

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

1. Call to Order – Chair/Councilwoman Anthony
2. Welcome and Introductions Anthony
3. Approval of Minutes – June 5, 2025 Regular Meeting Anthony

STATUS AND UPDATES:

4. Winchester Revitalization, Design, Branding Overview and Updates Watson
 - a) Land Design Status/Updates Wells
 - b) Winchester Cultural Overlay District Campo/Kerner
 - c) Branding Campo
5. A Monroe, North Carolina Railroad Story: The Roundhouse and Turntable – A Study for the Winchester Revitalization Project by S. David Carriker, D.Min. – Book Presentation Campo
6. Winchester High School - Historical Signage Campo
7. Brownfield’s Environmental Status/Remnant Properties Update Sholar/Campo
8. Other Business (if any) Watson
9. Adjourn Anthony

Next Meeting: August 7, 2025 @ 3:00pm

**WINCHESTER REVITALIZATION COMMITTEE REGULAR MEETING
MONROE CITY HALL COUNCIL CHAMBERS
300 W. CROWELL STREET
MONROE, NORTH CAROLINA 28112
JUNE 5, 2025 – 2:00 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 2:00pm on June 5, 2025 with Chair Surluta Anthony presiding.

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

Members Absent: Minnie Atwater

Staff: City Manager (CM) Mark Watson, Assistant City Manager (ACM) Jeffrey Wells, Strategic Projects Manager (SPM) Teresa Campo (Staff Liaison), City Attorney Richard Long, Senior Staff Attorney (SSA) Terry Sholar, Director of Planning and Development Lisa Stiwinter, Assistant Planning and Development Director Doug Britt, Planner I (Planner) Patrick Blaszyk, and Grant Administrator Lisa Kerner

Visitors: Beth Poovey (Landscape Architect and Principal), Jeffrey Mis (Project Manager and Landscape Architect), Emily Condon (Landscape Architect), Ida Li (Landscape Designer), and Christine Harris (Graphic Communications) (all from LandDesign)

Item No. 1. Call to Order and Item No. 2. Welcome and Introductions. Chair Anthony called the Winchester Revitalization Committee Meeting of June 5, 2025 to order at 2:01pm and welcomed everyone in attendance. A quorum was present. Chair Anthony invited LandDesign representatives to introduce themselves.

Item No. 3. Approval of Minutes – May 1, 2025 Regular Meeting. The Minutes from the May 1, 2025 Regular Meeting were presented for review and approval. Member Thompson made a motion to approve the May 1, 2025 Minutes as presented. Member Eric Hall seconded the motion, which passed unanimously.

Item No. 4. LandDesign Visioning Session. Chair Anthony invited the LandDesign team to present. Jeffrey Mis stated LandDesign listened to the feedback from the last meeting which included history that was shared both in prints and from comments at the meeting. LandDesign went through the various components of the project, which included the redevelopment area itself and the Linear Park. LandDesign also presented the Winchester neighborhood's street composition and how it may be increased to create a greenway connection and/or a pedestrian connection to the community center and the redevelopment area. They went through the branding exercise and what they heard from the last meeting to establish some initial concepts and asked for feedback from the Committee. Jeffrey stated the goal for this meeting was to recap to the Committee what they were seeing, what they have heard, and their opinion from a professional standpoint. LandDesign stated they would design this with the Committee and the community, so they were there to listen and fine tune points of alignment from ideas that would translate to a design that they would come back and present in about a month. LandDesign went over the project principals and goals that they would like to achieve through, including but not limited to, the design of the various components of the project and asked for feedback from the Committee on what they were thinking regarding how it would be styled, how it would function, what elements were taking priority, and where those elements were to be placed on the site.

Beth Poovey of LandDesign introduced the beginning of a Vision Statement based on what they heard from the community at the last meeting: "The Winchester Community wants to use this project as a catalyst to recreate a self-sustaining reality with walkable commerce. This project will blend its history with its hopes for the future being intentional, layered storytelling. Winchester is not a destination, it's a community." Ms. Poovey indicated "community" should be underlined because that was feedback they heard during the last meeting. Ms. Poovey asked for thoughts or reactions and stated this was not a concise vision statement but what they were starting to develop as the vision statement for the community and for this project. Chair Anthony stated she liked it because it mentioned the history and the future and showed that this was something that was evolving. Chair Anthony also stated that she liked the fact that community was underlined because she said, "We don't want it to be a place for somebody to just pop in to look at." Council Member Thompson asked to add the word history to the first part ... "...reality with walkable history and commerce."

LandDesign presented maps with past and present buildings and landmarks, and Committee members indicated changes to the map correcting names and locations of those past and present buildings and landmarks.

LandDesign went through design and concept ideas and asked for feedback from the Committee. LandDesign's "Winchester Redevelopment Initiative" handout for this Visioning Session is attached to these Minutes as Exhibit A, and LandDesign's Meeting Minutes are attached to these Minutes as Exhibit B.

Item No. 5. A Monroe, North Carolina Railroad Story: The Roundhouse and Turntable – A Study for the Winchester Revitalization Project by S. David Carriker, D.Min. Due to time restraints, this item was not discussed. The item will be discussed at the July 3, 2025 Meeting.

Item No. 6. Winchester Turntable Site Identification. Due to time restraints, this item was not discussed. The item will be discussed at the July 3, 2025 Meeting.

Item No. 7. Winchester High School, Historical Signage. Due to time restraints, this item was not discussed. The item will be discussed at the July 3, 2025 Meeting.

Item No. 8. Brownfields Environmental Status/Remnant Properties Update. Due to time restraints, this item was not discussed. The item will be discussed at the July 3, 2025 Meeting.

Item No. 9. Winchester Cultural Overlay. Due to time restraints, this item was not discussed. The item will be discussed at the July 3, 2025 Meeting.

Item No. 10. Other Business (if any). Due to time restraints, this item was not discussed. The item will be discussed at the July 3, 2025 Meeting.

Item No. 11. Adjourn. There being no further business, Member Eleanor McGinnis made a motion to adjourn the Winchester Revitalization Committee Meeting of June 5, 2025. Council Member Julie Thompson seconded the motion, which passed unanimously.

The meeting adjourned at 3:56pm.

Surluta Anthony, Chair

Attest:

Angie Carnes, Clerk

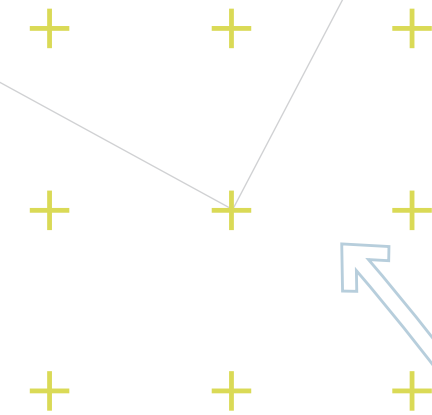


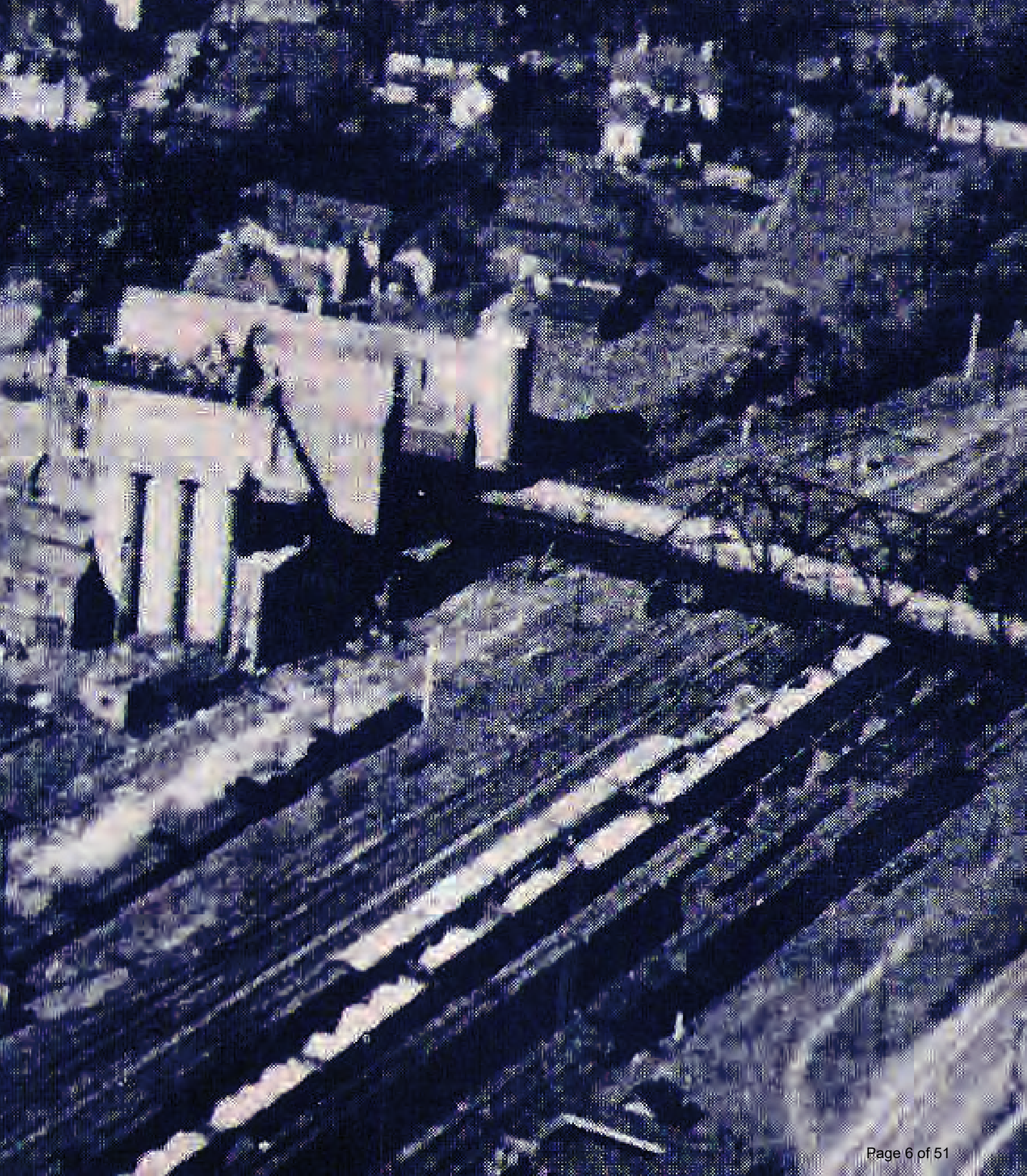
WINCHESTER REDEVELOPMENT INITIATIVE

MONROE, NC

VISIONING SESSION

06.05.25





THE PROGRAM

+ WELCOME + INTRODUCTIONS

+ [DRAFT] PROJECT GOALS

+ REDEVELOPMENT OPPORTUNITIES / LINEAR PARK

What We Heard

Our Approach / Objectives

Precedents

Discussion

+ CONNECTIONS

What We Heard

Our Approach / Objectives

Precedents

Discussion

+ THE BRAND

What We Heard

Detailed Survey Themes + Takeaways

Preliminary Brand Concepts

Discussion

+ OPEN DISCUSSION + NEXT STEPS

RECAP

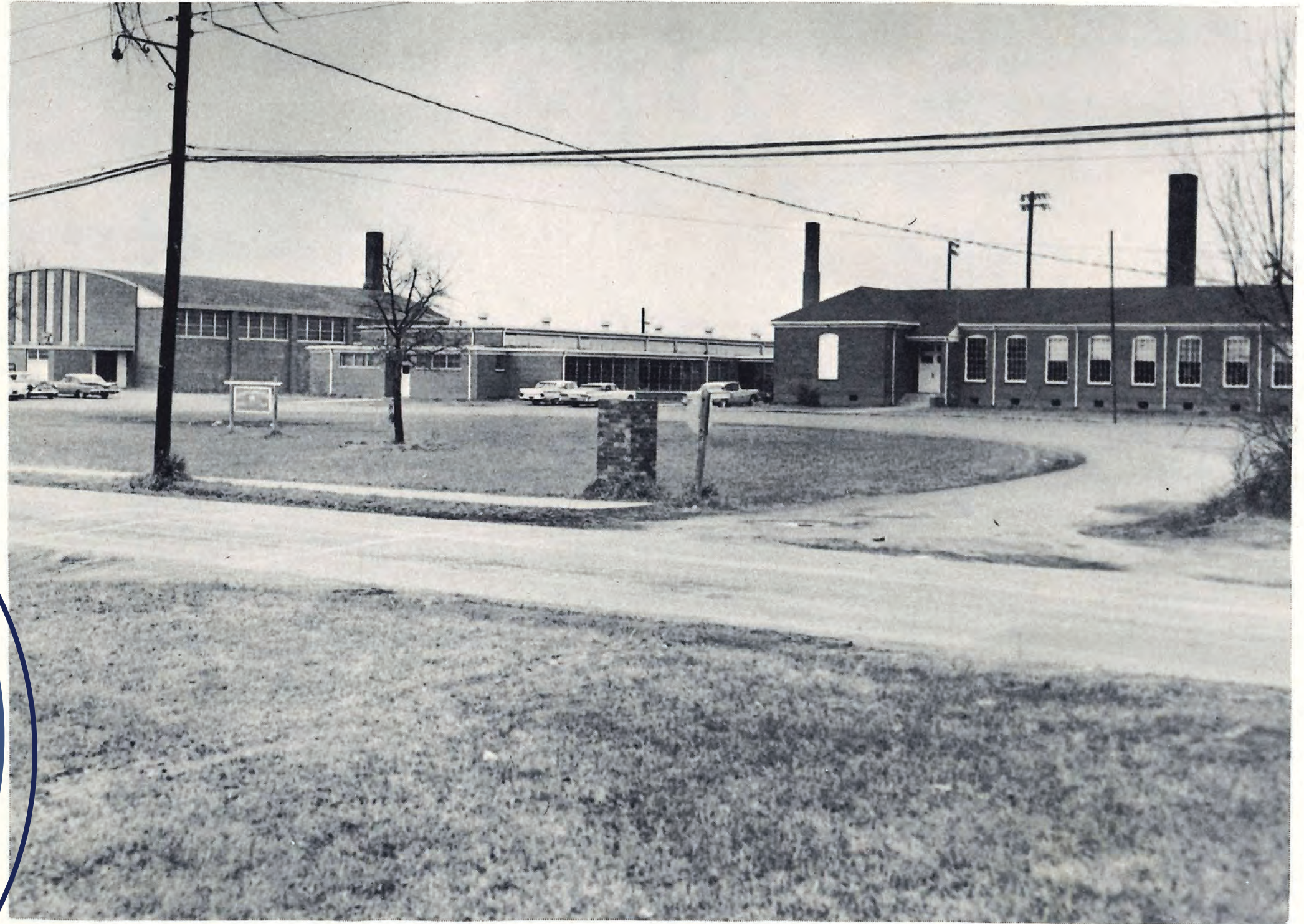
LAST TIME WE WERE HERE...

- + We learned more about the **history + legacy** of your community
- + **Goals discussion** – What does Winchester want to be?
- + **Project scope discussion** – What are the components + core values of this project?

The Winchester community wants to use this project as a catalyst to **recreate a self-sustaining reality**, with walkable commerce.

This project will blend its history with its hopes for the future through intentional, layered **storytelling**.

Winchester is not a “destination,” **it’s a community**.



OUR SCHOOL

[DRAFT] PROJECT GOALS

BASED ON WHAT WE HEARD IN THE KICKOFF MEETING:



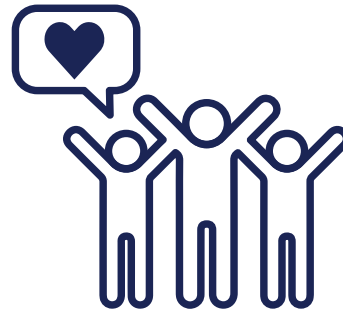
LEGACY

Preserve and celebrate
Winchester's **legacy** +
cultural identity



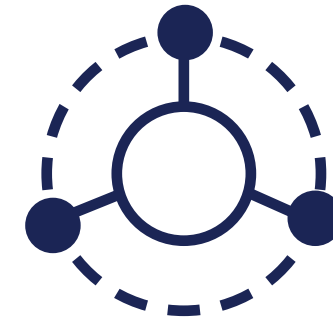
CONNECTION

Reconnect + improve
walkable access to the
Winchester neighborhood



LIFESTYLE

Design a place that supports
the physical + emotional
health of residents, as well as
community life



AUTONOMY

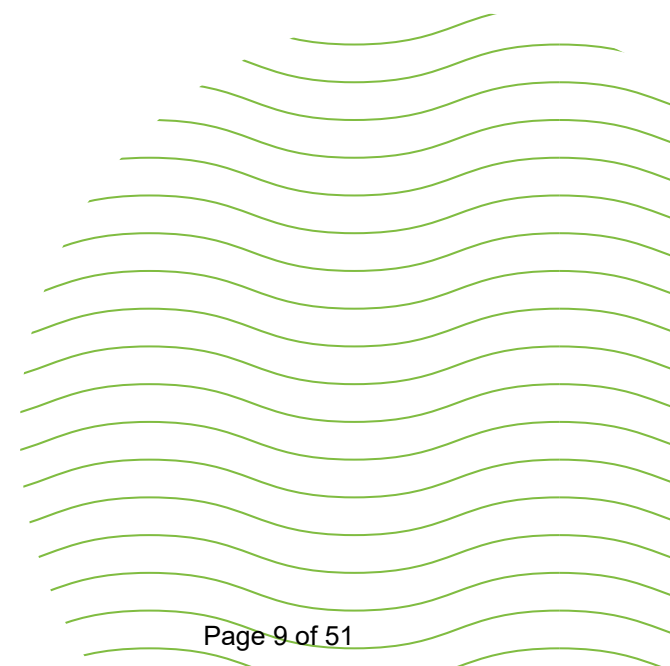
Position the project as a
defining feature of a **self-
sustaining neighborhood**
anchored by local amenities +
walkable commerce



RECOGNITION

Define Winchester as a
distinct neighborhood within
Monroe that is a great place
to live, work, + visit

+ REDEVELOPMENT
OPPORTUNITIES +
LINEAR PARK





WHAT WE HEARD

- + Spaces for community gathering
- + Build the local workforce (“walkable commerce”)
- + The park should not interfere with the railroad or brownfield, with a strong focus towards the street
- + Protect, preserve, and mark history

LEGEND

- Winchester owned parcels
- easements
- community noted activity center
- key locations - existing
- key locations - former
(references community input from kickoff meeting April 14, 2025 and Sanborn Fire Insurance maps)

KEY LOCATIONS - FORMER

- 1 Winchester Ave High School
- 2 hair salon
- 3 grocer
- 4 cab stand + salon
- 5 former Catholic Church
existing Harris Funeral Home

KEY LOCATIONS - EXISTING

- 1 Winchester Community Center
- 2 Winchester Ave community facility
- 3 Winchester day care center
- 4 Monroe City Office
- 5 Saint Luke’s Church (La Iglesia de Dios)
- 6 Saint James GFBH Church of God
- 7 Esquire barber shop
- 8 masonic hall
- 9 wash + fold laundry

THE LINEAR PARK



COMMEMORATIVE PARK FEATURE / DEDICATIONS



CENTRAL PLAZA



RESPIRE



STORY WALK



SPORTS REC



PLAYGROUND



REFLECTIVE GARDEN



“STATIONS”

STREETSCAPE



**PRIORITIZE WIDE WALKWAYS
(URBAN PLANTING)**



PRIORITIZE SEATING + AMENITIES



MINIMALIST



PARK FEATURES ALONG THE STREET



**PRIORITIZE LARGE SHADE TREES
(WIDE PLANTING)**



INCREASE SEPARATION



ON-STREET PARKING

OPEN SPACE



NATIVE PRAIRIE



VIEWING AREAS



REFORESTATION



WILD + VIBRANT MEADOW



MOWED FIELD



SCULPTURE PARK



COMMUNITY / RETAIL



COMMUNITY TABLE



LOUNGE SEATING



PERFORMANCE STAGE



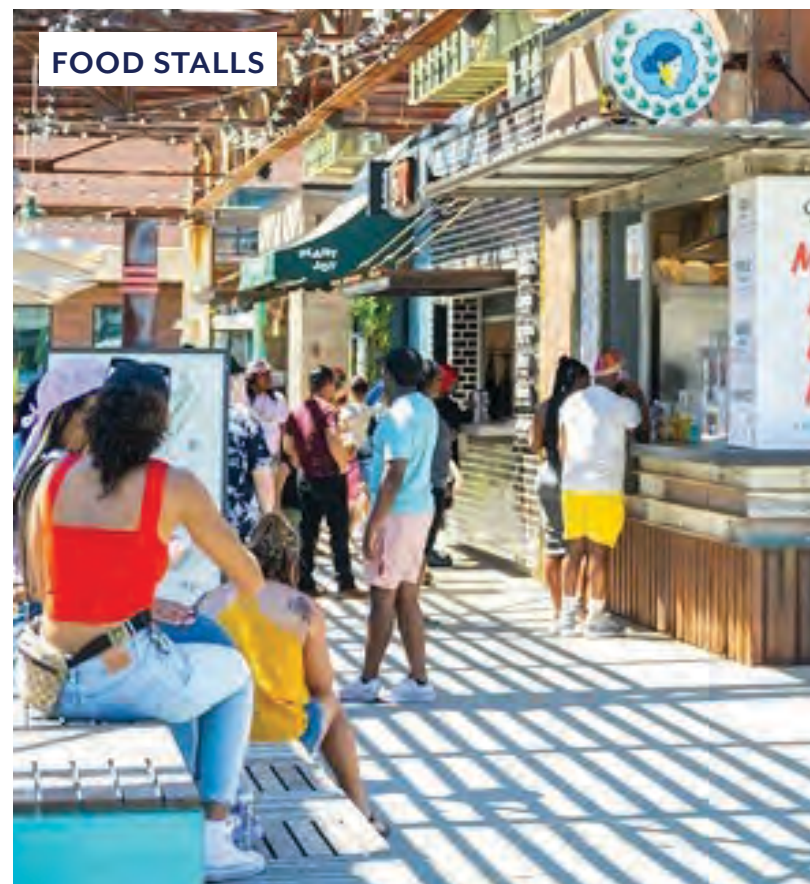
INDOOR / OUTDOOR MARKET



COVERED FRONT PORCH



INCUBATOR / MAKER SPACE



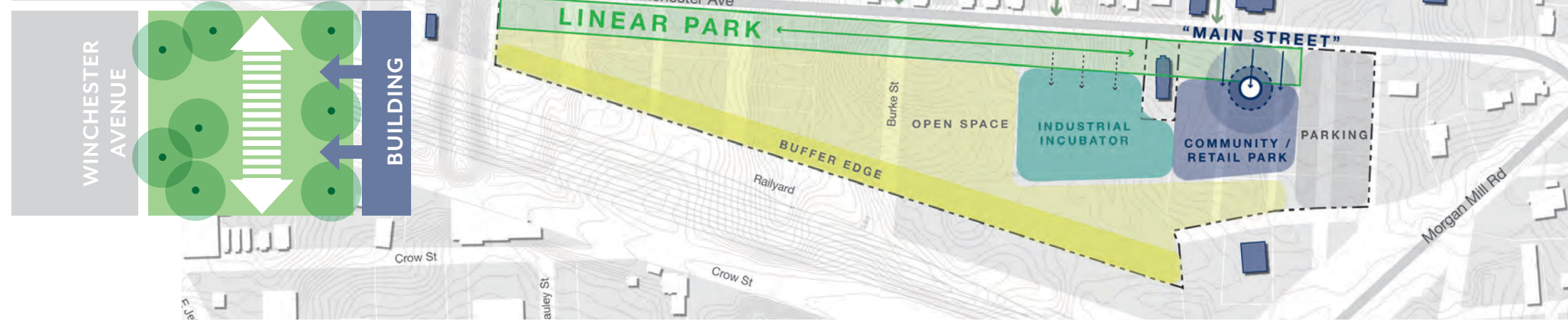
OPPORTUNITIES

- + Layered approach to storytelling within the linear park – more than just signage
- + Provide flexible spaces to support social gathering at different scales
- + Tuck the parking lot away to keep the public space front and center
- + Focus business incubator + retail activity towards the community center

