



OLD TOWN 2045

A STRATEGIC REPORT FOR OLD TOWN WINCHESTER, VIRGINIA SPRING 2025



OLD TOWN 2045

Produced For:

**FRIENDS
OF OLD TOWN**

Produced By:

**DESTINATION
BY DESIGN**



ACKNOWLEDGEMENTS

Old Town 2045 Project Committee

Brady Cloven

Executive Director, Friends of Old Town

Kyle Hopkins, AIA

Board Member, Friends of Old Town & Owner, Four Square Architects

Mike Ruddy

Community Development Director, City of Winchester

Jeff Buettner

Economic Development Authority Director, City of Winchester

Richard Bell

Council Vice-President, City of Winchester

Chuck Swartz, FAIA

Principal, Reader & Swartz Architects

Dawn Devine

Executive Director, Shenandoah Valley Discovery Museum

Justin Kerns

Executive Director, Winchester-Frederick County Convention and Visitors Bureau

Victoria Kidd Armstrong

Owner, The Hideaway Cafe

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01

BACKGROUND & PURPOSE

Chapter 01 summarizes the intent of the Old Town 2045 Report and provides insight into project purpose and goals.

REPORT PURPOSE & GOALS

The goal of Old Town 2045 was to cast a **community-led vision** to further enhance Old Town Winchester.

This project, led by **Friends of Old Town**, prioritized infrastructure improvement opportunities to develop **compelling public spaces** for entertainment, community engagement, public art, health and wellness, and history in the **Primary and Secondary Districts** of Old Town. By focusing on unique assets, this plan will set the vision for realizing Old Town's **highest potential** and **continued vibrancy**.



02 **DISCOVERY & ANALYSIS**

Chapter 02 reviews the study area, its regional context, demographics, and previous planning efforts.

STUDY AREA



REGIONAL CONTEXT

The City of Winchester is an **independent city** and sits as the **county seat** of Frederick County, VA. Located at the northern entrance of the **Shenandoah Valley**, the city encompasses 9.3 square miles and is the medical, industrial, commercial, and agricultural **center** for the surrounding areas. In recent years, the Winchester metropolitan area has seen **significant growth** in population, age groups, and ethnic diversity. Old Town Winchester includes the city's **Primary Taxation District** (Walking Mall) and the **Secondary Taxation District**.



