



Neighborhood Revitalization Program

Phase I Review

“The best part of NRP was not any one of the things we did [but rather that] it built social capital, knits people into the area....”

“The best things about NRP...the whole neighborhood level of control...the people the closest to the issues deciding...the other thing we have done well is leveraged the money. I always get the feeling the city wants to take that away from us and I don't understand why that is when we have used it so well.”

“No matter how good the leadership is...no one understands better the needs of the neighborhood than the people that live there...they want to do the right thing...there can be disagreement...but there are always steps forward...people with the most vested interest steering the dollars.”

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Executive Summary

Windom Park is a neighborhood of about 80 blocks located in Northeast Minneapolis. Its boundaries are Lowry Avenue on the north, 18th Avenue NE on the south, Central Avenue on the west, and New Brighton Boulevard/Highway 88 at the city's border on the east. It includes a mix of residential and commercial properties (including the Johnson Street and Central Avenue corridors), Windom Park itself, and a greenway (Stinson Parkway).

In 1997 residents of the Windom Park neighborhood came together to lay the groundwork for a coordinated effort to strengthen and reinvigorate the community and create a neighborhood in which people will eagerly choose to live. Following a lengthy planning process (actually started in 1994) Windom Park Citizens in Action (WPCiA) was formed. Initial projects included the 1994 Residential Paint and Fix, which accelerated neighborhood investment and generated interest in the NRP planning process. This planning process included the formation of an NRP Steering Committee and an informal "Ironing Board" survey in which spontaneous comments were recorded and later categorized by theme. The Steering Committee also conducted a comprehensive survey by mail, followed by door-knocking efforts. The final planning push included two neighborhood-wide Town Meetings held in February of 1997. WPCiA's final Neighborhood Action Plan was adopted by the City Council in September 1997.

The Phase I plan envisioned a future in which Windom Park was comprised of "neat homes, lovingly maintained by their owners; vibrant local businesses, drawing from and giving back to the community; clean, safe streets inviting to both walkers and bikers; and a park providing refuge and focus for the community." The plan established goals for the neighborhood in four broad areas: housing, business, social environment and physical environment. The Phase I plan also included 75 strategies connected to the goals in these four areas.

Looking back at the last 13 years, many of these strategies have been implemented as they were initially described, while still others have been updated along the way to meet the changing needs of the community. Stimulated by a citizen-directed NRP plan, WPCiA has been able to support a wide variety of projects and programs that have positively impacted many homes, families and businesses in the neighborhood.

A variety of indicators reflect the positive impact of NRP and other efforts. For example, the feel of the community and improved real-estate values in the neighborhood were reflected in a March 2005 *Star Tribune* article spotlighting the neighborhood. "Value, convenience and neighborliness" attracted one of the new families. They shared that, "When we toured the house with our Realtor, we met several neighbors and that impressed us. People are incredibly friendly here; they make us feel really welcome." They also stated, "Windom Park has higher values and more stable prices than where we were coming from (a south Minneapolis neighborhood)."

Process Used to Conduct this Review

In order to gather information to review the Windom Park NRP Phase I plan, WPCiA used a combination of the following methods: historical document review, input from key players past and present, focus groups, surveys and mapping. A WPCiA NRP Phase I Review Task Force met over the course of 12 months to gather, review and synthesize information and present a report to the WPCiA Board of Directors for approval.

Historical document review included a review of the following documents: WPCiA's NRP Phase I Neighborhood Action Plan, Phase I Scopes of Service, meeting minutes, annual presidents' reports, budgets/financial and other files and/or information pertaining to Phase I efforts. The Review Task Force also examined financial information in depth to determine and document NRP Phase I funds spent, other funds leveraged by these investments, and the amount of program income that has been retrieved and/or earned through WPCiA Phase I programs. The worksheet in Appendix A outlines how NRP funds were allocated, spent and leveraged.

The Task Force solicited input from past and present key players to write and review this evaluation. These key players were involved in the initial development and implementation of specific strategies of the Phase I plan. The Task Force also obtained stakeholder input through focus groups focused on the four main Phase I areas -- housing, business, social environment and physical environment. And it gathered Neighborhood input at general membership meetings as well as through phone calls to the neighborhood office. The focus-group protocol and a general meeting survey that was also available to residents online are included in the appendix.

A link to this report will be published in the WPCiA newsletter, which is distributed to the entire Windom Park community. More importantly, the results of the review process far exceed the contents of this document. The Review Task Force members learned a tremendous amount through the process of conducting this evaluation. Five board members were heavily involved in the evaluation process, and much of what has been learned has already informed the organization's decision-making. These members are now also well prepared to conduct future evaluations and identify and respond to community needs on an on-going basis. The review process and results will be discussed at upcoming monthly neighborhood meetings.

Phase I Plan Overview

Vision

The Windom Park NRP Neighborhood Action Plan vision statement was:

Windom Park – neat homes, lovingly maintained by their owners; vibrant local businesses, drawing from and giving back to the community; clean, safe streets inviting to both walkers and bikers; and a park providing refuge and focus for the community - a neighborhood people will eagerly choose to live their lives.

“Our original philosophy was that almost everything would go out as a loan... with a plan for future loss of NRP dollars...all the dollars would come back.” – **focus group participant**

In addition to supporting home and business owners and working to build a clean and safe community, the neighborhood vision included long-term planning for sustainability. As reflected in the focus group participant’s statement above, the majority of NRP dollars went out as loans and the returns on these loans have sustained the work by enabling the organization to continue to provide support to the community.

Plan Overview

The main goals and objectives laid out in the NRP Neighborhood Action Plan were to:

- 1) Improve the long-term **housing** stability and vitality through providing incentives for neighborhood-wide property improvements, preventing and removing vacant properties, promoting owner occupancy, reviewing neighborhood zoning and land use, encouraging well-maintained rental property, and various other strategies.
- 2) Support and enhance the vitality of local **businesses** through the improvement of commercial corridors, the renovation or demolition of vacant commercial properties, support for capital improvements to commercial areas, the promotion of neighborhood use of local businesses, the providing of incentives for the improvement of businesses and the “image” of Central Avenue, the enhancement of police presence, and various other strategies.
- 3) Create a stronger, more active **community** through increased awareness and diversity of programs and activities in the neighborhood, increased cultural/arts activities, the creation of a bond between the neighborhood and Pillsbury school, increasing the sense of safety, improvement of Windom Park, and increasing the awareness and understanding of the neighborhood’s diverse population.
- 4) Increase neighborhood health through the integration of solutions to aesthetic, **transportation, livability, and environmental issues**, and by promoting environmentally responsible behavior. Objectives included enhancing the physical environment through tree planting, moving/burying utility lines, creation of gateways, reduction of graffiti and other strategies. Additional objectives included improvement of pedestrian and bicycle usage and safety, promotion of the use of public transportation, increasing the amount of human-scale lighting, reducing the amount and effect of environmental pollution, and promoting public sanitation and recycling.

Plan Sections, Strategies and Significant Achievements

HOUSING

Goal: Improve long-term housing stability and vitality

Overview

The most significant Windom Park NRP-funded housing program is a home improvement loan program administered by the Center for Energy and Environment (CEE) under several different forms of financial assistance, depending upon resident qualifications for income level, property conditions, etc. To date, the neighborhood has allocated a total of \$1,778,000, or 68% of our NRP program funds, for housing programs – over \$2.2 million if you include additional funds generated from NRP loan repayments.

A number of the loan options include repayment provisions that revolve funds back into the neighborhood's housing program, creating loan opportunities for additional residents, or for other NRP-related project funding. The funds we currently have remaining have been allocated and contracted for continuing housing improvement programs. To date Windom Park's housing investments have surpassed the 52.5 percent state-mandated housing requirement for NRP funds.

Over the course of the past 10 years Windom Park Citizens in Action has responded to the changing neighborhood needs and priorities by developing new programs and reallocating housing program funds into a variety of loan types. Some of the most successful of these programs are described below. In February of 2001 we also instituted a feedback card system for home improvement program recipients to measure the success of our loan programs.

A total of 645 loans and grants have been provided to Windom Park residents through the following housing programs:

Home Fix and Paint Program – Windom Park used \$283,000 of NRP Transition Funds (allocated at the outset of NRP, before neighborhood plans were approved) to create this initial home improvement program.

Revolving Home Loan Program – This program supports residents in improving and maintaining our neighborhood's housing stock. The loans have a low four-percent interest rate and provide a maximum of \$15,000 per home. Funds have been used for a wide variety of interior and exterior projects including: replacing and repairing roofs and windows, steps, foundations and brickwork, furnaces, and exterior painting.

Emergency Home Loan Program – The neighborhood added this program in November of 2000 for people who qualify based on livability issues and their inability to qualify for other programs via WPCiA. Residents have used these loans to purchase new furnaces, new roofs, water heaters and other issues related to livability and code issues. Out of the \$71,496 set aside for this program to date, a balance of \$8,450 remained as of October 2010.

Forgivable Loan Program – This program targets lower income homeowners, with a maximum

loan of \$5,000 for owners with incomes less than 50 percent of the HUD median income for Minneapolis. These loans have zero percent interest, and if the resident continues to live in and own the house for 15 years or longer the loan is forgiven.

Matching Forgivable Loan Program – Similar to the Forgivable Loan Program with zero interest, this program provides loans that are forgiven if the resident continues lives in and owns the house for 15 years or longer. However, it targets homeowners under 80 percent of the HUD median income for Minneapolis and requires a one-to-one match for incomes between 50 percent and 80 percent. The program also focuses on homes with higher condition code ratings as assigned by the city, meaning that more exterior work is needed on these properties.

