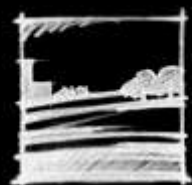


Developing Unique, Place based Assets

Meet my Town

David P. Hill, ASLA



HILL
STUDIO

Today's Discussion

Who is your Town ?

Personality

Where is the Center of Gravity?

Juxtaposition of Assets

Engaging your Unique Resources

Case Studies

1. Greetings. Meet My Town

Greetings, my name is...



Virginia Beach

2. That's okay. ..

**...My town's Main Street
is unique...**







*“...you know, this is maybe the most beautiful
small downtown ...”*

*“...the most beautiful **EMPTY** downtown I’ve
ever seen” ...*

– Todd Christenson, 2002

EMPTY

Meet My Downtown

V.2.0

Meet my Downtown 2.0

Fundamental Building Blocks for downtown design

1. Authenticity

2. Unique Place-based Assets

3. Make your worst place your best place

4. Community. by Design.

1. Authenticity





HILL
STUDIO

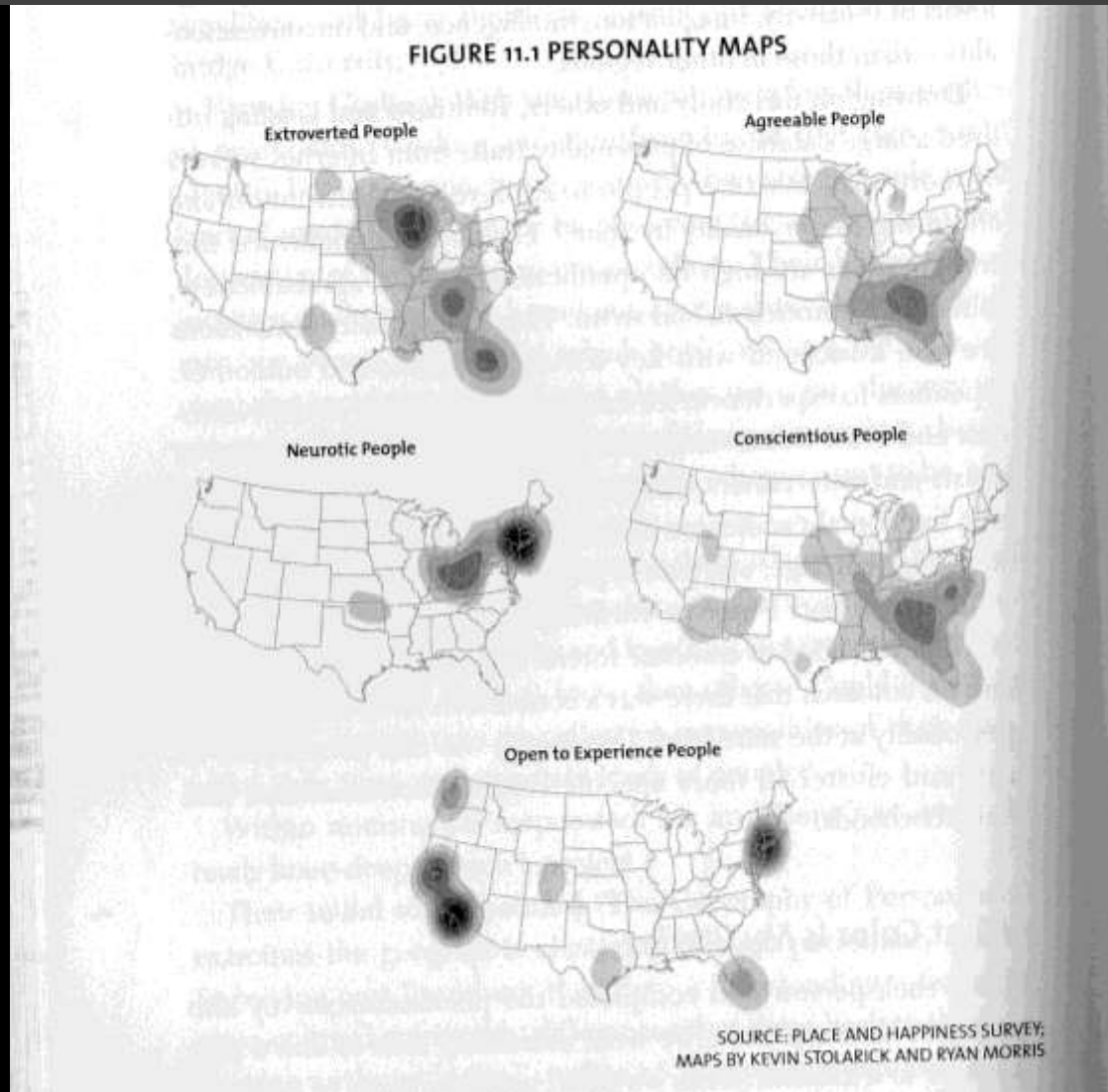
3. Make your Worst Place your Best Place



