



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

May 15, 2019 | 7:30AM– 9:00AM

301 Walnut Street, First Floor Conference Room, Windsor, CO 80550

Agenda

- A. **Call to Order** **7:30AM**
- B. Roll Call
- C. Public Invited to be Heard (*3 Minutes Per Person*)
 - 1. *Welcome Jim Costner, New Property Owner*
- D. Review of Agenda by the Board and Addition of Items of New Business to the Agenda for Consideration by the Board
- E. Wayfinding Update (25 Mins) – K. Cypher
- F. **KEY INITIATIVES:** **8:00AM**
 - 1. Mill Project Update – No Updates
 - 2. Backlot Boardwalk Update – M. Ashby
 - 3. District Expansion/Sustainability – No Updates
- G. Approval of Minutes from the Regular Board of Directors Meeting April 10, 2019 – M. Ashby
- H. Report of Bills & Financial Report – M. Ashby
- I. Executive Director's Report – M. Ashby
 - i. Pedestrian Crossing Update
 - ii. Cottage Plan Update
 - iii. 5th Street Corner Plantings – Authorization to Proceed (Proposals to be sent separately)
- J. Branding Discussion (review of materials from workshop with Colorado Main Street)
- K. Liz Newman, McCauley Construction – Presentation of information regarding development concept
- L. **COMMUNICATIONS & NEWS:**
 - 1. Downtown Colorado Inc, Dynamic District Award
 - 2. Pike Automotive – New Location
 - 3. Tentative Joint Meeting with Town of Windsor – Backlot Development. May 30, 2019, 6:00PM Town Hall, 3rd Floor.
- M. **Adjourn** **9:15AM**

Note: Double Underlined items indicate attachments.



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BOARD OF DIRECTORS MEETING

April 10, 2019 | 7:30AM– 9:00AM

301 Walnut Street, First Floor Conference Room, Windsor, CO 80550

Attendance: Dan Stauss, Dean Koehler, Heidi Washburn, Sean Pike, Dan Brunk, Brent Phinney, Kristie Melendez.

Staff: Matt Ashby, Josh Liley. **Guests:** Kristin Cypher, Jay Hardy, Tina Hippeli.

Draft Minutes

A. Call to Order 7:30AM

B. Roll Call

C. Public Invited to be Heard (3 Minutes Per Person) *None*.

D. Review of Agenda by the Board and Addition of Items of New Business to the Agenda for Consideration by the Board

BP – Motion to approve as presented. DK – Second. Approved Unanimously.

E. Wayfinding Update (30 Mins) – K. Cypher

Kristin Cypher presented an update on wayfinding including visuals that helped to place the scaled signs in several locations in Downtown. The archway element design includes corten steel columns and the arched glue-lam is wood. The steel columns are more costly and could be replaced with wood. The wood portions would require a measure of maintenance. The “Downtown Windsor” lettering would be lighted from behind with a soft glow. Direction – The sign illustrates “Shopping, Dining, Discovery, etc.” The board would like to eliminate this element. Any accent colors will need to match the blue in the updated logo. BP – What’s the cost of converting the wood glue-lam to steel? I’m concerned about the costs and long term appearance for maintenance. KC – We can specify powder coated aluminum to reduce the cost and weight. **KC will provide an alternative with cost estimates on both options.**

- Install of the arch could be as much as \$60K.
- Gateway Posts are approximately \$20K each and would direct to several locations.
- Kiosk Signs - Low profile would \$15K
- The Directional Signs would be placed further out in the community to direct people into the downtown. \$12K.
- LED Message Board - \$15K

Next steps would be to review the pedestrian map and the locational map. Final draft plan would be available at next month’s meeting. Discussion of having all four corners of the intersection at 5th/Main to emphasize the intersection. **Request to explore a gateway concept for the East end of the District.** Board is interested in the “W” Windsor art concept.

Discussion of changing out some of the trees to explore a taller columnar tree that wouldn’t block the signage. Exploration of a custom light pole design matching this system would be desirable with options for hanging flower baskets.

