

# Uptown Master Plan

## CHILTON, WI



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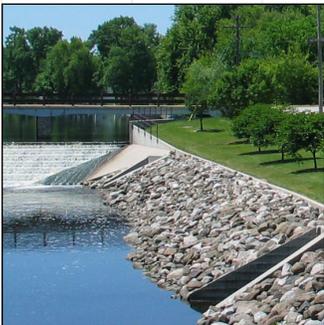
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# Introduction and Overview



## Purpose

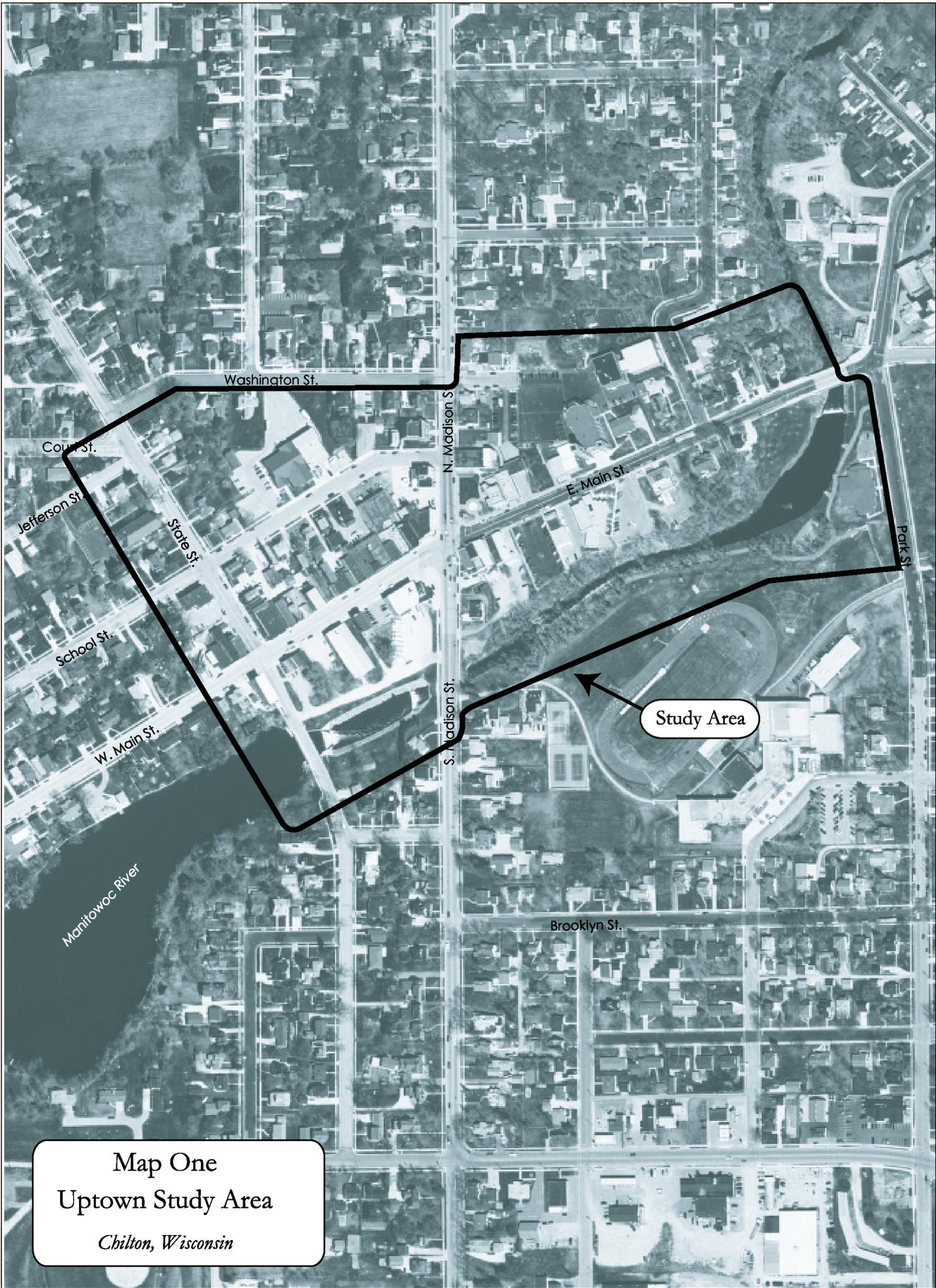
The purpose of this master plan is to provide the City of Chilton with a guide to direct the revitalization and redevelopment of the Uptown (See Map One). As an adopted plan of the City, all public and private improvements to properties within the Uptown should meet the goals, objectives, and recommendations contained in this document. The master plan is a working document that should be used to prioritize City investments, attract private investment, and most importantly, to provide a road map for achieving the long-term vision for the Uptown.

### *How to Use this Document*

The master plan is divided into the following seven sections:

1. Introduction and Overview
2. Uptown Revitalized – A Vision for the Future
3. Planning and Design Framework
4. Implementation Framework
5. Public Improvement Recommendations
6. Site Redevelopment Recommendations
7. Appendix

Each recommendation in sections five and six has its own page. Each page is designed to stand on its own and includes specific recommendations for use, density, design, and implementation. This organization will provide the RDA easy access to all the information necessary to plan, market, and implement projects on a project-by-project basis. In addition, each page can be used as a marketing tool to solicit and guide the private development community or seek funding from both private and public sources.



Map One  
Uptown Study Area  
*Chilton, Wisconsin*



## Process

In May 2002, Vandewalle & Associates, at the request of the Plan Commission, completed the *City of Chilton Central Business District Opportunity Analysis*, the purpose of which was to conduct a preliminary assessment of the economic and redevelopment opportunities for the Uptown and Downtown areas of Chilton. Based on its recommendations, the Chilton City Council created the Chilton Redevelopment Authority (RDA) to actively manage and facilitate the identified redevelopment and economic development opportunities.

In the spring of 2003, the RDA commissioned Vandewalle & Associates to develop this master plan for the Uptown area. The planning process for the master plan included the following steps:

1. Background research, including a review of the Opportunity Analysis, and the preparation of an aerial base map;
2. Site visit to identify existing conditions and review redevelopment opportunities;
3. Introductory meeting and visioning with the RDA, City staff, and interested members of the community to review the process, outline the purpose of the master plan, and solicit input;
4. Presentation of the preliminary recommendations for review by the RDA and City staff at a public meeting;
5. Preparation of the draft master plan for review by the RDA and City Staff;
6. Revise the draft master plan per RDA and staff comments;
7. Formal adoption of the master plan;

### *Opportunity Analysis—Key Points*

This master plan builds directly upon a number of key opportunities identified in the Opportunity Analysis. Regionally, Chilton is centrally located within the Fox Valley – Bay Lake region, which is home to 875,000 people, with easy access to employment centers. Within this region there are a number of important recreation and tourist activities, including Lakes Michigan and Winnebago and High Cliff State Park. Locally, Chilton is a wonderful place to live for families and people seeking a high quality of life. The community recently made a significant investment in its middle school and high school. There is an adequate supply of quality housing, particularly single family. The natural amenities of the community,

including the landscape, Ledge View Park, and the Manitowoc River, contribute significantly to the quality-of-life. The opportunities identified for the Uptown area include access to the Manitowoc River, the location of City Hall and a civic core, historic building stock, existing commercial anchors (banks, post office, services), and the upcoming street improvements to Madison Street courtesy of the Wisconsin Department of Transportation.

### *RDA Meeting and Visioning Session—Key Points*

The RDA meeting and visioning session held on June 17th, 2003 provided the RDA, City Staff, and community residents with the chance to discuss with Vandewalle & Associates their ideas, concerns, and hopes for the Uptown. The following three questions were used to frame the discussion:

1. Please list two good things about Chilton's Uptown area.
2. Please list two concerns about Chilton's Uptown area.
3. What steps would you take now, if you had the ability to do so, to improve the Uptown area?

The top “good thing” in the Uptown was the river followed by the historic architecture. The top concern centered around the negative appearance of the Uptown, particularly the poor maintenance of private properties, followed by the need to get both the public and private sectors involved. Finally, the top step that participants in the session would take to improve the Uptown included improvements to, capitalization on, and access to the river. For a complete summary of the visioning session, please refer to Appendix A.



# Uptown Revitalized— *A Vision for the Future*



## Role of the Central Business District (CBD)

The Central Business District (CBD) represents a community's history, identity, and the center for community activities (festivals, celebrations, and other community events). Over the last few decades, with the growth of big box retail and the shifting of municipal investment to the edge of the community, CBD's have suffered a decline in reinvestment, businesses (both type and numbers), and infrastructure. The advent of the New Economy and the Knowledge Workforce that it employs, however, have raised the fortunes of the CBD once again. Today, residents and businesses often judge the health of a community by the health of its CBD. A strong, attractive, and vital CBD is considered a necessary element in the high quality-of-life that the Knowledge Workforce expects a community to provide. A healthy CBD is therefore not just a luxury, nor is it simply a reinvestment in existing infrastructure and a community's history, rather it is an important tool for economic development that allows a community to compete in the Global Economy.

## Assets and Opportunities

The building blocks for the revitalization of the Uptown exist today. There are two types of building blocks, assets and opportunities (See Map Two). The assets are existing infrastructure and amenities that need to be capitalized upon. The opportunities are sites, both public and private, that with the right investment will capitalize on the assets and help to bring about the revitalization of the Uptown.

### *Assets*

Uptown's existing assets include the following:

**HIGHWAY CROSSROADS** The Uptown is at a major crossroads, Highway 151 (Main Street) and STH 32/57 (Madison Street), which provides a steady flow of both local and regional traffic from which to draw customers.

**THE RIVER** The Manitowoc River is an important natural amenity and focal point for the Uptown. The City has already invested in the river with improvements to the falls and riverside and the construction of the riverwalk east of Madison Street.

**HISTORIC BUILDING STOCK** There is a solid stock of historic buildings, particularly on the north side of Main Street, some in fairly good repair. In addition, the cluster of historic buildings on the corners of Madison and State Streets, including the Masonic Lodge, the Theater and the brewery, is an historic asset. The brewery has been rehabilitated and is a successful and important business for the Uptown. The rehabilitation and reuse of the other two buildings, which are currently underutilized, has the potential to create a strong commercial cluster as well.

**CIVIC CORE** A cluster of important institutions (banks, post office, school) exists on the Hilltop on Main Street east of Madison Street. This cluster is an important anchor to the Uptown.

**GOVERNMENT** The fact that the new City Hall was built in Uptown is an indication of the City's commitment to the area. Many municipalities, when faced with the need for new facilities, build them on the edge of the community. City Hall, as well as the Senior Center, is yet another strong anchor.

**INFRASTRUCTURE** There are a number of assets created by the existing built environment. Two of these assets are actually gaps in the buildings, on the north and south sides of Main Street, which connect City Hall to Main Street, and Main Street to the Manitowoc River. The alley access along the rear of the buildings backing up to the river is an asset from both the standpoint of circulation and access to the river.

## *Opportunities*

**RIVER** One of the greatest opportunities for the Uptown is the creation of public access to the river so that the community can enjoy this important natural amenity. The redevelopment of the alleyway and riverside into a riverwalk and community gathering spot, as well as the redevelopment of riverfront properties with an orientation towards the river has the potential to be a catalyst for the revitalization of the Uptown.

**REDEVELOPMENT OF UNDERUTILIZED RIVERFRONT SITES** The redevelopment of these sites should capitalize on the multiple advantages of their location. Each site has both prominent highway frontage as well as river views and access. New spaces with highway frontage create the opportunity to attract new businesses. Views of the river create the opportunity for housing.

**CONNECTIONS** The existing gaps in the buildings on Main Street create the opportunity to strengthen the connection between City Hall and Main Street, and Main Street and the river, thereby creating a more cohesive Uptown. The potential for an "urban" riverwalk with a connection across Madison Street to the existing Riverwalk and park and open space would create an important quality-of-life amenity for the community. An additional opportunity is the development of a stronger connection between the Civic Core on the hilltop and the retail activities on Main Street west of Madison Street.

**REHABILITATION OF MAIN STREET** Rehabilitation of Main Street should include façade improvements, streetscaping and landscaping, and the recruitment of new businesses, particularly specialty retail and restaurants. Existing residential units on the second floor of businesses should be rehabilitated as well.

**REORGANIZATION AND COORDINATION OF MAIN STREET/ SCHOOL STREET BLOCK INTERIOR** The reorganization of this block creates the opportunity for increased parking for the Uptown area, improved access to the rears of the buildings on Main Street, a better connection to City Hall, as well as the potential for new development.

