



**STRATEGIC ACTION PLAN 2014  
WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY**

<b>IDENTITY AND MESSAGING</b>						
<b>Objective</b>	<b>Projects</b>	<b>Action Item</b>	<b>Measurement of Success</b>	<b>Potential Partners</b>	<b>Timeline</b>	<b>January 2014</b>
To promote and market the district	Develop a new and improved Windsor DDA website	Contract with website designer and locate a hosting site	New website will be live in 2014	Town of Windsor, Windsor Chamber of Commerce	2014	
	Partner with the Windsor Chamber of Commerce at various events	DDA Board members attend and participate with Chamber events	Booth at business events each year (i.e., Business Expo) and other events	Windsor Chamber of Commerce	Ongoing	
	Increase partnership/sponsorship opportunities with special events that are held in Boardwalk and Main Park	Communications with business and property owners regarding events	Businesses participate in events at Boardwalk and Main park, increase foot traffic from parks to downtown and increase sales during events	Special Event applicants, Town of Windsor, DDA Members	Ongoing	
Establish communication with all members of the DDA and the community	Establish relationship with newspapers, local publications and radio stations	Contract with local papers for a regular column or other updates on what is happening downtown, what events are coming up, etc.	At least a monthly communication/press release from the DDA	Windsor Now, Windsor Beacon, NCBR, Ratio Stations, NPR	Ongoing	
	Develop a Windsor DDA email list for all DDA members	Send e-newsletters with the events scheduled, current and proposed projects, meeting times, etc. to the DDA members on a monthly basis	Obtain at least 75% of the DDA members email addresses and send out regular communication to the DDA members	N/A	2014	Email list is in progress and should be complete by May, 2014. No email newsletters have been sent to date.
	Solicit feedback and suggestions from DDA members	Create a comments page on the Windsor DDA website and formulate 'BIG IDEA' agenda item at the regular DDA Board meetings	DDA members attend and share their ideas and feedback at the meetings and/or website and DDA Board identifies next steps	DDA Members	Ongoing	
	Develop social media through the DDA website	Explore Twitter, Facebook, Smartphone Applications, Blogs, QR Codes, etc.	Establish appropriate media accounts and update regularly. Establish a baseline of followers and monitor the success of those accounts	DDA Members, Town of Windsor, Chamber of Commerce	2014	To be done in conjunction with website update.



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Establish communication with developers, investors, builders, realtors and other stakeholders	Develop promotional materials/handouts to distribute	Package the statistical data of the district including but not limited to, vacant parcels, square footages, allowed uses, etc.	Provide current statistical data on the website, at meetings and in promotional materials	Town of Windsor, local architects and realtors, CSU, UNC		Media kit has been created for distribution, but to date statistical data has not been gathered.
		Attend realtor meetings, Upstate and NCEDC annual meetings	DDA Board members attend meetings and report back regularly	Upstate, NCEDC, HBA, CSU, UNC	Ongoing	TOW Economic Development Manager attends meetings on behalf of the TOW & DDA.