Matt will present the information to the Planning Commission after the May meeting.

F. KEY INITIATIVES: 8:00AM

1. Mill Project Update – No Updates

2. Backlot Boardwalk Update –

Jay Hardy presented an update on the Backlot project. The Legion held a meeting to discuss the project and expressed concerns regarding the costs, which increased due to construction

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costs. This provides the DDA with a clear path moving forward. Brinkman will need to terminate the contract on the Legion property by the end of the week.

JH presented options for developing the Town Public Works block around the Legion property. There are options to integrate site circulation, or to work completely around the Legion property. For this footprint to work, the building would need to be 5-stories. The height of the building doesn't impact the neighborhood as much because it fronts 7th Street rather than Ash. Jay recommended the Board visit the Foundry in Loveland as the massing would be very similar to those buildings. 2,300SF of Commercial, 6 units of Live/Work, 75 units. Additional commercial could be developed in the future on the block if the Legion plans change in the future. The net change in building program is a reduction in Commercial space on the block.

Brinkman explored the conceptual option of building on 512 Ash (with parking being preserved on the Public Works Block.) There are some challenges with parking this concept due to backing out of the building. If Ash Street was vacated and developed into more of an activated alley might be a way to address this concern. The design would also need to consider access to the adjacent properties to the south. A retail space would anchor the 5th Street side with a possible restaurant space. The downside of the parking scenario is that this option would shift the parking one block further west to the Public Works Block. 75 units, 2,300 sf retail and discussion of a food truck locations as well.

The DDA Lot concept has been revamped with three buildings. The west side could include a 2-story commercial with a 7,000SF footprint (nearing 15,000sf total with both stories). Retail on the ground floor and probably office on the second floor. The middle building would be residential at 3-stories and 38 units, tuck under parking. The west building is much smaller and single story to preserve views to the lake. JH identified that the east building and residential would be first to be absorbed by the market. The larger commercial building might take longer because it would require more committed tenants/leased spaces before construction could move forward.

BP – I like this option. TH – Could you weigh in on the residential concept between Town Public Works or 512? BP – I like building on the TPW block and preserving the option for future construction on 512.

JH – On the DDA lot, are folks comfortable with adding more commercial but being patient. It won't happen right away. BP – General consensus of the board appreciates that fact. I think that once construction starts, the commercial will follow shortly after.

DS – Would you start with the DDA or TPW? JH – We would want to complete both. The key is to get the numbers to work and exploring efficiencies. DS – The TPW block seems to be the best place for 5-stories.

MA – Does the DDA Board have reservations with either the east or west block? DB – I would like to see a plaza space between the East building and residential. TH – We would anticipate that both the endcaps would have patio spaces and could shift.

JH – From a block layout concept, we're hearing the DDA is comfortable with this approach. For the residential, the preference would be to focus on the TPW rather than 512 and preserve 512 for parking. BP – If there's any location in town that's appropriate for 5-story, this is it. JH – I recommend a visit to the Foundry in Loveland which has an identical

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situation with 5-story immediately across the street from single story residential. The larger building was completed in November and its already 94% filled.

JL – We will need to consider how the 4th Street building is handled. JH – Our preference would be to continue moving forward under the current agreement. **We will need to discuss with Town. Preference would be to move forward with a formal development agreement.**

3. District Expansion/Sustainability – No Updates

- G. Approval of Minutes from the Regular Board of Directors Meeting March 20, 2019 – M. Ashby
HW – Motion to approve as presented. DB - Second. Approved unanimously.

- H. Report of Bills & Financial Report – M. Ashby – **Will be provided at next meeting.**

- I. Executive Director's Report – M. Ashby

i. Windsor Summer Events Sponsorship

MA – presented the sponsorship package. Market will be on Saturday mornings and will be combined artesian and farmers market. Last year's sponsorship was \$500 for the Market and \$500 for the Concert series. KM – Would there still be the option for setting up a table? This was a good way to communicate with residents. We have bags left that folks could use in shopping at the market.

