

Town of
Windsor

**DOWNTOWN WINDSOR
DESIGN GUIDELINES &
FINANCING PLAN**

February 22, 2010



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- 1** Executive Summary
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For years, the Town of Windsor has been working toward a strong vision for the historic downtown. Over time this vision has grown, evolving and refining through community input and direction. Prior to undertaking the ***Design Guidelines and Financing Plan***, the vision for the downtown steadily solidified into several concrete ideas about how the downtown spaces could function for the community, and what critical issues would be important for the overall commercial and social success of the downtown core.

Key Documents Reviewed as Part of the Design Guidelines and Financing Plan

Windsor Vision 2025
Windsor Strategic Plan
Windsor Corridor Plan
Community Revitalization Partnership Team Visit – Summary Report

With this strong foundation in place, the Town of Windsor made a commitment to build upon and add value to the existing planning work through creating a set of design guidelines that could be used to:

1. ***Help ensure those things that are special about downtown Windsor are retained and built upon***
2. ***Help identify a list of public improvements that would help realize the community vision in a concrete, design-based approach***

With community momentum and frustration at equally high levels, the ***Design Guidelines and Financing Plan*** came in at just the right moment. With funds available to make improvements to the public spaces of downtown, the Town looked for a consultant team that could help create a set of guidelines that both brought together past efforts, and ensured new plans would have the organizational and financing structures to succeed. Working closely with the community, the ***Design Guidelines and Financing Plan*** represents an important milestone in the growth and development of Windsor - the first step toward realizing and implementing years worth of community planning.

The Downtown Windsor Master Plan is intended to build upon past planning efforts to identify both urban design recommendations that will enhance Downtown and the appropriate organizational and financing solutions to implement those recommendations. The planning process began in May, 2009. Since that time there has been comprehensive outreach to create the Master Plan that has included a series of individual interviews with Downtown business and property owners, Town staff, a combined Town Board and Planning Commission meeting as well as four interactive public meetings. . To-date, the outreach process has revealed a consistent set of priorities that include:

Creating a Memorable Experience Through Signage and Gateways
Pedestrian Safety & Traffic Calming
Marketing and Promoting Downtown
Economic Incentives

Design Recommendations

The overall planning concept for improving Windsor's downtown involved outlining a set of 'Critical Issues' inherent to creating a vibrant and successful downtown. During the process of working with the Windsor community to both understand and 'solve' the critical issues, we looked at several important downtown character areas to determine how this effort can capitalize and incorporate Downtown's unique attributes and the community's vision- for how Downtown will evolve in the future.

The final design recommendations are organized by character area, and outline improvements to both the physical areas of the downtown, as well as some ideas regarding more esoteric concepts like branding and marketing. Our recommendation is the overall conceptual design for the downtown be used as a 'blueprint' to guide both long-term growth and immediate redevelopment within downtown Windsor.

Top Design Preferences

These improvements represent the 'first choice' preferences for redevelopment within downtown Windsor, and were chosen for their potential catalytic impact to solve the biggest functional and experiential issues facing downtown.

1. Extend 5th Street to connect the downtown to the Lake and the larger parking lot
2. Purchase benches and other streetscape amenities for Main Street
3. Create a 'Memorial Park' at the Town's eastern gateway
4. Install curb-and-gutter on the northern edge of the alley area, adjacent to the back of the existing Main Street buildings. Work with sanitation to relocate the dumpsters in a central, screened area
5. Work with the downtown merchant community to identify existing parking lots that may be purchased, maintained and promoted by the Town

Financial and Organizational Recommendations

In order to help bring these priorities to fruition the consulting team recommends a public/private partnership that builds upon a series of incremental steps outlined below:

- 1. In order to demonstrate a spirit of cooperation and willingness to invest in Downtown, the Town of Windsor provides a “quick win” gesture such as financing a Downtown improvement identified during this Master Plan process that could include gateway design and/or installation, signage or traffic calming initiatives.**
- 2. The Town then considers offering to invest in a more significant downtown capital improvement provided that the downtown business community creates a business improvement district (BID). The BID would demonstrate private sector resolve to invest in Downtown.**

To provide added incentive to the private sector to create the BID, the Town will consider matching BID assessments up to an agreed upon amount with sales taxes generated by downtown businesses.

- 3. If a BID is formed, the Town will support efforts to invest in a more significant capital improvement in Downtown.**

This structure would be a hybrid approach utilizing both special assessments generated by the BID along with an informal tax increment whereby the Town would dedicate its portion of the sales tax increment generated Downtown to the BID. The tax increment agreement would not require agreements with other entities in the County as it would be an agreement between the BID and the Town formalized through an IGA or other means. The combined public and private investment could ultimately result in a relatively significant annual budget.

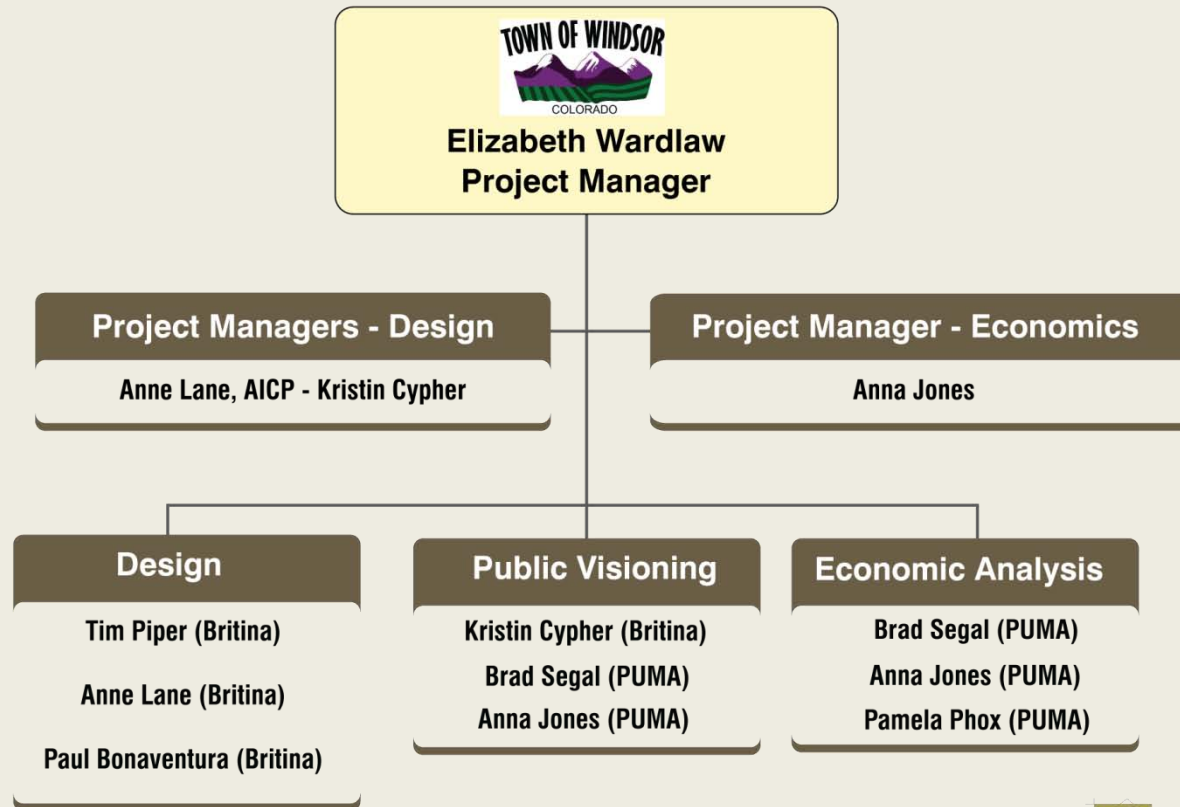
Suggested District programming should be responsive to the priorities that emerged during the master planning process and based upon the process to date, and might include:

- *Maintaining Downtown improvements that are a result of this planning effort*
- *Advocating for and overseeing improvements to Downtown*
- *Designing and executing marketing/promotions campaigns*
- *Working closely with the Town staff to provide resources and support for new & existing businesses*



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Project Team Organization



TEAM PHILOSOPHY

Drawing from our passion for
DOWNTOWNS

we translate a town's vision into
an

***PARTICIPATORY
PROCESS***

merging
ECONOMICS

&

URBAN DESIGN

 *Understand*
Critical Issues

 *Translate*
Community Vision

 *Build*
Local Champions

 *Create*
**Useful & Responsive
Tools**



CRITICAL ISSUES + SOLUTIONS = MASTER PLAN



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DRAWN FROM TWO QUESTIONS

What does every successful downtown need?

