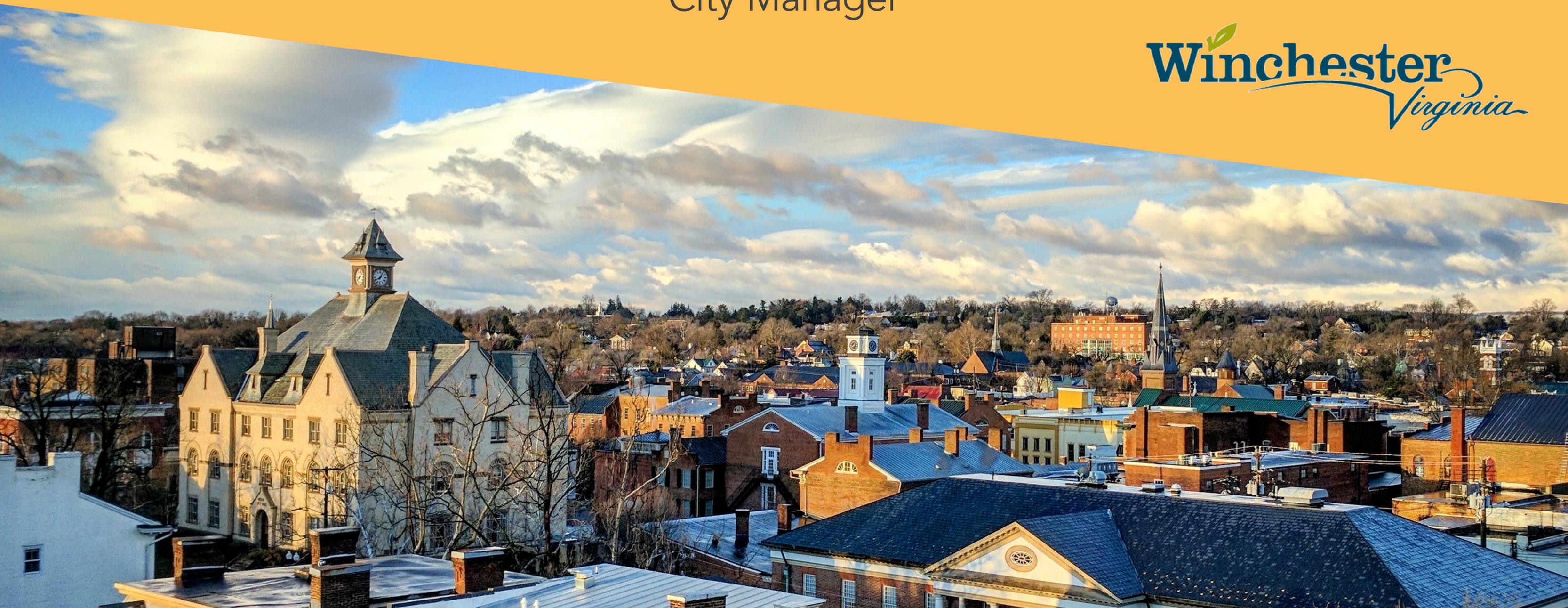


The Future of Winchester

Eden E. Freeman

City Manager

The logo for Winchester, Virginia, features the word "Winchester" in a bold, blue, sans-serif font with a small green leaf icon above the "i". Below it, the word "Virginia" is written in a blue, cursive script font.





Looking back...

- 1744 - Winchester founded by Col. James Wood
- 1752 - Received town charter
- 1758 - George Washington elected to first public office
- 1808 - Central water system installed, one of the earliest public water systems in U.S.
- 1862-1864 Civil War - Winchester changed hands approximately 70 times between Union and Confederate
- 1874 - Town becomes City and independent from County
- 1895 - Judge John Handley bequeaths funding for JHHS, Library, School for black students and private endowment
- 1900 - Rouss City Hall built