Discount Loan Program – This fund is available in conjunction with Windom Park’s Revolving Loan Program – helping to buy down the interest rates of other loans offered through the state of Minnesota. This program enables us to obtain the maximum leverage for our NRP dollars, while providing the widest range of options for our loan recipients.

**Types of Improvements Carried Out
by Windom Park Home Improvement Program Recipients**
(as of August 2007*)

Project Types	additions	bathrooms	cement work	driveways	electrical	fences	garages	heating systems	insulation	kitchens	landscaping	misc. interior	plumbing	siding/painting/stucco	windows/doors	misc. exterior	foundation/basement	flooring	Total
NRP Funded	4	6	28	9	11	6	11	18	5	6	10	17	14	33	50	25	5	2	322
NRP Leveraged	1	8	10	3	4	1	7	19	5	8	4	17	9	28	36	16	2	6	217

* update currently not available

Citizens Inspection Program – The Citizens Inspection Program’s main purpose is to correct housing and environmental violations more quickly than the city can on its own, but it also increases the number of neighbors out and about, encouraging the exchange of neighborhood information and serving as a deterrent to opportunistic crime. Through the program, the City trains and certifies volunteers as citizen inspectors who inspect a section of the neighborhood every two to four weeks during the summer. In the initial year, 1997, the neighborhood sent letters alerting some property owners of violations and thanking others for well-maintained properties. Ninety five percent of the cited properties corrected the violation(s). In 2001, five citizen inspectors covered 12 of the neighborhood’s 77 square blocks, and the neighborhood sent 31 letters – fourteen (14) letters to property owners with violations and seventeen (17) to property owners who’d done an exceptional job in maintaining their properties. The neighborhood discontinued the program after 2003 due to a lack of volunteers, but revitalized it in 2006 with the training of 12 new Citizen Inspectors. There are now approximately 25 trained Windom Park citizen inspectors, and the active inspectors recently focused on 20 blocks – citing 60 properties. Fifty-one of the properties corrected the violations by the end of the summer. Seven properties were recognized for being well maintained.

Feedback from Home Loan Recipients

“Thank you for this program. We never would have gotten what we wanted as far as home improvement without this program. Not only an improvement of our home, but the neighborhood also!”

“This (has) helped me a lot improve my house. My house now looks better and more safe.”

“Everyone we dealt with was very helpful and professional. The whole process went more smoothly than we could have hoped. Thank you!”

“All staff was very professional. I was never talked down to or made to feel neglected. Working with staff gave me faith in the system that I had lost long ago. In 1994 I got myself off welfare and had a bad taste in my mouth for all government workers. CEE stands out as a representation of how all staff should operate. Great People.”

Focus Group Feedback Related to the Housing Programs

- I used NRP funds to put a roof on my house...The whole summer I got my new roof done there were other roofs and siding going up all around me.*
- The idea that there was NRP money to help with home improvements sold homes.*
- The home loan program made a lot of positive changes in the neighborhood.*
- Housing programs were incredibly successful...They were great at getting people connected with other programs. We leveraged a lot of other dollars.*
- Housing has been as successful as anything, a tie with the neighborhood.*
- On the housing side, keep doing what you are doing. It seems to be targeted to appropriate places.*

Housing Summary

Strategy/Description	Revolving Loans	Emergency home Loans	Forgivable Loans	Matching Forgivable Loans	Discount Loans	Home Buyer's Assistance	Original NRP Allocation (Sept 1997)	Current1 NRP Allocation (Oct 2010)	Current Funds Under Contract (Oct 2010)	Current Funds Available (Oct 2010)	Status (Oct 2010)
<p><u>1.1.A.1</u> Home Improvement Revolving Loan Fund Implement a low interest revolving loan pool and deferred loans to fund property improvements throughout the neighborhood. Provide incentives for neighborhood-wide property improvements.</p>	X		X				\$1,050,000	\$1,360,295	\$1,360,295	\$0	On-going program
<p><u>1.1.A.2</u> Identify Vacant Structures Act to prevent vacant structures from becoming boarded/condemned.</p>							\$0	\$0	\$0	\$0	Implemented through A.4 - one property evaluated
<p><u>1.1.A.3</u> Demolitions Demolish properties that are vacant, boarded, condemned, not suitable for rehabilitation or located on unbuildable lots.</p>							\$25,000	\$25,000	\$0	\$25,000	Awaiting opportune use
<p><u>1.1.A.4</u> Last Chance Rehabilitation Fund Establish a last chance rehab pool to save structures with architectural significance, properties with potential positive effects on surrounding properties, and properties that have been turned down for financing by other sources.</p>		X					\$300,000	\$101,340	\$101,340	\$0	Unused funds moved to A.1
<p><u>1.1.A.5</u> Citizen Involvement in Housing Increase citizen involvement in maintaining housing stock. Continue the Citizen Inspector Program.</p>							\$0	\$0	\$0	\$0	Unfunded - Citizen Inspection Program implemented
<p><u>1.1.A.6</u> Side Lots Request that lots be converted to side-yards for bordering properties when unbuildable lots becomes vacant and there is no indication the property will be rebuilt.</p>							\$0	\$0	\$0	\$0	Unfunded - ongoing advocacy for side-yard sales and community gardens
<p><u>1.1.A.FIRST</u> Home Improvement Matching Grants Provide matching grants to residential property owners regardless of income and without owner occupancy requirements. Larger grants will be established for geographic location(s) plagued by decay and urban blight.</p>			X	X			\$278,000	\$278,000	\$278,000	\$0	Utilized First Step program funds prior to full plan approval
<p><u>1.1.B.1</u> Increase Owner Occupancy Create a delayed repayment revolving loan pool to provide down payment assistance and property improvement financing for individuals purchasing a non-homesteaded rental property.</p>						X	\$150,000	\$13,365	\$13,365	\$0	Unused funds moved to A.1

Housing Summary (cont.)

Strategy/Description	Revolving Loans	Emergency home Loans	Forgivable Loans	Matching Forgivable Loans	Discount Loans	Home Buyer's Assistance	Original NRP Allocation (Sept 1997)	Current1 NRP Allocation (Oct 2010)	Current Funds Under Contract (Oct 2010)	Current Funds Available (Oct 2010)	Status (Oct 2010)
<p><u>1.1.B.2</u> Convert to Single Family Convert modified properties back to single family use. Property conversion will be an eligible improvement for targeted properties in the neighborhood's home improvement program.</p>							\$0	\$0	\$0	\$0	Implemented through A.1
<p><u>1.1.C.1</u> Home Funding Education Assist home/property owners and potential home buyers in finding potential sources of financial assistance.</p>							\$0	\$0	\$0	\$0	Unfunded - lower priority
<p><u>1.1.C.2</u> Market Housing and Housing Programs Market neighborhood housing and housing programs through various media.</p>							\$10,000	\$0	\$0	\$0	Implemented through A.4
<p><u>1.1.D.1</u> Review Zoning Bring zoning and land use into agreement, achieve appropriate densities, provide buffers between disparate land uses, and achieve changes that are consistent with the neighborhood's character and long term goals.</p>							\$0	\$0	\$0	\$0	Unfunded - residents conducted zoning review process with city planning department
<p><u>1.1.E.1</u> Tenant Recruitment Help landlords and rental property owners attract and retain responsible tenants.</p>							\$0	\$0	\$0	\$0	Unfunded - lower priority
<p><u>1.1.E.2</u> Landlord/ Tenant Education Increase awareness of landlord/tenant rights and responsibilities by including resource references in the newsletter, maintaining a landlord/tenant resource file, and providing referrals to related organizations.</p>							\$0	\$0	\$0	\$0	Unfunded - lower priority
<p><u>1.1.E.3</u> Empower Tenants Empower tenants regarding rental property management/maintenance issues by including resource references in the newsletter, maintaining a landlord/tenant resource file, and providing referrals to related organizations.</p>							\$0	\$0	\$0	\$0	Unfunded - lower priority
TOTAL Housing							\$1,813,000	\$1,778,000	\$1,753,000	\$25,000	

1 "Current NRP Allocation" for each strategy includes all NRP plan modifications made and all associated program income received to-date.

BUSINESS

Goal 2: Support and enhance the vitality of local businesses

“NRP money has gone a long way in improving Central Avenue...not just the money, but the volunteers.” – focus group participant

Overview

Since implementation of our Phase I plan began, Central Avenue has seen substantial revitalization as a major commercial corridor for Northeast Minneapolis. Many vacant storefronts have been filled, and the shops represent a vibrant mix of old and new businesses. Windom Park NRP efforts have supported the business community in multiple ways, including facade improvements, new business construction, and the addition of a new co-op grocery store.

Windom Park implemented a number of these strategies in collaboration with adjacent neighborhood organizations – especially Audubon Park and Holland. We have also been involved in providing resources for new and existing businesses in collaboration with the Business Resource and Information Network (BRAIN) program. We have supported development compatible with the principles of Crime Prevention Through Environmental Design (CPTED) and the principles outlined in the *Central Avenue Design Guidelines*. Among our most significant economic development projects are the construction of the Stinson Marketplace and the Rose Court Townhomes.

