

NTBA

NATIONAL
TOWN BUILDERS
ASSOCIATION

2023 NTBA SPRING ROUNDTABLE



COMING OUT OF THE GROUND: **BRINGING YOUR VISION TO REALITY**

APRIL 27-30 | 2023 | EAST BEACH NORFOLK, VA

East Beach Norfolk

a waterfront community in
Norfolk, Virginia, designed
and built in the tradition of
Atlantic Coastal villages.

Here, life returns to a simpler time.
Beautifully crafted homes reflect the
timeless architectural character of older
traditional Tidewater Virginia homes.
Neighbors greet one another as they
sit on their front porches or watch the
sunset at a concert at the Bay Front Club.



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SPONSORS



2023 SPRING ROUNDTABLE SCHEDULE

Thursday, April 27 | **PRE-ROUNDTABLE ARRIVALS (OPTIONAL)**

- 8:00 AM Transportation to Newport News /Williamsburg VA
- 9:15 AM Newport News: Port Warwick, CNU, Hilton Village
- 12:00 PM Lunch/Box lunches for bus
- 1:00 PM Williamsburg Walk
- 3:30 PM Transportation back to VA Beach

Thursday, April 27 | **ROUNDTABLE DAY 1**

- 5:00 PM **Welcome to Spring Roundtable**
Presenters: Lou Marquet and Jeremy Sommer
- 5:15 PM Scholarship Presentation
- 5:35 PM Sponsorship Recognition
- 5:55 PM Session 1 – Norfolk & Coastal Resiliency**
Presenters: Ray Gindroz
- 6:45 PM Welcome Cocktail event



Friday, April 28 | ROUNDTABLE DAY 2

7:30 AM	Breakfast	11:00 AM	Session 4 – Marketing: What is the Benefit to the Developer of a Plan Presenters: Jaimee Reinertsen, DEV Panel
8:30 AM	Session 2 – Now What? Strategies of Going Vertical... Presenters: Jeremy Sommer and Monica Johnson	12:00 PM	Depart for Lunch – Town Center
9:30 AM	Break	2:00 PM	Bus to N. End VA Beach and Historic Cavalier
9:45 AM	Session 3 – Typical Lots: Bread and Butter Presenters: Bill Harris and Don Powers	2:30 PM	Tour 1 – Historic Cavalier Property
10:45 AM	Break	5:00 PM	Dinner On Your Own

Saturday, April 29 | ROUNDTABLE DAY 3

7:30 AM	Breakfast	11:00 AM	Session 7 – Builders Putting it all Together Presenters: Mary–Dolph Simpson, Scott Crumley, Larry Hill
8:30 AM	Session 5 – History of East Beach Presenters: Rock Bell , Developer Presentation East Beach	11:45 AM	Bus to Ghent – Boxed lunches
9:30 AM	Break	12:30 PM	Tour 2 – Ghent
9:45 AM	Session 6 – Specialty Lots: Not Your Comfort Zone Presenters: Eric Moser, Eric Brown, Jeremy Sommer	2:30 PM	Bus back to East Beach
10:45 AM	Break	3:00 PM	Tour 3 – Walking Tour of East Beach
		5:00 PM	Session 8 – Liberty House Plans East Beach Presenters: Jen Krause
		7:00 PM	Oyster Roast – East Beach

Sunday, April 30 | ROUNDTABLE DAY 4

8:00 AM	Breakfast
9:00 AM	Session 9 – Transition Handing Over to the HOA Presenters: Lou Marquet, Bob Turner
10:00 AM	Round Table
11:30 AM	Adjourn



