

Performing & Fine Arts Center photo provided by Christopher Newport University & Courtesy of Hanbury, Evans, Newill, Vlattas & Co.

11. CULTURE

FRAMEWORK FOR THE FUTURE VISION STATEMENT

The City of Newport News encompasses diverse cultural influences which blend into a harmonious community. There is a well coordinated cultural program including music, dance, visual and performing arts centered around a cultural activities and performing arts center.

This rich cultural heritage is enhanced through a coordinated library and museum network which serve as community resource centers for the City. The City is enhanced by educational and cultural programs offered at Christopher Newport University. The community thrives on the mutual sup-

port it shares with the University and the citizens are actively involved in every aspect of the community. The City serves as a model of corporate, institutional and citizen participation and support for its mutual goals and objectives.

Newport News is considered one of the most desirable places nationwide to safely visit, live, work, play and learn.

ISSUES

To further enhance the quality of life for its residents, the City provides and supports a wide variety of cultural activities. The Parks, Recreation and Tourism Department serves as the City's administrators, technical experts and liaison for cultural events as well as the marketing agency for the City's entire tourism industry. The Newport News Arts Commission, a seven-member commission appointed by City Council, acts as a coordinating body for a variety of arts groups in the City and sets the cultural tone for Newport News.

The Department of Libraries and Information Services is responsible for meeting the informational, educational and recreational needs of the community through the collections and services provided by its branch libraries, technical services center, bookmobile and outreach services and the public law library. The Newport News Public Library System Board of Trustees, appointed by City Council, acts as an advisory board to the library system.

Special Events

The City sponsors many annual special events including the Fall Festival in October, the Children's Festival of Friends in May, and the Holiday Celebration in Lights from Thanksgiving to New Year's Day, all in Newport News Park. In addition, the City offers spectacular entertainment and fireworks display for the Fourth of July celebration, and the weekly Midweek Midtown from May until August in the Oyster Point Business Park. Also in August, the City presents the King-Lincoln Music Festival at the southern end of Jefferson Avenue in King-

Lincoln Park. The City cosponsors Jubilee on the James at the Mariners' Museum in May and many special events and exhibits at the Newsome House Museum and Cultural Center.

The completion of Interstate 664 and the Monitor-Merrimac Memorial Bridge Tunnel, makes Downtown the regional center of Hampton Roads. Special events with a regional appeal will enhance the image of the area as a safe, enjoyable and easily accessible place to visit.

A variety of other cultural events occur year round. These events are regional in scope and run the gamut in size from small, special interest exhibits to events and celebrations that attract visitors nationally as well as provide entertainment and enrichment for our citizens. The Virginia Living Museum holds its Wildlife Arts Festival where artists and craftsmen display and sell their wildlife artwork.

In February, the Virginia War Museum observes Black History Month with films and other activities which examine America's African-American heritage and accomplishments.

In April, the Virginia Living Museum observes Earth Day at Newport News Park with entertainment, conservation and recycling exhibits and children's activities.

The Children's Festival of Friends is held in May in Newport New Park with entertainment, educational exhibits and crafts. In December, the Virginia War Museum sponsors Christmas in the Field with a Civil War encampment and re-enactment. Christmas at the Mariners' Museum is an annual event at

which interpreters serve confections and perform music of the era at this 18th century waterside yule celebration.

Museums

Newport News, with its many museums and cultural events, serves as the cultural center for the Peninsula. There are five museums in Newport News: the Mariners' Museum, Virginia War Museum, Virginia Living Museum, and Peninsula Fine Arts Center and the U.S. Army Transportation Museum at Fort Eustis, which are accredited by the American Association of Museums, the most in Virginia! This distinction is awarded to less than five percent of the museums in the United States. Three of these museums, the Mariners' Museum, the Peninsula Fine Arts Center and the Virginia Living Museum, are clustered in the center of the City, so that each activity not only reinforces other cultural, educational and preservation activities, but offers a unique potential to attract residents and tourists to this cultural corridor.

The Mariners' Museum, situated in an 880-acre park, was established and endowed in 1930 by Archer M. Huntington, son of Collis P. Huntington, founder of Newport News Shipbuilding and Dry Dock Company. This Museum is devoted to the culture of the sea and its tributaries, its conquest by man and its influence on civilization. Within the Museum building is an educational display of objects and items relating to the sea.

