

**TOWN OF WINDSOR**  
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**JOINT TOWN COUNCIL AND PLANNING COMMISSION  
MEETING ON THE STRATEGIC PLAN**

**AGENDA**

**December 8, 2020**

**6 p.m.**

1. Call to order – Planning Commission
2. Call to order – Town Council
3. Welcome / Introductions – Town Manager William Saunders
4. Review of Process – Renee Rountree, RR Facilitation, LLC
5. Community Development Block Grant Activities and Community Survey Results – Zoning Administrator Maxie Brown
6. Proposed 2020 Strategic Plan *Focus on the Future* – Renee Rountree, RR Facilitation, LLC; Mayor Glyn Willis
7. Public Comment on Plan
8. Timeline for Strategic Plan Adoption – Town Manager William Saunders
9. Closing Comments – Planning Commission Chairman Lee Marshall
10. Closing Comments – Mayor Glyn Willis
11. Adjournment – Planning Commission
12. Adjournment – Town Council

Beginning in March of last year, Windsor's Town Council began working on our **Focus on the Future** strategic plan.

As a key community leader and stakeholder, we want to share this DRAFT plan with you. Over the next several years, the Town of Windsor will work to strengthen our Town, build our brand, and build our capacity to expand our reach and deepen our impact.

We are creating a unified Vision that enables the Town of Windsor to be equipped to offer the services our citizens need. This will assure the Town is a place that people want to live, work and play. Together we will plan to move the Town forward and **Focus on the Future**.

We will establish a prioritized plan for the Town that will provide stability and growth for the next 20 years.

We need your feedback, engagement, involvement, support, funding and sweat equity.

We will deliver focus to five core areas to communicate this Vision to our citizenry and serve as a guideline for future town councils. The five core areas are:

- Economic Development
- Connected/Engaged Citizens
- Effective Government and Infrastructure
- Lifestyle and Wellness
- Managed Growth and Beauty

As we celebrate our past and look to the future, we invite you to join us to strengthen the foundations of our community. As you review our DRAFT plan, we hope that you are encouraged about the future that we will create together!

*Renee K. Rountree*

Principal/Owner

RR Facilitation, LLC

## Town of Windsor Strategic Plan 2020

### Focus on the Future

Action Item #1: Develop a Master Plan for Infrastructure programming that encourages development and improves the future growth of commercial sites.

Key Tasks/Activities
1. Review existing plans for area. Leverage Bowman study for stormwater, and start Master Planning for water and recommended strategies for sewer.
2. Consider Partnerships for water and sewer. (HRSD, IOW)
3. Investigate broadband coverage with cable provider and County. *
4. Continue to update Town facilities infrastructure for provision of services, to include a maintenance building.

Action Item #2: Develop a Master Plan for the Properties along Route 460 and surrounding area, as a part of the comprehensive plan.

Key Tasks/Activities
1. Develop a Business District off 460 in the 258/460 business area.
2. Research how existing specific properties can be used. *
3. Develop Businesses along 460, to include consideration of a family restaurant in target areas.
4. Investigate Train Stop options
5. Meet with County Staff to discuss potential for conducting a retail recruitment strategy as a joint project. <ul style="list-style-type: none"> <li>a. Obtain estimates from consultants for this service.</li> <li>b. Include funding in the budget if the decision is to proceed.</li> <li>c. Procure consultant and establish action plan.</li> </ul>

Action Item #3: Evaluate a revised zoning ordinance to allow higher density options for housing.

Key Tasks/Activities
1. Research options for giving people less than a 1/3 ac lot.
2. Research options for mixed use and cluster home development. *
3. Research making Windsor a “walkable” community through ordinances recommended in new developments.
4. Bring recommended ordinances to Council for adoption

Action Item #4: Promote the use of Windsor Town Center

Key Tasks/Activities
1. Study the first 12 months of usage of the Town Center.
2. Engage a community committee and friends of town center to plan for future growth and use plan.

Action Item #5: Include increased pedestrian and bike access for citizens in planning efforts.

Key Tasks/Activities
1. Investigate connecting Windsor to Smithfield.
2. Improve trail signage from Town Hall to Ballpark. Use GIS to incorporate an exercise program into mailed materials.
3. Support the County plan for park to park trail. *
4. Promote lot behind Town Hall as public Bike trailhead/meet up.

Action Item #6: Actively participate in State intervention safety plan for 460.

Key Tasks/Activities
1. Research design guidelines to encourage slower traffic
2. Research considerations of lighting and narrowing of road
3. Get involved with Advocacy- engage Legislators in conversations about 460 and Safety and SMART scale (addition of evacuation routes)

Action Item #7: Identify potential Property Maintenance Ordinances.