SESSION 1

Design a tool for economic growth and development

Presentation: Ray Gindroz

Since Norfolk hired his firm over 25 years ago, Gindroz has shaped both the broad outlines and the pointillist details of the city's revitalization. 'Norfolk has understood for some time that good design is not simply to make things nice,' Gindroz said. 'It is actually a tool for economic growth and development. That's the key.' In Gindroz, the city has a consultant with an unusually wide range of skills. In 1964, Ray and David Lewis co-founded Urban Design Associates, one of the earliest architecture practices to focus on urban design, recognized for reviving the use of pattern books. After receiving Bachelor and Master of Architecture degrees with honors from Carnegie Mellon University and a diploma from Centro per gli Studi di Architettura, A. Palladio, Vicenza, Italy, he received the John Stewardson Award and a Fulbright Grant for study in Italy. Ray has taught traditional urbanism at Yale, Carnegie Mellon, and Hampton Universities, and he and his wife Marilyn have supported travel study programs for students in architecture and music. Ray has published numerous books including *The Urban Design Handbook* and *The Architectural Pattern Book*, while leading Urban Design Associates and traveling the world, sketching, teaching, and documenting cities throughout his career. He continues to sketch his favorite places.



Ray Gindroz

Ray Gindroz, is co-founder (1964) and Principal Emeritus of Urban Design Associates, an international practice of Urban Design and Architecture. He pioneered the development of participatory planning processes for neighborhoods, downtowns, and regional plans and led the revival of Pattern Books as a means of implementing urban designs with architecture that supports the vision of a plan. Since 1986 he has been the principal urban design advisor to the City of Norfolk, VA. The work has included the revitalization of Downtown, two mixed income transformations of public housing projects and a master plan for Oceanview which included a redevelopment plan for East Beach. Working with Duany Plater-Zyberk, UDA provided the Pattern Book for East Beach. He received his Bachelor of Architecture (1963) and Masters of Architecture in Urban Design (1965) from Carnegie Mellon University. With a Fulbright Grant to Italy (1965-66), he collaborated with a psychologist to study the way in which residents perceive the physical form of their community.



SESSION 2

Grab the Tiger by the Tail: Critical Revenue Considerations

Presentation: Jeremy Sommer and Monica Johnson

You've got a master plan, entitlements are underway, what's next? Do you talk to architects about building plans, lawyers to develop your covenants and restrictions, and other professionals that are needed to bring your project from a broad vision to reality? First it's time to get serious about your product and how you're bringing it to market. This session will focus on some broad strokes to consider in the sales and development process.



Jeremy Sommer

Jeremy Sommer started Sommer Design Studios in January of 2009. He has worked on a variety of projects in new urbanist communities, such as Norton Commons, Alys Beach, Carlton Landing, Watercolor, and Watersound. In addition, he also participated in many master planning projects ranging from an 8-acre infill project in Senoia, GA, to a 1,600-acre Mountain Golf Community. He is currently Town Architect for East Beach in Virginia, where he coordinates the Design Review process. He was also Town Architect for the Cavalier project, working extensively to choose and create home designs that would maintain the character for the surrounding grounds of the beautiful, historic, 1927 hotel. Jeremy received his Master of Science in Classical Design from The Georgia Institute of Technology in association with the Institute of Classical Architecture and Classical America. He received his undergraduate degree from the University of Miami School of Architecture. Jeremy is a member of the NTBA, CNU, and the New Urban Guild. He currently resides in the historic area of Hilton Village in Newport News, Virginia.



Monica Johnson

Monica Johnson is the principal of New Urban Connections, a real estate marketing and sales consulting firm based in Norfolk, Virginia. Monica specializes in working with developers of mixed-use real estate projects that are based on the principles of new urbanism. She has been a valued team member for over 30 years for some of the most respected communities in America, including East Beach, Norfolk, Virginia; Hammond's Ferry, North Augusta, South Carolina; Storrs Center, Storrs, Connecticut; Carlton Landing in Oklahoma; and the Town of Whitehall in Middletown, Delaware among others. Monica formerly served for several years as the Director of the National Town Builders Association. She is a graduate of the University of West Florida in Pensacola, Florida and currently lives in East Beach, Virginia.

SESSION 3

Typical Lots: Bread and Butter

Presentation: Bill Harris, Don Powers

Dive into various approaches of implementing pre-designed plans that add to the character of your neighborhood without sacrificing originality. Two of the most experienced architects in this methodology will lead this session in how to meet various price points, acknowledge market trends and demands, and maintain the unique character of your project.



Bill Harris

After earning a Master of Architecture degree from The Savannah College of Art and Design, Bill Harris was immediately immersed in The New Urbanism. First as an Intern Architect, then a Project Manager, as a Licensed Architect, and now as a Principal- Partner, Bill has led Allison Ramsey Architects in its involvement in several of the most successful Traditional Neighborhood Developments in the country, including Newpoint, l'On, Watercolor, Watersound, East Beach, Lake Carolina, Hammonds Ferry, Habersham, Carlton Landing, Bay Creek and Bald Head Island, as well as many other great places. Bill manages a team of architects and designers and is responsible for successfully imparting his knowledge and exceptional work ethic as well as managing office operations.



Don Powers

Don Powers founded Union Studios in 2001 with one overriding goal: to use architecture and urban design to contribute to the civic and social health of our communities. Starting with a single employee and a desire to reform our fragmented and ineffective approach to our built environment, he has stewarded Union into a nationally recognized firm collaborating with like-minded clients and colleagues across the country. A 23-year association with the Congress for the New Urbanism and frequent collaboration with some of the best firms in the country doing traditional urban design has brought an expertise in the technique and art of creating livable communities and cherished places. His completed work includes urban and town planning, commercial and institutional buildings, affordable housing, and the historic restoration of landmark buildings. Don received his Bachelor of Science in Architecture from the University of Virginia, where he was awarded the annual Design Prize, and his Master of Architecture from the Graduate School of Design at Harvard University.



SESSION 4

More than Marketing: How to Build Your Brand Strategy for the Development Lifecycle

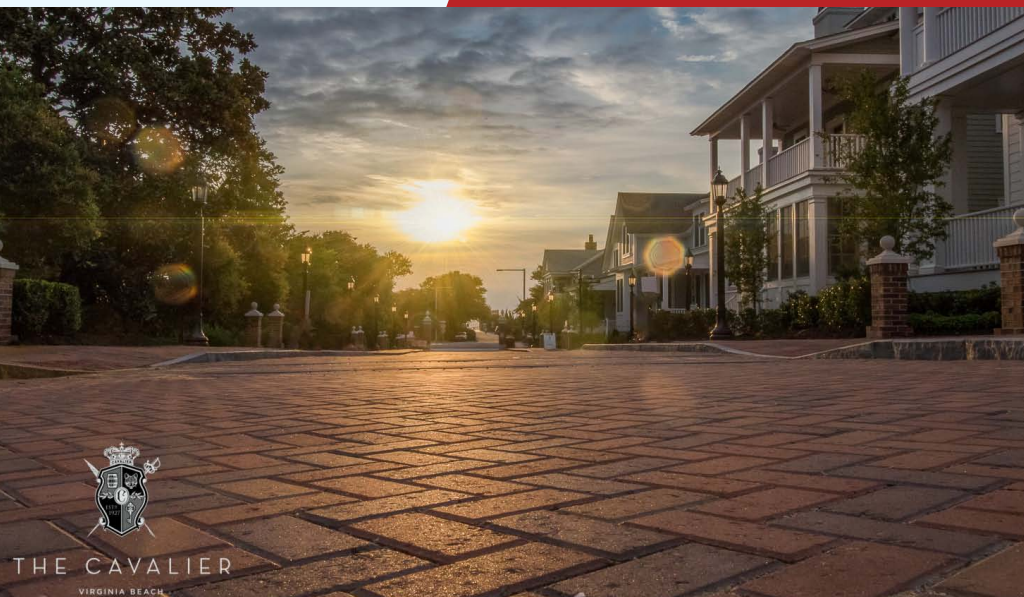
Presentation: Jaimee Reinertsen

Many times, developers think of branding as something that happens only after planning decisions have been made and they're ready to package and present their community for sales. But in reality, your community brand is underway long before you go to market. The question is, are you leading it or is it happening to you? In this session, you'll learn a framework for how to build your brand strategy and leverage communication tools throughout the development lifecycle to support entitlement, investment, public opinion, amenities, marketing, sales, and referrals.



