

**1. Call to Order**

- Review of Previous Meeting Minutes
- Expenditures Report Review

**2. Chair Updates**

- National Avenue Gateway
- Pocket Park – Shenandoah Valley Discovery Museum
- Special Events Budget and Schedule
- Council Liaison
- Virginia Main Streets – Downtown Improvement Grant \$20,000 for Façade Improvement

**3. Branding**

**4. City Council Updates – City Council Liaison**

**5. Committee/ Work Plan Updates**

- Design
- Promotions
- Economic Restructuring
- Organization

**6. Downtown Manager's Updates**

- Welcome Center
- Virginian Main Streets – Milestone Award
- Event Updates
- Business Block Captain
- Parking

**7. Old Town Winchester Business Association**

**8. Public Comments**

**9. Adjournment:** Next meeting – The next regular meeting will take place **May 8, 2014 at 5:30 in City Hall 4<sup>th</sup> floor exhibit hall. (A week later than usual due to Apple Blossom)**

**Attendees:** Lauri Bridgeforth (Chair), Terry Bohan, Beau Correll, Scott Dawson, Cory Garman, Mark Lore, Rick McClendon, Andrea Smith, Susan Touchette, Jennifer Bell. **Assistant City Manager:** Doug Hewett  
**City Council Liaison:** Councilman Ben Weber **Absent:** Marilyn Finnemore and Melinda Kramer  
**(Notes taken by Sarah Acuff Chapman)**

- **Call to Order**
  - Approval of Previous Meeting Minutes – approved unanimously.
  - Expenditures Report – question regarding reimbursement for Restaurant Week. Jennifer explained that it is payment of an invoice from 2013 that was not received until 2014.
  
- **Chair Updates**
  - Lauri moved up the Arts Council Grant discussion on the agenda to accommodate members of the Arts Council in attendance. Jennifer reviewed that the deadline for the City to apply for the \$5000 grant is April 1. The OTDB matches the grant with \$5000, resulting in \$10,000 available to be awarded. As in previous years, this year three non-profit organizations applied for use of the grant funds using the generic City form to request City funds. The organizations are First Night Winchester, Bluemont Concert Series, and the Shenandoah Arts Council. In previous years, the \$10,000 was split evenly 3 ways.
    - At the February OTDB meeting, the board asked for the Shenandoah Arts Council to provide explanation as to how the grant funds they received were used. The Shenandoah Arts Council provided a written explanation that “the grant monies were used to pay for full color print ads, brochure, postcard and poster for the Open Studio Tour, held November 2013. The funds are also being used for the ArtScape banner program, to pay for the updating of both Call for Entry (adult and under 18); printing and snail mail of Call for Entry; design & layout of actual banners and the banner brochure. A small portion will be used to produce an event postcard and poster for the downtown furniture for June 6 & 7.”
    - There was clarification regarding the 2-year Memorandum of Understanding (MOU) for ArtScape, it does not require the City to give funds.
    - Mark asked how transparent is the process for awarding grants? Are we letting other non-profits know that the grant is available? Jennifer stated that there is no formal publicity of the program and very few specific requirements. The only stipulation of the Arts Grant is that monies cannot be used to hire performers and since special assessment funds are used it must be for projects in Old Town.
    - The grant application asks the non-profit organization what their strategy is for replacing funds in the future. This was brought up as a possible evaluative criteria.
    - The grant is not guaranteed. The City has to apply every year. The deadline is April 1.
    - **Motion to evenly split the \$10,000 grant evenly between the 3 applicants. Seconded. No discussion. Motion passed unanimously. Lauri abstained.**
  - Taylor Pavilion – Economic Development Director Jim Deskins was asked to attend to address questions. He was not in attendance. Jennifer stated that the management agreement regarding the Taylor Pavilion was not yet finalized; it is her understanding that there is no relationship or agreement between the management company and the restaurant regarding the Taylor Pavilion. Tax credit incentives were available to anyone who went into the restaurant space. Beau started to ask about the city owning the space and Assistant City Manager Doug Hewett interjected that to ensure correct information is being given, questions should be submitted to Jim Deskins. Beau said that certain articles in the Winchester

Star talked about the restaurant catering the pavilion. Doug would not comment on what someone else said to the newspaper. Cory stated that he would like to see fairness to all businesses.

- ArtScape – Phase 2 – Discussing whether to expand the program to Braddock and Cameron Streets. Could have two possibilities - Two rounds of art work displayed or could move the art work to the secondary streets. May want to discuss creating a new MOU for when the current one expires. ArtScape used to use city funds now the Shenandoah Arts Council funds the project, but there is a MOU with the city because the banners are displayed on city poles. Scott asked if the board could see the MOU. Yes. Cory stated that if the City receives the grant, the board needs to clarify where the funds can be used. Jennifer replied that by passing the motion earlier in the meeting to evenly split the funds between the 3 applicants, the Shenandoah Arts Council can use the monies for the studio tour and ArtScape because they were included in their application. Scott shared concern about the length of time the banners are displayed. **It was suggested that the Design Committee might want to discuss guidelines for use of the banner space.**
- **Branding Update** – Jennifer Bell
  - A YouTube Video presentation of the branding concept developed by Arnett Muldrow was shown.
  - Timeline – in the near future, the concept will be presented to City Council. It would be helpful if the OTDB would make a recommendation to present the concept to City Council.
  - Councilman Weber asked if feedback from the OTWBA was sought. Yes – a member of the OTWBA leadership was present at the initial presentation by Arnett Muldrow.
  - Audience member, David Smith interrupted to ask, why the OTDB did not use Virginia Main Street’s free service. Jennifer replied that she approached Main Streets and because we applied for a \$20,000 Façade Improvement Grant we were not eligible for a \$5,000 matching branding grant. As part of his contract to assist with the Branding, Dario hired a consultant to lead the branding task force. The task force recommended hiring a branding firm. The branding task force sought applications from firms, both local and non-local. A firm was chosen and Full Circle Marketing entered into a contract with Arnett Muldrow. Funds were requested from City Council specifically for branding. OTDB Chair Lauri Bridgeforth asked that all further questions be held until public comments at the end of the meeting.
  - Mark asked if the board could see the brand next meeting with tweaks. Jennifer said that ideally, the board would recommend now, with tweaks, to present to council, then it would come back to the OTDB.
  - **Motion to recommend to send a revised version of the brand to City Council.**
  - Beau asked “what are we recommending?” There are many images in the presentation. Lauri responded that we are recommending the package concept. Scott added that it’s the styleguide, typeface, and use guidelines. Lauri added that businesses could use the logo.
  - Rick asked how many businesses had input? They received open invitations to 2 business specific discussion sessions as well as the public meeting. Approximately 60 people total attended. Rick added that we need stakeholder buy-in. The video presentation is now live on YouTube for people to view. The logo and branding is for Old Town. Businesses can choose to use them.
  - Suggestion for business captains to reach out to stakeholders for feedback.
  - Cory asked about the timetable for feedback and deliverables. Dario was asked to clarify. The punch list should be given to Arnett Muldrow 2-3 weeks after the initial presentation. About 8 weeks (around April 17) for deliverables. Can push back if needed.
  - **Cory requested a copy of the schedule.**
  - Councilman Weber did not recommend sending the presentation to council yet. The council is made up of 9 different personalities. Need a more focused presentation. Get a statement of buy-in from the OTWBA. Get stakeholder feedback.
  - Cory said motion should be to send feedback to Arnett Muldrow.
  - **Motion to task to Design Committee passed. Jennifer will present to OTWBA at their April 1 meeting.**

(Board Member Beau Correll departed)

- **City Council Updates - Councilman Weber**
  - City Council has been working on a number of items. Beautification of the city gateways, Cork St. fencing and sidewalks. Met with the school board to discuss the Kerr Elementary School. Excited with the Taylor Hotel. How nice for the Shendows to put on a reception for the Kee Construction workers; great camaraderie downtown.
  - Volunteered to be Block Captain for Boscawen Street. Was a block captain in previous years and it played a critical role in parking meters.
  
