

Town of Windsor General Plan Update and EIR

July 15, 2014



Introduction and Purpose



Agenda

1. Introduction and purpose
2. Discuss the steps in the General Plan process
3. Near-term project schedule
4. General Plan Update economic analysis
5. Questions

Consultant Team Members

- Jim Harnish, Principal, Mintier Harnish
- **Ted Holzem, Senior Project Manager, Mintier Harnish**
- Chelsey Norton, Project Manager, Mintier Harnish
- Jim Heid, Project Advisor, Urban Green
- **Doug Svensson, President, Applied Development Economics**
- Steve Svete, Principal, Rincon Consultants
- Dalene Whitlock, Principal, W-Trans

Lead Town Staff

- Linda Kelly, Town Manager
- Ned Thomas, Community Development Director
- Pauletta Cangson, Senior Planner
- Sheila Wolski, Senior Administrative Assistant

The Nature of the General Plan

- The general plan has been described variously as a
 - Blueprint
 - Guidebook
 - Operating manual
 - Roadmap
 - Touchstone for land use decisions
 - Constitution for land use and development



Nature of the General Plan

- It is a long-term plan for the development of the community
 - It has to address a minimum set of topics
 - It has to be internally consistent
 - It is legally enforceable

Required General Plan Topics



Existing Town of Windsor General Plan Elements



Themes for the Windsor General Plan Update

- Retain and refine the existing General Plan
- Examine growth and infill options
- Preserve Windsor's character and small-town feel
- Promote economic development and fiscal stability
- Emphasize health, sustainability, and resiliency
- Strategize General Plan implementation
- Use innovative community outreach techniques

Steps in the General Plan Update Process



Project Phases

1. Project Initiation
2. Background Report
3. Vision and Guiding Principles
4. Land Use Alternatives
5. Prepare the General Plan
 - + Housing Element Update
 - + Accelerated Transportation Element Update
6. Environmental Review
7. Plan Adoption

Phase 1: Project Initiation

- ~~✓ Kick-Off Meeting and Town Tour~~
- ~~✓ Organize the Community Engagement Strategy~~
- ~~✓ Create Project Website~~
- ~~✓ Set up MindMixer Town Hall Forum~~
- ~~✓ Stakeholder Interviews~~
- ~~✓ All-Hands Kick-Off Workshop with the Town Council, Planning Commission, and other Town Commissions~~
- ~~✓ Newsletter: New General Plan Process~~

Phase 2: Existing Conditions

- GIS Database and Project Base Maps
- Existing Conditions Updates
 - **Market Analysis**
 - Traffic Analysis
 - Growth Control Ordinance Analysis
- Focus Group Meetings
- Joint Study Session: Discuss Issues and Opportunities
- Town Council Meeting: Confirm Issues and Opportunities

Phase 3: Issues, Opportunities, and Vision

- Issues and Opportunities Summary Report
- Newsletter: Issues, Opportunities, and Vision
- Joint Study Session: Reviewing the Vision
- Town Council Meeting: Confirming the Vision

Phase 4: Land Use Alternatives

- Focus Area Alternatives Report
 - **Fiscal Impact Analysis**
- Newsletter: Focus Area Alternatives
- Community Workshop: Alternatives Preferences
- Joint Study Session: Alternatives Preferences
- Town Council Meeting: Preferred Alternative

Phase 5: Prepare the General Plan

- Evaluate Existing General Plan
- Identify New Policy Options and Ideas
- Joint Study Sessions: Focused Policy Updates
- Administrative Draft General Plan
- Preliminary Public Review Draft General Plan
- Joint Study Session: Draft General Plan
- Town Council Meeting: Draft General Plan
- Public Review Draft General Plan

Phase 6: Environmental Review

- Initial Study/Notice of Preparation
- Scoping Meeting
- Administrative Draft EIR
- Draft Environmental Impact Report
- Responses to Public Comments on the Draft Program EIR/Final Program EIR/MMRP/NOD
- Findings of Fact and Statement of Overriding Considerations



Phase 7: Plan Adoption

- General Plan Consultation and Referrals
- Planning Commission Hearings (2)
- Town Council Hearings (2)
- Final General Plan Documents
- Town Adoption Hearing

