

WINDSOR ROAD REVITALIZATION PLAN

Village of Windsor, WI



CONTENTS

BACKGROUND	1
Dane County BUILD Program	1
BUILD Program Goals.....	1
Project Planning Area.....	2
EXISTING CONDITIONS AND ISSUES	3
Inventory.....	3
Current Zoning	3
Current Land Use	3
Adopted Plans.....	3
Roadways	4
Pedestrian and Multi-Modal Infrastructure.....	5
Rail Infrastructure	5
Public Utility Infrastructure.....	5
Private Utility Infrastructure.....	5
Population Data	5
VISION PLAN & IMPLEMENTATION MEASURES	6
Identifying Strategic Revitalization Strategies	6
Land Use & Zoning	9
Infrastructure	9
Biking and Pedestrian	10
Beautification.....	11
General Cleanup.....	13
Financial Aids, Incentives, and Project Funding.....	13
Implementation	14

MAPS

- Map 1: Project Planning Area
- Map 2: Existing Zoning Map
- Map 3: Future Land Use Plan Map
- Map 4: Paths & Sidewalks
- Maps 5A – 5C: Issues & Opportunities Maps
- Maps 6A – 6E: Redevelopment Concepts
- Maps 7A – 7C: Village Campus Concepts

FIGURES

- Figure 1: Zoning Matrix
- Figure 2: Future Land Use Matrix

BACKGROUND

Dane County BUILD Program

In 2016, the Village of Windsor was awarded funding from the Dane County Better Urban Infill Development Program (BUILD) to prepare a Revitalization Plan (the “Plan”) for properties along Windsor Road in the Village of Windsor, Wisconsin. As outlined in the grant submittal, the overarching goals of the Plan are to:

- Establish a multi-modal transportation corridor (automobiles, bicycles, and pedestrians) for through traffic and connections to the adjacent neighborhoods.
- Modify the long-term land use mix in the corridor appropriate to a village downtown.
- Attract investments through strategic revitalization strategies.
- Re-establish the corridor as a special place within Windsor as a community center.
- Bolster the immediate local economy and property values.

This Plan builds on previous efforts accomplished by the Village of Windsor for the planning area. Prior to receiving a county planning grant, the Village has implemented a Comprehensive Plan: 2035, a Comprehensive Outdoor Recreation Plan (2015-2020), and the Depot Street Dane BUILD Plan (2004). This Plan will build upon the past adopted plans and look to further define the revitalization priorities of the planning area.

BUILD Program Goals

As part of the BUILD Program, Dane County identifies goals and principles to guide the planning process of urban revitalization. The following design guidance has been considered in the preparation and resulting recommendations of this Plan:

Make better use of existing infrastructure: The Windsor Road corridor is an important east-west connection between the Villages of Windsor and DeForest and the adjacent neighborhoods. Currently, the corridor does not provide safe multi-modal transportation options for through traffic or connection with the adjacent neighborhoods. In addition, some of the land uses within the corridor are not necessarily the highest and best use for what is essentially the village downtown. This Plan will focus on solving both of these issues through strategic revitalization strategies.

Locate community services, jobs and shopping in close proximity: Although the ‘Old Windsor’ commercial area is not a large district, some of the structures have undergone recent renovation and one of the goals of the plan is to bolster these efforts through additional strategic investment in the area. There is opportunity to increase neighborhood commercial presence in the corridor which will provide jobs and services in the heart of an older, walkable neighborhood.

Stabilize and enhance existing neighborhoods, downtowns, and other business districts: A key goal of the Plan is to build upon the recent investments in the area to strengthen the heart of ‘Old Windsor’ and surrounding neighborhoods. There is a great opportunity to create a special place for all residents to enjoy.

Produce housing and jobs for low- to moderate-income people: Any commercial redevelopment that occurs based on the Plan and resulting strategic revitalization strategies has the potential to create jobs

in the neighborhood. Further, this Plan evaluates a variety of housing types for strategic properties within the planning area.

Improve the lives of those of low- to moderate-income living in the community: Some of Windsor's oldest housing stock is within and adjacent to the planning area. The value of these homes average approximately \$150,000, where the median home value in the Village is nearly \$250,000.

Improvements and revitalization within the planning area will have positive impacts on lower to moderate income families within the community.

Avoid converting productive farmland on urban fringes and in rural areas: The planning area is entirely within the Village of Windsor urban area.

Provide viable options to auto trips by supporting walking, biking, and transit: A major component of the Plan is to develop alternatives to making walking and biking within the corridor and the surrounding neighborhoods more accessible and safe by creating continuous multi-use paths. This is especially important due to the presence of Windsor Elementary School located in the eastern portion of the planning area.

