



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

WORK SESSION

**August 21, 2013 – 8:00 a.m. or immediately following regular meeting
301 Walnut Street, First Floor Conference Room, Windsor, CO 80550**

AGENDA

1. Review of 2013 action plans & accomplishments
2. Discussion of potential projects
 - i. Historic Mill feasibility study & Historic Structure Assessment
 - ii. Façade program
 - iii. Feasibility review of DDA land that has been purchased over the past 12 months
 - Town-owned Main Street lot – potential DDA ownership and development of neighboring lot
 - iv. Undergrounding of electrical utilities north of Main Street from 4th to 5th Street
 - v. Referral program
 - vi. Gas meters
3. Agenda for August 26 joint work session with Town Board



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

MEMORANDUM

Date: August 21, 2013
To: Downtown Development Authority Board of Directors
From: Patti Garcia, Town Clerk/Assistant to the Town Manager
Re: Review of 2013 Action Plans & Accomplishments
Item #: Work session - 1

The 2013 DDA objectives and projects were numerous; along with the DDA board having a list of objectives and projects, each committee had their own list to work on. Attached are the documents that the DDA and staff have referred to in 2013; these are goals that were set after the budget process last year. As you read through them you will be able to identify those items which have been accomplished, those that are being worked on, and those that may need to be put off to 2014 or are realized as an item to put off indefinitely.

The Concept Plans included in the work session packet are projects that were either identified in the 2013 Objectives & Projects or have developed throughout the year. These concept plans are to help you identify potential projects for 2014 that can be brought forward to the Town Board for discussion at your joint work session on August 26 at 6 pm. Once the projects are identified and supported by the Town Board, we can work on putting numbers together for the 2014 budget.

A few of the 2013 accomplishments

- The purchase of the 418 Ash St. and Lot 22, Burlington Subdivision (aka Householder lot) will give the DDA an opportunity to review the back parcels and determine how to move forward.
- There has been quite a bit of work put into promoting and marketing the district through partnering with the Chamber of Commerce and sponsoring special events. Efforts this year include:
 - ✓ Windsor Farmer's Market
 - ✓ USA Pro Challenge - Wheels N Deals
 - ✓ Salsa on 5th
 - ✓ Harvest Festival
 - ✓ Halloween Downtown Trick or Treat
 - ✓ Windsor Wonderland
- Planters have been located at the corners at 4th and Main and 6th and Main which helps the appearance of the downtown area.
- New bike racks installed at 5th and Main.



Downtown Development Authority Board

Bob Winter- Chairman
Dan Stauss- Vice Chair
Craig Petersen- Secretary/Treasurer
Kristie Melendez, Brent Phinney, Sean Pike, Jason Schaeffer

Regular meetings take place the 3rd Wednesday of each month at 7:30am, Windsor Town Hall

Purpose: The items below are those that all members of the board should be working towards throughout the year as they also accomplish the sub-committee goals.

2013 Objectives & Projects

1. To promote and market the district
 - a. Partner with the Windsor Chamber of Commerce at various events
 - b. Increase partnership/sponsorship opportunities with special events that are held in Boardwalk and Main Park
2. Maintain and revitalize the district as a center for commercial, financial, governmental, social, recreational, and cultural activities and to prevent deterioration from occurring
 - a. Explore Main Street Candidate Program
 - b. Partner with community organizations
 - c. Volunteer program and coordinate with existing community organization
3. To improve the pedestrian flow and protection
 - a. Pedestrian and vehicular circulation system

Action Plan

2013 Timeline	Item
	1b Communications with business and property owners regarding events
	2 Review and support a viable plan for the historic mill
	2a Attend quarterly Downtown Institutes, review Main Street benefits and requirements, request Main Street training and technical assistance from DOLA staff
	2b Identify liaisons on DDA Board for various community organizations
	2c Meet with civic organizations to identify volunteer opportunities in the DDA. Promote volunteer opportunities through existing media and communication outlets
	3a Install new street signs and add directional signage in downtown and to downtown



Parking Committee

Bob Winter- Chairman
Craig Petersen, Sean Pike, Dan Stauss

Meetings take place the 2nd Wednesday of each month at 7:30am, Windsor Town Hall

Purpose: The Parking Committee is responsible for implementing recommendations from the 2012 Downtown Parking Study and for addressing all future parking issues in the downtown area. In addition, the Parking Committee will be responsible for reviewing all redevelopment and zoning standards that impact the DDA.

