



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

January 21, 2015 – 7:30 a.m.

301 Walnut Street, First Floor Conference Room, Windsor, CO 80550

Agenda

- A. Call to Order
- B. Roll Call
- C. Public Invited to be Heard
- D. Review of Agenda by the Board and Addition of Items of New Business to the Agenda for Consideration by the Board
- E. Approval of Minutes from the December 17, 2014 Board of Directors Meeting – P. Garcia
- F. Report of Bills & Financial Report – P. Garcia
- G. Discussion of DDA-owned lots and next steps – Kristin Cypher, C+B Designs
- H. Code Enforcement in DDA area – update on progress
Verbal update
- I. DDA Dashboard Maps - Sales tax collections and property valuations by block in the DDA area
To be displayed at the DDA meeting
- J. Report from Sub-Committees
 1. Marketing Committee
 - Farmer's Market
 - 125th Anniversary
 - USA Pro Challenge
 2. Beautification Committee
 3. Parking Committee
 - Report out on meeting with Carlos Hernandez, Fox Tuttle Hernandez
- K. Communications
- L. Adjourn



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BOARD OF DIRECTORS MEETING

December 17, 2014 – 7:30 a.m.

301 Walnut Street, First Floor Conference Room, Windsor, CO 80550

Minutes

A. Call to Order

Chairman Winter called the meeting to order at 7:32 a.m.

B. Roll Call

Chairman Bob Winter
Vice Chairman Dan Stauss
Secretary/Treasurer Craig Peterson
Kristie Melendez
Dean Koehler
Sean Pike
Jason Schaeffer

Also present:

Town Clerk	Patti Garcia
Management Assistant	Kelly Unger
Customer Service Supervisor	Megan Walter
Chief Planner	Scott Ballstadt

C. Public Invited to be Heard

Chairman Winter opened the meeting for public comment, to which there was none.

D. Review of Agenda by the Board and Addition of Items of New Business to the Agenda for Consideration by the Board

Town Clerk Garcia requested the Board amend the agenda and remove Item G. Discussion of DDA-owned lots and next steps – Kristin Cypher, C+B Designs; Ms. Cypher will be attending the January 21, 2015 DDA meeting.

Chairman Winter requested to add a discussion regarding the alley.

Secretary/Treasurer Peterson motioned to approve the agenda as amended; Vice Chairman Stauss seconded the motion. Roll call on the vote resulted as follows:

Yeas – Winter, Stauss, Petersen, Melendez, Koehler, Pike, Schaeffer

Nayes - None. Motion carried.

E. Approval of Minutes from the November 19, 2014 Board of Directors Meeting – P. Garcia

Board Member Koehler motioned to approve the minutes presented; Secretary/Treasurer Peterson seconded the motion. Roll call on the vote resulted as follows:

Yeas – Winter, Stauss, Petersen, Melendez, Koehler, Pike, Schaeffer

Nayes - None. Motion carried.

F. Report of Bills & Financial Report – P. Garcia

Ms. Garcia informed board that the Victory Sales invoices belongs to Town Board and will be removed from DDA budget.

Board members discussed an outstanding bill from Coren Printing for graphic design and posters for an event that was tentatively planned by a business in the DDA area which did not come to fruition. Chairman Winter stated that he had received a call asking what had happened to which he explained



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the event had not been planned out completely and the DDA could not endorse it. Although the event did not take place, all members agreed the bill needed to be paid as soon as possible.

Vice Chairman Stauss motioned to approve the bills as presented with the Victory Sales statement removed; Secretary/Treasurer Peterson seconded the motion. Roll call on the vote resulted as follows:

Yeas – Winter, Stauss, Petersen, Melendez, Koehler, Pike, Schaeffer

Nays - None. Motion carried.

Vice Chairman Stauss motioned to approve the outstanding bill of \$122.00 at Coren Printing; Secretary/Treasurer Peterson seconded the motion. Roll call on the vote resulted as follows:

Yeas – Winter, Stauss, Petersen, Melendez, Koehler, Pike, Schaeffer

Nays - None. Motion carried.

- G. Discussion of DDA-owned lots and next steps – Kristin Cypher, C+B Designs
Removed from the agenda.

Chairman Winter stated that he had come to Town Hall to talk to staff to find out who owned the alley between the businesses and the DDA owned property. While at Town Hall he found that the alley is owned and maintained by the Town, which is customary throughout Windsor. Chief Planner Ballstadt was present to discuss cleaning up the lot lines adjacent to the alley north of Main Street between 4th and 5th Street and adjacent to the DDA-owned lots. Mr. Ballstadt showed the DDA members the Burlington Subdivision map and explained that the plat dedicated portions of the 20-foot alley right of way and water easement, but it wasn't consistent for the entire block. If portions of the alley would need to be dedicated to the Town, Mr. Ballstadt explained that a major subdivision to clean everything up could be necessary. Mr. Ballstadt offered to do some additional research and attend the January 21, 2015 DDA meeting to report on his findings.

- H. Code Enforcement in DDA area – update by Bob Winter & Sean Pike

Board member Pike spoke with owner of Quality Door regarding code violations on the property. The discussion was well received by the owner. He felt that having the code violations enforced would help him confront the tenant in getting the property cleaned up. He agreed to work with code enforcement and DDA in getting the property cleaned up.

Chairman Winter spoke with John Brunner regarding his properties code violations. Mr. Brunner was already aware of the issues and is in the process of getting things cleaned up.

- I. Report from Sub-Committees

1. Marketing Committee

- i. Ms. Melendez showed DDA board members the bags that were distributed at the Winter Wonderland. The event went well and a debrief/review meeting was held that afternoon. Several store owners stated they were busy the day of the event. Some timing conflicts will be changed for next year to ensure everyone is able to see Santa.
- ii. The new rack cards were available for business owners to display.
- iii. The marketing committee will meet in January to go over Farmers Market, and new marketing ideas for 2015
- iv. Shane from Windsor Now presented the board with a proposal for 2015 ads in the Windsor Now. The cost would be \$3,996 for once a month for the year of 2015.



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Secretary/Treasurer Peterson motioned to approve up to \$4,000 for Windsor Now DDA Page; Vice Chairman Stauss seconded the motion. Roll call on the vote resulted as follows:

**Yeas – Winter, Stauss, Petersen, Melendez, Koehler, Pike, Schaeffer
Nays - None. Motion carried.**

v. Ricky B's will host retreat meeting for DDA Board

2. Beautification Committee

- i. Board member Schaeffer informed board that tumble weeds in the DDA area are becoming a problem. Board member Melendez suggested getting a quote from a local landscape company to take care of maintenance, cleanup, and snow removal of DDA area. Ms. Garcia suggested the DDA go out for bid for a landscape company so the DDA remains fair and equitable to all local companies.