**Update the Rack Card and print additional.
Complete table manning schedule. Locate banners.**

HW – Was the table only at the Farmers Market? It might be good to have a table at the Taste of Windsor event. **Explore option for table at Taste of Windsor event.**

**DK – Motion to Approve \$1000 sponsorship (\$500 for each). HW - Second.
Approved unanimously.**

ii. NoCo Guide

MA – Presented a overview of the advertising opportunity. The sponsorship gave a page filled to business advertisements at a reduced rate. Approximately 40,000 were distributed across the state. Total cost is \$3,595. HW – I think it's a good way to provide exposure to Windsor. SP – We try to do the coupons and maybe got one or two. DB – A digital component would be good as well. HW – I think it would be good to be featured. DS – I agree we could be left behind if we don't participate. I also wonder if the Mill would want to participate. An this provides a direct benefit to businesses. **HW – Motion to move forward with the NoCO Guide. DK - Second. Approved unanimously.**

J. **EXECUTIVE SESSION:** **8:15AM**

Executive Session for the purposes of:

Regarding redevelopment of the backlot properties in collaboration with the Town and Brinkman:

1. To determine positions relative to matters that may be subject to negotiations, to develop strategies for negotiations, to instruct negotiators, and to receive legal advice on matters related thereto, pursuant to C.R.S. 24-6-402 (4)(b) and (e).

The board identified that there was no need for an executive session today.

K. **COMMUNICATIONS & NEWS:**

Note: Double Underlined items indicate attachments.



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

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1. Downtown Colorado Inc – Aspen, April 9-11

Matt spoke with the Greeley Tribune and provided information about the DDA for a future article.

Discussion of the banners. There might be an opportunity to update the banners. **KM will investigate.**

Coordinate Town Ad and new logo with sponsorship package. MA – Schedule Marketing meeting in conjunction with next Brinkman meeting. KM – Another edition of the Windsor Matters will be going out. Next printed version in the Fall. Both digital and printed edition. MA – Send newsletter to Town PIO.

Dan – Reviewed some of the talks from the National Main Street Conference. The Google session provided an overview of the tools available. MYBusiness App has a lot of opportunity. If the DDA is interested in sponsoring. Faidley's Seafood – example online. Includes Google Maps link and Facebook interviews. Heidi identified that her experience with the optimization has been very positive.

Dan – Another session he attended was Nordstrom, Starbucks and Etsy are talking about deliveries direct. If people can use Google properly, we can develop a strategy to combat the big chains.

MA – Request that Colorado Main Street consider assisting with attracting a Google support session in Colorado.

Dan – Additional session discussion on building relationships inside buildings for working with architects and attracting unique businesses. Identify the rallying flag and the culture that you want to stimulate. The link is community-first. Also, there was a session of making your store appeal outside to inside.

L. **Adjourn**

9:00AM

HW - Motion to adjourn at 9:35AM. DK – Second. Approved.

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DDA REPORT

Volume 7, Issue 3
March 2019



WINDSOR DDA REVENUE

Summary March 31, 2019	Collections	Budget	% of Budget			
Property Tax Mill Levy	\$7,264	\$24,570	29.56%			
Auto Registration Tax	\$328	\$850	38.59%			
Grants	\$0	\$8,000	0.00%			
Incremental Property Tax	\$13,080	\$51,182	25.56%			
Interest	\$0	\$5	0.00%			
Town of Windsor Funding	\$95,500	\$382,000	25.00%			
Total	\$116,172	\$466,607	24.90%			