Clean up environmentally contaminated sites: Not applicable to sites in the planning area.

Project Planning Area

The planning area is focused on Windsor Road and the abutting properties generally between Yahara River Bridge on the west and North Towne Road on the east in the Village of Windsor (See Map 1). The planning area traverses one of the oldest urban areas in the Village, known as 'Old Windsor,' which is comprised of a small commercial district and relatively modest homes on smaller lots. Other adjacent, newer neighborhoods include Prairie Creek, Sunset Meadows, Windsor Ridge, and Wolf Hollow. Windsor Road is one of only a few east-west connections between the Villages of Windsor and DeForest.

EXISTING CONDITIONS AND ISSUES

Inventory

The planning area encompasses approximately 50 acres (including public rights-of-way) and contains 96 properties. The 2016 assessed value for the area was approximately \$12,370,000.

Current Zoning

The planning area contains numerous different zoning districts due to the encompassing geographic area. Map 2 and Figure 1 depicts the current zoning and a summary of the uses and requirements found in each of the zoning districts. The following zoning districts are located within the boundary area:

- Agricultural: A-3
- Single-Family Residential: R-1, R-2, R-3
- Multi-Family Residential: MF-2, MF-3
- Commercial: C-1, C-2

Current Land Use

The planning area contains a variety of land uses including residential, government/institutional, and commercial. Public recreation, agricultural, and open space uses also exist along the boundaries of the planning area. For the most part, similar land uses are clustered together.

Buildings within the planning area of Windsor Road include a variety of uses in various states of repair. In addition, some of the buildings previously used for commercial remain vacant. Within the planning area, residential uses include single-family, two-family, and multi-family residential, while the heart of the planning area includes the DMB Windsor Neighborhood Center which has been recently renovated (through a partnership between the Village, DMB Bank, and Boy Scout Troop 155), Windsor Breads Bakery & Coffee House, and the Windsor Post Office. Windsor Elementary School is located on the north side of the road at the east end of the planning area and is nearing the end of a major renovation and expansion including multi-use path connections to Windsor Road and the adjacent neighborhood.

Adopted Plans

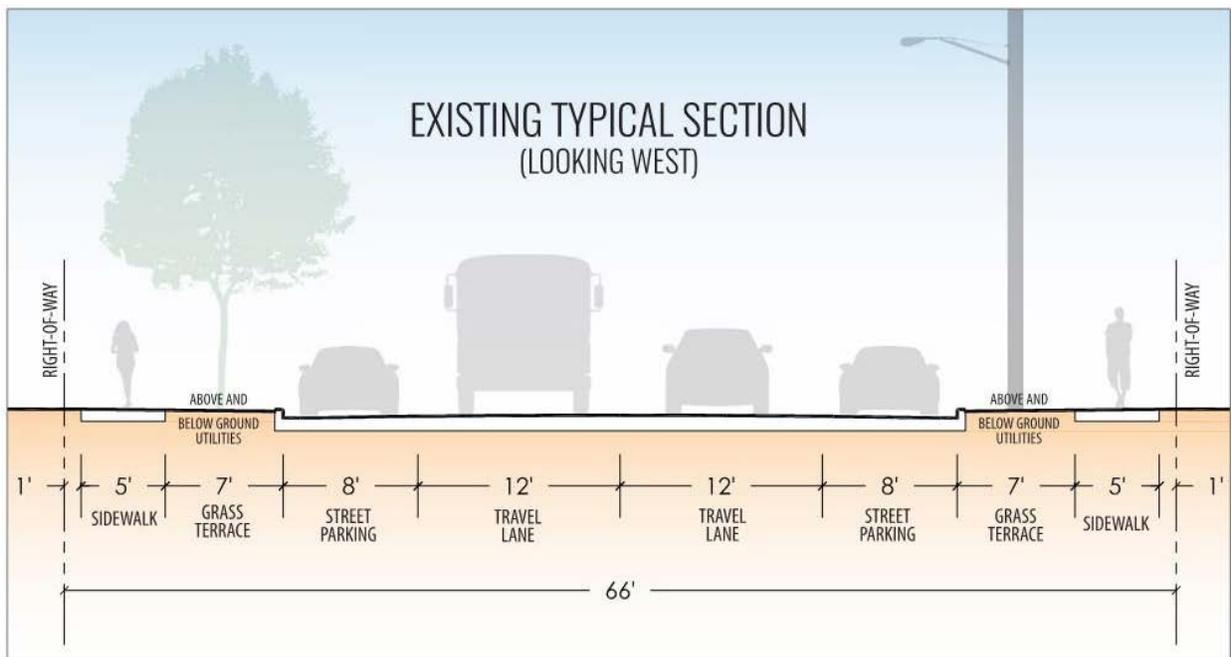
Village of Windsor Comprehensive Plan: 2035. The Comprehensive Plan guides the future land use decisions of the Village of Windsor through the year 2035. The Plan preserves the future land uses of the planning area present today consisting of Traditional Single-Family Residential to the far west, Neighborhood Mixed Use southwest of CTH CV as well as on the north side of Windsor Road in 'Old Windsor', and Mixed Residential from CTH CV to the eastern boundary at North Towne Road. Map 3 and Figure 2 depict the future land uses and a summary of the uses traditionally found in each Future Land Use category for the planning area.