How does these apply to the unique history, culture and conditions of Windsor?

CRITICAL ISSUES

Spend Your Windsor Bucks!!

Use the enclosed 'Windsor Bucks' to indicate
CRITICAL ISSUE PREFERENCES

Step One: Determine which critical issues are most important to you

Step Two: Allocate the desired number of 'Windsor Bucks' to the critical issues most important to you



Spend Your Windsor Bucks!!

Use the enclosed 'Windsor Bucks' to indicate
CRITICAL ISSUE PREFERENCES

Step One: Determine which critical issues are most important to you

Step Two: Allocate the desired number of 'Windsor Bucks' to the critical issues most important to you



\$10

'WINDSOR BUCKS'

1. Determine what Critical Issues are Important to YOU
2. Allocate the Desired Number of 'Bucks' to Each Issue

1. MEMORABLE EXPERIENCES

(36 – final count)

1. ECONOMIC INCENTIVES & ORGANIZATIONAL STRUCTURE

(32)

2. PEDESTRIAN SAFETY & MOVEMENTS

(22)

3. CREATING CONNECTIONS

(21)

4. TRAFFIC CALMING

(20)

5. STREETScape IMPROVEMENTS

(16)

6. LAND USE

(13)

\$10

'WINDSOR BUCKS'

1. *Determine what Critical Issues are Important to YOU*
2. *Allocate the Desired Number of 'Bucks' to Each Issue*



Town of Windsor Downtown Master Plan



CHARACTER AREAS



Community Workshop #1

Overview of process to date, including Critical Issues and rankings

Town of Windsor
DOWNTOWN MASTER PLAN
Community Workshop #1

Project Steps to Completion

PHASE 1
EXISTING CONDITIONS
STAKEHOLDER WORKSHOP 1 "BERRY MEETING"
MAY TO JUNE 2009

PHASE 2
MASTER PLAN
COMMUNITY WORKSHOP 1 "PREFERENCES"
STAKEHOLDER WORKSHOP 2 "REFINED DESIGN"
JUNE TO JULY 2009

PHASE 3
FINAL MASTER PLAN
SEPTEMBER 2009

DOWNTOWN DISTRICT MASTER PLAN

Community Workshop #1
7.8.09

Critical Issues (with rankings)**

- Economic Incentives & Organizational Structure
- Memorable Experience (Signage/Signage)
- Streetcape Improvements
- Traffic Calming
- Pedestrian Safety & Movements
- Creating Connections
- Land Use

Critical Issues

Goals of Today's Workshop

- 1 Provide an OVERVIEW of the PROJECT & ADDRESS QUESTIONS or CONCERNS
- 2 Determine VISUAL PREFERENCES for each CHARACTER AREA

GIVING US FEEDBACK

Today's exercise consists of two parts: 1) evaluating and choosing the images that best represent "solutions" to downtown Windsor's critical issues, and 2) providing additional information for each Character Area. The visual preference exercise will use the colored sticker dots (placed directly on each banner), and the additional information and feedback will be gathered on the table banners. The result of this process will help us craft our final Master Plan, ensuring it is reflective of the community's vision for downtown Windsor.

Critical Issues & Solutions Banners
Looking at the images selected for each Critical Issue & Solution Category, select the image that best portrays the character you feel is appropriate for each Character Area within the District. Place your dot in the box under the image of your choice.

Table Graphics - Feedback and Comments
The table graphics each help us "dig a little deeper" into the vision and direction for each character area. Please write any additional comments directly on the Character Area table graphics.

Your Dots

Logos: TOWN OF WINDSOR, WINDSOR POLICE, WINDSOR FIRE, WINDSOR DISTRICT



Community Workshop #1

Visual preference dot exercise

PHASE 1
EXISTING CONDITIONS
CONCILIATOR WORKSHOP & BOARD MEETING
MAY TO JUNE 2009

PHASE 2
MASTER PLAN
COMMUNITY WORKSHOP "PREFERENCES"
SHAREHOLDER WORKSHOP "PERFORMED DESIGN"
JUNE TO JULY 2009

Community Workshop #1
7.8.09

Critical Issues (with rank)

- Economic Initiatives & Organizational Structure
- Memorable Experiences (Streets/Plazas)
- Streetscape Improvements
- Traffic Calming

Project Design Team

Elizabeth Wardlaw
Project Manager

Project Manager - Design
Ann Lee, BCP

Project Manager - Economics
Ann Jones

Design
Tim Piper (BIMM)
Ann Lee (BIMM)
Kathie Caylor (BIMM)
Paul Demoreux (BIMM)

Public Visioning
Kathie Caylor (BIMM)
Brad Taylor (PUMA)
Ann Jones (PUMA)

Economic Analysis
Brad Taylor (PUMA)
Ann Jones (PUMA)
Tyler Seng (PUMA)

GIVING US FEEDBACK

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How to Use Your Dots

1 Locate Your Dots
Attached to this handout are 15 dot stickers. You will be using these stickers to vote for your design and land use preferences on the related Character Areas for Downtown Windsor.

2 Critical Issue & Solution Category
There are 15 voting opportunities spread across 3 Banners. You will be voting for one design theme per street as well as one image per Critical Issue category that best represents what you feel the street should look like after improvement. Please refer to the caption under each photograph for detailed information on each photo.

3 Vote With Your Dot
Place one dot in the dashed box under the image of your choice.

CHARACTER AREA: Alley Infill

Your Dots

Town of Windsor
DOWNTOWN WINDSOR MASTER PLAN

**Where should the alley infill
begin and end?**

**What type of land uses would be
appropriate for the alley infill?**

*“pleasant walk from Downtown
businesses/restaurants to lake, so
the two will coexist”*

“mixed use - retail / residential”

*“alley from 4-6th Street - needs to be
offstreet parking”*

“venues to draw people there”

*“sustainable elements from
materials to utilities”*

Community Workshop #1

Qualitative
gathering of
public comments
– spurred by
open-ended
questions
pertaining to
each character
area

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Town of Windsor Downtown Master Plan



TOP DESIGN PREFERENCES

1. Extend **5th Street** to connect the downtown to the Lake and the larger parking lot
2. Purchase benches and other **streetscape amenities for Main Street**
3. Create a **'Memorial Park' at the Town's eastern gateway**
4. Install **paving and curb-and-gutter on the northern edge of the alley** area, adjacent to the back of the existing Main Street buildings. Work with sanitation to **relocate the dumpsters in a central, screened area.**
5. Work with the downtown merchant community to **identify existing parking lots** that may be **purchased, maintained and promoted by the Town**

CHARACTER AREA:
Alley Infill



LAND USE
Which Land Use is most appropriate for this site?
PLEASE CHOOSE YOUR FAVORITE OPTION AND PLACE ONE DOT IN THE BOX BELOW.

CREATING A MEMORABLE EXPERIENCE
Which development will best create a memorable experience?
PLEASE CHOOSE YOUR FAVORITE OPTION AND PLACE ONE DOT IN THE BOX BELOW.

STREETSCAPE DESIGN
Which streetscape connection is most appropriate around the Lake?
PLEASE CHOOSE YOUR FAVORITE OPTION AND PLACE ONE DOT IN THE BOX BELOW.

TOWN OF WINDSOR *Town of*
Windsor
DOWNTOWN WINDSOR MASTER PLAN

LAND USE

CREATING A MEMORABLE EXPERIENCE

STREETSCAPE DESIGN



Mixed-Use



Public Art



Pedestrian

CHARACTER AREA:
Alley Infill



LAND USE

Which Land Use is most appropriate for this site?