3. Parking Committee

No report.

J. Communications

No additional communication.

K. Adjourn

Board Member Melendez motioned to adjourn the meeting at 8:33 a.m.; Secretary/Treasurer seconded the motion. Roll call on the vote resulted as follows:

**Yeas – Winter, Stauss, Petersen, Melendez, Koehler, Pike, Schaeffer
Nays - None. Motion carried.**

Megan Walter

Megan Walter, Customer Service Supervisor

Downtown Development Authority

REPORT OF BILLS

12/06-12/31/2014

At the regular meeting of the Downtown Development Authority, Colorado, held in the Windsor Town Hall Board Room on December 21, 2015 the following claims were presented, examined, and approved by the DDA

DATE	VENDOR	DESCRIPTION	INVOICE #	AMOUNT
12/10/2014	NCCG-GREELEY TRIBUNE	DDA AD	3865472	333.00
12/10/2014	NCCG-GREELEY TRIBUNE	DDA AD	3865473	300.00
12/23/2014	COLORADO SPECIAL DISTRICT	PROPERTY/LIABILITY POOL-BOARD MEMBER COVERAGE 2015	15W70013-2264	194.00
12/10/2014	LILEY, ROGERS, AND MARTELL	LEGAL SERVICES THROUGH NOV 2014	12697	714.00

	TOTAL	<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td align="right">1,541.00</td> </tr> <tr> <td align="right">1,541.00</td> </tr> </table>	1,541.00	1,541.00
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Volume 2, Issue 11 November 2014

Windsor DDA Revenue

Windsor Downtown
Development
Authority

Windsor DDA Revenue Summary November 30, 2014	Collections	Budget	% of Budget
Property Tax Mill Levy	\$8,641	\$7,712	112.04%
Incremental Property Tax	\$15,750	\$16,052	98.12%
Interest	\$46	\$5	920.00%
Contributions/Sponsorships	\$0	\$0	-
Town of Windsor Funding	\$242,710	\$265,000	91.59%
Total	\$267,147	\$288,769	92.51%

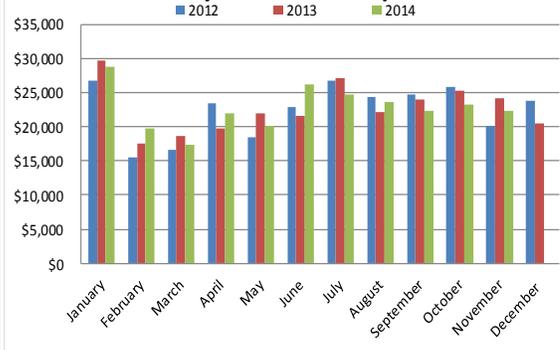
Windsor DDA Expenditures

Windsor DDA Expenditures Summary November 30, 2014	Expenditures	Budget	% of Budget
Operations			
Office Supplies	\$0	\$200	0.00%
Public Relations/Advertising	\$17,054	\$25,000	68.22%
Board Development	\$200	\$3,200	6.25%
Dues/Fees/Subscriptions	\$793	\$770	102.99%
Travel/Mileage	\$0	\$100	0.00%
Liability Insurance	\$1,893	\$1,297	145.95%
Legal Services	\$6,286	\$10,000	62.86%
Contract Services	\$39,296	\$20,000	196.48%
Postage	\$315	\$350	90.00%
Printing/Binding	\$0	\$500	0.00%
Study Review/Consultant	\$7,422	\$20,000	37.11%
County Treasurer Fees	\$358	\$300	119.33%
Miscellaneous	\$698	\$700	99.71%
Façade Program	\$0	\$100,000	0.00%
Administrative Transfer	\$18,333	\$20,000	91.67%
Operations Total	\$92,648	\$202,417	45.77%
Capital			
Site Improvements	\$3,321	\$20,000	16.61%
Capital Total	\$3,321	\$20,000	16.61%
Grand Total	\$95,969	\$222,417	43.15%

Special points of interest:

- November 2014 collections were \$1,956 below November 2013 collections.
- Revenue is right on track with budgeted collections at the end of November 2014 at 92.51%, as we should see 92% of revenue through the first eleven months of the year.
- 2014 expenditures are under the eleven month benchmark with only 43.15% of the budget expended.

Monthly Sales Tax Comparison



Windsor Downtown Development Authority

P.O. Box 381
Windsor, CO 80550
Email: info@windsordda.com

**Were on the web
windsordda.com**

Welcome to Windsor



DDA Mission Statement

“It is the mission of the Windsor DDA to create a prosperous, vibrant, energetic, and clean town center, by marketing downtown opportunities, retaining and expanding current business opportunities, preserving downtown charm, and enhancing physical appearance and amenities through partnerships with the community and stakeholders.”



PLAN OF DEVELOPMENT PROJECTS

The projects, facilities, programs and functions to be established and provided in the district will benefit and promote the health, safety, prosperity, security and general welfare of all occupants and owners thereof and will prevent deterioration of property values, will prevent the growth of blighted areas, and will be of special benefit to all property within the district.

- A. The promotion of, participation in, and assistance to private and public developments consistent with the priorities of the DDA by all means permitted by federal, state and local laws and regulations, including but not limited to, land assemblage, and/or acquiring, constructing, reconstruction, rehabilitating, equipping, selling and leasing space.
- B. Public facilities and improvements as necessary to complement private developments.
- C. A parking program to provide sufficient public parking to service all occupants and owners within the district.
- D. A pedestrian and vehicular circulation system.
- E. A beautification program.
- F. A convention/exhibition facility to be built in conjunction with private development of a downtown hotel and banquet hall.

DDA Board

Bob Winter, Chairman — Bob@windsordda.com
Dan Stauss, Vice Chairman — Dan@windsordda.com
Craig Petersen, Secretary/Treasurer — Craig@windsordda.com
Dean Koehler — Dean@windsordda.com
Jason Shaeffer — Jason@windsordda.com
Sean Pike – Sean@windsordda.com
Kristie Melendez, TOW Board Liaison — Kristie@windsordda.com

Term: April 2017
Term: April 2016
Term: April 2016
Term: April 2017
Term: April 2016
Term: April 2016



Windsor Downtown Development Authority Property

FINAL Design Report

January 16th, 2015

Windsor Downtown Development Authority Property

Final Design Report

January 16th, 2015

Prepared For:

**Town of Windsor, Colorado
Downtown Development Authority**

Prepared By:



design +
consensus +
solutions +

All work © 2013
C+B Design, LLC

Project Background

The Windsor Downtown Development Authority (DDA)

The Windsor Downtown Development Authority (DDA) was formed in January 2011 by a vote of the downtown business and property owners, and officially approved and adopted as a DDA organization by the Town of Windsor Board on February 28, 2011. Comprised of a seven member board of directors plus a representative from the Town of Windsor Board, the DDA is dedicated to revitalizing downtown Windsor while preserving the history and heritage of this thriving community. The board meets monthly on the third Wednesday of every month at 7:30 am at the Windsor Town Hall.