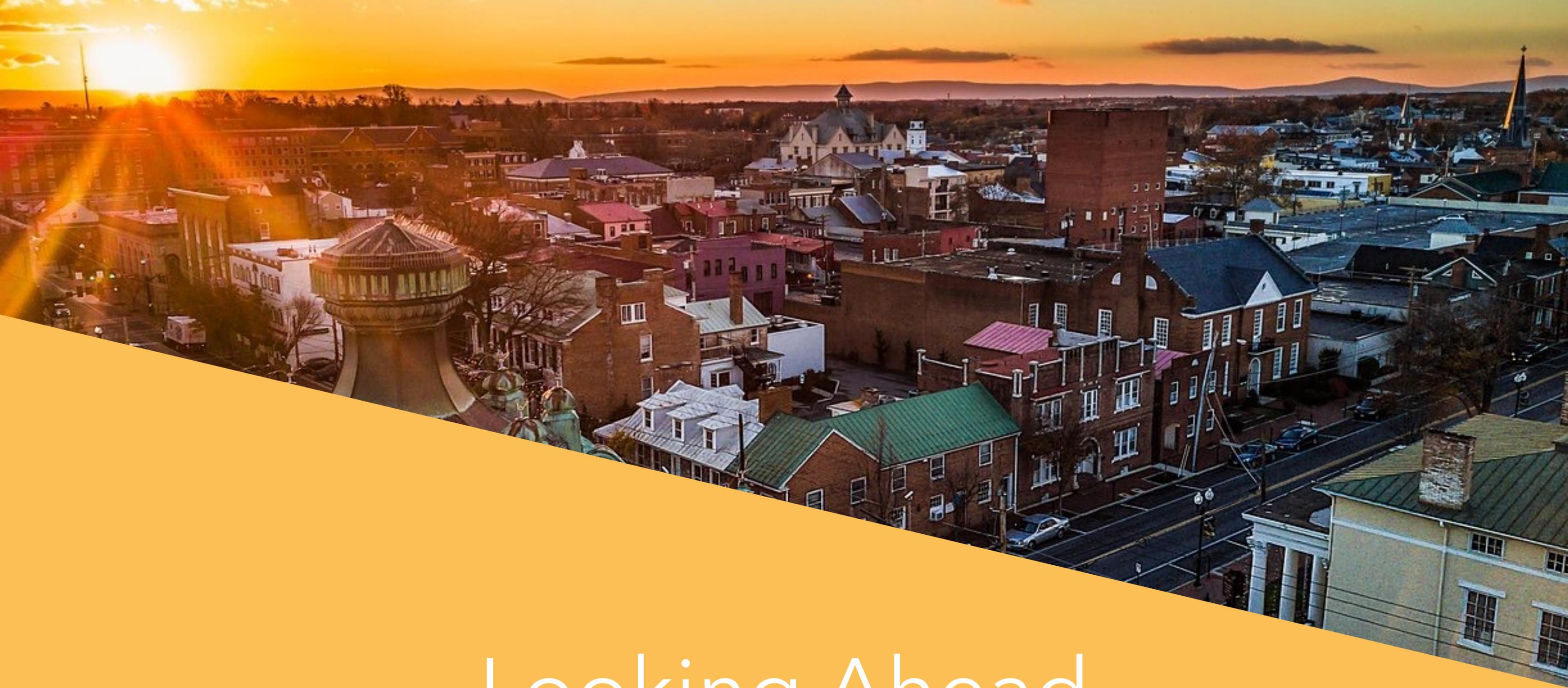
Looking back...

- 1903 - Winchester Memorial Hospital built
- 1924 - First Shenandoah Apple Blossom Festival
- 1960 - Shenandoah College relocates to Winchester
- 1974 - Loudoun Street converted to pedestrian mall
- 1976 - Historic Winchester District Established
- 1984 - Joint Judicial Center dedicated
- 1991 - Frederick Douglass Elementary School Opened
- 2000 - Timbrook Public Safety Center opens
- 2009 - Cameron and Braddock converted to two-way traffic
- 2014 - Taylor Hotel and Pavilion Renovation Completed
- 2015 - National Avenue Roundabout Opened
- 2016 - New John Kerr Elementary School Opened



Today's Facts

- Population - 28,108 (2018 estimate)
- Size - 9.3 square miles
- Council/Manager form of government
- Budget - \$284M (FY20 Adopted)
 - General Fund - \$93,882,000
 - Schools - \$73,251,582
 - Capital Improvements - \$26,855,000
- Major Employers (500 - 4,999 employees)
 - Winchester Medical Center
 - Rubbermaid Commercial Products
 - Continental (formerly O'Sullivan Films, Inc.)
 - Shenandoah University
 - National Fruit
 - Winchester Public Schools
 - City of Winchester



Looking Ahead



GOAL 1



ENCOURAGE

Encourage sustainable economic growth and partnerships through business and workforce development

GOAL 1 OBJECTIVES

- A. Increase effectiveness of workforce development efforts by building on existing collaborative partnerships between the City and local organizations
- B. Increase effectiveness of business retention, attraction, and expansion efforts
- C. Support local businesses through destination branding and marketing to visitors



GOAL 2



PROMOTE

Promote and accelerate revitalization of catalyst sites and other areas throughout the city

GOAL 2 OBJECTIVES

- A. Continue promoting redevelopment or development of previously identified catalyst sites
- B. Identify additional targeted areas and promote redevelopment or development of areas not previously identified as catalyst sites