The Peninsula Fine Arts Center, established by local citizens in 1962, provides the community with numerous visual arts-oriented educational and cultural offerings, many of which are free. Some of the specific ongoing programs and annual events include:

Jubilee on the James - a free annual arts festival that takes place on the grounds of the Peninsula Fine Arts Center and the Mariners' Museum, celebrating the visual and performing arts.

- The Juried Exhibition - Began in 1964, this free exhibition provides contemporary artists the opportunity to exhibit their work. This exhibit has grown to an annual fall event providing monetary awards of over \$8,000 drawing a number of artists from the community, region and nation.
- Artful Giving - a free annual holiday exhibition and sale coordinated by the Guild of the Peninsula Fine Arts Center providing unique one-of-a-kind art and craft objects for viewing and purchase.
- Hands On For Kids - a free permanent gallery for children and adults to interact and have fun with art materials and concepts.
- The Studio Art School - a three session art school, providing visual arts workshops and courses from photography to clay to painting to many other techniques and media for children and adults.
- The Gallery Shop - a shop run by the Guild of the Peninsula Fine Arts Center which provides the community and visitors with unique objects, gifts, and educational tools.

Originally founded in 1966 as the Junior Nature Museum and Planetarium, the institution now known as the Virginia Living Museum has gone through many changes over the years. Starting as a 5,500 square foot building, it has expanded to a 20,600

square foot facility. Though the popular museum has considered moving to other sites in the past, the museum now plans to build a \$21 million, 75,000 square foot facility on its present 21 acre site in midtown Newport News. The museum intends to triple the five acres it devotes to outdoor habitat exhibits, double the capacity of its 70 seat planetarium, and expand its observatory. The museum is working in cooperation with the Newport News School System to augment an environmental science curriculum for Deer Park Elementary School which utilizes Virginia Living Museum's programs and exhibits.

In July 1996, City Council acquired the Lee Hall Manor and its twelve acre parcel. The house and immediate land area are under the control of the Virginia War Museum for Civil War living history exhibits.

The preservation and restoration of the Endview Plantation home became possible when the City purchased the home. The house and immediate land area are used by the Virginia War Museum for Civil War living history and re-enactments. The museum is restoring the home. The first phases of the restoration involved architectural and archeological surveys followed by restoration and improvements to the structure. Restoration is funded by grants from the General Assembly, private sources and City funds.

There are other subject-specific museums located throughout the City. These include the U.S. Army Transportation Museum at Fort Eustis, the Virginia War Museum in Huntington Park, and the Newsome Museum in southeast Newport News. Each of these museums contributes to the City's cultural diversity by illustrating its heritage.

Several museums in the City occupy high profile locations in various City parks. These two cultural functions are not mutually exclusive, but rather share a synergistic relationship by enhancing the quality of life for all City residents. These separate functions do, however, require a balanced approach to planning for growth, as it is the expansion of the individual uses which generates conflict. The proposed expansions of the Virginia Living Museum and the Virginia War Museum demonstrate the need for a City-wide policy regarding these cultural assets.

Local museums are an economic, educational and recreational asset for the City. The City's museums, whether private, non-profit, or publicly-owned, should continue to be supported, promoted and expanded. The City's museums should be featured as an important aspect in economic and tourism development efforts.

Higher Education

Christopher Newport University is a four-year State-funded institution which offers degree programs in a variety of disciplines. Located in the Hidenwood section of the City, Christopher Newport University draws over 4,000 students from the Virginia Peninsula and surrounding areas. The University has expanded its field of study to offer graduate programs. Christopher Newport serves as an educational and cultural asset to the City. CNU offers a variety of business seminars, guest lecturers, concerts, theatrical performances and special events to improve the cultural and civic life of the community.

The University has publicly announced its master plan for the expansion of its campus. The plan calls for the construction of a \$30 million Center for the Arts on the site of the former Ferguson High School property. The

campus will also be home to a \$20 million state-of-the-art sports, wellness, and convocation center. The new Center for the Arts is being designed by the foremost architectural firm in the country, under the leadership of I. M. Pei and Henry Cobb. It will house world-class facilities. There will be nothing to rival these facilities in Virginia and few places in the country can claim venues for the visual and performing arts as excellent as these.