(from the Windsor DDA website)

Goals of the DDA

1. To work with merchants, developers/builders, business, arts and citizen committees and other organizations for maximum input and evaluation of all development recommendations.
2. To maintain and revitalize the district as a center for commercial, financial, governmental, social, recreational, and cultural activities and to prevent deterioration from occurring.
3. To prevent fragmentation of the central core by planning for a variety of land parcel sizes and mixed-uses which will foster a balance between small businesses, intermediate-size projects and major projects as well as between local owners, regional businesses and national businesses.
4. To promote and support private and public developments that are consistent with the plans and objectives of the DDA, including but not limited to, acquiring, constructing, equipping and developing commercial properties and making adequate utilities and public facilities available for private development.
5. To improve the pedestrian flow and protection for pedestrians.
6. To increase equal to the need, the net supply of off-street parking spaces within the district.



Windsor DDA Project Site

7. To encourage private residential restoration, rehabilitation and development within the district through public improvements and assistance so as to prevent deterioration of existing structures and property values.
8. To encourage the preservation or reuse of historically or architecturally significant buildings 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.
9. To work toward adjustments in zoning, building codes, fire regulations and administrative policies, consistent with public safety, to encourage rehabilitation and reuse of existing buildings.
10. 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, including, but not limited to, providing sites and/or lease space compatible with enabling legislation and plans and objectives of the DDA.
11. To increase the total housing supply within the district.
12. To improve the visual attractiveness of the district including, but not limited to, facade renovations; improving public streets and alleys by the installation of new surfacing, curbs, gutters, sidewalks and the placing of visually integrated street furniture and landscaping; and the development and improvement of street lighting systems.
13. To construct, install, and place underground publicly and privately owned utility and communications systems.
14. To promote a diversity of activities in the district.
15. To encourage the renovation and reuse of vacant and deteriorated structures within the district.
16. To improve the usefulness and accessibility of sites and streets, thereby promoting the growth of the district and reducing economic, physical, and social decline in the district.
17. To assist the Town in promoting partnerships with the Colorado Department of Transportation and the Great Western Railroad to relieve traffic, transportation and rail conflicts through the downtown.
18. To encourage the creation and continuation of public events held within the district.
19. Promote and market the district.
20. Promote Windsor's unique identity as a way of differentiating downtown Windsor from other communities.

(from the DDA Plan of Development)



DDA Boundary

Project Area

Located north of Main Street, between 4th and 5th streets and adjacent to Windsor Lake, the project area occupies a critical location within downtown Windsor.

Project Goal

Facilitate a consensus-based direction for the Town of Windsor Downtown Development Authority (DDA) property located north of Main Street, between 4th and 5th Streets.

Variables addressed in the decision-making process included:

1. Financial Impacts
2. Aesthetic Impacts
3. Short-Term and Long-Term Cost/Benefit Analysis Considerations
4. Preferences of the DDA and Stakeholders
5. Overall Relationship of the Potential Development to Downtown Windsor

The final preliminary design is intended to reflect the preferred redevelopment direction for the property, and will be the starting point for discussions regarding potential new construction/redevelopment efforts.

Preliminary Design Process

Process

Development of the Preliminary Design Plan was organized into the following three-phase process:

Phase 1: Background Information-Gathering

- Meeting with the DDA Beautification Committee (including site walk and analysis)
- Existing Conditions Research/Documentation and Summary
- Creation of Stakeholder Outreach Approach

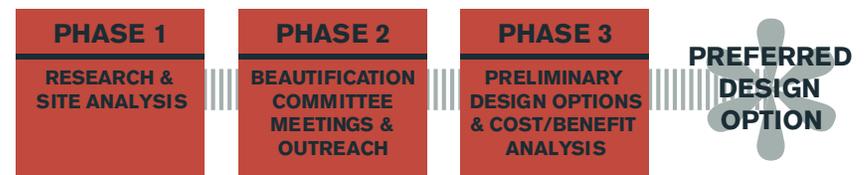
Phase 2: Stakeholder Outreach

- Preliminary Sketch Plan Presentation to DDA
- Design Open House for Downtown Stakeholders (at Nana Bea's)
- Final Design Options, Cost Estimates & Engineering Considerations Presentation to DDA

Phase 3: Preliminary Design Options

- Site Plans
- Supporting Sketches/Imagery to Illustrate Potential Options
- Financial Impacts of Each Option
- Aesthetic Impacts of Each Option
- Short-Term and Long-Term Cost/Benefit of Each Option
- Overall Relationship of Each Option to Downtown Windsor

Next Steps: Support in Creating the Scope of Services for the Final Site Design



Existing Conditions

Site Conditions

Located behind the 'back door' of businesses along Main Street, the existing site is primarily used as a parking lot and delivery area for businesses along the northern edge of Main Street between 4th and 5th Streets. Although some drainage, curb and concrete paving improvements were made within the past few years, much of the site is an unimproved gravel/dirt parking lot. An aging asphalt drive adjacent to the backs of buildings roughly defines a delivery/access road. The asphalt drive also defines the edge of the parking area. Although faint, there are currently two striped rows of 90-degree parking spaces in the larger lot area (providing 72 spaces). Additional parking/drop-off areas are located at the back of storefronts, but these are unmarked.

Utilities

There are currently above-ground utility poles that provide electricity and cable to the Main Street businesses. The poles roughly align with the backs of the Main Street properties, paralleling the angled asphalt access drive. Future site plans include undergrounding of the existing utilities (funded by the Town of Windsor).

Grading and Drainage

At the northern edge of the property, railroad tracks and a 50' (25' on either side) railway easement directly abut the project area. Due to the elevated grade of the railroad bed, drainage from the railroad flows into the site. Although relatively flat, the overall site drains roughly to the southeast. As part of the recent curb and asphalt improvements at the eastern edge of the property a drain was installed to convey water from the site under the railroad tracks and into Windsor Lake. Due to sediment accumulation, this drain is currently not functioning to capacity. In addition to collecting on-site drainage, the property also currently drains water from Main Street, which flows into the southeastern corner of the project area.

