



TOWN BOARD SPECIAL MEETING

November 16, 2020 - 5:30 PM

Town Board Chambers, 301 Walnut Street, Windsor, CO 80550 ZOOM:
<https://windsorgov.zoom.us/j/92357072507> OR join by telephone at (888) 788-0099
or (877) 853-5247 - Webinar ID:923 5707 2507

AGENDA

A. CALL TO ORDER

1. Roll Call

B. BOARD DISCUSSION ITEMS

1. Downtown Development Authority Budget Presentation - M. Ashby, DDA Director
2. Wayfinding Signage Discussion - M. Ashby, DDA Director
3. Future Meetings Agenda

C. EXECUTIVE SESSION

1. An executive session pursuant to C.R.S. § 24-6-402 (4)(f)(I) concerning personnel matters and the employee who is the subject of the session has not requested an open meeting (Town Manager annual review)
2. An executive session pursuant to C.R.S. § 24-6-402 (4)(f)(I) concerning personnel matters and the employee who is the subject of the session has not requested an open meeting (Town Attorney annual review)

D. ADJOURN

The Town of Windsor will make reasonable accommodations for access to Town services, programs, and activities and will make special communication arrangements for persons with disabilities. Please call (970) 674-2400 by noon on the Thursday prior to the meeting to make arrangements.



MEMORANDUM

Date: November 16, 2020
To: Mayor and Town Board
Via: Shane Hale, Town Manager
From: Matt Ashby, DDA Director
Re: Downtown Development Authority Budget Presentation
Item #: B.1.

ATTACHMENTS:

- ▢ Budget Staff Report
- ▢ Budget Presentation
- ▢ DDA Alleyway Presentation
- ▢ DDA Workplan
- ▢ DDA Strategic Plan

2021 BUDGET – STAFF REPORT, TOWN BOARD WORK SESSION

The following draft budget narrative describes the FY 2021 budget based upon a review of current objectives and goals by the Downtown Development Authority Board of Directors. The process included a work session to identify both ongoing and new initiatives the DDA will pursue in 2021.

The Windsor DDA anticipates available resources of \$857,000. During a work session on September 22, 2020, the Board reviewed progress on the current year priorities and identified ongoing as well as new project elements to pursue in 2021. The DDA Board further refined the draft budget during the month of October. A work session with the Town Board is being held on November 16, 2020 to review the DDA's program and progress. Based on these discussions, the FY 2021 Budget is anticipated to be considered by the DDA Board on November 18, 2020.

Each year, the DDA adopts an annual work plan highlighting the initiatives and activities we intend to pursue. This document is organized around the National Main Street 4-Point Approach to downtown revitalization. These points include Design, Organization, Marketing, and Economic Vitality. We also highlight Key Initiatives, which represent major projects of the DDA. In 2020, our plan was to pursue the following projects: Backlot Development, Mill Revitalization, Sustainability and Growth, Brunner Development, and Cosner Properties.

The year has certainly been an interesting journey for all of us. Where January began with an expectation of completing a development deal while shifting gears to focus on new development initiatives, the pandemic caused us to refocus many of our priorities. With the exit of Brinkman from the Backlot project, the DDA and Town inherited the 4th Street property. This addition was not anticipated but has opened new challenges and opportunities to explore. Since the closing on the purchase, the DDA has been collaborating with Town Staff on completing a Feasibility Memo and development vision for the property. Tours of the building have been conducted with several developers and a floorplan for a public market concept have been generated. Filling this space with a productive use continues to be a high priority, with development proposals due on December 31, 2020 for review by the Town and DDA boards.

Second quarter also saw our team pivot to provide business assistance and emergency response. To date, we have had a net positive number of businesses open in the District, including Peculier Ales, Red Zone Athletics, Windsor Mill Event Venue, and Black Label Services (newly occupying the former Canvas Credit Union space.) Where 2020 started with an emphasis on development projects, we quickly shifted gears to launch over a dozen new initiatives to support our businesses. These include:

- Hand Sanitizer Distribution
- Purchase of 4 Tables/16 Chairs for Corner Bump Outs
- Visual Merchandising Workshop – Business Assistance
- OPEN for Business – Flag Distribution
- New Seasonal Street Banners
- To Go Parking Signs & Striping
- Sidewalk Café Seating Establishment (w/ Town)
- Grant - \$50,000 Café Seating Design & Procurement (Long Term)
- Additional Benches/Trash Cans Bought/Placed (Installation by Town)
- Shop Small, Safe & Local Window Clings
- Virtual Shopping Tour Pilot & Holiday Expansion (Now 15 Stores Participating)
- Liquor License Premises Adjustment Application Mapping & Assistance



- Grant Opportunity Notification and Assistance for Businesses (Weld Recovers, Energize Colorado, Etc.)

We continue to monitor grants and funding opportunities, while identifying new ways our businesses might need assistance.

To aid in progressing with a radically changed workplan, the DDA Board in August discussed ways to improve the overall effectiveness of staffing for the organization. The DDA is provided staffing through a contract for services with Ayres Associates. Initially established as a part-time arrangement, the changing circumstances pushed the limits of what could be provided. The third change to the DDA's overall workplan mid-stream in 2020 provided for Ayres Workplan Adjustments to fill needed gaps. Goals included expanded team visibility, revising board committees, increased communication with the board, weekly calls with Town Manager, and a monthly report to the Town Board. The DDA has also established an office presence to enable more regular staffing. Each of these changes has made a major impact on our ability to generate progress.

(For a breakdown of our 2021 activities, please see the attached 2021 Draft Workplan and 2020-2021 Strategic Plan.)

Other major initiatives in 2020 included initiation of design and construction plans for the Backlot Alley. These plans put into motion an effort to secure the other half of the "Thru Lot" property, with a vision to construct the first phase of enhancements in 2021. Although the initial plan at the start of 2020 was to apply for a Colorado Department of Local Affairs grant to support alley construction, changing economic priorities could impact the timeframe for construction. However, the undergrounding of utilities and construction of the Thru Lot are budgeted priorities in 2021. *(For a visualization of this area, please see the attached plan concept drawings.)*

The property at 512 Ash has also been a focus for the DDA in 2020. We experienced some setbacks in converting the property to transitional parking due to asbestos permitting. Initially, the DDA used an EPA grant program to complete assessments. However, upon selecting a demolition contractor and submitting a permit for the demolition to the Colorado Department of Public Health and Environment, we discovered that the study provided by the EPA was not sufficient. In working to resolve their concerns, we discovered additional asbestos on the site that will require additional mediation steps. Although slow, we are making progress in tracking toward clearing of the site in late 2020. Our priority for 2021 is to ready the site for parking and an active event season at Boardwalk Park.

In regrouping to encourage progress and redirection of the Backlot Development, the DDA has launched a request for expressions of interest process to aid in moving forward. A website was launched and promoted in October, generating several calls, tours and interest in downtown. A presentation is available highlighting the properties, with letters of interest due on December 31. Once we have received statements of interest from developers, the DDA and Town Boards will meet to review and direct future action.

We are assuming that sales taxes remain flat from 2020, with slight increases in the 5-Mill Levy and Property Tax Increment. Total revenues are estimated at \$541,962 with a rollover from 2020 of \$315,321 for a total available fund balance of \$857,283. *(For detailed information, see attached draft budget.)*

Key budget expenditures of note:

- \$187,000 – 100% Design Construction Plans Alley, Parking Study Consulting Fees.
- \$300,000 – Construction of "Thru Lot" property improvements.
- \$150,000 – Increase of Ayres Contract for Staffing Services from \$78,000 in 2020.
- \$40,000 – Façade Improvement Program (Reduced from \$120,000 in 2020.)



- \$20,000 – Wayfinding Phase I
- \$50,000 – 512 Ash Parking Improvements (Shared w/ Town)

Based on these budget assumptions, the DDA anticipates stretching our budget to the limit, with nearly no funds remaining for carryover at the end of the year. Total expenditures are budgeted at \$854,992.

We look forward to continuing the strong partnership with the Town that we have experienced in the past to realize the vision of a more vibrant Windsor.

Downtown Development Authority Fund Detail Budget

DOWNTOWN DEVELOPMENT AUTHORITY (DDA) FUND - 19 DRAFT 11_12_20										
ACTUAL - PROJECTED										
ACCT NO	ACCOUNT NAME	2017 ACTUAL	2018 ACTUAL	2019 ACTUAL	2020 BUDGET	Thru AUG 2020	AUG-DEC 2020	2020 PROJ.	2021 BUDGET	NOTES
DOWNTOWN DEVELOPMENT AUTHORITY (DDA) REVENUE - 19						DOWNTOWN DEVELOPMENT AUTHORITY (DDA)				
4001	Beginning Fund Balance	657,431	853,318	839,486	391,166			588,692	315,321	
4311	Property Tax From Mill Levy	21,343	25,542	27,137	41,380	43,911	0	43,911	43,911	5 mills
4312	Auto Tax	1,548	1,953	1,826	1,500	1,373	200	1,573	1,500	
4324	Incremental Property Tax	26,692	32,333	49,120	76,505	66,299	10,000	76,299	95,086	
4334	Grants	0	2,712	4,273	8,000		8,000	8,000	8,000	
4364	Interest Income	90	94	22	5	11	0	11	5	
4367	Donations	0	0	1,840,000	0			0	0	
4376	Transfer from TOW General Fund	332,004	614,500	382,000	393,460	262,306	131,154	393,460	393,460	
DOWNTOWN DEVELOPMENT AUTHORITY										
REVENUES TOTAL		381,677	677,134	2,304,378	520,850	373,900	149,354	523,254	541,962	
	AVAILABLE RESOURCES	1,039,108	1,530,452	3,143,864	912,016	373,900	149,354	1,111,946	857,283	
DOWNTOWN DEVELOPMENT AUTHORITY (DDA) EXPENDITURES -19										
6210	Office Supplies	78	0	0	200	0	200	200	3,600	Office Lease
6213	Public Relations/Advertising	13,518	10,708	10,598	25,000	8,788	16,000	24,788	20,000	
6214	Board Development	3,561	2,415	3,574	5,000	308	0	308	2,500	
6217	Dues/Fees/Subscriptions	1,552	724	1,631	1,500	5,000	1,500	6,500	6,500	Includes Chamber @ \$5000
6218	Small Equipment	0	0	0	0	0	0	0	0	
6219	Special Equipment	0	19,900	5,364	115,000	0	0	0	20,000	Wayfinding Phase I
6242	Street Repair/Maintenance	0	271	14,760	5,000	2,548	2,500	5,048	8,000	Discuss Thru Lot Maintenance
6245	Travel/Mileage	0	0	0	500	0	0	0	500	
6246	Liability Insurance	243	4,380	7,513	4,500	3,800	1,000	4,800	5,000	
6251	Audit Services	0		0		0	0	0	0	
6252	Legal Services	78,347	22,506	28,135	35,000	12,452	15,000	27,452	35,000	
6253	Contract Service	31,037	75,251	59,418	80,000	53,024	26,976	80,000	150,000	Expanded Services
6256	Publishing/Recording	0	0	0	750	0	0	0	0	
6260	Utilities	0	0	142	0	0	0	0	0	
6263	Postage	186	217	37	500	92	0	92	500	
6264	Printing/Binding	0	0	0	500	0	0	0	0	
6267	Study/Review/Analysis/Consulting	41,659	34,871	70,110	185,000	42,447	130,000	172,447	187,000	Alley construction plans (\$162K) Parking (\$25K)
6268	County Treasurer Fees	610	870	8,890	800	1,653	0	1,653	800	
6269	Miscellaneous	0	0	0	0	0	0	0		
6270	Façade Program	0	15,891	0	120,000	0	0	0	40,000	*Priority for increase as budget clarity progresses
6290	Elections	0	0	0	10,000	0	0	0	0	
	Operating & Maintenance Total	170,790	188,004	210,172	589,250	130,112	193,176	323,288	479,400	

Downtown Development Authority Fund Detail Budget

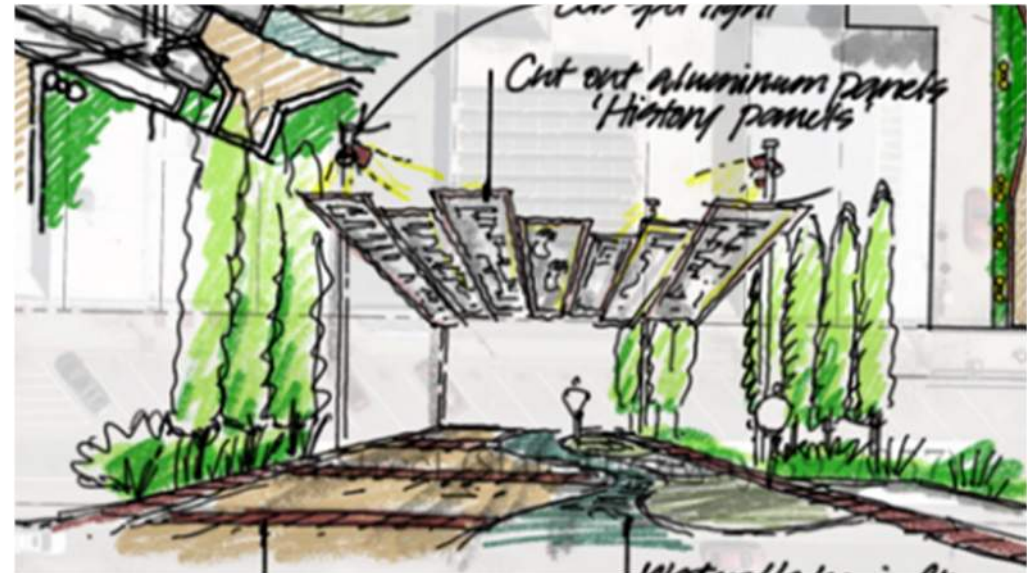
DOWNTOWN DEVELOPMENT AUTHORITY (DDA) FUND - 19 DRAFT 11_12_20										
		ACTUAL -				PROJECTED				
ACCT NO	ACCOUNT NAME	2017 ACTUAL	2018 ACTUAL	2019 ACTUAL	2020 BUDGET	Thru AUG 2020	AUG-DEC 2020	2020 PROJ.	2021 BUDGET	NOTES
7302	Admin Support Charge by Town of V	5,000	5,000	5,000	5,000	3,333	1,666	4,999	5,000	
7321	Interest Expense/Loan	0	0					0		
7350	Principal Expense/Loan	0	0					0		
7340	Debt Issuance Cost	0	0					0		
	Debt Service Total	5,000	5,000	5,000	5,000	3,333	1,666	4,999	5,000	
8410	Land/Easements (512 Ash)	10,000	497,962		300,000	0	50,000	50,000	0	512 Demolition (Shared W/ TOW)
	Land/Easements (Thru Lot)				0		35,000	35,000	300,000	Thru Lot 11 (2020), Construction (2021)
8412	Site Improvements	0	0	2,340,000	0	191,669	0	383,338	0	4th St. Purchase (Full Amount Paid 2020)
	Site Improvements (Mill Incentive)							0	20,592	Mill TIF Payment
	Site Improvements (512 Ash)				65,000	688	0	0	50,000	512 Ash Transitional Parking (Shared w TOW)
8440	Machinery/Equipment	0	0		0			0		
	Capital Outlay Total	10,000	497,962	2,340,000	365,000	192,356	85,000	468,338	370,592	
DOWNTOWN DEVELOPMENT AUTHORITY										
EXPENDITURES TOTAL		185,790	690,966	2,555,172	959,250	325,801	279,842	796,625	854,992	
BEGINNING DDA BALANCE		657,431	853,318	839,486	391,166			588,692	315,321	
REVENUE		381,677	677,134	2,304,378	520,850			523,254	541,962	
Available Resources		1,039,108	1,530,452	3,143,864	912,016			1,111,946	857,283	
EXPENDITURES		185,790	690,966	2,555,172	959,250			796,625	854,992	
ENDING DDA BALANCE		853,318	839,486	588,692	-47,234			315,321	2,291	



