



## Elizabeth S. Via-Gossman, FAICP

Planner, Principal

Liz has 30 years of local government experience in community planning and economic development including broad experience in downtown revitalization and community engagement.

Liz uses this experience and her technical skills to develop plans and engage communities in developing a framework for the future that is grounded in a shared vision. In doing so, she particularly likes to identify those small improvements such as a little bit of art or a wider sidewalk that can have large impacts and bring about larger community support. It is these small, doable public enhancements that can have the biggest contribution to a community's quality of life and are often the new evaluation factors for people choosing a place to live and companies locating their businesses. Liz is particularly fond of small and mid-sized cities and towns. She believes that these cities and towns are ideally situated for the new community and economic development model which emphasizes place making over business attraction.

### Education

Mary Washington College, Bachelor of Arts in Historic Preservation  
George Washington University, Master of Urban and Regional Planning

### Experience

Manassas, Virginia - Assistant City Manager  
Manassas, Virginia - Community Development Director  
Prince William County - Planner, Chief, Development Services  
Henrico County, Virginia - Planner, Comprehensive Planning  
Hampton, Virginia - Sr. City Planner  
Thomas & Means Associates, Inc., Alexandria, Virginia - Planner  
National Main Street Center, Washington, D.C. - Research Associate

### Affiliations/Certifications

American Planning Association (APA)  
Fellow of the American Institute of Certified Planners (FAICP)  
Strategic Doing™ Certified Workshop Leader

### Relevant Projects

- Authored/Facilitated, Manassas 2025 Strategic Action Plan, adopted June 2020
- Created a Community Conversations planning process that, in 2019, led Governing Magazine to name Manassas as a Top Performer in Resident Involvement; winner APA VA Old Dominion Innovative Approaches Award, 2020
- Directed Staff effort, Manassas 2040 Comprehensive Plan, adopted February 2020; winner APA VA Commonwealth Plan of the Year Award, 2020
- Directed Staff effort, Manassas Next: The 2032 Comprehensive Plan, adopted July 8, 2013
- Directed the revitalization of Historic Downtown Manassas with two action plans (1992 and 2008) that resulted in \$45 million in private investment and a 40% increase in tax revenue.
- Initiated the Manassas Neighborhood Services Program (2006 - 2017) that was recognized in 2011 by the Virginia Municipal League with a President's Award for its' innovation
- Authored, "Accommodating Growth through Compact Development in Manassas, VA" published in ULI Washington News (2007)
- Facilitated, City of Manassas Strategic Plan, adopted October 2005
- Authored, Town of Haymarket Comprehensive Plan, April 1, 1996
- Authored "For Lack of a Shoe the Horse (or Was That a Mouse?) was Lost" published in NEWSBRIEF, the Newsletter of the Virginia Chapter of the American Planning Association (1994)
- Contributor, Wagner, Richard et al (1988) Revitalizing Downtowns 1976 - 1986: An Overview of the National Main Street Center, case studies published by the National Trust for Historic Preservation
- Authored/Facilitated, A Strategic Plan for the Office of Tourism, Prince William County Park Authority, adopted September 26, 1996

### Significant Recent Presentations

- Presenter, "Creative Zoning: Supporting Public Art in Your Downtown", webinar presented at the Heritage Ohio Conference, 2020
- Presenter, "Zoning 101: A Berlitz Course for Main Street Managers", Presented at the Heritage Ohio Main Street Conference, Newark, Ohio (2019)
- Presenter/Facilitator, "Community Conversations: Creating Natural Pathways for Citizen Engagement", Presented at the APA Virginia Conference, Wintergreen, Virginia (2018)
- Presenter, "Creative Community Development: The Role of Arts and Culture in Planning and Economic Development", Presented at the APA Virginia Conference, Williamsburg, Virginia, (2009) and at the International Downtown Association, Milwaukee, Wisconsin, (2009)