





2 LAND USE

The Windsor Station Area/Downtown Specific Plan envisions a mixed-use, pedestrian-scaled, transit-oriented district, centered on the Town Green. To promote this vision, land use designations seek to create a loop of active uses around the Town Green. This chapter describes the land use framework, which includes land use classifications, development potential, and land use policies.





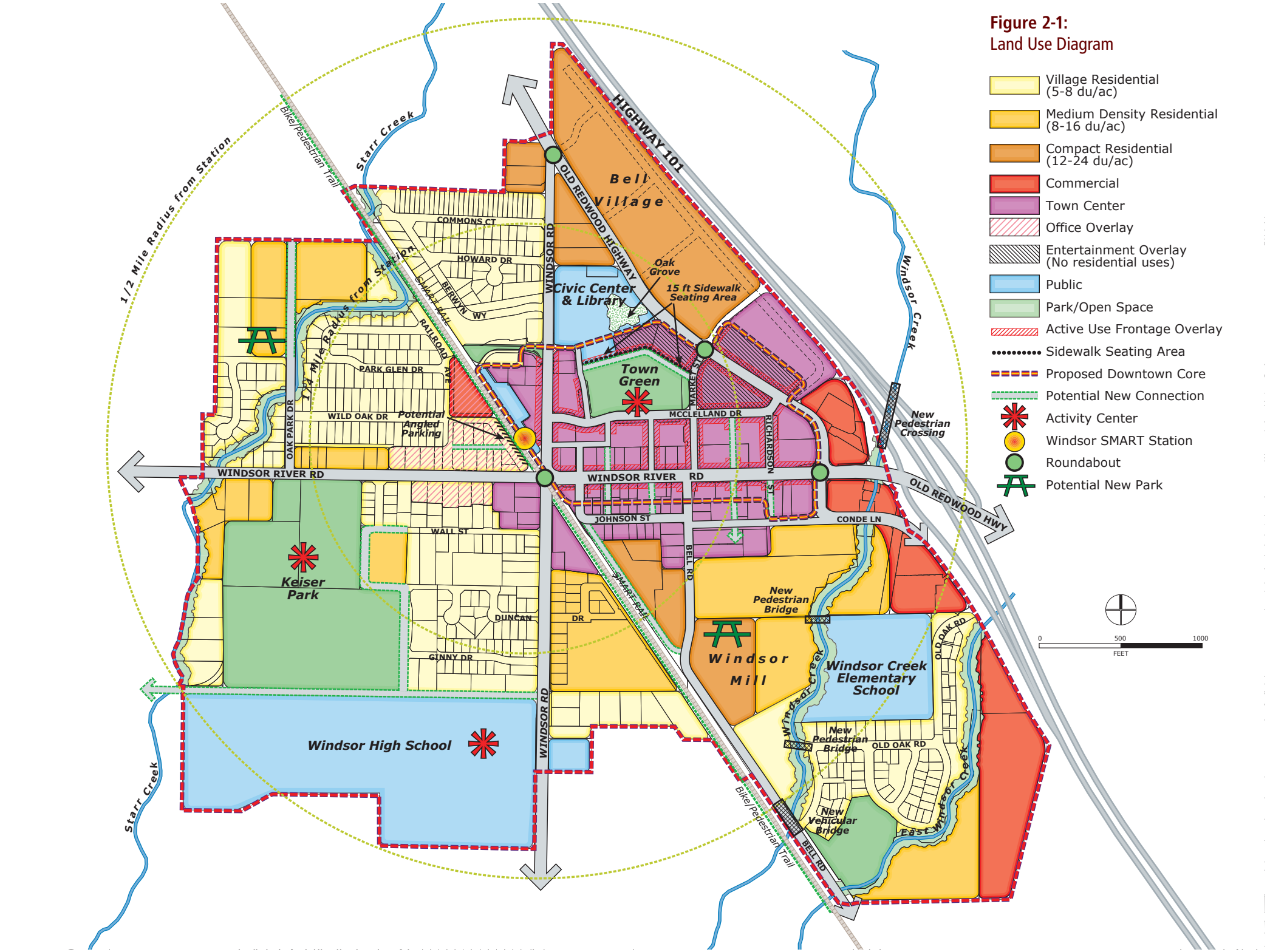


The Land Use Diagram creates a mixed-use loop around the Town Green with a redeveloped civic center and active ground floor uses on key streets.