Outreach Program

- Information
 - Email e-blasts
 - General Plan website
 - Newsletters
- Interaction
 - Online Town Hall forum (MindMixer)
 - Branding/Project Logo/Flyers
 - Survey's
 - Community workshops
 - Community group meetings
 - Project information booth
 - Focus groups
 - Translation
- Validation and Direction
 - Town Council/Planning Commission study sessions
 - Planning Commission Hearings
 - Town Council Hearings



Project Schedule



Near-Term Schedule: May 2014

- ~~Team Kick-off Meeting ✓~~
- ~~Project Website ✓~~
- ~~Newsletter #1 ✓~~
- ~~All-Hands Kick-off Meeting ✓~~
- ~~Public Engagement Strategy - May 2014 ✓~~
- ~~Stakeholder Interviews - May 27-29, 2014 ✓~~

Near-term Schedule: June 2014

- Update Existing Conditions – July/August 2014
- Prepare Market Analysis – June/July 2014
- Update Housing Element – June/July 2014
- ~~Housing Element Stakeholder Workshop – June 16, 2014 ✓~~
- ~~Housing Element Community Workshop – July 8, 2014 ✓~~

Near-Term Schedule: July 2014

- Public Review Draft Housing Element – July 2014
- Planning Commission Meeting – August 12, 2014
 - HCD Review Draft Housing Element
- MindMixer Outreach – July/August 2014
 - What are Windsor's Issues and Assets?

Mid-Term Schedule: August - December

- Focus Group Meetings – Early August
- Joint Study Session – August 26, 2014
 - Discuss Major Issues and Opportunities
- Town Council Meeting – September 3, 2014
 - HCD Review Draft Housing Element
- Town Council Meeting – September 17, 2014
 - Confirm Major Issues and Opportunities
- Issues/Opportunities Summary – October 2014
- Newsletter: Windsor's Vision – October 2014
- Mindmixer Outreach: Windsor's Vision – October 2014
- Public Review Draft Housing Element/Circulation Element
- Joint Study Session – November 2014
 - Discussing Windsor's Vision
 - Recommending Adoption of the Housing Element/Circulation Element
- Town Council Meeting – December 2014
 - Housing Element and Circulation Element Adoption

