

**WINCHESTER REVITALIZATION COMMITTEE REGULAR MEETING
MONROE CITY HALL COUNCIL CHAMBERS
300 W. CROWELL STREET
MONROE, NORTH CAROLINA 28112
MAY 1, 2025 -- 3:00 PM
AGENDA
www.monroenc.org**

1. Call to Order – Chair/Councilwoman Anthony
2. Welcome and Introductions Anthony
3. Approval of Minutes – April 3, 2025 Regular Meeting Anthony
4. Approval of Minutes – April 14, 2025 Special Meeting Anthony

STATUS AND UPDATES:

5. Current Status and Update Watson
6. Winchester History Project Special Guest Speaker, David Carriker, and Sponsor, Patrick M. Blaszyk (Planner I) Campo
7. Winchester Planning Land Design Update Wells
8. Brownfield’s Environmental Status/Remnant Properties Update Sholar/Campo
9. Winchester National Register, Survey, Study/Cultural Overlay Campo/Kerner
10. Other Business (if any) Watson
11. Adjourn Anthony

Next Meeting: June 5, 2025 @ 3:00pm

**WINCHESTER REVITALIZATION COMMITTEE REGULAR MEETING
MONROE CITY HALL COUNCIL CHAMBERS
300 W. CROWELL STREET
MONROE, NORTH CAROLINA 28112
APRIL 3, 2025 – 3:00 PM
MINUTES**

The Winchester Revitalization Committee of the City of Monroe, North Carolina met in the City Hall Council Chambers located at 300 West Crowell Street in Monroe, North Carolina at 3:00pm on April 3, 2025 with Chair Surluta Anthony presiding.

Members Present: Council Member Surluta Anthony (Chair), Mayor Robert Burns, Eleanor McGinnis , Eric Hall and Clerk Angie Carnes

Members Absent: Council Member Julie Thompson, Celestine Alsbrooks, and Minnie Atwater

Staff: City Manager (CM) Mark Watson, Assistant City Manager (ACM) Jeffrey Wells, Strategic Projects Manager (SPM) Teresa Campo (Staff Liaison), Senior Staff Attorney Terry Sholar, Director of Planning and Development Lisa Stiwinter, Senior Planner Keri Mendler, and Grant Administrator (GA) Lisa Kerner.

Visitors: None

Item No. 1. Call to Order and Item No. 2. Welcome and Introductions. Chair Anthony called the Winchester Revitalization Committee Meeting of April 3, 2025 to order at 3:02pm and welcomed everyone in attendance. A quorum was present.

Item No. 3. Approval of Minutes – February 6, 2025

The Minutes from the February 6, 2025 Meeting were presented for review and approval. Member Hall made a motion to approve the minutes as presented. Member McGinnis seconded the motion, which passed unanimously.

Item No. 4. Sanborn Map

Teresa Campo presented the Sanborn Map to the committee and stated she would like to have it displayed in the Winchester Community Center. CM Watson advised the map showed how the roundhouse and the layout looked back in the day and where the trains would come off the track and then be directed into either the roundhouse itself for storage or onto one of the other tracks for

repair or fueling. CM Watson advised that the church that was there was the church that was right off Winchester today; and, the line right beside that, that was basically the edge of the parking lot today, so all those structures over in that area were all parking lot so really the back edge of the roundhouse was basically the edge of the parking lot today; and that foundation was still there along with the foundation for the turntable. CM Watson advised that he believed there were some foundations for some of those other ancillary buildings there, but that showed what it looked like and maybe could give an idea of what could be recreated in terms of a structure. CM Watson advised that the map was dated 1930. SPM Campo presented the map to the Committee and inquired if the Committee would like to have it displayed at the Winchester Community Center. Mayor Burns made the motion that the framed map be displayed in the Winchester Community Center. Member Hall seconded the motion and it passed unanimously. A group picture was taken of the Committee with the map, and a celebration ensued with cheers and clapping!

Item No. 5. Winchester Planning LandDesign Update. ACM Jeffrey Wells presented the action plan from LandDesign:

LandDesign.

