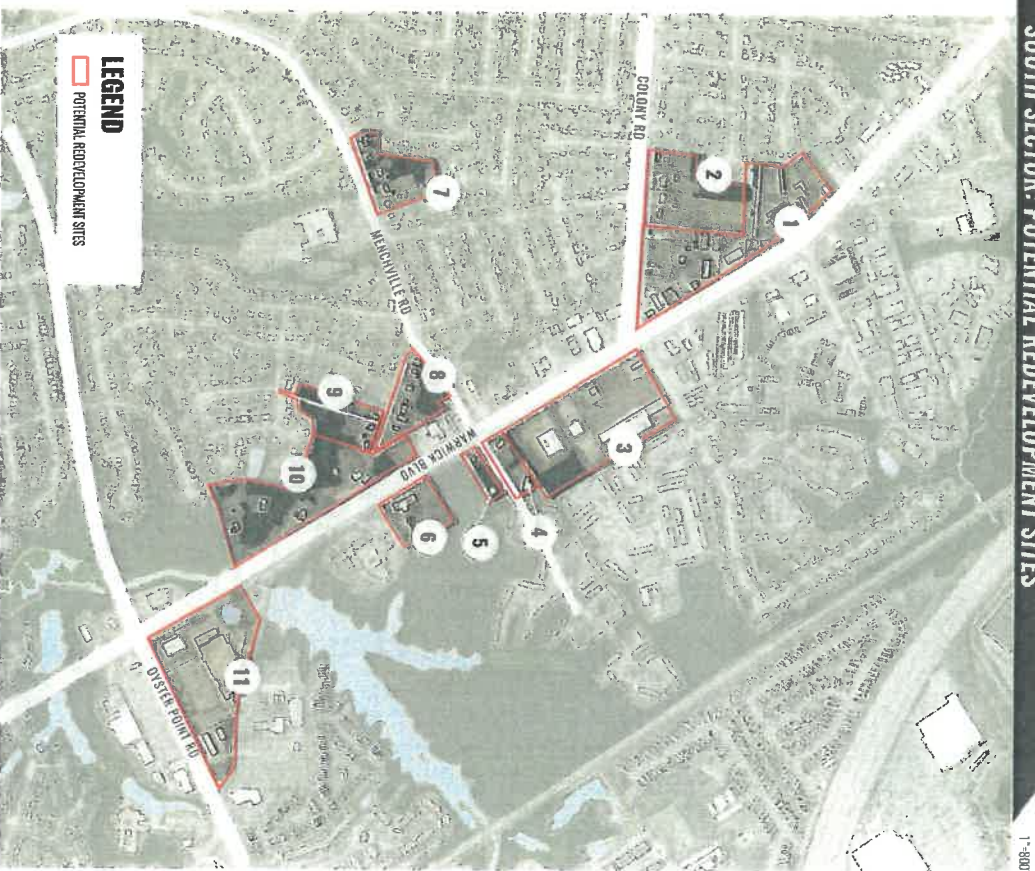
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- LOW DENSITY RESIDENTIAL (2-5.9)
- URBAN RESIDENTIAL (7-10.9)
- MEDIUM DENSITY RESIDENTIAL (11-15.9)
- HIGH DENSITY RESIDENTIAL (16 & ABOVE)
- MIXED USE
- NEIGHBORHOOD COMMERCIAL
- COMMUNITY COMMERCIAL
- REGIONAL COMMERCIAL
- OFFICE
- RESEARCH & DEVELOPMENT
- PARKS & RECREATION
- NATURAL AREA / OPEN SPACE
- COMMUNITY FACILITIES
- UTILITIES
- GOVERNMENT / MILITARY
- INDUSTRIAL

### PROPOSED FUTURE LAND USE BY SITE

- |   |                                    |    |  |
|---|------------------------------------|----|--|
| 1 | MIXED USE                          | 8  | COMMUNITY COMMERCIAL, LOW DENSITY RES-<br>IDENTIAL (LEAVE AS IS) |
| 2 | COMMUNITY COMMERCIAL (LEAVE AS IS) | 9  | LOW DENSITY RESIDENTIAL (LEAVE AS IS)                            |
| 3 | COMMUNITY COMMERCIAL (LEAVE AS IS) | 10 | LOW DENSITY RESIDENTIAL (LEAVE AS IS)                            |
| 4 | COMMUNITY COMMERCIAL (LEAVE AS IS) | 11 | MIXED USE  |
| 5 | COMMUNITY COMMERCIAL (LEAVE AS IS) | 12 | MEDIUM DENSITY RESIDENTIAL                                       |
| 6 | NATURAL AREA/OPEN SPACE            | 13 | LOW DENSITY RESIDENTIAL  |
| 7 | LOW DENSITY RESIDENTIAL            |    |  |
| A | COMMUNITY FACILITIES (LEAVE AS IS) |    |  |
| B | COMMUNITY FACILITIES (LEAVE AS IS) |    |  |
| C | LOW DENSITY RESIDENTIAL            |    |  |



# SOUTH SECTOR: POTENTIAL REDEVELOPMENT SITES



1"=800'

## ONE CITY, ONE FUTURE COMPREHENSIVE PLAN 2040 – FUTURE LAND USE

1"=1,500'

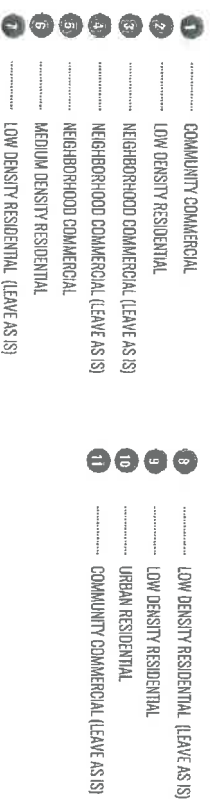


## PROPOSED FUTURE LAND USE

1"=1,500'