Public Libraries

The City's public libraries serve an essential role in the development of our community by introducing children to the educational process and by facilitating informal self-education and encouraging the formal education of its residents. Libraries are a source of information for all aspects of the community, in many cases providing the only free access to new technology and information. Special populations such as blind and disabled citizens who are not able to make use of the branch libraries are accommodated through specialized collections and services such as the bookmobile and the Subregional Library for the Blind and Physically Handicapped.

Branch Libraries

Newport News has four branch libraries: West Avenue Library serving the Downtown area, Pearl Bailey Library serving the Southeast community, Virgil Grissom Library serving the Denbigh area, and Main Street Library serving the midtown area. A public law library is available to the public and is located Downtown in the Courthouse. Services for homebound residents includes the Subregional Library for the Blind and Physically Handicapped and Books-by-Mail service. In addition, Bookmobile stops are made throughout the City.

Growth in the City has changed the distribution of the population, increasing the demand for expanding existing and building new libraries to serve the people.

Poorly located, inadequately sized and understaffed libraries and programs can be counter-productive to achieving maximum service from the current system. Improvements are necessary to permit more effective and efficient operations of the public library system. The City's length and separation of neighborhoods by the CSX railroad, the interstate highways, major streams and drainage channels, make the location of neighborhood oriented community facilities difficult. For these reasons, branch libraries should be located where they are reasonably accessible to the largest number of residents.

Additional libraries are needed. A central library with administrative functions is recommended at a mid-City location in order to best serve the population. The estimated size of this new facility is 50,000 square feet. It would serve the J. Clyde Morris Boulevard/Oyster Point/Hidenwood/Deep Creek/Harpersville/Glendale neighborhoods and provide some centralized services to the system as a whole. Such a facility would reduce the user demand pressures on the Main Street and Grissom branch libraries. If a central library is not built, then Grissom branch library will need to be substantially enlarged. Currently there is only one library, Grissom Library, serving the northern portion of the City. A branch library in the Lee Hall Village area is recommended. Other locations are being studied by the Library Board to determine current and future library sites.

Library and Collection Standards

The Newport News Public library system does not meet Virginia standards for library service and facilities. State standards recommend that libraries in an urban setting with population densities of more than 1000 people per square mile should have library facilities located within a 10 to 15 minute drive from the home of all residents and that a library facility be provided for every 20,000 inhabitants or within a five-minute drive from the home of all residents. Based on the City's 2000 population of 185,700, there is a need for nine branches in the City. The City operates four branch libraries with plans for a fifth within two years.

Library standards recommend that the aggregate size of all buildings in the system should equal a minimum of 0.6 square feet per person living in the jurisdiction. Therefore, the City's population would warrant approximately 111,000 square feet of aggregate building area housing the system. The City provides 68,722 square feet of building area, which is 38 percent below recommended minimum standards.

Standards recommend that full service branch libraries be 4,500 square feet or larger. The standards also recommend a minimum of two (2) volumes per capita. The City should have a collection of 371,400 volumes. Presently, however, the library system has a collection of 358,781 volumes. This is a deficiency of two percent.

Based on a future population for the City of 210,000 in the year 2020, there will be a future need for 10.5 libraries in the City. The 2020 population would warrant approximately 126,000 square feet of building area housing

the Library System and a minimum collection of at least 420,000 volumes.

The distribution of volumes among the branches indicates there is a disparity in meeting the minimum standards between the various branches. This occurs because of limited stack space in some libraries. The Pearl Bailey and Main Street Libraries meet or exceed minimum standards with regard to space and size of collection. The West Avenue Library exceeds its collection size/service area requirements. However, the Grissom Library does not meet service area requirements. Based on facility size standards, the Grissom Library is the most deficient in providing service to the population (98,078 pop.) it serves. Its service area requires 58,000 square feet. The Grissom Library has 15,000 square feet or 26 percent of the recommended standard. The collection for the service area should be 196,156 books. Grissom Library has 124,037 books or 63 percent of the recommended standard. By 2020, Grissom Library's service area is projected to have a population of 133,160 and should have approximately 79,800 square feet of building area. The collection for that service area should be 266,320 volumes.

The City plans to build a new branch library in Lee Hall Village. The Newport News Public Library System is also developing a long range plan for library services and facilities that encompasses the Grissom Library service area.