Views

There are beautiful views toward the lake from the site (looking north), and several of the businesses along Main Street have created 'back door' improvements that capitalize on the appeal of looking out onto the lake. There is an existing dining patio that opens off the back door of a Main

Street property, and another is planned (a gallery/wine bar has plans for a backdoor patio). Overall, the views and connections to Windsor Lake are one of the most valuable assets of the property.

Connection to Main Street

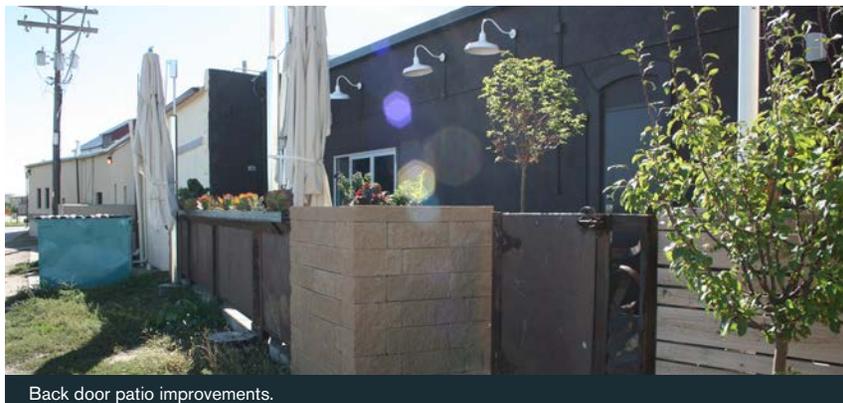
There is currently a mid-block connection from the property onto Main Street that allows for mid-block pedestrian access to the site. From Main Street, the gap not only provides physical access to the site, it also creates a visual connection to Windsor Lake. Currently unimproved, this mid-block connection is an opportunity to connect the redeveloped site to Windsor's vibrant Main Street district.

In addition to its mid-block access to Main Street, the property also touches the Main Street streetscape at its southeastern edge. At this corner of the

site, there is a tremendous opportunity to link the redeveloped property to Main Street with buildings that face the street and reflect the look and massing of 'Main Street' architecture (streetscape improvements such as widened sidewalks and tree grates have already been installed along this section of Main Street, in anticipation of redevelopment that abuts the street). This southeastern corner is also an important gateway into Windsor's downtown core, and gateway-type signage/art here could help advertise both the experience of entering downtown and the redeveloped property.

Circulation and Access

There are currently two entrances to the site. A Main Street entrance allows for access at the southeastern corner of the site (just east of 4th Street), and an additional access point is located along 5th Street. Both access points provide full right-and-left turn access into the property.



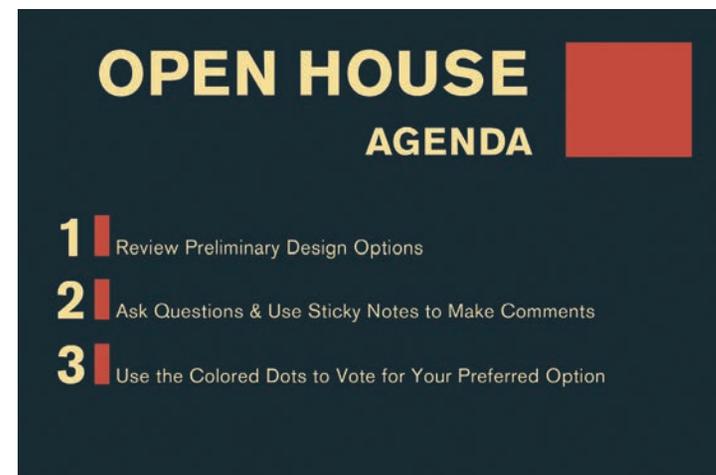
Stakeholder Outreach

Reaching out to downtown merchants, property owners and DDA members was critical to the overall success of developing the preliminary design options. Instrumental in the process of stakeholder outreach was the on-going commitment to communication of the DDA leadership, who acted as champions and representatives of the project throughout the design process.

Leading up to broader stakeholder outreach, the design team met with the DDA Beautification Committee on several occasions to finalize the project scope, present preliminary design concepts, and options and details for each potential redevelopment scenario. Working with the Beautification Committee, the options were finalized into three redevelopment concepts.

After the preliminary design concepts had been finalized, the different options were displayed during a community open house. Held in Nana Bea's, the open house was an opportunity for property owners, businesses, DDA representatives and Town of Windsor Staff to review the design options, make comments and suggestions and ask questions about the details and timeframes of the property redevelopment. The open house also gave participants the option of voting on their preferred redevelopment scenario. Over 25 members of the Windsor community participated in the open house, which was a very positive event that facilitated energetic stakeholder discussions.

In addition to presenting the design options to the community, members of the DDA also used the open house meeting graphics to make additional presentations to Windsor City Council, keeping them updated about project progress and community feedback



OPEN HOUSE

AGENDA

- 1** Review Preliminary Design Options
- 2** Ask Questions & Use Sticky Notes to Make Comments
- 3** Use the Colored Dots to Vote for Your Preferred Option

The graphic features a dark blue background with a red square on the right side. The text is in a bold, sans-serif font, with the numbers 1, 2, and 3 in a larger, bold font.

PROJECT OVERVIEW

PROJECT DESCRIPTION

The goal of the preliminary design process is to facilitate a consensus-based direction for the Town of Windsor Downtown Development Authority (DDA) property, located north of Main Street, between 4th and 5th Streets.

Variables addressed in the decision-making process include: **financial impacts, aesthetic impacts, short-term and long-term cost/benefit analysis considerations, preferences of the DDA and stakeholders, and overall relationship of the potential development to downtown Windsor.**

DDA BOUNDARY & PROJECT LOCATION

PROJECT LOCATION
OVERALL DDA AREA

DESIGN PROCESS

PHASE 1	PHASE 2	PHASE 3	PREFERRED DESIGN OPTION
RESEARCH & SITE ANALYSIS	BEAUTIFICATION COMMITTEE MEETINGS & OUTREACH	PRELIMINARY DESIGN OPTIONS & COST/BENEFIT ANALYSIS	
SEPT/OCT 2013	SEPT/OCT 2013	OCT 2013	NOV/DEC 2013

Next Steps: Support in Creating the Scope of Services for the Final Site Design Option Process

The project team will work with the DDA Beautification Committee and the Town of Windsor to help draft the scope and process for encouraging private/public development of the site.