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY DOWNTOWN ALLEYWAY IMPROVEMENT PROJECT

Windsor Downtown Alleyway Improvement Project

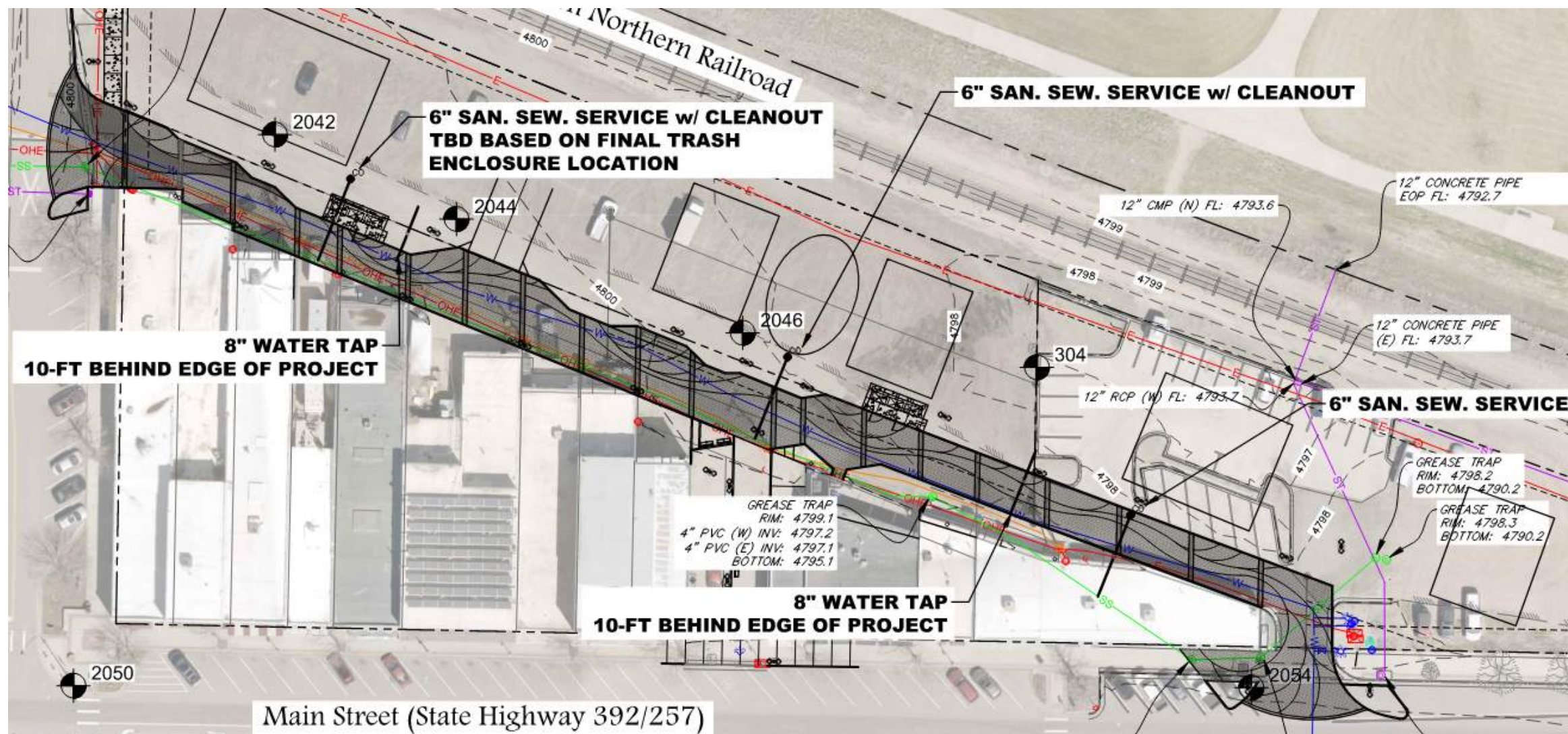
Board Update





WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY DOWNTOWN ALLEYWAY IMPROVEMENT PROJECT

UTILITIES & CIVIL LAYOUT





WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY DOWNTOWN ALLEYWAY IMPROVEMENT PROJECT

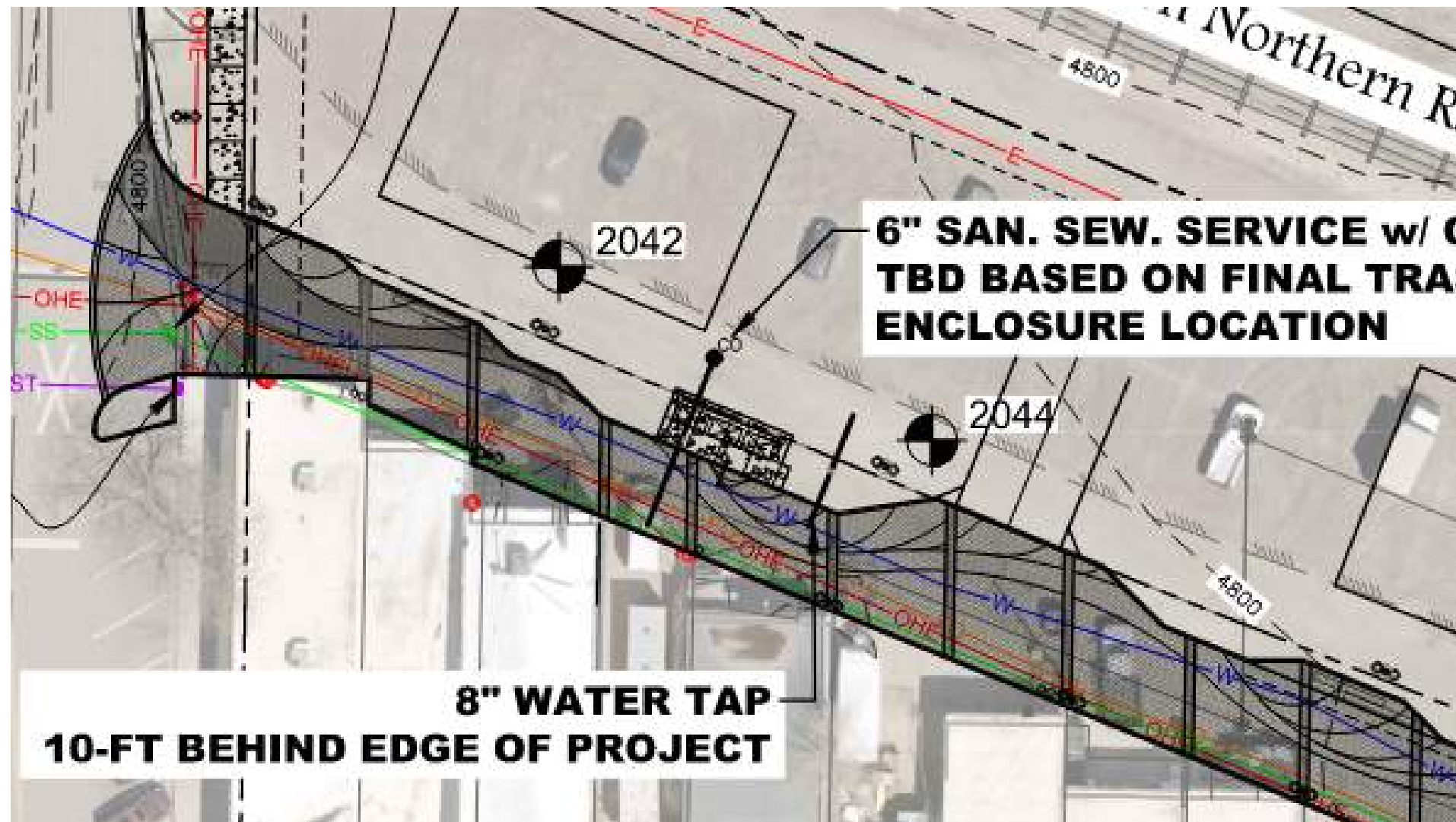
UTILITIES & CIVIL LAYOUT

Existing Systems

- Existing Sanitary Sewer
- Existing Water
- Xcel Coordination for OHE

Future Planning

- Planning for future utility service
 - Waterline loop
 - Sanitary connections





WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY DOWNTOWN ALLEYWAY IMPROVEMENT PROJECT

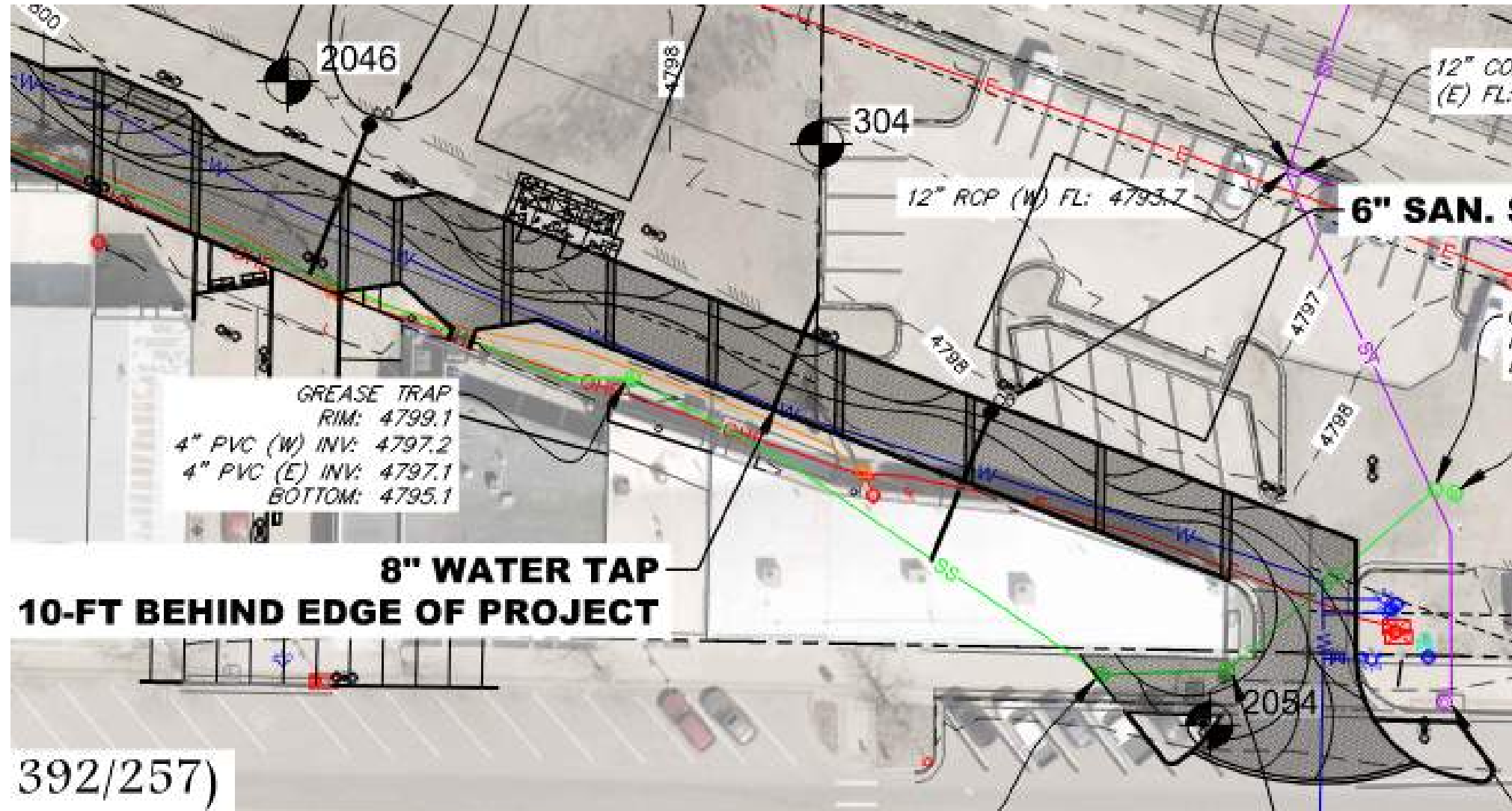
UTILITIES & CIVIL LAYOUT

Existing Systems

- Existing Sanitary Sewer
- Existing Water
- Xcel Coordination for OHE

Future Planning

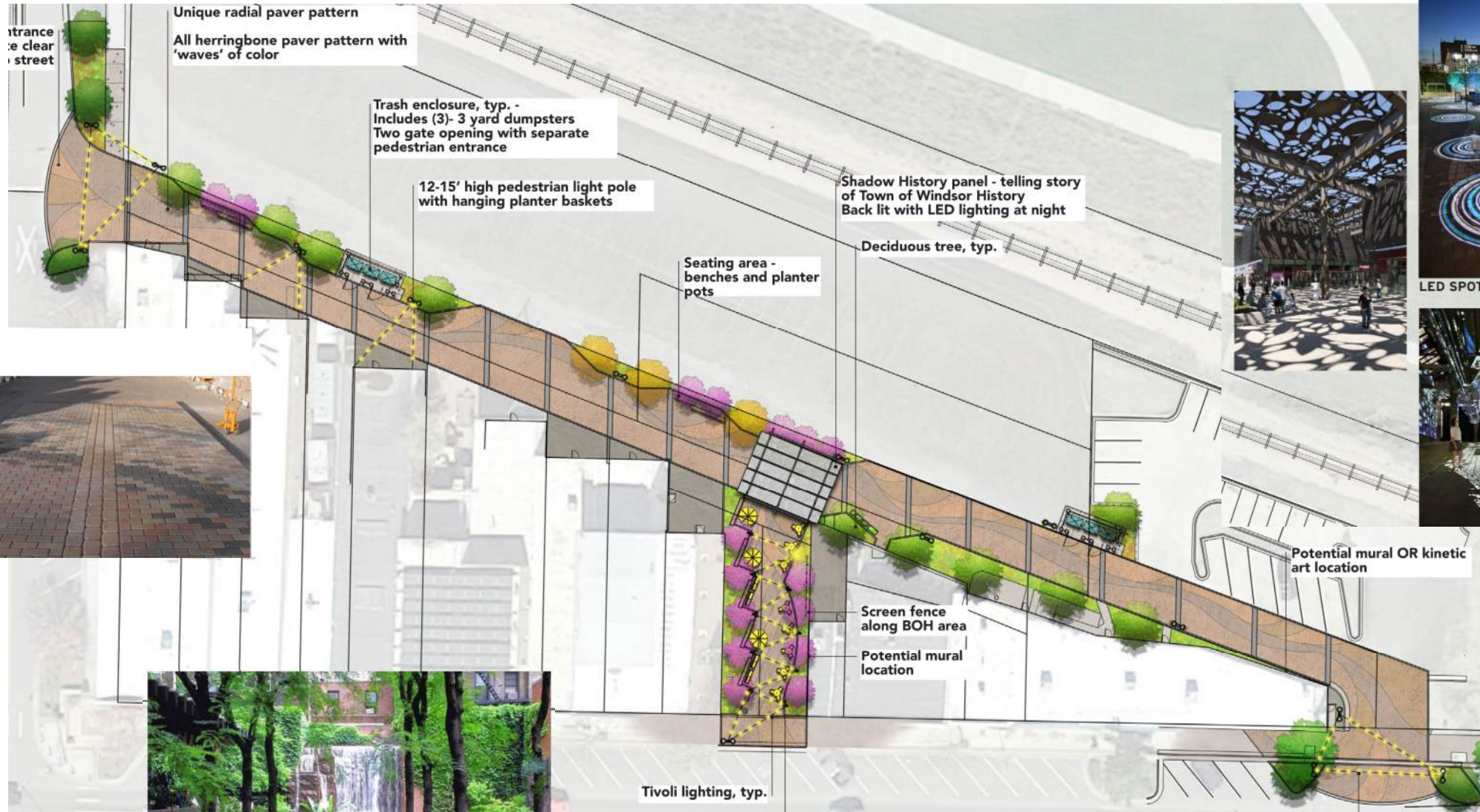
- Town of Windsor utility planning





WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY DOWNTOWN ALLEYWAY IMPROVEMENT PROJECT

DESIGN DEVELOPMENT



LED SPOT LIGHTS

Potential mural OR kinetic art location

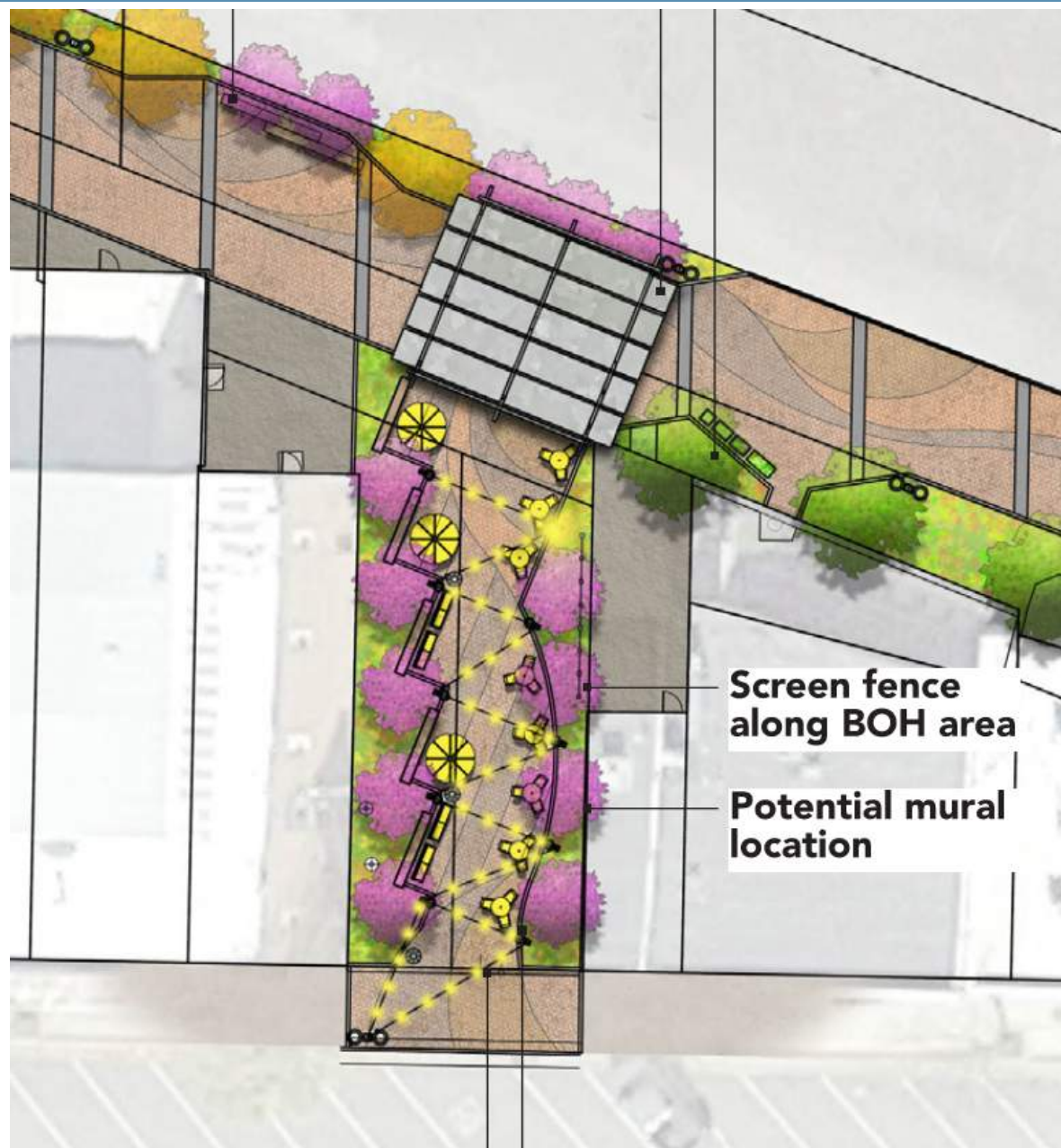
Screen fence along BOH area
Potential mural location

Tivoli lighting, typ.



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY DOWNTOWN ALLEYWAY IMPROVEMENT PROJECT

DESIGN DEVELOPMENT
THROUGH-LOT





WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY DOWNTOWN ALLEYWAY IMPROVEMENT PROJECT

THROUGH-LOT RENDERING
LOOKING NORTH





WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY DOWNTOWN ALLEYWAY IMPROVEMENT PROJECT

ALLEY AT CHIMNEY PARK
LOOKING NORTHWEST





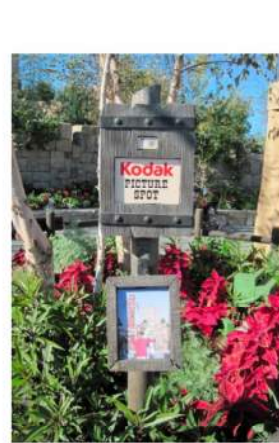
WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

DOWNTOWN ALLEYWAY IMPROVEMENT PROJECT

RAILROAD TRACK INLAY



KODAK PICTURE SPOT SIGNAGE



ENGRAVING ON SHADE STRUCTURE POSTS

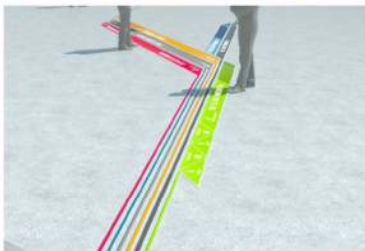


SHADE POSTS: FOUR PILLARS OF WINDSOR'S HISTORY

- WINDSOR LAKE
- RAILROAD
- AGRICULTURE (SUGAR BEET FARMING)
- GREEN ENERGY



