TOWN BOARD AND PLANNING COMMISSION
JOINT WORK SESSION

April 1, 2024 - 5:30 PM
Town Board Chambers, 301 Walnut Street, Windsor, CO 80550

To view Town Board meeting broadcasts, visit
www.windsorgov.com/MeetingsOnDemand.

AGENDA

GOAL of this Work Session is to have the Town Board receive information on topics of Town business from the Town Manager, Town Attorney and Town staff in order to exchange ideas and opinions regarding these topics.

Members of the Public in attendance are asked to be recognized by the Mayor before participating in any discussions of the Town Board

WORK SESSION AGENDA ITEMS

1. Downtown Master Plan - Michelle Vance, Windsor Downtown Alliance Executive Director
2. Future Meetings Agenda

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.

WINDSOR DOWNTOWN ALLIANCE
A DOWNTOWN DEVELOPMENT AUTHORITY

To: Town of Windsor Board of Directors and Town of Windsor Planning Commission

Date: March 28, 2024

Subject: Review and Comment on the New Windsor Downtown Master Plan

Dear Members of the Board of Directors and Planning Commission,

I am writing to inform you of an upcoming joint work session to review and provide feedback on the newly approved Windsor Downtown Master Plan. This session, organized in collaboration with the Windsor Downtown Alliance, aims to gather insights and suggestions from both the Board of Directors and the Planning Commission to ensure that the Master Plan aligns with the vision and goals of the Town of Windsor.

Discussion Items:

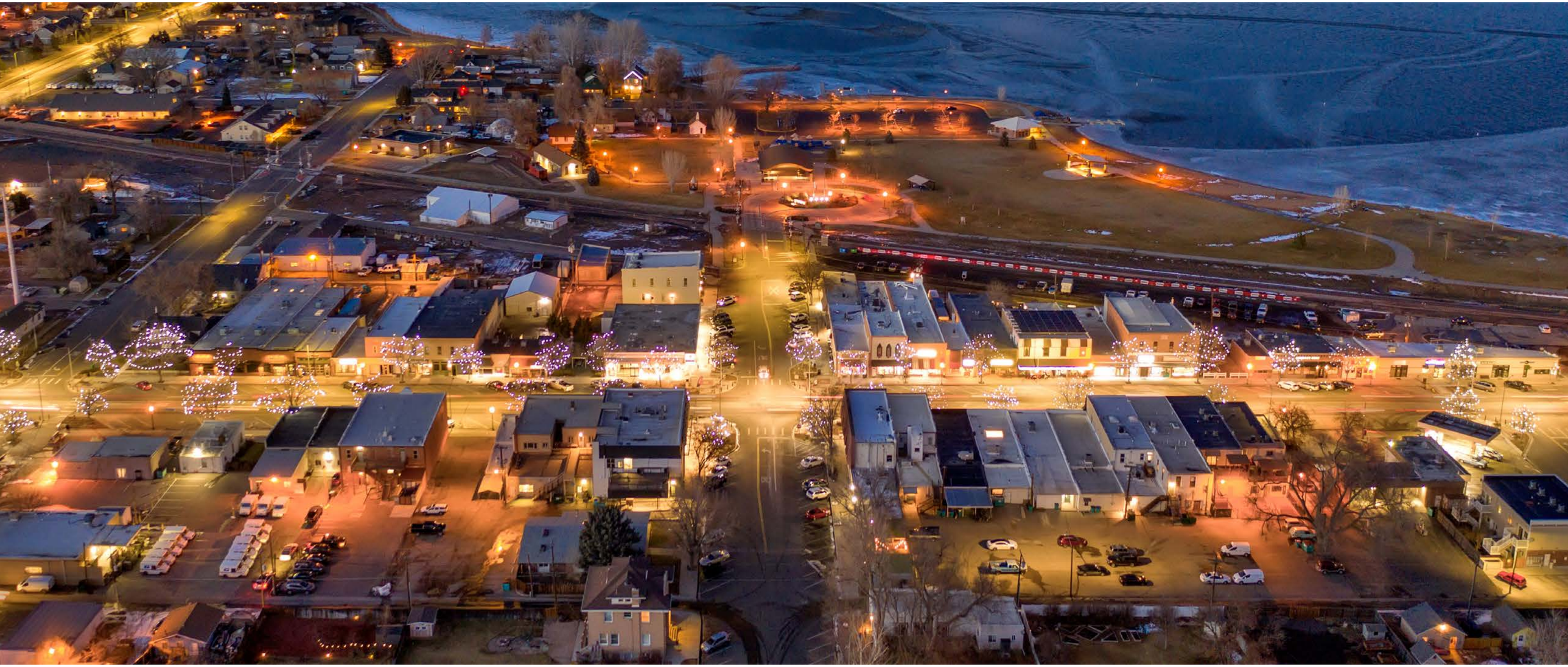
1. **Introduction to the Windsor Downtown Master Plan:** A presentation by the Windsor Downtown Alliance and Rvi Planning outlining the key components and objectives of the Master Plan.
2. **Review of Key Features:** Discussion on the Community vision, infrastructure improvements, and other significant aspects of the Master Plan.
3. **Public Input and Engagement:** Consideration of public feedback received during the consultation process and strategies for ongoing community involvement.
4. **Alignment with Town Goals:** Assessment of the Master Plan's compatibility with the Town's long-term goals, including economic development, sustainability, and quality of life.
5. **Opportunities and Challenges:** Identification of potential opportunities for enhancement or refinement, as well as challenges that may need to be addressed.

We look forward to your insights and perspectives on how the Windsor Downtown Master Plan can best serve the interests of our community. Your input is invaluable in shaping the future of our downtown area and ensuring its vitality and prosperity for years to come.

Thank you for your dedication to the continued advancement of Windsor's downtown area.

Sincerely,

Michelle Vance
Executive Director
Windsor Downtown Alliance



Windsor Downtown Master Plan: Phase 1

SPRING 2024

TOWN OF WINDSOR COLORADO

WINDSOR DOWNTOWN ALLIANCE
A DOWNTOWN DEVELOPMENT AUTHORITY

Colorado
Scale
Lake Hollister
Keeler
Salt
Lake
Pacific
R. R.
Main
Walnut
North
Street
Fifth
Fourth
Third
Second

A ROADMAP FOR THE FUTURE OF DOWNTOWN

The Town of Windsor and the Windsor Downtown Alliance (WDA) seeks to guide healthy growth and development that considers the quality of life, business, and placemaking in Downtown Windsor.

Crafted through a partnership between the Town of Windsor, the WDA, and local residents, businesses, and visitors, the Downtown Windsor Master Plan is a long-term planning document designed to establish a vision for the future of Downtown Windsor and harness its potential as a fun, attractive, engaging lifestyle hub for the local community,

The ideas and directives in this Plan are the result of a collaborative planning process that sought to understand local behaviors, needs, goals, challenges, and opportunities associated with Downtown Windsor.

The community's input was used to develop a vision, planning cornerstones, and opportunity scenarios that will guide future decision-making about land use, aesthetic improvements, and the overall Downtown experience.

This Master Plan focuses on the Downtown area and is a companion resource to existing Windsor planning documents:

- Town of Windsor Comprehensive Plan 2024
- Town of Windsor Strategic Plan 2020
- Windsor Vision 2025 Plan
- Transportation Master Plan 2020
- Demographics & Housing Opportunities Study 2015
- Windsor Public Art Master Plan 2020
- Parks, Recreation & Culture Strategic Plan 2020
- Open Space & Trails Strategic Plan 2022
- Energy Action Plan 2023
- Historic Preservation Master Plan 2023
- Downtown Windsor Parking Plan 2020
- Downtown Corridor Plan 1999
- 7th Street Multimodal Study 2021
- Town of Windsor Capital Improvement Plan 2021
- WDA Design Guidelines & Financing Plan
- WDA Final Design Report
- WDA Plan of Development
- WDA Facade Improvements Plan
- Town of Windsor Energy Action Plan 2023

Welcome to Downtown Windsor.

A TOWN FOUNDED ON SERVING THE COMMUNITY

What does “hometown” mean to you? For many, it’s an origin, the place where memories began – and to which all roads often lead back. For others, it’s an intentional relocation to sow fresh roots, an adopted foundation that helps further define who we will become.

In Downtown Windsor, “hometown” is a state of mind and a call to action, a mandate to be a place that serves the needs of its neighbors, welcomes people from all walks of life, and perfectly complements the conditions and comforts of “home” in a social fabric that is constantly evolving.

From our humble roots as a stop on the railroad between Greeley and Fort Collins, to our growth as a factory-oriented company town, to our next chapter as a community town and lifestyle hub, the nature and spirit of the downtown core has always adapted to reflect the nature of progress and serve the needs of the people who call Windsor home.

As the heartbeat of a successful, well-educated, closely knit, growing population, Downtown Windsor is a nest for the entire local community: a home to raise a family, the foundation to run a business, and an opportunity to grow a stronger Town identity from the inside-out.

+44,632
RESIDENTS IN TOWN

+12,000
HOUSEHOLDS IN TOWN

42.0
MEDIAN AGE

80%
COLLEGE EDUCATED

2.6
AVERAGE HOUSEHOLD SIZE

$121,754
MEDIAN HOUSEHOLD INCOME

Downtown's Legacy: The Hub of Community

As the Windsor community has grown & evolved, Downtown's role has remained constant: a welcoming central heartbeat for local businesses, friendly service & hometown hospitality.

Main Street, circa 1905. Photo courtesy of the Town of Windsor Museums

NEW COLORADO TOWN ON GSL&P RAIL LINE GROWING

Downtown Windsor traces its roots back to the summer of 1882, when the Greeley, Salt Lake & Pacific Railroad set out to build a rail line between Greeley and Fort Collins.

The Town was to be located on a 320-acre ranch owned by Edward and Charlotte Hollister, adjacent to a new irrigation reservoir owned by the Lake Supply Ditch Company – which would later be re-name Windsor Lake, and become a preferred destination of local anglers and hunters for its abundance of fish and waterfowl.

The original plat for the Town was drafted in 1882, with early businesses along Main Street such as the Cobbs & Woodward agricultural products business, H.D. Seckner's wood-frame grocery store, Pierce Morgan's blacksmith shop, and Windsor's first residence, Dan Roger's house on 4th.

The Town was densely built from the inside-out, with a section house to support construction of the train depot, quaint homes welcoming new neighbors along Main, and small stores to serve the growing population.

HISTORIC WINDSOR MILL LIVES ON

Windsor Mill. Photo courtesy of Windsor- Severance Historical Society

The Gillette flour mill was among the first defining features in town located at Main and Third Street. The Mill was first lost to fire in 1899, then reconstructed by the Windsor Milling & Elevator Company, and stood for over 100 years until it was severely damaged by fire again – this time during rehabilitation in 2017

After several years and a change of ownership, the authentic spirit lives on as The Windsor Mill, one of Windsor's most popular social destinations.

SUGAR BEETS SWEETEN WINDSOR APPEAL

The next evolution in Windsor's history began with the arrival of the Windsor Sugar Company in 1903, which was soon sold to the Great Western Sugar Company. Cultivation and processing of sugar beets dramatically reshaped the life and character of Northern Colorado.

Sugar Factory. Photo courtesy of Windsor-Severance Historical Society

Agriculture & industry were the driving forces of early American community development – core themes that persist as key elements of downtown Windsor's identity today.

The community surged in tandem with sugar beet production, attracting new residents to fill the demands of the fields and provide goods and services to sustain the growing population.

Commercial and residential districts grew quickly, tax revenues increased, public facilities were enhanced, and Windsor was booming by 1910. The character of Downtown was shifting, with one- and two-story brick buildings replacing single-floor wood buildings. The central core was alive and thriving.

Main Street. Photo courtesy of Windsor-Severance Historical Society

DIVERSE WORKFORCE SHAPES DOWNTOWN

The first half of the 20th century saw a convergence of farm workers, factory workers, and entrepreneurs in Windsor, with each industry attracting a diverse collection of workers with different origins and skillsets. Germans from Russia who were skilled at farming began new lives in the area, working hard to acquire their own farms and exit seasonal labor.