04.02.2025

Winchester Redevelopment Initiative Committee Member Action Plan

The following document summarizes the anticipated schedule for the Winchester Redevelopment Committee (WRC) members and outlines LandDesign's planning and design process and the stakeholder / community engagement activities. The meetings and deliverables below are based on the scope of services provided to the City of Monroe.

Action Item 1: Site visit + kick-off with LandDesign

Anticipated Date / Timeframe: WRC meeting mid-April followed by 1 month planning and design work

Meeting Agenda: Anticipate ½ day with LandDesign touring and meeting

- Walking/driving tour of Winchester Neighborhood + Downtown Monroe
 - Opportunity for Committee Members to join
- Sit-down / walk and talk with WRC (does not need to be full group)
 - Discuss project / site history
 - Initial opportunities
 - Understand community character and context

- Stakeholder group identification (Committee and Staff need to be part of the Stakeholder group, and the Committee is encouraged to think of other key members from the community that could also be part of the Stakeholder group – could be residents; church attendees; business owners)

Planning + Design Focus: Project due-diligence, analysis, and preparation for Visioning Session / Stakeholder Meeting #1

Tasks / Deliverables: The following tasks and deliverables will be completed and prepared for each of the project’s various design components – branding, greenway alignment, redevelopment area concept plan revision, and the linear park. The goal is to prepare a comprehensive package of information that will inform and guide the Visioning Session / Stakeholder Meeting #1

- Obtain demographic information + community context (coordination with WRC)
- Historical context + information context (coordination with WRC)
- Case studies + precedent for review
- Constraints + opportunities diagrams
- Preliminary goal setting for the overall project + various project components
- Program refinement for the Winchester Area Redevelopment Site and Linear Park

Action Item 2: Stakeholder Meeting #1 + Project Visioning Session

Anticipated Date: First week in June; followed by 1 month of planning and design work

Meeting Agenda: *Committee to provide venue*

- Presentations from LandDesign for each of the project components
- Align visioning and positioning of each of the project components
- Stakeholder + focus group target discussions
- Sketch + talk session prior to concept development

Planning + Design Focus: Concept Design Development

Tasks / Deliverables: LandDesign will develop conceptual level plans, greenway alignments, and community branding graphics for the Community Engagement session.

Overall deliverables are expected to include:

- Up to (2) concept level plans for the Winchester Redevelopment Area
- Up to (3-5) Potential greenway alignments and cross-section studies for each alignment
- Logo and branding concept(s), including sketches and digital visualizations
- Precedent imagery and support graphics for each of the design options

Action Item 3: Stakeholder Preview

Anticipated Date / Timeline: Early July followed by 1 month of planning and design work

Agenda: Virtual or in-person meeting to confirm concepts for the concept plan, greenway alignment, and branding. Feedback provided by the stakeholder groups will be incorporated into the final deliverables to be presented to the community at the engagement session. Goals for the meeting include:

- Refine concept plan and receive direction on final deliverables
- Refine greenway alignments for community presentation
- Refine branding and logo concept(s) for community presentation
- Review engagement strategy + action plan for community engagement session

Planning + Design Focus: Design refinement and Community Engagement preparation

Tasks / Deliverables: LandDesign will refine all plans and deliverables for the concept plan, greenway alignments, and community branding graphics for the Community Engagement session. Overall deliverables are expected to include:

- Formatted boards for each of the project components that will include text, maps, plans, graphics, and imagery to be presented to the community for feedback.

Action Item 4: Community Engagement Session 1

Anticipated Date / Timeline: Early August followed by Linear Park planning and design over 2 months

Agenda: In-person community open house to share concepts and obtain feedback for the concept plan, greenway alignment, and branding. Feedback provided by the community will be documented and incorporated into the next phases of final design deliverables (TBD). Goals for the meeting focus on sharing key findings and alternatives with the community to provide a sound basis to inform decision-making. Exercises will be highly graphic, engaging, and informative. An on-line engagement opportunity will be provided to mirror the in-person exercises as closely as possible.