TOWN OF WINDSOR
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DESIGN CONCEPT PREFERENCES

	CONCEPT 1	CONCEPT 2	CONCEPT 3
BY THE NUMBERS			
PARKING STALLS	109	46 (+UNDERGROUND)	59
RESIDENTIAL SQUARE FOOTAGE	14,400 SF	50,050 SF	33,625 SF
RETAIL / COMMERCIAL SQUARE FOOTAGE	9,600 SF	27,525 SF	19,125 SF
RETAIL KIOSKS	N/A	N/A	840 SF
OPPORTUNITIES & IMPACTS			
TRAFFIC GENERATION			
MARKETABILITY (TO DEVELOPERS, TENANTS & OTHERS)			
CONSTRUCTION COSTS			
LONG TERM REVENUE GENERATION			

TOWN OF WINDSOR
DOWNTOWN DEVELOPMENT AUTHORITY

Banner graphics were used to communicate design ideas to stakeholder groups.

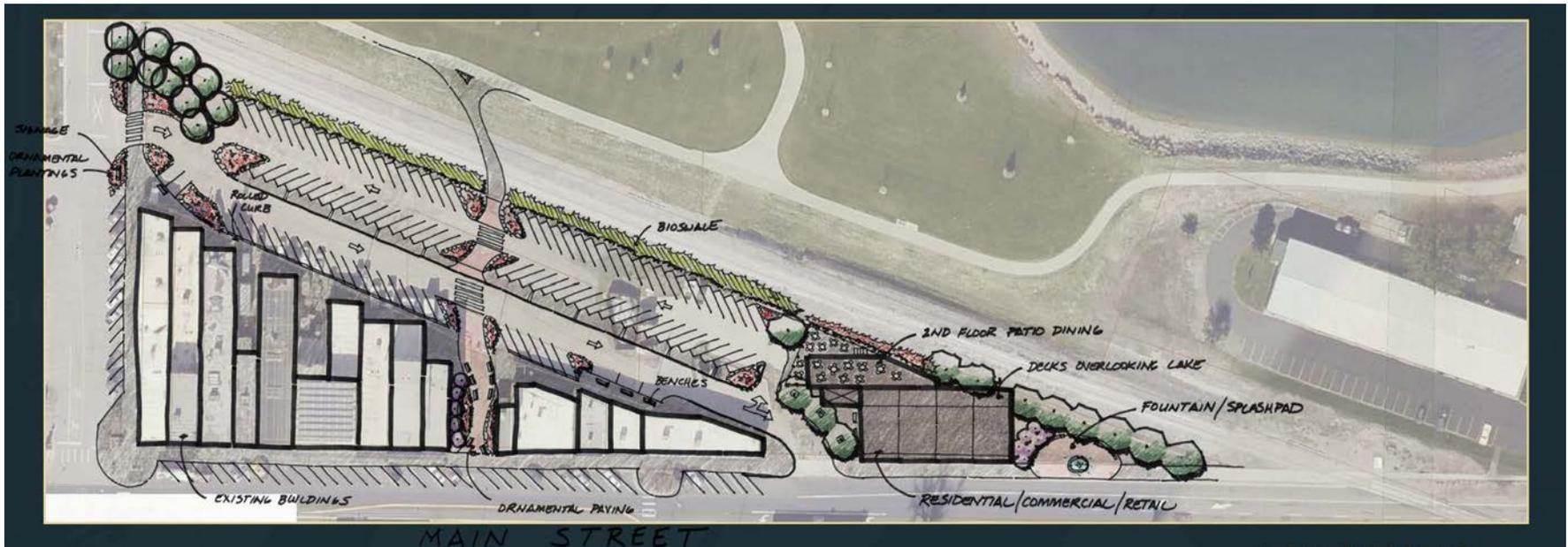
Preliminary Design Concepts

Goals of the Preliminary Design Concepts

- Maximize the economic potential of the site
- Maintain connections to Windsor Lake (visual)
- Organize parking for maximum efficiency and yield
- Create better flow of traffic for access into parking lot and drop-off/delivery lane
- Protect parking adjacent to backs of Main Street businesses
- Determine best location for underground utility corridor
- Outline the potential density, use and architectural style of potential new buildings
- Take advantage of the mid-block connection to Main Street
- Determine impacts to grading/drainage
- Design improvements to the southeast corner of the site that reflect its importance as a gateway into downtown Windsor
- Create achievable redevelopment scenarios that appeal to investors, developers and potential project partners



Design Concepts 2 and 3 were preferred by Stakeholders

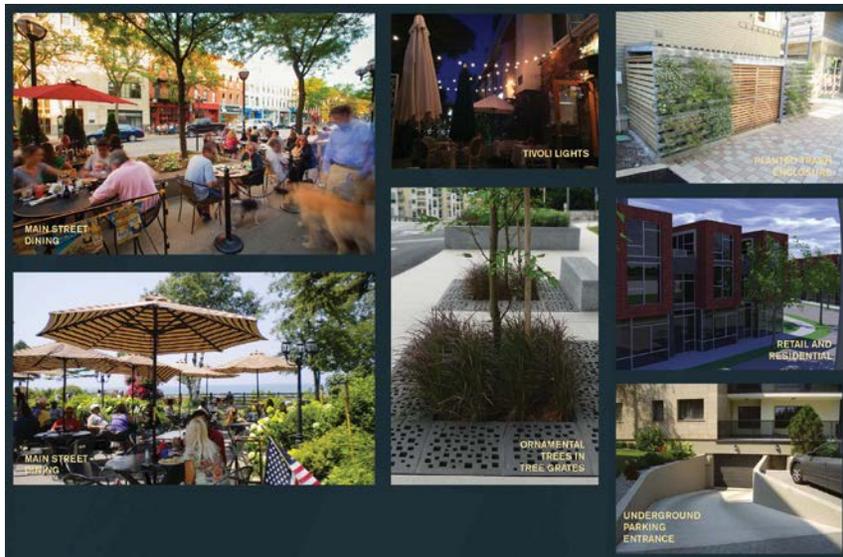


Design Concept 1

Concept 1 focuses on creating a large central parking lot, and limiting income-generating property redevelopment to the far eastern corner of the project area. As is the case with all the design options, the plan creates a one-way alley circulator that provides delivery and patron access to the rear of the existing buildings. Directly behind the buildings, a drive-able curb defines the edge of angled parking spaces, and allows property owners to continue to park and load directly behind their buildings. A river-like pedestrian plaza connects the redeveloped alley to both the lake and main street, and functions as a gathering place.