PLEASE CHOOSE YOUR FAVORITE OPTION AND PLACE ONE DOT IN THE BOX BELOW.

1	2	3	4

CREATING A MEMORABLE EXPERIENCE

Which architectural style best creates a memorable experience?

PLEASE CHOOSE YOUR FAVORITE OPTION AND PLACE ONE DOT IN THE BOX BELOW.

5	6	7	8

STREETSCAPE DESIGN

Which streetscape connection is most appropriate around the Lake?

PLEASE CHOOSE YOUR FAVORITE OPTION AND PLACE ONE DOT IN THE BOX BELOW.

9	10	11	12



Town of
Windsor
DOWNTOWN WINDSOR MASTER PLAN

Stage One – Organization & Beautification

Create a **defined curb** along the southern edge of the alley area between Main Street and the Lake. The defined edge will create/welcoming places for people to walk, space for outdoor eating patios, defined overflow parking for the downtown, and the opportunity to work with merchants and the waste management service to locate dumpsters at the edges of the alley, screened from view.

Create an **overflow parking area** north and west of City Hall (in future stages, this parking lot will service both the downtown and the proposed infill buildings) between the alley and the RR tracks)

During Stage One, the **northern edge** of the alley redevelopment will **remain undeveloped**.

Around the newly refurbished **City Hall**, create a **green space** and connection to the street through the existing 'Goodyear Plaza'.

Explore the idea of **creating municipal parking** in the alley area south of Main Street, combining existing privately-owned parking lots



Stage Two – Planning & Investment


During this stage, the **Town will install more significant improvements to the streetscape**, including the turning circle, paving the alley's north of Main, and undergrounding the utilities (also consider expanding 4th Street into the alley at this time).

Create an **'Alley Redevelopment Marketing Plan'** for the northern alleys that addresses the type of development viable for this area, how this development ties in with the existing downtown business community, and how to market this development to outside investors.

In order to capture the momentum of the public improvements, the Town will work to **court developers to invest in the available alley parcels north of Main.**

CHARACTER AREA:





Alley Infill



LAND USE

Which Land Use is most appropriate for this site?




PLEASE CHOOSE YOUR FAVORITE OPTION AND PLACE ONE DOT IN THE BOX BELOW.

			
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

CREATING A MEMORABLE EXPERIENCE

Which amenity will best create a memorable experience?





PLEASE CHOOSE YOUR FAVORITE OPTION AND PLACE ONE DOT IN THE BOX BELOW.

			
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

STREETSCAPE DESIGN

Which streetscape connection is most appropriate around the Lake?

PLEASE CHOOSE YOUR FAVORITE OPTION AND PLACE ONE DOT IN THE BOX BELOW.

			
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Town of
Windsor

DOWNTOWN WINDSOR MASTER PLAN

Stage Three – *Public Improvements*

As the alley parcels redevelop, work with the developers to ***implement improvements to the public realm, such as sidewalks, streetscape amenities, lighting and landscaping.***

If not completed as part of earlier redevelopment efforts, ***extend the 4th Street intersection*** to connect to the alley redevelopment. Capitalize on the views of the lake at this point to create a view corridor to the water from Main Street (as well as a potential pedestrian connection).

ALLEY REDEVELOPMENT

SITE WALK OBSERVATIONS & EXPANDED RECOMMENDATIONS

The alley redevelopment north of Main holds great potential for downtown Windsor. Not only does it create an opportunity for a large-scale catalyst infill project, it also helps link Main Street to the lake and park. Additionally, the alley redevelopment area has the potential to provide a unique and marketable experience within the downtown.

Recommendations – Alley Area North of Main Street

1. Balance the need for redevelopment of the alley with the additional needs of parking and placemaking. Work with an economic redevelopment expert to determine what type of retail mix will be successful in this area.
2. Create satellite parking lots at the east and west ends of the alley redevelopment. Ensure the signage and wayfinding to these lots is excellent, and create a welcoming and inviting pathway from the parking into the downtown, the alley redevelopment and the lake/park.
3. Think about how this project will be phased, and how it will look in 5 years, 10 years and 20 years. In the short-term, think about creating some order in the alleys by installing sidewalks and curbs behind the Main Street storefronts, with striped parking, plantings, outdoor seating opportunities and attractive passageways into the downtown. At first, just the area between 4th and 5th will be cleaned up. Then, as money and investment interest increases, begin to redevelop the additional parcels north of Main Street, installing additional parking and streetscape improvements as needed.
4. Install 'Memorial/Gateway Park' improvements in the existing vacant lot adjacent to the railroad on the east end of town.
5. Begin discussions with the property owner at 4th, to determine the feasibility of purchasing their building to extend the 4th Street intersection through to the alley redevelopment.
6. Determine the best use and density for the redevelopment parcel adjacent to the refurbished Town Hall.
7. Install a pedestrian connection between the refurbished Town Hall and Main Street through the current Goodyear Plaza open space. Link this to parking and green space around Town Hall.
8. Install a roundabout between the two sides of the alley redevelopment. Use the roundabout for signage, wayfinding, public art and streetscape beautification.



ALLEY REDEVELOPMENT

SITE WALK OBSERVATIONS & EXPANDED RECOMMENDATIONS

There is existing, privately-owned parking behind the storefronts on the south side of Main. One possibility for quickly generating additional downtown parking would be for the Town to purchase these private lots and create a large municipal lot. The municipal lot would be maintained by the Town, and advertised with signage that helps visitors understand and locate the lot. In order to maintain parking for the business owners, there would be dedicated spaces for each storefront.

Recommendations – Alley Area North of Main Street

1. Work with the existing business owners to determine if a municipal parking lot would be beneficial (both in terms of cost and opportunity).
2. If the municipal lot is preferred, have the Town acquire the land, make immediate upgrades to the lots, and install signage and wayfinding to alert visitors to the existence and location of the lot.
3. Once improvements are completed, the Town will maintain the appearance and condition of the lot.

Overall Alley Recommendations

Overall, downtown Windsor's alley areas suffer from a cluttered and 'left over' appearance. Although these areas are currently used as service and access points for downtown storefront drop-offs and deliveries, they are also important overflow parking areas. As greater demand for parking in the downtown develops, 'cleaning up' the visual appearance of the alley's will help market their usefulness as parking lots, and create a better impression of downtown Windsor for visitors and residents.

CHARACTER AREA:
Around the Lake

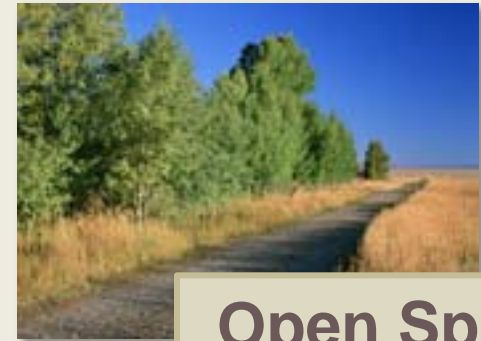
LAND USE
Which Land Use is most appropriate for Around the Lake?
PLEASE CHOOSE YOUR FAVORITE OPTION AND PLACE ONE DOT IN THE BOX BELOW

CREATING CONNECTIONS
Which address connector is most appropriate Around the Lake?
PLEASE CHOOSE YOUR FAVORITE OPTION AND PLACE ONE DOT IN THE BOX BELOW

CREATING A MEMORABLE EXPERIENCE
What enhancement will best create a memorable experience?
PLEASE CHOOSE YOUR FAVORITE OPTION AND PLACE ONE DOT IN THE BOX BELOW