## PROPOSED FUTURE LAND USE BY SITE



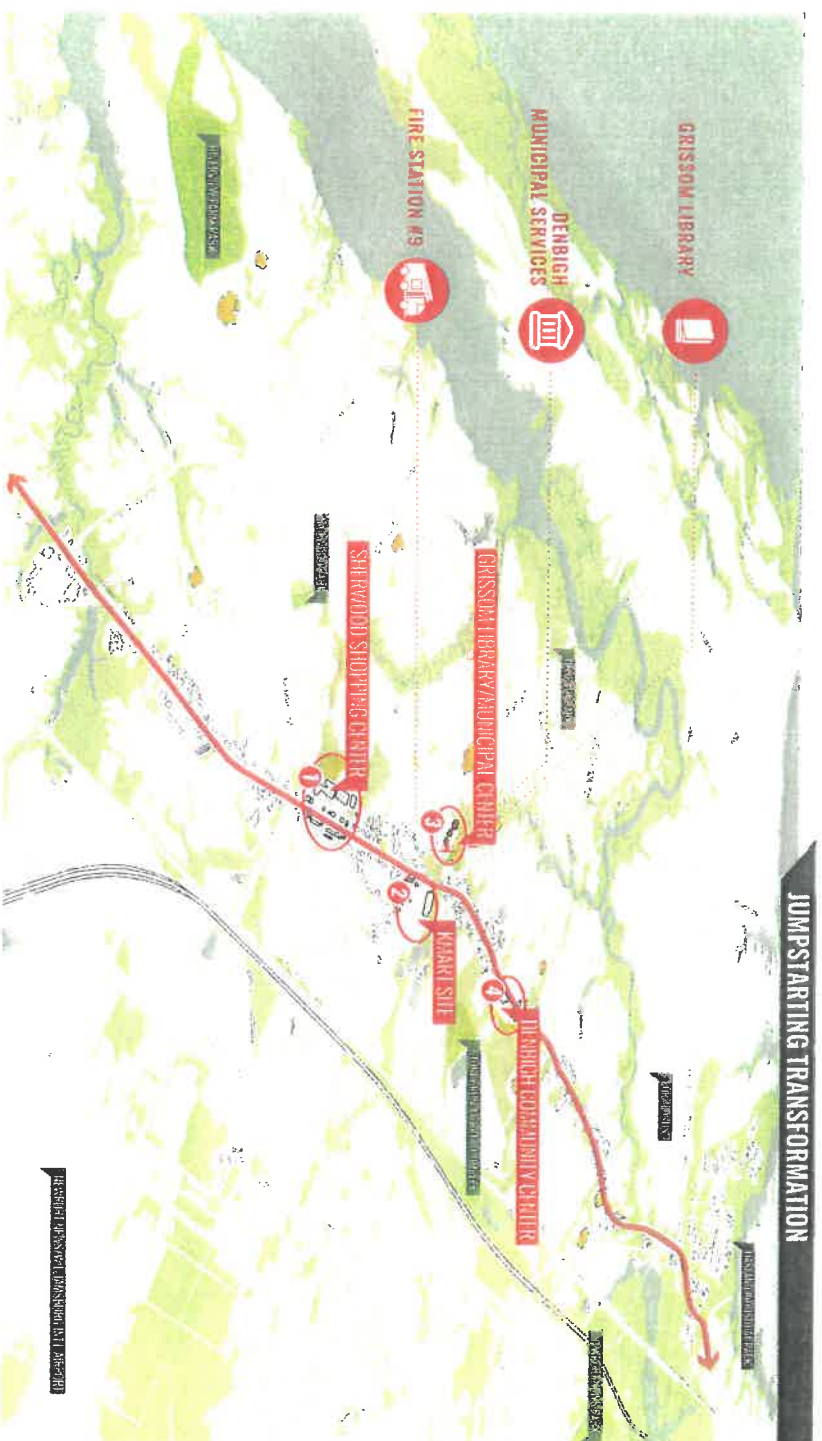


# CATALYST SITES

The planning process entailed a thorough analysis of four publicly-owned sites that could be reimagined to ignite transformation.