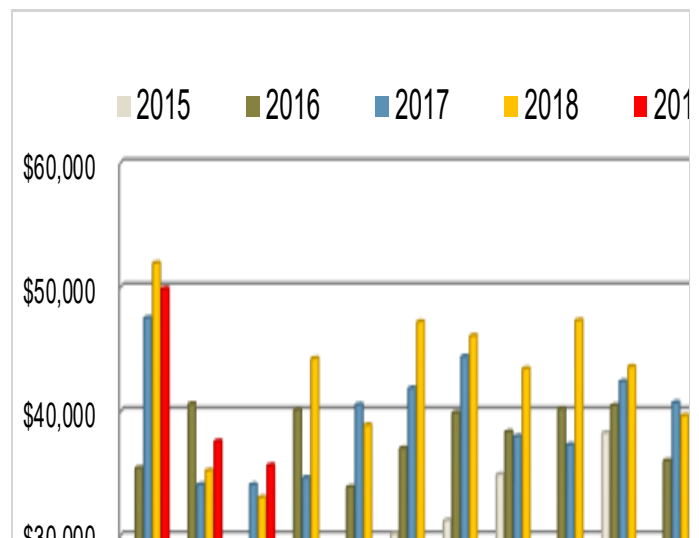
WINDSOR DDA EXPENDITURES

Summary March 31, 2019	Expenditures	Budget	% of Budget
Operations			
Office Supplies	\$0	\$200	0.00%
Public Relations/Advertising	\$63	\$15,000	0.42%
Board Development	\$541	\$5,000	10.82%
Dues/Fees/Subscriptions	\$10	\$1,500	0.67%
Special Equipment	\$0	\$65,000	0.00%
Street Repair/Maintenance	\$70	\$10,000	0.70%
Travel/Mileage	\$0	\$500	0.00%
Liability Insurance	\$3,764	\$4,500	83.64%
Legal Services	\$6,852	\$35,000	19.58%
Contract Services	\$6,326	\$77,000	8.22%
Publishing/Recording	\$0	\$750	0.00%
Utilities	\$142	\$1	14200.00%
Postage	\$11	\$500	2.20%
Printing/Binding	\$0	\$500	0.00%
Study Review/Consultant	\$8,730	\$65,000	13.43%
County Treasure Fees	\$305	\$800	38.13%
Façade Program	\$0	\$120,000	0.00%
Administrative Transfer	\$1,250	\$5,000	25.00%
Operations Total	\$28,064	\$406,251	6.91%
Capital			
Site Improvements (Land)	\$0	\$225,000	0.00%
Site Improvements	\$0	\$565,000	0.00%
Capital Total	\$0	\$790,000	0.00%
Grand Total	\$28,064	\$1,196,251	2.35%

POINTS OF INTEREST

- March 2019 sales tax collections were \$2,590 above March 2018 sales tax collections.
- 2019 average monthly sales tax collection is \$40,090 as compared to \$38,583 for 2018.
- Revenue is on target at the end of March 2019 at 24.90%.
- 2019 expenditures are 2.35% of the budget amount.

MONTHLY SALES TAX COMPARISON



DOWNTOWN DEVELOPMENT AUTHORITY

DDA MISSION STATEMENT

It is the mission of the Windsor DDA to create a prosperous, vibrant, energetic, and clean town center, by marketing downtown opportunities, retaining and expanding current business opportunities, preserving downtown charm, and enhancing physical appearance and amenities through partnerships with the community and stakeholders.

Windsor Downtown Development

P.O. Box 381
Windsor, CO 80550
Email: info@windsordda.com
Windsordda.com



PLAN OF DEVELOPMENT PROJECTS

The projects, facilities, programs and functions to be established and provided in the district will benefit and promote the health, safety, prosperity, security and general welfare of all occupants and owners thereof and will prevent deterioration of property values, will prevent the growth of blighted areas, and will be of special benefit to all property within the district.

- A. The promotion of, participation in, and assistance to private and public developments consistent with the priorities of the DDA by all means permitted by federal, state and local laws and regulations, including but not limited to, land assemblage, and/or acquiring, constructing, reconstruction, rehabilitating, equipping, selling and leasing space.
- B. Public facilities and improvements as necessary to complement private developments.

