
DIRECTION OF GROWTH FOR NEW KENT COUNTY

WILLIAMSBURG AREA ASSOCIATION OF REALTORS



NEW KENT IS GROWING

- Fastest growing county in Virginia (4.7%) in 2023
- Top 10 fastest growing county in the U.S. with at least 20,000 people

These Are the 10 Fastest-Growing Counties in the U.S.

These counties have seen the greatest percentage growth in population from 2022 to 2023, according to U.S. Census Bureau estimates.

By [Steven Ross Johnson](#) | March 18, 2024, at 6:40 p.m.



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10. New Kent County, Virginia

Population Growth: 4.7%

New Kent County, located in the southeastern part of Virginia, saw its population increase from 24,952 people in 2022 to 26,134 in 2023.

Learn more about [New Kent County](#).

NEXT: [9. Jasper County, South Carolina](#)



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CREDIT

IDEAL LOCATION FOR RESIDENTS & BUSINESSES

- Located between two dynamic MSAs (Richmond and Norfolk/Virginia Beach)
- Within 750 miles of 55% of U.S. population
- Close access to the Port of Virginia
- High traffic counts
 - 65K and 100K on I-64
- Utilities located at critical areas
- Available workforce
 - 1.7 million in extended area



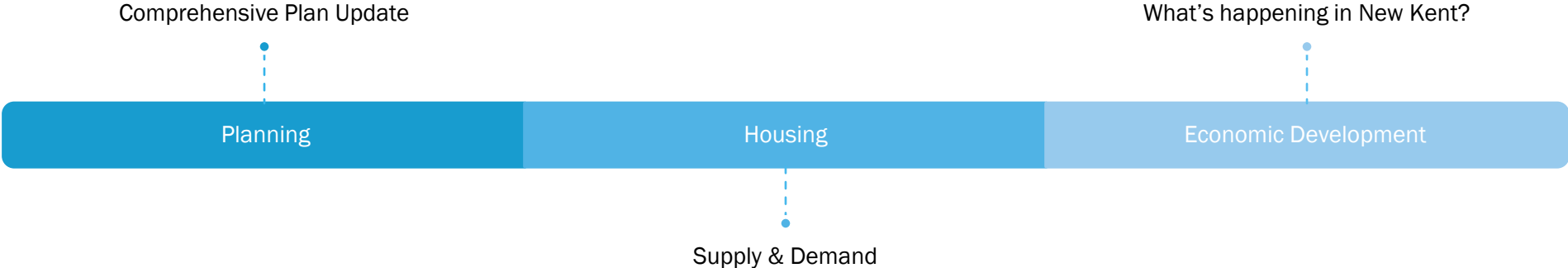
IDEAL LOCATION FOR TOURISTS



- 4 wineries and 1 brewery
- Only thoroughbred horse track in Virginia
- 3 rivers and over 4,500 acres of wildlife protected areas
- 4 premier golf courses



COMMUNITY & ECONOMIC DEVELOPMENT INITIATIVES



COMPREHENSIVE PLAN

Full update currently in process

Third Public Engagement –
October 22, 2024

Anticipated adoption in early
2025

Next Steps:

Development Ordinance Rewrite
(Subdivision and Zoning)