2013 Outcomes & Projects

1. To assist the Town in promoting partnerships with CDOT and GWR to relieve traffic, transportation and rail conflicts
 - a. Educate public and DDA members on CDOT & GWR regulations
2. To encourage the renovation and reuse of vacant and deteriorated structures within the district
 - a. Incentive Program for new development and redevelopment projects
3. To increase equal to the need, the net supply of off-street parking spaces within the district
 - a. Develop a parking program to provide sufficient public parking
4. Align Municipal Code, Building Codes, Fire regulations and Town administrative policies to match Downtown Design Guidelines and Financing Plan
 - a. Revise Downtown Corridor Plan standards & Central Business Zoning regulations
5. To encourage the development of new and rehabilitated buildings for use as needed to achieve a balanced mix of products and services within the district
 - a. Encourage office and residential to occupy 2nd floor

Action Plan

2013 Timeline	Item
	1a Meet and understand CDOT regulations for HWY 392 and HWY 257 Meet with GWR
	2a Explore opportunities for Town and DDA to establish incentive packages
	3a Address current and future parking demand/supply and other transportation issues, including pedestrian circulation
	4a Work with the Town of Windsor Planning Department, Planning Commission and DDA to review documents and begin revisions as necessary
	5a Review zoning regulations to ensure uses are allowed in downtown zone and identify locations for housing including multi-family and affordable



Marketing Committee

Kristie Melendez- Chairman
Brent Phinney
Jason Schaeffer

Meetings take place the 4th Wednesday of each month at 7:30am, Windsor Town Hall

Purpose: The Marketing Committee is responsible for implementing the DDA Annual Marketing Campaign including all aspects of strategic messaging as depicted in the DDA Strategic Plan.

2013 Objectives & Projects

1. Establish communication with all members of the DDA and the community
 - a. Relationship with papers, local publications & radio stations
 - b. Windsor DDA email list
 - c. Social media
2. Establish communication with developers, investors, builders, realtors and other stakeholders
 - a. Promotional materials/handouts
3. To promote a diversity of activities in the district and to encourage the creation and continuation of public events held within the district
 - a. Hire part-time coordinator or continue relationship with marketing company
4. To encourage the renovation and reuse of vacant and deteriorated structures within the district
 - a. Store front display program for vacant buildings

Action Plan

2013 Timeline	Item
	1a Contract with local papers for a regular column or other updates on what is happening downtown, events, etc.
	1b Send e-newsletters with the events scheduled, current and proposed projects, meeting times, etc. to the DDA members on a monthly basis
	1c Establish appropriate media accounts and update regularly; Establish a baseline of followers and monitor the success of those accounts
	2a Package the statistical data of the district including but not limited to, vacant parcels, square footages, zoning, etc. Attend realtor meetings, Upstate and NCEDC annual meetings
	3a Develop a budget and hiring process for the marketing coordinator, or make decision to continue relationship with Mantooth Marketing
	4a Contact property owners of vacant buildings, establish display criteria, and conduct outreach to civic organizations



Beautification Committee

Brent Phinney- Chairman

Dan Stauss, Bob Winter, Craig Petersen, Jason Schaeffer

Meetings take place the first Thursday of each month at 8:00am, Windsor Town Hall

Purpose: The Beautification Committee is responsible for implementing the Downtown Master Plan in relation to the appearance and aesthetics of the district. In 2013 the committee will also be responsible for putting together the plan for the most recent DDA land purchase located on the north side of 4th and Main Street.

2013 Outcomes & Projects

1. To improve the visual attractiveness of the district
 - a. A beautification program in the following areas: major entrances, Windsor Lake and Boardwalk Park, walkways and public spaces
2. To encourage the development of new and rehabilitated buildings for use as needed to achieve a balanced mix of products and services within the district
 - a. Work with local architect to create an architectural inventory of structures within the district and to have available for consultations with perspective developers and/or businesses
3. To encourage the preservation or reuse of historically or architecturally significant building in the district including, but not limited to, finding sources of funds and participating in lending funds compatible with enabling legislation and the plans and objectives of the DDA
 - a. Coordinate with HPC to distribute educational brochures for landmark status opportunities
4. To construct, install and place underground publicly and privately owned utility and communications systems
 - b. Require the undergrounding of utilities in conjunction with new and redevelopment projects within the district