DDA BOARD

Matt Ashby, Executive Director — director@windsordda.com

Dan Strauss, Chairperson — dan@windsordda.com

Term: July 2022

Heidi Washburn — heidi@sfheidi.com

Term: July 2022

Dean Koehler — dean@windsordda.com

Term: July 2021

Sean Pike — Sean@windsordda.com

Term: July 2020

Dan Brunk — dan@haydenoutdoors.com

Term: July 2020

Brent Phinney — brentphinney@hotmail.com

Term: July 2021

Kristie Melendez, TOW Board Liaison—Kristie@windsordda.com

Term: July 2020

Report of Bills

March through April 2019



TOWN OF WINDSOR
301 WALNUT STREET
WINDSOR, CO 80550
WWW.WINDSORGOV.COM

(970) 674-2400
Mon-Fri 8AM to 5PM

Check No.	Vendor/Employee	Transaction Description	Date	Amount
Fund: 19 DOWNTOWN DEVELOPMENT AUTHORITY				
Department: 486 DOWNTOWN DEVELOPMENT AUTHORITY				
88904	COLORADO SPECIAL DISTRICT	DDA LIABILITY - INSURANCE POLICY #CCP0037259	03/15/2019	3,663.86
88905	VISTA WORKS	WDDA	03/15/2019	62.50
88922	PITNEY BOWES PURCHASE POWER	POSTAGE	03/15/2019	1.18
88930	RUSSELL + MILLS STUDIOS	MEETINGS AND FINAL DESIGN	03/15/2019	1,632.00
88987	LILEY LAW OFFICES LLC	LEGAL SERVICES	03/22/2019	3,978.00
88989	AYRES ASSOCIATES INC	CONTRACT SERVICES	03/22/2019	13,965.77
89018	COLORADO SPECIAL DISTRICT	DDA LIABILITY - INSURANCE POLICY #CCP0037259	03/25/2019	100.00
89295	SMART MARKETING LLC	Design - Windsor Backlot Overview Sheet	04/12/2019	81.25
89387	TOWN OF WINDSOR COMMUNITY RECREATION CENTER	Farmers Market Sponsorship	04/19/2019	1,000.00
89413	WELD COUNTY TREASURER	DDA REAL PROPERTY TAX - CORRECTION FOR MISC	04/26/2019	7,746.18
89454	TOWN OF WINDSOR UTILITY BILLING	March 2019 Water Bill	04/26/2019	48.36
89462	FOSTER VALUATION COMPANY LLC	APPRAISAL OF ASH ST PROPERTY	04/26/2019	3,750.00
Total for Department: 486 DOWNTOWN DEVELOPMENT AUTHORITY				36,029.10
Total for Fund: 19 DOWNTOWN DEVELOPMENT AUTHORITY				36,029.10
Grand Total				36,029.10



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

Executive Director Report

Date: May 10, 2019
To: Downtown Development Authority Board of Directors
From: Matt Ashby, DDA Executive Director
Re: May Report

Meeting Summary:

Extensive time was spent advancing the Backlot project during February into March with several special meetings and document production tasked to the project. Additional follow up with the Mill Project and Brunner property were also conducted. Staff submitted the planting plan for 5th and Main to Town Parks for bidding and coordinated with the engineering staff regarding the crosswalks and CDOT plans. The following meetings occurred between March 15 – April 5, including:

- DDA Board Meeting – April 10
- Backlot Meeting – Town/Brinkman – April 10
- Liz Newman – McCauley Construction – April 10
- Backlot Meeting – Town/Brinkman/Legion – April 19
- Backlot Meeting – Town/Brinkman – May 8
- CDOT Meeting – Ped Crossing – May 8
- Stakeholder Meeting – Dan, Realtor – May 10
- 512 Ash Demo – Engineer Site Walk – May 10

Billing Breakdown (As of 5/8/19):

General (YTD) - \$16,802 = 22% of Budgeted \$75,560 (with 36% of year completed)

Backlot (YTD) - \$12,235

Mill (YTD) - \$163

Brunner - \$1,371

Anticipated Workload May-June:

- Backlot Development Agreement Formalization
- 512 Demolition Bidding and Site Planning for Parking
- Wayfinding Plan Presentations to Town Board and PC
- Cottage Block – Wrap up Recommendations
- Lodging/Tourism – Initial Discussion
- Finalize Planting Installation at 5th/Main

Current Initiatives:

Mill – No new updates since last meeting. The Board may want to request a tour in association with our June meeting.