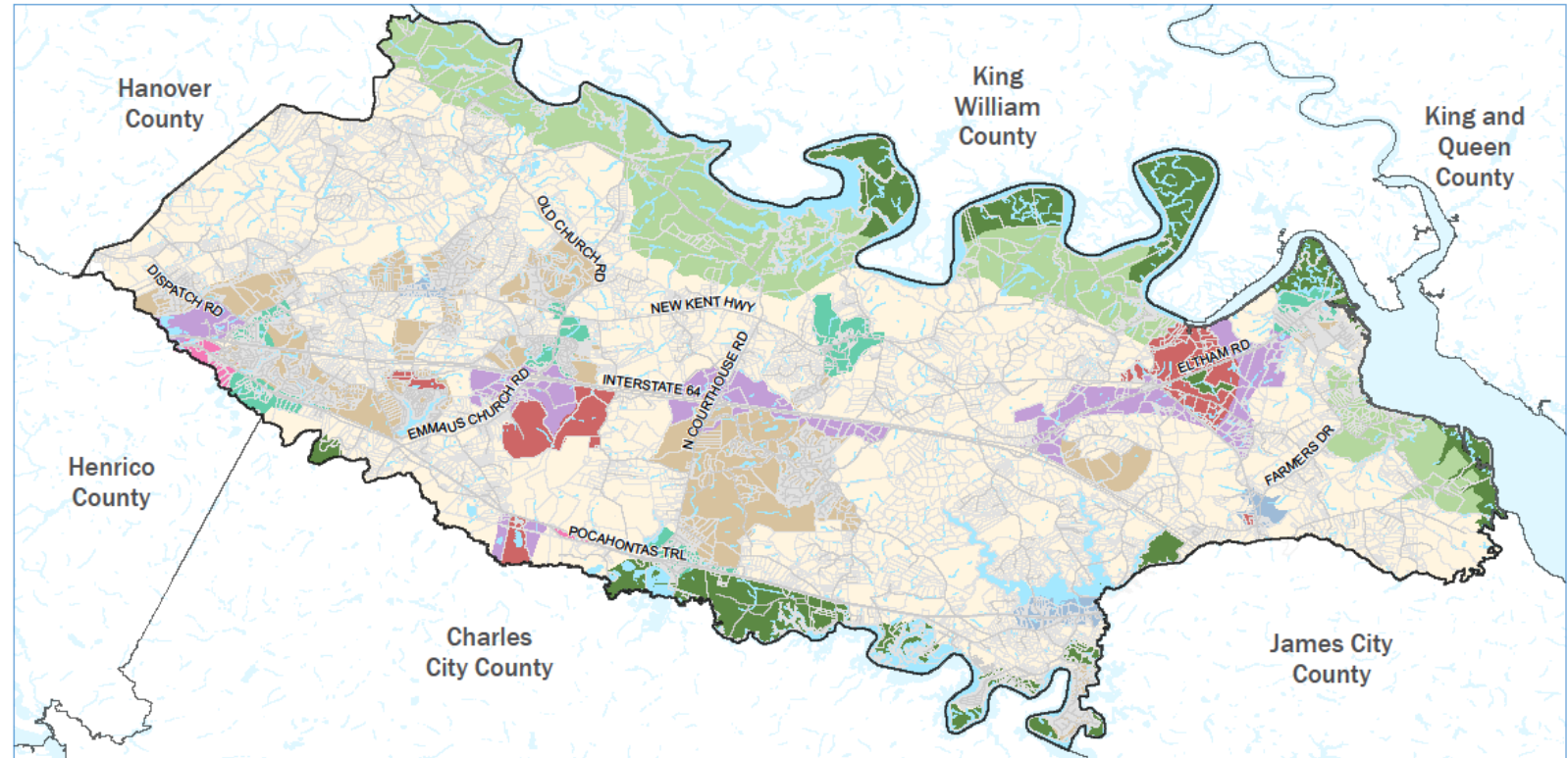
Procure a consultant to assist

Anticipate 18-24 month process

New Kent County 2045

Future Land Use - Existing Map

New Kent
COUNTY
2045
Comprehensive Plan



Land Use Type

Industrial	Village	Water
Commercial	Rural Lands	New Kent County
Economic Opportunity	Agricultural / Forest	County Boundaries
Residential	Conservation	
Hamlet		

Data from: New Kent
County

SUPPLY & DEMAND OF HOUSING IN NEW KENT



- 1,200 lots approved for development
- Board of Supervisors created a Housing Advisory Committee to discuss housing need in the County
- Consists of 17 appointed committee members to research, discuss, and advise Board on direction of housing
- 3 subcommittees to discuss:
 - Affordable housing
 - Housing safety
 - New housing
- PlanRVA grant for housing market analysis – 2025/2026

SUPPLY & DEMAND OF HOUSING IN NEW KENT

Subdivision Name	Total Lots/Units Allowed by PUD	Currently Approved	Complete or Under Construction	Vacant or Remaining	Status
Brickshire/Kentland*	3,271	1,324	1,216	108	Active
Hearth at Patriots Landing*	216	216	0	216	Sitework
Viniterra (Landbay I)*	455	275	143	132	Active
Landbay III*	170	0	0	0	Commercial Pad
The Arbors (Landbay IV)*	495	495	358	137	Active
The Groves (Landbay V)*	1,595	894	612	282	Active
Rock Creek Villas*	53	53	42	11	Active
	6,255	3,257	2,371	886	

* Planned Unit Developments (PUDs)

Subdivision Name	Total Number of Lots	Complete or Under Construction	Vacant or Remaining	Status
Greenwood Estates Section V	55	0	55	Plans in Review
Pomeroy Park**	103	0	103	Sitework
Beech Springs**	109	0	109	Sitework
Robbins Creek**	129	0	129	Plans Approved
Edenbridge**	94	0	94	Plans Approved
Hula Subdivision	26	5	21	Active
	516	5	511	

** Cluster Subdivisions (Approved Prior to Ordinance Amendment)

WHAT'S HAPPENING IN ECONOMIC DEVELOPMENT

- New Kent County joins the Hampton Roads Alliance
- Streamlining data and marketing for projects and existing business support
- Working with Board of Supervisors & EDA to identify target industries