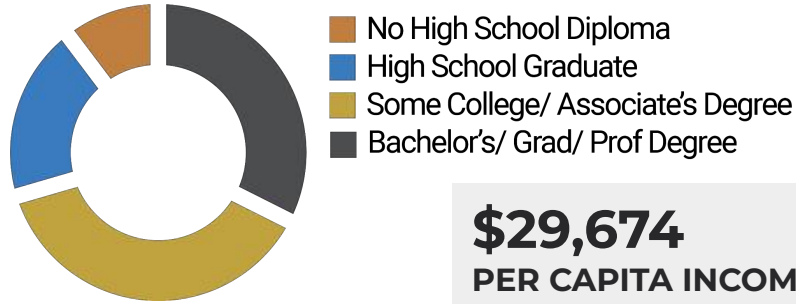
DEMOGRAPHICS

40.7
MEDIAN AGE

Figure in Winchester City: 36.6

Figure in Virginia: 38.7

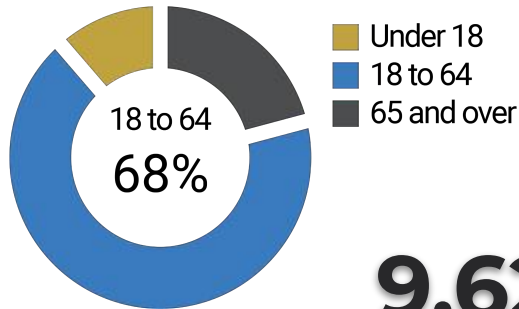
EDUCATION



727

TOTAL POPULATION

POPULATION BY AGE



9.62%

POPULATION GROWTH

\$29,674
PER CAPITA INCOME

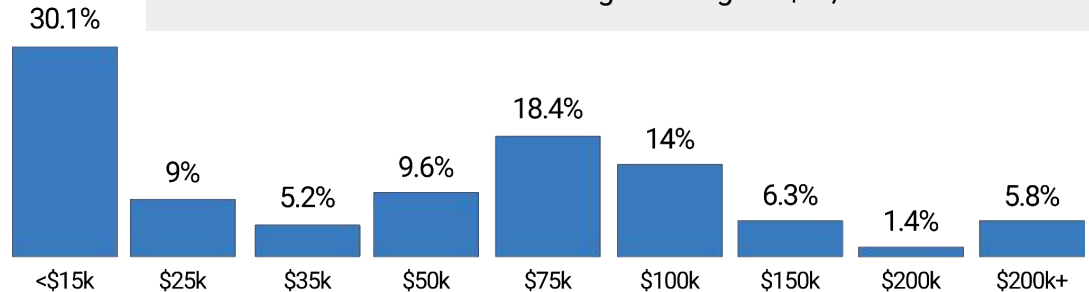
Figure in
Winchester City: \$36,012

Figure in Virginia: \$47,210

\$42,555
MEDIAN HOUSEHOLD INCOME

Figure in
Winchester City: \$62,495

Figure in Virginia: \$87,249

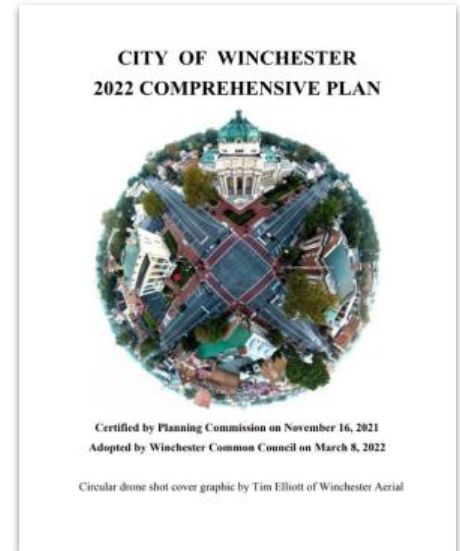
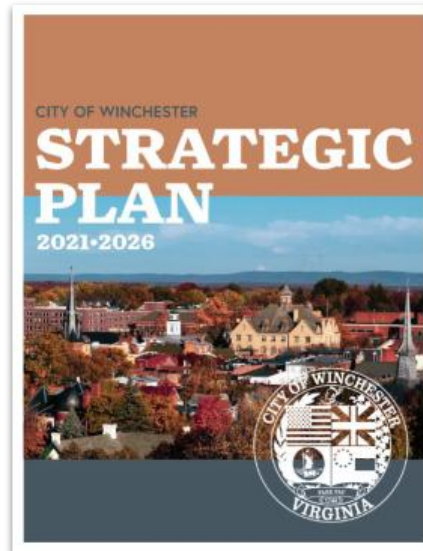
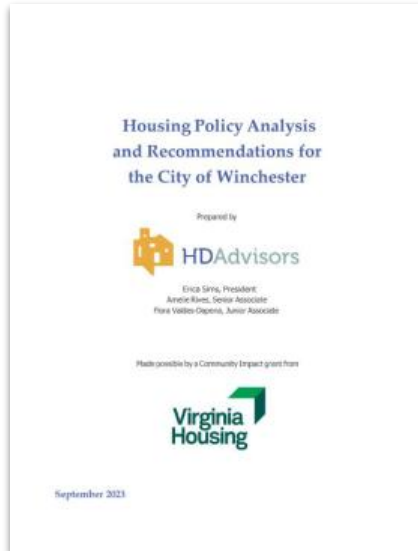
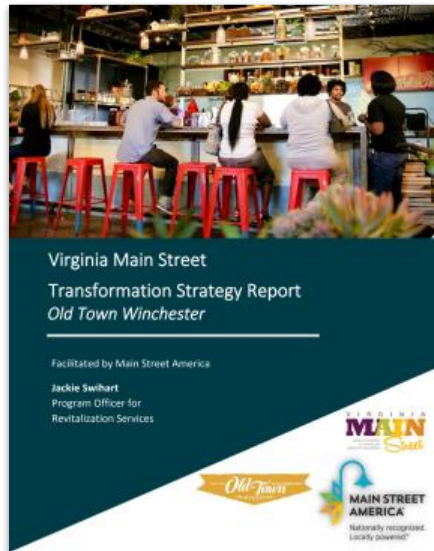


HOUSEHOLD INCOME

ACS 2018-2022

PREVIOUS PLANNING EFFORTS

Related recent and relevant plans discuss developing new sustainable Old Town **events**, development of **bike share program**, investing in **historic structures**, increasing **pedestrian points** (sidewalks, walking paths, and parking), connection to **Green Circle Trail**, attraction of a speciality or high-end **grocery store**, **roundabout** for entering Old Town, **code enforcement** for properties not contributing to the vibrancy, incorporation of **green spaces** near Pedestrian Mall, more **mixed-use development**, and other **redevelopment** concepts.

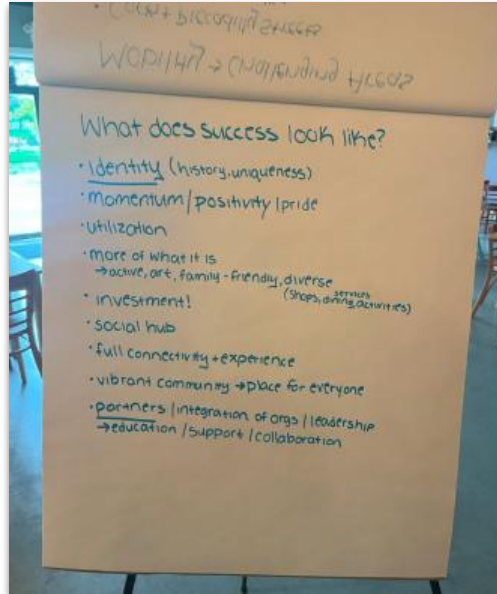


03 PUBLIC ENGAGEMENT & GUIDING PRINCIPLES

Chapter 03 explores tools used for public engagement, highlights stakeholders and organizations involved in the report process, and presents key findings from community input.

FOCUS GROUPS

Five focus group sessions were held between October 1st and 2nd to discuss the strengths, weaknesses, opportunities, and threats of Old Town Winchester. Participants were members of the following groups: Agritourism, Entertainment, Merchant, Public Art, and Restaurant. The Project Oversight Committee also took part in a visioning exercise during the Direction Setting Meeting.



What We Heard: What Makes Old Town Unique?

