

MINNEAPOLIS NEIGHBORHOOD REVITALIZATION PROGRAM

**ARMATAGE
NEIGHBORHOOD
ACTION PLAN**

Date Adopted by the Policy Board: August 18, 1997

Date Adopted by the City Council: September 12, 1997

Document Number: 97-235M

Armatage
Neighborhood
Association

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**Armatage Neighborhood
NRP Action Plan**

July 15, 1997

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Vision

Armatage is a community that is friendly, safe and stable. We have a strong sense of neighborhood identity - with the heart of our community a thriving Armatage Park/School complex. Residents take an active role in maintaining a wide array of programs at the school and park..

Our housing stock is well-maintained and Armatage continues to be a desirable neighborhood for people of all ages. People plan to stay in their homes and they invest in improvements and additions to meet their changing needs.

People feel safe in their homes and outside. Neighbors watch out for and support each other through strong block club system.

Our local business community is thriving. Neighborhood residents support the local economy, while businesses strive to meet the needs of their local customers_ The intersection of Penn and 54th is attractive destination. People-enjoy meeting their neighbors while shopping, eating and using local services.

Neighborhood Description

The Armatage neighborhood is the southwest "cornerstone of Minneapolis" with Edina to the west Richfield to the south. It's boundaries consist of Highway 62 to the south, Xerxes Avenue South to west, 54th Street to the north, and Logan Avenue to the east.

The geographic nucleus of our neighborhood is the Armatage Elementary School and Park that share land jointly. Armatage School currently serves 500 students in kindergarten through third grade. Fall 1996, the school became a community school and added grades 4 and 5. The park has eight ball fields that double as soccer and football fields in the fall and a skating and hockey rink in the winter plus four tennis courts. The park building, built in 1970, consists of five multipurpose rooms.

Single family homes account for almost 94% of the neighborhood's 2,109 residential structures; duplexes comprise 5.9 percent, and dwellings with over 3 units account for just .2 percent. The overall rate of homestead status was 90.9% in 1992. The rate of substandard structures is low at 2 compared with a city-wide rate of 10%. There are no boarded or vacant buildings in the neighborhood.

There are 27 businesses in the neighborhood that are located in three small pockets along Penn and Xerxes Avenues and include: four gas stations, two convenience stores, two restaurants, two clear and two dentists, with the remainder ranging from book stores to barbers.

Armatage First Step Process

The Armatage Neighborhood Association (ANA) began its formal participation in the NRP first step process in Spring of 1994, when its application to be a first step neighborhood was accepted. The participation agreement was approved in the Fall of 1994 and an NRP First Steering Committee was elected in Spring of 1995.

An unusual challenge facing Armatage is that the neighborhood does not have any burning issues (in terms of problems that need to be addressed immediately). Most residents are happy with the neighborhood and see the NRP process as a way to make a good neighborhood even better.

The neighborhood conducted a survey in June 1994 that was returned by 500 residents. In that survey neighbors identified the top three concerns as Crime, Airplane Noise, and Neighborhood Appearance. In July of 1995 the Steering Committee decided that it needed to develop a neighborhood outreach data gathering plan to freshen up its data from the 1994 survey, and to get more targeted input on the interests of the neighborhood. It should be noted that the additional information did indicate strong support for improvements to the Armatage Park/School complex and a new gym in particular.

Outreach included setting up booths and distributing information and surveys at a park sponsored Ice cream Social in July 1995 and an Armatage School Open House in September 1995, a series of focus groups, doorknocking, a meeting sponsored with the ANA on crime, a follow up survey in ANA's Fall 1995 newsletter, and meetings with the Armatage Elementary School PTA and Site Council.

The Steering Committee used the information gathered through the June 1994 Survey and the outreach phase (July-December 1995) to develop the goals, objectives and First Step strategies.

Surveys completed during doorknocking in September 1995 identified two chief interests: improvements to the park and concern about the condition of some rental property. Park improvements also were cited as the top issue at a focus group with seniors, in the Fall 1995 survey, and at the ANA meeting on crime. Park improvements were rated number 2 at the Ice-cream Social, after concern about crime.

At the ANA meeting on Crime and Safety, 30 neighborhood residents reviewed the proposed goals ; objectives for safety and discussed proposed park improvements. A vote showed the most support for building a new community gym and improving the tot lot at the Armatage Park/School site. Unanimous support was expressed for a new gym at a November 14, 1995 meeting of the Armatage School PTA. The Armatage Site Council also has sent a letter of support for a new gym.

As a result of a focus group with business owners at the intersection of Penn and 54th Street, a Penn 54th Task Force was developed. Business owners expressed interest in improving the safety and vitality of this business node. Representatives from MCDA and NRP attended the meeting and staff from Public Works and Minneapolis Park and Recreation Board visited the area to help design improvements. The business owners also expressed concern about the condition of some of the housing along Penn Avenue.

In November of 1995, the Steering Committee voted to complete First Step plan by February. A major

interest of the steering committee was to show official support for park improvements and a new community gym in particular. Additional first step strategies were identified because they addressed issues expressed by the neighborhood, they could be implemented on a fairly short timeline, and they reflect the goals and objectives identified for the full action plan. A number of other strategies have been considered and will be forwarded on to task forces to consider for inclusion in the final action plan.

The steering committee is planning to use the neighborhood-wide meeting on the first step proposal as a way to recruit new participants into the process. The first step strategies are also designed to make an immediate impact on the neighborhood and increase involvement in neighborhood activities. The First Step plan is \$140,000 of the neighborhood's total allocation of \$1.1 million.

NRP Neighborhood Action Process

Since 1994, ANA has been actively involved in the City of Minneapolis' Neighborhood Revitalization Program (NRP). ANA completed its First Step Plan in February of 1997. The ANA and NRP Steering Committee formed task forces to address the neighborhood defined issues of community planning, business, housing, safety, crime, park and school. The ANA NRP Steering Committee and task force have been involved in implementing our First Step Plan and developing our Neighborhood Action .

For the Neighborhood Action Plan, the NRP Steering Committee and task forces conducted outreach data gathering efforts through surveys, focus groups, door knocking and events. The data collected used to hone the definitions of our neighborhood issues.