“We were considered the most generous neighborhood, because we were willing to step up...” – focus group participant

Central Avenue – Windom Park NRP contributions to Central Avenue have included:

- Installation of historic-style, pedestrian-scale lighting through a \$100,000 neighborhood investment that was matched equally by \$100,000 NRP investments from Audubon Park and Holland.
- Use of Crime Prevention Through Environmental Design (CPTED) principles to revamp the alleyways, rear building exteriors and parking areas of several businesses through a dollar-for-dollar private match to approximately \$100,000 of Windom Park, Audubon Park and Holland NRP funds.
- A business facade matching grant program that provided up to \$5,000 as a dollar-for-dollar match to business owners on Central Avenue and generated approximately \$56,000 of improvements – in particular, the purchase new storefront awnings.
- The Central Avenue Mainstreet Program (CAMP) that supported the purchase of flower containers, banners, business district signs and plantings with a Windom Park contribution of \$4,674.
- Installation of two billboard-scale murals and improvements to a vacant lot by local residents, children and artists -- significantly reducing vandalism at this site.

Eastside Food Cooperative – Windom Park provided NRP funds to help finance the new Eastside Food Cooperative, a strategic business type identified in the Central Avenue Plan. In September 2003, Windom Park provided a \$20,000 forgivable loan to help leverage additional

start-up funds and provide reduced membership prices for low-income residents. It also provided a \$100,000 low-interest (3%) loan that leveraged approximately \$500,000 in additional funds from other community/public organizations. These funds in turn provided the foundation for direct personal contributions from community members to invest in their community. The total project cost – including acquisition, rehabilitation, build-out and enhanced exterior design – was approximately \$2 million.

A Northeast Minneapolis architect from Partners & Sirney, known for their environmental approach to design, was selected to lead the project. An interesting project feature – dedication of one percent of the project budget to art in the exterior and interior of the store – supported the commissioning of local artists to create original paintings, statues, murals and stained-glass work. The project also included extensive landscaping provided by local vendors.

The store now has more than 2,500 member-owners, has shown steady sales growth, has engaged directly with many community events/initiatives and has provided a link between urban residents and family farms. Almost all of its employees live in the community, and investment payout goes directly back into the community. In addition to the physical improvements for Central Avenue and the direct service of providing healthy, fresh food for the community, having a co-op in the area is a recognizable amenity that contributes to the desirability of the neighborhood.

Most positive things about our neighborhood? “Great people and great houses if they’re kept up, wonderful location against the city, Eastside Food Co-op.” - survey respondent



*Most positive things about our neighborhood? “Access to many small local businesses”
“Lots of good businesses around” - survey respondents*

Business Assistance Programs – The neighborhood supported other local businesses through participation in **BRAIN (Business Resource and Information Network)** – originally known as the Enterprise Facilitation program. Through this program, the neighborhood has provided \$5,000 to support the provision of resources and technical assistance to new and existing businesses in the area. BRAIN worked with 259 different businesses (184 of which were start-up businesses) in our neighborhood and adjoining areas, resulting in increased employment opportunities and annualized economic benefits totaling approximately \$3,000,000. And, the neighborhood used additional NRP funds to support the work of the Central Avenue Mainstreet Program’s **Business Technical Assistance Program**. This program focused directly on Central Avenue by hiring business consultants to determine the technical needs of businesses on the

Avenue.

CPTED – Windom Park contributed \$65,000 of its NRP funds to support CPTED (Crime Prevention Through Environmental Design) improvements – including fencing, signage and railings – in the back parking lots of Central Avenue businesses. This investment leveraged significant additional investment by surrounding neighborhoods, businesses and matching funds from Hennepin County.

Stinson Marketplace and Rose Court Townhomes – One of our most significant economic development projects using NRP funding was the construction of the Stinson Marketplace and Rose Court Townhomes. We provided a \$25,000 grant to facilitate demolition of a derelict commercial property on the site and a \$100,000 business loan to support the development of what is now the thriving Stinson Marketplace commercial area. The neighborhood funds helped leverage a very significant investment in the area, and repayment of the Windom Park NRP loan has generated income that the neighborhood can use on additional NRP projects.

This project involved both a housing component and a business component, resulting in a double benefit to our neighborhood. The original plan for the former greenhouse site called for an apartment complex and possibly a gas station. Given that several apartment buildings already existed in the immediate area, Windom Park Citizens in Action and its NRP Committee determined that owner-occupied homes would be more beneficial to this area adjacent to a city parkway. The result is a complex of 32 town homes that are currently valued at more than \$250,000 each, plus a completely leased commercial center with a taxable market value of \$1.5 million that adds to the commercial vitality of our neighborhood. The townhomes alone represent an improvement conservatively estimated at \$8,000,000 that generates increased property taxes, while additional value comes from the commercial area and the sales tax it generates.



Phase I Review

Business Summary

Strategy/Description	Business Improvements	Central Ave Lighting	Central Ave CPTED	Eastside Food Coop	Business Assistance Programs	Stinson Marketplace	Rose Court Townhomes	Original NRP Allocation (Sept 1997)	Current1 NRP Allocation (Oct 2010)	Current Funds Under Contract (Oct 2010)	Current Funds Available (Oct 2010)	Status (Oct 2010)
<u>2.1.A.1</u> Central Avenue Plan Develop a comprehensive, multi-neighborhood revitalization/redevelopment plan for Central Avenue that focuses on economic development, addresses potential housing impacts on and immediately behind Central Avenue, and urban design.								\$0	\$0	\$0	\$0	Implemented through D.1, E.1 and F.1
<u>2.1.A.2</u> Johnson Street Plan Develop a design plan for Johnson Street. Organize a planning group consisting of property owners, business owners, neighborhood organizations, and appropriate City agencies.								\$0	\$0	\$0	\$0	Unfunded - lower priority
<u>2.1.B.1</u> Zoning/Land Use Compatibility Bring zoning and land use into agreement.								\$0	\$0	\$0	\$0	Unfunded - zoning review process conducted
<u>2.1.C.1</u> Property Acquisition/Demo Fund Establish a property acquisition and demolition fund to be used to acquire and demolish vacant and/or under utilized commercial properties.								\$200,000	\$25,000	\$25,000	\$0	Awaiting opportune use
<u>2.1.C.2</u> Business Marketing Fund Establish a business marketing fund to attract businesses. Options to be explored include but are not limited to: marketing brochures, video production, and paid advertisements.								\$0	\$0	\$0	\$0	Funds moved to 2.1.E.1 - Fill Business Gaps (\$3,174) and 3.1.E.1 Park Bathroom Lighting/Facilities (\$1,826)
<u>2.1.C.3</u> Commercial Revolving Loan Fund Establish a commercial development revolving loan pool. Loans from this pool will range from \$30,000 to \$100,000.				X		X	X	\$200,000	\$380,705	\$200,000	\$180,705	Projects completed - loans are being repaid
<u>2.1.D.1</u> Capital Improvement Fund Establish a capital improvement fund for commercial areas throughout the neighborhood.		X	X					\$130,000	\$190,000	\$164,919	\$25,081	Projects completed
<u>2.1.E.1</u> Fill Business Gaps Identify and fill gaps in local service and retail business market.	X			X	X			\$0	\$33,174	\$33,174	\$0	Projects completed



Phase I Review

Business Summary (cont.)

Strategy/Description	Business Improvements	Central Ave Lighting	Central Ave CPTED	Eastside Food Coop	Business Assistance Programs	Stinson Marketplace	Rose Court Townhomes	Original NRP Allocation (Sept 1997)	Current ¹ NRP Allocation (Oct 2010)	Current Funds Under Contract (Oct 2010)	Current Funds Available (Oct 2010)	Status (Oct 2010)
<u>2.1.E.2</u> Neighborhood Business Variety Include a business directory in the neighborhood Welcome Packet in order to increase awareness of neighborhood business variety.								\$0	\$0	\$0	\$0	Unfunded - lower priority
<u>2.1.F.1</u> Business Improvement Fund Set aside funds to assist and encourage businesses to make improvements in the physical appearance of their storefronts in the Windom Park neighborhood.	X							\$100,000	\$22,422	\$22,422	\$0	Projects completed; remaining funds reallocated
<u>2.1.F.2</u> Publicize Business Programs Highlight available business improvement/development programs in the Windom Park Window, the neighborhood's newsletter.								\$0	\$0	\$0	\$0	Unfunded - ongoing
<u>2.1.G.1</u> Central's Image Improve the image of Central Avenue.								\$0	\$0	\$0	\$0	Implemented through C.3, D.1, E.1 and F.1
<u>2.1.G.2</u> Police Buy-Back Enhance police presence on Central Avenue. Work with other affected neighborhoods and local businesses to augment the existing buy-back beat patrols in the Zero-Tolerance Zone through extra shifts during the summer.								\$30,000	\$0	\$0	\$0	Implemented through NRP Community-Oriented Public safety Initiative Funds (COPSIRF)
<u>2.1.H.1</u> Accessible Business Parking Work to ensure that local businesses have an appropriate amount of accessible and safe parking for patrons and employees.								\$0	\$0	\$0	\$0	Partially implemented through D.1
<u>2.1.H.2</u> Parking Enforcement Work with police to determine how to increase enforcement of parking zone limits. Convey the neighborhood's assessment to the police periodically.								\$0	\$0	\$0	\$0	Unfunded - lower priority
<u>2.1.I.1</u> Home-Based Businesses Develop business programs to ensure the needs of neighborhood home-based businesses are met. Identify these businesses, conduct a survey of their needs, and develop flexible programs (e.g. business improvement fund).								\$0	\$0	\$0	\$0	Unfunded - lower priority
TOTAL Business								\$660,000	\$651,300	\$445,515	\$205,786	

¹ "Current NRP Allocation" for each strategy includes all NRP plan modifications made and all associated program income received to-date.