**Thriving
Artist
Community**

Walkability

**The
Pedestrian
Mall**

**Sense of
Community &
Place**

**Winchester
Pride**

**It's Charm &
Energy**

**Geographic
Location**

**Locally
Dominated
Businesses**

**Historic
Figures &
Buildings**

**A Social &
Cultural Hub**

Old Town Winchester

Strengths

- Regional Location
- Authenticity of Old Town
- Art & Culture
- Preservation of Historic Structures
- Diversity of Business Types
- Craft Beverage Scene
- Festivals & Events
- Museums: George Washington's Office, Shenandoah Valley Discovery Museum, Civil War Museum

Weaknesses

- Lack of Green Spaces / Programming
- Old Town Brand
- Opportunities for Young People & Families
- Metered Parking w/ Time Limits
- Mural Application Process
- Lack of Public Facilities & Amenities

Opportunities

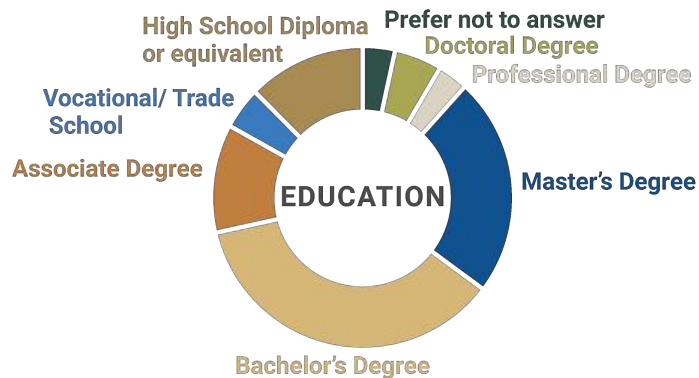
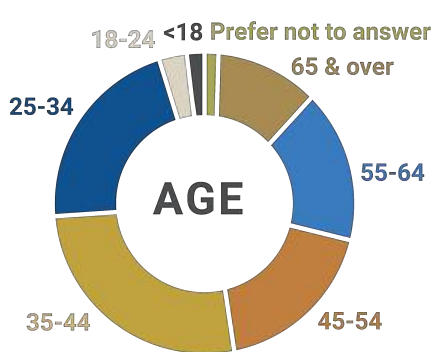
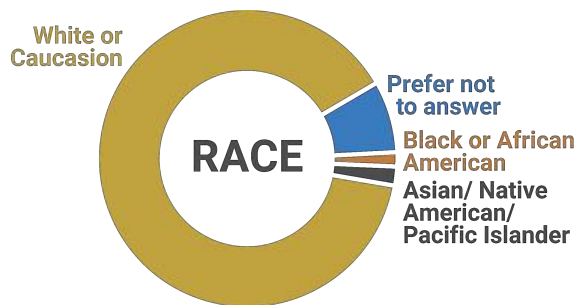
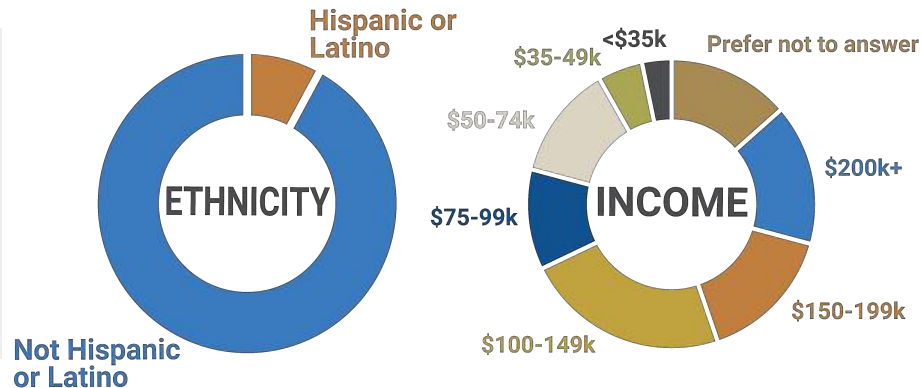
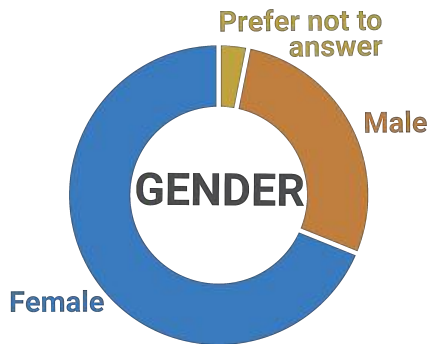
- Wayfinding & Signage
- Alleyways
- Public Art & Murals
- Interactive Play / Signage
- Pocket Park
- Plaza / Gathering Space
- Cultural Art Center
- Vacant / Underutilized Buildings
- Pop-Up Events / Markets
- Shenandoah University Connection & Presence

Threats

- Accessibility & Mobility (Pedestrian Crosswalks, Speed Bumps, etc.)
- Connectivity (Pedestrian / Bike, Neighborhood)
- Perception of South End & Safety

