

Town of Windsor General Plan Update and EIR

October 1, 2014



Agenda

- Study Session Purpose
- Process Update
- Issues, Opportunities, Assets
- Vision Statement
- Public Opinion Survey Options
- Next Steps

Study Session Purpose

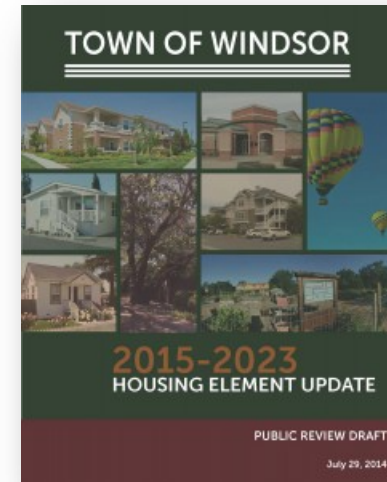
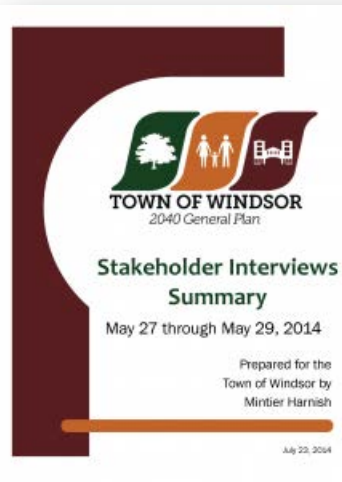
- Issues, Opportunities, and Assets
 - Review what's been identified to date
 - Refine and prioritize for further analysis
- Vision Statement
 - Review existing vision statements
 - Discuss Windsor's changing future
- Public Opinion Survey Options

Process Update



Where we've been...

- Newsletter #1
- Stakeholder Interviews Summary
- Draft Housing Element Update



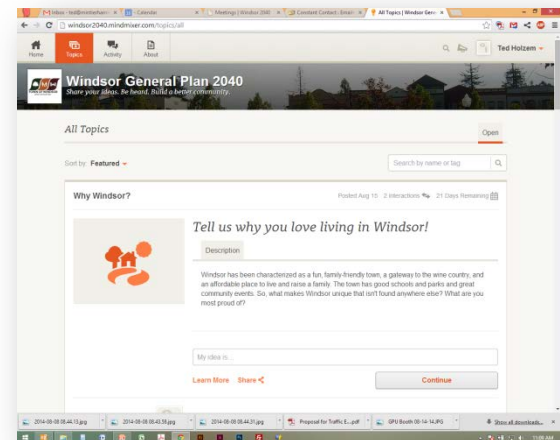
Where we've been...

- Joint Study Session #1
 - May 27, 2014
- Stakeholder Interviews
 - May 27 to May 29, 2014
- Housing Element Stakeholder Meeting
 - June 19, 2014
- Housing Element Community Workshop
 - July 8, 2014
- Chamber of Commerce Presentation
 - July 15, 2014
- Parks and Recreation Master Plan Joint Workshop
 - July 15, 2014
- Focus Group Meetings
 - August 7 to August 8, 2014
- Planning Commission Study Session: Housing Element
 - August 12, 2014
- Joint Study Session
 - August 26th
- General Plan Update Booth on the Town Green
 - Summer 2014
- Mindmixer Townhall Forum
 - Through October 31, 2014



Where we are...

- Youth, Education, Library Focus Group Meeting
- Background Report is being drafted
- Issues, Opportunities, and Assets are being refined



Issues, Opportunities, and Assets



General Plan Update Feedback to Date

- Town Council/Planning Commission Joint Study Session #1
- Stakeholder Interview Summary
- Parks and Recreation Master Plan Joint Workshop Summary
- Housing Element Community Workshop Summary
- Housing Element Stakeholder Workshop Summary
- Focus Group Meetings
- Town Council/Planning Commission Joint Study Session #2

Major Topic Areas

- Community Image
- Economic Development
- Tourism
- Downtown/Town Green
- Housing and Neighborhoods
- Transportation and Mobility
- Health and Wellness
- Schools and Education
- Edges and Growth
- Growth Ordinance/Merit Process

Community Image

- Assets
 - Family-oriented community
 - Gateway to and part of the wine country
 - An events center in Sonoma County
 - Other communities want to emulate Windsor
- Issues
 - Inability to establish and promote a clear identity
 - Conflicts between being family-oriented, gateway to the wine-country, and events center
 - Using family-oriented image for economic development
 - Divided by Highway 101 and to the north and south

Community Image

- Opportunities
 - Windsor has matured and begun to be known for its attributes
 - Document residents “stories” to share why Windsor is a great community
 - The General Plan Update offers an opportunity to define Windsor and its future