Village of Windsor Outdoor Recreation Plan (CORP): 2016-2020. The Comprehensive Outdoor Recreation Plan was adopted in 2015 and identifies several pertinent references to the planning area. In particular, establishing multi-modal path connectivity along Windsor Road and to adjacent neighborhoods is an important component of the plan. Fireman's Park is also planned for improvements related to drainage, concessions, parking lot striping, and seating.

Depot Street Dane BUILD Plan (2004). This plan, prepared as part of the Dane BUILD grant program, focused on revitalization of Depot Street which intersects Windsor Road in 'Old Windsor.' The plan focused on redevelopment concepts for the properties adjacent to the railroad tracks and infrastructure improvements for Depot Street addressing deteriorating road conditions and stormwater issues.

Roadways

A significant component of the planning area is the Windsor Road right-of-way. Most of Windsor Road is an urban cross section consisting of an approximate 66-foot right-of-way with a 40-foot paved roadway from curb to curb. The street is marked to allow two-way traffic and the outer portions of the pavement are used for parking (unmarked) at various times. Windsor Road becomes a rural cross section west of Charlie Grimm Road to the extents of the planning area. A cross section of the typical roadway is shown below.



Windsor Road has not been improved, other than asphalt treatments, in the past decade. The only major road improvement in the surrounding area was the recent US 51 reconstruction to the east of the planning area that included a roundabout at Windsor Road and North Towne Road along with a multi-use path that terminates at the planning area on the north side of Windsor Road.

Bisecting streets within the planning area include Charlie Grimm Road, Telestar Circle, Traveler Trail, CTH CV, Depot Street, Windsor Street, Park Road, Sunset Meadow Drive/Windsor Ridge Lane, Wolf Hollow Road, and North Towne Road.

According to Wisconsin Department of Transportation, Windsor Road had an Annual Average Daily Traffic (AADT) count in 2012 of approximately 2,200 vehicles. CTH CV had an AADT count of 5,800 north of Windsor Road and 7,400 south of Windsor Road as of 2015. Highway 51 had an AADT count of

12,600 north of Windsor Road and 16,600 south of Windsor Road in 2015 (Note: These figures for US 51 are pre-reconstruction).

Pedestrian and Multi-Modal Infrastructure

Windsor Road includes sidewalks along most of the planning area, but are disjointed or only occur on one side of the road. The east end of the planning area includes multi-use paths improvements around the Windsor Road and North Towne Road roundabout terminating at the planning area. Bisecting streets provide sidewalk connections in most locations, with the exception of CTH CV. Multi-modal paths connect with Windsor Road at Fireman’s Park, Wolf Hollow Road, and Windsor Elementary School. Several locations along Windsor Road are equipped with proper crosswalk signage and ADA detectable systems. Map 4 outlines the existing and future paths and sidewalks in the surrounding area and planning area.

Rail Infrastructure

Windsor Road is bisected by the Canadian Pacific Railroad – Soo Line Railroad located between Depot Street and Windsor Street. The single track is part of the ‘Madison to Portage’ line with two trains daily, averaging 40 to 50 cars in length. The area where the railroad crosses Windsor Road has poorly maintained vegetation and exposed mechanical equipment adjacent to the right-of-way.

Public Utility Infrastructure

The planning area has direct access to municipal sanitary sewer and water. The current facilities have the capacity to meet the current and future needs of the planning area. There is storm sewer located throughout the planning area that serve the stormwater runoff and drainage needs of the planning area.

Private Utility Infrastructure

Several private utilities exist (cable television, telephone, internet, gas, and electric) within the planning area. These utilities are provided by various entities including Charter Spectrum, Centurylink, Frontier, MG&E, and Alliant Energy. Since these entities are all privately run utilities, they expand and upgrade as they deem necessary. Most of the private utilities are above ground, impacting the Windsor Road landscape and contributing to the aesthetic unsightliness of the planning area.

Population Data

Census tract data is not available to isolate the demographics for the adjacent neighborhoods based on tract boundaries, therefore data for the entire Village is provided as follows.

Total Population	Median Age	Below Age 20	Age 65+
6,514	40.3	25%	12.9%

U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates (2014)

Median Household Income	Households with 0-30% AMI*	Households with 30-50% AMI	Households with 50-80% AMI	Households with 80-100% AMI	Households with more than 100% AMI
\$73,103	9.7%	7.5%	15.7%	8.8%	58.3%

Housing Needs Assessment Dane County and Municipalities January 2015

*AMI – Area Median Income

VISION PLAN & IMPLEMENTATION MEASURES

This Plan has several over-arching goals to guide the revitalization and redevelopment within the planning area. This section of the Plan sets forth the recommendations and implementation measures that resulted from the planning process. The recommendations include important guidance from the Village of Windsor community and stakeholders via the leadership of the Windsor Community Development Authority, Plan Commission, and Board.

- Establish a multi-modal transportation corridor (automobiles, bicycles, and pedestrians) for through traffic and connections to the adjacent neighborhoods.
- Modify the long-term land use mix in the corridor appropriate to a village downtown.
- Attract investments through strategic revitalization strategies.
- Re-establish the corridor as a special place within Windsor as a community center.
- Bolster the immediate local economy and property values.

Identifying Strategic Revitalization Strategies

Many opportunities exist in the planning area for property maintenance, redevelopment, and/or new development. These opportunities may be development of vacant parcels or redevelopment of an area where room exists for expansion or enhancement. New development at these locations can help set higher design standards with a renewed emphasis on community image. Moreover, quality projects at these locations will provide the Village downtown, and the entire community, with an identity reflecting the local high quality of life and the affluence of Village households. Past discussions with many local landowners suggest many businesses wish to expand in the near future, and this Plan looks to facilitate and promote expansions when viable.

Maps 5A – 5C highlight the various issues and opportunities throughout the planning area as identified by the Village. Several strategic revitalization areas are discussed in more detail below.

Area #1 – Southeast Corner of Windsor Road and Traveler Trail

This subarea includes a few existing businesses including Windsor Family Dental, Papino's, Ultimate Tan Line, and a vacant parcel directly at the intersection of Windsor Road and Traveler Trail. The intersection of CTH CV and Windsor Road provides relatively high visibility and traffic counts to support commercial business in the area and future improvements are planned for this intersection by Dane County and the Village of Windsor.

Papino's is a successful restaurant that has limited parking during peak hours with overflow traffic parking on Traveler Trail. In addition, residential developments such as Courtland Court and Traveler Trail Homes use Traveler Trail for overflow visitor parking due to lack of on-street parking on the private roads. As a result, on-street parking on Traveler Trail between Windsor Road and Melwood Lane is an issue. Papino's could benefit from access to additional off-street parking in this area – either through expansion directly north on the existing vacant land, or shared parking to the east with Windsor Family Dental and Ultimate Tan Line. Since Papino's does a majority of its business on nights and weekends, this would complement the other businesses on the block. Shared parking would require an agreement between owners and a physical connection between lots. Shared parking would also open up more opportunities for development of the vacant land in this block.

In addition, the existing sidewalk on the south side of Windsor Road terminates at a drainage swale and above ground utilities. The sidewalk should be extended to, and across CTH CV including crosswalks to maximize pedestrian connectivity and safety.

Area #2 – North of Windsor Road in the Village Downtown

This subarea includes one of the oldest urban areas in the Village, known as ‘Old Windsor,’ which is comprised of a small commercial district and relatively modest homes on smaller lots. This area has seen several recent successes including the renovation of Windsor Breads and the DMB Windsor Neighborhood Center. In addition, the previously mentioned Depot Street Plan resulted in infrastructure improvements along Depot Street including roadway improvements addressing stormwater management and burying overhead utility lines. This area also includes the US Post Office which is anticipated to continue in the current location.

There are, however, a number of under-utilized properties in the planning area in various states of repair that diminish the long-term economic viability of this important location. Currently, parking for any business or potential business is limited to on-street only which limits opportunity for commercial revitalization. The area is also divided by the railroad, creating two distinct subareas, and limiting cross-access between sites.

Objectives for revitalization in this subarea include the following:

1. Create additional parking through landscaped off-street lots. The vacant lots along the east side of Depot Street could be reconfigured to maximize parking and serve the commercial area;
2. Encourage mixed-use buildings with commercial on the ground floor and residential above to create additional area vitality and additional customer base;
3. Ensure new buildings are located near the Windsor Road right-of-way, continuing the established development pattern;
4. Ensure new buildings are well-designed with high-quality materials similar to recent examples in the area;
5. Promote well-integrated streetscape elements which may include decorative lighting and banners, paving elements, landscaping, and curb bump-outs and crosswalks at road intersections that help to calm traffic and create a safer pedestrian environment. In addition, explore options for burying the overhead utility lines in this area to contribute to the overall aesthetic; and
6. Coordinate with Canadian Pacific Railroad – Soo Line Railroad to explore potential for landscape improvements within the railroad right-of-way directly adjacent to Windsor Road to enhance the crossing and help connect both subareas.

Maps 6A – 6E illustrate the existing conditions and four (4) redevelopment concepts for the subarea; intended to provide feasible revitalization strategies. The concepts include various levels of redevelopment of existing buildings, as well as a layout of off-street parking, public spaces, and conceptual landscaping.

Area #3 – South of Windsor Road in the Village Downtown

This subarea has potential for long-term future redevelopment for a variety of reasons including:

1. Proximity to 'Old Windsor'. Redevelopment of this subarea would help redefine the Windsor Road street frontage in conjunction with Area #2 in terms of streetscaping, landscaping and new architecture;
2. Proximity to Fireman's Park. There are opportunities to increase visibility, access, and parking associated with the Park in conjunction with the redevelopment of this subarea;
3. Location of Windsor Utilities property. Property owned by the Village of Windsor has potential for reconfiguration, excluding the location of the well and reservoir; and
4. Three (3) existing properties east of Park Road are under common ownership and have portions that are under-utilized.

One prominent possibility for revitalization of the subarea would involve the creation of a Village Municipal Campus where existing Village uses would be consolidated and relocated to serve the greatest number of residents. A future Village Municipal Campus might include, but not be limited to, the following:

1. Preparing a Village Municipal Campus space needs analysis and building programming study;
2. Reconfiguration of Park Road to align with Windsor Street to ensure a cohesive, safe development;
3. Evaluation of the use and configuration of Fireman's Park as it relates to long-term Village recreational plans;
4. Creation of shared parking for a variety of campus and surrounding uses; and
5. Beautification through streetscaping, landscaping, and architecture to create a true Village amenity.

Maps 7A – 7C illustrate the existing conditions and two (2) redevelopment concepts for the subarea; intended to provide feasible revitalization strategies. The concepts include various levels of development for a Village Hall; Historical Society; Community Room; DeForest Windsor Fire & EMS satellite station; Windsor Utilities Building, Reservoir, and Well; CenturyLink Building; Commuter Rail Station as well as layout of off-street parking lots, public spaces, and conceptual landscaping.

Area #4 – North of Windsor Road adjacent to Windsor Elementary School

Located southeast of the Windsor Elementary School on the north side of Windsor Road are three (3) two-family homes. These homes are surrounded by the Windsor Elementary School property and with the expansion and reconfiguration of the school property have an obsolete right-of-way between the second and third home. With the expansion and reconfiguration, the obsolete right-of-way has been removed. As part of the reconfiguration, the school also provided a relatively wide buffer surrounding the homes and the surrounding school driveways.

In addition to implementing the objectives stated for Areas #1 – #4, the Village of Windsor should execute the following:

1. Inventory and map properties within the planning area that have property maintenance, redevelopment, and new development potential. Property owners should be contacted and informed of their potential and ways the Village may be able to help with property maintenance, redevelopment, and new development efforts;
2. Promote various financing methods to spur revitalization including property-specific, development-based incentives and loan/grant programs;

3. Assist property owners, area banks, and brokers in the sales and marketing of the redevelopment and new development opportunities; and
4. Prepare applicable Code of Ordinance and/or Comprehensive Plan amendments to facilitate the redevelopment and new development opportunities into reality.

Land Use & Zoning

Based on the identified, Areas #1 – #4, amendments to the Village’s Comprehensive Plan: 2035 and Code of Ordinances may be necessary including:

1. Creating new zoning districts that permit flexibility with building uses, building location, parking ratios, etc. for the planning area.
2. Identifying the planning area as “Neighborhood Mixed Use” and/or “Regional Commercial” in the Village’s Comprehensive Plan to accommodate the new zoning districts.

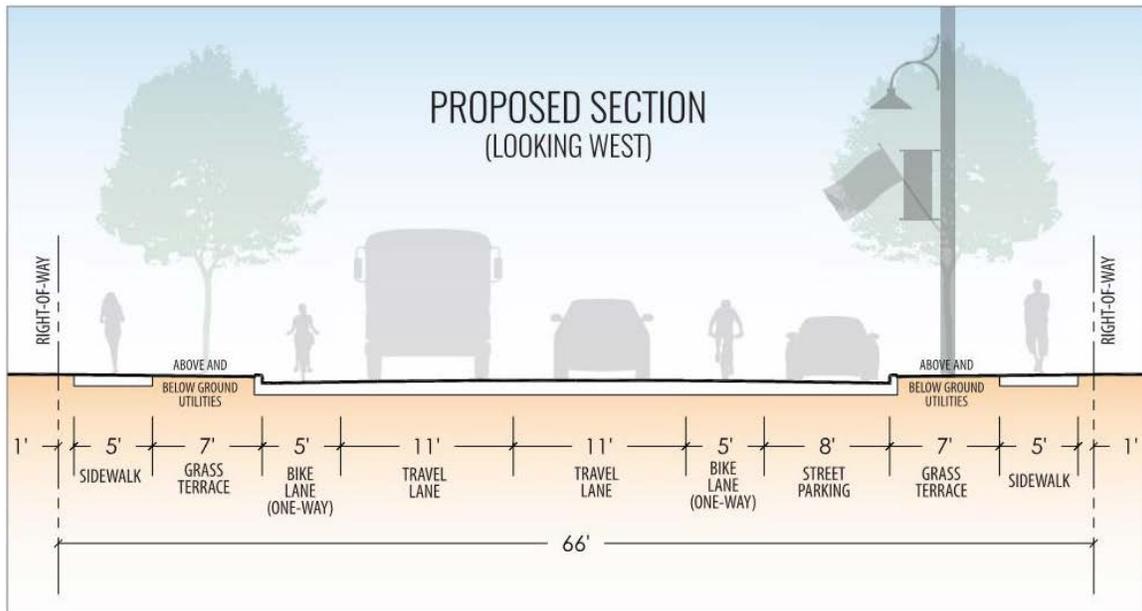
Infrastructure

Windsor Road is a significant component of the planning area and functions as the backbone of the planning area. Furthermore, the right-of-way and existing infrastructure within Windsor Road is where the Village has the most opportunity and control when it comes to revitalization that could spur property maintenance, redevelopment, and/or new development in the planning area.

Several infrastructure revitalization strategies for the planning area that were identified through the planning process include:

1. Redefining the Windsor Road right-of-way throughout the planning area is recommended in a manner that will compliment various land uses through branding, streetscaping, and beautification (i.e. curb bump-outs at intersections, benches, landscaping, etc.). The proposed section will include on-street bike lanes and on-street parking on the north side of Windsor Road as shown in Illustration #1. Such modifications may be completed at the same time as the roadway is due for a resurfacing as part of the Village’s road program. It should be noted that the proposed redesign of the roadway between Sunset Meadow Drive/Windsor Ridge Lane to County Hwy CV could define this area as the main part of the Village’s downtown.

Illustration #1: Proposed Section of Windsor Road



2. The Village should evaluate locations for new stop signs or traffic calming devices along Windsor Road to slow down traffic and begin to create stopping points where future commercial land uses could benefit. Further, stop signs or traffic calming devices will aid pedestrian and bicycle safety. The Village should investigate the addition of a four- (4) or three- (3) way stop at one of the intersections along Windsor Road at either Depot Street, Windsor Street, or Sunset Meadow Drive/Windsor Ridge Lane. The preferred option may be at Windsor Street initially due to this area being the planning area center and existing next to viable commercial uses already.

Biking and Pedestrian

In addition to the Windsor Road right-of-way, the Village needs to examine how Windsor Road can be a multi-modal transportation corridor that accommodates automobiles, bicycles, and pedestrians. The planning process evaluated the disconnected sidewalk and path system, lack of bicycle accommodations, and maintenance of existing sidewalks.

Objectives for bicycles and pedestrians include the following:

1. As part of revitalizing the Windsor Road right-of-way with future branding, streetscaping and beautification, enhanced pedestrian and bicycle connections along Windsor Road is evident. The Village should also work to better define and/or add additional pedestrian crossings along Windsor Road. An area in front of the Windsor Elementary School utilizes pedestrian signs in the middle of the roadway to slow down traffic and note where a crosswalk is taking place and this mechanism could be used in other locations along Windsor Road. Possible locations for new pedestrian signage, painted crosswalks, and ADA accessible ramps could be at the west side of the Sunset Meadow Drive/Windsor Ridge Lane intersection, east and west side of Windsor Street, and the east and west side of Depot Street. Also, new and improved pedestrian markings could be located at the intersection of CTH CV (possible upgrade of CTH CV intersection at time of future intersection reconstruction).