## A Vision for Uptown

In order for the revitalization of the Uptown to be successful, Chilton must identify the Uptown as the symbolic center of the community; not the historic center of Chilton's past, but a new, dynamic center designed to meet the needs of the future. Uptown must become a place where:

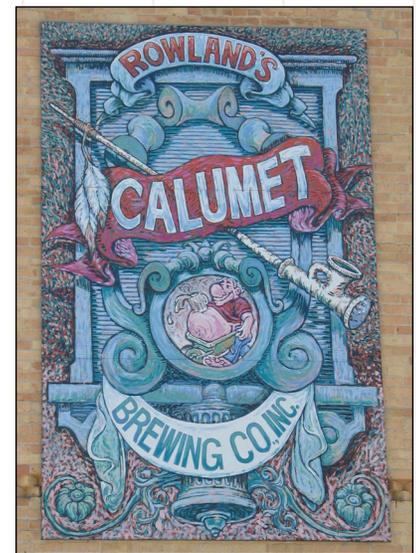
- Residents and businesses come to meet the needs of daily life (banking, post office, government, legal and commercial services).
- Families come to gather for community events (farmers market, parades, celebrations).
- Friends come to enjoy each others company (restaurants, cafes, brew pubs) and to partake in cultural activities (theater, library).
- Residents and visitors alike can enjoy the natural and recreational amenities of the area (river and riverwalk, parks, landscape).
- Residents can live, one where options for a new kind of urban living with river views are available.

The architecture and urban design in the Uptown must reflect this important role:

- New development and public projects must capitalize and emphasize the assets and natural amenities.
- Historic buildings must be rehabilitated.
- New development must fit into the fabric of the surrounding buildings but should also offer a new and distinctive look for the area.

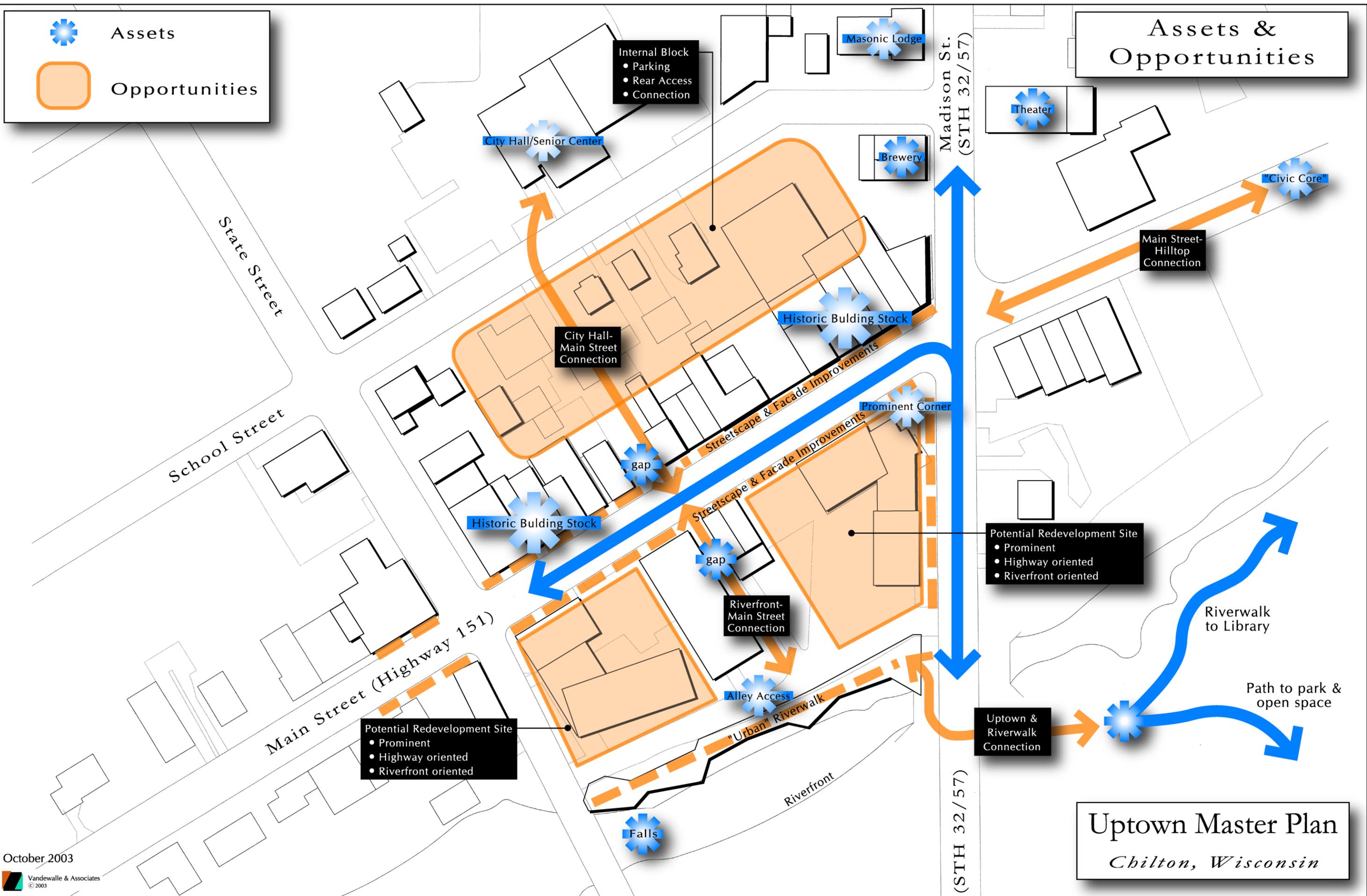
- Streetscaping and landscaping for the major thoroughfares must be distinctive, defining the community's pride in the area.
- Public spaces must be designed to meet the needs of the community (families, children) and must be well maintained.

While the Uptown's role as the community's retail center is relegated to the past, it has a strong future role as a service center, an entertainment center, and a place to live and recreate.



 Assets  
 Opportunities

Assets & Opportunities



Uptown Master Plan  
Chilton, Wisconsin

# Uptown Master Plan



The Master Plan includes a framework for the revitalization of the uptown and recommendations for planning and design guidance, public improvements, site redevelopment, and implementation.

The Chilton Uptown Master Plan illustrates a vision for the revitalization of the Uptown area in the form of planning and design, public improvement, and redevelopment recommendations. This plan provides a “master” framework for the area as a whole, guiding all future efforts in the Uptown area. The Master Plan also identifies, and recommends conceptual designs for, fourteen specific projects.

The Master Plan builds on the aforementioned assets and opportunities. It reflects the master planning of two Uptown blocks, preservation of historic building stock, use of landmark buildings, connections to existing public facilities and pathways, coordinated parking areas, and the improved appearance of Main Street.

An implemented Master Plan will include a continuous public walkway between the river and the City Hall, as well as a riverfront walkway between State and Madison Streets. An improved alley drive along the riverfront will serve redeveloped sites with frontage on Main Street and views to the river. The appearance of Main Street will be improved with preserved and improved facades and streetscape. A coordinated parking area and system of rear entries will serve new businesses on Main, State, and Madison Streets. These and other projects are described in further detail in the following framework and specific recommendations.

**Planning and Design Framework:**

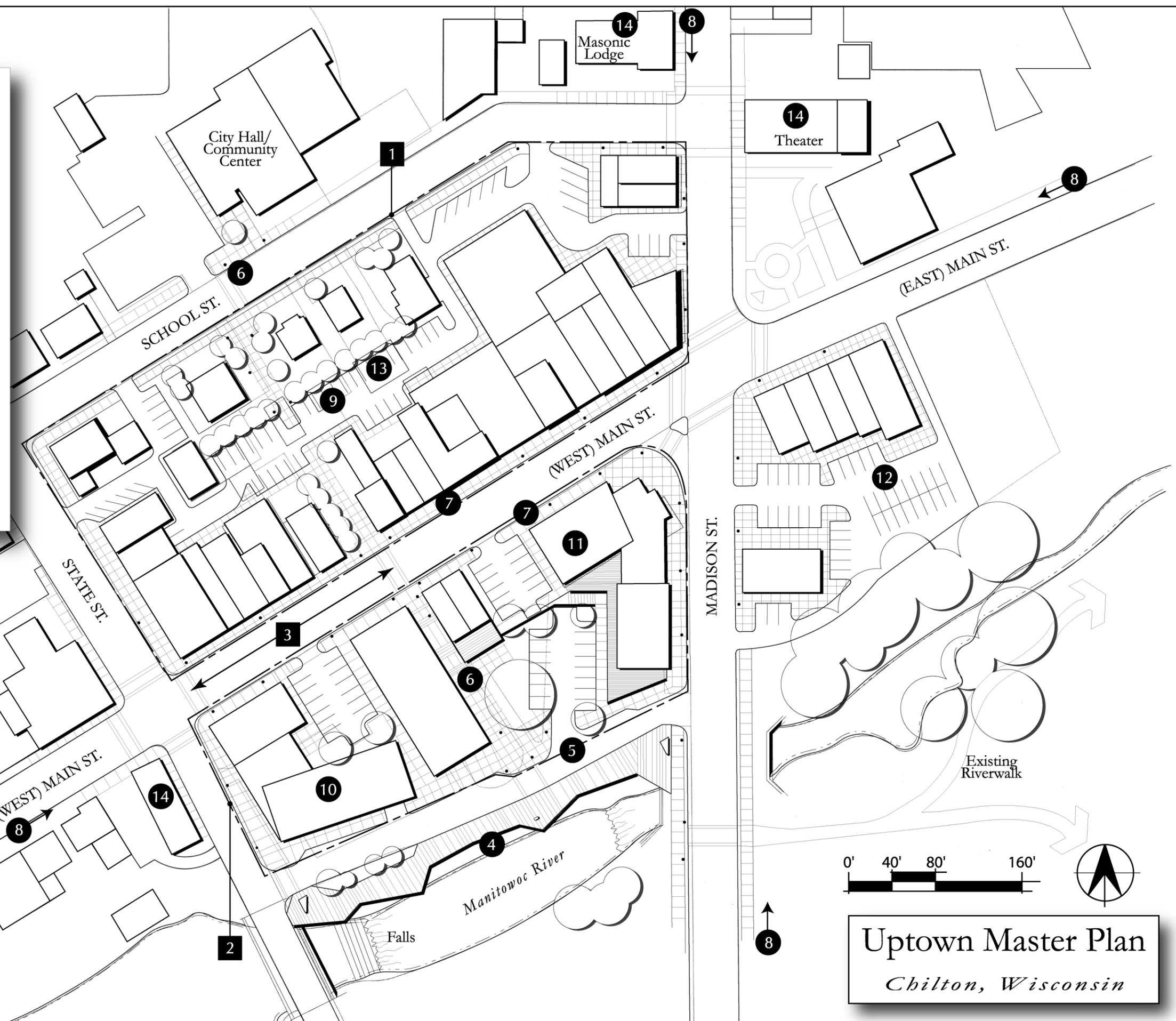
- 1. Main Street / City Hall Block Master Plan
- 2. Main Street / Riverfront Block Master Plan
- 3. Main Street Design Guidelines

**Public Improvement Recommendations:**

- 4. Riverfront improvements
  - (A) Pedestrian crosswalk on Madison Street
  - (B) Riverfront Boardwalk
  - (C) Crosswalks
- 5. Riverfront Alley
- 6. City Hall / Riverfront Walkway
  - (A) Walkway between the City Hall / Community Center and Main Street
  - (B) Walkway between the Manitowoc River and Main Street
  - (C) Crosswalks
- 7. Main Street Streetscape
- 8. Wayfinding system
- 9. Public parking (See also #13 School Street Site)

**Site Redevelopment Recommendations:**

- 10. Main & State Riverfront Site
- 11. Main & Madison Riverfront Site
- 12. Main & Madison Hilltop Site
- 13. School Street Site (Phase One)
- 14. Landmark Reuse Sites
  - (A) Madison Street Theater
  - (B) Masonic Lodge
  - (C) Commercial structures



# Planning and Design Framework

## 1. Main Street/City Hall Block Master Plan

The future use and configuration of the mixed-use block (bordered by State, School, Madison and Main Streets) is critical to Uptown's success. At the heart of Uptown, this block holds the potential to unite Uptown's assets and business community and provide a home for Uptown's future businesses.

This block should be "master planned" by the City of Chilton. The plan should incorporate a connection between City Hall and Main Street, coordinated and shared parking areas, and the coordination of uses that encourage related activities. This plan should include phased implementation, recognizing the evolving nature of change in this area.



Uptown's image and activities are highly dependent on the future redevelopment and configuration of the block bordered by State, Main and Madison Streets as well as the Manitowoc River. This block holds the potential to utilize the uptown riverfront and the community's "main street" as well as unite the Uptown with the area's other assets.

This block should be "master planned" by the City of Chilton. The plan should incorporate a connection between the Manitowoc River and Main Street, coordinated and shared parking areas, conceptual layouts for the redevelopment of key sites, a public access drive, and riverfront amenities.

## 2. Main Street/Riverfront Block Master Plan



### 3. Main Street Design Guidelines

At the heart of Uptown is the block of Main Street between State and Madison Streets. Dominated by historic structures, the appearance of this block of building facades has a strong impact on Uptown's image and viability.

The City of Chilton should encourage rehabilitation of these facades. Financial support for these improvements paired with design guidelines that encourage beneficial improvements would both assist property owners in this important block and help to ensure a positive image for the Main Street of future Uptown Chilton.