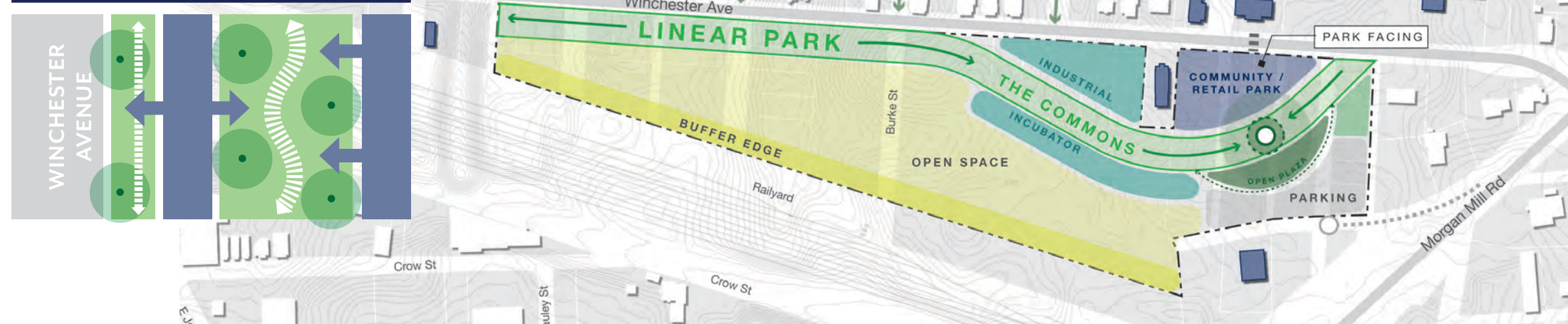
THINGS TO CONSIDER:

- + Street parking / parking lot
- + Topography
- + Adjacent connections
- + Brownfield cap boundaries
- + Access / greenway tie-in
- + Activation + programming potential

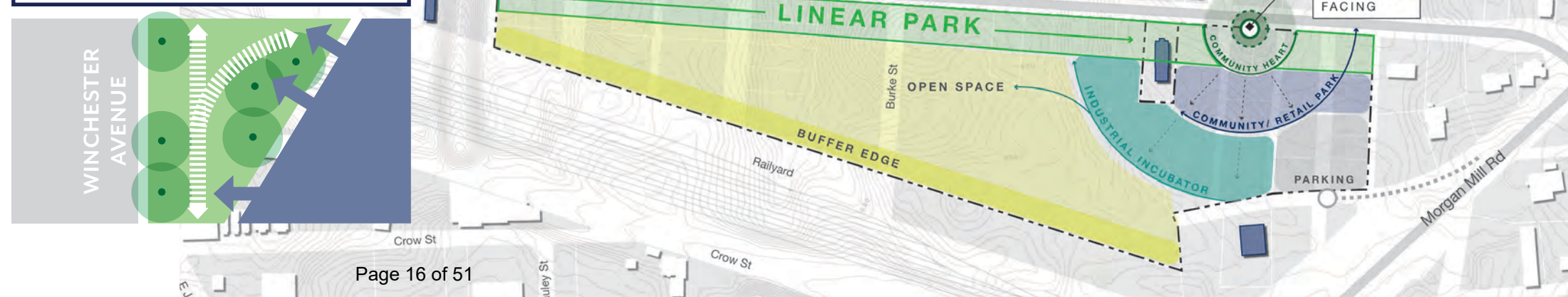
A. MAIN STREET



B. PARK COMMONS



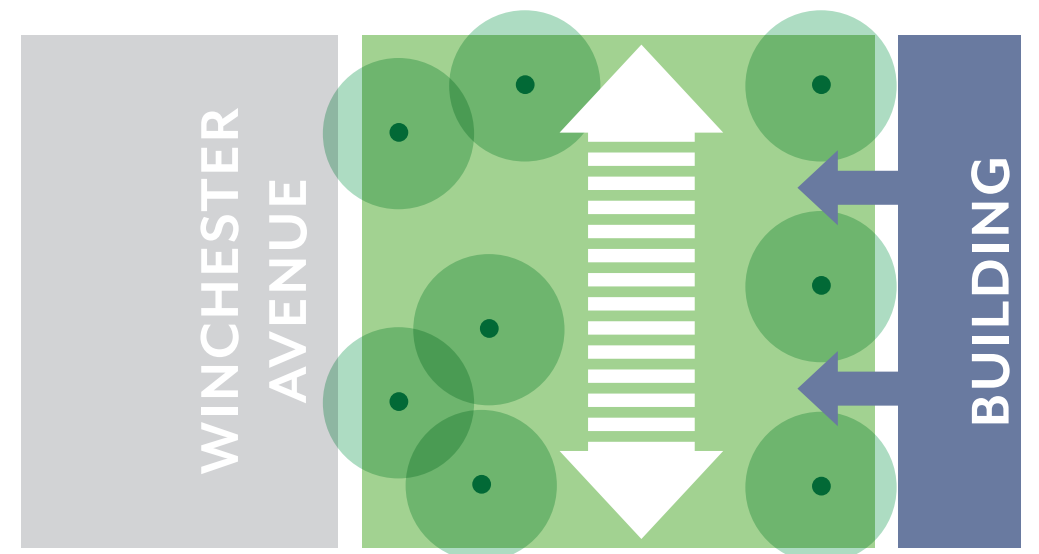
C. COMMUNITY COMMONS





OPTION A: MAIN STREET

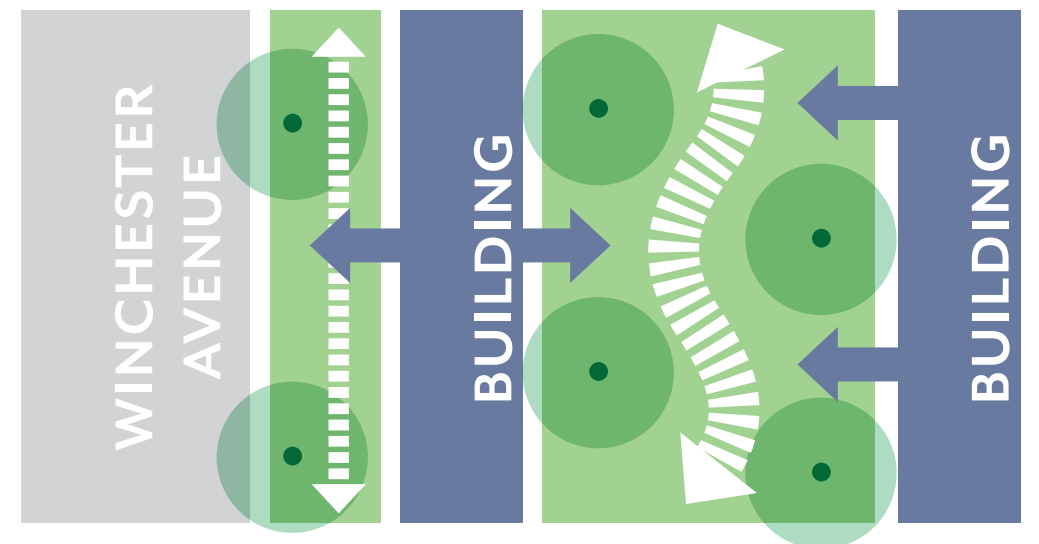
- + The linear park is part of the Winchester Ave streetscape as a wide corridor
- + Development faces Winchester Ave, like a traditional "Main Street"
- + Opportunity to extend streetscape and programming into Winchester Ave (temporary road closures for street festivals, etc.)





OPTION B: PARK COMMONS

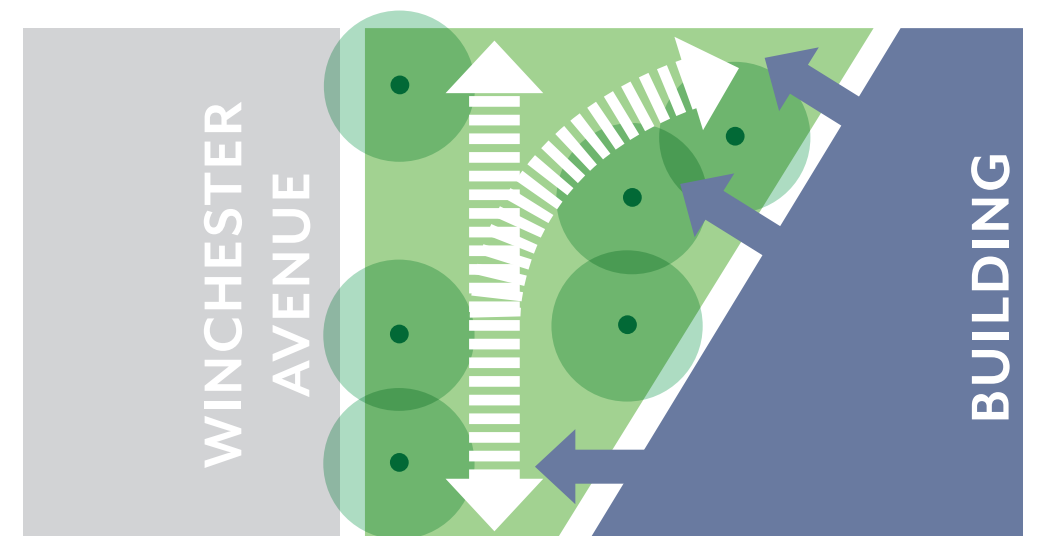
- + Linear park transitions off Winchester Ave to an internal promenade with development on both sides
- + Historic orientation of the roundhouse
- + Parking serves Community Center + Redevelopment Area



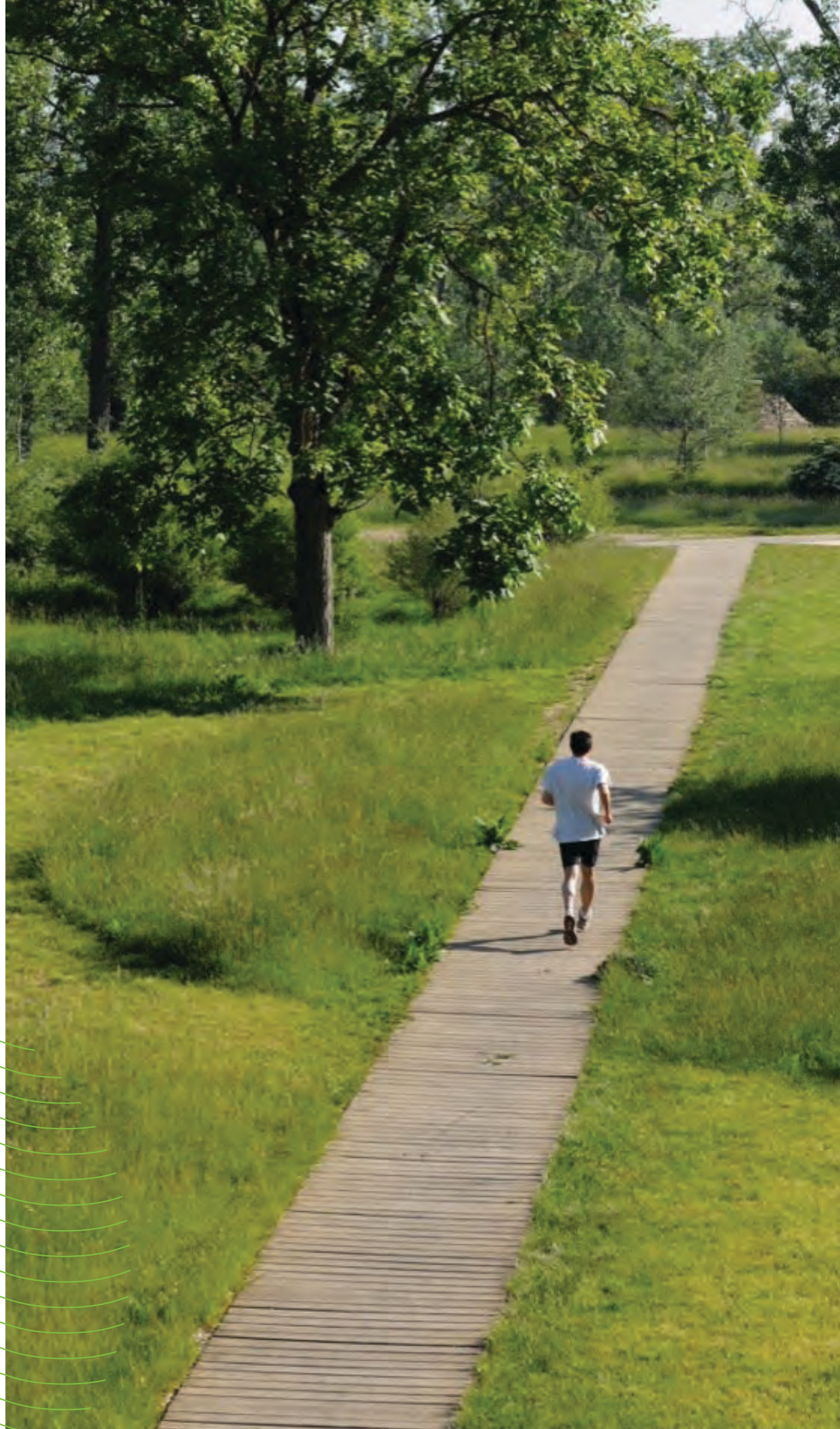
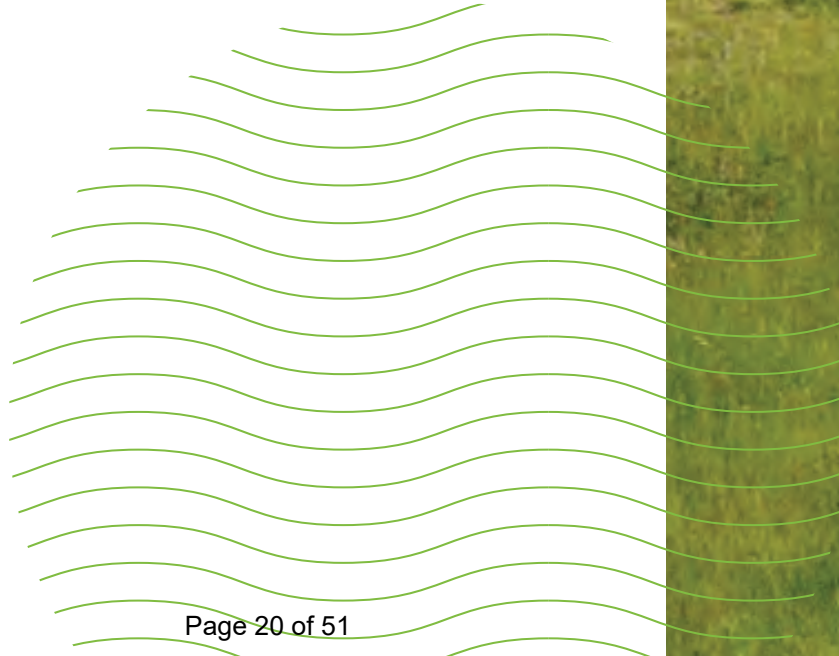


OPTION C: COMMUNITY COMMONS

- + Continuous linear park promenade along Winchester Ave with a large node at the Community Center corner
- + Activity is focused around and faces the Community Center, with development that wraps around it
- + Parking is tucked away in the back of the site
















+ CONNECTIONS

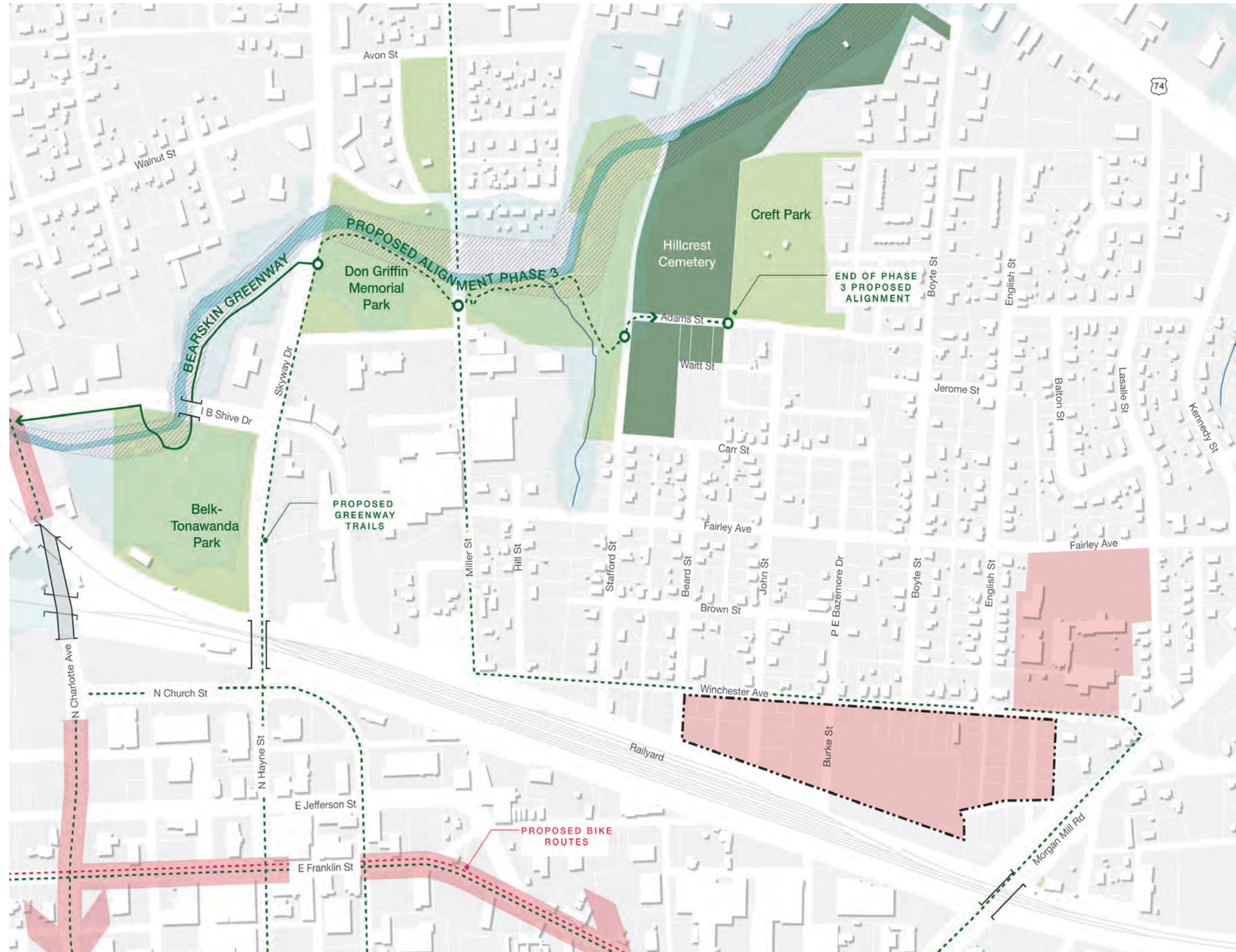


PREVIOUS PLANS

- + Carolina Thread Trail Master Plan
- + 2005 Monroe Greenway Master Plan
- + Creft Park/Bearskin Greenway Ph 3 Master Plan

LEGEND

-  Winchester owned parcels
-  city owned parcels
-  county owned parcels
-  parks
-  cemetery
-  stream
-  FEMA regulatory buffer
-  FEMA 100-year flood
-  studied greenway alignment
(Monroe 2005 adopted Greenway Master Plan)
(Creft Park and Bearskin Greenway Phase III Master Plan)
(Carolina Thread Trail Master Plan for Union County and Participating Municipalities)
-  easement
-  community noted activity center
-  key locations - existing
-  key locations - former
(references community input from kickoff meeting April 14, 2025 and Sanborn Fire Insurance maps)








WHAT WE HEARD

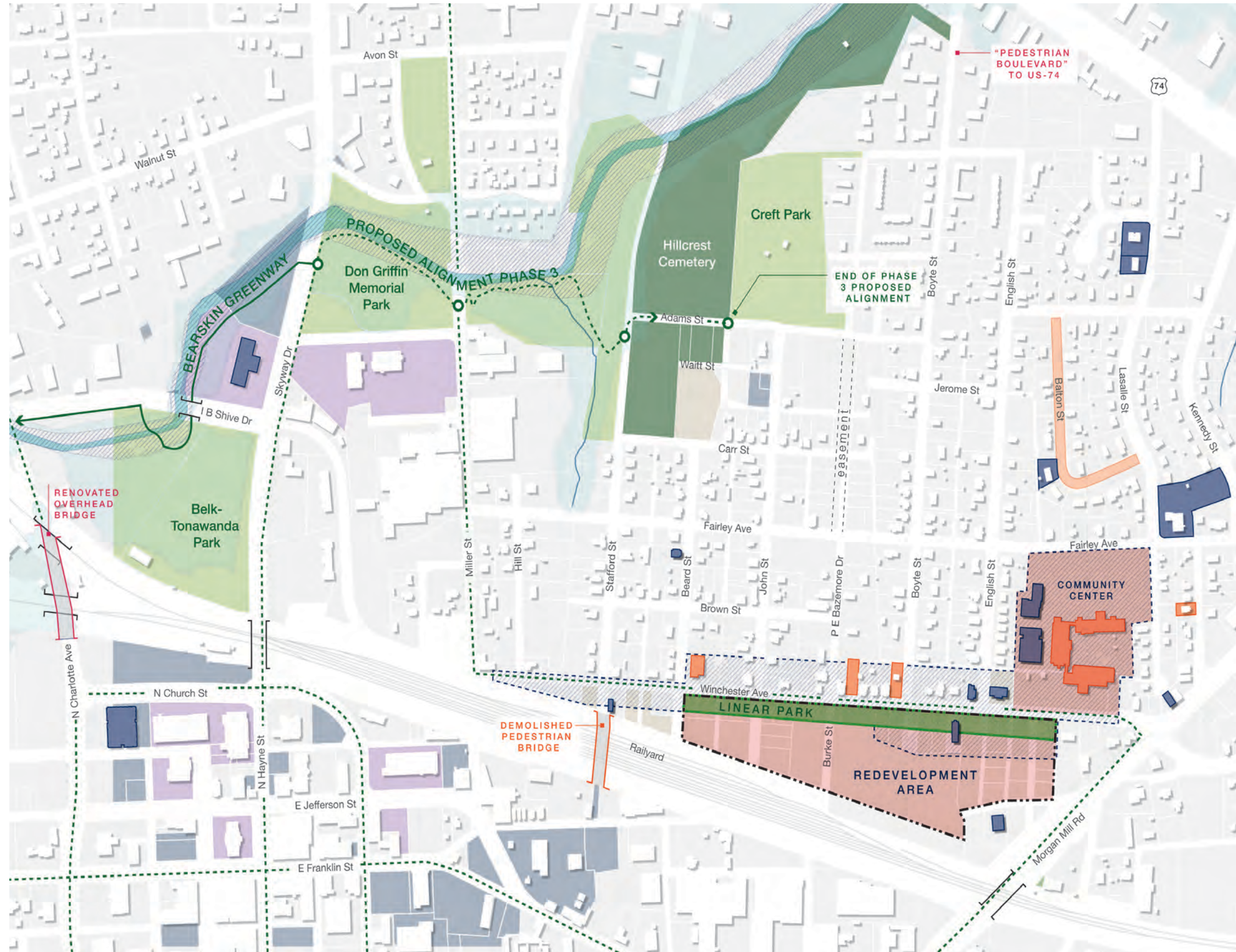
- + Desire for **connection between Winchester + adjacent neighborhoods and parks**
- + There used to be a pedestrian bridge that connected Winchester Ave to downtown Monroe that no longer exists
- + “Walkable employment”

KEY CONNECTIONS:

- + Community Center
- + Creft Park
- + Bearskin Creek Greenway
- + Don Griffin Memorial Park
- + Belk Tonawanda Park

LEGEND

-  studied greenway alignment
(Monroe 2005 adopted Greenway Master Plan)
(Creft Park and Bearskin Greenway Phase III Master Plan)
(Carolina Thread Trail Master Plan for Union County and Participating Municipalities)
-  easement
-  community noted activity center
-  key locations - existing
-  key locations - former
(references community input from kickoff meeting April 14, 2025 and Sanborn Fire Insurance maps)



FACILITY TYPES: RESIDENTIAL STREETS



FACILITY TYPES: OFF-STREET














OPPORTUNITIES

THINGS TO CONSIDER:

- + Right-of-way
- + Experience (safety + comfort)
- + Utilities
- + Lighting + visibility
- + **Connection to Linear Park + Redevelopment Area**

LEGEND

-  studied greenway alignment
(Monroe 2005 adopted Greenway Master Plan)
(Creft Park and Bearskin Greenway Phase III Mast)
(Carolina Thread Trail Master Plan for Union Count Participating Municipalities)
-  future bike routes
(Carolina Thread Trail Master Plan for Union Count)
-  easement
-  community noted activity center
-  key locations - existing
-  key locations - former
(references community input from kickoff meeting April 14, 2025 and Sanborn Fire Insurance maps)
-  type 1 - sidewalk on one side
-  type 2 - no sidewalk
-  type 3 - off street
-  utility line
-  unmarked intersection



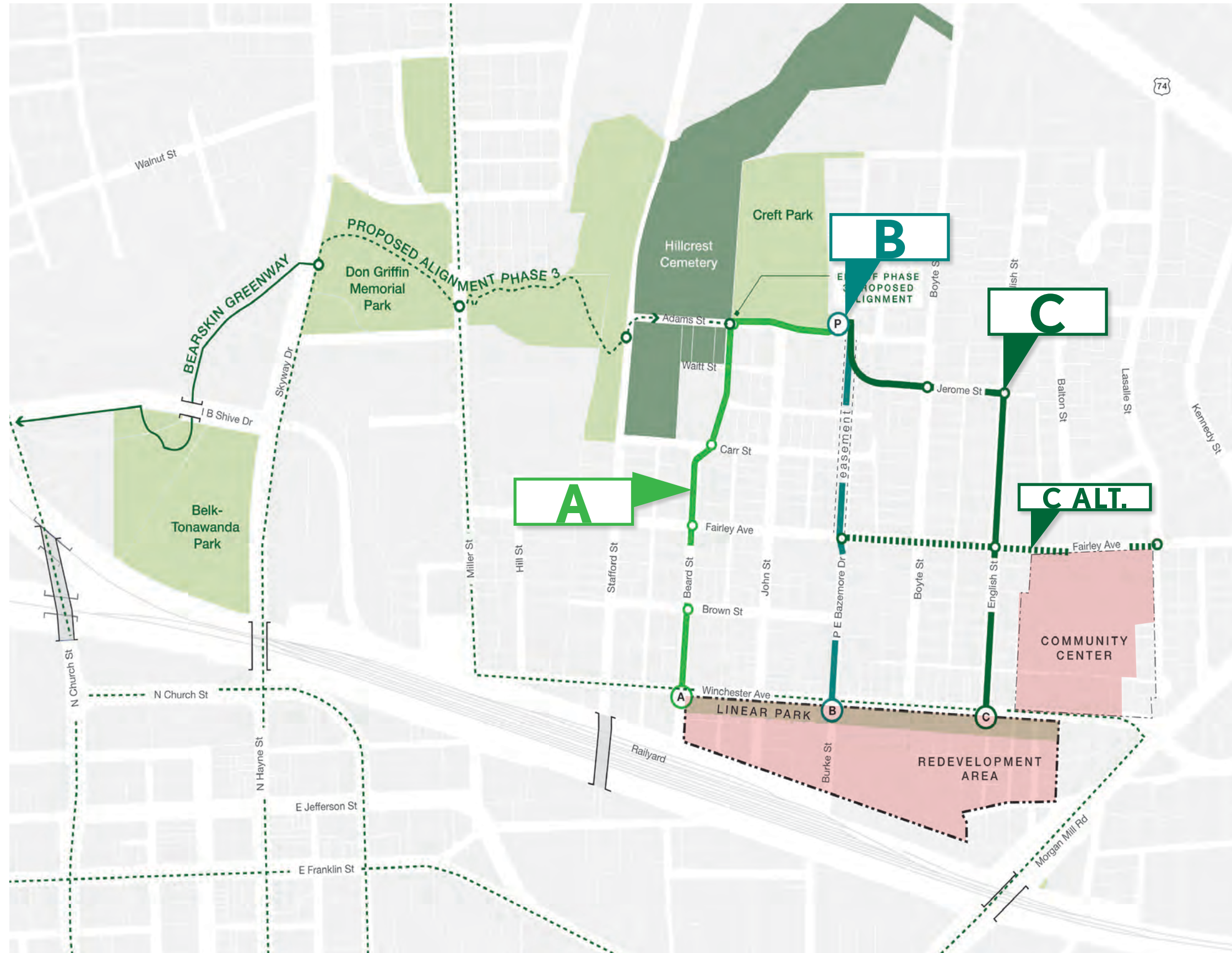
OUR APPROACH

GREENWAY ROUTE OPTIONS:

- + OPTION A - Beard St, the most direct alignment
- + OPTION B - Pazemore Dr, the nature-focused, central alignment
- + OPTION C - English St, the alignment that aligns with the Community Center
- + OPTION C ALT. - English St + Fairley Ave via utility easement

CONSIDERATIONS:

- + Right-of-way
- + Experience (safety + comfort)
- + Utilities
- + Lighting + visibility
- + Connection to Linear Park + Redevelopment Area



GREENWAY ROUTE OPTIONS

OPTION A - THE DIRECT ALIGNMENT

- + Direct alignment
- + High visibility
- + Opportunity for shared road facility
- + Ties into park at the corner – defines clear, linear movement through the Linear Park suitable for chronological storytelling



GREENWAY ROUTE OPTIONS

OPTION B - THE NATURE ALIGNMENT

- + Centrally-located alignment
- + Intimate nature experience along utility easement
- + Creates a node in the middle of the linear park where the trail ties in – activity radiates out from there



GREENWAY ROUTE OPTIONS

OPTION C - THE COMMUNITY CENTER ALIGNMENT

- + Ties more directly into the Community Center
- + Alternate option to include Fairley Ave to front the Community Center on 3 sides
- + Creates a social node between the Community Center + Redevelopment Area – programming opportunity
- + West side of the park becomes more passive / requires more programming to activate



EXPERIENCE



PAVING DETAILS



REST MOMENTS

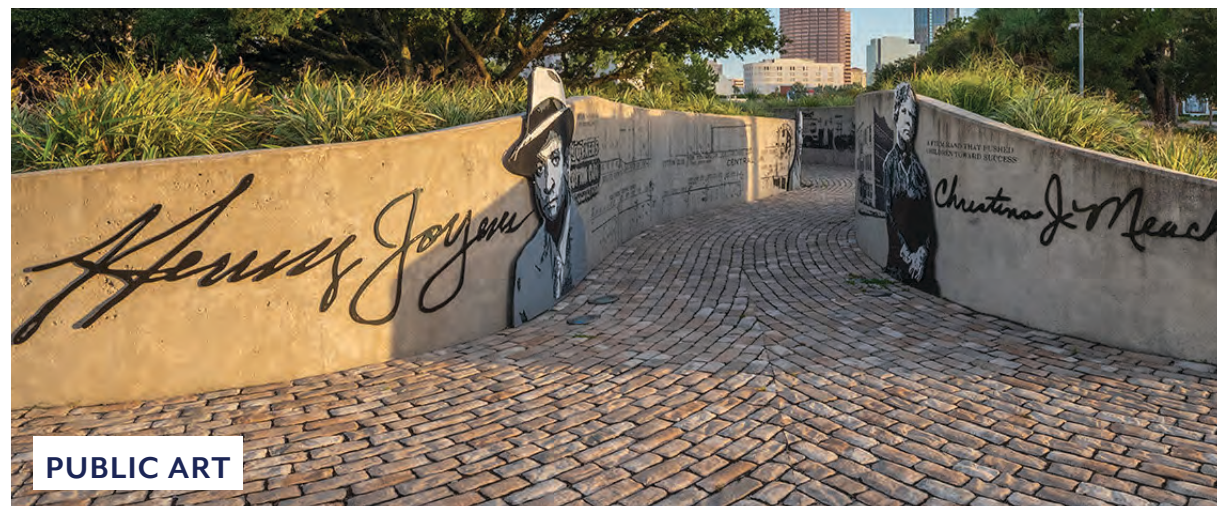
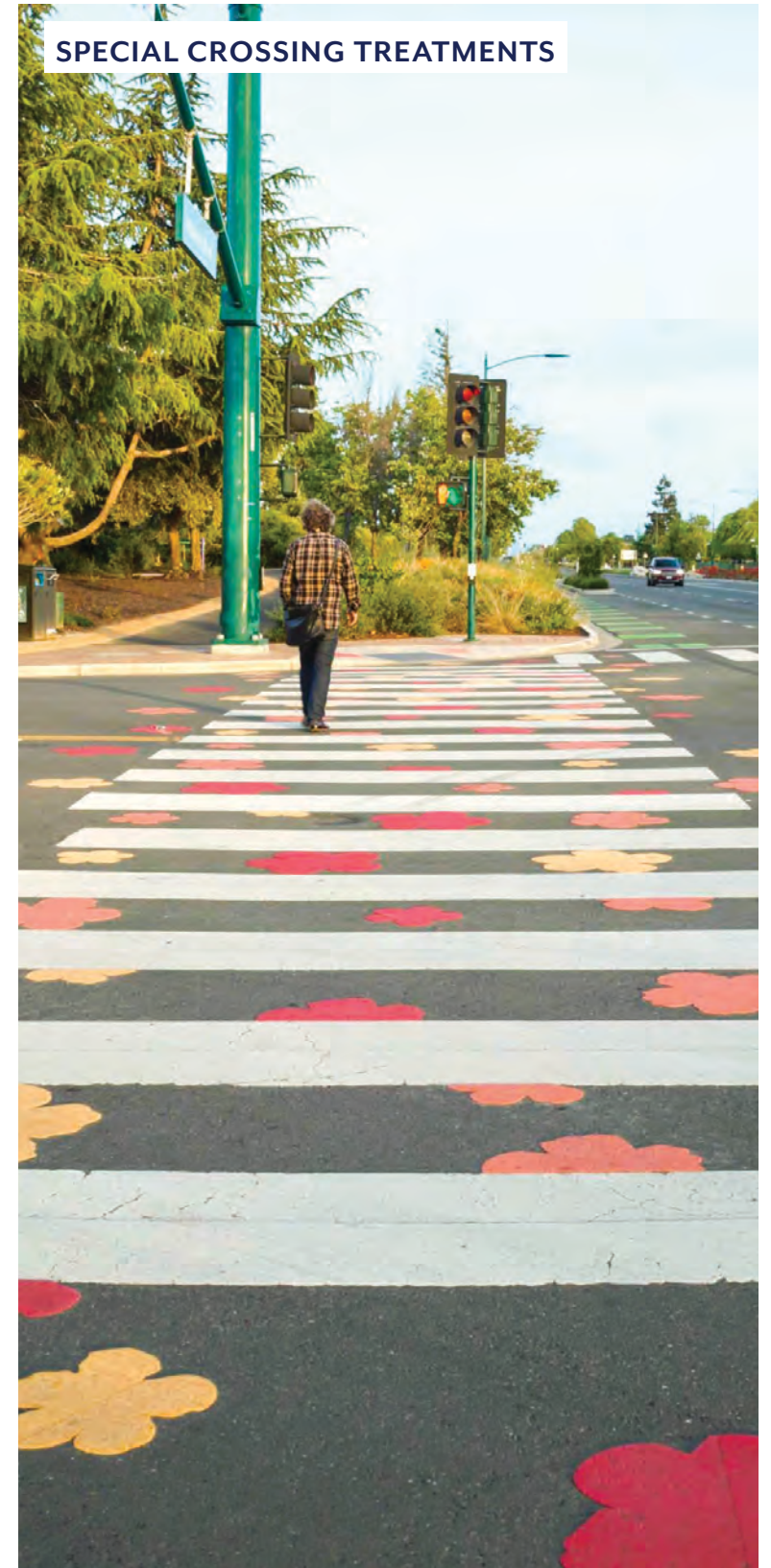


MONUMENTATION

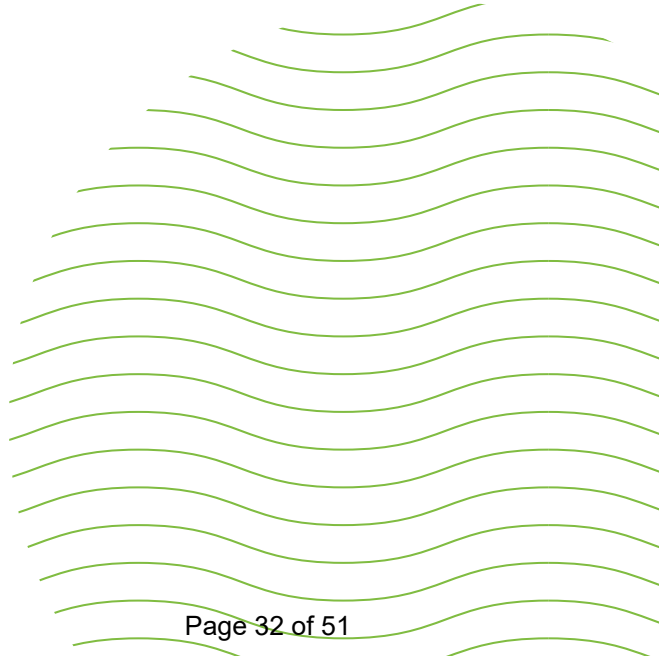


CUSTOM WAYFINDING

GATEWAYS



+ THE BRAND



WHAT WE HEARD

- + Honor history through visuals and messaging
 - + Draw from local stories, notable figures or historical symbols to ground the brand in Winchester's legacy
 - + Use the brand as a storytelling tool to celebrate the neighborhood's resilience and deep rooted identity
 - + Reference school colors of **navy blue + white**
- + Reflect Winchester's unique identity, but maintain a connection with Monroe
- + Foster a sense of belonging
 - + Ensure the brand speaks to the full community, embraces cultural diversity (bilingual community)
 - + Welcoming, charming, authentic to residents and visitors alike
- + Avoid 'modern' or 'contemporary' aesthetics to retain authenticity to the character of the neighborhood



Officers: Larry Crowder, Pres.; Willie Evans, Vice Pres.; Lillie Covington, Sec.; Thelma Craig, Asst. Sec.;
Mr. M. E. Gumbler, LEET; Mrs. C. E. Bagmore

DETAILED SURVEY THEMES + TAKEAWAYS

Goal: Capture community input and values to shape an authentic vision and brand

+ 15 survey responses



History/Historic had 38 mentions in the survey.

Also frequently mentioned was **welcoming, family-friendly identity, pride + self sustaining**

Key themes

WHERE HAVE WE BEEN?

Pride in Heritage

- + Deep pride in Winchester’s African American history
- + Strong legacy of self-sufficiency and community resilience
- + Honoring this heritage is essential to the brand’s identity

WHERE DO WE WANT TO GO?

Revitalization

- + Vision of a welcoming, family-friendly neighborhood
- + A revitalized, thriving community grounded in its history
- + Inclusive and welcoming of longtime residents, newcomers and all Monroe residents

HOW DO WE GET THERE?

Inclusive, Authenticity Matters

- + Preserve Winchester’s unique character and identity
- + Avoid branding or development that feels too modern or generic
- + Ensure the brand feels friendly, inclusive, and proud while honoring the legacy and signaling a hopeful, community-oriented future

Voices from the Community

+ “Families that live here are proud of this history... wanting to share it with the younger generation.”

+ Legacy and intergenerational care as core values of this community and a foundation for growth.

+ “Great historic sense of place and sustainability, which needs to be brought back.”

Honoring the past while investing in the future.

+ “Phoenix rising from the ashes.”

+ A vision for revitalization grounded in pride and resilience.

+ “A part of the city, but unique to the culture of the neighborhood.”

Winchester as distinct, yet connected to Monroe.

+ “We want it to be welcoming for all races, families, kids, and seniors.”

+ An inclusive, people-centered vision for what comes next.

COMMUNITY IDENTITY + HERITAGE

People love Winchester's heritage and tight-knit community. They want branding and revitalization to build on that pride, not replace it. Growth should reflect what makes Winchester unique and move forward on the community's input.



Tradition, Resilience, and Pride

- + Legacy of Black-owned businesses, notable events + people, and institutions like Winchester High
- + Strong school spirit, youth sports, and cherished neighborhood celebrations
- + Honoring struggles, civil rights stories, and community perseverance as essential to the brand

Thriving Past

- + Once a vibrant, walkable area with churches, shops, and safe streets
- + Residents want to revive that energy and sense of place

Tight-Knit Community

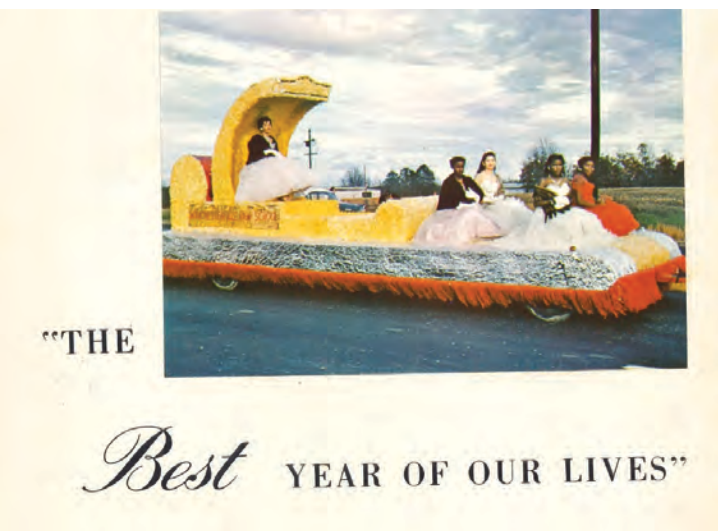
- + Deep generational roots and neighborly bonds
- + Shared pride in community identity and legacy

Legacy as a Launchpad

- + History seen as a foundation for renewal, not just remembrance
- + Inspiring the next generation through stories of strength and progress

"There's a strong history in the community, and some of the remaining families that live here are proud of this history. Some community members want to share this history with the younger generation and have it be preserved for future generations."

- SURVEY RESPONDENT



DETAILED SURVEY THEMES + TAKEAWAYS | WHERE DO WE WANT TO GO?
COMMUNITY IDENTITY + HERITAGE

Many of our questions focused on the kind of experience people want for Winchester in the future. The top three words that came up were welcoming, family-friendly, and historic. This clearly shows that both the revitalization and the brand need to feel inviting, warm, and rooted in the neighborhood’s heritage.

Welcoming, Family-Friendly, and Historic

- + Residents describe Winchester as “Welcoming,” “Historic,” and “Family-friendly”
- + They envision a heritage-rich, inviting neighborhood that serves as a community connector and gathering place

Revitalized and Thriving

- + People imagine a flourishing future for Winchester with the neighborhood fully revitalized and “back on the map”
- + There is strong pride in renewal and resilience, with hopes for restored local businesses, services, and economic independence
- + A return to self-sufficiency is seen as key to Winchester’s future strength and sustainability

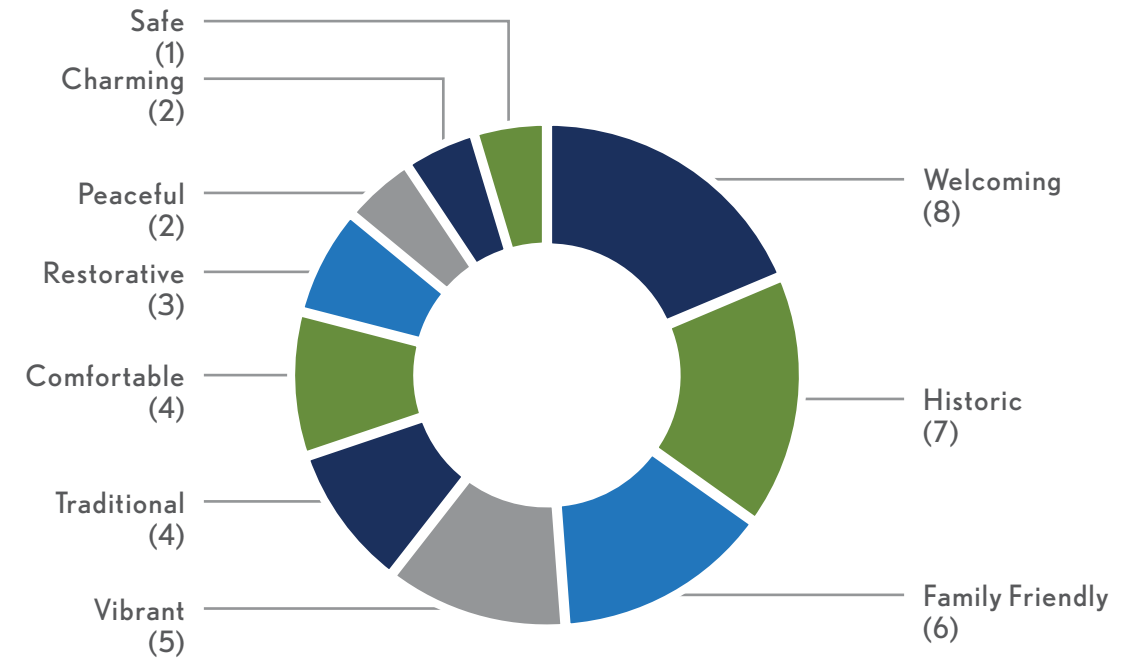
Vibrant Community Life

- + Residents want a mix of activity and calm with programming opportunities for community events, festivals, and concerts alongside safe, peaceful spaces
- + Both new and longstanding traditions are seen as essential to uniting the neighborhood and showing it is alive and thriving

“Phoenix out of the Ashes”

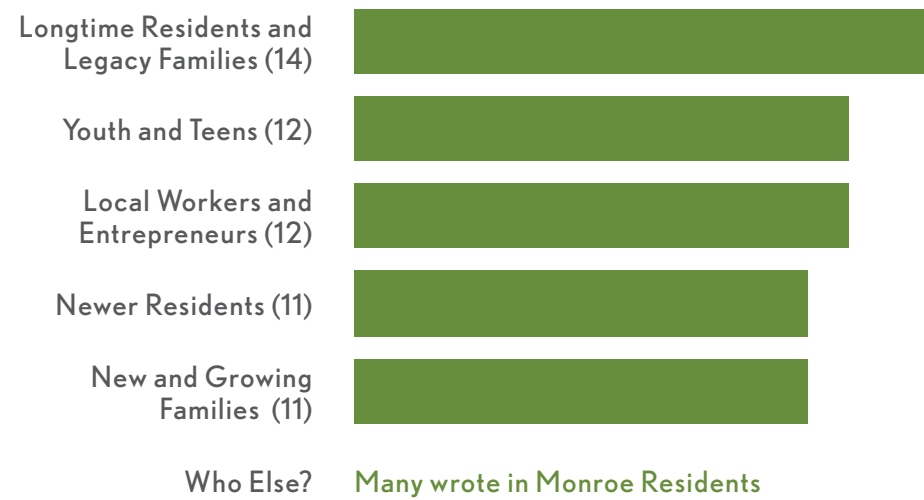
- SURVEY RESPONDENT

What ideas, adjectives, or feelings inspire the kind of places we want to create in the Winchester neighborhood?



GROUNDING IN LEGACY, GROWING WITH PURPOSE

Who is Winchester for?



Inclusive

Promote a welcoming environment that invites all of Monroe. Winchester’s identity honors its legacy families while embracing youth, new residents, and visitors. The brand should reflect that spirit by inviting everyone to be part of Winchester’s story and feel a true sense of belonging.