- **Committee/ Work Plan Updates**
  - Design –
    - Did not meet.
  - Promotions – Mark
    - Two issues discussed at last meeting. Event Policy and Taylor Pavilion. Came up with a few recommendations to give to Jim Deskins, specifically the need to avoid competition with downtown businesses.
  - Economic Restructuring – Scott
    - Did not meet.
  - Organization – Rick
    - Will give board members time to read through the revised Event Policy. 99% there.
    - Business Ambassadors – a listing by street was passed around for board members to sign-up.
    - Welcome Center Volunteers Press Release – only one response so far.
    - Lauri commented on the Event Policy. The OTDB is not mentioned at all.
      - Cory stated that with the contract with FCM, the board’s role is to approve the calendar of events and the budget for the events. He mentioned that the Downtown Manager is responsible for oversight and it is the City’s contract, not OTDB’s. Issues with events should be taken to the Downtown Manager or another City official. He felt the OTDB did not have approval of the calendar and budget last year and that a “Participant Satisfaction Survey” should be done by FCM for every event. The OTDB can advise on the event budget and calendar and the Downtown Manager welcomed comments from the OTDB. Corey stated that the City ultimately decides on events, not the OTDB.
      - Lauri began to ask Councilman Weber about the events but Councilman Weber stated that he could not comment on the Special Events Contract because legal had pulled an opinion.
      - Assistant City Manager Doug Hewett suggested that the current revision is a good policy for guidelines for City staff to review. Instead of including a fee structure, let the City Council decide on policy. OTDB should identify Policy Statements, for example, events should be inclusive, private events should pay their own way. Continue refinement process then present to City Manager Dale Iman and the City Attorney. They will package it for presentation to City Council. Administrative Policy is better than City Code in this respect. **Doug and Jennifer will meet to discuss and provide feedback to the Organization Committee.**
      - Councilman Weber stated that City Council is eager to see the Event Policy. He said Apple Blossom cost the city over \$100,000 last year. FCM event were designed to prime the pump for future events. Everyone needs to be treated equally and without a policy, it is hard to defend decisions.
      - Lauri also commented that the Event Policy did not mention a refund policy if an application is revoked or procedure if a check bounces. She asked should Dept. of Zoning be involved? It was clarified that the OTDB makes recommendations. City Admin. Staff works out the management and details.
      - Cory stated that the City already has procedures in place for dealing with vendors.
      - Andrea Smith will forward proofing edits to Sarah for revisions.

- Jennifer stated that something else to consider in the policy is signage guidelines.
- Mark asked if recommendations can still be given. Yes.
  
- **Downtown Manager's Updates – Jennifer**
  - Welcome Center: over 800 visitors to date.
  - Business Captains – discussed earlier in the meeting
  - Saturday Enforcement of Parking Meters is being discussed. At the feedback stage.
  - Parking Garages will be renovated this summer. Braddock will close for 3 weeks in August. No decision yet on where to put monthly parkers.
  - Point of Clarification – if board members have legal questions they should email Jennifer and she will get a response. If they have concerns regarding the Downtown Manager they should contact Assistant City Manager Doug Hewett.
  - FCM Events Update: Dario
    - **Will resend 2013 accomplishments to the board for review.** Working with local businesses. Events that were developed came from board discussions and the hiring committee. Continuing to make enhancements. Has an open door policy for questions and comments. Kidz Fest – community organizations are involved. Working with new sponsor and returning sponsors for events. Gateway and Jim Stutzman Chevrolet Cadillac. Working to enhance First Fridays. Movies on the Mall has a sponsor.
    - **Cory requested that Dario submit the events budget and calendar to the board at the next meeting.**
    - Terry – regarding concerns from businesses, do you talk with them? Yes. Email with Christine Patrick, OTWBA President. Working with businesses and restaurants to work with Kidz Fest (kids' activities in store, kids menus that day)
  
- **OTWBA – Ryan Hall, Member at Large, Dharma Studio and Web Strategies**
  - At the recent OTWBA meeting: March events overview, went over the First Fridays theme list from Jennifer, Rally in the Alley is coming up in April, Easter Egg Hunt, Apple Blossom. Heard from Mark Bates, Dario, and Main Streets Foundation.
  - Would like to see branding presentation at next meeting. April 1, 6 p.m. at the GW Hotel.
  
- **Public Comments - none**
  
- **Adjournment at 7:28 p.m.** Next meeting –**Thursday, April 3** at 5:30 p.m., Rouss City Hall, 4<sup>th</sup> Floor Exhibit Hall

<b>Professional Services/Special Events</b>	<b>Budgeted</b>	<b>March Expenditures</b>	<b>Current Balance</b>
Monthly Retainer	\$70,905.00	\$5,945.00	
<b>FYTD Account Total</b>	<b>\$182,000.00</b>	<b>\$5,945.00</b>	<b>\$20,755.24</b>

<b>Professional Services/Other</b>	<b>Budgeted</b>	<b>March Expenditures</b>	<b>Current Balance</b>
Web Content Management		\$525.00	
SESAC Music License Service		\$685.00	
<b>FYTD Account Total</b>	<b>\$43,500.00</b>	<b>\$1,210.00</b>	<b>\$37,000.00</b>

<b>Telecommunications</b>	<b>Budgeted</b>	<b>March Expenditures</b>	<b>Current Balance</b>
Work Cell Phone - Feb.		\$49.77	
<b>YTD Account Total</b>	<b>\$720.00</b>	<b>\$49.77</b>	<b>-\$611.52</b>

