



Marketing & Placemaking Road Map

West St. Paul

OI

recap



**You have all the ingredients for a strong identity,
you just need the recipe to tell the story of who you are.**

Tell the story consistently through messaging, programming, and public art.
This will exponentially increase the impact of your brand.

**Reinforce and build distinctive local spaces that will give
residents or businesses something to rally around.**

This builds pride and strengthens emotional connections to West St. Paul.
People want to connect with spaces that reinforce why they live in a place.

**When we looked at West St. Paul's positioning and
competitors, we saw a serious opportunity to compete
in the Charm Department.**

While West St. Paul lacks the architectural charm of a historic downtown,
it can embrace weird and wacky ideas that give it a charming edge.

Sprinkle the West St. Paul personality into future development.

And, more importantly, bring it into the spaces in between through art, storytelling, and programming.

Embrace diverse stories that come to life.

West St. Paul can appeal to younger generations and position itself as a community of choice and inclusivity.

The sentiment of your original tagline, “WSP Close to it All” wasn’t wrong.

It just didn’t capture the whole story and everything your community offers within West St. Paul.

The community needs some small, quick wins.

WSP is a city on the rise and the community feels the momentum. But the community is desperate to turn talk into action and wants to see the momentum leveraged.

02

the road map





**A chicken wing, a Kohl's Buck, and a WiSP
walk into a bar...**

- 1. Let Your Brand Lead You**
- 2. Crank Up the Weird**
- 3. Leverage the City's Assets**
- 4. Get Creative with Events**
- 5. Gettin' WiSPy with It**
- 6. Business with a Backstory**
- 7. Cultivate Connection**
- 8. Ask for More**

I. Strategy

IDEA:

OBJECTIVE:

ACTION ITEMS:

1.1

Action item details here

I. Let Your Brand Lead You

IDEA:

Utilize your brand holistically and consistently (colors, fonts, logo, messaging) to help tell West St. Paul's story through written and visual collateral.

OBJECTIVE:

By leaning into who you are and what that looks like every day and every way, the identity of West St. Paul will become embedded in City operations and residents' psyche. Use this brand guide to standardize everything the City puts out there, and add in a side of hot sauce and humor.

1.1

Let your brand story and messaging pillars guide you.

WEIRD

Friendly, playful, and slightly unconventional. Use language that feels approachable but has a witty, unexpected edge.

COZY

Warm, approachable, and conversational, with a relaxed, feel-good vibe. Use simple, clear language that reflects the city's inviting personality.

bold & scrappy

Confident, energizing, and aspirational. Combine bold declarations with approachable language that evokes the city's can-do attitude.

BRAND STORY:

West St. Paul is where hometown charm meets big-city convenience. It's the best of both worlds, just minutes from the bustle of St. Paul and Minneapolis, but with room to stretch your arms.

We're a first-ring, first-tier city, and we're not afraid to stand out. In fact, being a little different is what makes us special. Here, you'll see how the unique and quirky are celebrated as you explore our local stores, festivals, and many neighborhoods.

At the heart of West St. Paul is a spirit of optimism and action. This is where big ideas take shape, and where hardworking folks roll up their sleeves to bring them to life. WSPaulites are people who show up—supporting local businesses, volunteering for events, or boldly reimagining what comes next.

The best part? In West St. Paul, neighbors aren't just neighbors. We're diverse people who will lend you a cup of sugar, shovel your walk, or let you in on one of our inside jokes. They'll make you feel like you've lived here forever—whether you've been here a decade or only a day.

Welcome to West St. Paul, where wonderful meets weird.

1.2

Adopt brand guidelines, create templates (such as e-signatures, presentations, etc), and develop brand-rollout strategy for all city employees, communications teams, and relevant stakeholders.

LOGOS WORDMARK

4

LOGOS DEPARTMENTS PRIMARY

LOGOS DEPARTMENTS SECONDARY

6

COLORS PRIMARY

RGB 15, 37, 62 CMYK 96, 81, 48, 52 HEX #0F253E	RGB 168, 213, 50 CMYK 31, 0, 100, 0 HEX #BCD532	RGB 70, 98, 174 CMYK 81, 66, 0, 0 HEX #4662AE	RGB 252, 176, 23 CMYK 0, 35, 100, 0 HEX #FCB017

COLORS SECONDARY

RGB 191, 230, 241 CMYK 24, 0, 4, 0 HEX #BFE6F1	RGB 220, 214, 234 CMYK 31, 14, 0, 0 HEX #DCCD6EA	RGB 250, 244, 198 CMYK 2, 1, 27, 0 HEX #FAF4C6	RGB 238, 107, 77 CMYK 2, 72, 73, 0 HEX #EE6B4D

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1.2

Revise the city's digital presence (website, social media profiles, newsletters, etc.) to reflect your brand and messaging.

website:

Redesign homepage, About pages, and city initiative pages with messaging that feels fun, approachable, and aspirational. Include visuals, stories, and taglines reflecting the three pillars.

social media:

Revise posts to align with brand personality. Use a witty or cozy tone as you share community stories and highlight local businesses.

newsletter:

Update newsletter templates to ensure content reflects messaging pillars by using playful language for event promotions or cozy descriptions for local businesses.