## OPPORTUNITY SITES

- 1 SHERWOOD SITE
- 2 KMART SITE
- 3 GRISSOM LIBRARY/MUNICIPAL CENTER
- 4 DENBIGH COMMUNITY CENTER



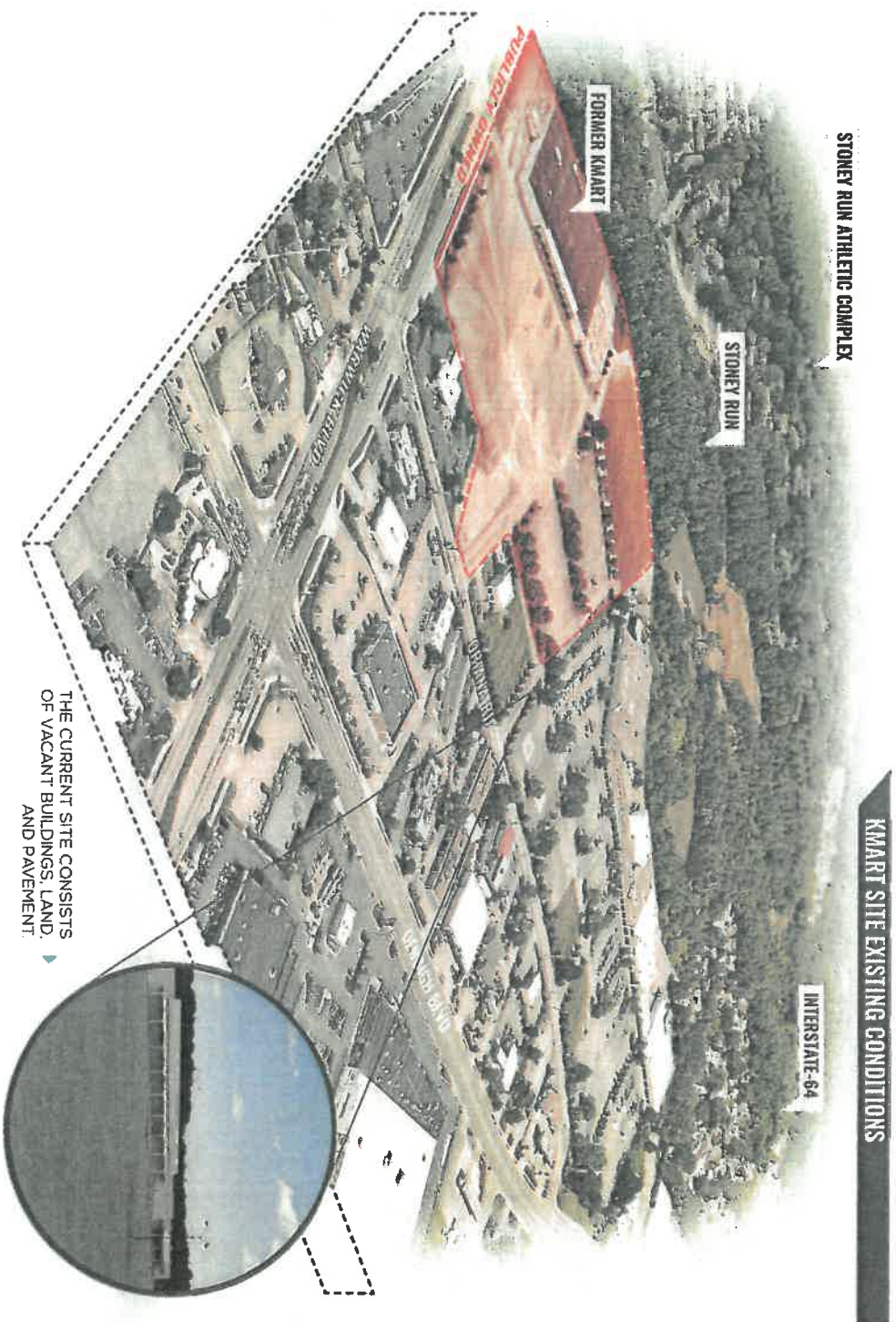


## CREATING A TOWN CENTER FOR DENBIGH-WARWICK ON THE FORMER KMART SITE

This prominent 22-acre site sits in the heart of Denbigh-Warwick near the major crossroads of Warwick Boulevard and Denbigh Boulevard.

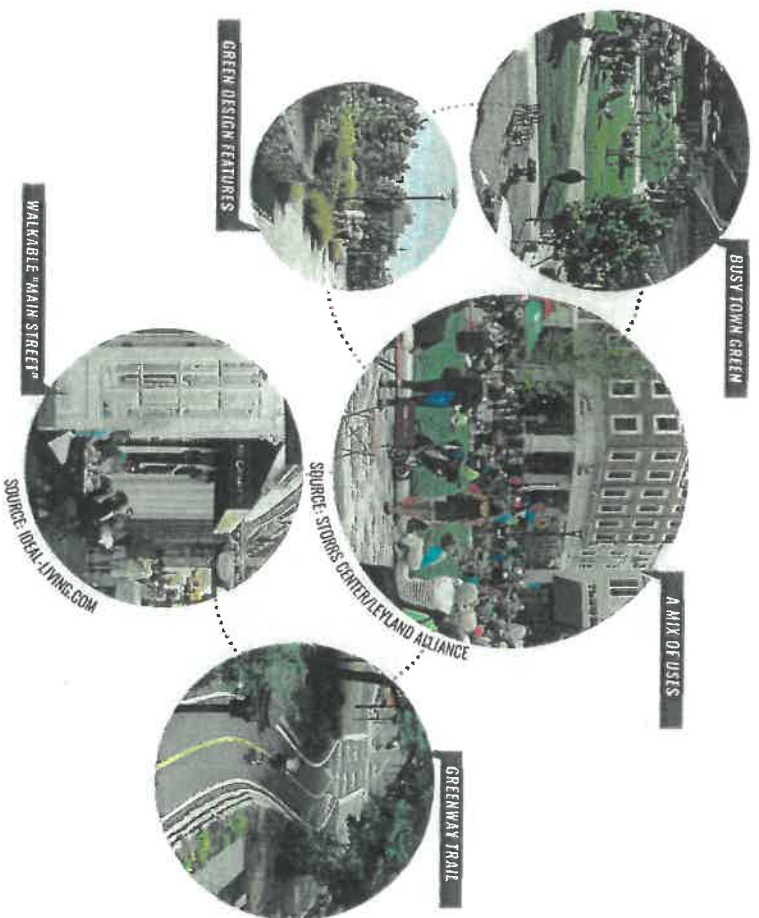
### VISION

The vision is to transform this highly visible eyesore into a vibrant mixed-use town center organized around an inviting "main street" and town square that attracts neighbors, business people, and visitors day and night. Stoney Run Greenway becomes a focal point with a multi-use trail running along its meandering edge. Housing is seamlessly integrated with retail and commercial spaces along attractive, pedestrian-scaled blocks. The mix of uses affords the opportunity to live, work, and play in one location, creating a destination for the community and larger region.



