

Who is Your Town?

David P. Hill, ASLA

July 18, 2013

Hill Studio

Since 1988

18 People

Roanoke VA



Today's Discussion

Who is your town?

Creative Economy, Creative Class

Outdoors in your Downtown

People, Plans and Lands, Assets

Case Studies

Out-of-State, Virginia Examples, Candidates

Creative Economy

The Creative Economy

John Howkins' The Creative Economy (2001)

Includes fields of advertising, architecture, art, crafts, design, fashion, film, music, performing arts, publishing, R&D, software, toys and games, TV and radio, and video games

Richard Florida's Rise of the Creative Class (2002)

People who are actively involved in creating new products or processes or problem-solving as their job

Creative Class

Rise of the Creative Class

– Richard Florida (2nd printing 2004)

Creative Class

40% of all Jobs
in US Economy
50% of GDP

THE CREATIVE ECONOMY

47

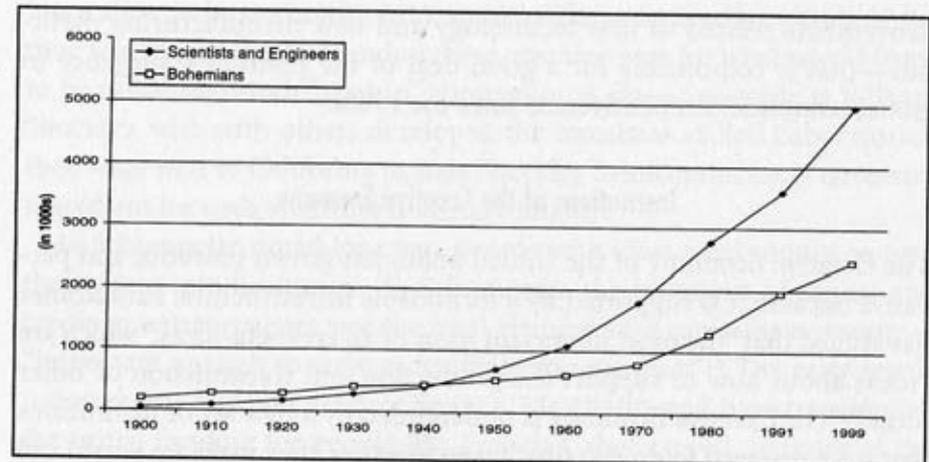


FIGURE 3.3 The Growing Creative Workforce, 1900–1999

(SOURCE: *Historical Statistics*, 1976; *Statistical Abstract*, various years.)

McDonalds In Chinatown In Paris



Designing for the Creative Class

Fundamental Program for the Creative Class:

1. Authenticity

2. Unique Place-based Assets

3. Make your worst place your best place

4. Play at Work and Work at Play















So who are we designing these Towns for?

Designing for the Creative Class

Hill Studio Project Mission Test:

Abingdon Manifesto (2010)

1. Will Enhance the Quality of Life of Local Residents
2. Revitalizes Areas of Despair (Blighting Areas)
3. Will Result in a Unique Asset-Based Solution
4. Is Cost-Effective
5. Will Employ Creative People on a full-time basis
6. Will Leverage other Economic Development Activity
7. Will Boost the Esteem of Municipality and Participants
8. Will Not Detract from other Economic Development Efforts

Our Economy

Richard Florida's Who's Your City (2008)

How the Creative Economy is making where to live the most important decision of your life

Particularly due to Internet, people easily move to different places at different points of their lives

Uncle Cliff (1900 – 1980)



*Born: Appomattox
Education: Appomattox
Young Married: Appomattox*

*Family Years: Appomattox
Empty Nester: Appomattox
Retired: Appomattox*

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

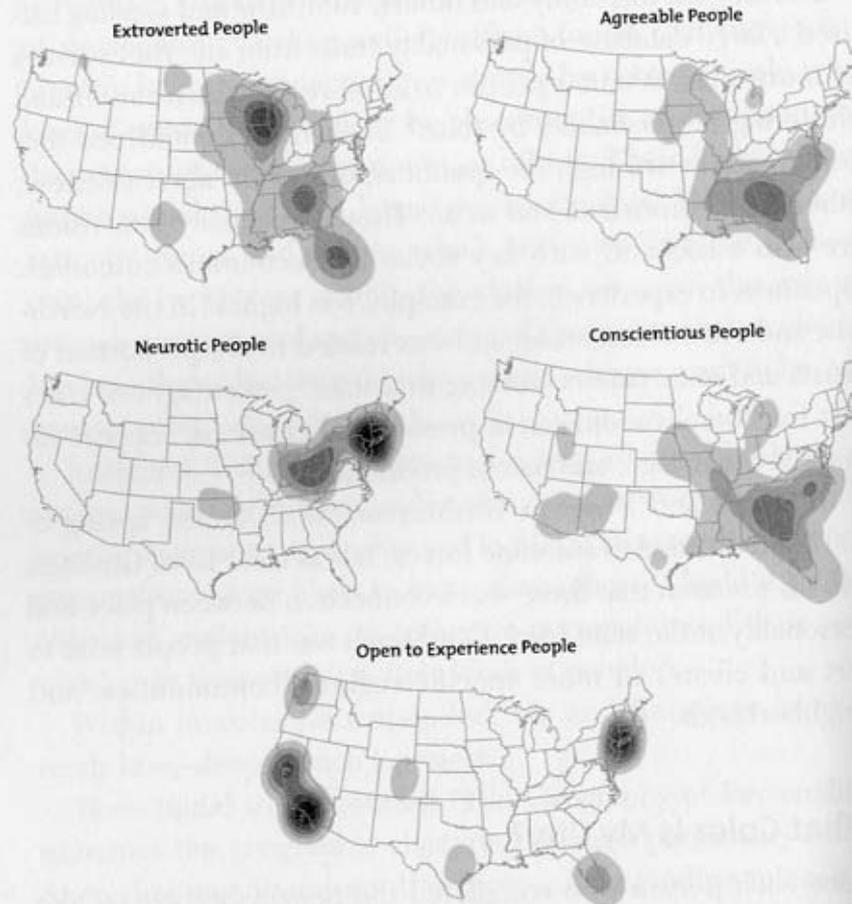
Arts Culture, recreational activities

Retirees

Physical safety, weather, healthcare



FIGURE 11.1 PERSONALITY MAPS



SOURCE: PLACE AND HAPPINESS SURVEY;
MAPS BY KEVIN STOLARICK AND RYAN MORRIS

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

Who is your town

- 1. People (demographics)*
- 2. Plans and Lands*
- 3. Distinctive Natural Assets*

Getting Outdoors Downtown

Benchmarks

Camden, SC

Breckenridge, Co

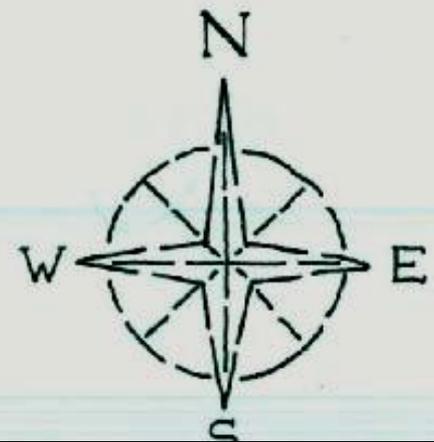


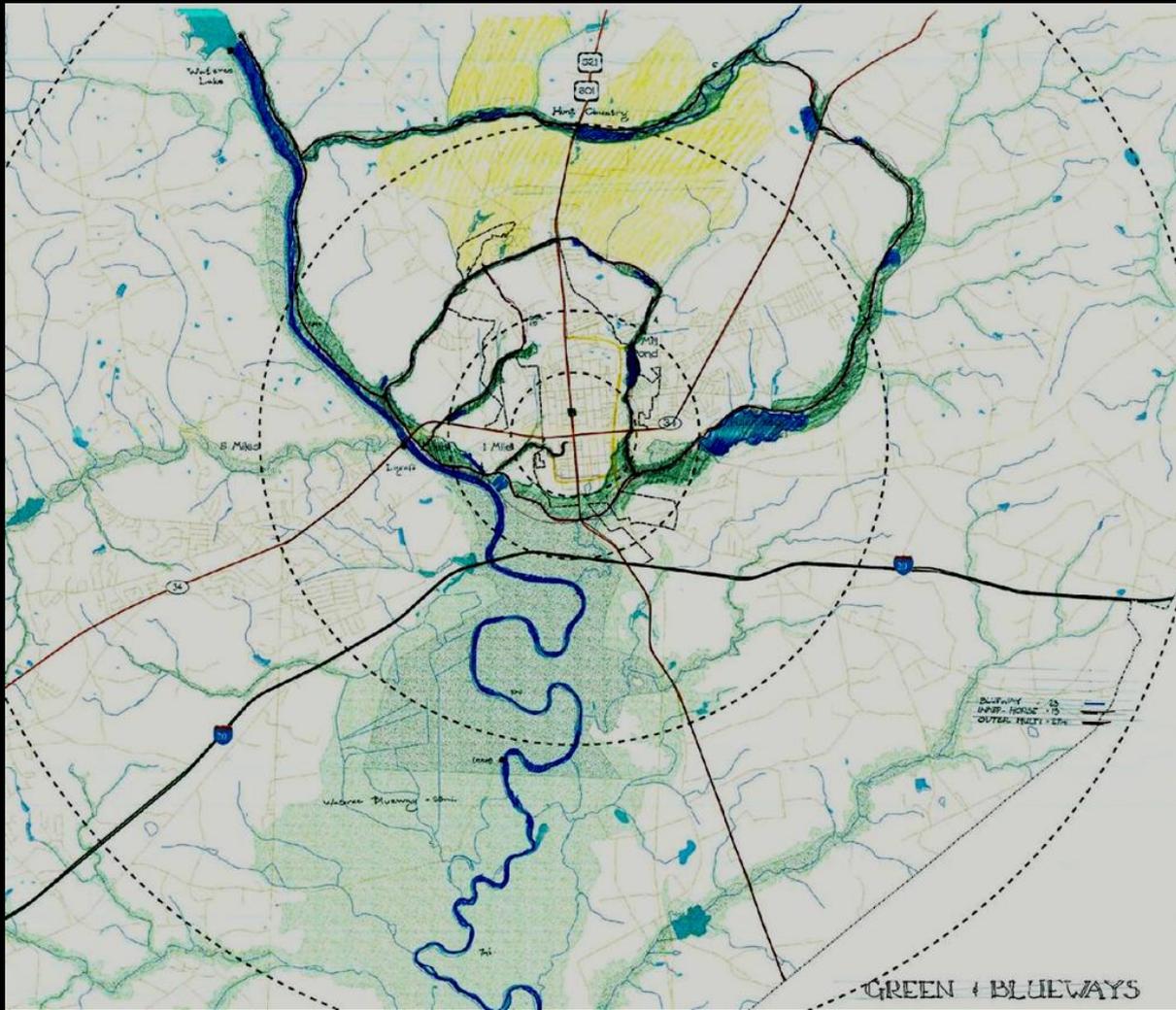


GREEN & BLUEWAYS

DISTANCE COVERED in 5 MINUTES.

