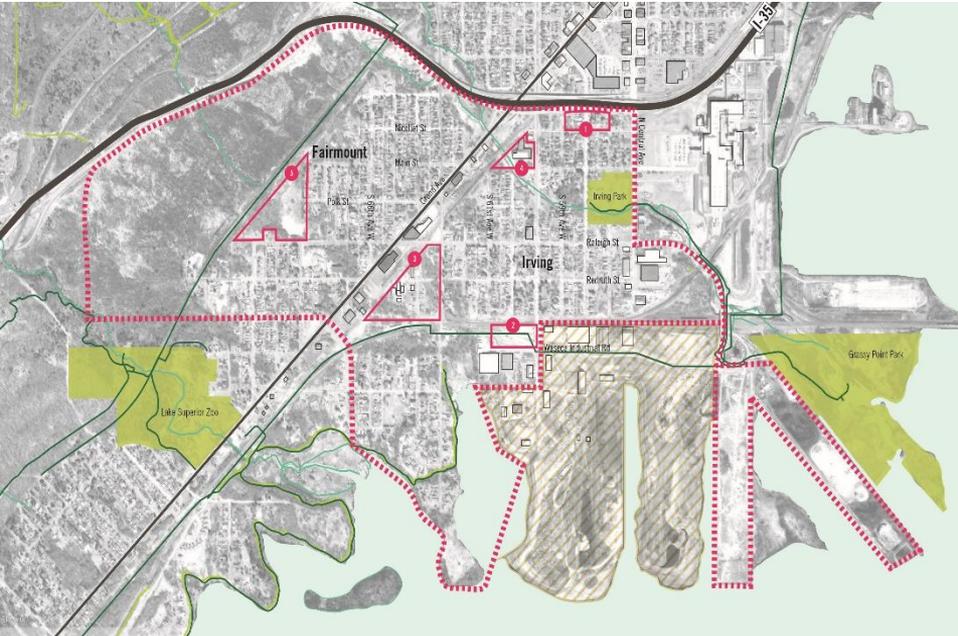


CITY OF DULUTH WESTERN PORT AREA NEIGHBORHOOD PLAN



WPAN PLAN OVERVIEW

- Where is it
 - What is it
 - Why do it
 - How will it be done
 - When will this happen
-
- SHORT EXERCISE



Downtown

Lincoln Park Craft
Industry District

Fairmount

Lake Superior Zoo

Irving

Spirit Mountain
Recreation

WESTERN PORT AREA NEIGHBORHOOD PLAN
REGIONAL AREA CONTEXT MAP

WHAT IS IT?

A SHARED COMMUNITY VISION THAT...

- Stimulates economic development
- Facilitates the use or reuse of existing infrastructure
- Creates or preserves green space, recreational property, and other nonprofit uses
- Achieves sustainable and equitable development outcomes



MOST IMPORTANTLY IT IS A PROCESS THAT...

- Brings people together committed to creating positive change
- Identifies local champions who will implement new ideas



WHY DO IT?

- Capitalize/build on other planning initiatives that impact the WPAN
- Explore new ideas and concepts for improving the WPAN
- Guide the design and location of future planned investments (e.g., road reconstruction, new trails, new development, etc.)
- Help secure project funds
- Create community



HOW IS IT DONE?



ENGAGE THE COMMUNITY IN A DYNAMIC PROCESS

- Community engagement plan to maximize involvement
- Multiple outreach strategies
 - Public meetings
 - Website
 - One-on-one interviews
 - Event attendance
 - Other tactics as needed/appropriate
- Stakeholder group: help identify hard to reach groups and best strategies





BALANCE BUSINESS AND RESIDENT NEEDS

- Identify shared goals and collective vision to be integrated into the plan
- Define what success looks like for all stakeholders
- Balance needs with outcomes
- Prioritize recommendations and improvements for WPAN