The Steering Committee had NRP task force reports at ANA general monthly meetings and inform; updates in our quarterly newsletter and at events. We also recruited task force volunteers at meeting events and through our quarterly newsletter. The Steering Committee organized two neighborhood events and participated in the ANA Annual Meeting and the Armatage School Carnival in the last 3

The Steering Committee met monthly, and more frequently the last two months, as the task forces' comprehensive recommendations were submitted. The Steering Committee reviewed the task force strategies and found a number of issues that cut across task force lines. The Steering Committee studied the recommendations and reviewed the funding to develop the Armatage Neighborhood Action Plan

Task Forces

- **Safety and Community Planning** Since ANA's beginning, the organization has sought to increase community identity and spirit. Our efforts to do this during the First Step phase included a logo contest to find the image for our neighborhood boundary signs, gathering information on Welcome Packet: promoting a safety hardware rebate program, mapping our street signage and lighting, providing a quarterly newsletter and organizing events. The major events during the year were the Annual Meeting, June Garage Sale and Festival, and a Winter Festival. In the future we plan to continue these strategies and involve more youth and seniors.

Task force members have door knocked to recruit more task force members and block leaders. The Task Force along with Community Crime Prevention/SAFE will be door knocking this summer to enlist neighbors to become members of ANA and block club leaders. Armatage has the second lowest crime rate in the Minneapolis neighborhoods. Therefore, the purpose of developing block clubs is to increase community involvement, as well as deter crime. CCP/SAFE has been advising the task force.

- **Housing** In the last year, ANA, with MCDA, administrated a successful deferred loan program for exterior improvements. Twenty-three residents received loans. Twenty of the loans were awarded to low income residents with no match required. ANA plans to expand the deferred loan program, and develop a housing resource center and a portfolio for standardized additions for single family homes. The Task Force has been interviewing agencies specializing in housing, which is helping us develop programs and choose an administrative agent. In addition, the Task Force conducted a rental property owners focus group to discuss their needs and to aid in the development of an Armatage Rental Property Owner Association. The Housing Task Force sent a mailing to all Armatage rental property owner regarding a lead abatement workshop and solicited their involvement in the rental property focus group and the Housing Task Force.

- **Park and School** Residents expressed widespread support for their neighborhood park and school. The NRP First Step Plan provided for a feasibility study to improve the Armatage Park and School facilities. The study has stimulated ANA's collaboration with park and school entities and they decided to combine their funding for improvements. The Task Force conducted a neighborhood wide survey and received input and approval of the proposed plan for Armatage School Park Complex; we received a 9.5% response on the survey with a majority approval of the site plan. The ANA Park School Task Force has been working with the Minneapolis Public School Board and the Minneapolis Park Board to develop the efficient and affordable sight plan.

- **Business** In the First Step Plan funds were allocated for a streetscape at 54th and Penn Avenue. So a focus group was formed and a survey conducted with business owners at 54th and Penn to determine their interests. The businesses in the area remain interested in having the streetscape, however, the commitment to provide matching funding is not forthcoming at this time. If the 54th and Penn streetscape funds are not utilized in 1997, the funds will be redirected to a Commercial Improvements Fund in January of 1998, to include all Armatage businesses.

Another focus group was held with all local businesses to determine their interests. The group decided to form an Armatage Business Association. Also, the group is interested in increasing police presentation and reducing speeding in the business areas.

- **Seniors**

The Housing Task Force spearheaded two senior focus groups. These groups addressed a broad base of issues from housing to safety to park recreation and facilities. As a result of the focus groups a senior committee has been formed. The Senior Committee recommended that ANA conduct a senior transportation, access and recreational assessment survey.

Safety

Total Safety Program allocation: \$7,000 (includes \$7,000/First step)

GOAL I: MAINTAIN AND ENHANCE THE PHYSICAL SAFETY OF RESIDENTS

Objective A: Increase safety of neighborhood homes.

Strategy 1: Establish a motion detector, deadbolt lock, carbon monoxide detector and fire extinguishers rebate program. (First Step amended)

In our First Step Plan, Armatage Neighborhood Association (ANA) established this program for motion detector light and deadbolt lock rebates. In the Neighborhood Action Plan we will include carbon monoxide detectors-and fire extinguishers. Funds will be used to provide a rebate (\$5 dollars for each item, up to \$10 for each household) for Armatage residents who purchase motion detector lights, deadbolt and/or carbon monoxide detectors from a participating local business. The safety hardware rebate program will be publicized in the newsletter, promoted at events and through block clubs. The Armatage NRP Steering -Committee will establish a volunteer team to help residents who need assistance with installation.

Partners: Armatage Neighborhood Association
Community Crime Prevention (CCP)/SAFE

Contract Manager: NRP (Administration)

Funding:

Year	NRP Funds	Other Sources
1996-97	<u>\$2000</u> (First Step)	\$6000 match from residents who purchase, motion detector Lights, deadbolt locks-and carbon monoxide detectors
TOTAL	\$2000	

Objective B: Improve Lighting

Strategy: 1.) Inventory blocks and public spaces for lighting needs, 2.) increase lighting of public spaces, 3.) identify needs of short blocks, 4.) improve alley lighting. (First Step)

The Safety Task Force will inventory the lighting needs of the neighborhood with Public Works and Armatage Park and School to determine where additional lighting is needed. Armatage will work with Minneapolis Park and Recreation Board and Minneapolis Public Schools (MPS) to fund lighting additions and/or improvements needed at the park and school. In addition, the Safety Task Force will identify any lighting need on short blocks and work with our City Council member to obtain the additional lighting. The Safety Task Force will also help residents improve alley lighting through existing NS programs.

Partners: Minneapolis Park and Recreation Board
Minneapolis Public Schools
Safety Task Force
Armatage Park/School Improvement Task Force

**Public Works
NSP**

Contract Manager: Public Works,
Minneapolis Public Schools, or
Minneapolis Park and Recreation Board (depending on lighting
location)

Funding

Year NRP funds
1996-97 \$5,000 (First Step) For lighting improvements at park and school
Short bocks lights from city council member's
allotment.