1.2

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What's Happening in
WEST ST. PAUL
FALL 2024

Municipal Center
1016 Humboldt Avenue
West St. Paul, MN 55118

Office Hours
Monday - Friday: 8am - 4:30pm

PHONE

Main Line - Reception	651-552-4100
Emergency Police or Fire	911
Non-Emergency Police	651-552-2323
South Metro Fire Dept.	651-552-4136
Parks & Recreation	651-552-4150
Building Inspections	651-552-4116
Code Enforcement	651-552-4114
Police Admin/Records	651-552-4200
Elections	651-552-4102
Ice Arena	651-552-4155
Sports Dome/WSPRAC	651-552-4158
Street Maintenance/Trees	651-552-4160
Street Projects	651-552-4131
Inflow & Wastewater	651-552-4137
Business Licensing	651-552-4133

WEB
www.wspmm.gov

SOCIAL

- Facebook.com/CityofWSP
- Facebook.com/WestStPaulPD
- @WestStPaul
- @WestStPaulD
- @WestStPaul

CITY OF WEST ST. PAUL MINNESOTA

Halloween at Harmon!
pg. 23 for details

Versión en español disponible en www.wspmm.gov

CONTACT US
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Business Licensing	651-552-4133

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www.wspmm.gov

SOCIAL

- Facebook.com/CityofWSP
- Facebook.com/WestStPaulPD
- @WestStPaul
- @WestStPaulD
- @WestStPaul

CITY OFFICIALS

David Napier, mayor
612-562-9773 | dnapier@wspmm.gov

Julie Eastman, councilmember - ward 1
651-270-3392 | jeastman@wspmm.gov

Pat Amron, councilmember - ward 1
651-587-6036 | pamron@wspmm.gov

Robyn Gulley, councilmember - ward 2
612-558-6019 | rgulley@wspmm.gov

John Justin, councilmember - ward 2
763-442-1071 | jjustin@wspmm.gov

Wendy Berry, councilmember - ward 3
612-414-2749 | wberry@wspmm.gov

Lisa Eng-Sarac, councilmember - ward 3
651-767-7090 | lengue@wspmm.gov

Nate Burkett, city manager
651-552-4101 | nburkett@wspmm.gov

COUNCIL MEETINGS
Held the 2nd & 4th Mondays of each month
6:30 pm - City Hall Council Chambers

21 City of West St. Paul | www.wspmm.gov

FROM THE MAYOR'S DESK

HONORING OFFICER SCOTT PATRICK

Dear Residents of West St. Paul,

This year marks the 10th anniversary of the tragic loss of Police Officer Scott Patrick. Officer Patrick, while serving with the Mendota Heights Police Department, was murdered in the line of duty near the intersection of Dodd Road and Smith Avenue in West St. Paul.

On July 30th, 2014, Officer Patrick was conducting a routine traffic stop when he was struck by multiple shots fired by the driver of the vehicle. Despite the best efforts to save him, Officer Patrick succumbed to his injuries at Regions Hospital. His assailant was apprehended after a confrontation with police later that day and was subsequently convicted of first-degree murder and sentenced to life without parole in February 2015.

Officer Patrick served with the Mendota Heights Police Department for 19 years and was a beloved husband, father and friend. He left behind two beautiful daughters. His commitment to protecting our communities and his ultimate sacrifice will never be forgotten.

In the years since his murder, a memorial plaque has stood at the site where Officer Patrick was killed, honoring his life and legacy. However, the City of West St. Paul is taking steps to create a more permanent tribute at the site of this tragic event. In 2023, West St. Paul received a \$3.1 million federal grant to realign the Smith Avenue and Dodd Road intersection, improve traffic flow and safety, enhance Albert Park, and establish a lasting memorial for Officer Scott Patrick.

In conjunction with Officer Patrick's widow, Michelle, we will be developing the preliminary design for this memorial, envisioning a space that appropriately honors Officer Patrick's bravery and dedication. It is our hope that this site will serve as a permanent reminder of his service and sacrifice, and a place where our community can come together to reflect and pay respects.

I invite all residents to learn more about this important project by visiting our website at wspmm.gov/mth-1000. Your support and engagement in this endeavor are invaluable as we work to honor Officer Patrick's memory and continue to enhance the safety of our community. We are proud to support the men and women in law enforcement that risk their life every day to keep us safe.

Thank you for your continued support.

- Mayor Napier

www.wspmm.gov | City of West St. Paul

City of West St. Paul Presents

SUMMER MOVIE in the Park

SPORTS COMPLEX BALLFIELD #2

FRIDAY AUGUST 23 8:45 PM

Following C.O.P.S. in the Park

Bring your chairs, blankets, and snacks!

FREE ALL AGES EVENT

Elemental

Sponsored by

Sonia Lhotka, Agent
651-454-8555 | 1201 Robert St. S.
Suite M3B, West St. Paul, MN

State Farm

CITY OF WEST ST. PAUL MINNESOTA

ACTION ITEMS

1.3 **Organize brand workshops** for city employees, communications teams, and relevant stakeholders to ensure they understand the **Brand Guidelines** and how to incorporate them into their work.

1.4 **Reinforce the brand in the built environment**—think park signs, gateways, facilities, and City color flower pots.



Photo Credits (clockwise from left): RSM Design, Casie Stewart, Veste POP Planters, Michael Clyde Johnson

2. Crank Up the Weird

IDEA:

We know weird resonates with the community. Create an explorers' guide and experiential programming that engages the community and embraces your quirky personality.

OBJECTIVE:

People love a good competition—and some friendly Facebook banter. Lean into this and create fun, interactive resources as well as a scavenger hunt that gets people out and about exploring, supports local businesses, and helps tell your weird and wonderful story.

2.1

Build off of the Let's Explore West St. Paul Guide, adding in the weird, quirky, and lesser-known spots in West St. Paul. Rebrand and promote the guide through the city's website, on social media, and at local businesses.

- **List unique attractions** (e.g., quirky parks, hidden art installations, unusual architecture).
- **Recommend local businesses** that embrace the city's weirdness (e.g., offbeat cafes, thrift stores).
- **Share fun facts about each spot** (e.g., "Did you know this street was once home to the tallest tree in the city?").
- **Print it!** Encourage businesses to print physical copies for in-store distribution.

Credit: West St. Paul Reader



2.2

Use the Guide to program a community-wide Screwball Scavenger Hunt.



Themed Challenges

Create a series of clues or tasks that guide participants to quirky parks, hidden art installations, and unusual architecture throughout West St. Paul. Each location will have a specific challenge, like taking a photo with a certain landmark, answering a trivia question, or finding a hidden detail.



Local Business Stops

Include stops at local businesses that embrace the city's weirdness, such as offbeat cafes, thrift stores, or quirky shops. Encourage scavenger hunters to visit these spots to complete challenges, like finding a unique item or sharing a fun fact about the store.

2.2**Use the Guide to program a community-wide Screwball Scavenger Hunt.****Fun Facts & Hidden Gems**

Each location in the hunt will feature an interesting fun fact, such as “Did you know this street was once home to the tallest tree in the city?” These tidbits will give participants a deeper connection to the spots they visit. These locations could also be highlighted with a “Certified WSP Weird sticker.

**Incentives & Rewards**

Offer rewards or incentives for completing the scavenger hunt, such as discounts at local businesses, WiSP swag, or recognition on social media. Those who share on social could be entered into a larger raffle with a more significant prize! This will encourage more people to participate and keep them engaged.



A historic scavenger hunt hosted on the Eventzee app in Antioch, Illinois

IN 1997, THIS STRUCTURE WAS GIVEN AN AWARD IN THE "CHICAGO'S FINEST PAINTED LADY COMPETITION" FOR THE NORTHWEST SUBURBS COMMERCIAL BUILDINGS CATEGORY.

UNCOVER
ANTIOCH



2.3 **Pay homage to existing weird history**, such as the Rock of Doddway, the World's Longest Bench, and Robert Street dog sled races.

2.4 **Make space for newly minted weirdness.** For example, can you create the World's Largest Chicken Wing, or embrace mythical statues (see #5!)



Casey, Illinois has made an identity for itself with the mantra "Big Things, Small Town"

3. Leverage the City's Assets



IDEA:

If you own it, make sure it's on-brand!

OBJECTIVE:

The City of West St. Paul controls its infrastructure and public spaces, making these places the perfect spots to shape your identity. Leverage these assets through placemaking and storytelling in public projects. Whether it's through streetscapes, parks, or infrastructure improvements, every public space is an opportunity to reflect the city's character and narrative.

3.1 Encourage all city departments—public works, parks and recreation, planning, and others—to incorporate placemaking principles into their work.

When planning infrastructure upgrades, park renovations, or new construction projects, consider how these spaces can enhance West St. Paul's identity. Encourage teams to think beyond functionality, and ask how each initiative can serve as a piece of the city's overall narrative.

Seasonal comfy stations: fire pits for the cold and shade / misting stations for warmer months!

Don't be afraid of **color!**

Permanent infrastructure for **rotating, temporary art installations** that can bring energy & a little weirdness to public spaces regularly.

Signage that celebrates local history and helps tell the brand story.