4. *Community. by Design.*



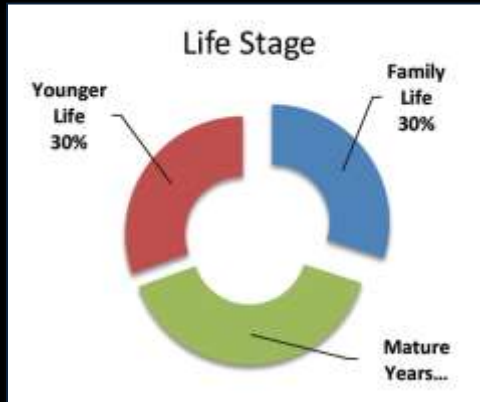
Asset #1: People



A scientific method to deciding the right outdoor program for your downtown based on the people likely to live there

Downtown Lynchburg “Market”

- 1000 + Residents
- 7000 + Workers
- 185,000 Population
- Younger
- Creative
- Professional



05 - Country Squires

Wealthy Older Family Mix

The wealthiest residents in exurban America live in Country Squires, an oasis for affluent Baby Boomers who've fled the city for the charms of small-town living. In their bucolic communities noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort.



25 - Up-and-Comers

Upper Midscale Younger Family Mix

Up-and-Comers are younger families, some with children and some just beginning to get married. Found in suburban areas and second cities, these mobile adults, mostly age 25 to 44, are college graduates who are into athletic activities and the latest technology. Many are continuing their education in the hopes of owning a home, increasing their savings, and achieving greater success in later years.



50 - Metro Grads

Lower Midscale Middle Age Mostly w/o Kids

Metro Grads are middle age singles and couples still establishing themselves in their careers and their lives. They are settled in suburban areas and second cities but are often out and about, attending everything from soccer and hockey games to traveling south of the U.S. border to warm climates with tropical breezes.



5 Big Moves

Graduate from College

recent college grads : 20 – 29

Young Professionals : 30 – 44

Have Children

Children Move Out

Empty Nester: 45 – 64

Retired 65+

Each Group: Different Needs

Recent college grads

Restaurants, Bars, Arts, Culture Activities

Young Professionals

Commute time, wage growth

Families

Good schools, low crime, safe streets

Empty Nesters

Arts Culture, recreational activities

Retirees

Physical safety, weather, healthcare

Shifting the Center of Gravity

Case Studies

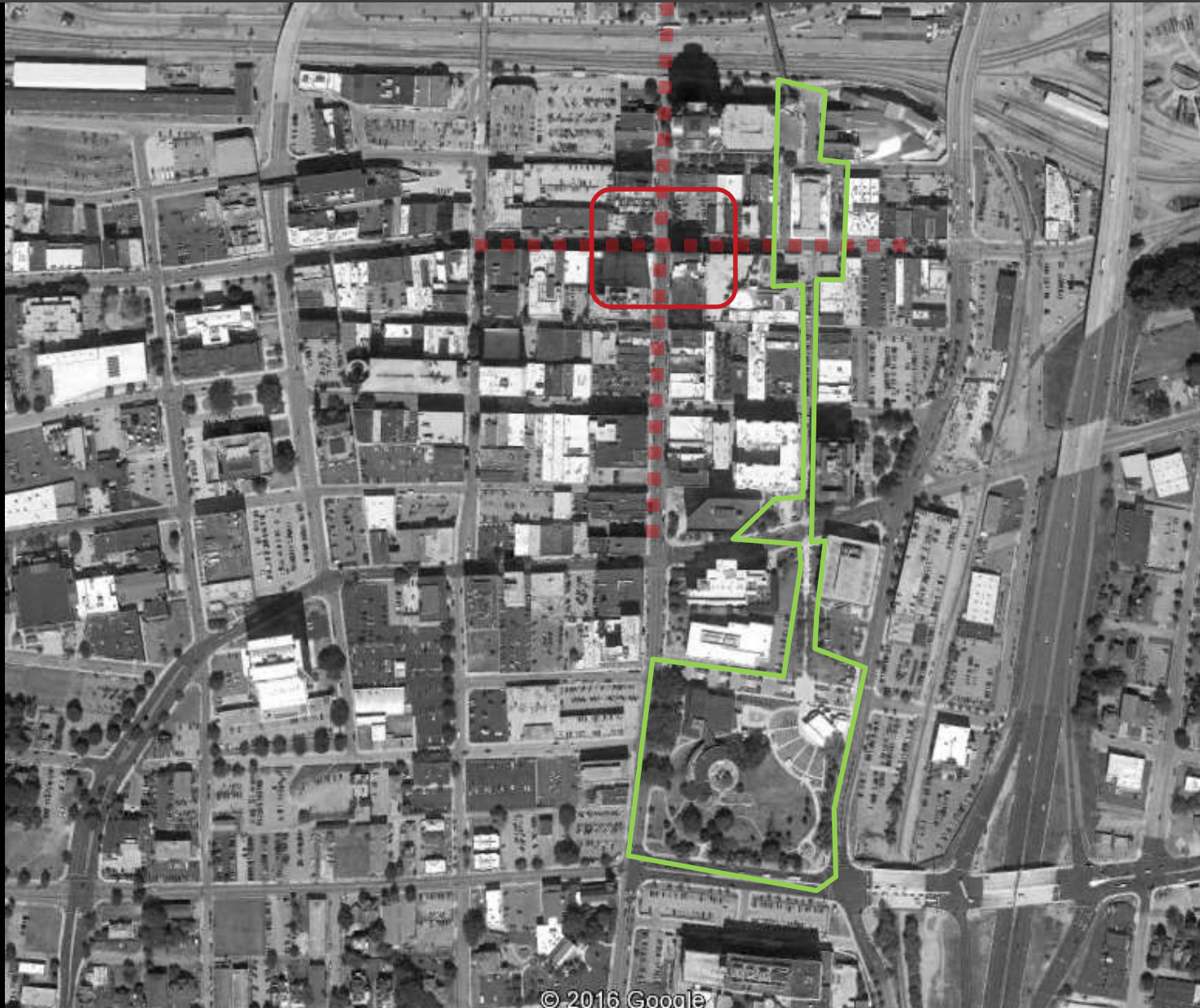
1. *Roanoke* (pop. 100,000)

