Community Workshop

Windsor Station Area Plan Update 2027
Town of Windsor
July 20, 2026

Today's Agenda (approximately 2 hours)

Time	Activity
5:00 – 5:20	Welcome / Presentation (20 min)
5:20 – 6:10	Group Discussions & Activities Identify the Core | Mapping and Discussion exercise (10 min) Small Groups | 8-10 people per table; 20 min per theme, Rotate! (40 min) *Facilitators will collect and organize ideas on a flip chart
6:10 – 6:30	Findings + Discussion - Report out per theme, per table (20 min)
6:30 – 6:55	Trade offs & Priorities - What resonates? What doesn't? (25 min)
6:55 – 7:00	Next Steps (5 min)

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Today's Goals

Inform

- What is this project looking at?
- Why now, what has changed?

Listen and Learn

- How do residents, business owners, and visitors experience downtown Windsor today
- Identify what is working, what is missing, and what has changed

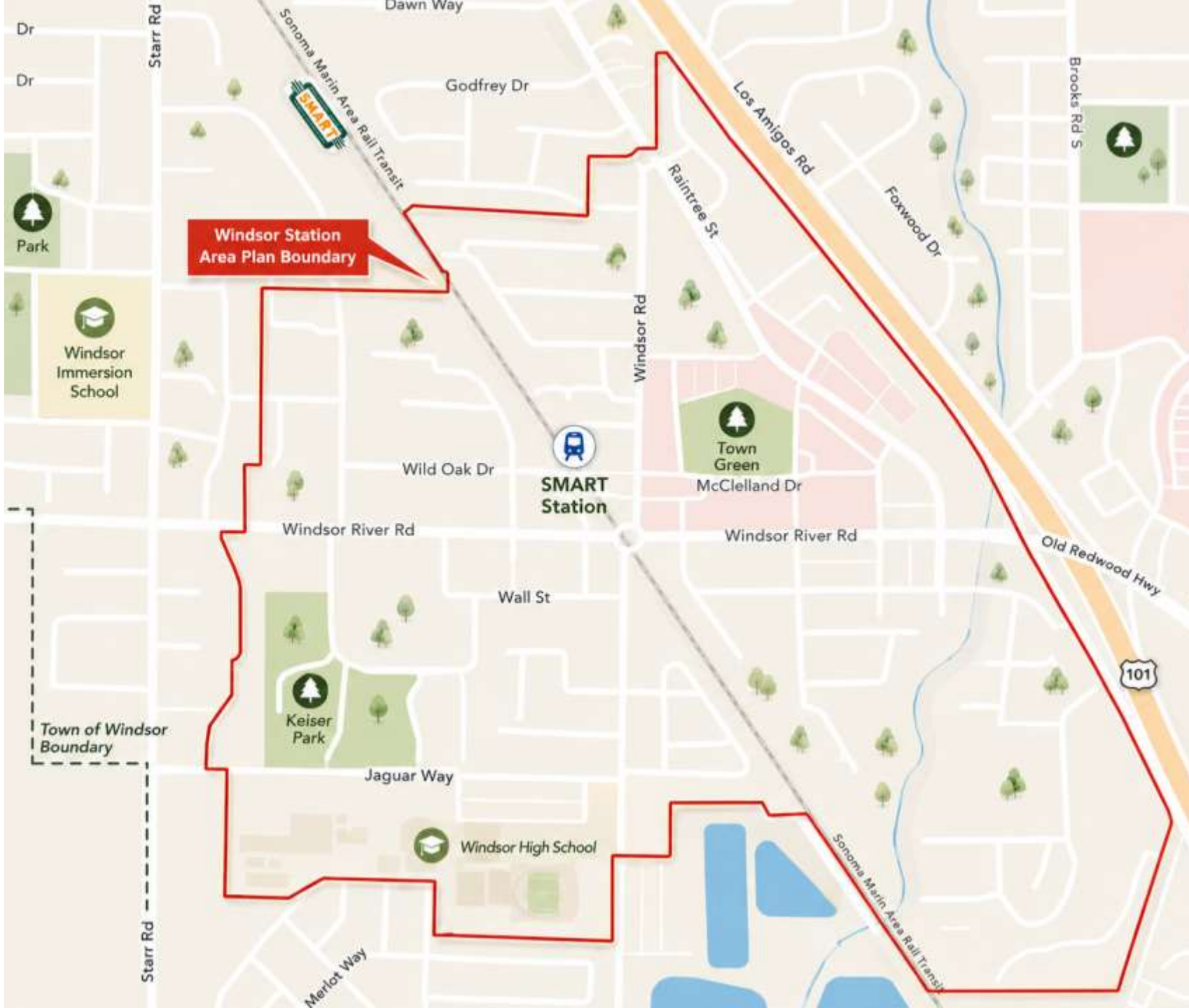
Guide the Project

- What is your vision for downtown Windsor in 2050 - what does it look, feel, and function like?
- What are your ideas and priorities? Where is Windsor doing well and build on those strengths.



The Station Area Plan (SAP)

- Defines long-range vision and goals for the area.
- Development standards.
- Zoning regulations.
- Design guidelines.
- Last updated in 2013



Update funded by Metropolitan Transportation Commission (MTC).

SAP 2013 Goals and Principals are still relevant!

Key SAP Goal: "*Establish a land use plan and policy framework to* ***guide future development and redevelopment toward land uses that support transit ridership.***"

Key SAP Goal: "…*Develop Urban design standards and implementation strategies that* ***promote walkable and livable environments.***"

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Circulation in the Station Area – Feet First

It's right here...I don't have to drive! (Destination Accessibility)

I choose to stay in the neighborhood...(Diversity of Land uses)

It's a quick walk or ride to the station! (Distance to Transit)

more transit trips, walking and rolling

I enjoy small blocks, safe crossings...things to see, shade and benches (Design)

Driving is less convenient...I carpool, park once, or rideshare (Demand Management)

I'm a senior and live in an apartment...I'm student and share a car, I rent a studio and take the bus (Density)

Density, Distance to Transit, Diversity of Land use mix, Destination Accessibility, Pedestrian Oriented Design (Cervero, 2001) + Demand Management

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Circulation in the Station Area – Feet First

It's right here...I don't have to drive! (Destination Accessibility)

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It's a quick walk or ride to the station! (Distance to Transit)