Together, their cultures greatly influenced the style of business, community, architecture, and design, and business in Windsor, creating the colorful aesthetic Downtown is known for today.

KODAK FACTORY IMPACTS TOWN IDENTITY

Main Street. Photo courtesy of The Coloradan

Fast-forward to the 1960s, when the proliferation of cars had dramatically reshaped the nature of Main Street, which required new infrastructure for parking spaces, dealerships, service shops, and fuel stations.

Sugar beet work was mechanized, imported cane sugar proliferated, and the Great Western Sugar Factory closed in 1966. Just two years later in 1968, Kodak announced plans to build a 2,400-acre campus southeast of Town and Windsor began its second act as a modern company town.

Kodak increased the local population six-fold from 1970-2000, creating demand for new housing, stores, and services across town. Pressure to improve the Downtown aesthetic increased. In 1970, the Chamber of Commerce voted to adopt the Old-World motif across Downtown.

While these alterations may not have had the desired economic results, their impact is still felt across Town – although less and less every day.

Most of these updates have been removed allowing early industrial-agriculture architecture to shine through.

Main Street America: Guidelines for Success

True American Main Streets are more than just historic Downtowns. They are economic development accelerators, cultural storytellers, and champions for the needs of residents and businesses.

Main Street America, of which the WDA is an accredited program, was established in 1980 by the national Trust for Historic Preservation and created to address the issues of aging downtown spaces with a structured approach to catalyze economic growth, enhance historic preservation, and strengthen downtown operations.

On a mission to "lead a movement committed to strengthening communities through preservation-based economic development in older and historic downtowns and neighborhood commercial districts," Main Street America has helped over 2,000 communities across the country realize their potential as epicenters of local culture and commerce. To qualify for Main Street America, Windsor must adopt a Four-Point transformation strategy:

- **ORGANIZATION**
  Building a strong foundation for resource cultivation, partnership development, sustainable revitalization & community involvement
- **DESIGN**
  Supporting local transformation & differentiation through enhancement of physical & visual assets
- **ECONOMIC VITALITY**
  Assisting & accelerating new & existing businesses, property development & entrepreneurship through capital, incentives & other economic/financial tools
- **PROMOTION**
  Positioning Downtown as the center of community & a hub of economic activity & unique local character

The Downtown Windsor Master Plan development and visioning process was designed to address the Main Street transformation strategy through creative social listening activities and collaborative community planning.

Immersion provided insights about Downtown's strengths and challenges, organizational gaps, and relevant success strategies. Visioning explored opportunities to create environments around Main Street that welcome all visitors and celebrate history by giving it new ways to tell a story.

The Planning phase of the Master Plan process examined economically viable ways to balance the preservation of history with the progress of development. The Activation phase determined a clear plan of action to prioritize, promote, and capitalize the necessary opportunities.

MAIN STREET AMERICA

TRANSFORMATION POINTS

ORGANIZATION

- Build leadership & organizational capacity
- Ensure broad community engagement
- Forge partnerships across sectors

DESIGN

- Create an inviting, inclusive atmosphere
- Celebrate historic character
- Foster accessible, people-oriented spaces

ECONOMIC VITALITY

- Build a diverse economic base
- Catalyze new investment
- Cultivate an ecosystem of entrepreneurship

PROMOTION

- Market each district's defining assets
- Communicate unique details through story
- Support buy-local experiences

DOWNTOWN WINDSOR

MASTER PLAN STRATEGY

IMMERSION

- Focus groups & community surveys
- WDA review
- Usability, market & cultural studies

VISIONING

- Downtown user stories
- Vision & cornerstones
- Design directives & recommendations

PLANNING

- Focus areas & planning alternatives
- Master Plan
- Redevelopment opportunities

ACTIVATION

- Next steps, roles & responsibilities
- Implementation partnerships
- Presentations

SCAN TO LEARN MORE ABOUT MAIN STREET'S FOUR-POINT TRANSFORMATION STRATEGY

COLORADO Department of Local Affairs
Division of Local Government

WINDSOR + MAIN STREET COLORADO

The WDA is a proud graduate-level member of the Colorado Main Street Program, which offers support for community-led downtown revitalization helping communities thrive by providing a customizable framework to focus efforts, energy, and resources. Colorado Main Street is a Main Street America™ Coordinating Program. As a Main Street America™ Coordinating Program, Colorado Main Street helps to lead a powerful, grassroots network of over 40 Coordinating Programs and over 1,200 neighborhoods and communities across the country committed to creating high-quality places and to building stronger communities through preservation-based economic development.

HELLO WINDSOR • LOVE LIFE •

WINDSOR
LIVE LOCAL
FIRST AID
Windsor
CHEER
WINDSOR
EYE CARE
VISION CENTER

The Downtown visioning process was guided by constant, thoughtful discussions with the community.

3 months
of engagement

12
collaborations

500+
surveys collected

Beginning in the fall of 2023, the Windsor Downtown Alliance conducted a three-month listening exercise to learn more about the community's relationship with Downtown Windsor. People were asked about reasons they visit, challenges to visiting, things they'd like to see, and ideas for better placemaking. Over 500 responses were collected from residents, business owners, and visitors through surveys distributed at the Harvest Festival, Oktoberfest, and local establishments. Visions for an improved Downtown were explored through collaborative brainstorming sessions at the public open house and the WDA board meetings. Five breakout groups took a deeper look at the usability of the Downtown environment through walking tours and problem-solving sessions.

What is your favorite thing about downtown Windsor?
Buildings/history
Cleanliness
Small town feel
Friendly
Comfortable
Shop
Architecture
Bike trails
Dining
Restaurants
Food
Opportunity
The Lake!
Events
Safe
Chimney Park
Character
The Tavern
Lake
Holiday events
Concerts
Hearth
Local Businesses
Community
The Mill
Buildings
Community
Shop, food, drinks
Atmosphere

COMMUNITY FINDINGS:
The Social Scene

The community's favorite things about Downtown Windsor are the small-town historic feel, local restaurants, special events, and spending time at the lake.

It's no surprise that Windsor Lake and Boardwalk Park emerged as the Town's most popular places to be in the spring, summer, and fall seasons; nothing brings people out to play like lakeside concerts and events in perfect Colorado weather.

While events can attract large numbers of people with fewer occasions, Windsor's dining scene is the primary reason people come to spend time on Main Street, followed by shopping and recreation. It's known as a great place for easy strolling, casual drinking, and supporting local restaurateurs that offer quality flavors.

A walk through the neighborhood leads to quaint local gems like Memory Lane Antiques, which has a reputation for great finds with vintage hunters seeking a great find. Windsor Lake Coffee is the community meetup in the center of Town, a local favorite to warm up over hot cups and good conversation.

The Windsor Mill was often cited as a new crowd favorite for drinking, dining, and special events – a strong example of destinations locals indicated they would like to see more of in Town.

Some people surveyed and engaged through in-person sessions, said that they don't spend much time Downtown – a surprising finding that shows that Downtown Windsor is not a primary lifestyle destination for all Windsor residents.

Aside from major festivals or holiday occasions, events that bring people to Main Street and connect with what's happening lakeside create the greatest staying power for people and businesses Downtown.

ASK THE COMMUNITY:

What activities bring you Downtown?

82% *Dining*

77% *Local Events*

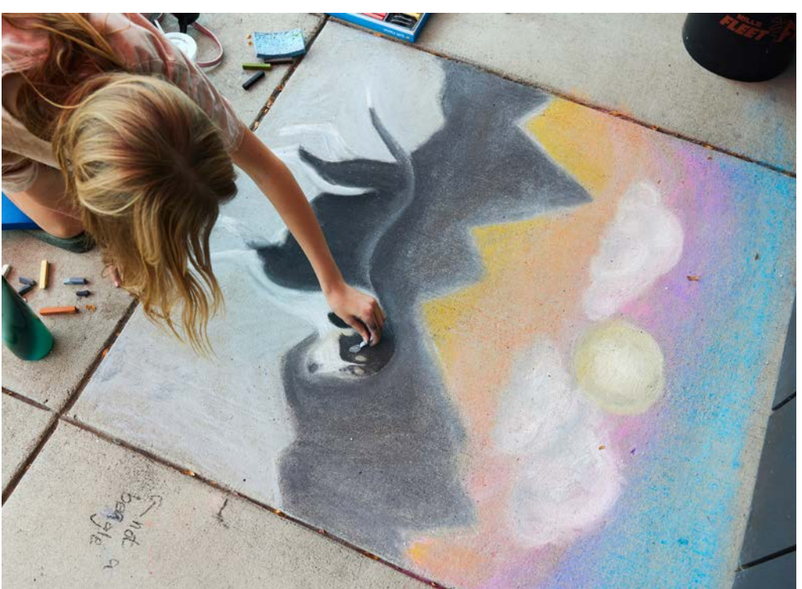
39% *Shopping*

39% *Recreation & Fitness*

8% *Work*

5% *School*

BOARDWALK PARK



THE 408 EXCHANGE TAVERN
408

COMMUNITY FINDINGS:
The Business Mix

In Downtowns across America, various social and economic factors are shifting the nature of what a "town" means. Workforce availability is a persistent issue. Inflationary pressures have eroded sales in some sectors, from restaurants to goods and services. The post-pandemic office sector has been largely unimpacted in small and mid-sized cities like Windsor, even in the face of growing remote work trends. Brick and mortar retail is still an important part of the Downtown fabric, and retailers are getting creative about how to add new services, offerings, and environments to extend and enhance the retail experience.

72 BUSINESSES

27% WELLNESS, AESTHETIC & TRAVEL

21% RETAIL & SHOPPING

18% REAL ESTATE, CONSTRUCTION, & FINANCE

15% MEDICAL, LEGAL & DISTRIBUTION

14% RESTAURANTS

5% CIVIC

Downtown Alliance - Top Revenue Generators

28.7% PERSONAL CARE/WELLNESS

9.4% RESTAURANTS

4.4% PROFESSIONAL SERVICES

3.8% RETAILERS

0.1% RECREATION, ARTS & ENTERTAINMENT

STEEPED IN POTENTIAL

+10,000
FUTURE WINDSOR HOUSEHOLDS

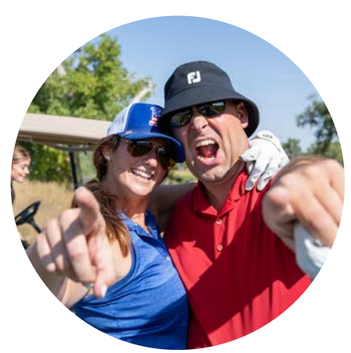
+13,500SF
OF NEW RESTAURANT & RETAIL POTENTIAL

ASK LOCAL BUSINESSES:

What could help you generate more business?

73%
MARKETING & PROMOTIONAL ASSISTANCE

46%
GREATER PARKING AVAILABILITY



38%
COMMUNITY EVENTS

38%
STREET BEAUTIFICATION

15%
EXTERIOR UPGRADES

19%
OTHER

COMMUNITY FINDINGS:
The Future Downtown

Based on all research, visioning sessions, and conversations with the community, the most common desires for Downtown Windsor are the ability to travel by bike or foot; additional parks and recreation spaces; and more frequent, varied community entertainment.

When asked about Downtown's greatest challenges, business operators communicated several different priorities than residents, visitors, and patrons.

For residents and visitors, the pedestrian experience and traffic safety on Main Street are Downtown's primary issue. But for business operators, Parking ease & accessibility are the biggest problem.

This discrepancy illustrates that while business operators believe that additional parking solutions would improve Downtown conditions, pedestrian-friendly environments are a higher priority for the public.

People seek easier, safer ways to access and get around Downtown, and they crave more places to stay and play at all times of day – especially moms and families with children during the mornings and afternoons, and adults with no children on weekends and weeknights.

Family-friendly destinations that provide fun and safe ways to play are extremely limited in Windsor and in high demand, as are nightlife options with extended weekend hours. Enhancing environments that welcome anyone to hang out and relax around Downtown and in close proximity to food and drink options may create more occasions to stay longer and support surrounding businesses.