PLACEMAKING: RECOGNITION OF COMMUNITY CHARACTER AND SENSE OF PLACE

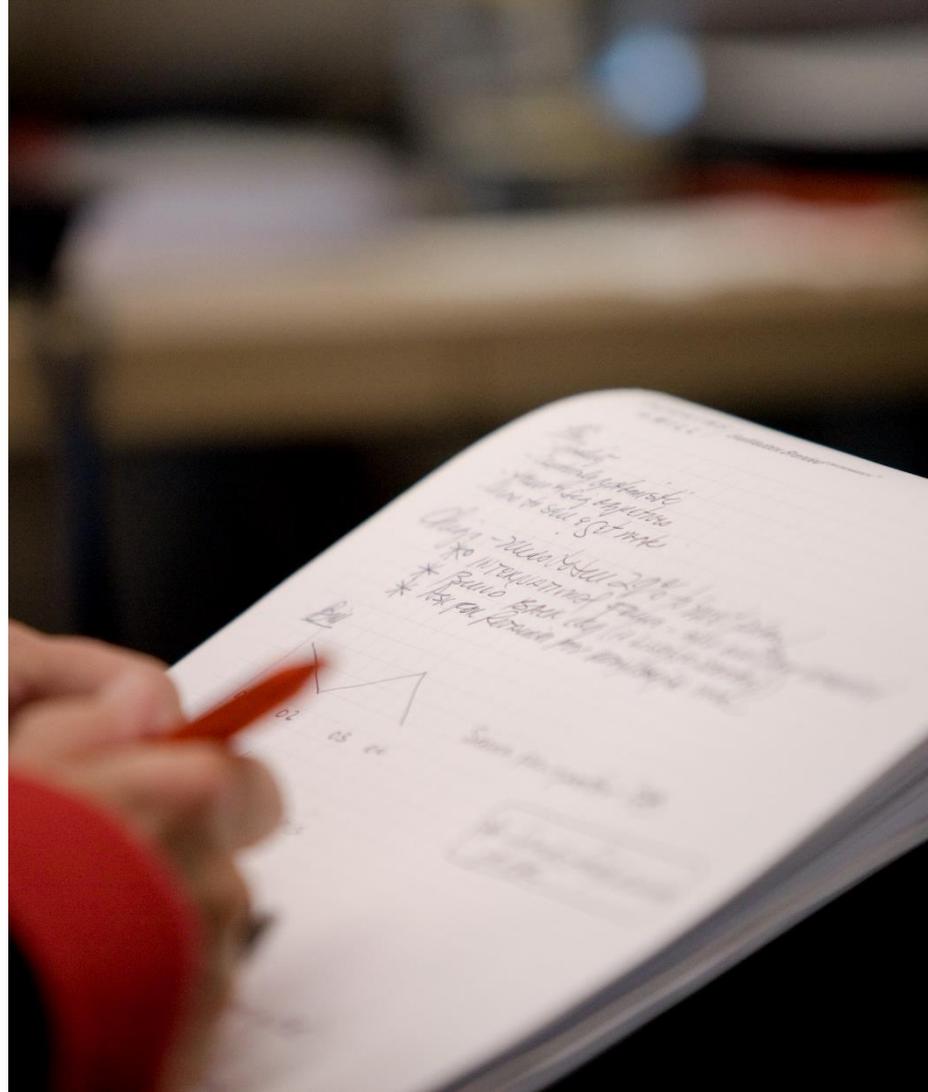
- Reinforcing positive elements of WPAN
- Collectively reimagine and reinvent WPAN
- Strengthen the connections between residents and the places they live
- Enhance physical, cultural, economic, and social identities





TEST ALTERNATIVES + FINANCIAL FEASIBILITY

- Solid, real world data
 - Demographics
 - Land use
 - Zoning
- Developer input
 - Market dynamics
- Achievable implementation