Connection to Monroe

The Winchester brand should complement Monroe’s city branding by incorporating shared visual elements, such as the signature blue and green color palette, to reinforce unity and a connection to the broader city. At the same time, it should distinguish itself by highlighting unique symbols or historical references.

KEY THEMES

HISTORY

Where we have been: The stories that shaped us.

Heritage + Legacy

Celebrate Winchester’s deep historical roots, from its self-sustaining past to its role in Monroe’s Black history. These stories of perseverance and neighborhood pride are central to its identity.

Authenticity

Keep the brand true to Winchester’s character. Avoid visuals or language that feel generic or overly modern. This is a neighborhood built on grit, tradition, and the legacy of real, notable community figures.

REVITALIZATION

Where we want to go: Rising with pride.

Resilience + Renewal

Neighbors imagine a thriving future where public spaces invite connection and Winchester reclaims its vibrancy while staying grounded in its history.

Forward Together

Revitalization is not about changing who Winchester is. It is about building on what is already here. Growth, safety, and vibrancy are possible when the community input leads the way.

IDENTITY

How we get there: Upholding + sharing the values that define this community.

Everyday Warmth + Belonging

Community here feels personal. Winchester is a place where neighbors look out for one another, whether they’ve lived here for generations or just arrived. Its charm lives in everyday moments: waving across the street, kids playing, people gathering. Connection comes naturally, and a sense of belonging is shared by all.

Welcoming Spirit

Pride in diversity is strong. People of all ages, backgrounds, and walks of life contribute to the neighborhood’s evolving story. Everyone should feel like they belong.

“[The brand should be] a part of the city, but unique to the culture of the neighborhood.”

- SURVEY RESPONDENT

HOW COMMUNITY VOICES ARE SHAPING THE BRAND

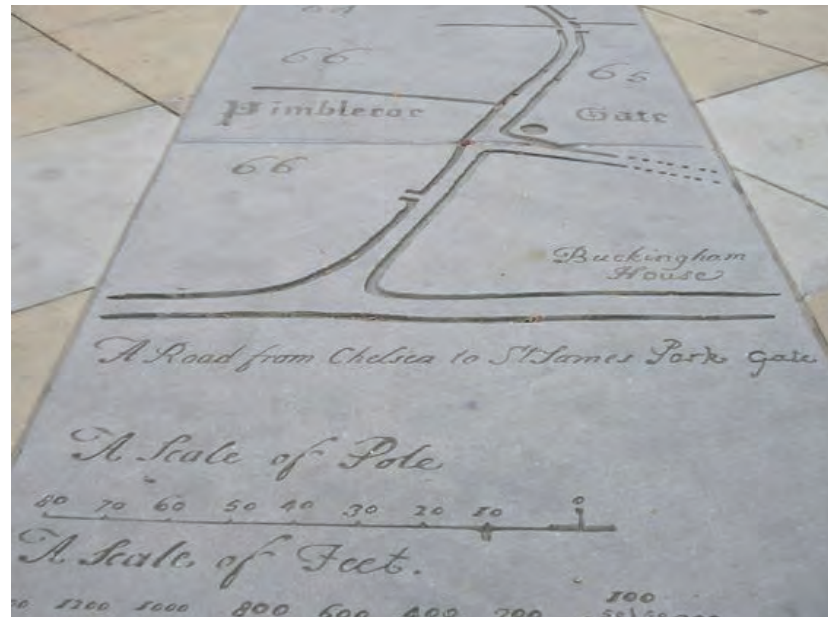
	VALUES	WHAT WE HEARD	HOW THIS INFORMS THE BRAND
HISTORY	Heritage + Legacy	<ul style="list-style-type: none"> + Winchester’s identity is rooted in its self-sustaining past and role in Monroe’s Black history. 	<ul style="list-style-type: none"> + Brand visuals and messaging will honor this legacy using historic symbols, references, and language. + Design will draw from stories or symbols of perseverance and neighborhood pride such as the buffalo, the school colors of navy blue and white
	Authenticity	<ul style="list-style-type: none"> + Strongly favored a brand that feels real and culturally grounded. 	<ul style="list-style-type: none"> + Visuals will avoid overly modern or generic styles. + Design elements like textured illustrations, legacy references, or culturally specific icons will reinforce a genuine and grounded identity. + Symbols and textures will reflect grit, tradition, and notable local figures.
REVITALIZATION	Resilience + Renewal	<ul style="list-style-type: none"> + Described Winchester as “rising again” not starting over. 	<ul style="list-style-type: none"> + The brand will focus on positivity incorporate upward visual motifs and hopeful language. + The brand reflects that the future is built on what already exists.
	Forward Together	<ul style="list-style-type: none"> + Revitalization must come from within the community. 	<ul style="list-style-type: none"> + Messaging will highlight notable figures, and inclusive progress.
IDENTITY	Everyday Warmth + Belonging	<ul style="list-style-type: none"> + Winchester’s charm lies in its small-town, close-knit feel. 	<ul style="list-style-type: none"> + Brand tone will be friendly, approachable, and rooted in daily connections. + Imagery will highlight neighbors gathering, waving, and supporting one another.
	Welcoming Spirit	<ul style="list-style-type: none"> + Described the vision for Winchester as a welcoming place where everyone feels a true sense of belonging. 	<ul style="list-style-type: none"> + The brand will reflect openness and diversity across ages, backgrounds, and cultures particularly knowing this is a bilingual community + Language and visuals will reinforce that everyone has a place in Winchester’s story. + Survey respondents requested a nod to Monroe’s city brand, but want Winchester to also retain a unique character + The brand will use shared colors for cohesion, but lean into neighborhood-specific icons and tone. + Winchester’s identity will feel proudly independent, yet connected.

**+ PRELIMINARY
BRAND CONCEPTS**



CONCEPT A
HERITAGE REVIVAL

BUFFALO HIGH SCHOOL LEGACY
RESILIENCE + PRIDE



CONCEPT B

LEGACY TYPEFACE

FOUNDATIONAL IDENTITY

TIMELESS + FAMILIAR



Officers: Larry Crowder, Pres.; Willie Evans, Vice Pres.; Lillie Covington, Sec.; Thelma Craig, Asst. Sec.; J. White, Treas.; Franklin Massey, Parl.; Advisors: Mrs. M. B. Crumpler, LEFT; Mrs. C. E. Bazemore.



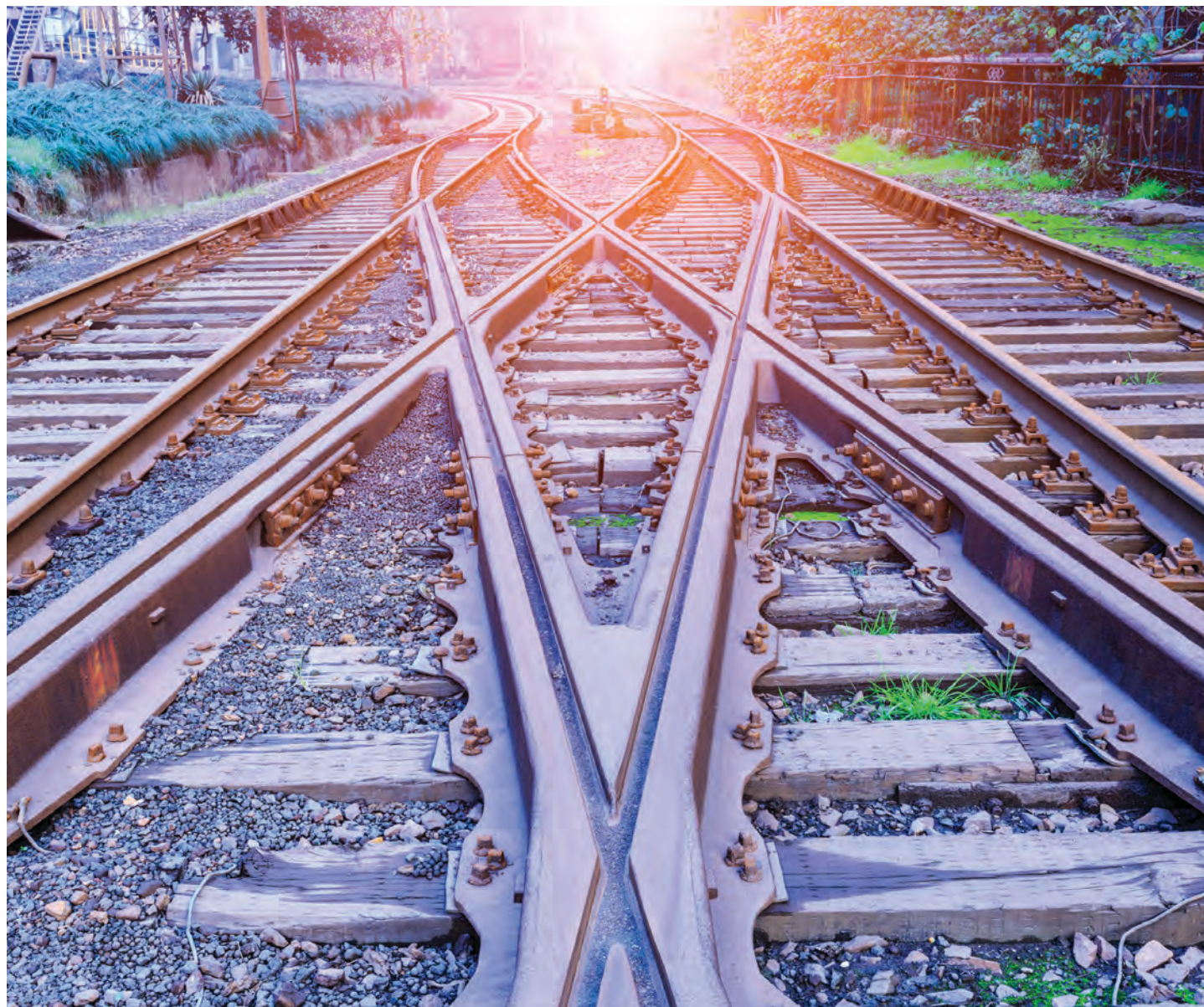
WINCHESTER NEIGHBORHOOD

CONCEPT C

SWITCHYARD RAIL

NOD TO RAILROAD PRESENCE

TEXTURE + GRIT



phoenix



**WINCHESTER
DISTRICT**

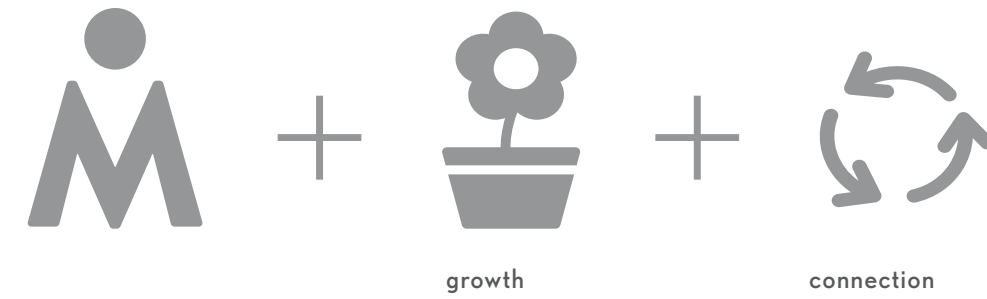
CONCEPT D

COMMUNITY REFLECTIONS

SEE YOURSELF IN WINCHESTER

REFLECTION > CONNECTION > GROWTH


WHERE STORIES ARE SHARED



CONCEPT E
OPEN DOORS

CLOSELY CONNECTED TO MONROE
WELCOMING SPIRIT
EVERYDAY WARMTH



 + WINCHESTER




WINCHESTER
MONROE, NC


WINCHESTER
MONROE, NC

WHAT DO WE CALL THIS PLACE?

WINCHESTER NEIGHBORHOOD
WINCHESTER COMMUNITY
WINCHESTER DISTRICT
OTHERS?