In addition to social destinations, the community also expressed a desire for more diverse housing that serves seniors and childless families.

While not a top priority for most participants, the rising costs of living in Windsor could create a shortage of workers needed to support the local economy.

ASK THE COMMUNITY:

What are Downtown's biggest challenges?

ASK THE COMMUNITY:

How important are the following ideas to the future of Downtown?

#1
Pedestrian-Friendly Atmosphere

#2
Parks & Recreational Spaces

#3
Community Entertainment

Followed by: connection to the lake, event spaces, historic feel, business diversity, and Downtown living opportunities

ASK LOCAL BUSINESSES:

What other types of businesses would you like to see added to the Downtown mix?

78%
Restaurants

67%
Entertainment

56%
Night life

56%
Home goods

48%
Fashion retail

36%
Grocery

11%
Professional services

COMMUNITY FINDINGS:
A Challenging Reality

MAIN STREET & TRUCK TRAFFIC

Regional connections and extensive residential growth have led to substantial traffic increases through Downtown Windsor. Commercial trucks elicit the most concern from residents due to their size, weight, noise, and general incongruence with a traditional Main Street environment. In many cases, people want to know if a truck bypass could be established.

The truth of the matter is, the opportunity to identify and build a bypass route passed more than 30 years ago, before extensive growth and development had occurred in the area and would require acquisition of extensive tracts of private property to create – making it an extremely cost-prohibitive endeavor.

In recent years, CDOT and the Town of Windsor has recognized the need to calm traffic, lowering the speed limit from 30 MPH to 25 MPH and adding pedestrian-activated crossings at select intersections. This Master Plan goes a step beyond with several strategies proposed to further calm traffic and encourage truck drivers to choose alternative routes.

These include additional pedestrian crossings at various intersections; new gateways with signage and other special design elements that elaborate changes in the built environment; and the creation of a more vibrant core with visual enhancements that actively convert more drivers into patrons and slow traffic.

THE BACKLOTS & PARKING

The Windsor backlots in the 400 and 500 blocks of Main Street are among the Town's most valuable tracts of open land.

These Town-owned dirt-covered spaces have served as parking for locals to centrally access both Downtown and Windsor Lake for several years and had been identified as priority properties for redevelopment by the Town's Comprehensive Plan and Downtown Master Plan.

In January 2023, Windsor voters overwhelmingly voted to pass Ballot Measure 200, which created a permanent parking zone in these lots – upending any future potential for enhancements beyond surface-level improvements.

Today, options are being explored about how to increase the amount of parking Downtown in a way that is easily accessible for potential customers and close to local businesses.

Studies are also being conducted about how to optimize the number of available spaces in the Backlots, along with new opportunities to create rear frontage and dining opportunities directly connected to the lot for businesses on the north side of Main Street.

While no major improvements or changes are coming to Backlot parking anytime soon, they remain an important asset for improving connections between Downtown Windsor and Windsor Lake.

PLANNING THE FUTURE:
Opportunities & Recommendations

The community's favorite things about Downtown Windsor are the small-town historic feel, local restaurants, special events, and spending time at the lake.

It's no surprise that Windsor Lake and Boardwalk Park emerged as the Town's most popular places to be in the spring, summer, and fall seasons; nothing brings people out to play like lakeside concerts and events in perfect Colorado weather.

While events can attract large numbers of people with fewer occasions, Windsor's dining scene is the primary reason people come to spend time on Main Street, followed by shopping and recreation. It's known as a great place for easy strolling, casual drinking, and supporting local restaurateurs offering quality flavors.

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Some people surveyed and engaged through in-person sessions, said that they don't spend much time Downtown – a surprising finding that shows that Downtown Windsor is not a primary lifestyle destination for all Windsor residents.

Aside from major festivals or holiday occasions, events that bring people to Main Street and connect with what's happening lakeside create the greatest staying power for people and businesses Downtown.

Retail

Encourage additional retail including:

- Outdoor gear & clothing
- Upscale consignment clothing & furniture
- Women's boutiques & jewelry
- Home & garden
- Specialty foods
- Wider variety of restaurant types
- Hotel / residential

Office

Encourage renovation of existing Main Street office spaces and move office uses to side streets and upper stories.

Office users can help bolster daytime activity particularly if tenants also patronize other businesses and eat in downtown. But a new office building may not work to accommodate both office and retail/restaurant users due to persistent market challenges.

Hotel

A Downtown hotel should be part of a long term plan for downtown to serve events, weddings, and Downtown Windsor's general growth.

- Downtown has the potential for a hotel due to retail growth the new Future Legends Sports Complex
- Most of the area hotels are located along I-25 to capture multiple markets including the drive-through traffic

Residential

The addition of context-sensitive residential into Downtown – specifically urban multifamily – may help bolster daytime activity and facilitate a healthier, more resilient business environment.

Potential markets include:

- Downsizing households
- Young Professionals
- Single Adults
- Young Couples

THE VISION

An open invitation for residents, businesses, patrons & guests to discover their unique place in Downtown Windsor.

PLANNING THE FUTURE:
Vision & Cornerstones

DOWNTOWN FOR ALL

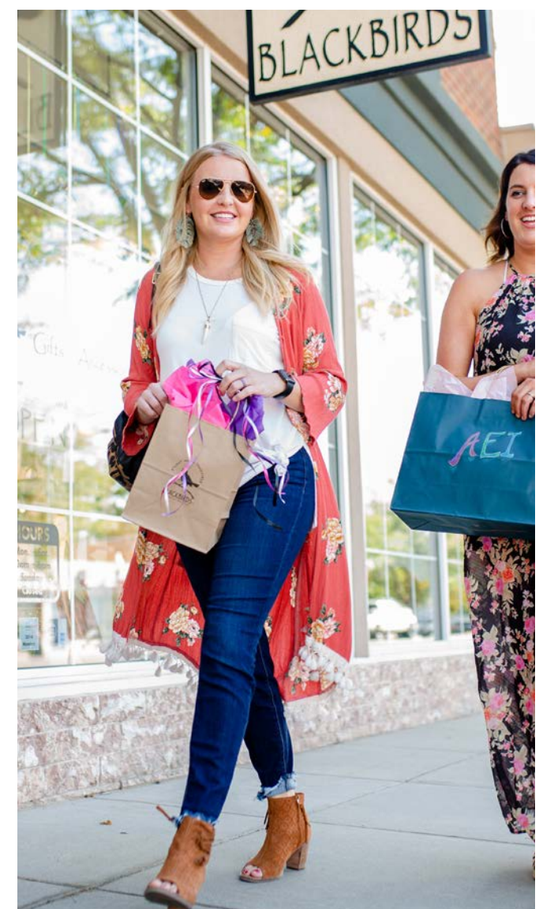
Develop a Downtown that responds to the needs, lives, and desires of current and future residents and visitors.

BUSINESS-MINDED GROWTH

Strengthen the community through creative place making, housing, and economic development initiatives that foster a successful business environment.

INVITING PEDESTRIAN EXPERIENCES

Enhance mobility and introduce engaging new spaces that give people more ways to visit and spend time downtown.



LEGACY LIVES ON

Celebrate Windsor's storied past by highlighting and reinvigorating new experiences and amenities.

EXIT

PLANNING THE FUTURE:
Outcomes & Actions

DOWNTOWN FOR ALL

Variety
More ways to spend time Downtown.

Adaptation
New land uses with greater value & impact.

Inclusivity
A place for all ages & abilities.

Expansion
A larger Downtown footprint.

BUSINESS-MINDED GROWTH

Gateways
An attractive Downtown welcome.

Parking
Efficient vehicular access.

Frontage
Vibrant ground-floor commercial environments.

Housing
A commercially viable resident mix.

Support
Success-focused programs & services.

INVITING PEDESTRIAN EXPERIENCES

Safety
Calmer conditions for families, pedestrians & cyclists.

Mobility
Ability to travel to & through Downtown with ease.

Destinations
A network of things to do & places to visit.

Communication
Clear identification of what's here & where to go.

LEGACY LIVES ON

Story
History told & reimagined for a modern audience.

Heartbeat
An active central core that is uniquely Windsor.

Pace
A softer urban environment with a healthy bustle.

DOWNTOWN FOR ALL

Variety

- Fill gaps in the market with new, complementary uses & businesses desired by the community, including hotels, family amenities, bars & late-night establishments, & more dining options.

Adaptation

- Identify areas where redevelopment or adaptive reuse could improve the value & potential of the land.

Inclusivity

- Consider improvements, infrastructure & experiences that meet the distinct needs of people in all stages of life, including seniors, couples, singles, families, the mobility impaired & everyone in-between.

Expansion

- Expand WDA boundaries to open new community development opportunities, widen the impacts of WDA incentives & enhance the overall quality of Downtown Windsor.

BUSINESS-MINDED GROWTH

Gateways

- Enhance the visual character of Downtown with updated building facades & active streetscapes that encourage people to stop, stay, explore & spend.
- Create signature entry experiences at eastern and western edges of Downtown to capture attention and celebrate the spirit of Windsor.

Parking

- Plan for formalized Back Lot & street parking configurations to maximize capacity.
- Repurpose select parking areas to create flexible engagement with foot traffic.

Frontage

- Encourage street-level offices to move to upper stories of buildings to free up valuable ground floor spaces for retail & restaurants.
- Orient businesses to pedestrian traffic with walk-up windows & outdoor service offerings that activate the street & increase customer engagement.
- Activate the backside of Main Street businesses for outdoor dining opportunities & alternative pedestrian access away from Main Street bustle.
- Coordinate and collaborate with CDOT regarding the use of Main Street/SH 392/257 right-of-way

Housing

- Identify areas for redevelopment or adaptively reuse existing structures to integrate Windsor-appropriate, market-driven residential uses Downtown.

Support

- Implement organizational strategies that leverage what the WDA, Town of Windsor & the Chamber of Commerce do best in order to create collaborative financing, management & operations / maintenance strategies.

INVITING PEDESTRIAN EXPERIENCES

Safety

- Connect the north & south sides of Main Street with new enhanced crossings.
- Introduce gathering spaces away from vehicular traffic.

Mobility

- Introduce infrastructure that improves the cycling experience, such as fix-it-stations, protected bike storage locations & shaded environments for relaxation.
- Connect regional bike & pedestrian trails to Main Street via new public spaces and dedicated connections.
- Develop a transportation hierarchy that prioritizes the pedestrian experience.

Destinations

- Integrate a system of flexible, unique public spaces that may serve as pop-up activity venues, cool places to hang out, or quiet places to connect with nature.
- Improve congruency between Main Street, Windsor Lake & the park with active pedestrian corridors.
- Empower select environments to provide engaging day & night programming.

Communication

- Lead people to important businesses, experiences, facilities & environments with clear signage & wayfinding.
- Identify opportunities for public art to serve a signature Downtown design element & community engagement features.

LEGACY LIVES ON

Story

- Reinvent classic building motifs & historic styles with modern design language to create a uniquely Windsor vernacular.
- Activate various narratives about Windsor history through unique art, enhanced signage, & interactive digital storytelling.
- Nod to Windsor's agrarian past through planting palettes, building materials & environmental textures.

Heartbeat

- Establish a central activity space for gathering & community activation.
- Introduce special & seasonal programming that brings people out to play.

Pace

- Hearken historic Western town planning patterns with a higher density mix of uses and tenants. to create a uniquely Windsor vernacular.
- Invite the slow-down with green spaces featuring plants & pollinator habitats that are native to the high plains.
- Slow traffic down & encourage alternative commercial routes with speed mitigation solutions, updated safety signage & enhanced intersections.

PLANNING THE FUTURE:
Design Directives

FOCUS AREA:
Recommendations

IMPROVEMENT BENEFITS

Focus areas, related recommendations, and potential improvements illustrate the ways in which design cornerstones and directives can be applied to achieve the overarching Downtown vision.

Achievement of the vision results in much-needed improvements and evolutions, including positioning Downtown as Windsor's civic and cultural heart.

Importantly, a range of financial benefits for business and the larger community will also occur.