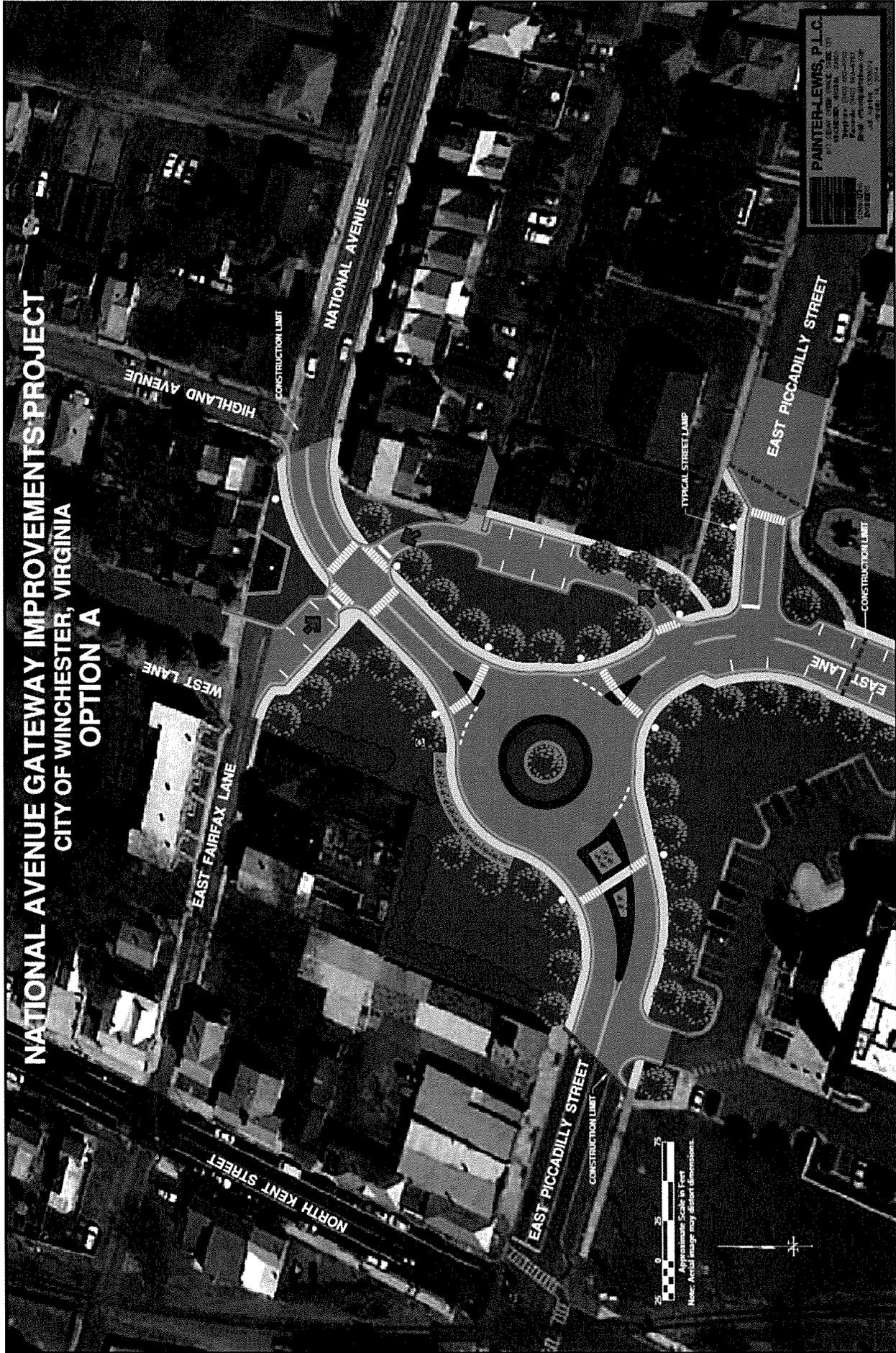
<b>Travel/Mileage &amp; Transportation</b>	<b>Budgeted</b>	<b>March Expenditures</b>	<b>Current Balance</b>
VA Mainstreets Milestone Awards in Richmond		\$151.20	
<b>YTD Account Total</b>	<b>\$700.00</b>	<b>\$151.20</b>	<b>\$256.17</b>

<b>Travel/Convention &amp; Education</b>	<b>Budgeted</b>	<b>March Expenditures</b>	<b>Current Balance</b>
VA Mainstreets Milestone Awards Luncheon		\$35.00	
<b>YTD Account Total</b>	<b>\$3,000.00</b>	<b>\$35.00</b>	<b>\$1,757.69</b>

<b>Materials &amp; Supplies/Food &amp; Food Service</b>	<b>Budgeted</b>	<b>March Expenditures</b>	<b>Current Balance</b>
Welcome Center Supplies		\$29.40	
<b>YTD Account Total</b>	<b>\$600.00</b>	<b>\$29.40</b>	<b>-\$64.79</b>

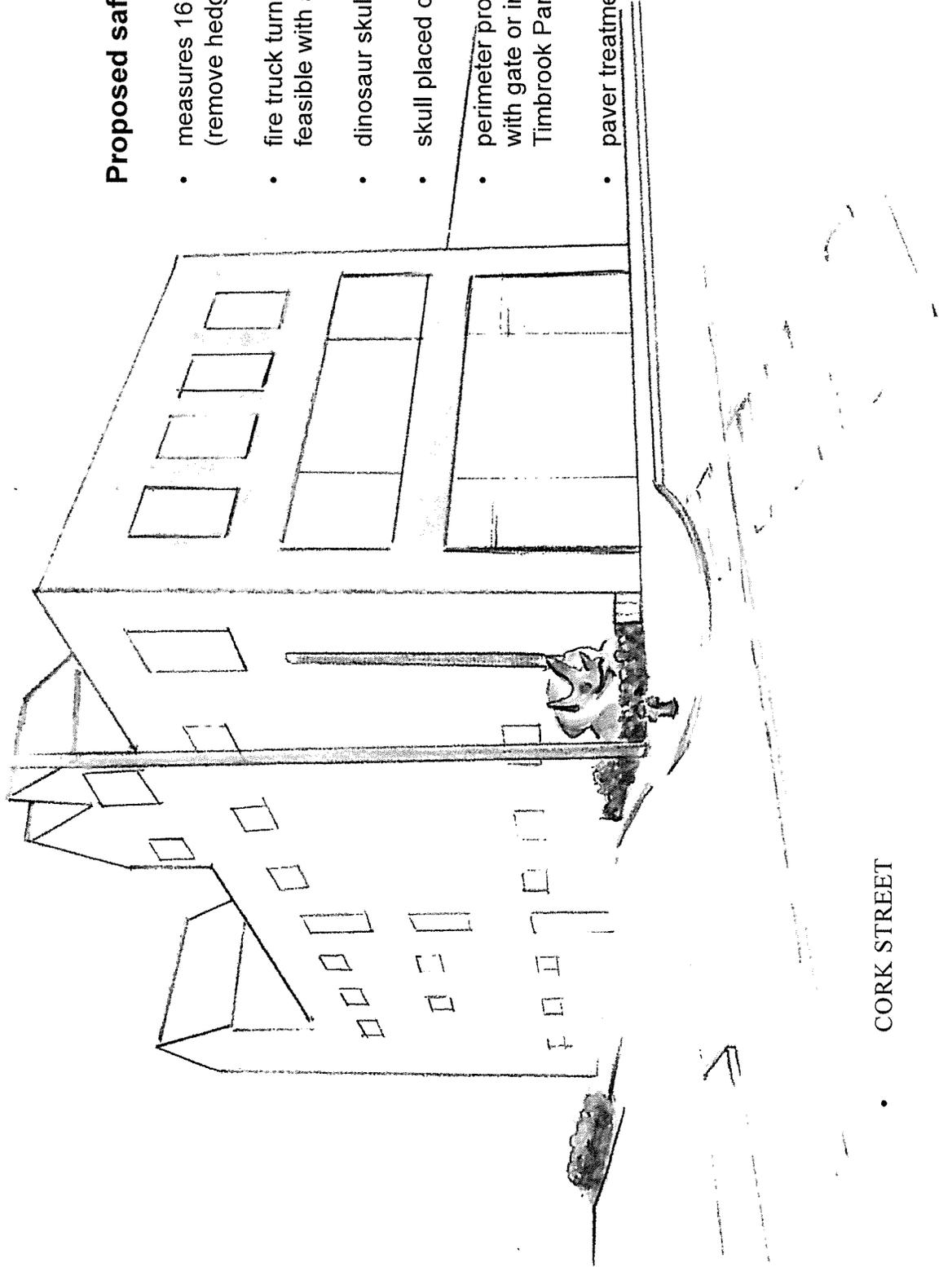
<b>Materials &amp; Supplies/Books &amp; Subscriptions</b>	<b>Budgeted</b>	<b>March Expenditures</b>	<b>Current Balance</b>
Winchester Star Annual Subscription		\$105.00	
<b>YTD Account Total</b>	<b>\$500.00</b>	<b>\$105.00</b>	<b>\$395.00</b>

# NATIONAL AVENUE GATEWAY IMPROVEMENTS PROJECT CITY OF WINCHESTER, VIRGINIA OPTION A



**PAINTER-LEWIS, P.L.L.C.**  
117 EAST CENTER AVENUE, SUITE 100  
WINCHESTER, VIRGINIA 22601  
Phone: (540) 338-2200  
Fax: (540) 338-2201  
www.painter-lewis.com