Concept 1 By The Numbers

Parking Stalls:	109
Residential SF:	14,400 sf
Retail/Commercial SF:	9,600 sf

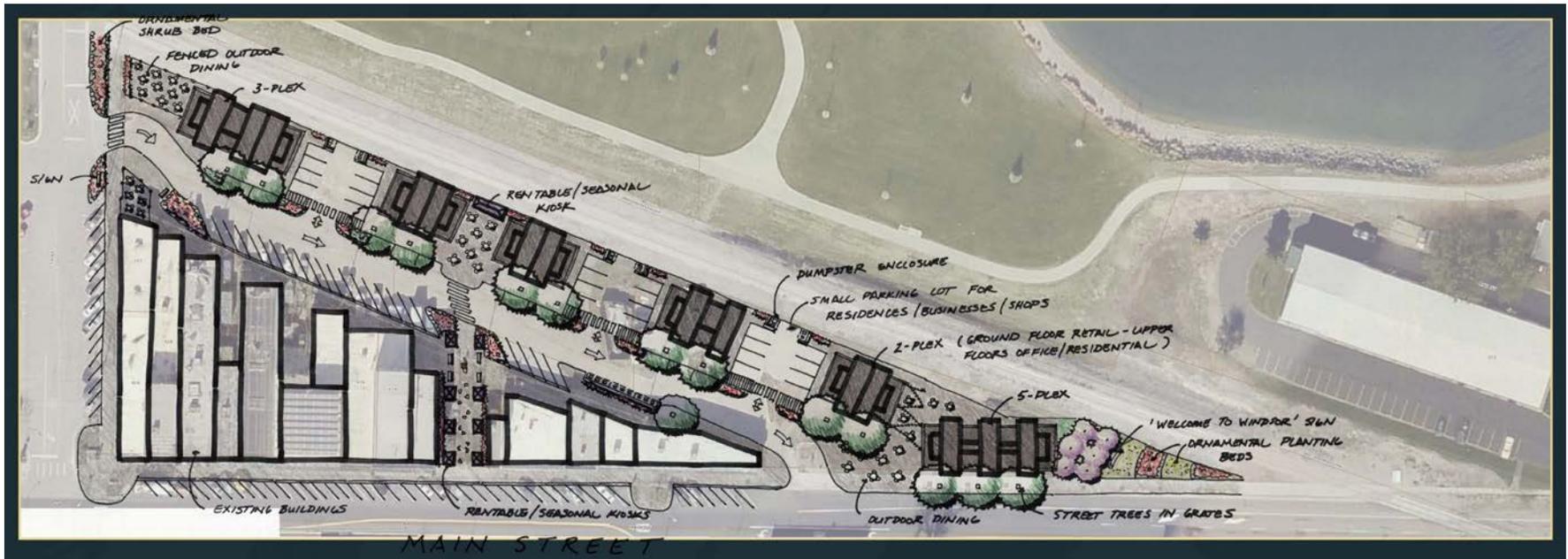


Design Concept 2

Concept 2 illustrates the potential of creating a secondary shopping, dining, commercial & residential street in the existing parking lot. Each building unit is 3 stories (3rd story stepped back), with a highly glass ground floor for retail/restaurant, 2nd floor office/residential, and 3rd floor residential/loft space. The retail/office spaces would be steel framed core and shell, with tenant finishes allowing for flexible square footages and design character. The residential floor(s) would be timber framed, with a full finish. The overall square foot costs of constructing the buildings (regardless of finish) is \$150/square foot. Concept 2 focuses on creating the highest long-term revenues for the project area.

Concept 2 By The Numbers

Parking Stalls (+ Underground)	46
Residential SF:	50,050 sf
Retail/Commercial SF:	27,525 sf



Design Concept 3

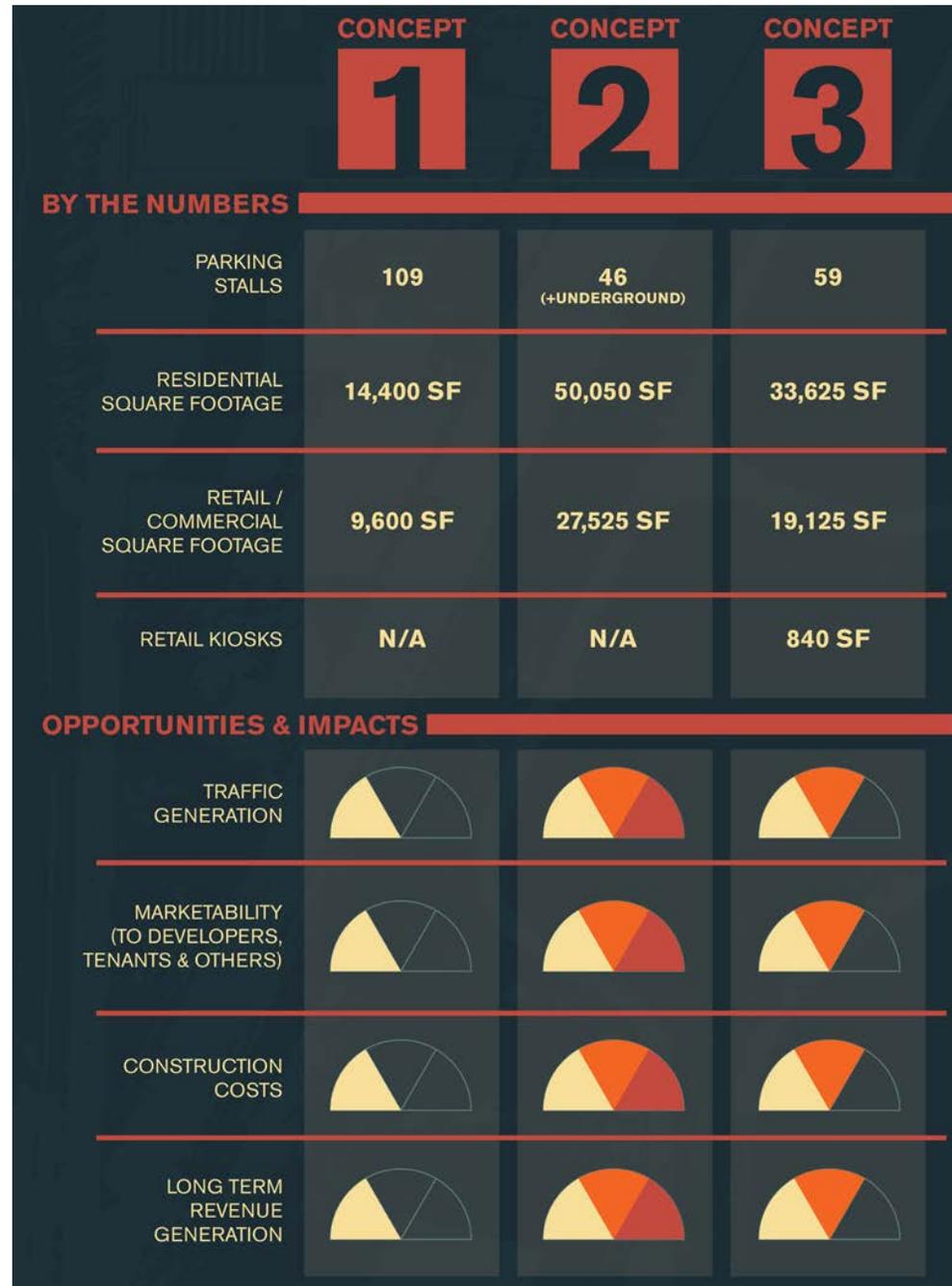
Concept 3 allows for a mixture of income-generating retail/commercial/residential development with small 'pocket' parking lots. Similar to Concept 2, the proposed buildings will be 3 stories, with the 3rd story stepped back to reduce the overall visual weight of the structure. Focused on a larger number of smaller buildings, Concept 3 encourages more residential uses, with most of the two-unit buildings having residential flats on both the 2nd and 3rd floors. With the upper floors finished for residential sales, the ground floor spaces could accommodate both retail and office use, as needed.

