

According to the City of Newport News the vision statement for the city is as follows:

“Newport News is a city where people choose to live and visit. It is a dynamic community in which work, play, obtain an education, do business and most importantly, raise a family. Newport News has a sense of place and unity. The city offers, hope, promise, and vast opportunities for its citizens and businesses to progress and achieve in all endeavors. Progressive growth and innovative economic development make Newport News “the city of choice”.

In the vision statement under Culture in the Framework for the Future 2030: “Newport News citizens are actively involved in every aspect of the community. The city serves as a model of corporate, institutional and citizen participation and support. Newport News is considered one of the most desirable places nationwide to visit, live, work, play and learn.”

The city’s economic and demographic indicators point to increased use and steady growth of the Newport News Public Library System.

- The provision of quality educational resources has contributed to an above-average number of high school graduates. Populations with increased levels of education make considerably more use of public libraries.
- The City of Newport News is 92.5% developed, and remaining vacant acreage is 7.5% of the land area. Therefore, in the future, more development is expected to come from redevelopment.
- The city had 77,000 housing units in 2006. Four mixed-use projects will add nearly 4,000 new housing units within the next 10 years. These are the 1,600-unit Ashton project (which has reserved a site for a branch library in its plan), the 1,100-unit Huntington Pointe project in the northern part of the city, the 760-unit Patrick Henry Place mixed-use project in the central part of the city, and the 480 units in City Center. Redevelopment plans for the Southeast Community Waterfront area will increase the middle-income population in the southern end of the city.

- The 2006 estimated population is 186,000; and the population forecast for the year 2030 is 215,000. Therefore, the rate of future population growth is less than in the past, as the city's household size gets smaller, reflecting national trends. The number of school-age children is expected to remain the same or grow slowly. However, the population of those older than 55 is expected to increase, and overall the population is expected to become more racially diverse. Within the next 10 years, new higher-end residential developments combined with economic development projects, such as Wolsely North American Division and City Center; the TRADOC move to Fort Eustis; and the expansion of the Regional Medical Centers in the city will create more professional and higher-income jobs and help increase the city's per capita income.