**Shenandoah Valley Discovery Museum:**  
Safety Buffer at Indian Alley and 19 W. Cork Street



**Proposed safety buffer:**

- measures 16 feet wide to hedge (remove hedge); and 33 feet long
- fire truck turning radius of 26 feet feasible with above dimensions
- dinosaur skull measures 4.3 x 6.5 ft.
- skull placed on bed of bark mulch
- perimeter protection of low hedge with gate or iron fence similar to Timbrook Park
- paver treatment similar to sidewalk

• CORK STREET



**SV-14-94 AN ORDINANCE TO CONDITIONALLY VACATE A PORTION OF S. INDIAN ALLEY RIGHT-OF-WAY ADJOINING THE PROPOSED SHENANDOAH VALLEY DISCOVERY MUSEUM AT 19 W. CORK STREET AND CONDITIONALLY CONVEY IT TO THE SHENANDOAH VALLEY DISCOVERY MUSEUM**

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**REQUEST DESCRIPTION**

This request by the Shenandoah Valley Discovery Museum ('Discovery Museum') entails vacating the public street purpose of an improved section of S. Indian Alley adjoining the east side of the Discovery Museum property at 19 W. Cork Street. The proposal calls for conditionally vacating and conveying an irregular-shaped portion of the alley comprising approximately 235 square feet closest to the south side of W. Cork Street. A reversion clause would allow the City to reclaim the land for public alley purpose if the Discovery Museum ceases to use the property or fails to maintain it in safe and orderly manner as determined by City Council.

**AREA DESCRIPTION**

The segment of S. Indian Alley between W. Cork St and W. Clifford Street to the south has a very low volume of traffic. It generally only accessed by motorists who own or lease property that has frontage along the one-block long section of the public alley. The Discovery Museum owns the adjoining property along the west side of the proposed vacation area and the Winchester Parking Authority (WPA) owns the property along the east side. There is already gravel access from Indian Alley into the WPA lot which would be improved. No parking spaces would be lost or relocated on the WPA lot because of this revised alignment of traffic flow.

**STAFF COMMENTS**

This vacation and conveyance request has been reviewed by a wide array of City Departments including: Police, Fire & Rescue, Planning, Public Services, Parks & Recreation, Downtown Management, WPA, and Tourism. The plan is generally consistent with the adopted Comprehensive Plan which is heavily focused on improving walkability. In the Mobility Chapter, Objective 4d states "Identify and widen certain sidewalks to create outdoor social spaces." The proposed dinosaur climbing structure will definitely become a popular outdoor social space for families. The proposed sidewalk bump out and crosswalk will also provide a safe defined pedestrian crossing at W. Cork St and Indian Alley with the Discovery Museum on one side and the youth-oriented Vostrikov Academy of Ballet on the other side.

A vacation and conveyance of this subject 10-foot wide portion of S. Indian Alley would need to be conditioned upon establishing utility easements for existing utilities situated within the existing public right-of-way and for any needed drainage. Staff also recommends that the ordinance be subject to a reversion clause which would allow the City to reclaim ownership of the area for public alley purpose. The triggers for reversion could be spelled out in an agreement between the City and the Museum, but would likely include: discontinued use of the property at 19 W. Cork St as a museum; failure to maintain the area in a safe and/or orderly manner, or if the City and/or the WPA discontinue use of the WPA property for public parking. Council should determine what provisions should be included in the agreement to ensure that improvements such as fencing, walls, and statuary.

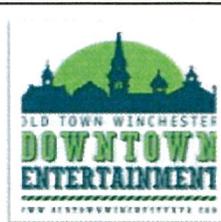
Staff believes that the use of internal viewers on this request would be appropriate and would recommend that the conveyance be subject to only a nominal (i.e. \$10) dollar amount since it would be subject to possible reversion.

RECOMMENDATION

Staff recommends vacation and conveyance subject to certain conditions. A favorable motion of the Commission could read:

**MOVE**, that the Commission forward the Vacation and Conveyance request **SV-14-94** to City Council recommending approval subject to the following:

1. Establishment of utility easements for existing utilities situated within the existing public right-of-way; and,
2. An agreement between the City and the Discovery Museum spelling out the terms and conditions of any possible reversion of ownership back to the City in the future.



<b>Total Event Expenses vs Revenue 2014</b>	
<b>Event</b>	<b>Expenses</b>
Kidz Fest	\$8,815.00
Friday Night Live June	\$17,075.00
Friday Night Live July	\$17,075.00
Friday Night Live August	\$17,075.00
Movies On Mall	\$2,750.00
Rockin Independence Eve	\$9,015.00
Downtown Tailgate	\$23,225.00
Octobeer Fest	\$27,970.00
Holly Jolly Celebration	\$750.00

<b>Sub-Total</b>	<b>\$123,750.00</b>
<b>Events</b>	<b>Revenue</b>
Kidz Fest	\$8,900.00
Friday Night Live June	\$13,900.00
Friday Night Live July	\$13,900.00
Friday Night Live August	\$13,900.00
Movies On Mall	\$2,750.00
Rockin Independence Eve	\$15,000.00
Downtown Tailgate	\$30,000.00
Octobeer Fest	\$47,000.00
Holly Jolly Celebration	\$1,000.00
<b>Sub-Total</b>	<b>\$146,350.00</b>
<b>TOTAL:</b>	<b>\$22,600.00</b>

Retainer(60% for events)	\$42,000.00
Total Investment(60%retainer - revenue)	(\$19,400.00) Cost

These expenses are projected expenses based on using the new Taylor Pavillion and lots used from last year, expenses may increase based on adjustments to site and increased pre-ticket sales/attendance

HOST	EVENT NAME	LOCATION	DAY	DATE	TIMES	CONTACT	PHONE	EMAIL	TYPE
Full Circle Marketing	Kidz Fest	Old Town Winchester	Saturday	May 17th, 2014	11:00 am - 6:00 pm	Dario Savarese	540-722-8700	dario@fullicrdlem.com	Adult
Full Circle Marketing	Friday Night Live	Old Town Winchester	Friday	June 20, 2014	6:00 pm - 9:00 pm	Dario Savarese	540-722-8700	dario@fullicrdlem.com	Adult
Full Circle Marketing/OTDB/WPRD	Rockin Independence Day	Old Town Winchester	Thursday	July 3, 2014		Dario Savarese	540-722-8700	dario@fullicrdlem.com	Family
Full Circle Marketing	Friday Night Live	Old Town Winchester	Friday	July 18, 2014	6:00 pm - 9:00 pm	Dario Savarese	540-722-8700	dario@fullicrdlem.com	Adult
Full Circle Marketing/OTDB/WPRD	Salute To The Troops	Old Town Winchester	Saturday	July 19, 2014		Dario Savarese	540-722-8700	dario@fullicrdlem.com	Family
Full Circle Marketing	Friday Night Live	Old Town Winchester	Friday	August 15, 2014	6:00 pm - 9:00 pm	Dario Savarese	540-722-8700	dario@fullicrdlem.com	Adult
Full Circle Marketing	Beer & Wine Fest	Old Town Winchester	Saturday	September 5-6	3:00 pm to 9 pm 12:00 -	Dario Savarese	540-722-8700	dario@fullicrdlem.com	Adult
Full Circle Marketing	OctoBEER Fest	Old Town Winchester	Friday/Saturday	October 17-18	3:00pm - 9:00pm	Dario Savarese	540-722-8700	dario@fullicrdlem.com	Adult
Full Circle Marketing/OTWBA/OTDB	Holly Jolly Old Town Celebration	Old Town Winchester	Saturday	Decembr 13	12 noon - 9:00pm	Dario Savarese	540-722-8700	dario@fullicrdlem.com	Family

# What's New in Old Town



Old Town Winchester, (540) 535-3660

April 2014

## NEWS YOU CAN USE!

### APPLE BLOSSOM ROAD CLOSURES



Apple Blossom Festival begins April 25 with the Bloomin Wine Fest and concludes May 4. Road closures are expected to be the same as last year. Specifics will be available on the Old Town Winchester website and Facebook page soon.