Challenge: Connecting mobility with place

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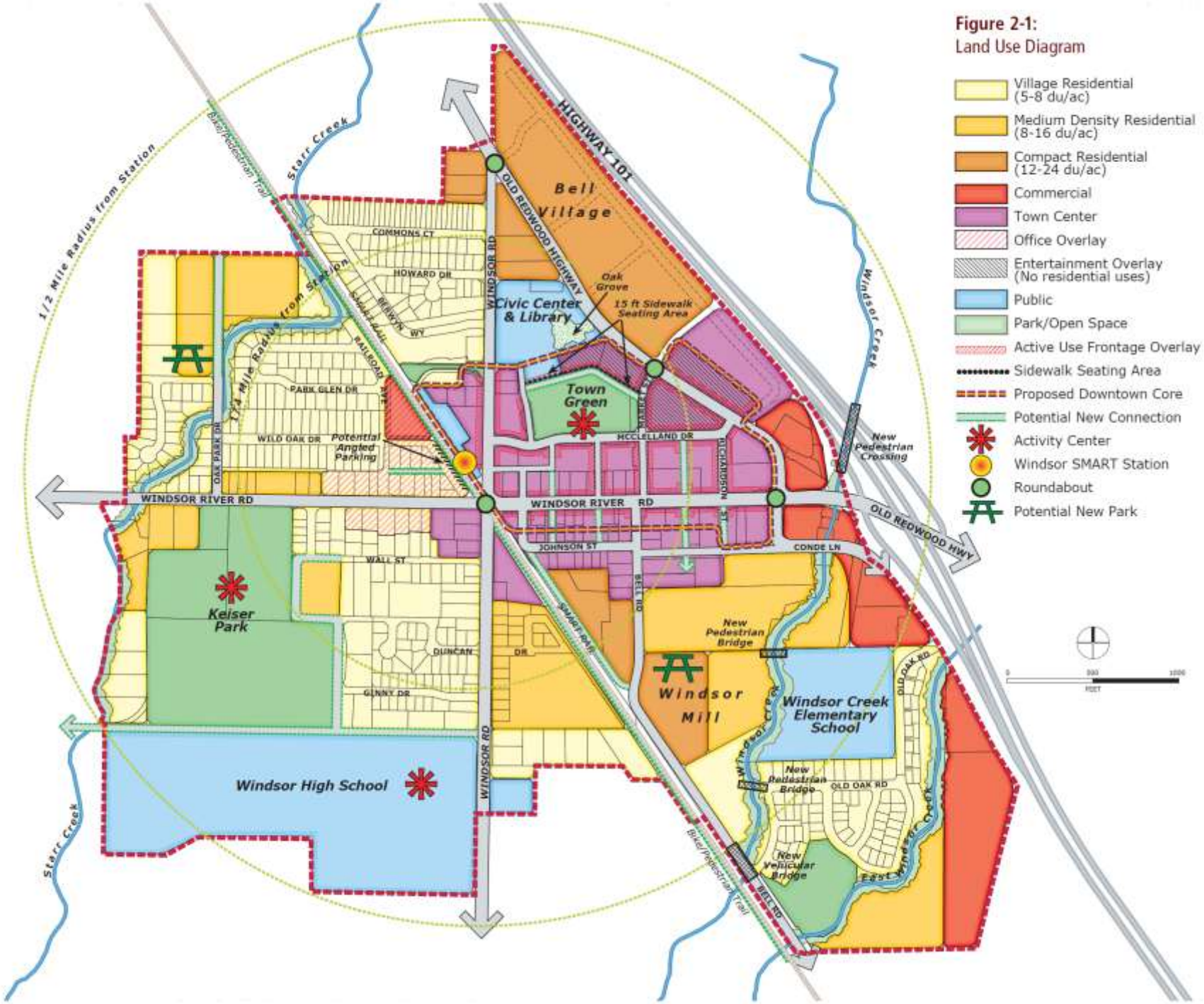
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2013 SAP

LAND USE PLAN

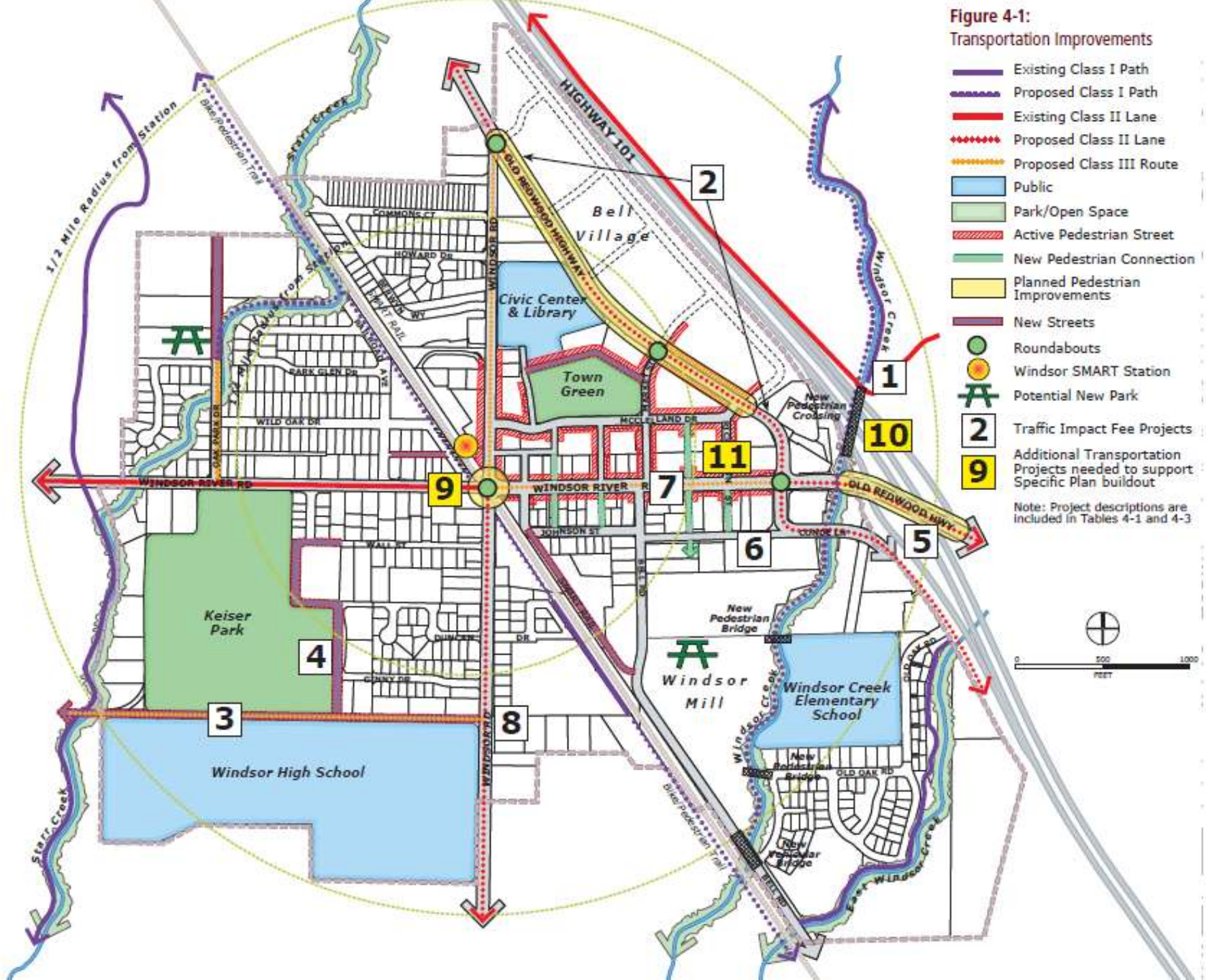
- Includes mixed use and medium density residential zones
- Encourages certain types of uses – entertainment, retail and office.
- Focuses on more compact and walkable types of development
- Some of the key sites are still not developed 15 years later.



2013 SAP

CIRCULATION PLAN

- Before the SMART train opened…
- Defines the projects to implement the vision
- Many of these projects are underway (Old Redwood Highway), 101 Undercrossing
- Focuses improvements on access to Downtown





Why Update Now?

