

City of Newport News



Newport News 
Where Great Things Are Happening

City of Newport News - History

- Newport News is located in south-eastern Virginia in the Hampton Roads metropolitan area. The Hampton Roads region is the 35th largest region in the United States.
- Newport News was once part of Warwick County however in 1958, by mutual consent by referendum, the city was consolidated with the former Warwick County.
- In the 2010 census the city population was 180,719 making it the 6th largest incorporated city within the Commonwealth of Virginia. The city population was adjusted by the census in 2012 to 180,966.



City of Newport News - Statistics

- Median age 32.3
- Median family income \$57,969
- Per capita income \$23,417
- Total housing units 76,198
- Average family size 3.02
- Average household size 2.45
- 90% of the city is developed





City of Newport News - Demographics

- The city is uniquely shaped as it is very long and narrow - 22 miles long, 6 miles wide at its widest and 1 mile wide at its narrowest. The city encompasses 70 square miles
- The city has 16.5 miles of shoreline excluding 1.26 square miles of inland waters and 2.18 square miles of the Warwick River.



City Government



- The City of Newport News is administered by a Council-Manager form of government in which six citizens are elected from three districts—North, Central, and South—to serve on the City Council. The Mayor is elected-at-large. The City Council establishes the City's public policy through resolutions and ordinances, approves proposed programs, and controls the funding of these programs.

City of Newport News - Priorities

- Our comprehensive plan has identified Environmental Quality and Sustainability as a quality of life issue for 15 years
- City Council established the Newport News Green Foundation in 1998 whose mission it is to create and preserve green space in the city.
- In 2007, our Mayor signed the US Conference of Mayors Climate Protection Agreement.
- Newport News is proud of the fact that we have been a Tree City USA recipient for over 30 years!
- And....

Strategic Priorities



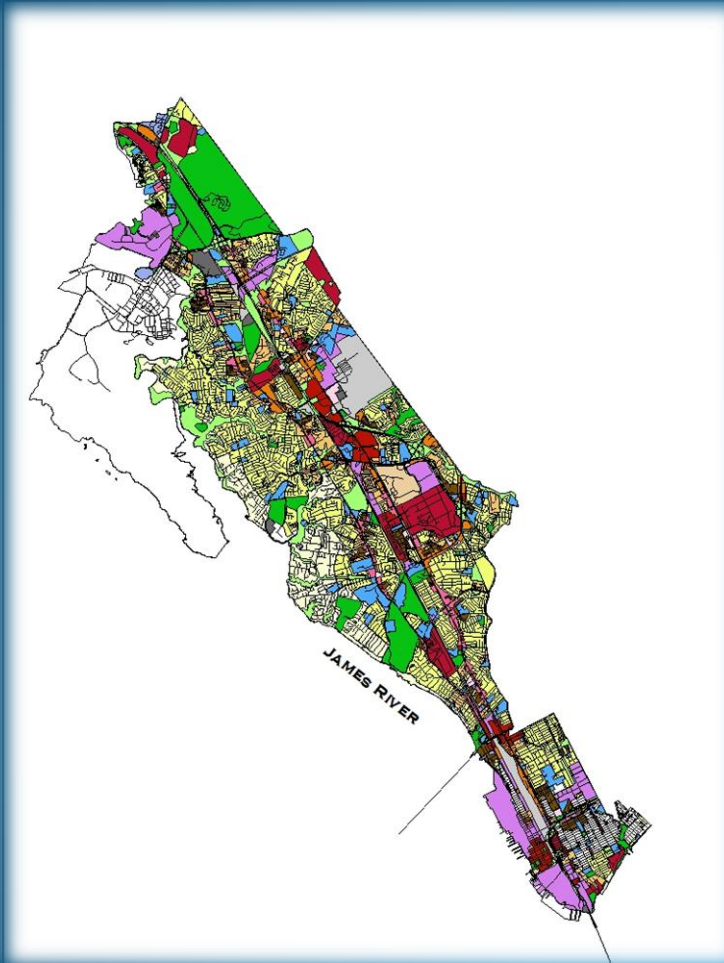
- In September 2010 the City Council endorsed 8 strategic initiatives that were refined into 5 broad strategic priorities in December, 2012.
- A Sustainability Task Force was formed to look at how our city was functioning and make improvements based on our strategic priorities.

