

Creating Vitality Through Heritage

In this new economy, small towns and rural areas often turn to tourism as one part of an economic development strategy. To compete with other tourist destinations, towns must offer a robust sense of identity and a vital, diverse economy with opportunities for locals and newcomers alike. We believe a key to this success lies in acknowledging and enhancing the traditions which make a place unique. Careful development of an area's heritage—**cultural, natural, industrial, and historic**—can be the foundation for a community that thrives now and for future generations, without compromising the past. Pfp seeks project work at the intersection of community and economic development, historic preservation and tourism planning. We use digital visualization to make the stories of the past and the stories of the future come alive. We engage in creative strategic planning to develop a map to the community's future success. We offer hands-on project management to ensure that the best-laid plans are followed through to create **Vitality Through Heritage**.

Products

Strategic Planning

Research and Analysis
Tourism Assessment
Feasibility Studies
Interpretation Plans

Digital Visualization

GIS Mapping & Analysis
Branding
Graphic Design
Photo Renderings

Preservation

Preservation Plans
National Register Nominations
Historic Tax Credit Applications
Design Guidelines

Contact Us



Catherine Redfearn, Principal

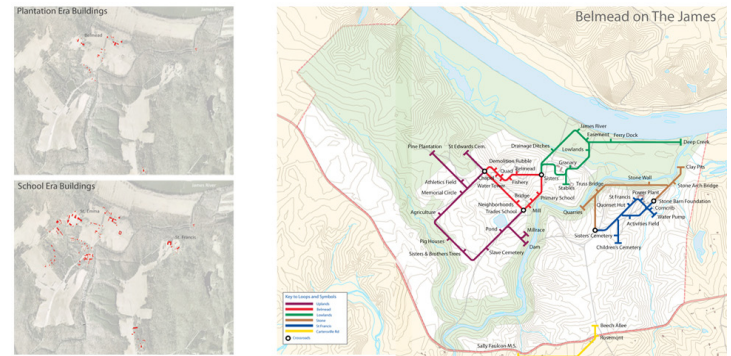
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Select Projects

Historic Belmead Outreach and Interpretation

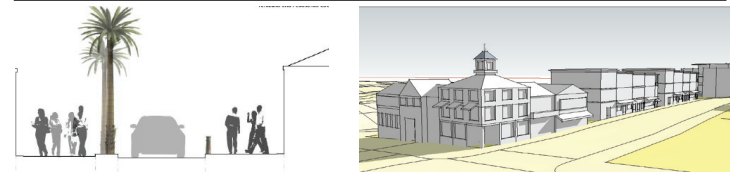


Used primary source research and GIS analysis of current and historic documents to create portions of an exhibit and walking tour of a historic property in Powhatan, VA. Designed a community outreach and interpretive plan anchored by a new interactive website, docent guide and revamped museum space to increase visitation and energize support for the property's preservation.

Building Belmead Walking Tour 2 Guide and History



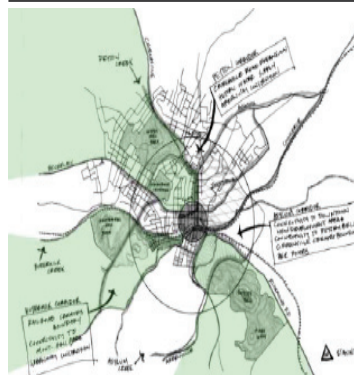
Tourism Impact Study | Falmouth, Jamaica



Grant-funded project to lead a six person research team to assess the impact of a cruise wharf development to the community of Falmouth, Jamaica. Conducted over 200 resident surveys and stakeholder interviews. Produced a strategic plan distributed to community officials outlining ways to prepare the town so that locals could benefit from the dramatically increased tourist presence.



Green Infrastructure Assessment | Staunton, VA



As part of team, assessed existing conditions and developed a strategic plan for a small town to conserve and enhance its tree canopy, cultural resources and trail networks. Used CITYGreen to map and analyze the benefits of the urban forest, and generated GIS maps of potential new walking and bicycling trails. Project was awarded the Lewis Creek Watershed Committee recognition award in April 2010.

Catherine H. Redfearn, Principal

Professional Experience

Partners for Place | Principal | June 2010 - Present

Manage a consulting firm specializing in community preservation and urban design. Areas of expertise include historic preservation and conservation; community outreach and branding.

Virginia Outdoors Foundation | Stewardship Officer | Central Virginia Region | September 2007 - August 2010

Monitored conservation and historic preservation easements for compliance with legal deed of easement. Worked with landowners to resolve compliance issues and develop strategic approaches to land and historic property management. Produced reports detailing conditions of property under easement. Conducted deed research and property history surveys.