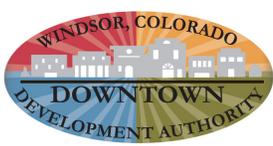
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<b>ORGANIZATION</b>						
<b>Objective</b>	<b>Projects</b>	<b>Action Item</b>	<b>Measurement of Success</b>	<b>Potential Partners</b>	<b>Timeline</b>	<b>January 2014</b>
To maintain and revitalize the district as a center for commercial, financial, governmental, social, recreational, and cultural activities and to prevent deterioration from occurring	Establish an annual work plan which implements the Downtown Design Guidelines and Financing Plan and the current DDA Strategic Plan	Establish schedule to review work plan prior to annual budget process	The successful adoption of the DDA budget by the Town of Windsor and the work plan by the DDA Board	Town of Windsor	2014	Ongoing/annual
	Explore Main Street Candidate program as a way to coordinate DDA activities	Attend quarterly Downtown Institutes, review Main Street benefits and requirements, request Main Street training and technical assistance from DOLA staff	Implement aspects of the Main Street 4-point approach	DOLA, DCI, State Historical Fund	2014	
	Partner with community organizations working to better Windsor and downtown	Identify liaisons on DDA Board for various community organizations	DDA Board members attend meetings and report back regularly	Windsor Housing Authority, Parks and Recreation Board, Historic Preservation Commission, Town Board, Planning Commission, Civic Associations, etc.	2014/2015	
	Develop a volunteer program and coordinate with existing community volunteer programs	Meet with civic organizations to identify volunteer opportunities in the DDA. Promote volunteer opportunities through existing media and communication outlets	A DDA volunteer database	Civic organizations such as Kiwanis, Lions, Master Gardeners, Windsor-Severance Historical Society, Library, local schools, CSU, UNC, etc.	2012	Create projects - ie help at Farmer's Market, paint electrical boxes, etc. Look outside of DDA.
To assist the Town in promoting partnerships with the Colorado Department of Transportation (CDOT) and the Great Western Railroad (GWR) to relieve traffic, transportation and rail conflicts through the downtown	Educate the public and DDA members on CDOT and GWR regulations, potential projects and partnership opportunities	Meet and understand CDOT regulations for HWY 392 and HWY 257	Having held workshops with CDOT and Public Utilities Commission (PUC)	CDOT, GWR, PUC	2014	To be done in conjunction with concept plan for back lots.
		Meet with GWR	Establish a positive relationship with GWR	Broe/Great Western Railroad	2014	To be done in conjunction with concept plan for back lots.



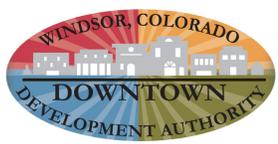
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<b>PROMOTIONS</b>						
<b>Objective</b>	<b>Projects</b>	<b>Action Item</b>	<b>Measurement of Success</b>	<b>Potential Partners</b>	<b>Timeline</b>	<b>January 2014</b>
Promote a diversity of activities in the district, encourage the creation & continuation of public events held in the DDA		Implement the Marketing Plan				
Promote Windsor's unique identity as a way of differentiating downtown Windsor from other communities	Identify events that promote Windsor's identity including building events that focus on Windsor's heritage; retail events that focus on getting people into the stores; and an image campaign that focuses on how the community sees the DDA	Participate in the planning of events and partner with organizers	DDA members participate in planning committees for Windsor events. Progress is reported at Board meetings on a regular basis. DDA participates at all	Town of Windsor, Chamber of Commerce, other event organizers	Ongoing	
		Establish Public Art program			2015	



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<b>ECONOMIC RESTRUCTURING</b>						
<b>Objective</b>	<b>Projects</b>	<b>Action Item</b>	<b>Measurement of Success</b>	<b>Potential Partners</b>	<b>Timeline</b>	<b>January 2014</b>
To encourage the renovation and reuse of vacant and deteriorated structures within the district	Develop an incentive program for new development and redevelopment projects	Explore opportunities for Town and DDA to establish incentive packages	The Town and the DDA agree on incentive guidelines and the DDA educates potential and existing business and property owners	Town of Windsor, realtors, DDA members, financial institutions	2014	DDA board to meet with Economic Development Manager to learn about the incentive process.
	Develop a store front display program for vacant buildings	Contact property owners of vacant buildings, establish display criteria, and conduct outreach to civic organizations	Obtain agreements with property owners to utilize vacant storefronts	Schools, CSU, UNC, local artists, fire district, businesses, TOW, Chamber, realtors, property managers, etc.	On hold	Vacant storefronts are limited; the program is on hold.
Promote and support private and public developments that are consistent with the plans and objectives of the DDA	Review potential gathering places/exhibit halls/event facilities for the downtown area and determine what the appropriate size/scale of development is for Windsor	Review convention sites of other towns of similar size and review potential locations in existing buildings such as the Mill	List of potential sites located on DDA website	Town of Windsor	2014	Options may be determined through the feasibility study gap analysis
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	Encourage office and residential to occupy second story spaces and encourage retail and restaurant uses to occupy first floor spaces	Review zoning regulations to ensure uses are allowed in downtown zone and identify locations for housing including multi-family and affordable	Modify documents as necessary	Housing Authority, Town of Windsor, developers	Ongoing	