Objective C: Slow traffic (See Transportation / \$2000 in NRP funds previously in First Step are
allocated in the transportation budget.)

Objective D: Increase supervision of tot lot and discourage older kids from hanging out.

Strategy 1: Request residents to be involved in making the tot lot secure.

Armatage Neighborhood Association will ask local residents to aid in the security of the tot lot by
looking for any negative behavior and calling 911 if a need arises. Armatage Neighborhood
Association will flyer local residents regarding any safety issues.

Partners: Armatage Neighborhood Association
Armatage Neighbors

Funding: \$0
Year: Ongoing

Objective E: Provide safe streets and sidewalks.

Strategy 1: Provide sand barrels throughout the neighborhood for slippery roads and sidewalks

ANA will work to determine the need for sand barrels and sanding at intersections by:

- Touring neighborhood in winter and communicating the need to Public Works.
- Informing neighborhood residents in obtaining sand barrels through the city and getting
sand dropped at slippery intersections.

This action will enhance safety in the winter for elderly, children and others when walking. Sand
availability and additional city sanding for especially slippery intersections will reduce potential
dangers.

Partners: Public Works
Armatage Neighborhood Association
Funding: \$0
Year Ongoing

Objective F: Discourage and prevent crime

Strategy 1: Increase police presence in Armatage

Armatage has a low and a strong block club network. We want to continue to be proactive in preventing crime and act on the crime that does occur. Our top crime issues are garage break-ins, speeding and graffiti. The business district at 54th and Penn Avenue South would especially like a visible increase in police presence to curb criminal activity.

ANA will work with CCP/SAFE and the 5th Precinct to:

- Drive through alleys and remind residents to secure their garages.
- Identify graffiti and the action to be taken.
- Publish tips in the Armatage newsletter on security and graffiti removal.. Attend Armatage events and quarterly block club meetings.
- Perform foot patrols at 54th and Penn Avenue.
- Park a police squad car at 54th and Penn Avenue.

Armatage residents are very concerned about crime and safety in their neighborhood as noted in the 1994 Armatage NRP survey. Increased police presence and interaction with Armatage residents will increase a sense of security and knowledge of the needs of the neighborhood.

Partners: **Community Crime Prevention/SAFE**
 City Council Member
 Armatage Neighborhood Association

Funding: **\$0**
Year: **Ongoing**

Building A Sense Of Community

Total community planning program allocation: \$33,400 (includes \$7,000 First Step)

GOAL I: INCREASE COMMUNITY IDENTITY AND SPIRIT

Objective A: Increase awareness of neighborhood boundaries and major entry points.

Strategy 1: Work with the Department of Public Works to put up signs to identify neighborhood boundaries. (First Step)

A number of Minneapolis neighborhoods have installed boundary signs. However, many Armatagi residents are unaware of our neighborhood boundaries, and some are not even aware that they live in Armatage neighborhood. Signs will help identify the neighborhood boundaries for both residents and visitors and will create a stronger sense of community. The Steering Committee and the ANA will choose a sign design and identify the best locations to install signs around the neighborhood's boundaries. Public Works will install the signs.

Partners: Public Works
Armatage Neighborhood Association

Contract Manager: Public Works

Funding:

Year	NRP Funds	
1996-97	<u>\$2000</u> (First Step)	(signs, pole installation if needed, graphic design) Public Works will install signs (within their own budget)
TOTAL	\$2000	

Objective B~ Provide on-going neighborhood communication and information.

Strategy 1: ANA will publish and distribute a quarterly newsletter and flyers for special events (First Step and Neighborhood Plan)

The Armatage Neighborhood Association Newsletter has become an important vehicle for distributing neighborhood information about the community, the park, the school, and city programs. It will be utilized to distribute information about ANA housing programs, MCDA's programs, council member reports and CCP/SAFE reports. We will have a block club leader's column, a rental property column and other articles on neighborhood history and events. We will continue to publish the newsletter four times a year. We will pay members of the neighborhood to distribute the newsletter. In addition, we will mail the newsletter to businesses and owners of rental property.

ANA on occasion will do special notifications to neighborhood residents for important events such as the Annual Meeting, the June Garage Sale and the Winter Festival.

Newsletter Cost	725	Flier (2000	200
Distribution	300	2 sided)	
Layout Contractor	300	Distribution	<u>300</u>
Mailing	<u>100</u>		\$500
	\$1425		<u>X 4</u>
	<u>X 4</u>		
Total per year	\$5700	Total per year	\$2000 = \$7700

ANA has received \$2000 the last three years from MCDA Citizen Participation/CDBG funds to assist us in publishing our newsletter and building capacity. We are projecting that we will continue to receive those funds in the future based on availability.

When NRP resources are no longer being used to fund the newsletter we will seek support from local business.

Partners: Armatage Neighborhood Association

Contract Manager: NRP (Administration)

Funding:

Year	NRP Funds	Other Sources
1996-97	\$5000 (First Step)	\$2,250 MCDA Citizen Participation
1998	\$4500	Future year funds based on
1999	\$4000	availability of CDBG money.
2000	\$3700	
2001	<u>\$3500</u>	
Total	\$20,700	

**Strategy 2: Provide a Welcome Packet to all new residents and develop a process of distribution
Provide a welcome and information booklet to all Armatage residents.**

ANA will create Welcome Packets for new home owners, renters, and businesses. The Welcome P will improve new resident's awareness of Armatage Neighborhood Association's committees, programs, events and neighborhood amenities such as Armatage Park and School programs. Local business will be involved by providing coupons to welcome new residents and encourage them to utilize their stores.

ANA will develop an information booklet on ANA and Armatage neighborhood which will be distributed to all residents. We will do a neighborhood wide distribution of the booklet along with door-knocking campaigns. The booklet will be provided in all Welcome Packets.

The Welcome Packets will be ANA's initial contact and will act to build a relationship with new residents. The distribution will be done by ANA members and/or block club leaders. We will ask Community Crime Prevention/SAFE to work with us on distribution.

