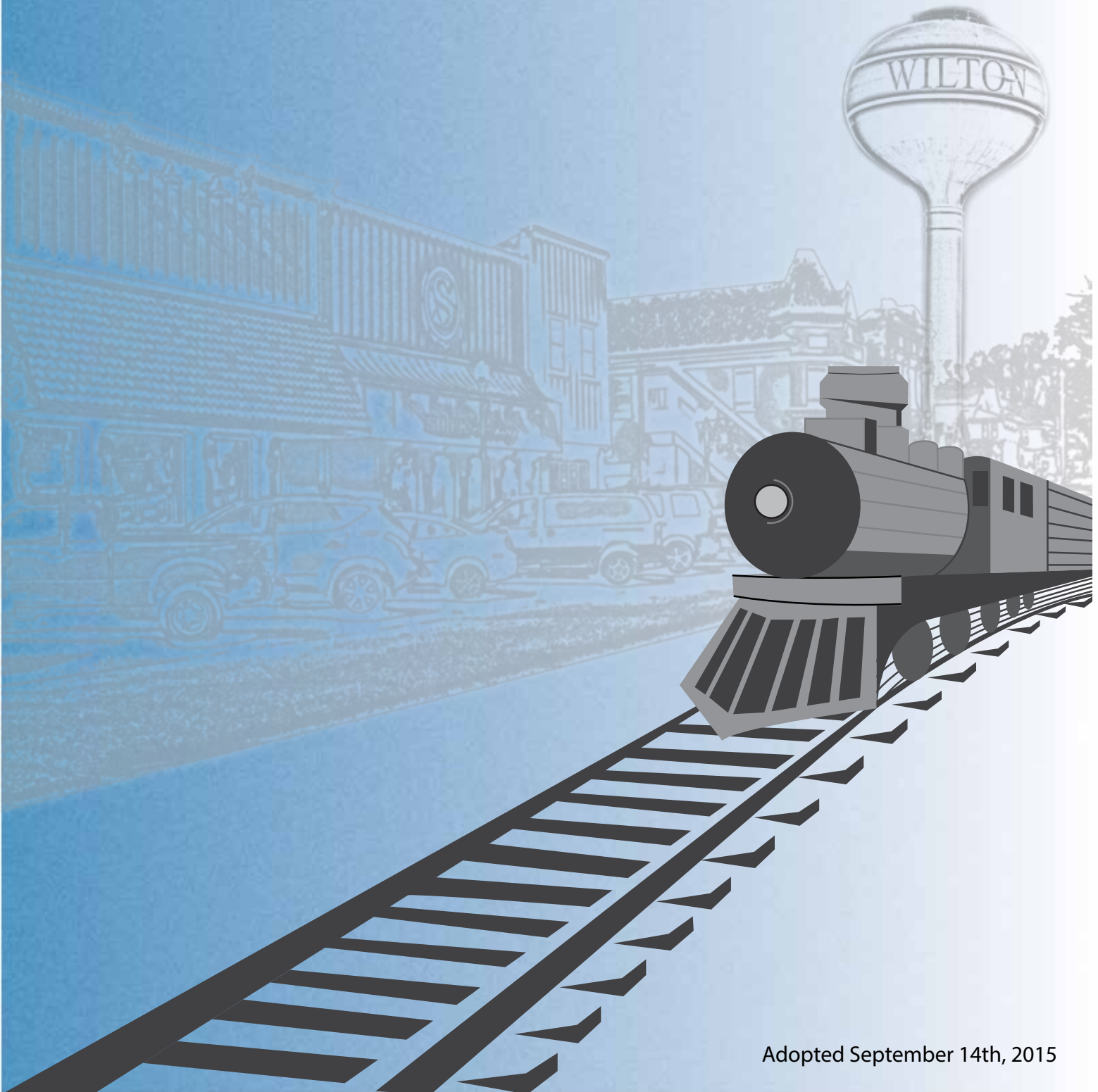


CITY OF WILTON

DOWNTOWN REVITALIZATION PLAN 2015



Adopted September 14th, 2015

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Acknowledgements

Wilton Downtown Revitalization Team

Ira Bowman, Mayor of Wilton
Chris Ball, Wilton City Administrator
Lynn Ochiltree, Wilton Downtown Building Owner
Mike Nolan, Architect at Oak Tree Homes
Becky Allgood, Wilton Development Corp.
Fred Grunder, Wilton Building Owner
Eva Belitz, Wilton Chamber
Scott Brooke, Wilton Downtown Building Owner
Keith Stanley, Wilton Downtown Building Owner
Mark Peterson, President WTC & Wilton Dev. Corp.

MSA Professional Services, Inc.

Chris Janson, AICP, Project Manager
Shawn O'Shea, Project Planner
Nick Wagner, P.E., Project Engineer
Jim Holz, AICP, Client Service Manager

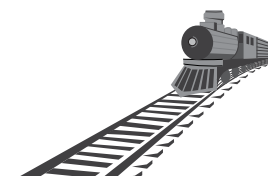
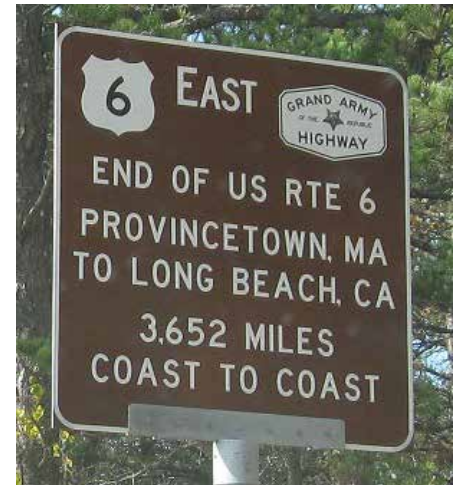


INTRODUCTION

The City of Wilton, Iowa (pop. 2,839) is located three miles south of Interstate 80 and within easy driving distance of Muscatine, the Quad Cities and Iowa City. The City is bisected by Historic US 6 and the downtown is located just south of this historic highway that runs coast to coast.

Wilton's downtown central business district is located in the heart of the community and has historically been the economic hub of the community. Today the downtown is at a turning point. Downtown Wilton is changing and has seen recent investments from both public and private sources. Some of the buildings in the downtown have revitalized facades because of a local facade program. However, the downtown is not meeting the potential that it could due to the loss of anchor businesses, conflicting land uses (i.e. residential use in commercial space), deteriorating infrastructure, aging or functionally obsolete buildings and an insufficient focus on pedestrians.

This planning process is intended to help create an identity for the downtown by building on the strengths and finding opportunities to address deficiencies. If the plan is utilized fully, it will assist the City of Wilton in the future development and revitalization of the downtown, strengthening the core of the community.



Vision Statement

Downtown Wilton is a well defined district and the heart of our growing community. A diverse business mix is thriving and profitable. The district is a destination that visitors find reasons to linger and explore.

Planning Process

This Plan was discussed and developed over four Steering Committee Meetings between February and August 2015. All meetings were public meetings and traditionally noticed as such.

February 2015 Steering Committee Meeting #1

Issue Identification and Visioning

March 2015 Public Meeting #1

Stakeholder Interviews & Issue Identification and Visioning

April 2015 Steering Committee Meeting #2

Existing Conditions & Public Input Review

May 2015 Steering Committee Meeting #3

Redevelopment Concept Planning and Action Plan Review

June 2015 Public Meeting #2

Design Workshop/Charrette on Redevelopment Concept

July 2015 Steering Committee Meeting #4

Review of Redevelopment Concept and Action Plan

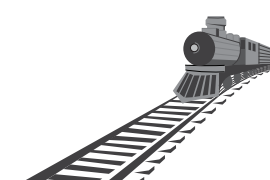
August 2015 Planning & Zoning Commission Recommendation and Council Adoption

Planning Area Background

As defined by this Plan, "Downtown Wilton" is framed by 5th Street to the north, Chestnut Street to the east, Railroad Street to the south and Elm Street to the west. This district is primarily a commercial core surrounded by residential property, potential patrons in the downtown district.



Map 1. Plan Area Map



Public Input

On February 9, 2015 the Steering Committee Members took part in a SWOT exercise to determine the area's issues and opportunities. On March 9, 2015 residents, business owners and community leaders took part in a similar SWOT (Strengths, Weaknesses, Opportunities and Threats) exercise. These two sessions were used to gather opinions on issues and opportunities for Wilton's downtown. The information gathered was divided into four categories:

Strengths

Characteristics that give Wilton an advantage over others.

Weaknesses

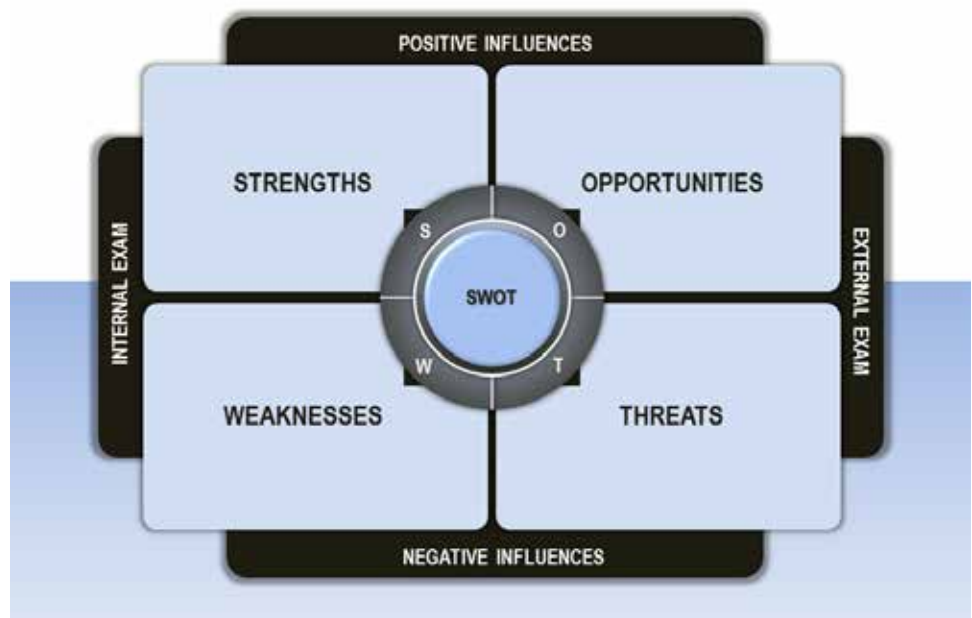
Characteristics that place Wilton at a disadvantage relative to others.

