



OTAC
Design Committee

6/13/19

Attending: Chair Liz Minor, Charlie Fish, Drew van Laeken and Greeley Myers (notes taken by Downtown Manager Jennifer Bell)

Old Town Banners Project

- Review of Banner Map – potential locations – The committee discussed whether to place the banners prominently around the secondary district or use them to highlight the entrance corridors. Generally, the entrance corridors were emphasized. Other than the Amherst Street entrance and E. Piccadilly Street entrance area there was no consensus on the exact location for the new banners. It was determined more research of existing banner locations and the visibility of the banners would be useful. North Loudoun Street and South Camerons Street were emphasized. The traffic circle banners were discussed as impactful but that fewer banners could be used in the future possibly freeing up banner hardware for other locations. There was concern about the visibility of the banners currently in place. Since the banners would be in use primarily from September to April the concern of foliage blocking the banners would not be as significant.
- Type of Banner – theme, color scheme, etc. – The group discussed blue or red as key colors. The committee determined that red would stand out the best and that the skyline logo should be used on the banners. They requested a mock up of the banners with the words Old Town Winchester and possibly Welcome to Old Town Winchester on the banners.

No date was set for the next meeting. It was discussed that the concept would be presented at the July OTAC meeting for approval. Meeting adjourned.