TOWN OF WINDSOR *Town of*
Windsor
DOWNTOWN WINDSOR MASTER PLAN

LAND USE



Open Space

CREATING A MEMORABLE EXPERIENCE

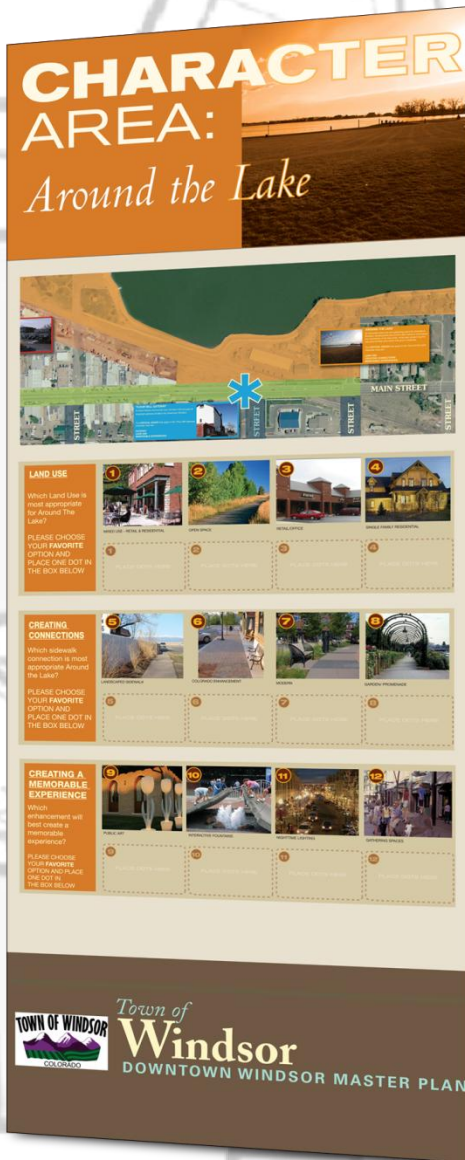


Fountain

CREATING CONNECTIONS



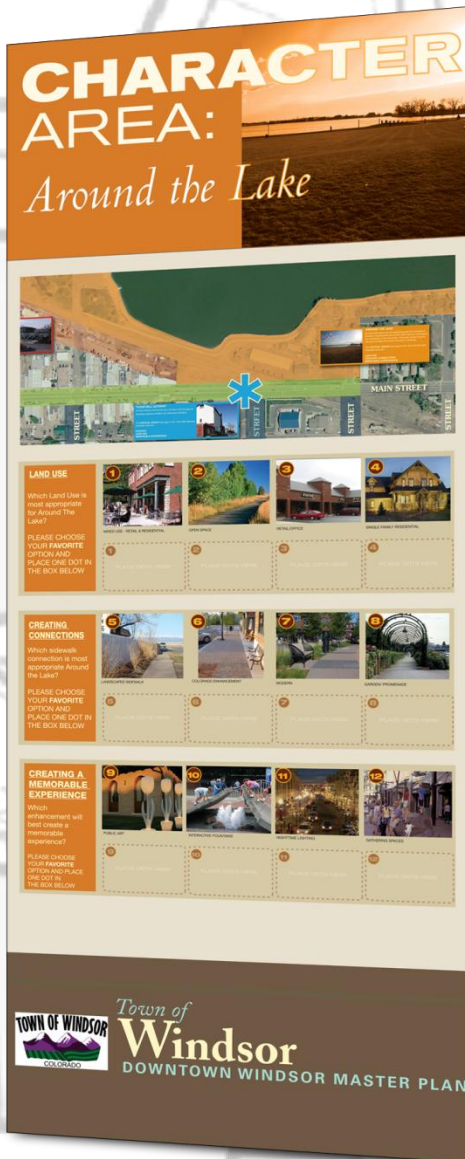
Landscape



Stage One – Make Connections

Extend 5th Street through Boardwalk Park, connecting it to the larger parking lot north of the playground and history museum. Design the extended 5th Street so that it has the same streetscape and amenity package as Main Street, including wide sidewalks, streetscape furnishings, parallel parking and defined pedestrian crossings. However, to reduce the initial cost of extending 5th, the initial improvements should be very basic – just the asphalt connection with curb and gutter. Aesthetic improvements can be completed in later stages.

Move the existing playground equipment and structures closer to the lake, where they can be more accessible and 'policed' by families at the 'beach' (moving these structures will also be necessary to accommodate the 5th Street extension).



Stage Two - Preserve and Enhance

Install aesthetic improvements to 5th Street. Design the extended 5th Street so that it has the same streetscape and amenity package as Main Street, including wide sidewalks, streetscape furnishings, parallel parking and defined pedestrian crossings.

Construct a **public restroom/concession facility** near the lake and playground area.

Create a **connection between the lake and the downtown at 4th Street.** Work with the RR to design a pedestrian crossing that allows for additional pedestrian access to the lake, and connects to the proposed parking lot at the eastern gateway area.

AROUND THE LAKE

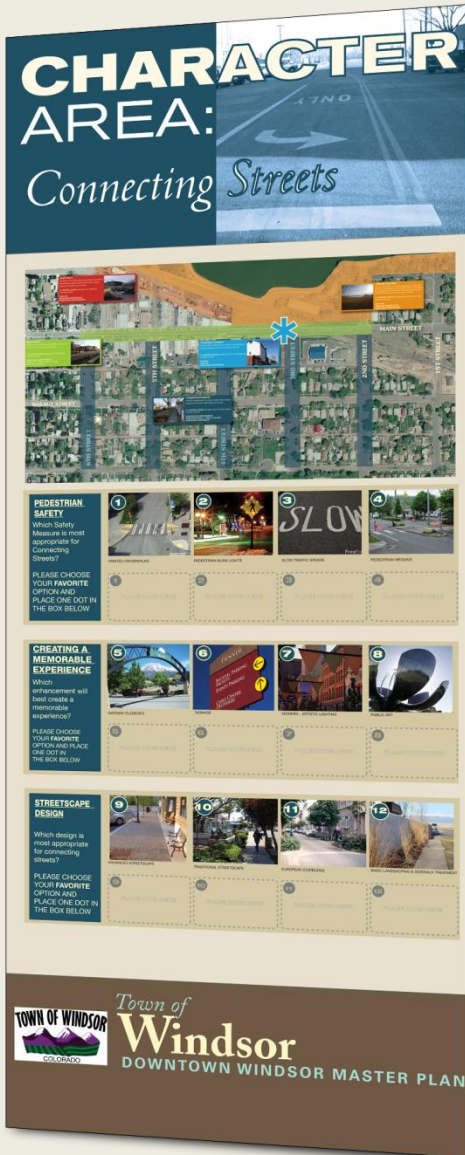
SITE WALK OBSERVATIONS & EXPANDED RECOMMENDATIONS

The most important issue regarding the redevelopment around the lake is understanding how to create better connections to /awareness of the lake amenities within the downtown core.

Recommendations

1. Enhance view corridors from the lake into downtown (Flour Mill Gateway, 4th Street intersection)
2. Incorporate the lake into the marketing and placemaking within the downtown (signage, programming)
3. Greatly enhance 5th Street to be a stronger connection to the lake - extend 5th through Boardwalk Park to connect to the existing lake parking lot
4. Create a roundabout gateway on 5th that has signage, art and plantings that are visible from Main Street and draw people back toward the lake and park
5. Determine the feasibility of incorporating another pedestrian crossing over the railroad (ideally north of the 4th Street intersection)
6. Construct a public restroom/concession facility near the lake and relocated playground equipment