- Person Walking
- Horse Walking
- Horse Trotting
- Bicycle
- Horse Cantering
- Slow Canoe
- Fast Motorboat







Camden

SOUTH CAROLINA

VISITORS

What to do, where to stay,
& what to eat in Camden

NEWCOMERS

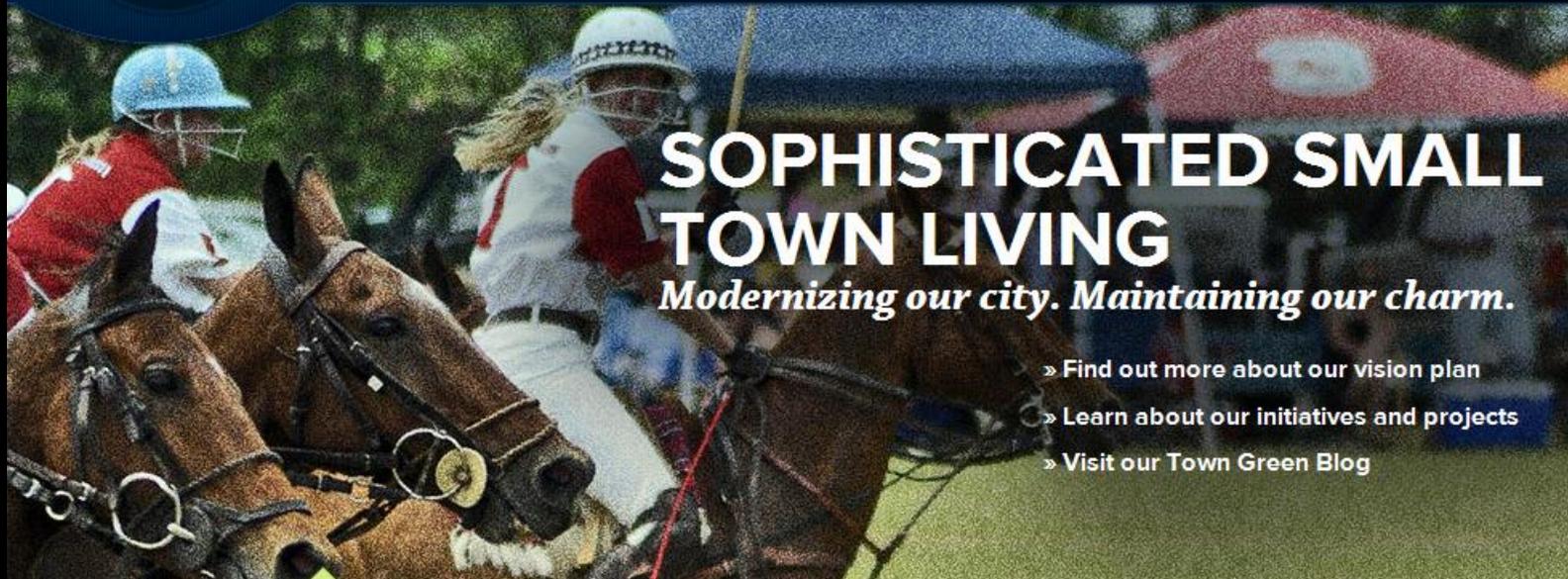
Schools, utilities, real estate, &
more to help you in your move

RESIDENTS

Helpful service, safety, & utilities
information for Camden residents

BUSINESSES

Licenses, permits, zoning, &
utilities information for businesses



SOPHISTICATED SMALL TOWN LIVING

Modernizing our city. Maintaining our charm.

- » Find out more about our vision plan
- » Learn about our initiatives and projects
- » Visit our Town Green Blog

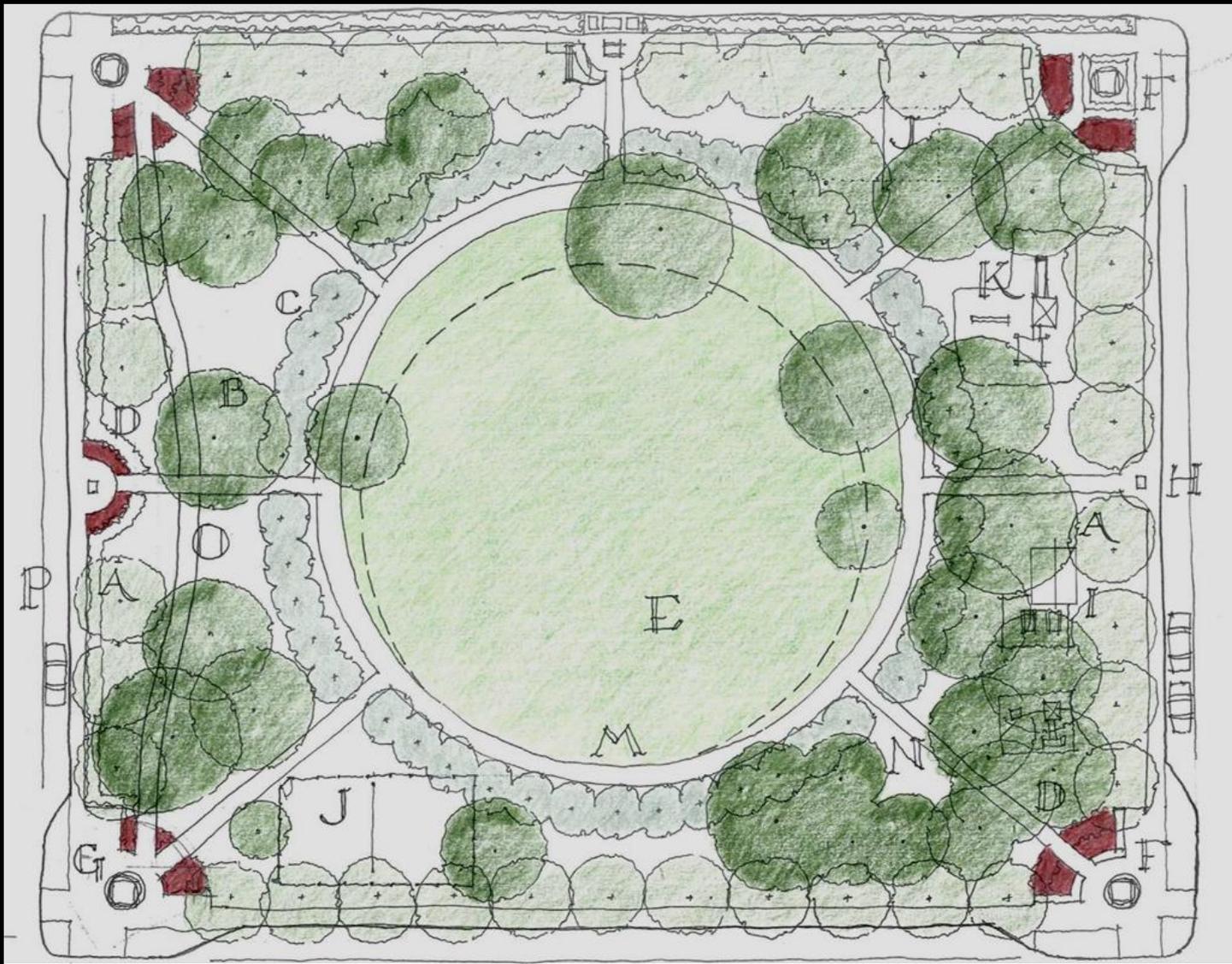
[OUR HISTORY](#)

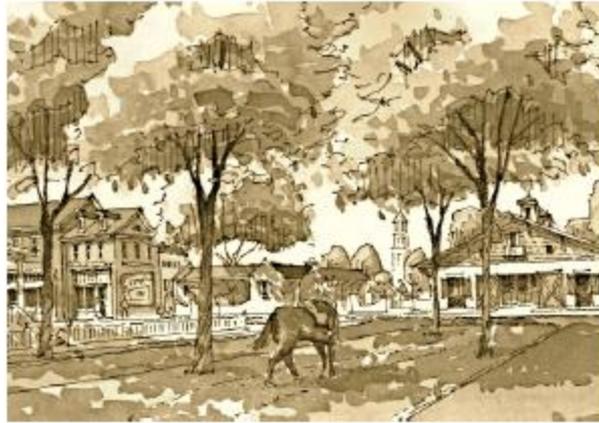
[OUR VISION](#)

[OUR COMMUNITY](#)







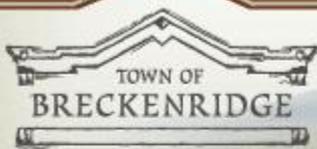


VISION CAMDEN
CAMDEN, SOUTH CAROLINA



PARKS AND OPEN SPACE

<http://cityofcamden.org/>



BRECKENRIDGE COLORADO

Quick Links

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July 16, 2013 | Fair, 70° F Yahoo Weather

LIVING

VISITING

DOING BUSINESS

EVENTS & MEETINGS

- ◆ Liquor Licensing Authority Meeting
July 16, 2013 9:00AM

IN THE NEWS

- ◆ Tin Shop Call To Artists
- ◆ Parking Lot Closures



Conceptual sketches for entry gateways into town included signs and indigenous plants.

Services:

- Public sign system
- River plan
- Streetscape plan
- Pedestrian system hierarchy
- Traffic and parking plan
- Arts Center and public facilities concepts
- Parks plan

Client:

Jan Prowell
Town of Breckenridge

Date: 1991 and continuing

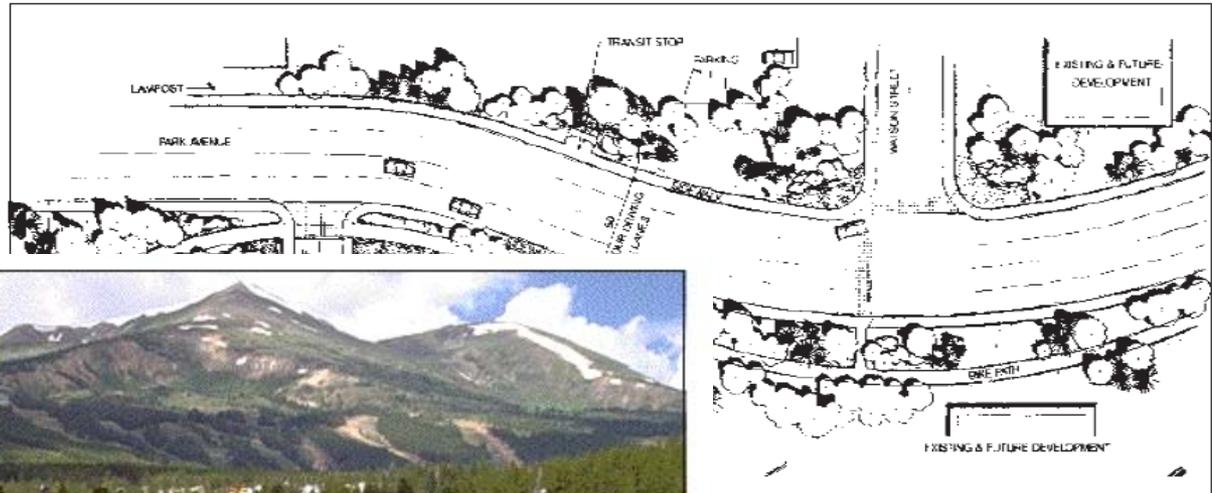


The Blue River, before improvements, ran through the heart of town but did not serve as an amenity.