SOCIAL ENVIRONMENT

Goal 3: Create a stronger, more active community

Overview

NRP dollars have enabled Windom Park Citizens in Action to address a range of community issues and projects, including providing for needed programming at Windom Park Recreation Center, supporting community art and Pillsbury-Bottineau school, educating voters, collaborating to put on an annual community carnival, engaging community members in long-range neighborhood planning, and a citizens inspection program.

Active we are! Clearly WPCiA has and continues to support community involvement using a wide range of approaches. Positive results of these efforts include a strong sense of community. Ninety-two percent of responses to a recent survey question asking for positive things about our neighborhood focused on the “friendly neighbors” and reflected our high levels of community activity and engagement. Some of the responses are listed below.

January 2007 Monthly Meeting Survey Responses

- *“I love the people who live in the neighborhood. (It) seems almost like a small town environment seeing familiar people in the park, etc.”*
- *“Neighborhood scale and level of involvement, sense of community...”*
- *“Kids playing football and other sports in the street, gardens, walkers with children and pets, pleasant neighbors”*
- *“Active neighborhood group, very engaged”*
- *“A lot of single family homes, community involvement, friendly neighbors...”*

Windom Park Facilities – Windom Park contributions to improvements at the Park have included:

- Provision of \$500 of NRP funds to purchase hand-held radios used by park staff to enhance security.
- Installation of air conditioning in the Park’s meeting and multi-purpose rooms through a \$8,528 NRP investment. This enables the building to remain open during hot summer days, serve more community members, and encourage more community participation in WPCiA meetings.
- Completion of improvements to the Windom Park 'old building', including bathroom lighting and a new lower level door, with \$1,188.43 of the neighborhood’s NRP funds.

Pillsbury School Computer Lab – In 1997, the neighborhood provided \$11,000 of its NRP funds to the Pillsbury Learning Center to purchase computers and Internet access, and make the resource

available to students and the neighborhood at-large.

Windom Park Programming – Windom Park NRP has also helped support and expand park programming, including:

- Sponsorship of special events (such as the annual Egg Hunt and Bunny Party, and a Halloween Party)
- Allocation of Hennepin County NRP funds for needed supplies and equipment, programs for pre-schoolers to seniors – including Tiny Tots, children’s field trips, dancing, juggling, ceramics, badminton, tennis, Summer Fun Club, and Senior Club
- Provision of Hennepin County NRP funds for an assistance program designed to make park activities more affordable for some of the neighborhoods lower income families.

Community Center Feasibility Study – Windom Park also teamed up with the Holland neighborhood to fund a \$25,000 feasibility study for a community center, including design work, fundraising and dissemination of information about the project to other northeast neighborhoods.

Most of the funds supported preliminary design work carried out by Ankeny Kell Architects. A few years after completion of this feasibility study, the Logan Park and Northeast Park neighborhoods also provided NRP funds for a community center feasibility study – this time under a contract with the Northeast YMCA. Neither of these efforts has resulted in construction of a new community center in Northeast Minneapolis.

Other Social Environment Activities

The following activities were supported financially and operationally through the Administration section of the NRP plan:

Neighborhood/Public Art – Windom Park successfully advocated for the creation and installation of two billboard murals at the former Jack’s Gas Station lot on Central Avenue. Prior to the installation of the murals the site was a frequently vandalized. In 2004, an artist from the neighborhood requested \$200 for the first mural. He built a relationship with the property owner and created it in time for the Northeast Art-a-Whirl. The same neighborhood artist requested funding in 2005 for a larger scale project in which 75 people participated in creating a 40-foot-by-8-foot billboard mural. The site was not vandalized following the installation.



Community Carnival – Each year Windom Park holds a Community Carnival that attracts more than 1,000 people. A planning committee of school parents and neighbors work together over a four-month planning process to create this well-attended event. Over a hundred volunteers plan, run and staff the entire event, and their work represents an important collaboration between the school, park center, neighborhood organization and community members. Individuals and organizations such as Bethany

Nursing Home, the Minnesota Teen Challenge at Grace Manor, the Lions Club, and Target all contribute time and money to create the carnival.



Support for Other Park Activities – The money raised at the carnival has been used to fund a variety of other Park activities, including the annual Spring Bunny Party Hunts, Halloween parties, ice skating parties, and Park staff recognition celebrations. The funds have also been used to purchase a mat and cover for the climbing wall in the gym and new children’s tables for park center rooms.

“Encourage people to know their neighbors, encourage the walking thing.” – focus group participant

93% of recent resident survey respondents indicated that crime was one of their top concerns.

Walking Groups – In 2006, Windom Park formed the **Northeast Strollers** walking group to make the neighborhood safer and more livable and in response to requests by residents to address an increase in crime. Windom Park Citizens in Action (WPCiA) organized the Strollers in collaboration with the Parker Skyview Hi-rise, its residents and Resident Council as a way to promote exercise and get to know other neighbors. Several walking routes through Windom Park were created. WPCiA also provided financial support to the **Northeast Citizen Patrol**, formed as a multi-neighborhood initiative to address neighborhood crime and livability by organizing walking groups throughout northeast Minneapolis.

People being out there is important, walking in their neighborhoods, knowing their neighbors. - focus group participant

In addition to the two formal walking groups, there is also at least one informal group that meets regularly to walk the neighborhood. All of these groups came together, at least in part, as an outcome of WPCiA discussions/efforts, and the residents who participate are responsible for creating and promoting a more livable and safer neighborhood, by helping to reduce crime in Windom Park through increasing resident visibility, interaction and involvement.



Phase I Review Social Environment Summary

Strategy/Description	Community Center Study	Computer Lab	Security Rebates	Park Pool Radios	Park Center Air Conditioning	Park Improvements	Original NRP Allocation (Sept 1997)	Current1 NRP Allocation (Oct 2010)	Current Funds Under Contract (Oct 2010)	Current Funds Available (Oct 2010)	Status (Oct 2010)
<u>3.1.A.1</u> Community Center Support a multi-use community center for Northeast Minneapolis. Some previously identified services include: drop in day care, fitness center, co-located social service facilities, swimming pool, and a gym.	X						\$0	\$15,000	\$15,000	\$0	Feasibility study completed; project not pursued
<u>3.1.A.2</u> Programming Survey Ensure there are programs available for all ages and abilities. Conduct a programming survey to determine the types of programs residents feel are not offered, which they would attend.							\$1,500	\$0	\$0	\$0	Lower priority - funds reallocated
<u>3.1.A.3</u> Welcome Packet Create and distribute a welcome packet to increase awareness of available programs, services, help lines, bus routes, neighborhood activities, and community involvement opportunities.							\$0	\$0	\$0	\$0	Lower priority - Partially implemented with Hennepin County NRP funds
<u>3.1.A.4</u> Publicize Rec Programs Publicize existing programs, activities, services, and how to access them. Include Windom Park, neighborhood, school, and other programs in the neighborhood's newsletter, the Windom Window, and in the welcome packet.							\$0	\$0	\$0	\$0	Unfunded - ongoing
<u>3.1.A.5</u> Windom Park - Information Signs Install a lighted information sign in Windom Park that can be used to announce upcoming events and programs. Park staff will be responsible for updating the messages.							\$3,000	\$0	\$0	\$0	Project unfeasible; funds reallocated
<u>3.1.B.1</u> Hollywood Theater Support the revitalization of the Hollywood Theater to increase the economic vitality of arts programming in the community.							\$0	\$0	\$0	\$0	Unfunded - City-owned project that city continues to re-evaluate
<u>3.1.B.2</u> Increase Neighborhood/Public Art Work with local arts organizations (e.g. Art-a-Whirl) to have periodic temporary art installations in the neighborhood. Additionally, work to incorporate art installations in neighborhood gateway efforts.							\$0	\$0	\$0	\$0	Unfunded - neighborhood successfully advocated for mural and trellis projects



Phase I Review

Social Environment Summary (cont.)

Strategy/Description	Community Center Study	Computer Lab	Security Rebates	Park Pool Radios	Park Center Air Conditioning	Park Improvements	Original NRP Allocation (Sept 1997)	Current1 NRP Allocation (Oct 2010)	Current Funds Under Contract (Oct 2010)	Current Funds Available (Oct 2010)	Status (Oct 2010)
<u>3.1.B.3</u> Windom Park - Performance Events Increase community awareness through cultural/art programming at Windom Park. Include cultural and arts programming in neighborhood survey efforts.							\$5,000	\$0	\$0	\$0	Lower priority - funds reallocated
<u>3.1.C.1</u> Pillsbury After School/Evening Programs Work with Pillsbury School to develop and implement an extended day/after school pilot program which will include both remedial and community instruction.							\$0	\$0	\$0	\$0	Unfunded - lower priority
<u>3.1.C.2</u> Pillsbury School - Computer Equipment Increase community access to technology in order to provide opportunities for increasing self-sufficiency and information distribution.		X					\$25,000	\$11,000	\$11,000	\$0	Project completed
<u>3.1.C.3</u> Neighborhood School Attendance Area Work with Pillsbury School and the School Board to 1) explore and implement a neighborhood attendance area and, 2) work to provide a guaranteed school for all public school students in the neighborhood.							\$0	\$0	\$0	\$0	Unfunded - lower priority
<u>3.1.D.1</u> Increase Number of Block Clubs Increase the number of block clubs. CCP/SAFE Crime Prevention Specialists and neighborhood volunteers/staff will actively recruit block club leaders through door knocking and other means.							\$0	\$0	\$0	\$0	Unfunded - ongoing
<u>3.1.D.2</u> Block Club Incentives Establish a block club fund to provide incentives to organize new block clubs and encourage existing block clubs, and to provide funds for a business or home security rebate program.			X				\$2,500	\$2,500	\$2,500	\$0	Ongoing
<u>3.1.D.3</u> Windom Park - Portable Radios Purchase a set of portable radios for use by park staff while they are supervising the playground, swimming area, and ball fields.				X			\$500	\$500	\$500	\$0	Project completed



Phase I Review

Social Environment Summary (cont.)