FINANCIAL OUTCOMES

Technical analysis used to determine financial benefits of improvements was developed within three distinct scenarios:

- A baseline **"Current Conditions"** scenario that identified the total taxable land value of properties in Downtown
- A **"Scenario A"** that identified the total taxable land value of properties in Downtown with the improvements identified in this section "without" hotel / hospitality included
- A "**Scenario B"** that identified the total taxable land value of properties in Downtown with the improvements identified in this section "with" hotel / hospitality included

CREATING VALUE

The financial benefits of improving the eight identified focus areas in downtown points to a healthier financial future for Downtown Windsor that can support existing and new businesses desired by the community.

FINANCIAL OUTCOMES

Improvement values illustrated in this section are related to 8 identified private properties in Downtown. Land values were used to understand how improvement, adaptive reuse, or redevelopment could help each property realize its highest and best use. Corresponding increase in land value that the property would realize as a result have been calculated as well. When generating the estimated land values for properties, only the improvement value of comparable properties were used. The improvement value from these comparable properties was combined with the land value of the respective properties in Windsor to arrive at a projected future land value.

As such, each of the 8 identified properties illustrated in this section include their existing land value per acre as well a value per acre based on suggested improvements. The chart below represents the cumulative impact of these improvements across Downtown. In total, the 8 properties represent 5 acres of Downtown's total acreage of 14.6 Acres. Scenario A and B represent improvement variations of Focus Area's 5 and 7 where different improvement scenarios were identified for each. For further information on financial modeling please see the document titled *"Downtown WDA Projections"* in the appendices. Financial impact analysis was provided by Urban3.

	Current Conditions	Scenario A (No hotel / hospitality)	Scenario B (With hotel / Hospitality)
Total Acres (Downtown)	*14.6 acres*	*14.6 acres*	*14.6 acres*
Acres Changed by Recommendations	*0*	*5 acres*	*5 acres*
Total Downtown Value	***$36.9 million*** →	***$83.6 million*** →	***$84.2 million***
Average Value / Acre Downtown	*$2.5 million*	*$5.7 million*	*$5.8 million*

HOW TO USE THIS SECTION

The Master Plan's Focus Area concept scenarios on the following pages contain recommendations and potential actions to achieve various environment types in specific locations (focus areas) across Downtown Windsor. Focus Area recommendations were developed using public feedback, technical analysis, and visioning directives.

INSPIRING THE NEXT STEPS

Recommendations were created to inspire action and investments in Windsor's cultural and civic core and to communicate Downtown's 10-year vision. Renderings and exhibits are for illustrative purposes only and represent a potential idea for redevelopment at this location. No redevelopment or acquisition of the property is planned.

FEATURED ENVIRONMENTS

General recommendations for Downtown Gateways & Streetscapes

DOWNTOWN FOCUS AREAS KEY MAP

Key map illustrating areas of focus further exploration & explanation

DOWNTOWN FOCUS AREAS

Individual focus area analyses, recommendations, impacts & steps for implementation

WINDSOR DOWNTOWN MASTER PLAN

An illustration of final planning solutions & recommendations

FEATURED ENVIRONMENTS:
Streetscapes & Gateways

STREETSCAPE: PRIMARY STREETS

FUNCTION: Premier local street that organizes Downtown, serve as its front door, and is the primary activity center.

LOCATIONS: Main Street, 7th Street, & 5th Street Plaza

ELEMENTS: Enhanced pavement, wide sidewalks, enhanced/new crosswalks, street furniture, wayfinding signage, pedestrian lighting, dynamic seasonal lighting, dense tree canopy, planters, event promotion areas, outdoor dinning, buildings address the street (no parking lots), and primary entrance for active ground floor use (retail, dinning, and service-oriented businesses).

STREETSCAPE: SECONDARY STREETS

FUNCTION: Secondary streets that reflect Windsor's Downtown visual aesthetic but provides access and connections for visitors to Main Street.

LOCATIONS: 6th Street, 4th Street, 3rd Street & Ash Street

ELEMENTS: Dense urban tree canopy, pedestrian lighting, wide sidewalks, way finding signage, limited street furniture, limited outdoor dining, limited service entrances, parking lots.

STREETSCAPE: ALLEYS

FUNCTION: Tertiary spaces that reflect Windsor's Downtown visual aesthetic and also function as alternative transportation routes for pedestrians and cyclists.

LOCATIONS: Between Ash Street & Main, Main & Walnut Street

ELEMENTS: Alternative bike and pedestrian connections away from Main Street, outdoor spaces for businesses, service entrances, way finding, murals/art on building facades, pedestrian lighting.

STREETSCAPE: SIGNS

FUNCTION: Sign standards are designed to enhance the visual aesthetics, of downtown while promoting a vibrant and cohesive business environment.

ELEMENTS: Business signs should be proportionate to the building facade and surrounding area and avoid excessive small or large signs. Use high-quality, durable materials for outdoor conditions. Use materials that complement the architectural style of the building and Downtown.

Next steps for Master Plan implementation will include the development of new sign design standards in Downtown through the development of regulatory documents.

GATEWAYS: VEHICULAR

LOCATION: Vehicular gateways should be located on north, south, east, and west approaches to Downtown Windsor. This includes north of Main Street on 7th Street, South of Main Street on 7th Street, West of 7th on Main Street, and East of 2nd Street on Main Street. Alternatively, consider iconic monumentation at large scale that it is visible from multiple directions.

SCALE: Vehicular monuments should be of a large / grand scale so they are legible at higher speeds.

INFORMATION: Due to higher rates of speed, simple information such as “Welcome to Windsor” should only be conveyed.

GATEWAYS: BICYCLE

LOCATION: Bicycle gateways should be located where cyclists typically access Downtown and could be combined with bike and scooter storage for convenience. This includes Boardwalk Park and along / near the 7th Street bike way, in activated alleys, and the potential 5th Street Plaza.

SCALE: When placed in strategic locations, the slower speeds and the greater mobility offered by bicycles offers the opportunity for smaller-scale gateways.

INFORMATION: Along with general welcome statements, bicycle gateways offer the opportunity to provide detailed information for visitors. This could include QR codes that provide mapping information to static maps that illustrate bike routes and local businesses. When combined with potential storage facilities, bicycle gateways can become activity hubs for all types of visitors.

GATEWAYS: PEDESTRIAN

LOCATION: Pedestrian gateways should be located on primary pedestrian routes into and within Downtown. This includes at public parking areas, along trails, the potential 5th Street Plaza, Main Street Intersections, and other activity centers.

SCALE: Slow pedestrian speeds offered by walking creates the opportunity for smaller-scale gateways tailored to the needs of pedestrians and that can include more detailed information.

INFORMATION: Like bicycle gateways, pedestrian gateways should include general welcome statements, and provide detailed way finding information for pedestrians. This could include QR Codes that provide mapping information and/or static maps that illustrate local business locations, public parking areas, and promote local events.

GATEWAYS: FIRST IMPRESSION

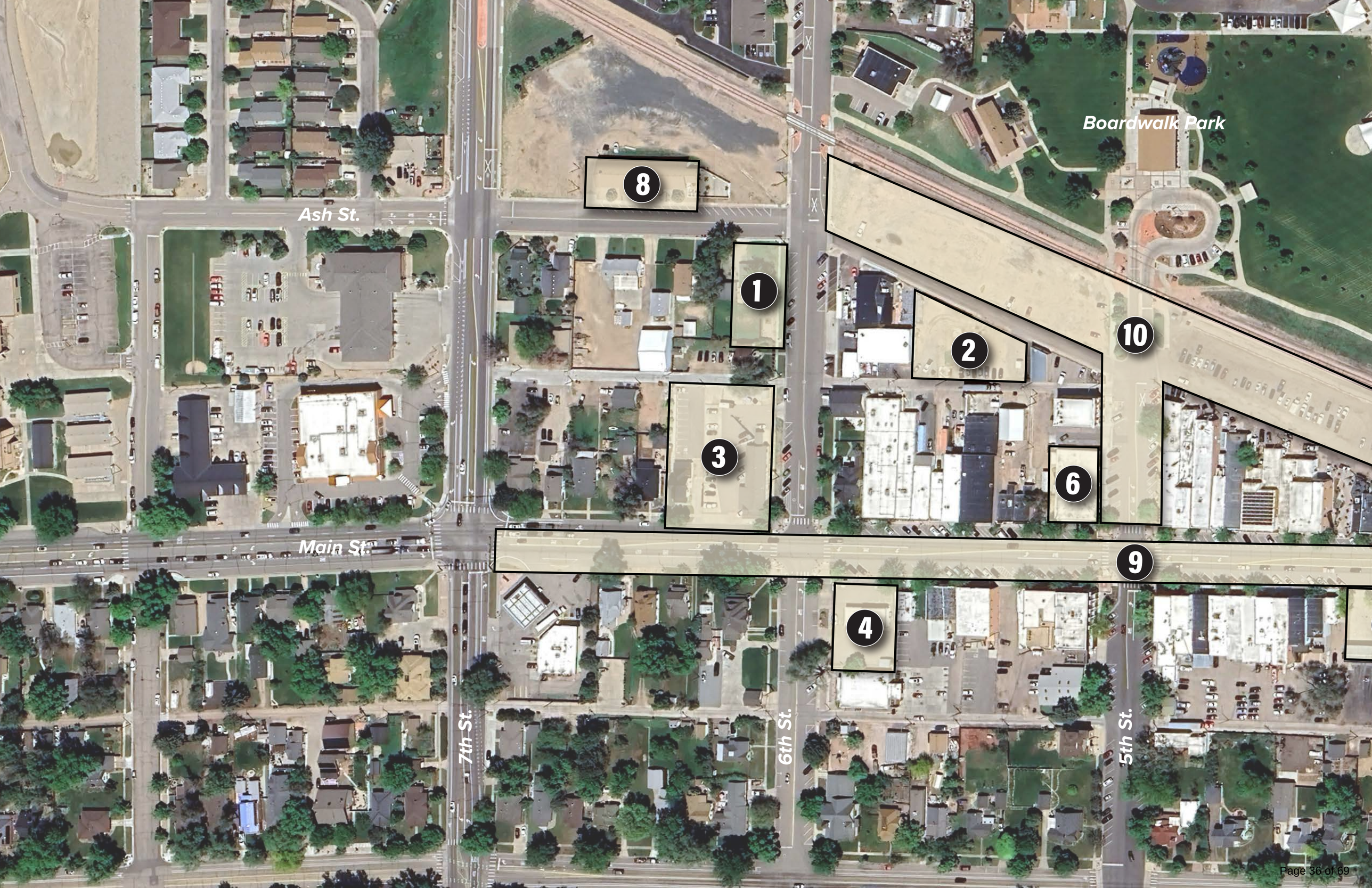
Gateways are the first opportunity to greet people and invite them to slow down, visit, explore, and spend time in Downtown. Typically located on the periphery of Downtown, gateways are positioned to inform travelers of a shift in space, and to welcome them into the special Downtown environment.

The gateway types shown here are organized by transportation mode and include specific recommendations to maximize all potential opportunities.

STREETSCAPES: LAST IMPRESSION

Public streets and sidewalks are the largest public spaces in Downtown Windsor, serving as the primary visual indicator that people have entered Windsor’s civic and cultural heart.

A well-kept, visually pleasing, unified streetscape creates a sense of place that differentiates Downtown from other areas. Within this context it’s important to develop a hierarchal system of primary streets, secondary streets, and alley improvements to enhance the relationship between the Downtown environment and all types of users.