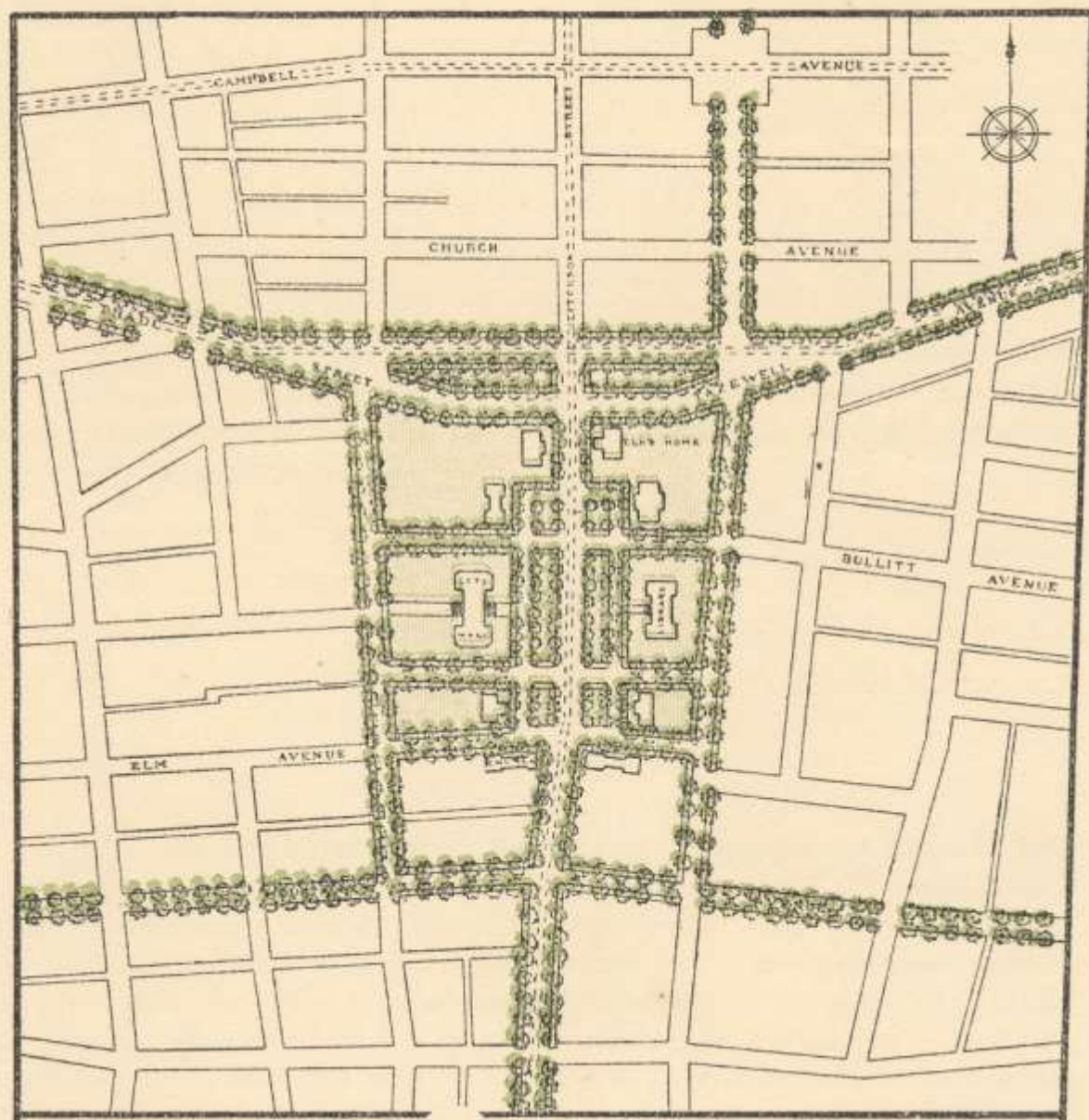
2. *Floyd* (pop. 475)