Strategy/Description	Community Center Study	Computer Lab	Security Rebates	Park Pool Radios	Park Center Air Conditioning	Park Improvements	Original NRP Allocation (Sept 1997)	Current1 NRP Allocation (Oct 2010)	Current Funds Under Contract (Oct 2010)	Current Funds Available (Oct 2010)	Status (Oct 2010)
<u>3.1.E.1</u> Windom Park Bathroom Lighting/Facilities Improve exterior and public areas of the park building. Use NRP funds to purchase upgraded lighting and install air conditioning in the two meeting rooms, the childcare room, the lobby and office.					X	X	\$7,500	\$10,026	\$10,026	\$0	Project completed; remaining funds reallocated
<u>3.1.E.2</u> Windom Park - Playground Improvements Work with the Park Board and School Board to replace worn and/or hazardous playground equipment approximately mid-way through the normal capital cycle for park improvements.							\$0	\$0	\$0	\$0	Unfunded - Lower priority; 3-way match with non-NRP funds did not materialize
<u>3.1.E.3</u> Windom Park - Bathroom Accessibility Increase handicap accessibility to public bathrooms in old park building.							\$0	\$0	\$0	\$0	Unfunded
<u>3.1.F.1</u> Newsletter - Highlight Neighborhood Groups Highlight different groups in the Windom Window, the neighborhood newsletter. WPCiA will solicit articles about traditions, histories, values, and perspectives from its diverse communities.							\$0	\$0	\$0	\$0	Unfunded - ongoing
<u>3.1.F.2</u> Ice Cream Social Traditions Incorporate traditions into Windom Park's Ice Cream Social. Involve the neighborhood's different groups in presenting traditional and modern crafts and visual and performance art at the neighborhood's annual Ice Cream Social.							\$0	\$0	\$0	\$0	Unfunded - event transformed into community carnival collaboration with school and park
TOTAL Social Environment							\$45,000	\$39,026	\$39,026	\$0	

¹ "Current NRP Allocation" for each strategy includes all NRP plan modifications made and all associated program income received to-date.

PHYSICAL ENVIRONMENT

Goal 4: Increase neighborhood health through integration of solutions to aesthetic, transportation, livability and environmental issues; and by promotion of environmentally responsive behavior

Overview

The neighborhood's ongoing work in the areas of transportation, livability and environmental issues has focused on planting and inoculating trees, creating welcoming community gateways, improving both public and private properties, monitoring air and water quality, and supporting new bikeways. Many involved members have spearheaded these efforts and continue to make significant contributions in these areas.

“The whole tree thing is just the coolest thing the neighborhood's done.” – focus group participant

Tree Planting – Windom Park allocated a total of \$19,300 in 1999 to help restore the neighborhood's green canopy by working with the Park Board to plant new and replace lost or damaged trees along our residential boulevards. An active Windom Park Tree Committee was highly aware that the urban forest improves the appearance of the neighborhood and the quality of our air, and it provides clear economic benefits. Trees reduce summer cooling costs, absorb sound and air pollution, add aesthetic beauty that adds value to homes, and provide an environment for birds and small animals. Some neighborhoods have seen home values fall after losing a large numbers of trees due to disease or disaster (wind damage).

After Dutch elm disease reappeared in 2004, Windom Park Citizens in Action (WPCiA) created an inventory of all Elm trees in the neighborhood (225 in 2005, 190 in 2006) and tested many trees to confirm the Dutch Elm diagnosis. The Minneapolis Park Board removed these trees. The Tree Committee members also participated in workshops discussing the benefits of inoculation. And the committee created flyers to promote an inoculation program, including the availability of matching funds up to \$350 from Windom Park NRP. This resulted in ten private property trees being inoculated for lower-income residents. Because neighbors placed highest value on public trees, WPCiA inoculated all Windom Park elm trees along Stinson Boulevard and a stand of public trees at 22nd and Fillmore St NE – the trees at this site created a cathedral effect that is uncommon in northeast.

WPCiA has allocated \$18,628.50 (\$11,497.47 spent to date) of NRP dollars for this project. And, it leveraged a grant of \$15,147 from Minnesota ReLeaf. Part of the ReLeaf grant (\$5,300) was used for tree removal for lower-income private properties. ReLeaf grant money was also used to create informational flyers for education and community outreach. In light of the epidemic, Windom Park created a plan to conserve the existing tree stock and reinvigorate the parts of the forest that were destroyed by disease. In upcoming years, WPCiA plans to continue inoculation, assist with tree removal, do additional tree planting, and create a complete inventory of all species of trees in the neighborhood.

Gateways – Windom Park has several gateways or key entry points. The gateway we share with Northeast Park – where I-35W, Johnson St., and 18th St. NE converge – is a key entrance to Northeast Minneapolis. Approximately 18,000 cars traverse Windom Park each day via Johnson Street, and many more use this gateway to enter the Quarry Shopping Center. The Johnson Street Berm, known locally as the “Grassy Knoll,” is located at this entry point. Since the late 1990s, this one-acre space included seven trees in a large lawn.

Neighbors in both Windom Park and Northeast Park agreed that this one-acre open space should remain passive green space but be enhanced to create a more welcoming feel. With a design created by a master gardener from the Waite Park neighborhood, they agreed on a plan that included trees, native plant gardens, and a sign reading “Welcome to Northeast Minneapolis.” On **Arbor Day 2006**, thirty-five (35) neighbors gathered to begin improvements to the space. The volunteers planted 11 trees, and installed mulch around all 18 trees on the site. The new trees included five 20 ft. trees donated by the Minneapolis Park Board and transplanted from a site one mile east.

The neighborhood also developed relationships with the Minneapolis Department of Public Works and the Minnesota Pollution Control Administration to help maintain the site. The Public Works Department provided water from a nearby fire hydrant that allowed seven volunteers to water the newly planted trees throughout the summer.

In 2007, Windom Park and Northeast Park volunteers planted the native gardens and installed the sign. The neighborhoods allocated a total of \$1,300 of NRP funds to the site, and secured additional funds from the Minnesota DNR’s Tree Trust program. And, a sculpture, *Wind in the Trees*, was installed on the site in 2008 – addressing the neighborhood desire expressed in the Social Environment section of the plan under 3.1.B.2 – *Increase Neighborhood Public Art*.



Garden Contest – Windom Park’s on-going efforts to support community gardens and involve the community in neighborhood enhancement include our Garden Contest. In 2005, WPCiA created a Garden of the Month contest to recognize neighbors who are contributing to the improvement of our neighborhood through the cultivation of their own gardens. This contest continued in 2006 and includes monetary awards donated by a landlord with properties in the Windom Park neighborhood. Our WPCiA office coordinates the advertising for the contest as well as the selection of the winning

gardens from those submitted by neighbors.

The goals of the garden contest:

1. Increase awareness of the value of gardens to home values and the health of a neighborhood.
2. Encourage additional neighbors to create gardens
3. Recognize gardeners whose gardens improved the neighborhood.
4. Recognize gardeners who worked with neighbors to improve their gardens.
5. Get more neighbors into their yards to help create a presence in the neighborhood and possibly reduce opportunistic crime.

Plant Sale – Although no NRP funds were allocated for a plant sale under Physical Environment strategy 4.1.A.4.3, the neighborhood did sponsor a plant sale during the Fall of 2009.

Bike Lane Projects – Windom Park Citizens in Action (WPCiA) has promoted biking through supporting the development of new bike paths in Windom Park and the surrounding neighborhoods. In 2001, the neighborhood allocated \$50,000 of NRP funds to the Northeast Diagonal Bikeway. This bikeway connects Windom Park and Northeast Minneapolis to Roseville and Ramsey County and will provide an excellent recreational and commuter route. The ground breaking for this bike path occurred in the spring of 2007.

In 2003, Windom Park was the first neighborhood to allocate \$100,000 of NRP money to the 18th Avenue Bike Path – currently partially on the City’s plan for 2010. The commitment of NRP funds by Windom Park and other Northeast neighborhoods has leveraged additional federal money for the several million-dollar project. If fully completed according to the neighborhoods’ vision, the 18th Avenue Bike Path will connect Windom Park and other Northeast Minneapolis neighborhoods to the Mississippi River, Downtown and North Minneapolis. However, as of November 2010, Windom Park’s funding commitment has expired, and The City of Minneapolis has not agreed to champion or find additional funding for the Windom Park/Northeast Park segment of the path. The segment west of Central Avenue is slated to go ahead.

WPCiA was also instrumental in getting “Share the Road” and 30 MPH signs installed throughout the neighborhood. These are used to slow traffic and increase the safety of bikers and pedestrians.

Monitor/Reduce Pollution – WPCiA has played important roles in advocating for safe and clean air and water both through committees and individuals dedicated to fostering public awareness and holding polluters accountable. For example, in 2002 the environment committee organized an informational presentation with Xcel Energy to discuss how the proposed Metro Emissions Reduction Project (MERP) would affect the Riverside Generating Plant. In 2003, the environment committee developed a resolution on behalf of WPCiA to support the Metro Emissions Reduction Project conversion of the Xcel-Riverside plant from coal to natural gas. On-going environmental advocacy efforts include monitoring the air emissions of Interplastics, advocating for the clean-up of Shoreham Yards through representation on SAAC and working with MPCA regarding pollution at the Johnson Street Berm. Highly dedicated group members also participated with the Metro Community Awareness Emergency Response (CAER) organization to increase public awareness of hazardous materials in or being transported through our area. Environment updates are provided at monthly community meetings as well as through e-mails and the WPCiA web site.