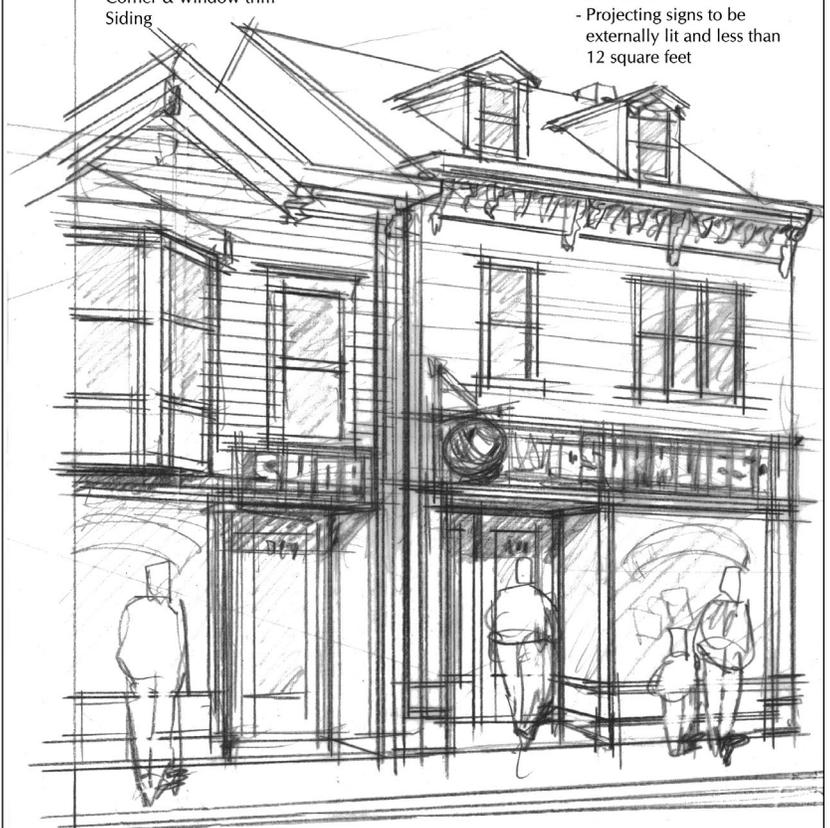
#### FACADE REHABILITATION GUIDELINES

- Architectural Detailing

- Restore and maintain:
  - Cornices
  - Corner & window trim
  - Siding

- Signage

- Locate in "information band" immediately above storefront
- Integrate with architectural elements
- Projecting signs to be externally lit and less than 12 square feet



- Storefront

- Store's activity and displays to be visible to the street
- Harmonize rhythm of storefront with upper stories
- First floor, street-side facade to be at least 75% transparent

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Vandewalle & Associates  
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# Implementation Framework

Implementation of the master plan is a long-term process that will require the concentrated and coordinated efforts of the RDA, Plan Commission, City Council, and City staff. If the revitalization of the Uptown is to be successful, all new development and redevelopment, both public and private, must meet the goals and objectives contained in the master plan with regard to land use, design, and implementation.

## Comprehensive Downtown Redevelopment—A Review

Successful redevelopment of the Uptown requires a comprehensive strategy that includes planning, financing, and implementation components. Figure 1 describes the necessary components. A detailed discussion of this strategy was included in the Opportunity Analysis.

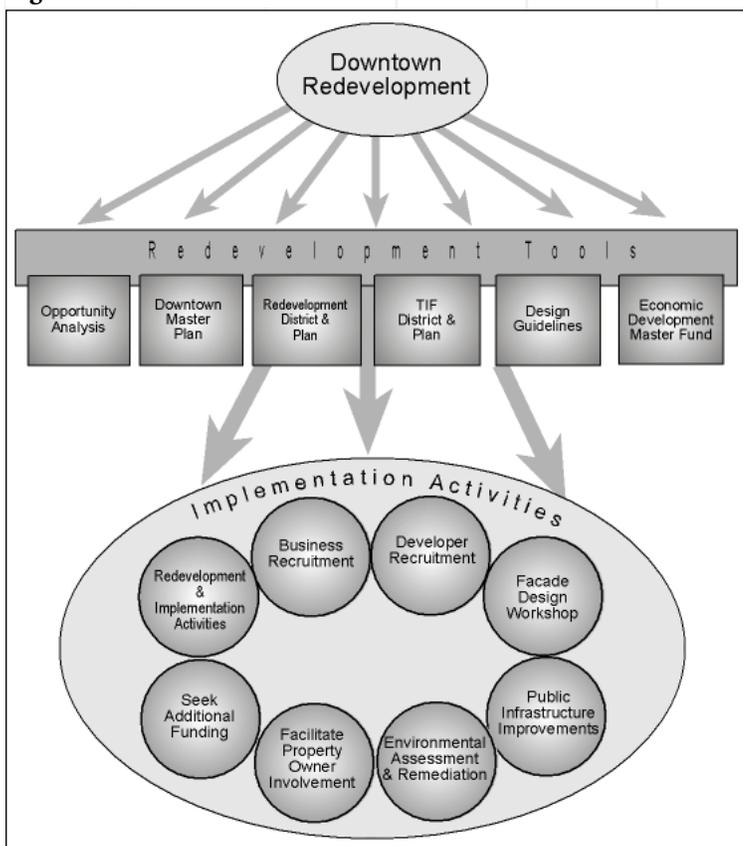
### *Role of the RDA*

The RDA is the City commission charged with implementing the master plan. The RDA is the redevelopment arm of the City and has the power to actively participate in redevelopment activities, establish redevelopment districts, and assemble property for private development. The specific powers of the Chilton RDA are laid out in the by-laws, as determined by the City Council. All projects concerning the Uptown should come before the RDA for review prior to going to the Plan Commission and City Council at both the draft and final stages.

### *Other Players*

Engaging the private sector in the redevelopment process through the creation of public-private partnerships is an important factor in the successful revitalization process. The creation of public-private partnerships creates the opportunity leverage public dollars using private investment to achieve the goals of the master plan. Potential partners include local industry, business associations, development corporations, and the local development community.

Figure 1



### *Redevelopment District*

In order for the RDA to fully utilize its powers, particularly with regard to the acquisition of property and relocation of businesses and property owners, it must establish a Redevelopment District, as authorized by Sections 66.1331 and 66.1333 of Wisconsin Statutes. Steps for the creation of a redevelopment district include a finding of blight within the proposed district, development of a land use plan, and the identification of specific redevelopment projects, both public and private. The redevelopment project plan must be in conformance with the master plan. The establishment of a redevelopment district is a powerful tool for revitalization when combined with the use of TIF funding.

### *Financing Redevelopment*

**TAX INCREMENT FINANCE DISTRICT** Tax Increment Financing (TIF) is an important tool for redevelopment. TIF can be used to fund planning, property assemblage, the economic development master fund, and public infrastructure improvements. When TIF is used for redevelopment, the City has greater ability to calibrate spending to the development of new increment. TIF funds should only be expended as redevelopment occurs, creating new increment to pay for public improvements and other participation in the redevelopment.

Since Chilton is currently at TIF capacity, the RDA will not be able to utilize TIF to fund Uptown redevelopment activities. Once capacity is restored, however, it is strongly recommended that an Uptown TIF be created.

**STATE AND FEDERAL GRANTS** There are a myriad of state and federal grant and low-interest loan programs that can be used to finance both public and private improvements. The grant and loan programs that are appropriate for each project are indicated in sections five and six. A more detailed description of each program is included on the chart in Appendix B.

**OTHER FUNDING PROGRAMS** A number of other financing strategies are available for redevelopment. These strategies include revolving loan funds, lease revenue bonds, master lease programs, creation of a business improvement district, private donation programs, historic preservation tax incentives, and an economic development master fund. These programs and strategies were discussed in the Opportunity Analysis, a portion of which is included in Appendix C.

## **Overview of Implementation Steps**

The steps for implementation of projects can generally be broken down into the following five steps:

1. RDA initiate partnership with property owners. A formal agreement must be signed between the two parties outlining roles and responsibilities. Typical agreements include a Letter of Agreement or Memorandum of Understanding (MOU) drafted by the City Attorney. Issues to be considered include price of land, type of development, process to select developer, and financial participation of each party.
2. Development of a Request for Proposals (RFP) to solicit a developer. The RFP should include the recommendations on land use, density, and design included in sections five and six.
3. Developer selection based on criteria determined by RDA on the developer's matrix (See Appendix D).
4. Developer negotiations on price of land, project concept and design, developer performance, and City participation. A Developer's Agreement, drafted by the City Attorney, must be signed outlining the agreement and roles and responsibilities of each party.
5. Initiate City approval process for the Preliminary Development Plan (PDP) and the Final Development Plan (FDP).

Prior to the creation of a TIF and a Redevelopment District, the City's ability to facilitate redevelopment will rely primarily on its ability to create a good working relationship with the private property owners and development community. Specifically, the City can participate in and influence the development in the following manner:

- Work with the property owners to facilitate the highest and best use of the property and to facilitate a timely return on investment.
- Actively market the site for redevelopment.
- Use City and RDA resources and expertise to develop a solid RFP to attract qualified developers.
- Work closely with the developer to facilitate the development through the City's approval process.
- Assist the developer with securing local private investors and any applicable county, state, or federal grants.

As soon as the City is able to create a TIF district for the Uptown, the City will be able to more aggressively undertake the revitalization of the Uptown. Use of TIF funds will allow the City more options with regard to the purchase of property for public and private improvements, actual implementation of projects by the City, and the development of financing strategies (i.e., Economic Development Master Fund).

# Public Improvement Recommendations

## 4. Riverfront Improvements

Frontage on the Manitowoc River is an important asset for Uptown. The river, two waterfalls, existing public access, and the proximity to an existing riverwalk system all represent opportunities to enhance Main Street and Madison Street properties, create exciting public places, and improve accessibility to the river.

(A) Create a pedestrian crosswalk on Madison Street (just south of the river) connecting the west sidewalk with the existing riverwalk to the east. Indicate a safe crosswalk area with pavement markings and highway signage.

(B) Construct a boardwalk on the north side of the Manitowoc River between State Street and Madison Street. Locate on existing grade between retaining wall and the new Riverfront Alley. The boardwalk will create a river-edge

promenade and include overlooks at the waterfalls, benches, bollard lighting, and landscaping.

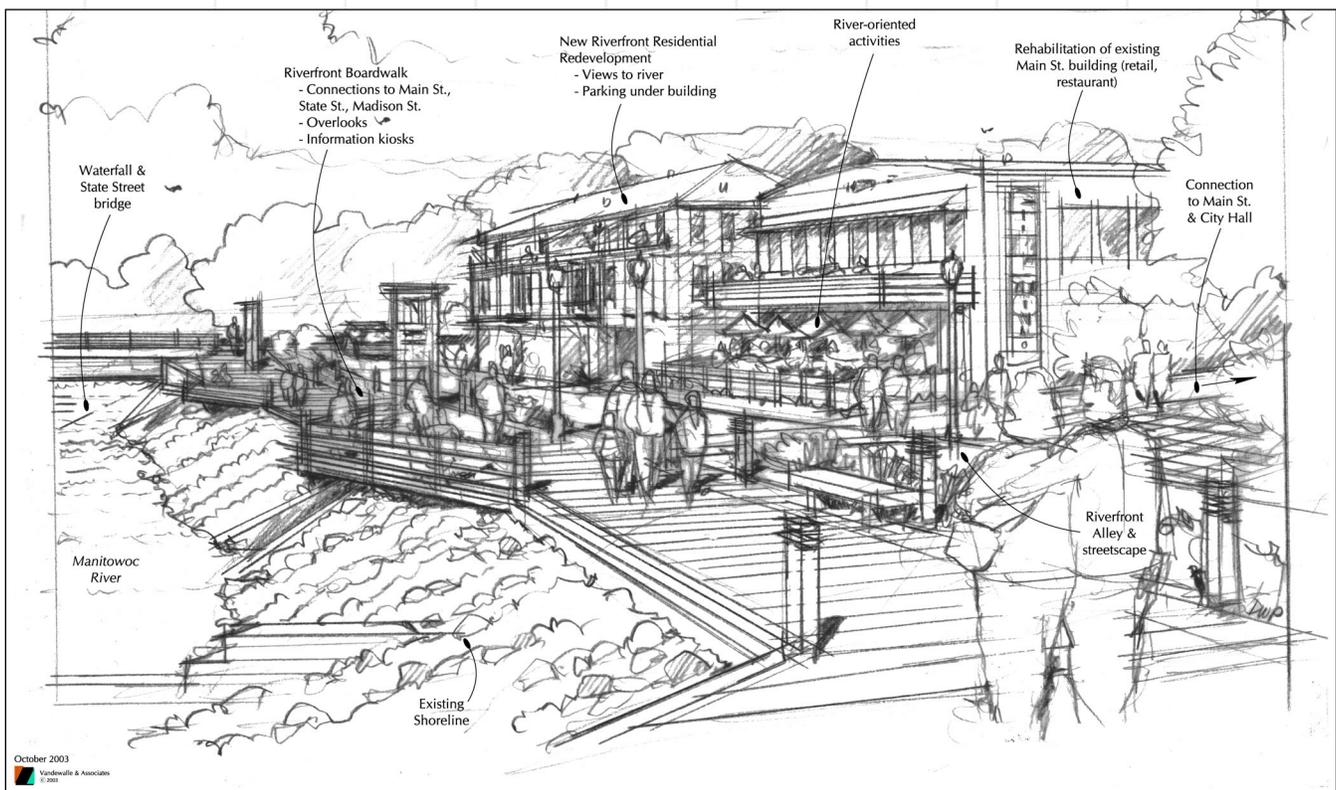
(C) Construct information kiosks at each end of the boardwalk and at the intersection with the walkway to Main Street. Kiosks will inform visitors of riverfront history, riverwalk wayfinding information, and Uptown business information.