Opportunities

Elements Wilton could build upon to advance the area.

Threats

Elements in the environment or community that have/could hinder revitalization.



The responses to the issues and opportunities below are directly from the public committee input process. Any contradictions come from different opinions in the groups.

STRENGTHS

- Many buildings in the downtown have historic character
- The downtown is an intimate setting and not on a major traffic area
- City Hall is a plus in the downtown and nice looking
- Streetscape is nice and pretty
- 90% of businesses in Wilton are still in the downtown
- New utilities (water & electric) are in front of City Hall
- No complaints on sidewalks
- The City has created its own façade program to rehab several facades in the downtown
- New Streetlights

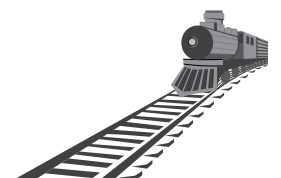
Infrastructure

OPPORTUNITIES

- Other parts of Wilton need sidewalk repair & that should also include the downtown
- More low cost rent is needed in parts of town other than downtown
- City Ordinance requires two parking spaces in back of buildings for downtown units
- 5th & Maurer identified as a likely gateway to downtown

WEAKNESSES & THREATS

- Doctor has left for a different part of Wilton near nursing home
- Streets need repair in some locations
- Tough to retrofit old businesses for new opportunities
- Handicapped accessible issues need to be addressed
- Public perception of location i.e. flooding threats
- Not enough in the downtown to make people linger and explore
- Downtown does not seem cohesive
- Most parking stalls are consumed by upstairs rental tenants
- No handicapped parking spaces in the downtown, needed especially around the Café
- Streetscape needs a face-lift
- Sidewalk drainage is an issue, water pools and does not runoff real icing problem in winter



The responses to the issues and opportunities below are directly from the public committee input process. Any contradictions come from different opinions in the groups.

Character

STRENGTHS

- Great schools, new elementary coming May 2016
- Good walkability
- Good local sports programs
- The community is thriving
- Real sense of community
- Intimate setting
- Streetscape
- Historic District

OPPORTUNITIES

- Need to capitalize on notable parts of the community like the Candy Kitchen
- Need more festivals and activities like a farmers market to attract people to the downtown
- Need to create a district for the downtown so it becomes a destination
- Need for wayfinding to the downtown

WEAKNESSES & THREATS

- City garage behind City Hall could be moved
- Not enough unique places in the downtown to keep people exploring like "Candy Kitchen"
- Some store fronts are apartments and not open for business
- No defining boundaries of downtown

The responses to the issues and opportunities below are directly from the public committee input process. Any contradictions come from different opinions in the groups.

STRENGTHS

- Good businesses in the downtown
- Intimate setting
- Streetscape
- Historic District
- There is a demand not met for residential and retail space in the downtown

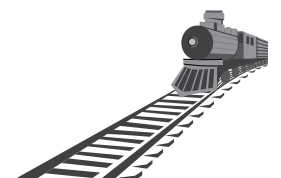
Business Environment

OPPORTUNITIES

- Need more available space to purchase in the downtown
- No vacancies in the downtown
- Need to capitalize on notable parts of the community like the Candy Kitchen
- Need more festivals and activities like a farmers market to attract people to the downtown

WEAKNESSES & THREATS

- Losing Candy Kitchen
- Nothing available for new business opportunities
- Street parking is allowed for 48 hours before the owner must move from parking spot
- First floor business used for apartments
- Nothing to draw people downtown from Highway 6
- No ordinance preventing street level residential

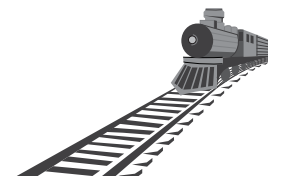


Interview Q & A

Stakeholders from a variety of backgrounds participated in stakeholder interviews in a one-on-one format. These stakeholders were asked to answer the questions below and a summary of the responses are as follows:

- 1. Why are you located in Downtown Wilton, and what do you like about the area and City?**
 - Convenient location, foot traffic
 - Downtown is where things happen
 - Close to Muscatine and taxes are good
 - Access to amenities
 - To be a part of the revitalization and historic preservation efforts in the downtown
- 2. Who are your tenants/customers/clientele? From where do you attract these people and how is your location an advantage or disadvantage?**
 - Wilton for the most part, word of mouth
 - Cheap rent compared to many surrounding areas
 - Central location for clientele in the region
 - Renters that work and commute to Muscatine
- 3. Please describe traffic and parking conditions in the area.**
 - No traffic problems. Street parking from rental units are causing an issue
 - 24 hour parking ordinance is somewhat enforced
 - Each business should have a designated spot with signage for the business
 - Lots of parking available on Cedar Street north of 4th Street but none/limited on 4th Street
- 4. Downtown Wilton is changing and has seen recent reinvestment from both public and private sources. What needs to be preserved through this period of change?**
 - Candy Kitchen and other historic context should be preserved
 - Preserve City Hall and rehab it
 - Preserve the grocery store
 - There is an opportunity for retail availability but with that the uniqueness and heritage should be preserved
 - Currently the downtown looks heavy and old, it should look reflective and refreshed
- 5. Please describe (three) things that you would like to change about Downtown Wilton, especially things that would make your business/organization more successful.**
 - More retail would be nice, no first floor residential in downtown
 - New buildings, More apartments
 - Improve parking, preserve the buildings that can be preserved, need more off-street parking
 - Improve the upkeep of old buildings, improve upkeep of streets, improve cleanliness of streets
 - More multiplicity of organizations, multiple similar businesses
 - Need to attract more business professionals to the area and add more commercial space

- 6. What role could your business/organization have in the betterment of Downtown Wilton? How could your skills or services be applied in the Downtown to foster positive change?**
- Building rehab help
 - Maintenance and upkeep of the downtown i.e. weeding, watering plants etc.
 - Participation in festivals and downtown events
 - Keeping up your own property
 - Any promotion of downtown revitalization/historic input
- 7. Is there anything else you would like us to know about - information or ideas for the Downtown Revitalization Plan?**
- Garbage dumpsters in the street is an issue in the downtown
 - Senior living close to downtown could be good for access to amenities
 - Need to create a destination
 - Change needs to happen now, if it doesn't there could be a downward spiral
- 8. How do you describe Downtown Wilton to anyone from outside the area?**
- Unique shops and nice looking buildings, "5th is a nice drive"
 - Old and out dated
 - Wayfinding signage and gateway leading to downtown
 - Good school and City Services
 - Nice small community
 - Easy access, very welcoming community, but has a closed off feel because you have to go outside the community to purchase/do business
- 9. If given \$1M for the betterment of the area, how would you spend it?**
- Band Shell in back of City Hall by basketball courts
 - Streetscape improvements
 - Build a modern business, maybe a mini mall
 - Off-street parking
 - Buy more buildings to preserve history
- 10. If given \$10,000 for the betterment of the area, how would you spend it?**
- Go toward facade program
 - Wayfinding signage and gateway leading to downtown
 - Rehab of some of the homes in the area
 - Improve benches to help pedestrian activity and invest in park downtown
- 11. Are there any vacant sites or buildings that you see as either a major liability or a major opportunity?**
- Beauty shop on Cedar needs paint and facade rehab
 - Garage north of grocery store could be a liability
 - Thelma's lot, north of the Candy Kitchen
 - Fro's Tavern is in need of repair
 - Old grade school should be saved and not demolished
 - Law office is a major opportunity
 - Old church on 5th Street is a major opportunity
 - Need more volunteers, lots of organizations that don't volunteer enough



Community Character

The City of Wilton has a rich history and deep heritage that is celebrated every year during the Founders Day festival. The City of Wilton has long been associated with the railroad. The first connection is most certainly between the town's founders and the Rock Island railroad, whose main line tracks were built diagonally through town, with a branch splitting off near the Wilton depot to head south to Muscatine. (This junction of mainline and south branch resulted in the town's occasionally used name, Wilton Junction).



Wilton's commercial district reflects ebbs and flows of economic times and the boom-and-bust cycles so common in Iowa towns and urban centers. And while the district's buildings certainly show the wear and tear of 160 years, they also reflect the important local history of the community. There are integrity issues, but standing on the sidewalk and looking up and down the streets one can still feel a sense of history. A sense of being in a particular time and place.



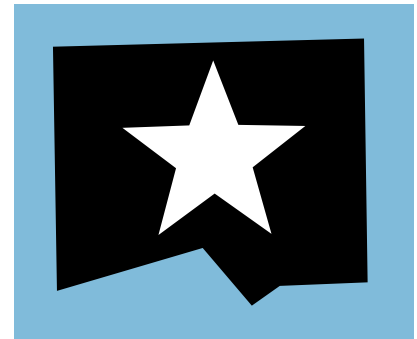
Goals and Objectives

Based on the feedback from staff, stakeholders and residents in Wilton, the following overarching goals have been established.

Create a Unique District

A unique downtown district will establish a destination for visitors to find reasons to linger and explore more.

- Preserve and promote the historic context of Downtown Wilton
- Graphically appealing way-finding signage that identify Wilton Districts as a brand will help create an identity and promote access to the area
- Revitalize facades to improve the overall appearance of the downtown
- Create gateway to downtown district
- Increase downtown festivals and events
- Improve streetscape to appeal to pedestrian traffic
- Create a brand for various districts in Wilton



Improve Access

The ability to attract pedestrians to the downtown and provide easy access is essential to create a vibrant downtown.

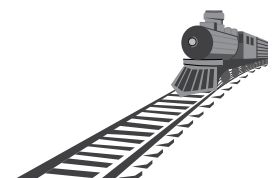
- Designate disabled parking spaces and improve access to sidewalks and businesses
- Improve available customer parking for businesses along 4th Street and Cedar Street



Make Downtown Available

The success of the downtown is dependent on the success of the businesses in the downtown. To allow for future business growth, every opportunity to improve commercial space in the downtown should be taken.