Jaimee Reinertsen

Jaimee Reinertsen is the co-owner of SparkFire Branding, a full-service advertising agency specializing in real estate and lifestyle marketing. Jaimee is the head of account strategy and creative development for the firm. As an award-winning copywriter and creative director, Jaimee has been developing distinctive brands for real estate communities in all categories for over 20 years. Before opening SparkFire Branding in 2015, Jaimee led two other real estate advertising firms as Vice President/Chief Creative Officer of Wallace & Company, and Vice President of Milesbrand, where she and Jackie Benson partnered on the firm's Traditional Neighborhood Development clientele. In addition to being a member of NTBA, Jaimee also serves as the Vice Chair of the Urban Land Institute's Community Development Council, Gold Flight.



SESSION 5

History of East Beach, the Story of Two Decades

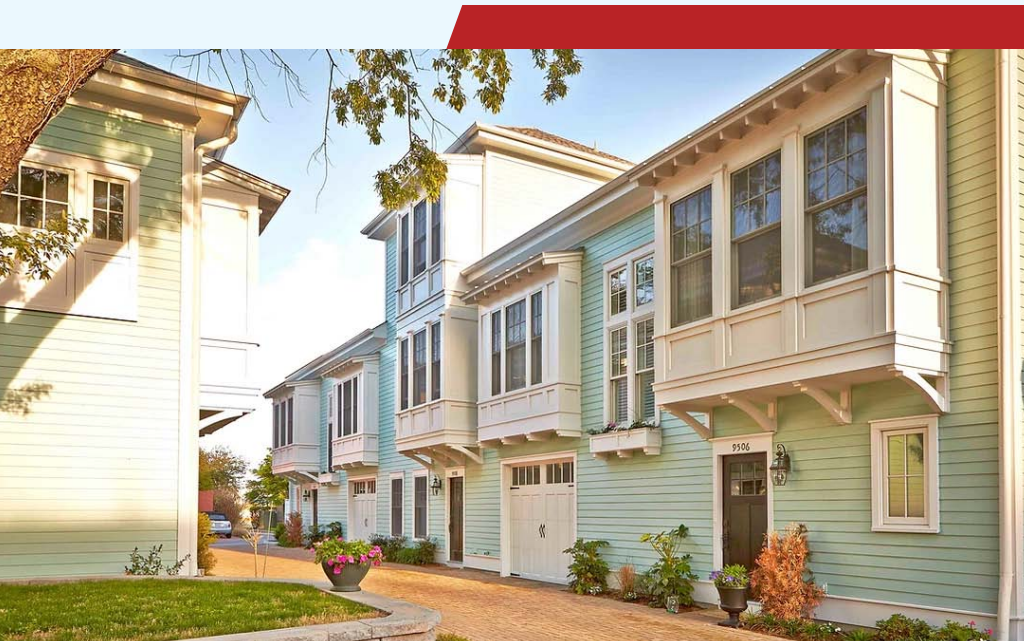
Presentation: Rock Bell

Situated on 100 acres along the Chesapeake Bay, a once decaying area of Norfolk is now an award-winning redeveloped community designed by renowned new urbanists Duany Plater-Zyberk and Company. The New Urbanist design reflects a return to the classic American hometown, encouraging a sense of community as it weaves the natural features of the site with mixed uses, including 700 residences, neighborhood restaurants, boutique retail, and offices, as well as the signature Bay Front Club. Some of the unique elements of East Beach include bay front greens at the head of each block and a beach walkover at the end of every north-south street, which allows both residents and the public to have access to the beach, as well as views to the bay by both pedestrians strolling the streets and residents sitting on their porches deep within the neighborhood. Mature canopies of existing live oak trees were preserved and are situated in linear public parks for all to enjoy.



Rock Bell

Rock Bell joined the East Beach land development team in 2003 as Director of Development and was appointed General Manager in 2005. In 2015, Rock was promoted to Vice President for Development for Frye Properties, Inc. He oversees all the company's land development initiatives, including site selection, proformas, master planning, and resolution of entitlements. Rock previously spent 18 years with the City of Portsmouth Engineering Department, ultimately as the Assistant City Engineer. He holds a bachelor's degree in Civil Engineering from the University of Virginia, is a registered professional engineer in the Commonwealth of Virginia and is a member of CNU.