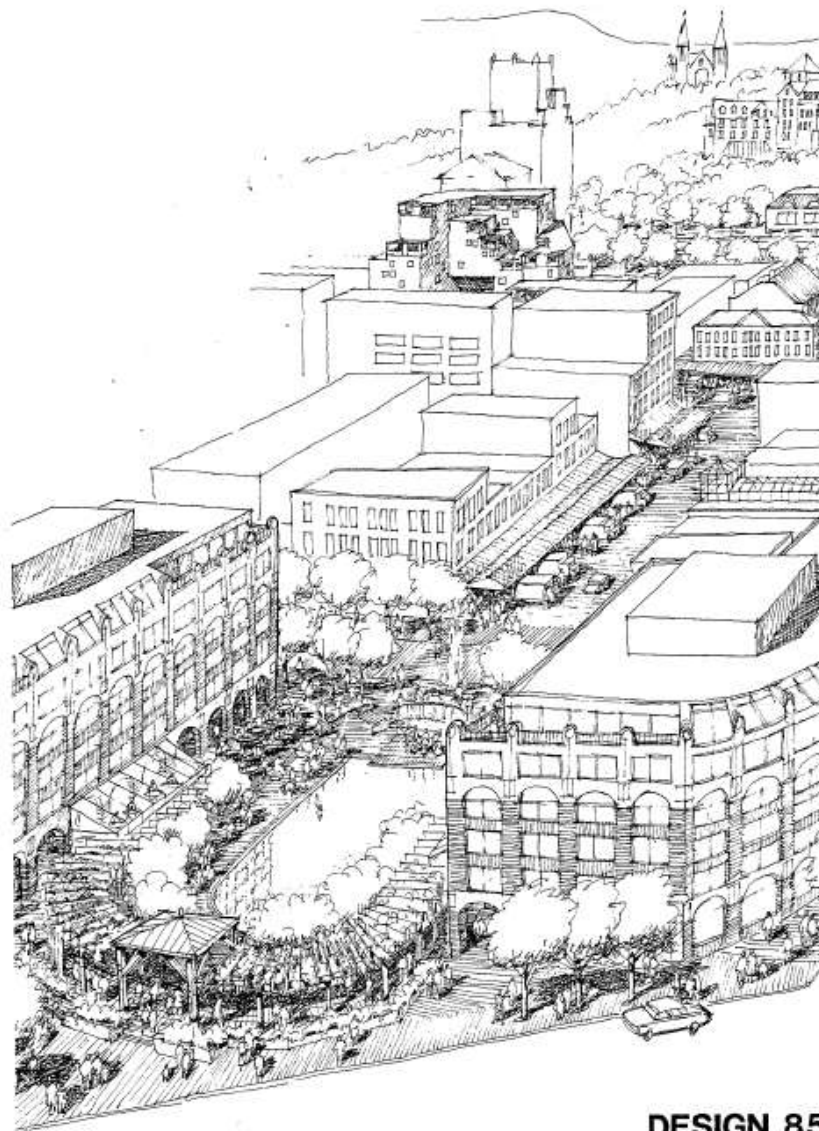
3. *Narrows* (pop. 1000)

Roanoke

(pop. 100,000)







DESIGN 85
DOWNTOWN ROANOKE

CARR, LYNCH ASSOCIATES, INC.







Arts Walk – Existing and Proposed
Hill Studio
2012-1-17
Illustration by Andy Kalback



Saucer Magnolia Allee – Existing and Proposed
Hill Studio
2012-1-17
Illustration by Andy Kalback



ELMWOOD PARK
DRAFT MASTERPLAN:
LONG RANGE PLAN
28 DECEMBER 2011



ELMWOOD ART



























Scoresheet

- ✓ *Authenticity*
- ✓ *Unique Place-based Assets*
- ✓ *Make your worst place your best place*
- ✓ *Community. By Design.*

Floyd

(pop. 475)

The Floyd downtown revitalization is a remarkable effort, especially for a tiny community of 475 citizens. Not only did Floyd save the downtown from becoming further blighted, but really built the community through the planning and implementation process. Since 2005 Floyd has added:

39 new jobs

18 new businesses

about 500 visitors every Friday Night !