- Promote development of new buildings and downtown amenities on vacant lots in the downtown area
- Encourage/promote prime street level commercial space to be used for commercial uses rather than residential uses



EXISTING CONDITIONS

Urban Context

Many factors can influence how citizens perceive the downtown in their community. These factors combine to create the urban fabric, which can be simplified into three categories: **districts**, **streets**, and individual **parcels & buildings**. Studying the existing urban context provides insight on what properties are assets to enhance versus those that are strong candidates for redevelopment in order to revitalize the downtown.



District

A District is a cohesive area with an identifiable character. Building uses, types and styles establish the overall character of this area. Wilton's downtown district has a good mix of uses (i.e. residential, retail, office, civic and public). Disadvantages of this district are the lack of available commercial space compounded by the use of ground level commercial space for residential units and vacant lots. Strengths of the downtown come from the diversity of businesses and the historic context that still embodies downtown Wilton, which provides strong anchors to the downtown. Also several of the downtown buildings have been revitalized to a historic context because of a local facade program. This revitalization effort should continue throughout the downtown to preserve the viable historic architecture of many of the buildings in downtown Wilton.

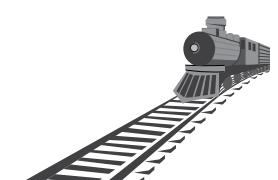


Existing Land Use

- Restaurant/Bar
- Industrial
- Low Density Residential
- Medium Density Residential
- Mixed Use
- Park
- Professional/Office
- Public
- Retail
- Service
- Utility
- Vacant Lot
- Warehouse



Map 2. Existing Land Use



Streets

A street is a public thoroughfare, but it is also a public space that evokes a feeling. The streetscape is simply the landscape of the street - it can be barren or inviting. Common streetscape improvements include features that break up the harsh hardscape that exists within a downtown (i.e. trees, shrubs, benches, planters, crosswalks, fountains, and special light fixtures). A vintage style light fixture has been installed by the City of Wilton which evokes a historic sense of place downtown. Moreover, the City has plans to install similar, decorative structures for trash bins along the sidewalks throughout the downtown. The sidewalks appear to be in good condition overall but after further talks with stakeholders there is an issue with pooling and a lack of flow when precipitation is present.

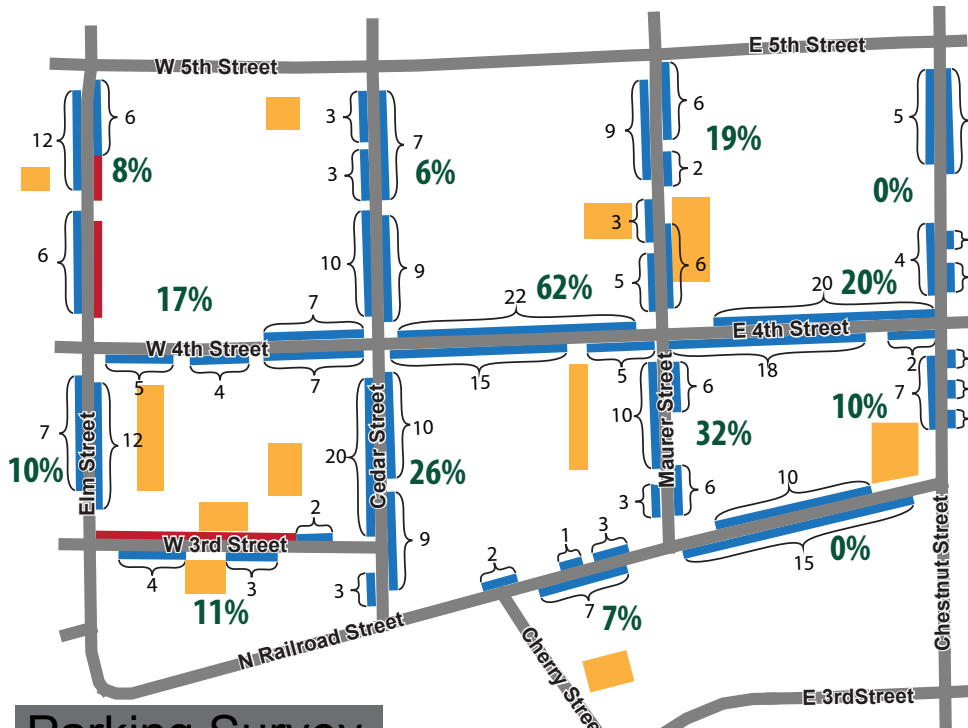


Map 3. Sidewalk Conditions



The availability of parking can leave a lasting impression for residents and visitors alike. Parking that is inadequate will frustrate residents and their guests. In order to understand the existing parking inventory within Downtown Wilton, a parking survey was conducted. The purpose of the survey was to observe the current available street parking and identify related issues and opportunities.

The results of the survey indicates that street parking is not an issue in Downtown Wilton, with an average on-street parking utilization of 16%. However, there should be designated off-street parking adequate to allow for a minimum of one space per unit dwelling in the downtown. Currently, there is an issue of all day on-street parking of residents that reduce the available spaces for commercial customer parking. Strategies to address this issue could be focused on time limited spaces to circulate prime store front parking spaces in front of businesses. The lack of sufficient handicapped accessible parking spaces with ADA compliant curb cuts is an issue in the downtown and should be addressed.



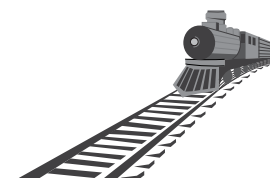
On Friday January 2, 2015 from 10 am to 11 am MSA Professional Services conducted a parking survey of the downtown planning area in Wilton. The most utilized street parking was located on 4th Street between Cedar Street & Maurer Street (**62% utilized**). The average parking utilization for Downtown Wilton was **16% utilized parking**. *This is only a snapshot in time and peak times can vary based on land use, time and other outside factors.*

Parking Survey

There are a total of 353 on-street parking spaces currently in the Wilton Planning Area based on a 7' x 21' parking space.

- Posted No Parking
- Onstreet Parking
- Parking Lot

Map 4. Parking Survey



Buildings & Parcels

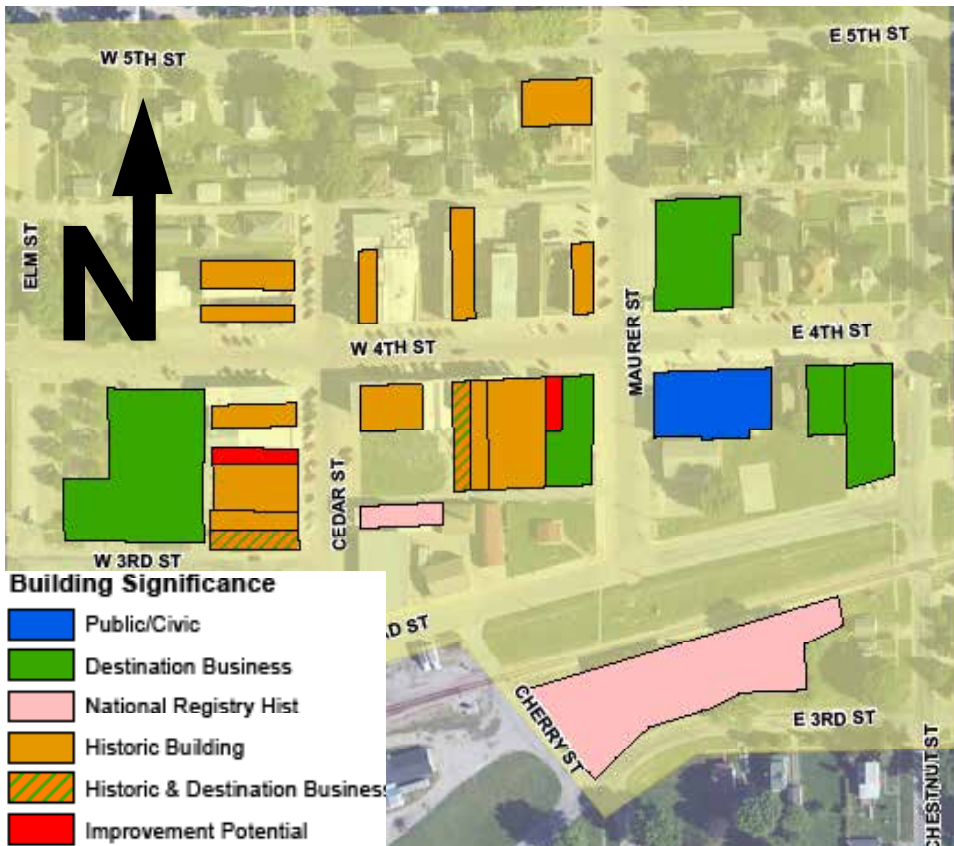
Individual parcels/buildings can have a lasting impression on a person's perception of an area, both positively and negatively. For instance, a building could be so well-designed, unique, or historically significant that it is the first thing someone thinks of when someone mentions Wilton. Examples of a parcel/building that can leave a negative impression would be a poorly designed or empty public space, a rundown/falling apart building, and a large vacant parcel.

Wilton Building Conditions

- Excellent
- Good
- Fair
- Stressed
- Dilapidated
- Vacant Lot



Map 5. Building Conditions



Map 6. Building Significance



Historic Buildings



Public Buildings

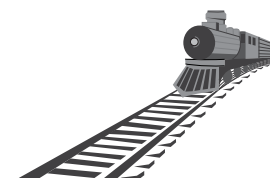


Destination Businesses



Improvement Potential

- **Historic Buildings** provide a sense of history and can have a positive influence on the downtown overall character/image (if buildings are maintained properly and keep their historic elements visible to the public eye). There are a significant number of properties with historic character on both Cedar and 4th Street, but most need significant face-lifts.
- **Public/Civic** bring residents and activity to the downtown. They also can be catalysts for redevelopment (if built and maintained with quality materials and design).
- **“Destination” Businesses** bring residents and visitors to the downtown on a daily basis (i.e. Post Office, Community Bank & Trust, Wilton Cafe, etc.).
- **Improvement Potential** are buildings/sites that stand out because they are in disrepair, vacant or are incompatible with the surrounding neighborhood/district.