**PRIORITY** Very High

**PLAYERS** RDA, City engineer, private developer for riverfront sites, community businesses.

**POTENTIAL FUNDING SOURCES** CIP, TIF, LAW-CON, ADLP, Recreation Trails Program, as part of private development, private donation program.

**NOTES** Public investment on the riverfront, if properly executed, would be a catalyst for revitalization of the Uptown. Construction of the improvements to the riverfront should be coordinated with the redevelopment of the riverfront sites.



## 5. Riverfront Alley

The City of Chilton currently has right-of-way along the frontage of the Manitowoc River. This asset provides direct public access to the river and to the lower-level and rear areas of properties between Main Street and the river. Improvement of this infrastructure and the creation of a “Riverfront Alley” will add an attractive and functional asset to Uptown.

(A) Reconstruct the alley on the existing base and grade. The Riverfront Alley should be designed for low-speed two-way traffic, paved, and marked for two travel lanes, parallel parking, and crosswalks.

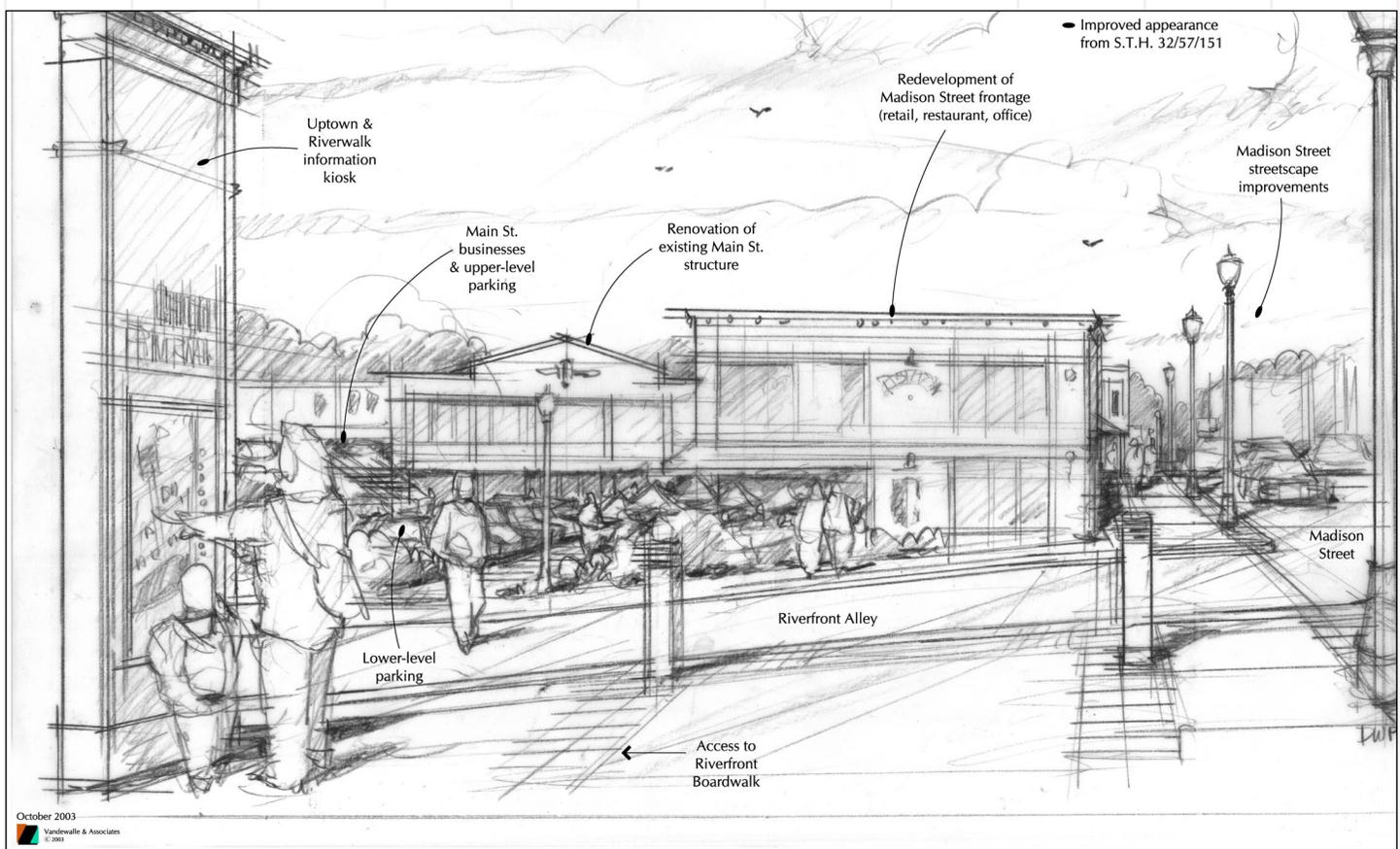
(B) Install pedestrian-scaled street lighting at corners and at crosswalk.

**PRIORITY** Very High

**PLAYERS** RDA, City engineer, private developer for riverfront sites, community businesses.

**POTENTIAL FUNDING SOURCES** CIP, TIF, private developer, State Enhancements Program, private donation program, special assessment district.

**NOTES** Public investment on the riverfront, if properly executed, would be a catalyst for revitalization of the Uptown. Construction of the improvements to the riverfront should be coordinated with the redevelopment of the riverfront sites.



## 6. City Hall/Riverfront Walkway

Three of Uptown's primary assets include the City Hall/Community Center, the Manitowoc River, and the block of Main Street between State and Madison streets. Uniting these three activity centers with a pedestrian pathway will help to enliven each of these individual areas, enhance the value and activity of Main Street businesses and properties, enhance the accessibility and the presence of City Hall, connect parking areas with destinations, and create options for parking and business access. Existing gaps in the building fabric of Main Street allow for a direct connection with minimal acquisition and demolition.

(A) Construct a pedestrian-scaled walkway between the City Hall/Community Center and Main Street. The walkway will be pedestrian-scaled, paved, and include benches and pedestrian-scaled lighting. Locate at existing building gap on north side of Main Street. Acquire necessary right-of-way and/or easements.

(B) Construct a pedestrian-scaled walkway between the Manitowoc River and Main Street. The walkway will be pedestrian-scaled, paved, and include stairways and landings. Benches and pedestrian-scaled lighting will enhance this area. Locate at existing gap on south side of Main Street. Acquire necessary right-of-way and/or easements.

(C) Create pedestrian crosswalks where the walkway crosses School Street, Main Street, and Riverfront Alley. Indicate a safe crosswalk area with pavement markings and highway signage.



**PRIORITY** A) Medium

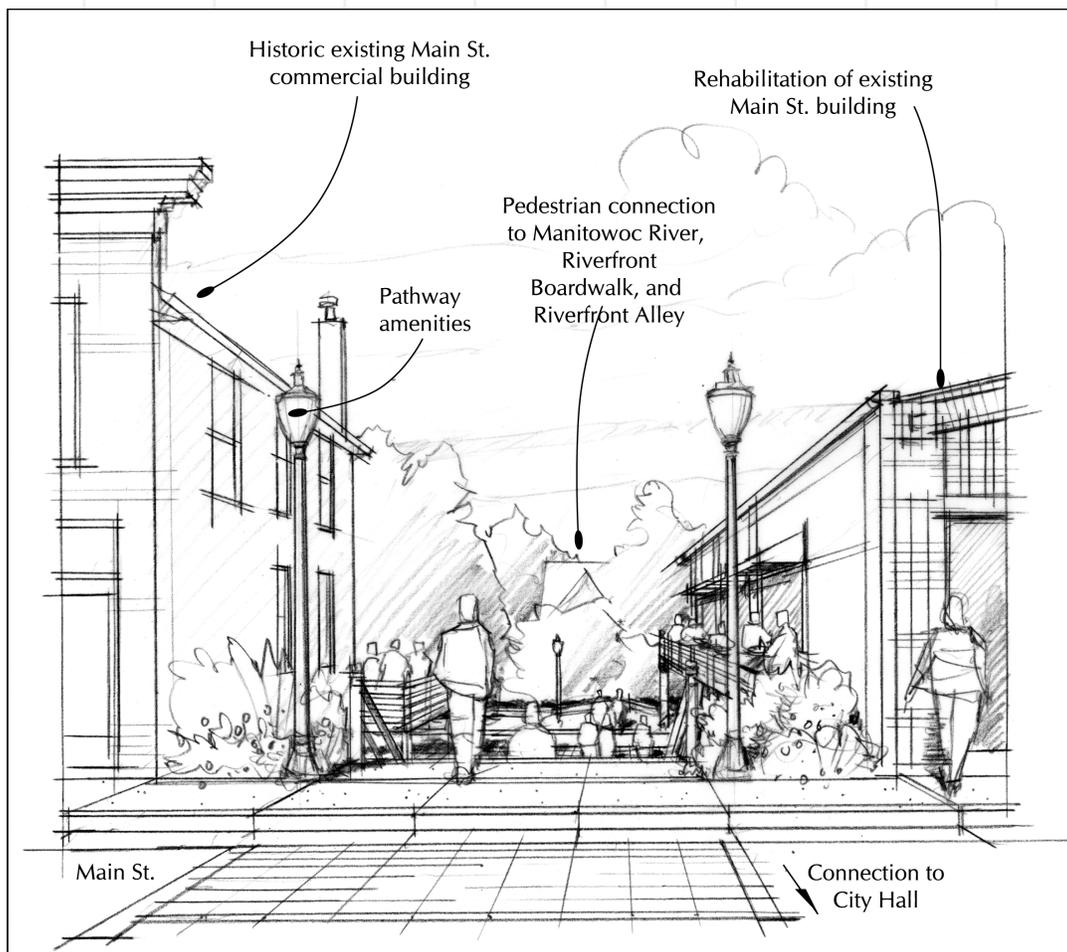
B) High

C) High

**PLAYERS** RDA, City engineer, Uptown businesses.

**POTENTIAL FUNDING SOURCES** CIP, TIF, State Enhancements Program.

**NOTES** The connection between City Hall and Main Street (A) should be constructed in conjunction with reorganization of the School Street Site. The connection between Main Street and the river (B) should be constructed in conjunction with the redevelopment of the adjacent riverfront sites. Improvements to pedestrian crosswalks (C) throughout the Uptown should occur during DOT's reconstruction of Madison Street.



## 7. Main Street Streetscape

The block of Main Street between State and Madison Streets remains as Chilton's symbolic retail "main street." City investment in the streetscape of this block will increase the value and viability of Main Street properties and businesses and strongly influence the image of Uptown and Chilton as a whole.

(A) Reconstruct the sidewalk on both the north and the south sides of Main Street. Pavement should be concrete with color and/or textured pavement accents at the curb/snow storage and the window viewing areas.

(B) Install pedestrian-scaled street lighting matching style of Madison Street luminaries. Install benches out of traffic

flow areas. Install planters in curb/snow storage and/or the window viewing areas.

(C) Remove vending equipment from streetscape right-of-way areas.

**PRIORITY** Very High

**PLAYERS** RDA, City engineer, Uptown Businesses.

**POTENTIAL FUNDING SOURCES** CIP, State Enhancement Program, TIF, special assessment district, private donation program.

**NOTES** Streetscape improvements, while primarily a public improvement, could be accomplished more readily with active support and participation of the uptown business community.



## 8. Wayfinding System

Establishing a system of signage and other directional, visual cues will improve the perception and reality of the accessibility of Uptown. A consistent use of color, graphics, and words will also increase the identity of Uptown as a place.

(A) Create a system of graphics with a consistent use of color, imagery, and words to be used on all Uptown signage, kiosks, and other information media.