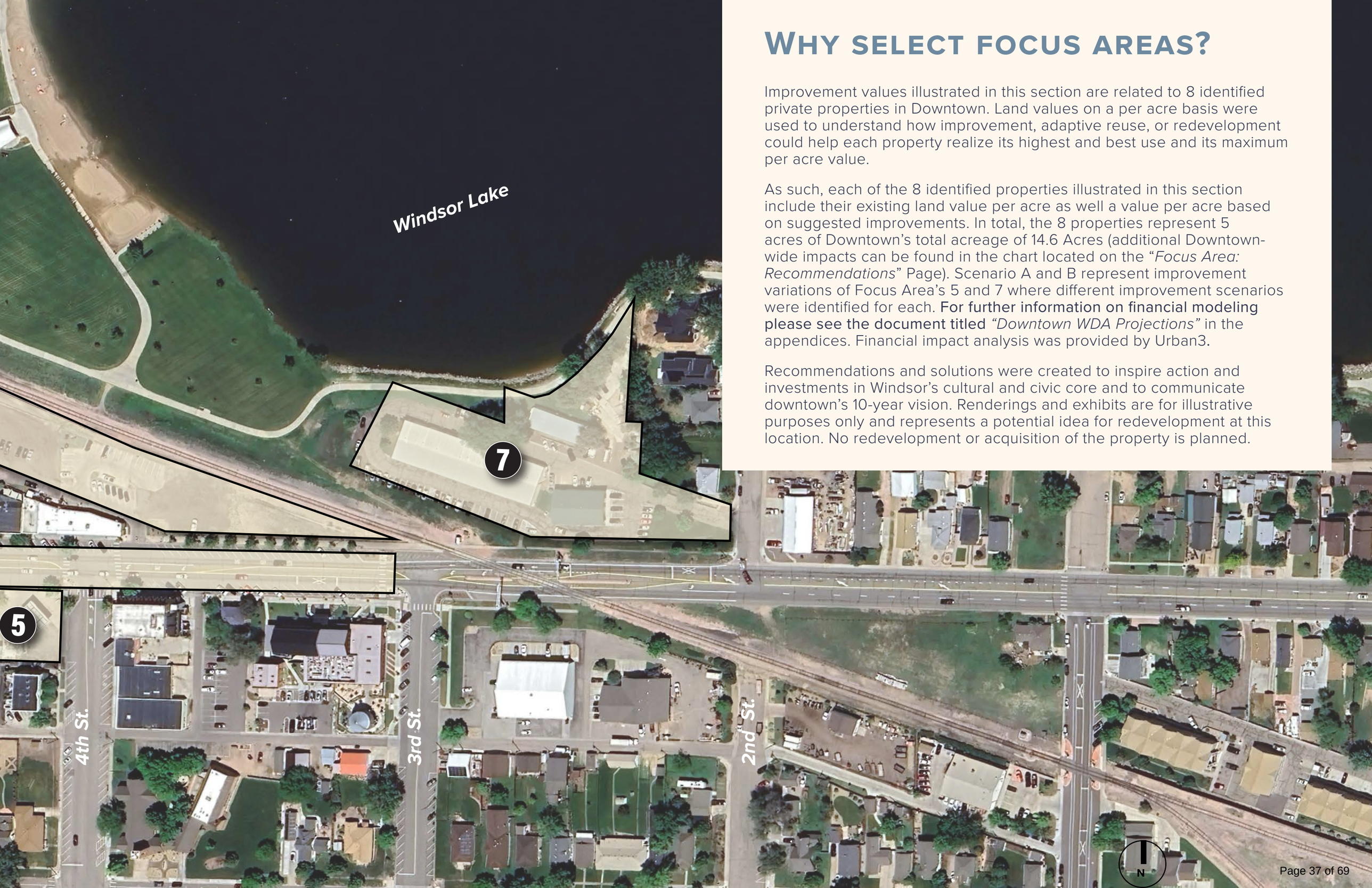

Boardwalk Park
Ash St.
Main St.
7th St.
6th St.
5th St.
1
2
3
4
6
8
9
10

Why select focus areas?

Improvement values illustrated in this section are related to 8 identified private properties in Downtown. Land values on a per acre basis were used to understand how improvement, adaptive reuse, or redevelopment could help each property realize its highest and best use and its maximum per acre value.

As such, each of the 8 identified properties illustrated in this section include their existing land value per acre as well a value per acre based on suggested improvements. In total, the 8 properties represent 5 acres of Downtown's total acreage of 14.6 Acres (additional Downtown-wide impacts can be found in the chart located on the "*Focus Area: Recommendations*" Page). Scenario A and B represent improvement variations of Focus Area's 5 and 7 where different improvement scenarios were identified for each. For further information on financial modeling please see the document titled *"Downtown WDA Projections"* in the appendices. Financial impact analysis was provided by Urban3.

Recommendations and solutions were created to inspire action and investments in Windsor's cultural and civic core and to communicate downtown's 10-year vision. Renderings and exhibits are for illustrative purposes only and represents a potential idea for redevelopment at this location. No redevelopment or acquisition of the property is planned.



This rendering is for illustrative purposes only and represents a potential idea for redevelopment at this location. No redevelopment or acquisition of the property is planned.

Focus Area 1: 106 6th Street

Parcel size: 0.27 acres

$1 million/acre → **$34 million/acre**

Existing land value → *Value after improvement*

Elements

- Town-owned single family home / property ready for redevelopment.
- Opportunity to introduce town homes / row homes that will buffer adjacent single family neighborhoods from activity Downtown.
- Redevelopment / adaptive reuse will realize the highest and best use of property and its ability to contribute to the Downtown vision.
- Redevelopment provides additional Windsor-scale residential units Downtown to support local businesses.
- Redevelopment will reflect Downtown Windsor densities and heights.
- Will welcome visitors accessing Downtown from the north.
- Provides additional housing choice in Downtown.
- Streetscape improvements implemented during development will create a welcoming gateway for pedestrians entering Downtown along the properties Ash Street and 6th Street frontages.
- Building materials will reference and contribute to Downtown's historic character.
- Each rowhome / townhome will be self parked within in internal garages.
- Rowhomes and townhomes provide attainable ownership opportunities for younger families and offer a transitional housing that is easier to maintain for empty nesters.
- Ground floors should be raised above street level to provide privacy for residents.

Implementation

Timing: Near-term (0 – 5 years)
Roles and Responsibilities: WDA, Town of Windsor, Private development
Funding Opportunities: Incentives, grants, public- private partnerships (Property owned by Town of Windsor)
Adjoining Plans and Governance: Downtown Master Plan, Downtown Windsor Parking Plan, Windsor Comprehensive Plan, Vision 2025, Windsor Historic Preservation Commission, Windsor Planning Commission, Windsor Town Board, and Town of Windsor Municipal Code.

This rendering is for illustrative purposes only and represents a potential idea for redevelopment at this location. No redevelopment or acquisition of the property is planned.

Focus Area 2: 517 Ash Street

Parcel size: 0.33 acres

$0.4 million/acre → **$25.8 million/acre**

Existing land value — *Value after improvement*

Elements

- Town-owned property ready for redevelopment
- Opportunity to introduce town homes / row homes that will buffer adjacent single family neighborhoods from Downtown's activity.
- Development will realize the highest and best use of property and its ability to contribute to the Downtown vision.
- Redevelopment provides additional Windsor-scale residential units Downtown to support local businesses.
- Redevelopment will reflect Downtown Windsor densities and heights.
- Will welcome Downtown visitors accessing Downtown from the Back Lots and Ash Street.
- Provides additional housing choice in Downtown.
- Ash Street streetscape improvements implemented during development will contribute to a unified Downtown aesthetic and a comfortable pedestrian-scale street experience.
- Building materials will reference and contribute to Downtown's historic character.
- Each rowhome / townhome will be self parked within in internal garages.
- Rowhomes and townhomes provide attainable ownership opportunities for younger families and offer a transitional housing that is easier to maintain for empty nester's.
- Ground floors should be raised above street level to provide privacy for residents.
- Will help to frame and activate the alley for Downtown travel and exploration.
- Units could include roof-top patios to take advantage of mountain, park, and lake views.

Implementation

Timing: Near-term (0 – 5 years)
Roles and Responsibilities: WDA, Town of Windsor, Private development
Funding Opportunities: Incentives, grants, public- private partnerships. (Property owned by Town of Windsor)
Adjoining Plans and Governance: Downtown Master Plan, Downtown Windsor Parking Plan, Windsor Comprehensive Plan, Vision 2025, Windsor Historic Preservation Commission, Windsor Planning Commission, Windsor Town Board, and Town of Windsor Municipal Code.

This rendering is for illustrative purposes only and represents a potential idea for redevelopment at this location. No redevelopment or acquisition of the property is planned.

Focus Area 3: 612 Main Street

Parcel size: 0.65 acres

$1.3 million/acre → **$3.4 million/acre**

Existing land value → *Value after improvement*

Elements

- Redevelopment will realize the highest and best use of property.
- Mixed use development provides additional residential units and office workers that will help support Downtown businesses.
- Existing uses and business can be accommodated within the new building.
- Ground floor uses along the building's Main Street frontage will assist in creating a vibrant Main Street pedestrian experience.
- Redevelopment will reflect Downtown Windsor building forms and densities.
- Architectural features and improved streetscape provides a welcoming environment for Downtown visitors approaching from the west.
- Expands housing choices in Downtown for a wide-range of residents.
- Building materials and form will match and contribute to Downtown's historic character.
- Condominiums and apartments could provide attainable ownership and rental opportunities for younger families and offer a transitional housing choices that is easier to maintain for empty nester's.
- The building will provide parking for residents and workers.
- Upper story balcony's and patios are encouraged to leverage views and to create multiple levels of activity on the property.
- Ensuring that the building frontage meets Main Street's sidewalk will create a safer and more comfortable pedestrian environment and convey to vehicular travelers that they have entered a new place.
- Main Street and 6th Street streetscape improvements implemented during development will contribute to a unified Downtown aesthetic and a comfortable pedestrian-scale street experience.

Implementation

Timing: Mid-term (5 – 10 years)
Roles and Responsibilities: Property owner, Private development
Funding Opportunities: Incentives, grants, public- private partnerships
Adjoining Plans and Governance: Downtown Master Plan, Downtown Windsor Parking Plan, Windsor Comprehensive Plan, Vision 2025, Windsor Historic Preservation Commission, Windsor Planning Commission, Windsor Town Board, and Town of Windsor Municipal Code.

For illustrative purposes
redevelopment at this location. No redevelopment
of acquisition of the property is planned.

Focus Area 4: 529 Main Street

Parcel size: 0.29 acres

$1 million/acre → **$5.1 million/acre**

Existing land value — *Value after improvement*

Elements

- Redevelopment will realize the highest and best use of property.
- Mixed use development provides additional residential units and office workers that will help support Downtown businesses.
- Existing uses and business could be accommodated within the new building.
- Active ground floor uses along Main Street will assist in creating a vibrant main street pedestrian experience.
- Redevelopment will reflect Downtown Windsor building forms and densities.
- Redevelopment includes semi-private spaces adjacent to the sidewalk to provide additional space for outdoor dinning and to provide distance from the roadway.
- Expands housing choices in Downtown for a wide-range of residents.
- Architectural features and improved streetscape provides a welcoming environment for Downtown visitors approaching from the west.
- Building materials and form will match and contribute to Downtown's historic character.
- Condominiums and apartments could provide attainable ownership and rental opportunities for younger families and offer a transitional housing choices that is easier to maintain for empty nester's.
- The building will provide parking for residents and workers.
- Upper story balcony's and patios are encouraged to leverage views and to create multiple levels of activity on the property.
- Main Street and 6th Street streetscape improvements implemented during development will contribute to a unified Downtown aesthetic and a comfortable pedestrian-scale street experience.

Implementation

Timing: Mid-term (5 – 10 years)
Roles and Responsibilities: Property owner, Private development
Funding Opportunities: Incentives, grants, public- private partnerships
Adjoining Plans and Governance: Downtown Master Plan, Downtown Windsor Parking Plan, Windsor Comprehensive Plan, Vision 2025, Windsor Historic Preservation Commission, Windsor Planning Commission, Windsor Town Board, and Town of Windsor Municipal Code.

This rendering is for illustrative purposes only and represents a potential idea for redevelopment at this location. No redevelopment or acquisition of the property is planned.