“Think Globally – Act Locally”

- The Sustainability Task Force sought, through the “triple bottom line” approach, to enhance the quality of life in the city.
- Triple bottom line means:
 - Environmental stewardship
 - Social responsibility
 - Economic prosperity



Comprehensive Plan



- Currently Newport News is in the beginning stages of updating our City Comprehensive Plan.
- The Planning Department is working with the City Planning Commission to establish a citizen based Comprehensive Plan Advisory Committee that will review and advise on the city's land use plan.

Comprehensive Plan

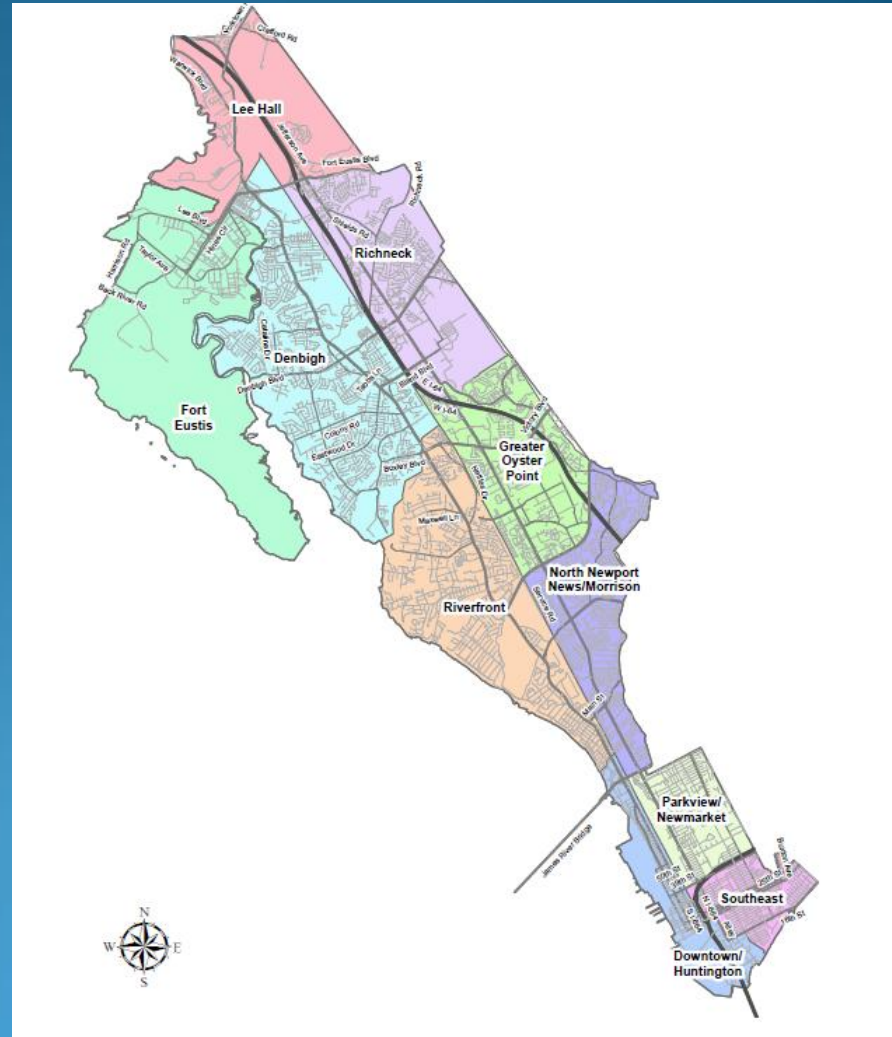
- In preparation for the Comprehensive Plan update, a survey of our citizens was conducted with Seventy-four percent (74%) of the residents surveyed who had an opinion were satisfied (rating of 4 or 5 on a 5-point scale) with the quality of parks and recreation programs and facilities, and 68% were satisfied with landscaping in parks, medians and public areas.