3.2

Champion the integration of bold, vibrant elements into the city's public realm to make it more welcoming and inspiring. These features can include colorful crosswalks, and playful landscaping elements, such as encouraging more rock snakes along paths and trails!



Photo Credit: James Sloan



Photo Credit: Mark Miller



Photo Credit: Stefanie Bales Fine Art

3.3

Ensure your public art beautifies a space and tells a story.

All public art installations should be accompanied by informative signage that provides context about the artwork and its meaning—and ultimately connects it back to the City. This can be achieved through simple aluminum signage panels, which help foster deeper connections to the art and the community that produced it.



3.4 **Review and adjust policies and regulations to allow for creative signage, public art, and architecture.**

Identify regulations that limit the size, placement, and duration of signage and art installations. Determine which ordinances need revisions to allow for both permanent and temporary displays.

Analyze the permitting process for public art and digital projections. Streamline approval timelines and reduce administrative hurdles.

Coordinate with commissioners to get everyone on board with Google.



Photo Credit: © HABSPHOTO, Pann's Coffee Shop, Los Angeles, CA

4. Get Creative with Events



IDEA:

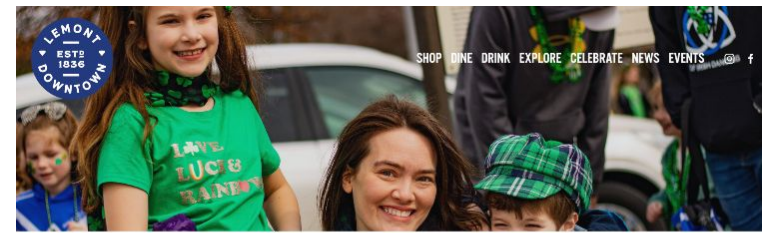
Reimagine seasonal events to infuse them with local flavor.

OBJECTIVE:

Enhance community engagement, celebrates local culture, and strengthen the city's bold and playful brand identity.

4.1

Reimagine West St. Paul's city-run events by focusing on fewer, high-impact experiences. Start with four annual signature events that bring together multiple departments and have the potential to become beloved, long-term traditions. Once these are running smoothly, expand with new series like night markets or so-bad-they're-good movies in the park.



SIGNATURE EVENTS



Village of Lemont's Signature Events

4.2

Add a unique twist to events to align with the city's playful and bold character.

IDEAS FOR INFUSING LOCAL FLAVOR

wurst st. paul:

Embrace the playful spirit of West St. Paul by launching "Wurst St. Paul," the opposite of a talent show—a showcase of hilariously untalented acts, encouraging community members to have fun and not take themselves too seriously. This offbeat event could part of West St. Paul Days, or as an Oktoberfest alternative.

purple reign:

Lean into the funky by hosting Purple Reign, the ultimate Prince Look-Alike Contest! Whether participants have the rhinestone-studded flair, the perfect curls, or just an undeniable "Purple Rain" energy, this is their moment to shine. Contestants can strut their stuff in a catwalk showdown while the rest of the crowd enjoys lip sync battles, Prince-inspired airbrush tattoos, and a "Little Red Corvette" photo moment.

4.2

Add a unique twist to events to align with the city's playful and bold character.

IDEAS FOR INFUSING LOCAL FLAVOR

hungry hungry humans:

Bring the board game to life with a high-energy, laugh-out-loud competition where teams use laundry baskets to scoop up balls while being slid around on scooters. A perfect fit for West St. Paul's playful side, this could be a one time winter event or a tournament series. Bonus points for team costumes and over-the-top announcers calling the action like a major sporting event.



Photo Credit: World of Winter

4.3

Introduce an annual theme West St. Paul Days, the first being *Weird & Wonderful*—highlighting local artists, culinary innovators, and performance groups.

- Organize pop-up markets, interactive workshops, and street performances emphasizing the city's offbeat charm and community pride.
- Embrace dress up days—paint the town lime green on Friday, and wacky and weird on Saturday!

Photo Credit: Andy Berndt



4.4

Partner with neighborhood associations, cultural organizations, and local non-profits to collaborate on events to reflect West St. Paul's racial, ethnic, and artistic diversity. These could include family-friendly activities and cultural programming to ensure that offerings appeal to a broad demographic.

4.5

Redesign Explore WSP Days website to serve as a year-round event hub and guide to explore the community.

- Redesign the site for broader events and exploration focus.
- Incorporate an community event calendar, where different organizations can submit events (explore platforms like Tockify). Highlighter partner events will expand the event calendar without expanding staff time and resources to program events.
- Expand content to spotlight local attractions and businesses, serving as a resource for residents and visitors.

4.6

Increase coordinated promotion of all events.

5. Gettin' WiSPy with It



IDEA:

Embrace a cast of characters—the WiSPs—that can act as West St. Paul's very own mascots.