TIMELINE GROUND INLAY/ WAY-FINDING



HISTORIC DATES FOR GROUND INLAY

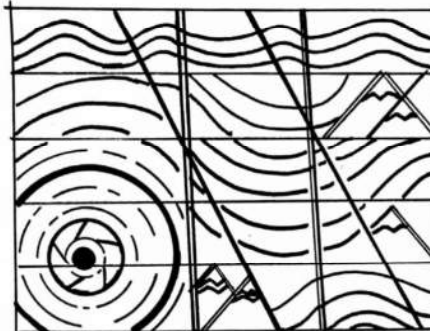
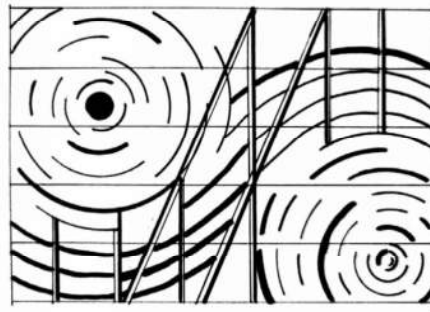
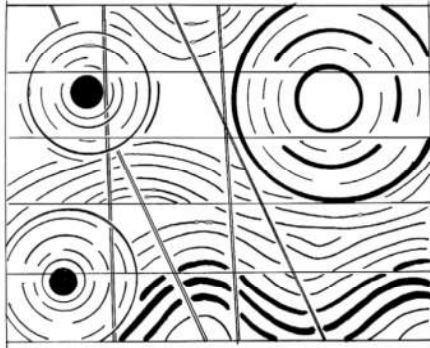
- ~ 800 BC | KAPLAN- HOOVER BONE BED SITE IS HISTORICALLY KNOWN AS THE LARGEST ARCHAEOLOGICAL SITE WHERE ARCHAIC-ERA PEOPLE IN THE REGION HUNTED BISON
- 1870 | EDWARD HOLLISTER ARRIVED TO THE LAND KNOWN AS PRESENT DAY WINDSOR AND WAS SOON FOLLOWED BY OTHER SETTLERS
- 1873 | A SETTLER NAMED J.L. HILTON BUILT A SMALL HOUSE ALONG THE OVERLAND TRAIL WAGON ROAD, MIDWAY BETWEEN GREELEY AND FORT COLLINS
 - THE HALFWAY HOUSE WAS A STOPPING POINT FOR TRAVELERS, STAGE COACHES, MAIL DELIVERIES, AND SERVED AS A SALOON FOR MANY YEARS
- 1882 | WINDSOR ESTABLISHED AS A TOWN AND WAS NAMED AFTER WINDSOR, NEW YORK
- GREAT SALT LAKE AND PACIFIC RAILROAD ARRIVED BRINGING INVESTORS AND FARMERS TO THE AREA
 - TRAIN DEPOT WAS CONSTRUCTED
 - TOWN OF WINDSOR IS PLATTED
 - WINDSOR'S FIRST BUSINESS WAS CONSTRUCTED
- 1890 | WINDSOR BECAME OFFICIALLY INCORPORATED
- 1890S TO EARLY 1900S | ICE HARVESTING ON WHAT IS NOW KNOWN AS WINDSOR LAKE GENERATED GREAT PROFITS FOR WINDSOR
 - ICE WOULD BE SHIPPED VIA RAIL CARS BACK EAST
 - WINDSOR LAKE PROVIDED RESIDENTS WITH WATER FOR IRRIGATION FOR CROPS, RECREATION, AND BROUGHT IN REVENUE
- 1893 | TELEPHONE SERVICE ARRIVED
- 1903 | GREAT WESTERN SUGAR BEET FACTORY BUILT
 - SPURRED THE GROWTH OF WINDSOR, TRIPLING THE POPULATION BETWEEN 1900 AND 1910
- 1908 | WINDSOR HOSPITAL BEGAN CONSTRUCTION WHICH WAS AN IMPORTANT ADDITION TO THE TOWN AND SURROUNDING AREAS
- 1909 | ELECTRICITY ARRIVED TO WINDSOR
- 1966 | GREAT WESTERN SUGAR BEET FACTORY CLOSED
- 1968 | WINDSOR'S KODAK PLANT ANNOUNCED
- 2000- TODAY | WINDSOR IS LEADING THE WAY FOR NORTHERN COLORADO IN ATTRACTING GREEN INDUSTRY SUCH AS:
 - WIND MILL BLADE PRODUCTION
 - ETHANOL PRODUCTION
 - NEWLY UPDATED RECYCLING FACILITY

Town of Windsor - DDA Alley
Shade Structure Precedents | Concept Sketches



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY DOWNTOWN ALLEYWAY IMPROVEMENT PROJECT

PANEL CONCEPTUAL IDEATION SKETCHES | PLAN VIEW



SHADE PANEL DESIGN CONCEPTS SYMBOLS:

WATER



RAIL LINES



KODAK/ ABSTRACT CAMERA/ CROP SYMBOLS



PERSPECTIVE OPTIONS





WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY DOWNTOWN ALLEYWAY IMPROVEMENT PROJECT



PAVER LAYOUT
INFLUENCED BY SURROUNDING CONTEXT AND
DESIGN ELEMENTS



RAW MATERIALS
CREATE STRONG DESIGN AESTHETIC - DURABLE



SITE FURNISHINGS
COMBINATION OF RAW NATURAL MATERIALS
SIMPLE DESIGN DETAILING



DESIGN INFLUENCE
MATERIALS/SITE DETAILING





WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

DOWNTOWN ALLEYWAY IMPROVEMENT PROJECT



DESIGN INFLUENCE
LIGHTING

ARTISTIC LIGHTING ELEMENTS



UNIQUE LIGHTING ELEMENTS



STANDARD LUMINARIES





WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY DOWNTOWN ALLEYWAY IMPROVEMENT PROJECT

DESIGN INFLUENCE PUBLIC ART



HISTORICAL MURAL



NATURE INSPIRED ART INSTALLATION



MAIN STREET 4-POINTS:**Design & Beautification |**

OBJECTIVE	ACTION	SUCCESS =	TIMELINE	STATUS & NOTES
Improve building appearance	Promote FIP information.	# of businesses &/or buildings using the program increases, Small FIP utilized	Ongoing	
	Architect on Call in partnership with CO Main Street	# of businesses &/or buildings using the FIP program increases.	Ongoing	
Improved streetscape appearance	Conduct Streetscape Assessment in preparation for full plan, include side streets	Assessment completed	Spring 2021	
Improve Wayfinding	Implement first phase of wayfinding construction	First sign(s) installed	Fall 2021	
Address regional parking needs	Update parking study	Partner with Town in completing	Spring 2021	
	Coordinate shared parking in lots for businesses on South side of Main St	Develop Park Late Program	Fall 2021	

Organization

OBJECTIVE	ACTION	SUCCESS =	TIMELINE	STATUS & NOTES
Improve communications with building owners & businesses	Enhance Social Media output	Additional followers/likes and traffic	Ongoing	
	Business Spotlight @ Board Meetings	Director to invite businesses to present at outset of regular board meetings.	Monthly	
	Promote Regular Office Hours	Regular hours maintained	Ongoing	
Attain Graduate Main Street Status	Review criteria, address deficiencies, apply for advanced status	Application approved	January 2021	

Vitality

OBJECTIVE	ACTION	SUCCESS =	TIMELINE	STATUS & NOTES
Go Cup Entertainment District	Explore other communities' program information to share with board.	Report of best practices to Board, utilize Main Street Technical Assistance to complete.	Summer 2021	Use Main Street Tech Assistance to create physical concept plan for Mill Block Vision.

WINDSOR DDA – WORKPLAN 2021 DRAFT

Activate Main During Slow Months	Develop and launch Neighborhood Night Downtown program	Program Details Completed, Event(s) Held	Feb 2021 Summer 2021	
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Marketing |

OBJECTIVE	ACTION	SUCCESS =	TIMELINE	STATUS & NOTES
Expand Small Biz Saturday	Develop business promotion strategy, sponsored posts on Facebook.	Businesses experience increase in customer traffic	Summer 2021	

DDA KEY INITIATIVES:

Backlot Boardwalk

OBJECTIVE	ACTION	SUCCESS =	TIMELINE	STATUS & NOTES
Complete alley project on 400 Block	Complete Alley Concept + Construction Plans	Design completed	February 2021	
	Replat DDA lot, dedicate ROW + AOU for alley uses	Replat & Dedication Completed	March 2021	
	Complete utility undergrounding to provide more usable space next to alley	Utilities undergrounded	April 2021	
	Explore trash consolidation	Solutions identified	February 2021	
	Identify & Complete Grant Applications for Alley	Grants Submitted, Funding Secured	Summer 2021	
Development Agreements Completed	Formalize Backlot development plan & identify DDA + Town support	Agreements Completed, Construction initiated	December 2021	
512 Ash Parking Established	Demolition of Existing Structure	Asbestos abated, Demo completed	March 2021	
	Complete Site Plan	Town reviews + approves application	February 2021	
	Recycled Asphalt Parking Completed	Parking available for Summer	April 2021	

Mill

OBJECTIVE	ACTION	SUCCESS =	TIMELINE	STATUS & NOTES

Sustainability & Growth

OBJECTIVE	ACTION	SUCCESS =	TIMELINE	STATUS & NOTES
Extend IGA w Town	Present renewed IGA for Town consideration.	Demonstrated progress, Approved IGA	Fall 2021	

Identify key properties	Identify key properties to purchase.	Options explored as needed	Ongoing	
Increase business viability	Promote district via social media + traditional media opportunities	Promotion completed	Ongoing	

Brunner Development

OBJECTIVE	ACTION	SUCCESS =	TIMELINE	STATUS & NOTES
Formalize Brunner Development as Key Initiative	Establish strong communication channels	Regular discussions	Ongoing	
	Identify support opportunities for future vision of the area	Vision plan + DDA Support Strategy Identified	Ongoing	

Cosner Properties

OBJECTIVE	ACTION	SUCCESS =	TIMELINE	STATUS & NOTES
Formalize Cosner Properties as Key Initiative	Establish strong communication channels	Regular discussions	Ongoing	
	Identify support opportunities for future vision of the area	Vision plan + DDA Support Strategy Identified	Spring 2021	

Covid-19 Response - NEW

OBJECTIVE	ACTION	SUCCESS =	TIMELINE	STATUS & NOTES
Assist Property Owners with varied needs to adapt to current conditions	Provide Hand Sanitizer to all businesses.	Sanitizer Distributed	April 2020	Completed.
	Visual Merchandising Workshop	Businesses provided technical consulting assistance to aid in attracting shoppers.	June 2020	Completed.
	OPEN Flags to create a sense of pride and announce businesses are open.	Flags placed and distributed.	June 2020	Completed.
	New Street Banners to Provide Cohesive pride for downtown.	Summer banners printed and installed. (Grant funded.)	July 2020	Completed.
	To Go Parking Signs	Signs Placed, Spaces Used.	June 2020	Completed.
	CDOT Sidewalk Café Kit of Parts Grant application to provide permanent seating options for restaurants	Grant submitted, and awarded.	August 2020	Completed and awarded.
	Bench and trash can purchase and installation.	Order submitted, placement near high volume areas. (Grant funded + Public Works Installation.)	July 2020	Completed.
	Shop Small/Safe/Local Clings designed for Town.	Design completed, printed and executed by Town. (Note: CO Main Street provided Downtown-Specific versions. Intent is to distribute closer to holidays.)	July 2020	Completed. Distribution date TBD.

	Develop virtual tour of retailers as pilot project for social distanced shopping.	Photography completed, video tour launched	April 2020	Completed.
	Purchase additional sidewalk tables & chairs for 4 th and 5 th Street intersections.	Purchase and furniture placed.	May 2020	Completed.
	Design of temporary sidewalk café spaces and coordination with Town for placement of tables and barriers	Café spaces opened.	May 2020	Completed.
	Applications and state approval of liquor license premises expansions.	Site plans and applications completed. Hearing support provided. Applications approved.	May 2020	Completed.
	Grant for Expansion of Virtual Tour	Submitted and awarded. Launch of additional tours.	September 2020	Completed. Additional Tours Pending.

4th Street Property Strategy - NEW

OBJECTIVE	ACTION	SUCCESS =	TIMELINE	STATUS & NOTES
Redevelop and Activate Property	Work session held to determine overall direction of property.	Joint Boards agreement to next steps	July 2020	Completed
	Summary of strategic analysis (in lieu of feasibility study).	Strategy identified and direction given.	August 2020	Completed

Ayres Workplan Adjustments

OBJECTIVE	ACTION	SUCCESS =	TIMELINE	STATUS & NOTES
Expand team approach to enable greater visibility	Establish office presence in Windsor with staff several days per week.	Office lease executed, staffing plan approved. (Ayres providing lease cost for remainder of 2020.) Advertisement of office hours.	September 2, 2020	2 Days per week. Fixed days initially. Split between Mike and Matt. Mike 2x per week, Matt adding in.
	Staff team presented publicly to announce expansion of Ayres presence.	Staff bios presented, in-person introductions to Board, website updated.	September 2020.	Bio overview in progress.
	Purchase DDA Branded shirts for Staff to wear when on official DDA business	Broader recognition of team around town. Possibly co-branded shirts with Both DDA and Ayres logos. Demonstrating – both involved in the process. Done really nice button down for Fall and a nice polo for more casual.	September 2020	Completed.
	Add specific Staff emails to make direct communication beyond Director more streamlined.	Emails added.	September 2020	
	Create assignment list for board responsibilities on specific issues.	Assignments established.	September 2020	Initial list formulated.

WINDSOR DDA – WORKPLAN 2021 DRAFT

Reinstate Committee Structure for Board Involvement	Monthly action reports presented by Board member monthly.			
Increased Communication with Board(s)	Provide board packets Friday in advance before the meeting.	Staff to schedule. If delayed, send note.	October 2020	
	Friday email summary to Board	Bullet list from Friday Call.		Launched.
	Complete orientation for new Board members	Board handbook completed and training session hosted.	Ongoing	Board handbook completed. Need to schedule training.
	Weekly Executive Team touch base call.			Scheduled and Launched.
	Quarterly Executive Team meeting to review workplan progress and redirect.	Meetings scheduled and held on time.	Ongoing	
	Task Management (BOARD) – Board requests to be added to monthly list of items being tracked in Exec Dir Report. Formal email to memorialize request.	Greater accountability to track tasks that have been requested.	Ongoing	
	Task Management (PUBLIC) – Include list of action items requested by DDA biz and property owners for Board awareness.	Greater accountability to track tasks that have been requested.	Ongoing	Ex. The week of 8-24, requests came in for analysis of sidewalk tents, façade improvement historic photos, and solar lighting over service window.
	Monthly Update provided to Town Board.	Distill information from Executive Director Report into a 1-page summary to be included in Town Board Packet.	Ongoing.	Template drafted 8/28/20. Sent 9/18
	Executive Director to provide clear recommended action on agenda items.			
Streamline Collaboration with Town	Orientation with new staff as turnover occurs			Completed meeting with new Town Clerk, Karen Frawley.
	Create a “job description” for collaborative relationships with key staff members outlining needs and expectations. (Clerk and Finance are key.)	Job description completed, including any step action descriptions to assist in transitioning duties.		
	Regular Scheduled Meetings with Town Manager.		Ongoing.	Meetings scheduled. First held 9/18
	Regular “Thank You” initiatives for Town Staff who provide exceptional assistance to DDA.		Periodically.	Fall 2020 Completed.



STRATEGIC PLAN

WINDSOR DOWNTOWN – ADDENDUM 2020-2021

The Windsor Downtown Development Authority (DDA) has undertaken a number of critical steps over the past several years to establish the organization and set a solid foundation on which to build a productive future. This plan seeks to highlight some of those accomplishments, acknowledge and evaluate prior strategies yet to be tackled, and prioritize key action items moving forward. With this in mind, the Board and staff of the Windsor DDA have updated their Strategic Plan for FY 2020-21. The strategies, and associated implementation details, were taken from the 2016-18 Strategic Plan and updated through discussions that took place in August and September of 2020. The desired timeline for this strategic plan will be primarily in the 2-5 year time horizon.

In tackling the ambitious goals defined by the DDA, the Board acknowledges that in order to successfully advance the “development” goals of the organization, it may be required focus its efforts more narrowly. The Board acknowledges this trade-off and is willing to weigh every commitment of time and resources against the Key Initiatives highlighted in this Strategic Plan. The strategies outlined in this strategic plan address downtown’s look and function, property and business development, communications and the ongoing ability of the DDA to lead catalytic revitalization efforts.

4 POINTS + 4 INITIATIVES

During the 2016-18 strategic planning process, the Board culled through the 20 Goals established in the original “Development Plan,” and realized that several key themes are recurring and rise to the surface. These points happen to align with Main Street America’s 4-Point Approach to revitalization. This management strategy helps to organize incremental, volunteer-driven revitalization in communities across the country. Windsor DDA applied to join the Colorado Main Street program and was accepted as an “affiliate” in January of 2016, advancing to “certified” in 2018. The DDA Board indicated recently a desire to apply for “graduate” status in the fall of 2020.

The key goals originally established by the DDA when it was created in 2011 revolved around impacting four “Ps” – PLACE, PEOPLE, PROJECTS, and PROMOTION. Taking cues from the Main Street Approach, these efforts can be conveniently organized into committees with specific job descriptions that align well with several of the existing committees. By clearly dividing the duties associated with downtown development, we have been able to effectively mobilize groups of volunteers to expand our reach as a community.

Although a committee approach was initially structured, it has become evident that more specific assignments are needed to direct the efforts of our seven board members. While we will still organize

our efforts under the 4-Point approach in our workplan, individual board members will lead the charge on specific action items.

The four points that will continue to help implement revitalization are:

DESIGN – Focuses on Place | Job: Make Downtown Irresistible!

This point focuses on the physical aspects of downtown from parking to beautification, including façade improvements and streetscape. Anything that impacts the quality of the physical experience in downtown falls under this point.

DESIGN | Key 2020-2021 Actions:

OBJECTIVE	ACTION	SUCCESS =	PARTNERS	TIMELINE
Improve building appearance	Promote FIP information	# of businesses &/or buildings using the program increases, Small FIP utilized	Historic Society, Windsor Chamber of Commerce, Town of Windsor	Ongoing
	Architect on Call in partnership with CO Main Street	# of businesses &/or buildings using the FIP program increases	Historic Society, Windsor Chamber of Commerce, Town of Windsor	Ongoing
Improved streetscape appearance	Conduct Streetscape Assessment in preparation for full plan, include side streets	Assessment completed	Town of Windsor	Spring 2022
	Complete Alley Construction Plans	Design completed & ready for bidding	Town of Windsor	Spring 2021
	Complete Thru-Lot Construction	Enhancement Constructed	Town of Windsor	Spring 2021
Improve wayfinding	Implement first phase of wayfinding	First signs installed	Town of Windsor	Fall 2021
Address regional parking needs	Update parking study	Partner w/ Town in completing	Town of Windsor	Spring 2021
	Coordinate shared parking in lots for businesses on South side of Main Street	Develop Park Late Program	Town of Windsor, businesses	Fall 2021

ORGANIZATION – Focuses on People | Job: Rally the Troops!

