



## WILMINGTON REDEVELOPMENT PLAN GOALS & OBJECTIVES WORKSHEET

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To establish a Redevelopment Project Area, a written plan (the Redevelopment Plan) that describes the tools and processes that will be used to reach the plan's goals must be adopted jointly by the CRA/LA Board of Commissioners and the City Council. ***In other words, everything in a Redevelopment Plan ultimately centers on the Plan's goals and objectives.***

While there is no legal requirement on how to derive these goals and objectives, generally it is wise to follow the example of other adopted plans. Creating inventive or unique goals and objectives, may seem like a good idea today, but may hinder future redevelopment plans since the work program is based on the Redevelopment Plan's goals and objectives.

Oftentimes, Redevelopment Plans make little distinction between goals and objectives. However, they actually have different meanings.

A **goal** is an end; a final outcome; a desired accomplishment, result or purpose. For example, the first goal in the Redevelopment Plan for the in the City of Pasadena is to "encourage and aid the economic development of all project areas".

An **objective** is the means to the end. Objectives are the facilitating steps necessary to achieve a specified goal. For example, one of the City of Pasadena's objectives under Goal #1 is to: "preserve and expand existing office space catering to national and regional companies".

Thus, when drafting the goals and objectives for the Wilmington Redevelopment Plan, the committee can recommend the format (i.e. distinct goals and objectives).

When drafting Redevelopment Plan goals and objectives, it is important to:

- Recognize that the overarching goal is the elimination of blighting conditions (physical and economic).
- Be flexible and broad enough so the Plan remains relevant for the next 30 years. But, don't be too vague because it will be difficult to measure future success.
- Consider possible future work programs as they must be derived from the Redevelopment Plan goals and objectives.
- Be realistic about what the Redevelopment Plan can accomplish.
- Represent a shared vision of Wilmington including the goals and objectives of various community stakeholders (i.e. youth, seniors, long-term residents, recent immigrants, business owners, disabled, etc.).

- Focus on a few, high value, high impact goals with corresponding meaningful objectives.
- Use action verbs.

List of common action words

preserve	promote	develop
expand	increase	rehabilitate
fund	partner	engage
provide	improve	ensure
offer	create	establish
encourage	facilitate	stimulate
foster	eliminate	

### **Community Input**

During previous community meetings, stakeholders provided feedback on what they hope the Redevelopment Plan should accomplish. This input should be considered in drafting the goals and objectives.

- Create more affordable housing
- Promote home ownership opportunities
- Restrict incompatible uses (i.e. residential next to industrial)
- Require improvements to buffer residential from existing industrial uses (i.e. landscape setback)
- Remediate toxic soil
- Install roads, sidewalk, curbs, gutters, storm drains, etc. where they do not exist
- Repair/rehab aging infrastructure (i.e. sidewalks, street lights, etc.)
- Attract new retail businesses, especially a large format grocery store
- Recruit new employment intensive, clean industrial businesses to the Wilmington Industrial Park
- Increase open space and parks and improve existing recreational facilities
- Expand community services and facilities
- Create living wage jobs, especially for youth
- Reduce crime and graffiti
- Preserve historically significant buildings and sites
- Support existing business
- Improve the image and appearance of downtown Wilmington
- Discourage open storage
- Foster connections to the waterfront
- Rehab deteriorated or run-down buildings
- Enhance pedestrian walkability
- Facilitate community mobility including public transportation
- Create mixed use development
- Support transit oriented development
- Encourage livable, sustainable, and well designed neighborhoods.