The Downtown Urban Design Plan called for in-stream improvements, construction of trails and creation of civic amenities in a "spine" along the Blue River. An events tent houses concerts in the summertime.

*Downtown Urban Design Plan
Breckenridge, Colorado (continued)*



*own and merges with the surrounding forest, the
tive plantings. Park Avenue carries a mix of visitor*

*A central park and plaza were concepts in the Downtown Urban Design Plan.
These now serve as a focus for community events year round.*

Fundamental Scoresheet

Camden SC

Breckenridge CO

- 1. Authenticity*
- 2. Unique Place-based Assets*
- 3. Make your worst place your best place*
- 4. Enhances Life of Local Residents*

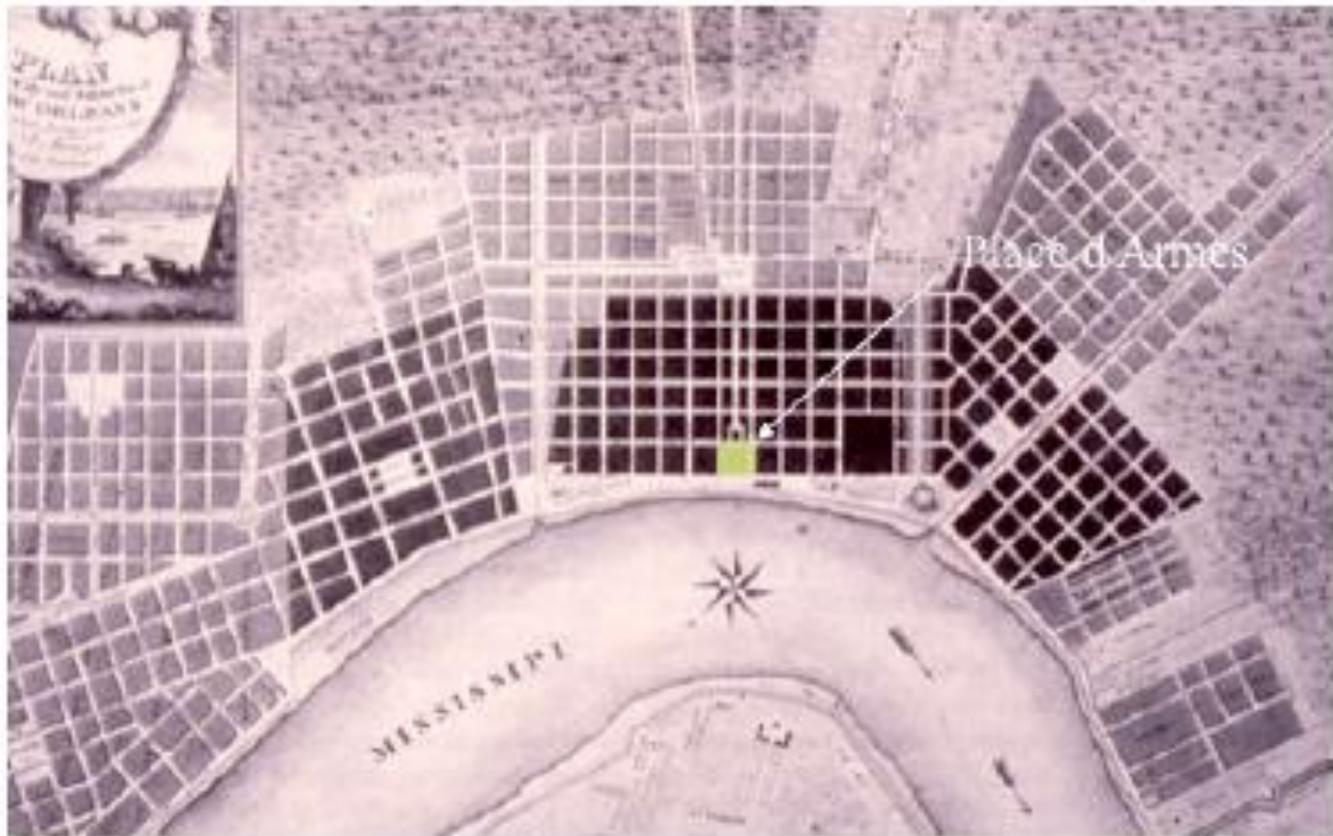
Lands and Plans

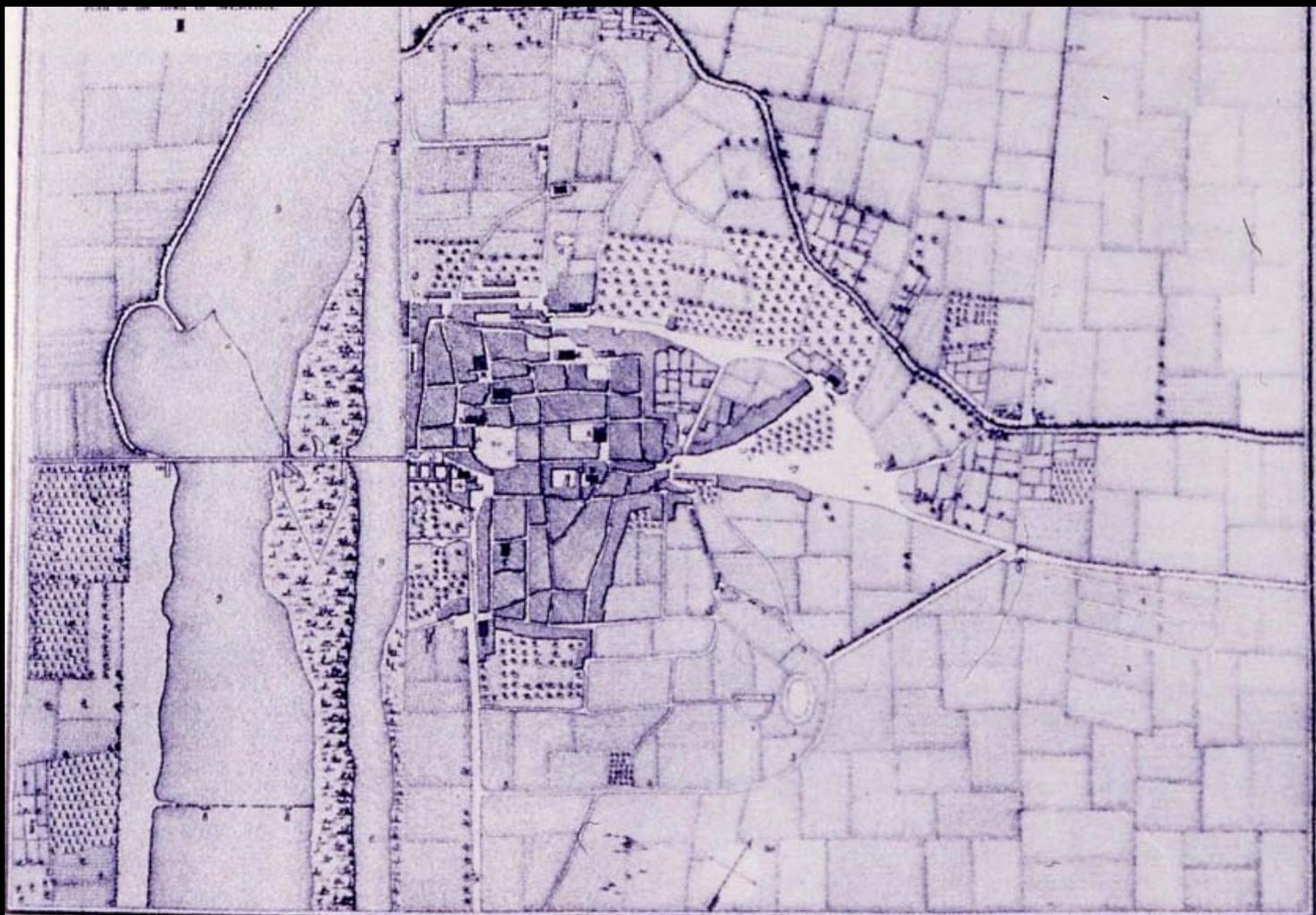












Carte de la ville

Carte de la ville de Paris

1789

Page 1



<http://www.sau70.org>

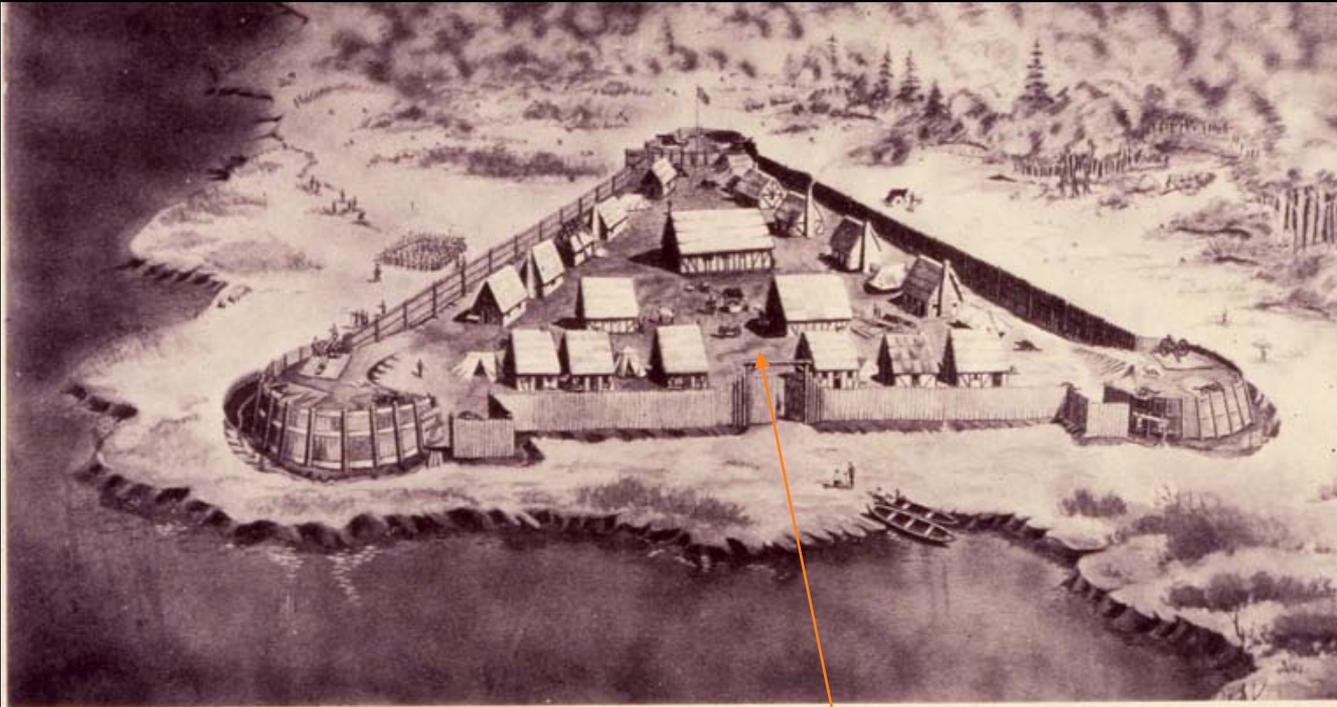


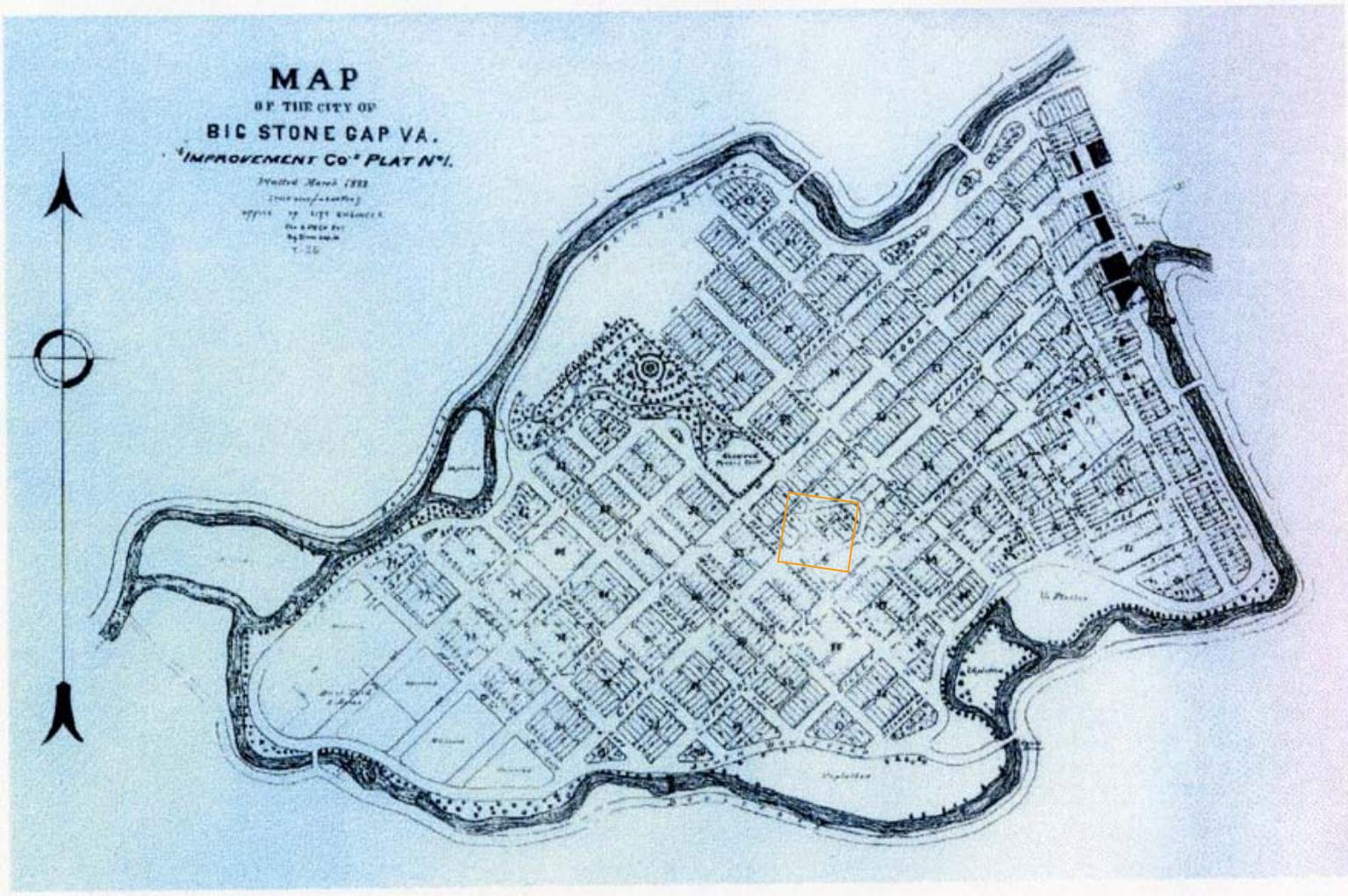
Figure 26. Conjectural View of Jamestown, Virginia, in 1607

A Dedicated Downtown Outdoor Space!



Virginia has very few originally planned dedicated downtown outdoor spaces

MAP
OF THE CITY OF