This point guides the human resources approach to community development, building relationships with partners, rallying volunteers, communicating needs, and supporting ambassadors for the organization. The focus is on building trust within our network of partners.

ORGANIZATION | Key 2020-2021 Actions:

OBJECTIVE	ACTION	SUCCESS =	PARTNERS	TIMELINE
Improve communications with building owners & businesses	Enhance Social Media output	Additional followers/likes and traffic		Ongoing
	Business Spotlight @ Board Meetings	Director to invite businesses to present at outset of regular board meetings	Businesses	Monthly
	Promote Regular Office House	Regular hours maintained		Ongoing
Attain Graduate Main Street Status	Review criteria, address deficiencies, apply for advanced status	Application approved	Colorado Main Street	January 2021

VITALITY – Focuses on Projects | Job: Propel Investment!

This point focuses on the key actions that will result in increased public and private investment in the Downtown. Actions under this point include facilitating development projects, and efforts to identify and promote new business opportunities in downtown.

Key 2020-2021 Actions:

OBJECTIVE	ACTION	SUCCESS =	PARTNERS	TIMELINE
Entertainment District	Explore other communities' program information to share with board.	Report of best practices to Board, utilize Main Street Technical Assistance to complete.	Colorado Main Street	Summer 2021
	Complete concept design and strategy plan for Mill Block.	Report design options and strategy to pursue future construction plans.	Colorado Main Street Town of Windsor	Summer 2021
Activate Main During Slow Months	Develop and launch Neighborhood Night Downtown program	Program details completed and Events held	Town of Windsor	February 2021 and Summer 2021

MARKETING – Focus on Promotion | Job: Champion Liveliness!

This point promotes the greatness of downtown to people far and wide. Highlighting businesses and events, marketing efforts seek to bring more people to downtown while also spotlighting the good work being done by the DDA.

Key 2020-2021 Actions:

OBJECTIVE	ACTION	SUCCESS =	PARTNERS	TIMELINE
Expand Small Biz Saturday	Development business promotion strategy, sponsored posts on Facebook	Businesses experience an increase in customer traffic	Chamber of Commerce	Summer 2021
Update Website	Identify needs/goals for website. Complete updates.	Updated Website Launched	Colorado Main Street (Technical Assistance)	Spring 2021

KEY INITIATIVES

Although ongoing incremental activities will always be a function of the DDA, we look to shift our focus to the larger (and somewhat monumental) initiatives that need to gain traction in order for the DDA to establish a self-sustaining model. Such initiatives are comprised of many smaller projects that will required a sustained and coordinated team effort move forward.

Advancing development proposals for the Backlot area (DDA Block, 512 Ash and Town Public Works Blocks) will provide new development opportunities in downtown while expanding the DDA's tax base.

The DDA Board understands that growth is key to the overall health of the DDA and a key objective of the Town. We see renovation of existing buildings, construction of new facilities, and expansion of the District as key strategies to achieving this objective.

With the confirmation of the Town Board, the DDA will be moving forward with the Key Initiatives and action agendas based upon the following outline.

ACTION AGENDA – KEY INITIATIVES:

The Backlots:

This area has significant opportunity for development due to its proximity to the lake and Downtown. Although the property has been used for overflow parking and functions largely as a loading zone for the buildings facing Main Street, the marketability of the property would indicate that it has a higher purpose. Over the past 5 years, the DDA Board has developed a more clear understanding of how it fits in with other Downtown assets and opportunities. The DDA continues to take a broader view of the area and is exploring opportunities for developer engagement.

OBJECTIVE	ACTION	SUCCESS =	PARTNERS	TIMELINE
Complete Alley Project on 400 Block	Complete Alley Concept + Construction Plans	Completion of meetings, summary report of findings	Town of Windsor	February 2021
	Replat DDA lot, dedicate ROW + AOU for alley uses	Replat & Dedication Completed	Town of Windsor	March 2020
	Complete utility undergrounding to provide more usable space next to alley	Utilities undergrounded	Town of Windsor	April 2021
	Explore trash consolidation	Solutions identified	Town of Windsor	February 2021
	Identify & Complete Grant Applications for Alley	Grants submitted, Funding Secured	Town of Windsor	Summer 2021
	Complete Construction on Thru Lot	Construction completed.	Town of Windsor	Summer 2021
Development Agreements Completed	Formalized Backlot development plan & identify DDA + Town support	Agreements Completed, Construction initiated	Town of Windsor	December 2021
512 Ash Parking Established	Demolition of Existing Structure	Asbestos abated, Demo completed	Town of Windsor	March 2021
	Complete Site Plan	Town review + approves application	Town of Windsor	February 2021
	Recycled Asphalt Parking Completed	Parking available for Summer	Town of Windsor	April 2021

Sustainability and Growth:

The DDA should evaluate and review possible expansions to the District. Researching development opportunities adjacent to the existing boundaries, while also looking at other undeveloped sites along Main Street will help to determine the extent of growth that is appropriate for the organization to support. Additional efforts should be placed on converting underutilized or marginal spaces into higher value uses that generate additional revenue.

OBJECTIVE	ACTION	SUCCESS =	PARTNERS	TIMELINE
Extend IGA w/ Town	Present renewed IGA for Town consideration	Demonstrated progress, Approved IGA	Town of Windsor	Fall 2021
Identify key properties	Identify key properties to purchase	Options explored as needed	Town of Windsor	Ongoing
Identify options to expand the district	Confirm process, execute expansion	Readiness for expansion as needed	Town of Windsor	Ongoing

Covid-19 Response – NEW:

This initiative was created in response to the current pandemic. Adaptability and flexibility are key to meeting the needs of our business and property owners as we find our way through these difficult times. The board acknowledges that as emergency response needs arise, that other ongoing projects and actions may be impacted. Staff should continue to track these efforts to document impacts as best possible.

OBJECTIVE	ACTION	SUCCESS =	PARTNERS	TIMELINE
Assist Property Owners with varied needs to adapt to current conditions	Provide Hand Sanitizer to all businesses.	Sanitizer Distributed – Revisit in 2021		April 2020
	Visual Merchandising Workshop	Businesses provided technical consulting assistance to aid in attracting shoppers.		June 2020
	OPEN Flags to create a sense of pride and announce businesses are open.	Flags placed and distributed.		
	New Street Banners to Provide Cohesive pride for downtown.	Summer banners printed and installed. (Grant funded.)	Town Public Works Staff	July 2020
	To Go Parking Signs	Signs Placed, Spaces Used. Revisit reprinting Jan 2021.		June 2020
	CDOT Sidewalk Café Kit of Parts Grant application to provide permanent seating options for restaurants	Installation Completed. Follow up with Winter Adaptations Grant.		November 2020
	Bench and trash can purchase and installation.	Order submitted, placement near high volume areas. (Grant funded + Public Works Installation.)		July 2020
	Shop Small/Safe/Local Clings designed for Town.	Design completed, printed and executed by Town. (Note: CO Main Street provided Downtown-Specific versions. Intent is to distribute closer to holidays.)		July 2020
	Develop virtual tour of retailers as pilot project for social distanced shopping.	Photography completed, video tour launched		April 2020
	Purchase additional sidewalk tables & chairs for 4 th and 5 th Street intersections.	Purchase and furniture placed.		May 2020
	Design of temporary sidewalk café spaces and coordination with Town for placement of tables and barriers	Café spaces opened.		May 2020
	Applications and state approval of liquor license premises expansions.	Site plans and applications completed. Hearing support provided. Applications approved. Revisit with permanent café installations.		May 2020 January 2021
	Grant for Expansion of Virtual Tour	Submitted and awarded. Launch of additional tours.		Nov 2020

Staffing Adjustments – NEW:

This initiative was created in response to the Board wanting to expand the DDA staffing team and enable greater visibility and office presence of staff. Many of these actions are administrative in nature and increase the level of communication with the Board and Town.

OBJECTIVE	ACTION	SUCCESS =	PARTNERS	TIMELINE
Expand team approach to enable greater visibility	Establish office presence in Windsor with staff several days per week.	Office lease executed, staffing plan approved. (Ayres providing lease cost for remainder of 2020.) Advertisement of office hours.		September 2, 2020
	Staff team presented publicly to announce expansion of Ayres presence.	Staff bios presented, in-person introductions to Board, website updated.		September 2020

	Purchase DDA Branded shirts for Staff to wear when on official DDA business	Broader recognition of team around town. Possibly co-branded shirts with Both DDA and Ayres logos. Demonstrating – both involved in the process. Done really nice button down for Fall and a nice polo for more casual.		September 2020
	Add specific Staff emails to make direct communication beyond Director more streamlined.	Emails added. (Likely in coordination with Website Update.)		September 2020
Reframe Committee Structure for Board Involvement	Create assignment list for board responsibilities on specific issues.	Assignments established.		September 2020
	Monthly action reports presented by Board member monthly.			
Increased Communication with Board(s)	Provide board packets Friday in advance before the meeting.	Staff to schedule. If delayed, send note.		October 2020
	Friday email summary to Board	Bullet list from Friday Call.		Launched.
	Complete orientation for new Board members	Board handbook completed and training session hosted.		Ongoing
	Weekly Executive Team touch base call.			Ongoing
	Quarterly Executive Team meeting to review workplan progress and redirect.	Meetings scheduled and held on time.		Ongoing
	Task Management (BOARD) – Board requests to be added to monthly list of items being tracked in Exec Dir Report. Formal email to memorialize request.	Greater accountability to track tasks that have been requested.		Ongoing
	Task Management (PUBLIC) – Include list of action items requested by DDA biz and property owners for Board awareness.	Greater accountability to track tasks that have been requested.		Ongoing
	Monthly Update provided to Town Board.	Distill information from Executive Director Report into a 1-page summary to be included in Town Board Packet.		Ongoing
	Executive Director to provide clear recommended action on agenda items.			
Streamline Collaboration with Town	Orientation with new staff as turnover occurs			
	Create a “job description” for collaborative relationships with key staff members outlining needs and	Job description completed, including any step action descriptions to assist in transitioning duties.		

	expectations. (Clerk and Finance are key.)			
	Regular Scheduled Meetings with Town Manager.		.	Ongoing
	Regular "Thank You" initiatives for Town Staff who provide exceptional assistance to DDA.			Twice Annually. Completed Nov 2020.

PROJECT/ACTION ITEM		#1: BOARD MEMBER	#2: BOARD MEMBER	ACTION STEPS
512 ASH		Dan S	Paul	Demo Permit, Utilities, Site Planning
BACKLOT (400 BLOCK)	Alley Design	Paul	Dan S	Complete Alley Design Thru Lot Design
	Ehrlich	Dan S	Dan B	Follow Up on Title Search
	Marketing Property	Dan B	Dan S	Develop Publication and Discussion Process, Reach out to Developers
4 TH STREET		Dan B	Brent	Tenant Interest Survey, Developer Interest
WAYFINDING		Heidi	Paul	Confirm Design, Structure Implementation Phase
COTTAGE DISTRICT		Jim	Dan S	Plan – Next Steps
WINDSOR STATION		Jim	Dan S	Review Financial
WEBSITE		Dean	Heidi	Scope of Project
SOCIAL MEDIA		Heidi	Dan B	Schedule of Post, Strategy
FAÇADE IMPROVEMENT		Brent	Dean	Review Initial Applications as Received

Board Action Assignments:

This arrangement breaks up our prior "Committee" structure to assign specific initiatives to individual board members with a backup. The goal is to provide regular updates and communication regarding the status of the initiative to help keep the ball moving forward. To that end, the following larger project initiatives have been assigned with goals identified.



MEMORANDUM

Date: November 16, 2020
To: Mayor and Town Board
Via: Shane Hale, Town Manager
From: Matt Ashby, DDA Director
Re: Wayfinding Signage Discussion
Item #: B.2.

ATTACHMENTS:

- ▢ Wayfinding Memo

Date: November 13, 2020

Re: 10/17/20 Wayfinding Concepts – Budget Numbers and Draft Schedule

The following is a rough order of magnitude, budget pricing review of the 9/17/20 Wayfinding Concepts package provided by C+B Designs LLC. The Ayres team worked with Mike Long at Arapahoe Sign Arts and Sabrina Steele at DaVinci Sign Systems to develop a budget range for each sign type. We also spoke with these fabricators to better understand schedule durations for permitting, fabrication, and construction.

The numbers provided are not a price quote from the fabricators but a ballpark budget range so we can discuss design and phasing and make any adjustments prior to bidding. In all cases there are some opportunities to reduce cost by simplifying design, substituting materials and, in some cases, reducing the scale of the sign. Dimensions for the signs were not provided in the design package from C+B Designs so we worked with the fabricators to develop assumed dimensions by scaling from the drawings. Budget numbers for each sign type are noted on the following pages (adjacent to each sign) with some additional detail provided immediately below for signs identified as priority for a Phase 1 package.

Moving forward we would recommend developing a more detailed bid package based on this design concept and further discussions with DDA and the Town. From that point a bid set could be distributed to several fabricators for competitive pricing. The Ayres team is available to provide procurement and construction administration if needed.

DDA: Priority #1

1. Pedestrian/Kiosk Sign – Small

Budget Estimate: \$25,000 – \$30,000 each (full turnkey below and above grade.)