Planning + Design Focus: Linear Park Design advancement

Tasks / Deliverables: Following feedback on the master plan revision and confirmation of the development phasing, LandDesign will further advance the design of the linear park to obtain an understanding of feasibility, cost, and scope of work required to finalize the design and identify any additional expertise required for permitting and construction documentation. Deliverables will include:

- Studies for demolition, erosion control, utilities, grading and drainage
- Lighting concepts + layout plans
- Graphics representing all park materials, fixtures, and finishings for the linear park

- Preliminary trail theme concepts based on community engagement
- Preliminary planting design concepts
- Preliminary discussions with jurisdictional review agencies
- Order of magnitude cost estimate

ACM Wells pointed out that this was within roughly a five- to six-month period, so it was condensed but very doable.

ACM Wells advised he had a couple of questions for the Committee: 1) Was the Committee comfortable with this approach and did they have any other thoughts? ACM Wells advised some of this, of course, could be adjusted as we went along based on how it progresses. 2) LandDesign was looking to kick this off in the middle of April which was now. ACM Wells stated he talked with LandDesign that morning and they were looking at the week of April 14 for the kickoff meeting to try to get that in before the traditional Spring Break that schools would be on during the following week. ACM Wells inquired if everyone had a couple of hours of availability that week that he could suggest to LandDesign.

Chair Anthony asked if everyone could clear their calendars for Monday, April 14, and everyone agreed. ACM Wells advised this meeting would be for the Committee and Staff and hopefully to identify Stakeholders moving forward. Chair Anthony inquired if this would take place at the Community Center and ACM Wells said he would make sure that's available. Chair Anthony stated the progression was exciting and advised she would work hard to see if she could get Minnie (in fact, she left word with her husband, so she did not know if she got it or not) and Celeste to try to make sure that they could be at the next Committee meeting and definitely on April 14.

CM Watson advised it was critical to have a lot of outward communication, community communication, whether it be online, in the newspaper, or maybe another way it could be communicated with the Winchester Community in general to make sure people knew this was going on, because there was a lot of effort being put forth, and he had seen projects like this where some communication was done but there didn't seem to be enough participation, and the opportunity was there to really do this right; over communicate it if that was such a thing.

Chair Anthony stated there were two captive audiences; the Winchester Community Group and the New Town Reunion Group; and, maybe the Winchester Alumni, but those two groups already meet in the area and the Winchester Alumni could be contacted, as they were preparing for their annual homecoming which was in August. Member Hall stated there were also a few churches in that community and maybe the Committee could get representatives from each of those congregations to be a part of the Stakeholder group. Chair Anthony stated those churches were St. James, Friendship, Mt. Calvary, and St Luke's and she would like to see a personal representative go and invite them, to actually go to the church and do it on a Sunday to make it personal. Chair Anthony volunteered to go, Member Hall volunteered to go with her, and Mayor Burns volunteered to go as well. Member Hall advised all could be visited on the same Sunday. Anthony advised it couldn't be done this Sunday because it was the first Sunday. Member

McGinnis advised time was running out if it had to be done before April 14 and advised there were only two Sundays before April 14. Chair Anthony advised it could be done on April 13. Member Hall and Mayor Burns agreed it could be done on April 13.

ACM Wells advised he would communicate that to LandDesign and get the day set. ACM Wells advised he would make sure that staff would clear their calendars for that as well. Chair Anthony inquired if there could be some flyers prepared that could be distributed, and Member Hall inquired if when the flyer was created that it be sent out via email. SPM Campo stated she would work with Communications to prepare a flyer and email it.

Item No. 6. Brownfields Environmental Status/Remnant Properties Update. Senior Staff Attorney Sholar stated the Brownfields process was well underway. He stated the City had engaged Resolve Environmental to help with that process as they had done a number of these for the City in the past, and they were very familiar with the process. Attorney Sholar advised Resolve had submitted the work plan and the work was underway to the State Brownfields program, and it had been preliminarily reviewed and accepted. Attorney Sholar advised it was under the fast-track procedures, so things were progressing very well and he did not anticipate any problems at that point. Attorney Sholar advised from preliminary discussions with the State there may be a little more sampling needed in some areas, and Resolve was working on that. Attorney Sholar advised we had also engaged Lawrence & Associates to do the Brownfields survey which was required by the State. That was a survey that once the plan was accepted and the State had accepted it, it would be a recorded plat with the Register of Deeds showing all the contamination sites, all the sampling points, all the deed restrictions and restrictions that were associated with the Brownfields program. Attorney Sholar advised that the development would be a key piece of that, and the State would sign off on the development that this Committee recommends. He stated a critical piece of that was the LandDesign work because they would want to incorporate what the plan uses were going to be as part of the Brownfields program because that would guide the restrictions placed on the property. He stated once we had that information and gave it to the State, he anticipates this being fairly-rapidly approved in comparison to a lot of other Brownfields projects that had taken a tremendously long time and advised this one was going extremely smoothly. ACM Wells advised that the General Services Committee would be considering a budget ordinance at their meeting at 4:00 and that would move monies to be able to fund and pay for said Brownfields survey as well as the additional environmental site work that was being required. ACM Wells advised once they made their recommendation, that would move forward to City Council for their consideration and final approval.