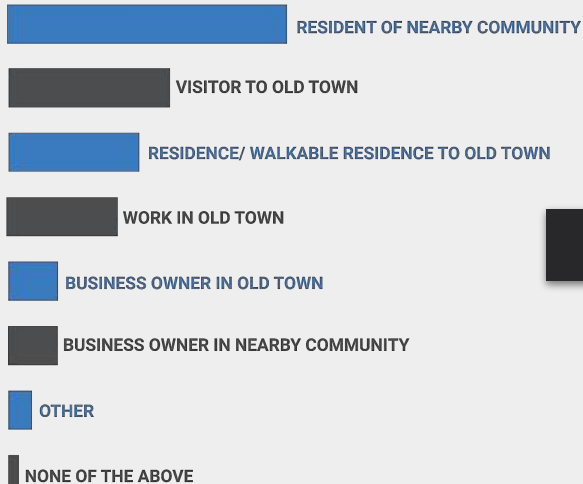
COMMUNITY SURVEY

1,004
RESPONSES

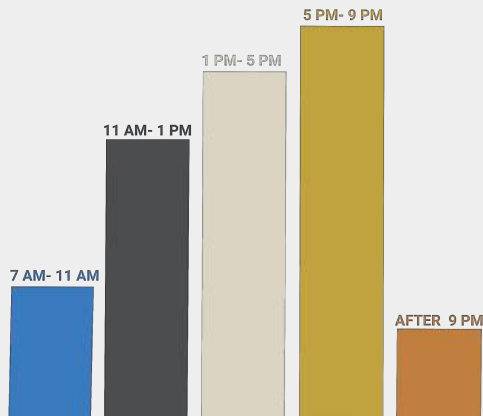


COMMUNITY SURVEY

RELATIONSHIP TO OLD TOWN



TYPICAL TIME OF DAY TO VISIT OLD TOWN



TOP 5 REASONS FOR COMING TO OLD TOWN



COMMUNITY SURVEY

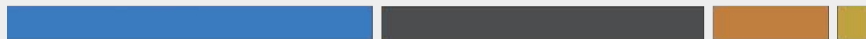


IMPROVEMENT PRIORITIES FOR OLD TOWN

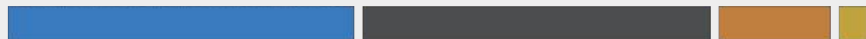
PRESERVING HISTORIC CHARACTER



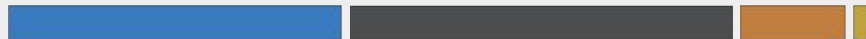
PUBLIC RESTROOMS



FAMILY-FRIENDLY INTERACTIVE SPACES



PARKS/ PUBLIC OPEN SPACES



IMPROVING BUILDING FACADES



■ HIGH PRIORITY
 ■ MEDIUM PRIORITY
 ■ LOW PRIORITY
 ■ NOT A PRIORITY

QUALITY OF ITEMS WITHIN OLD TOWN

PUBLIC RESTROOMS



PARKING



PUBLIC EVENT SPACE/ GREEN SPACE



PUBLIC ART



AMENITIES (BENCHES, TRASH CANS, BIKE RACKS)



ISSUES THAT DETER VISITATION TO OLD TOWN

INADEQUATE PARKING



SAFETY CONCERNS



LACK OF BUSINESSES I NEED



LACK OF INFORMATION



LACK OF GREEN SPACE/ PUBLIC MEETING SPACE



■ CONSIDERABLY
 ■ MODERATELY
 ■ SLIGHTLY
 ■ NOT AT ALL

PUBLIC FORUM

February 12, 2025

Winchester Brew Works

To validate the final plan recommendations and ensure community consensus, a public **drop-in work session** was held.

A total of **45 participants** attended the event, where they reviewed **35 proposed plan recommendations** along with supporting exhibits and renderings. Attendees were then invited to vote for their **top eight priority actions** using provided voting dots. Additionally, **comment cards** were available for participants to share further insights and feedback.

A **comprehensive summary of the results** is included as an appendix to this report.



04 **REPORT RECOMMENDATIONS**

Chapter 04 is organized according to six (6) primary focus areas as identified through the report process.

EMERGING THEMES



Connectivity



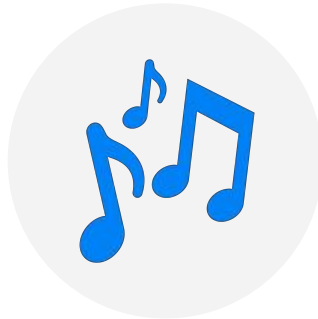
Public Art



Public Spaces /
Built Environment



Safety



Programming



Business Mix

OLD TOWN FOCUS AREAS

Focus Area 1: Pedestrian Mall - North End

- 1.1 Taylor's Pavilion & Alleyway

Focus Area 2: Pedestrian Mall - South End

- 2.1 South End Mall Enhancements
- 2.2 Loudoun St Park

Focus Area 3: Streetscapes & Alleyways

- 3.1 Discovery Museum Connector
- 3.2 Streetscape Improvements
- 3.3 Public Parking & Autopark Enhancements
- 3.4 Alleyway Enhancements
- 3.5 Multi-Use Path Connectivity

Focus Area 4: Wayfinding & Signage

- 4.1 Vehicular Gateway Signage
- 4.2 Vehicular Wayfinding
- 4.3 Pedestrian Wayfinding
- 4.4 Parking Signage
- 4.5 Site Furnishings & Materials