OBJECTIVE:

No one else has a WiSP. Creating a set of mascots is an opportunity to differentiate West St. Paul and build a following around its WiSPs. These little guys can live in the form of swag (stickers, totes, t-shirts, etc), physical mascots, marketing assets for events, and more.

5.1

Refine what a WiSP looks like and finalize the cast of characters.



FLORA

lover of nature



GUARDIAN

promoter of safety



REVEL

community, food, laughter



TREK

exploration and health



PAUL

weird, goofy, mischievous

5.2

Develop a backstory and narrative for the WiSPs—where did they come from? Why did they settle in West St. Paul? Build excitement through a unique, lore-building campaign embraces curiosity and mischief.

5.3

Launch the WiSPs on social media and in quarterly newsletters.

5.4

Design & purchase WiSP swag to give away at community events.

5.5

Embed WiSPs in departments and programming.

Give each WiSP its own signature seasonal event.

Share tools to help different departments to utilize and embrace their WiSP.

Example: Police & Fire Department = Guardian

5.6

Launch a mascot!

Once the WiSPs have taken root, explore a physical manifestation of one of the WiSPs as a community mascot who can attend events.





Utilize the WiSPs to generate excitement, draw visitors, and instill pride



Detroit Lakes Trolls
Photo Credit: Explore Minnesota



Rhinelander Hodag
Photo Credit: Course of Horror, Hodag Store, Airbnb



6. Business with a Backstory

IDEA:

Much of West St. Paul's physical history has been lost. Utilize art and installations—particularly in the Smith-Dodd district—to share that history.

OBJECTIVE:

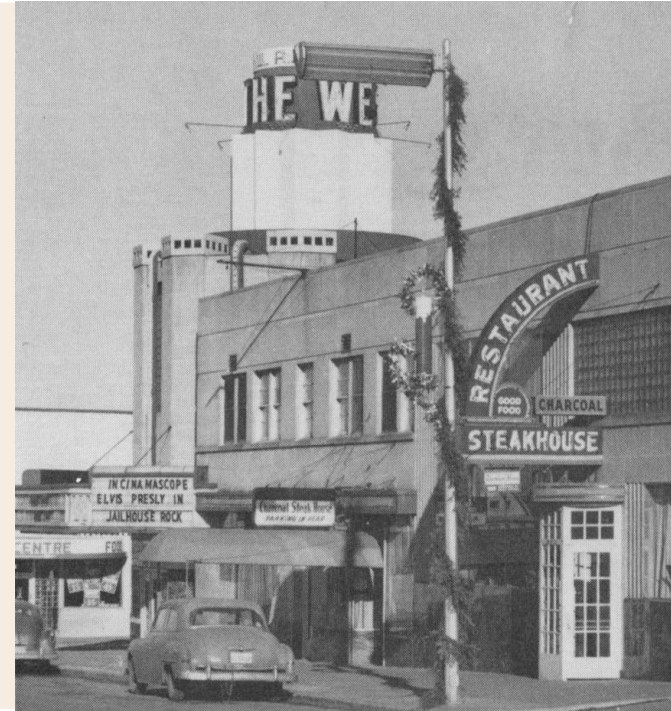
Activate areas that need immediate attention and share the little-known parts of West St. Paul's history to deepen residents' connection to these places.

6.1

Cultivate a list of the top stories from West St. Paul's history that are at risk of being lost and forgotten. This could include...

- **Robert Street history:** *This spot was previously home to the Dakota mounds that were used as signal stations to communicate with the village of Kaposia and the settlement in Mendota. And there was a cabbage farm at the location of the present-day Target!*
- **The classic West Twins Theater:** *originally built in 1939 at the corner of Robert Street and Hurley, the theater was torn down in the 1990s.*
- **Rock of Doddway:** *A meddlesome rock that caused so much trouble that it spawned a Facebook page and was given a name.*

Photo Credit: Dakota County Historical Society



6.1

Cultivate a list of the top stories from West St. Paul's history that are at risk of being lost and forgotten. This could include...

Photo Credit: (FB) @West St. Paul's McDonalds Playground

- **40 Acres origin story:** *In 1874, West St. Paul Township and Dakota County extended all the way north to the Mississippi River, encompassing all of the West Side. But St. Paul and Ramsey County wanted to annex the West Side, and that created a problem. The superintendent of schools for Dakota County, Philip Crowley, lived north of Annapolis and would now be living in Ramsey County. So the boundary was redrawn to jog north and retain Crowley's house.*
- **The McDonald's Park:** *This outdoor space featured 18 pieces of play furniture—each a McDonald's character.*



6.2

Identify key locations in the Smith-Dodd district with high visibility for public art (murals, creative lighting, and more) as well as vacant storefronts with property owners who are amenable to having temporary art in their windows.



6.2

Identify key locations in the Smith-Dodd district with high visibility for public art (murals, creative lighting, and more) as well as vacant storefronts with property owners who are amenable to having temporary art in their windows.