We will identify new people who move into the area through real estate listings and home sales not the paper, and through block club leaders and other neighbors. ANA and its staff will assemble the

Welcome Packets and store them at Armatage Park.

Partners: **Armatage Neighborhood Association**
 Public affairs
 Community Crime Prevention/SAFE

Contract Manager: **Public Affairs**

Funding:

Year	NRP Funds	Other sources
1997	\$3000	City of Minneapolis Welcome Packets Local Businesses
Total:	\$3000	

Strategy 3: Increase capacity of ANA and build community involvement in our NRP Progr by sponsoring three neighborhood events a year.

Armatage has a history of building community through events. We had 300 neighbors involved in our June Garage Sale and Festival last year and 150 neighbors at our Winter Festival. Building community will be accomplished through events and improving on a stable neighborhood. These events will provide information on NRP housing programs, safety issues, block clubs, and other Action Plan volunteer opportunities.

We will bring neighbors together, create an environment for all ages, especially youth, to share their talents, promote neighborhood unity and build on a positive image. ANA will continue to use our celebrations as an opportunity to build neighborhood traditions by providing future annual events as the June Garage Sale and Winter Festival. ANA has a high turnout at neighborhood celebrations and has enlisted many new volunteers at the events.

ANA will ask participants of the events for donations to pay for part of the activities. We will charge a fee to participate in the June Garage Sale.

Partners: **Armatage Neighborhood Association with the Safety and Community Planning Task Force in collaboration with Armatage Park**

Contract Manager: NRP (Administration)

Year	NRP Funds	Other Sources
1998	\$1,300	300 based on donations and participant fees
1999	1200	400
2000	1000	500
2001	<u>1000</u>	<u>600</u>
Total	\$4,500	\$1,800

Objective C: Recruit block club leaders for both crime watch and community building.

Strategy 1: Provide incentives to organize all blocks and educate all block club leaders.

Approximately 75% of Armatage has been organized into block clubs; our goal is to have all our blocks organized. Block clubs are one of our greatest ways to build community and disseminate information, as well as deter crime.

ANA will coordinate with CCP/SAFE to:

- a. Do door knocking campaigns to solicit new block club leaders.
- b. Provide block leader training in Armatage.
- c. Host seasonal block club leader meetings for block leaders to network, become more educated on safety issues, crime watch and other concerns specific to Armatage.
- d. Provide incentives to block club leaders and block clubs by matching Community Crime Prevention safety hardware incentives and other projects such as flower bulbs for a community planting.
- e. Publish a block club leader column in the newsletter.
- f. Publish CCP/SAFE safety tips in the newsletter.

**Partners: Armatage Neighborhood Association
Community Crime Prevention/SAFE**

Contract Manager: Community Crime Prevention/SAFE

Funding:

Year	NRP
1998	800
1999	800
2000	800
2001	800
Total	\$3,200

Park and School

Total park and school program allocation: \$541,000 (includes \$40,000 / First Step)

GOAL I: PROVIDE A FULL RANGE OF RECREATIONAL AND SOCIAL OPPORTUNITIES FOR ALL AGES

Objective A: Improve recreational facilities (new gym, improved fields, building improvements, updated playground area, and parking) at Armatage Park and School.

Strategy 1. Conduct a feasibility study to determine which improvements to the school park facility are most desired. Develop a site plan. Seek out partners to implement improvements. (First Step)

The Steering Committee worked with the Minneapolis Park and Recreation Boards and Minneapolis Public Schools to develop a comprehensive plan and design for improvements to the Armatage Pay School complex (to include a gym, improved fields, building improvements, updated playground a and parking and building access). Consultants were hired, focus groups were conducted and users surveyed to determine neighborhood priorities. From this information, site plans were developed i initiate improvements at the Armatage Park/School.

The study considered the expressed needs of Armatage residents for increased recreational and social opportunities for people of all ages and the need of the expanded school population at Armatage Elementary School (the school added grades 4 and 5 in Fall 1996). In addition, particular attention given to the following: 1.) making the park building more accessible and comfortable for senior citizens 2.) designing a new gym 3.) improving/upgrading the playground with more separate areas for infants and toddlers plus additional equipment for larger children (grades 4 and 5).

The Steering Committee worked with Minneapolis Public Schools and Minneapolis Parks and Recreation to explore possible funding sources for a new gym and updated park facilities.

Partners: Minneapolis Parks and Recreation Board Minneapolis
Public Schools
Armatage School Site Council, PTA
Armatage NRP Park/School Improvement Task Force:
participants from school, park, Armatage Community Council, Boy Scouts, Girl
Scouts, Seniors
Armatage Community Council Minneapolis Planning Department

Contract Manager: Minneapolis Public Schools

Funding:

Year **NRP**

1996-1997 \$40,000 (First Step) Funds not used for feasibility study will be used to fund improvements specified in the park/school site plan.

Strategy 2: Construct Armatage Park and school improvements identified in the feasibility study and approved by the Armatage Neighborhood Association

During the First Step phase, the Park/School Task Force worked with the Minneapolis Park and Recreation Board and the Minneapolis Public Schools to conduct a feasibility study to determine which improvements to the park and school were most needed. Out of the feasibility study, it was determined to construct a new gym, media center, computer lab, playground equipment, ANA office, closer senior parking and access drive, four new classrooms, community education office, parent liaison room.

With the ANA, Minneapolis Public Schools and Minneapolis Park Board, in a collaborative effort, will provide resources to construct the Armatage Park and School improvements. Armatage School and Park nucleus of our neighborhood and we believe that the new facility will fully address the needs of our residents.

Partners: Armatage Neighborhood Association
Minneapolis Public Schools (MPS)
Minneapolis Park and Recreation Board (MPRB)

Contract Manager: Minneapolis Public Schools
Funding:

Year	NRP Funds		
1998	\$500,000	\$2,000,000	MPS Alternative bond program
		\$ 500,000	MPRB CLIC - Gym
		\$ 100,000	MPRB CLIC (Roof and furnace)
		<u>\$ 250,000</u>	Youth initiative grant
	<u>\$500,000</u>	<u>\$2,850,000</u>	

Objective B: Increase neighborhood access to school and park facilities.

