

Wilton Economic Development Master Project List

NOTE 1: 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 very high costs or technical feasibility.

NOTE 2: Some of the projects fall under the purview of the Planning Board (particularly the Regulatory ones), and they will be taking the lead to further evaluate the projects for potential action.

	Project	Theme	Description	Priority
1	Mixed Use Access Improvements for Downtown	Connectivity/ Infrastructure	Widen sidewalks on both sides from the Library to Riverview Mills; safety improvements for major pedestrian routes connecting parking-village center-schools; coordinate with NRPC's Safe Routes to School Project.	Medium
2	Traffic and Roadway Improvements	Connectivity/ Infrastructure	Narrow lane widths from library to Riverview Mills to slow traffic; connect downtown to Carnival Hill; improve connections and safety between downtown, Riverview Mills and elder housing; Intersection analysis (NRPC).	Medium
3	Bike Lanes	Connectivity/ Infrastructure	Add bike lanes and sharrows from the Library to the Riverview Mills and cater to through cyclists.	Low
4	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
5	Design Parking Solutions	Connectivity/ Infrastructure	Reconfigure parking for increased pedestrian safety, roadway improvements to increase safety for pedestrian routes that link parking to amenities.	Low
6	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.	High

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7	Riverwalk Bridge Project	Connectivity/ Infrastructure	Add a pedestrian bridge over waterfall and across from library to the WHOP; find a foot bridge to span Stony Brook between Riverwalk and Stimson Building on Main St. Repurpose one or build new with Army Corp of Engineers Reserves.	Medium
8	Bring Back the Tourist Train	Connectivity/ Infrastructure	Resurrect popular tourist train from Wilton to Greenfield; identify potential operators/investors and equipment.	Medium
9	Bury the Powerlines on Main St	Connectivity/ Infrastructure	Work with Eversource and the state to develop cost estimates for burying or re-routing power lines along Main Street. Also address current safety issues/concerns with existing boxes.	Low
10	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.	High
11	The Greening of Wilton	Streetscaping	Design and landscape green space within the target village area, including plan for maintenance.	Medium
12	Façade Improvement Program	Streetscaping	Develop program to improve appearances of buildings in downtown Wilton and along roads leading into downtown.	Medium
13	Prototyping (Test then Invest)	Research	Design pop-up tests, conduct feasibility studies, collect feedback, recommend viable solutions for projects.	High
14	Resident Wants and Needs	Research	Implement ongoing surveys and preference testing on facades, housing, landscapes, etc.	High
15	Impact Fee Adjustments	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?	Medium
16	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, including cross-selling, referencing, social media presence, standard operating hours, joint promotions, etc.	High

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17	Marketing Brochure	Marketing	Create a brochure that highlights Wilton as a destination, publish via print and web, make available in local stores and key town locations, social media and all other communication channels.	High
18	Shop Local Program	Marketing	Get buy-in from merchants to offer special promotions and incentives for Wilton residents only (sales, open houses, etc) to promote local awareness and support of Wilton businesses.	Medium
19	Develop Wilton Brand	Marketing	Develop a visual logo and simple town description that identifies the uniqueness of Wilton to use on websites and in other promotional materials.	High
20	Wilton Website	Marketing	Update new town website with a "Visit Wilton" section to attract tourists and monitor Internet presence.	High
21	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
22	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
23	Property Match-making	Business Development	Approach property owners in major downtown locations and get agreement for specific opportunities.	Medium
24	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
25	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
26	Economic Revitalization Zone	Business Stimulation	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

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27	Community Infrastructure	Business Stimulation	Invest in infrastructure that will subsequently bring commerce - e.g. transform vacant bank building into coworking space.	Medium
28	Promote 79-E	Regulatory	Use 79-E for full term as an incentive to promote redevelopment along Main Street - offsets property tax costs of increased value allowing the business to get off the ground financially before taxing at the full rate.	High
29	Tax Increment Financing	Regulatory	Explore Tax Incremental Financing (TIF) zone for Pine Valley area spruce-up costs	Low
30	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
31	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
32	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