Photo Credit: Karolin Schnoor Illustration



Photo Credit: Skin Only



Photo Credit: Liz Flores



Photo Credit: Diariodesign, Curro Claret and Maria Güell

6.3

Look for opportunities for pops of color—particularly along Robert Street.

In this district, people move quickly, and a bold pop of color or simple pattern on a visible wall. This will also allow you to create a beat of color throughout the district without the cost of intricate artistry and can be achieved through murals or projection art!



6.3

Look for opportunities for pops of color—particularly along Robert Street.

In this district, people move quickly, and a bold pop of color or simple pattern on a visible wall will have a stronger impact than an intricate mural. This will also allow you to create a beat of color throughout the district without the cost of intricate artistry.



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Look for opportunities for pops of color—particularly along Robert Street.

In this district, people move quickly, and a bold pop of color or simple pattern on a visible wall will have a stronger impact than an intricate mural. This will also allow you to create a beat of color throughout the district without the cost of intricate artistry.



Photo Credit: Grip Face



Photo Credit: Arlin Graff



Photo Credit: ACP Aluco Facade



Photo Credit: Carrie Colbert, Sugar & Cloth Color Wall

6.4

Recreate (or pay homage to) some of West St. Paul's iconic mid-century modern signs through:

Replica Signs: *Recreate the most iconic or beloved lost signs as part of public art projects.*

Sign Restoration Projects: *If any original signs still exist but are in disrepair, consider starting a sign restoration project to return them to their former glory. Consider reaching out to the Little Log House Pioneer Village regarding the JT's Hamburgers sign, which welcomed customers to the 1950s-era West St. Paul burger joint.*



Photo Credit: Pioneer Press



Photo Credit: Red Bubble

6.4

Recreate (or pay homage to) some of West St. Paul's iconic mid-century modern signs through:

Sign-Inspired Art: Collaborate with artists to create public art installations inspired by the design elements, typography, and materials of lost mid-century signage. This could take the form of murals, sculptures, interactive digital displays, or lighting projects.



Artwork by Tony de Luz

6.5

Implement branded banners along Robert Street and the Smith-Dodd Corridor to create a sense of place and strengthen their connection to the city's identity.



6.6

Invest in attraction and recruitment of “quirky” businesses, including thrift stores, niche retailers, reuse/fix-it shops, fun & unique restaurants, etc.

- **Identify the businesses you want to attract** within the “quirky” category
- **Identify available spaces** that would suite these businesses’ needs
- **Advertise that the City is seeking these businesses**
- **Use events to attract pre-brick and mortar businesses and restaurants** and to bring energy to underutilized areas
- **Identify businesses in surrounding communities that could open a second location in WSP**
- **Develop grants or tax credits** for start-ups and businesses in the “quirky” sector
- **Create a “Fast Track” program** for small, creative businesses to simplify zoning, permitting, and renovation processes

6.7

Invest in local business retention

- **Host quarterly merchants meeting**
 - *Where existing meetings exist, reorganize and support so the City has a presence at those meetings.*
 - *When a business owner has a creative idea in-line with the City's vision, empower them to bring their idea to life.*
 - *Use insights from Merchant Meetings meetings to refine city policies, tailor support programs, and address common business hurdles.*
- **Package and promote the City's small business grants & support programs**
 - *Develop a local business packet that includes list of resources, branded WSP swag, and WSP local business window clings.*
- **Recognize businesses** *that contribute to the community's quirky and creative identity with local business awards.*

7. Cultivate Connection

IDEA:

Incorporate seating areas throughout the city in big and small ways.

OBJECTIVE:

West St. Paul is a place where you know your neighbors. Create more moments for connection between people, so the next time you need a cup of sugar, you know who to call.



ACTION ITEMS

7.1

Purchase colorful chairs and assemble them in sets of 3 to 5 around various business districts, parks, and civic institutions.

7.2

Implement a friendly fronts program, encouraging residents to make their front yards more welcoming spaces for connection.



Furniture by Bailey Street Furniture Group

- 1. Add Moveable Front Lawn Seating**
- 2. Add a Little Library**
- 3. Consider Front Yard Raised Beds**
- 4. Put out Yard Games**
- 5. Make the Front Porch Welcoming**

ACTION ITEMS

7.5

Incorporate community spaces into parks in alignment with the City's Parks System Plan.

