



# The National Coastal Zone Management Program

## Measuring Performance: **Community Development**



### The National Coastal Zone Management Program

The National Coastal Zone Management (CZM) Program is a voluntary partnership between the National Oceanic and Atmospheric Administration (NOAA) and 34 coastal states and territories. Established under the Coastal Zone Management Act (CZMA) in 1972, the program seeks to protect, restore, and responsibly develop our nation's diverse coastal communities and resources.

### The Importance of Coastal Community Development

Coastal communities are home to over half of the U.S. population. They contain vibrant ports, harbors, and other essential businesses that are dependent on waterfront locations. As the coastal population continues to increase, so does the intense competition for coastal land and resources, which makes comprehensive planning critical to the development of robust coastal communities. It is important to design, site and construct development in ways that preserve and protect critical coastal resources and to promote water dependent uses and industries.

### Promoting Coastal Community Development

The National CZM Program works with coastal communities to help them grow in a balanced, sustainable way that maintains their coastal character, protects human and environmental health, and promotes water dependent uses. The program developed several metrics to track and assess its performance in achieving the coastal community development and water dependent use goals of the CZMA. The metrics focus on the National CZM Program's role in promoting sustainable community development, including port and waterfront revitalization, and educating and training community members about how their community can develop sustainably.

## Putting It into Context...

**60 million people**

Increase in the number of people living along the U.S. coast between 1970 and 2010, a 45% increase

**24 million housing units**

Increase in coastal housing units in the United States between 1970 and 2010, a 77% increase

**\$1.2 trillion**

Value of imports through U.S. ports in 2011

**1 million jobs**

Number of jobs associated with the U.S. commercial fishing industry in 2009

Sources: NOAA's State of the Coast. [www.stateofthecoast.noaa.gov](http://www.stateofthecoast.noaa.gov); National Ocean Economics Program. State of the U.S. Ocean and Coastal Economies. 2009. [www.oceaneconomics.org](http://www.oceaneconomics.org)

# COMMUNITY DEVELOPMENT

Between 2008 and 2011

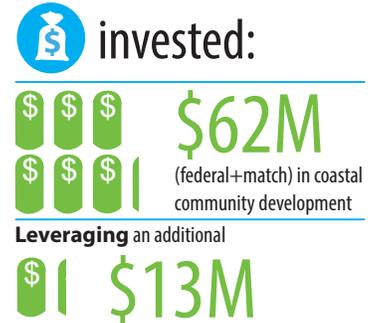
**Goal:** Increase the percentage of coastal communities implementing sustainable coastal management practices and revitalizing port and waterfront areas.

## Getting Results

The National CZM Program worked with:



## Increasing Capability



 =100 communities     =1,000 people     =\$10 million

## Spotlight: National CZM Program Helps Minnesota Community Achieve Vision

Duluth, Minnesota, is defined by its bustling commercial, residential, and industrial areas, including the largest volume shipping port on the Great Lakes, and its diverse natural areas—streams, parks, and nearly 28-square miles of forest. However, the city's 50-year-old zoning ordinance was not equipped to effectively handle future growth and development. City planners, with assistance from the National CZM Program, overhauled Duluth's outdated ordinance to incorporate contemporary approaches to neighborhood revitalization, sustainability, mixed use development, and natural resource protection. Through the National CZM Program, the Minnesota Coastal Management Program provided financial support, geographical information systems data, and technical advice to help Duluth make informed decisions. As a result, the city established a Unified Development

Code, which includes a Natural Resources Overlay District to reduce polluted runoff and protect sensitive coastal resources such as wetlands, floodplains, and shorelands. Duluth also created special purpose districts for park and open space and industrial waterfronts to protect open spaces and water-dependent industries. These updates will enable the city to develop in a sustainable way that preserves its community character and promotes economic development.



Credit: NOAA

*"The Coastal Program grant allowed the city to undertake a more comprehensive approach in its new zoning code. We were able to focus on themes of sustainability and stormwater and created a Natural Resources Overlay that covers the entire city."*

—Jenn Reed Moses, Planner for the City of Duluth