Body Heat



Sketches from Public Workshops













1607

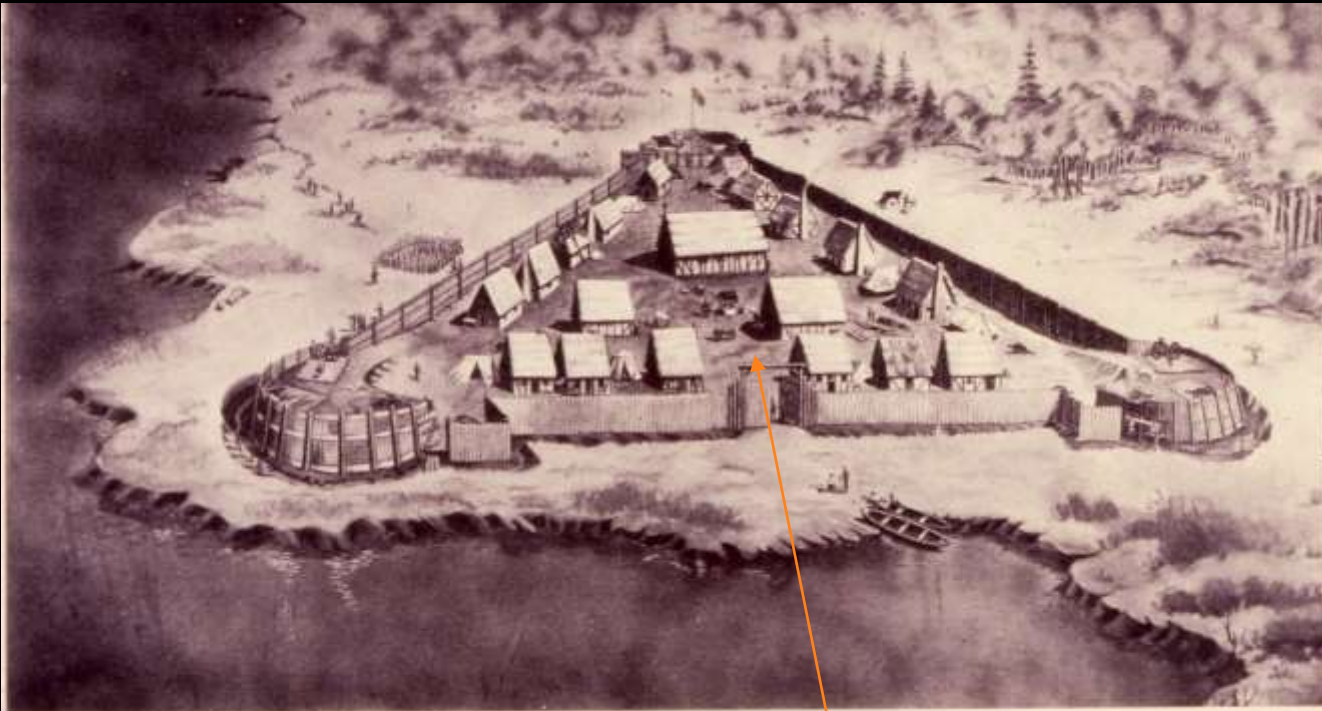
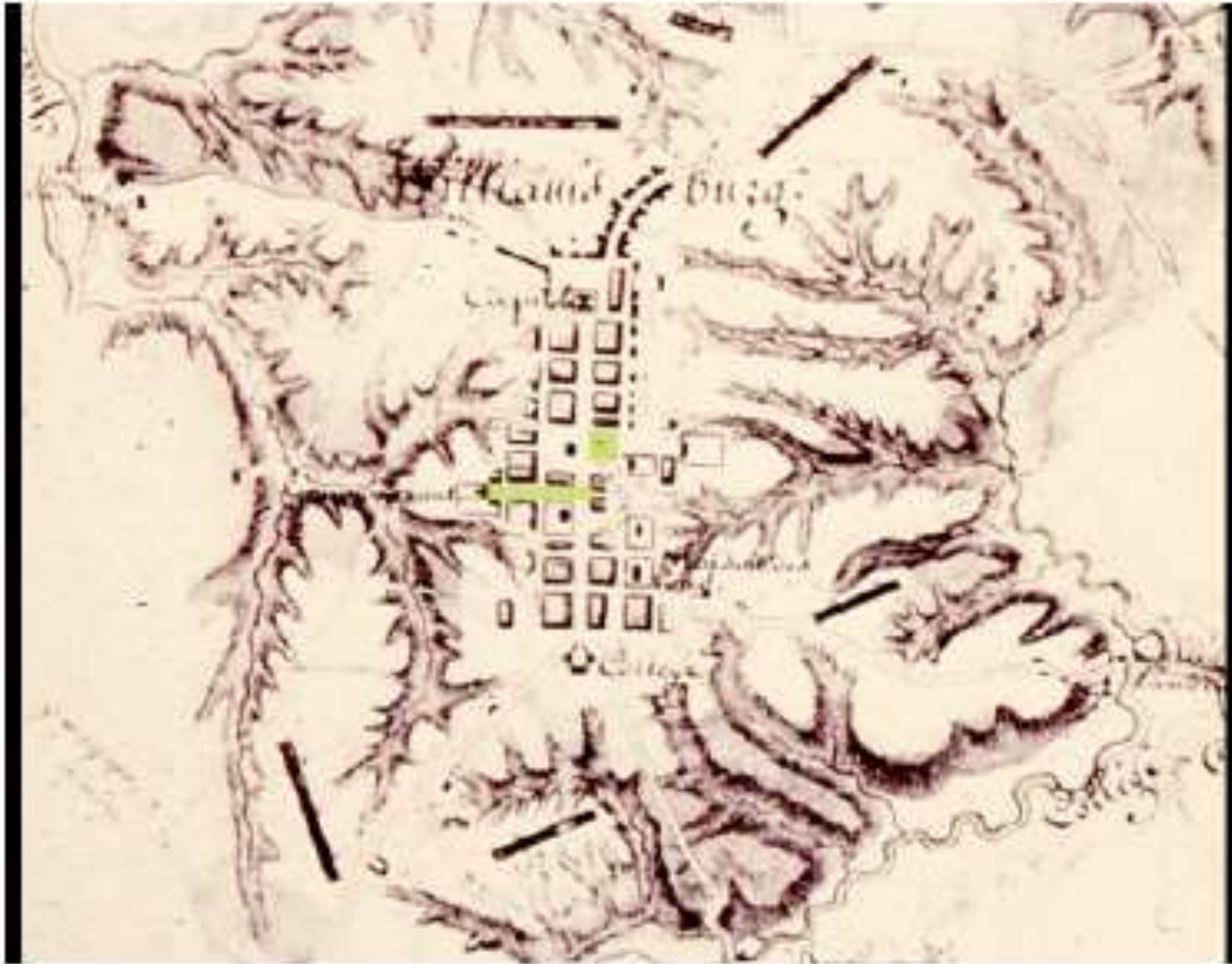