7.6

Pursue programs, events and initiatives that bring people together. Support businesses and organizations to bring the WSP to live through rentable supplies or “placemaking kits”

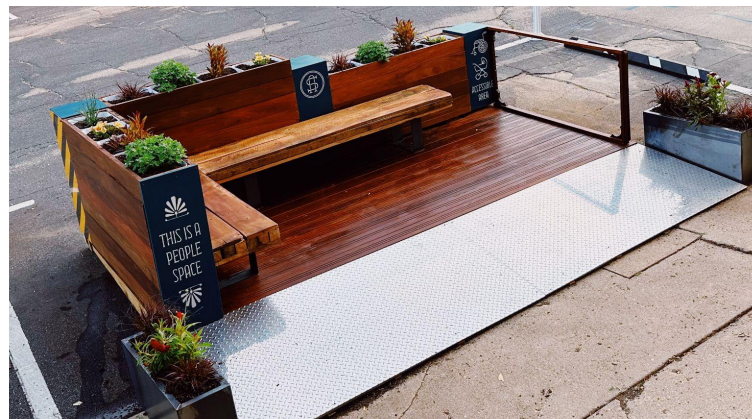


Draft of the City's 2025 Parks System Plan

ACTION ITEMS

7.3

Install a parklet along the Smith-Dodd Corridor to encourage more people to linger.



7.4

Incorporate games—such as chess sets, Big Jenga, and ring toss, into public open spaces. Additional games, like hopscotch or dance steps, can be painted onto sidewalks in a temporary or permanent manner.



All Together's work in Stockton, Illinois and Albany Park in Chicago

8. Ask for More



IDEA:

This is your permission to be confident and bold. Your community is growing, and with major infrastructure investments, this will continue. You have value and a unique position within the region, so lean into that and ask for what you want—quality in design and amenities from the private sector.

OBJECTIVE:

Ensure that new development and public spaces reflect the high quality, creativity, and unique personality of West St. Paul.

8.1

Advocate for higher standards in design that go beyond basic functionality.

Design should be vibrant, interactive, and contextually meaningful, enhancing the city's public spaces and streetscapes. Engage small to large businesses in this effort!



Photo Credit: @shelbinicoledesigns

Look to Google architecture (bold angles, dramatic rooflines, and lots of color) for offbeat inspiration.



Photo Credit: Steve Hughes

Require public art or interactive features as part of large-scale development projects.

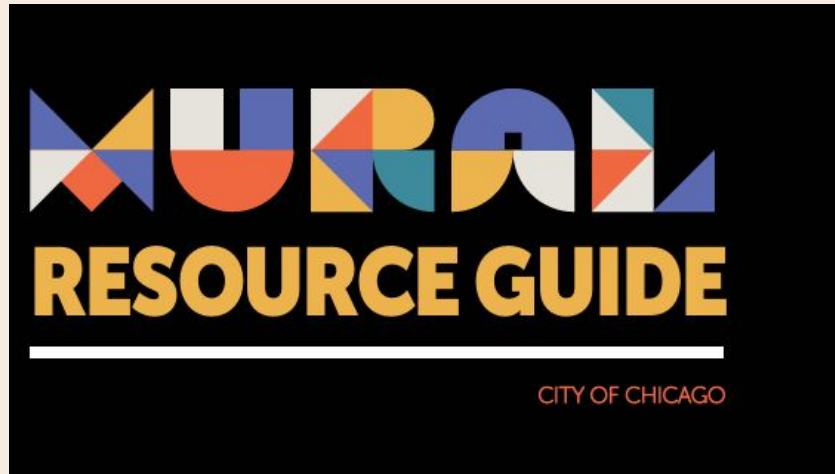


Photo Credit: Burger Libre

Encourage the use of color and pattern in new developments to maintain a visually engaging cityscape.

8.2

Clear the Path for Creativity. Sometimes the biggest barrier to bold ideas is outdated rules. Modernizing things like zoning, design guidelines, and mural policies helps remove roadblocks and gives both city staff and the community the clarity they need to say yes to creative projects. The result? A smoother, simpler process that helps West St. Paul’s personality shine through in everything from storefronts to public art.



A great example comes from the City of Chicago’s Department of Cultural Affairs, which created a [straightforward guide](#) to define what a mural is, outline the process, and simplify permitting. Their goal? Make more murals happen—without getting tangled up in complicated signage rules. By clearly stating that murals aren’t signs (as long as they don’t include commercial content), Chicago makes space for creativity to thrive without endless red tape. The takeaway for West St. Paul: set clear, simple boundaries and don’t let fear of “what counts as a sign” kill the vibe.

8.3

Engage with developers, city planners, and designers to prioritize projects that include interactive elements and foster community connection.

- **Host regular design charrettes, roundtable discussions, and public consultations** involving developers, planners, local artists, and community representatives. These sessions will serve as a forum to discuss new ideas, refine design guidelines, and ensure that community needs are met.
- **Annual Design Awards:** Launch initiatives that reward projects demonstrating exceptional integration of interactive elements and community connection. An annual design awards program or other opportunity for public recognition can encourage developers to push creative boundaries while aligning with the city's values.

8.4

Identify landowners/developers who could participate in pilot projects for playful conversions.