GOAL 3



ENHANCE

Enhance the quality of life for all Winchester residents by increasing cultural, recreational, and tourism opportunities; enhance and maintain infrastructure; and promote & improve public safety

GOAL 3 OBJECTIVES

- A. Increase cultural, recreational, and tourism related opportunities in Winchester
- B. Develop and maintain Winchester's infrastructure
- C. Promote and improve community safety



GOAL 4

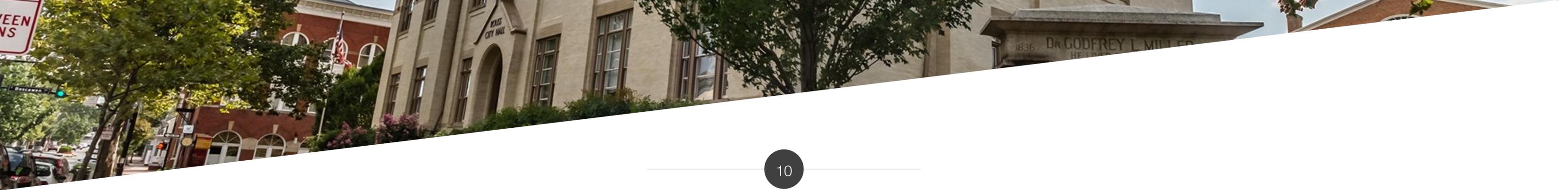


IMPROVE

Improve City services and advance the strategic plan goals by promoting a culture of transparency, efficiency, and innovation

GOAL 4 OBJECTIVES

- A. Implement cost-saving innovative internal strategies to improve efficiency
- B. Increase government transparency and communication capabilities
- C. Enhance service delivery to residents, economic partners and visitors



Challenges and Opportunities

- Redevelopment is critical to our future and success
- Catalyst sites:
 - Ward Plaza
 - Federal Mogul (Abex)
 - ZeroPak
 - Old Town
- Additional housing options - from affordable to high end
- Workforce
- Nearly 25% of tax digest is exempt
- Increasing unfunded mandates
- Historic Downtown and Amenities
- Strong Financial Position:
 - Fund Balance Reserve - 22% of General Fund Expenditures
 - AAA bond rating
 - Multiple Government Finance Officers Association (GFOA) Awards (CAFR and Budget)
- Comprehensive Plan Update

Recent Projects

• **Completed:**

- New John Kerr Elementary School
- Public Safety Communications System
- Meadow Branch Avenue Extension
- Joint Judicial Center Renovation
- Green Circle Trail - Phase II
- City Hall Façade Improvements
- Body Worn Camera Deployment
- Crossover Boulevard
- Fairmont Avenue Street Improvements
- S. Kent Street Improvements

• **Government Transparency:**

- Website and mobile app
- Agenda Management, Online Board Application and Live Streaming of Council Meetings
- Budget Transparency Tool and Open Checkbook - OpenGov
- Online FOIA Request Portal
- Cable Channel 6
- Social Media: Facebook, Twitter, Instagram, YouTube
- Citibot
- Podcast
- Newsletters





Current Projects

- New wayfinding signage
- North end sidewalk replacements (CDBG)
- Temporary sidewalk repairs
- Water meter and sidewalk replacements
- Wentworth Drive sidewalks
- N. Cameron Drainage Improvements
(Phase I starts next week)
- Water Treatment Plant repairs
- Central Downtown Infrastructure
Improvements
- New City Yards Facility
- New Park Maintenance Facility
- Kent/Woodstock Lane Improvements
- City Hall Renovations
- Creamery Renovations



Upcoming Projects

- Potential Boscawen Street closure discussion
- Hope Drive Extension
- Green Circle Trail Phase III and IV
- Valley Avenue Drainage and Sidewalk Improvements
- Burn Building Construction
- Natatorium at Jim Barnett Park



PUBLIC INPUT SESSIONS

Help shape the future of your City! If you have any questions, please contact the Planning Department.

Plngdept@winchesterva.gov
540-667-1815

Thursday, July 25

2:00 p.m. | Frederick Douglass Elementary School Gym | 100 W. Cedarmeade Ave.

Monday, July 29

10:00 a.m. | Virginia Avenue Charlotte DeHart Elem. School Cafeteria | 550 Virginia Ave.

Wednesday, July 31

6:30 p.m. | John Kerr Elementary School Cafeteria | 427 Meadow Branch Ave.

Tuesday, August 6

6:30 p.m. | Garland Quarles Elementary School Cafeteria | 1310 S. Loudoun St.

Questions

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