METROPOLITAN TRANSPORTATION COMMISSION

Region – Maximize Funding Opportunities

MTC Transit Oriented Communities Policy

- TOC policy aligns with and helps implement Plan Bay Area 2050+ with goals around “transit supportive” density, parking controls, and walkability/access.
- Provides support for the Town to design a new mobility hub concept.
- Consistency with TOC and Plan Bay Area 2050+ can help housing development projects secure funding

MTC Transit Priority Policy for Roadways

Tied to Complete Streets; transit-supportive infrastructure.
Helps improve coordination with local service providers

State of California – New Legislation & Policies

Process and Regulatory Tools: Objective Design Standards

- Opportunity to reconcile between the SAP and the Town Municipal Code and to revisit allowable uses
- Review for inconsistency, improve transparency, streamline process
- This process not expected to result in major zoning changes

State Law – Parking in Transit Locations (AB 2097)

- No minimum parking requirements within station area with few exempted uses
- Enables Town to explore new parking tools
- Improves Bicycle parking/ facilities

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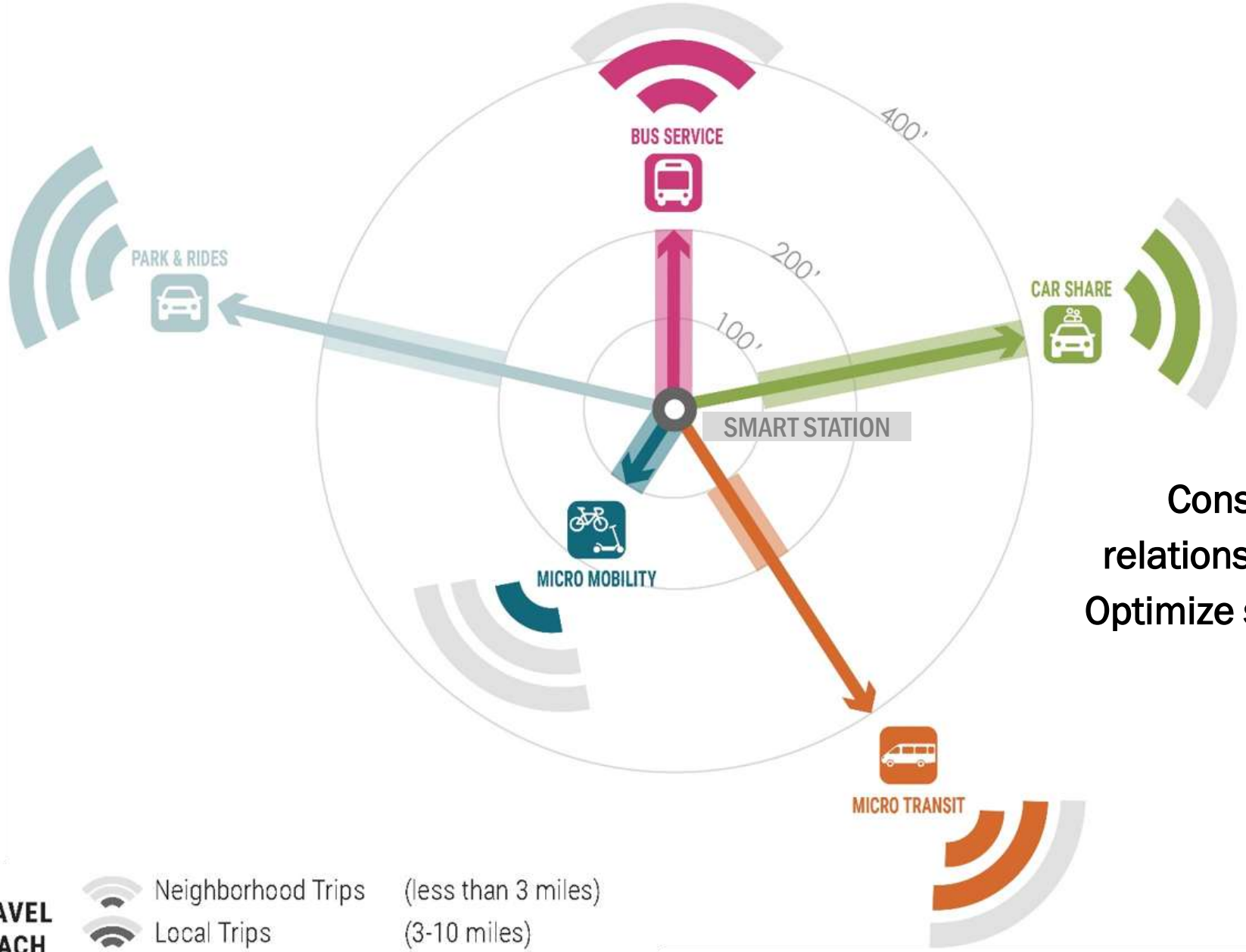
Healdsburg Extension + Transit Service

- Windsor Station Launch (2025) Healdsburg Extension (2028)
- Bikeshare Program Pilot, Multi Use Path
- SCTCA Updates (Meeting tomorrow on Long Range Plan)
- Sonoma Transit Bus Service
- Micromobility access to Station; creating "A Mobility Hub"









TRAVEL REACH

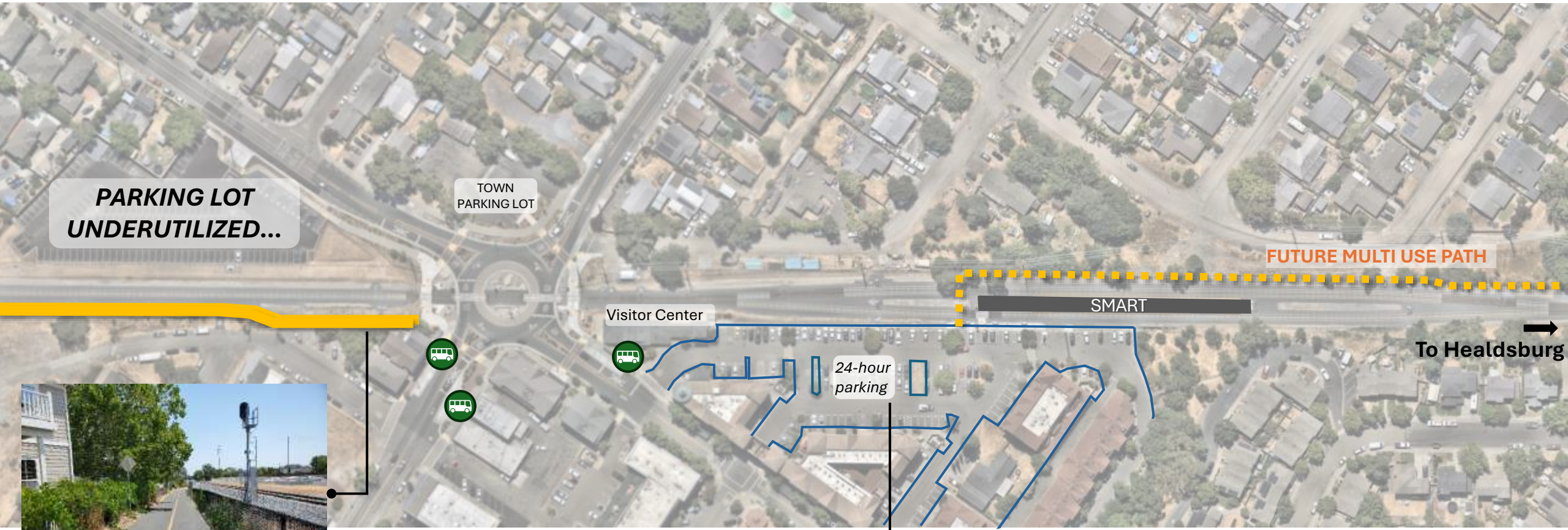
Neighborhood Trips	(less than 3 miles)
Local Trips	(3-10 miles)
Regional Trips	(greater than 10 miles)

Consider the Station's relationship to the Downtown. Optimize space for accessibility.