BIG STONE GAP VA.
IMPROVEMENT CO'S PLAT N^o.
Platted March 1832
This map showing
the extent of
the city for
the purpose of
the Improvement
Co's Plat N^o.
T. 25



Virginia's best planned town

AMERICAN ARCHITECT AND BUILDING NEWS, Nov. 24, 1893.



HOTEL AT BIG-STONE GAP

WEE CO. VA.

WINDLEY & WATKINS
ARCHT. N.Y.

TOWN of
Big Stone Gap™
A VIRGINIA MOUNTAIN TOWN



[Town Government](#)

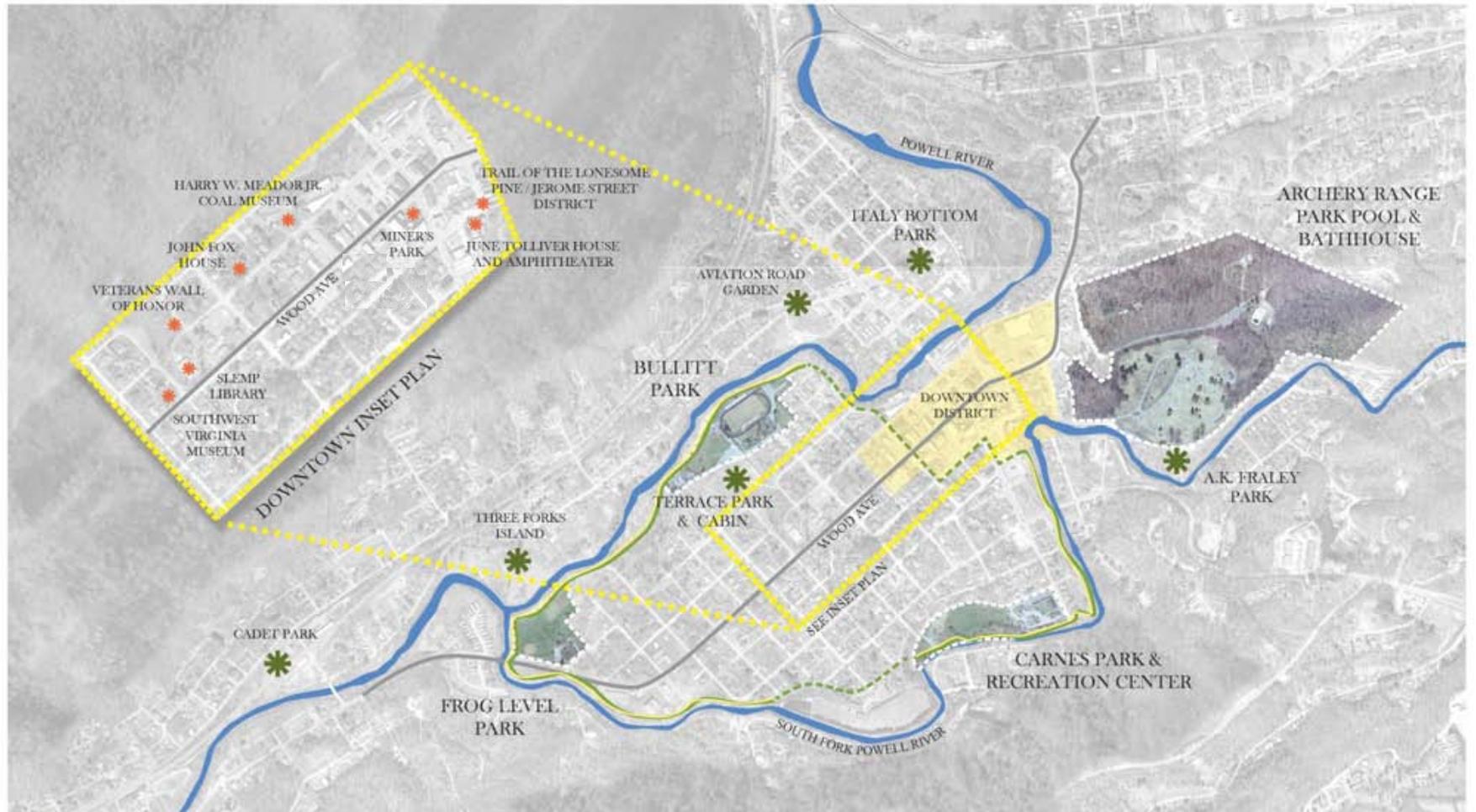
[Mayor's Greeting](#)

[About Big Stone Gap](#)

Welcome to Big Stone Gap!













Make your Worst Place your Best Place

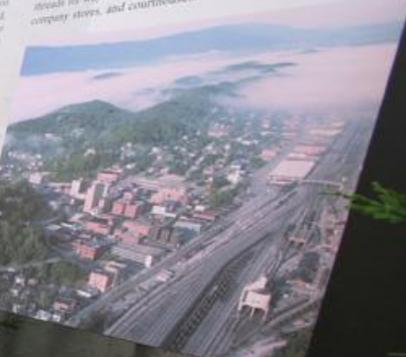




People

The work of the... and more...
The Bailey Building...
The Telegraph Building...
Elizabeth Kee Federal Building...
The Law and Commerce Building...
Elks Lodge and Opera House...
The West Virginia Hotel...
The Feery Building...
Old City Hall

The Coal Heritage Trail
Much of the history of the coal fields can be experienced more locally as you "walks where they walked." The trail attempts to do just that by guiding the visitor into the heart of coal country. From Bluefield the trail threads its way through historic downtowns, past mines, company stores, and courthouses.