Backlot –



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

Several discussions were held this month in redirecting the approach to the project. The Legion determined that as the financial picture become more clear that the cost of moving was more than they were comfortable with. A joint meeting was held with Brinkman and the Legion to explore options to still build on the Public Works site, while integrating improvements surrounding the Legion property. The design can also work without impacting the Legion property, but collaboration will provide better overall circulation and access for both parcels. The Legion indicated that the cooperative approach appeared to be the best option.

Staff will begin pulling together information for a grant application to aid in construction of the enhanced alley and streetscape along Ash. Brinkman is providing base costs for minimum requirements by the Town for the alley design and enhancement costs to make the alley a public amenity.

Brinkman proceeded to complete updated financial analysis on the development not including the Legion move. This information is currently being completed and we anticipate scheduling a joint meeting with Brinkman presenting information to a joint work session with the Town and DDA Board in late May.

Staff is working on an RFP/Bid to secure a contractor to demolish the buildings at 512 Ash and should be ready to send out in the next few weeks. Staff completed a site walk with an engineer to examine any additional considerations that should be included in the RFP. Estimated cost for demolition is \$67,800. Staff have also had initial site plan discussions with Town Planning staff regarding the parking lot. Initial indications are that parking backing directly onto Ash Street is not allowed by code. Staff will explore the option of designing the parking configured as "on-street diagonal" to accommodate the maximum number of spaces.

Parking / Crosswalk / Plantings

The planting bids were sent out in late April by Eric Lucas. Bids are anticipated May 10th. The final numbers and staff recommendation will be presented at the May 10th board meeting for DDA consideration. The Main Street Mini Grant has been submitted and allocation from DOLA of \$5,000 should be available prior to plant installation. The remaining \$5,000 has been budgeted for in the DDAs 2019 budget.

A meeting was held with CDOT regarding the crosswalk enhancements. Of the key elements presented, only one was received positively by CDOT. The center-lane pedestrian markers meet all MUTCD (Manual on Uniform Traffic Control Devices) guidance. This element will require the Town to submit a Special Use Permit for approval by CDOT. This approval can take up to 45-days but we can request expedited review to enable installation as soon as possible. The Town would be required to install the markers and maintain them. The current approach is to mount them via a magnetic base so they can be removed prior to snow events. In discussing with the Town Engineer, we felt that this element was the most likely to improve conditions and is a good first step to enhance pedestrian crossing awareness by motorists.



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

New signs on the side of the crosswalks were determined to not be MUTCD compliant by CDOT, nor were additional striping in the crosswalks. CDOT did indicate that they recently improved the crosswalk striping.

Staff are updating the plan set to reflect just the center markers to submit an application to CDOT to enable installation.

Wayfinding Project

Kristen provided updated drawings for wayfinding designs. At the last DDA meeting, designs were reviewed, and the request was made for the wood glue-lam elements to be changed out for ease of maintenance. Updated design drawings and initial maps depicting locations of signs will be presented along with cost information.

Discussions with CDOT indicate that archway over Main Street will require extensive review. Height will be required to be a minimum of 19-feet clearance. Staff recommends that this element be staged in an independent review with CDOT to ensure that other elements can proceed if the archway requires additional design review.