### NEW RESTAURANT NOW OPEN

Roma is coming to Old Town! It's your favorite classic Roma, but with a brand new twist-seasoned oak wood-fired pizza. They will also serve some of Roma's Classics!

### Roma Old town Wood-Fired Pizzeria

21 North Loudon Street  
540-667-2743  
Mon.-Wed. 11am-10pm  
Thurs.-Sat. 11am-2am  
Sun. 12pm-9pm



### UPCOMING EVENTS



- OTDB Meeting – April 3
- First Fridays – April 4
- Rally in the Alley – April 13
- OTWBA Easter Egg Hunt – April 19
- Apple Blossom Bloomin' Wine Fest – April 25-26

## First Fridays Winchester Trivia Egg Hunt

On the First Friday of every month, many Old Town businesses stay open late and offer shoppers and diners specials and events.

On April 4, many businesses are also participating in a Winchester Trivia Egg Hunt.

A colorful decorated egg picture will be visible in participating storefronts. Written on the egg will be a trivia question about Winchester.

The answer can be found by going inside the business and locating the same egg picture, except this one will have the answer written on it!

We hope this will be a fun way to bring people into shops and restaurants while learning some fun facts about Winchester. Refreshments will be offered at many participating businesses.

For more information, visit [OldTownWinchesterVA.com](http://OldTownWinchesterVA.com) or like our Facebook page.



## Become a Welcome Center Volunteer

The Old Town Winchester Welcome Center is looking for enthusiastic and engaging members of the community to volunteer as Welcome Center Concierge. As a Concierge, volunteers will have the opportunity to welcome visitors to downtown Winchester and provide information to help create a memorable experience, assist community members in learning about upcoming events and getting engaged in Old Town, and to support the overall mission of the City of Winchester local government.

The Old Town Winchester Welcome Center opened in September 2013 as a place of hospitality and as a hub source of information for visitors to downtown and Winchester residents. The Old Town Welcome Center supports the City's goals to be a community of choice in which to live, work and visit.

Training will be provided to all volunteers. For more information about volunteering at the Old Town Welcome Center, please contact Downtown Manager Jennifer Bell at (540) 535-3660 or [welcomer@winchesterva.gov](mailto:welcomer@winchesterva.gov).

## The Parking Authority Seeks Feedback

Please take a moment and respond to these questions. Responses can be e-mailed to [otw@winchesterva.gov](mailto:otw@winchesterva.gov).

1. Who are you?  
Resident, Landlord, Tenant, Business Owner, Employee, Consumer, Student, etc.
2. On Saturdays, where do you usually park when downtown?  
On the street, In a parking garage, In a public surface lot, Other.
3. On Saturdays, do you find it difficult to find on street parking?  
Yes, No, Sometimes.
4. Rank the following in order of priority to you regarding parking.  
Convenience, Location, Cost, Other.
5. Would you be willing to pay a flat fee to park in the garages upon entering during special events? (This would allow vehicles to exit more easily and quickly.)



**Old Town Winchester  
Welcome Center**

33 E. Boscawen St.  
Suite 100  
Winchester, VA 22601  
(540) 535-3660

**E-mail**

[OTW@WinchesterVA.gov](mailto:OTW@WinchesterVA.gov)

**Open**

Monday - Saturday 8 - 5

**On the Web**

[OldTownWinchesterVA.com](http://OldTownWinchesterVA.com)

**On Facebook**

[/OldTownWinchesterVA](https://www.facebook.com/OldTownWinchesterVA)

*Shop, Dine, Explore!*

MUSEUM CORNER –

**George Washington's  
Office and Stonewall  
Jackson's Headquarters**

are now open!

The **Shenandoah Valley**

**Discovery Museum** is

closed for relocation to  
Cork St.

The **Old Civil War**

**Courthouse Museum** is  
currently open Wed.-Sun.  
through April.

## Downtown Manager's Update

### Façade Improvement Grant

The Old Town Development Board has just received a \$20,000 Virginia Main Streets Downtown Improvement Grant for a Façade Improvement Program. We will soon be distributing information on how to apply. Matching grants up to \$5,000 will be available for downtown business for Façade Improvement. Applicants must also meet other city permitting and review requirements. For more information contact Downtown Manager, Jennifer Bell at (540)535-3661.

### Enterprise Zone

Sections of the City of Winchester including most of the Primary and Secondary Districts have been designated an Enterprise Zone. There are local and state incentives for businesses. Contact the Winchester EDA for more information.

### OTDB

The Old Town Development Board will meet Thursday, April 3 on the 4<sup>th</sup> Floor of City Hall in the Exhibit Hall at 5:30 p.m. All are welcome to attend.

**Sample of  
variation of  
Branding  
Concept.**



### Awards

The Old Town Development Board received a Virginia Milestone Award for 35,000 volunteer hours for the program. We greatly appreciate the many volunteers who have given their time and talents over the years to support the downtown. We continue to need volunteer assistance from committee members to event assistance. Contact us if you are interested in learning more.



### Branding Campaign

The OTDB is currently reviewing suggestions by Branding Consultants Aaron Arnett and Ben Muldrow for the Old Town Winchester brand. The suggestions for downtown logos and taglines include the one highlighted above and a variation on the left. The consultants recommended a variety of versions of this main design in different colors and styles which might be used in different circumstances. Please contact Jennifer Bell if you would like to comment on the Branding.

## SU Students Present Skit about George Washington

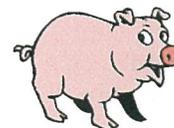
**Saturday, April 12 at 1:00 p.m.**

Shenandoah University theatre students will present a skit "Hog Wild in Winchester" on the grounds of George Washington's Office Museum.

This skit coincides with the dedication of the new outdoor exhibit at the museum which addresses George Washington's political career. Washington was first elected to public office as a burgess from Frederick County.

This short skit is about Washington's passing of his only one piece of legislation impacting Winchester which was to prohibit hogs from running loose in the streets of Winchester to protect the water supply.

Stop by and learn something about George Washington that probably was never mentioned in your history textbooks!





# Special Event Policy

For

*The City of Winchester*

(Draft prepared by the Old Town Development Board)

April 2014

## **Introduction**

The City of Winchester is committed to facilitating a wide range of opportunities that are in alignment with the core values of the City. The mission of the City of Winchester is to be a financially sound City providing top quality municipal services while focusing on the customer and engaging our community.

Special Events provide opportunities to promote community welfare and quality of life, help build a sense of community, showcase local and regional talent, enrich cultural opportunities, draw residents and first-time visitors to the City of Winchester, contribute to the economy of the community and establish an active community.

The City of Winchester recognizes the benefits and opportunities made available through special events. Therefore, the City of Winchester seeks to facilitate, promote, coordinate and /or participate in special events that provide a benefit to the larger community and fit within the capacities of developing a vibrant city.

This policy is intended to work in concert with all other applicable rules, regulations, laws, and ordinances of the City of Winchester and other applicable governmental entities.

## **Guiding Principles**

*It is the aspiration of this policy that all events will foster a vibrant engaging environment for our residents, stakeholders, and visitors. Such events should not incur a financial drawback to city taxpayers while offering when possible, reasonable profit opportunities to merchants.*

The City of Winchester recognizes the substantial community benefits that result from special events. These events provide cultural enrichment, promote economic vitality, enhance community identity and pride, and provide opportunities for fundraising for the community's nonprofit agencies. In particular, special events should aim at (1) multigenerational activities, (2) celebration of Winchester's historical traditions (e.g. Colonial, Civil War, Flour/Weaving Mills, Apples/Apple Blossom), (3) avoidance of direct conflict and/or competition with Winchester businesses.