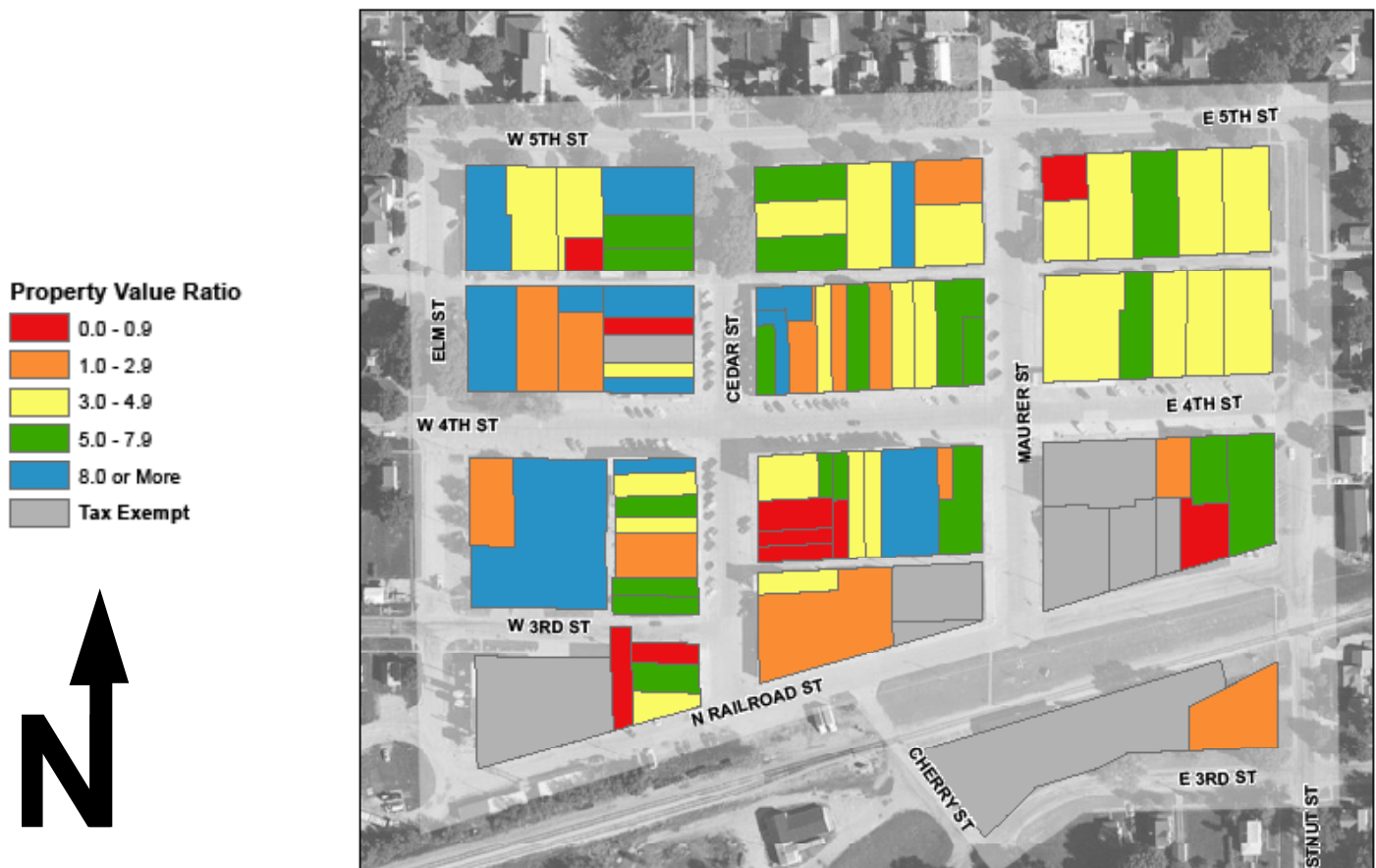


Reinvestment Opportunities

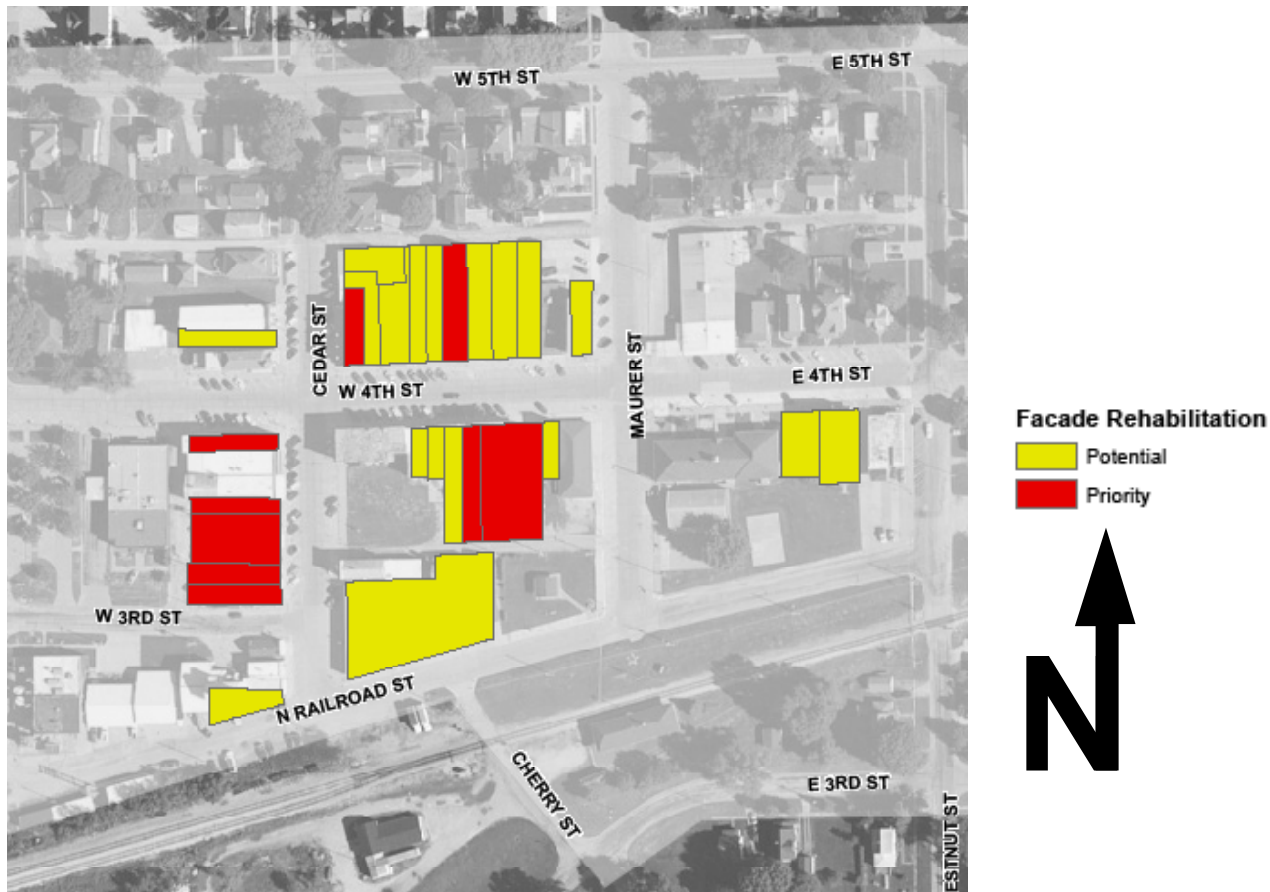
Land and improvement (building) values are assessed annually and provide an objective evaluation of the state of properties within the city; with the exception of tax exempt properties for which no data exists. The map below illustrates the ratio of improvement value to land value within the downtown. Strong candidates for redevelopment are properties with land that is more, or equal to the value of the building (illustrated in red and orange, 0-2.9 ratio).

There are two important trends that are evident:

- Overall there are significant number of parcels contributing significantly to the tax base (5.0 or more-green and blue).
- There are a number of parcels that are strong candidates for redevelopment/reinvestment (as they are not contributing significantly to the tax base) with a high concentration along Cedar Street and 4th Street.



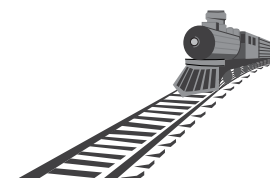
Map 8. Facade Rehab



The City of Wilton has helped various downtown businesses to rehabilitate building facades with a local facade rehabilitation program. However, there are still twenty-six (26) buildings that are either priority rehabilitation projects or potential rehabilitation projects.

Priority Rehabilitation is a building that has a facade that is in fair to poor condition and also still has at least some historical elements still visible on the building. These buildings, if revitalized could contribute to the overall historic feel of the downtown and have a substantial impact on the sense of history and overall look of the downtown.

Potential Rehabilitation is a building that has a facade that is in fair to poor condition but no significant historic elements still visible. The revitalization of these facades will positively impact the overall image of Downtown Wilton.



Retail Market Analysis

ESRI's Retail MarketPlace data was used to measure retail activity by trade area and to compare retail sale to consumer spending by NAICS industry classification. The retail marketplace analysis is based on three trade areas: 5-minute, 25-minute and 45-minute drive times from the middle of Downtown Wilton. The 5-minute travel time encompasses the entire community of Wilton, while the 20-minute drive time includes the City of Muscatine and other nearby rural communities. The 45-minute travel time reaches two of the regions larger metros, Iowa City and the Quad City area.

Based on this analysis there are some areas of the retail market that have a local demand (customers spending money on that type of retail) that is not met in the area and leaking to other areas outside of Wilton (customers going to other areas to spend money on retail).

Some examples of retail that is in short supply in the City of Wilton are:

- Furniture Store & Home Furnishing Store
- Electronic & Appliance Store
- Bldg Materials, Garden Equip. & Supply Store
- Clothing & Clothing Accessories Store

These indicators are a good measure of the retail gap in the City of Wilton, however some indicators do not account for outside factors. An example of this is the leakage of the group Music Stores. The need for a standing music store may not be needed as it once was because of things like iTunes digital buying and selling of music.

