



Extreme Makeover: Surviving Major Street Scape Projects

Winchester, VA



Loudoun Street 1920s

Before conversion to Pedestrian Mall in 1970s





Loudoun Street 1940's



 **1970s Loudoun Street Pedestrian Mall**



 **Large Trees Large Roots**



 **Time for Renovation**

- Replace water and sewer pipes infrastructure under the mall – Winchester has one of the third oldest water systems in the country...
- Remove large trees with extensive root systems
- An opportunity to change the streetscape

Item	Project Totals
Water Main Replacement	1,790 Linear Feet
Sewer Main Replacement	1,595 Linear Feet
Storm Drain Pipe Replacement	2,400 Linear Feet
Sanitary Sewer Manholes	13 Each
Storm Drainage Inlets/Manholes	41 Each
Water Service Line Replacements	87 Each
Sanitary Sewer Lateral Replacements	121 Each
Electrical Conduit	33,000 Linear Feet
Bricks and Pavers	7,828 Square Yards



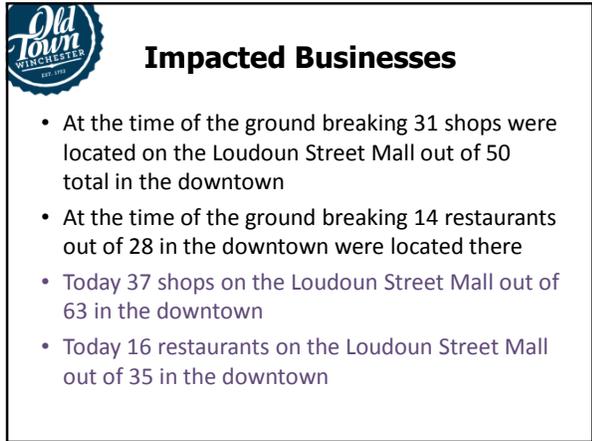














 **Additional Signage**



 **Artist Murals for the wall**



 **Business used Promotional Banners**





Expect the Unexpected





City Best Practices

- Weekly project meetings open to the public
- Aggressive contract with early completion bonuses
- Construction during the slow season January – April
- A City Project Manager assigned to work with contractors and local businesses daily



Communication

- Post frequent updates on social media with pictures – to keep public engaged
- Send frequent press releases to local media
- Talk with business owners regularly
- Use large signs noting businesses are open



Promotion

- Aggressive promotion of OTW during the construction
- Radio Campaign
- Local newspaper ran regular stories
- Newspaper Advertising
- Postcard mailed and distributed





Rebrand as... The Community Living Room





You are invited...



Old Town Mall
Rededication Celebration
Come celebrate Old Town Winchester's new look
May 17-18, 2013

May 17 (4 pm): Ribbon Cutting
May 18 (12-4 pm): See the newly renovated Loudoun Street Mall and enjoy an ice cream social, music, activities for children & more

www.OldTownWinchesterVA.com



Festivities for the Community





Ribbon Cutting



 **Entertainment**



 **Splash Pad**



 **Self-Cleaning Exeloo Public Restroom**



Old Town WINCHESTER
EST. 1714

Challenges



Old Town WINCHESTER
EST. 1714

Challenges



Old Town WINCHESTER
EST. 1714

Challenges





First Year Highlights

- \$1,500,000 more spent in downtown restaurants
 - Over \$75,000 more collected in meals tax
- 12 new major events held (8 city, 4 private)
 - Attracted thousands of people
- 8 vacant properties filled with a new business
- Parking revenue increased over \$7,000



People linger and enjoy new planters





FNL Musicians on the Mall



 **Changing Vibe**

People shopping, dining,
playing & meeting friends



People enjoying the mall



 **Changing Face of OTW**



 **Conclusion: Success!**