- Manufacture and Install by ASA: Double sided/illuminated
- Estimated Size: 10' x 3'
- Includes:
 - Shop Drawings/Submittals
 - Structural Engineering
- Excludes:
 - Double sided sign
 - Any required landscape and irrigation modifications
 - Permitting efforts or permit costs
 - Traffic Control

2. Information Kiosk – Large

Budget Estimate: \$45,000 – \$60,000 each

- Manufacture and Install of Sign and Structural Base by Fabricator
- Estimated Size: 10' x 9'
- Includes:
 - o Shop Drawings/Submittals
 - o Structural Engineering
- Excludes:
 - o Double sided sign
 - o Any required landscape and irrigation modifications
 - o Permitting efforts or permit costs
 - o Traffic Control

SCHEDULE

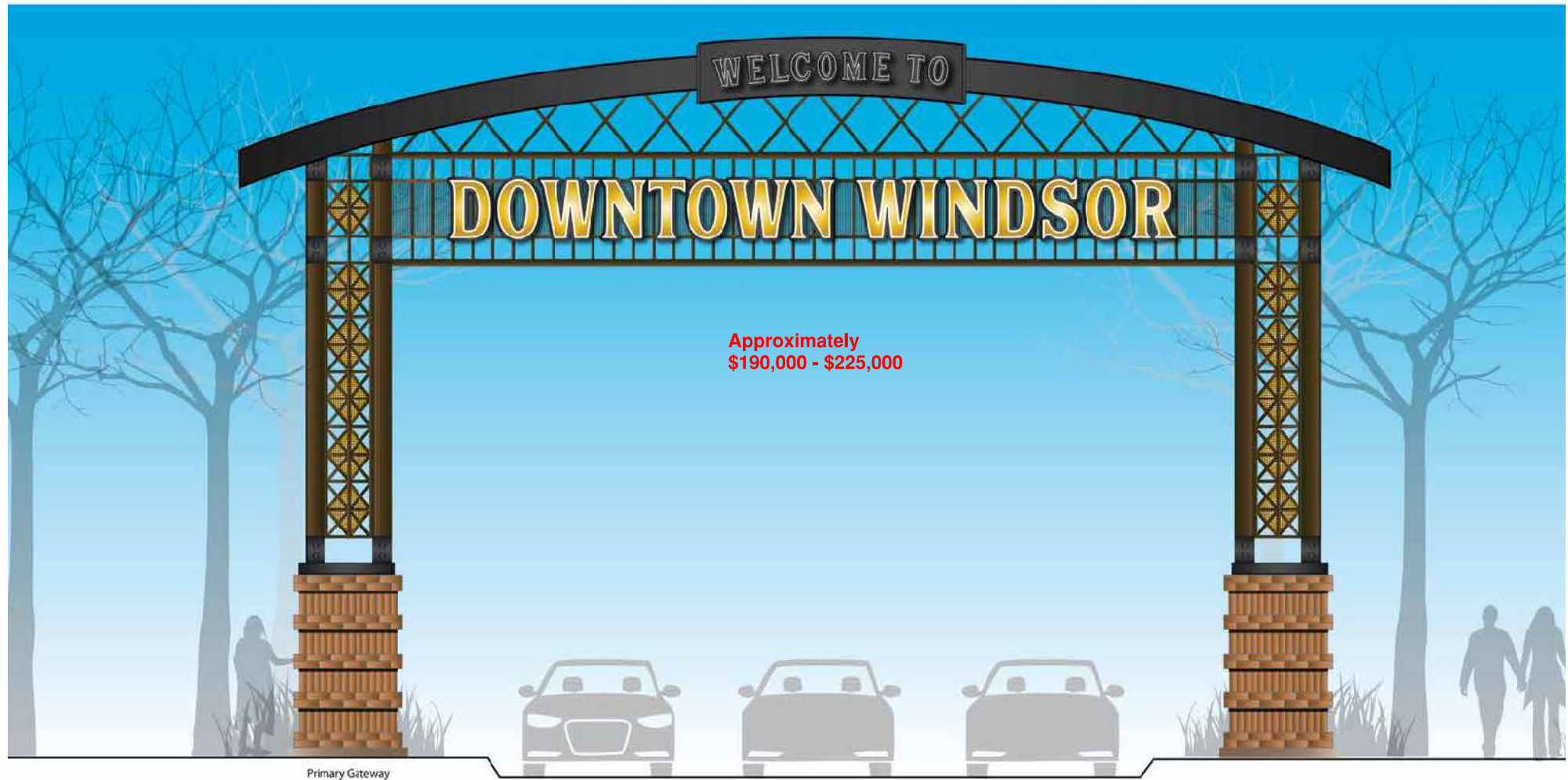
Below is a draft schedule identifying the key activities and their durations. This does not reflect time for meetings with the Town and DDA and any review and approval times. We are happy to add that information to the schedule as those activities are identified.

	Month 1				Month 2				Month 3				Month 4				Month 5				Month 6			
Design (4 weeks)																								
Bidding (3 weeks)																								
Permitting (8 weeks?)																								
Fabrication (6 weeks)																								
Construction and Install (10 weeks)																								

