

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



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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



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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



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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



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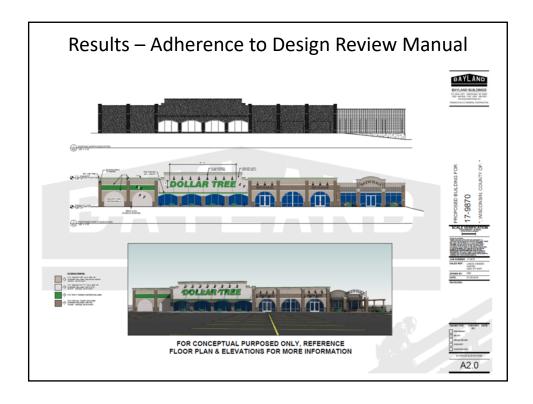
Results – Adherence to Design Review Manual LITLECHUTEWI.080











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



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