PEDESTRIAN SAFETY



Blink Lights

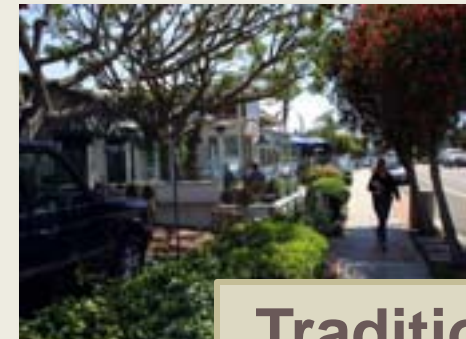
Lights

CREATING A MEMORABLE EXPERIENCE

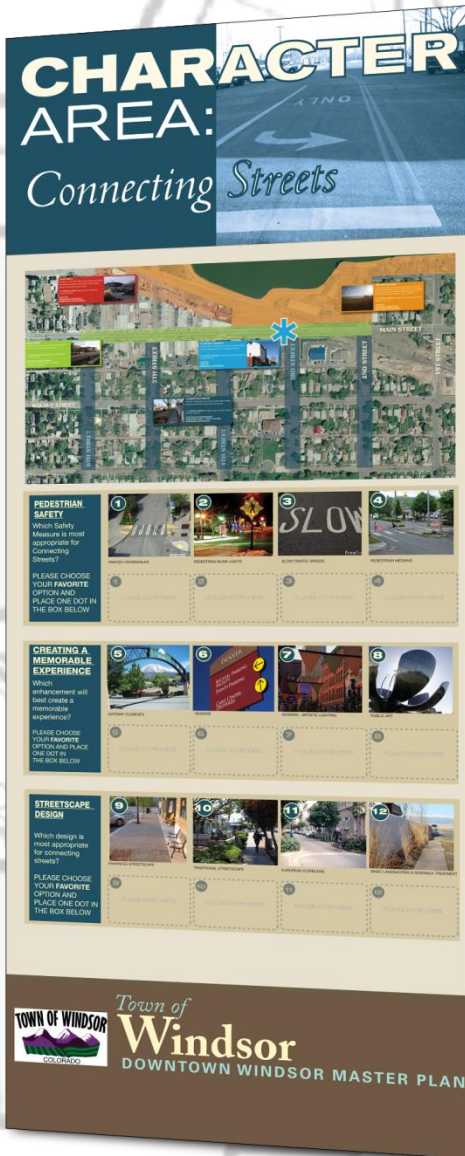


Signage

STREETSCAPE DESIGN



Traditional




Stage One - Connections

Extend 5th Street North Through Boardwalk Park

Install a **Turning Circle Along 5th**

Extend 4th Street North to Connect to the Proposed Alley
Redevelopment

CHARACTER AREA:
Connecting Streets



PEDESTRIAN SAFETY
Which Safety Measure is most appropriate for Connecting Streets?


PLEASE CHOOSE YOUR FAVORITE OPTION AND PLACE ONE DOT IN THE BOX BELOW

CREATING A MEMORABLE EXPERIENCE
Which environment will best create a memorable experience?

PLEASE CHOOSE YOUR FAVORITE OPTION AND PLACE ONE DOT IN THE BOX BELOW

STREETSCAPE DESIGN
Which design is most appropriate for Connecting Streets?

PLEASE CHOOSE YOUR FAVORITE OPTION AND PLACE ONE DOT IN THE BOX BELOW



Town of Windsor
DOWNTOWN WINDSOR MASTER PLAN

Stage Two – Aesthetics and Function

2nd, 3rd, 4th and 6th Streets = Wide, Detached Sidewalks with Planted Tree Lawns



CONNECTING STREETS

SITE WALK OBSERVATIONS & EXPANDED RECOMMENDATIONS

Windsor's connecting streets represent a unique opportunity for growth, image-making and improved movements within the downtown. Stretching from 6th to 3rd, the principal downtown connecting streets link the downtown to the adjacent residential neighborhood and the lake.

Streetscape Improvements

Each of Windsor's downtown area connecting streets feels very different. At 5th, the streetscape is narrower, with a wider sidewalk (before the alley) that reflects some of the look and feel of Main Street. 5th also has a large number of mature street trees, and the shaded canopy of the trees makes the street feel more enclosed and walkable. 6th Street, too, is narrower and benefits from the shade and protection of mature trees. Along 4th and 3rd street, the feel is very different - much more open, exposed and unfriendly. There are few trees, very narrow and incomplete sidewalks, and no streetscape amenities. There are also above-ground utilities along 4th Street, which detract from the pedestrian feel of the street.

Recommendations - 5th Street

1. 5th Street is the principal connector between the neighborhood, the downtown and the Lake. It also marks the center of downtown Windsor, and is the geographic 'heart' of the downtown.
2. Change parking to parallel from the RR tracks to Walnut. Use the extra space gained to widen the sidewalk and install dedicated bike lanes on both sides of the street (running N-S).
3. Install streetscape amenities that match Main Street - similar pole lights, planters, benches, etc
4. Extend 5th Street through Boardwalk Park, so that it connects to the existing parking lot north of the playground

CONNECTING STREETS (continued)

SITE WALK OBSERVATIONS & EXPANDED RECOMMENDATIONS

Recommendations - 6th, 4th & 3rd Streets

1. Retain angled parking on 4th and 3rd Street
2. 1/2 angled and 1/2 parallel parking on 6th Street (parallel on east side, angled on west side)
3. Underground all utilities
4. Widen sidewalks to a minimum of 12', and install 'Main Street' streetscape improvements (with the exception of trees in lawns, rather than in grates) - first to the alley's, and then to Walnut, as parcels redevelop and density along the street increases
5. Where possible, narrow the auto travel lanes in order to create opportunities for wider sidewalks, additional bike lanes, etc.
6. At the terminus of 4th Street (where it 'dead ends' into Main), remove the Main Street parking and install a planted bump out that creates a better terminus for the street and creates a safer parking arrangement in this area (prior to extending 4th Street)

Pedestrian Safety and Movements

The most important safety and movement issue along the side streets is making a beautiful and safe connection between the Lake, Main Street, the residential neighborhoods and the regional bike trail. The most logical area to make this connection was along 5th Street. Currently, 5th Street is the most 'pedestrian friendly' street in the downtown - both because it has some improvements already, but also because it has a thriving 'downtown' business (the ice cream / barber shop) that is signed at the intersection of 5th and Main.

Recommendations

1. Install pedestrian improvements along all side streets - wide sidewalks, trees, benches, lighting, etc - first to the alleys, and then to Walnut as downtown density increases
2. Consider a signalized intersection at 5th and Main (traffic light or 4-way stop)
3. Install move substantial pedestrian crossings along Main Street (paved rather than striped crosswalks)
4. Install pedestrian 'blink lights' at intersections
5. Remove turning lanes on all streets except 6th, and install planted medians in their place





CONNECTING STREETS (continued)

SITE WALK OBSERVATIONS & EXPANDED RECOMMENDATIONS

Traffic Calming

In order to prevent the side streets from being 'cut thru's' in the downtown, they need to give more emphasis to pedestrians and bicyclists.

Recommendations

1. Reduce the width of the side street traffic lanes to their minimum (11-12 feet), and give the extra space to wider sidewalks and bike lanes
2. Install a signalized intersection at 5th and Main

Land Use

As downtown Windsor transitions into greater density, the connecting streets will reflect less of a 'residential' feel, and more of an extension of downtown. In order to facilitate this growth, the existing land uses along the street will continue to evolve as the town densifies.

Recommendations

1. Encourage greater density of mixed-use/commercial/restaurant parcels along 5th Street, from the alley to the RR tracks
2. Ensure new development along the side streets supports a 'downtown' use, and has architecture and density that compliments the existing downtown buildings
3. Encourage the owner of the vacant bank property on the southwest corner of 5th and Main to redevelop the building into a mixed use or multi-retail structure. Work with an architect to adjust the facade so it has more openings, windows and greater exposure and penetration to the street
4. Talk to the land owner along 4th Street to see if they can create more pedestrian friendly openings, with awnings, non-tinted windows, etc

CONNECTING STREETS (continued)

SITE WALK OBSERVATIONS & EXPANDED RECOMMENDATIONS

Creating Connections

The most important connection needed for Windsor's side streets is to ensure 5th Street continues to be the central cross street in the downtown. On all the side streets, using architecture and streetscape design to transition from the downtown core to the residential neighborhoods will help create more legibility and ease of connection within the downtown.

Recommendations

1. Extend 5th street north to the parking lot by the lake (north of the playground)
2. Encourage redevelopment along the side streets by improving their streetscape amenities, lessening the width of the road, and slowing down traffic with central medians

Memorable Experiences

Windsor's side streets provide a wonderful opportunity for defining and enhancing the experience of downtown. Currently wide and largely uninviting, creating streets with more amenities and better balance between cars and people will help reinforce the friendly walking character of the downtown.