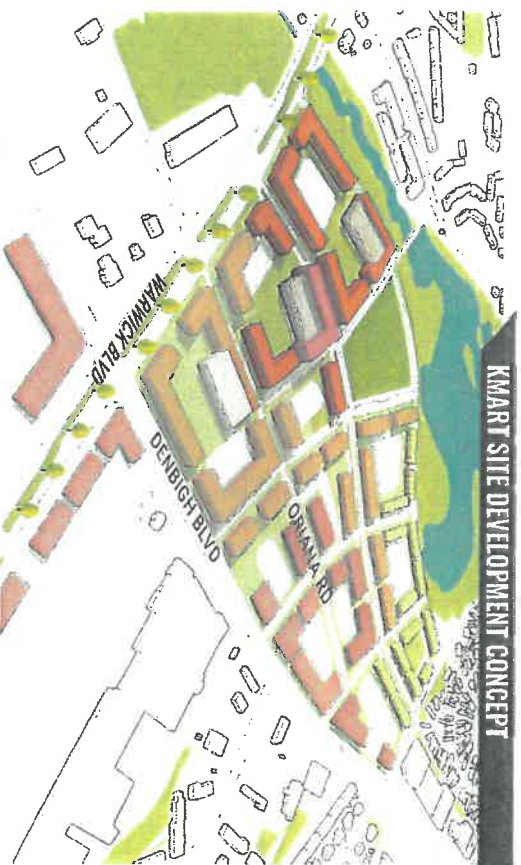


## TOWN CENTER CONCEPT



### DEVELOPMENT PROGRAM\*

- ▶ 650+ RESIDENTIAL UNITS
- ▶ 90,000 FT<sup>2</sup> RETAIL SPACE
- ▶ 2 ACRES GREEN SPACE
- \* EDA-OWNED LAND ONLY



- CONCEPTUAL SITE PLAN**
- RESIDENTIAL- TOWNHOME
  - RESIDENTIAL- MULTI FAMILY
  - MIXED USE RESIDENTIAL/RETAIL
  - COMMERCIAL/RETAIL
  - COMMERCIAL OFFICE
  - FUTURE TRAIL SYSTEM





A VISION FOR THE DENBIGH TOWN CENTER

THE TOWN CENTER WILL BE THE PLACE TO BE! IT WILL CREATE THAT SPECIAL "THIRD PLACE" WHERE FRIENDS GATHER FOR A CUP OF COFFEE OR A DRINK AFTER WORK, OR BUMP INTO ONE ANOTHER AT A WEEKLY FARMERS MARKET OR YOGA ON THE GREEN.



## CREATING AN ACTIVITY CENTER AND PLACE FOR GATHERING

A town green serves a number of functions and provides a wide variety of amenities that can be enjoyed by everyone in a community. These spaces are designed to serve as a central gathering space where casual interactions may occur and friendships nurtured.

Here are just a few of the many benefits:

- Health
- Environmental
- Social
- Placemaking
- Fiscal



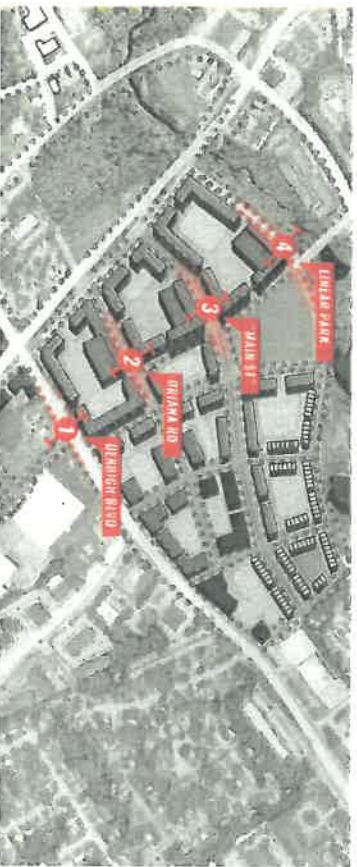
"MAIN STREET" AND TOWN GREEN AT DENBIGH TOWN CENTER



## CREATING A SAFER AND MORE VIBRANT ROAD NETWORK

As redevelopment occurs, there will be opportunities to improve existing roadways and to create new connections. Roadways should be designed to accommodate vehicular, bicycle, and pedestrian traffic, and could include:

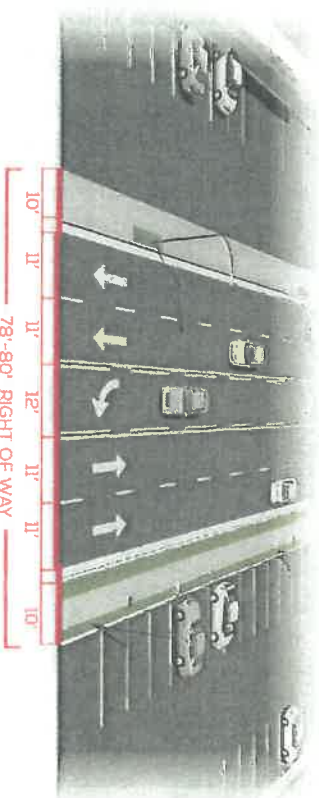
- Planted medians and landscaping to screen surface parking, provide shade, and improve aesthetic qualities.
- On-street parking and protected bicycle lanes to calm traffic and shield cyclists and pedestrians from vehicular traffic.
- New buildings brought up to the street edge with sidewalks to shape a more intimate and pedestrian-oriented environment.