Figure 26. Conjectural View of Jamestown, Virginia, in 1607

A Dedicated Downtown Outdoor Space!



Virginia has very few originally planned dedicated downtown outdoor spaces

1 888



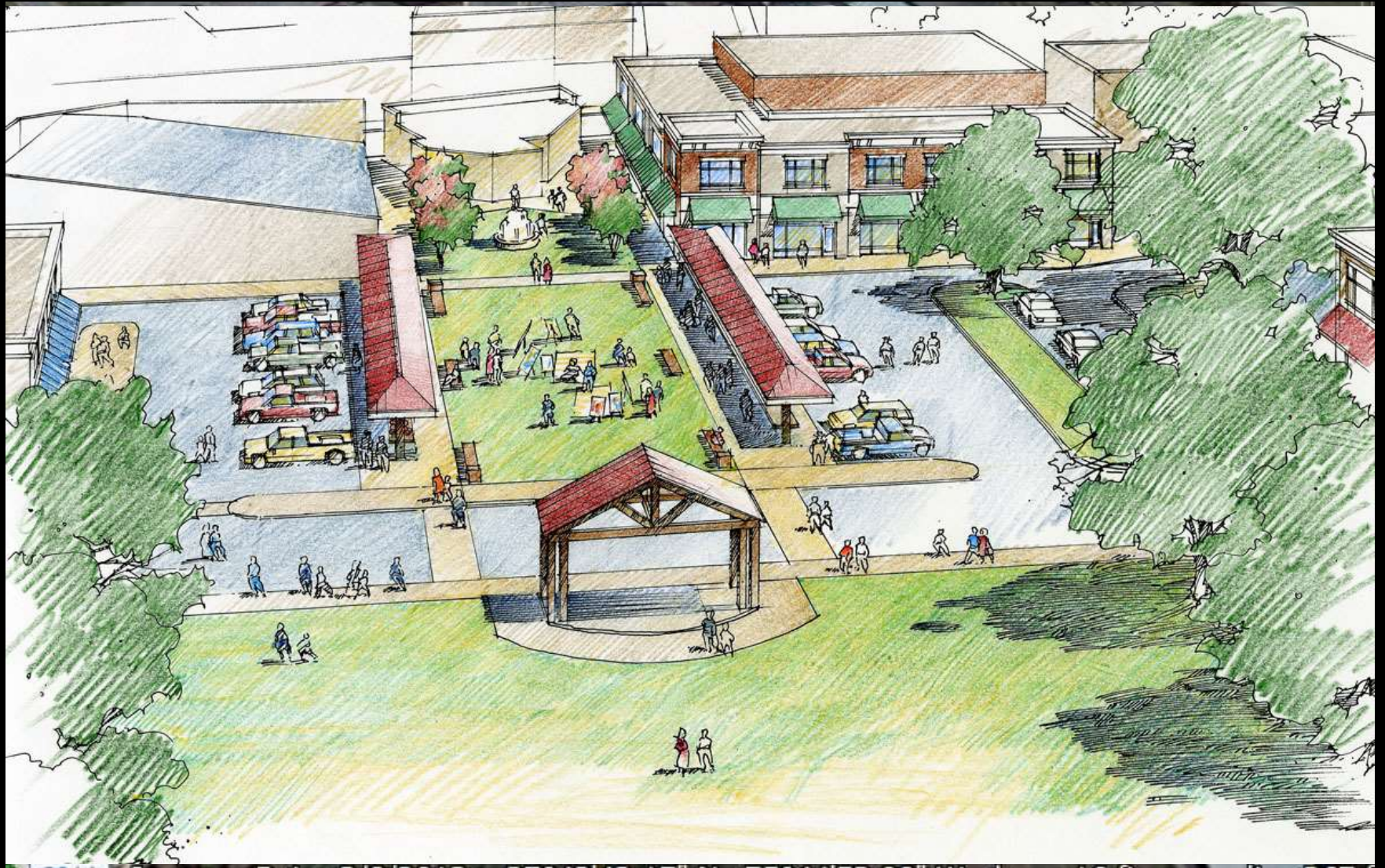
Virginia's best planned town

1900 – 2000

- ✓ *Invention of Automobile*
- ✓ *Adjustment of Cities / Towns for Cars*
- ✓ *Suburbanization*
- ✓ *Urban Renewal*
- ✓ *New Urbanism*