School Libraries

School libraries, whose collections are based specifically on the curricula of the schools, close when the school day ends. Students interested in using the library are limited to the hours during the school day. Therefore,

many students use the public libraries during evenings and weekends. However, public libraries, whose collections are geared for the general public, may not carry the materials students need. The Christopher Newport University Captain John Smith Library is open for use but high school students must be eighteen to check out materials.

Students and parents alike do not feel the school libraries currently meet the needs of the students. Expansion of the reference collections, along with an extension of operating hours, would address these concerns.

Library Services

While the educational function of libraries continues to be most important, the use of libraries as community information and cultural centers has been increasing in significance. By encouraging both the educational and non-educational functions, the library helps to demonstrate the interrelationships between educational, leisure time activities and life-long learning.

Among the many services the Library System provides to the community are business workshops, speakers bureaus, book discussions, parenting workshops, etc. Children's services aimed at encouraging recreational reading and maintaining educational levels are also provided. Early childhood programming introduces children to many information resources they will need throughout their life. Attendance at these functions has been high. The Library System's contact with the community indicates that a wide variety of groups are looking for programs and space for workshops. By developing and updating these services, the Library System would simultaneously increase the use of its collections, improve its commu-

nity relations and strengthen its role as a community center and resource.

Other Libraries

Other libraries are available for public use. The Thomas Jefferson National Accelerator Laboratory has a technical library of approximately 20,000 volumes with an emphasis on physics, engineering, math and chemistry. Christopher Newport University's Captain John Smith Library has a collection of over 343,000 volumes available to the public. The Mariners' Museum Library is devoted to publications, maps and manuscripts on maritime subjects. The Virginia War Museum is the depository for military memorabilia for the region. The museum has extensive archives on the history of conflict.

Literacy

Illiteracy is the lack of basic reading, listening, speaking, writing, or mathematical skills adults need to solve the problems encountered in daily life and participate fully in society. As society becomes more complex, more technologically driven, and more dependent on written information and communication, the skills needed for effective participation increase. While the problem of illiteracy has existed for many years, it continues to be a driving force in the employability of people seeking gainful employment. Peninsula READS, the Peninsula's literacy council, was founded in 1966 as a totally volunteer organization to provide direct assistance to people who cannot read and require one-on-one tutoring. Peninsula READS, through its more than 300 volunteers, works with adults and children, American and foreign-born, parents and grandparents, teaching basic reading,

spelling and math skills. In the 21st Century, the City will face the task of reeducating and retraining the work force. Part of this effort will be accomplished through the cooperative efforts of the City, businesses, libraries and schools to address and eliminate illiteracy.

Performing Arts

A performing arts center and convention center are important to the City's quality of life and role as a cultural center. A convention center would serve the City's cultural and business needs while attracting new industry. Such a center would require multiple funding sources.

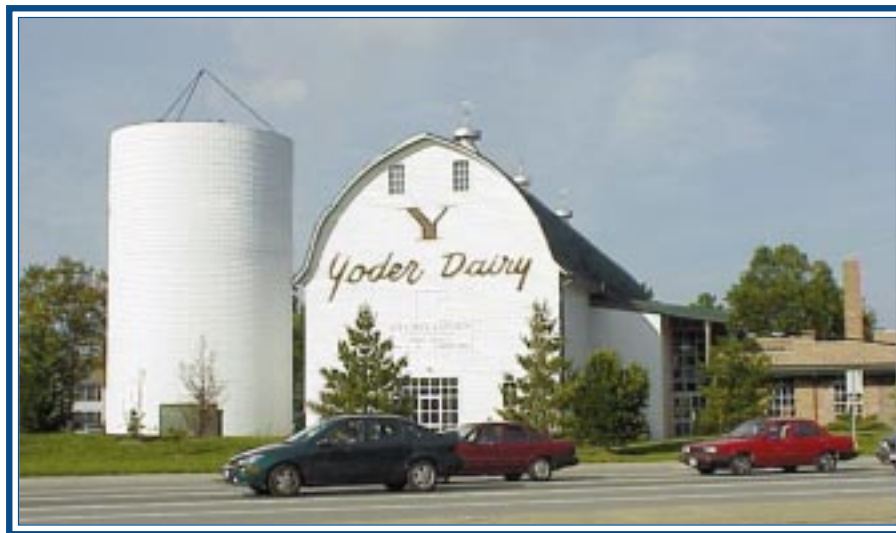
A new Center of the Arts is planned by Christopher Newport University on their campus. (See photo on page 11.1.) This thirty million dollar project will include a 1,700 seat performance hall, a smaller 500-seat musical and dramatic arts theater, a 200-seat experimental

theater, a complex of fine arts galleries, a cafe, rehearsal rooms and parking. The center will benefit from a new partnership between the University and the City which recognizes the roles each entity will play in the future programming of the new facility.