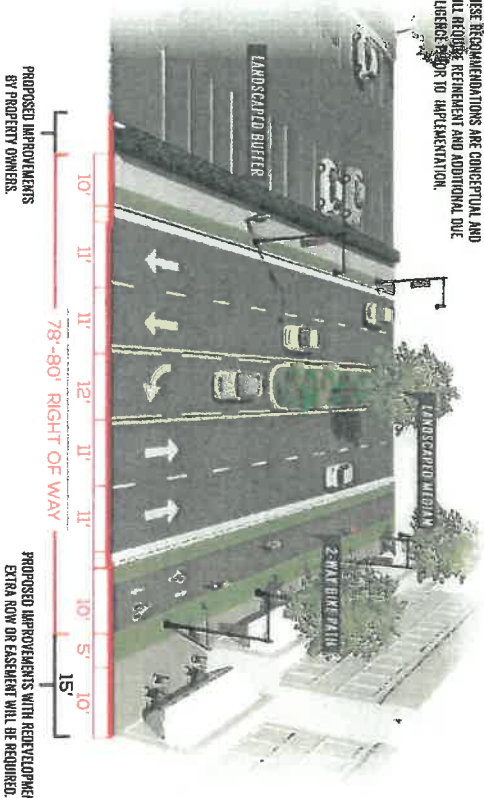
LOCATION OF ILLUSTRATED CONCEPTUAL STREET SECTIONS

## DENBIGH BLVD IMPROVEMENTS

TYPICAL EXISTING CONDITIONS  
ALL DIMENSIONS ARE APPROXIMATE.



PROPOSED IMPROVEMENTS  
THESE RECOMMENDATIONS ARE CONCEPTUAL AND WILL REQUIRE REFINEMENT AND ADDITIONAL DUE DILIGENCE PRIOR TO IMPLEMENTATION.





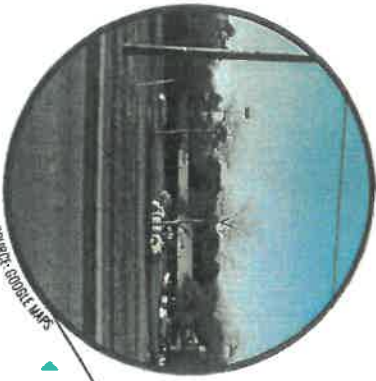
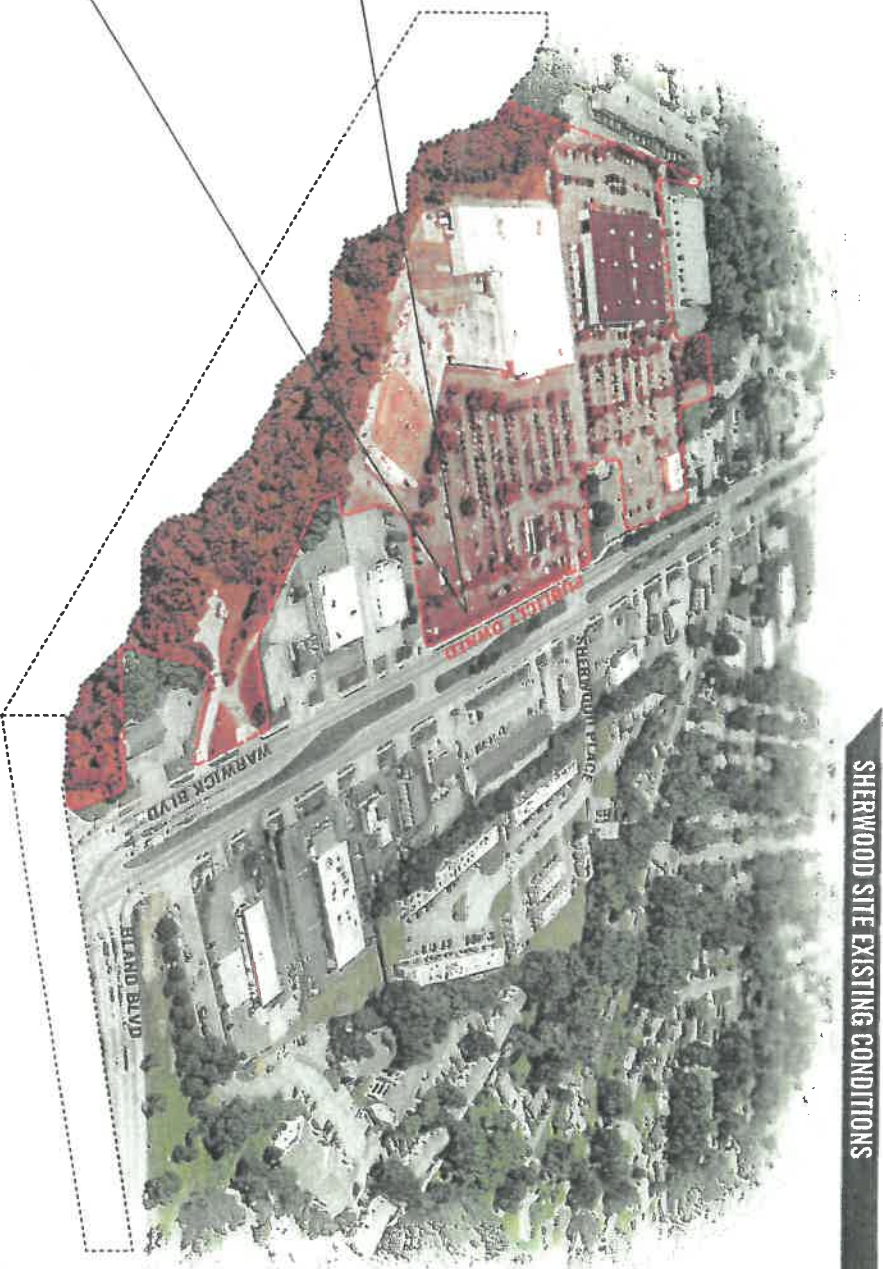
## CREATING A "CIVIC HUB" AT SHERWOOD SHOPPING CENTER