Recommendations

1. Develop architectural and design guidelines for redevelopment along the side streets

CHARACTER AREA:
Flour Mill Gateway

LAND USE
Which Land Use is most appropriate for Flour Mill?
PLEASE CHOOSE YOUR FAVORITE OPTION AND PLACE ONE DOT IN THE BOX BELOW.

CREATING A MEMORABLE EXPERIENCE
Which enhancement will create a memorable experience?
PLEASE CHOOSE YOUR FAVORITE OPTION AND PLACE ONE DOT IN THE BOX BELOW.

GATEWAYS
Which enhancement will create the best Gateway for Flour Mill?
PLEASE CHOOSE YOUR FAVORITE OPTION AND PLACE ONE DOT IN THE BOX BELOW.

TOWN OF WINDSOR *Town of*
Windsor
DOWNTOWN WINDSOR MASTER PLAN

LAND USE



Dining/Retail

CREATING A MEMORABLE EXPERIENCE



Landscaping

GATEWAYS



Signage



Stage One - Arriving & Welcoming

A **'Welcome to Windsor'-Type Sign** at the intersection of **6th Street and Main Street**

A **Memorial Park** (with gateway signage, public art, and green space) at the north of the intersection of **3rd Street and Main Street** - also include a small parking lot in this triangle-shaped area

CHARACTER AREA: Flour Mill Gateway



LAND USE
Which Land Use is most appropriate for Flour Mill?
PLEASE CHOOSE YOUR FAVORITE OPTION AND PLACE ONE DOT IN THE BOX BELOW

CREATING A MEMORABLE EXPERIENCE
Which enhancement will create a memorable experience?
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GATEWAYS
Which enhancement will create the best Gateway for Flour Mill?
PLEASE CHOOSE YOUR FAVORITE OPTION AND PLACE ONE DOT IN THE BOX BELOW



Town of Windsor
DOWNTOWN WINDSOR MASTER PLAN

Stage Two – Streetscape Improvements

Extend the Main Street streetscape improvements to 3rd (along the south side of the street). This will connect the redeveloped Flour Mill to the rest of downtown, and also provide additional angled parking.



FLOUR MILL GATEWAY

SITE WALK OBSERVATIONS & EXPANDED RECOMMENDATIONS

The Flour Mill is a wonderful piece of Windsor's architecture and history. Its physical size and location also make it ideal as a natural gateway into the downtown core. As the Mill redevelops, linking it into the Main Street core will encourage a synergistic relationship between the two areas.

Streetscape Improvements

The Main Street streetscape currently ends at the 4th Street intersection. Because it doesn't connect to the Flour Mill, it is difficult and uninviting to walk along Main to the Flour Mill.

Recommendations

1. As the Flour Mill property redevelops, improvements to the streetscape between 3rd and 4th will ensure that the Mill is physically connected to the downtown core
2. The redeveloped streetscape between 3rd and 4th should match Main Street, including all amenities, on-street parking, lighting, etc
3. Install bulb-outs and a pedestrian crossing on the west side of the intersection of Main Street and 3rd. This will be the first 'gateway' into downtown, and signal to motorists that they have entered a pedestrian-focused area and need to slow down

Pedestrian Safety and Movements

There is currently very little pedestrian access within the gateway area. Installing pedestrian-focused improvements will ensure people can access the Mill, the downtown core, the lake, the Town Hall, the proposed 'Memorial Park' and the residential neighborhoods.

Recommendations

1. Install all needed pedestrian improvements, including: sidewalks, amenities, bulb-outs, Main Street crossings
2. Create a park-like gateway area across the street from the Mill, utilizing the current vacant space next to the RR for a small green area, signage welcoming visitors to downtown, and a small parking lot
3. Reduce the number of travel lanes from 4 to 2 at the intersection of Main Street and 3rd. Pull off extra traffic on 3rd with a left turn lane.
4. Install pedestrian improvements along 3rd (parking, sidewalks, amenities, etc)

FLOUR MILL GATEWAY (continued)

SITE WALK OBSERVATIONS & EXPANDED RECOMMENDATIONS

Memorable Experiences

Recommendations

1. Create opportunity for signage, gateway area, public art and parking in a 'Gateway Park'
2. Have the Main Street improvements extend to the Flour Mill, and create a pedestrian crossing across Main at 3rd (just on west side)
3. Ensure land use at the Flour Mill has both a regional draw and a walking connection to the downtown



PEDESTRIAN SAFETY



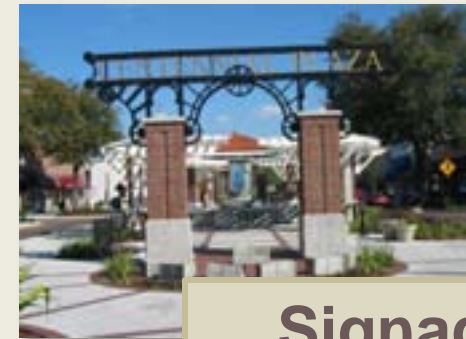
Blink Lights

STREETSCAPE IMPROVEMENTS



Furnishings

GATEWAYS



Signage



Stage One – Streetscape Amenities

Coordinated **Streetscape Amenity Package** (benches, planters, trash bins, signage & banners) will provide immediate aesthetic and functional improvements to Main Street



Stage Two - Marketing & Promotion

Regular Events, Festivals and Celebrations in the Downtown Core

Marketing Program (including 'theme' for downtown that captures the spirit, history and culture of Windsor)

Signage and Wayfinding Program that reinforces the downtown theme

Façade Grant Program that helps local business and property owners improve the aesthetic appearance of their building storefronts



Stage Three – Gateways

Gateway Elements at **3rd Street and 6th Street** Intersections

Emphasize the **5th Street intersection** as the **center of downtown** (as traffic increases, a signalized intersection may be required at 5th)



Stage Four – Redeveloped Streetscape

Make aesthetic and functional improvements to the Main Street streetscape, including:

- Wider Sidewalks
- New Lighting & Electrical
- Enhanced Plant Palette (including native, low-water materials – ensure views into businesses are not blocked by choosing open canopy trees, or replacing trees with larger shrub beds or raised planters, and providing shade through awnings attached to the businesses)
- New/Upgraded Utilities
- Rich Palette of Paving and Streetscape Materials
- Amenity Package (benches, planters, trash receptacles, bike racks, public art)



MAIN STREET

SITE WALK OBSERVATIONS & EXPANDED RECOMMENDATIONS

Streetscape Improvements

Windsor's Main Street has been updated, and reflects typical improvements such as trash cans, bike racks, acorn pole lights (30' spacing), brick accent pavers at sidewalk edges, intersection bumpouts, banners, decorative plantings, seat walls at the corners, and honeylocust street trees (15' spacing).

Although attractive, these amenities feel sparse (too few) and the seat walls available at the corner intersections do not feel adequate to encourage a pedestrian-friendly atmosphere. In order to increase the amount of seating, some merchants have purchased benches of their own, which are typically located directly adjacent to the building, facing the street. The coffee shop and sandwich shop (at the intersection of 5th and Main) has also put out tables and umbrellas adjacent to their building, and into the corner bump out.

Recommendations

1. Increase the number of amenities along the street, beginning with more benches, seating, trash and decorative hanging baskets.
2. Create more space along the sidewalk by narrowing the traffic travel lanes and widening the sidewalks. Once more space is available along the sidewalk, create 'nodes' for seating that are centered around interesting art and pockets along the street. Consider giving up some parking spaces to 'bulb out' these nodes so they can have more generous space.
3. Switch the existing cobra-head light fixtures at the intersections to multi-head acorn lights in the same style as the existing acorn pole lights.
4. Install consistent streetscape improvements along the entire 'downtown' portion of Main Street. Especially at the eastern edge of town, determine where Main Street 'begins' (it seems like it should begin at the Flour Mill), and upgrade the streetscape to create a unified pedestrian experience within the downtown.