Many groups have expressed interest in performance hall space in the City. They include the Peninsula Community Theater, the Peninsula Youth Orchestra, the Virginia Choral Society, the Virginia Opera Company and the Virginia Symphony Orchestra.

The Peninsula Community Theater stages five main stage and four children's theaters along with a variety of musical productions each year. They perform in the renovated 231 seat Village Theater in Historic Hilton Village.

The Yoder Dairy Building, which was moved to its present site on Oyster Point Road, holds performances about the City's history and the Mennonite Community.



Yoder Dairy

CULTURE GOALS, POLICIES, STRATEGIES AND IMPLEMENTATION

The *Framework for the Future* sets forth the following goals, policies, strategies and implementation for Culture:

GOAL 1. Develop library facilities and collections throughout the City to serve the research and recreational needs of the community.

POLICY 1.1: Renovate, enlarge and maintain neighborhood libraries.

~~Strategy 1.1.1: Renovate and expand the Main Street Library. *Accomplished.*~~

~~Strategy 1.1.2: Study the feasibility of other branch libraries in the northern part of the City. *Redundant with revised Strategy 1.1.3.*~~

Strategy 1.1.3: Build additional branch libraries *where needed.*

IMPLEMENTATION 1.1:

~~1.1.1: Include renovation and expansion of the Main Street Branch Library in the City's Capital Improvements Program. *Accomplished.*~~

1.1.2: Consistent with the Newport News Public Library master plan, investigate alternative sites for the development of additional branch libraries. *Build new branch libraries in Lee Hall and Denbigh.*

1.1.3: Encourage the establishment of storefront libraries in vacant commercial buildings and centers.

1.1.4: Provide adequate funding to renovate, enlarge and maintain neighborhood libraries.

1.1.5: Study the feasibility of incorporating school libraries to meet branch library needs.

POLICY 1.2: Obtain or preserve land for a library at a central location in the City.

Strategy 1.2.1: Construct a library with administrative functions in a central location as the primary resource and research library for the City.

Strategy 1.2.2: Provide expanded scientific reference sources and outreach services at a central library.

IMPLEMENTATION 1.2:

1.2.1: Include a central library in the City's Capital Improvements Program.

1.2.2: *Encourage public use of the Thomas Jefferson National Laboratory technical library at the Applied Research Center building.*

POLICY 1.3: Expand the library system's **materials** collections to meet *State* standards.

Strategy 1.3.1: Expand the Library's System's **materials** collection.

Strategy 1.3.2: Expand the specialized populations' collection to include video, braille, large print book, sound recordings *and other technology*.

IMPLEMENTATION 1.3:

1.3.1: Allocate funds for the acquisition of new materials to supplement the book collection *of all libraries*.

1.3.2: Allocate funds for the acquisition of new materials to supplement the special population's collection.

1.3.3: Allocate funds for the acquisition of new *books, materials and technology* to supplement the collections of all of the City's branch libraries to meet *State* library standards.

GOAL 2. Assure library services are available to all citizens of Newport News.

POLICY 2.1: Expand the hours of operation of public libraries.

Strategy 2.1.1: Experiment with various operating schedules to determine the hours that best suit the particular library.

Strategy 2.1.2: Determine the feasibility of using volunteers to assist *library users in programming and computer use* during expanded hours of operation.

IMPLEMENTATION 2.1:

2.1.1: *Expand library hours on Fridays until 8:00 p.m., Saturdays until 9:00 p.m. and Sundays until 8:00 p.m.*

2.1.2: *Initiate a study of the use of volunteers to assist library staff and library users.*

POLICY 2.2: Increase accessibility of school libraries to students.

Strategy 2.2.1: Determine the feasibility of expanding hours of operations of high school libraries.