Figure 1. Economic Leakage/Surplus

Leakage/Surplus Factor by Industry Subsector

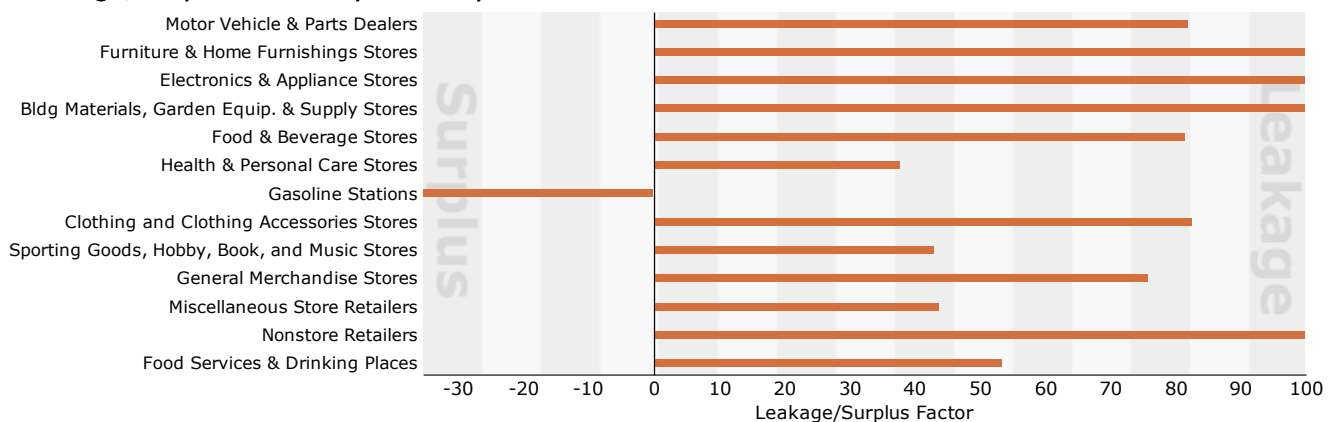
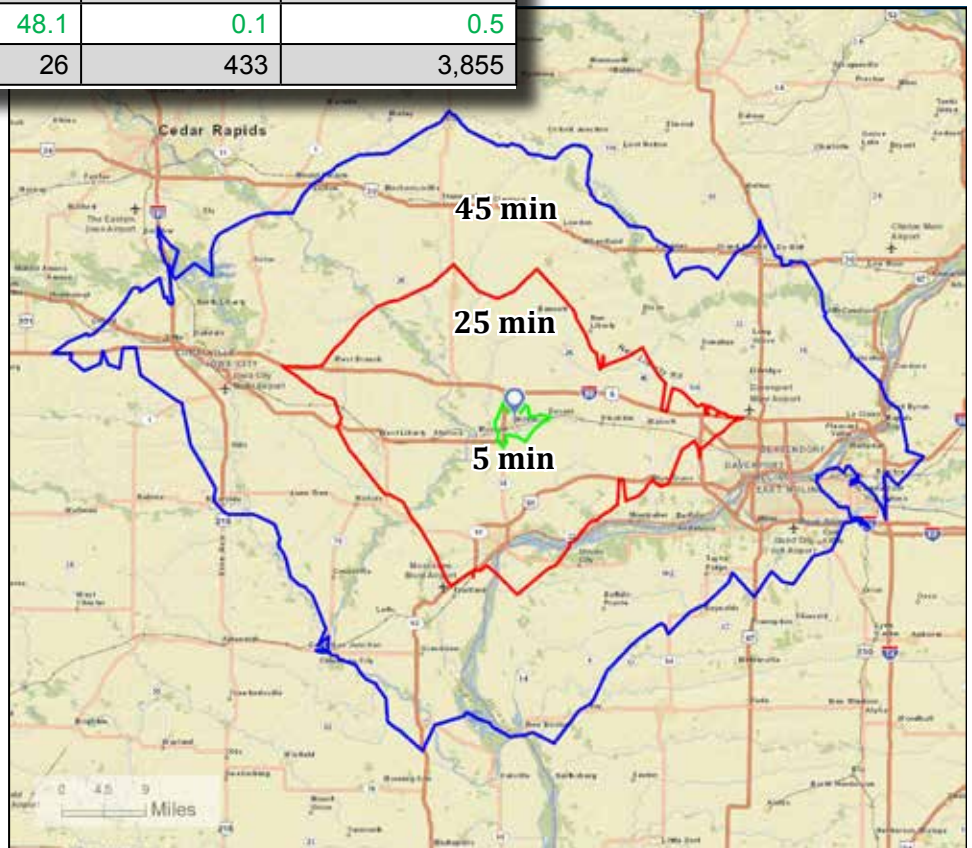
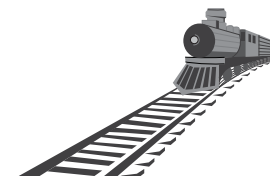


Table 1. Retail Market Summary

Retail Market (Industry Summary)	5 minute Drive Time	25 minute Drive Time	45 minute Drive Time
Retail Trade (NAICS 44-45)			
Demand (Retail Potential)	\$28,194,728	\$529,281,659	\$5,052,441,250
Supply (Retail Sales)	\$10,022,586	\$545,353,219	\$4,940,365,759
Retail Gap	\$18,172,142	(16,071,560)	\$112,075,491
Leakage/Surplus Factor	47.5	-1.5	1.1
Number of Businesses	23	354	2,979
Food and Drink (NAICS 722)			
Demand (Retail Potential)	\$3,089,947	\$56,632,055	\$560,167,406
Supply (Retail Sales)	\$937,804	\$39,149,994	\$612,596,698
Retail Gap	\$2,152,143	\$17,482,061	(\$52,429,292)
Leakage/Surplus Factor	53.4	18.3	-4.5
Number of Businesses	3	79	877
Retail Trade and Food & Drink (NAICS 44-45, 722)			
Demand (Retail Potential)	\$31,284,676	\$585,913,714	\$5,612,608,657
Supply (Retail Sales)	\$10,960,389	\$584,503,213	\$5,552,962,456
Retail Gap	\$20,324,287	\$1,410,501	\$59,646,201
Leakage/Surplus Factor	48.1	0.1	0.5
Number of Businesses	26	433	3,855



Map 9. Drive Times



URBAN DESIGN

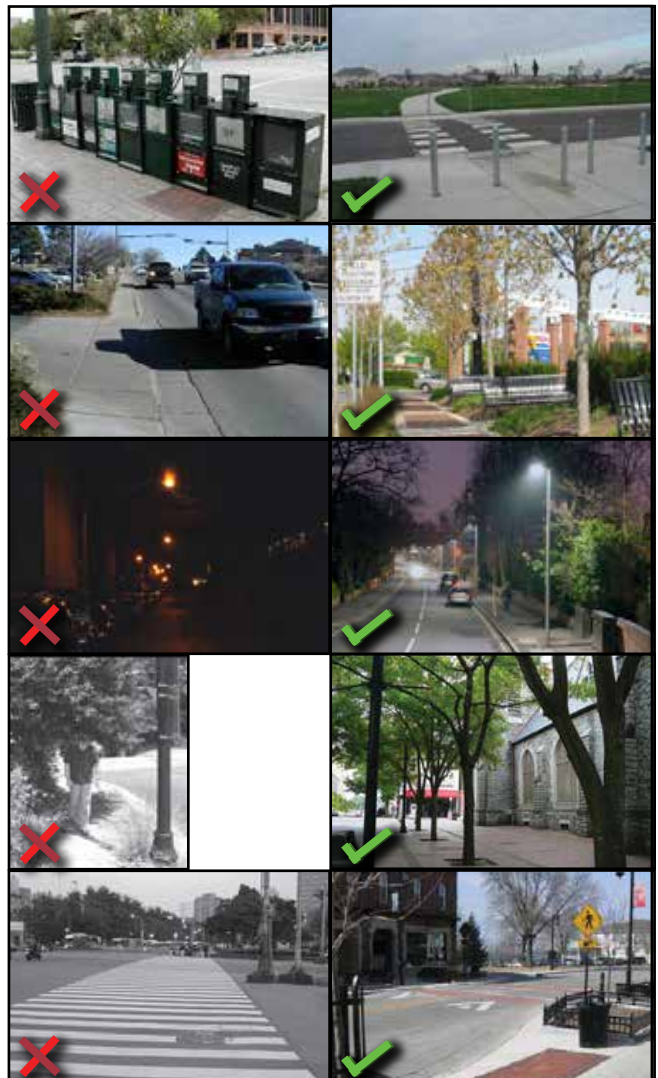
Streetscape Best Practices

The design of streets directly affects the quality of life in a community. A well designed streetscape incorporates crosswalks, sidewalks, light fixtures, trees, planters, trash receptacles, banners/flags, benches and green spaces within the public right of way. There is no single component that will meet the preceding goals, but a balanced mix of these components can lead to a successful revitalization of the downtown. Guidelines in this section are intended to assist in the design reconstruction of streets.

In general, a “friendly” street has features that provide safety, comfort, and mobility. Examples of these features are described and illustrated on the following pages and a **yes** or **no** designates whether Downtown Wilton meets this criteria.