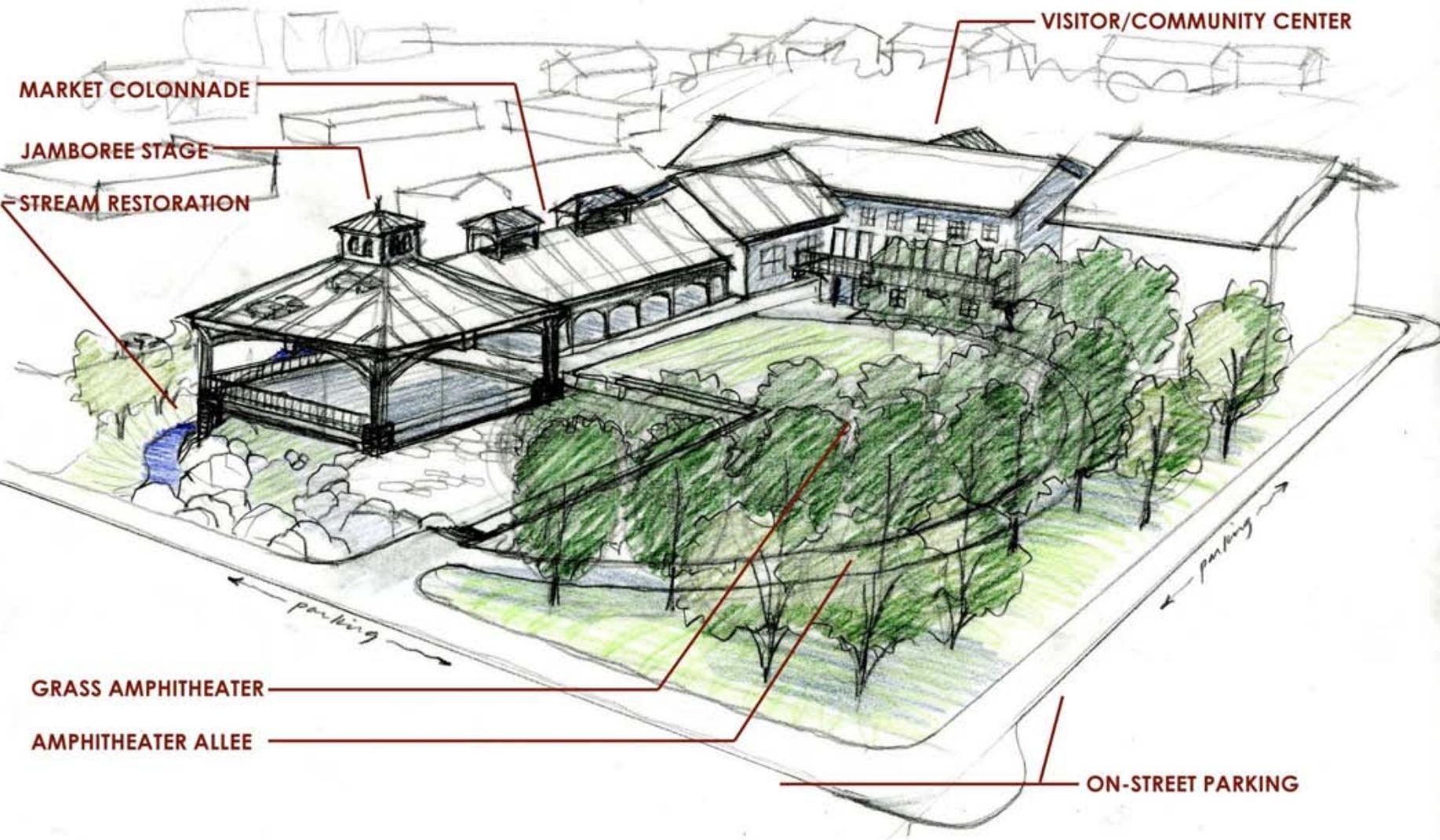












VISITOR/COMMUNITY CENTER

MARKET COLONNADE

JAMBOREE STAGE

STREAM RESTORATION

GRASS AMPHITHEATER

AMPHITHEATER ALLEE

ON-STREET PARKING

parking

parking











String of Pearls



Damascus, Virginia - Trail Town, USA

[Home](#) [Resources for visitors](#) [Information for residents](#) [Town events](#) [Photos and stories](#) [Contact](#) [Search](#)

Mobile

Damascus, Virginia, is a small town in the Blue Ridge Mountains, and is the gateway to the Mount Rogers National Recreation Area.

It is traversed by the Appalachian Trail, the Virginia Creeper Trail, the Trans-America National Bicycle Trail, the Iron Mountain Trail, the Daniel Boone Heritage Trail, the Crooked Road Musical Heritage Trail, Virginia's Birding and Wildlife Trail, and lies within a short distance of hundreds of miles of other hiking, horse, and biking trails.





www.knoxnews.com/

A River Runs through it



Town Administrative

Larry D. Yates, Mayor – (276) 865-5273

Ramona Duncan, Town Clerk – (276) 865-5187

[Home](#) [About](#) [Mayor's Greeting](#) [Visitor Information](#) [Government](#) [Safety](#) [Business Directory](#) [Contact Us](#) [Doing Business with Us](#)



› [Welcome to Haysi, Virginia](#)

Haysi, Virginia – surrounded by the scenic Appalachian Mountains with a clear view of the historic Cumberland Mountain range.

The primary waterways of the county are the Russell Fork and McClure Rivers and Prater Creek flowing from the









Riverfront Improvements Downtown Haysi, Virginia

September 2009



Future Haysi-Breaks Trail

Gateway bridge improvements

Haysi-Breaks Trail extended along riverfront

Veterans Memorial and existing town picnic shelter

Deck at rear of businesses

Small riverfront amphitheater

Screened "treehouse" overlooks

Rock House with Visitor Center

Town Hall

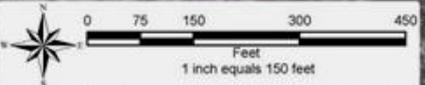
Post Office

Hotel

Old Theater Artisan's Center

trail along riverfront

Gateway bridge improvements



Riverfront Overlook View

VIRGINIA



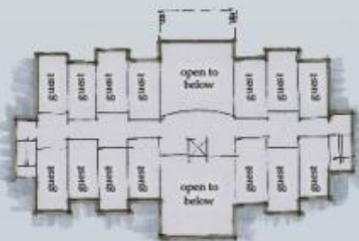
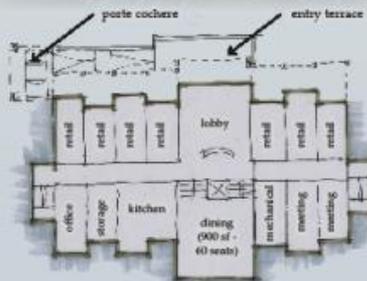
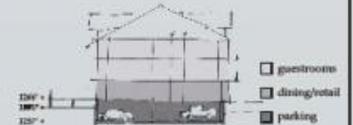
Riverview Screened Porch

Haysi Trailhead Lodge

Haysi, Dickenson County, Virginia

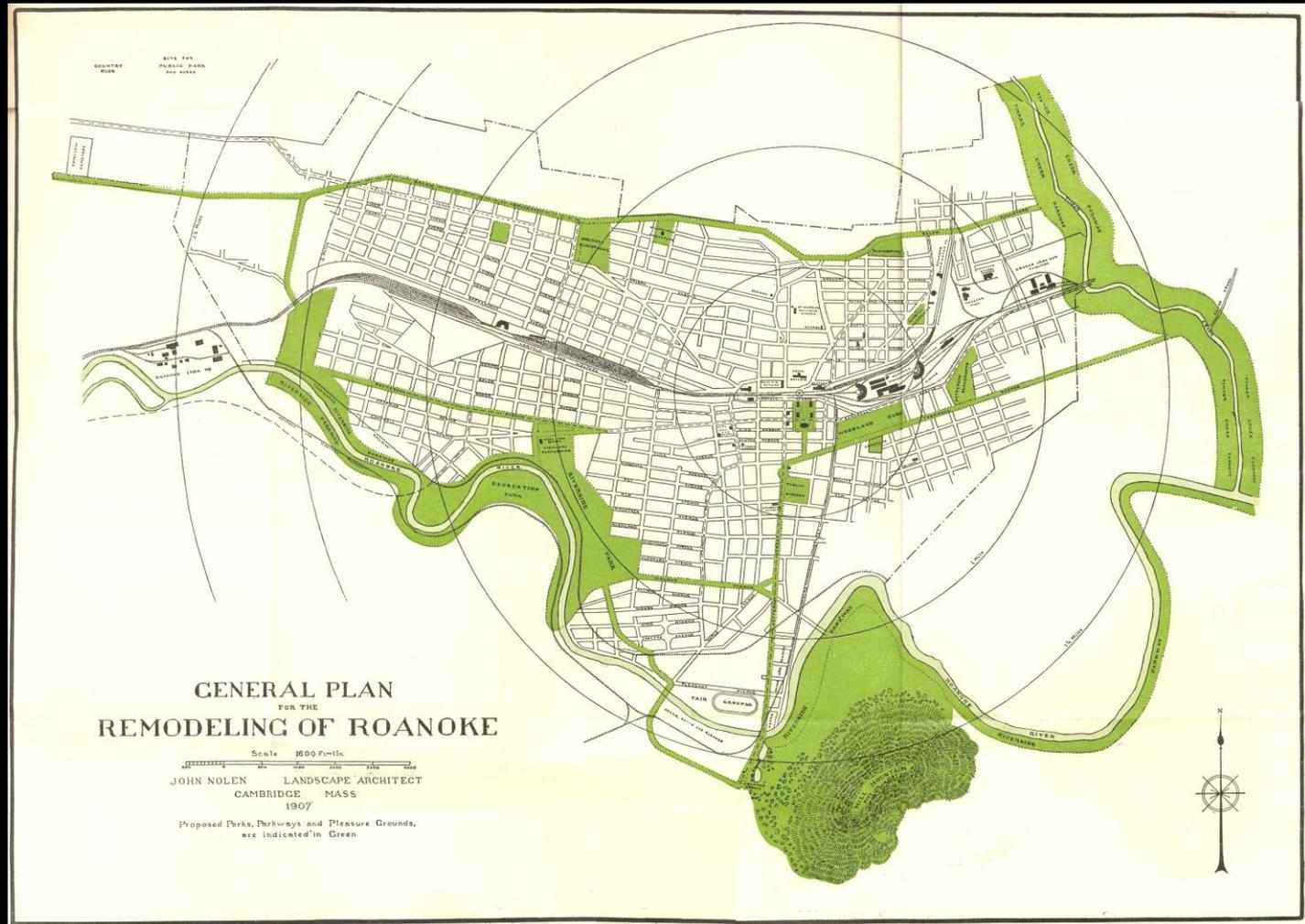
The Haysi Trailhead Lodge is a redevelopment opportunity in southwest Virginia that builds on local and regional efforts to develop the Southeast's "outdoor recreation playground." Located in the heart of downtown Haysi overlooking the confluence of three rivers, the Lodge aligns along the Main Street approach for central visibility.

