

April 24, 2026



Dear Windsor Residents,

First Town Downtown writes in strong support of the Broad Street Traffic Calming and Pedestrian Safety Project.

First Town Downtown is Windsor's designated Connecticut Main Street Organization, part of the statewide network coordinated by the Connecticut Main Street Center. Our mission is to strengthen the economic, cultural, and social vitality of Windsor Center through historic preservation, civic partnership, and the promotion of a walkable, people-first downtown. This project is not peripheral to that mission; it is central to it.

For many years, First Town Downtown has advocated for a Windsor Center designed for the people who live, work, shop, and gather here, not merely for vehicles cutting through on their way somewhere else. Our organization has supported streetscape planning, partnered with the Town on the Transit-Oriented Development Master Plan, hosted business roundtables, and convened residents around a single consistent belief: a walkable downtown is a prosperous downtown. That is not a slogan. It is settled Main Street economics.

The case for this project, from a Main Street perspective, is straightforward.

Foot traffic is the lifeblood of small business. Streets where people feel safe enough to walk, linger, and cross are streets where people stop and shop. Broad Street today carries roughly 10,000 vehicles per day; about 70% of them are through traffic. Those drivers are not customers. A reconfigured Broad Street — slower speeds, shorter crossings, bike lanes, a more inviting streetscape — gives our merchants a real chance to capture the people who pass them every day.

Safety is an economic issue. A corridor that sees regular crashes is a corridor where families will not bring their children and older residents will not walk to the pharmacy or the post office. Broad Street is one of the most dangerous stretches of road in Windsor, especially for people on foot. That is a drag on our downtown, every single day.

Road diets deliver measurable economic results. Communities that have implemented comparable reconfigurations report higher dwell time, greater pedestrian and bicycle activity, rising property values, and revitalized commercial districts. The evidence is extensive, well documented by the Federal Highway Administration, and echoed by our Connecticut Main Street peers.

The project is fully funded by federal and state grants at no cost to Windsor taxpayers. It is the product of decades of community input, including from our members, our partner businesses, and the residents who live closest to the corridor.

First Town Downtown urges Windsor residents to support the project at the Special Town Meeting on Tuesday, April 28 at 7 p.m. at the Windsor High School Auditorium, and in the referendum in May.

Respectfully,
Mae Maloney
President, First Town Downtown
On behalf of the Board of Directors

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