

EDC References in the POCD

- 1-Incorporate Wilton's sustainability accomplishments in economic development marketing brochures. *In update 40 Thinks We Love.*
- 2-Consider establishing a local or multi-town arts council to better coordinate, market and promote historical, rural, arts and cultural tourism in Wilton, as part of a larger region.
- 3-Continue to support other Town cultural institutions and organizations through partnerships and collaboration, including through Townwide events and programs like Ambler Farm Day, the Summer Concert Series, street events, street fairs, arts and craft shows, farmers markets, regional and national sport events, and holiday parades and strolls.
- 4-Promote Wilton's talented workforce, education systems, quality of life, and character (landscape, historic resources, etc.) in marketing the Town to businesses. This includes both amenities within Wilton as well as those within the larger region, which are accessible to Wilton residents.
- 5-Support*-Support EDC efforts to market to business clusters that already have a presence in, or are appropriate for Wilton's existing workforce, development scale, and business mix. Target clusters identified in the EDC's 2014 Strategic Plan include: healthcare, professional and technical services, marketing/marketing research, film/performing arts, retail, and other entrepreneurial "clean energy" organizations.
- 6-Support*: Conduct an expert-assisted zoning analysis that assesses potential barriers to reuse of underperforming commercial properties, and consider amendments to regulations to improve redevelopment potential. This should include evaluating form-based zoning approaches, permitted uses relative to market conditions, as well as dimensional and parking requirements, among other considerations.
- 7-Support*: Evaluate targeted changes to zoning regulations that enable greater utility from as-of- right and special-permitted uses in commercial districts; consider making certain special- permitted uses as-of-right.
- 8-Consider potential tax and grant incentives for improvements and/or redevelopment. Implement and market the most appropriate incentives.
- 9-Support*- Conduct an expert-assisted joint PZC/ HDPC process to explore zoning incentives (setbacks, density bonus, etc.) and potential form-based zoning strategies for the reuse, preservation, rehabilitation, restoration, reconstruction, and/or relocation of historic structures.
- 10-Conduct a joint PZC/ EDC process to explore changes to sign regulations to ensure the appropriate balance between business-friendliness and aesthetic quality.
- 11-Support*- Consider ways to reduce parking requirements in light of current and impending changes in transportation technology such as car sharing and other vehicular innovations. Interim steps towards reduced overall parking requirements may include: enabling deferred construction or pervious parking of

some proportion of spaces, encouraging shared parking arrangements, and providing regulatory incentives for bike, pedestrian, and car-share amenities.

12-*Support*- Update signage regulations with business and community input. Updates should balance business needs with community aesthetic and safety considerations.

13-Work collaboratively with the Chamber of Commerce to establish a business visitation program to identify issues and opportunities.

14-*Support*: Continue to work with public and private landowners and utilities to encourage improvements to telecommunications infrastructure, particularly wireless and fiber that enable high-bandwidth uses and applications. We asked the WECC to do work on telecommunications. Didn't happen. Town staff and attorney are handling Verizon. WestCOG performing broadband study. Frontier and Altice expanding fiber.

15-*Support*: Assess the Town's zoning regulations and identify any potential regulatory barriers that impact the Town's growing work-from-home population.

16-*Support*: Evaluate the land-use permitting process and identify ways to create a more efficient, simple, and cost-effective process, including:

- Better application, hearing, and timing coordination between boards and commissions, staff, and the public; and

- Improving the pre-application process to ensure all boards, commissions and staff provide meaningful and efficient review early in the application process, and that requirements for approval are clearly communicated to applicants.

17-Participate Plan Implementation Committee

18-*Support*: Investigate regional or State programs to help fund planning, especially for transit- oriented development.

19-Consider opportunities for enabling more seasonal events and activities in Cannondale. Explore using the train station parking area for weekend or off-peak events.

20-*Support*: Identify place-making opportunities, (signage, streetscape, wayfinding, pedestrian amenities, etc.) to brand and market Georgetown across municipal boundaries.

21-*Support*: Pursue grants and streetscape improvement projects jointly with other municipalities.

22-Continue to monitor and participate in G&B Wire Mill redevelopment planning efforts to ensure positive impacts to Georgetown as a whole, and Wilton.

23-Work with CT DOT, Norwalk Transit and major employers, shopping centers, and other stakeholders to advertise and enhance bus service routes and stops to and from Wilton villages, train stations and major business centers (i.e., ASML) and provide amenities such as shelters, benches, lighting, and trash receptacles at bus stops. Modify the zoning regulations to require or incentivize the provision of bus shelters, incorporating appropriate design. Town Staff has met with Norwalk Transit.

24-Continue to encourage alternative transportation and commuting methods, including ridesharing, off-peak work scheduling, and telecommuting. Consider bike sharing opportunities, particularly in village centers and along Danbury Road and NRVt.

25-Support: Consider town-owned real estate in meeting the housing, conservation, or economic development objectives of this Plan, as appropriate. **Moved responsibility to the Housing Committee**

26-Work with telecommunications providers and property owners to improve and upgrade high-bandwidth, reliable internet and cellular service throughout Town, including evaluation of 5G wireless, public Wi-Fi, and/or fiber buildouts, among other newer technologies, starting in Wilton center and along Danbury Road. Ensure proper consideration of viewsheds, the aesthetic environment, and health concerns, consistent with state and federal requirements. **As above**

27-Identify Town-owned land that could be used by telecommunications and/or cellular providers. **As above.**

28-Work with utility providers to promote the expansion of natural gas service.