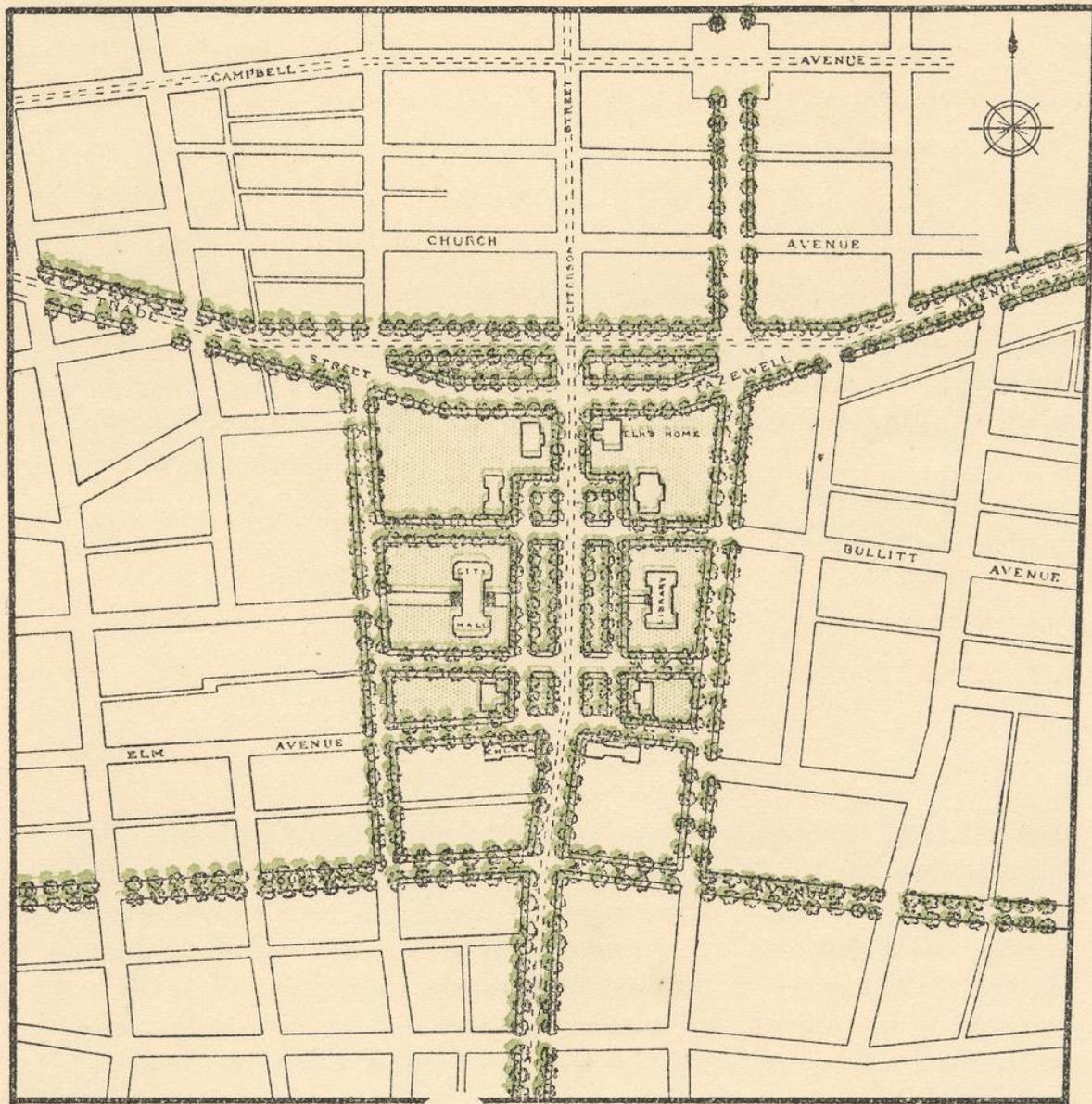
The Lodge is slightly elevated above flood levels, allowing for vehicular circulation and guest parking beneath. With 33 guest rooms, meeting rooms, retail shops and a restaurant, the Trailhead Lodge will serve visitors coming to enjoy the region's trails, rivers, forests, music and cultural amenities.

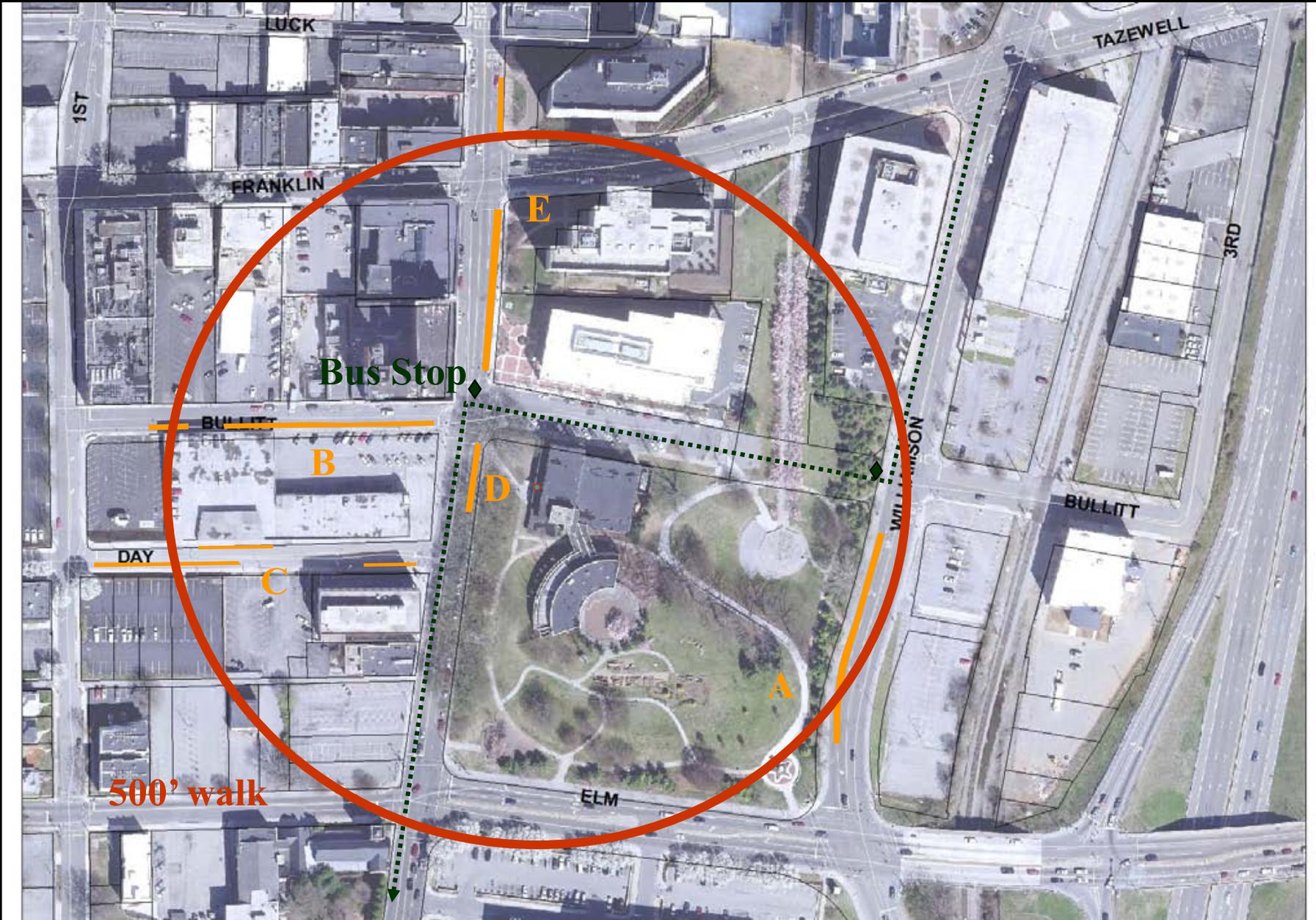


October 2012

Economic Engine











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



-  Proposed tree, typ.
-  Existing tree to remain, typ.

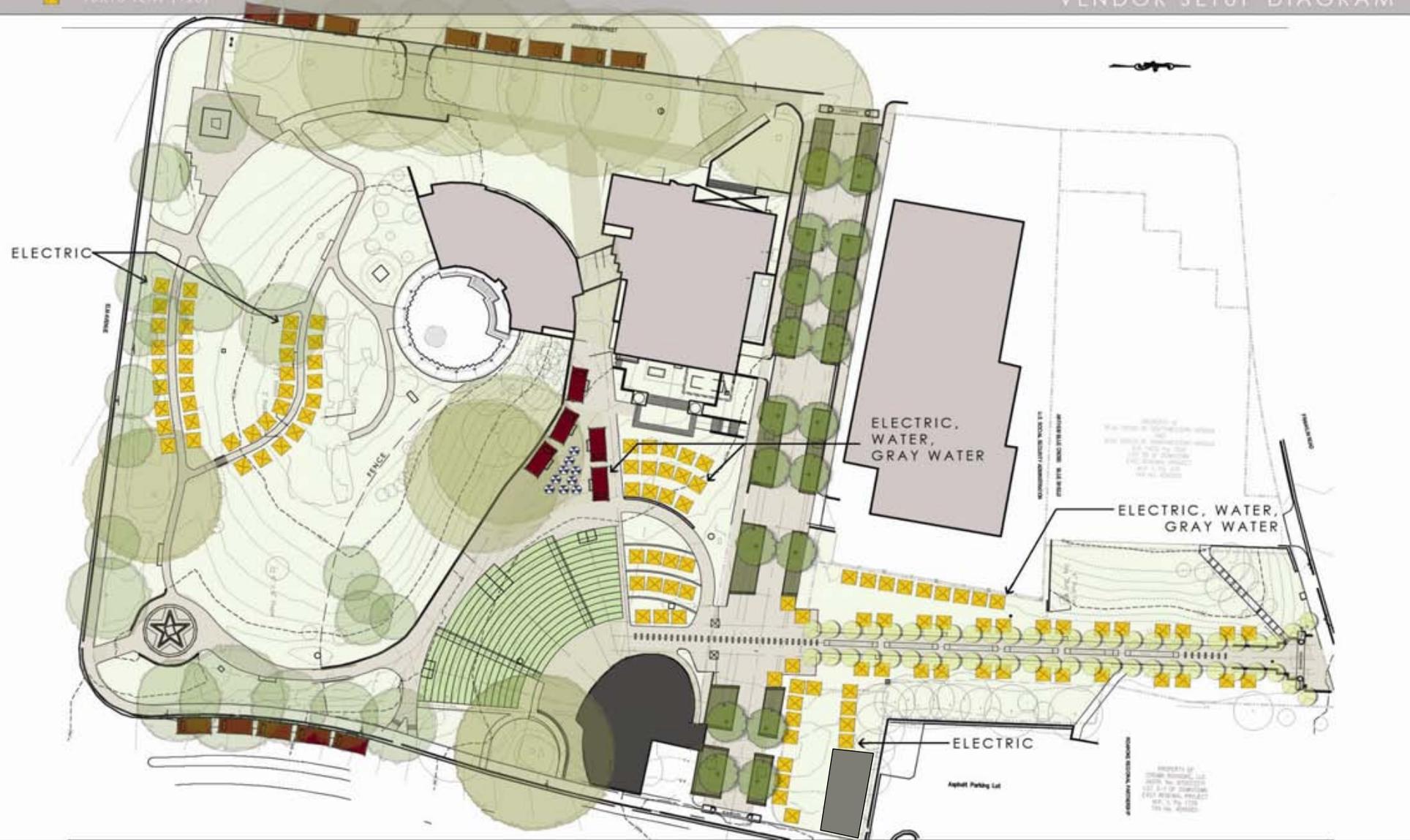
ELMWOOD PARK
DRAFT MASTERPLAN:
LONG RANGE PLAN
 28 DECEMBER 2011



STANDARD FOOD TRUCK (118)

10X10 TENT (120)