Strategy 1: Create a Community Advisory Council to direct programming of after school activities and park activities to serve the Armatage neighborhood.

The Council will include equal representation from Armatage School staff, Armatage Park staff and neighborhood residents. The Community Advisory Council will discuss and recommend program partnership on a quarterly basis. This will be a vehicle for collaborations by the three entities for ties such as Spring Clean-Up, book clubs, education on exercise with a walking club, education of gardening with a garden club etc.

ANA will seek input for programming ideas from:

- Suggestion box housed at park.

- Postings in the newsletter.
- Input at the general ANA meetings.
- Block club leaders.

Armatage Park and School is the center of our community activity. It is of utmost importance to keep our neighborhood vital by being involved in the decision making process which effects our neighborhood. The Council will seek representation by all age groups.

Partners: **Armatage Neighborhood Association**
 Minneapolis Public Schools
 Minneapolis Park Board

Funding: **\$0**
Year: **Ongoing**

Strategy 2: Conduct an assessment survey for seniors' transportation, access and recreational needs. Collaborate with agencies that will assist and serve those needs.

According to the 1990 census 19% of Armatage population are seniors. ANA conducted several se focus groups at which concerns about transportation, access to the park and a lack of senior program at Armatage Park and Armatage School were expressed. ANA and the Senior Task Force will conduct or seek assistance to conduct a seniors' assessment survey (perhaps as a Center for Urban and Regional Affairs (CURA) intern project). ANA and the Senior Task Force will seek solutions and other fun(sources to implement the survey's findings. Through this strategy ANA will be able to assist in improving the livability and recreational opportunities for seniors.

Partners: **Armatage Neighborhood Association**
 Minneapolis Park Board
 Minneapolis Public Schools

Contract Manager: NRP (Administration)

Funding:

Year	NRP Funds	Other Sources
1998	<u>\$1000</u> (survey)	
Total	\$1000	

ANA will also consider future funding for the implementation of the senior survey results by reallocating funding from other areas of our Neighborhood Action Plan.

Strategy 3: Improve the tot lot facilities on Washburn Avenue.

With Armatage NRP transition funds, the Park Board built a tot lot on Washburn Avenue to meet early childhood recreational needs. The tot lot lacks shade and shelter. The tot lot is well utilized by children and parents but the lack of shading restricts the time of use during the summer. A small gazebo and trees enhance the environment of the recreational area. Shading the tot lot will decrease children's over exposure to the sun. Also, a portable toilet would be an added convenience to the tot lot.

Partners: Minneapolis Park and Recreation Board (MPRB)

Funding: \$0
Year
1998

If funding becomes available in other areas of our Neighborhood Action Plan we will reallocate money to this strategy. ANA will seek other agencies and/or funding to help implement this strategy.

Business

Total business program allocation: \$21,225 (includes \$20,000 First Step)

GOAL I: INCREASE SAFETY AND PREVENT BLIGHT AT NEIGHBORHOOD COMMERCIAL DISTRICTS

Objective A: Promote safety and vitality of the Penn and 54th intersection.

Strategy 1: Improve the streetscape and create a special service district at the intersection of Penn and 54th to be contracted for implementation by January 1998. (First Step Amended - see note)

The Penn and 54th intersection is a major gateway into the Armatage neighborhood. Therefore, it is the best interest of both business owners and neighborhood residents to increase the safety and vitality of this business node. A 54th and Penn Task Force has been working with MCDA and Public Works to develop a cohesive streetscape which will address safety concerns and make the area a more capable and attractive pedestrian environment.

The funding provided by the NRP and businesses will be used to implement streetscape improvements which include: trees and/or bushes, bike racks, planters, benches, trash receptacles, and lighting. This will be a demonstration project for future business node improvements in the neighborhood.

Partners: Armatage 54th and Penn Task Force
(comprised of business owners and property owners)
Armatage Neighborhood Association
Minneapolis Public Works Department Minneapolis Community Development
Agency Minneapolis Parks Department (Forestry Division) Minneapolis
Planning Department

Contract Manager: Public Works

Funding:

Year	NRP Funds	Other Sources
1996-97	\$ <u>20,000</u> (First Step)	\$7000 business match
Total	\$ 20,000	Businesses will provide ongoing upkeep for planters and plantings MCDA will provide professional assistance with designing the streetscape

Note: Amended strategy for Neighborhood Action Plan

In First Step, the \$20,000 for this strategy was allocated to "Improve the streetscape and create a special service district at the intersection of Penn and 54th." There was a required funding match the business in the area for

the strategy; the local business tenants do not support the funding match though they are supportive of the streetscape. ANA decided to establish an implementation deadline

of January 1, 1998 to allow property owners to negotiate with their tenants. After that time, remaining funds will be redirected into a commercial business fund.

Strategy 2: Establish an Armatage Commercial Improvement Fund.
(See "note:" Business Goal I, Objective A, Strategy 1 "Amended strategy for neighborhood action plan, page 18.)

This fund will be available to all Armatage commercial businesses for streetscape and exterior improvements. ANA Board will determine the program details. ANA will conduct an ongoing effort to recruit businesses to take advantage of this opportunity to upgrade the business environment.

Partners: **Armatage Neighborhood Association**
 54th and Penn business owners
 Armatage Business Association
 Minneapolis Public Works
 Minneapolis Community Development Agency
 Minneapolis Planning Department

Contract Manager: Minneapolis Community Development Agency

Funding:
Year **NRP Funds**
1998 **Funding from 54th and Penn streetscape strategy that remains after 1/1/98.**

GOAL II: PROMOTE A GREATER SENSE OF COMMUNITY

Objective A: Improve the interconnection between businesses and the community.

Strategy 1: Assist in the establishment of the Armatage Business Association.

ANA will assist business in organizing an association by:

- Developing a business mailing list and providing it to all Armatage business owners.
- Assisting with meeting preparation / copying, mailings, and reminder calls.
- Coordinating meetings with other agencies such as CCP/SAFE and MC'DA.
- Researching and facilitating common goals such as determining where speeding occurs in the business district and scheduling the "speed trailer".
- Promoting businesses and community working together.