SESSION 6

Specialty Lots: Not Your Comfort Zone

Presentation:

Eric Moser

Eric Brown

Jeremy Sommer

We all know that it takes more than the normal single-family home to create these great neighborhoods, it takes a range of housing types at various scales and configurations. We'll be considering building types ranging from townhomes, mews, cottage courts, live work units and mixed use. Looking at precedent and what market forces may challenge these building types and strategies for overcoming the naysayers.



Eric Brown

Eric Brown formed Brown Design Studio with the intent of assisting with the design and implementation of quality traditional architecture and urbanism projects. Based out of historic downtown Savannah, Georgia, they bring a strong understanding of historic urbanism and walkable communities. The firm specializes in Traditional Urbanism and Architecture as they strive to build sustainable communities, places, and buildings that people love and that build value for their clients. A strong commitment to Urbanism and Traditional Architecture is the cornerstone of the firm. As part of that cornerstone, Brown Design also has several publications, awards and lectures as part of their commitment to leadership in our professions. Eric holds degrees from Kent State University and currently resides in downtown Savannah.



Eric Moser

Eric Moser is the Principal at Moser Design Group, Inc. a residential design and New Urbanist planning firm located in Beaufort, South Carolina with a principle mission to design and re-introduce traditional settlement patterns, architecture, and building methodologies into the context of walkable, mixed-use communities. Beginning in 1992, with the pilot infill project of Newpoint in Beaufort, MDG embraced the principles of New Urbanism and retooled the firm to concentrate on providing affordable, context driven, traditional architecture for pedestrian friendly communities. Eric is a frequent consultant across the United States and beyond for new and old towns, infill projects, hamlets, and neighborhoods. He collaborates with other professionals to plan, analyze, and reintroduce historic, local, and regional building patterns. Eric is also Town Urbanist for his home village of Habersham where he lives and works.



Jeremy Sommer

Jeremy Sommer started Sommer Design Studios in January of 2009. He has worked on a variety of projects in new urbanist communities, such as Norton Commons, Alys Beach, Carlton Landing, Watercolor, and Watersound. In addition, he also participated in many master planning projects ranging from an 8-acre infill project in Senoia, GA, to a 1,600-acre Mountain Golf Community. He is currently Town Architect for East Beach in Virginia, where he coordinates the Design Review process. He was also Town Architect for the Cavalier project, working extensively to choose and create home designs that would maintain the character for the surrounding grounds of the beautiful, historic, 1927 hotel. Jeremy received his Master of Science in Classical Design from The Georgia Institute of Technology in association with the Institute of Classical Architecture and Classical America. He received his undergraduate degree from the University of Miami School of Architecture. Jeremy is a member of the NTBA, CNU, and the New Urban Guild. He currently resides in the historic area of Hilton Village in Newport News, Virginia.

SESSION 7

Builders: Putting it all Together

Presentation:

Mary-Dolph Simpson
Scott Crumley
Larry Hill

A look back with some of East Beach's builders, the lessons learned, and the escapades of building in a new urbanist community for over twenty years. Learn about the difficulties and joys from a panel of three of the East Beach Guild Builders.



Mary-Dolph Simpson

Simpson Builders in Norfolk, VA has been family-owned and operated since 1995 by Mary-Dolph and Howard Simpson alongside Howard's brother, Page Simpson. As a true design-build company, Mary-Dolph emphasizes taking custom to the extreme throughout the whole process to get it right down to every detail. They have been East Beach Guild Builders since 2004 and have been building in Bay Creek in Cape Charles VA since 2011. They are a Southern Living Custom Design builder and work with several of our member firms. They built the 2011 Coastal Living Idea House in Norfolk's East Beach community which remains relevant today with its timeless design and classic look that sets Simpson Builders apart. Mary-Dolph lives in East Beach and is a graduate of Old Dominion University.



Scott Crumley

Since its inception in 1985, the Crumley group has built award winning custom homes and completed extensive remodel projects. The team is led by President Scott Crumley who is a hands-on builder. In addition to East Beach, the group has built homes all over the Hampton Roads area. Their Brownstones at East Beach continue to be praised as some of the most beautiful homes in the neighborhood.