Item No. 7. Winchester Oral History Project Update. SPM Campo stated that the young lady that came to the last meeting who was interning and working on this project (Sloan Holt) had been sent the tapes for her University to start reviewing them, so that was in process. SPM Campo advised that as she was meeting with Patrick Blaszyk and Keri Mendler about another issue, Patrick informed her he had found a gentleman who used to work for the railroad when it was operating as more of a passenger-type train, so she was trying to make contact with him because

he had some history. SPM Campo advised she would try to get him and some others into the recordings; then, once the University reviewed them they would be submitted to the State to see if they met their standards, and then we could ask them to not only keep them for us and what we're going to do, but also keep them there perpetually for historical value.

Item No. 8. Winchester National Register, Survey, Study/Cultural Overlay. SPM Campo advised she had met with the State and they said we did not have enough structures there to actually be a true district. SPM Campo advised the purpose of her meeting with Keri Mendler was to inquire what could be done to bring that in since there was a 50-year threshold and there were some split levels that the State had taken some genuine interest in. SPM Campo advised she had some conversations because there was a grant opportunity, and Lisa Kerner had gotten involved in that. SPM Campo advised the knee-jerk response was that we just didn't have enough to have a district, so she would open that conversation again to ask the State to consider how many we had to have for the split levels. SPM Campo advised she believed we had two streets of them from the 1970s, and that it may be that they were not quite old enough and we may have to wait a couple of years so that they hit the 50-yr mark. SPM Campo advised it really needs to be determined whether or not it was a true district before looking at making the local designation, which could be done. SPM Campo advised the community WOULD get something. She said we would like to have it recognized at the State level, but if we couldn't, we would attempt to have it recognized by Council as a local district like some other cities had done.

Item No. 9. Other Business. ACM Wells advised he had a quick update on the status of the Winchester storm water project. There had been a sectioned-off area for some time along Winchester Avenue. It was an old culvert that had failed adjacent to the street in between Hill and Stafford Streets. Engineering was moving forward with a project to do repair work there in the area. Planning and design was under way for that, and if that went well and as long as bids and funding allow, the plan was for that to go into construction later this year and look at that to come out of storm water funds. ACM Wells advised it had been a long time coming so we were looking forward to moving that forward. Mayor Burns inquired what were the estimated costs right now for that. ACM Wells stated he didn't have those yet but hoped to have that soon.

CM Watson provided an update on the Winchester re-lighting project saying the project was complete so all of the street lights in the Winchester Community had been changed out to LED lighting.

CM Watson provided an update on the old Winchester school, known more recently as the ceramics building, stating the former tenant had vacated. Ground 40 had been enlisted to help clean out the building, and the City's Property Management group was able to remove the dividing wall that was out in the shop area, so the entire shop area was open now and gave a perspective of exactly how big that room was. The wall was not load bearing, and it had no structural value other than to separate one part of the shop from the other. CM Watson also stated that as of this week all of the overgrown vegetation on the West side of the Winchester School property from the corner

of the gymnasium all the way back to the back of the ceramics building had been cleared out. CM Watson advised the next thing that would be looked at was whether or not there was a break in a power line that was not powering the outside lights and stated there was some work to be done with outside lighting around those buildings. CM Watson provided an update on the gym stating that over the last three weeks, the gym floor had been completely refinished, and it was absolutely beautiful. CM Watson advised that the construction and renovation to the Community Center building, specifically the glass room on the front, would start in another two weeks, and the glass would be removed and the porch would be constructed.