Strategy 2.2.2: Investigate the relaxation of check-out requirements for high school students at Captain John Smith Library at Christopher Newport University.

Strategy 2.2.3: Expand the reference and technology collections in the high school libraries.

IMPLEMENTATION 2.2:

2.2.1: Request that the Newport News School Board initiate a study to determine the feasibility of expanding school library operating hours.

2.2.2: *Expand the inter-library loan program between public high schools, Christopher Newport University and the City's public libraries.*

2.2.3: *Request the Newport News School Board expand reference collections in high school libraries.*

2.2.4: ~~Explore networking computers between the public library system and schools and colleges.~~ *Accomplished.*

POLICY 2.3: Increase access to library services for specialized populations.

Strategy 2.3.1: Improve library access for all *persons with disabilities*.

Strategy 2.3.2: Expand the services of the Bookmobile.

IMPLEMENTATION 2.3:

2.3.1: *Study and improve the accessibility of library facilities and services and improve access for persons with disabilities.*

2.3.2: *Expand the service area and add additional Bookmobiles.*

GOAL 3. Achieve 100% literacy for all citizens of Newport News. (See also, Chapter 2, Economic Development and Chapter 5, Public Education)

POLICY 3.1: Seek the active support of City Council and the citizens for local literacy programs.

Strategy 3.1.1: Maintain the educational programs offered at the library for adults and children.

Strategy 3.1.2: Encourage a *coordinated* approach to literacy.

IMPLEMENTATION 3.1:

3.1.1: Continue the educational programs offered at the library for adults and children.

3.1.2: Encourage a *coordinated* approach to literacy by all local literacy programs *including libraries*.

3.1.3: *Support and expand* the efforts of Peninsula READS.

3.1.4: *Assist Peninsula READS in its efforts to locate a satellite facility in the areas of greatest need.*

3.1.5: ~~Re-establish the Literacy for Juveniles on Probation program and allocate funds for its continuation.~~ *Program discontinued by Youth Services.*

3.1.6: *Support* family literacy programs.

GOAL 4. Provide cultural enrichment through higher and adult education.

POLICY 4.1: Encourage cultural enrichment programs and activities for adult and senior populations.

Strategy 4.1.1: Encourage the expansion of adult lifelong learning *programs*.

IMPLEMENTATION 4.1:

4.1.1: Promote community awareness of adult lifelong learning *programs* and support increased funding for *these* programs.

POLICY 4.2: Encourage cultural enrichment and activities for traditional student populations.

Strategy 4.2.1: Encourage cultural enrichment classes for all college and public educational institutions.

IMPLEMENTATION 4.2:

4.2.1: Emphasize that cultural enrichment is a worthy component of a well-balanced, viable community.

GOAL 5. Support cultural diversity among all segments of society throughout the community.

POLICY 5.1: Encourage the development of neighborhood community centers.

Strategy 5.1.1: Create places for community activity.

IMPLEMENTATION 5.1:

5.1.1: *Establish places* for community activity in vacant commercial *buildings* by increasing flexibility in the City's Zoning Ordinance requirements and waiving permit fees.

5.1.2: Support the use of neighborhood schools as *places for community activity*.

5.1.3: Renovate and reuse the Old Courthouse *and other structures as cultural and historic resources*.

5.1.4: Develop community centers specifically for teenagers.

5.1.5: Encourage the utilization of church facilities throughout the week for cultural and community activities.

POLICY 5.2: Promote special events on a community scale.

Strategy 5.2.1: Establish a strong cultural activities committee to coordinate and publicize city-wide cultural endeavors.

IMPLEMENTATION 5.2:

5.2.1: Create "Pride in Your Community" days to celebrate Newport News' diverse cultural heritage.

5.2.2: Promote festival events and other cultural events citywide.

5.2.3: *Coordinate and publish a Citywide calendar of events.*

POLICY 5.3: *Develop Victory Landing in accord with an approved master plan for Downtown.*

Strategy 5.3.1: *Conduct a feasibility study with cost analysis for removal/restoration of selected buildings for use as a Downtown combination Visitor Center/Shipyard museum, artist's studios, restaurants and other service-oriented businesses.*

Strategy 5.3.2: *Consider Victory Landing as a waterfront attraction in the Downtown master plan.*

IMPLEMENTATION 5.3:

5.3.1: *Convert existing structures for use by Visitor Center/Shipyard museum, artists studios, restaurants and other service-oriented uses in Downtown.*

5.3.2: *Determine the feasibility of a satellite Visitor Center in Downtown.*

GOAL 6. Promote the understanding, appreciation and support of fine and performing arts.

