

Strategic Plan

City of Superior

The Strategic Plan was developed from information compiled from the 2014 Community Needs Assessment Survey (CNAS), the Comprehensive Plan, two 2014 Town Hall meetings, and meetings with City leaders. The 2014 CNAS was delivered to every household in Superior, while the Comprehensive Plan combined information gathered from stakeholders and the community at large. Participants at the 2014 Town Hall meetings were residents of the community who were asked to rank priorities from the Comprehensive Plan. City leaders and members of Superior Development Corporation also provided knowledgeable input for the Strategic Plan. Economic Development was a key issue identified throughout these community meetings.

Goal: Land Use and Urban Design

Objective: Land use policy will support contiguous development and redevelopment patterns, encourage the development of unique neighborhoods, and protect unique environmental resources.

Strategies:

- Create an inventory of existing legal nonconforming uses and other potentially contentious land uses.
- Identify areas for appropriate infill.
- Minimize the negative impact of certain land uses on residential uses and our traditional downtown.

Action Steps:

- Through Nuisance Abatement Program (code enforcement by a third party), require nuisance mitigation, removal or rehab of blighted structures, and identify neighborhoods for redevelopment.
- Update zoning regulations to require additional improvements to minimize the impact of commercial uses in close proximity to traditional neighborhoods.

Goal: Community Character

Objective: Superior will build on community assets to create a distinct image and positive environment for doing business, living, and playing in the community.

Strategies:

- Create a way finding system to help visitors find common destinations, including Chamber Office, recreational amenities, and business district / businesses.
- Reinvest in our downtown to preserve its historic character and assist in the preservation of an economically viable community center.

Action Steps:

- Become a NDED recognized Leadership Community
- Create a partnership between the City, Superior Development Corporation, and the Downtown Business Association to seek Downtown Revitalization Funds.
- Create business incubator in an existing downtown building.

Goal: Economic Development

Objective: Policies will support and encourage diverse economic opportunities that build on existing businesses and encourage entrepreneurs and small business development.

Strategies:

- Provide incentives for both new and existing businesses to concurrently create and help sustain local businesses.
- Encourage residents to shop locally.
- Assist business transition/succession plans.
- Business Park expansion
- Keep or attract youth to reside/work in Superior.
- Assist to alleviate the shortage of childcare availability and options.

Action Steps:

- Become a NDED recognized Leadership Community
- Have one on one meetings with current business owners to discuss and offer assistance with business transition.
- Develop more internship opportunities or education/work experience programs.
- Work with the School and local organizations to utilize existing facilities and encourage/assistance the creation/expansion of childcare availability.
- Create Business Park “build to suit” packages to market to various industrial and higher intense commercial businesses.

Goal: Housing

Objective: Housing and land use policies will support a variety of housing types and encourage reinvestment in the city’s existing housing stock.

Strategies:

- Create an inventory of existing housing conditions.
- Identify vacant, severely deteriorated residential structures.
- Identify ideal areas for residential infill.
- Assist with the economically feasible rehabilitation of salvageable residences in identified rehab/infill neighborhoods/areas.

Action Steps:

- Apply for NIFA funds to assist with the completion of a Housing Study that includes a detailed housing inventory and redevelopment area identification.
- Seek Housing funds to assistance eligible and willing residents with the rehabilitation of their homes.
- Work with property owners of vacant/deteriorated/abandoned residences to rehab, remove, or resale the property.

Goal: Transportation

Objective: Future transportation will sustain the existing system and provide for alternative safe transportations options.

Strategies:

- Provide adequate well maintained streets for residents.
- Improve sidewalks.
- Identify sidewalk priority areas and missing sidewalk links in high pedestrian traveled areas.

Action Steps:

- Expand and enforce “no truck route” ordinance to minimize negative impacts/damage to streets not intended for heavy traffic thus extending the life of them.
- Identify high pedestrian traffic routes and create strategies to fill in the require links to complete the route.

Goal: Parks, Recreation, and Wellness

Objective: Superior will be a healthier city by providing attractive recreation resources to residents and visitors, and constructing and maintaining infrastructure that encourages physical activity.

Strategies:

- Develop bike/walking paths and trails.
- Complete utility upgrades in Lincoln Park for campers.
- Identify areas and opportunities to expand camper sites.

Action Steps:

- Construct one block of side walk to finish loop around the City Park.
- Create a hike and bike master plan to identify and phase potential improvements and expansions.