City of Newport News

For the Comprehensive Plan Update the City will be divided into 10 Planning Districts :

- Southeast
- Downtown/Huntington
- Parkview/Newmarket
- North Newport News/Morrison
- Riverfront
- Greater Oyster Point
- Denbigh
- Richneck
- Lee Hall
- Fort Eustis



Results

- City Leaders have a clear understanding that the environment is important to the citizens of our city.
- How can we continue to ensure that our city plans are sustainable and continue to protect our cities natural resources.
- With limited financial resources how do we prioritize tree replacement, installation and maintenance.
- How can we identify the most critical parts of the city for preservation and protection.

UTC Assistance – A Great Opportunity to focus our efforts!



Resource Conservation

Civic Engagement and Policy

Transportation

Open Space and Smart Development

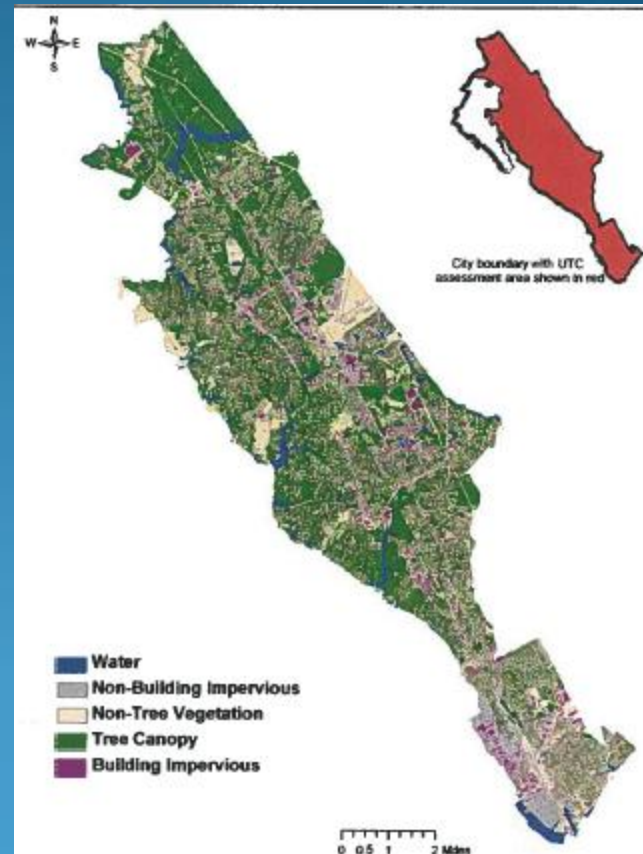
Sustainable Built Environment

Energy Efficiency and Conservation

City of Newport News Urban Tree Canopy Plan

Why is Tree Canopy so important?

- Provides better air quality
- Slows water run off and provides better water quality by filtration
- Eliminates heat islands and helps with energy usage
- Enhances the quality of life and property values