2. Extend the multi-use path on either the north or south side of Windsor Road from Wolf Hollow Road east to Windsor Crossing. Evaluate if such a project is Tax Increment District eligible via the existing TID #1.
3. Add signage and establish multi-use path north to Bull Run Park on west end of the planning area.
4. Construct a multi-use path west across the Yahara River Bridge to the Village of Deforest owned lands. A conservation trail exists here that could tie to many neighborhoods and many miles of trail which could allow more pedestrians to access the Village downtown in the future. Complete at the time of the Yahara River Road bridge reconstruction.
5. Complete the sidewalk west of County Hwy CV on the south side of Windsor Road. Install storm sewer, relocate utilities, and install the missing sidewalk segment, or remove the existing sidewalk back to Traveler Trail and install controlled pedestrian crosswalk to the north side of Windsor Road.
6. Create an on-street bike lane along 2nd Street from CTH CV to Windsor Elementary School with a connection to Sunset Meadows Park at Windsor Street.
7. In place of an off-street path along Windsor Road, due to land acquisition and utility constraints, establish on-street bicycle lanes that provide additional multi-modal transportation options and connectivity within the planning area.

Beautification

Overall beautification of the planning area is considered essential since the Village of Windsor will be making significant investments within the planning area. Beautification efforts by the Village can tie all of the “pieces of the puzzle” together in conjunction with the strategic revitalization strategies.

As part of the recommendations outlined below, it should be noted that these beautification efforts are largely built upon creating a new sense of place for ‘Old Windsor’. There are several beautification recommendations for road, intersection, signage, landscaping, and streetscaping improvements within the planning area and it is essential that the Village recognizes how these recommendations relate to each other. Ultimately, the intensity in which they are designed and implemented will influence the degree of positive change in the planning area.

Objectives for beautification include the following:

1. Burying the utility poles within the planning area would contribute to creating an improved aesthetic for the Windsor Road right-of-way. Burying of the utility poles may be cost prohibitive, as a result utilization of the utility poles may be an alternative. The Village should institute a flag/banner program and work with the utility company on flag/banner holders on Windsor Road in the planning area. Flags/banners for select holidays and/or Village recognition may be installed. Annual expenses for flag/banner replacement could be shared with a local nonprofit organization (local legion/club). In the event burying of utility poles can occur, an ornamental lighting plan should be discussed for the planning area that includes holders for flags/banners.

In April 2017, Alliant Energy provided the Village a cost estimate for burying the utility poles from CTH CV to Sunset Meadow Drive/Windsor Ridge Lane, which was approximately \$500,000.

There would also be additional costs involved with relocation of other existing underground utilities.

2. Street tree planting is sporadic along the terraces in the planning area. Some trees and vegetation were planted at different times resulting in disjointed heights and species. A plan should be designed that incorporates new street trees along Windsor Road that takes into account the removal/upkeep/assessment of the existing landscaping in right-of-way.
3. A mailbox program should be considered for the properties along Windsor Road consisting of groupings of mailboxes of the same aesthetic. Groupings of mailboxes would result in fewer structures in the right-of-way.
4. An annual residential beautification award program could be instituted for residential properties in the planning area that meet certain criteria in the maintenance and aesthetics of their properties. Recognition with yard signs and/or other awards could be incorporated.
5. Several wayfinding signs are currently found just outside the extents of the planning area boundary, including signs stating “Welcome to Windsor”. The wayfinding signs do differ in colors and design. In order to create a cohesive theme in line with the recommended implementation measures discussed in this Plan, the following signage recommendations are set forth:
 - a) The Village should determine an ongoing brand. It appears that Windsor’s brand and theme are using the “Growing Forward” logo and phrase along with the colors of green, yellow, and white. This should be utilized for all future graphical references in any signage (wayfinding, identification, and banner signage).
 - b) Determine a few new strategic locations for more wayfinding signs at various gateways to Windsor Road, as well as other areas north and south of Windsor Road that point to the downtown and other civic uses of note. For example, a main traffic arterial is along CTH CV and wayfinding signs to the downtown may be advantageous along CTH CV. Also, wayfinding signage may be advantageous to the downtown from the east side of US 51, as well as where the existing wayfinding sign that is currently found on the west side of US 51. A vacant parcel (Wolf Hollow outlot) exists in a key gateway area at this time that the Village may be able to use to their advantage for such a purpose.
 - c) A plan should be formulated for the strategic placement of Village identification signage, “Welcome to Windsor”, throughout the planning area and the Village of Windsor.
 - d) The Village should work with the area historical society to identify key historical places of note and add signage regarding the historical reference. The signage could work into the overall theme that Windsor has been creating.
 - e) Windsor is not identified from I-39/90/94 at the moment. The signs at Exit 132 (US 51) denote Madison and DeForest and the signs at Exit 131 (STH 19) denote Waunakee and Sun Prairie. The Village should work with the Wisconsin Department of Transportation on how to include the Village of Windsor on these exit signs.