Safety

- YES** 1) Good Sight Distance
 - *limit obstructions at crossings (newspaper/ advertising & electric boxes, over-grown vegetation, etc.)*
- NO** 2) Separation & Buffering from Other Modes of Travel
 - *wide sidewalks*
 - *parking areas*
 - *sidewalk terrace*
 - *limit curb-cuts*
- YES** 3) Pedestrian Visibility
 - *adequate lighting*
- YES** 4) Adequate Height Clearance
 - *well maintained landscaping*
 - *adequate awning heights*
- YES** 5) Limit Crossing Distance
 - *provide bump outs*
 - *reduce corner radii*
 - *provide refuge medians at pedestrian crossings*



Mobility

- YES** 1) Clear Path
 - *no obstructions within areas of travel*

- NO** 2) Accessible to All Citizens
 - *ADA-compliant sidewalks and building entrances*

- YES** 3) Clear Connections
 - *pedestrian pathways to building entrances*



Comfort

- YES** 1) Human Scale
 - *establish a 1:3-1:2 street width to building ratio*

- NO** 2) Soften the Urban Hardscape
 - *add planters, street trees, landscaped spaces, etc.*

- YES & NO** 3) Buildings Designed with Pedestrian-Friendly Features
 - *awnings, large and clear windows on the ground-floor, building entrances, view of products/activities, etc.*

- YES** 4) Limit Automobile/Truck Traffic Issues
 - *lower vehicle speed limits*
 - *provide traffic calming devices*

- NO** 5) Provide Pedestrian Amenities
 - *add benches, tables and chairs, bike racks, etc.*

- YES & NO** 6) Well-maintained Infrastructure
 - *well-maintained sidewalks, streets, street fixtures, and street trees*



Development Guidelines

The City's historic buildings represent an earlier era of economic vibrancy, and their preservation is both dependent upon and necessary to continued economic success in the downtown area. Below are a sampling of recommendations that may help guide restoration/recreation of historical facades:

- Consult the Secretary of Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings.
- Use firms that specialize in historic preservation when cleaning and repairing the facade (contractors) and for wholesale recreation of historic elements (architects).
- If restoration is not feasible, new elements should be designed that replicate or are at least consistent with the character, materials and design of the original building.
- Building owners are encouraged to use a "historic" color for the primary facade color. Many of the major paint manufacturers such as Pratt & Lambert, Benjamin Moore, Sherwin Williams publish "historic color" sample charts which are available at paint dealers.
- Previously obscured design details should be revealed and restored, whenever feasible.
- Architectural details should not be obscured or covered up by siding, awnings or signage.
- Chemical or physical treatments, such as sandblasting, to existing painted brick or stone is strongly discouraged. If necessary, surface cleaning shall use the gentlest means possible.

Traditional Facade Components

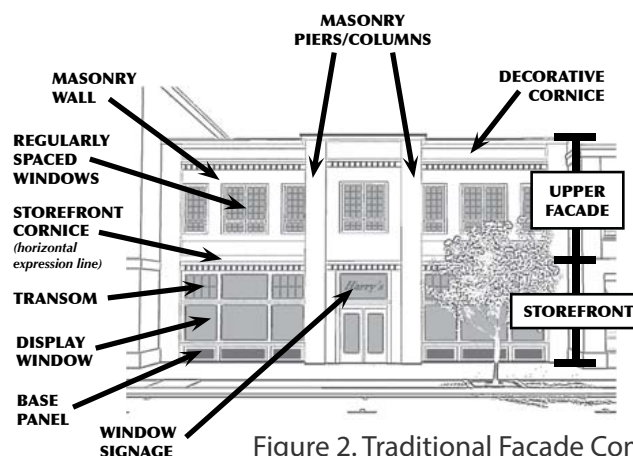
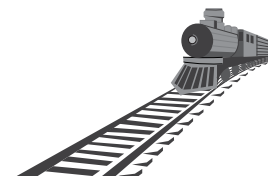


Figure 2. Traditional Facade Components

Development provides the City with economic stability. However, too often buildings are designed without significant consideration to its neighboring parcels and the overall effect on the area. To ensure *high-quality* and *long-lasting* projects the following guidelines will provide assistance in guiding future (re)development in the Wilton Downtown Area:

- **Relationship to the Street:** Design the building such that the primary building façade is orientated towards. Provide a public entrance on the primary façade.
- **Architectural Character:** Design the building using architectural elements that provides visual interest and human scale that relates to the surrounding neighborhood context and the City's overall character.
- **Building Materials:** Use high-quality, long-lasting finish materials such as kiln-fired brick, stucco, and wood. All exposed sides of the building should have similar or complementary materials as used on the front façade.
- **Building Projections:** Canopies and awnings should be provided along facades that give access to the building.
- **Signage:** Use pedestrian-scaled sign types: building-mounted, window, projecting, monument, and awning. Signs should not be excessive in height or square footage.
- **Parking:** Fit the parking below the building or place it on the side/back of the building, wherever feasible. Provide shared parking and access between properties to minimize the number of curb cuts. Provide vegetative buffers between pedestrian circulation routes and vehicular parking/circulation. Access drive lanes should have adequate throat depths to allow for proper vehicle stacking.
- **Landscaping and Lighting:** Provide generous landscaping, with an emphasis on native plant species. Landscaping should be placed along street frontages, between incompatible land uses, along parking areas, and in islands of larger parking lots. Exterior lights should be full-cut-off fixtures that are directed towards the ground to minimize glare and light pollution.
- **Stormwater:** Use rain gardens and bio-retention basins on-site (i.e. in parking islands) in order to filter pollutants and infiltrate runoff, wherever feasible.
- **Service Areas:** Trash and recycling containers/dumpsters, street-level mechanical, rooftop mechanical, outdoor storage, and loading docks should be located or screened so that they are not visible from a public street. Screening should be compatible with building architecture and other site features.



REVITALIZATION PLAN

Visualization

1 Sidewalk and Intersection Improvements - Tree pits placed in the existing parking void areas will soften the street edge while keeping vegetation back far enough from intersection to not cause a safety issue. Debris from trees will collect in the tree pit and have minimal negative impact to sidewalk cleanup.

Brick or dyed concrete will create an accent to the sidewalk and “bump out” areas to improve curb appeal for pedestrian traffic and enhance the overall look of the downtown.



Figure 3. Tree Pit

Tree Pit - Published research suggests that trees need 1 to 2 cubic feet of soil volume for every square foot of crown area spread. It is recommended that tree pit support a minimum of 400 cubic feet of soil, which would create a spread diameter between 10 and 20 feet.

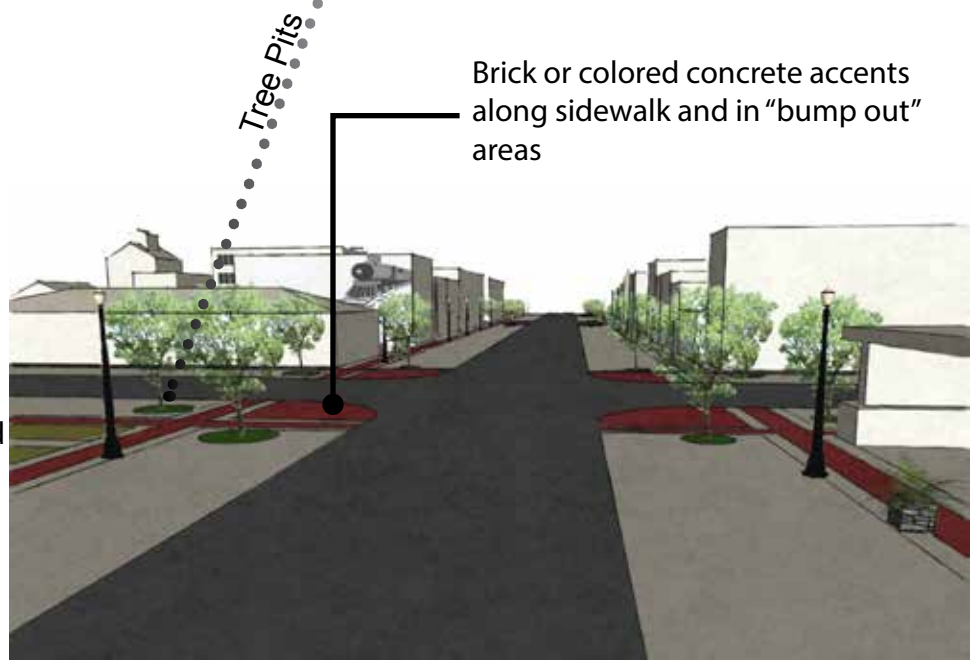
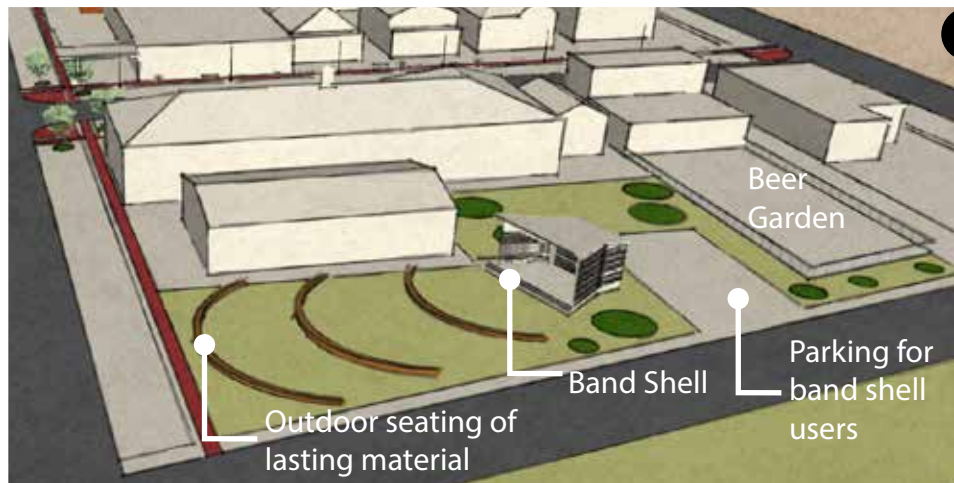


Figure 4. Fourth Street Improvements

Figure 5. Potential Commercial Example

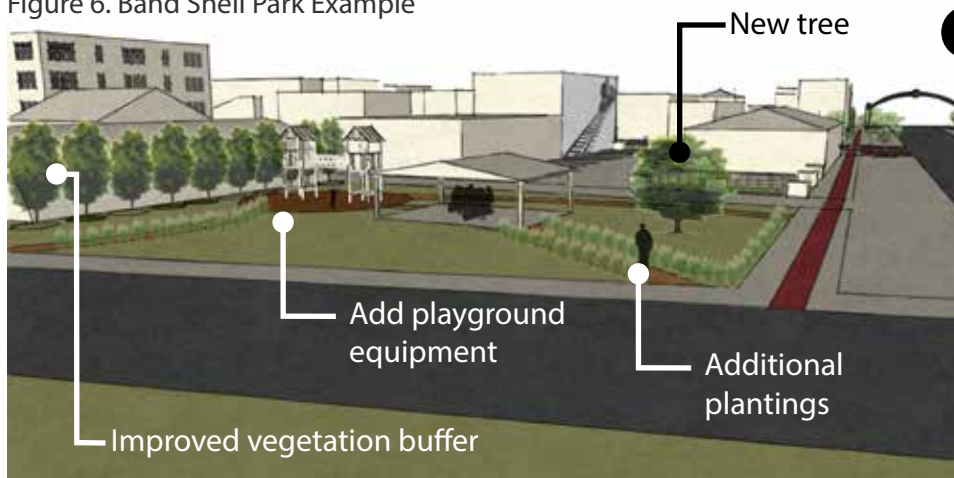


2 New Mixed Use Building- This example is of a four story building, 75 foot wide that fits well within the existing empty lot next to the Candy Kitchen. It has commercial space with large storefront windows at street level and three floors above for more commercial or residential space. The design of this building should be such that it is modern with a historic look that complements the existing historic architecture of the surrounding buildings.