The Sherwood Shopping Center spans 32 acres of publicly-owned land on that backs to Lucas Creek. Ferguson Industries is anticipated to move to Oyster Point in summer of 2020.

### VISION

The vision is to transform the site into a pedestrian-friendly "civic hub" where the Grissom Library becomes a beacon, greeting neighbors, friends, and visitors to the community day and night. The iconic library building will become a highly recognizable feature of the community and become synonymous with it's identity. Stately municipal buildings will create a welcoming new front door to Denbigh-Warwick.

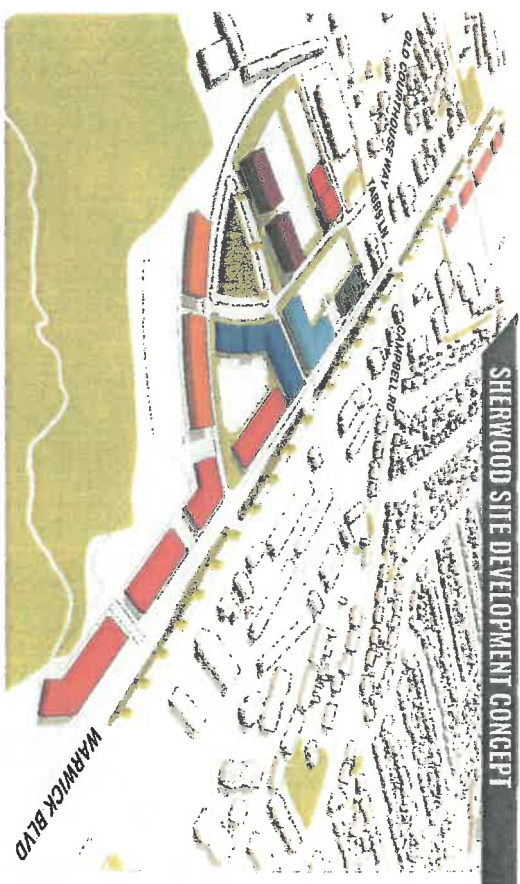
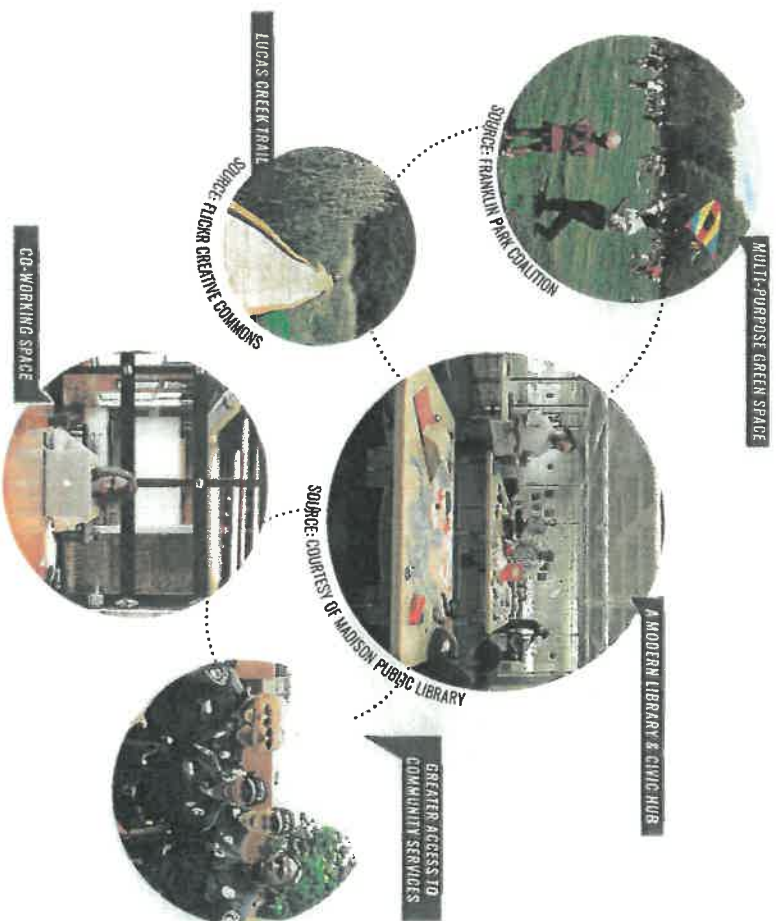
SHERWOOD SITE EXISTING CONDITIONS



▲ MOST BUILDINGS ON THE SHERWOOD SITE  
ARE SET FAR BACK FROM WARWICK BLVD.