2.1 LAND USE DIAGRAM

The Land Use Diagram (Figure 2-1) designates land uses for the Planning Area. Land use classifications, shown as colors and patterns on the diagram, allow for a range of activities within each classification. The Land Use diagram is a graphic representation of policies included at the end of this chapter and is to be used and interpreted in conjunction with the text and figures contained in the other chapters of the Plan. Key features of the Land Use Diagram (Figure 2-1) include:

- Town Center mixed-use loop around the Town Green and expanded Downtown core. The strategy for the expansion of the Downtown core is shown in Figure 2-2, and includes:
  - Redeveloped Civic Center that incorporates a public park/preserved oak grove and an activated northern edge of the Town Green.
  - Town Center designation on selected sites west of the SMART corridor to allow flexibility in development on sites adjacent to Windsor Station.
  - Incorporation of the southernmost blocks of the proposed Bell Village project as part of the Town Center.
- Key streets for active use frontage at the ground floor to define a compact shopping district. Streets not identified for retail frontage would allow a range of other uses at the ground floor, including office and residential uses.
- Entertainment Overlay on sites adjacent to the Town Green that will promote entertainment establishments and restrict residential uses within the Town Center.
- Additional Medium Density housing outside of the Town Center.
- Office Overlay along Windsor River Road west of the SMART corridor and on the large parcel located on Wild Oak Drive. Underlying residential and commercial uses will remain fully conforming with the potential to convert to office uses.


Figure 2-1:
Land Use Diagram
Village Residential (5-8 du/ac)
Medium Density Residential (8-16 du/ac)
Compact Residential (12-24 du/ac)
Commercial
Town Center
Office Overlay
Entertainment Overlay (No residential uses)
Public
Park/Open Space
Active Use Frontage Overlay
Sidewalk Seating Area
Proposed Downtown Core
Potential New Connection
Activity Center
Windsor SMART Station
Roundabout
Potential New Park
1/2 Mile Radius from Station
1/4 Mile Radius from Station
Bike/Pedestrian Trail
Starr Creek
HIGHWAY 101
OLD REDWOOD HIGHWAY
Bell Village
Civic Center & Library
Oak Grove
15 ft Sidewalk Seating Area
Windsor Creek
Town Green
New Pedestrian Crossing
WINDSOR RIVER RD
OLD REDWOOD HWY
CONDE LN
JOHNSON ST
MCCLELLAND DR
RICHARDSON ST
MARKET LN
WINDSOR RD
COMMONS CT
HOWARD DR
BERWYN WY
RAILROAD AVE
SMART RAIL
PARK GLEN DR
WILD OAK DR
OAK PARK DR
Potential Angled Parking
WALL ST
DUNCAN DR
GINNY DR
BELL RD
Keiser Park
Windsor High School
New Pedestrian Bridge
Windsor Mill
Windsor Creek Elementary School
OLD OAK RD
New Vehicular Bridge
East Windsor Creek
0
500
1000
FEET







The expanded Downtown core strategy will result in active uses surrounding the Town Green.