ELMWOOD PARK MASTER PLAN VENDOR SETUP DIAGRAM



String of Pearls

The Crooked Road: Virginia's Heritage Music Trail



THE CROOKED ROAD

-  RALPH STANLEY MUSEUM, CLINTWOOD
-  COUNTRY CABIN, NORTON
-  CARTER FAMILY FOLD, HILTONS
-  BIRTHPLACE OF COUNTRY MUSIC ALLIANCE, BRISTOL
-  BLUE RIDGE MUSIC CENTER, CARROLL/GRAYSON COUNTIES
-  REX THEATER & OLD FIDDLER'S CONVENTION, GALAX
-  THE FLOYD COUNTRY STORE & COUNTY SALES, FLOYD
-  BLUE RIDGE INSTITUTE AND MUSEUM, FERRUM





"The Crooked Road"
Virginia's Heritage Music Trail

851 French Moore Jr. Blvd, Suite 146
Abingdon, VA 24210

Interim Executive Director:
Jonathan Romeo

(276) 462-2085
jromeo@thecrookedroad.org

December 5, 2008

FOR IMMEDIATE RELEASE

**THE CROOKED ROAD TO ANNOUNCE SIGNIFICANT ECONOMIC IMPACT
AT UPCOMING PRESS CONFERENCES**

FACT SHEET

- A 2008 Economic Impact Assessment (EIA) of The Crooked Road was completed by Sustainable Development Consulting International, LLC (SDCI) of Lebanon, Virginia.
- SDCI conducted 253 interviews of visitors to five major venues and one affiliated partner during thirteen separate occasions on The Crooked Road (TCR) from May to September of 2008.
- Three communities with major venues located on The Crooked Road (Clintwood, Galax and Floyd), one community without a venue but on TCR and one community in southwest Virginia but not in a TCR county were assessed in detail.

Results

- TCR communities showed a significant increase in tourism spending and new business development (accommodations, restaurants and music venues) versus the non-TCR community. Those with major venues showed the highest increases.
- Accommodation spending increased by 90% from 2003-2007 in Floyd and by 232% in Galax from 2004-2007.
- Visitation for 2008 at the major venues is estimated at 109,450. For all venues, partners and festivals = 264,000 for 2008.
- Direct spending in the region from visitation is estimated at \$12.9 million.
- Total economic impact to the region is estimated at \$23 million per year.
- Total full-time equivalent job creation is 445.
- Wages and sales tax benefits are greater than \$400,000 per year to the Commonwealth.

For additional information, contact Jonathan Romeo at (276) 492-2085.

###

**Accommodation Spending up
90% in Floyd and 232% in Galax**

**Total Economic Impact
\$23 million / year**

Total Job Creation 445

Total State Tax ROI = \$400,000/year!

The Crooked Road









Be There, Dance Square.
Saturday Night at Fries Theater.



FRIES
VIRGINIA

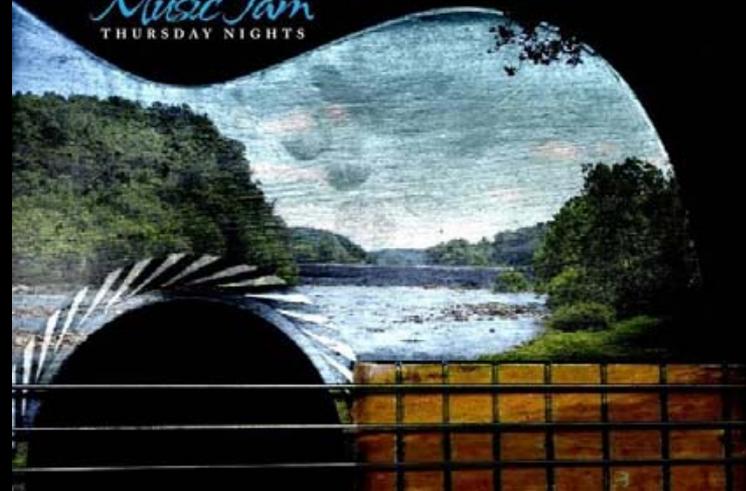
For more information, go to www.fries.com

Jam. Preserve.
Celebrate the culture of Mountain Music
every Thursday Night.



Music Jam
THURSDAY NIGHTS

Thursday Night Music Jam
Shaylyn's New River Trail Cafe
Every Thursday Night
Local oriented Bluegrass & Old Time Music



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 !

Masterplan Area



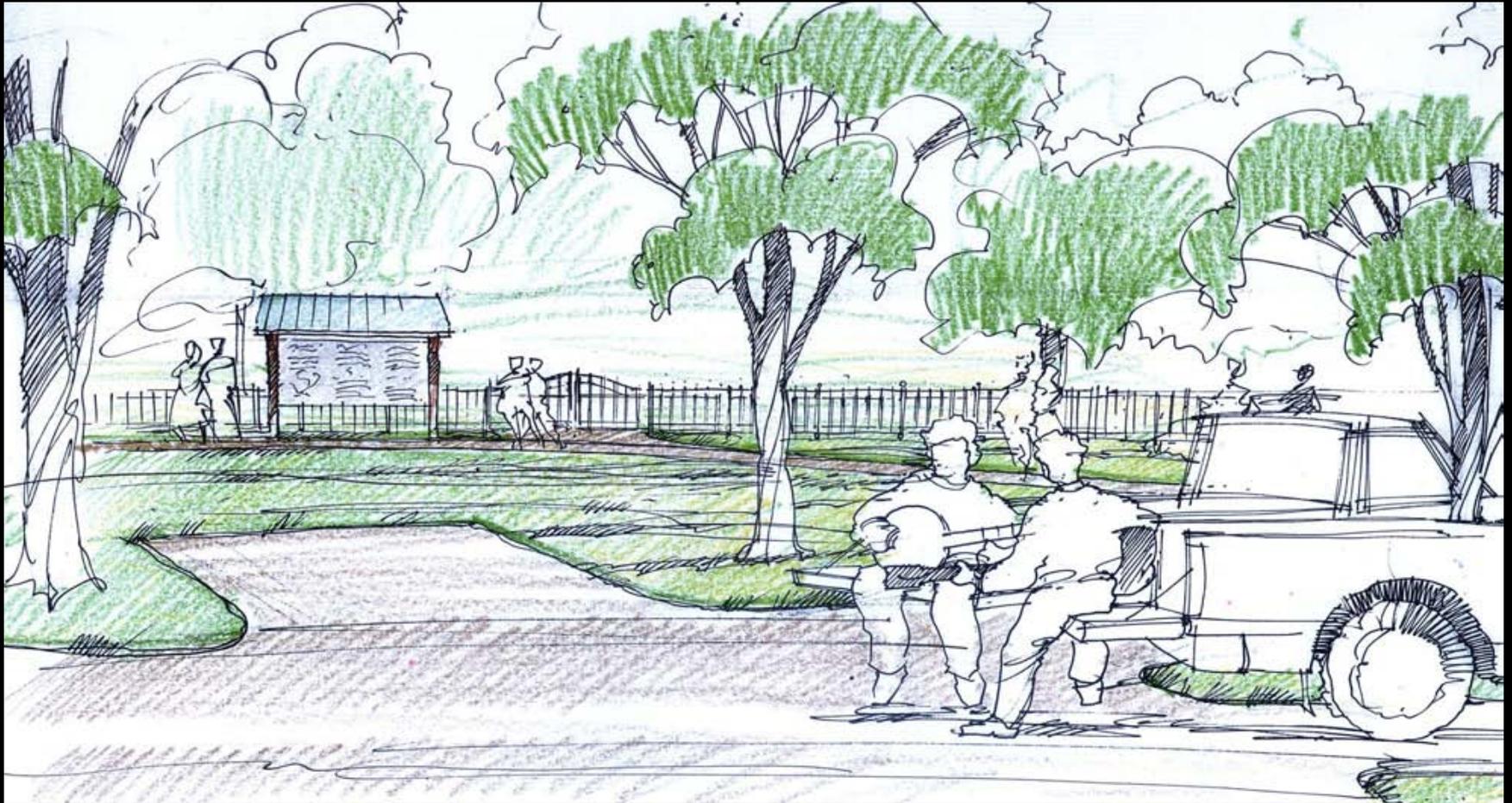
120 West Campbell Ave.
Knoxville, Virginia 26201
404.548.1212 (202)
404.548.1213 (202)
www.hillstudio.com

Town of Floyd
CDBG Grant Streetscape Improvements



date: February 21, 2006
scale: 1"=20'