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	<p>Work with local architect to create an architectural inventory of structures within the district and to have available for consultations with prospective developers and/or businesses</p>	<p>Contract with local architect for the described projects</p>	<p>Upload architectural inventory information and consultation process and details to the DDA Website</p>	<p>Local architects</p>	<p>2015</p>	<p>Budget for 2015</p>
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<b>DESIGN</b>						
<b>Objective</b>	<b>Projects</b>	<b>Action Item</b>	<b>Measurement of Success</b>	<b>Potential Partners</b>	<b>Timeline</b>	<b>January 2014</b>
To increase equal to the need, the net supply of off-street parking spaces within the district	Develop a parking program to provide sufficient public parking to service all occupants & owners within the DDA including parking garages & lots concentrating on areas of present parking deficiencies & future growth, increase the efficiency/effectiveness of existing parking, introduce programs to reduce parking needs such as trails, establish special parking zones & regulations	Commission a parking engineer to conduct a parking study downtown that will provide direction to the DDA on current and future parking demand/supply and other transportation issues, including pedestrian circulation	Implement the parking plan	Town of Windsor	2014/2015	Employee parking options drafted by staff & provided to DDA board. Review of parking regulations & historic credits being done by planning staff. DDA owned property is also being reviewed to address parking options.
To improve the pedestrian flow and protection	A pedestrian and vehicular circulation system including pedestrian amenities and a program to reduce automobile-pedestrian conflicts	Install new street signs and add directional signage in downtown and to downtown	Implementation of recommendations per plans	Town of Windsor, CDOT	In conjunction with parking study and implementation	Pedestrian safety is being worked on by Engineering - TOW strategic plan goal A.1.3. Develop a pedestrian and bike safety plan for downtown. Balance in conjunction w parking study/plan.
To improve the visual attractiveness of the district	A beautification program in the following areas: major entrances, Windsor Lake and Boardwalk Park, walkways and public spaces	Clean up the corners at 4th Street and Main Street and 6th Street and Main Street to look like 5th Street and Main Street	Develop a prioritized list of beautification project with budget allocations	Town of Windsor, DDA members, volunteers	2012-2014	New planters added at 4th & 6th & Main and will continue into 2014.
		Install more benches along the sidewalk, uniform in design				Review for need/placement. Add DDA logo for branding purposes?
		Install additional trash cans				Review for need/placement
		Plant trees in the existing tree rings that are empty				Review for need/placement
		Clean up the existing gas meters by painting them or covering them up				Part of 2014 work plan - possibly partnering with WHS.
		Façade renovation program				Budgeted to begin in 2014.



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Align Municipal Code, Building Codes, Fire regulations and Town administrative policies to match Downtown Design Guidelines and Financing Plan	Work with the Town to revise the Downtown Corridor Plan standards and/or Central Business District Zoning regulations	Work with the Town of Windsor Planning Department, Planning Commission and DDA to review documents and begin revisions as necessary	Modify documents as necessary	Town of Windsor	2014/2015	
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	Coordinate with the Windsor HPC to distribute educational brochures and information relative to available landmark status opportunities and financial incentives	Review and understand Downtown Historic Survey and partner with the HPC to implement survey recommendations	Schedule workshops, distribute information	Windsor Historic Preservation Commission, State Historical Fund, realtors	Ongoing	Preservation and restoration of landmark-designated properties - HPC met with DDA on 1/16/13 and received positive feedback to proceed with contacting downtown property owners concerning historic designations of properties and HPC is moving forward with this project.
To construct, install and place underground publicly and privately owned utility and communications systems	Require the undergrounding of utilities in conjunction with new and redevelopment projects within the district	Review and understand Town undergrounding funding opportunities and seek prioritization of funds in conjunction with redevelopment and beautification projects	Create prioritized project list and partner with Town to implement as funding is available	Town of Windsor, Utility companies		Difficult to require due to cost; current standards require undergrounding w new development. This should be a block by block project.