UTC – Urban Tree Canopy

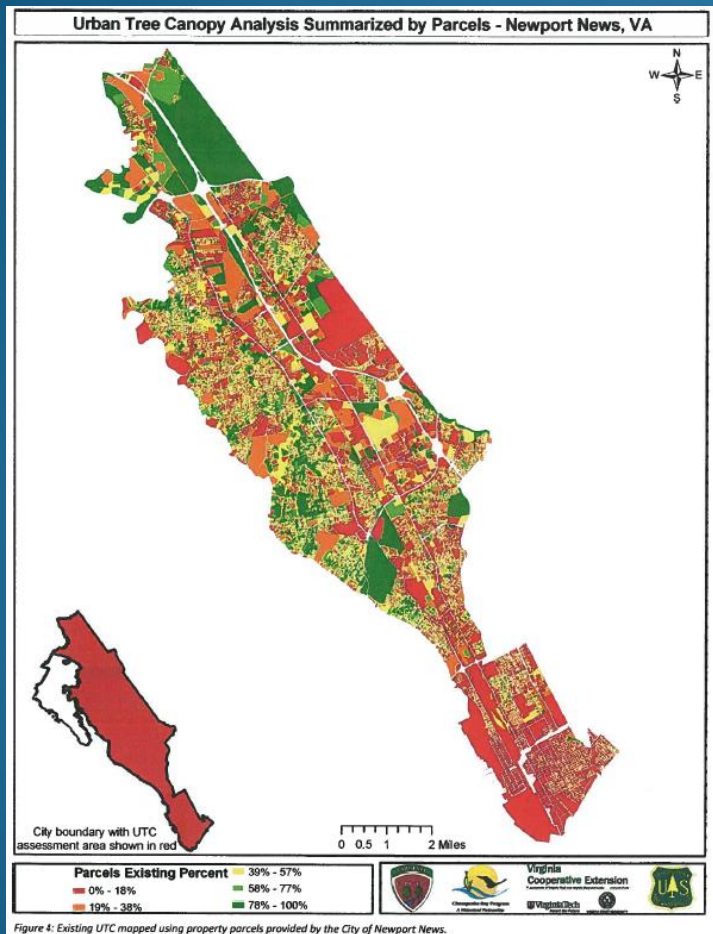


Figure 4: Existing UTC mapped using property parcels provided by the City of Newport News.

- The 2008 and 2012 UTC assessment gave the City of Newport News an overall percentage of 38% tree canopy.
- At first the primary goal identified was to increase our overall tree canopy to 40% within 20 years.

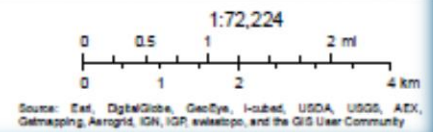
UTC goals...

- The city is made up of 44,800 acres and currently has trees covering a total of 16,020 acres.
- The increase of 2% tree canopy over 20 years represents approximately 55,000 trees to be planted in 887 acres over within the next 5 years.
- Given the amount of public land identified as areas open for planting and the projects on the horizon, city staff realized that we needed to change our direction.

Changing priorities

- Utilizing Plan-It GEO tools staff:
 - Identified areas within the city that had less than the optimal tree canopy coverage (less than 15%)
 - Within those areas identified public land and private corporate land that could be utilized for tree planting projects
 - Identified areas that should be protected or have increased tree canopy due to water quality
 - Most importantly identified how to maintain the city's current 38% tree canopy

Newport News, VA : Urban Forest Cloud - Canopy Planner



UTC – Plan Strategies

- Staff identified several strategies in maintaining the city's 38% tree canopy:
 - Reinforce city codes and ordinances to allow for preservation of existing trees through storm water regulation changes; development ordinance and site plan regulation changes; parking lot reduction; and implementation strategies for conservation areas.
 - Prioritize areas of the city that are more urban in nature for street enhancement.

UTC – Plan Strategies continued

- Educate homeowners in benefits of tree planting on their properties and provide programs and incentives for homeowners.
- Utilize the Newport News Green Foundation to partner with commercial entities in retrofitting properties developed prior to city requirements for landscape strips along street frontages on major city corridors.
- Incorporate goals and priorities in our Comprehensive Plan with policy changes necessary and steps of implementation.

Status



- City Council adopted changes to the Storm water Regulations that will help preserve and create more green space.
- Regulations committee is currently considering changes to the Site Plan Regulations that will provide incentives for preservation of existing trees at site development.

Status



- Several projects are either under construction or are in the planning stages for street scape enhancements including larger street tree planting.
- Work continues in collaborating with the NN Green Foundation to create an incentive program for businesses to plant areas available to them with trees.

Advice...

- Be willing to make adjustments when proceeding with the tree canopy plan.
- Hopefully you will not have all of the transitions in city government while you are working on your plan.
- Utilize the Plan-It GEO tools as often as you are able in order to better understand how to achieve your goals. Ensure that you have the computer capabilities to utilize the program.

City of Newport News

Where Great and Green things are happening

Thank you !