MAIN STREET

SITE WALK OBSERVATIONS & EXPANDED RECOMMENDATIONS

Pedestrian Safety and Movements

Once you park along Main Street, the biggest inconvenience as a pedestrian is not enough available seating and trash. The traffic is also loud and fast, especially at the edges of town, where faster traffic is just beginning to slow down. In the downtown core (two blocks between 6th and 4th), there are few curb cuts, and a relatively continuous building front creates a sense of enclosure and protection, which is increased by the tree canopy and acorn lights located at the edge of the sidewalk.

Crossings

The only safe place to cross the street are at the bumpout areas, and although these are necked down, the lack of streetlights or stop signs makes the pedestrian feel secondary to the auto. There are signs indicating the legal need to stop for pedestrians 'in the crosswalk', but I found this means you literally must be IN the crosswalk, looking like you are in the middle of crossing for traffic to stop. Simply waiting at the curb doesn't seem to guarantee a stop response from auto traffic.

Recommendations

1. Slow the posted speed limit to 25 mph (minimum CDOT speed).
2. Narrow the travel lanes through downtown, giving more space to the pedestrian and making traffic feel they need to slow down.
3. Retain the pedestrian crossing signs, but also install a sidewalk-like pavement treatment across the intersections.





MAIN STREET

SITE WALK OBSERVATIONS & EXPANDED RECOMMENDATIONS

Traffic Calming

The current speed limit within downtown is 30 mph. Approaching the downtown area from the east and west, the traffic is traveling much faster, usually around 50 mph from the west, and 40-45 from the east. Due to the lack of strong gateways at either end of Main Street, it takes traffic almost a block to slow down in either direction, meaning that traffic is really only at the posted speed limit between 5th and 4th.

Recommendations

1. Reduce the posted speed through downtown (to 25 mph – CDOT minimum)
2. Narrow traffic travel lanes in the downtown (10 – 11 feet)
3. Install dedicated bike lanes in the downtown, where space permits and where connections to the regional bike trail make sense (along 5th Street)
4. Install gateways at the entrance to town that both advertise the downtown, and create a strong incentive for cars to slow down. A gateway median in the center of the travel lanes would be the strongest statement.
5. Pave the pedestrian crossings in a pavement-like material
6. Increase the number of marked pedestrian crossings, especially at the east end of Main Street (the Shell Station, the Flour Mill)

Land Use

Main Street has a very interesting and compelling mix of uses along the street. There are several very well-known restaurants and shops, and most businesses seem to be weathering a difficult economic climate well. There is also money and interest being applied to some of the vacant storefronts, which are being rehabilitated with sensitivity to both the types of businesses that would benefit Windsor, and the architectural qualities of the historic buildings.

However, although there are several strong and successful businesses in the downtown, there are also a number of empty or vacant buildings, which detract from both the walking experience of the downtown and its overall sense of vibrancy and economic success.

MAIN STREET

SITE WALK OBSERVATIONS & EXPANDED RECOMMENDATIONS

Land Use (continued)

The most critical land use question to be addressed along Windsor's Main Street is what type of mix would create a good balance between providing the routine needed shops and services that will bring locals into the downtown on a regular basis, while also having enough regional draw restaurants and shops to bring in tourists or create a sense that downtown is a fun and interesting place to hang out, and not just a single-stop-and-go location. Currently, it feels like Windsor is heavy on the local service-based shops (the auto garage shop, the plumber/electrician shop, the gas station). Most of these regional uses occur on the edges of downtown, whereas the more specialty 'tourist' shops are located between the intersections of 5th and 4th. The retail mix varies from one side of the street to the other, too. For example, between 5th and 6th, the '4 and 20 Blackbirds' shop located on the south side of the street makes it feel more pedestrian-friendly than the auto shop, karate studio, electrician shop and other regional 'one stop' shops located on the north side of the street. The important question to ask – on a block-by-block basis – is why would you want to stroll along the street? Is there an incentive, as a pedestrian, to 'stroll' along the street, look at the shops, and enjoy the downtown? Currently, the best strolling experience is between 4th and 5th.

One of the most noticeable issues with land uses along Main Street are the buildings that 'turn their back' to the street with either a blank façade (no/few windows or darkly tinted windows), or a front door that faces the side streets, with few or no openings along Main. The former bank building (at the corner of 5th and Main) is an excellent example of how a black façade and non-historic architectural style detract from a 'Main Street' feel.

Recommendations

1. Determine the retail mix that Windsor can support, and develop a Land Use Plan that balances the need to have specialty shops and restaurants with the local 'one stop' destinations that bring people into the downtown.
2. Ensure the current key buildings being redeveloped (the former bank, the Flour Mill) have a use that creates a regional restaurant/shopping draw.

MAIN STREET

SITE WALK OBSERVATIONS & EXPANDED RECOMMENDATIONS

Recommendations (continued)

3. Redeveloped properties along the street should not have blank facades and heavily tinted windows.
4. Retain the local service shops, but encourage them to be better ‘neighbors to the street’. Encourage thoughtful/interesting displays in windowfronts, or have the ‘work’ of the business toward the front of the building, where it can be seen from the street. Being able to look in and see someone working on a car, fixing an appliance, sitting at their desk, etc, create both educational opportunities for children, and increase life along the street.

Creating Connections

Main Street needs to have better connections to the lake and Boulevard Park. The most obvious place to encourage these connections is on 5th Street, however, the lack of inviting pedestrian experience, non-pedestrian friendly land uses, lack of density along 5th, and inability to access the primary lake and park parking lot discourage both car and foot traffic at this intersection.

In addition to 5th, there are other connection opportunities associated with some vacant lots in the downtown, which create both ‘windows’ of visual connection to the lake, as well as potential pass-through areas. Currently undeveloped, the vacant lot with the most potential occurs on the north side of the street between 4th and 5th Streets. Here, the visual connection to the lake, as well as the shorter distance between Main Street and the lake, create incentives to consider using this lot as a connector to both the lake and the future alley redevelopment.

Recommendations

1. Design 5th Street so it strengthens the important connection between the lake, the park, and Main Street. This will include creating a connection to the northernmost lake parking lot for cars.
2. Create a secondary pedestrian connection to the lake in the currently vacant lot on the north side of the street between 4th and 5th.

MAIN STREET

SITE WALK OBSERVATIONS & EXPANDED RECOMMENDATIONS

Memorable Experiences

Windsor has several memory-making opportunities in the downtown (the lake and park, the historic park) that bring people into the downtown, regardless of the need to shop. Windsor also has several memorable and iconic buildings along Main Street, the most significant of which is the Flour Mill. However, although there are architecturally memorable buildings, shops and experiences, there is no tangible 'feel' to the downtown, and it isn't able to market the experience of the downtown in a compelling narrative that helps people understand what is special about Windsor's downtown.









Recommendations

1. Create a stronger marketing image for downtown, and reinforce this image through gateways, signage, public art, programs and events (this should be grounded in what will work economically for Windsor)
2. Work with the Chamber of Commerce to share responsibilities for marketing and events within the downtown
3. Create architectural design guidelines that outline both the form and the character of the desired architectural 'style' of Windsor

DESIGNING A GREAT DOWNTOWN

*Some good design ideas for
downtowns*

**A GREAT DOWNTOWN
WILL....**

-  **Facilitate movement and access**
with multiple modes – be connected
-  Provide a **setting for architecture**
-  Create **dynamic social spaces**
-  Contribute to the **sense of a center**
-  Reinforce a **memorable experience**
-  Make **new activities possible** and
existing activities better
-  Be interesting but **understandable**
-  Be **authentic**
-  Invite **involvement and interaction**
-  Provide **areas for gathering** and
prospect/refuge
-  Serve the **economic & retail needs of
residents**



Town of Windsor Downtown Master Plan



Main Street Section



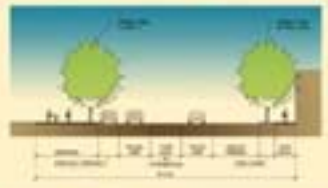
5th Street Section



4th Street Section



6th Street Section



Text box describing street layout and recommendations for the 5th Street area.

