Community First Impressions
Assembly Committee on Community Development

Village of Little Chute Context

- Established 1848
- Fox River Community
- Neighbors - City of Appleton and City of Kaukauna
- Approximately 11,000 residents
- Equalized Value of $898M
- Thriving Commercial/Industrial Sectors
- Little Chute Windmill
- Member of WEDC Connect Community
- Central Business District has its own zoning code
- Downtown Planning is not new
- 2003 Main Street – ACPA Excellence Award
Our Brand – The Little Chute Windmill

- Efforts started in 90’s
- 501 c3 – Raised $4.5M
- Officially opened in 2015
- Open April to November
- Thousands of visitors annually
- Windmill was the catalyst for village action in the 2000’s

Central Business District Policies

- 2009 Design Review Manual is codified
- 2009 Design Review Board is established
- 2009 Façade Loan Program established ($150k)
- 2017 Downtown Master Plan Updated
- 2018 Sign Grants
Future Policy Goals

• Increased assistance in façade planning
• Grants for architectural services
• Create direct visual connection to Fox River
• Business Incubator Space
• 3P efforts on business plans

Results – Adherence to Design Review Manual
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Conclusion

- You must address core functions first (streets, safety, quality of life)
- Downtown Development is a marathon
- Determine what makes you unique – Brand
- Adherence to plans and policy
- Understand your audience
- Carrots work better than sticks