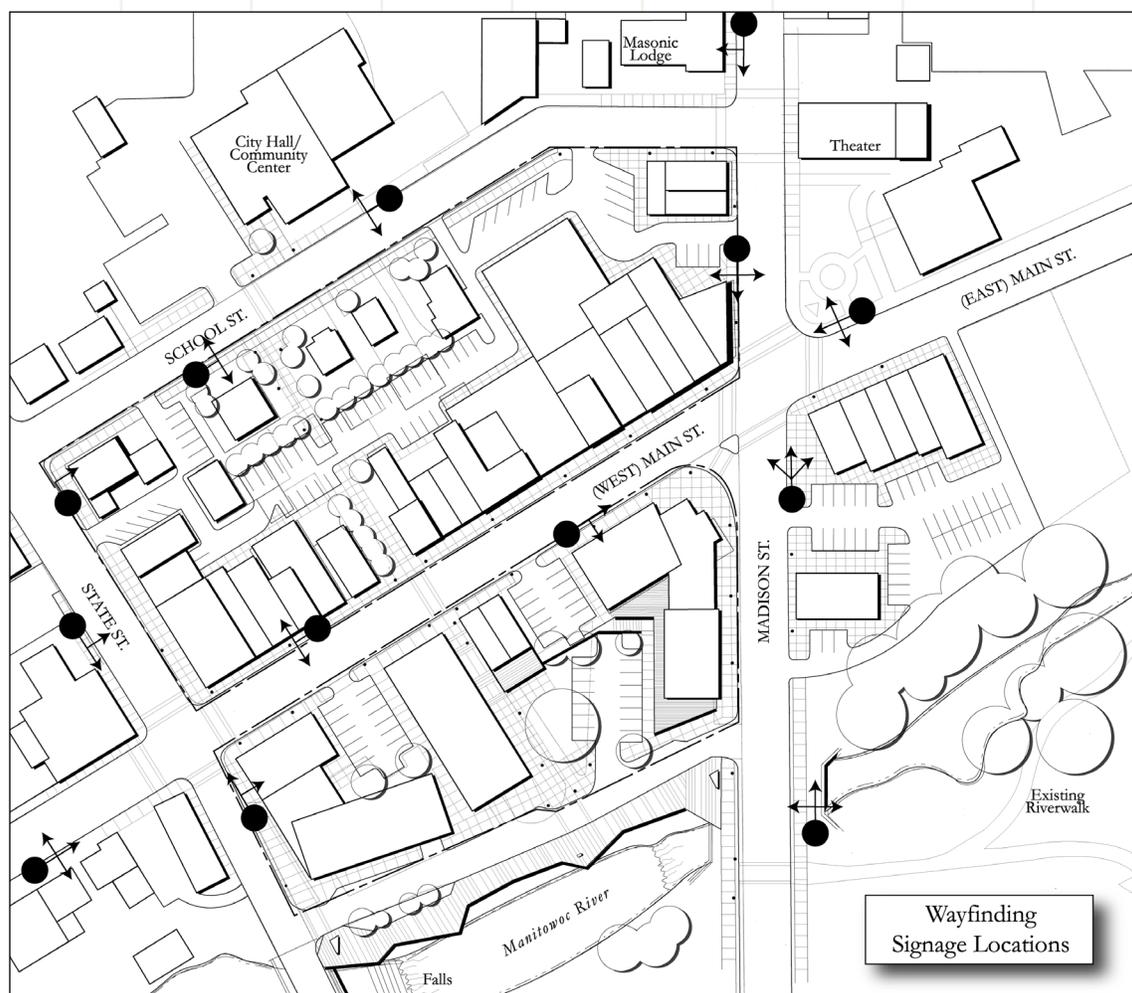
(B) Install a system of signs, utilizing the above system of graphics, which direct drivers and pedestrians to landmarks and destinations of Uptown. Examples might include the riverwalk and boardwalk, City Hall/Community Center, Post Office, and Main Street retail. Directions to parking areas should be clearly indicated.

**PRIORITY** High

**PLAYERS** RDA, City engineer.

**POTENTIAL FUNDING SOURCES** CIP, TIF, State Enhancement Program.

**NOTES** Wayfinding is an easy and inexpensive way to establish the Uptown's identity and improve use and circulation of the area for both pedestrians and vehicles.



## 9. Public Parking

(SEE ALSO #13 SCHOOL STREET SITE)

As the master planned blocks redevelop, the City should consider creating well-defined, coordinated, and accessible parking areas that might serve numerous purposes and parking needs. One such parking area behind Main Street might serve up to twenty businesses and the City Hall/Community Center. These shared parking lots can serve as grounds for special events such as farmers markets and community festivals. Public parking should be phased to evolve in tandem with redevelopment.

(A) Master plan public parking areas and coordinate with redevelopment of Uptown properties and street circulation improvements. Locate parking to serve multiple properties and public facilities. Prioritize the interior portion of the

Main Street/City Hall block. Coordinate improvements with rear entry needs of property owners.

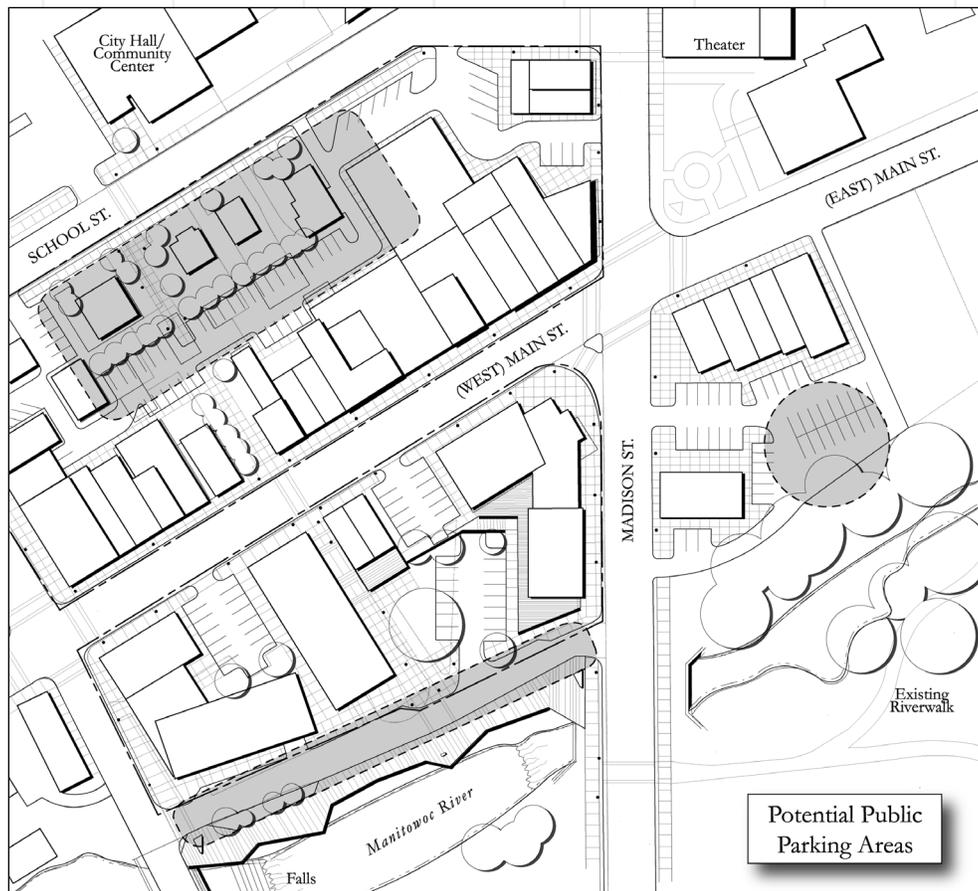
(B) Construct well-designed parking areas. Include amenities such as lighting, benches, and landscaping.

**PRIORITY** Medium

**PLAYERS** RDA, City engineer, private property owners, Uptown Businesses.

**POTENTIAL FUNDING SOURCES** CIP, TIF, special assessment district.

**NOTES** As the Uptown redevelops and increases the number of businesses, the need for parking will be increased. Redevelopment of this site, however, will most certainly require the cooperation of the property owners and the creative use of financial incentive programs available through TIF.

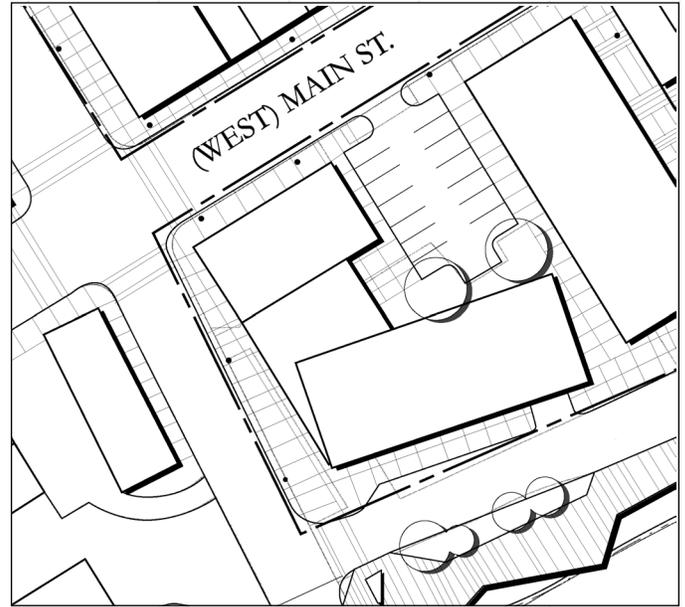


# Site Redevelopment

## 10. Main & State Riverfront Site

The group of properties located on the southeast corner of Main Street and State Street has high potential for redevelopment based on its location in the heart of Uptown; visibility on a corner of Main Street; accessibility from Main Street, State Street, and the Riverfront Alley; proximity to the river and the primary waterfall; and its current underutilized condition. The Master Plan illustrates the following concepts:

- (A) Removal of existing buildings
- (B) Upper level parking area
  - Up to 14 spaces
- (C) New commercial structure
  - Corner location
  - Approx. 5,500 sq. ft. footprint
  - One to two stories
  - Retail and/or office use
- (D) New residential structure at Riverfront Alley
  - Approx. 7,000 sq. ft. footprint
  - Two upper stories of occupied units
  - Parking under building
  - Views to river and waterfall

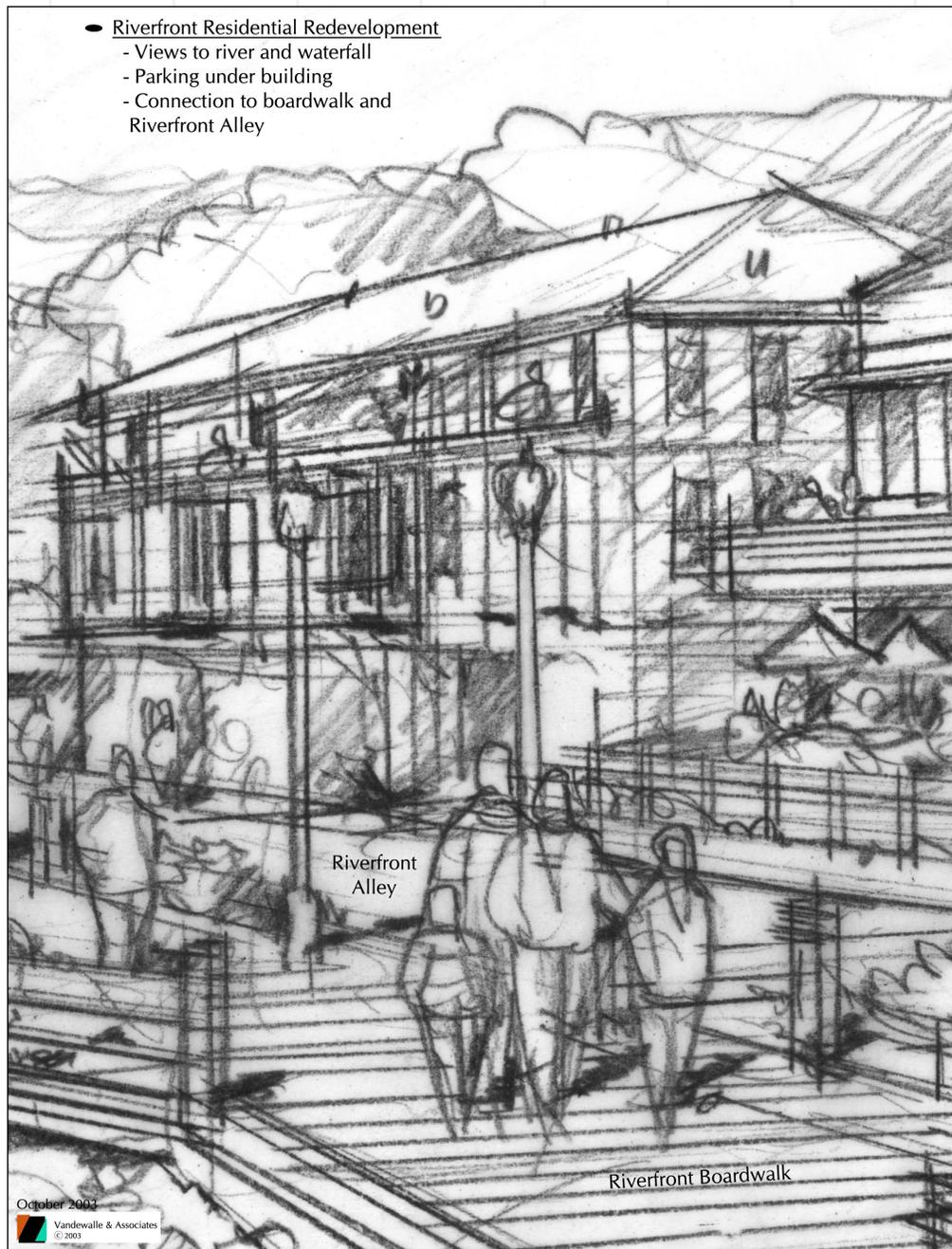


**PRIORITY** Very High

**PLAYERS** RDA, property owners.

**POTENTIAL FUNDING SOURCES** Private investors,  
CDBG revolving loan fund (for commercial uses),  
WHEDA tax credits (for housing), TIF.