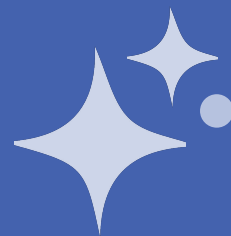
Photo Credit: Birds Barbershop



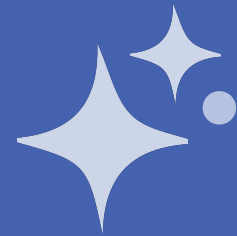
Before and after of a colorful conversion in Stockton, Illinois



**be weird,
be bold...**



start here.



1. Let your brand lead you.

The first strategy can be implemented in the near term. This is the first domino—set it in motion, and the rest will follow.

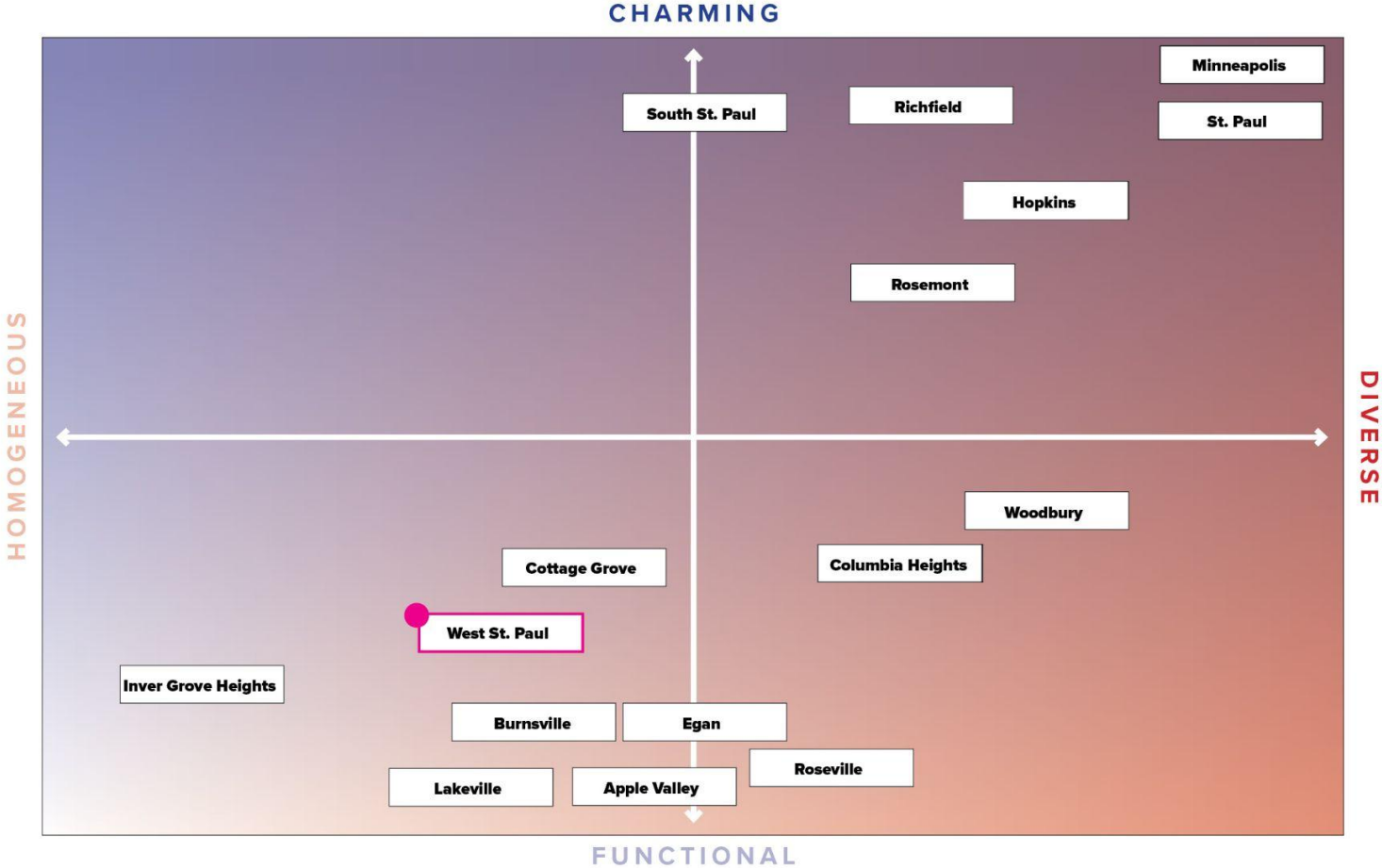
2. Get everyone on the same page.

Make 2025 the year of alignment. Share the vision, rally the team, and weave this big, bold thinking into strategic plans, comp plans, and EEC work.

3. Shout it from the rooftops.

Once you're all-in on West St. Paul's weird and wonderful future—spread the word. Your people will find you (and they're just as excited to keep things delightfully unexpected).

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