Partners: **Armatage Neighborhood Association**
 Armatage Business Association

Funding: **\$ 0 (See Implementation Administration Goal I, Objective A, Strategy 1, page 28)**

Year
1997

Strategy 2: Create an Odd Job Clearing House, which will be available to the neighborhood through telephone technology and bulletin board, to prevent blighting influences.

ANA will create an Odd Job Clearing House by establishing a resource area/database and keeping it updated. The purpose is to prevent blight, physically maintain commercial and residential areas and aid residents with services to remain in their homes. The Odd Job Clearing House will connect residents who want certain services to residents/businesses who provide those services such as snow shoveling, painting, landscaping, etc. The Odd Job Clearing House will build community by connecting the neighborhood customer and the neighborhood entrepreneur. We will make special efforts to solicit youths to become entrepreneurs and advertise their services.

The Odd Job Clearing House will consist of a phone service (voice mail) and a bulletin board at E age Park. The Odd Job Clearing House will be advertised in the newsletter, the welcome packets businesses and by flyers. We will solicit entrepreneurs to advertise their services in the newslett(through other forms of communication.

The Odd Job Clearing House will answer a need of both residents and entrepreneurs. Although A will not endorse any of the services, it will create a forum for potential customers to obtain referee from previous customers. The Odd Job Clearing House will become self-sustaining through paid and business contributions.

Partners: Armatage Neighborhood Association
Armatage Businesses

Contract Manager: NRP (Administration)

Funding:

Year	NRP Funds
1998	325
1999	300
2000	300
2001	<u>300</u>
Total	\$1225

Housing

Total program allocation: \$433,000 (includes \$50,000 First Step)

GOAL I: IMPROVE ARMATAGE'S HOUSING STOCK IMPROVE NEIGHBORHOOD APPEARANCE

Objective A: Prevent blight and improve quality of existing Armatage housing stock.

Strategy 1: Establish a deferred loan with matching funds exterior home improvement program. (First Step)

During First Step, the NRP Housing Task Force worked with MCDA to implement a deferred loan program for exterior improvements to single family, duplex and double bungalow properties. The intention of the program-was to address needed exterior improvements and generate excitement abc the neighborhood's First Step program.

The maximum NRP match for any household was \$2000. The majority of the funds were used for income households with no match required; for non-low income households a 1:1 match was required. Program participants were chosen by lottery.

**Partners: MCDA
Armatage Housing Task Force**

Contract Manager: MCDA

Funding:

Year	NRP Funds	Other Sources
1996-97	<u>\$ 50,000</u> (First Step)	Neighborhood residents' match not less than \$4000
Total	<u>\$50,000</u>	

Strategy 2: Establish a deferred loan program with matching funds for exterior and interior home improvements.

The NRP Housing Task Force will work with a housing contract manager to implement a deferred to program for exterior and interior improvements to single family homes, townhomes, duplexes and double bungalow properties -- owner and non-owner occupied. The Housing Task Force will deterrr eligible exterior and interior repairs.

The maximum NRP match for any household will be \$2000. Sixty percent of the program funds wil be reserved for low income households with no match requirements. Of the remaining forty percent the program will require either 1:1 or 1:2 match depending on income and homestead status. All

deferred loans will be based on the condition of the house. Program participants will be chosen by lottery and must submit a bid with the lottery entry. The Housing Task Force will determine the lottery and program details.

All households receiving NRP funds will be required to become involved in the Armatage Neighborhood Association Committees and/or events.

Partners: **Housing Partner to be determined**
 MCDA
 Center for Energy and Environment
 Project for Pride and Living
 Southside neighborhood services
 ANA with Armatage Housing Task Force

Contract Manager: MCDA

Funding:

Year	NRP funding	Other Sources
1998	\$250,000	Neighborhood residents' match will range from \$150,000 -\$200,000.
1999	<u>125,000</u>	Program participants will pay the cost of program administration.
Total	\$375,000	

Objective B: Facilitate additions and improvements to single family homes:.

Strategy 1: Develop a set of standard additions and improvements (along with cost estimates) which would assist home owners interested in improving their homes.

The ANA Housing Task Force will research and develop a book on standard, replicable home remodeling plans for Armatage homes. The book will concentrate on standard additions for kitchen expansion, extra bathroom, dormers, and basement bedrooms. The book will be sold to Armatage residents; a nominal fee.

Armatage neighborhood housing is similar in style and age to nearby suburban area homes. ANA research suburban housing design standard additions to adapt for Armatage neighborhood.

Partners: **Housing Partner to be determined**
 ANA with Armatage Housing Task Force
 City of St. Louis Park
 Longfellow Neighborhood

Contract Manager: MCDA

Year	NRP funds	Other sources
1998	<u>\$ 5,000</u>	Neighborhood residents paying fee for the Armatage

book of standard additions

Total \$ 5,000

Objective C: Assist Armatage residents in connecting with existing resources of housing opportunities.

Strategy 1: Provide an array of information on resources to support home improvement and partner with other Southwest neighborhoods to conduct a housing fair.

Armatage housing stock is in good condition with 2.2 percent of our housing considered substandard in a 1992 City Assessor Property inventory. The ANA Housing Committee will act in a proactive manner to continue to improve and stabilize our housing. An array of housing information will provide opportunities for Armatage residents to educate themselves, from do-it-yourself projects to loans, as well as taking advantage of many existing housing programs.

ANA-Housing Committee and staff will:

- Publish housing information in the Armatage newsletter.
- Establish a voice mail system with a list of options and ANA call back on any questions
- Provide housing information in Armatage Welcome Packets.
- Post information on a bulletin board and provide an information rack with flyers/ brochures at the park.
- Provide the rental property owners with information especially related to rental property
- Include housing information on our NRP Freenet site.
- Organize Housing Information Events
- Partner with other southwest neighborhoods to organize and participate in a Southwest Housing Fair.

The Armatage Housing Committee will provide information to residents in a convenient, easy and accessible manner to better serve our community.