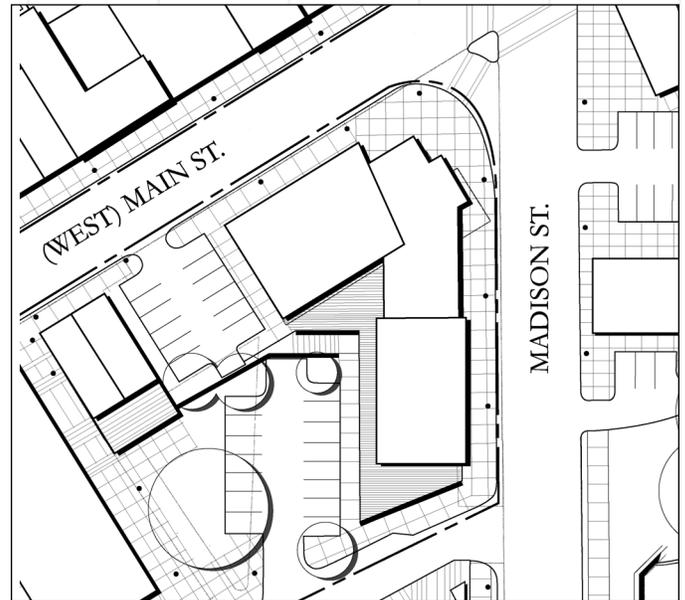
**NOTES** Redevelopment of this site should be coordinated with the public improvements to the riverfront.



## 11. Main & Madison Riverfront Site

The group of properties located on the southwest corner of Main Street and Madison Street is highly visible and has high potential for redevelopment based on its location in the heart of Uptown; visibility on a corner of Main Street; accessibility from Main Street, Madison Street, and the Riverfront Alley; and its proximity to the river. The Master Plan illustrates the following concepts:

- (A) Removal of existing corner building
- (B) Upper level parking area
  - Up to 12 spaces
- (C) Lower level parking area
  - Up to 16 spaces
- (D) Rehabilitation of existing commercial structure
  - Main Street frontage
  - Approx. 5,000 sq. ft. footprint
  - Retail and/or office use
  - Upper level decks and river views
- (E) New commercial structure
  - Madison Street frontage
  - Approx. 7,200 sq. ft. footprint
  - One to two stories
  - Accessible from lower level
  - Upper level decks and river views

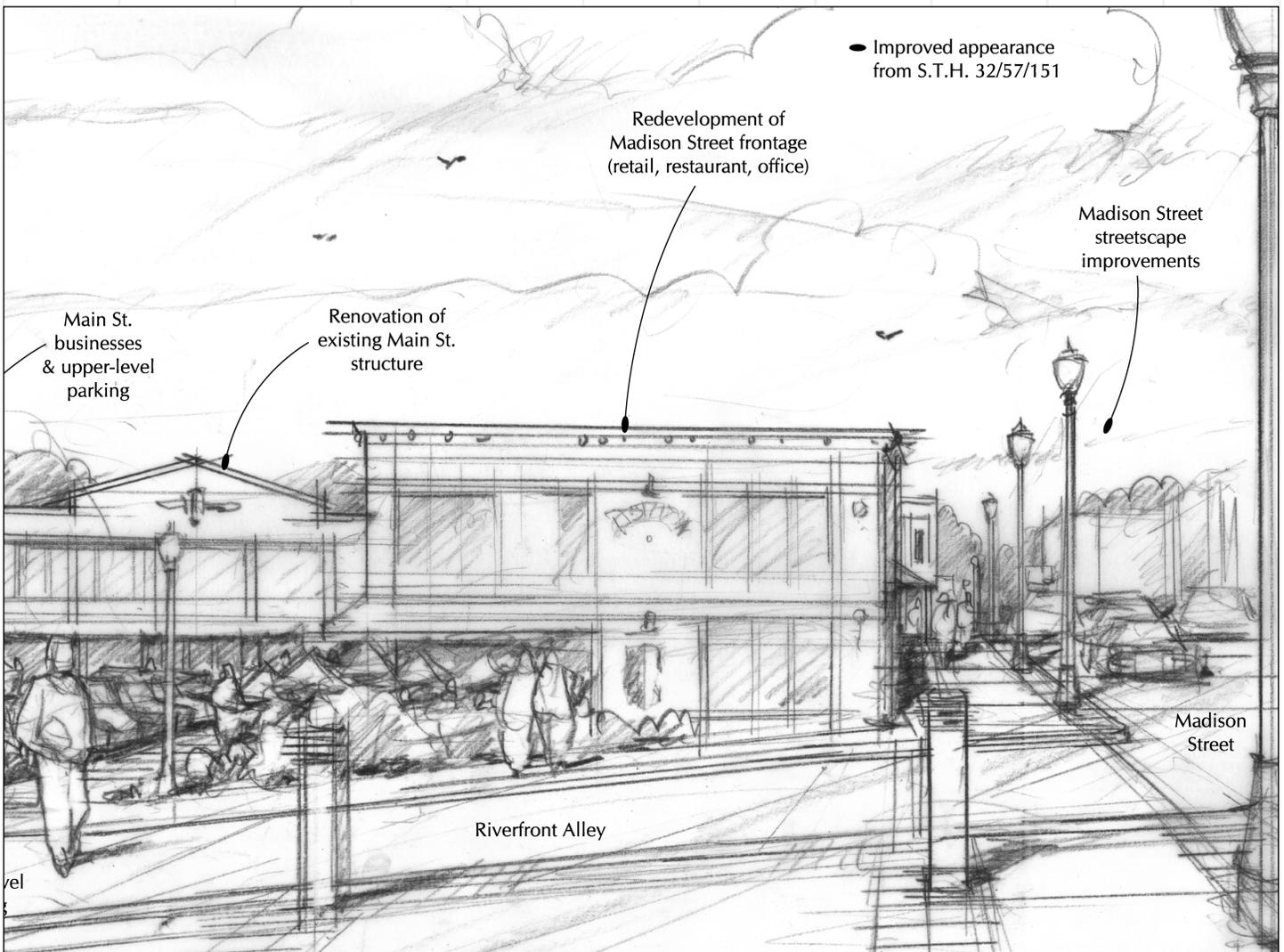


**PRIORITY** High

**PLAYERS** RDA, property owners.

**POTENTIAL FUNDING SOURCES** Private investors, CDBG revolving loan fund (for commercial uses), CDBG Section 108 Loan Guarantee Program, Wisconsin Brownfields Grant, CDBG-Blight Elimination and Brownfield Redevelopment Program.

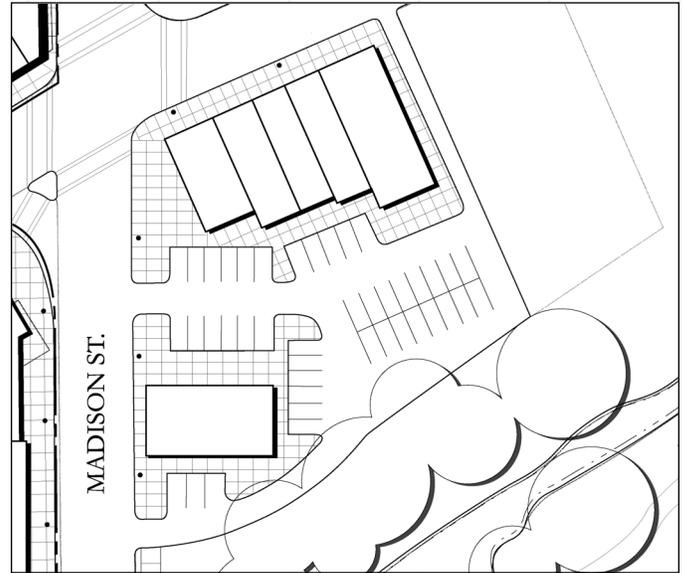
**NOTES** Current use of the site as a bus depot indicate the possibility of environmental contamination. Redevelopment of this site should be coordinated with the public improvements to the riverfront.



## 12. Main & Madison Hilltop Site

The group of properties located on the southeast corner of Main Street and Madison Street is highly visible and has potential for increasing the efficiency of the site. The Master Plan illustrates the following concepts:

- (A) Improvement of entry drive from Main Street
- (B) Simplification of Madison Street curb cuts
- (C) Shared parking court
  - Access from Main and Madison Streets
  - Rear entries to businesses
  - Up to 42 spaces
- (D) Potential expansion and façade improvements of Madison Street property



**PRIORITY** Medium

**PLAYERS** RDA, City engineer, property owners

**POTENTIAL FUNDING SOURCES** CIP, TIF, State Enhancements Program, property owners, private investors

**NOTES** Improvement of this corner site, at such a key intersection, would greatly enhance the image of uptown but will require cooperation and participation of the property owners.

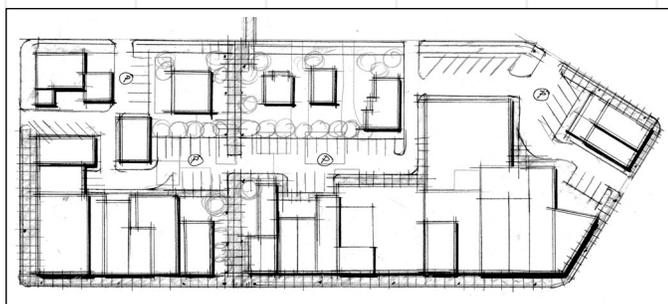
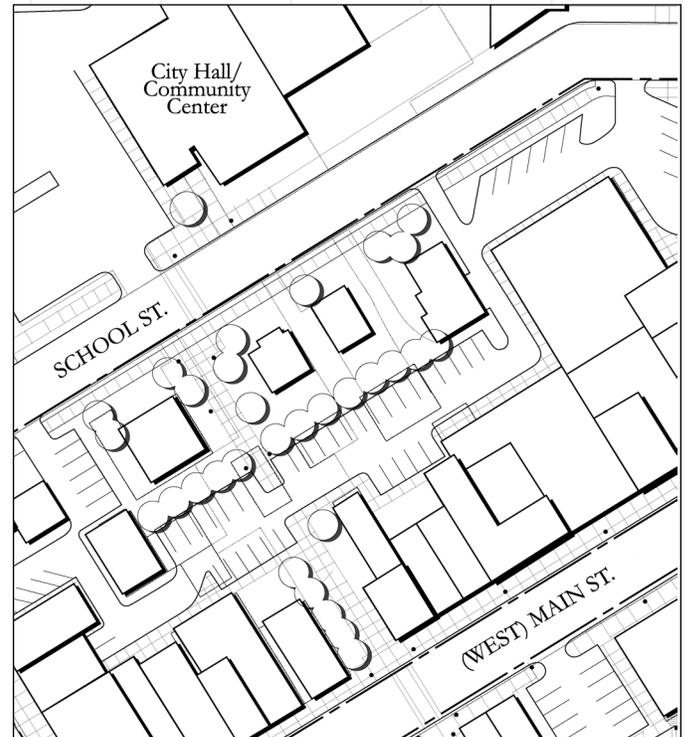
### 13. School Street Site

(SEE ALSO #9 PUBLIC PARKING)

As described in earlier recommendations, the master planning of the Main Street/City Hall Block, includes the phased redevelopment of the interior of the block and School and Main Street properties. The block holds potential for coordination of vehicular and pedestrian circulation, parking, business entries, and programming of special events. The Master Plan illustrates the following concepts:

#### PHASE ONE

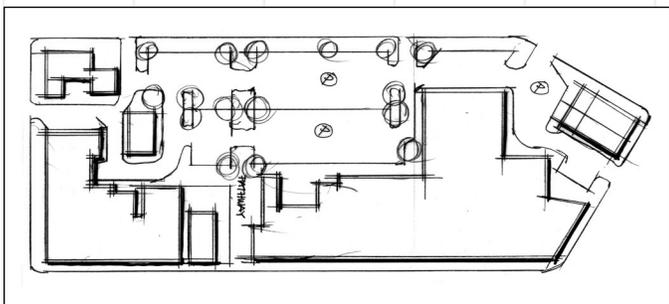
- (A) Removal of existing auxiliary buildings
- (B) Integration of the City Hall/Riverfront Walkway
- (C) Shared parking court
  - Accessible from School Street
  - Up to 34 spaces
- (D) Rear entry improvements at Main Street businesses



Phase One

## PHASE TWO

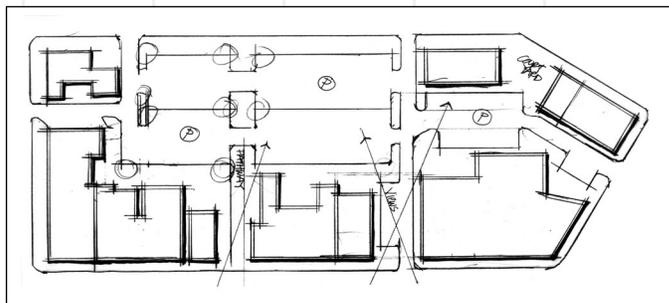
- (A) Removal of existing residential buildings
- (B) Integration of the City Hall/Riverfront Walkway
- (C) Shared parking court
  - Accessible from School Street
  - Up to 80 spaces
- (D) Rear entry improvements at Main Street businesses



Phase Two

## PHASE THREE

- (A) Removal of two mid-block commercial structures
- (B) Integration of the City Hall/Riverfront Walkway
- (C) Shared parking court
  - Accessible from School Street
  - Up to 120 spaces
- (D) Rear entry improvements at Main Street businesses
- (E) New commercial structure
  - School Street frontage
  - Approx. 3,200 sq. ft.
  - One to two stories
  - Pedestrian courtyard space



Phase Three

### **PRIORITY** Medium

**PLAYERS** RDA, City engineer, property owners.

**POTENTIAL FUNDING SOURCES** CIP, TIF, special assessment district, private investors CDBG revolving loan fund (for commercial uses).