Figure 2-2: Expanded Downtown Core Town Green Loop Strategy

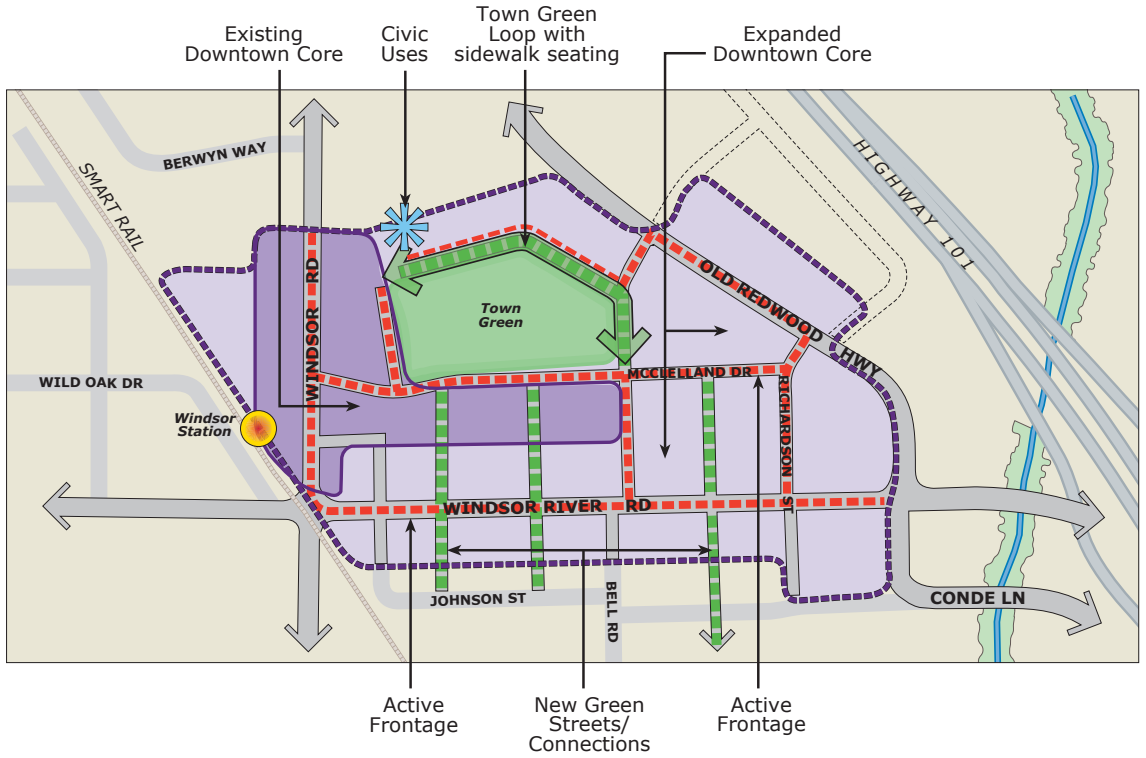


Figure 2-3: Conceptual View of the Civic Center Area Looking West Along the Town Green Loop



Existing location (left) and view (right).



Simulated view of the Town Green northern edge.



Additional simulated views of the activated Town Green northern edge.

2.2 LAND USE CLASSIFICATIONS AND DENSITY/INTENSITY STANDARDS

Land Use Classifications

The Plan designates several new land use categories. These categories are similar to many existing land use designations in the General Plan, but allow greater intensities and densities. Intensity and density ranges are described for each designation. Intensity is described in terms of Floor Area Ratio (FAR), or the permitted ratio of gross floor area (exclusive of area devoted to parking) to site area. The concept of FAR is illustrated in Figure 2-4. Density is defined as the number of dwelling units per gross acre. Public schools and parks, and other public facility uses that serve the community are permitted in all designations.

Residential

All residential uses will be eligible for density bonuses and other incentives in exchange for the development of affordable housing, as outlined in Chapter 27.22 of the Zoning Ordinance. Residential uses are also subject to inclusionary housing requirements, as outlined in Chapter 27.23 of the Zoning Ordinance. Further, affordable units will be exempt from growth control allocations, consistent with the Growth Control Ordinance.

VILLAGE RESIDENTIAL

This designation is intended to accommodate a mix of housing types on smaller lots or as attached units, with density ranging from five to eight units per gross acre. Housing types at the lower density range may include detached units near low density residential neighborhoods. Housing types at the higher density range may include detached or attached units near the Town Center, parks and transit stops. Substantial new development within this classification is not expected.

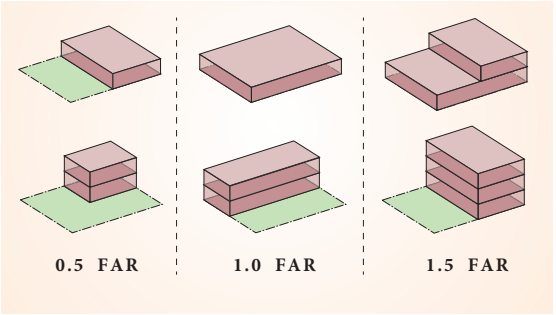
MEDIUM DENSITY RESIDENTIAL

This designation is intended for a mix of housing types, with density ranging from eight to 16 units per gross acre. Housing types at the lower density range may include single-family detached dwellings while housing types at the higher density range may include attached homes. As the highest density in this range can be accomplished with single-family attached housing (townhomes), multifamily housing is permitted only upon Planning Commission design review and approval. Medium Density Residential is located near the Town Center, along major thoroughfares, and near parks.

COMPACT RESIDENTIAL

This designation is intended for high density housing, with a density ranging from 12 to 24 units per gross acre. Density increase to 32 units per acre may be achieved based on Planning Commission discretion and finding that

Figure 2-4: Examples of Floor Area Ratios









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Active ground floor uses include a range of uses that generate pedestrian activity and engage people passing by.

the increased density would still enable a development project to be in harmony with the surroundings. Housing types at the higher density range may include multifamily buildings and housing types at the lower density range may include townhomes.

Commercial

COMMUNITY COMMERCIAL

This designation is intended to accommodate local-, community-, and visitor-serving retail land uses and eating and drinking establishment, including restaurants, stores, and personal and business services. Offices are permitted as an ancillary use. Residential uses are not permitted. The maximum permitted FAR is 1.0.

Mixed Use

TOWN CENTER

This designation is intended to accommodate a mix of retail, residential, office, hotel, and entertainment uses. This designation is intended to foster a Downtown where the community can gather to socialize shop, play, and live. The maximum FAR for all uses, inclusive of housing, is 2.5. Residential uses are allowed but not required. No limitation on store size is established, and a diversity of store and business sizes is encouraged; however, all development, regardless of size, should be designed to be pedestrian-oriented and integrated with the surroundings, consistent with Design and Development Standards outlined in Chapter 3 of this Plan.

ACTIVE USE FRONTAGE

Several streets in the Town Center designation are shown with Active Use Frontage on the Land Use Diagram (Figure 2-1). This designation requires that the ground level have uses that are accessible to the general public, generate walk-in pedestrian clientele and thus contribute to a high level of pedestrian activity, and are engaging to pedestrians walking by. Active uses may include (but are not limited to): stores, restaurants, cafés, markets, bars, theaters and the performing arts, commercial recreation and entertainment, personal and convenience services, tourism-oriented services, hotel lobbies, banks, childcare services, libraries, museums, and galleries. While office and other non-residential uses may be permitted on an interim basis at the discretion of the Planning Commission, all spaces must be designed to accommodate active uses, as outlined in Sections 3.3 and 3.4 of this Plan.

Public

PARK/OPEN SPACE

This designation provides for parks, recreation complexes, landscaped trails or pathways, and open space for environmental conservation.

PUBLIC/INSTITUTIONAL

This designation provides for public facilities, utilities, and public gathering facilities including: public schools, libraries, and government office.

Overlays

ENTERTAINMENT OVERLAY

This overlay is intended to promote entertainment uses and limit potential incompatibility with residential uses. The Entertainment Overlay restricts residential uses and serves community and regional retail needs with a focus on entertainment and recreation uses. This includes nightlife venues, various types of theaters, music venues, arcades/game rooms, and restaurants. While these uses are encouraged in this area by restricting housing, it is noted that entertainment uses are allowed throughout the Town Center designation. The maximum FAR will be as per the underlying district regulations; as the Entertainment Overlay is located only in the Town Center, the maximum FAR is 2.5.

OFFICE OVERLAY

This overlay is intended to provide convenient services to local residents and businesses, complement nearby retail development, and provide a transition between Downtown and residential neighborhoods. The overlay allows existing residential uses to convert to office and professional uses, and promotes the adaptive re-use of existing buildings and the infill of new small office buildings while maintaining the residential character of the area along Windsor River Road. New construction that is small-scaled and compatible with the surrounding residential neighborhood is allowed. The base district remains residential for parcels along Windsor River Road and Community Commercial for the large parcel west of the SMART corridor. Development on the commercial parcel would conform to Community Commercial standards. The maximum FAR will be as per the underlying district regulations.

Density and Intensity Standards

Table 2-1 summarizes the density and intensity standards for each land use designation. For all development, density/FAR is specified as a range—all development has to be within the range specified. For Town Center, the FAR includes both residential and non-residential uses. Maximum intensities shown in Table 2-1 may not be attainable on all sites, as development regulations (e.g., building height limits or development standards) or site conditions may reduce development potential. On all sites throughout the Planning Area, intensities can be averaged over multiple contiguous parcels for an individual project to accommodate areas of high-intensity development, open space, and other amenities.



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The office overlay allows identified residential buildings to convert to office (top and middle) and allows new office buildings that are compatible with the residential character of the neighborhood (bottom).







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Land use classifications allow a range of residential densities, including townhomes (top), mixed-use stacked flats (middle), and apartment complexes (bottom).

TABLE 2-1: WINDSOR STATION AREA/DOWNTOWN SPECIFIC PLAN LAND USE DENSITY AND INTENSITY STANDARDS

Land Use Classification	Density (Units per Gross Acre)		Floor Area Ratio Range
	Range	Maximum with Discretionary Review	Maximum
Village Residential	5-8	n/a	–
Medium Density Residential	8-16	n/a	–
Compact Residential	12-24	Up to 32	–
Community Commercial	–	–	Up to 1.0
Town Center	Included within FAR Limit	–	0.75-2.5
Park/Open Space	–	–	–
Public/Institutional	–	–	–

Note: All overlay zones (Office Overlay and Entertainment Overlay), as well as the Active Use Frontage, are subject to intensity standards consistent with the underlying district regulations.

Source: Dyett & Bhatia, 2011.

2.3 DEVELOPMENT POTENTIAL

Buildout and Opportunity Sites

Reasonable full development under the proposed Specific Plan is referred to as "buildout." Although the proposed Plan applies a 25-year planning horizon, the Plan does not specify or anticipate when buildout will actually occur. New development is expected to occur on "land use opportunity sites," which consist of vacant and underutilized sites as outlined in Chapter 1; some sites may not be built or redeveloped with the anticipated use over the next 25 years, while some other sites that are not anticipated to change may actually do so.

Table 2-2 shows a detailed breakdown of the potential residential units, non-residential development, population, and jobs that could result from buildout of the proposed Plan. This table also summarizes the net total buildout within the Planning Area (the sum of existing development and net new development). This total represents development that could be expected in 2035 if the Specific Plan is implemented according to the Land Use Diagram (Figure 2-1) and land use classifications described in this chapter.

When compared to the Market Demand Study summarized in Chapter 2, the Plan achieves a higher percent of projected town-wide non-residential growth. The plan focuses on compact development within the Downtown core that promotes transit access and establishes a dense, vibrant, and ultimately sustainable Downtown. Rather than 25 percent of anticipated town-wide non-residential growth, the Plan proposes that the Downtown attract 60 percent of that growth (80 percent of anticipated town-wide retail growth and 30 percent of town-wide office growth).

The Station Area / Downtown Specific Plan set forth a long-range vision for the development of downtown. This vision will evolve over many years, and may require incremental steps. The expansion of single-family structures for residential uses and the limited conversion of single-family structures to a commercial space may constitute a necessary incremental step in the development of downtown. These conversions may be approved by the Planning Commission provided certain findings listed in Chapter 27.50 of the Town's Zoning Ordinance can be made. Single-family residences located within the downtown core will not be allowed to expand, and will continue to be regulated as non-conforming uses per Chapter 27.50 of the Town's Zoning Ordinance.

The Windsor Station Area/Downtown Specific Plan shall reflect interim removal of the Active Use Frontage Overlay on Windsor River Road from Windsor Road to Old Redwood Hwy.







Development potential includes significant new housing and non-residential space, focused around the vibrant Town Green.

TABLE 2-2: SUMMARY OF PROJECTED NEW DEVELOPMENT (2035)[1]

	Existing[2]	Pipeline	Proposed New Development			TOTAL NEW DEVELOPMENT (INCLUDING PIPELINE)	TOTAL DEVELOPMENT (EXISTING + PROPOSED NEW DEVELOPMENT) 2035
			Town Center Mixed Use	Remaining Planning Area	TOTAL STATION AREA/ DOWNTOWN SPECIFIC PLAN		
Residential (Units)							
Multifamily	190	520	270	80	**350**	**870**	**1,060**
Single Family Attached	510	100	–	170	**170**	**270**	**780**
Single Family Detached	290	50	–	40	**40**	**90**	**380**
TOTAL	**990**	**670**	**270**	**290**	**560**	**1,230**	**2,220**
Non-Residential (Square Feet)							
Retail	112,500	65,000	303,300	80,200	**383,500**	**448,500**	**561,000**
Office	403,00	12,000	163,300	73,300	**236,600**	**248,600**	**288,900**
Hotel[3]	0	–	62,000	–	**62,000**	**62,000**	**62,000**
TOTAL	**152,800**	**77,000**	**528,600**	**153,500**	**682,100**	**759,100**	**911,900**
JOBS[4]	**430**	**210**	**1,480**	**470**	**1,950**	**2,160**	**2,590**
POPULATION[5]	**2,800**	**1,300**	**480**	**640**	**1,120**	**2,420**	**5,220**

1 Assumes 80% of opportunity sites are redeveloped, using average FAR and density assumptions (assumes 22 units/acre for Compact Residential and Town Center, and 12 units/acre for Medium Density).

2 Existing retail space per EPS Market Study assessment Old Downtown shopping center; office space is estimated assuming an FAR of 0.25 on the existing 3.7 acres of office uses.

3 One hotel is proposed, located north of the Town Green within the Entertainment Overlay area. The estimated area would include 75 rooms, retail and restaurant space, meeting space, and service and lobby areas.

4 Total new jobs are based on the following assumptions: One job per 400 square feet of retail, one job per 275 square feet of office, and one job per 500 square feet of hotel space.

5 Total new population is based on 95% occupancy of housing units, and the following assumptions: 1.88 people per multifamily unit, 2.36 people per single-family attached unit (medium density), and 3.14 people per single-family detached unit. These rates are based on data from the 2000 Census.

2.4 HISTORIC RESOURCES

Historic resources strengthen the sense of community and add character to Downtown Windsor. The Plan seeks to preserve and build on these assets through promotion of reuse of identified historic sites. There are five historic resources listed on the Windsor Historic Register within the Planning Area, all of which are located on Windsor River Road between Windsor and Bell roads. These properties include:

- Masonic Lodge at 371 Windsor River Road
- Odd Fellows Hall at 337 Windsor River Road
- Gutchell Residence at 321 Windsor River Road
- Duvander House at 295 Windsor River Road
- Bell Ranch House at 294 Windsor River Road

In addition, the Old Windsor Community Methodist Church at 251 Windsor River Road and the Old Methodist Church Parsonage at 239 Windsor River Road were included on the 2002 Preliminary Inventory, though were not ultimately included on the Historic Register. These sites are all located within the Town Center and Active Ground Floor Frontage classifications, though would be expected to accommodate active uses through reuse over time rather than redevelopment.



Historic buildings in the Planning Area include the Bell Ranch House, the Odd Fellows Hall, and the Masonic Hall, shown top to bottom.



Historic buildings in the Planning Area include the Gutchell Residence, the Duvander House, and the Old Windsor Community Methodist Church, shown top to bottom.

2.5 AFFORDABLE HOUSING

The Station Area/Downtown Specific Plan calls for 1,230 new residential units developed within the 25-year planning horizon. The majority of development (1,165 units) is expected to occur within the boundaries of the Redevelopment Area, which requires that 15 percent of new dwelling units be affordable to and occupied by households of very low, low or moderate income. Of this 15 percent, 6 percent are required to be available to very low-income households and 9 percent are required to be available to moderate-income households. This would result in 70 units for very low income residents and 105 units for moderate income residents.

The Town of Windsor has several implementation programs to encourage the production of affordable housing, as outlined in the Town of Windsor Housing Element Update 2007-2014. Key implementation programs include:

1.A **Inclusionary Housing Ordinance.** The Town of Windsor's Inclusionary Housing Ordinance requires new residential developments of five or more units to set aside either:

a) 20 percent of units for moderate-income households;

b) 15 percent of units for low-income households; or

c) 10 percent of units for very low-income households.

The Town recently amended its ordinance to allow developers to satisfy their inclusionary housing requirement through payment of an in-lieu fee, land donation, or off-site construction.

1.B **Housing Density Bonus Ordinance.** The Town shall continue to implement its Housing Density Bonus Ordinance and review its provisions and administration for consistency with State law. In implementing this Ordinance, the Town shall consider zoning concessions as incentives to affordable housing production.

1.C **Assistance to Affordable Housing Developers and Developers Addressing Other Special Needs.** The Town shall work with developers of affordable housing and housing for special needs groups to plan and develop projects that will be an asset to the community. Such work may include, but not be limited to, support in applications for state and federal funding, design review workshops, site location assistance, and direct financial assistance.

1.D **Annual Growth Control Report.** The Town shall, through its Annual Growth Control Report, monitor the supply of residential land to ensure sufficient developable land is planned and zoned for single-family and multifamily residential development to encourage development of affordable housing.

1.E **Annual Housing Report.** The Town shall continue to monitor its supply of affordable housing through the Annual Housing Report. The Report documents the supply, state, and expiry dates of the Town's affordable housing units. In addition, it summarizes the Town's affordable housing activities.

1.F **Secondary Dwelling Units.** The Town shall continue current regulations to permit second units on single-family residential lots. As an objective, the Town shall aim to add another 20 secondary dwelling units over the course of this planning period.

1.G **Manufactured Housing.** The Town shall continue to permit manufactured housing in the residentially-zoned districts of the Town.

1.H **Encourage Affordable Housing Development at Shiloh Road Village.** The Town shall make an effort to publicize opportunities for the development of housing at the Shiloh Road Village site.

1.I **Support the Development of Rental Housing and Housing Affordable to Extremely Low-Income Households.** The Town will prioritize funding identified in Program 1.C for development of housing affordable to extremely low-income households. The Town will encourage developers to utilize the density bonus incentive provided in Program 6.F to encourage the development of single-room occupancy rental units.

GOALS AND POLICIES

The following goals and policies build on the Guiding Principles, outline the vision for the Station Area/Downtown in terms of Land Use, and lay the framework for development within the Planning Area. Land Use goals and policies focus on achieving a vibrant and viable center for Windsor.

Goal LU-A: Enhance the Station Area as Windsor's shopping, employment, residential, and community activity center, with a compact, walkable, pedestrian-scaled downtown centered on the Town Green, and connected to transit.

Goal LU-B: Foster a balance of housing, retail, office, and institutional uses in the Downtown core, complemented by activities and amenities, which cater to the needs of the community and the region.