**Partners: Armatage Neighborhood Association
 Southwest neighborhoods
 MCDA
 Lending Institutions**

Contract Manager: NRP (Administration)

Funding:

Year	NRP Funds	Other Sources
1998	1000	Resources invested by Southwest neighborhoods
1999	<u>1000</u>	in a housing fair.
Total	\$2000	

GOAL II: IMPROVE RENTAL HOUSING

Objective A: Improve networking and information sharing among rental property owners, renters and the neighborhood.

Strategy 1: Assist in the establishment of a Rental Property Association and share information received from ANA membership in the Minnesota Multi Housing Association.

The Housing Task Force had several focus groups with rental property owners. A rental Property Association will develop out of these focus groups. The Rental Property Association will meet quarterly to discuss major issues and invite speakers to aid them in improving their rental property management skills. ANA will become a member of Minnesota Multi Housing Association to remain current o developments affecting rental property. - We will solicit rental property owners to write articles an for the rental property column in ANA newsletter. The newsletter will be mailed to all our rental property owners (approximately two hundred.) As the Rental Property Association becomes estal we will seek donations to cover the cost of the Minnesota Multi Housing Association membership.

Rental property owners will be encouraged to apply for our deferred loan program to upgrade their buildings. The Housing Task Force will keep them informed of housing programs available to them.

ANA, the Housing Task Force, the Rental Property Association and/or block club leaders will pro new tenants with the Armatage Welcome Packet. We will encourage renters to become involved ANA committees and events.

The Housing Task Force will encourage rental property owners and renters to take advantage of o motion detector, deadbolt lock and carbon monoxide detector rebate program.

Partners: Armatage Neighborhood Association

Contract Manager: NRP (Administration)

Funding:

Year	NRP Funds	
1997	\$200	Minnesota Multi Housing Association membership
1998	200	
1999	200	
2000	200	
2001	<u>200</u>	
Total	\$1000	

Transportation

Total transportation program allocation:\$2,000 (includes \$2000 First Step)

GOAL I: IMPROVE STREET SAFETY FOR NEIGHBORHOOD RESIDENTS

Objective A: Prevent congestion and parking problems.

Strategy 1: Work with city to ensure that future changes in the neighborhood, such as the new gym at Armatage, will take transportation, street use and parking issues into consideration.

ANA, the Park/School Task Force and the Safety and Community Planning Task Force will work, this strategy together.

**Partners: Armatage Neighborhood Association
Minneapolis Public Works**

Funding: \$0
Year
1997 And ongoing

Obiective B: Slow traffic.

Strategy 1. Install stop signs at uncontrolled intersections. Slow alley traffic with more 10 mlle/hour stop signs. (First Step)

The Safety Task Force will work with Public Works to identify the uncontrolled intersections most need of stop signs. Public Works Will install the signs. The Task Force also will ask the neighborhood City Council member to allocate part of his annual allotment for stop signs. This is a step toward t] completion of the full stop sign plan for the neighborhood. In addition, the Task Force will inform residents about the Public Works program which provides 10 mile/hour signs at no cost to resident; concerned about speed along their alley.

**Partners: Armatage Neighborhood Association
Minneapolis Public Works**

Contract Manager: Public Works

Funding:
Year NRP Funds
1996-97 \$ 2000 (First Step) \$100/sign with 2 signs per intersection

Total **\$ 2000**

Strategy 2: Reduce speeding in the neighborhood.

The Safety and Community Planning Task Force, Senior Focus Groups and the business owners have stated that speeding in the neighborhood is a problem. ANA will work with CCP/SAFE, the 5th Precinct and Public Works to curtail speeding by:

- Determining the location of frequent speeding
- Using the speed trailer to inform drivers of their speed.
- Parking patrol cars in the area.
- Issuing speeding tickets
- Placing stop signs as noted in the First Step strategy

Partners: **Armatage Neighborhood Association**
 CCP/SAFE
 Minneapolis 5th Precinct
 Minneapolis Public Works

Funding: **\$0**
Year: **Ongoing**

Airplane noise

Total airplane noise program allocation: \$0

GOAL I: REDUCE THE IMPACT OF AIRPLANE NOISE

Objective A: Work with adjoining neighborhood groups to address airplane noise.

Strategy 1: Establish neighborhood representation regarding airplane noise.

Residents in Armatage neighborhood are concerned with the noise pollution from aircraft using the Minneapolis/St. Paul airport. It is important that noise mitigation measures be coordinated with other neighborhoods and the Metropolitan Airport Council. ANA will have representatives work with Metropolitan Airport Commission, South Minneapolis Airport Action Council, and adjoining neighborhood, to find solutions to the noise pollution. The representatives will keep ANA and Armatage residents informed of the issues and proposed actions.

Partners: **Armatage Neighborhood Association**
 Other neighborhoods
 Metropolitan Airport Council (MAC)
 South Minneapolis Airport Action Council (SMAAC)

Funding: **\$0**
Year **Ongoing**

Natural Environment

Total natural environment program allocation: \$140

GOAL I: IMPROVE THE QUALITY OF THE NATURAL ENVIRONMENT IN ARMATAGE NEIGHBORHOOD

Objective A: Enhance physical environment of the neighborhood and prevent urban blight.

Strategy 1: ANA will work with the residential and business community to enhance Armatage physical environment with gardens and plantings. ANA will become a member of the Minnesota Horticultural Society's Minnesota Green to access information and plant materials for use in public spaces.

ANA will evaluate areas which could benefit from cleaning, restructuring and planting. We will work to enhance the appearance of the neighborhood at large. We will solicit volunteers for clean-ups, plantings and gardening activities to build community and strengthen involvement in ANA.

**Partners: Armatage Neighborhood Association
Minnesota Horticultural Society/Minnesota Green Community Gardening
Hennepin County Master Gardeners**

Contract Manager: NRP (Administration)

Funding:

Year	NRP Funds	
1998	\$ 35	Donation to Minnesota Green to access information and plant material for public spaces.
1999	35	
2000	35	
2001	<u>35</u>	
Total	\$ 140	

Implementation Administration

Total Administration Allocation: \$72067 (includes \$14,000 / First Step)

GOAL I: ENSURE THAT THE PLAN AND SUBSEQUENT NEIGHBORHOOD INITIATIVES ARE IMPLEMENTED

Objective A: Provide organizational support to Armatage Neighborhood Association during the implementation of the Neighborhood Action Plan.

