

**2003 RRRC Living Towns Warrenton Planning Conference**  
“Upper Story Housing, the Arts and Aesthetics: Toward a Vital and Vibrant Downtown”  
Wednesday, June 18, 2003  
John Barton Payne Building - Historic Old Town Warrenton

*Morning Session*

**8:30 Registration, Continental Breakfast, Networking**

**9:00 Welcome and Introductions**

George B. Fitch, Mayor, Town of Warrenton  
Harry F. Atherton, Chairman, Fauquier County Board of Supervisors

**9:10 Upper Story Housing over Street Level Retail**

*Moderator:* Chris Mothersead, Director, Warrenton Planning & Community Development

- A. **The Case in Lexington, VA**  
Bill Blatter, Director of Planning  
City of Lexington
- B. **Drafting of a Mixed-Use Ordinance**  
Helen Reinecke-Wilt, Senior Planner  
City of Falls Church
- C. **Financing and Historic Tax Credits**  
Robin Miller, Principal  
Miller & Associates

**10:10 Break**

**10:20 Encouragement of the Arts**

*Moderator:* Jeffrey Walker, Deputy Director, RRRC

- A. **Ki Theatre of Washington, VA**  
Julie Portman, Artistic Director  
Ki Theatre
- B. **The Live Arts Story**  
Will Kerner, Photographer & Co-Founder  
Live Arts of Charlottesville
- C. **Shakespeare in Staunton**  
John Avoli, Mayor  
City of Staunton

*Lunch and Walking Tour*

**11:30 Lunch catered onsite**

*Catering provided by:*

Molly's Cockles and Mussels, A Traditional Irish Pub  
Historic Old Town Warrenton, VA

**12:15 Town of Warrenton Walking Tour**

Bo Tucker, Director of Public Works and Utilities, Town of Warrenton  
Chris Bogert, Project Engineer, Public Works and Utilities, Town of Warrenton  
Anne-Marie Walsh, Executive Director, Partnership for Warrenton Foundation

*Afternoon Session*

**1:00 Keynote Speaker**

**Corporate Visual Responsibility**

**Ronald Lee Fleming, President, Townscape Institute**

How planners, citizens, and public officials working together can resist look-alike corporate franchise designs and advocate for designs that reflect and enhance community character.

**1:45 Entrance Corridors: The First Impression**

*Moderator:* Richard Calderon, Senior Planner, Fauquier County Planning & Community Development

**A. Contextual Design**

Bill Frazier, Principal  
Frazier & Associates

**B. Tourism Corridor Overlay Districts**

Bill Blatter, Director of Planning  
City of Lexington

**C. The Main Street Equation**

Courtney Anderson, Community Development Administrator  
VA Main Street Program

**3:00 Wrap-Up**

Anne-Marie Walsh, Executive Director, Partnership for Warrenton Foundation

**3:30-5:00**

**Reception at the Fauquier Club**