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- 1 Executive Summary
- 2 Project Introduction & Overview
- 3 Our Process
- 4 Master Plan, Guidelines & Recommendations
- 5 Financing & Organizational Structure



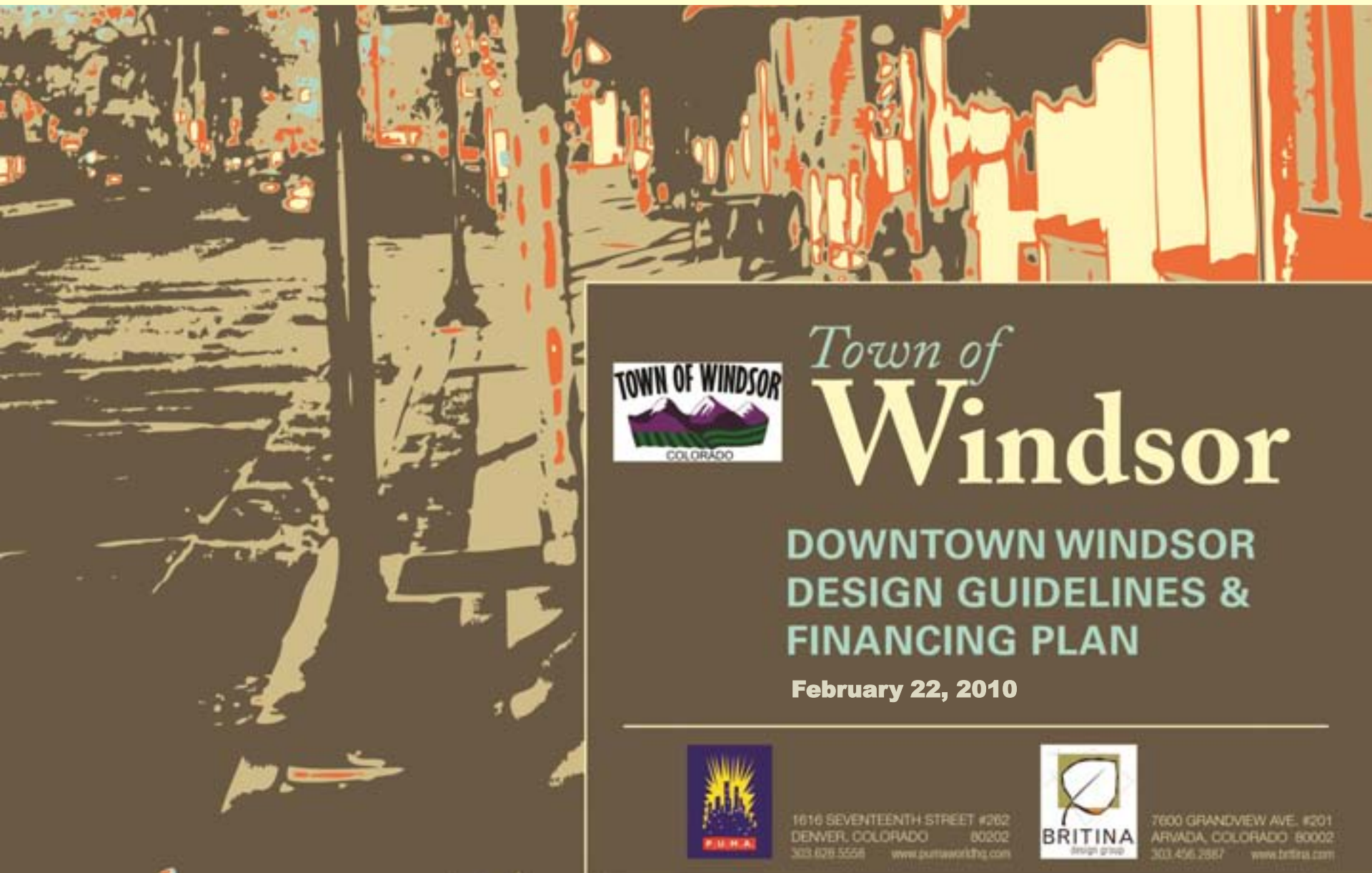
STEP 1 **“Quick Win”** by Town to demonstrate spirit of cooperation, demonstrate civic willingness to invest in Downtown

Create a Downtown Business Improvement District (BID)

- STEP 2**
- Best of a variety of alternatives
 - BID can finance operations, maintenance, marketing
 - Creates long-term self-sustaining champion for Downtown
 - Can adapt to changes in the local market
 - BID assessment could be matched with sales tax increment
-

If BID is formed, Town invests in more significant capital improvements

- STEP 3**
- BID/sales tax increment approach guarantees long term maintenance, advocacy and marketing
 - Capital improvements could be financed through Town funds, perhaps GO bond issue
 - Long term strategy for both capital and operations



Town of
Windsor

**DOWNTOWN WINDSOR
DESIGN GUIDELINES &
FINANCING PLAN**

February 22, 2010



1616 SEVENTEENTH STREET #202
DENVER, COLORADO 80202
303.628.5558 www.pumaworking.com



7600 GRANDVIEW AVE. #201
ARVADA, COLORADO 80002
303.456.2887 www.britina.com

Town of Windsor Downtown Master Plan
 BID Assessment Options (DRAFT July 10, 2008)

Assessment	
Market Assessment	100,000
Market + 10% Bid Assessment	110,000
Market + 20% Bid Assessment	120,000
Market + 30% Bid Assessment	130,000



BID Assessment Options	100,000	110,000	120,000	130,000	140,000
Market Assessment	100,000	110,000	120,000	130,000	140,000
Market + 10% Bid Assessment	110,000	121,000	132,000	143,000	154,000
Market + 20% Bid Assessment	120,000	132,000	144,000	156,000	168,000
Market + 30% Bid Assessment	130,000	143,000	156,000	169,000	182,000
Market + 40% Bid Assessment	140,000	154,000	168,000	182,000	196,000
Market + 50% Bid Assessment	150,000	165,000	180,000	195,000	210,000



Final BID boundary will be recommended by the Town, in partnership with the downtown business and property owners

FINANCING OPTIONS FOR DOWNTOWN MASTER PLAN IMPLEMENTATION

(Prepared by Progressive Urban Management Associates, 7/09)

	Bonds	URA	DDA	BID	HYBRID (BID + Informal TIF)
PROS	Can raise significant revenue for capital improvements Low interest debt	Can Utilize tax increment Can issue bonds Does not require TABOR election	Can Utilize tax increment for improvements and mil levy for operating costs Flexible applications	Flexible programming Can respond to master plan priorities Can use mil levy or special assessment Business and property owner board	Flexible programming Can respond to master plan priorities Can use mil levy or special assessment Business and property owner board
CONS	Requires TABOR election Town-wide electorate	Must demonstrate blight Negotiate with other entities for tax sharing Increment hard to predict	Negotiate with other entities for tax sharing Can't use special assessment Increment hard to predict Requires TABOR election	Difficult to form Can't use TIF Requires TABOR election	Difficult to form Requires TABOR election
MISC	Would require town-wide support for Downtown-specific improvement	Board appointed by Mayor Can utilize eminent domain Usually used for capital improvements Can issue bonds	Board appointed by Town Board, must consist of District residents Can include commercial and residential property	Requires strong private sector leadership Takes 9-12 months to form Only includes commercial property	Unique approach tailored for Windsor Can utilize voluntary, shared tax increment
FIT for WINDSOR	Could be helpful in implementing Master Plan recommendations	Main Street limited infill potential Increment hard to predict Recent URA voted out Blight study recently completed - cost of re-establishing URA significantly reduced	Main Street limited infill potential Increment hard to predict Mil levy revenue limited to 5 mils	Master Plan Implementation Flexible Can build, operate and maintain improvements Can't utilize tax increment	Responsive to current economic and political context of Downtown Would allow an informal tax increment sharing Would not require agreements with other entities Downtown would benefit from revenue generated Downtown
Revenue Source(s)	Depends on type of bond	TIF (see attached chart)	TIF (see attached chart) + up to 5 mils (+/- \$15,000)	assessment (+/- \$20,000-\$50,000)	assessments + agreed upon city portion of increment (see chart)