Strategy 1: Hire a part-time Plan Coordinator to assist in the implementation of the Armatage NRP Neighborhood Action Plan and ensure non-personnel organizational support.

Armatage Neighborhood Association will develop a job description, advertise, interview and hire a professional coordinator to work with the task forces/committees to implement their strategies. ANA will provide a budget for office equipment, communication, meetings, supplies, insurance and contingency.

Partners: Armatage Neighborhood Association

Contract Manager: NRP (Administration)

Funding:

Year	NRP Funds
1996-1997	\$14,000
1998	24656
1999	16792
2000	12894
2001	<u>3725</u>
Total	\$ 72067

Implementation Administration Budget

Personnel		Non-Personnel		Yearly Total	
YEAR 1996-1997 (First Step)	\$ 12,558.00	YEAR 1996-1997 (First Step)	\$ 1,442.00	\$	14,000.00
Year 1998		YEAR 1998			
Based on 80 hrs/month x 12 months		Computer, printer & copier	\$ 3,000.00		
960 hrs x \$14.00 = \$13440/yr		Phone	\$ 360.00		
Fringe (15%) of \$13440 = \$2016		Insurance	\$ 500.00		
Total	\$ 15,456.00	Rent	\$ 1,340.00		
		Communications	\$ 1,000.00		
		Meetings	\$ 500.00		
		(child care, room, sound equip.)			
		Supplies	\$ 2,000.00		
		Contingency	\$ 500.00		
		Total	\$ 9,200.00	\$	24,656.00
YEAR 1999		YEAR 1999			
based on 25% reduction in time		Based on 25% reduction from			
From previous year: \$10,080		previous year, except for phone			
Fringe (15%) \$1,512		insurance, rent, computer, copier			
Total	\$ 11,592.00	Phone	\$ 360.00		
		Insurance	\$ 500.00		
		Rent	\$ 1,340.00		
		Communications	\$ 750.00		
		Meetings	\$ 375.00		
		(child care, room, sound equip.)			
		Supplies	\$ 1,500.00		
		Contingency	\$ 375.00		
		Total	\$ 5,200.00	\$	16,792.00
YEAR 2000		YEAR 2000			
based on 25% reduction in time		Based on 25% reduction from			
from previous year: \$7,560		previous year, except for phone			
Fringe (15%) \$1,134		insurance, rent, computer, copier			
Total	\$ 8,694.00	Phone	\$ 360.00		
		Insurance	\$ 500.00		
		Rent	\$ 1,340.00		
		Communications	\$ 500.00		
		Meetings	\$ 250.00		
		(child care, room, sound equip.)			
		Supplies	\$ 1,000.00		
		Contingency	\$ 250.00		
		Total	\$ 4,200.00	\$	12,894.00
YEAR 2001		YEAR 2001			
		Based on 25% reduction from			
		previous year, except for phone			
		insurance, rent, computer, copier			
		Phone	\$ 360.00		
		Insurance	\$ 500.00		
		Rent	\$ 1,340.00		
		Communications	\$ 375.00		
		Meetings	\$ 200.00		
		(child care, room, sound equip.)			
		Supplies	\$ 750.00		
		Contingency	\$ 200.00	\$	3,725.00
		Total	\$ 3,725.00		
TOTAL IMPLEMENTATION ADMINISTRATION BUDGET				\$	72,067.00

Subject & Strategy	Funding Index		Neighborhood Action Plan Funding	Total
	First Step Funding	Change in action or funding from 1st step		
Safety				
Motion & Co Detectors and Lock Program	\$2,000.00	Action only	\$0.00	\$2,000.00
Community Lighting	\$5,000.00	no change	\$0.00	\$5,000.00
Stop Signs		see transportation		
Sand Barrels	-		\$0.00	
Increase Police Presence	\$0.00		\$0.00	\$0.00
Build A Sense Of Community				
Neighborhood Boundary Signs	\$2,000.00	no change	\$0.00	\$2,000.00
Newsletter	\$5,000.00	additional funding	\$15,700.00	\$20,700.00
Welcome Packets	\$0.00		\$3,000.00	\$3,000.00
Three "Community Building" Events	-		\$4,500.00	\$4,500.00
Organize All Block Clubs	-		\$3,200.00	\$3,200.00
Park And School				
Armatage Park/School Improvement Project	\$40,000.00	additional funding	\$500,000.00	\$540,000.00
Community Advisory Council	-		\$0.00	\$0.00
Senior Survey	-		\$1,000.00	\$1,000.00
Improve Tot Lot	-		\$0.00	\$0.00
Business				
Business District Streetscape Improvements	\$20,000.00	action only	\$0.00	\$20,000.00
Armatage Business Association	-		\$0.00	\$0.00
Odd Job Clearing House	-		\$1,225.00	\$1,225.00
Housing				
Deferred Loan Program	\$50,000.00	action and additional funding	\$375,000.00	\$425,000.00
Standard Additions	-		\$5,000.00	\$5,000.00
Array Of Housing Information	-		\$2,000.00	\$2,000.00
Rental Property	-		\$1,000.00	\$1,000.00
(continued)				

Funding Index Subject & Strategy	First Step Funding	Change in action or funding from 1st step	Neighborhood Action Plan Funding	Total
Transportation				
Prevent Congestion & Parking Problems	\$	- no change	\$0.00	\$0.00
Reduce Speeding	-		\$0.00	\$0.00
Stop Signs & Other Signage	\$ 2,000.00	moved from safety budget	\$0.00	\$2,000.00
Airport Noise				
Neighborhood Representation Re: Airport Noise	-		\$0.00	\$0.00
Natural Environment				
Enhance Physical Environment	-		\$140.00	\$140.00
Administration				
First Step Implementation	\$14,000.00		\$0.00	\$14,000.00
Neighborhood Action Plan implementation			\$58,067.00	\$0.00
Early Access	\$	-	\$0.00	\$0.00
Total	\$140,000.00		\$969,832.00	\$1,109,832.00