Focus Area 5: 401 Main Street (Hotel)

Parcel size: 0.29 acres, Hotel scenario

$2.6 million/acre → **$11.1 million/acre**

Existing land value — *Value after improvement*

Elements

- Redevelopment will realize the highest and best use of property.
- Provides a missing use (hotel) that is in demand in Downtown.
- Potential opportunity to add a boutique hotel supportive of area events and event spaces.
- Current fueling station use may require environmental remediation.
- Potential hotel restaurant and entrance should be located on Main Street to help activate that street.
- Redevelopment will reflect Downtown Windsor building forms and densities.
- Redevelopment includes semi-private spaces adjacent to the sidewalk to provide space for outdoor dinning and distance from the busy roadway.
- The addition of hotel uses and patrons will support local business and assist in night- time activation of Downtown.
- Redevelopment will welcome Visitors approaching Downtown from the east by recreating a historic building form that addresses Main Street and 4th Street.
- Main Street and 4th Street streetscape improvements implemented during development will contribute to a unified Downtown aesthetic and a comfortable pedestrian-scale street experience.
- Building will provide parking for guests and employees.

Implementation

- Timing: Mid-term (5 – 10 years)
- Roles and Responsibilities: Property owner, Private development
- Funding Opportunities: Incentives, grants, public- private partnerships, and brownfield mitigation grants.
- Adjoining Plans and Governance: Downtown Master Plan, Downtown Windsor Parking Plan, Windsor Comprehensive Plan, Vision 2025, Windsor Historic Preservation Commission, Windsor Planning Commission, Windsor Town Board , and Town of Windsor Municipal Code.

This rendering is for illustrative purposes only and represents a potential idea for redevelopment at this location. No redevelopment or acquisition of the property is planned.

Focus Area 5.1: 401 Main Street (Mixed-Use)

Parcel size: 0.29 acres, Mixed-use development with no lodging

Before

$2.6 million/acre ⟶ **$10.8 million/acre**

Existing land value — *Value after improvement*

Elements

- Redevelopment will realize the highest and best use of property.
- Mixed use development provides additional residential units and office workers that will help support Downtown businesses.
- Current fueling station use may require environmental remediation.
- Ground floor uses along the building's Main Street frontage will assist in creating a vibrant Main Street pedestrian experience.
- Redevelopment will reflect Downtown Windsor building forms and densities.
- Redevelopment includes semi-private spaces adjacent to the sidewalk to provide space for outdoor dinning and distance from the busy roadway.
- Condominiums and apartments could provide attainable ownership and rental opportunities for younger families and offer a transitional housing choices that is easier to maintain for empty nester's.
- Redevelopment will welcome Visitors approaching Downtown from the east by recreating a historic building form that addresses Main Street and 4th Street.
- Main Street and 4th Street streetscape improvements implemented during development will contribute to a unified Downtown aesthetic and a comfortable pedestrian-scale street experience.
- Building will provide parking for residents and employees.
- Ensuring that the building frontage meets Main Street's sidewalk will create a safer and more comfortable pedestrian environment and convey to vehicular travelers that they have entered a new place.

Implementation

Timing: Mid-term (5 – 10 years)
Roles and Responsibilities: Property owner, Private development
Funding Opportunities: Incentives, grants, public- private partnerships, and brownfield mitigation grants.
Adjoining Plans and Governance: Downtown Master Plan, Downtown Windsor Parking Plan, Windsor Comprehensive Plan, Vision 2025, Windsor Historic Preservation Commission, Windsor Planning Commission, Windsor Town Board, and Town of Windsor Municipal Code.

This rendering is for illustrative purposes only and represents a potential idea for redevelopment at this location. No redevelopment or acquisition of the property is planned.

Focus Area 6: 500 Main Street

Parcel size: 0.32 acres

$2.9 million/acre → **$5.8 million/acre**

Existing land value — *Value after improvement*

Elements

- Premier redevelopment opportunity due to its adjacency to the potential 5th Street Plaza.
- Redevelopment / adaptive reuse will realize the highest and best use of property.
- Mixed use development would provide additional residential units and offices Downtown to support local businesses.
- Architectural features such as clock towers or other building forms should augment and highlight the potential 5th Street public plaza as Downtown's premier public space.
- Active ground floor uses should consider walk-up windows, dinning, and other uses supportive of the potential 5th street public plaza.
- Redevelopment / adaptive reuse will reflect Downtown Windsor building forms and densities.
- Architectural features will punctuate the potential 5th Street Plaza and invite visitation and exploration.
- Expands housing choices in Downtown for a wide-range of residents.
- Upper stories and roof tops offer views of Windsor Lake, Boardwalk Park, and the potential 5th Street Plaza.
- Condominiums and apartments could provide attainable ownership and rental opportunities for younger families and offer a transitional housing choices that is easier to maintain for empty nester's.
- Main Street streetscape improvements implemented during development will contribute to a unified Downtown aesthetic and a comfortable pedestrian-scale street experience.
- Building will provide parking for residents and employees.

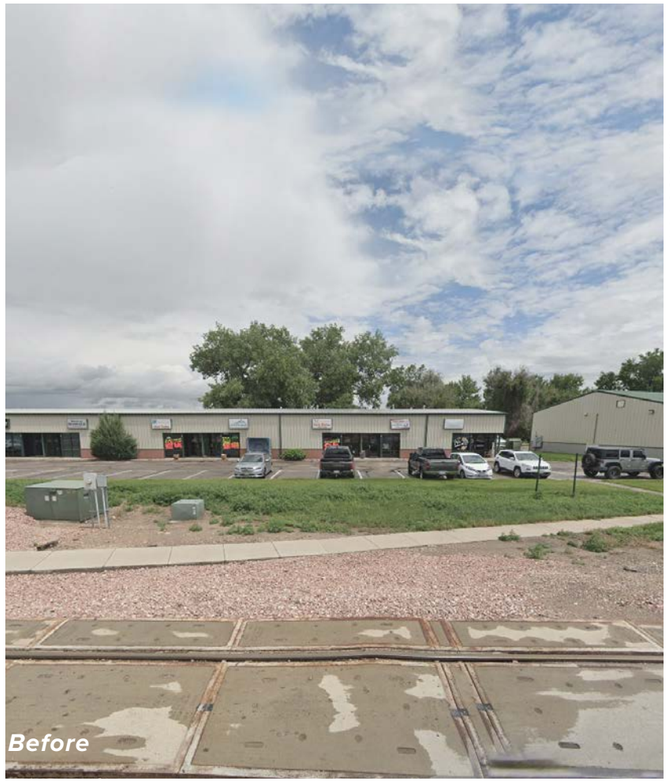
Implementation

Timing: Near-term (0 – 5 years)
Roles and Responsibilities: Property owner, Private development
Funding Opportunities: Incentives, grants, and public- private partnerships.
Adjoining Plans and Governance: Downtown Master Plan, Downtown Windsor Parking Plan, Windsor Comprehensive Plan, Vision 2025, Windsor Historic Preservation Commission, Windsor Planning Commission, Windsor Town Board, and Town of Windsor Municipal Code.

This rendering is for illustrative purposes only and represents a potential idea for redevelopment at this location. No redevelopment or acquisition of the property is planned.

Focus Area 7: 208 Main Street (Hotel)

Parcel size: 2.42 acres hotel scenario with lodging



$0.8 million/acre → **$10.8 million/acre**

Existing land value — *Value after improvement*

Elements

- Location is a unique opportunity for Downtown to directly engage and connect to Windsor Lake.
- Redevelopment / adaptive reuse will realize the highest and best use of property.
- Mixed use development would provide additional hotel, residential units, and offices spaces Downtown that will support local businesses.
- Development will provide uses and spaces that leverage the locations proximity to Windsor Lake.
- Redevelopment / adaptive reuse will reflect Downtown Windsor building forms and densities.
- Potential opportunity to add a boutique hotel supportive of area events and event spaces.
- Architectural features and redevelopment will punctuate Downtown's eastern gateway and convey to travelers that they are entering a new space.
- The addition of hotel uses will support local business and assist in night-time activation of Downtown.
- Opportunity to introduce development that will buffer adjacent single-family neighborhoods from Downtown's activity and density.
- Building will provide parking for hotel guests, residents, and employees.
- Main Street streetscape improvements implemented during development will contribute to a unified Downtown aesthetic, a comfortable pedestrian-scale street experience, and highlight Downtown's eastern gateway.

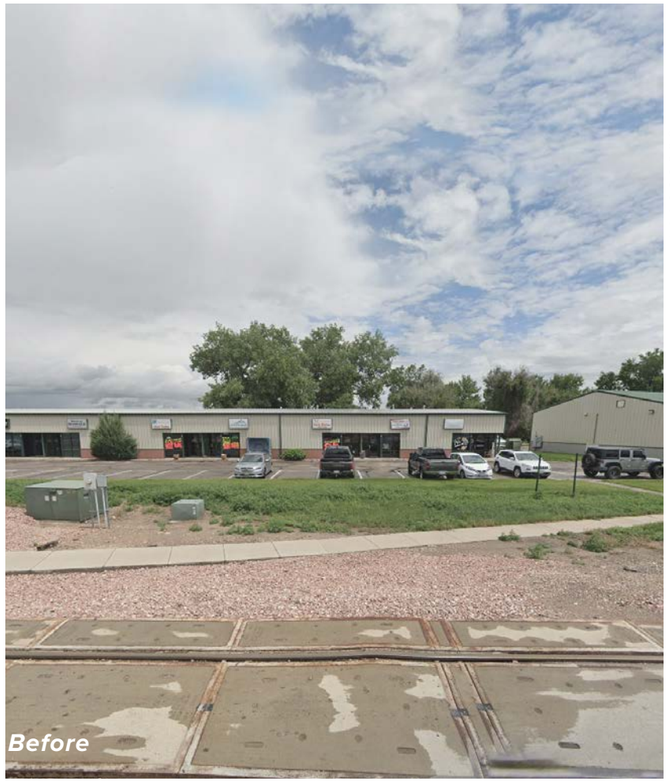
Implementation

Timing: Near-term (0 – 5 years)
Roles and Responsibilities: Property owner, WDA, Town of Windsor, Private development
Funding Opportunities: Incentives, grants, and public- private partnerships.
Adjoining Plans and Governance: Downtown Master Plan, Downtown Windsor Parking Plan, Windsor Comprehensive Plan, Vision 2025, Windsor Historic Preservation Commission, Windsor Planning Commission, Windsor Town Board, and Town of Windsor Municipal Code.

This rendering is for illustrative purposes only and represents a potential idea for redevelopment at this location. No redevelopment or acquisition of the property is planned.

Focus Area 7.1: 208 Main Street (Mixed-use)

Parcel size: 2.42 acres mixed-use scenario, no lodging



$0.8 million/acre → $10.5 million/acre

Existing land value — *Value after improvement*

Elements

- Location is a unique opportunity for Downtown to directly engage and connect to Windsor Lake.
- Redevelopment / adaptive reuse will realize the highest and best use of property.
- Mixed use development would provide additional residential units and offices spaces Downtown that will support local businesses.
- Development will provide uses and spaces that leverage the locations proximity to Windsor Lake.
- Redevelopment / adaptive reuse will reflect Downtown Windsor building forms and densities.
- Architectural features and redevelopment will punctuate Downtown's eastern gateway and convey to travelers that they are entering a new space.
- Opportunity to introduce development that will buffer adjacent single family neighborhoods from Downtown's activity and density.
- Building will provide parking for residents, and employees.
- Main Street streetscape improvements implemented during development will contribute to a unified Downtown aesthetic, a comfortable pedestrian-scale street experience, and highlight Downtown's eastern gateway.
- Active ground floor uses along Main Street will assist in creating a vibrant main street pedestrian experience.
- Condominiums and apartments could provide attainable ownership and rental opportunities for younger families and offer a transitional housing choices that is easier to maintain for empty nester's.

Implementation

Timing: Near-term (0 – 5 years)
Roles and Responsibilities: Property owner, WDA, Town of Windsor, Private development
Funding Opportunities: Incentives, grants, and public- private partnerships.
Adjoining Plans and Governance: Downtown Master Plan, Downtown Windsor Parking Plan, Windsor Comprehensive Plan, Vision 2025, Windsor Historic Preservation Commission, Windsor Planning Commission, Windsor Town Board, and Town of Windsor Municipal Code.