**NOTES** As the Uptown redevelops and increases the number of businesses, the need for parking will be increased. Redevelopment of this site, however, will most certainly require the cooperation of the property owners and the creative use of financial incentive programs available through TIF.

## 14. Landmark Reuse Sites

Several other properties in the Uptown were identified as important “landmarks.” These properties are architectural-ly significant and may have significant activities associated with their past. Preservation and reuse of these important structures will contribute to the visual character and activ-ity of Uptown. The Master Plan illustrates the following concepts:

### (A) Madison Street Theater

- Preserve building and marquee
- Encourage continued entertainment use
- Potential for creative movie and performance venues

### (B) Masonic Lodge

- Preserve building
- Potential uses include community, retail, office, resi-dential

### (C) Commercial structures

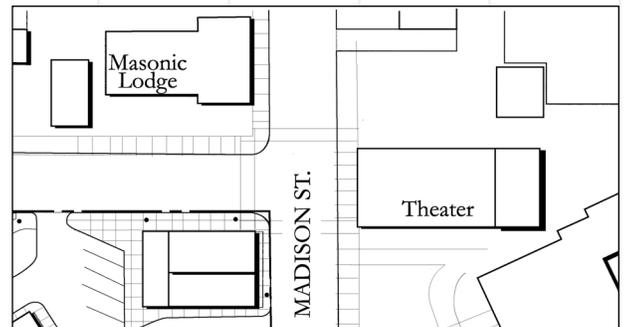
- Located at northwest and southwest corners of Main and State Streets
- Preserve and restore architectural form and detailing
- Encourage retail, office, or residential reuse

**PRIORITY** Medium

**PLAYERS** RDA, property owners.

**POTENTIAL FUNDING SOURCES** Private investors, Historic Tax Credits.

**NOTES** Rehabilitation of these buildings will be driven primarily by the property owners. The RDA can facilitate the process by providing support and guidance for the tax credit process.



# Appendix



## Appendix A

### CITY OF CHILTON UPTOWN MASTER PLAN RDA KICK-OFF MEETING AND VISIONING SESSION JUNE 17, 2003

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#### 1. Please list two good things about Chilton's Uptown area.

- It is nice and quiet with people going there for specific reasons and destinations.
- Many of the buildings are interesting.
- Movie theater
- Park at corner (State Bank)
- Many historic buildings
- Businesses are trying to do their best
- Historic buildings are a great asset
- Small local service businesses – dentist, printer, barber, candle stick maker
- Nice green space owned by State Bank with water fountain
- New school
- Great traffic exposure
- Location to river – river is close
- River
- Safe
- River/green space
- River walk
- River front
- State highway going thru town and also city hall being close to the highway
- Hwy traffic through Uptown area
- River with dam
- Very good traffic flow
- River area is a somewhat quiet area
- Variety of businesses
- Architectural style
- Many service businesses are located uptown – banks, lawyers, insurance, accounting, etc.
- The Uptown setting is unique – elevation, middle of town, the river, and the 2 intersections.
- Highway traffic – county seat (using this to our advantage)
- Some property owners care about appearance and have improved their buildings
- East Main Street – park, banks, shops like Phoenix PC and Westend Creations
- Roll Inn
- The old Wolf building
- Chilton Times building

**CITY OF CHILTON UPTOWN MASTER PLAN**  
**RDA KICK-OFF MEETING AND VISIONING SESSION**  
**JUNE 17, 2003**

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**2. Please list two concerns about Chilton's Uptown area.**

- Restrictions are apt to be implemented to support goals that may not be feasible here causing undue hardship on the property owners.
- Taxes cause rent to be prohibitively high for people who want to start new businesses.
- Parking
- No bakery
- No river walk through my backyard! That is what sidewalks are for
- River side properties – floodplain is an issue
- Community support is needed more
- Each business facing the Uptown has a very different look
- Too many empty buildings – Shoe store with too few shoes, plumber with too few pipes
- Getting landowners to get on same page
- Getting every business owner involved
- Proper upkeep on buildings
- Are we able to get the current owners of the property to buy in to the concept of redevelopment?
- Old buildings – question if up to code
- Run down buildings/poor look
- What is the role of the public sector and where will the money come from?
- We need a destination-oriented activity (business) that others can build around. What can that business or development be?
- Buildings falling apart
- Lack of concern about area – “no one cares”
- Buildings deteriorating
- Relocate apartment buildings which need repair, south-east corner of State Street and Hwy 151
- Deterioration of buildings
- Little amount of green space could be spruced up
- Lacking of maintenance on buildings
- First floor residential
- Eliminate apartments (lower)
- Parking shortage
- Too many buildings look awful and need facelifts
- The south side of Main going west from Madison is a blight, especially when viewed from the south, looking across the river
- The buses need to relocate
- Making the river portion more inviting to pedestrians
- Incorporating residential facilities in the overall plan, especially on the south side of Main Street
- City fathers must decide if the south end of town is their focus or if it's Main Street
- How to help (new and old) businesses survive Uptown
- Corner going south from 151 to 151/57
- Appearance (with some exceptions)
- Too many different looks
- Many buildings have steps

**CITY OF CHILTON UPTOWN MASTER PLAN**  
**RDA KICK-OFF MEETING AND VISIONING SESSION**  
**JUNE 17, 2003**

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**3. What steps would you take now, if you had the ability to do so, to improve the Uptown area?**

- Reroute traffic around the area.
- 2% loan to improve façade of buildings
- Blacktop alley by river
- Dark greens, grey, brown, white colors
- Create more parking, eliminate some of the buildings in bad shape, not doing the Madison Street Project that will kill the Main Street businesses
- Level the Uptown, including my building and copy Hilbert's plan for their downtown
- Remove buildings on southeast corner of State and Main to view river
- Get a plan for entire area
- River walk to Leahy Park
- Retail business on Main Street – restaurants, stores, specialty shops
- Exactly what we are doing – work with planners to develop plan
- Outside dining near the river – build off of business that front river
- Recreation facility for kids to adults (racquet ball court, pool, ping pong hall, etc.)
- Tear down every building on the south side of Main Street so that we had a clear view of the natural resources
- Change to look of every business on the north side
- Take out the apartments on the main level of every building
- Acquire key properties
- Find a developer (possible local or combination local and outside developer)
- Create incentives for building repairs
- Move busses to another location
- Create retail incubator for people with business aspirations
- Open River area up; make better access from M.S.
- Better market Chilton as a whole
- Work with businesses owners to help them improve business skills, education, techniques, etc.
- Remove apartment building on southwest corner of State and 151 and build later overlooking the river
- Take advantage of the riverfront
- Keep river area clean and refurbish fronts of buildings
- Open the area up for view of river
- Start over of the south side of Main Street between Madison and State Street and incorporate the river and relocate businesses on south side – open the north side in the center and retain the corners with the older buildings, then to incorporate City Hall with an open corridor to the Uptown area.
- Create a central location for taverns.
- Utilize the river
- Relocate the busses on Madison Street and utilize that area
- Take out some buildings to generate more open areas – especially, on the north side of Main between Madison and State
- A large investment needs to be made for the south side of Main (west of Madison) to take advantage of the river
- Assist landlords and business owners to see the larger picture
- Create great restaurants with live music
- River trail from North State to Grand Street

**CITY OF CHILTON UPTOWN MASTER PLAN**  
**RDA KICK-OFF MEETING AND VISIONING SESSION**  
**JUNE 17, 2003**

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- Find that one thing the mayor was referring to that will draw and make people stop (note: We do have draws for tourist – Kaytee Avian, Ledge Park, Lake Winnebago, but they visit and leave currently)
- Fill all of the buildings with either service or retail stores
- Move the old Hole-in-the-Wall building out
- Fix the light over the big dam
- Blacktop the river drive with curb and gutter

# Appendix B

Funding Source	Government Level	Agency	Description
<b>Redevelopment &amp; Brownfields</b>			
Public Works Program	Federal	DOC/ EDA	Provides funding to revitalize, expand, and upgrade physical infrastructure to attract new industry, encourage business expansion, diversify local economies, and generate or retain long-term, private sector jobs and investment.
Superfund Redevelopment Pilot Program	Federal	EPA	Provides technical and financial assistance in the cleanup of brownfield properties, most of which are on the National Priorities List.
Brownfields Assessment, Cleanup, and Revolving Loan Fund Grants	Federal	EPA	Provides grants for assessment and cleanup of brownfields sites.
Brownfields Cleanup Revolving Loan Fund	Federal	EPA	Provides grants to states, political subdivisions, and Indian tribes to make low interest loans to carryout cleanup activities on brownfields properties.
Economic Development Initiative (EDI)	Federal	HUD	Provides grants to local governments to enhance both the security of loans guaranteed through the Section 108 Loan Program and the feasibility of the economic development and revitalization projects they finance
Brownfields Economic Development Initiative (BEDI)	Federal	HUD	Provides grants to redevelop brownfields sites and for economic development projects that increase economic opportunities for low- and moderate-income persons, stimulate or retain businesses or jobs, or otherwise lead to economic revitalization.
CDBG - Section 108 Loan Guarantee Program	Federal	HUD	Section 108 is the loan guarantee provision of the Community Development Block Grant (CDBG) program. Section 108 provides communities with a source of financing for economic development, housing rehabilitation, public facilities, and large-scale physical development projects.
Brownfields Grant	State	DOC	Provides funding for brownfield projects that promote economic development, and have a positive effect on the local environment.
CDBG - BEBR -The Blight Elimination and Brownfield Redevelopment Program	State	DOC	Designed to assist communities with assessing or remediation the environmental contamination of an abandoned, idle or underused industrial or commercial facility or site in a blighted area, or that qualifies as blighted.



Funding Source	Government Level	Agency	Description
CDBG -ED - Economic Development	State	DOC	Designed to assist businesses that will invest private funds and create jobs as they expand or relocate to Wisconsin. Funds awarded to local governments, which then loan the funds to a business. When the business repays the loan, the community may retain the funds to capitalize a local revolving loan fund. This fund can then be utilized to finance additional economic development projects within the community.
CBED- Community Based Economic Development Program	State	DOC	Provides grants to local governments and community- based organizations that undertake planning or development projects or that provide technical assistance services that are in support of business (including technology-based businesses) and community development.
Site Assessment Grant (SAG)	State	DNR	Provides assistance to local governments for investigations and other initial activities of known or suspected environmentally contaminated property.
<b>Economic Development</b>			
Rural Business Opportunity Grants	Federal	USDA	Provides grants to pay costs of providing economic planning for rural communities, technical assistance for rural businesses, or training for rural entrepreneurs or economic development officials.
Rural Economic Development Grants & Loans	Federal	USDA	Provides grants and loans to electric and telephone utilities financed by the Rural Utilities Service (RUS) to promote sustainable rural economic development and job creation projects through the operation of a revolving loan fund program.
Rural Business Enterprise Grants (RBEG)	Federal	USDA	Provides grants under to public bodies, private nonprofit corporations, and Federally-recognized Indian Tribal groups to finance and facilitate development of small and emerging private business enterprises located in areas outside the boundary of a city or unincorporated areas of 50,000 or more and its immediately adjacent urbanized or urbanizing area.
Rural Community Development Initiative	Federal	USDA	Provide technical assistance to recipients to develop or increase their capacity to undertake projects in the areas of housing, community facilities, and community and economic development in rural areas
Business and Industry (B&I) Guaranteed Loan	Federal	USDA	Provides guarantees up to 90 percent of a loan made by a commercial lender to create and maintain employment and improve the economic climate in rural communities. Loan proceeds may be used for working capital, machinery and equipment, buildings and real estate, and certain types of debt refinancing.



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Funding Source	Government Level	Agency	Description
Economic Adjustment Program	Federal	DOC/ EDA	Provides strategy, implementation, and revolving loan fund grants to state and local interests to design and implement strategies to adjust or bring about change to an economy.
Public Works Program	Federal	DOC/ EDA	Provides funding to revitalize, expand, and upgrade physical infrastructure to attract new industry, encourage business expansion, diversify local economies, and generate or retain long-term, private sector jobs and investment.
Partnership Planning Grants for Economic Development Districts, Indian Tribes, & Other Eligible Areas	Federal	DOC/ EDA	Provides grants to establish and implement effective economic development programs at local and regional levels.
Research And National Technical Assistance Program	Federal	DOC/ EDA	Provides information dissemination, research, and evaluation grants to nonprofit organizations, institutions of higher learning, for-profit entities, and private individuals to develop a comprehensive base of information about economic development issues; disseminate information to local, state, and national economic development practitioners; and measure the performance of economic development programs.
Wisconsin Main Street Community Program	State	DOC	Comprehensive downtown revitalization program to promote historic and economic development, including public improvements, historic restoration, business recruitment, and marketing
Enterprise Development Zone Program	State	DOC	Provides tax incentives to new or expanding businesses whose projects will affect distressed areas. Zones are designated based on the proposed economic impact of a business project.
Industrial Revenue Bond Program	State	DOC	Allows communities to sell tax-exempt bonds to finance capital investment projects for industrial development
Agricultural Development Zone Program	State	DOC	Provides tax credits to promote the development and expansion of new and existing dairy agribusinesses.
<b>Greenspace, Natural Resources, and Farmland Preservation</b>			
Watershed Surveys and Planning	Federal	USDA	Provides planning assistance for the development of coordinated water and related land resources programs in watersheds and river basins.