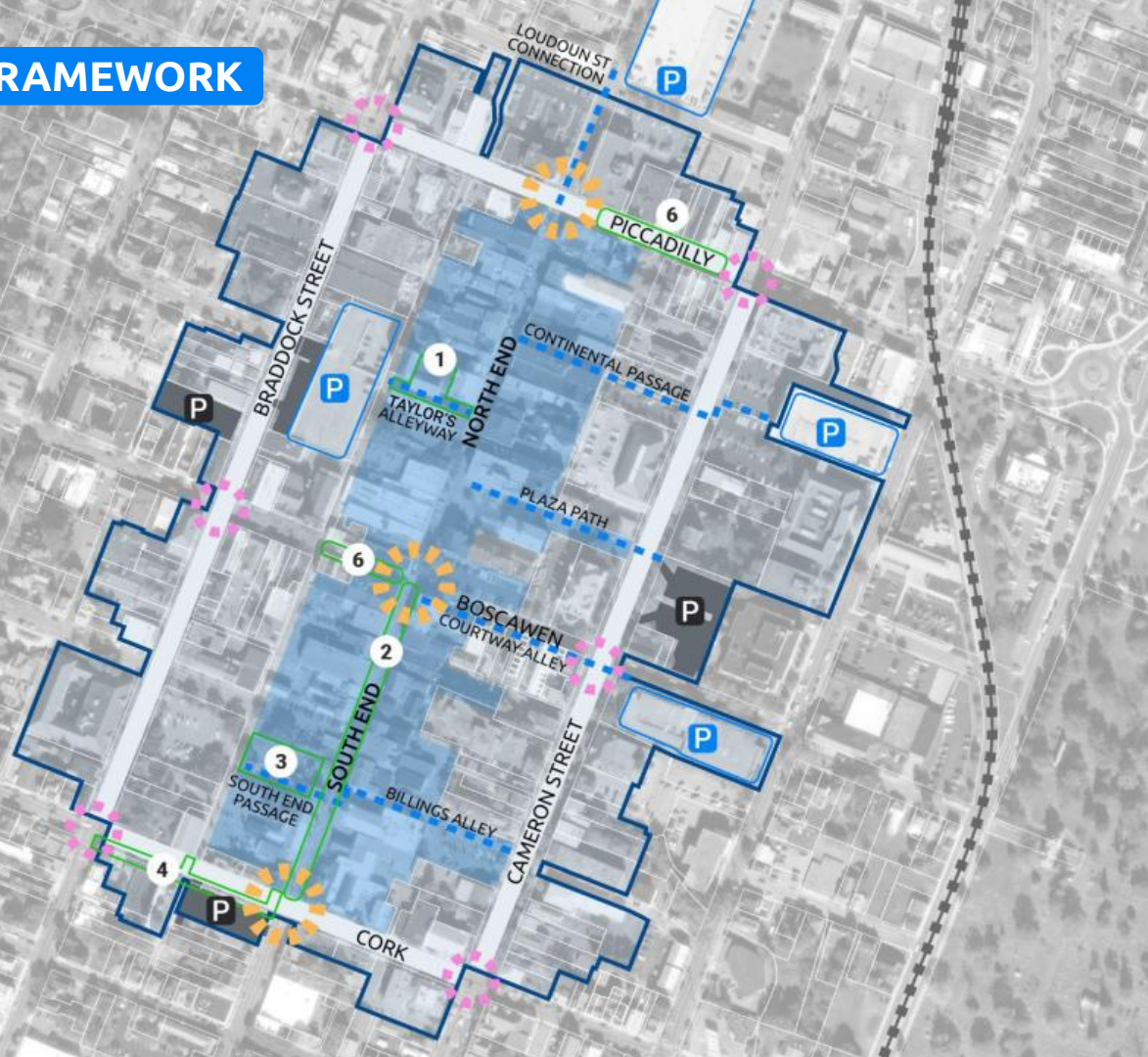
Focus Area 5: Public Art & Murals

- 5.1 Public Art & Murals

Focus Area 6: Programming

- 6.1 Old Town Programming

PLAN FRAMEWORK



LEGEND

Areas of Interest

- 1 Taylor's Pavilion & Alleyway
- 2 South End Mall Enhancements
- 3 Loudoun St Park
- 4 Discovery Museum Connector
- 5 Alleyway Enhancements
- 6 Streetscape Enhancements
 - Boscawen Street
 - Piccadilly Street

Primary Intersections

Secondary Intersections

Existing

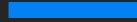
Primary District

Secondary District

Public Parking Lots

Autoparks

1 PEDESTRIAN MALL - NORTH END



1.1 TAYLOR'S PAVILION & ALLEYWAY: RECOMMENDATIONS

	TIMELINE	KEY PARTNERS
1.1.1 Improve Stage, Overhead Lighting, and Event Lawn	Near-Term	City of Winchester
1.1.2 Install Interactive Site Furniture and Play	Mid-Term	
1.1.3 Implement & Market Programming: Farmers Market, First Friday Art Crawls, Outdoor Music, etc.	Near-Term	City of Winchester Shenandoah Arts Council (ShenArts) Shenandoah University
1.1.4 Implement a Rotating Gallery Exhibition to Activate Taylor's Alleyway, Showcase the Local Artist Community, and Create an Inclusive Space for Everyone to Enjoy Art	Near-Term	Shenandoah Arts Council (ShenArts) Shenandoah University



1.1 TAYLOR'S PAVILION: EXISTING CONDITIONS



1.1 TAYLOR'S PAVILION: PROPOSED



1.1 TAYLOR'S PAVILION: PROPOSED

CATENARY LIGHTING

ART PANELS

STAGE

DECORATIVE WALL ART

PICNIC TABLE

BOCCE BALL/
CORNHOLE PITCH

LANDSCAPE BED WITH
SCULPTURE PAD

MOVABLE GAMES/
FURNISHINGS

1.1 TAYLOR'S ALLEYWAY: EXISTING CONDITIONS



1.1 TAYLOR'S ALLEYWAY: PROPOSED



GALLERY EXHIBITION

PARKING GARAGE BRANDING

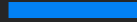
CATENARY LIGHTING

ART PANELS

ROTATING ART SCULPTURE

PING PONG TABLES

2 PEDESTRIAN MALL - SOUTH END



2.1 SOUTH END MALL ENHANCEMENTS: RECOMMENDATIONS

	TIMELINE	KEY PARTNERS
2.1.1 Activate the Public Space in South End: Planters, Seating, and Pocket Parks	Mid-Term	City of Winchester
2.1.2 Participate in Incentivized Facade Grant Programs to Enhance Pedestrian Activity in Old Town by Preserving the Historic Features of Buildings, Enhancing the Storefronts of Businesses, and Implementing Uniform Signage	Long-Term	Virginia Main Street Property Owners
2.1.3 Transform Vacant & Underutilized Buildings into Cooperative Makerspaces, Spaces for Pop-Up Art Exhibits, and Workspaces for Remote Workers	Near-Term	Shenandoah Arts Council (ShenArts) Shenandoah University Property Owners