This rendering is for illustrative purposes only and represents a potential idea for redevelopment at this location. No redevelopment or acquisition of the property is planned.

Focus Area 8: American Legion

Parcel size: 0.41 acres

$0/acre → **$1.2 million/acre**

Existing land value → *Value after improvement*

Elements

- Redevelopment of Town of Windsor owned land will realize the highest and best use of property.
- American Legion and building to remain, but improved and modernized.
- Residential development would provide additional residential units Downtown to support local businesses.
- Redevelopment / adaptive reuse will reflect Downtown Windsor building forms and densities.
- Architectural features and redevelopment will punctuate Downtown's northern gateway and convey to travelers that they are entering a new space.
- Opportunity to introduce development that will buffer adjacent single-family neighborhoods from Downtown's activity, density, and Back Lot Parking.
- 7th Street, Ash Street, and 6th Street streetscape improvements implemented during development will contribute to a unified Downtown aesthetic and a comfortable pedestrian-scale street experience.
- Condominiums and apartments could provide attainable ownership and rental opportunities for younger families and offer a transitional housing choices that is easier to maintain for empty nester's.
- New development should address and meet 7th Street to help create a comfortable street environment and to signify to visitors they are entering a unique place.
- New buildings and redevelopments should provide parking for visitors, residents, and employees.

Implementation

Timing: Near-term (0 – 5 years)
Roles and Responsibilities: Property owner, WDA, Town of Windsor, Private development
Funding Opportunities: Incentives, grants, and public- private partnerships. (Portion of property owned by Town of Windsor)
Adjoining Plans and Governance: Downtown Master Plan, Downtown Windsor Parking Plan, Windsor Comprehensive Plan, Vision 2025, Windsor Historic Preservation Commission, Windsor Planning Commission, Windsor Town Board, and Town of Windsor Municipal Code.

This rendering is for illustrative purposes only and represents a potential idea for redevelopment at this location. No redevelopment or acquisition of the property is planned.

Focus Area 9: Main Street

Economic Impacts

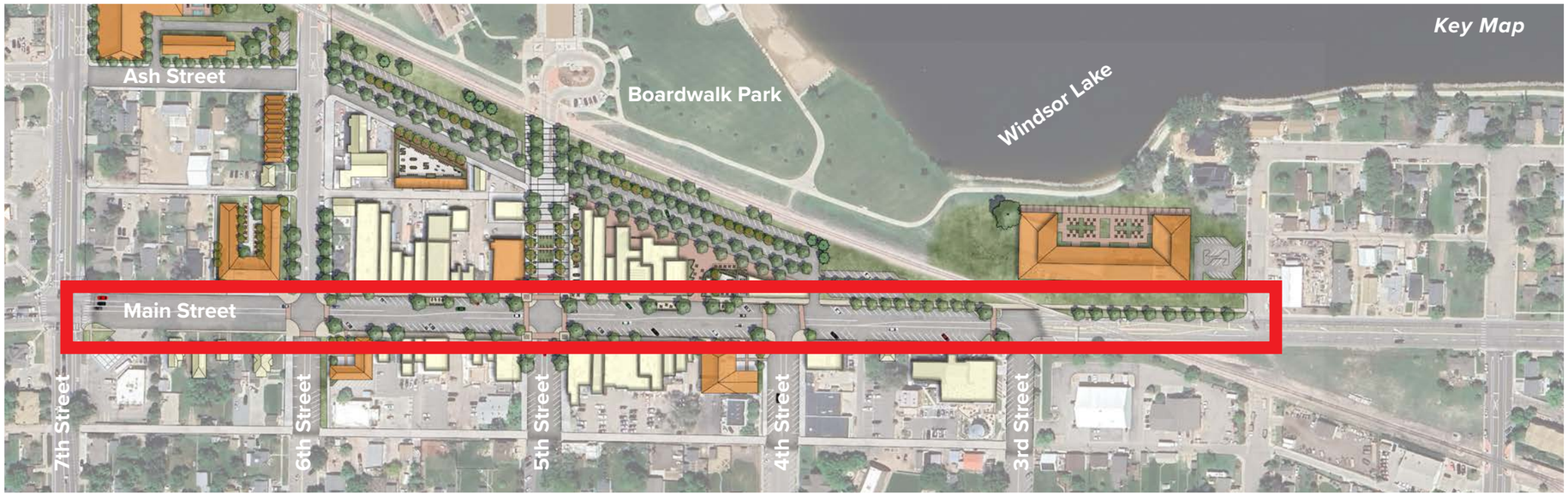
An enhanced Downtown Main Street will help mitigate Main Street speeds and vehicular impacts, facilitate safer crossings of Main Street, and better overall pedestrian experiences. These elements and outcomes will strengthen Downtown businesses and corresponding sales tax revenue by attracting additional customers and visitors who feel more comfortable exploring the Downtown Main Street environment.

Elements

- Downtown's primary pedestrian street with the highest level of streetscape finish, regulation, and investment.
- Streetscape improvements work with new wayfinding signage to create a more welcoming pedestrian environment for visitors and residents.
- Create a rich visual environment that encourages visitation and slower vehicular speeds along Main Street by creating a vibrant street environment.
- Strategic placement of new pedestrian cross walks to facilitate safer and more convenient connections across Main Street.
- Replacement of current sidewalk surfaces to eliminate tripping hazards, improve aesthetics, and reduce operations and maintenance costs.
- More visually impactful street planters that are more efficient and require less maintenance.
- New Tree planting areas for healthier and more vibrant street trees.
- Strategic reuse of diagonal parking spaces in front of restaurants for outdoor dining.
- New businesses signs that contribute to Windsor's historic look and feel.
- Redevelopment, adaptive reuse, and infill development built to sidewalks to perpetuate Downtown's historic character and to create inviting pedestrian experiences.
- Should include all forms of gateway and streetscape elements identified.

Implementation

Timing: Near-term (0 – 5 years)
Roles and Responsibilities: Property owners, WDA, Town of Windsor, Private development
Funding Opportunities: Grants, public financing, sales tax, bond initiatives
Adjoining Plans and Governance: Downtown Master Plan, Downtown Windsor Parking Plan, Windsor Comprehensive Plan, Vision 2025, Windsor Historic Preservation Commission, Town of Windsor Planning Commission, Windsor Town Board, and Town of Windsor Municipal Code.



This rendering is for illustrative purposes only and represents a potential idea for redevelopment at this location. No redevelopment or acquisition of the property is planned.
5th Street Plaza
downtown windsor

Focus Area 10: 5th Street Plaza and Backlots

Area note: A workshop to further detail 5th Street and Backlot improvements will be held immediately following completion of this master plan. Workshop outcomes will identify improvement features, costs, and roles and responsibilities for implementation.

Economic Impacts

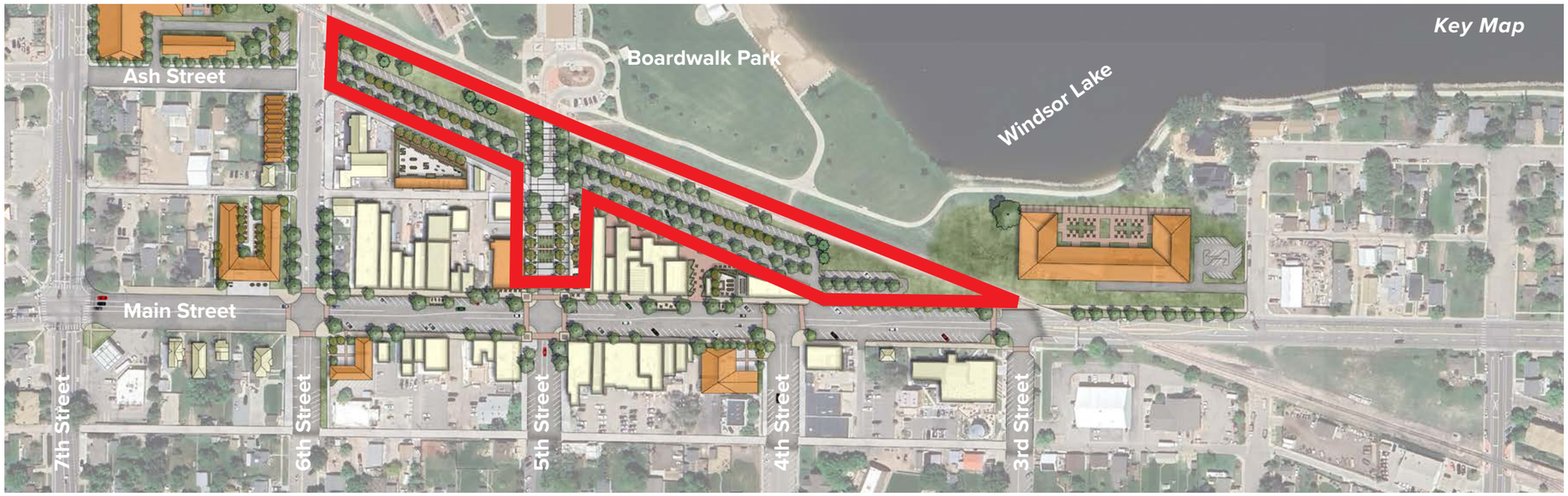
A new premier civic space will create new Downtown experiences that attract visitors, provides a dedicated space for additional community events, and creates more pedestrian activity in Downtown. These elements and outcomes will strengthen Downtown businesses and corresponding sales tax revenue.