Windsor Signage & Wayfinding

Revised Design - July 12, 2019

P1

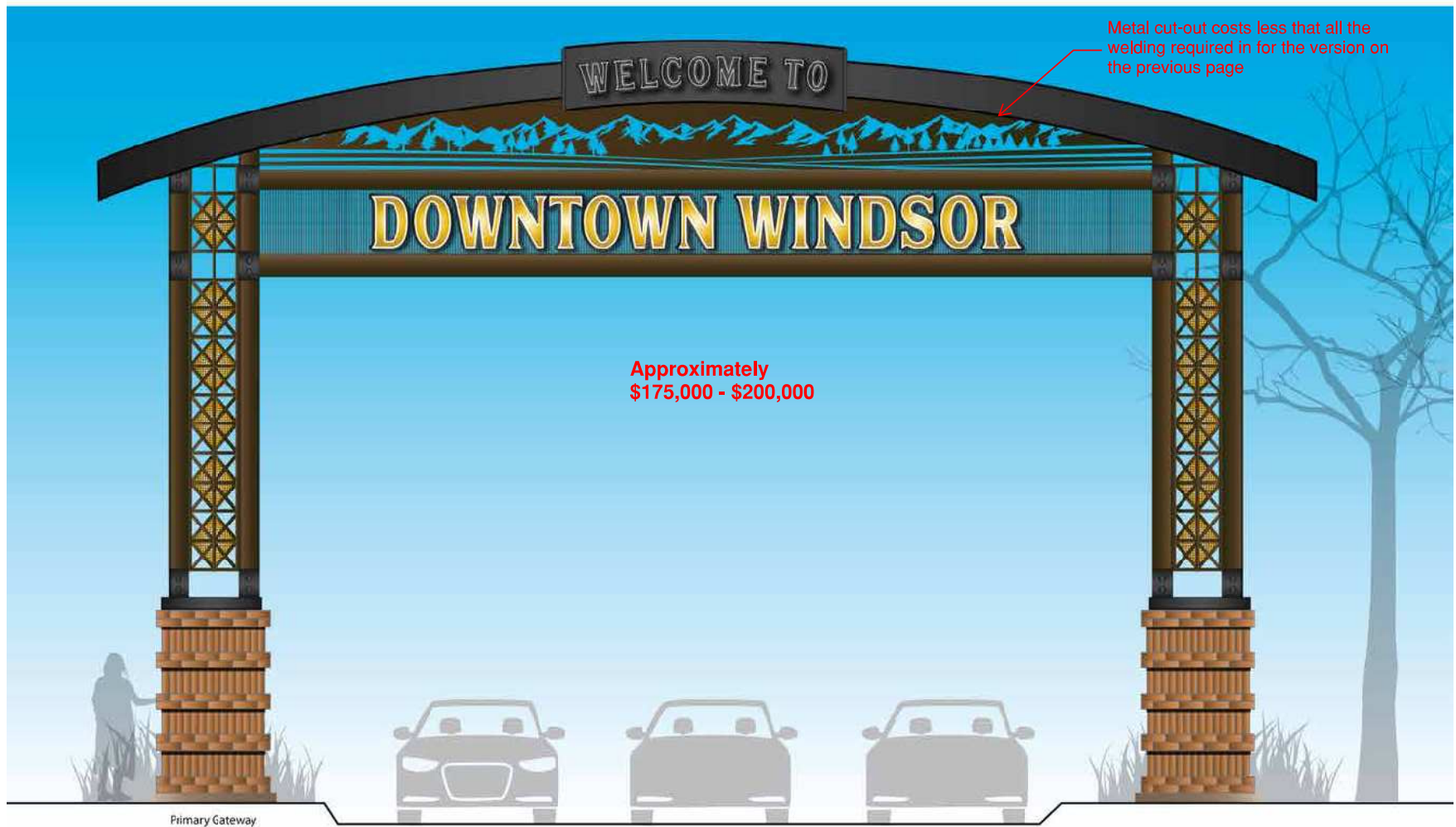


Gateway Option 1

Windsor Signage & Wayfinding

Revised Design - July 12, 2019

P2

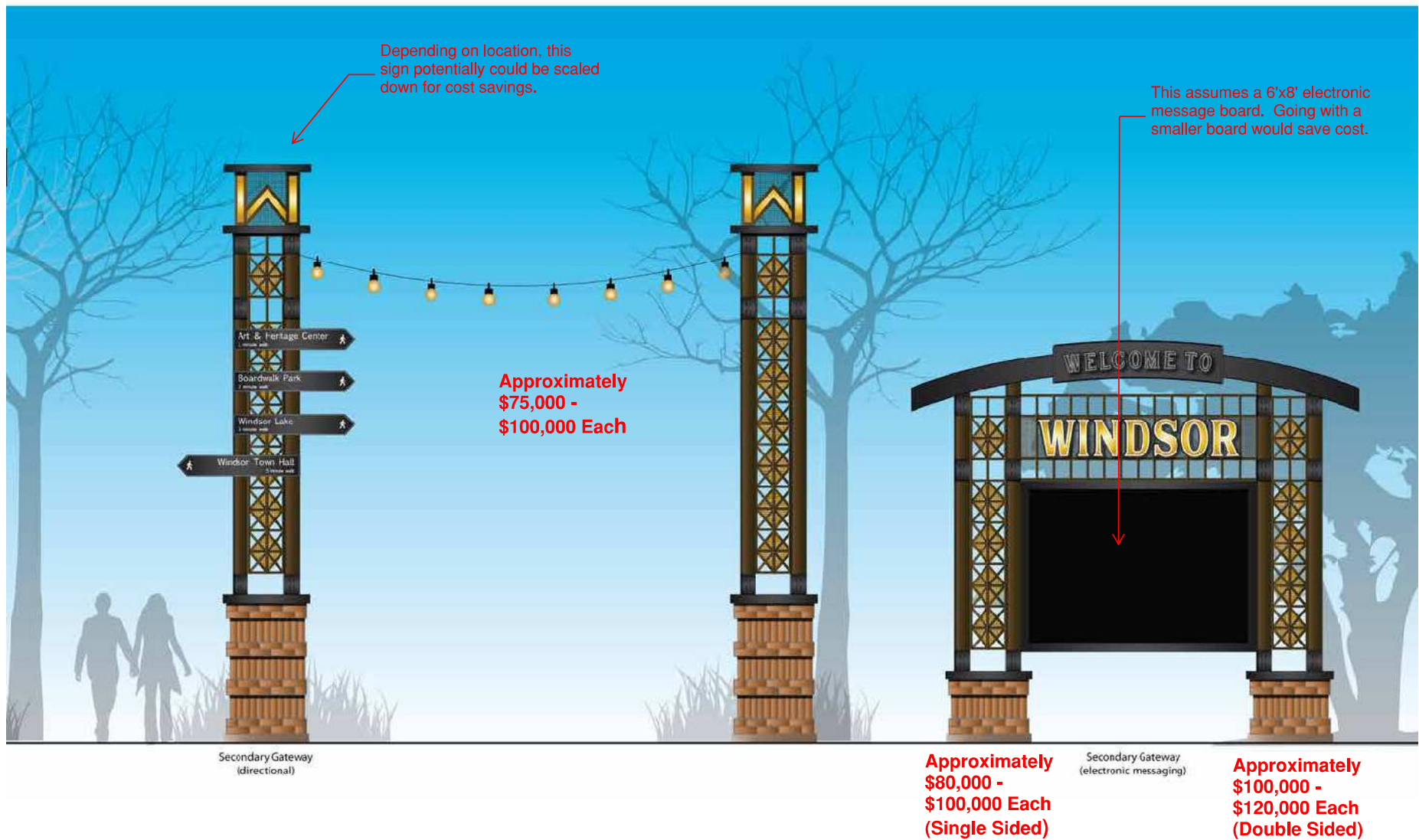


Gateway Option 2

Windsor Signage & Wayfinding

Revised Design - July 12, 2019

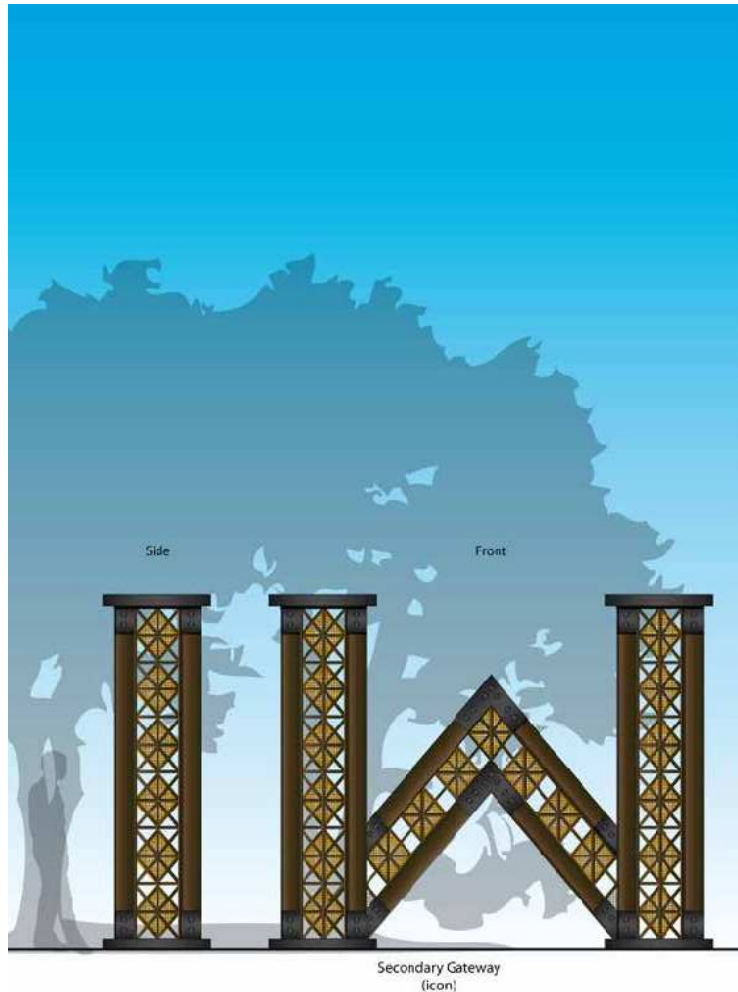
P3



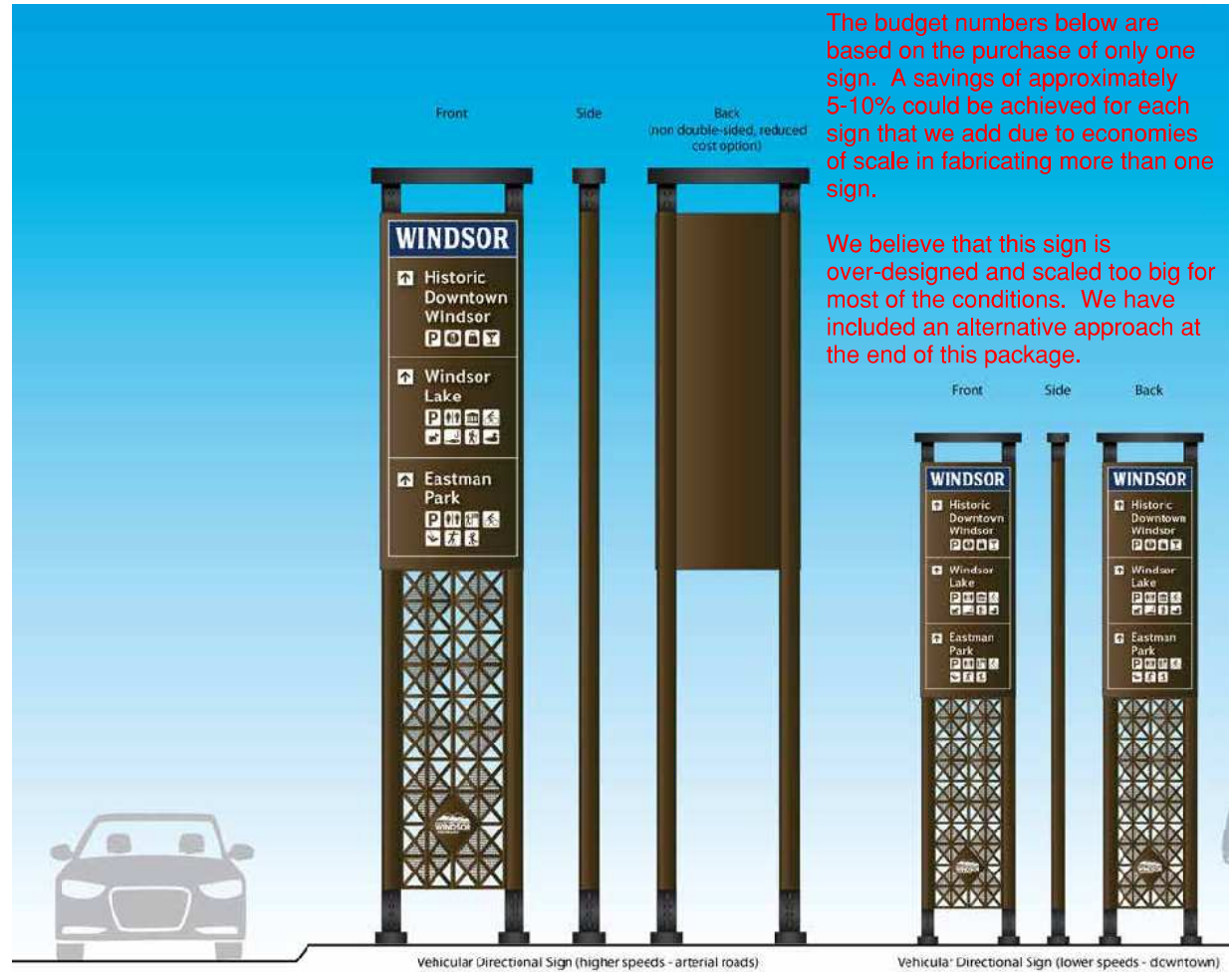
Windsor Signage & Wayfinding

Revised Design - July 12, 2019

P4



Approximately
\$50,000 - \$65,000



The budget numbers below are based on the purchase of only one sign. A savings of approximately 5-10% could be achieved for each sign that we add due to economies of scale in fabricating more than one sign.

We believe that this sign is over-designed and scaled too big for most of the conditions. We have included an alternative approach at the end of this package.

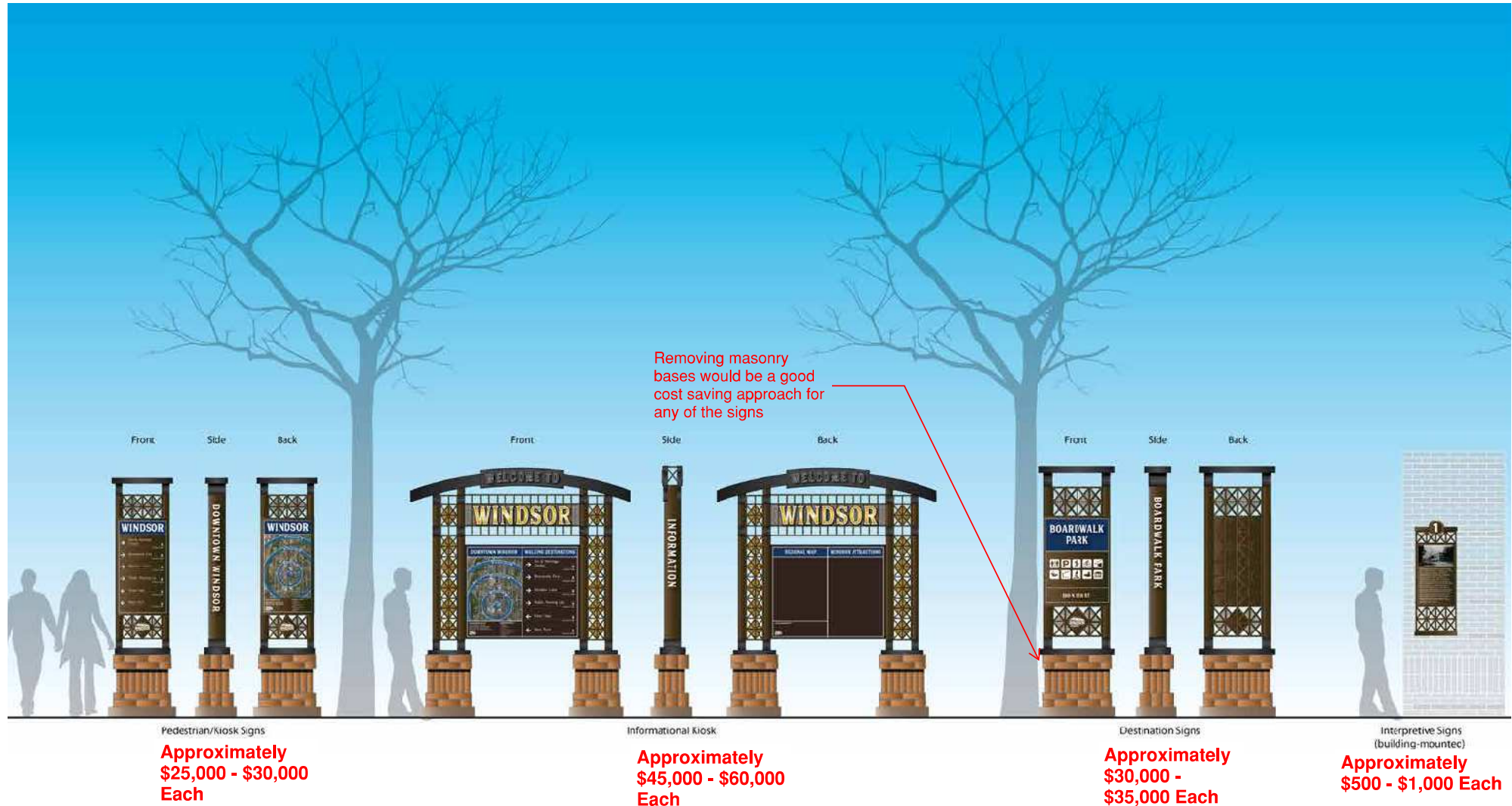
Approximately
\$25,000 - \$30,000

Approximately
\$15,000 - \$20,000

Windsor Signage & Wayfinding

Revised Design - July 12, 2019

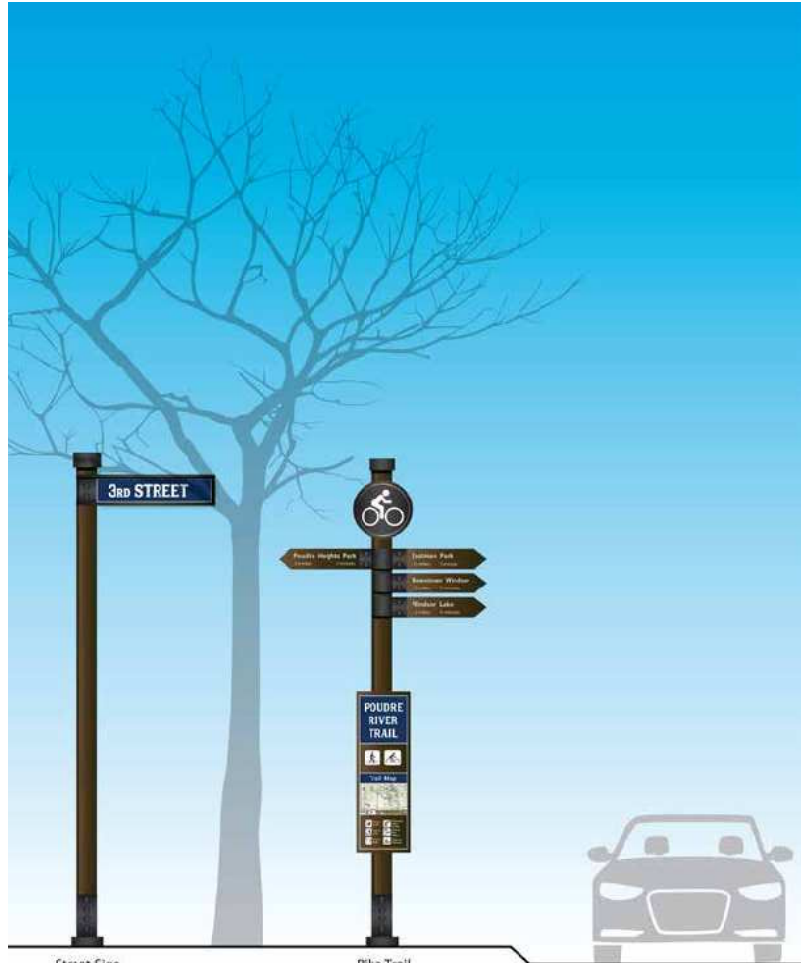
P5



Windsor Signage & Wayfinding

Revised Design - July 12, 2019

P6



Street Sign
(custom pole)

Bike Trail
Signage

**Approximately
\$5,000 - \$8,000**

**Approximately
\$8,000 - \$12,000**

Windsor Signage & Wayfinding

Revised Design - July 12, 2019

P7



Primary Gateway

Windsor Signage & Wayfinding

Revised Design - July 12, 2019

P8



Primary Gateway

Windsor Signage & Wayfinding

Revised Design - July 12, 2019

P9

Our assumption for this budget review is that the yellow color indicates illumination and the white indicates reflective lettering



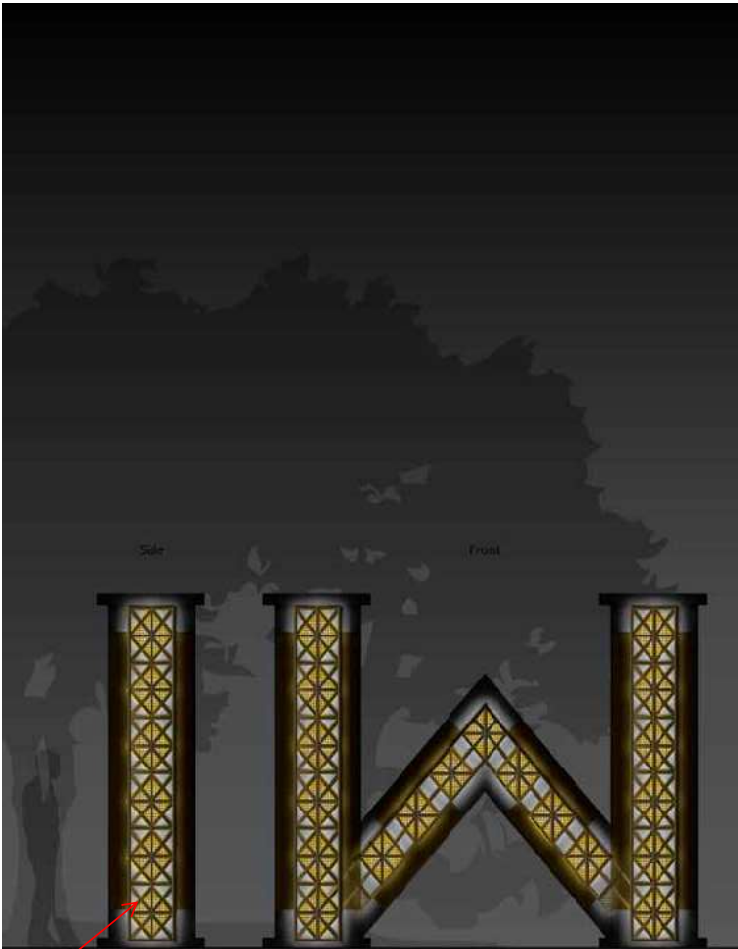
Secondary Gateway
(directional)

Secondary Gateway
(electronic messaging)