Funding Source	Government Level	Agency	Description
Land and Water Conversation Fund (LAWCON)	Federal/State	DNR	Provides funding to acquire or develop public outdoor recreation areas and facilities.
Farmland Protection Program	Federal/State	USDA/NRCS	Provides grants to help States, Tribes, and local government or non-profit entities purchase conservation easements or development rights on prime, unique, or other productive farmland, or on farms containing significant historical or archaeological resources.
Acquisition and development of local parks (ADLP)	State	DNR	Provides funding to acquire or develop public nature-based outdoor recreation areas and facilities.
Acquisition of Development Rights	State	DNR	Provides funds to acquire development rights for nature-based outdoor recreation areas and facilities.
Clean Water Fund	State	DNR	Provides loans to municipalities for wastewater treatment and urban storm water projects.
Ice Age Trail Maintenance	State	DNR	Provides funding for maintenance of the Ice Age Trail. Available to counties, cities, villages, towns, and non-profit groups with a 50 percent local funds match.
Lake Planning Grant	State	DNR	Provides funds for the collection and analysis of physical, chemical, biological, or sociological data, water quality assessment, or watershed evaluation—information needed to protect and restore lakes and their watersheds.
Lake Protection Grant	State	DNR	Provides funding for projects aimed at protecting and improving the water quality of lakes and their ecosystems through easement and land purchases, wetland restoration, or other lake improvement activities.
Recreational Trails Program	State	DNR	Provides funding for maintenance, development, rehabilitation, and acquisition of land for motorized, non-motorized, and diversified trails.
Rivers Management	State	DNR	Provides financial assistance in implementing a specific activity to protect or improve a river ecosystem, such as purchase of land or easement, development of local ordinances, or restoration of in-stream or shoreland habitat.
Rivers Planning Grant	State	DNR	Provides financial assistance for the collection, assessment, and circulation of information on riverine ecosystems.
State Enhancements Program	State	DOT	
Urban Forestry	State	DNR	Assistance for tree maintenance, planting, and public awareness.



Funding Source	Government Level	Agency	Description
Urban Greenspace Program (UGS)	State	DNR	Provides funding to acquire land to provide natural space within or near urban areas, or to protect scenic or ecological features.
Urban Rivers Grant Program (URGP)	State	DNR	Provides funding to acquire lands, or rights in lands, adjacent to urban rivers for the purpose of preserving or restoring them for economic revitalization or nature-based outdoor recreation activities.
<b>Housing</b>			
Rural Housing Loans	Federal	USDA	Provides loans to help low-income individuals or households purchase homes in rural areas. Funds can be used to build, repair, renovate or relocate a home, or to purchase and prepare sites, including providing water and sewage facilities.
Housing Preservation Grant	Federal	USDA	Provides grants to repair or rehabilitate individual housing, rental properties, or co-ops owned and/or occupied by very low- and low-income rural persons
Home Repair Loan and Grant Program	Federal	USDA	Provides loans and grants to very low-income homeowners to repair, improve, or modernize their dwellings or to remove health and safety hazards; also provides funds to make a home accessible to someone with disabilities.
Rural Housing Site Loans	Federal	USDA	Provides funding for a public or private non-profit organization to buy and develop housing sites for low- and moderate-income families, including the construction of access roads, streets, and utilities.
Rural Rental Housing Loans	Federal	USDA	Direct, competitive mortgage loans to provide affordable multifamily rental housing for very low-, low-, and moderate-income families; the elderly; and persons with disabilities
Farm Labor Housing Loans & Grants	Federal	USDA	Provides loans and grants to buy, build, improve, or repair housing for farm laborers, including persons whose income is earned in aquaculture (fish and oyster farms) and those engaged in on-farm processing.
Rental Assistance Program	Federal	USDA	Provides rent subsidies to elderly, disabled, and low-income residents of multi-family housing complexes building under the Rural Rental Housing and Farm Labor Housing Programs



Funding Source	Government Level	Agency	Description
<b>Infrastructure</b>			
Community Facilities Loans and Grants	Federal	USDA	Provides grants to assist in the development of essential community facilities in rural areas and towns of up to 20,000 in population; Funds can be used to construct, enlarge, or improve community facilities for health care, public safety, and community and public services
Distance Learning and Telemedicine Grants & Loans	Federal	USDA	Provides financial assistance to enhance learning and health care opportunities for rural residents. The program asks applicants to define the educational or health care problems that face their communities and determine how Federal distance learning or telemedicine assistance can help.
Local Dial-Up Internet Program Grant	Federal	USDA	Designed to provide financing to furnish, in rural areas, local dial-up Internet access where it does not currently exist. Grant funds may be utilized for the acquisition, construction, and installation of equipment, facilities and systems
Community Connect Broadband Grant Program	Federal	USDA	Target rural, economically-challenged communities and offer a means for the deployment of broadband transmission services to rural schools, libraries, education centers, health care providers, law enforcement agencies, public safety organizations as well as residents and businesses.
Water and Environmental Program Loans & Grants	Federal	USDA	Provides loans, grants and loan guarantees for drinking water, sanitary sewer, solid waste and storm drainage facilities in rural areas and cities and towns of 10,000 or less.
Public Works Program	Federal	DOC/ EDA	Provides funding to revitalize, expand, and upgrade physical infrastructure to attract new industry, encourage business expansion, diversify local economies, and generate or retain long-term, private sector jobs and investment.
CDBG -PF –Public Facilities Program	State	DOC	Provides grant funds to help finance municipal infrastructure development, including water and waste treatment facilities, community centers, fire stations, and other facilities in need and essential to the community and that principally serve low and moderate income persons.
CDBG -PFED –Public Facilities for Economic Development	State	DOC	Helps underwrite the cost of municipal infrastructure necessary for business development that retains or creates employment opportunities.
CDBG -EMER – CDBG Emergency Grant Program	State	DOC	An emergency response program to help restore or replace critical infrastructure damaged or destroyed as a result of a natural or man-made catastrophe.



Funding Source	Government Level	Agency	Description
Clean Water Fund	State	DNR	Provides funds to protect water quality by correcting existing wastewater treatment and urban storm water problems and preventing future problems.
Dam Maintenance Repair, Modification, Abandonment, and Removal	State	DNR	Provides cost-sharing for the repair or removal of dams.
Transportation Economic Assistance Program (TEA)	State	DOT	Provides grants for road, rail, harbor, and airport projects that help attract employers to Wisconsin, or encourage business and industry to remain and expand in the state.
Airport Improvement Program	State	DOT	Provides funding assistance for improvements at public-use airports, including runway construction and reconstruction, land acquisition, navigational aids, and lighting.
Freight Railroad Preservation Program	State	DOT	Provides grants for the purchase of abandoned rail lines in an effort to continue or reserve future freight service, or improve or rehabilitate rail facilities.
Statewide Multi-Modal Improvement Program (SMIP): Transportation Enhancements Program (TE)	State	DOT	Providing facilities for pedestrians and bicyclists. This program includes rehabilitating and operating historic transportation buildings and structures/restoring railway depots, as well as streetscaping "Main Streets" and landscaping near transportation facilities
Statewide Multi-Modal Improvement Program (SMIP): Surface Discretionary Grant Program (STP-D)	State	DOT	Provides flexible funds, which can be spent on a wide variety of projects, including roadway projects through the Federal-aid highway system, bridges, transit facilities, and bicycle and pedestrian facilities.
<b>Planning</b>			
Comprehensive Planning Grants	State	DOA	Assists in funding the development of a comprehensive plan under the "Smart Growth" law.
Historic Preservation Subgrants	State	SHSW	Provides income tax credits that assist in the rehabilitation of historic property.

DOA = Department of Administration  
 DOC = Department of Commerce  
 DNR = Department of Natural Resources  
 DOT = Department of Transportation  
 EPA = Environmental Protection Agency  
 NRCS = Natural Resource Conservation Service

SHSW = State Historical Society of Wisconsin  
 USDA = U.S. Department of Agriculture



## Appendix C

### *Financing Strategies*

The standard approach to fund CBD redevelopment projects is through the use of Tax Incremental Financing funds. The City of Chilton currently has three TIF districts within the community and will not be able to establish a new district until these close, in approximately 13 years. Until then, there are several avenues of financing that the City can employ to accomplish Uptown and Downtown redevelopment:

#### **1. REVOLVING LOAN FUND**

Local banks are often willing to create low-interest loan funds in order to facilitate investment in their communities. Revolving loan funds are particularly successful when linked to specific programs such as a façade improvement program and small business development. The City should work with local bank and should also contact Calumet County about accessing the County's CDBG funds to establish a revolving loan fund.

#### **2. LEASE REVENUE BONDS**

Lease revenue bonds are public purpose bonds that are backed by a revenue source such as TIF increments, room tax, rental income, etc. The lease revenue bonds are issued and held by the Redevelopment Authority; the purpose for the bonds is to fund urban revitalization projects within an area determined to be blighted.

There are a number of benefits to using lease revenue bonds. First, as they are issued and held by the Redevelopment Authority, they do not count against the city's debt limit. Second, if the bonds are backed by TIF increment, the liability for generating that income rests with the developer and is ensured through the developer's agreements with the city.

#### **3. MASTER LEASE**

The purpose of a master lease is to assist the developer with making a development project financially feasible by providing a guaranteed stream of income upon completion of the project. The party holding the master lease (Non-profit CADG or City) generally has a long-term view of return on their investment that this particular project (i.e., revitalization, economic development). The entity holding the master lease may or may not require a return on their investment dependent upon the source of the funds (private sector fundraising, BID, foundations, or TIF) and/or their long-term goal.

The primary benefit of a master lease strategy is that it requires a limited investment spread out over a set period of time (as determined by the master lease agreement). In addition, that investment diminishes as the project leases up.

#### **4. BUSINESS IMPROVEMENT DISTRICT**

It may be necessary for the City to establish a special assessment district or districts to offset a portion of infrastructure improvements within the CBD. The cost for these improvements are assigned on a basis of "benefit" derived from a specific improvement. A Business Improvement District (BID) is a form of special assessment district that allows business to collectively contribute to business recruitment and retention, marketing, promotion, and special events. The BID is created as an integral part of the implementation process. A BID will often require the services of a BID manager

#### **5. STATE AND FEDERAL GRANT PROGRAMS**

There are numerous state and federal grants available for CBD revitalization projects. Some of these include, but are not limited to, the Community Development Block Grant program (CDBG), historic tax credits, low interest loans, Community Based Economic Development program

(CBED), Brownfields Economic Development Grants, and other programs administered through the State of Wisconsin Department of Commerce.

#### **6. PRIVATE DONATION PROGRAM**

Private donation programs allow the private sector to participate in funding some of the improvements through the purchasing of specialty streetscape amenities in addition to larger features. A “buy a brick program” can be instituted so that all residents can participate. The corporate community should be approached to fund the large gift items.

#### **7. HISTORIC PRESERVATION TAX INCENTIVES**

To encourage preservation of historic structures, economic incentives may be offered to private landowners. Federal and state Investment Tax Credits (ITC) are available to rehabilitate historic commercial, industrial, and rental residential properties. The City should inventory the historic structures within the community and encourage the property owners to preserve the historic character of these buildings.

#### **8. TAX INCREMENT FINANCING**

Tax Increment Financing (TIF) is a commonly used financing tool in CBD revitalization, and the City of Chilton is already using this financing tool to support development in its industrial parks and other areas in the City. In a CBD redevelopment TIF, typical activities that are funded include property assemblage, redevelopment financing programs, land write down, planning and public infrastructure improvements. Once the City has financial capacity, the City should create a redevelopment TIF to continue financing projects within the Uptown and Downtown.

#### **9. ECONOMIC DEVELOPMENT MASTER FUND**

The Economic Development Master Fund (ED Fund) is a financing tool, funded through the TIF, which provides assistance for projects and activities that will contribute to the redevelopment of Uptown and Downtown, including development projects, rehabilitation projects, business start-ups and expansions, and public administrative costs associated with those projects. The projects must meet the goals and objectives included in the TIF Project Plan and are judged eligible based on the ability to create new tax base. Funding provided through the ED Fund should be structured to make the projects feasible. Eligible uses of ED funds include:

- Land write-downs
- Low interest loans
- Grant programs
- Infrastructure Improvements
- Debt servicing
- Land acquisition
- RDA operation costs
- PMT operating costs

# Appendix D

City of  
Street Site

Sample Matrix for Discussion

Site evaluation values

Criteria weighting	2.0	5.0	4.0	3.0	3.0	4.0	5.0
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	Experience	Site Design and Arch.	Density of Land Including Square Footage	Parking	Site Control	Dev. Incentives	Impact on Tax Base	Nominal totals	Weighted totals
1								0	0.0
2								0	0.0
3								0	0.0
4								0	0.0
5								0	0.0
6								0	0.0

Note: Criteria based upon RFP requirements

Ratings are on a ten-point scale — from -5 to 5. Zero represents neutral impact.  
Weightings are based on community priorities and professional findings.