V2.0 – think Center of Gravity

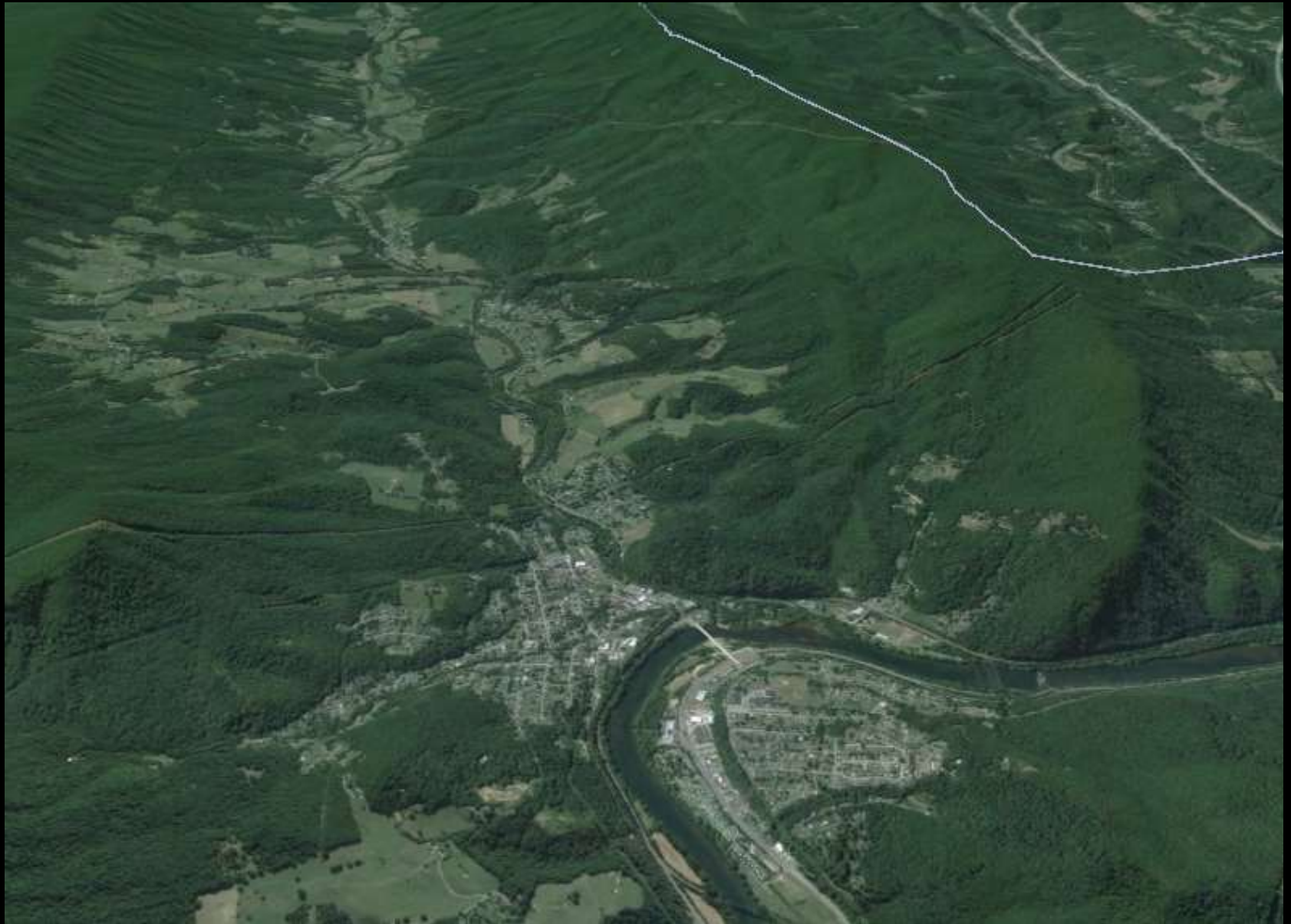




Meet My Downtown

v.2.1

Virginia, meet Narrows







Bring the Outdoors Downtown



Bring the Outdoors Downtown





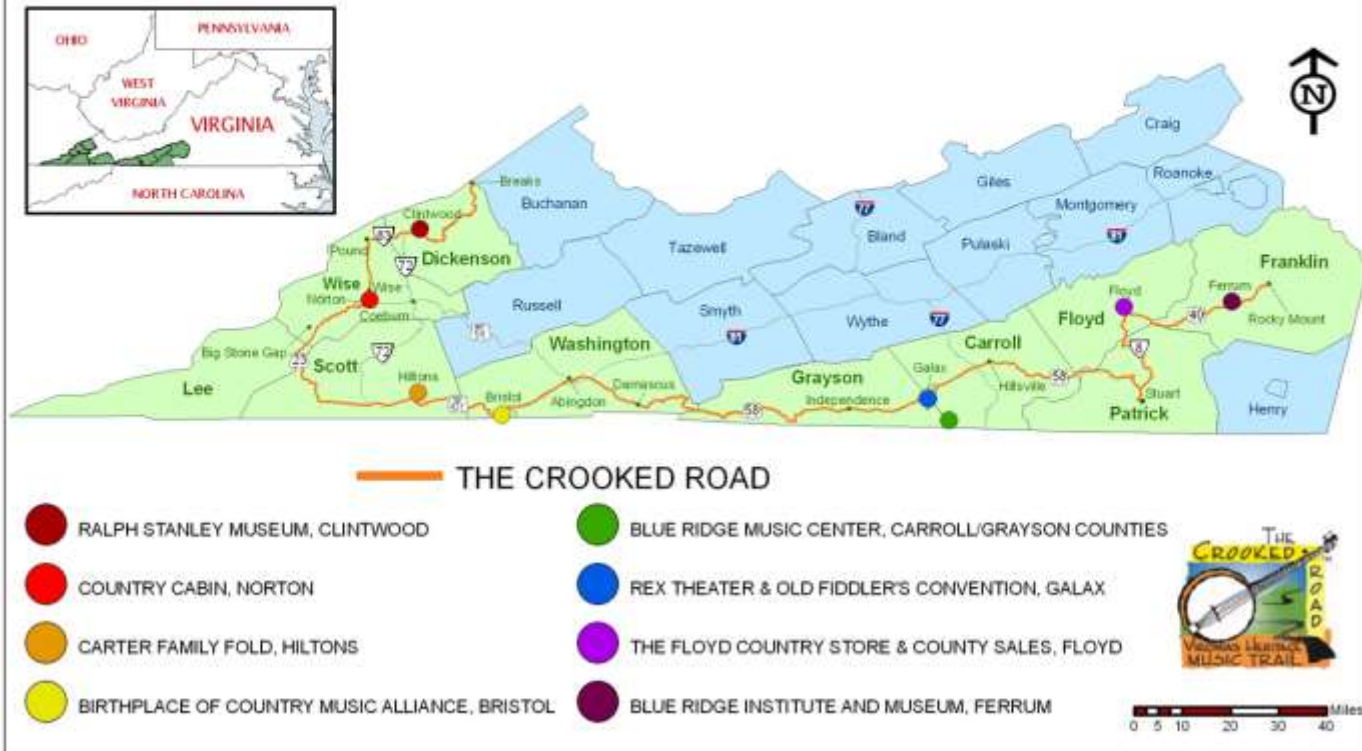
Constellation Design

✦ Crooked Road Venues



String of Pearls

The Crooked Road: Virginia's Heritage Music Trail



Constellation Theory

SWVA CONSTELLATIONS

1. *Crooked Road*
2. *'Round the Mountain*
3. *Appalachian Spring*

OTHER POTENTIAL CONSTELLATIONS

1. *History? Racing History? Civil Rights?*
2. *Food Heritage? Oyster Trail?*
3. *Is your town a part of a constellation?*

Meet my Town

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