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Connecting Windsor Station Parking + Emily Rose Lot

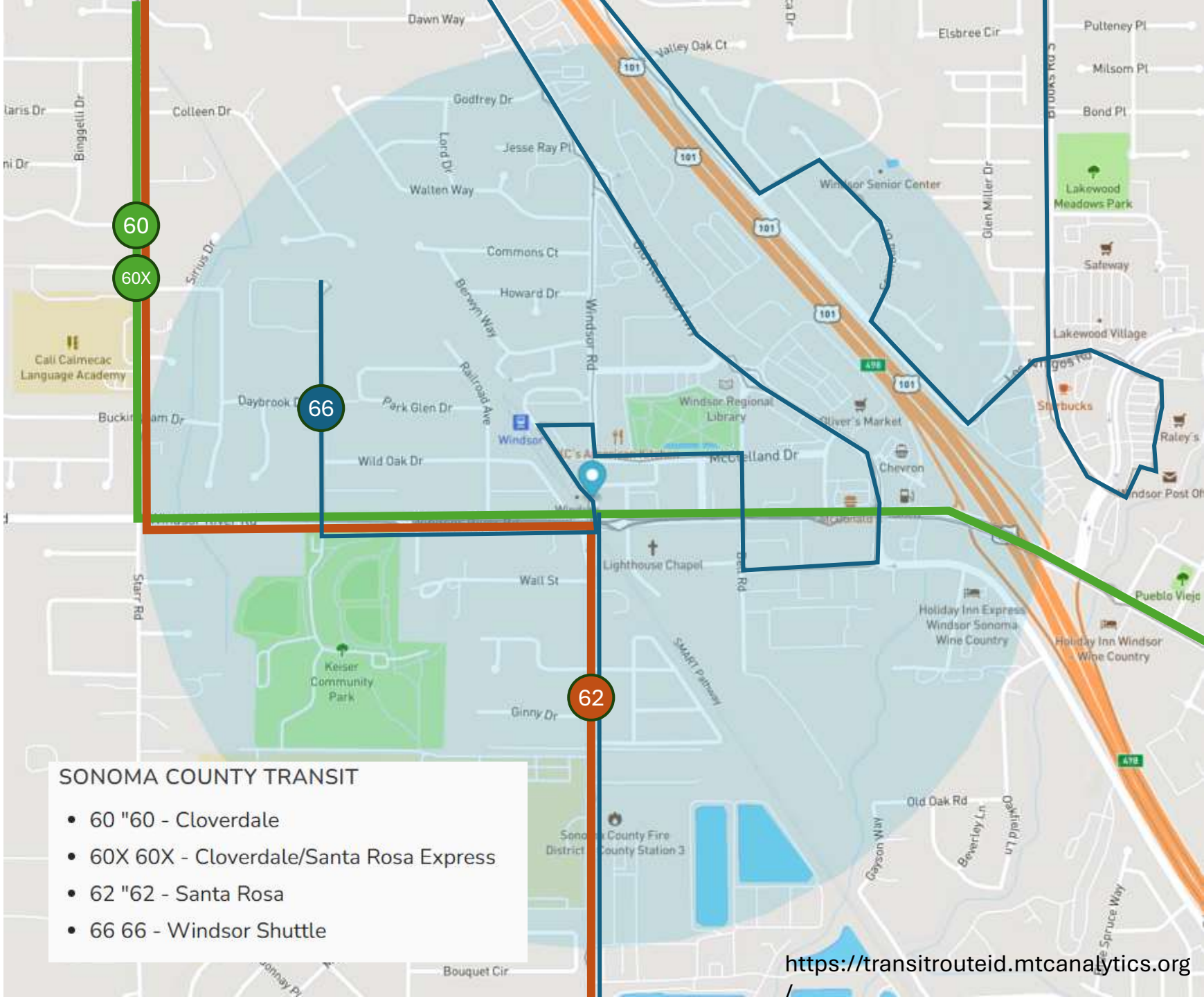


EXISTING MULTI USE PATH

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Engage with Transit Providers serving the Station Area



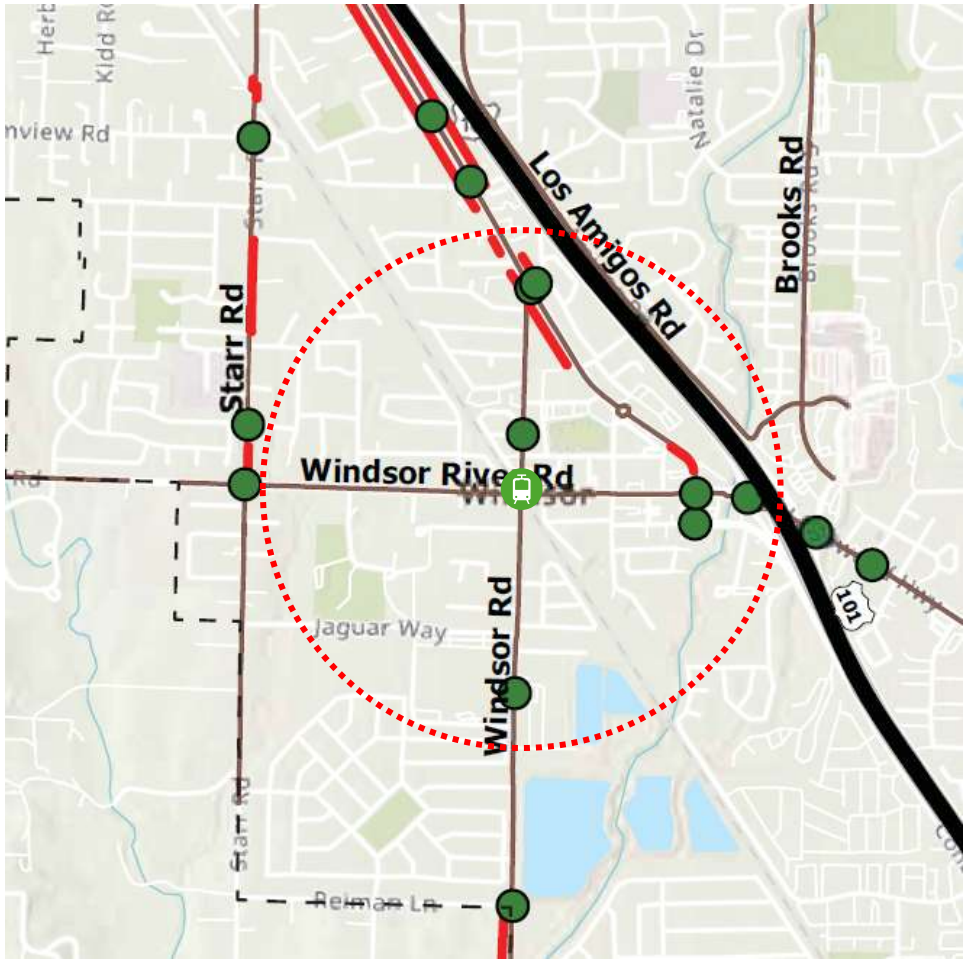
https://transitrouteid.mtcanalytics.org/