Phase I Review

Physical Environment Summary (cont.)

Strategy/Description	Tree Planting & Replacement	Gateway Projects	Bike Route Signage	NE Diagonal Project	Pollution/Waste Reduction	Original NRP Allocation (Sept 1997)	Current1 NRP Allocation (Oct 2010)	Current Funds Under Contract (Oct 2010)	Current Funds Available (Oct 2010)	Status (Oct 2010)
<p><u>4.1.A.1</u> Tree Planting Work with the Park Board to plant additional neighborhood trees. The Park Board has completed a tree survey that the Windom Park Citizens in Action will update. NRP funds will be used for the diagnosis, inoculation and purchase of trees, including replacements for trees lost during the first three years.</p>	X					\$20,000	\$37,928	\$37,928	\$0	Projects completed
<p><u>4.1.A.2</u> Investigate Burying/Moving Utility Lines Investigate burying/moving utility lines to eliminate the need for radical pruning and improve aesthetics and neighborhood livability. Advocate for burial and/or relocation of affected lines during planning and implementation of capital projects.</p>						\$0	\$0	\$0	\$0	Unfunded - lower priority
<p><u>4.1.A.3</u> Gateway Projects Create gateways at all entrances to the neighborhood, specifically: Lowry & Central, Lowry & Johnson, Lowry & Stinson, Stinson & 18th, 18th & Johnson, and 18th & Central.</p>		X				\$60,000	\$53,500	\$25,000	\$28,500	Ongoing
<p><u>4.1.A.4.1</u> Greening Grants Provide matching grants for block clubs that develop greening projects as a way to involve the community in the enhancement and maintenance of the neighborhood.</p>						\$0	\$0	\$0	\$0	Unfunded - lower priority
<p><u>4.1.A.4.2</u> Garden Contest Organize an annual neighborhood garden contest. Develop categories and guidelines, oversee judging, and solicit prizes.</p>						\$0	\$0	\$0	\$0	Unfunded - award program implemented
<p><u>4.1.A.4.3</u> Plant Sale Conduct an annual plant sale where neighborhood residents will be able to donate and purchase plants and garden related materials. Income from the Plant Sale will be used to purchase prizes for the Garden Contest.</p>						\$0	\$0	\$0	\$0	Unfunded - lower priority
<p><u>4.1.B.1</u> Restorative Justice - Graffiti Removal Work with other neighborhoods and City agencies to develop and implement a restorative justice program for the NE Community in which convicted graffiti taggers will spend community service hours removing graffiti in the neighborhood.</p>						\$0	\$0	\$0	\$0	Unfunded - lower priority

Phase I Review

Physical Environment Summary (cont.)

Strategy/Description	Tree Planting & Replacement	Gateway Projects	Bike Route Signage	NE Diagonal Project	Pollution/Waste Reduction	Original NRP Allocation (Sept 1997)	Current1 NRP Allocation (Oct 2010)	Current Funds Under Contract (Oct 2010)	Current Funds Available (Oct 2010)	Status (Oct 2010)
<u>4.1.B.2</u> Graffiti Information Inform residents of how to report graffiti and on various methods of removal. Incorporate materials from Public Works and CCP/SAFE relating to graffiti reporting and removal into the neighborhood's welcome packet.						\$0	\$0	\$0	\$0	Unfunded - implemented via newsletter and meetings
<u>4.1.C.1</u> Traffic Control Increase pedestrian and bicyclist safety throughout the neighborhood.						\$0	\$0	\$0	\$0	Unfunded - implementation discussions ongoing
<u>4.1.C.2</u> Bike Lanes Create safe, accessible, and appropriately marked bicycle lanes throughout the neighborhood that fit with emerging Northeast and City-wide systems and reinforce neighborhood traffic control measures.						\$0	\$0	\$0	\$0	Projects partially completed; ongoing discussions with city for full implementation
<u>4.1.C.3</u> Traffic Control/Bike Lane Projects Fund the planning and implementation of pedestrian/bicyclist safety and bicycle lane projects.			X	X		\$50,000	\$200,000	\$55,600	\$144,400	Completed
<u>4.1.D.1</u> Support Transit Systems Support and encourage efforts of the City to examine long term public/mass/alternative transit systems.						\$0	\$0	\$0	\$0	Unfunded - ongoing
<u>4.1.D.2</u> Public Areas/Destinations Accessibility Work to ensure all public areas in the neighborhood and local destinations (e.g. The Quarry) are accessible to the widest range of physical capabilities.						\$0	\$0	\$0	\$0	Unfunded - ongoing
<u>4.1.D.3</u> Increase Bus Route Awareness/Use Include local bus schedules in the neighborhood's Welcome Packet in order to increase awareness and use of local bus routes.						\$0	\$0	\$0	\$0	Lower priority
<u>4.1.E.1</u> Increase Neighborhood Lighting Increase neighborhood lighting. Promote the City's Midblock/Shortblock Lighting Program through the neighborhood newsletter and other media.						\$0	\$0	\$0	\$0	Unfunded - lower priority

Phase I Review

Physical Environment Summary (cont.)

Strategy/Description	Tree Planting & Replacement	Gateway Projects	Bike Route Signage	NE Diagonal Project	Pollution/Waste Reduction	Original NRP Allocation (Sept 1997)	Current1 NRP Allocation (Oct 2010)	Current Funds Under Contract (Oct 2010)	Current Funds Available (Oct 2010)	Status (Oct 2010)
<u>4.1.E.2</u> Promote Human Scale Lighting Promote a human scale for neighborhood lighting. Maintain an awareness of capital projects being planned and implemented in the neighborhood and advocate for installation of, or change to, lighting on a human scale.						\$0	\$0	\$0	\$0	Unfunded - lower priority
<u>4.1.F.1</u> Monitor/Reduce Pollution Continue to monitor local sources of air, soil, and water pollution and advocate for reduction in levels through the WPCiA.					X	\$0	\$2,000	\$2,000	\$0	Ongoing
<u>4.1.F.2</u> Install Roadway Buffers Install sight/sound/pollution buffers between the neighborhood and high volume roadways (primarily Highways 88 and 35W). 60 trees have already been planted between the neighborhood and Highway 88 as part of this the construction process.						\$0	\$0	\$0	\$0	Completed
<u>4.1.F.3</u> Reduce Vehicle Abandonment Reduce the number of abandoned vehicles in the neighborhood. Work to ensure all vehicles are parked on appropriate surfaces.						\$0	\$0	\$0	\$0	Unfunded - lower priority
<u>4.1.F.4</u> Reduce Bus Noise/Exhaust Reduce the noise/exhaust from City busses. Work with appropriate departments to refit busses so exhaust is discharged above other vehicles and new technology/fuels are used to reduce exhaust and pollution levels.						\$0	\$0	\$0	\$0	Unfunded - lower priority
<u>4.1.F.5</u> Monitor/Reduce Airplane Noise Monitor airplane noise and advocate for compliance with Federal noise guidelines. Publicize the telephone number to report airplane noise, maintain an awareness of airline compliance of Federal regulations, and work for compliance.						\$0	\$0	\$0	\$0	Unfunded - lower priority
<u>4.1.G.1</u> Litter Receptacles Increase the percentage of trash generating locations (e.g. convenience stores, bus stops, etc.) that have litter receptacles. Work with various partners to identify locations and place, maintain and promote receptacles.						\$0	\$0	\$0	\$0	Unfunded - lower priority

Phase I Review

Physical Environment Summary (cont.)

Strategy/Description	Tree Planting & Replacement	Gateway Projects	Bike Route Signage	NE Diagonal Project	Pollution/Waste Reduction	Original NRP Allocation (Sept 1997)	Current1 NRP Allocation (Oct 2010)	Current Funds Under Contract (Oct 2010)	Current Funds Available (Oct 2010)	Status (Oct 2010)
<u>4.1.G.2</u> Hazards of Animal Droppings Increase the awareness of the health hazards of animal droppings (e.g. ringworm fungi and bacteria that cause toxoplasmosis - which can cause birth defects) and promote responsible pet owner behavior.						\$0	\$0	\$0	\$0	Unfunded - lower priority
<u>4.1.G.3</u> Recycling Program Expansion Promote and support City recycling program expansion to include additional items and more frequent collections.						\$0	\$0	\$0	\$0	Unfunded - lower priority
<u>4.1.H.1</u> Alternative Lawn Demonstration Site Work with the Pillsbury School to establish an alternative lawn demonstration site on school property.				X		\$5,000	\$600	\$600	\$0	No implementation champion; funds reallocated
<u>4.1.H.2</u> Reduce Household Hazardous Waste Reduce household hazardous wastes. Distribution materials to educate residents about household hazardous waste, including disposal methods, better buying practices, and healthier, safer alternatives.					X	\$0	\$600	\$600	\$0	Unfunded; No implementation champion
<u>4.1.H.3</u> Storm Drain Stenciling Program Organize and implement a storm drain stenciling program to increase the awareness of storm water runoff and the dangers of dumping oil and other pollutants into storm drain.					X	\$0	\$200	\$200	\$0	Unfunded; No implementation champion
TOTAL Physical Environment						\$135,000	\$294,828	\$121,928	\$172,900	

NOTE: "Total NRP Allocation" for each strategy equals all NRP plan allocations and all associated program income.

