

# What's New in Old Town



Old Town Winchester, (540) 535-3660

February 2014

## NEWS YOU CAN USE!

### SNOW REMOVAL



For 6" or less of snow, it must be removed from sidewalks within 24 hours. For more than 6" of snow, it must be removed from sidewalks within 48 hours. Businesses on the walking mall are required to clear the area in front of the property up to the fire lane. Questions/Concerns should be addressed with the Zoning and Inspections Department (540)667-2370.

### UPCOMING EVENTS



- OTDB Retreat - Feb. 6
- Chocolate Escape - Feb. 7
- Rouss Day - Feb. 11
- Branding Mtg - Feb. 18, 19
- Restaurant Week - Mar. 3-6

**Permit Applications** are due for all downtown businesses which want to use city land, whether for patio seating, for an A-frame sign or for display of merchandise. You must apply for a permit every year.



## Sandwich Works Now Open

Downtown Winchester welcomed a new restaurant last week. Sandwich Works, located at 28 E. Piccadilly Street, opened for business on Friday, January 31.

Sandwich Works offers patrons freshly carved turkey, ham, roast beef, brisket, top round and BBQ pulled pork on freshly baked rolls.

They also offer made to order salads, homemade sides, and breakfast.

Sandwich Works is currently open 7 days a week, 7 a.m. – 7 p.m. (9 p.m. on Friday and Saturday)

Stop by for a taste and welcome Dave and his crew to the neighborhood!



### COME TO CHARLES ROUSS DAY AT CITY HALL! TUESDAY, FEBRUARY 11<sup>TH</sup>

Have a birthday cupcake with Mayor Minor from 1 - 2 p.m.  
Take a historical guided tour at 5:15 p.m. & 6:00 p.m.  
(gather on the main floor of city hall 15 minutes before the tour)

## Chocolate Escape Feb. 7

**Escape to Old Town  
Winchester for  
Valentine's shopping  
specials and indulgent  
chocolate morsel  
menus.**

In preparation for Valentine's Day, shops and restaurants downtown are participating in the 1<sup>st</sup> Annual Chocolate Escape sponsored by the City of Winchester.




**Participating Restaurants**  
offering \$2 dessert samples  
Free Wagon Rides sponsored by Union Bank

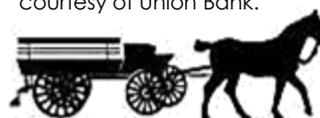
- Brevleher's Restaurant  
168 N. Loudoun Street  
Cork Street Tavern  
8 W. Cork Street
- The Dancing Goat Restaurant  
109 E. Piccadilly Street
- El Centro Mexican Restaurant  
1 N. Loudoun Street
- Espresso Bar & Cafe  
105 N. Loudoun Street
- La Niçoise Café  
12 S. Broadlock Street
- Piccadilly's Public House & Restaurant  
125 E. Piccadilly Street
- Red Fox Creamery  
140 N. Loudoun Street
- Union Jack Pub & Restaurant  
101 N. Loudoun Street
- Village Market & Bistro  
2 S. Loudoun Street
- Village Square Restaurant/V2  
103 N. Loudoun Street
- Violino Ristorante Italiano  
181 N. Loudoun Street



On Friday, February 7, 2014, from 5-7 p.m., thirteen restaurants will offer \$2.00 chocolate dessert samples to get customers in the mood for romance.

Fifteen shops will offer free chocolate treats or shopping specials just in time to find that perfect Valentine's gift.

Horse drawn wagon rides around Old Town will be available beginning at the Old Courthouse Museum courtesy of Union Bank.



The Shenandoah Valley Discovery Museum will offer free admission starting at 5 p.m. and kids can make a chocolate themed art project.

The Bright Box Theater is hosting an evening of chocolate decadence and Salsa dancing starting at 7 p.m. Admission to the Bright Box Event is \$20 per person.

**Please note that part of Boscawen Street will be closed for this event.** For more information and a listing of participating businesses, visit our website [www.OldTownWinchesterVA.com](http://www.OldTownWinchesterVA.com).



### 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)

Shop, Dine, Explore!

### The **Shenandoah Valley**

**Discovery Museum** will be

closed for the month of

March as they move into

their new location on Cork

Street. A grand re-opening

is planned for April 12. A

final moving party is

scheduled for Feb. 28

from 4 – 6 p.m.

open to everyone.



## Downtown Manager's Update

### Branding Campaign

In 2013, Winchester City Council identified the need for an Old Town Branding Campaign as a high priority toward achieving the goal of the Revitalization of Historic Old Town. Creating a new brand for Old Town is about understanding who we are and where we are going as a downtown and what our market niche is. It is about highlighting our assets and using a consistent message and imagery to explain what differentiates us from other nearby downtowns. The firm of Arnett Muldrow has been hired to develop a brand for Winchester.

Please attend a meeting with the consultants to have your voice heard. Old Town Businesses are specifically invited to attend either Tuesday, February 18 at 3:00 p.m. or Wednesday, February 19 at 8 a.m. The General Public is invited to attend Wednesday, February 19 at 6:00 p.m. All meetings will be held in City Hall, in the 4<sup>th</sup> floor Exhibit Hall. Full Circle Marketing has been assisting with this campaign as part of their contracted services with the city.

### OTDB Retreat

The Old Town Development Board will hold its annual retreat Thursday, February 6 from 10 – 4 at Union Jack Pub. The official business meeting will be held from 3 – 4 p.m. Topics for discussion includes the Council Strategic Plan Goals for the year ahead and developing a Special Events Policy. Everyone is welcome to attend.

### 2013 in Review

A summary of Old Town Winchester activities in 2013 which was recently presented to Council including; new events, updated way-finding signage, opening the new Welcome Center, development of downtown design guidelines and much more.

## New Officer Patrolling Downtown

Downtown Winchester has a new downtown officer, Officer Trey Rounds. Officer Frank Jenkins has moved to car patrol duty. Officer Rounds is a member of the Community Response Team and brings the CRT resources into the downtown. Officer Rounds has been patrolling in "plain clothes" for much of his time downtown so far. This has enabled him to observe the activity downtown and monitor the downtown from a new perspective as he is not yet recognizable to those who might follow the rules only if they see a uniformed officer. Another change is that Officer Rounds is patrolling regular hours except Thursdays when he patrols from Noon – 10 p.m. and Fridays from 5 p.m. – 3 a.m.



Officer Rounds

## Other Downtown Openings

This past month, several new businesses opened in the downtown including The Purple Fern and Joe's Steakhouse.

If you have yet to stop by these new businesses, take a moment to stop in and welcome them to the downtown.

The Purple Fern is located at 3 S. Loudoun Street.



Joe's Steakhouse is located at 25 W. Piccadilly Street.