POLICY 6.1: *Support the centralized cultural, performing arts center suitable for both local artistic shows and community-wide performances to include the symphony, opera, ballet and theater at Christopher Newport University.*

Strategy 6.1.1: *Develop plans for a centrally located performing arts center with ties to neighborhood activity centers at Christopher Newport University.*

Strategy 6.1.2: *Formalize the partnership between the City and Christopher Newport University on the construction and operation of the performing arts center.*

IMPLEMENTATION 6.1:

6.1.1: *Support the proposed performing arts center at Christopher Newport University.*

6.1.2: Plan for a centrally located performing arts center at *Christopher Newport University* with ties to neighborhood activity centers.

POLICY 6.2: *Support cultural centers citywide.*

IMPLEMENTATION 6.2:

6.2.1: Create a cultural district Downtown.

6.2.2: Explore the cooperative use of vacant church structures in Downtown as cultural and community centers.

6.2.3: *Develop the Downing-Gross building as a cultural center.*



Interior View of the Proposed Dance Studio at the Downing Gross Cultural Arts Center

POLICY 6.3: Encourage business, industry and civic organizations to support fine and performing arts on the Peninsula and in Newport News.

POLICY 6.4: Establish a central source for the coordination and publication of area-wide cultural activities and events.

GOAL 7. Support creation of a convention center in the City.

POLICY 7.1: Encourage the development of a convention center within the City.

Strategy 7.1.1: Locate a multi-purpose convention center within the City which can serve community groups as well as moderate scale convention groups.

Strategy 7.1.2: *Coordinate the activities of the convention center with the proposed performing arts center.*

IMPLEMENTATION 7.1:

7.1.1: Locate a *world-class* multi-purpose convention center *to best serve the region.*

GOAL 8. Support a broad range of artistic, cultural, historical and technological museum offerings to the citizens of Newport News.

POLICY 8.1: Encourage development, promotion and expansion of local museums for the recreational, educational, and economic benefit of our citizens and visitors.

Strategy 8.1.1: Determine assistance the City may provide to expand museum usage and visibility.

Strategy 8.1.2: Develop a master plan for the Virginia War Museum which is compatible with Huntington Park. *Redesign the existing museum in Huntington Park to create a more inviting and efficient facility for visitors.*

Strategy 8.1.3: Encourage expansion of existing parks and museum facilities *where the need exists.*

Strategy 8.1.4: Recognize and support the commitment of the Virginia Living Museum to expand its facility at its current location.

Strategy 8.1.5: Encourage tourism in the City by utilizing the City's historic sites and museums.

IMPLEMENTATION 8.1:

8.1.1: Conduct a study to determine the economic, educational, and recreational impact of local museums.

8.1.2: *Encourage the museums to conduct a needs assessment study to determine areas of mutual concern and opportunities.*

8.1.3: *Continue to provide museum/tourism promotion funding by the Department of Parks, Recreation and Tourism.*

8.1.4: Support individual museum expansion plans.

8.1.5: Expand existing park land and museum and park facilities.

8.1.6: *Complete the restoration of the Warwick County 1810 Courthouse.*

8.1.7: The City should pursue discussion with owners of private properties having a cultural value to encourage the potential of private/public use.

8.1.8: *Create a tour of Civil War sites in the City utilizing the City owned sites of Lee Hall, Endview, the Skiffes Creek redoubt, the Monitor-Merrimac overlook, Riverview Farm Park and the earthworks at Lee's Mill and Newport News Park.*

8.1.9: *Add Endview and Lee Hall sites as tourist destinations to the City's other main attractions of Newport News Park, Virginia War Museum, Peninsula Fine Arts Center, Mariners' Museum and the Virginia Living Museum.*

8.1.10: Create a Civil War museum at Lee Hall.

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FRAMEWORK FOR THE FUTURE

MAP 11-1 CULTURAL FACILITIES

CITY OF NEWPORT NEWS
DEPARTMENT OF PLANNING & DEVELOPMENT