Thomas Jefferson Foundation | Planner | Charlottesville, VA | April 2005 - September 2007

Developed and conducted seasonal viewshed monitoring strategy to document development occurring within sight of the historic Monticello mountaintop. Drafted design guidelines to minimize visual impact of new development occurring around the historic property. Conducted research and drafted language to create the Monticello Historic District.

Preservation Projects

Ardmore, OK National Register Nominations | Ardmore, OK

Completing National Register Nominations for several properties located in Ardmore, OK. Includes archival research, site documentation and mapping.

Enid, OK Historic District Design Guidelines | Enid, OK

Writing design guidelines and ordinance governing treatment of structures in local historic district. Project includes creation of educational process with focus on creating user friendly documents illustrating preservation concepts for a lay audience.

Belmead Preservation Planning | Powhatan, VA

Managed preservation strategies for the property, including: Conducted a feasibility study and initial stages of a master planning process to identify a productive new use for the property. Successful completion of nomination to place the Belmead property on the National Trust for Historic



Areas of Expertise

Historic Preservation
Urban Design
GIS/Mapping
Graphic Design

Education

Master of Urban and
Environmental Planning,
University of Virginia
Bachelor of Architectural
History, University of Virginia

Technology

ArcGIS 10.0
QGIS
Google Earth Pro
Google Sketchup 8
Adobe Creative Suite 5.5
AutoCAD
Wordpress
Microsoft Office

ppp Partners for Place

Preservation's 11-Most Endangered List for 2011. Oversaw the completion of a NRHP Nomination update for the property to relist the property as a district rather than an individual building. Worked closely with property owner and SHPO to complete Federal and State level tax credit applications for renovation work undertaken to-date.

Landscape and Legacy: Belmead Oral History | Powhatan, VA | January 2011 - June 2012

Received funding from the Virginia Foundation for the Humanities, to design and conduct an oral history and research program for alumni and community members affiliated with the Belmead property.

Community Development and Sustainable Heritage | Falmouth, Jamaica | January - May 2010

Lead a research team to assess the impact of a cruise wharf development to the community of Falmouth, Jamaica. Produced a strategic plan distributed to community officials outlining ways to prepare the town for the increased tourist presence, including preservation, interpretation and wayfinding standards.

Building Belmead: Community History Project | Powhatan, VA August 2009 - 2010

Researched community and architectural history of the historic Belmead property in Powhatan, VA. Wrote and published the "Building Belmead" guidebook and created a series of exhibit boards displayed on site. Designed a community outreach and interpretive plan based around a new website, exhibit and walking tour for property.

www.belmeadonthejames.com

Historic Cismont School HABS Survey and Report | Cismont, VA | January - May 2005

Conducted assessment of the historic property, including HABS quality building drawings, photographic documentation and written report of conditions and significance.

Community Planning Projects

Southeast and Southwest Subarea Plans | El Reno, OK

Wrote sub area plans to accommodate industrial and residential growth. Plan introduced new zoning classifications, land use strategies and ordinance to support plan. Managed mapping and graphics for team.

Seminole 2030 Comprehensive Plan | Seminole, OK | January - June 2012

With local partner, completed a comprehensive planning process and wrote the comprehensive plan for the community of Seminole. The plan focused on existing community assets and opportunities for community development. Managed mapping and graphics for team.

Tecumseh Tomorrow Comprehensive Plan | Tecumseh, OK | March - July 2012

With local partner, completed a comprehensive planning process and wrote the comprehensive plan for the community of Tecumseh. The plan focused on existing community assets and opportunities for community development. Managed mapping and graphics for team.

Come Home to Lindsay Comprehensive Plan | Lindsay, OK | April - July 2012

Completed a comprehensive planning process and wrote the comprehensive plan for the community of Lindsay. A goal of the process was to create a user friendly document, easy for a small city planning staff to implement. Managed mapping and graphics for team.

JABA Flash-Freeze Facility Feasibility Study | Central Virginia Region | January - June 2011

To support a full feasibility study for a flash freeze facility for local produce, analyzed likely agricultural supply and market demand for the frozen vegetables and prepared, packaged meals.

Green Infrastructure Strategic Plan | Staunton, VA | August - December 2009

Worked as part of a research team to develop a green infrastructure strategic plan for the city of Staunton. Conducted an assessment of cultural resources and trail networks. Held multiple public forums and conducted surveys to assess community interests and values. Used community input to generate maps of potential new walking and bicycling trails.

