

### Guiding Principals

**Take Back the Street:** create a safe, enticing, and comfortable pedestrian destination. Invite people to stroll, lounge, and connect to others and the waterfront.

**Water, Water, Everywhere:** maximize water connections. Provide opportunities to view and learn about the function, history, and ecology of the bay while soaking in the harbor experience.

**#Duluth:** reinforce Duluth's authentic brand. Extend the Lakewalk's themes and make Baywalk an accessible destination to all residents and visitors.

**Resilient to the Core:** enhance the resilience of the site. Protect Baywalk from the mighty lake and prioritize resiliency and durability of materials.

**Duluth's Backyard:** maximize flexibility. Set the stage for a variety of current and future programming opportunities for the DECC, City events, cruise ships, and everyday users.