The Plan will strengthen the Station Area's desired role as the center for shopping and community activities and expand the Downtown core such that it also becomes a regional destination and employment center. This will require ensuring that Downtown maintains and expands its pedestrian-friendly atmosphere, builds on its existing family friendly reputation, and expands its employment base – not only to reduce the need for residents to commute to other jurisdictions for work, but also to increase the daytime population in Downtown Windsor to support local businesses.

LU-1 Allow for a flexible use mix, with a variety of uses at the ground floor as well as on upper stories, except where Active Ground Floor Uses are indicated, in which case only active uses are permitted at the ground floor as outlined in the Land Use Classification. Allow commercial uses on upper stories.

LU-2 Require commercial uses that exceed 10,000 square feet to have a multi-storied format, rather than be spread out horizontally, and integrate other uses. Allow single-story development only if it is in harmony with the Downtown character.

LU-3 Redevelop the Civic Center site with multi-use, multi-storied development with civic as well as non-civic uses, if feasible, that re-define the Town Green's northern edge with active uses.

- Create a unique identity for the new Civic Center, with a public open space that preserves the existing oak grove, distinctive street trees, signage, and other streetscape elements.
- Incorporate the library in the redevelopment; consider a multi-story format in order to retain the urban character of Downtown development.
- Establish a new street and 15 foot-wide pedestrian promenade and outdoor seating area along the northern edge of the Town Green to complement the proposed Entertainment Overlay (see Chapter 3 of this Plan for details related to the design of this space).
- Consider the addition of more educational uses, such as a Santa Rosa Junior College extension.
- Consider the inclusion of a community center.
- Provide public amenities, including public restrooms.

LU-4 Promote significant new non-residential development, including retail, office, and institutional uses in order to establish a diversified and expanded employment base and to increase the daytime population, that will in turn help support businesses in Downtown Windsor. This will entail a combination of strategies, such as:

- Encourage development and retention of small businesses, start-up firms, partnership incentives, and buildings that accommodate these businesses.
- Attract leading edge industries, based in technology, medical/bio, engineering, and media that provide good quality jobs with potential for career advancement. Ensure that buildings are designed to accommodate these uses.
- Work closely with existing businesses, the Chamber of Commerce, and the







Plan policies seek to enhance Downtown Windsor as an active shopping, employment, residential, and community activity center, centered on the Town Green (top and middle). Include the library in the redevelopment of the Civic Center (bottom).

Old Downtown Merchants Association to address economic needs and stimulate growth.

LU-5 Increase opportunities for office uses Downtown by allowing residential units outside of the Town Center and along key corridors as identified in the Land Use Diagram (Figure 2-1) to convert to office, within the existing residential format.

LU-6 Promote a diverse range of housing types to accommodate a variety of household types. Locate building types that specifically serve individuals with disabilities or seniors near accessible pathways to transit and public services.

LU-7 Provide housing for all income levels and household types, with emphasis on affordable housing for students, seniors, and low-income families.

- Continue to implement affordable housing programs as outlined in the most recently adopted Housing Element.
- Promote inclusion of a wide range of unit sizes, ranging from studio apartments to three-or four-bedroom units, in new development, in order to accommodate various household sizes.

LU-8 Prohibit new auto-oriented establishments such as service and repair uses and drive-through establishments in the Planning Area.

LU-9 Update Chapter 27.50: Nonconforming Uses, Structures, and Parcels of the Zoning Ordinance to more clearly and explicitly address non-conformities created as a result of the Specific Plan, including repair, expansion, and change of use.

LU-10 Allow development at the Windsor Mill site in accordance with the land use designations on Figure 2-1 (which would allow up to approximately 360 housing units at maximum densities). Allow up to 400 housing units only with discretionary Town Council approval, provided densities and housing types are varied across the site, and the project is designed harmoniously with surroundings.

LU-11 Allow mixed-use development on the "Windsor Fuel" property (APN 066-100-002,003; 161-060-036,038, & 055), consistent with the provisions of Town Council Resolution 2828-11 and the established criteria outlined for the current application (the Windsor Gateway Project). If the current application is withdrawn, or otherwise fails to meet performance requirements established, subsequent applications should comply with the Compact Residential designation identified in the Land Use Diagram (Figure 2-1).

Goal LU-C: Ensure long-term economic sustainability of Downtown and the broader Station Area.