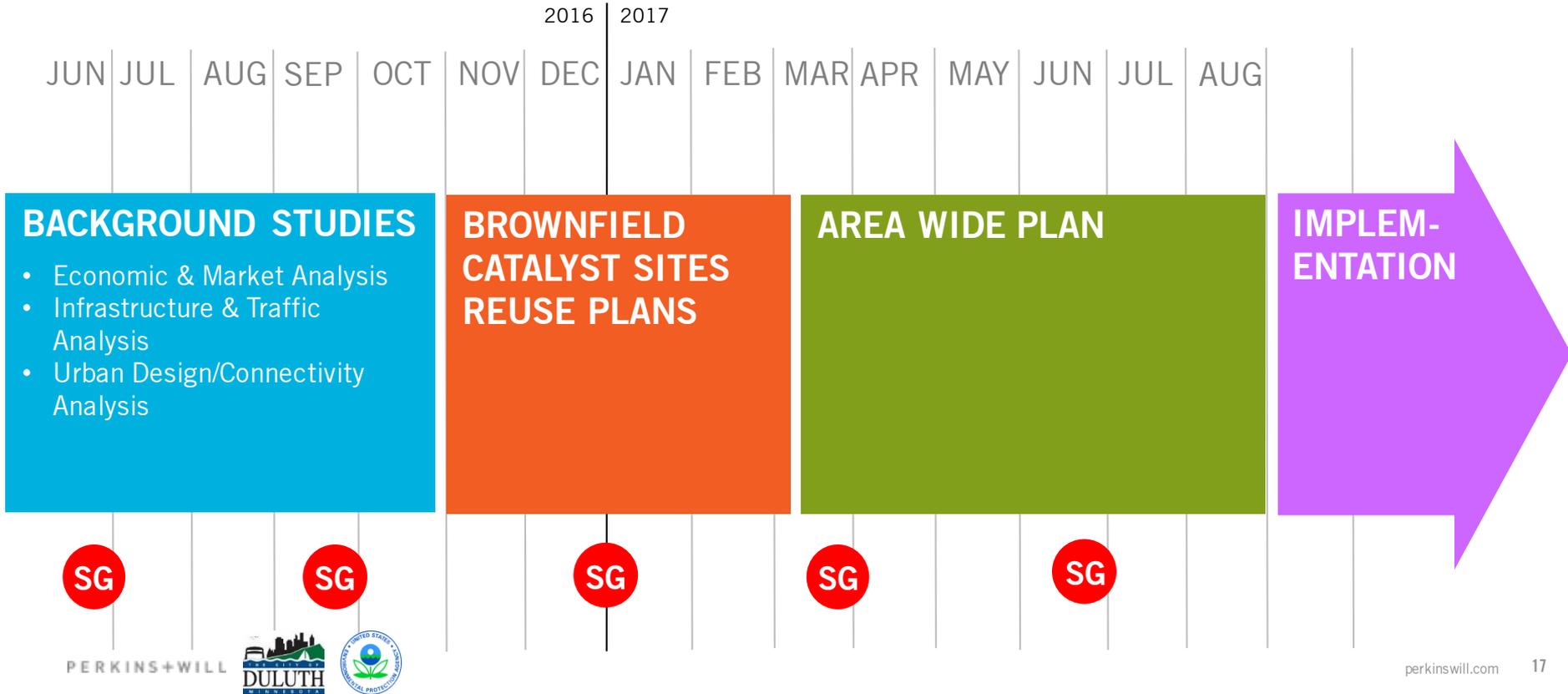
SUSTAINABLE APPROACH COMMUNITY HEALTH

- Adapt MN Brownfields Health Impact Tool
- Safe Multi-modal Options
- Supportive Social Systems
- Environmental Health: Access to Clean Water, Clean Air, Fresh Foods, and Places to Play
- Economic Opportunity
- Resiliency



WHEN WILL THIS ALL HAPPEN?

SCHEDULE/PROCESS DIAGRAM



SHORT EXERCISE

- 1) IMAGINE THE WPAN 20 YEARS FROM NOW AFTER A BOLD BUT REALISTIC PLAN WAS IMPLEMENTED**
- 2) PLEASE WRITE DOWN THE CHANGES YOU ENVISION**

(WE WILL COLLECT YOUR RESPONSES AND TABULATE THEM)