Partnerships between the City, event sponsors and the community are valuable in ensuring successful events. We recognize that events require logistical support and commitment from the sponsoring entities and that the City requirements may represent a significant portion of an event's costs. When setting fees and conditions for events, the City will consider impacts on the event's costs while balancing the City obligation to protect public health, safety, and provide financial oversight to the citizens of Winchester. In general, special events should provide full cost recovery to the City.

Outside entities receiving financial assistance for special events from the City are required to provide the Council or their designee with a business plan and/or provide a full disclosure of all expenses and revenues related to the event.

It is our goal to have successful cost-effective special events that enrich and enliven the community and provide opportunities for the use of volunteer services from volunteer agencies and organizations when deemed feasible and practical, and when cost savings will be achieved that will not negatively impact public health and safety.

## Application Process for All Events

The Chief of Police or designee serves as a resource to advise and guide organizations seeking to host events within the City of Winchester. Any public gathering or special event that requires use of any portion of public property within the City of Winchester must first submit a special event application and complete all necessary documents in order to obtain approval from the Chief of Police or designee. The City of Winchester has the authority to block off days specifically for city-sponsored events in which private entities may not compete.

### Classification of Events

#### Non-Government Funded Events:

This is defined as events that are created, planned, and implemented by local businesses, non-profit organizations, and non-governmental agencies. The City of Winchester does not provide financial support for these events, and fees are associated with the activity including overtime expenses, supplies and materials, and permit fees must be covered by the Event Organizer.

#### City Funded Events:

This is defined as events that request or utilize funds or services from the City of Winchester without full reimbursement to the City. These fall into two categories events which are organized by the city such as the Holiday Parade, Fireworks etc. and events which receive City support but are organized by external organizations or businesses. These would include grant funded programs (like the Bluemont Concert series) and events provided through contract work to the city. Funds for events might come from departmental budgets or from Special Appropriations by Council.

In order to be considered for city funds or services the following criteria should be considered:

How will this event serve the Mission and Goals of the City: The first major criterion shall be the appropriate relationship of a sponsorship to the City of Winchester Mission and Goals. While objective analysis is ideal, the appropriateness of a relationship may sometimes be subjective. This policy addresses this necessity to help assist with decisions involving larger amounts and benefits for sponsorship.

- Sponsorship that will **NOT** be considered are those which:
  - Promote environmental, labor, or other practices that, taking place in the City, violate City, U.S. or state laws (i.e. dumping of hazardous waste, environmental health, exploitation of child labor, undocumented immigrants).
  - Promote the use of drugs, alcohol, or tobacco that constitutes violations of law.
  - Exploit participants or staff members of the City of Winchester.
  - Offer benefits that may violate other accepted policies or City codes and ordinances.

- Criteria for funding may include:
  - Private funds are insufficient to produce the event.
  - Event meets one or more of the guidelines.
  - Public money can leverage additional private money, e.g. for benefit events.
  - Event serves an underserved demographic or sector of the population.
  - Event is held in a time of year when events are needed.

#### 1. **Post-Event Evaluation**

Events are required to submit a post- event evaluation of the event. This should include attendance numbers, best practices and areas needing improvement. The city should also send out an evaluative survey to get feedback from the community on all permitted events. The evaluation may include information from affected residents/businesses and/or feedback received by the City and a reconciliation of event profits and expenses to determine the success of the event.

**At a minimum, the following should be evaluated on any event receiving free city assistance or city funds:**

- a. **Attendance:** Who and how many attended? Estimate this using pedestrian count, parking volume surveys, photo counts, exit surveys, ticket sales, etc.
- b. **Event executions attitudes:** What did volunteers, attendees and businesses think about the event? Collect this information using formal or informal surveys or evaluations distributed to event participants and organizers. Review the event logistics to determine what worked and what didn't work.
- c. **Economic impact:** Ask businesses what economic impact the event had on them. Was there an increase in sales or foot traffic over the same period last year? What was one thing that they really liked about the event and would like to see continued? What would they like changed or added to the event next time? What were their operating hours? Were businesses open during the full hours of the event?
- d. **Sponsor value:** What was the media value of the event to your sponsors? Evaluate the cost and benefit to your sponsors based on attendance and the buying power of the attending audience. Survey attendees to gauge sponsor awareness. Prepare final reports for sponsors including attendance numbers, attendee demographics, assessment of media value and photos showing sponsor visibility at the event.
- e. **Event Goals:** What were the event goals? Did the event meet its goals? Is it worth doing again?

#### **Requirements to Obtain Approval**

In deciding whether to approve, approve with conditions, or deny a permit, the Police Chief shall determine:

- The event shall be in accordance with the guiding principles as previously outlined in this document;
- The event, as proposed, can be shown to function safely;

- The diversion of police and fire resources to support the event will not deny reasonable police and fire protection to the City;
- The special event will not cause irreconcilable interference with previously approved and/or scheduled construction, maintenance or other activities including any sidewalks, streets and parking spaces;
- The location/route meets the criteria established in the procedures;
- All costs for City services associated with the event shall be paid by the event sponsor(s), or if approved by City Council, the portion agreed upon will be covered by the City;
- The event as proposed shall not severely impact the quality of life within the area it is being held;
- The event shall not conflict in timing or subject matter with scheduled city-sponsored events.

**The city designee shall issue a permit for a special event unless it is determined that one or more of the following conditions exist:**

- The application is incomplete;
- The applicant has not tendered the required application fee, deposit, or insurance certificate and endorsement, unless such tender has been waived at least sixty (60) days before the date of the event;
- The information contained in the application, including supplemental information provided if any, is found to be false in any material respect, the purpose of the event is contrary to law, and/or the applicant has failed to meet the City requirements for a permit;
- A prior application for a special event to be held at the same time and place has been received or granted;
- The special event will unduly interfere with vehicular ingress to, egress from, or travel on a road, state designated highway, or major arterial collector street of the City;
- The special event will unreasonably interfere with fire or police protection, including presenting a substantial traffic or safety hazard;
- Event financial plan does not provide for full cost recovery by the city.

- Event size or duration will require diversion of so great an amount of City safety services that providing minimum levels of safety services to other areas of the City will be jeopardized;
- One or more of the applicants or persons whose name is shown on the application was also named on an application for a special event in the City of Winchester that resulted in a violation within the twelve months preceding the current application;
- The applicant or the organization on whose behalf the application is submitted has, on prior occasions, damaged City property and has not paid in full for such damages, or has other outstanding and unpaid debts to the City of Winchester;
- The applicant fails or refuses to comply with any permitting requirement or conditions of approval.

**BILLINGS FOR SPECIAL EVENTS:**

**Anyone hosting an event in Old Town may be required to pay fees associated with public health and safety. Fees will be determined by the City and must be agreed upon before final approval is granted.**

Special Event costs by the City shall be itemized as follows:

- Application fee/deposit \$
- Police Employee Time \$
- Fire/Rescue Department Time \$
- Facility/Space Custodial Services Fee \$
- Missing/Damaged Property/Supplies \$
- Rent/Facility Fee (if applicable) \$
- **NET TOTAL BILLING \$**

Other considerations impacting event fees charged by the City:

- Have an anticipated attendance at the special event of 500 or more people;(including clean up fees)
- A street closure anticipated to have a major effect on the flow of traffic in the area, i. e. closure of two or more intersections and rerouting of transit services or other public transportation. (police detail to block the street and administrative time to implement this closure)

- Vendors shall defend, indemnify, and hold harmless the City, its officers, employees, and agents from and against any losses and expenses, claims, suits, or other liability including product liability resulting from injury to any person or damage to property arising out of or in any way connected with the Vendor exercise of this agreement, provided such injuries to persons or damage to property are due to the acts or omissions of Vendor, its officers, employees or agents, or the products manufactured or sold by them.

