Date	7/27/2026	
Subject	Windsor SAP Community Workshop #1 July 20th Summary and Themes 5:00-7:00 pm 9291 Old Redwood Hwy, Windsor, CA 95492	
To	Kim Voge, Project Manager, Planner III, Town of Windsor	
From	Kate Howe Perkins Eastman	K.howe@perkinseastman.com
	T: Telephone Number	VIA: VIA

This meeting was conducted during the initial "information gathering" phase of the project. The meeting began with a 20-minute welcome presentation providing the framework for the project. The overall workshop consisted of small group discussions. There were four groups, with approximately 8-10 participants who were residents of the Town of Windsor including few elected officials and facilitated by a consultant or Town staff.

Small Group Discussions:

1. **Where is Downtown?**

Tables were asked to outline their current perception of downtown Windsor's borders and what it could look like in twenty-five years. Participants then discussed what was included or excluded from their downtown maps as well as possible expansion areas. The current conception of downtown Windsor boundaries is very subjective from person to person. The western boundary of the SMART rail did provide a consensus boundary. Spatial possibilities for future development highlighted showed various extensions beyond the 101 to capture shopping areas on the east side.

2. **Theme One: Economic Vitality/Community Cohesion /Public Space Activation**

This activity asked each participant to imagine themselves as Windsor resident, visitor, or worker, and to think about Downtown's activation, coherence, and sociability. Facilitators ran through a sequence of questions and asked what would make Windsor a destination worth getting off the SMART train for. Over the twenty minutes participants brainstormed with each other to identify activities they wish were accessible downtown, where they socialize, and what activities and places exist and if they would recommend the downtown to friends, and how they get to their job.

3. **Theme Two: Access and Walk, Roll, Bike, SMART, and Bus**

A second round of discussion question focus on mobility: How far are you willing to **walk/roll** to get to your destination? How far are you willing to **bike** to your destination? Has **SMART** changed how you travel to destinations outside Windsor? How do you/would you access the **SMART** station? (bike, bus, car, walk, drop off) Do you or someone you know have mobility challenges

that make **SMART access** challenging? Is **pick up/drop off** safe and legible at the **SMART** station? Have you taken the **Sonoma County Shuttle Loop (Route 66)** to access a downtown location? Etc.

Once the table discussions were concluded, tables were asked to report back themes discussed and possible projects to the entire room.
To close the meeting, participants made a list of what they would like to see (land use, activity, program, or feature). Improvement ideas were put into the survey website Mentimeter, and participants were asked to select their top three projects from the crowd sourced list. The top three voted projects: live music and entertainment, a bookstore/bar, and youth programs.

Compilation of photos from the event and the final Mentimeter polling is attached to this summary memo.

Other Key themes

Downtown Visual Identity & Wayfinding:

The Issue: Exercise one showed lack of consensus around downtown's boundaries, and even its entry points (Windsor River Road and the Highway 101 exit). Discussions called out the lack legibility for drivers and paths to the Town Green from the Station, as well as Downtown's incompleteness. People while happy with Windsor, felt that more could be done.

Ideas centered around *public realm design treatments—such as unified sidewalk materials, signage, moveable seating, walks and path elements—to signal "this is downtown" and this is how you get here.*

It was especially important to participants to update wayfinding e.g. more intuitively orient visitors, transit riders, and visually impaired individuals moving away from the SMART station and through parking lot into the town.

They also talked about family friendly nature of the Town, that Windsor is NOT a planned community, it should have a diverse design language.

Activating a downtown in today's retail environment:

The Issue: Traditional retail landscapes have shifted post-pandemic. Windsor has small businesses, but needs a boost to bring spending back into the city and entice people to stay. Some stores are closed or appointment only. Discussions focused on forms of activation that are missing –for different populations – youth, families, after work, daytime and tourists.

Ideas centered around *entertainment venues, bar, bookstore, places for kids; a real destination is needed (amazing hotel). There was some agreement around expanding the uses downtown from retail to e.g. haven, hubs, hangouts, and experiences. Public art is key, as well as catering to tourists and locals through place quality and making new indoor/outdoor environments. Comments focused on "completing the town square," the need to finish projects, improving community facilities.*

Comments also led to discussion about creating a safe and lighted space where youth can congregate in the evening. Ideas such as swim-center, dog park, sports center, all day cafes. Some were thinking about these items as alternatives to build on (besides wineries or tasting rooms).

Many acknowledge that downtown events accessible by train will funnel people into the Town, increasing pedestrian traffic. Public art, and art walks with some bike-related spaces –can Windsor engage around lifestyle; e.g. "Taco Tuesday and Sunday Fun Day?"

Participants also discussed ways to support programs for merchants- can they be better engaged in creating a lively and attractive downtown area for visitors.

Public spaces: ideas around closing streets during events, moveable and flexible seating and events, better bathrooms and shade were shared.

Improving Mobility and Access:

The Issue: Windsor will soon compete with the Healdsburg SMART station. Some residential areas to the west feel disconnected from downtown. People are using the train to access new places they didn't before, and many look forward to optimizing the Emily Rose Parking lot, especially for transit riders. Many like and use the multi-use path- looking for ways to extend this convenience.

Ideas Centered Around*: Making the Sonoma Transit 66 Route more effective (in both directions). Agreement that the bike path and biking generally have potential for downtown to attract new people into the Town, can be a key lever to attract people in to stay.*

Anecdotal observations from some residents about people walking in and discovering Windsor from the train. Interest in seeing the station site improved with strong attention to wayfinding to let people know about the Town.

Pedestrian and biking connections can be added or improved for neighborhoods, in particular bike racks can be added by businesses.

Slow streets and bike boulevards (like Milvia in Berkeley) would help improve biking and access.

Example: Exercise 1 Mapping Downtown:

