

# Downtown Master Plan CHILTON, WISCONSIN



Vandewalle & Associates

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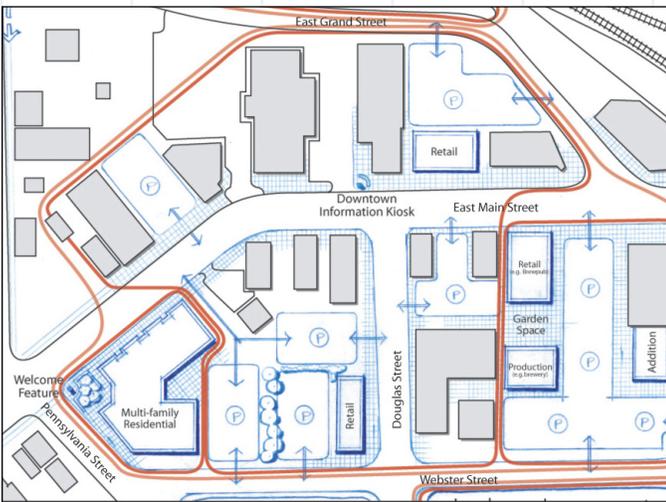
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# Introduction and Overview



## Purpose

The purpose of this document is to provide the City of Chilton with a detailed guide to facilitate the revitalization of Chilton's Downtown Business District. As an adopted plan of the City, all redevelopment activities (public or private) and public improvements should be in line with the vision, objectives and recommendations outlined in this plan. At the same time, the master plan is a working document for the City to use to guide revitalization and achievement of the long-term vision for Downtown.

### *How to use this Document*

This plan is divided into the following sections:

- Introduction and Overview
- Planning Context
- Downtown Opportunities
- Downtown Master Plan
- Downtown Implementation Recommendations
- Appendix

The Planning Context and Downtown Opportunities sections highlight Downtown assets and opportunities and outline the long-term vision for Downtown. The Downtown Master Plan section divides the planning area into three revitalization areas with specific project areas detailed within each, and also details specific public improvement recommendations for Downtown. This section has been designed to stand on its own and includes specific recommendations for use and implementation. This format reflects the Chilton Uptown Master Plan and provides the RDA with easy access to all of the information necessary to plan, market, and implement projects Downtown. This section can also be used as a tool when working with developers and to seek funding from private and public sources.



## Process

Vandewalle & Associates, working with the City of Chilton Plan Commission and City staff completed the *City of Chilton Central Business District Opportunity Analysis* in 2002. Based on the plan's recommendations, the City of Chilton created the Chilton Redevelopment Authority (RDA) to actively manage and facilitate Chilton's redevelopment and economic development opportunities.

In 2003, the RDA hired Vandewalle & Associates to take the Opportunity Analysis and Chilton revitalization to the next step by developing the *Uptown Master Plan* to identify



specific redevelopment opportunities, design, use, and density suggestions for redeveloped sites. In May 2005, the RDA asked Vandewalle & Associates to prepare this companion piece to the *Uptown Master Plan* focused on Chilton's Downtown business district. This master plan followed a process similar to the Uptown plan:

1. Background research including: past plan review, environmental and floodplain research, and base map preparation;
2. Site visit for Downtown business and building inventory and review of existing conditions;
3. RDA Kick-off meeting and public visioning session to review the process and solicit input on the community's vision for Downtown;
4. Stakeholder interviews with over 15 business owners, property owners, and real estate and banking professionals regarding Downtown's current conditions and revitalization potential;
5. Presentation of the preliminary Downtown vision and plan recommendations for review by the RDA, City staff, and public at a public meeting;
6. Preparation of a draft master plan for review by the RDA and City staff;
7. Revisions of the draft master plan per RDA and City staff comments;
8. Presentation of the final master plan recommendations to the RDA and City staff, followed by a public open house; and
9. Formal adoption of the Downtown Master Plan.

# Planning Context



This plan recognizes and builds off of the opportunities identified in the City of Chilton Central Business District Opportunity Analysis and Uptown Master Plan. Key opportunities include: Chilton’s central location in the Fox Valley – Bay Lake region, with easy access to employment centers; Chilton’s proximity to key recreational areas including Lakes Michigan and Winnebago and High Cliff State Park.

Locally, Chilton offers a high quality of life with well maintained historic commercial and residential building stock, quality housing, newer school facilities, employment opportunities, and the Manitowoc River. Historically, Chilton and Calumet County have been important contributors to the agricultural economy with an influence in the dairy market producing predominantly milk and cheese as part of Wisconsin’s Eastern Dairy Region, and a producer of leading cash crops including: barley, honey, sugar beets, and maple syrup.



## Downtown History

Downtown Chilton is the historic working neighborhood of the community. This is evidenced in maps from the early 1900s which show the predominance of early manufacturing and agricultural related businesses with uses that continue to exist Downtown today including: Knauf & Tesch, Chilton Malting Company, Union Roller Mills, Pacific Coast Condensed Milk Company, Sash & Door Factory, Chilton Canning Company, and a lumber yard.

Throughout history Downtown Chilton has always been a working neighborhood, oriented to the rail lines and local employers, and it has also traditionally offered a mix of retail and services uses for the local employers and employees, local residents, and visitors. Traditional historic uses Downtown include hotels (Farmer's Hotel, Great Northern Hotel, Calumet Hotel, and the Central House Hotel), retail and service related businesses such as a jeweler, meat market, drugstore, barbershop, bank, hardware store, and grocery store, and the passenger and freight train depots.



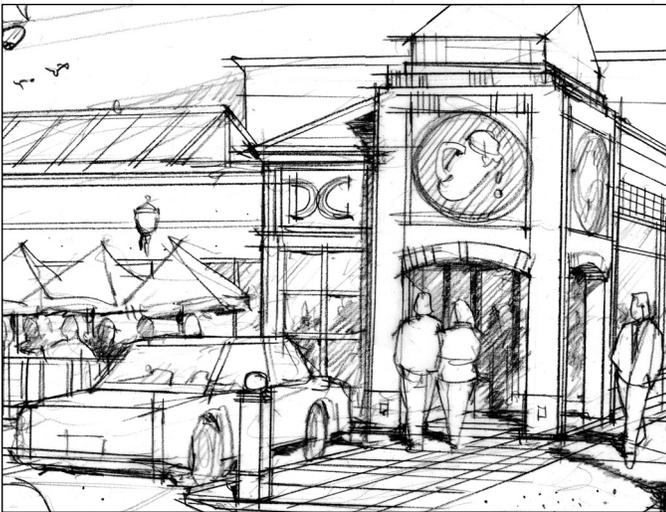


## Downtown Today

Today, Downtown Chilton continues to function as an employment center for many local residents and others from surrounding communities who work at companies Downtown including: Kaytee, Briess Malt & Ingredients, and Milk Products, Inc. among others. As in the past, some retail and service related businesses are located Downtown, however the vacancy rate is higher today and the diversity in business and residential uses has decreased. Overall many of the service and retail related businesses Downtown are struggling to co-exist with Chilton's Uptown business district and nearby large format retail and strip mall developments. Several Downtown buildings are showing signs of neglect but overall, much of the neighborhood's historic flavor remains intact.

Other factors contributing to Downtown's struggle to remain a viable retail and entertainment district include natural barriers, inadequate wayfinding signage, the underutilized riverfront, and the lack of Main Street amenities and streetscape. This Master Plan presents opportunities to alleviate these obstacles. Existing barriers between Downtown and surrounding residential neighborhoods include the Manitowoc River and railroad tracks, this plan will present the opportunity to reconnect Downtown to these neighborhoods. This plan also recommends investment in wayfinding signage and Main Street improvements to draw people into Downtown and enhance the aesthetic appeal of the area. Reconnection of Downtown to its underutilized riverfront is also recommended in this plan.

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## Downtown Vision

Downtown's rich history as the full-service, working neighborhood of Chilton with strong ties to the regional agricultural and skilled crafts industries presents the opportunity to revitalize Chilton's Downtown as *Chilton's vibrant, diverse, working neighborhood. Downtown Chilton, the center of the locally grown food and skilled trades network; a lively, full-service neighborhood that reflects the cultural and economic landscape of the region.*

# Downtown Opportunities

Chilton has a strong association the building trades and with locally grown food and value-added agricultural products. Within these sectors exist opportunities for spin-off businesses that can be promoted downtown; especially businesses that combine some on-site production with “storefront” retail and involve production processes that are: “high skill”, educational, or just fun to watch.

Niche’s businesses that would be a good fit for Downtown may have connections to:

**REGIONAL FOODS:** Examples of related businesses that could be recruited Downtown include: specialty dairy products, artisan bakery products, brewers and vintners, among others. To promote Downtown as the heart of the local food ‘scene’, the seasonal farmers market should be relocated there to assist in the association of the neighborhood with the local foods industry.

**SKILLED TRADES & CRAFTS:** The emphasis here would be primarily on the skilled building trades. Examples include: metal crafts, furniture builders and repair, woodworking crafts, jewelers, and potters. The location of skilled trade, craft businesses Downtown could bring new life to the Downtown Business District and support existing restaurant, bar, and entertainment venues. Use of the existing Foley Building is in line with the Downtown vision, as it is currently being used as a rental space for small industrial and manufacturing businesses. This use is encouraged as Downtown is revitalized and future start-up businesses can begin at the Foley Building and move on to their own location Downtown as they grow. The City should encourage incubator program development and coordinate with Foley Building operators and tenants to encourage success and growth of small businesses Downtown.





**ENTERTAINMENT:** Entertainment uses play an important role Downtown. Current restaurants, bars, retail and recreational facilities should remain. An increase in regional food, and skilled trades and crafts businesses Downtown would provide a new customer base for the existing businesses Downtown which would also be further complemented by the additional of other recreational amenities including: Riverside Trail development, Riverfront access and activity areas, and Downtown special event programming.

**RESIDENTIAL:** Downtown Chilton has a few rental residential units and is surrounded by single-family residential neighborhoods. To become a livelier neighborhood, Downtown should offer higher quality housing of various types including: single family duplexes, multi-story condominiums, and market rate rental apartments.

### *Attaining the Downtown Vision*

To capitalize on Downtown's existing assets and become the center of the locally grown food and skilled trades network and a full-service neighborhood the RDA and City of Chilton should focus on promotion and organization of the existing businesses in Downtown Chilton as well as developing strategic economic development goals to expand these niche markets.



# Chilton's Specialty Business Directory

## *Nature and Foods*

- **BACKYARD NATURE PRODUCTS:** Manufacturer of high-quality bird feeders and accessories.
- **BRIESS MALT & INGREDIENTS CO.:** Malt and Grain ingredients used by breweries and food processors. Makes malt extract and malted milk powder from its own malt. Family owned since 1876. Used to brew beer and naturally sweeten foods including confectionery, ice cream, baked goods, cereals and beverages.
- **CARDINAL CAFÉ:** Wild bird feed and pet supplies
- **CHILTON CO-OP:** Farm supply business owned by the customers. Supplies most farm inputs from feed and fertilizer to petroleum and LP gas. (Affiliated with Cenex Harvest States and Land-o-Lakes)
- **FOREMOST FARMS:** A dairy cooperative that operates 20 manufacturing facilities and one milk transfer station for its 3,700 dairy farmer-members in the Upper Midwest. The Chilton plant produces mozzarella, LMPS mozzarella, provolone, smoked provolone, string cheese, and whey protein concentrate.
- **FOUNTAIN HILL:** Breeders of livestock.
- **GERANT FARMS:** Family dairy farm. Milking cows, raise steers and raise all heifer calves. Field work including planning and taking off crops.
- **GHD INC.:** Environmental services and engineering to area businesses - including anaerobic digester systems.
- **HERITAGE ORCHARD:** Apple orchard overlooking Lake Winnebago with 20 varieties of apples along with pumpkins and other fall products.
- **HOLSUM DAIRIES:** 3700-cow, 30 employee dairy. Uses anaerobic digesters to produce energy and sells the remnant liquid manure as fertilizer to local farms.
- **KAYTEE PRODUCTS, INC.:** Leading manufacturer of wild bird food and pet food. Headquartered in Chilton since 1881.
- **LISOWE DAIRY SYSTEMS:** Lisowe Dairy Systems, Inc. specializes in milking equipment installation and service to dairy producers throughout northeast Wisconsin. The company is evaluating expanding its product line into additional agriculture equipment markets.

■ **MILK PRODUCTS, INC.:** Manufacturing of private-labeled livestock milk replacers along with calf scour treatment products, calf electrolyte supplements and milk-based feed ingredients.

■ **ROWLAND'S CALUMET BREWING COMPANY:** Makes small batches of handcrafted beer. Produces six flavors of old fashioned gourmet soda.

■ **VERN'S CHEESE:** Retail cheese, meat, food service, snack and specialty items distributed throughout Wisconsin.

■ **WISCONSIN MICROBREWERS BEER FESTIVAL:** The brew fest held each May brings 22 breweries to Chilton; the Chilton beer fest is the second largest beer festival in the State.

## *Skilled Trades and Crafts*

■ **BUECHEL STONE CORPORATION:** Quarrier and producer of building and landscape stone for customers nationwide, one of the largest gas and wood fireplace distributors in WI. Wholesale and Corporate office is located in Chilton, with their retail division and showroom located in Fond du Lac.

■ **CHILTON MONUMENT WORKS:** Craft monuments and house numbers.

■ **CHILTON UPHOLSTERY SHOP:** Restoration of heirloom and custom quality furniture since 1947.

■ **CEDAR RIDGE BUILDERS MILLWORKS:** Custom cabinetry in Downtown Chilton.

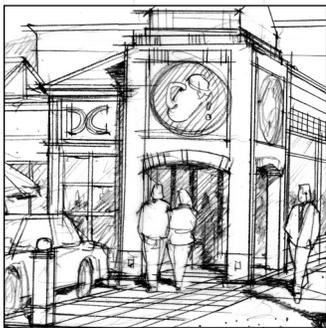
## *Educational Supports*

■ **CALUMET COUNTY UW-EXTENSION:** Agriculture, Horticulture and Community Development programs

■ **LEDGE VIEW NATURE CENTER:** Nonprofit org. dedicated to promoting the study and appreciation of the environment in Chilton through the Calumet Nature Studies group.

■ **FOX VALLEY TECHNICAL COLLEGE, CHILTON REGIONAL CENTER:** Offers Associates of Arts & Science degree with other continuing education programs including Wood technology, agribusiness/natural resources, and manufacturing productivity.

# Downtown Master Plan



This section outlines the physical organization and design elements of the Downtown Plan. It describes the specific land uses and design elements to achieve the Downtown vision.

As mentioned earlier, Downtown Chilton has historically been the industrial workshop of the community. The future vision for the area is intended to reflect this history by supporting a working, vibrant business district offering a unique character and a diverse blend of activities to enliven Main Street and the riverfront, and to stimulate new business development.

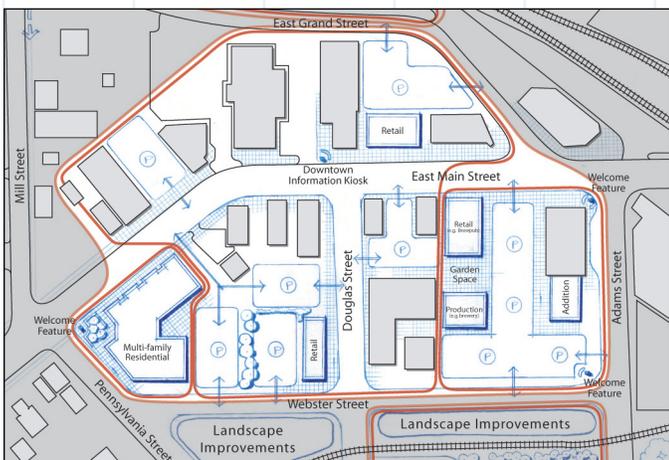
## The Building Blocks

The Downtown Master Plan focuses on three key areas: the Downtown core business district (i.e. Main Street) the Downtown riverfront, and the transitional rail corridor area between Downtown and the single-family residential areas immediately south and east of Downtown. Planning principles that apply throughout include: the preservation of the historic building stock; use of existing assets and landmark buildings; improved connections to nearby neighborhoods; Downtown wayfinding and marketing; and coordinated, shared parking areas for Downtown businesses.

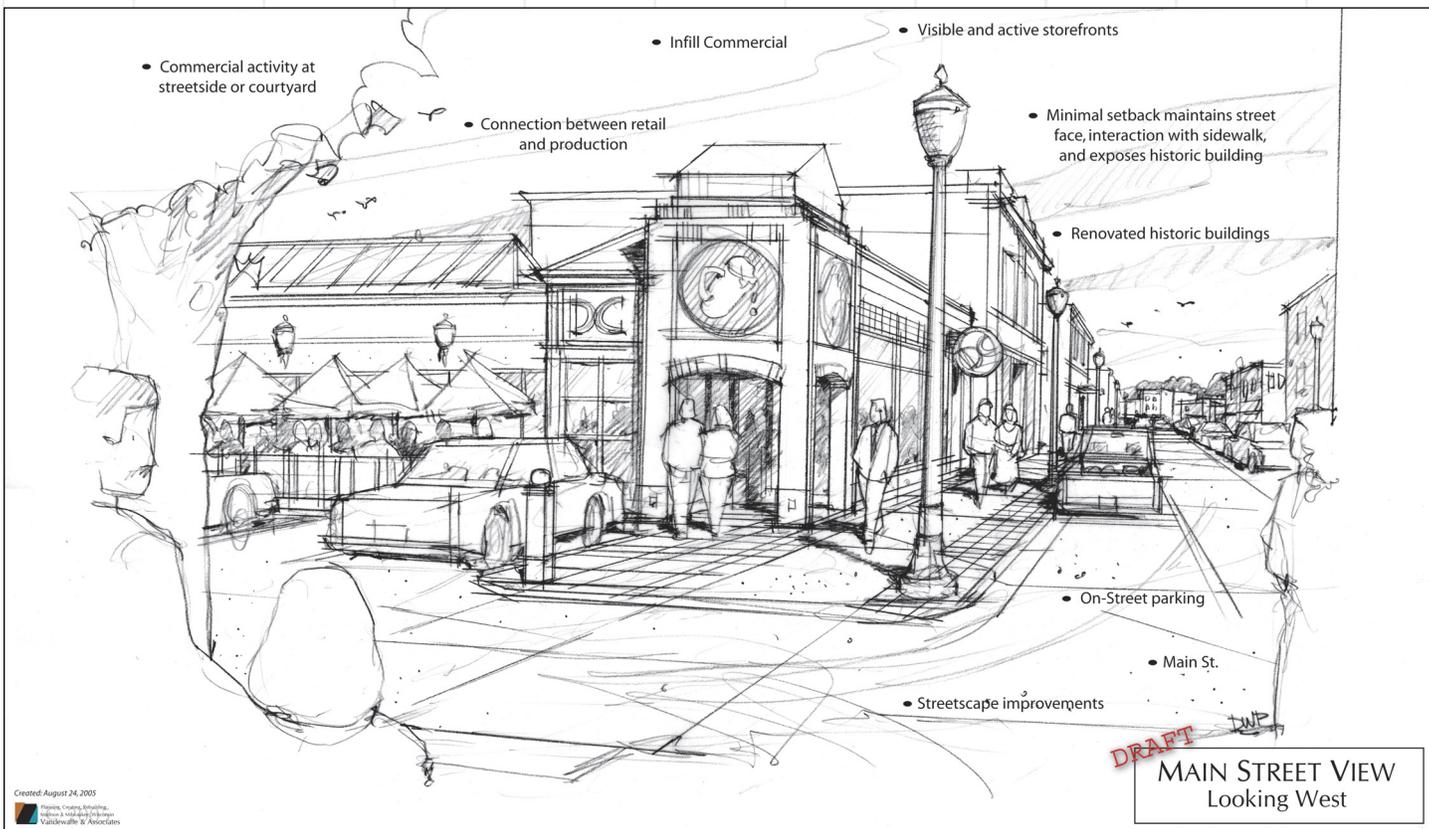
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# Site Redevelopment Recommendations

## A. Main Street

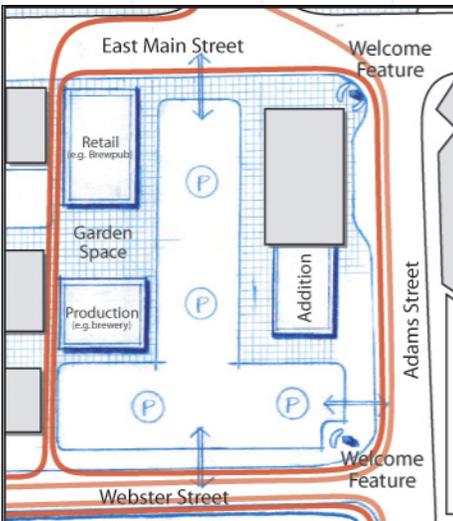


The Downtown Business District, along Main Street from Pennsylvania Street to Adams Street is the core of Downtown. As the historic Main Street of the neighborhood, redevelopment strategies for the two block area are critical to the successful revitalization of the entire Downtown neighborhood. Currently, the area is fortunate to have a number of historic buildings as well as new construction that offers a variety of uses including: professional offices, bars and restaurants, residential, entertainment and retail. The Master Plan for this area increases the number of residential and commercial uses allowing mixed use development with a return to ground floor retail uses and upper floor residential or office.



### 1. Central House Block:

Create a dynamic, active Downtown. Enhance connections to the millworks shop and encourage development of a retail outlet at the millworks. Encourage the location of other production related or “watch-able” trade businesses in this block. These businesses could offer retail as well as entertainment to this part of Downtown.

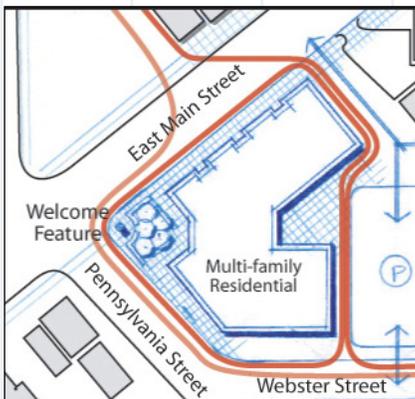


#### RECOMMENDATIONS:

- Create a “welcome feature” at the intersection of Adams and Main to mark the point of entrance into Downtown from the east.
- Facilitate the expansion/adaptive use of the historic Central House building to include special facilities for banquets and upper story apartments or lodging.
- Work to redevelop the mid-block area for a regional food or craftsman business such as a microbrewery with facilities available for public viewing, entertainment, and a central gathering area such as a beer garden.
- Work with existing millworks business owner to expand business. Encourage the business owner to make some aspects of the millworks operation visible to the public and develop an on-site retail component.
- Work with adjacent property owners to acquire land and create a joint parking area for businesses.
- Investigate environmental issues at selected redevelopment sites and explore grant opportunities to finance assessment and cleanup.
- Work with surrounding property owners to develop a coordinated handling of site access, parking, business entries, site improvements, lighting and walkways within the block.

## 2. Corner of East Main and Pennsylvania Streets:

This currently underdeveloped area should be master planned for market rate multi-story residential development. The building(s) could be developed as a mixed use retail and residential project, or residential use only.



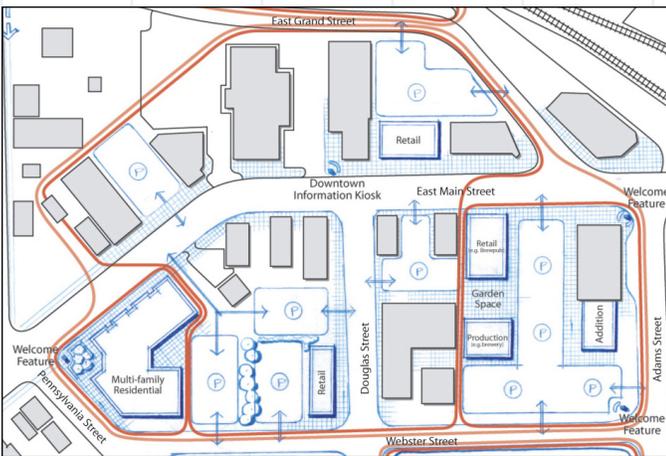
### RECOMMENDATIONS:

- The building should be oriented to the corner with a minimal setback from Pennsylvania and Main and designed with articulated facades providing balconies, bays, overhangs, mixed-materials, and a variegated roofline.
- Reserve common space for the new residential building at the corner to 'landmark' the site and to support street-level activity.
- Require that parking for the new residential building be located in the interior of the block with primary access from Webster Street.
- Encourage existing property owner to develop the site. If this doesn't work, consider public acquisition and write-down of property to spark redevelopment.



### 3. Other Downtown Business District Infill & Redevelopment:

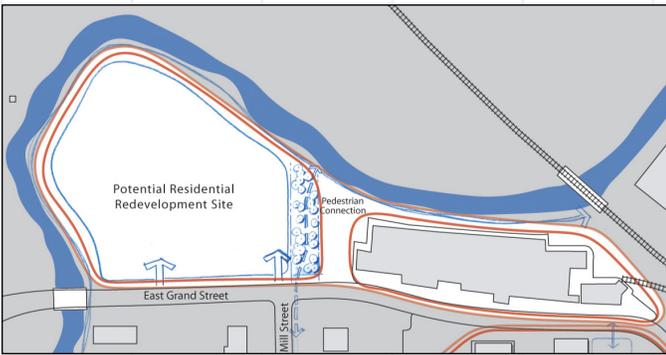
Generally, the City should focus on preservation and utilization of historic buildings and infill development along Main Street.



#### RECOMMENDATIONS:

- Encourage ground floor retail uses in Downtown Business District.
- Encourage shared parking development with shared access and service areas.
- Require that outdoor storage and garbage dumpsters be screened.
- Step up building code enforcement.

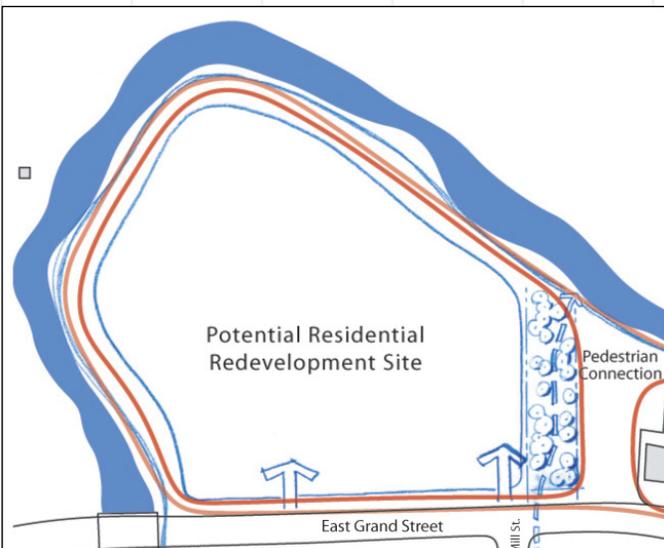
## B. Riverfront Redevelopment



Downtown's riverfront area has historically been dominated by industrial uses that have limited public access to the waterfront. The Master Plan for Downtown revitalization introduces the riverfront to the community with preservation of the river's edge and accommodation for a riverside trail along the south edge of the river. It is also suggested that Grand Street be improved with streetscape and public amenities so that it can be used for special events, festivals and the seasonal farmers market.

#### 4. Riverbend Housing:

Work to redevelop the Co-Op site for high-quality multiple family housing with Grand Street entry and river trail dedication.

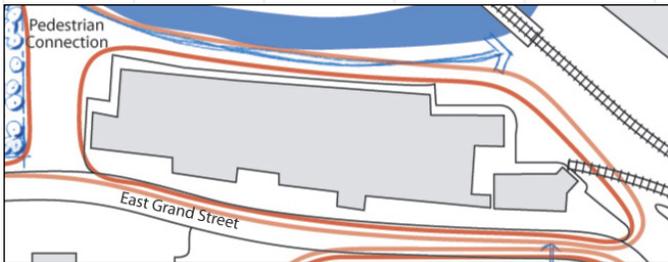


#### RECOMMENDATIONS:

- Amend zoning ordinance to permit new housing on this site.
- The City should get actively involved in developer recruitment, and possibly acquire site in order to facilitate redevelopment.
- Work with respective State and County agencies to get environmental clearances to redevelop the site.
- Coordinate redevelopment to include public easement for Riverside Trail.
- Provide public riverfront access at Mill Street and the river.
- Amend TIF district to include Co-Op property.

### 5. Kaytee Grand Street Riverfront Site:

The City should work with Kaytee and prospective developers to redevelop the Kaytee Grand Street riverfront site for mixed-retail use to include amenities such as an outdoor café and a riverwalk commons.



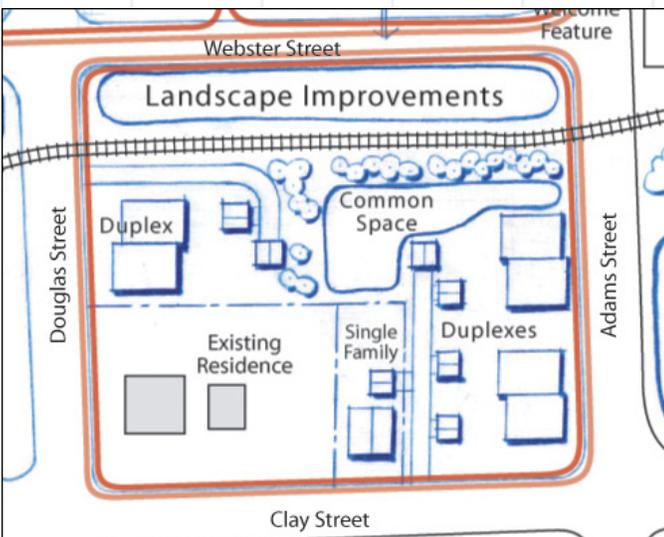
#### RECOMMENDATIONS:

- The City should get actively involved in developer recruitment.
- If existing structures are to remain, work to enhance the Kaytee grain elevators as a public art feature.
- Seek environmental clearances for redevelopment.
- Coordinate redevelopment to include public easement for Riverside Trail.
- Amend TIF district to include Kaytee riverfront property.
- Provide public riverfront access at the site.
- Encourage redevelopment that complements uses at the Foley Building.

## C. Residential Neighborhood Infill

### 6. Clay Street between Douglas & Adams Streets:

Proposed here is market-driven redevelopment of block with single family duplexes with orientation to Douglas, Clay, and Adams Streets.



The south edge of Downtown is bounded by the existing rail spur which is important to area businesses yet acts as a barrier between Downtown and the residential neighborhood to the south of the rail line. Residential infill development in this area could reduce the effects of this boundary and bridge the Downtown Business District to the nearby neighborhood.

#### RECOMMENDATIONS:

- Seek the eventual attrition of existing auto businesses through City acquisition as they become available.
- Assemble and re-parcel lots as opportunities arise.
- Amend zoning to allow residential development in this block.
- Allow existing homes to be preserved or incorporated into new development.
- Buffer north edge of rail line with landscaping.



## Public Improvement Recommendations

Implementation of the following public improvements will enhance the quality of life for Downtown Chilton residents, business owners, and visitors. Furthermore, these public improvements will better coordinate Downtown's connectivity with the surrounding neighborhood and City and enhance the business climate Downtown. Implementation of these improvements will require:

- **Image and Wayfinding Program:** Develop and implement a Downtown image and wayfinding program to help guide residents and visitors to Downtown Chilton and ensure easy identification of parking areas and other important Downtown features and amenities. An image and wayfinding program includes development of a logo or a "branding" graphic for the business district as well as a strategic signage program that locates signs in specific locations to assist in the promotion of and access to Downtown.

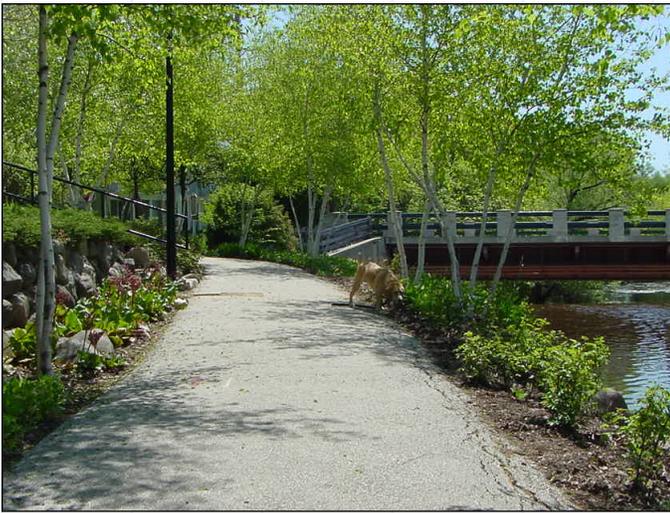


- **Streetscape Improvements:** Create and implement a streetscape plan for the Downtown Business District in order to create an attractive, pedestrian-friendly commercial district that will draw Chilton residents and visitors to the area. The streetscape program could extend to the Grand Street area to promote the extension of the business district to the riverfront. Streetscape enhancements could include reconstruction of the sidewalks on both the north and south sides of East Main Street; installation of pedestrian-scaled street lighting; benches, and planters along East Main Street.

- **Pedestrian Connections:** Enhance the visual and physical connection between the Downtown Business District and the Uptown Business District, the surrounding neighborhoods and nearby industrial business areas with pedestrian connections to the residential neighborhoods to the south and west of Downtown. Specific improvements include:

- Pedestrian bridge connection at Columbia Street and the Manitowoc River;
- Pedestrian improvements at the railroad tracks near Webster Street at Douglas and Adams Streets;

Insert Public Improvements Plan  
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■ **Riverfront Connections & Access:** Create a physical connection to the Downtown riverfront with:

- The development of a Downtown Riverside Trail connecting to the existing riverfront trail along the river Uptown and at the library;
- Create pedestrian connections to the riverfront and Riverside Trail from Grand Street at Mill Street; and
- Develop outdoor activity areas and public access to the river at the Kaytee riverfront property.

■ **Marketing:** Develop a Downtown marketing program to draw residents and visitors to Downtown Chilton. Marketing tools could include maps and mailers to local residents and nearby community, as well as a Downtown information kiosk located on East Main Street at Douglas Street. The information kiosk could provide a map and business listing for the area and provide a calendar of Downtown events.

■ **Parking:** The City should proactively assist in the development of well-defined, coordinated, shared, and accessible parking areas to serve Downtown visitors, businesses, and residents. Parking should be located to serve multiple properties and include amenities such as lighting, benches, and landscaping.

# Implementation

The following implementation strategies will provide the vehicles for Downtown revitalization and the site specific implementation recommendations detailed above.

- **Downtown Business District Development:** Preserve historic buildings; revitalize the core Main Street business district between Pennsylvania and Adams Streets.
- **Downtown Residential Development:** Proactively seek out residential developers for residential infill projects and riverfront residential development. Promote upper-story housing.
- **Downtown Business Development:** The market for new businesses Downtown will expand as the number of residential units increase Downtown and as new connections are created with surrounding residential areas.
- **Tax Increment Finance (TIF) District:** The Downtown TIF district can be instrumental in paving the way for new development in the Downtown Business District, and assist the City in financing some of the basic public improvements that will be sought by private developers. It can also be used to capitalize revolving funds for business creation and façade improvements. The TIF should be extended to include the entire Master Plan area.
- **TIF Revolving Loan Fund (RLF):** The City's TIF RLF can be instrumental in paving the way for redevelopment as it provides funds for taxable improvements to properties located in the TIF #5 district.
- **Business Improvement District (BID):** Explore the future creation of a Downtown BID. A BID is an additional assessment that business in a determined area have agreed to pay in order to finance programs aimed at promoting, redeveloping, developing, managing, and maintaining that area. Wisconsin Act 184 gives Wisconsin municipalities the power to establish BIDs within their communities upon petition of at least one property owner

within the proposed district. BID assessments can be used to finance a variety of activities, services, and improvements including: street lighting, parking, business recruitment programs, marketing materials, events promotion, security services and snow removal. The BID can play an integral role in ongoing revitalization process once the reinvestment process is well underway.

- **Small Business Assistance:** Explore avenues for local entrepreneurial training and workforce development with local educational institutions, apprenticeship programs, and local banks. Promote assistance to help businesses with business start up and marketing plans. Involve local lenders in the process.

- **Business Financial Assistance:** Encourage the use of available business financing mechanisms. Utilize business assistance resources offered through the Calumet County Economic Development office including the County's CDBG Revolving Loan Fund for Economic Development.

- **Façade Improvement Grant (FIG) Program:** Establish a FIG program to provide financial resources to assist Village businesses and building owners in their building revitalization efforts. FIG programs generally provide matching grants for the improvement of building façades in designated areas including a downtown commercial area or TIF district.

- **Downtown Special Events Promotion:** Attract residents and visitors to Downtown by holding special events such as the annual micro-brewery festival and the seasonal farmers market Downtown. These events could be held along Grand or Douglas Street to reduce their impact on Main Street traffic and are a natural fit with the Downtown vision as Chilton's working, vibrant and eclectic business district. Other special events could take advantage of the proximity of "watch-able" crafts in the district. Local businesses could organize to display their businesses and products.

- **City Facilitated Redevelopment:** The City should work to acquire, control, or facilitate the transfer of property as necessary to expedite the redevelopment process. The redevelopment of the co-op site, in particular, represents a prime opportunity to help build the market in downtown. The redevelopment of this site should be a top priority.