3 Band Shell Park Concept- This concept is of a band shell park behind City Hal. This park is facing in a way that maximizes the effect from the stage if the streets are closed at the corner of Maurer and Railroad, such as during festivals. (Consideration for relocation of existing basketball court to another part of Wilton should be given prior to a decision for the construction of the band shell park concept.)

Figure 6. Band Shell Park Example



4 Park Improvement- This concept is to improve the existing park adjacent from City Hall with new play ground equipment and plantings to make the park more useful to patrons in the downtown area.

Figure 7. Park Improvements Example

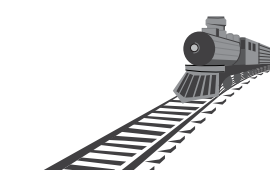
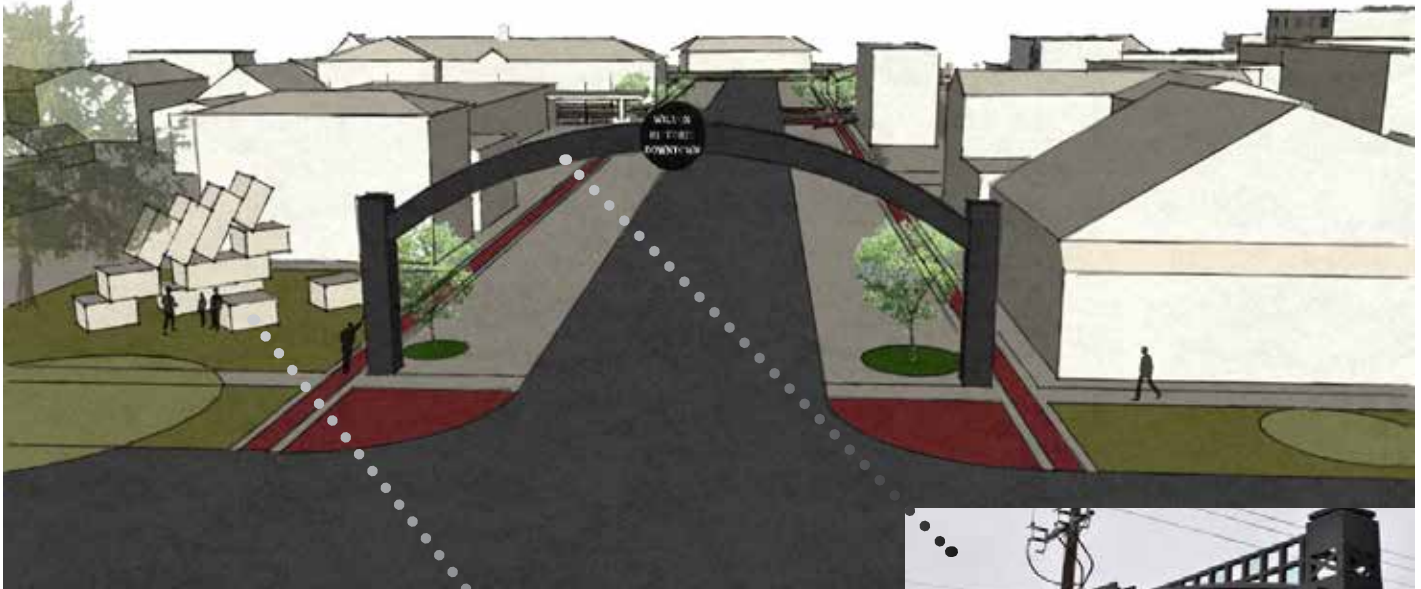


Figure 8. Downtown Gateway Example



- 5 **Downtown Gateway**- This concept is to create a physical gateway to pass through to enter the "Historic Downtown Wilton District" and experience the unique character that it embodies.



Inspiration

- 6 **Public Art/Sculpture** - The installment of an eye catching piece of public art/sculpture work can be a great way to get attention on the gateway leading into the downtown.



Figure 9. Public Art Example



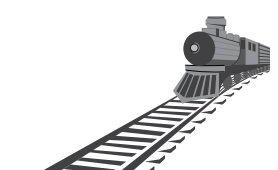
Figure 10. Parking Lot Example

7 Additional Off-street Parking and Public Improvements - There is limited off-street parking available in the downtown especially for residents living in downtown buildings. This new lot contains 18 off-street parking spaces and could be leased to residents on a monthly/yearly basis to free up spaces on the street. The addition of benches, planters, vertical accents, fencing and public art such as murals will improve the pedestrian experience in the downtown.



Figure 11. Maurer Improvement Example

8 Improve Gateway Corridor - This corridor is the first impression for visitors that pass through the gateway. It is important to address the look and feel of Maurer Street between 5th and 4th Street to set the tone for the overall experience a visitor has in downtown Wilton.



Master Plan

- 1 Sidewalk & Intersection Improvements
- 2 New Mixed Use Building (priority development lot)
- 3 Band Shell Park Concept
- 4 Park Improvement
- 5 Downtown Gateway
- 6 Public Art/Sculpture
- 7 New Off-street Parking
- 8 Improve Gateway Corridor



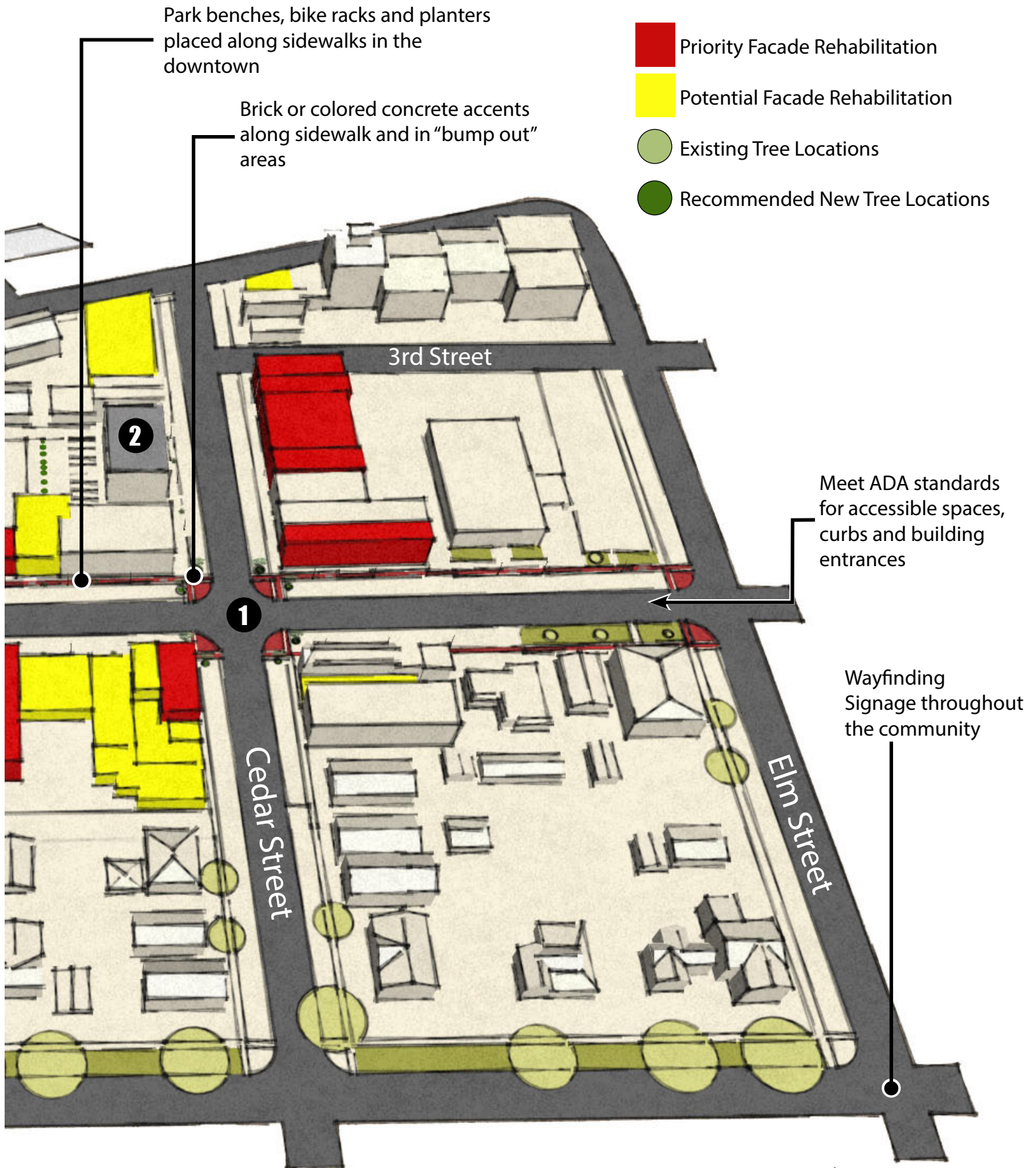


Figure 12. Downtown Master Plan

IMPLEMENTATION

Revitalization Actions

This section seeks to provide recommendations for the redevelopment of both private and public properties with the goal of creating a more vibrant and sustainable downtown. This section contains a compilation of the goals and objectives along with specific development sites of interest. Since many of the recommendations rely on coordination with the private market it is likely that the full breadth of this Plan's vision will take many years to achieve.