Active Transportation Plan

Bike Projects within 0.5-mile of Station



Pedestrian Improvements within 0.5-mile of Station



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Relevant Plans

Enables us to look closely at Downtown's - Circulation, Design and Development, Infrastructure

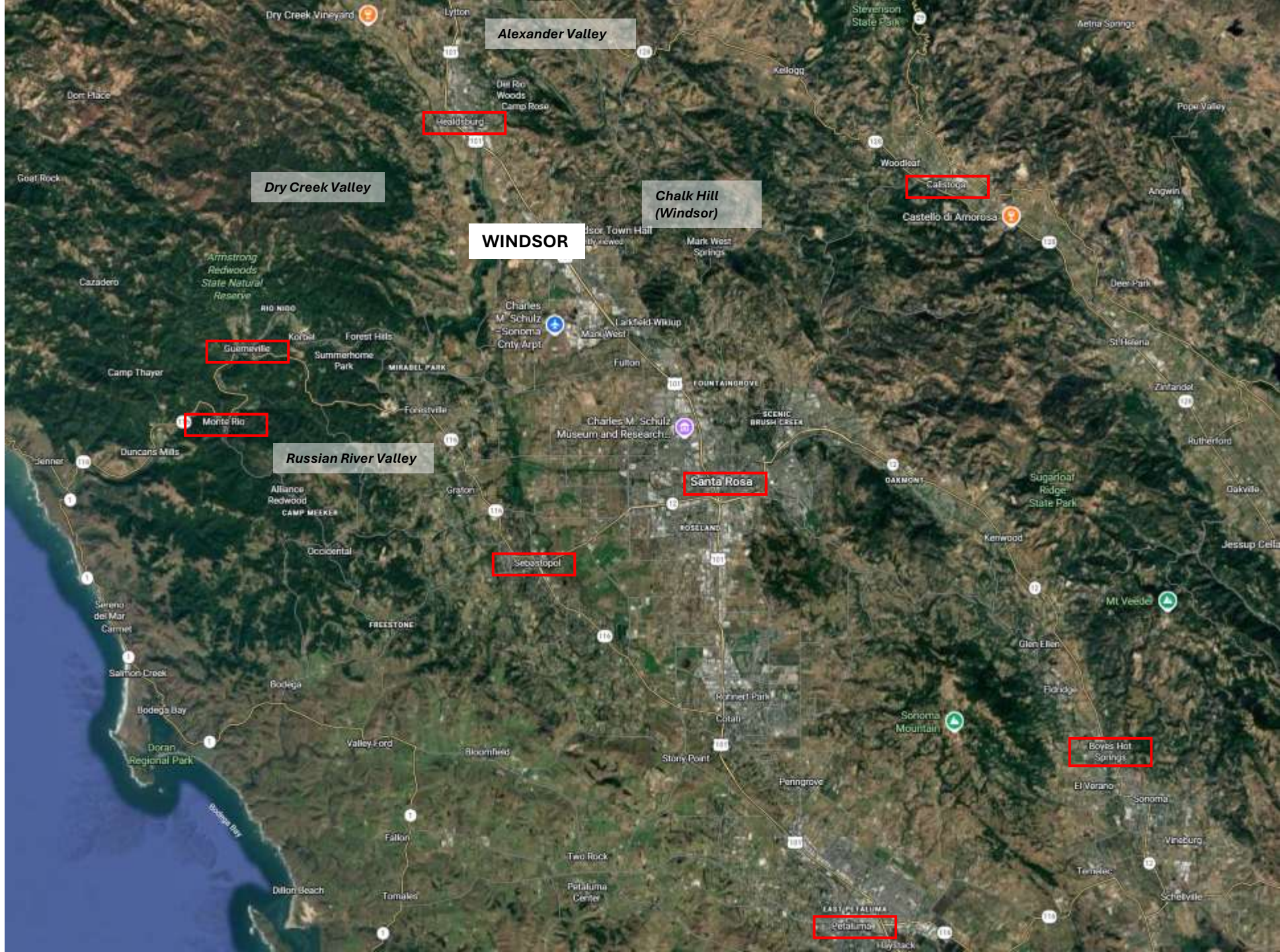
- General Plan Update
- Town Complete Streets Policy
- Vision Zero Plan
- Active Transportation Plan
- Connecting Central Windsor Plan
- Old Redwood Highway Implementation
- Economic Development Strategic Plan
- Updated resilient Water and Infrastructure investments



First Impressions
Strong assets in the Station Area

In the Region...

- **Windsor is the middle ground** between the urban scale of Santa Rosa and the boutique tourism economy of Healdsburg.
- It is highly accessible to popular destinations out of town
- Compared to Healdsburg, **Windsor is more family-oriented and residential**, with somewhat lower housing costs and less tourism intensity.
- Compared to Santa Rosa, **Windsor** has a smaller-town character, **higher homeownership rates (75%),** and a less diverse employment base
- Windsor has **highest median income in Sonoma County**



Economic Development Goals

Industries

- Wine and hospitality
- Tourism and visitor-serving
- Healthcare and professional
- Advanced Manufacturing/regional trades

