

Wilton Economic Development Master Project List -- revised 04.07.2021

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. Most original low-priority projects were dropped from the list.

	Lead	Project	Theme	Description	Priority	Status
1	JENNIFER/JACKIE	Riverwalk Phase 2b --North Riverwalk Trail	Connectivity/ Infrastructure	As part of Riverwalk Phase 2, implement a trail along the north side of the river to connect to Monument Park and the existing River Walk trail. Apply for AARP grant to fund the project.	High	AARP grant of \$19,711 received; project underway, target completion in May 2021.
2	JENNIFER/MIKE	Riverwalk Phase 3 -- Bridge Project	Connectivity/ Infrastructure	Add a pedestrian foot-bridge to span Stony Brook and connect two parts of the Riverwalk to make a continuous loop and improve safety for WLC students and residents. The exact location will be determined by soil conditions, topography, and property lines.	High	Applied in March 2021 for a long-shot, highly competitive TAP grant of \$750,000. Notification in June 2021.
3	TEAM (TBD)	Riverwalk Phase 4, 5 and 6	Connectivity/ Infrastructure	Riverwalk Phase 4 would add a pavillion and various overlooks over the river near the town parking lot at the end of Main Street. Phase 5 would continue with signage down Main Street and projects in the Main Street Park. The final Phase 6 would encompass enhancements around the Artists Mill building complex.	Medium	Initial design, artist renderings, plans and costs for each phase have been developed by the architects from GPI.
4	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	Ongoing discussions with Peter Leishman, awaiting more information from CSX after they finalize their acquisition of PanAm.
5	JENNIFER/DICK	Public Art	Streetscaping	Integrate art and murals throughout the downtown to create a welcoming environment and support the positioning of Wilton as an arts destination.	Medium	Plan needed.
6	JACKIE	Resident Wants and Needs	Research	Implement ongoing surveys to obtain broad input from Wilton residents on projects and plans.	High	Ongoing. Town annually funds a Survey Monkey account, and we have conducted many surveys sponsored by the Eco-Dev team, as well as ones for the Library and Reservoir Study Committee.
7	KERMIT	Property Inventory	Business Development	Phase 1 - document existing empty commercial buildings (property tax card, square footage, acreage, etc) to be able to match availability with those interested in moving or starting a business in Wilton. Phase 2 - identify open land that is suitable for commercial or residential development.	High	Developed initial list of potentially available buildings that are suitable for new businesses.
8	JENNIFER	Industrial Park - Quinn property	Business Development	Work with the Quinn family as they develop a conceptual plan to add an industrial-scale hydroponics facility, a light-industrial/warehousing facility, a utility-scale solar array, and other potential projects to their property on Route 31.	Medium	Conceptual plan presented to the Select Board, Planning Board and Conservation Commission.
9	JACKIE	Regional Marketing Program	Marketing	Work with organizations (Xplore Monadnock, Discover Monadnock, Greater Keene-Peterborough Chamber) focused on marketing the Monadnock Region as a way to leverage limited resources and build awareness for Wilton and its key attractions and businesses.	High	Contacts made with Xplore Monadnock - updates for Wilton underway. Reached out to Discover Monadnock on corrections to Wilton listings.
10	KERMIT	Economic Revitalization Zone and Tax Increment Funding	Regulatory	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, as well as a Tax Incremental Financing (TIF) zone for Pine Valley area.	Medium	Under consideration.
11	KERMIT/JENNIFER	Downtown Housing Diversity	Regulatory	Support the need for affordable housing in downtown Wilton (including rentals) by identifying parcels with access to water and sewer, and identifying changes needed to planning and zoning regulations to remove obstacles to such developments. Focus is initially on the Mill building (former Label Art/MCC) which is for sale and could be suitable for mixed-use residential and commercial.	High	Continuing to work with the real estate agents and NeighborWorks, who has an interest in the property for affordable housing.

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	JENNIFER/KARON	Wilton Non-Profit	Business Development	Support the creation of the non-profit Wilton Alliance, which will focus on investing in the vision for a vibrant and sustainable community, and helping with the funding and implementation of high-priority projects for the benefit of Wilton.	High
	JACKIE	Market Wilton	Marketing	Document an integrated marketing and communications plan for Wilton which outlines our major audiences, strategies and messages to reach those audiences, and vehicles to use.	High
	JACKIE	NRPC Collaborative Workspace	Research	Support NRPC project to conduct a feasibility study for establishing an innovation center or collaborative work space in downtown Wilton	High
	JENNIFER/JACKIE	Memorial Park access project	Connectivity/ Infrastructure	As part of Riverwalk Phase 2, address issues with access to Memorial Park and implement GPI's recommendations. Includes applying for Eversource grant.	High
	JENNIFER/JACKIE	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
	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
	JENNIFER	Promote 79-E	Regulatory	Tax relief period extended to 5 years. Promote once Select Board approves updated application process. Marketing to be done as part of business development.	High
	JORDAN	Grants	Business Development	Research and create a database of grants that can be applied to the various projects the team is pursuing.	High

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	Lead	Project	Theme	Description	Priority	Status
	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	
	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	
	JACKIE	Wilton Website	Marketing	Update new town website with a "Visit Wilton" section to attract tourists and monitor Internet presence.	High	
	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	
	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	
	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	
	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	