Larry Hill

Larry Hill is President of L. R. Hill Custom Builders, Inc, which opened in 1986 and has built over 1,000 homes in the Tidewater area. He also serves as managing partner in several LLCs that own and manage commercial property. He was a nuclear engineer at Newport News Shipbuilding from 1977 to 1980 and the Norfolk Naval Shipyard from 1980 to 1985. Larry was President of the Tidewater Builders Association in 1998, was named Member of the Year in 2013, and was elected to the Housing Hall of Fame in 2015. He received his bachelor's degree in Mechanical Engineering from Old Dominion University.

SESSION 8

Staying Nimble With Stock Plans

Presentation: Jen Krause

Downturns, market shifts, NIMBYs, and interest rates. The NTBA is full of stories about projects that pivoted in response to external forces — both before and after breaking ground. When your projects unfold over years or even decades, you need to stay nimble in order to thrive. This session will focus on stock plans as a tool for maintaining flexibility without sacrificing design quality. Be creative and stay sharp: after a brief introduction you'll team up with fellow members to develop a neighborhood using stock plans — and then sell the homes to your friends. Whose neighborhood will lease up the fastest? Whose will generate the highest return? And how will they adapt to an Unforeseen Event? We'll end with a lightning round of discussion and insights from the game and from your own experience with stock plans.



Jen Krause

Jennifer Krouse is a strategist who uses design thinking and hard numbers to advise firms that shape the built environment. Her town building clients have run the gamut from a multi-billion-dollar corporation to a four-person team. In 2022, Jen increased her investment in good placecraft by launching Liberty House Plans, a premium publishing house that makes neighborhood-friendly house plans accessible to homebuilders and the general public. Jen is a graduate of Williams College and the Stockholm School of Economics and a longtime member of the Congress for the New Urbanism.



SESSION 9

Transition: Handing Over to the HOA

Presentation: Lou Marquet, Bob Turner

A discussion on ways to hand off the project to the HOA, lessons learned, ways to do it differently in the future. Consider planning now for the day when it is inevitable and how you can lay the best ground work for a successful transition.



Lou Marquet

Lou Marquet brings over 30 years of construction experience to his current work of building walkable communities based upon the principles of Traditional Neighborhood Design. His broad range of experience includes projects as diverse and challenging as the development of suburban residential communities, urban office buildings, and hotel renovation in New York City. Projects of note include high-rise resort communities in Miami Beach Florida, resort hotel renovation in Aruba, and the construction of the Six Flags–Great Adventure Safari and Amusement Park and Park Operations in Jackson, New Jersey. With Leyland Alliance LLC, Lou Marquet and his partners, Steve Maun and Howard Kaufman, located and acquired sites, conceived the land use and markets, engaged the planning and design teams, secured the entitlements (often with custom site-specific zoning), and engaged the site development contractors to build the infrastructure. They built 4 major New Urbanist projects: Warwick Grove in Warwick, NY; Hammonds Ferry in No. Augusta, SC; East Beach in Norfolk, VA; and Storrs Center in Storrs, CT. Lou is a graduate of the University of Cincinnati and resides with his family in his Warwick Grove neighborhood in Warwick, New York.



Bob Turner

Bob Turner was the development manager for Spring Island (a 3,300 acre island development with an emphasis on conservation) and Callawassie Island (an 880 acre planned unit golf course development). In 1992, Bob struck out on his own as owner and managing partner of the Newpoint neighborhood, a new urbanism project, which quickly gained national recognition. As Newpoint neared completion, Bob led a public-private partnership with the town of Port Royal. The joint venture (Village Renaissance Inc.) was instrumental in revitalizing many sites throughout the town, leading to a prestigious Congress For New Urbanism Award. In 1998, Bob started Habersham, a 382 acre 1400 unit traditional neighborhood along the waters of the Broad River in Beaufort. The National Home Builders Association awarded Habersham the Platinum Award for the “Best Neighborhood Design in America” in 2004. Bob is currently working on 4500 unit mixed used development in Cincinnati.

FRIDAY TOUR 1

Historic Cavalier Hotel Property now Cavalier Residences

Since its opening in 1927, the Cavalier Hotel has been a landmark of the Virginia Beach oceanfront. For nearly 100 years, it has maintained a reputation as a world-class resort and has played host to any number of celebrities, from Hollywood icons to US Presidents. In the past 10 years, it has also become a permanent home to a number of village houses, cottages, townhomes, bungalows, and carriage houses in the Cavalier Residences, a neighborhood enclave surrounding the hotel. The Cavalier Residences was designed to take advantage of the hotel's key location in Virginia Beach and to bring a new standard of coastal living to the area. The homes there reflect the character of the Tidewater region, an emphasis on outdoor living, and a sustainable vision for the future of the community.



SATURDAY TOUR 2

Historic Ghent

The Ghent Historic District is a neighborhood in Norfolk VA, listed on the national registry of historic places since 1980. It encompasses 184 contributing buildings and one contributing site in a primarily residential section of the neighborhood. Numerous residences in the area are principal examples of Queen Ann Revival, Colonial Revival and Tudor Revival style homes. Notable area of Ghent is the Mowbray Arch and its surrounding water way make it easily recognizable. Ghent served as inspiration for East Beach, with its great mix of housing types, commercial area, and walkability.



THURSDAY **PRE-TOUR**

Hilton Village

Hilton Village is a 100-acre, English Village-style community that was designed and built in 1918 as the first federally funded war-housing project in the United States. Just 3 miles from the Newport News Shipbuilding & Drydock Company, the combination of small, single-family homes; duplexes; and townhomes served the workers who built naval vessels during the First World War. The architectural and urban planners provided plots in the urban fabric for four churches, an elementary school, a library, a fire house, a park on the river, commercial spaces, and 500 residences. For those 500 homes, only 14 different plans were developed, all with input from the wives of shipyard workers who would be living in them. In 1922, ownership of Hilton Village houses gradually began to turn over to private homeowners and in 1969 it was placed on the National Register of Historic Places. Of the different uses planned into the community, only the fire house has since been decommissioned; the churches, elementary school, library, and park remain key elements of village life and character. Residences in the neighborhood are in high demand and commercial development has thrived along Warwick Boulevard, with a host of small boutiques, restaurants, and businesses.

Christopher Newport University

Christopher Newport University started as a two-year branch of the College of William & Mary in 1960, but became independent only 17 years later. It was named for the one of the founders of the Jamestown colony in the 17th century; the city of Newport News itself takes its name from the same man, who brought the good “news” of reinforcements and supplies to the citizens at Jamestown who were considering abandoning the colony after a prolonged period of starvation. Christopher Newport University, or CNU, is now a four-year public university with 5,000 students enrolled in their College of Arts and Humanities, the College of Natural and Behavioral Sciences, the College of Social Sciences, and the Luter School of Business. CNU owes much of its beautiful, colonial- and classically-inspired architecture to Richmond architects Glave & Holmes, who have designed such campus buildings as Christopher Newport Hall, the Alumni House, the Bell Tower, the Greek Housing Village, the Joseph W. Luter School of Business, Lewis Archer McMurran, Jr. Hall, Mary Brock Forbes Hall, the Mary M. Toggles Fine Arts Center, Rappahannock River Residence Hall, and Warwick River Residence Hall.

Port Warwick

Newport News firm PMA Architecture's development of Port Warwick took a former brownfield site and created a 700-home neighborhood including a mixed-use urban core; pedestrian-oriented streets and sidewalks; outdoor, community living spaces; and a coherent and locally-inspired architectural language. Port Warwick is centered on the 4-acre Styron Square, a park often playing host to arts festivals and frequented daily by residents and shoppers drawn by the ground-floor retail surrounding the square. Condominiums and apartments are located above shops and restaurants around the urban core, with townhouses and alley-loaded single family houses entering the mix as the plan moves out from Styron Square. The buildings share a common language that draws from the English Village styles of Hilton Village and Williamsburg, with an emphasis on masonry construction, minimal side setbacks, and shared green space.