Action Plan

2013 Timeline	Item
	1a Clean up the corners at 4th and Main and 6th and Main to look like the 5th and Main Street corner
	1b Clean up the existing gas meters by painting them or covering them up
	1c Façade renovation program
	1d Develop and implement a plan for DDA land purchase, Lot 21 at 4th and Main St.
	2a Contract with local architect for the described projects
	3a Review and understand Downtown Historic Survey and partner with the HPC to implement survey recommendations
	4a Review and understand Town undergrounding funding opportunities and seek prioritization of funds in conjunction with redevelopment and beautification projects



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Concept Sheet

Historic Mill feasibility study

Background:

Town of Windsor staff and members of the DDA met with DOLA staff in July 2013 to discuss potential options for the Historic Mill. There was discussion of conducting a feasibility study which would help identify the potential for the project and help analyze the advantages and disadvantages of the property. There may be opportunity to apply for a grant through State of Colorado which would help offset the cost of the feasibility study. It also could include financing mechanisms and evaluate private versus public ownership.

Future Plans:

The DDA would enter into a Memorandum of Understanding (MOU) with the owner of the Mill and the Town to establish an agreement on the process of the feasibility study. Staff will prepare a RFP and the DDA will interview and select a firm to conduct the feasibility study. This study can be done in phases which would allow for evaluation of findings before committing to the next phase. The feasibility study will help determine the best use of the property, what would be beneficial for the community along with identifying options for funding mechanisms to proceed.

2014 Goals

Budget funds in 2014 for a feasibility study which will provide information for future options/development of the Mill site; the results may or may not be accepted by the owner.

Apply for a technical assistance grant to help fund the feasibility study.

Budgeting

Allocate funds to complete the RFP process and hire a consultant to conduct the feasibility study; costs are estimated to be between \$15,000 - \$25,000 depending phases and public input.



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Concept Sheet

Façade Improvement Program

Background:

Façade Improvement Programs are a popular way for downtown development authorities to improve aesthetics, increase property values, increase visitor numbers, and increase sales tax revenues.

The Downtown Development Authority has been investigating different Façade Improvement Programs during the past year, and is actively working towards implementing a façade improvement program.

Future Plans:

Formulate guidelines and implement the façade improvement and grant programs.

2014 Goals

Implement a façade improvement program.

Budgeting

Allocate funds to provide property owners and business owner's matching funds to renovate facades that front a public right of way.



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Concept Sheet

DDA-owned lots

Background:

During fiscal years 2012 and 2013, the Downtown Development Authority (DDA) purchased two lots on the north side of Main Street in the 400 block between the alley and the railroad tracks, east of 5th Street. The two lots total approximately 2 acres of land.

The Downtown Windsor Design Guidelines and Financing Plan, completed February 2010, provides the DDA with a conceptual design sketch for the downtown area.

Future Plans:

The DDA intends on developing the site as a means to increase visitor traffic in the downtown area, increase sales tax revenues, increase property tax revenues, and improve the aesthetics of downtown Windsor. The DDA may approach the owner of 414 Main about acquiring the undeveloped portion of the lot. The DDA may also approach to Town regarding the use of the Town-owned site between 408 and 414 Main Street.

There are numerous steps involved with the development of the site, which include:

1. Formulate a preferred concept, or multiple concepts, for development of the site.
2. Subdivide the site to create a right-of-way for access and utilities.
3. Underground existing utilities.
4. Prepare site for development.
5. Depending on the concept, possible marketing of the site for development. There are multiple options to accomplish site development.
 - a. DDA sells property to a developer, who would need to develop the property in accordance with the concept plan.
 - b. DDA retains ownership of the property, and enters into a long-term lease with a developer/tenant.
 - c. Other type of public/private partnership to develop the site.

2014 Goals

1. Work with a consulting firm, downtown property owner's, downtown business owners, and the Town on a concept plan for the site.
2. Create right of way and utility easement to facilitate utility undergrounding.

Budgeting

Allocate funds to hire a consulting firm to assist the DDA with the concept plan. Allocate funds to pay for costs related to subdividing the site and creating a public right of way.