Community Branding and Outreach Projects

Center for Community Development Branding | East Central, OK

Creating outreach and branding concepts for educational institute in East Central, Oklahoma. Designing logo, brochures and web presence.

Belmead Vision & Branding | Powhatan, VA | August 2011 - July 2012

Led a visioning process to create a brand and logo for the historic Belmead property. Developed a series of brochures, interpretive signs and interpretation materials for use in exhibit space.

Virginia Food Enterprise Centers | Central, VA | March - April 2012

Managed media outreach for the launch of an initiative to reopen food processing facilities for public use.

Shenandoah 75th Anniversary Photo Contest | Charlottesville, VA | September 2010 - August 2011

Planned and implemented a regional photo contest to celebrate the 75th anniversary of Shenandoah National Park.

Other Experience

Planning Design Teaching Assistant | Professor Gary Okerlund | University of Virginia | Spring 2010

Assisted in the instruction of a planning design course. Included instruction in graphic drawing, Adobe CS and public presentation skills.

Planning Process and Design Teaching Assistant | Professor Bruce Dotson | University of Virginia | Fall 2009

Assisted in the instruction of a planning design course. Included instruction in graphic drawing, Adobe CS, ArcGIS and public presentation skills.

Sustainable Cities Field Study | Vitoria-Gasteiz and Barcelona, Spain | University of Virginia | Spring 2009

Researched green planning, cultural resource planning and outdoor recreation initiatives underway in Vitoria-Gasteiz and Barcelona. Contributed to the creation of a documentary film highlighting green planning best practices applicable to American cities. Conducted filmed interviews and edited video. Arranged travel and project logistics for group.

Research Assistant | Professor Tim Beatley | University of Virginia | 2008- 2009

Researched information for the documentary film, The Nature of Cities by Tim Beatley. Contributed to interviews and fieldwork, participated in speaking engagements.

Renaissance Art and Architecture Field Study | Florence and Rome , Italy | University of Virginia | January 2005

Research and studies renaissance art and architecture on site on Florence and Rome. Included graphic documentation, photography and research of primary and secondary sources.

Education

Master of Urban and Environmental Planning | University of Virginia | School of Architecture | Charlottesville, VA | May 2010

Concentration, Historic Preservation & Urban Design

Bachelor of Architectural History | University of Virginia | School of Architecture | Charlottesville, VA | May 2005

Minors, Urban Planning and Historic Preservation

Professional Training

Marketing Design Certification | Piedmont Virginia Community College

Working towards completion of a certification in marketing design. Includes instruction in design programs, marketing theory and application.

National Register Nomination Workshop | National Trust for Historic Preservation | October 2011

Learned process and techniques for successfully nominating a property to the National Register of Historic Places.

Preservation Leadership Training/Advanced | National Trust for Historic Preservation | May/August 2011

Learned preservation skills and historic real estate assessment tools.

Advanced Geographic Information Systems | University of Virginia | Spring 2009

Learned advanced mapping techniques, applications and map design.

Falmouth Field School in Historic Preservation | Falmouth, Jamaica| University of Virginia | May - June 2009

Learned hands – on historic preservation and building technology techniques. Documented historic structures through to-scale drawings and photographic catalogues.

Battlefield and Historic Preservation Easement Management Workshop| Virginia Department of Historic Resources and Civil War Preservation Trust | Fredericksburg, VA | October 2007

Learned best management techniques for monitoring and managing historic and conservation easements on battlefields.

Placemaking Workshop | University of Virginia | April 2007

Learned planning issues and techniques for promoting preservation and community oriented urban design.

Publications and Speaking Engagements

“Preservation Planning Challenges at Belmead” Guest Lecture, University of Virginia | October 2011 |

Presented case study of the challenges of preservation and planning at a historic site in Powhatan, VA.

“Community Engagement at Belmead” Preservation Virginia Conference| September 2011|

Presented work on community engagement in support of preservation efforts at Belmead.

“Oasis on the Horizon” Vernacular Architecture Forum Conference | June 2011|

Selected to present research findings from the Falmouth, Jamaica Community Development and Sustainable Heritage project.

“Poverty in Paradise: Challenges of Preservation in the Developing Caribbean” Vernacular Architecture

Forum 2011 Guidebook | Co-authored chapter on preservation implications of the cruise ship development in Falmouth, Jamaica.

UVA Alumni Society | Washington, DC | April 2010 | Selected as one of six groups to present their recent work. Presented on sustainability and tourism.

National Trust for Historic Preservation | Washington, DC | June 2010 | Invited by the National Trust to present research and work done on Falmouth and Belmead at a staff education retreat.