Asset-Based Development Strategies

**Place-Making: Nellysford**

Assemble local stakeholders, generate a vision, and establish a collaborative partnership to site, plan, design, and build a new “central gathering place”: an attractive, multi-purpose destination for the general public. This new place could be...

- An all-ages-friendly, publicly accessible park that doubles as the “anchor” of a traditional small rural village with a mixture of commercial uses, structures, and activities;
- A free, family-friendly attraction that provides quality of life benefits and builds a stronger sense of community through neighborly contact in shared public spaces.

**Priority Place-Making Elements:**

- Successful collaboration and partnerships between local stakeholders
- Public square / village green with grass lawn area and native landscaping
- Permanent farmers market facility, with adaptable indoor/outdoor spaces
- Tourism welcome center, including restrooms, tourism info, interpretive signage about local history, and exhibit spaces for local artists and artisans
- Small-scale performance stage, for very low-impact activities or events
- Context-sensitive design that contributes to the rural historic district character and Blue Ridge vernacular style
- All-age amenities specifically for seniors and children, such as benches and sitting walls, a lawn area for informal activity, and playground equipment
- Bike and ped connectivity, including safe multi-use path(s) and sidewalk(s)

**Place-Making: Rockfish Gap**

This area enjoys a most strategic location between many places, amenities, attractions, and activities. Rockfish Gap represents a major opportunity for a transformative “gateway” project that could support significant new economic development and also accommodate important community development goals.

This is an important opportunity to collaborate with area property owners and a wide variety of other stakeholders to thoughtfully redesign a diminished and underutilized area in a very special location into a dynamic, attractive, high-profile gateway that contains public and private services for tourists, travelers, and transient lodgers.

Any such “gateway” place-making project would be a visionary undertaking: it would require a comprehensive approach, multi-faceted expertise, and effective collaboration among many stakeholders. Such a project should include...

- Infrastructure (Transportation)
- Infrastructure (Utilities)
- Visitor Services (National Park Service; US Forest Service; local and state tourism agencies; public restroom, etc.)
- Mixed-Use Development (Low-Impact Development principles: context-sensitive planning; sustainable design; dark sky lighting; signage regulations)
- Lodging (Accommodations across numerous price points and formats, from hostel to hotel)

**Growth Management**

Promote economic activity within designated locations;
Preserve rural character and rural landscape elsewhere

**Trails & Greenways**

- Blue Ridge Tunnel Rail-Trail
- Old Howardsville Turnpike
- Wintergreen–Nellysford–Beech Grove Greenway

**Rockfish Gap gateway**

Woods Mill gateway
Nellysford community park (“central gathering place”)