Cottage Collaborative

To date the consultant team has performed an assessment of the current conditions and has finalized a case study report identifying examples and strategies of other successful projects. The team visited with the area's property owners to get ideas for improvements. A comment matrix is included showing comments and topics addressed during those visits. The consultant team is now in the final phase of the project and is working to develop a vision for future enhancements with a phasing plan that identifies the responsible party. The team will also include several quick fixes the DDA can implement over the next year. Key recommendations include a signage program that will create a cohesive identity for the district, distinct street furnishings and lighting, and appropriate plantings.

Lodging/Tourism

A meeting has been set for May 24th at 10:30 to discuss how other communities have approached lodging and tourism. The meeting is being facilitated through a technical assistance grant provided by Colorado Main Street.

NoCo Guide

The NoCo Guide ad has been completed and we are processing the invoice.

Town Summer Events Sponsorship

Payment has been processed for the sponsorship approved at the April DDA meeting.

Action Checklist Review:

New Items –

- MA - Update the Rack Card and print additional. (To Do)
- MA - Complete table manning schedule. Locate banners. (To Do)



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

- MA – Send newsletter to Town PIO. (Completed)
- MA – Request that Colorado Main Street consider assisting with attracting a Google support session in Colorado. (Completed)
- Grant – Ayres to proceed with DOLA Grant, bill separately. (Ongoing)
- MA – Talk to Stacy Miller to see if there's any information for Downtown Hotel. (To Do)
- MA – Publish upcoming CDOT Feasibility Study meeting - Open House March 28th 4-6PM at the Firehouse - to DDA Membership via email. MA – Consider sending formal DDA comment to CDOT. (Notice Posted. Formal Comments to be completed)
- MA – Check on whether we're updating the current crosswalk sign with the new version – much better option. (Completed – New version not approved by CDOT)
- MA – Research policies for food trucks on DDA Lot for future discussion. (On Action List)

Carryover –

- MA – Schedule conversation with Erlich and Marquardt. (Dean K. or Dan) (To Do)
- Brinkman – Utility Status to get in Xcel Energy Queue (To Do)
- Identify Grants for Wayfinding Implementation (In process)
- Josh - Review the easement on the property and may issue a cease and desist letter for parking on the DDA's through lot. (To Do.)
- Josh – Provide a 1-page form contract in support of the parking program. (To Do.)
- Add key contacts to the block captain maps. (To Do with next assignment)

Windsor Cottage Sub-District - Interviews with Businesses

April 2, 2019

	Business A	Business B	Business C	Business D	Business E	Business F
Issues with Built Environment						
Parking - off street - expensive to provide, hard to regulate	X	X		X		
Parking - on street - not well-marked, no time limit	X			X		
Traffic - fast, unsafe, confusion with right-turn lane	X		X			
Traffic - rush hour backups are a major issue			X			
6th Street is not well lit, not pedestrian friendly, underutilized for parking	X					
Radio Station - street frontage is uninviting, eye-sore	X					
Some store fronts need more active upkeep	X					
Visual barrier caused by 7-11 fence blocks view of businesses down street					X	
Ideas For Improvements						
Pave alley on north side of Main Street	X		X		X	
Improve pedestrian/walking experience in general	X	X	X		X	
Widen sidewalks	X	X	X		X	
Traffic Calming - slow the cars	X	X	X	X		X
7th & Main intersection - needs major improvements for pedestrian safety	X		X			
Parking - define street parking	X	X	X	X	X	
Parking - define right turn lane vs. parking on north side of Main Street	X		X			
Parking - provide diagonal parking on south side of Main Street		X				
Continue aspects of streetscape from downtown to this block	X	X				
Pedestrian lighting along Main Street	X		X			
Signage - cohesive throughout district		X	X		X	
Provide street trees		X				
Provide tree grates						X
Provide planters			X	X		X
Provide perennial planting in tree lawn for district character - low maintenance			X		X	
Pave/hardscape tree lawn						X
Seating areas along sidewalks - table and chairs, benches		X	X	X		
Outdoor music - painted piano, outdoor music equip, or outdoor speakers		X				
Holiday decorations	X	X	X			
Open to Considering - With Conditions						
Removing curb cut on Main Street	X		X			
Creating a shared parking system all along the alleys for all businesses	X			X		
Creating a shared dumpster/trash system for all businesses				X		
Larger Issues						
Feel disconnected and excluded from downtown	X	X	X	X	X	X
Don't want to be differentiated from downtown; e.g. decorations, mail delivery	X		X		X	
Feel like issues brought up to the City are ignored	X					
Police are not present enough to crack down on traffic violations, other offenses	X					
Want Police to walk this beat, not just drive by. Have a presence	X					
Snow Removal is sub-par on block - leaves drain inlet blocked, causes ponding	X					
Semi traffic on Main Street should be discouraged		X				
City should incentivize business, disincentivize residential & vacancy in district	X				X	X
City should be more business friendly						X
Trash from 7-11 dumpsters blows down alley, back of lots on south side					X	
Don't want district to feel cottagy - like unification, but want aesthetic freedom				X		
Need a food/beverage business to attract foot traffic						X
Want to be able to keep property unique - but want a modern aesthetic				X		
Not experiencing as much foot traffic since wine bar closed	X					