General Cleanup

The first impression of a passerby or visitor to a community can define if they will return, stay, or invest in the area. This Plan presents a variety of possibilities for the general cleanup of the planning area. A new sense of place can begin to evolve if some of these minor cleanup items are completed in conjunction with the strategic revitalization strategies discussed herein.

Objectives for general cleanup include the following:

1. The right-of-way should be evaluated by the Village and streetscaping in disrepair should be maintained, repaired, and/or removed.
2. Property maintenance codes should be evaluated and possibly restructured specifically for this planning area to ensure that properties are held to a standard equal to the investment the Village intends to make as part of the other beautification efforts outlined in this Plan.
3. The Village should annually (usually in spring) enforce residential and commercial property maintenance codes (outdoor storage, unsightliness, boarded windows, unmaintained facades, unauthorized parking, grass, erosion, etc.). Such an effort should look to work together with the property owners and not against. Requesting that the property owners “exercise their community spirit” in making cleanup improvements should be done.
4. As part of an annual property maintenance request to private property owners, the Village could allow identified Public Works staff to aid property owners in the trimming and/or removal of trees/bushes that are aesthetically unpleasing as viewed from Windsor Road.
5. Formally discuss any properties that are in the foreclosure process or that are deemed uninhabitable/unusable by building code standards. Possibly invest in these properties and work to get them back on the tax roll in a condition meeting the standards and desires of this Plan.
6. Work with Canadian Pacific Railroad – Soo Line Railroad to upkeep (or allow the Village of Windsor to upkeep), at minimum a 75-100 foot extension north and south of Windsor Road to a new standard. Upkeep could include maintenance of turf, removal of weeds, screening of rail utility equipment, and possible addition of new stone along tracks.

Financial Aids, Incentives, and Project Funding

Partnerships are key in any property maintenance, redevelopment, and/or new development. Often it takes a visionary to come up with a plan as well as unique financing to make the project a reality. While this Plan lays out many important strategic revitalization strategies to reach the goal of revitalizing Windsor Road, it will also be key for the Village to provide incentives to the developers and property owners. Within the planning area, aiding to close financial gaps and providing such incentives can lead to more investment by the property owners and a more complete product that can ultimately provide more tax base. Further, the Village should be cognizant of various financing efforts that may help implement some of the larger capital items associated with the recommendations of this plan.

Financial aids and incentives to revitalize the planning area include:

1. The Village should re-evaluate the CDA Matching Façade Grant Program and look to apply it directly to any strategic revitalization strategies identified as part of this Plan. The program should be marketed to the private property owners identified, as well as the supporting local real estate agents and/or banks.

2. The Village should research other comparable communities that have implemented a program for various property maintenance improvements. A program like this might be best reserved for a later phase of implementation of this Plan when other branding, streetscaping and beautification activities have begun in the planning area.
3. Increase the awareness and use of Community Development Block Grant funds for any business that is looking to implement new jobs to the Dane County area as part of a redevelopment or new development within the planning area.
4. While the use of tax incremental financing may not work for the Village downtown due to limited new commercial opportunities, it should be re-evaluated once redevelopment or new development opportunities are formally considered and pursued.
5. Investigate the use of WEDC and WHEDA Grant Programs for various redevelopment or new development opportunities as outlined in this Plan.
6. Investigate the eligibility of USDA Community Facilities Direct Loan and Grant Program for building of new civic buildings and roadway improvements.
7. Investigate Wisconsin DOT Transportation Alternatives Program (TAP) in relation to aids to roadway, recreational trail, and pedestrian (safe routes to school) incentives and cost sharing.

Implementation

The Windsor Road Revitalization Plan recommends that the Village of Windsor Community Development Authority (CDA), Plan Commission, and Board oversee the implementation of this Plan. The CDA, Plan Commission, and Board may discuss the projects and provide direction to the Village Staff to carry out the recommendations over the next few years. The CDA, Plan Commission, and Board should discuss the larger capital improvement projects annually, and at appropriate times of the calendar year, for the Village of Windsor Board to incorporate into the Village's 5-Year Capital Improvement Plan.

MAPS

Map 1: Project Planning Area

Map 2: Existing Zoning Map

Map 3: Future Land Use Plan Map

Map 4: Paths & Sidewalks

Maps 5A – 5C: Issues & Opportunities Maps

Maps 6A – 6E: Redevelopment Concepts

Maps 7A – 7C: Village Campus Concepts

FIGURES

Figure 1: Zoning Matrix

Figure 2: Future Land Use Matrix