Concept 3 By The Numbers

Parking Stalls:	59
Residential SF:	33,625 sf
Retail/Commercial SF:	19,125 sf
Seasonal Retail sf:	840 sf

Side-by-side comparisons of the preliminary design concepts gave stakeholders an opportunity to analyze the options and vote on their preferred design.

Design Concepts 2 and 3 were preferred by Stakeholders



CONCEPT COST ESTIMATES

	CONCEPT 2	CONCEPT 3
SITE WORK		
MOBILIZATION EROSION CONTROL, CLEARING & EARTHWORK	\$45,000	\$45,000
CONCRETE FINISH, CURB, CURBS & EDGING	\$232,274	\$228,242
ASPHALT PAVING	\$128,550	\$171,050
SITE WORK SUBTOTAL	\$405,824	\$444,292
LANDSCAPE		
TREES DECIDUOUS & ORNAMENTAL	\$23,725	\$10,150
SHRUB BEDS	\$9,285	\$14,375
TURF SOD	\$1,501	\$830
LANDSCAPE SUBTOTAL	\$34,491	\$25,355
SIGNAGE & SITE FURNISHINGS		
LOCATION SIGNS (2)	\$22,400	\$22,400
BENCH	\$9,000	\$6,000
TRASH RECEPTACLE	\$6,000	\$6,000
TREE GRATES	\$41,400	\$12,600
TABLES & CHAIRS	\$24,000	\$26,000
KIOSKS	N/A	\$400,000
SITE FURNISHINGS SUBTOTAL	\$102,800	\$473,000
SITE IRRIGATION		
IRRIGATION SPRAY, DRIP & ROTOR	\$3,168	\$3,418
IRRIGATION SUBTOTAL	\$3,168	\$3,418
ARCHITECTURE		
1ST & 2ND FLOOR STEEL FRAME CORE & SHELL, TENANT FINISH & 3RD FLOOR WOOD FRAME RESIDENTIAL FINISH	\$11,392,500	\$8,407,800
ARCHITECTURE SUBTOTAL	\$11,392,500	\$8,407,800
ESTIMATED TOTAL	\$11,938,783	\$9,353,865

TOWN OF WINDSOR
DOWNTOWN DEVELOPMENT AUTHORITY



Project Costs & Financing Options

Conceptual Cost Estimates

In order to determine the conceptual costs of the two preferred scenarios (Options 2 and 3), preliminary construction cost estimates were prepared for each option. Although conceptual, these cost estimates provide an overview of the potential financing requirements of each project. The construction cost breakdowns also provide important details of the potential split of the proposed mixed-use redevelopment, assigning square footages to retail/commercial/office/residential construction.

At this preliminary level, this allocation of square footages to different types of use represent a first attempt at addressing the overall market demand for new construction within downtown Windsor. It is anticipated that new market demand numbers for the project area will be generated by mid-2014. As these updated numbers are available, the breakdown of retail, commercial, office and residential square footages within the proposed mixed-use project area will be refined to reflect anticipated market demands.

Item	Description	Quantity	Unit	Unit Price	Extension
SITE FURNISHINGS					
18	Bench	6	EA	\$1,500.00	\$9,000.00
19	Trash Receptacle	5	EA	\$1,200.00	\$6,000.00
20	Tree Grates	46	EA	\$900.00	\$41,400.00
21	Miscellaneous Furnishings - Tables & Chairs (24 sets)	24	EA	\$1,000.00	\$24,000.00
		Subtotal Site Furnishings			\$80,400.00
SITE IRRIGATION					
22	Irrigation (incl. Spray, Rotor, Drip)	7,041	SF	\$0.45	\$3,168.45
		Subtotal Irrigation			\$3,168.45
ARCHITECTURE (3-STORY MIXED-USE/RESIDENTIAL)					
23	First & 2nd Floor Steel Frame Core & Shell (Tenant Finish), 3rd Floor Wood Frame Residential Finished	75,950	SF	\$150.00	\$11,392,500.00
		Subtotal Architecture			\$11,392,500.00
		SUBTOTAL			\$11,938,783.20
		CONTINGENCY (30%)			\$3,581,634.96
		TOTAL			\$15,520,418.16
	Items not included in the Estimate of Probable Cost;				
	Removal of existing utilities, removal of existing concrete/asphalt, new utilities, irrigation tap, lighting/electrical				

Item	Description	Quantity	Unit	Unit Price	Extension
SITE FURNISHINGS					
18	Bench	4	EA	\$1,500.00	\$6,000.00
19	Trash Receptacle	5	EA	\$1,200.00	\$6,000.00
20	Tree Grates	14	EA	\$900.00	\$12,600.00
21	Miscellaneous Furnishings - Tables & Chairs (24 sets)	20	EA	\$1,000.00	\$20,000.00
22	Miscellaneous Furnishings - Moveable Chairs	12	EA	\$500.00	\$6,000.00
23	200 SF Rentable Seasonal Kiosks (including lighting/electrical)	10	EA	\$40,000.00	\$400,000.00
		Subtotal Site Furnishings			\$450,600.00
SITE IRRIGATION					
24	Irrigation (incl. Spray, Rotor, Drip)	7,595	SF	\$0.45	\$3,417.75
		Subtotal Irrigation			\$3,417.75
ARCHITECTURE (3-STORY MIXED-USE/RESIDENTIAL)					
25	First & 2nd Floor Steel Frame Core & Shell (Tenant Finish), 3rd Floor Wood Frame Residential Finished	56,052	SF	\$150.00	\$8,407,800.00
		Subtotal Architecture			\$8,407,800.00
		SUBTOTAL			\$9,353,865.00
		CONTINGENCY (30%)			\$2,806,159.50
		TOTAL			\$12,160,024.50
	Items not included in the Estimate of Probable Cost;				
	Removal of existing utilities, removal of existing concrete/asphalt, new utilities, irrigation tap, lighting/electrical				