Notes:

1) *Businesses were encouraged to share their thoughts and ideas for improvements. They were not asked a set of specific questions. The lack of a checkmark does not necessarily mean a business is not in agreement with that issue or idea - it means that the business owner did not mention that topic specifically*

2) *Some of the topics or comments were very similar to one another. The design team grouped those into single line-items to avoid repetition, while trying to preserve the original intent of the comment*

3) *Not all businesses were able to, or wanted to, participate. Out of the 8 former houses on this block that were converted to businesses, 6 of those 8 were met with. There are an estimated 14 total businesses on the block. Of those 14, one is a gas station, another is a radio station, and another 5 are sharing one single former house.*



windsor
**ECONOMIC
IMPACT
TOOLKIT**





windsor

BRAND SCORE

	Point Value	Your Score
1. Do You Have A Defined Typeface?	5 points	0
2. Do You Have A Color Palette?	5 points	5
3. Do You Have An Organization Logo?	5 points	5
4. Do You Have An Destination Logo?	5 points	0
5. Do Your Committes Have Logos?	2 points	0
6. Do You Have A Styleguide?	5 points	0
7. Do You Have An Org Branded Presentation Template?	2 points	0
8. Do You Have An Org Branded Business Card, Letterhead & Envelope?	2 points/ 6 max	6
9. Is Your Org Logo On Your Website?	5 points	5
10. Do You Have An Org Brochure?	5 points	4
11. Is Your Org Logo Your Facebook Profile?	3 points	3
12. Is Your Logo Your Instagram Profile?	3 points	3
13. Do You Know What Twitter Is For?	3 points	0
14. Do You Have A Traditional Or Electronic Newsletter?	2 points	2
15. Do You Have A Uniform Hashtag?	2 points	2
16. Do Our Events Amplify Our Brand?	5 points/ 20 max	10
17. Does Your Gateway Include Your Logo?	5 points	0
18. Your Street Banners Feature Your Destination Brand.	3 points	0
19. Do You Make Your Volunteers Feel Part Of The Brand?	5 points	5
20. Do You Address Parking With Your Brand?	5 points	0
21. Is There Logo Apparel?	2 points	0
22. Member Or Investor Benefits	2 points	0

action steps

brand score

50



pickaxe



BRANDING

HISTORIC
WINDSOR
A Warm  Welcome.
ESTD 1890

HISTORIC
WINDSOR
A Warm  Welcome.
ESTD 1890



DOWNTOWN
WINDSOR

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windsor





BRANDING



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BRANDING





BRANDING



windsor





windsor

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21. Is There Logo Apparel?	2 points	2
22. Member Or Investor Benefits	2 points	0

action steps

Edit Logo

Adopt Destination Brand

Adopt Colors and Typeface

Incorporate into Gateway Signage

brand score

82



pickaxe