# Appendix



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## CITY OF CHILTON DOWNTOWN MASTER PLAN VISIONING MEETING SUMMARY

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On May 24, 2005, representatives from VANDEWALLE & ASSOCIATES conducted a visioning session with approximately 20 Chilton residents, business owners, and RDA members to obtain their thoughts, opinions, experiences, and ideas about Chilton's Downtown district. The community visioning meeting began with a presentation of VANDEWALLE & ASSOCIATES past planning efforts in Chilton which include the Central Business District Opportunity Analysis and the Uptown Master Plan, this review was followed by a presentation of the current Downtown Master Plan process and timeline.

Participants were then split into groups of five and asked to spend some time thinking about and answering the following questions individually. After 10 minutes the small groups discussed the questions as a group and recorded major points of discussion to report back to everyone at the meeting. Questions guiding the discussions included:

- ♦ What are some of the threats/challenges facing Downtown Chilton both today and in the future?
- ♦ What are potential positive trends/opportunities for Downtown Chilton both today and in the future?
- ♦ What is the current image of Chilton's Downtown neighborhood?
- ♦ What should the role of Downtown be for the community; what function should it serve?

### **Visioning Exercise Summary Results**

The following results will be used to guide development of the master plan and redevelopment strategies for Downtown Chilton.

#### **What are some of the THREATS/CHALLENGES facing Downtown Chilton both today and in the future?**

- **Appearance:** Deterioration of buildings, next to industrial buildings, railroad, should rehabilitate some buildings not tear them all down for new construction
- **Business Challenges:** Difficult to draw people (customers) to the area, Not enough businesses downtown, competition from Appleton and Fond du Lac business districts
- **Financial Threats:** Public money is limited, high taxes to support small school district
- **Infrastructure:** Sidewalks and streets are in need of repair, need better lighting, signage, parking
- **Perception:** Poor image of downtown/ perception of violence
- **Planning:** Determining highest and best use opportunities, enforce zoning code, plan for growth and infill
- **Property/Business Owner:** Apathetic property owners, resistance to change, different goals
- **Social Issues:** Negativity "it can't/won't happen", individualism versus community-mindedness, change in community leadership presents challenges

#### **What are potential POSITIVE TRENDS/ OPPORTUNITIES for Downtown Chilton both today and in the future?**

- **Building Stock:** Preservation of old buildings versus demolition of old buildings
- **Business District:** Old business/industrial area with character, new businesses opening, location along scenic river



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## CITY OF CHILTON DOWNTOWN MASTER PLAN VISIONING MEETING SUMMARY

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- **Community-Wide:** Good schools, parks, railroad, growing tourism market, small town atmosphere, location on State Highway from Milwaukee to Green Bay
- **Downtown Potential:** Greenspace development, parking development, opportunity to market new image
- **Growth:** Active TIF redevelopment role, growing community, young business people willing to take chances, Uptown success can jumpstart Downtown redevelopment

### **What is the CURRENT IMAGE of Chilton's Downtown neighborhood?**

- Negative image
- Unsafe, perception of drug and crime activity
- Blighted area with a lack of financial investment
- Poor image
- Unattractive
- No reason to go, businesses closing down, no one is there

### **What should the role of downtown be for the COMMUNITY - what function should it serve?**

- Social/ entertainment destination for the community
- Industrial
- Retail/Restaurant
- Boutique atmosphere
- Residential
- Commercial
- Service
- Should be a business district
- Meeting center
- A place where people feel safe
- A place to walk
- Transitional area
- Scenic

### **Other comments or concerns**

- Downtown needs better signage
- Tie Downtown redevelopment in with the former high school grounds
- Move parade to start Downtown
- Move street dance to Downtown
- Hold a street carnival Downtown
- We need a long range plan for "What we want to be when we grow up 5-10-20 years from now"



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## CITY OF CHILTON DOWNTOWN MASTER PLAN VISIONING MEETING SUMMARY

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### Mapping Exercise

The visioning exercise was followed by a mapping exercise. The purpose of this exercise was to identify areas within Downtown Chilton that the participants feel should be singled out for special focus in the master plan. The groups were each given aerial maps of the Downtown Chilton area as well as blue, red, and green adhesive dots. Each person was asked to place their dots where they believe the concern or condition exists, corresponding to the color code. See the composite results below.

Downtown **preservation** sites identified in this exercise include historic buildings located in the business district such as the Central House Building, the Commercial Bank Building, and the cabinetry shop building. One group noted that the rail line running through and around the Downtown district should be preserved.

Downtown **revitalization** sites identified in this exercise include the industrial properties along the riverfront. Group participants indicated that they would like the riverfront Co-op and Kaytee properties to be redeveloped for high-quality residential use. The corner parcel at the intersection of Pennsylvania St. and Main St. was also chosen as a redevelopment site. Some indicated the parcel should be redeveloped for high quality residential use, others noted it should be reserved for community open space.

Downtown **public amenities** sites identified in this exercise include the riverfront area in front of the Kaytee and Co-op properties. Group participants suggested the riverfront be maintained for public use potentially connecting to the riverwalk found along the river in the Uptown district. Groups also indicated the need for public wayfinding and signage enhancements leading to and within the area to attract new people to Downtown as well as the need for streetscaping on Main Street especially between Pennsylvania St. and Adams St.

The blue dots represent preservation sites; sites of high cultural or historic value to be preserved or restored. The red dots represent redevelopment sites; sites that are functionally obsolete, vacant, or blighted. The green dots represent public amenities; sites or areas where public facilities are currently lacking and should be introduced.