Current Property Values and Impacts of Property Redevelopment

As a property owned by the Downtown Development Authority, the project area has the potential to take advantage of the benefits of a Tax Increment Financing (TIF) district. As a TIF district, the redeveloped property will be able to use the existing Weld County valuation and Annual Property Tax Liability of the land (the 2014 Weld County Assessor's Office lists the Assessed Value at \$25,610, and the Actual Value at \$88,300) as the baseline for tax value. As the property redevelops and improvements to the use and physical characteristics of the site increase its value, the difference between this increased value and the baseline will be available to the DDA as revenue. Additionally, the DDA can assign a Mill Levy tax on the increment (up to 5 Mills), further maximizing the return on their redevelopment of the property.

Tax increment financing (TIF) is a mechanism for funding redevelopment projects in Colorado exclusively targeted at improving blighted areas. With the exception of Arizona, all states and the District of Columbia use some form of TIF. The concept of TIF has been around since the early 1940s, but California was the first state to adopt a TIF law in 1952. The widespread use of TIF did not occur in most states until the 1970s.

State law in Colorado authorizes urban renewal authorities (URAs) and downtown development authorities (DDAs) to use TIF for projects that improve blighted areas. TIF allows an authority to issue and repay redevelopment bonds by using the "increment" of increased taxes collected within the TIF district after improvements are made (Section 31-25-101 et seq., C.R.S.). Tax increment revenue may be generated from property or sales taxes.

For TIF purposes, to determine the increment amount of property tax revenue, the base valuation must first be determined. The base valuation is certified by the county and is equal to the total assessed valuation within the TIF district prior to the approval of the redevelopment plan. As phases of redevelopment are completed, the county reassesses the properties in the TIF district. Over time, improvements add to the property tax base. The revenue that is attributed to the growing tax base becomes the incremental revenue that is used by the authority for debt service on the bonds that are used to finance the redevelopment project.

From State of Colorado Website

The following chart represents a conceptual breakdown of the impacts of using a TIF district and Mill Levy on the Concept 3 redevelopment option:

$$\text{millage rate} \times \left(\frac{\text{assessment ratio} \times \text{fair market value}}{1000} \right) = \text{property tax}$$

Undeveloped DDA property (existing condition):

$$28.834 \times \left(\frac{.29 \times \$88,300}{1000} \right) = \text{\$738.35}$$

Anticipated 2014 Tax

DDA property with concept 3 improvements (at final buildout):

$$28.834 \times \left(\frac{.29 \times \$12,698,300^*}{1000} \right) = \text{\$106,181.41}$$

Anticipated Tax
Increment to DDA

* These numbers are CONCEPTUAL ONLY and should be confirmed by the Weld County Assessor's Office

Windsor Demographics and Retail Leakage

Impacts of Trends on the Preferred Density and Retail/Housing Mix within the DDA Property

2014 Windsor Mill Feasibility Study - A Useful Perspective

In the fall of 2014, a feasibility study for adaptive reuse of the Windsor Mill was undertaken. As part of the study, an analysis of Windsor's most current economic and demographic data was gathered, so that potential programming and ideas for the Mill could be analyzed according to Town needs and trends.

Although gathered for the Mill project, this data is also useful for helping to shape the preferred direction for the DDA parking lot property. During the process of working through the three conceptual designs, one of the outstanding questions related to market demand for housing, goods and services within the Windsor community. The Mill project data helped to fill this gap, providing insight into population growth and retail leakage data that impacts the projected needs for retail, housing, restaurant and office space within the redeveloped DDA property.

Population Growth

As is the case with many northern Colorado Front Range communities, Windsor is projected to experience significant population growth from 2012 to 2030. The following numbers represent Windsor's current population, and the projected number of new community members by 2030:

- 2012 Windsor Population: 19,775
- Projected 2030 Windsor Population: 29,522
- Number of New Community Members from 2012 to 2030: 9,747

Percentage of Population Growth from 2012 to 2030: 33%

Retail Leakage

In addition to experiencing a significant growth in population (which is an argument for adding housing within the community), the Mill study also looked closely at how and where Windsor residents currently spend their money.

Overall, Windsor residents spend the most money on the following:

- Food
- Entertainment & Recreation
- Apparel & Services

Of these categories, food spending at restaurants (both dining and those that also serve alcohol) had the greatest retail leakage. Of the \$24 million dollars Windsor residents spend on eating/drinking away from home, only \$14.5 million is spent within Windsor, leaving a total of \$9.5 million spent outside of the community. This \$9.5 million figure is referred to as Windsor's "retail leakage" in regard to eating out, and represents a loss in revenue for the Windsor community that could be recaptured if additional restaurants and bars were developed within town limits.

Impacts of Population Growth and Retail Leakage on the Redevelopment Potential of the DDA Property - Good News!

The demographic and retail numbers from the Mill Feasibility Study represent good news for the preferred DDA parking lot redevelopment scenario. Not only will the proposed mixture of housing, office and retail be supported by Windsor's projected population growth, the envisioned restaurant/bar and retail mixture at the ground floor level has the ability to provide places to eat and drink that will help recapture community dollars currently lost to establishments outside Windsor.



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MEMORANDUM

Date: January 21, 2015
To: DDA Board
From: Kelly Unger, Communications/ Assistant to the Town Manager
Re: DDA Involvement with 125th Anniversary
Item #: J.1.

Background / Discussion:

The Town of Windsor was incorporated on April 2, 1890. The year 2015 is the Town's 125th Anniversary. In order to properly celebrate this milestone, Town staff hired the marketing firm Slate Communications. Town Staff held numerous stakeholder meetings, which were very useful to receive feedback and develop common themes and ideas to celebrate the Town's Anniversary.

In the year ahead, staff is looking for community partners to get involved with the 125th Anniversary celebration. Staff has identified several opportunities for potential DDA involvement listed below:

- Install banners on light poles with 125th Anniversary design
- Host Sidewalk Chalk-a-Thon
 - Chalk will be provided along with theme and a kit of chalk drawing tips
 - Kits available inside DDA Businesses
- Downtown Mural Contest
- Interactive and mobile chalkboard wall
 - Traveling display that poses a different question every few weeks such as, "What's the best thing about living in Windsor?" Visitors will write their answers on the chalkboard.
- Light display of 125th Anniversary logo on building

Recommendation:

For review and discussion