Mayor Burns opened a discussion regarding community space needs, and members agreed to make that a discussion for a later time.

Member Hall inquired about Headstart/Community Action future plans and the City. CM Watson advised there had been no discussions or finalized plans.

Item No. 10. Adjourn. Chair Anthony thanked everyone for their hard work and indicated her appreciation for all of the enthusiasm. There being no further business, Mayor Robert Burns made a motion to adjourn the Winchester Revitalization Committee Meeting of April 3, 2025. Member McGinnis seconded the motion, which passed unanimously.

The meeting adjourned at 3:36pm.

Surluta Anthony, Chair

Attest:

Angie Carnes, Clerk

**WINCHESTER REVITALIZATION COMMITTEE
SPECIAL MEETING
WINCHESTER COMMUNITY CENTER
BAZEMORE MEETING ROOM
1001 WINCHESTER AVENUE
MONROE, NORTH CAROLINA 28110
APRIL 14, 2025 – 10:00 AM
MINUTES**

The Winchester Revitalization Committee of the City of Monroe, North Carolina had a Special Meeting in the Bazemore Meeting Room in the Winchester Community Center located at 1001 Winchester Avenue in Monroe, North Carolina at 10:00am on April 14, 2025 with Chair Surluta Anthony presiding.

Members Present: Council Member Surluta Anthony (Chair), Council Member Julie Thompson, Mayor Robert Burns, Celestine Alsbrooks, Minnie Atwater, and Clerk Angie Carnes

Members Absent: Eleanor McGinnis and Eric Hall

Staff: City Manager (CM) Mark Watson, Assistant City Manager (ACM) Lisa Hollowell, Assistant City Manager (ACM) Jeffrey Wells, Grant Administrator (GA) Lisa Kerner, Strategic Projects Manager (SPM) Teresa Campo (Staff Liaison), City Attorney Richard Long, Senior Staff Attorney Terry Sholar, Legal Intern Ryan Ricketson, Director of Engineering Sarah McAllister, Stormwater Engineering Manager Bonnie Fisher, Director of Planning & Development Lisa Stiwinter, Senior Planner Keri Mendler, Transportation Planner Bryson Hester, Planner Patrick Blaszyk, Communications Supervisor Bradley Lucore, and Director of Property Management Ryan Jones

Visitors: Mary Walls, S. David Carriker, Eric Mungo, Karyl Jones, Mike Jones, Alisha DeBerry, Darrell DeBerry, Shawntay Anthony, Kimberly Chambers; and Jason McMiller, Christine Harris, Beth Poovey, Jeff Mis, and Ida Li of LandDesign

Chair Anthony called the Winchester Revitalization Committee Special Meeting of April 14, 2025 to order at 10:03am and welcomed everyone in attendance. A quorum was present.

Item No. 1. LandDesign Presentation. LandDesign presided over the kickoff meeting asking questions and receiving feedback to gather key insights about the Winchester neighborhood – its history, current conditions, and revitalization goals in order to inform and guide the project’s design process. Comments were provided by both committee members and community members/possible stakeholders.

LandDesign’s Meeting Minutes and Winchester Revitalization Committee Survey are attached to these Minutes as Exhibit A.

There being no further business, Chair Anthony adjourned the Winchester Revitalization Committee Special Meeting of April 14, 2025, at 12:45pm.

Surluta Anthony, Chair

Attest:

Angie Carnes, Clerk

DRAFT



MEETING MINUTES

DATE	April 14, 2025	PROJECT #	1024248
PROJECT NAME	Winchester Area Redevelopment		
MEETING LOCATION	Winchester Community Center 1001 Winchester Ave, Monroe, NC		
PURPOSE	Project Kick-Off		
SUBMITTED BY	Ida Li		
ATTENDEES	LandDesign: Christine Harris, Ida Li, Jason McMiller, Jeffrey Mis (Project Manager), Beth Poovey Mark Watson, Robert Burns (Mayor), Celestine Alsbrooks, Surluta Anthony, Julie Thompson, Minnie Atwater, Lisa Jensen, Angie Carnes (Clerk), Eric Hall, Eric Mungo, Mike and Carol Jones,		

The following notes summarize feedback recorded by LandDesign during the Winchester Revitalization Committee meeting held on April 14, 2025. The purpose of the meeting was to gather key insights about the Winchester neighborhood—its history, current conditions, and revitalization goals—to inform and guide the project’s design process. Comments were provided by both committee members and project stakeholders. The meeting agenda, which includes the discussion prompts, is included at the end of this document.