Key Tasks/Activities
1. Research other localities/ ordinances.
2. Assess options and write a draft ordinance that will work for the Town of Windsor
3. Bring recommended ordinance to Council for adoption.
4. Communicate new ordinance to potential buyers and existing owners

Action Item #8: Explore the possibility of working with the County to seek ways to share services and collaborate on the provision of shared services.

Key Tasks/Activities
1. Consider partnerships with County, Smithfield, Chamber, Schools <ul style="list-style-type: none"> <li>a. Economic Development</li> <li>b. Parks and Rec</li> <li>c. Procurement and subcontracting</li> <li>d. IT</li> <li>e. Emergency Communication</li> </ul>

Action Item #9: Investigate becoming a HEAL community (Virginia Municipal League program)

Key Tasks/Activities
1. Research the criteria to obtain the designation.
2. Appoint a committee to work on the application and satisfy provisions to promote a healthy lifestyle.
3. Apply for HEAL community designation, and tie initiatives back to website.
4. Provide more recreational opportunities for Citizens.
5. Coordinate with Schools regarding baseline HEAL measures and use of track/ballfields, green space.

Action Item #10: Develop a strategy to enable Windsor citizens to show their community pride

Key Tasks/Activities
1. Investigate a community branding initiative, creating a slogan or tagline such as “ONE Windsor” campaign. Consider Heart of IOW, Gateway to Hampton Roads, WIN., Where’s Windsor?
2. Develop community branding campaign and hire consultant to do the creative.
3. Integrate with County, Neighboring Towns and Business Organizations.

Action Item #11: Identify and work with stakeholders to develop the Bank St property.

Key Tasks/Activities
1. Develop people park, with previously developed layout, and consider walking trails and drone park.
2. Approve Bank St property plan and budget for the project
3. Research other localities who have dog parks, and consider funding sources for options.
4. Consider drainage plan for site and budget.

Action Item #12: Support the beautification of the Route 460 corridor.

Key Tasks/Activities
1. Research matching grants available for beautification of Route 460 corridor.
2. Involve Community businesses in the efforts.

Action Item #13: Increase number of community Events and Activities.

Key Tasks/Activities
1. Put together a committee that will plan and execute events, such as 4 <sup>th</sup> of July party and car show, Block Parties, Fall Festival, and consider development of Windsor Town Center grounds/property.
2. Explore a Farmers Market concept. Leverage County support, find a safe spot off 460 to hold it, engage farmers, consider permanent structure to house.
3. Evaluate attendance and quality of events.

Action Item #14: Work with partners to enhance and promote the history of Agronomy in the Town of Windsor, including working farms and Ag related businesses.

Key Tasks/Activities
1. Coordinate a marketing campaign to promote the “fruits of our labor” and Ag themed items
2. Use County Fair as test market for products and messaging

Action Item #15: Inventory Provision of Health care services

Key Tasks/Activities
1. Educate the citizens on Telemedicine efforts.
2. Research Senior Living options in the town.
3. Investigate Telemedicine partnership to set up technology at Windsor Town Center.

Action Item #16: Investigate establishing a Community Garden

Key Tasks/Activities
1. Consult Master Gardeners
2. Ask Windsor HS about their gardens

(\* ) Items also discussed in Citizen survey results.



## Agenda

- ▶ Welcome / Introductions
- ▶ Review of Process
- ▶ Community Development Block Grant Activities / Community Survey Results
- ▶ Proposed 2020 Strategic Plan - *Focus on the Future*
- ▶ Public Comment on Plan
- ▶ Timeline for Strategic Plan Adoption
- ▶ Closing Comments

## Elevator Speech

- ▶ We are creating a unified Vision that enables the Town of Windsor to be equipped to offer the services our citizens need. This will assure the Town is a place that people want to live, work and play. Together we will plan to move the Town forward and **Focus on the Future**.
- ▶ We will establish a prioritized plan for the Town that will provide stability and growth for the next 20 years.
- ▶ We need your feedback, engagement, involvement, support, funding and sweat equity.

## Five Core Focus Areas

- ▶ We will deliver focus to five core areas to communicate this Vision to our citizenry and serve as a guideline for future town councils. The five core areas are:
  - ▶ Economic Development
  - ▶ Connected/Engaged Citizens
  - ▶ Effective Government and Infrastructure
  - ▶ Lifestyle and Wellness
  - ▶ Managed Growth and Beauty



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