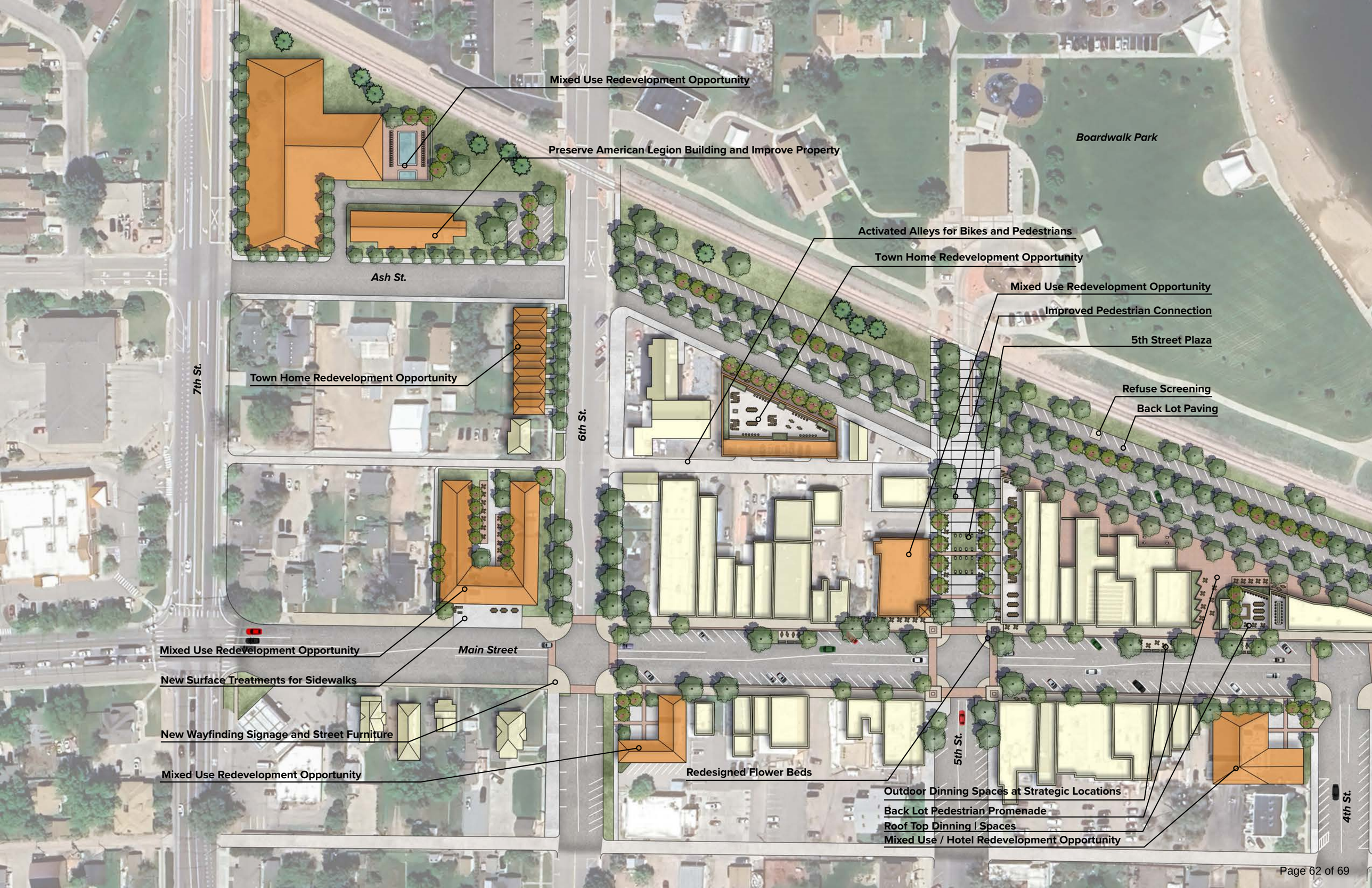
Elements

- The center of Downtown and the cultural heart and soul of the entire Windsor community.
- Opportunity to bring Boardwalk Park and Windsor Lake to Main Street. Leveraging the full potential of these three unique elements to activate the center of Windsor.
- Nature play areas for children and families.
- Safe spaces for families that allow for child free play and parent relaxation.
- Walk-up windows from adjoining restaurants and businesses to provide food and beverage services.
- Infrastructure improvements a including a performance stage, electric hookups, dynamic lighting, and Internet services.
- Interactive water features.
- Outdoor dinning areas for adjacent businesses.
- New planning areas and streetscape.
- Paved backlots to maximize parking efficiency.
- A new pedestrian promenade on the backside of Main Street businesses that provides access to outdoor and roof top dinning away from Main Street's noise and traffic.
- New sidewalks and street trees adjacent to Back lots to create a more visually appealing environment.
- Will interface with active alley connections to create alternative pedestrian and bike routes to and through Downtown.
- Will include murals and public art opportunities.
- Bicycle gateways and storage should be combined with pedestrian gateways and way finding to help welcome visitors.

Implementation

Timing: Near-term (0 – 5 years)
Roles and Responsibilities: WDA and Town of Windsor
Funding Opportunities: Grants, public financing, sales tax, bond initatives
Adjoining Plans and Governance: Downtown Master Plan, Downtown Windsor Parking Plan, Windsor Comprehensive Plan, Vision 2025, Windsor Historic Preservation Commission, Town of Windsor Planning Commission, Windsor Town Board, and Town of Windsor Municipal Code.




Mixed Use Redevelopment Opportunity
Preserve American Legion Building and Improve Property
Boardwalk Park
Activated Alleys for Bikes and Pedestrians
Town Home Redevelopment Opportunity
Mixed Use Redevelopment Opportunity
Improved Pedestrian Connection
5th Street Plaza
Refuse Screening
Back Lot Paving
Ash St.
7th St.
6th St.
Town Home Redevelopment Opportunity
Mixed Use Redevelopment Opportunity
Main Street
New Surface Treatments for Sidewalks
New Wayfinding Signage and Street Furniture
Mixed Use Redevelopment Opportunity
Redesigned Flower Beds
5th St.
Outdoor Dinning Spaces at Strategic Locations
Back Lot Pedestrian Promenade
Roof Top Dinning | Spaces
Mixed Use / Hotel Redevelopment Opportunity
4th St.

DOWNTOWN WINDSOR MASTER PLAN

The following improvements could be realized with the execution of this master plan:

- Improvement of back lots add more parking that is safe and efficient
- A doubling of Downtowns per acre land values based on improvements to 8 representative properties (Urban3 financial impact analysis. For further information on financial modeling please see the document titled "*Downtown WDA Projections*" in the appendices).
- Streetscape improvement along main for a safer experience that encourages downtown visitation and slows vehicles
- A 5th street public space that leverages the Windsor Lake, Boardwalk Park, and Main Street to create the cultural and civic center of Windsor community
- Diversification of businesses by adding more mixed use buildings and hotels
- Additional Windsor-appropriate residential units that support local businesses and serves diverse price points

Recommendations and solutions were created to inspire action and investments in Windsor's cultural and civic core and to communicate Downtown's 10-year vision.

DOWNTOWN WINDSOR:
A Call to Action

WINDSOR IS FAMILY

Over the years, the Windsor population has contributed their values and experiences to the Downtown community fabric. It's resulted in a special place that's ready for the current and next generation of residents to imprint their stories into Downtown's legacy. The people and organizations of Windsor must emulate the collaboration and team work of past generations to advance Downtown as the heart of Windsor.

The following directives are a call to action for the community. Identified roles and responsibilities are designed to empower key stakeholders to continue Downtown collaboration that will help realize its full potential.

ACKNOWLEDGEMENTS

The following people and organizations where critical voices and contributers to the Downtown Windsor Master Plan. Thank you for your time and commitment to Downtown Windsor!

PROJECT MANAGERS:

Michelle Vance, Executive Director, Windsor Downtown Alliance
David Eisenbraun, AICP, Senior Planner, Town of Windsor

WINDSOR DOWNTOWN ALLIANCE BOARD OF DIRECTORS

Dean Koehler | Annie Loyd | Grant Nisly | Clay Caldwell | Jessica Martinac | Stacy Manweiler | Trischa Minnick | Michelle Bornhoft | Mayor Paul Rennemeyer

WINDSOR TOWN BOARD

Mayor Paul Rennemeyer | Ron Steinbach | Barry Wilson Ken Bennett | Julie Cline | Victor Tallon | Jason Hallett

TOWN OF WINDSOR PLANNING COMMISSION

DOWNTOWN MASTER PLAN STEERING COMMITTEE

DOWNTOWN MASTER PLAN FOCUS GROUPS

WINDSOR CHAMBER OF COMMERCE

WINDSOR HISTORIC PRESERVATION COMMISSION

TOWN OF WINDSOR COMMUNITY DEVELOPMENT

TOWN OF WINDSOR PARKS, RECREATION, AND CULTURE

TOWN OF WINDSOR PLANNING

TOWN OF WINDSOR PUBLIC WORKS

TOWN OF WINDSOR POLICE

WINDSOR SEVERANCE FIRE & RESCUE

OPEN HOUSE ATTENDEES

CONSULTANTS

RVi Planning + Landscape Architecture
Arland Land Use Economics
Clifton Larson Allen
Urban3
Clark & Enersen
John Robson Photography

CITIZENS & VISITORS

The Center: Visit, spend time, take your guests, and meet your friends Downtown! Its the center of your community.

Share Your Voice: Continue to provide your input and perspectives to the WDA and Town of Windsor regarding your needs and desires in Downtown. People want to know what elements will bring you Downtown!

Support: Bolster the implementation of improvements through funding and fundraising initiatives.

Promote: Tell your friends and families about Downtown Windsor, its unique attributes, and what you love about it.

Live Local: Downtown is your place, and the heart of the Windsor Community. Shop, dine, visit, stay, and live Downtown.

Organizational Collaboration & Coordination

Collaborate: Develop more intentional and strategic collaborations between the WDA, the Windsor Chamber of Commerce, and the Town's Office of Economic Development.

Design: Embark on multi-organizational and collaborative design and costing exercises for Main Street, 5th Street Plaza, and Back Lot improvements to identify costs and corresponding joint-funding opportunities.

Codify: Collaboration between the WDA and the Town of Windsor to develop next-step regulatory tools to codify the Downtown master plan. Including but not limited to overlay districts, design standards, rezonings, and other regulatory tools that will realize this plan.

Invest: Using this plan and its strategic plan, the WDA should continue assist Downtown businesses and property owners secure local, state, and federal grants for improvements.

Review: When new development is proposed Downtown, ensure collaboration and cooperation among review agencies including the WDA, the Historic Preservation Commission, Parks, Recreation & Culture, Fire and Police, Town of Windsor Community Development, the Town of Windsor Planning Commission, and the Town Board.

CDOT: Work with CDOT to identify new Main Street Crossings and strategies to mitigate the impacts of traffic on Downtown.

WDA, Businesses & Land Owners

Fund: Work with the WDA to identify funding opportunities including grants, public-private partnerships, and incentives for property improvements, redevelopment, or new development.

Implement: Work collectively to implement recommendations and solutions identified in this and in the WDA Strategic Plan.

Promote: Work together and with the WDA to promote Downtown and businesses in Downtown using social media, physical improvements, and community events.

Gather: Identify additional weekly, monthly, and yearly events that draw visitors and promote Downtown's place in the larger Windsor community.

Find Opportunity: Work to identify the highest and best use for Main Street store fronts and where redevelopment opportunities may exist.

Design: Embark on multi-organizational and collaborative design and costing exercises for Main Street, 5th Street Plaza, and Back Lot improvements to identify costs, joint- funding opportunities, operations, and maintenance frameworks

Re-imagine: Work to connect interested land owners with developers to identify and execute Windsor-appropriate redevelopment in the community.

MEMORANDUM

Date: April 1, 2024
To: Mayor and Town Board
From:
Re: Future Meetings Agenda
Item #: 2.

Background / Discussion:

Financial Impact:

Relationship to Strategic Plan:

Recommendation:

CC:

Attachments:
1. 2024 Future Meetings Agenda

FUTURE TOWN BOARD MEETINGS

April 8, 2024 5:00 – 5:30 p.m. 5:30 p.m.	Town Board Work Session Arbor Day Poster Contest Recognition (Main Park) Board/Manager/Attorney Monthly Meeting Fleet EV Study Windsor Housing Authority Fee Waiver Restructuring
April 8, 2024 7:00 p.m.	Town Board Regular Meeting
April 15, 2024 5:30 p.m.	Town Board Work Session New Police Department Tour (new/old board members)
April 22, 2024 5:30 p.m.	Town Board Work Session Community Survey Results
April 22, 2024 7:00 p.m.	Town Board Regular Meeting
April 29, 2024	Canceled – 5th Monday
May 6, 2024 5:30 p.m.	Town Board Work Session Elected Official Training with Sam Light from CIRSA IT Orientation (Cybersecurity, Technology)
May 13, 2024 5:30 p.m.	Town Board Work Session Board/Manager/Attorney Monthly Meeting MOU with DOLA for Main Street Program
May 13, 2024 7:00 p.m.	Town Board Regular Meeting
May 16 & 17, 2024	Town Board Strategic Plan Retreat Sylvan Ranch, Loveland, CO
May 20, 2024 5:30 p.m.	Town Board Work Session
May 27, 2024	Canceled – Memorial Holiday
June 3, 2024 5:30 p.m.	Town Board Work Session
June 10, 2024 5:30 p.m.	Town Board Work Session Board/Manager/Attorney Monthly Meeting

June 10, 2024 7:00 p.m.	Town Board Regular Meeting
June 17, 2024 5:30 p.m.	Town Board Work Session
June 24, 2024 5:30 p.m.	Town Board Work Session
June 24, 2024 7:00 p.m.	Town Board Regular Meeting
July 1, 2024 5:30 p.m.	Town Board Work Session
July 8, 2024 5:30 p.m.	Town Board Work session Board/Manager/Attorney Monthly Meeting
July 8, 2024 7:00 p.m.	Town Board Regular Meeting
July 15, 2024 5:30 p.m.	Town Board Work Session
July 22, 2024 5:30 p.m.	Town Board Work Session
July 22, 2024 7:00 p.m.	Town Board Regular Meeting
July 29, 2024	Canceled for the 5th Monday

Future Work Session Topics

- Budget: August 5th – Revenue Estimates
- Budget: September 9th – Staffing Needs
- Budget: September 16th – Capital Improvement Projects
- Budget: October 5th (Saturday) – Operating Requests
- Budget: October 21st – Utility Rates for 2025
- Budget: Work Session – Budget Wrap-Up/Revisions