General Meeting Notes and Project Considerations:

- The project design is to not include the existing and active Saint Luke’s Church (noted as La Iglesia de Dios on Google Maps), but to work around the site and ensure stakeholder involvement in the design process.
- The project site is currently undergoing brownfield mitigation. The Winchester Area Development will continue to make progress in conjunction with the next steps of the brownfield process (i.e. brownfield site survey).
- There were previous discussions on shared parking with the Greater Saint Jame’s Church, but the City has not had in-depth conversations about this topic as of current (04/14/2025). Councilwoman Surluta Anthony will work with LandDesign to connect with stakeholders.
- The railroad roundhouse inspiration is the preferred design direction for the architecture of the community business incubator structure.
- The project design for the linear park should work to unify the community center to the site.
- The redevelopment area design should include minimal interaction along the railroad right-of-way and have a strong focus on the streetscape. LandDesign will continue to work with the committee and stakeholders on preferred programming and design elements for this area.

These notes reflect the author’s interpretation at the referenced meeting. Any changes or additions should be submitted to the author in writing.

Community Goals

- To become a destination and a way to keep history alive, passing along the community stories to the next generation
- To welcome all of Monroe to the neighborhood
- To provide opportunities for economic growth so that Winchester becomes a place to visit, a place to work, and a place to live
- To revitalize the neighborhood by fostering community, restoring its historic charm, and bringing back a time when children roamed freely, and neighbors knew each other
- To foster a sense of belonging and pride
- To build a sense of community ownership by keeping renters and homeowners engaged and well-informed throughout the revitalization process
- To inspire pride in private properties by preserving existing assets and reinvesting in both past and future improvements
- To protect, preserve, and mark the history of the neighborhood and its community (including what once existed and what still exists - such as the pool, the adjacent existing churches, and the people)
- To be connected to Downtown Monroe but remain a distinct neighborhood
- To establish a better connection to Downtown Monroe
- For the City of Monroe to recognize past tensions and stories by breaking the silence
- To promote the site's history and what that means to the residents of Winchester
- To reinforce the City of Monroe's commitment to the community by building momentum and establishing a strong foundation so that efforts are sustainable
- To reinforce Winchester's identity as a neighborhood through design that creates a strong sense of place

Project Goals

- To connect the Winchester Area Redevelopment to adjacent parks and recreation amenities (i.e. Creft Park, Bearskin Creek Greenway, and Belk Tonawanda Park)
 - Example: Charles Street, New Orleans Downtown Redevelopment
- To connect the Winchester Area Redevelopment to Downtown Monroe and its adjacent neighborhoods
- To enhance walkability in its streetscapes by providing pedestrian sidewalks, promoting safety, and leveraging the connections to the planned Greenway project
- To help bring positive change to Winchester
- To recreate a self-sustaining reality with design, such as business incubator spaces
- To set up the community for success by setting precedent and guidelines that establish a sense of place - working with the city, landowners, and future stakeholders
- Use history as means of drawing people into the Winchester neighborhood
- To address the change in the community and to blend the past with the current community composition

Branding Notes

- To visually delineate Winchester through graphics so that visitors know where they are. The neighborhood should have a style of its own
- Navy Blue and white colors were the old colors from the high school

- Strong themes of quality of life and pride in their community
- Sharing the stories of notable community members and prosperity of the past
- Key words: love, welcoming, historic, family friendly, traditional, restorative, vibrant, comfortable, security, safe, walkable, connected, charming
- Blending the new brand into the story of what the community once was. This is about sharing the story and building on the legacy and preserving the historical significance.
- Key phrases expressed by the community included “never forgotten”, “phoenix”, and “historical area restored to its grandeur” to celebrate what the community once was
- Avoid any feeling of modern or contemporary style as it is not authentic to Winchester. Celebrate this neighborhood as a place of history and heritage
- Winchester should feel welcome for all of Monroe

Winchester Revitalization Committee Meeting

Project Kickoff and Stakeholder Outreach Agenda

- 1. Who We Are.** *LandDesign Firm and Team Introduction*
- 2. Who Is Winchester.** *Understanding the Neighborhood*
 - a. Where did you come from?
 - Focused discussion of the history of the site and events that impacted the community.
 - b. Where are you now?
 - Together we will review current geographic + demographic information and how it compares to the rest of Monroe and Union County.
 - What else do we need to know?
 - c. Where are you headed?
 - Review of the previous Winchester Redevelopment Area Plan
 - Review of what we heard since that plan was released.
- 3. Why We Are Here.** *Understanding how our projects will support the Winchester Revitalization efforts.*
 - a. Review the various projects + define the scope of work.
 - b. Refine the overall goals for the Winchester Neighborhood Revitalization
 - Review the history, opportunities, and constraints and how those may influence the overall goals for the neighborhood.
 - c. Outline the individual goals that will help guide a successful design process for the various neighborhood improvement projects.
 - What will make the Winchester Redevelopment Area Plan and Linear Park a success?
 - What should we prioritize in creating a greenway connection between the Winchester Community Center and Creft Park?
 - What might define the brand of Winchester?
- 4. Tell Us What You Think.** *A guided discussion group discussion and individual questionnaire to help us better understand your personal take on how we can best express the character, quality, and composition of your community.*
- 5. Tell Us About the Neighborhood.** *Mapping out success one plan at a time*
 - a. Help us identify the spaces and places that are significant to the community.
 - b. Identify the opportunities + constraints to better connect the Winchester Neighborhood to Downtown Monroe



Winchester Revitalization Committee Survey

This survey blends questions about Winchester’s physical spaces and its deeper story—how it feels, what it means to people, and what it could become. Your answers will help shape the future of Winchester’s redevelopment area, linear park, and neighborhood identity.

Name (optional): _____
Feel free to share your name if you’re comfortable.

Who is Winchester for?

1. **Let’s think about both today and tomorrow.** Select all that apply or add your own ideas.

- Longtime Residents and Legacy Families. Generations who’ve called Winchester home and carry its story forward.
- New and Growing Families. First-time homeowners, young parents, and families building a future here.
- Youth and Teens. The next generation—students, athletes, creatives, and future leaders.
- Local Workers and Entrepreneurs. People running small businesses, working in Monroe industries, or investing in the neighborhood’s growth.
- Newer Residents. Multicultural households and newcomers helping shape Winchester’s evolving identity.
- Who else? (Please specify): _____

2. **What makes Winchester *different* from other neighborhoods in Monroe?**

3. **What do people who live here feel most proud of?**

4. **What stories or moments from this neighborhood do you wish more people knew about?**

What Does Winchester Feel Like?

5. **What ideas, adjectives, or feelings inspire the kind of places we want to create in the Winchester neighborhood?** Think about what you want people to feel, remember, or do here. Sample adjectives: Historic, energetic, family-friendly, traditional, playful, relaxing, welcoming, restorative, vibrant, peaceful, eclectic, charming, bold, imaginative, organic, adventurous, athletic, comfortable

6. **When someone visits the Winchester neighborhood, linear park, or redevelopment area, what kind of experience should they expect?** Select all that apply or add your own ideas.

- Peaceful retreat
- Community connector
- Family-friendly
- Active and energetic
- Reflective and calming
- Other (please explain): _____

7. **What's the vibe?** Mark an "X" along each line to show where you think Winchester's brand should fall between each pair of words. This helps us understand the overall character the redevelopment, linear park, and neighborhood brand should express. How should it feel to those who live here, visit, or connect with the community?

Friendly	_____	Reserved
Spontaneous	_____	Deliberate
Modern	_____	Classic
Innovative	_____	Traditional
Playful	_____	Serious
Expressive	_____	Literal
Everyday	_____	Elevated
Natural	_____	Refined
Energetic	_____	Laid-back
Retro	_____	Futuristic
Geometric	_____	Organic
Casual	_____	Curated

8. **Is there anything we want to avoid in this brand?** (e.g., no clichés, no overused community imagery, no confusing it with another part of Monroe?)