Williamsburg

The town of Williamsburg, VA was founded in 1632 and became the colony's capital in 1699. The civic buildings that came along with its promotion were laid out according to a survey taken by Theodorick Bland: the Capitol building was placed directly opposite the existing buildings of the College William & Mary, Duke of Gloucester Street was installed to connect the two, and Bruton Parish Church was highlighted as a focal point. In 1780, the capital of Virginia was moved to Richmond, which was believed to be less vulnerable to British attack during the American Revolution. Williamsburg went into a decline and many of its now-famous buildings fell into disrepair. It wasn't until 1924, when Rev. Dr. W.A.R. Goodwin of the Bruton Parish Church enlisted John D. Rockefeller's aid that there was any interest in preserving the area's history. Part of their plan was to develop a Merchant's Square to incorporate the small businesses in the community, many of which were currently located within the footprint of the original town. Moving business to this area at the William & Mary end of Duke of Gloucester Street would allow for accurate restoration of historic Williamsburg as well as benefit the businesses, which would thrive in a more pedestrian-oriented location.

TOUR GUIDES



Clifford Fleet III

Currently the CEO and President of the Colonial Williamsburg Foundation as well as being a William and Mary professor in the Business School. Cliff spent most of his career with Philip Morris where his last position was as President and CEO. He has 4 degrees from William and Mary and currently resides in Richmond and Williamsburg, along with a couple of other beautiful places.



Andrew Moore

Andrew Moore has practiced architecture for over twenty-five years in Richmond, Virginia, exploring a wide variety of building types. Since 2009, Andrew has directed the Urban Architecture Studio at Glavé & Holmes Architecture, focusing on designing buildings, in both the private and public sectors, which enhance community life and the neighborhoods in which they are located. Andrew is active in various community and professional organizations at both local and national levels, including Richmond's Commission for Architectural Review, the Virginia Capitol Square Preservation Council, Urban Land Institute, and The Congress of the New Urbanism. When not working or spending time with his wife and daughters, Andrew enjoys sketching as a way to slow down and see the world around him.



Jeff Stodghill

Jeff Stodghill, AIA has led PMA Architecture's design and building planning services since 1990. His experience includes 30+ years of practice in municipal building design, healthcare and senior living community projects, historic preservation and building planning services, space needs studies, construction document preparation, and Construction Administration on a wide variety of building types and project scales. Jeff has led over 50 local government projects and worked extensively on new construction, historic preservation, adaptive re-use, and renovation projects for cities, counties, and towns across Virginia. Jeff's experience in leading and designing local government projects extends to virtually every type of public facility – including offices, town halls, courthouses, social services buildings, health department/medical buildings, administration buildings, animal control facilities, park/recreation facilities and more. Jeff holds degrees from VA Tech in both Architecture and Mechanical Engineering.



Kevin Svenson

Kevin Svenson is an award-winning architect who joined Glavé & Holmes Architecture in 2009 after earning his Master of Architecture degree with a concentration in Traditional Architecture and Urbanism from Judson University. He specializes in campus master planning and designs for new buildings as well as renovations and additions to historic structures. He has led the design of many of the firm's noteworthy higher education projects for multiple university clients across Virginia and North Carolina. Kevin recently completed work on the grand Christopher Newport Hall at Christopher Newport University which houses the university's admissions and welcome center, all student services departments as well as the university's executive offices. The building is the signature building at the head of the Great Lawn and acts as a primary gateway to campus. The project design won the prestigious Palladio Award from the Institute of Classical Architecture & Art.



Gibson Worsham

Gibson Worsham is a licensed architect educated at Virginia Tech and holds, in addition, a master's degree in Architectural History from the University of Virginia. At the architectural firm of Glavé & Holmes, he manages a variety of projects involving preservation, conservation, and adaptive re-use as well as new work for civic, governmental, and private clients. He brings to the firm a strong interest in architectural research, building conservation, and classical design. Gibson has also led numerous county-wide and individual historic resource surveys across the Upper South, worked with FEMA to provide post-disaster historic district review, drafted numerous National Register nomination reports, managed historic rehabilitation tax credit applications, and authored building guidelines for historic neighborhoods. He currently serves on the board of the Center for Palladian Studies in America. He blogs regularly on topics concerning the urban history of Richmond VA and urban morphology in general.