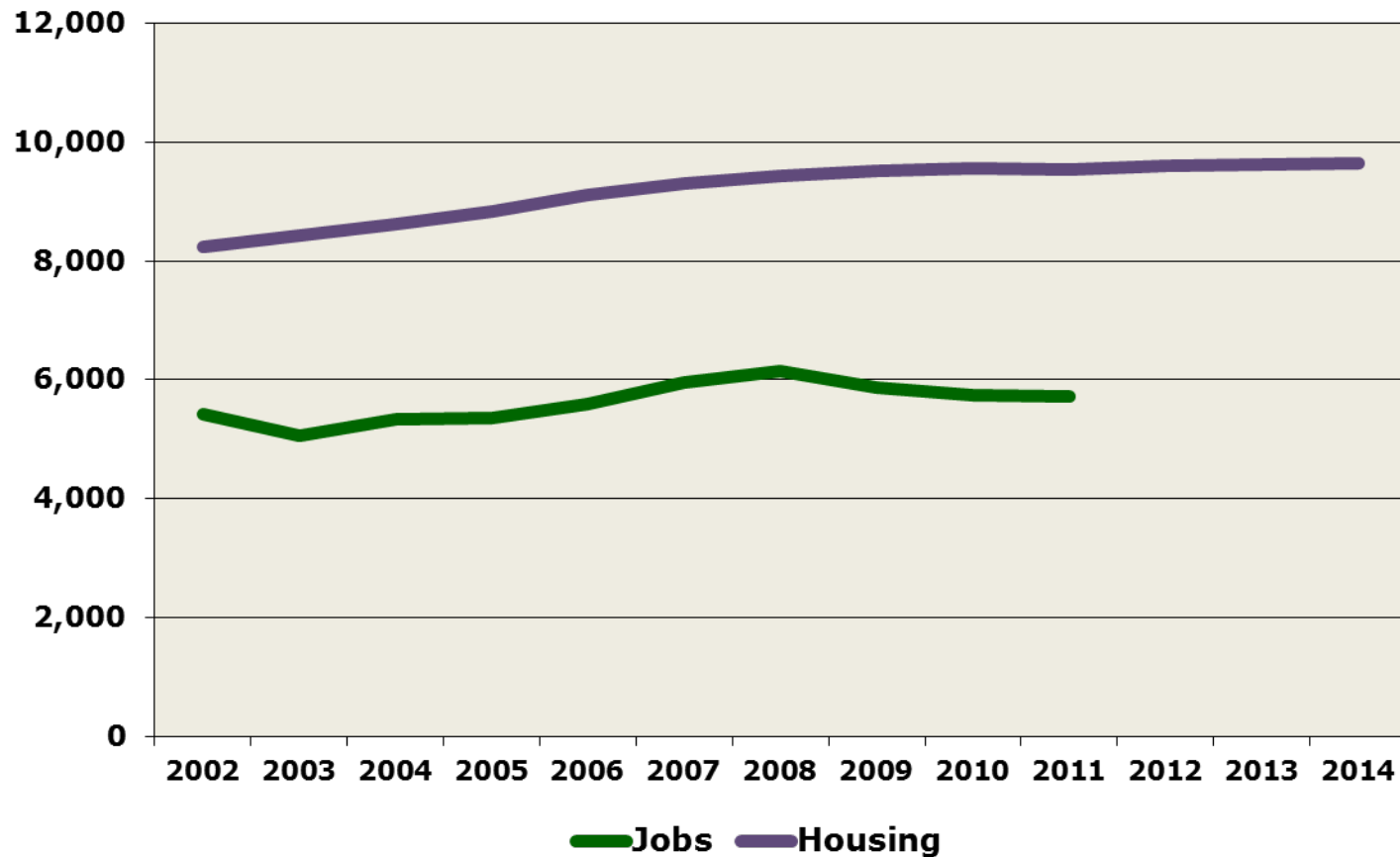
General Plan Update Economic Analysis



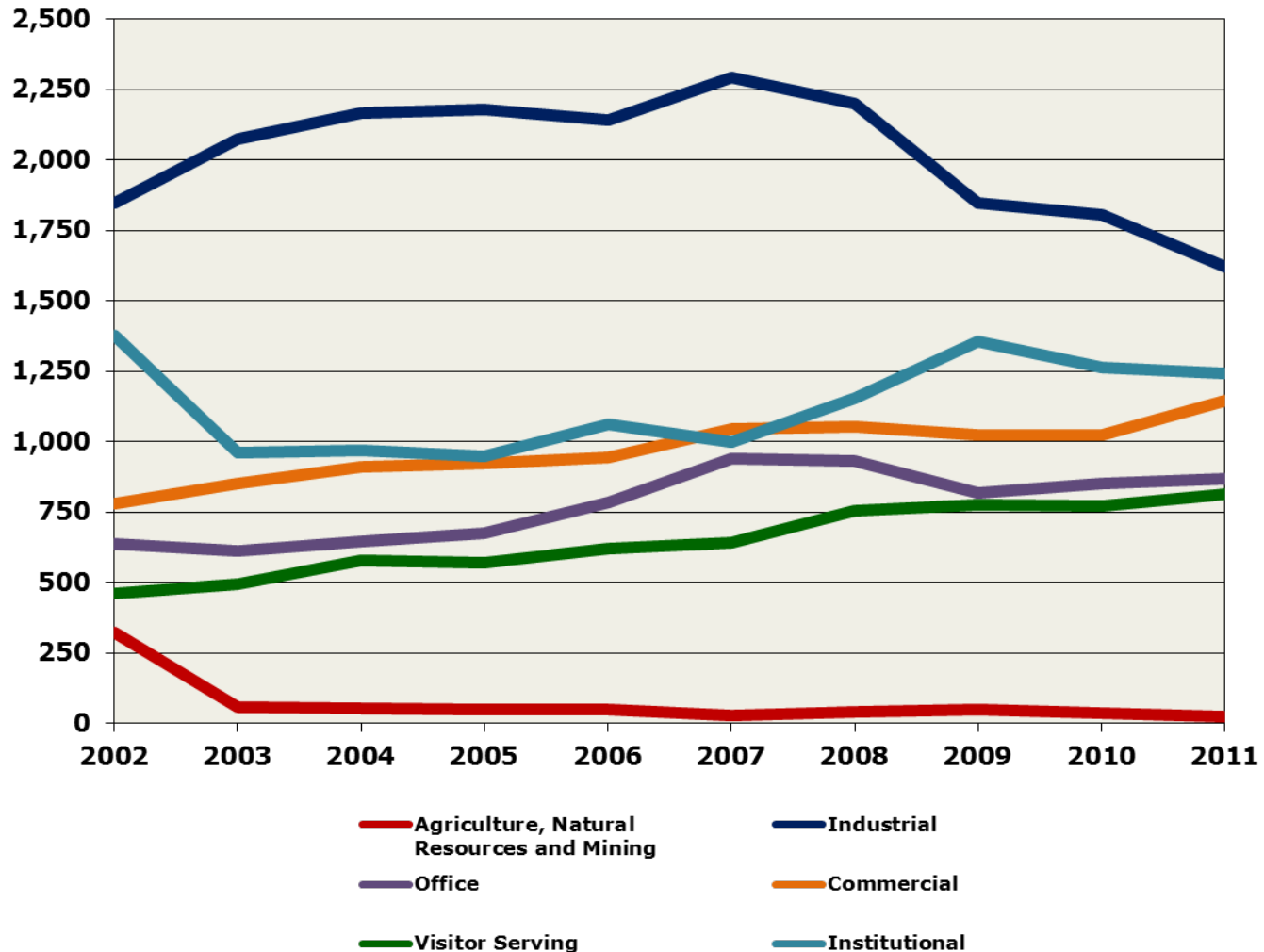
General Plan Economics Analysis

- Market analysis of commercial, industrial and visitor serving business opportunities
- Fiscal impact analysis of land use alternatives
- Review of Growth Management program
- Economic development polices