ADMINISTRATION

Goal 5: Provide for continuity in the full implementation of Windom Park's Comprehensive Action Plan

Overview

Windom Park Citizens in Action communicates regularly with residents through our quarterly newsletter, regular e-mails, and our newly updated web site. Our Community Land Use and Planning (CLUP) committee engages residents in reviewing land use proposals and visioning for our future. Our Quarry Shopping Center task force has engaged the community in working to guide the development process of our largest retail area and continues to facilitate communications and address related neighborhood concerns as they arise. With assistance from WPCiA (financial as well as volunteer hours), a citizen patrol and Northeast Stroller groups formed in response to an increase in crime. They have spurred increased resident involvement in our community and visibility for volunteer efforts.

Communications Committee – WPCiA established a Communications Committee to facilitate and address any communication issues. The committee establishes policies regarding communication – including our website, and coordinate the newsletter by recruiting writers, identifying topic, soliciting articles and making sure that newsletter deadlines are met. Issues or concerns regarding communication are referred to the Committee for review and recommendation. The Committee ensures that policies are followed and that outreach and notification are done efficiently.

Newsletter – Windom Park Citizens in Action (WPCiA) publishes a quarterly newsletter, *The Windom Park Window*, which is mailed to each address in the neighborhood. Its goal is to inform and update the neighborhood on activities and events, as well as feature articles of particular interest to Windom Park residents.

Web Site – WPCiA also keeps residents and non-residents alike informed through its website, www.windompark.org. The website provides important information, including meeting announcements and schedules and other community events. The website also explains how residents can get involved, has a copy of our bylaws and meeting minutes for review and lists previous activities. It also includes photos, which serve as a visual record or pictorial history of WPCiA activities.

Email List – In addition to our newsletter and website, WPCiA has an e-mail list maintained by staff on a regular basis. Staff notifies anyone on the list of relevant events, activities and upcoming meetings. Also included is any relevant information and links to assist in understanding neighborhood issues.

“I appreciate emails I get from Windom Park.”-focus group participant

Other Communication Methods – Two other ways WPCiA communicates with residents is through postcard mailings and flyers. WPCiA sends postcard mailings to all households in the neighborhood to inform them of a specific issue. Residents have commented positively about the effectiveness of these postcards in bringing important issues to their attention and encouraging them to attend meetings. WPCiA uses flyers to notify or inform residents of a

particular node of the neighborhood about an issue that effects them. Delivery of flyers often encourages personal, face to face contact with residents that can be especially beneficial in outreach. For example, WPCiA delivered flyers to residents within one block of Johnson Street to inform them that the city was considering adding an additional lane of traffic. Our flyer distribution was highly effective at informing the public, helping shape community opinion and influencing the final outcome – to not add the additional lane.

“I appreciate the role the organization plays in keeping the city and development agencies in check, for example with the Quarry, making it more palatable. Keeping the neighborhood from being abused...keeping everything in line”. – focus group participant

Involvement Efforts – Below are some examples of the WPCiA neighborhood involvement efforts supported by the Administration section of the NRP Phase I plan:

Voter Support – In 2001, we sponsored a Ward 1 City Council Candidates forum with the League of Women Voters. All five candidates participated in a lively discussion and question-and-answer session. More than 80 people attended the event. We continue to publicize voter events and several local representatives regularly attend our monthly meetings and communicate with our office in response to resident questions.

Quarry Committee – The WPCiA has provided the framework for neighborhood involvement and issue resolution while working with The Quarry retail development located just south of Windom Park. 1991 NRP Transition Funds provided part of the public investment into this development. Many Windom Park neighbors were involved with the Northeast Retail Center Development Committee, which laid down the development principles that were to have been applied to the development. The finished product, though wildly successful from a financial perspective, is less integrated with the historical fabric of Northeast than was envisioned. The resulting intensive use development has a much greater impact on the immediate neighbors than was anticipated, and its profound success has resulted in increase development pressure on the area around the facility.

Although The Quarry officially lies within the boundaries of the neighboring Northeast Park, the development has a great impact on Windom Park. Bordering the northern edge of the development is high-density rental housing from Ulysses St NE to Arthur St NE and from Arthur to Benjamin, with many single and double family homes filling in the blocks that line 18th Ave NE. As a result, many WPCiA residents are directly impacted by the development. WPCiA has acted as the primary contact between Minneapolis citizens and the subsequent owner operator of the development, Inland/Ryan.

WPCiA has facilitated numerous citizen engagement forums regarding the daily operations, continuing development and issues related to the maintenance and improvement of The Quarry retail development (including landscaping, lighting, the parking lot and on-going maintenance). Historically, WPCiA has created ad hoc committees related to issues at The Quarry, and the Quarry Oversight Committee played a primary role in the community. But as Quarry-related issues tended to be episodic, WPCiA began to explore a more holistic approach to development beyond the scope of the Quarry Oversight Committee. Issues related to continued development and maintenance at the Quarry now fall under the charge of the CLUP Committee.

“We worked to ensure minimal negative impact (of new development) ...”-focus group participant

Community Land Use & Planning (CLUP) Committee – As a result, WPCiA formed the Community Land Use Planning Committee (CLUP) to guide and encourage development throughout Windom Park. Its goal is to better serve the neighborhood stakeholders that participate in issues that affect or involve the physical environment and associated impacts. The committee reviews proposals, facilitates initiatives and conducts conversations about future land use. A key value of these efforts is that neighborhood participants and outside entities are better served if preliminary work is done to best prepare information for broad public review and input. This can be particularly true with land use matters due to the potential complexity of the issues and the level of impact on the community that can be at stake. The committee has established a standard process for reviewing project proposals. An informational material checklist was developed for initial review. CLUP also engages in advance planning activities around the current or potential status of residential and commercial properties, traffic flow issues, gateway planning, zoning code, City or broader community trends in urban planning.

The CLUP committee has worked to improve a number of properties identified based on their conditions. The “Ticket Booth” house on 22nd Avenue and the house at 1415 18th Avenue were abandoned properties that neighbors asserted could be problems for the community if left neglected. Due to unique circumstances there was reasonable belief no good reuse was in sight and the committee was enlisted to act as positive catalyst. The neighbors participated in creating standards for design and housing type that would be consistent with the area on the eastern edge of the neighborhood known as the “triangle”. With the site on 18th avenue, the committee worked in direct partnership with City and County staff establishing the best reuse options for this house. Given its condition, demolition and new construction was preferred. A thorough selection process was put in place to select a builder. The goal was to maximize neighborhood participation in the process and ensure community priorities were well represented in the final product. A local builder, Schaffer Hartman, was selected to build an appropriately styled, environmentally sound single-family house that utilizes high quality materials.



Lowry/Central Fire Relief Fund – In 2005, after a three-alarm fire destroyed three buildings at the corner of Central Avenue and Lowry, WPCiA coordinated the creation of the Lowry/Central Fire Relief Fund. The effort raised over \$4,600 through donations, collections and a garage sale and provided support to 26 displaced residents and business operators. WPCiA, the Eastside Food Co-op, and Holland Neighborhood Improvement Association (HNIA) also coordinated a food drive.

Neighbor of the Month – WPCiA has recently started a Neighbor of the Month award, providing the organization an opportunity to recognize and thank active residents for their efforts. Winners have included Nancy Rathmann for graffiti removal; Nancy Przymus for her work inoculating and planting in response to Dutch Elm Disease; Ron Wilson, a long-time resident who clears snow for his entire block during snowstorms; and Eric and Karen Schurr for their work fighting crime and bringing neighbors together.



Kevin Reich (left),
Nancy Przymus (right)



Doron Clark (left),
Michelle Woster (right)

Conclusion

Windom Park Citizens in Action’s NRP Phase I plan focused on important areas of need and successfully engaged residents in working to improve the neighborhood. Engaging in this review process revealed a 12-year history of on-going initiatives and significant achievements under all four major goals. Important information for future planning was also collected and has already impacted decision-making.

The Findings of this review indicate Windom Park Citizens in Action’s Phase I plan reflected community needs and included a range of useful strategies. The focus on providing loans as opposed to grants for many of the activities in goal areas one (housing) and two (business) enabled the organization to extend its NRP funding and provide ongoing support. WPCiA members implementing the plan also showed flexibility in working to respond to the changing needs of the neighborhood within the four major goal areas. This flexibility and the strategies that were added to the organization’s work indicate WPCiA functioned as a learning organization during Phase I, an attribute likely to support future success.

Important Issues for Phase II – The Phase I review process provided four newer and one more experienced board member with opportunities to study past efforts and the evolution of initiatives, gather the current perceptions of community members (through surveys and focus groups) and pull this information together to reflect on the work. Included in what was learned, a number of possible areas of focus for the future emerged. Possible future focus areas include exploring the roots of crime and new strategies for addressing these issues, expanding park programming to include services for a wider range of age groups, rekindling the involvement of former board members, sparking new involvement through increased informal opportunities to meet with neighbors, focusing staffing on outreach work and project implementation, and working with other organizations and in new ways to build more positive relations with businesses.

**FOCUS GROUP
INTERVIEW GUIDE**

Purpose: To discuss and evaluate the effectiveness of the activities of WPCiA in NRP Phase I. Were the anticipated results achieved? What worked well? How can the program be improved? This information will be used to guide both the current work WPCiA and for the development of the Phase II plan.

Opening Questions

1. Let's go around and tell each other our names and when we got involved in WPCiA.

Introductory Questions

2. How did you learn about WPCiA?

Transition Questions

3. What were your first impressions of the organization?

Key Questions

4. What stands out for you as the most important work of the WPCiA over the last 10 years?

What are the most important issues that have been addressed?