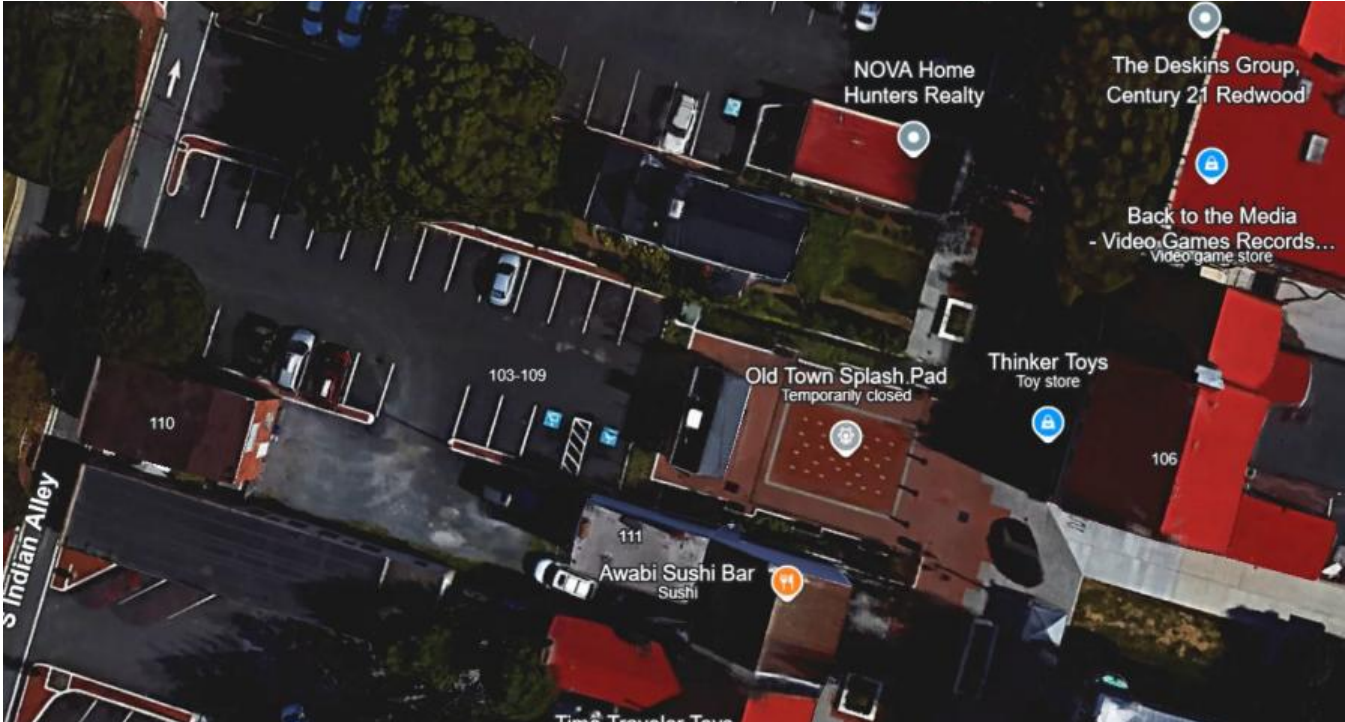


2.1 SOUTH END MALL ENHANCEMENTS: PRECEDENT IMAGES



2.2 LOUDOUN ST PARK: RECOMMENDATIONS

	TIMELINE	KEY PARTNERS
2.2.1 Develop Destination-Quality Playground with a Strong Pedestrian Connection from Indian Alley to the Walking Mall	Near-Term	City of Winchester