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Concept Sheet

Undergrounding the north 400 Block

Background:

In late 2012 & early 2013, the Downtown Development Authority (DDA) began discussions on undergrounding overhead utilities and decided to begin in the north 400 Block of Main Street. The DDA and Town staff discussed the potential to use the Town's undergrounding fund with Xcel to complete this project, upon the understanding that any request must go before the Town Board for approval. Concurrently, the DDA consulted with SAFEbuilt Electrical Inspectors and Xcel Energy regarding the undergrounding of overhead utilities located in the rear of the businesses that front Main Street in the north 400 Block. The DDA Board voted to have Xcel begin the design phase of this process to better understand the scope of work and estimated costs.

In late spring 2013, Xcel completed the design phase and staff presented this information to the DDA. At this time, the DDA is awaiting a cost breakdown from Xcel to better understand the costs associated with the north 400 Block undergrounding project.

Future Plans:

The DDA and staff will prepare a RFP that will likely lead to the DDA interviewing and selecting one electrician to review the scope of work and provide the DDA with a comprehensive quote for completing all business hook-ups along the north 400 Block associated with the undergrounding project (electrical, cable, phone, etc.). The next step will be for the DDA to review the quote produced by the electrician and determine their involvement moving forward. Prior to any decisions being made, the DDA will need to reach out to local businesses impacted by the undergrounding project and explain the scope of work, costs, and possible timelines.

Before any project can begin, the DDA must complete the appropriate subdivision process with the Town to dedicate the appropriate rights-of-way and easements for the underground utilities. This project is an important component tied into other broader goals of the DDA.

2014 Goals

Dedicate right-of-way and easements for underground utilities, review RFP qualifications.

Budgeting

Allocate funds to complete the RFP process and hire an electrician to assist the DDA with the undergrounding project. Allocate funds to pay for any additional costs related to the undergrounding project, such as hiring a surveyor and the Town's subdivision application process.



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Concept Sheet

DDA as a referral agency

Background:

Currently, the Town does not have an established process for referring proposed developments located within the Downtown Development Authority (DDA) boundary to the DDA Board for comment. The Town would like to provide the DDA with the opportunity to review and provide comment on development proposals located within the DDA boundary. Subject to Town Board consideration, the Town may provide referrals for the following projects: subdivisions, site plans, rezones, conditional use grants, and zoning code text amendments in the Central Business zoning district.

Future Plans

1. Upon receipt of a land use application, Town staff will send an email to the DDA Chair notifying the DDA that the Town has received an application.
2. Town staff will review the application for the DDA, based on (forthcoming) project review criteria.
3. Town staff will forward their analysis of the project to the DDA Chair. Staff will provide the analysis to the DDA in a timely manner, so the DDA has adequate time to respond. Included with this transmittal, staff will notify the DDA of any known or approximate approval timeframes. This will provide the DDA with a deadline for commenting on the land use application.
4. Depending on the timing of the review related to the Town's review and approval timeline, the DDA may choose to call a special meeting to discuss the application.
5. For projects that are presented to Planning Commission and Town Board, the DDA may choose to write a letter supporting or opposing the land use application, including specific reasons and rationale.
6. For projects that are approved administratively by Town staff, the DDA may choose to write a letter to the Planning Department supporting or opposing the land use application, including specific reasons and rationale.
7. The DDA Chair will be responsible for writing/signing the letter.

Considering that many of the projects will later be presented to the Town Board, Kristie Melendez will need to recuse herself from reviewing land use applications as a DDA member. Based on DDA support of being a referral agency, Town staff will develop project review criteria and present the criteria at a future meeting.

2014 Goals

Implement a DDA referral program.

Budgeting

The DDA may incur additional administrative costs paid to the Town for staff time.



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Concept Sheet

Gas Meters

Background:

Gas meter services for buildings in the downtown area are located along the public right of way. The Downtown Development Authority would like to improve the aesthetics of the downtown by concealing the gas meters.

Existing gas meter – no treatment



Future Plans:

The DDA would like to work with Windsor High School students and staff to create concealment boxes to place over the gas meters. The boxes would be mobile, allowing Xcel Energy access to the gas meters. The boxes would be artistically painted, and possibly allow businesses to display goods.

Existing concealment box located at 415 Main Street



2014 Goals

Work with students and staff at Windsor High School to construct and decorate concealment boxes for businesses interested in the project.

Budgeting

Allocate funds to pay for materials (wood, nails, glue, etc.) needed to construct the concealment boxes.