5. In retrospect, how effective were we in meeting the goals outlined in the plan in these areas? (*Post or handout two of four major areas of work outlined in the Phase I plan – housing and business, or community and environment – and address the areas one at a time.*) What has been accomplished in these areas?

6. What issues in these areas remain to be addressed?

7. How do you envision the organization might address these issues?

Ending Questions

8. What advice would you give to anyone currently involved with WPCiA?

Focus Group Handout #1

Reflecting on Our Built Environment: Housing stock and businesses

The main goals and objectives laid out in the Phase I NRP Community Action Plan related to housing and businesses were to:

- 1)** Improve the long-term **housing** stability and vitality through providing incentives for neighborhood-wide property improvements, preventing and removing vacant properties, promoting owner occupancy, reviewing neighborhood zoning and land use, encouraging well maintained rental property and various other strategies.

- 2)** Support and enhance the vitality of local **businesses** through the improvement of commercial corridors, the renovation or demolition of vacant commercial properties, support for capital improvements to commercial areas, the promotion of neighborhood use of local businesses, the providing of incentives for the improvement of businesses and the “image” of Central Avenue, the enhancement of police presence and various other strategies.

Focus Group Handout #2

Engaging in Your Community: Community programs, crime, transportation, livability, and environmental issues

The main goals and objectives laid out in the Phase I NRP Community Action Plan related to the community and environment were to:

3) Create a stronger, more active **community** through increased awareness and diversity of programs and activities in the neighborhood, increased cultural/arts activities, the creation of a bond between the neighborhood and Pillsbury school, increasing the sense of safety, improvement of Windom Park and increasing the awareness and understanding of the neighborhood's diverse population.

4) Increase neighborhood health through the integration of solutions to aesthetic, **transportation, livability, and environmental issues**, and by promoting environmentally responsible behavior. Objectives in this area included, enhancing the physical environment through tree planting, moving/ burying of utility lines, the creation of gateways, the reduction of graffiti and other strategies. Additional objectives included the improvement of pedestrian and bicycle usage and safety, the promotion of the use of public transportation, increasing the amount of human scale lighting, reducing the amount and effect of environmental pollutions, and promoting public sanitation and recycling.

Windom Park Citizens in Action Neighbors Survey

Fill out and either drop off at or mail to the WPCiA office or send it via e-mail to info@windompark.org. Thank you for your interest in our neighborhood!

1. "I am MOST concerned with the following problems in my neighborhood:" (Rank your top three concerns)

- Neighborhood Deterioration
- Traffic
- Crime
- Noise
- Lack of communication with my neighbors
- Parking
- Other _____
- Other _____

2. "I would like to see the following improvements in my neighborhood:" (Rank your top three concerns)

- Crime reduction
- Slow traffic through the neighborhood
- Clean up yards, streets, and alleys
- Upgrade housing (i.e. maintenance of houses, etc.)
- Improve street lighting
- Restrict on-street parking

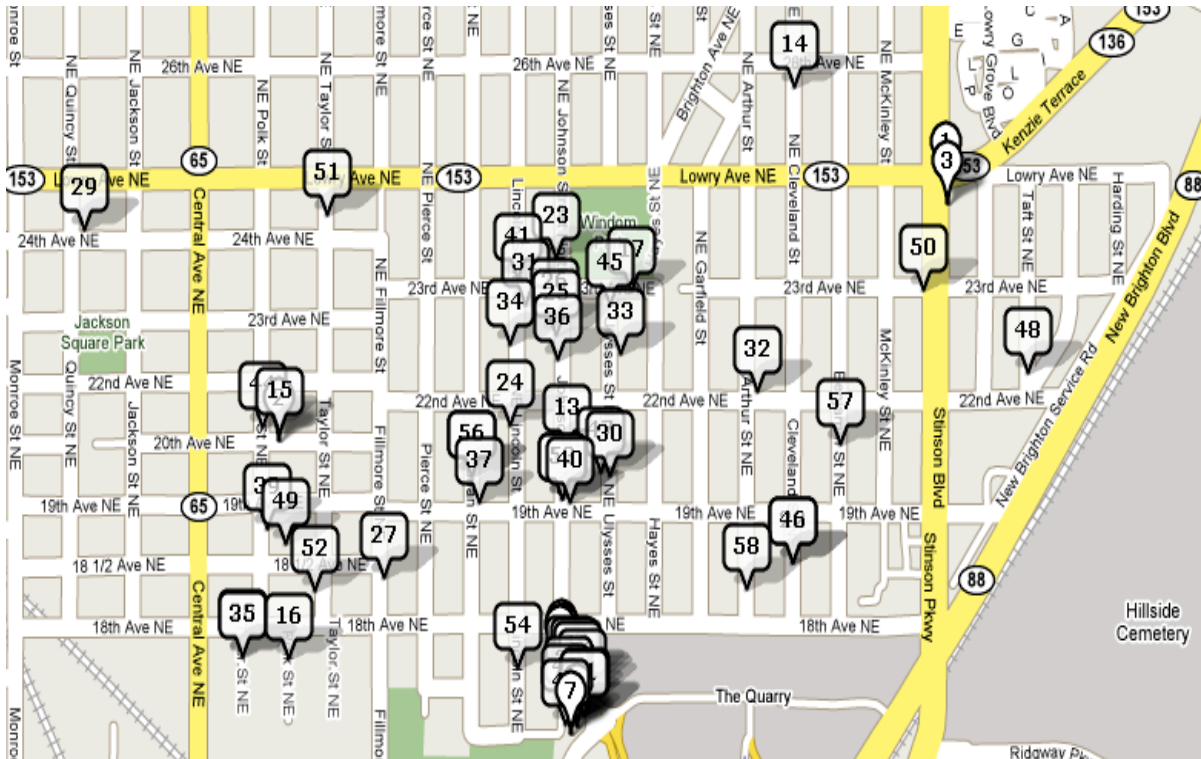
3. How would you rate the condition of the following features of your neighborhood?

	Poor	Fair	Good	Excellent
Housing				
Street lighting				
Yards				
Neighborhood Businesses				
Park Facilities				

4. List the four MOST POSITIVE things you can think of about your neighborhood.

5. List the four things you DO NOT LIKE about the neighborhood.

Trees Planted by WPCiA Tree Committee Spring 2007



**NRP AWARD NOMINATION from
Windom Park Citizens in Action
Best Economic Development Project**

Excerpt from the nominator:

We are nominating the Stinson Marketplace/Rose Course Townhomes project in Northeast Minneapolis for Best Economic Development Project for the creative development tools used and the overall economic success of the project. I will try to make the history brief, but it is a complex tale,

By 1996 the business known as Rosacker's greenhouse/Rose Acres floral shop located on the entire 1800 block between Stinson Blvd. And McKinley St. had reached the end of its useful life. Don Rosacker III was seeking a use for the property with the highest monetary return. The block's value came from its location on Stinson Blvd., nearby the Quarry shopping center, and its "commercial" zoning, which allowed for many uses. Mr. Rosacker proposed a project that would have a portion of the block become home to several businesses and the entire rest of the block become a three-story apartment building. The neighborhood, speaking through the Windom Park Citizen's in Action, objected to the apartment building portion of the concept for many reasons. The two main reasons being that apartments would not fit with the single story/single family house style of the surrounding neighborhood, and that the building would intrude on the tranquility of the parkway, part of the Grand Rounds system of parks threaded throughout the city. Mr. Rosacker agreed to explore the possibility of owner-occupied townhouses. By early 1997 he had reached the conclusion that he could build 32 townhouses if he were given a \$200,000 grant from Windom Park's NRP funds since, "the neighborhood wants the townhomes, the neighborhood can help pay for them." This particular suggestion was rejected by the NRP Steering Committee, but other options were immediately explored.

By August 1997 an agreement was reached with Mr. Rosacker. In exchange for changing most of the block to residential zoning (which would become permanent, no matter the outcome of any of his other financing plans) Windom Park NRP would implement two strategies from the Business portion of the NRP plan: 1. A \$25,000 grant from a property acquisition/demolition fund, 2. A \$100,000 low interest commercial development loan. Just as we were about to implement this exchange there was one more complication. Surveying of the site indicated land preparation issues that would be expensive to abate. Mr. Rosacker once again felt he was \$200,000 short of funds to implement the project. He proposed for one of the retail spaces to consist of a gas station/convenience store/car wash, which was anticipated to be profitable enough to make the project work, but which required a zoning variance. On a relatively close vote the neighborhood residents, speaking through the WPCiA, rejected this option. Mr. Rosacker seriously considered walking away from the development and selling it to a church (which would have taken the property off the tax rolls).

At this point the MCDA stepped up with a low-interest loan (in addition to the previously planned creation of a Tax Increment Financing district) which Mr. Rosacker was willing to take. This caused his bankers to require more equity to protect their interests. Robert Miller, NRP Director, became personally involved and suggested a creative solution. Use Windom Park NRP funds as the equity for the project. No money to be actually expended, just kept in "escrow" at MCDA. Windom Park NRP ultimately provided a \$500,000 "loan guarantee" which acted as equity. Construction on the retail development and townhouses began in spring 1998. After 50%

of the townhouses were built and sold, Windom Park was released from the loan guarantee obligation.

There is now a thriving commercial and townhouse development on the block. The commercial site, know as Stinson Commons, houses a florist, Urban Harvest café, manicure and beauty salon, and will soon be home to a second location of the gift store “Patina”. The 32 “Rose Court” Townhouses are completely sold out. Most of them sold before construction was complete.