The Town of Windsor has successfully established a vibrant and pedestrian friendly downtown core over the past 10 years. The Plan seeks to ensure Downtown's long-term success and economic sustainability by diversifying, expanding, and intensifying the core. An expanded core will draw more Windsor residents and visitors, increase foot traffic, and allow businesses to establish synergies between uses and with the Town Green. While flexibility is essential to long-term viability, so is the establishment of a truly active center. Therefore this plan expands the area within the Town Center designation, which allows a variety of uses, but also specifies active use streets within this core. The Plan also seeks to diversify the core by seeking to attract larger establishments that would both cater to residents' day-to-day shopping needs and complement the more boutique style businesses that currently exist in the core.

LU-12 Require Active Use frontage along key streets, open spaces and linear connections, as shown on the Land Use Diagram (Figure 2-1); see Section 2.2 for definition of Active Uses.

LU-13 Attract establishments that meet everyday community shopping needs, including an anchor tenant and high traffic establishments, in part by accommodating larger-sized retail establishments that complement the existing mix. Ensure they are designed to further downtown's pedestrian-scale and ambiance, such as by having a multi-storied format and structured parking, rather than large single-story stores with surface parking.

LU-14 Ensure that the mix of commercial uses provides adequate neighborhood services for new residential development to reduce the need for driving for everyday needs.

LU-15 Encourage pedestrian-friendly retail anchors and high traffic establishments to locate throughout the Downtown core at intersections and gateways in an effort to enhance the image recognition of the shopping district, maximize foot traffic, and improve visibility for smaller local businesses located mid-block.

Goal LU-D: Distinguish Windsor as an active and kid-friendly local and regional destination in the heart of wine country.

While Windsor is first and foremost a great place to live, the Plan seeks to also make Windsor a great place to visit. Visitor attractions in Windsor should build on what makes Windsor an ideal place to live and also appeal to residents. This can be accomplished by maintaining Windsor's family-friendly appeal, building on the current success of Town Green programming, and highlighting regional assets, such as the Russian River, the climate, and the wine region. By attracting more visitors, Windsor can increase tax revenue and create tourist-serving jobs.



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Ensure new buildings accommodate leading edge industries in the Town Center, and allow identified residential uses outside the Town Center to convert to office.







Build on the successes of the Town Green events and continue to distinguish Windsor as a family-friendly destination.

LU-16 Attract more tourism-related establishments, which complement Windsor's regional location (in relation to the Russian River and to wine country) and Windsor's family-friendly atmosphere, to Downtown's continued development.

LU-17 Develop an entertainment district in the northeast corner of the Downtown core, facing onto the Town Green, as shown on the Land Use Diagram (Figure 2-1). The entertainment district would include theaters, bars and nightclubs, music venues, video/arcade games, restaurants, and serve a range of population, including families. Restrict residential uses in this area in order to minimize potential noise conflicts.

LU-18 Attract at least one hotel Downtown, in order to establish additional accommodations in the area. Ensure that the hotel provides active ground floor uses, event space, and incorporates pedestrian friendly design. While hotels are permitted anywhere in the Town Center designation, a location on the Town Green—potentially as part of the Civic Center redevelopment—would be attractive.

LU-19 Establish a marketing campaign that showcases Windsor's assets. Coordinate such a campaign with SMART to highlight the improved regional access and promote use of transit to access Windsor.

LU-20 Promote the addition of more permanent activities and attractions in Downtown, including more restaurants, entertainment venues, and art and cultural destinations.

LU-21 Continue to develop and expand the program of community activities and events that activate the Town Green and Downtown core.

- Explore public/private partnerships to support additional programming of the Town Green.
- Continue to emphasize evenings and weekend activities.
- Promote public art as well as additional art, cultural, and athletic events on and around the Town Green.

Goal LU-E: Preserve and enhance Windsor's cultural and historic context.

LU-22 Promote reuse of buildings and structures listed in the Town of Windsor Preliminary Historic Inventory and Historic Register. Require Planning Commission approval for redevelopment of listed sites and require that any redevelopment is sensitive to the historic context.

LU-23 Require a project application that would alter any unevaluated structure or feature over 45 years old to evaluate the structure/feature for eligibility for listing in the California Register. If any resource is found to be eligible for inclusion on the

California Register of Historic Resources, the project sponsor shall consult with the State Historic Preservation Officer (SHPO) to ensure that the authenticity and integrity of character-defining historical features are maintained.

LU-24 Require any unanticipated discovery of archeological or paleontological resources to be evaluated by a qualified archeologist or paleontologist. If the discovery is determined to be potentially significant, a treatment plan shall be developed in accordance with State law. For projects with large amounts of ground disturbance, consider requiring architectural monitoring. Any unanticipated discovery of resources of Native American origin also requires consultation with and participation by tribes with traditional lands or cultural places located within the project site. Inadvertent finds may be subject to data recovery or may be left in situ and preserved in place.

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