## CIVIC CENTER CONCEPT



### DEVELOPMENT PROGRAM

- ▶ 60+ RESIDENTIAL UNITS
- ▶ 63,000 FT<sup>2</sup> RETAIL SPACE
- ▶ 67,500 FT<sup>2</sup> OFFICE SPACE
- ▶ 19,500 FT<sup>2</sup> POLICE STATION (ACCESS TO WARWICK BLVD & OLD COURTHOUSE WAY)
- ▶ 50,000 FT<sup>2</sup> MUNICIPAL SERVICES
- ▶ 15,000 FT<sup>2</sup> FIRE STATION
- ▶ 1-ACRE TOWN GREEN



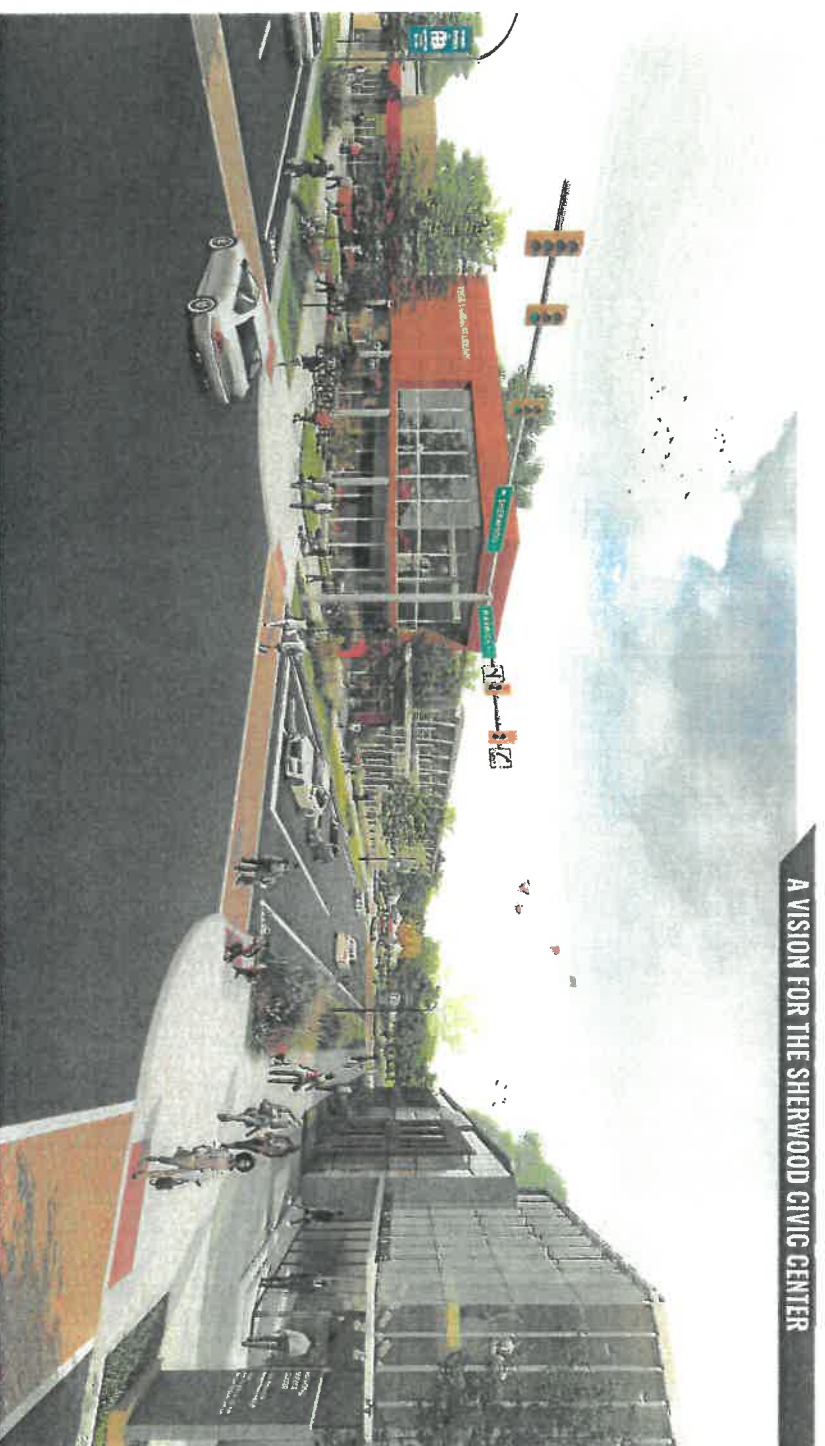
- RESIDENTIAL - MULTI FAMILY
- COMMERCIAL/RETAIL
- COMMERCIAL OFFICE
- CIVIC/MUNICIPAL
- POLICE
- FIRE DEPARTMENT
- LIBRARY
- FUTURE TRAIL SYSTEM



## CREATING AN ACCESSIBLE CIVIC SPACE

The buildings will overlook an intimate green space, framing views of Lucas Creek. Outdoor spaces will offer informal gathering places and enable library programming to spill outside.

The Sherwood Site will be easily accessible by bus, bike, car and foot from surrounding neighborhoods to reach a wider audience. The area plan also calls for improvements to be made to Old Courthouse Way, integrating safe sidewalks and a bike trail.