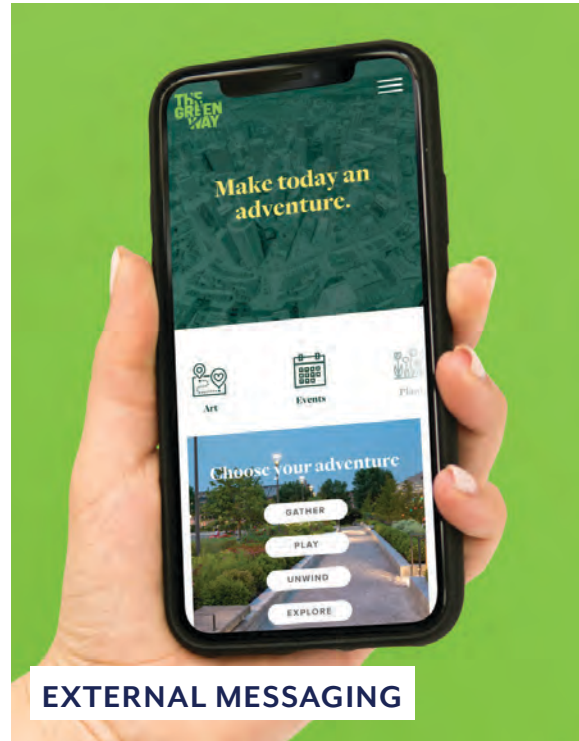
EXAMPLES OF BRAND EXPRESSION



PUBLIC ART



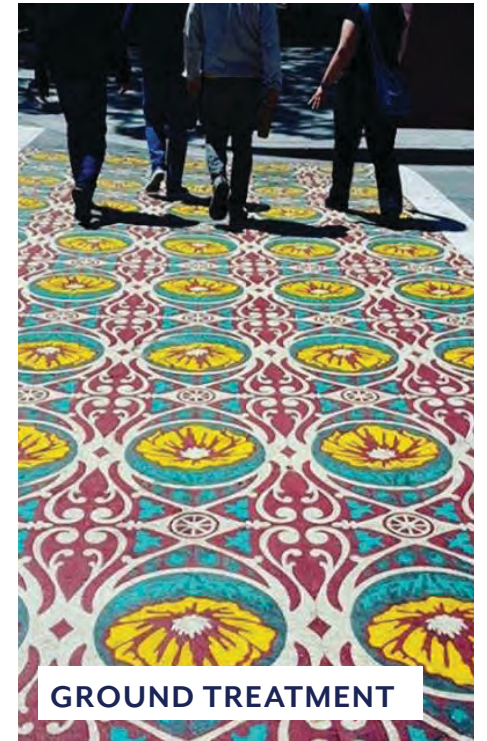
SIGNAGE



EXTERNAL MESSAGING



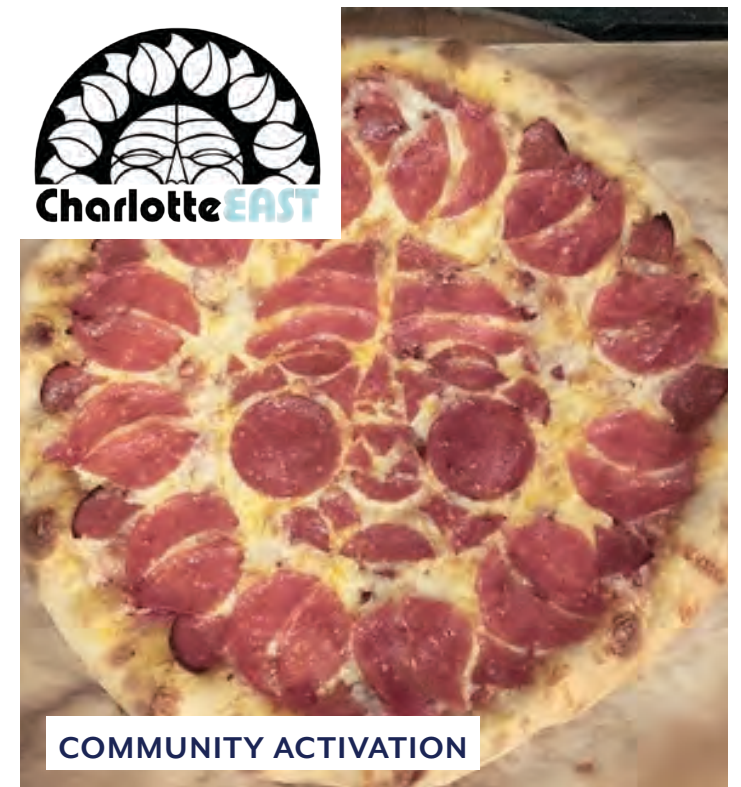
MERCH + 'SWAG'



GROUND TREATMENT



DIGITAL STORYTELLING



COMMUNITY ACTIVATION

PRELIMINARY LOGO DIRECTIONS

CONCEPT A
HERITAGE REVIVAL



CONCEPT B
LEGACY TYPEFACE

WINCHESTER
NEIGHBORHOOD

CONCEPT C
SWITCH YARDS RAIL THEME



CONCEPT D
COMMUNITY REFLECTIONS



CONCEPT E
OPEN DOORS





MEETING MINUTES

DATE	June 6, 2025	PROJECT #	1024248
PROJECT NAME	Winchester Area Redevelopment		
MEETING LOCATION	City Hall 300 W Crowell St, Monroe NC		
PURPOSE	Project Visioning Session		
SUBMITTED BY	Emily Condon, LandDesign		
ATTENDEES	<p>LandDesign: Christine Harris, Ida Li, Jeffrey Mis (Project Manager), Beth Poovey, Emily Condon</p> <p>Steering Committee: Celestine Alsbrooks, Surluta Anthony (Council Member), Robert Burns (Mayor), Angie Carnes (Clerk), Lisa Kerner (Grant Administrator), Eric Hall, Eleanor McGinnis, Julie Thompson (Council Member), Mark Watson (City Manager), Jeffrey Wells (Assistant City Manager)</p>		

The following notes summarize feedback recorded by LandDesign during the Winchester Revitalization Committee meeting held on June 6, 2025. This session focused on gathering meaningful input to help shape a shared vision for the Winchester neighborhood—reflecting on its history and what we heard in the kickoff meeting, assessing current conditions, and identifying opportunities for the three components of the project. Comments were provided by committee members.

General Meeting Notes:

- **ACTION:** The project team will update and add to the historic properties listed on the maps based on committee feedback. The team will also provide opportunities to crowdsource more historic or culturally significant locations during the engagement process with the public and the committee to ensure accuracy and completeness of the inventory.
- **ACTION:** The committee will continue to review the concepts and precedent examples presented during the meeting and send additional feedback to Jeffrey Wells, to be shared with the project team.
- Preliminary conversations with CSX indicate that they need to maintain access, and expressed concerns about security of their operations with the new public facilities
 - **ACTION:** Jeffrey will follow up with more info about where those yards are located

Community Vision + Goals

- Vision Statement
 - To reference history and future
 - Goal and vision are to be ever evolving
 - “We don’t want to create a place that people pop in to look at”
 - “Walkable history and commerce”

- To reconsider “autonomy” as a goal.
 - Historically, the committee acknowledges that the community was autonomous. However, presently and as a vision, the project vision should be symbiotic to Downtown Monroe. Winchester feeds into Monroe as Monroe visitors feeds into Winchester, both economically and socially.
 - Consider combining the goals of autonomy and legacy
- **ACTION:** The project team will update the vision statement and goals.

Redevelopment Area Concepts

- Linear Park Precedent Imagery
 - Seating and gardens are a priority
 - “A mix of central plaza, story walk, and seating”
 - “reflective garden”
 - “respite”
 - “Storywalk and reflective garden style, but there could be stations [that reflect] different eras or themes of the community” i.e. early 1900s, mid-1900s, etc.
 - Homage to the school could be a station.
 - Consider interactive stations with different experiences
 - Small-scale play and interactive elements that could appeal to children, but also provide educational opportunities and historical insight. Asked for a vibe that feels “playful” and “lifts spirits”
 - The committee doesn’t envision a large playground or sports rec
 - Increasing community interaction is important for this project
 - How is the project addressing the historic recordings?
 - Opportunity to be stored in archive building on site
 - Incorporation via QR code or augmented reality to add a digital layer to storytelling
- Streetscape Precedent Imagery
 - Prioritize walkability
 - Increase separation between drive lane and the park
 - Wide planting area gives you a beautiful large space to plant flowers, shrubs, shade trees, etc.
 - No on-street parking
 - Consider drop-off areas and ADA-access near the community center and retail
 - Styling comments
 - “lots of beauty in minimalism”
 - Committee likes the idea of large garden areas with shade canopy
 - Consider walnut or pecan trees – connection to heritage
- Open Space Precedent Imagery
 - **ACTION:** Confirm brownfield restrictions to make sure we are programming and planting the open space appropriately (edible trees/picnic areas may not work because of ground contamination)
 - The site is currently forested with trees and undergrowth.
 - A historical point brought up was that pecan and walnut trees were planted in the “older” section of the community, but the newer section of the community

- no longer has the abundance of pecan and walnut trees. The reason is because in the past, the community planted functional trees for the fruit.
 - There are suggestions about planting in the open space area. A concern with this is that the open space is a brownfield and may pose contamination considerations.
 - However, the concept of tying in a narrative and storytelling through horticulture is great.
 - The committee brought up the idea of potentially having a botanical garden in the open space.
 - Committee asked if there was a Winchester Rose.
 - Mowed field and vibrant meadow mix received positive reactive
 - Consideration of picnicking and if it is allowed on a brownfield site.
- Community/Retail Precedent Imagery
 - Open to “pop-up service or goods opportunities”, which would allow for smaller businesses – potentially include as part of incubator space instead of retail
 - Committee expressed concern about competing with the farmer’s market
 - Community table that interweaves through space was identified as a fun idea
 - Idea to elevate the center of the roundhouse for community performances
 - Train car in the middle of the turntable and have that be a covered stage?
 - Embrace the rail history
 - Big shared covered porch area – committee really liked it
 - To coordinate with CSX, because CSX will need access to their supply yard. Jeffrey Wells to provide further information on these locations.
 - Expressed concerns about security between the public and private spaces.
- Incubator Precedent Imagery
 - “Maker space should be included but could also be nice to have food stalls and event spaces incorporated”
 - Retail space is probably more appropriate for the roundhouse, unless they partner with SBCC for a teaching kitchen (creates a scalable home for local entrepreneurs getting their business off the ground)
- Draft Programmatic Concepts
 - Flexibility is key! The program should allow for ever evolving needs.
 - Mayor likes B and C, varying from the typical Main Street setup.
 - B is interesting because the linear park goes right through the heart of everything
 - “1 heart” - Mayor likes this term
 - Agreement on keeping parking away from Winchester Ave
 - This is not all going to be developed with public money. How the park gets laid out needs to look good in Phase 1 with empty parcels, so that private developers can come in and see the opportunities and what investments they need to make – comment from committee.
 - “The community is turning over, how do we make [the redevelopment area] fit today and tomorrow”

CONNECTIONS

- Adams St – opportunity for alignment on Adams St because steep topography and narrow ROW makes it less welcoming to cars, and therefore vehicular traffic. Advisory lane is an option here.
- Boyte or John – look at those for potential alignments
 - Boyte has a sidewalk.
 - John St does not have sidewalks.
- Committee seemed to gravitate towards Option C, aligning to the Community Center.
 - Fairley Avenue is another alignment to consider and investigate.

BRANDING CONCEPTS

- Committee confirmed that the summary of survey findings and values were aligned with project direction
- Committee discussed preliminary ideas for combining some of the logo concepts presented
 - Concept B (legacy typeface) and Concept C (Switchyards Rail Theme)
 - Concept C (Switchyard Rail theme) and Concept E (Open Doors)
- Committee was drawn to the Community Reflections concept; resonates as a flower/rose
 - Comment on making Winchester Community label bolder so that readers immediately see the word.
 - Comment that they like the tagline, “Where our story is shared. Yours is welcome” presented in this concept
- Committee thinks there should be a branded symbol and a typeface – mayor envisions the Typeface concept as a big gateway sign, and using the Winchester High School font throughout the neighborhood
- Chosen name: “Winchester Community”
 - District sounds too separated
- Consider co-branding with Monroe Downtown and other Districts (historic, etc.) and hierarchy
- Mayor doesn’t think the logo needs to tie directly into Monroe branding
 - “Leave it unique and embrace the fact that it’s the railyard”

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