ADA Compliance

Designate parking spaces, install curb cuts & improve building entrances as needed.

Apply for CDBG Facade Grant 2016

The City should approach property owners to identify interested participants for the 2016 facade program. The deadline for application is January 2016 so this should be a priority for the City so if awarded construction can take place in 2017.

Way-finding Signage

Way-finding signage should be developed through identifiable colors, images and brand as they relate to different areas of town. These signs should be placed along the most traveled roadways/areas of town to help guide visitors and community members to areas of interest in the City.

Tree Pits at four-way intersection of 4th & Maurer and 4th & Cedar

The installation of tree pits at these important intersections of the downtown will help to beautify the downtown and soften the street edge.

Street benches and bike racks in the downtown

Providing pedestrian amenities is essential to patrons utilizing the downtown.

Planters and Vegetation Buffers

Parking and drive lanes should be separated from the public sidewalk to make it safer for pedestrians using the sidewalk network. This action will also help to beautify the downtown urban landscape. This project can be addressed on a similar time line to sidewalk improvements to reduce overall costs and implement a complete vision.

Downtown Sidewalk improvements

Sidewalk improvements in the downtown will address the existing stormwater issues. This project is also an opportunity to add design elements to improve appearance.

Branding of Downtown and Other City Districts

The use of districts throughout the community is a good way to distinguish one area from another. Each area can be marketed as a brand, i.e. Historic Downtown District or Industrial Park District.

Create a farmer's market

The creation of a farmer's market is a great way to get people into the downtown.

Increase frequency of downtown festivals

Festivals are a great reason to market the community and get visitors to come to Wilton.

Zone downtown business districts for commercial only at street level

The current C-2 Central Commercial District zoning does not allow for residential at street level in the downtown. This should be enforced in the future to ensure commercial use is at street level and apartments are above commercial.

Gateway improvements

The gateway to the downtown will frame the experience and create a draw that lures people in.

Development Sites

Top Priority Sites

These sites have significant marketability and could have a profound impact on downtown Wilton. The City should actively market these sites and encourage development of a signature “gateway” that help market the downtown and help to create a destination for people from outside of the community.

- *Development of Empty lot on Cedar Street North of the Candy Kitchen* **2**
- *Gateway/Downtown Signage for Historic Downtown Entrance and Public Art* **5**
- *Improvement of Downtown Park with Playground Equipment and Plantings* **4**
- *Redevelopment of Lot with a New Building or Off-Street Parking Lot* **7**

High Priority Sites

These sites currently have high potential for redevelopment, as they are vacant or being used for parking/storage.

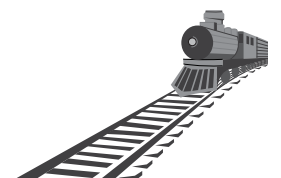
- *Band Shell Park Behind Wilton City Hall* **3**
- *Sculpture/Public Art at Gateway* **6**

Redevelopment or Reinvestment Sites

These sites have potential for redevelopment (or at least reinvestment), as they have low property value ratios and/or poor building conditions or are good candidates for the facade rehabilitation grant (see page 18-19). The City may supplement private financing through the use of revolving loan funds, façade/site improvement grants, or developer incentives.

Comprehensive Plan Update

The City should look at an update to the comprehensive plan as a further step in the revitalization process. The last comprehensive plan was completed 2003, using census data from 2000. This revitalization study and the changes in the community since the last comprehensive plan should be incorporated in to a new comprehensive planning process. An emphasis on housing needs and the community as a whole will be essential to the success of any future planning efforts made in Wilton.



Action Plan

The Action Plan is designed as a guide to help City officials, downtown leaders, and developers prioritize investment within Downtown Wilton. The desired vision for this area cannot be created over night. However, by incrementally implementing the recommendations within this plan Downtown Wilton can achieve the desired outcomes set forth in this redevelopment plan.

Potential Funding Sources

There are five broad funding sources available to help offset costs to complete the projects listed in this Plan, as described below.

- ▶ **General Municipal Funding** – It is assumed that some general municipal funds/borrowing will be required to assist with the completion of projects or as a matching source for state or federal grants (e.g. wayfinding, signage, or streetscaping projects).
- ▶ **Special Assessments** – Particular projects that benefit individual properties (e.g. water, sewer, or sidewalk installations) could be funded through special assessments whereby the City recoups initial design and construction costs through increased real estate taxes on those properties for a set period of time.
- ▶ **Private Donations, Developers/Impact Fees** – Some of the wayfinding projects (e.g. gateway signs) could be partially or fully funded through private donations or public fund raising. Funding for other infrastructure projects can also be offset by using funds from impact fees the City collects as part of the approval of new development in the corridor.
- ▶ **State and Federal Grants** – There are many different state or federal grants that may be able to offset the costs of some of the identified projects. Only those programs most likely to award funding to Wilton are listed.
- ▶ **Tax Increment Financing (TIF)** – The majority of the Wilton Revitalization Plan Area is located in the Downtown TIF District or Area 1 (see map at right), which could potentially fund streetscaping, infrastructure, or business recruitment projects.

Wilton TIF Map



Map prepared by:



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<http://www.bistateonline.org>

Sources of Geographic Data:

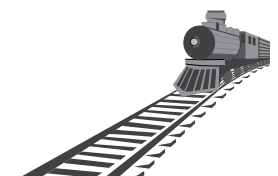
Section Lines: Corp of Engineers Rock Island District
 August 1979 (Rev. 11/5/1983)
 Parcels, Streets, and Right of Ways: Muscatine County Sidwell
 Data and Cedar County Assessor's Office, July 2002
 TIF Areas: Bi-State Regional Commission and the City of Wilton
 Projection: 1983 State Plane, Illinois West.

Disclaimer: This map is for reference only. Data provided are derived from multiple sources with varying levels of accuracy. Bi-State Regional Commission disclaims all responsibility for the accuracy or completeness of the data shown hereon.

Funding Resources Key

- City - General Fund, Special Funds, TIF or Assessments
- CFGF - Community Foundation of Greater Muscatine
- IACPG - Iowa Arts Council Project Grant
- PIB - Paint Iowa Beautiful
- KIB - Keep Iowa Beautiful Community Beatification Grant Program
- CAT - Community Attraction and Tourism Program
- REAP - Resource Enhancement and Protection City Parks and Open Spaces
- TFK - Trees for Kids and Trees for Teens
- TP! - Trees Please!
- PCRC - Pedestrian Curb Ramp Construction
- TEAP - Iowa Traffic Engineering Assistance Program
- TSIP - Traffic Safety Improvement Program
- TAP - Transportation Alternative Program
- ITAP - Iowa
- ILRTF - Iowa Living Roadways Trust Fund
- C-TEP - County-State Traffic Engineering Program
- IFMA - Iowa Farmers Market Association

**This table is for the
 acronyms in the
 Action Plan below.**



Action

Development

- 1.a Enforce C-2 zoning ordinance to address future street level residential in downtown
- 1.b Apply for CDBG Facade Grant 2016
- 1.c Develop lot on 4th Street, number 7 on the Master Plan
- 1.d Downtown Park Improvement, number 4 on the Master Plan
- 1.e Develop lot on corner of 5th and Maurer Street, number 6 on the Master Plan
- 1.f Band Shell Park, number 3 on the Master Plan
- 1.g Develop Candy Kitchen Lot, number 2 on the Master Plan

Beautification

- 2.a Art mural on side of building at 112 4th St. W., number 7 on the Master Plan
- 2.b Planters and vegetation buffers between parking and pedestrians
- 2.c Add decorative lights along Maurer
- 2.d Install Tree Pits at intersections of 4th/Maurer Street, 4th/Cedar Street and Gateway at 5th/Maurer

Infrastructure

- 3.a Design and install graphic wayfinding signage throughout the community
- 3.b Allocate disabled parking in the downtown (see current ADA Standards for Accessible Design)
- 3.c Install ADA compliant curb cuts/ramps as needed
- 3.d Encourage existing downtown property owners to explore HOME grant applications for upper story rehab
- 3.e Apply for CDBG Owner Occupied Housing Rehab for neighborhoods adjacent from downtown
- 3.f Improve downtown store entrances to comply with ADA requirements
- 3.g Downtown sidewalk improvement project
- 3.h Install benches and bike racks in the downtown to make downtown inviting to pedestrians
- 3.i Gateway to the Downtown

Programming

- 4.a Branding of the downtown and other distinct areas of the City as districts
- 4.b Create a Farmers Market
- 4.c Corridor Study from Interstate 80 to the City of Wilton
- 4.d Increase festivals and identify a coordinator/champion for this task
- 4.e Turn Railroad Street into a "Ped Mall" during farmers markets, festivals, concerts, etc.

Priority			Action Authority			Potential Funding & Other Resources
2015-2017	2017-2020	2020+	City	Property Owner	Other	
Red			✓		✓	
Red			✓	✓	✓	CDBG, Property Owners, City, CFGM, CAT
Red				✓		
	Yellow		✓			City, REAP, CFGM, CAT, TFK, TP!
	Yellow		✓	✓		
		Green	✓			City, REAP, CFGM, CAT, TFK, TP!
		Green		✓	✓	
		Grey				
Red			✓	✓		PIB, City, CFGM, IACPG, KIBCBGP, CAT
	Yellow		✓			City, KIB, CAT, TP!, ISTAP
	Yellow		✓		✓	City, CAT, ISTAP, CFGM
		Green	✓			City, KIB, CAT, REAP, TFK, TP!, ISTAP, CFGM
		Grey				
Red			✓		✓	City, TAP, CFGM
Red			✓			City, TAP, CFGM
Red			✓			TAP, City, PCRC
Red			✓	✓		HOME funds through IFA , City, Property Owners
Red			✓	✓	✓	CDBG , City, Property Owners
	Yellow		✓	✓		Property Owners, City
		Green	✓			TAP, City, PCRC
		Green	✓			City, TAP, CFGM, Property Owners
		Green	✓			ILRTF, KIB, City, CFGM, CAT, IACPG, TSIP, TAP
		Grey				
Red			✓		✓	
Red			✓		✓	
Red			✓		✓	TAP, CAT, TEAP, C-STEP
	Yellow		✓		✓	
	On Going		✓			