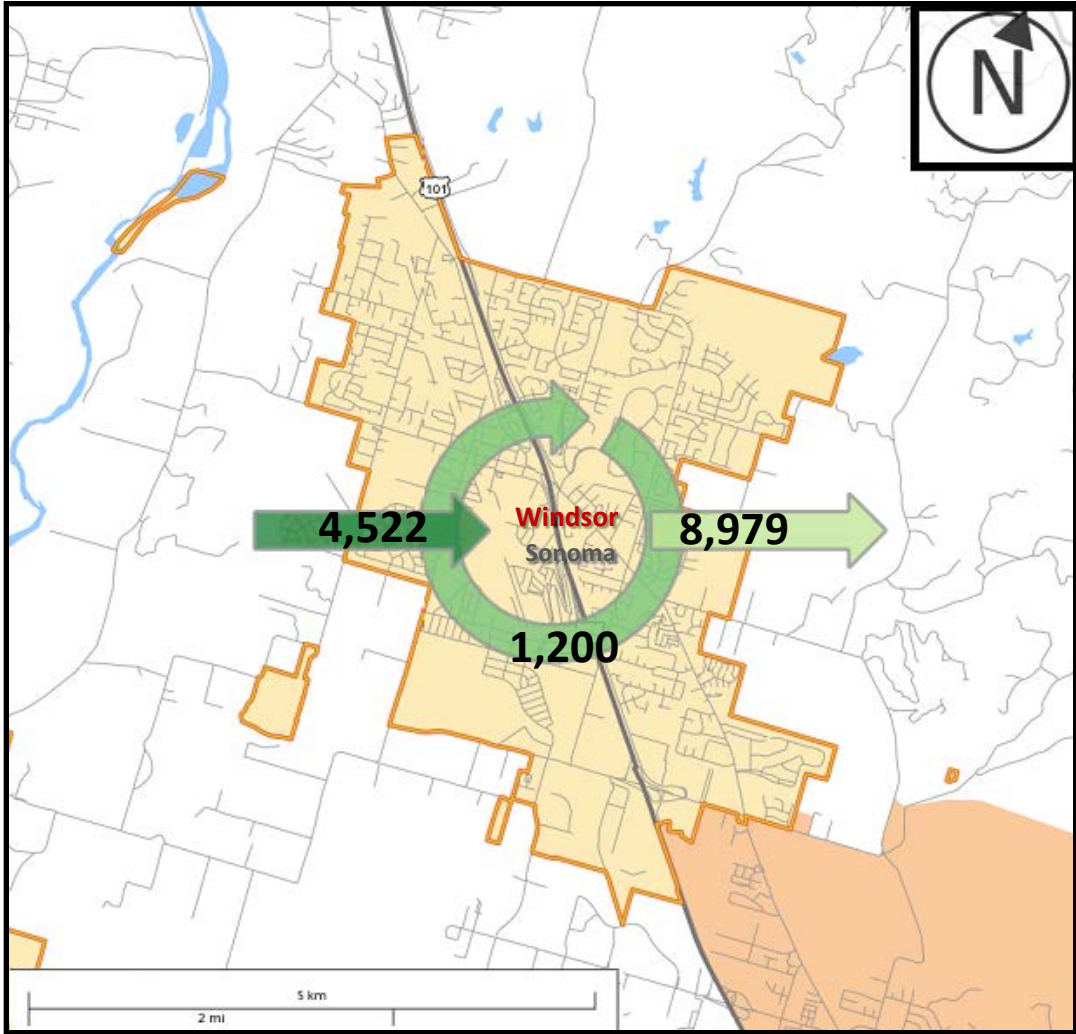
Housing and Job Growth



Job Trends 2002 - 2011



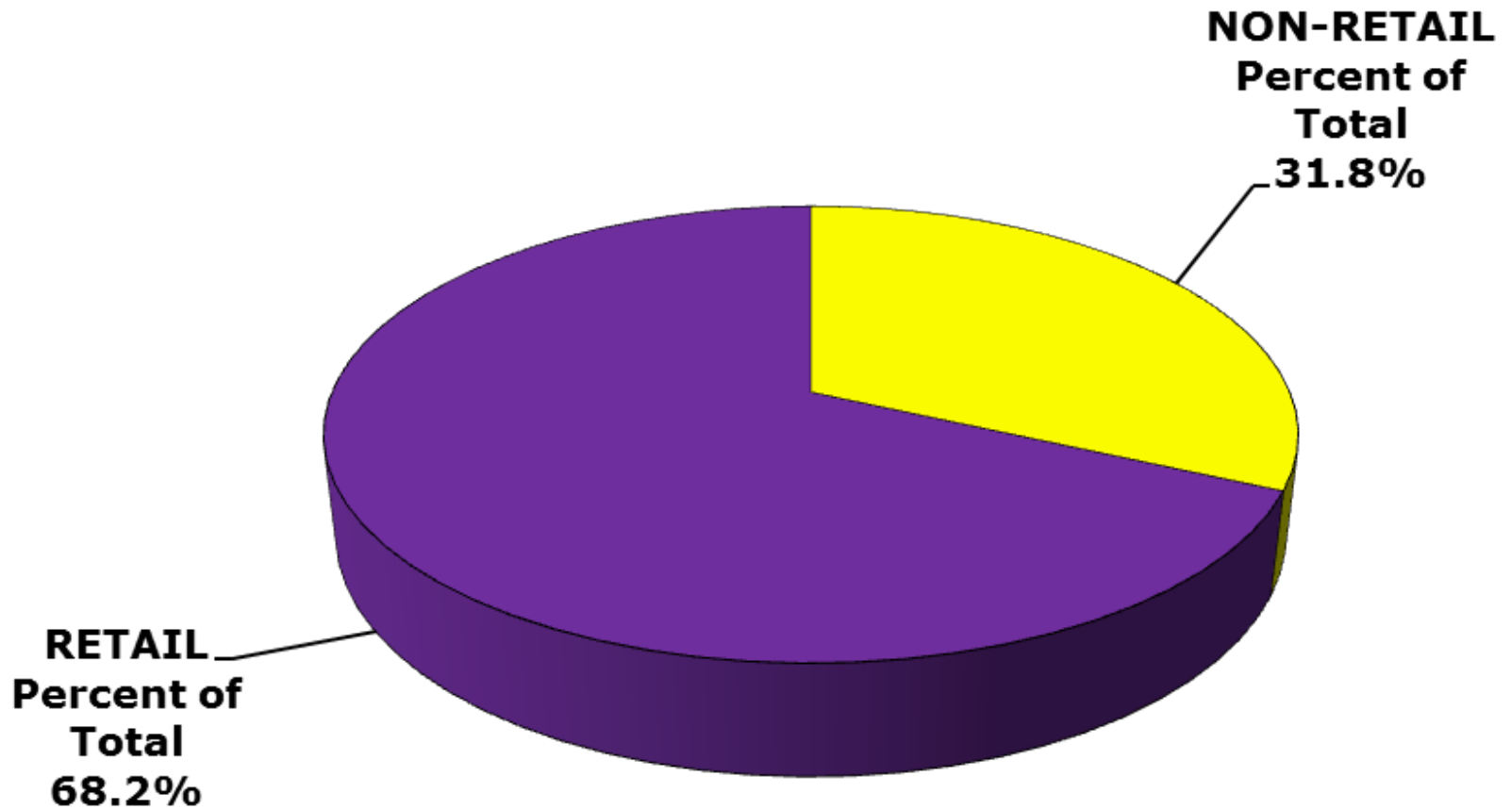
Windsor Workers Inflow/Outflow



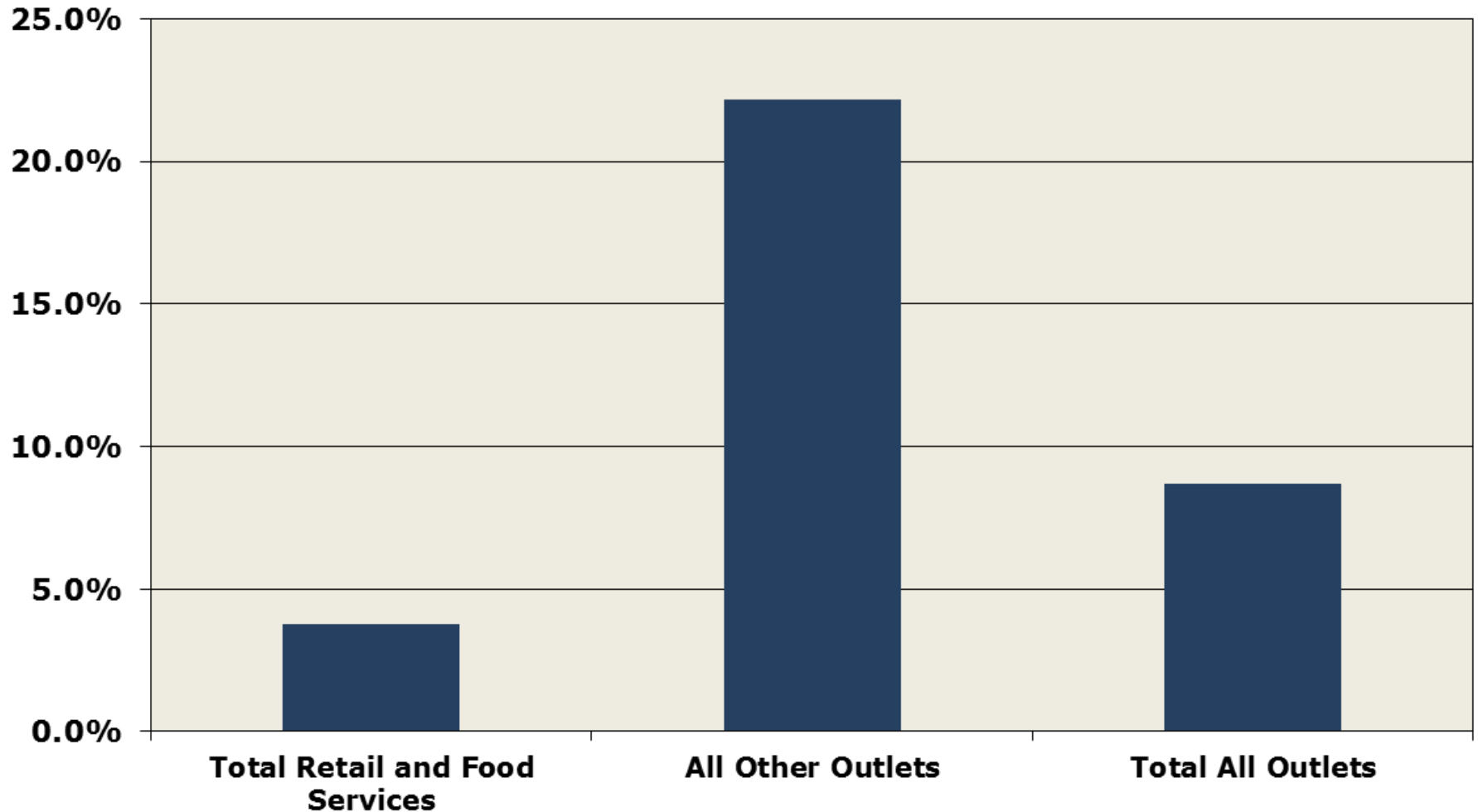
Commuter Characteristics

- High proportion of out-commuters work in manufacturing.
- In-commuters tend to work in lower wage occupations.
- People who both live and work in Windsor are evenly spread among age groups and income levels, but are more employed in services than manufacturing or trade.