2.2 LOUDOUN ST PARK: PRECEDENT IMAGES



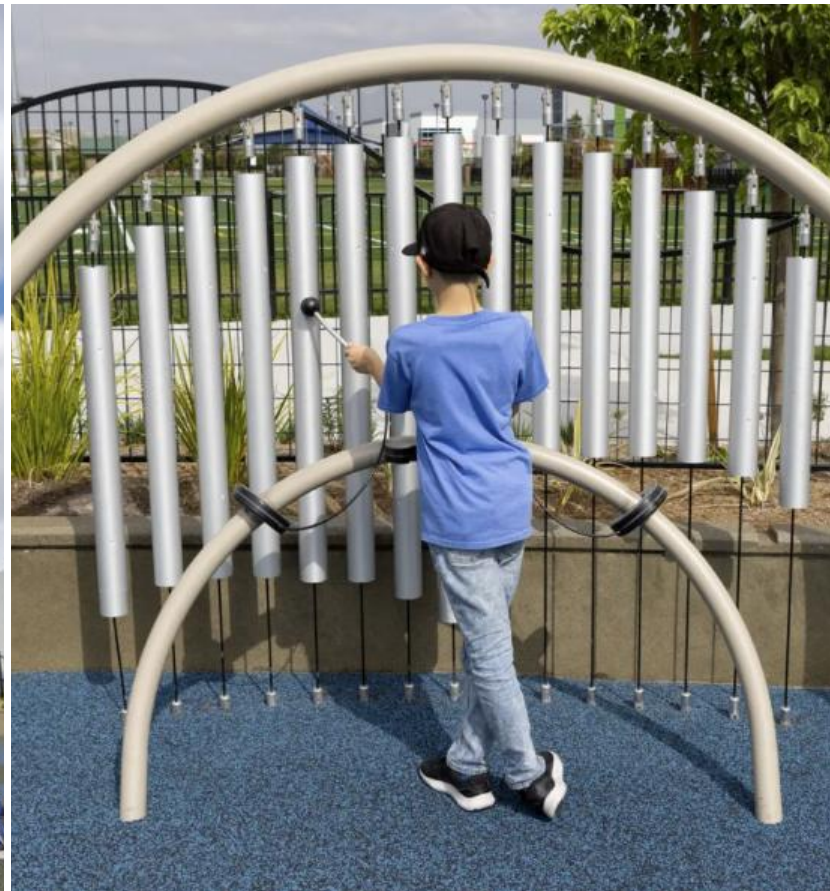
2.2 LOUDOUN ST PARK: PRECEDENT IMAGES



2.2 LOUDOUN ST PARK: PRECEDENT IMAGES



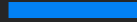
2.2 LOUDOUN ST PARK: RECOMMENDATIONS



2.2 LOUDOUN ST PARK: SITE PLAN



3 STREETSCAPES & ALLEYWAYS



3.1 DISCOVERY MUSEUM CONNECTOR: RECOMMENDATIONS

	TIMELINE	KEY PARTNERS
3.1.1 Improve the Pedestrian Connection from the Shenandoah Valley Discovery Museum to the South End of the Pedestrian Mall	Mid-Term	City of Winchester



3.1 DISCOVERY MUSEUM CONNECTOR: EXISTING CONDITIONS



3.1 DISCOVERY MUSEUM CONNECTOR: PROPOSED



SCULPTURE WALK

RAISED CROSSWALK

PEDESTRIAN
STREETLIGHT

TRENCH DRAIN

3.2 PICCADILLY & CAMERON ST EXISTING CONDITIONS



3.2 PICCADILLY & CAMERON ST PROPOSED



STREET TREES

PEDESTRIAN
STREETLIGHT

RAPID FLASHING BEACON

TRASH RECEPTACLE

RAISED CROSSWALK

BIKE RACK

VEGETATED
LANDSCAPE BEDS

3.2 BOSCAWEN ST EXISTING CONDITIONS



3.2 BOSCAWEN ST PROPOSED



CATENARY LIGHTING

STREET TREES

POP-UP OUTDOOR SEATING

MURAL

STREET MURAL

TREE GRATE

PLANTERS

3.3 PUBLIC PARKING & AUTOPARK ENHANCEMENTS: RECOMMENDATIONS

	TIMELINE	KEY PARTNERS
3.3.1 Enhance the Aesthetic of Existing Public Parking Lots with Unique Naming, Landscaping, Public Art, Low Retaining Walls, or Screenings	Mid-Term	City of Winchester Shenandoah Arts Council (ShenArts)
3.3.2 Enhance the Aesthetic of Existing Autoparks with Unique Naming, Landscaping, Public Art, Low Retaining Walls, or Screenings	Mid-Term	Shenandoah University



3.4 ALLEYWAY ENHANCEMENTS: RECOMMENDATIONS

	TIMELINE	KEY PARTNERS
3.4.1 Loudoun St Connection: Activate Pedestrian-Only Alleyway through Lighting, Ground Plane Materials, and Interactive Public Art. Guide Old Town Visitors to and from Loudoun Autopark.	Near-Term	City of Winchester Shenandoah Arts Council (ShenArts) Shenandoah University
3.4.2 Continental Passage: Activate Pedestrian-Only Alleyway through Lighting, Ground Plane Materials, and Interactive Public Art. Guide Old Town Visitors to and from George Washington Autopark.	Near-Term	
3.4.3 Plaza Path: Activate Pedestrian-Only Alleyway through Lighting, Ground Plane Materials, and Interactive Public Art. Guide Old Town Visitors to and from Plaza Parking Lot.	Mid-Term	
3.4.4 Courtway Alley: Activate Pedestrian-Only Alleyway through Lighting, Ground Plane Materials, and Interactive Public Art. Guide Old Town Visitors to and from Court Square Autopark.	Near-Term	
3.4.5 South End Passage: Activate Pedestrian-Only Alleyway through Lighting, Ground Plane Materials, and Interactive Public Art. Guide Old Town Visitors to and from South End Park and Hable Parking Lot.	Near-Term	
3.4.6 Billings Alley: Activate Pedestrian-Only Alleyway through Lighting, Ground Plane Materials, and Interactive Public Art.	Mid-Term	
3.4.7 Taylor's Alleyway: Activate Pedestrian-Only Alleyway through Lighting, Ground Plane Materials, and Interactive Public Art. Guide Old Town Visitors to and from Braddock Autopark.	Near-Term	

3.4 ALLEYWAY ENHANCEMENTS: PRECEDENT IMAGES



3.5 MULTI-USE PATH CONNECTIVITY

3.5.1 Engage in Planning Efforts to Provide Multi-Use Path Connections with the Green Circle Trail and Neighborhood Design Districts

TIMELINE

Long-Term

KEY PARTNERS

City of Winchester

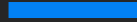


3.2 STREETSCAPE IMPROVEMENTS: RECOMMENDATIONS

	TIMELINE	KEY PARTNERS
3.2.1 Improve Old Town Intersections with ADA Compliance (Curb Extension Bump-Outs, Curb Ramps, Raised Crossings)	Mid-Term	City of Winchester
3.2.2 Beautification of Secondary Districts by Adding Seasonal Decor, Movable Planters, Site furnishings & Branded Elements	Mid-Term	
3.2.3 Implement Traffic Calming Measures, such as Speed Bumps, Rumble Strips, and Raised Crossings	Near-Term	