Sketches from Public Workshops



Sketches from Public Workshops







NO VEHICLES
OVER
4
WHEELS

PARKING
FOR
LIGHT
TRUCKS
&
TRUCKS
ONLY









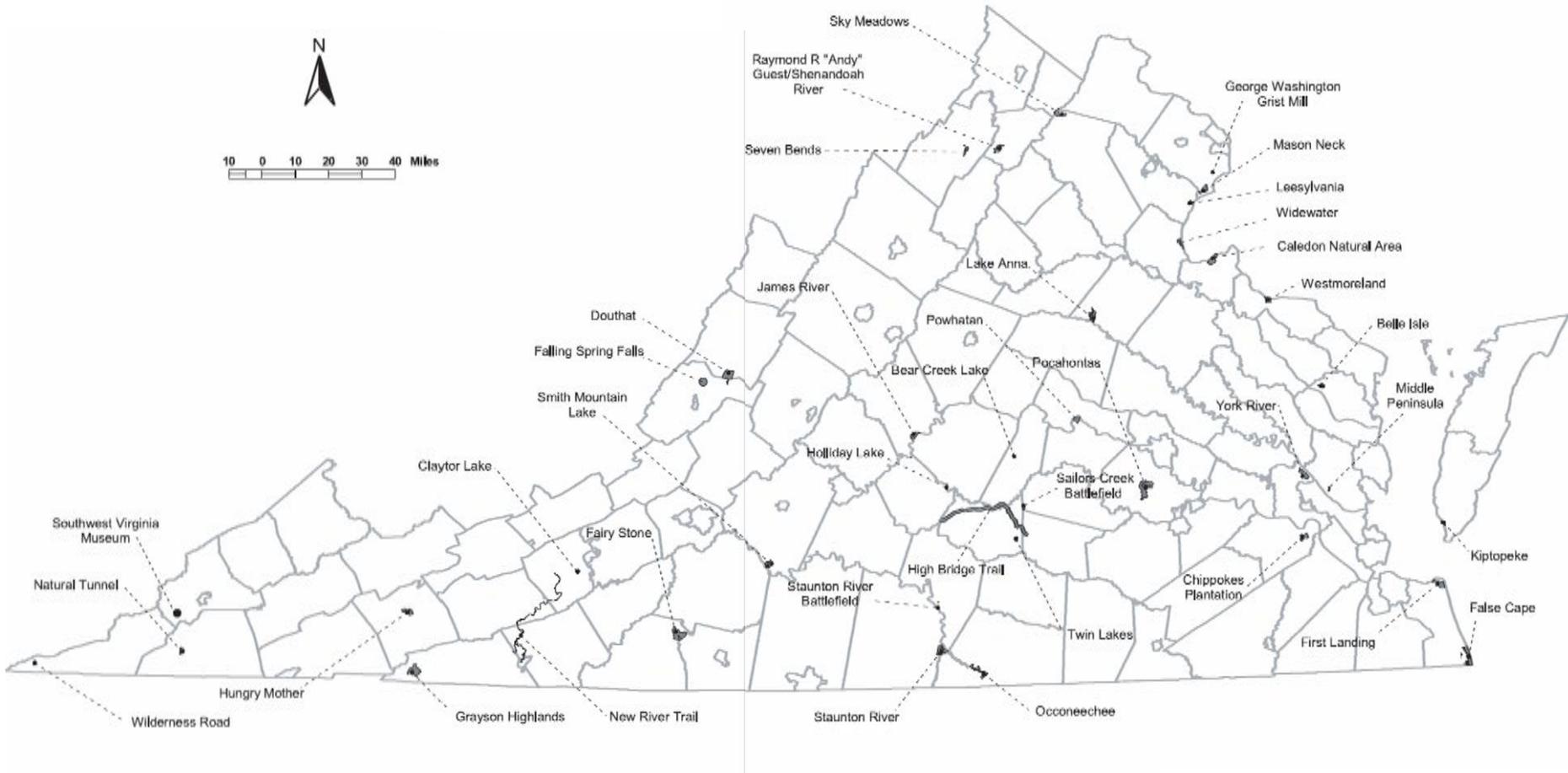


Understanding your Assets



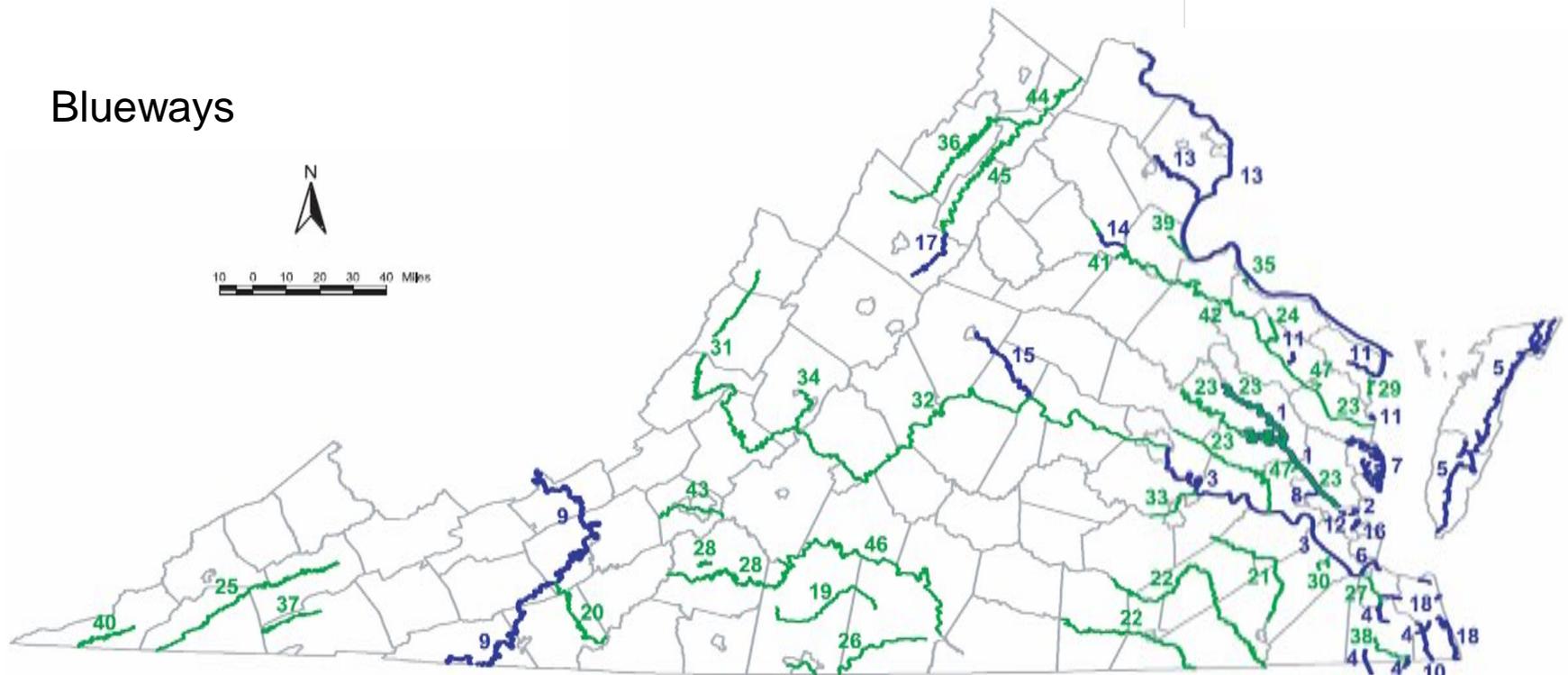
1. People
2. Plans and Lands
3. Unique Natural Assets

State Parks



<http://www.dcr.virginia.gov>

Blueways



Existing Water Trails

1. Algonquin Trace Water Trail
2. Back Creek Park Trail
3. Captain John Smith Chesapeake National Historic Trail *
4. Chesapeake Scenic Waterway
5. Eastern Shore Seaside Trail
6. James River Heritage Trail - Lower
7. Matthews County Blueways
8. New Quarter Park Trail
9. New River Blueway
10. North Landing River
11. Northern Neck Blueway
12. Old Wormley Creek Landing
13. Potomac Historic National Scenic Trail
14. Rappahannock River Water Trail
15. Rivanna River Water Trail
16. Smith Landing Trail
17. South Fork Shenandoah
18. VA Beach Scenic Waterways

Proposed Water Trails

19. Banister River
20. Big Reed Island Creek
21. Blackwater River
22. Brunswick County Blueways
23. Captain John Smith Chesapeake National Historic Trail *
24. Cat Point Creek
25. Clinch River
26. Dan River
27. Elizabeth River Water Trail
28. Franklin County Blueways
29. Hughlett Point to Dameron Marsh
30. Isle of Wight Blueway
31. Jackson River Blueway
32. James River Heritage Trail - Upper
33. Lower Appomattox River Blueway and Greenway

Proposed Water Trails

34. Maury River
35. Monroe Bay Water Trail
36. North Fork Shenandoah
37. North Holston River
38. Northwest River
39. Potomac Historic National Scenic Trail
40. Powell River
41. Rapidan River
42. Rappahannock River Water Trail
43. Roanoke River Blueway
44. Shenandoah Blueway
45. South Fork Shenandoah
46. Staunton River
47. VA State Park Blueways

* See Map VII.2 for details on the Captain John Smith Chesapeake National Historic Trail

Common Virginia Identities

1. College Town (35+)

2. Gateway Town

3. Pearl on a String

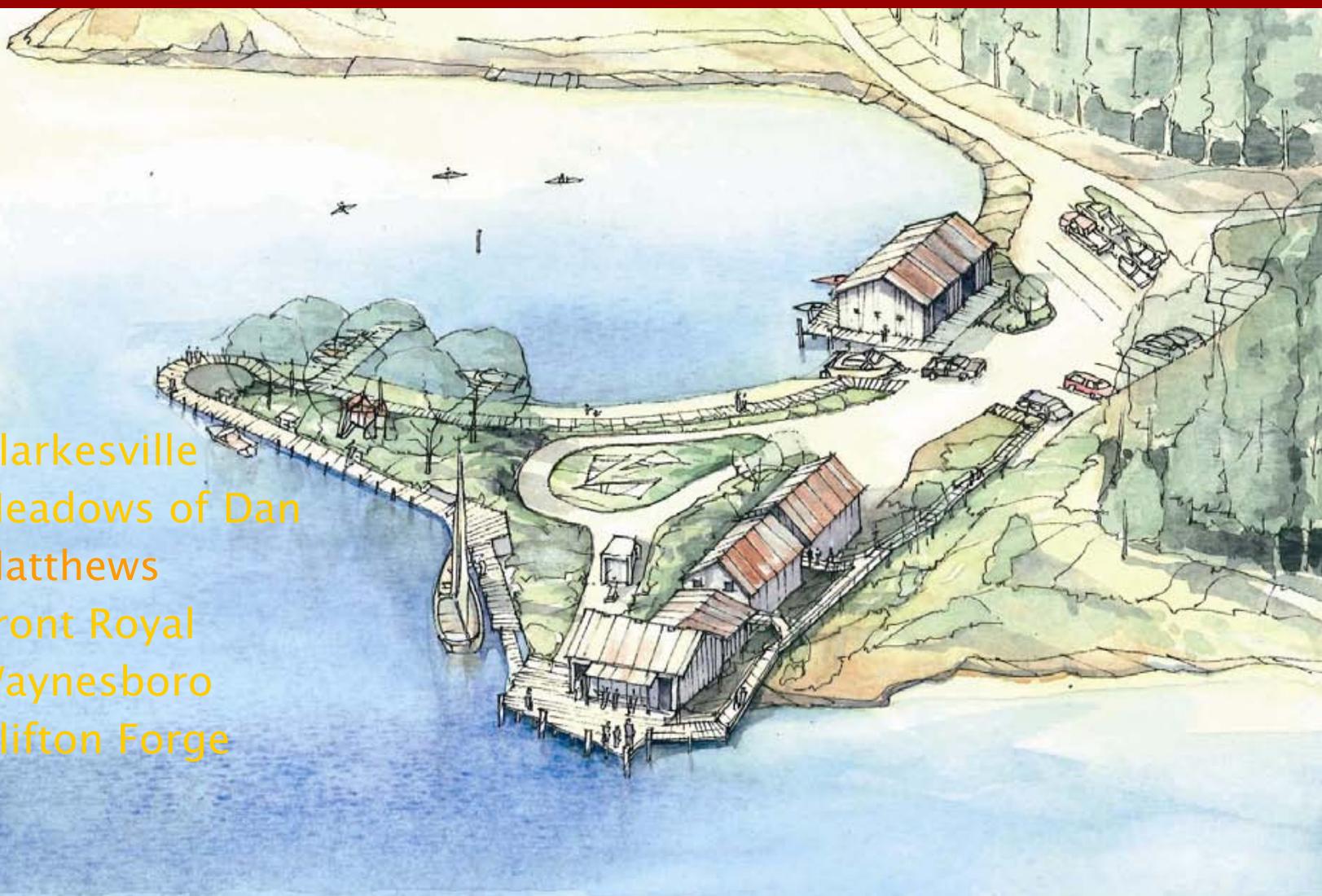
4. Host Town

5. Base Camp

6. _____

Gateway Candidates

Clarkesville
Meadows of Dan
Matthews
Front Royal
Waynesboro
Clifton Forge



Host Candidates

Martinsville – Home of ...
Appomattox
Middleburg
Onancock
Galax



Bringing Outdoors Downtown

*Personality of your Town must be Right
for your People*

Authentic

Distinctive

Alive

What's it cost

New Cultural Center Downtown with full exhibits

40,000 sf @ \$500 = \$20 million

New Town Green with full exhibits

40,000 sf @ \$50 = \$2 million

Who is Your Town?

David P. Hill, ASLA

July 18, 2013