Economic Development

- Assets
 - Airport and Airport Business Center
- Issues
 - Lack of jobs for residents
 - Windsor is a bedroom community
 - Lack of clear leadership in Economic Development
- Opportunities
 - Airport Business Center
 - Establish a Town ED leadership role
 - Work with Chamber to pursue a major ED project

Tourism

- Assets
 - Location
 - Wine country
 - Airport
 - Downtown/Town Green Events
- Issues
 - Tourism and the wine industry may conflict with the town's family-oriented character
 - Image as a family-friendly town, not a wine country draw

Tourism

- Opportunities
 - Airport expansion
 - Visitor and overflow hotels
 - Complete Downtown (tasting rooms, boutique hotel, shops, art)
 - Sports fields and regional recreation events
 - Community art
 - Sonoma County agriculture center (Olaf property)

Downtown/Town Green

- **Assets**
 - Existing location and structure is already present
 - Community's center and identity
 - Events that draw visitors
 - Planned SMART Train stop
- **Issues**
 - Businesses are challenged due to a lack of foot-traffic and limited continuity and coordination
 - Parking shortages
 - The Town Green is incomplete
 - There aren't enough people living Downtown

Downtown/Town Green

– Opportunities

- Support smart growth, transit-oriented, vibrant development Downtown
- Finish Downtown on all sides of the Green
 - Redevelop Town-owned properties to the north
 - Attract a boutique hotel to anchor Downtown
- Provide more places for people to live in and around Downtown

Housing and Neighborhoods

- **Assets**

- Windsor has historically been an affordable community with housing/neighborhoods designed for families

- **Issues**

- There is limited housing inventory, especially for move-up homes
- There is increasing demand for housing that meets the needs of young adults and seniors
- Residents in established neighborhoods are generally opposed to increasing densities outside of Downtown

Housing and Neighborhoods

- Opportunities

- Communicate what housing affordability means and who needs affordable housing
- Identify locations appropriate for higher densities
- Plan and design housing/neighborhoods that:
 - Provide a variety of densities, types, and unit sizes
 - Offer a range of prices and rental and ownership options
 - Meet existing and future housing needs, especially for young adults and seniors

Transportation and Mobility

- Issues

- Congestion, especially during peak travel times and around schools
- Connections across Highway 101 are limited and become choke points during peak travel times, community events, and school drop-off/pick-up
- Community opposition to changing roadways to accommodate alternative travel modes (e.g., Brooks Road South)

Transportation and Mobility

- Opportunities
 - Develop local creeks and open space corridors as transportation routes
 - Connect pedestrian/bikeways to the path along the rail track
 - Require developments along creeks to improve public trails
 - Develop additional bike and pedestrian facilities, especially across Highway 101
 - Expand capacity at key chokepoints
 - Improve signalization, especially for pedestrian crossings
 - Redirect traffic to use alternative, less congested routes
 - Work with School District
 - Restore bus service or use Town shuttles
 - Organize kids to walk to school or to form carpools
 - Investigate a ride-sharing app

Health and Wellness

- Issues
 - Windsor is underserved by health practitioners
- Opportunities
 - Incorporate Health in all Policies
 - Invest in children/youth health programs
 - Promote healthy foods and active living
 - Form partnerships with organizations and businesses that improve residents health
 - Require new development to be planned, designed, and constructed as healthy buildings
 - Educate and train developers on what a healthy project is/isn't
 - Consider health impacts or benefits in Town decisions
 - Track health indicators

Schools and Education

- Assets
 - The School District is well managed and provides great programming/education
- Issues
 - Location of the next school
 - Town/District coordination/relationships
- Opportunities
 - Increased collaboration with the School District
 - Jointly plan the location of the next school

Edges and Growth

- **Assets**
 - The town's existing Urban Growth Boundary is sufficient and there is no need to expand the Urban Growth Boundary
 - It is difficult to predict or control the timing of development
- **Issues**
 - Areas to the west of the Town are being purchased by the Lytton Tribe and are no longer available for town development
 - Many infill sites are constrained and do not have as much capacity

Edges and Growth

- Opportunities
 - Prioritize where growth should occur and when
 - Identify unconstrained infill development potential
 - Update the Shiloh Road Vision Plan to address constraints and clarify land use and transportation direction
 - Update the Old Red Going Green to reflect residents expectations (e.g., lower density)

Growth Ordinance/Merit Process

- **Assets**

- Town design as a product of good planning and attention to detail
- Community involvement in planning Windsor

- **Issues**

- The merit process hasn't been working lately for either developers or Town decision makers
- A lack of competition has made the merit process unnecessary

