

A. Vision Statement

Windsor is a family-oriented small town in the heart of Sonoma County wine country and near the Russian River recreation area that:

- *Provides a safe and walkable environment for residents and visitors;*
- *Fosters diversity, collaboration, and civic engagement;*
- *Promotes healthy and active lifestyles for all ages;*
- *Demonstrates leadership and innovation in sustainable practices, development, and public infrastructure;*
- *Supports a vibrant local and regional economy;*
- *Values mobility and accessibility via walking, biking, and high quality public transit.*

B. Guiding Principles

Town Identity

- Windsor is recognized as a family-oriented community with a diverse population, a robust economy, and strong ties to the surrounding Sonoma County wine country and nearby Russian River recreation areas.
- Visitors to Windsor appreciate its small-town character, comfortable and welcoming pace, downhome atmosphere, and quality shopping, restaurants, entertainment, and public spaces.
- The Town Green and Keiser Community Park are Windsor's most important public spaces that connect the community and provide a sense of place for both residents and visitors.
- Windsor residents enjoy excellent educational, recreational, civic and cultural facilities and services. High quality parks and open space enhance Windsor's overall quality of life and promote the health and wellness of its residents.
- Multiple generations of Windsor residents choose to live in the community because of its small-town appeal, safe and affordable neighborhoods, high quality cultural and recreational amenities, and opportunities for employment and lifelong learning.
- The Town values its cultural diversity and promotes opportunities for all residents to share their unique heritage and engage in the life of the community.
- Windsor will continue to evolve with the changing values and priorities of its residents.

The Town Green and Downtown

- The Town Green is a major public gathering space that draws residents and visitors alike to year-round special events, including live music, cultural and recreational activities, and a local farmers' market.
- The Town Green is a focal point for the community and supports economic development.
- The Town Green is surrounded and complemented by a mixed-use Downtown that features urban residential housing and offices above pedestrian-oriented shops, restaurants, and other businesses.
- The Downtown serves as Windsor's primary center of commerce, business, entertainment, and civic services.
- The Downtown includes restaurants and wine-related businesses that provide an important link between the Town and the surrounding Sonoma County wine country.
- The Downtown includes lodging and entertainment facilities as well as Town Hall and other important civic, cultural, and recreational uses.
- Windsor Station in the Downtown connects the community to the larger region through frequent bus service and access to Sonoma-Marín Area Rail Transit (SMART) service.

Economic Vitality and Balance

- Windsor is centrally located within the Sonoma County wine country and has strong economic and cultural ties to the larger region.
- Windsor is an attractive destination for visitors and residents traveling along the Sonoma-Marín Area Rail Transit (SMART) corridor.
- Windsor has three fully developed gateways along the U.S. 101 corridor to welcome tourists and visitors from the larger Bay Area and beyond.
- Windsor takes full strategic advantage of its proximity to the Charles M. Schulz Sonoma County Airport, the surrounding wine industry, and the nearby Russian River recreation area.
- The Town has a balanced mix of residential, commercial, office/professional, and industrial land uses to support a wide range of employment opportunities for its residents.
- The Town supports development and expansion of new and existing businesses and industries to sustain the community's current and long-term economic well-being and vitality.
- The Town Green is recognized and celebrated as one of the Town's key economic assets.
- The Town's primary commercial service areas include the Downtown, Lakewood, the Shiloh Road corridor, and designated areas along Old Redwood Highway.

- The Town’s primary industrial areas are located along Conde Lane and south of Shiloh Road. These areas support vital manufacturing, warehousing, and other uses.
- Old Redwood Highway is an active mixed-use corridor that supports multiple options for travel, including walking and bicycling, and provides vital connections between the Downtown and other areas of Windsor as well as nearby communities.

Community and Neighborhood Design

- Windsor follows the “Smart Growth” model for development that favors a mix of land uses, walkable neighborhoods, compact building design, transportation choices, distinctive architecture, and a strong sense of community.
- Residential development in Windsor features a range of housing opportunities and choices to accommodate the diverse needs of current and future residents at all levels.
- Architectural and neighborhood design promote visual interest, public safety, health and wellness, and a distinct community character.
- An interconnected street network in Windsor provides multiple options for mobility and safe and convenient access to shopping, recreation, parks, schools, employment, and transit.
- Streets are designed as integral components of neighborhood life. Thoughtful design of buildings, streets, landscaping, and facilities for pedestrians and bicyclists all contribute to an active and inviting public realm.
- Attractive open spaces and public gathering places throughout the community foster social and recreational interaction among residents and visitors.
- Smaller neighborhood parks are located within a few blocks of almost every home, while larger community parks are found at further distances throughout the Town.
- Linear parks along creeks and streams, railroad rights of way, and major streets throughout the town include trails or pathways that create convenient linkages between neighborhoods, schools, parks, and other public areas.
- The Town’s network of creeks and natural drainage corridors provide a unique opportunity to connect neighborhoods via bike trails and walking paths.
- Public art is installed in appropriate locations throughout the Town to enhance the beauty, visual interest, and cultural appeal of public open space areas, including roundabout, parks, street medians, gateways, and the Town Green.
- Windsor values the preservation of historic buildings and its unique natural setting as important reminders of the community’s heritage.

Natural Resources and Agriculture

- Windsor's rural character is defined by surrounding agricultural land, rolling hills, ridgelines, interconnected creeks and waterways, signature oak woodlands, and the nearby Russian River recreation area.
- Trails and regional parks preserve natural and scenic resources and make them accessible for public enjoyment.
- The Town's development standards encourage sensitive site design to preserve and enhance natural and scenic resources.
- Agricultural farming practices and urban uses exist harmoniously with conflicts limited through buffers at the Town's edge.
- Community separators maintained by Sonoma County provide open space between the Town and urbanized area to the north and south.

Sustainability and Resilience

- Windsor embraces the concept of sustainability and pursues collective stewardship of natural resources in a manner that provides for the needs of current residents without compromising the needs of future generations.
- The Town promotes energy efficiency and the use of renewable energy, water conservation and the use of recycled water, efforts to reduce solid waste, and community design to support transit and reduce dependence on automobiles.
- The Town supports efforts to increase the resilience of its residents and businesses in response to the environmental, social, and economic effects of changing climate conditions and potential natural disasters or economic recessions.
- The Town consistently follows prudent fiscal policies and practices to ensure sufficient resources in times of economic downturn or other challenges.

Growth Management

- The Town's Urban Growth Boundary is maintained by Windsor voters to retain the Town's small size, manage new growth and development, and enhance its rural surroundings.
- The location and timing of new development in Windsor is carefully managed in order to maximize community benefits and minimize the impact of development on existing infrastructure, public services, and the Town's fiscal well-being.
- Growth will occur at a reasonable pace with financial benefits and burdens equally distributed throughout the Town, achieving a balance of community assets such as parks, trails, and recreational facilities.