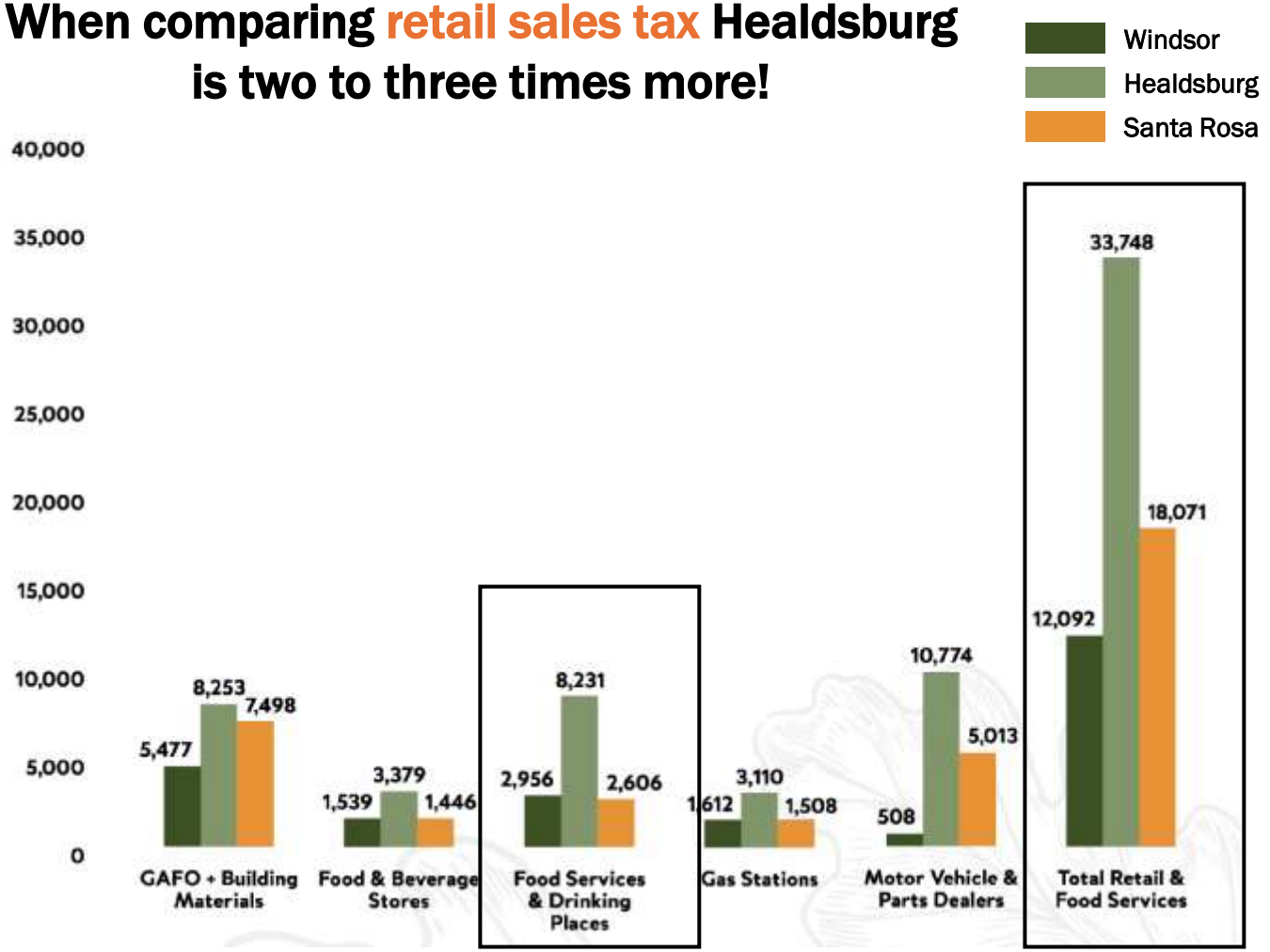
Economic Strategic Plan (2025)

- Local-serving economy, but most daytime spending **leaves with the people who work outside of town.** More than 85% of Windsor's working residents commute to jobs outside the town

- With taxable sales per capita among the lowest in Sonoma County - **approximately 24% of Windsor's resident spending is leaking to other jurisdictions.**

- **Windsor is in competition with Healdsburg, Santa Rosa and Petaluma for hospitality, businesses, and restaurants.**

When comparing retail sales tax Healdsburg is two to three times more!

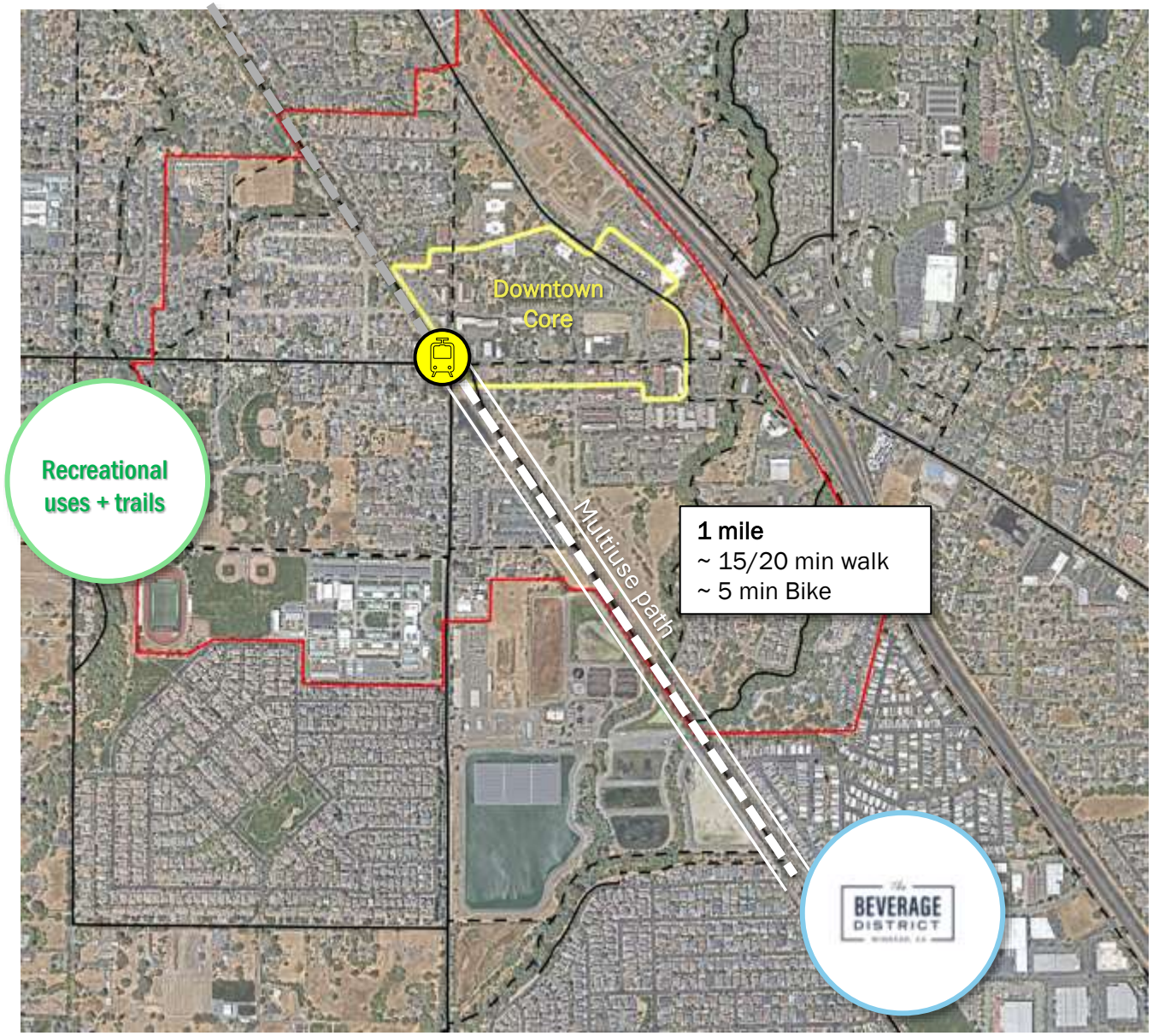


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In the Station Area…

- Family-friendly identity is an underserved niche - strong repeat-visit potential
- SMART rail + regional trails create bike-and-train/touring experience no Sonoma County town has fully captured
- Station can be revitalization lever, available sites in station/study area
- High median income can be tapped for retail attraction
- New ideas/refresh e.g., critical mass of tasting rooms, cafés, and/or other specialized/experiential retail within walking or biking distance of the station?
- Regulatory codes and development standards to support desired programs, focused growth, and activation



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Workshop + Discussion

1. WHERE DOES DOWNTOWN BEGIN & END?

Map exercise - draw the boundaries of downtown from your perspective and explain why you did so. Consider the following: "What's changed for you about downtown in the past 15 years, What do you want to see 10 years in the future?"

