

## Wilton Economic Development Master Project List -- revised 12-04-2018

The priority ranking (High/Medium/Low) is NOT based on importance or overall desirability. We assessed each project according to eight criteria (community support, political support, technical feasibility, administrative feasibility, sustainability, cost, funding source and potential impact) which led to a final ranking. For instance, an important project may be rated LOW due to high costs or technical feasibility

	Lead	Project	Theme	Description	Priority
1	Jordan	Signage Strategy	Connectivity/ Infrastructure	Based on Wilton brand, design and erect new directional and informational signage both into and around village target area. Use signage to connect different parts of Wilton and promote attractions beyond downtown.	High
2	JENNIFER/ JACKIE	Phase 2 Plan for Main Street Riverwalk Extension	Connectivity/ Infrastructure	Develop plan for extending riverwalk on the east end to the Wilton House of Pizza and the west end to the Main Street park and beyond; safety improvements for students walking downtown, coordinate with NRPC's Safe Routes to School Project. Include re-configuration of the three town-owned parking areas to maximize usage.	High
3	JENNIFER/ JACKIE/GAIL (for grant)	Memorial Park access project	Connectivity/ Infrastructure	As part of Riverwalk Phase 2, address issues with access to Memorial Park - implement GPI's recommendations and submit an Eversource grant for implementation.	High
4	MIKE	Riverwalk Bridge Project	Connectivity/ Infrastructure	Add a pedestrian bridge over waterfall and across from library to the WHOP; evaluate moving the pony truss bridge on Russell Hill Rd to use as a foot bridge to span Stony Brook between Riverwalk and Stimson Building on Main St.	Medium
5	DICK	Bring Back the Tourist Train	Connectivity/ Infrastructure	Resurrect popular tourist train from Wilton to Greenfield; work with DOT to secure support and with local provider interested in operating the train.	Medium
6	DICK	Address the Powerline issues on Main St	Connectivity/ Infrastructure	Work with Eversource and the state to develop strategy and cost estimates for improving the safety and appearance of the powerlines/boxes along Main Street	Low
7	GAIL	Public Art	Streetscaping	Integrate signage, art and murals throughout the village center that fit a larger marketing strategy, assist in wayfinding, and create a welcoming environment.	Medium

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8	JENNIFER	The Greening of Wilton	Streetscaping	Design and landscape green space within the target village area, including plan for maintenance.	Medium
9	NANCY	Façade Improvement Program	Streetscaping	Develop program to improve appearances of buildings in downtown Wilton and along roads leading into downtown.	Medium
10	JORDAN/ ADAM	Prototyping (Test then Invest)	Research	Design pop-up tests, conduct feasibility studies, collect feedback, recommend viable solutions for projects.	Medium
11	JACKIE	Resident Wants and Needs	Research	Implement ongoing surveys and preference testing on facades, housing, landscapes, etc.	High
12	ADAM	Impact Fee Strategy and Adjustments and other impediments to growth	Research	Research the usage and applicability of impact fees. Look at comparative towns; how do impact fees affect the affordability of housing and overall economic development? What else are we doing that impacts growth?	High
13	Jordan	Community Engagement	Marketing	Pilot programs that engage a younger demographic and encourage involvement on town business and projects.	High
14	JACKIE	Market Wilton	Marketing	Implement an integrated marketing and communications plan for Wilton to attract new residents, businesses, and customers for Wilton's businesses and services	Medium
15	GAIL/PAM/ KAT	Marketing Brochure	Marketing	Create an online brochure that highlights Wilton as a destination, publish principally via the web, but enable printing if required to make it available in local stores and key town locations.	Medium
16	PAM	Business Development Package ("Why Wilton")	Business Development	Create Business Development Package for solicitation of new business owners. Include information and stats on why businesses should locate in Wilton (along with property match-making below).	High
17	JENNIFER	Property Match-making	Business Development	Approach property owners in major downtown locations and get agreement for specific opportunities; put together "Fact Sheets" outlining the features of properties suitable for restaurants/brew pubs so we can market them better	High
18	Dick/Gail	Brewery /Restuarant	Business Development	Explore the oppourtubity to bring a brewery or dinner restaruant and tavern to Wilton.	High

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19	JENNIFER	Investment Group	Business Development	Identify philanthropists/angel investors to develop properties, and ensure the right services are prioritized for those locations. Reduce the number of remote landlords. Fundraise \$100,000 to be used as grant match, strategy implementation, etc.	Low
20	JORDAN	Grants	Business Development	Build a database of grant opportunities and recommend specific grants to apply for to support various Eco-Dev projects	High
21	PAUL	Economic Revitalization Zone	Business Development	Explore implementing the Economic Revitalization Zone tax credit, which offers a short term business tax credit for projects that improve infrastructure and create jobs in designated areas of a municipality.	High
22	JENNIFER	Promote 79-E	Regulatory	Now that a process has been defined to address requests for 79-E projects, develop and execute marketing programs to promote broader use.	High
23	PAUL	Tax Increment Financing	Regulatory	Explore Tax Incremental Financing (TIF) zone for Pine Valley area spruce-up costs	Low
24	Kermit	Downtown Housing Diversity	Regulatory	Promote development near Main Street for parcels with access to water and sewer: minimum lot sizes reduced to 5,000 sqft, waive impact fees, establish design guidelines, lift winter parking ban, reduce parking requirements, allow 35% lot coverage; Determine what is affordable in Wilton.	Low

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18	KAT	Develop Wilton Brand	Marketing	Develop a visual logo, branding guidelines ("Brand Book"), simple town description that identifies the uniqueness of Wilton to use on websites and in other promotional materials.	High
19	JACKIE	Wilton Website	Marketing	Update new town website with a "Visit Wilton" section to attract tourists and monitor Internet presence.	High
20	KAT	Social Media Strategy and Search Optimization	Marketing	Increase presence on social media platforms, ensure Wilton and its attractions are listed and linked to from tourism and "What To Do" sites.	High
24	NRPC	Revenue Viability Study	Business Development	Determine the right mix of retail shopping, recreation, cultural and entertainment attractions to sustain a town's economic viability and create some resilience to economic cycles. Assess demand and what the town can support.	Medium

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30	PLANING BOARD SUB-COMMITTEE	Amend Downtown Commercial District Ordinance	Regulatory	Consider form-based codes or amendments to the village center that remove or reduce frontage requirements, promote two-story buildings, require 1st floor commercial (non-residential) use with 75% glass storefront, eliminate or streamline change of use review process, allow 100% lot coverage, waive impact fees.	High
31	NANCY	Demolition Review Ordinance	Regulatory	Develop new ordinance that creates a short-term "pause" in the permit process to allow for public input and potential preservation before the demolition of culturally, historically or architecturally significant buildings.	High