

Sponsoring Organizations

Town of Gordonsville
Orange County
Rappahannock-Rapidan Regional Commission
Virginia Department of Transportation

Goals of the Living Towns Program*

- ◆ Share ideas for planning and quality of life in towns and villages— the original smart growth strategy.
- ◆ Help preserve the historic and natural heritage of the region.
- ◆ Participate in local and regional research and interpretation to make area history come alive.
- ◆ Work to build linkages and enhance networking among area communities.
- ◆ Integrate resources of the Department of Historic Resources, the Department of Housing and Community Development, Department of Conservation and Recreation, Department of Transportation and the Virginia Main Street Program in support of Living Town goals.
- ◆ With positive intent, integrate private, public and non-profit resources to build, maintain and enhance the identity of the region, and sense of place of its towns, rural communities and open spaces.

*With thanks and acknowledgment to the Northern Shenandoah Valley Regional Commission (NSVRC) which originated the Living Towns program in 1997

420 Southridge Parkway, S.106
Culpeper, VA 22701

Rappahannock-Rapidan
REGIONAL COMMISSION



5th Annual

RRRC Living Towns Planning Workshop

2006

Town of Gordonsville, Virginia

“Destination Gordonsville: Marketing Small Town Virginia”



Wednesday, July 12
Gordonsville Town Hall
112 S. Main Street
Gordonsville, VA

The purpose of the Living Towns annual workshop series is to bring together representatives of the region’s towns with those of public and private sector entities to network and exchange information on planning, revitalization and preservation of towns as vital economic living centers.



Gordonsville Exchange Hotel (Circa 1859)
Gordonsville Receiving Hospital 1862-1865

On the cover: Gordonsville Town Hall,
location of this year’s planning workshop

Registration

Sign up for: Time Price

Living Towns Gordonsville Workshop (cost includes morning coffee, lunch, Main Street walking tour, and reception at Gordonsville Exchange Hotel) 8:30-3:15 \$25.00*

***\$35.00 if rec'd after July 7, 2006**

I also plan to attend the post-workshop reception. 3:30-5:00

Name _____

Position/Title _____

Organization _____

Address 1 _____

Address 2 _____

Phone _____

E-Mail _____

Questions? Please contact **Sue Hromyak** at (540)-829-7450 or planinfo@rrregion.org for more information.

Space is limited! Please register no later than: **July 7, 2006**

Please send registration and payment to:

Rappahannock-Rapidan
Regional Commission
420 Southridge Parkway, S. 106
Culpeper, VA 22701
Phone: 540-829-7450
Fax: 540-829-7452
<http://www.rrregion.org>

RRRC Living Towns Gordonsville

Wednesday, July 12, 2006

8:30 Registration and Coffee—provided by *The Village at Gordon House*

9:00 Welcome and Introductions

- Robert Coiner, Mayor, Gordonsville
- Bill Rolfe, Orange County Administrator
- Jeff Walker, Exec. Dir., Rappahannock-Rapidan Regional Commission

9:10 Main Street Identity and Design
Moderator: Jay Harrison, Exec. Director, Historic Fredericksburg Foundation, Inc.

A. Historic Overlay Districts
Ron Higgins, Planning Manager, City of Charlottesville

B. Retail Merchants Assn Formation
Ed Volway, President, Stuart Business Assn & Owner, Old Dominion Toy Shoppe

C. Revitalization/Streetscape Enhancement Case Study—Carl Espy, Town Manager, Town of Halifax, VA

10:25 Break

10:35 Heritage Tourism and Economic Development
Moderator: Joe Ward, Orange County Director of Tourism

A. Historic Depot Renovation & Main Street Tourism
Jerry Schiro, Town Manager, Town of Luray

B. Cross-Marketing & Other Promotion Strategies
Steve Galyean, Tourism Development Director, VA Tourism Corporation

C. Civil War Tourism
David Myers, Associate for Government Relations, Civil War Preservation Trust

11:50 Town of Gordonsville Walking Tour (en route to and on way back from)
Lunch at United Methodist Church
Join Bob Coiner, Mayor of Gordonsville and others for an informative walking tour of Main Street.

12:20 Lunch—provided by *Gordonsville United Methodist Church Women*

1:45 Planner's Tool Box
Moderator: Deborah Kendall, Planning Director, Orange County

A. Shared Parking & Related Solutions
Chris Mothersead, Planning Dir, Town of Warrenton

B. Traffic Circles & Roundabouts
Terry Knouse, Traffic Engineering Division, VDOT

C. The Journey Through Hallowed Ground Initiative
Cate Magennis Wyatt, President, The Journey Through Hallowed Ground

D. Bicycle & Pedestrian Facility Development & Pedestrian Safety
Vaughn Rinner, Principal, Landmark Design Group

3:15 Wrap-Up
Robert Coiner, Mayor, Gordonsville & Mike Yeatts, President, Historic Gordonsville, Inc.

3:30 Reception at Gordonsville Exchange Hotel—All invited. Please join us for refreshments and light hors d'ouvres, provided by *Shenandoah Crossing* and *Horton Vineyards*

Directions and Parking

To workshop at:
Gordonsville Town Hall
112 S. Main Street

From points north: Follow Rt. 33 to Gordonsville traffic circle and continue on Rt. 15 N (Main St.) to Town Hall on left.

From points east: Take Rt. 15 South to Gordonsville traffic circle and continue on Rt. 15 (Main St.) to Town Hall on left.

From points south: Take I64 to Orange exit. Turn right at the exit onto Rt. 15 N. Follow into the Town of Gordonsville. Town Hall on right.

From points west: Take I64 to Shadwell exit onto Rt. 250 S. Turn left onto Rt. 22 and follow to fork—stay left and it becomes Rt. 231. Follow to Gordonsville traffic circle and turn right onto Rt. 15 S (Main St.) to Town Hall on left.

To reception at:
Gordonsville Exchange Hotel
400 S. Main Street

From Gordonsville Town Hall

Head South on Main Street. Bear left at the funeral home. The Exchange Hotel is across the Railroad tracks. Parking is behind the hotel.

Town of Gordonsville