THE ICONIC LIBRARY BUILDING WILL STAND PROUDLY AT THE ENTRANCE TO THE FORMER SHERWOOD SITE AS A TIMELESS ANCHOR, ENRICHING THE LIVES AND MINDS OF ALL WHO VISIT



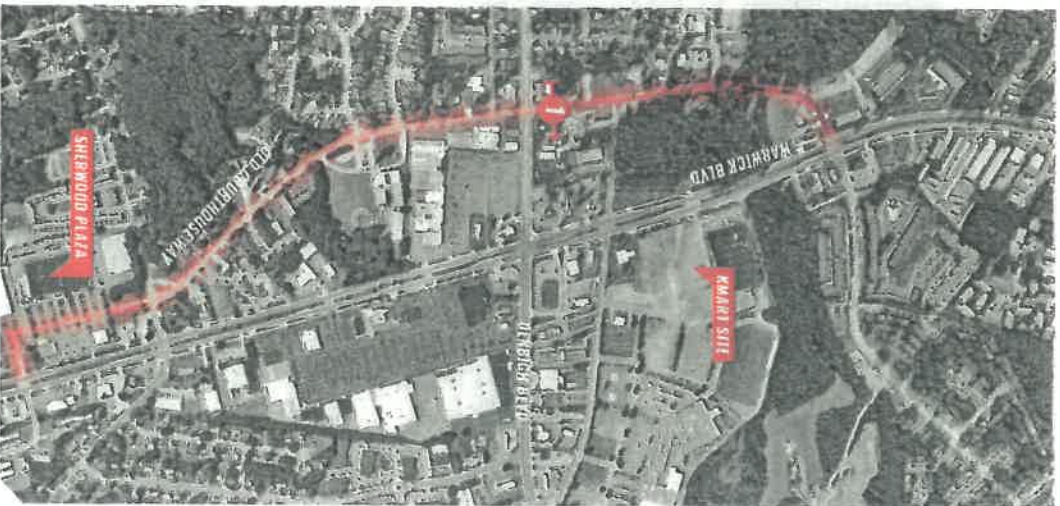
## CREATING A SAFER AND MORE COMPLETE ROAD NETWORK

### EXAMPLE/

#### OLD COURTHOUSE WAY

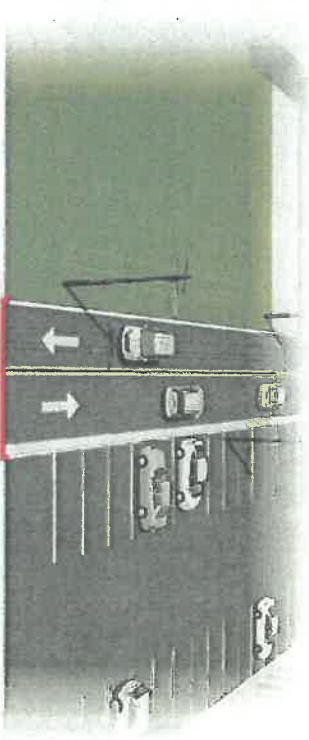
Old Courthouse Way has the potential to become an attractive alternative route of north-south circulation in the Core Sector that could alleviate congestion along Warwick Boulevard.

Old Courthouse Way is currently a 2-lane road with a very narrow right-of-way. Proposed improvements envision keeping the two vehicular lanes and adding off-street bike facilities on both sides of the road, with adequate area for planting and a sidewalk. In order to achieve this desired design, additional right-of-way will need to be acquired.



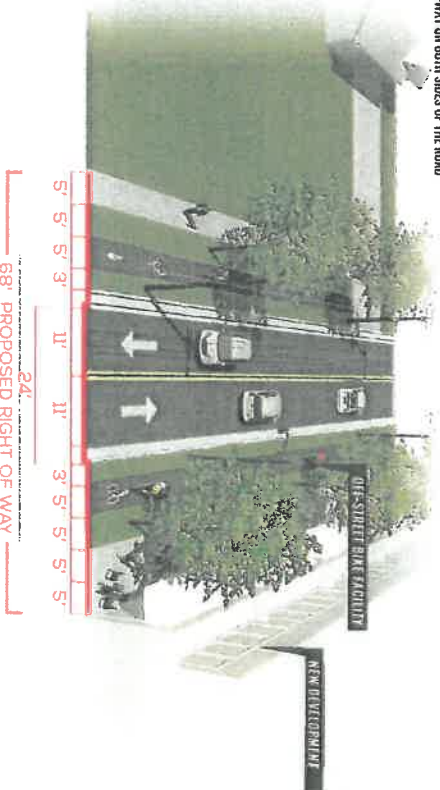
### OLD COURTHOUSE WAY IMPROVEMENTS

TYPICAL EXISTING CONDITIONS  
ALL DIMENSIONS ARE APPROXIMATE.



11' 11' 24' RIGHT OF WAY

PROPOSED IMPROVEMENTS  
THESE RECOMMENDATIONS ARE CONCEPTUAL AND WILL REQUIRE REFINEMENT AND ADDITIONAL DUE DILIGENCE PRIOR TO IMPLEMENTATION.  
PROPOSED IMPROVEMENTS WILL NEED THE ACQUISITION OF EXTRA RIGHT-OF-WAY ON BOTH SIDES OF THE ROAD



5' 5' 3' 11' 11' 3' 5' 5' 5' 68' PROPOSED RIGHT OF WAY



# QUESTIONS?





# NEXT STEPS

## ➞ PUBLIC COMMENT PERIOD:

JULY 16 - 31, 2019

## ➞ CONTACT:

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CITY OF NEWPORT NEWS  
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EMAIL: [AHOPKINS@NNVA.GOV](mailto:AHOPKINS@NNVA.GOV)  
WEBSITE: [WWW.NNVA.GOV/2401](http://WWW.NNVA.GOV/2401)

## ➞ PUBLIC HEARINGS:

TENTATIVELY SCHEDULED FOR SEPTEMBER 2019