2. SMALL GROUPS

Theme One: Economic Vitality/Community Cohesion /Public Space Activation

Theme Two: Access and Walk, Roll, Bike, SMART, and Bus

3. TRADE-OFFS & PRIORITIES

What might the Town consider when balancing competing interests in implementing these ideas?

*Live Polling

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Small Group Discussions - Consultant & Staff Roles

Consultant Table Facilitators

Kate Howe (Perkins Eastman)
Nate Cherry (Perkins Eastman)
Shreya Malu (Perkins Eastman)
Cyrus Kiebel (Perkins Eastman)

Town Of Windsor Table Facilitators

Patrick Streeter (Community Development Director)
Kim Voge (Planning)
Kim Jordan (Planning)
Kevin Locke (Planning)
Jennifer Sedna (Planning)



"I know we're out of time, but I did want to quickly cast doubt on everything we discussed and nullify any progress we made."

Each table's facilitator will run the group through the questions
We will also have a note-taker and someone to "report out" to the group

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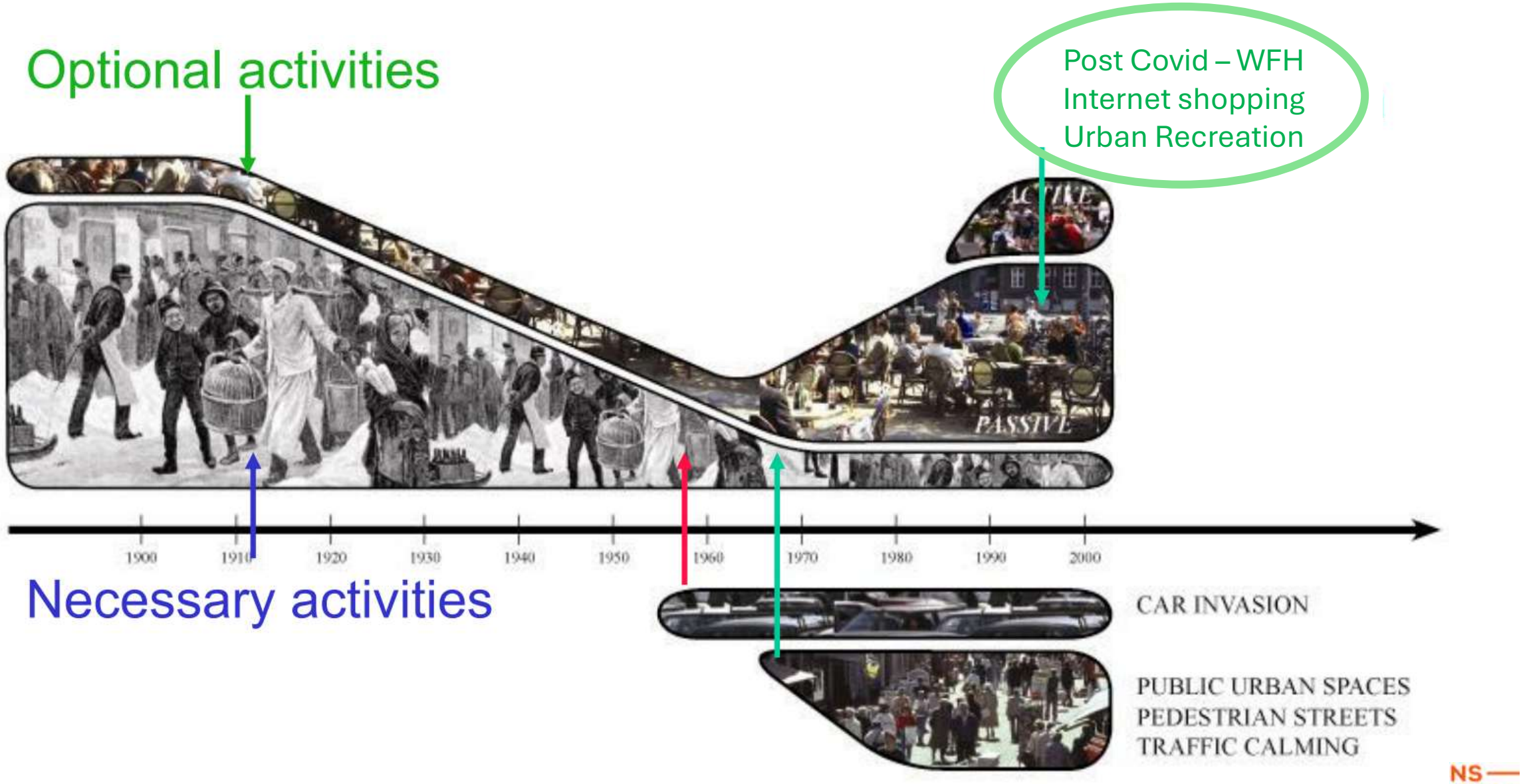
WHERE DOES DOWNTOWN BEGIN AND END?

“What’s changed for you about downtown in the past 15 years, What do you want to see 10 years in the future?”

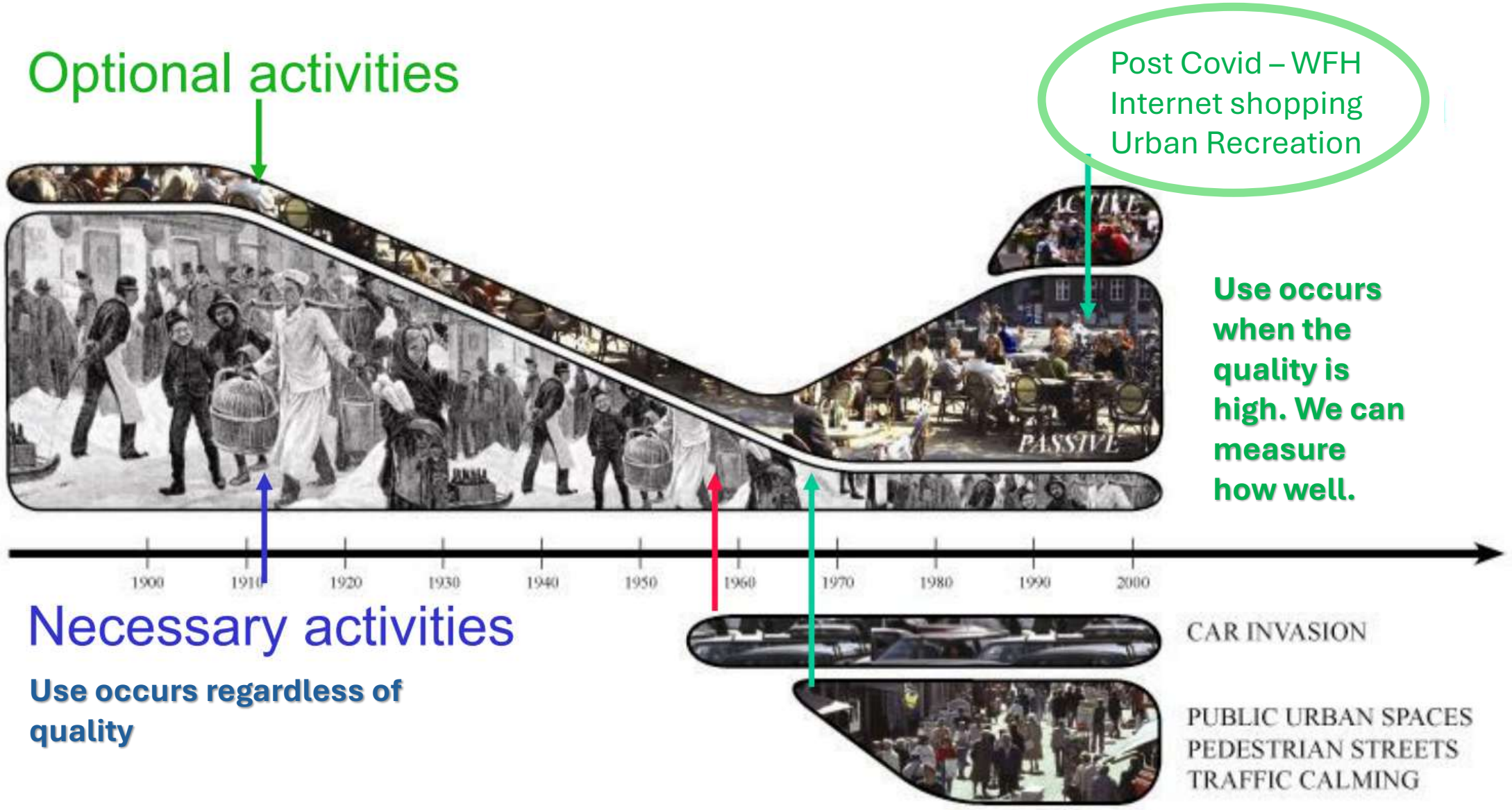
Draw the boundaries of downtown from your perspective and explain to your group why you did so.