4 WAYFINDING & SIGNAGE



4.1 VEHICULAR GATEWAY SIGNAGE: RECOMMENDATIONS

4.1.1 Improve Old Town Gateway and Entrance Signage

TIMELINE

Near-Term

KEY PARTNERS

City of Winchester



4.1 VEHICULAR GATEWAY SIGNAGE: PRECEDENT IMAGES



4.2 VEHICULAR WAYFINDING: RECOMMENDATIONS

	TIMELINE	KEY PARTNERS
4.2.1 Improve Old Town-Wide Vehicular Directional Signage to Key Destinations and Public Parking	Near-Term	City of Winchester
4.2.2 Design, Construct, and Install Uniform Gateway Signs into Old Town at Secondary District Boundaries	Near-Term	



4.2 VEHICULAR WAYFINDING: PRECEDENT IMAGES



4.3 PEDESTRIAN WAYFINDING: RECOMMENDATIONS

	TIMELINE	KEY PARTNERS
4.3.1 Improve Old Town-Wide Pedestrian Directional Signage to Walkable Destinations, Shops, and Dining	Near-Term	City of Winchester
4.3.2 Develop Updated Old Town Business Directory Kiosks	Near-Term	



4.3 PEDESTRIAN WAYFINDING: PRECEDENT IMAGES

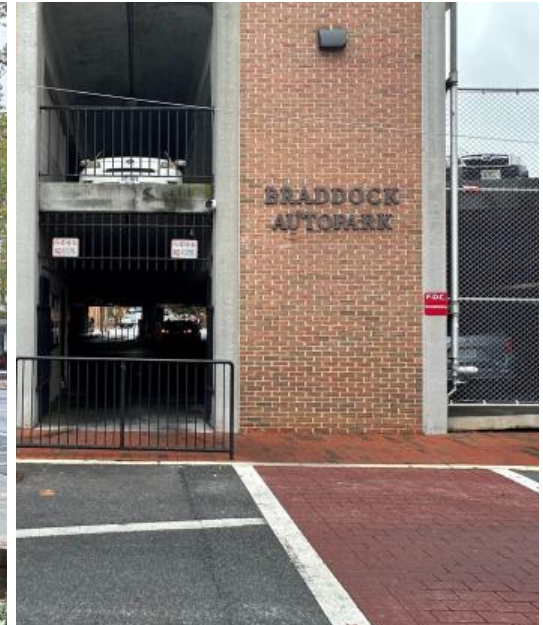


4.3 PEDESTRIAN WAYFINDING: PRECEDENT IMAGES



4.4 PARKING SIGNAGE: RECOMMENDATIONS

	TIMELINE	KEY PARTNERS
4.4.1 Implement Uniform Entrance Signage	Near-Term	City of Winchester
4.4.2 Improve Directional Signage to Public Parking Lots and Autoparks	Near-Term	



4.4 PARKING SIGNAGE: PRECEDENT IMAGES



4.5 SITE FURNISHINGS & MATERIALS: RECOMMENDATIONS

4.4.1 Strengthen Old Town Brand with Custom Site Furnishings
(Benches, Trash Receptacles, Banners, etc.)

TIMELINE

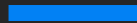
Mid-Term

KEY PARTNERS

City of Winchester

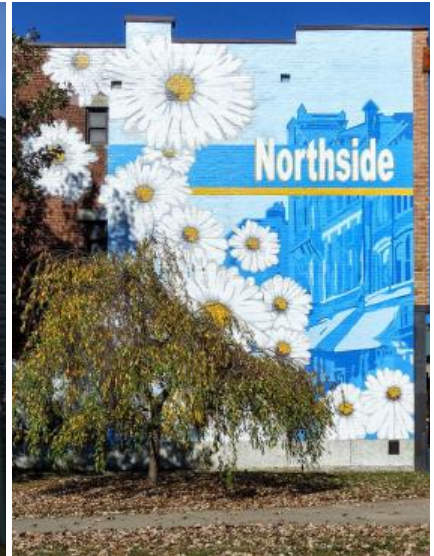


5 PUBLIC ART & MURALS

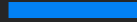


5.1 PUBLIC ART & MURALS: RECOMMENDATIONS

	TIMELINE	KEY PARTNERS
5.1.1 Develop a Guided Sculpture Walk to Strengthen the Presence of Public Art in Old Town	Mid-Term	Shenandoah Arts Council (ShenArts)
5.1.2 Encourage Local Artists to Participate in the Mural Program	Near-Term	Shenandoah University



6 PROGRAMMING



6.1 OLD TOWN PROGRAMMING: RECOMMENDATIONS

	TIMELINE	KEY PARTNERS
6.1.1 Implement Programming to Drive Traffic Year-Round	Near-Term	City of Winchester
6.1.2 Establish New and Unique Events to Increase Community Engagement and Tourism in Old Town	Near-Term	
6.1.3 Prepare for Future Infrastructure and Capacity Implications from Scheduled Civic Events such as Festivals, Exhibitions, and Outdoor Concerts	Long-Term	



0A APPENDIX

A.1 Community Survey Results

A.2 Public Forum Boards

A.3 Public Forum Sign-In Sheet

A.4 Public Forum Comments & Priority Voting Exercise Results

A.5 Final Design Deliverables