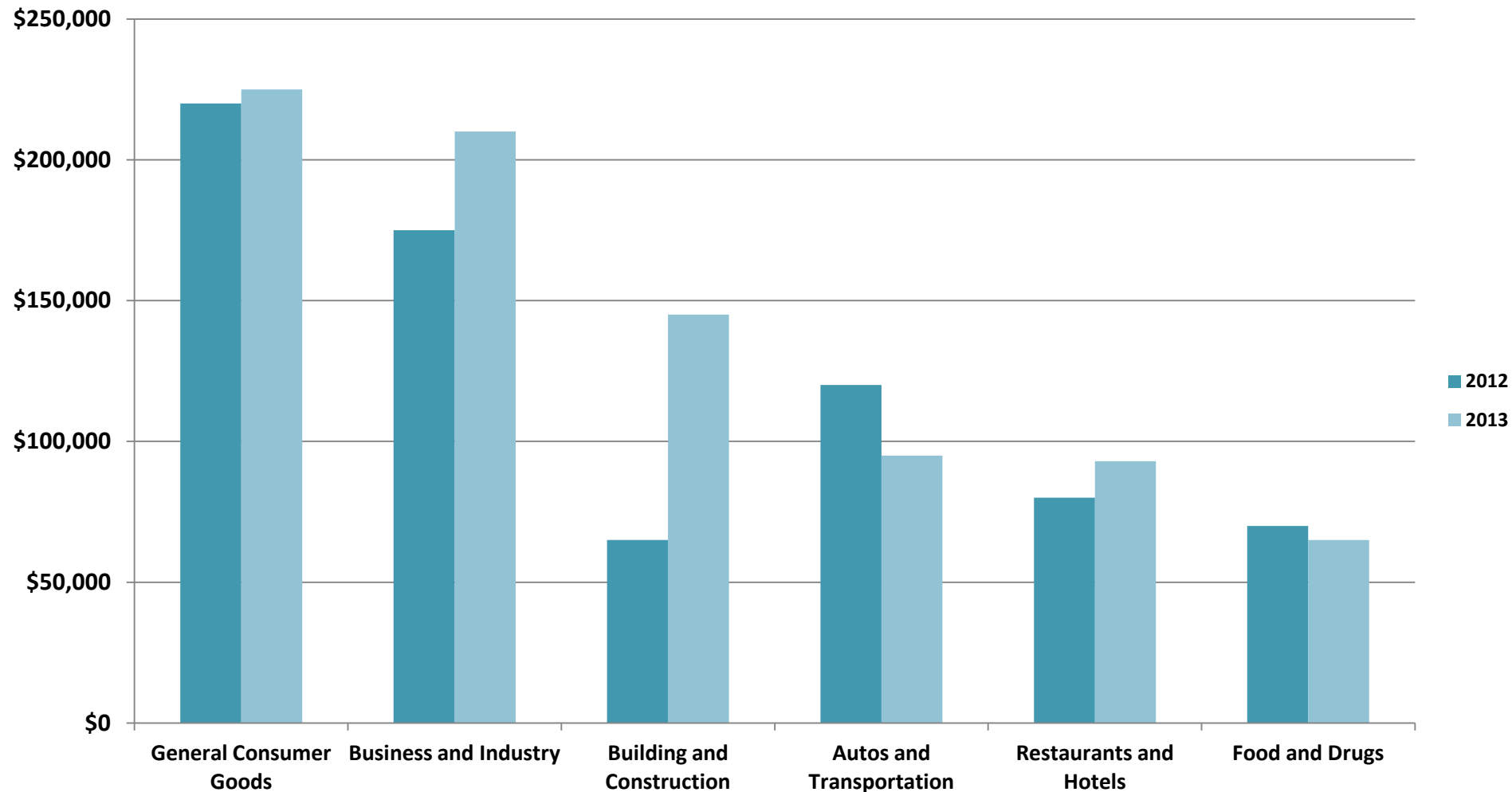
Sales Tax Distribution



Taxable Sales Annual Growth 2010-2012



Taxable Sales Annual Growth 4th Quarter 2012-2013



Preliminary Retail Opportunities

- Fine dining
- Apparel
- Home furnishings
- Specialty retail
 - Sporting goods
 - Drug stores
 - Art/gift/novelty/stationary
 - Jewelry
 - Electronics
- Gas stations/convenience stores
- Key Issue: What anchor opportunities exist?

Questions