Growth Ordinance/Merit Process

- Opportunities

- Link the merit process to achieving the General Plan Vision
- Consider realistic financing and service demands
- Consider social and ecological values
- Establish a performance based criteria
- Continue the citizen-driven process of project review
- Require a mix of housing that meets Housing Element goals

Other Assets

- Infrastructure
 - Well planned and maintained
- Low crime rate
 - Sense of safety and community
- Regional Parks
 - Amenity for residents, attraction to visitors
- Community Garden
 - Creates community involvement/interaction

Other Issues

- Drought
 - Continue conserving water
- Jobs
 - Businesses need jobs that support their success and housing people can afford
- Retail Services
 - Need more local serving retail uses (e.g., plumbers, accountants, doctors, and clothing, electronics, and furniture stores)

Key Questions

- *What do we want to be and how does the town see itself?*
- *Does Windsor want to provide policy framework to enable implementation of the Vision or be proactive and strategic with investments to make things happen?*
- *How will Windsor continue to influence housing supply that provides for families, young adults, and seniors?*
- *How can Windsor use its location in the Wine Country to promote tourism, while maintaining its family-oriented character?*

Key Questions

- *What are the Town's priorities for mobility and transportation investments?*
- *How can the Town improve residents ability to lead healthy lives?*
- *How can the Town work with the School District to continue providing great service to Town residents?*
- *What are the community priorities with regard to development within the Urban Growth Boundary?*
- *How can the Town better use the merit process to evaluate and approve projects?*

Discussion

- Did we identify Windsor's greatest assets and opportunities?
- Did we capture Windsor's most critical issues?
- Are we asking the right questions?

Vision Statement



1996 General Plan Vision

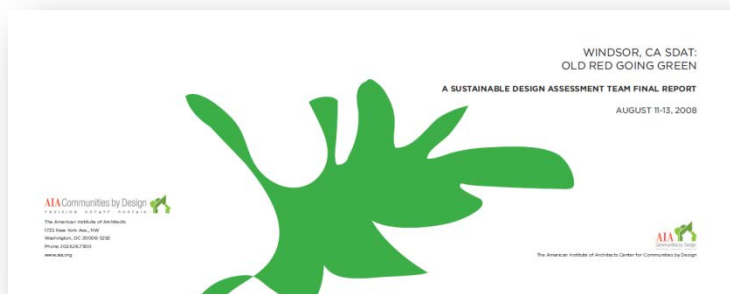
- *It is Windsor's overall goal to foster and promote an image of the Town as a:*
 - *place with a strong sense of community;*
 - *friendly, family-oriented community;*
 - *community with an active, involved citizenry;*
and
 - *vital and growing community with small town character.*

1996 General Plan Vision (cont')

- Town Identity
- Unified, Vital Community
- Community Structure and Design
- Revitalization of Old Town
- Preservation of Ag/Natural Resources
- Concurrency/Growth Management

Other Vision Documents

- Station Area/Downtown Specific Plan
- Shiloh Road Vision
- Old Red Going Green (SDAT)



Vision Updates...

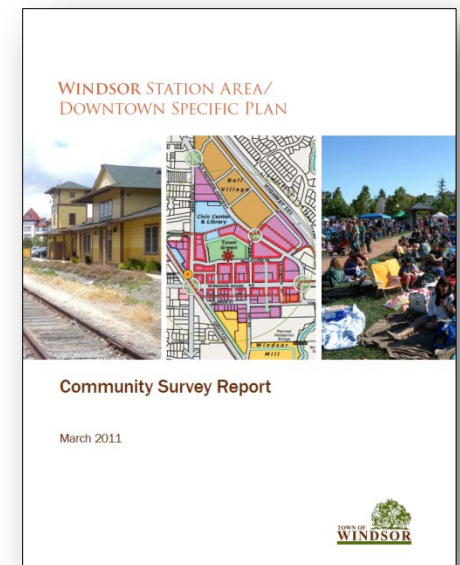
- Completed Downtown
- Served by SMART Train
- Continued Past Development Trends
- Community Driven Future
- Community Pride
- Embraced Change
- Part of the Wine Region

Public Opinion Survey



Past Surveys

- Community Vision Questionnaire
 - November 1994
- Station Area/Downtown Specific Plan Community Survey
 - March 2011



Public Opinion Survey Options

Survey Type	Cost Range	Accuracy
Telephone	\$18,000 – \$21,000	High
Personal Intercept (Home)	\$50,000+	Medium/Low
Personal Intercept (Storefront)	\$20,000+	Medium/Low
Questionnaire (Mailed)	\$25,000 - \$30,000	Low
Questionnaire (Online)	\$2,000* (Included in GPU)	Low

Discussion