Theme One - Economic Vitality/ Community Cohesion / Public Spaces



Theme One - Economic Vitality/ Community Cohesion / Public Spaces



Ideas + Inspiration | Haven, Hangout, Hub, Hobbies?


Tin City – Paso Robles


The Shed - Sacramento


Fox + Kit – Santa Rosa

Gathering Spaces, play spaces, learning spaces


The River Street – San Juan Capistrano


The Armory – Sonora

Destination retail, food

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Ideas + Inspiration | Haven, Hangout, Hub, Hobbies?

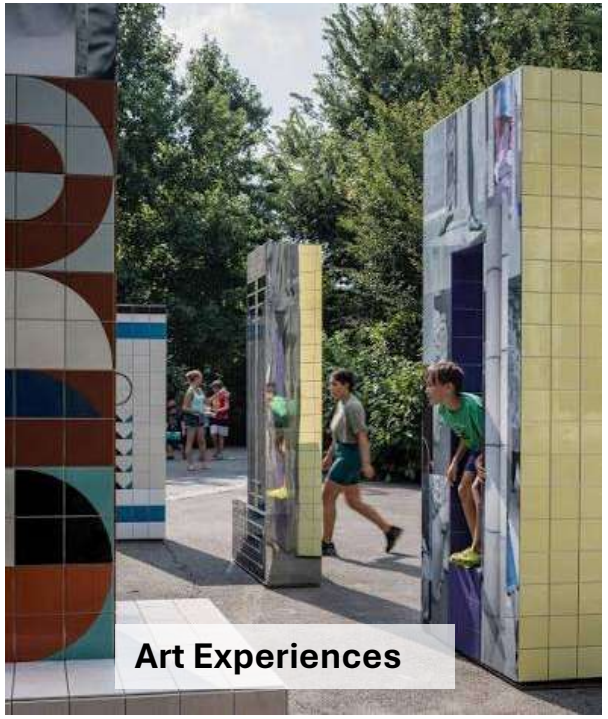


Meow Wolf – Various Locations Immersive Experiences


Bubble Planet
Bellevue, WA

Private /or Non-profit led programs and repurposed spaces.


Street + Public Realm Improvements


Art Experiences

Public led programs and spaces; e.g. streets and parks

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Imagine that you are a visitor, worker, or resident to answer these questions:

For **visitors**: What would make Windsor a destination worth getting off the train for?

For **residents** of areas ***outside*** the station area:

- What is missing that would bring you downtown more often?

For **residents** of areas ***inside*** the station area:

- What type of activity would you like to be in downtown but isn't?
- Where do you go to socialize, hang out?
- If you have kids under 18, where do they go downtown?

For **workers**:

- Do you stay longer than you need to in downtown beyond your work shift?
- Do you recommend downtown Windsor to your friends?
- How do you access your job?

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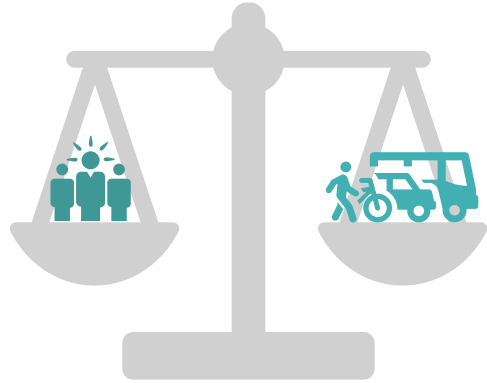
Getting here and around –SMART, Transit, Bike, Roll

1. How far are you willing to **walk/roll** to get to your destination?
2. How far are you willing to **bike** to your destination?
3. Has **SMART** changed how you travel to destinations outside Windsor?
4. How do you/would you access the **SMART** station? (bike, bus, car, walk, drop off)
5. Do you or someone you know have mobility challenges that make **SMART access** challenging?
6. Is **pick up/drop off** safe and legible at the **SMART** station?
7. Have you taken the **Sonoma County Shuttle Loop (Route 66)** to access a downtown location?
8. Connecting with the **mapping exercise** about boundaries, did you define some edges based on **transportation limitations/challenges**?
9. Thinking about all modes (bike, walk, train, bus, car) how **accessible** is downtown Windsor?
10. Is there a city that you have visited that **represents success** in the realm of access and mobility?

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Charting the Path Forward



What might the town consider when prioritizing how to implement these ideas?

Think of the largest gaps in downtown…as a resident, worker or tourist….What type of activity/or program is needed to fill it?	Crowd Source a “Bluesky” list
Revisiting goals - prioritize projects for each theme • What is the top project you would vote for Access and Mobility • What is the top project you would vote for Economic Vitality/Activation? • What about all goals together?	Priorities - Conduct Live Polls
In a single word, how would you describe Downtown Windsor today?	Word cloud

Menti Meter and Polling

NEXT STEPS











Estimated at 12-14 months



Information Gathering

- ✓ Start Market Scan
- ✓ Code Reviews
- ✓ Existing Conditions
- ✓ Fact Finding Meetings
- ✓ Walking Survey

Community Listening Information Gathering

Town Council Joint Session
Scheduled: Aug 11

Info Gathering Questionnaires - Downtown + SAP

Creative Alternatives / Design

Community Alternatives Draft Recommendations

Town Council Joint Session

Draft Document

Planning Board Meeting

Final

Town Council Session

Adopted Update

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Human by Design