### **Clean-up commitment:**

In the event a sponsoring organization fails to adequately provide clean-up in accordance with the plan submitted, the City may conduct the necessary clean-up and bill the sponsoring organization for such costs. Expenses incurred by City staff in support of the event may also be billed. The sponsoring organization must make payment to the City upon receipt of the City's invoice for such costs.

### **Revocation of Permit**

If the special event is to be held on public property, the Police Chief or designee may revoke the special event permit at any time he or she determines that, 1. as a result of inclement weather, conduct of the special event would unreasonably damage the public property for which it is proposed, 2 conducting the event would provide a potential public safety concern or 3 if it is determined that any provision or any condition of the permit has not been met or is being violated. A decision by the Police Chief or designee to revoke a permit is final and the City of Winchester and employees shall bear no financial burden for expenses incurred due to a cancellation of a permit.

### **Appeals**

An applicant may appeal the denial of an application or permit conditions made by the Police Chief or designee to the City Manager within thirty (30) days of receiving the notice. The City Manager or designee shall act upon said appeal promptly, but in no event later than the date and time of the proposed special event. If the decision to deny the special event permit was made by the City Manager or designee, that decision shall be final.

### **Indemnification**

The applicant shall indemnify and hold harmless the City of Winchester, its officers, agents, employees and volunteers from any and all claims, causes of action, penalties, losses, expenses (including reasonable

attorneys' fees) and any other liability for injuries or damages to persons or property resulting from the special event which were caused by the omissions or authorized acts of the applicant officers, agents or employees.

If the City incurs any costs as a result of the applicant's failure to comply with any provisions, or if City property is destroyed or damaged by reason of a special event, the applicant shall reimburse the City for its actual costs, including the actual replacement or repair cost of the destroyed property. The City may retain any deposit or portion thereof as full or partial reimbursement for any such damage.

### **Insurance Requirements**

All Special Events permitted by the City of Winchester require general liability in the amount of one million dollars for the duration of the event, which names the City of Winchester, its officers, agents and employee or volunteers as additionally insured.

- If insurance is required pursuant to this section, a certificate of insurance and an endorsement naming the City of Winchester as an additional insured shall be provided to the City no later than thirty (30) days prior to the event, and must be approved as to form and sufficiency by the City.
- If the applicant is unable to obtain insurance or does not provide the City with the certificate of insurance or endorsement, the City Manager may obtain such insurance on behalf of the permit applicant and charge the permit applicant for the cost.

### **Old Town Events**

Event held in the primary or secondary district have the potential to receive additional benefits of downtown promotion and support. They are governed by the Old Town Special Event Policy Guidelines. Refer to these guidelines for additional information.



# Old Town Development Board Event Guidelines

City of Winchester  
April 2014 Edition - Revised

## **Introduction**

The City of Winchester in partnership with the Old Town Development Board (OTDB) is committed to facilitating a wide range of opportunities that are in alignment with the core values of the City within the downtown. Our purpose is the revitalization of our community within the primary and secondary districts to create attractive places to live, work and visit. Special Events provide opportunities to promote community welfare and quality of life, help build a sense of community, showcase local and regional talent, enrich cultural opportunities, draw residents and first-time visitors to the City of Winchester, contribute to the economy of the community and establish an active Old Town community.

The City of Winchester and the Old Town Development Board recognize the benefits and opportunities made available through special events. Therefore, the OTDB seeks to facilitate, promote, coordinate and /or participate in special events that provide a benefit to the larger community and fit within the capacities of developing a vibrant Old Town.

Partnerships between the Old Town Development Board event sponsors and the community are valuable in creating successful events. This policy is intended to work in concert with all other applicable rules, regulations, laws, and ordinances of the City of Winchester and other applicable governmental entities for those seeking financial assistance and support from OTDB.

## **Guiding Principles**

The City of Winchester and the Old Town Development Board recognize the substantial community benefits that result from special events. These events provide cultural enrichment, promote economic vitality, enhance community identity and pride, and provide opportunities for fundraising for the community's nonprofit agencies.

*It is the aspiration of this policy that all events will foster a vibrant engaging environment for our residents, stakeholders, and visitors. Such events should not incur a financial drawback to city taxpayers while offering when possible, reasonable profit opportunities to merchants.*

Partnerships between the Old Town Development Board, event sponsors and the community are valuable in ensuring successful events. OTDB recognizes that events require logistical support and commitment from the sponsoring entities and that the City requirements may represent a significant portion of an event's costs. When setting fees and conditions for events, the City and OTDB will consider impacts on the event's costs while balancing the City obligation to protect public health, safety, and provide financial oversight to the citizens of Winchester. In general, special events should provide full cost recovery to the City. In particular, special events in Old Town should aim at (1) multigenerational activities, (2) celebration of Winchester's historical traditions (e.g. Colonial, Civil War, Flour/Weaving Mills, Apples/Apple Blossom), (3) keeping focus on both the north and the south ends of the mall, (4) avoidance of direct conflict and/or competition with OT businesses.

Outside entities receiving financial assistance for special events from the OTDB are required to provide the board with a business plan and/or provide a full disclosure of all expenses and revenues related to the event as well as an evaluation of the event and explanation of the benefits to the downtown community which might be received from this event.

It is our goal to have successful cost-effective special events that enrich and enliven the community and provide opportunities for the use of volunteer services from volunteer agencies and organizations when deemed feasible and practical, and when cost savings will be achieved that will not negatively impact public health and safety.

## Application Process for All Events

The Downtown Manager serves as a resource to advise and guide organizations seeking to host events within Old Town. Any public gathering or special event that requires use of any portion of public property within the City of Winchester must first submit a special event application and complete all necessary documents in order to obtain approval from the Downtown Manager and/or Winchester Police Department. The Downtown Manager has the authority to block off days specifically for city-sponsored events in which private entities may not compete.

### Classification of Events

#### **Non-Government Funded Events:**

Events that are created, planned, and implemented by local businesses, non-profit organizations, and non-governmental agencies. The OTDB does not provide financial support for these events, and fees are associated with the activity including overtime expenses, supplies and materials, and permit fees.

#### **OTDB Funded Events:**

Events that utilize funds from the special assessment tax, which are created, planned, and implemented by OTDB, the City, or approved non-profit organizations.

In order to be considered for city funds or services the following criteria should be considered:

How will this event serve the Mission and Goals of the City: The first major criterion shall be the appropriate relationship of a sponsorship to the City of Winchester Mission and Goals. While objective analysis is ideal, the appropriateness of a relationship may sometimes be subjective. This policy addresses this necessity to help assist with decisions involving amounts and benefits for sponsorship.

- Sponsorship that will **NOT** be considered are those which:
  - Promote environmental, labor, or other practices that, taking place in the City, violate City, U.S. or state laws (i.e. dumping of hazardous waste, environmental health, exploitation of child labor, undocumented immigrants).
  - Promote the use of drugs, alcohol, or tobacco in ways that constitutes violations of law.
  - Exploit participants or staff members of the City of Winchester.
  - Offer benefits that may violate other accepted policies or City codes and ordinances.
  