COLONIAL DOWNS

- Qualifying for the Kentucky Derby in 2025
- Expansion of the racing season



CARMAX

- New auto dealer auction warehouse
- Construction underway
- 78,000 sqft planned between wholesale, service, and carwash



MATAN

- Acquisition of 185-acre site in New Kent City Center
- Planned 2 million sqft of logistics/industrial space
- Currently considering speculative development



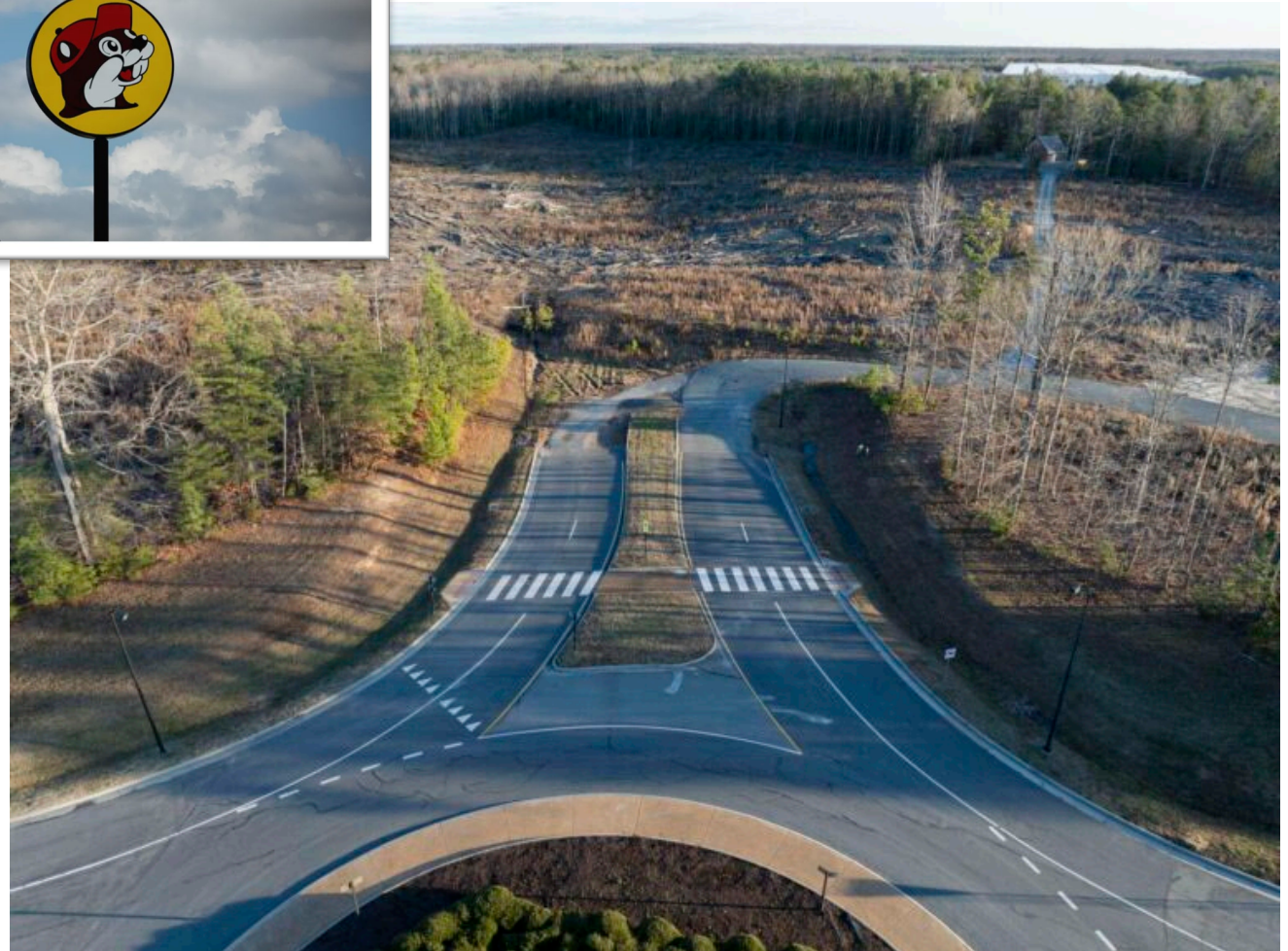
AUTOZONE

- New 800,000 sqft warehouse and distribution center
- \$185M investment & 352 new jobs
- Operations planned for Q12025
- Hiring underway at the new facility



BUC-EE'S

- 75,000 sqft & 650 parking spaces for cars/RV's
- Plan to break ground in 2025
- New store opening in 2027
- Traffic improvements include diverging diamond, dedicated access road from I-64, interstate widening, and new signalization



QUESTIONS

THANK YOU!