Windsor Signage & Wayfinding

Revised Design - July 12, 2019

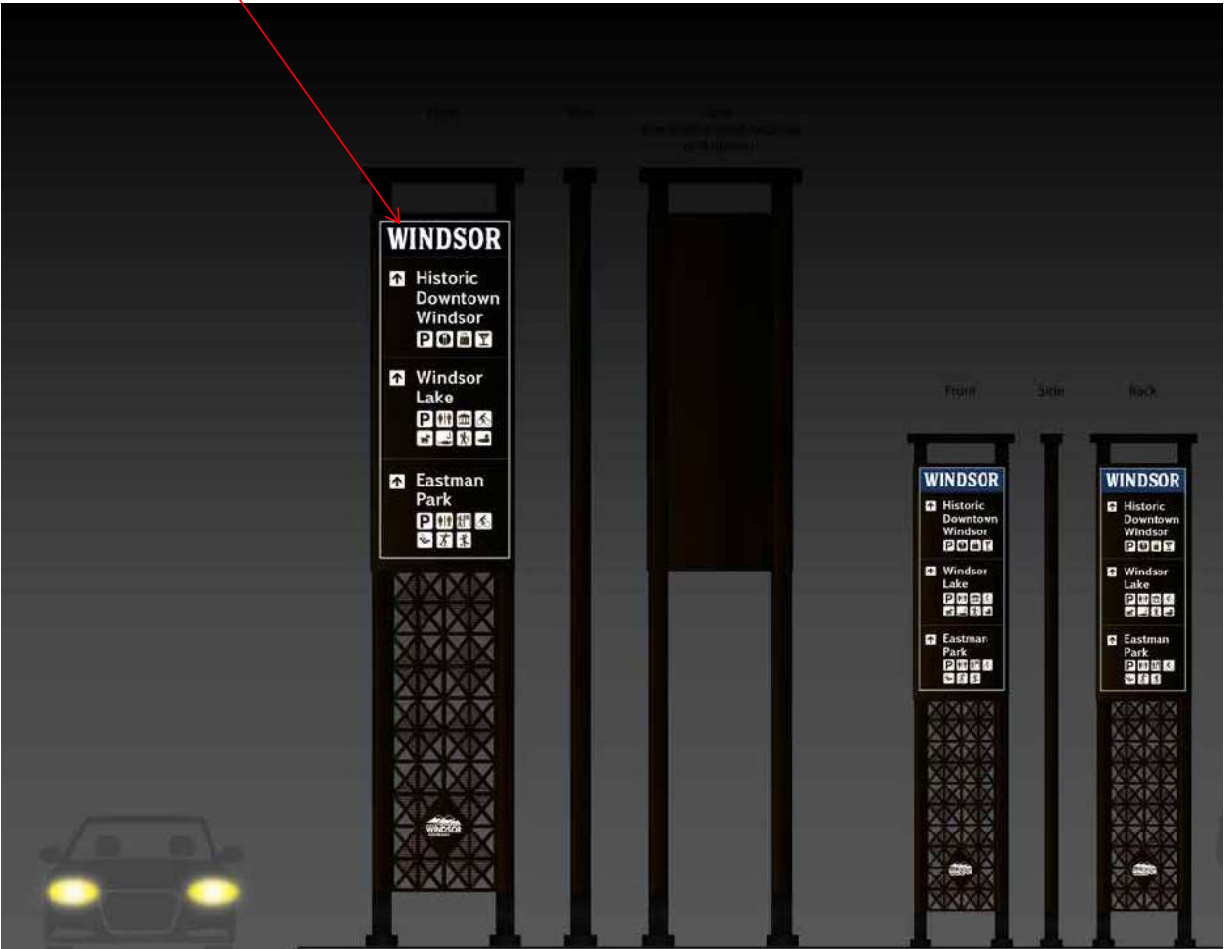
P10



Secondary Gateway
(icon)

Illuminated

Reflective Lettering



Vehicular Directional Sign (higher speeds - arterial roads)

Vehicular Directional Sign (lower speeds - downtown)

Windsor Signage & Wayfinding

Revised Design - July 12, 2019

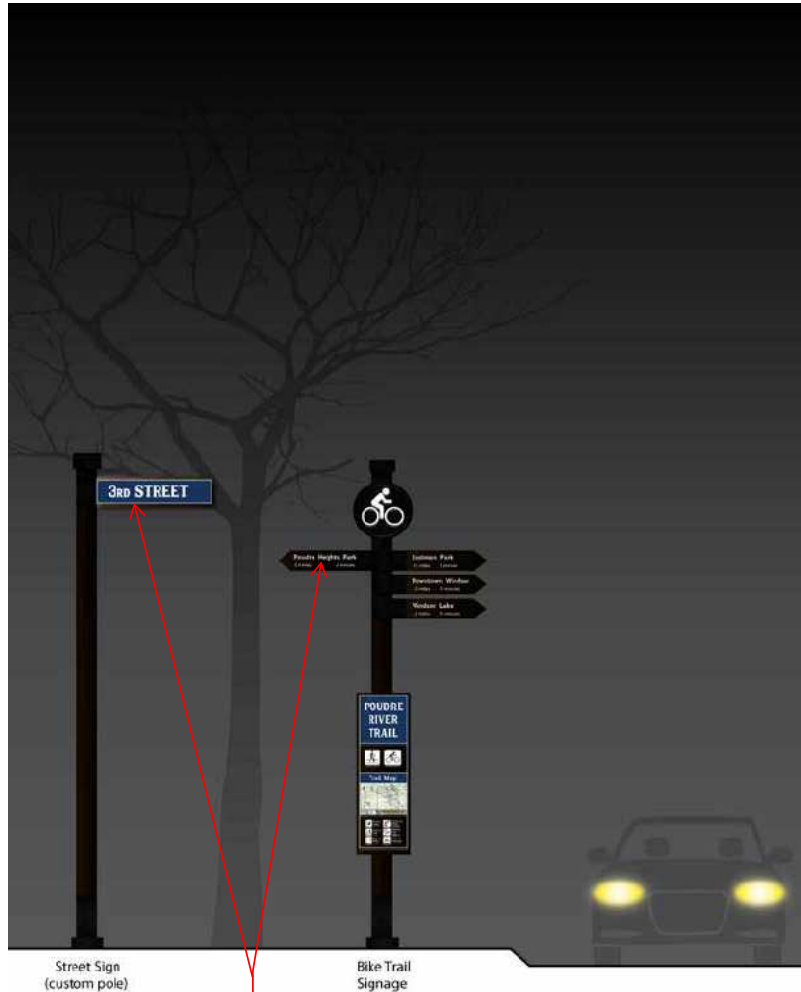
P11



Windsor Signage & Wayfinding

Revised Design - July 12, 2019

P12



Reflective Lettering

Windsor Signage & Wayfinding

Revised Design - July 12, 2019

P13

Corten Steel can be expensive and has some maintenance challenges. There are other ways to get the same look that may be a better price point.

COLOR, TYPOGRAPHY & ARTWORK

Sign Color/Materials Palette

Fabricator is responsible for supplying samples for all colors/materials in the palette.



01 PMS 426C
Satin Finish Powdercoat

(blackened steel articulated joinery of all sign types, as shown in drawing set)



02 10" Square Corten Steel Tube
(for Primary Gateway)

8" Square Corten Steel Tube
(for Secondary Gateway)

6" Square Corten Steel Tube
(for Vehicular Directional Signs, Pedestrian Kiosk Signs, and other smaller-scale sign types)

NOTE: Final corten steel tube sizes will need to be verified by the selected fabrication shop



03 1.5" Square Corten Steel Tube
(for Primary Gateway, Secondary Gateway)

1" Square Corten Steel Tube
(for smaller sign types)

NOTE: Final corten steel tube sizes will need to be verified by the selected fabrication shop



04 Steel Wire Mesh, Welded & Woven 1"x1" x 0.118 Diameter Wire - Uncoated to naturally rust, or powdercoated with Dark Bronze Opalescent, satin finish
(mesh portions of all sign types, as shown in drawings)



05 Lakewood Brick "Sheffield"
Rustic Structural Brick
(brick portions of all sign types, as shown in drawings)



06 Golden Acrylic (frosted) 1/2" Thick, PMS 1235C
(For Primary Gateway, scaled to smaller size for secondary gateways, final thickness to be determined by fabricator, according to structural engineering needs)

Typography

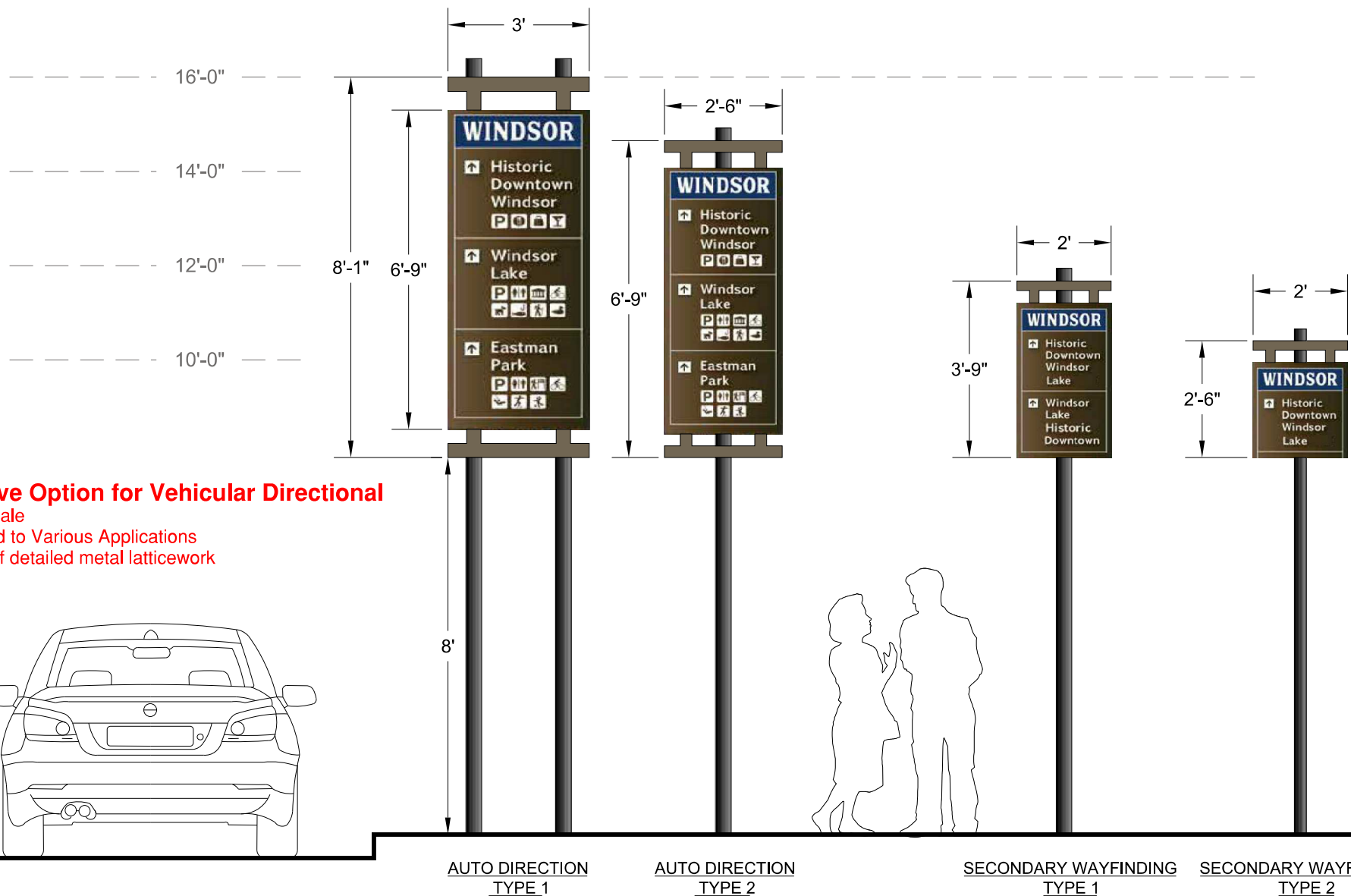
Fabricator is responsible for acquiring all listed fonts.

Secondary Text: Euphemia UCAS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

HEADING TEXT: HANLEY BLOCK

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ
1 2 3 4 5 6 7 8 9 0



Alternative Option for Vehicular Directional

- Smaller Scale
- Right Sized to Various Applications
- Removal of detailed metal latticework

AYRES Windsor, CO — Wayfinding

Approximately
\$12,000 - 15,000

Approximately
\$8,000 - \$10,000

Approximately
\$2,000 - \$3,000

09.11.2020



MEMORANDUM

Date: November 16, 2020
To: Mayor and Town Board
Via: Shane Hale, Town Manager
From: Karen Frawley, Town Clerk
Re: Future Meeting Agenda
Item #: B.3.

ATTACHMENTS:

- ▢ Future Meetings Agenda



FUTURE TOWN BOARD MEETINGS

November 23, 2020 5:30 p.m.	Town Board Work Session Water/Sewer Rate Discussion--Stantec Future Legends BID
November 23, 2020 7:00 p.m.	Town Board Regular Meeting
December 7, 2020 6:00 p.m.	Town Board Work Session Affordable Housing discussion for Strategic Plan
December 14, 2020 5:30 p.m.	Town Board Work Session Review of past SH 392 Bypass Studies and Alignments
December 14, 2020 7:00 p.m.	Town Board Regular Meeting
December 21, 2020 5:30 p.m.	Town Board Work Session Board-Manager-Attorney Social
January 4, 2021 6:00 p.m.	Town Board Work Session
January 11, 2021 6:00 p.m.	Town Board Work Session
January 11, 2021 7:00 p.m.	Town Board Regular Meeting
January 18, 2021 6:00 p.m.	Town Board Work Session Impact Fees (Road Impact, Parks, Drainage, Water, etc.) Poudre River Trail Corridor Strategic Plan Update
January 25, 2020 6:00 p.m.	Town Board Work Session
January 25, 2020 7:00 p.m.	Town Board Regular Meeting

Future Work Session Topics

- Eastman Park Drive Corridor Plan (January)
- Urban3 Follow Up (January)

- Joint Meeting with Town of Windsor, Town of Severance, Fire District and School District – Tentative for Fall of 2020
- Facility Master Plan Check in (January)
- Telecom Code (December or January)
- Poudre Learning Center Presentation (January)
- Comprehensive Plan Review
- Proportional services and amenities for planned population (February 2021)
- Presentation of Eastman Park Drive Corridor Plan Connectivity Analysis (February)
- Economic development/retail needs based on population levels
- Code Amendments for Reimbursements