- Sponsorship Obligations: All sponsoring comes with conditions and obligations. Accordingly, sponsoring organizations may:
  - Wish to be a sole or major sponsor.
  - Request that their logos, slogans or graphic appear on our promotional material.
  - Need to approve press releases and other materials.
  - Give credit on event promotional materials and social media for sponsorship or support to the City of Winchester.
  
- Criteria for funding may include:
  - Private funds are insufficient to produce the event.
  - Event meets one or more of the guidelines.

- Public money can leverage additional private money, e.g. for benefit events.
- Event serves an underserved demographic or sector of the population.
- Event is held in a time of year when events are needed.
- Celebration of Winchester's historical traditions ( e.g. Colonial, Civil War, Flour/Weaving Mills, Apples/Apple Blossom)
- Events which use the north and the south ends of the mall
- Events which avoid of direct conflict and/or competition with OT businesses.

1. **The Application For Funding:** General Funding requests must follow the timeline and requirements set out by the Finance Department of the City of Winchester. In addition to this application, a written proposal shall be submitted to the Downtown Manager for review indicating the following:

- a. Name and Contact Info for the Host/Organization
- b. Date of the Event
- c. Sponsoring person with contact information
- d. Detailed description about the event
- e. Budget outlining specific requests for funds from OTDB

2. **Review**

- a. The Downtown Manager with advice from the Board as necessary will review all written proposals within 30 days from the date the proposal is submitted and determine if the event can be accommodated.
- b. The organization requesting funds will be notified in writing via email or by direct mail of the decision.
- c. In the case of mid-year requests not already included in the budget process funds may be allocated only if funds have been budgeted and are available for assisting events.

3. **Post-Event Evaluation**

The Downtown Manager in partnership with the host organization shall conduct a post-event evaluation. The evaluation may include information from affected residents/businesses and/or feedback received by the City and a reconciliation of event profits and expenses to determine the success of the event.

**At a minimum, evaluate the following:**

- a. **Attendance:** Who and how many attended? Estimate this using pedestrian count, parking volume surveys, photo counts, exit surveys, ticket sales, etc.
- b. **Event executions attitudes:** What did volunteers, attendees and businesses think about the event? Collect this information using formal or informal surveys or evaluations distributed to event participants and organizers. Review the event logistics to determine what worked and what didn't work.
- c. **Economic impact:** Ask businesses what economic impact the event had on them. Was there an increase in sales or foot traffic over the same period last year? What was one thing that they really liked about the event and would like to see continued? What would they like changed or added to the event next time? What were their operating hours? Were businesses open during the full hours of the event?
- d. **Sponsor value:** What was the media value of the event to your sponsors? Evaluate the cost and benefit to your sponsors based on attendance and the buying power of the attending audience. Survey attendees to gauge sponsor awareness. Prepare final reports for sponsors including attendance numbers, attendee demographics, assessment of media value and photos showing sponsor visibility at the event.

- e. **Event Goals:** What were the event goals? Did the event meet its goals? Is it worth doing again?

## **BILLINGS FOR SPECIAL EVENTS:**

**Anyone hosting an event in the City of Winchester may be required to pay fees associated with public health and safety. Fees will be determined by the City and must be agreed upon before final approval is granted.**

Special Event costs by the City shall be itemized as follows:

- Application fee/deposit \$
  - Police Employee Time \$
  - Fire/Rescue Department Time \$
  - Facility/Space Custodial Services Fee \$
  - Missing/Damaged Property/Supplies \$
  - Rent/Facility Fee (if applicable) \$
- **NET TOTAL BILLING \$**

**All requirements stipulated in the City of Winchester Special Event Policy are applicable to events held in Old Town Winchester and must be strictly followed.**

## **Indemnification**

The applicant shall indemnify and hold harmless the City of Winchester, its officers, agents, employees and volunteers from any and all claims, causes of action, penalties, losses, expenses (including reasonable attorneys' fees) and any other liability for injuries or damages to persons or property resulting from the special event which were caused by the omissions or authorized acts of the applicant officers, agents or employees.

If the City incurs any costs as a result of the applicant's failure to comply with any provisions, or if City property is destroyed or damaged by reason of a special event, the applicant shall reimburse the City for its actual costs, including the actual replacement or repair cost of the destroyed property. The City may retain any deposit or portion thereof as full or partial reimbursement for any such damage.

## **Old Town Promotional Benefits**

Events receiving a Special Event Permit from the City of Winchester to hold an event in Old Town Winchester may request promotions assistance from Old Town Winchester for the following:

- Poster to be displayed in the Old Town Welcome Center
- Flyers to be distributed at the Old Town Welcome Center
- Event name and date posted in downtown kiosks and city message boards in parking garages
- Event name and date posted on the Old Town Winchester Website Event Page
- Event name and date with a brief description shared on the Old Town Winchester Facebook (which currently has over 6,000 likes)

- Event name and date sent out in email blast to Old Town Winchester e-blast subscribers.
- Posting of event sign approved by the Downtown Manager in City A-frames
- Promotional value for these services estimated at \$\_\_\_\_\_.

DRAFT



PO Box 168  
Winchester, VA 22604  
Email: [president@otwba.com](mailto:president@otwba.com)  
[www.otwba.com](http://www.otwba.com)

March 30<sup>th</sup>, 2014

Old Town Development Board  
City of Winchester, Virginia  
15 North Cameron Street  
Winchester, VA 22601

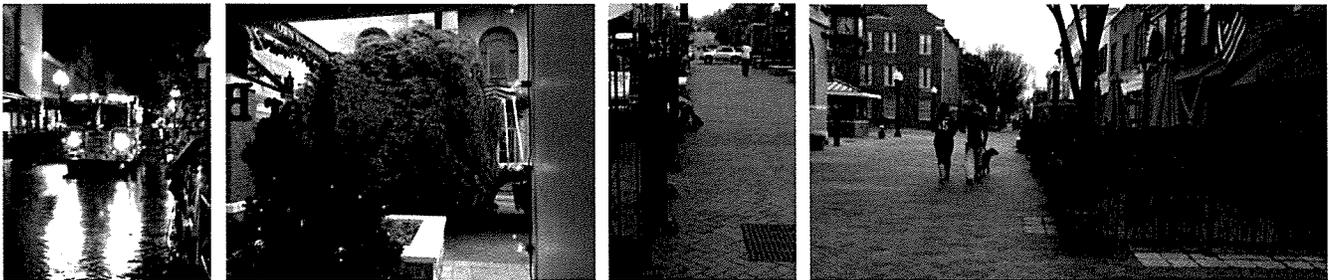
Dear Members of the Board:

As a representative of the Old Town Winchester Business Association, I am writing to you to address business owners' concerns about the inconsistency and expense associated with Winchester Zoning Ordinance Section 18-7-1.7b1. Recent zoning enforcement is unnecessarily burdening business owners with patio areas on Loudoun Street.

We reviewed the current language of the zoning ordinance section which states:

Primary Downtown Assessment District. No sidewalk area extending more than fifteen (15) feet from the abutting storefront toward the center line of Mall shall be used. However, in all cases, no use of area within a designated fire lane shall be permitted. *Winchester Zoning Ordinance Section 18-7-1.7 b 1*

We recommend that the ordinance be modified to extend the distance from fifteen (15) to seventeen (17) feet which will allow previously permitted patio areas to remain in their current position and will not impede either the fire lane or the overall aesthetic of the Old Town walking mall. Several of the permanent, stone planter boxes extend out to seventeen (17) feet and do not impede the fire lane as evidenced in the pictures below. These pictures also illustrate the current patio depth is sufficient for the fire lane and in line with the permanent planters.



We appreciate you taking the time to consider these changes and believe that the ordinance modification will benefit the community and the downtown businesses.

Sincerely,

*Christine A. Patrick*

Christine A. Patrick  
President  
Old Town Winchester Business Association