



Contact: Earl Anderson
Email: pr@vaplanning.org
Phone: 757-890-3497
Fax: 757-890-4077
RELEASE

FOR IMMEDIATE

Virginia Planners Award CMSS Architects for their Master Plan of the Village of Rocketts Landing

Wintergreen, Virginia, July 26, 2007 --The Virginia Chapter of the American Planning Association held its annual awards presentation and honored CMSS Architects, PC with the Outstanding Private Plan Award. This is the inaugural year for the VAPA Private Plan Award. The private plan award is intended to recognize planning efforts prepared by a private sector planning firm for a private sector or non-profit organization such as a developer, a development corporation, a university, a conservation organization, charitable institution, private individual, or other non-government entity.

The private sector planning effort included but was not limited to master plans or neighborhood plans for a particular development, revitalization plans or studies, campus plans, or urban design plans. Entries could include urban, suburban or rural planning efforts and were to demonstrate high quality, state-of-the-art planning. Projects in this category included both built and proposed projects, planning processes, and strategic planning.

The very first Private Plan Award goes to CMSS Architects, PC for their Master Plan for the Village of Rocketts Landing. This area was significant to Virginia history. Just after colonist discovered Jamestown, Englishmen that settled at the fall line of the James River at a site they soon called Rocketts Landing. The site was named after Robert Rocketts who founded the earliest ferry service on the James River. Rocketts Landing became a major crossroads and transportation hub for Central Virginia. With the start of railroads, the port at Rocketts Landing lost its commercial and passenger trade.

The Master Plan for the Village of Rocketts Landing will revitalize this waterfront, significantly impacting the environment and history of the City of Richmond and Henrico County. The 54-acre site is an abandoned industrial brownfield adjacent to downtown Richmond. The plan shows how remediation and urban planning will transform Rocketts Landing once more into a thriving riverfront community.

The implementation of this plan will provide for a mixed-use village. The jury was impressed by the cooperation between the public input and the support received from both the City of

Richmond and Henrico County. New zoning categories were created for each jurisdiction because of this plan. The plan developed a unique Department of Environmental Quality (DEQ) process for the site. The plan's analysis of existing conditions and the market is excellent. The fitting of the new to the old, including the old water tower show urban design excellence. The emphasis on the public realm is demonstrated in the amazing public park along the James River in Henrico County. The plan contains graphics that simply, WOW the viewer!

This plan is a good example of great planning in the private sector. It sets a standard that all plans should emulate. For this reason, we are please to award the Master Plan for the Village of Rocketts Landing by CMSS Architects, PC the very first VAPA Private Plan Award.

For more information about the VAPA Awards Ceremony, visit the VAPA website at www.vaplanning.org or contact Earl W. Anderson, AICP at: 757-890-3497, email to pr@vaplanning.org.

The American Planning Association (APA) brings together thousands of people —practicing planners, citizens, and elected officials — committed to making great communities happen. APA is a nonprofit public interest and research organization committed to urban, suburban, regional, and rural planning. The Virginia Chapter (VAPA) mission is to promote planning as the foundation for effectively addressing the physical, economic and social changes taking place in Virginia. The Virginia Chapter of the American Planning Association is a 1,600 member 501(c) 3 organization of professional planners working in the public and private sector on land use, environmental, transportation, and various other issues related to communities.

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