

**MINNEAPOLIS NEIGHBORHOOD REVITALIZATION PROGRAM**

**NEAR NORTH WILLARD HAY**

**NRP PHASE II**

**NEIGHBORHOOD ACTION PLAN**

**Legal Opinion Reference Date: April 6, 2006**

**Date Adopted by the Policy Board: March 27, 2006**

**Date Adopted by the City Council: April 28, 2006**

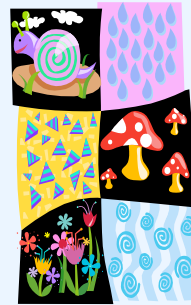
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**Modification Information:**

# **Near North Willard Hay**

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## **NRP Phase II Plan**



**Proposed: 3/27/06**

## **Neighborhood Description**

The Near North and Willard-Hay neighborhoods are bound by Theodore Wirth Park to the west, the Mississippi River to the east, Olson Memorial Highway to the south, and West Broadway Avenue to the north. The neighborhoods are predominantly residential with community corridors along Plymouth Avenue and Penn Avenue and a commercial corridor along West Broadway. The area includes parks ranging in size from Farwell Park to the larger North Commons. It also includes four public schools, several charter and alternative schools, such as Seed Academy- Harvest Preparatory, the City Inc., and Plymouth Christian Youth Center, and the recently renovated Sumner Library. A broad network of social service and community organizations, including the Minneapolis Urban League, North Point Wellness center, and Pillsbury United Communities are located in the neighborhood. Many others, including the Boys and Girls club of the Twin Cities are located in adjacent neighborhoods and serve Near North residents.

The 2000 U.S. Census data show 15,567 individuals living in the Near North and Willard-Hay neighborhoods. African-Americans made up 61%, of the population. The racial makeup of the remaining population was: 13.8% Caucasian, 13.1% Asian, 5.7% Latino, and 5.3% of some other race. The Near North and Willard-Hay neighborhoods have a very high proportion of children compared to the rest of Minneapolis: 34% of the residents of the neighborhoods are under the age of 15 compared to 18.6 % of the population for the rest of the city. The neighborhoods have a lower percentage of individuals who have received formal education compared with Minneapolis as a whole. While 37.4% of Minneapolis residents over the age of 25 have received a Bachelor's degree or higher, this rate is 14.5% for the Near North and Willard-Hay neighborhoods.

The chart presents demographic characteristics of each of the two neighborhoods based on Census data from 1990 and 2000. The overall population of both neighborhoods has grown, and the percentage of both Asians and Latinos has gone up. Also, homeownership rates have gone up while vacancy rates have gone down. Although the two neighborhoods are similar in most respects, the rate of homeownership continues to be significantly higher in Willard-Hay than in Near North.

	Near North		Willard-Hay	
	1990	2000	1990	2000
<b>Total Population</b>	6,175	6,921	8,409	9,277
White	24.8%	15.8%	28.3%	16.1%
Black/ African-American	67.3%	58.4%	65.3%	63.9%
American Indian/Native Alaskan	2.0%	1.0%	2.0%	1.2%
Asian/Hawaiian/Pacific Islander	5.2%	14.5%	2.9%	12.2%
Latino/Hispanic	1.9%	9.0%	1.8%	2.9%
<b>Housing Occupancy</b>				
Total Units	2,505	2,325	3,166	2,997
Vacant Units (% of total)	11.1%	5.3%	11.7%	5.6%
Owner-Occupied (% of total)	26.9%	32.4%	57.2%	63.1%

Source: City of Minneapolis Planning Department

## **NRP Phase II Planning Process**

The Near North Willard Hay Phase II planning process kicked off in March of 2005 with a community meeting at Lincoln School. Residents broke into small discussion groups and filled out cards identifying those things they thought should be addressed through the Phase II plan. All the cards were posted on the wall, grouped into thematic clusters, and supplemented with additional ideas by the meeting participants as a whole. By the end of the meeting, participants signed up to participate in task forces that would research the ideas and begin to develop draft plan strategies.

These task forces and the NRP steering committee (made up primarily of task force representatives) met on a regular basis throughout the spring and summer to research ideas, discuss priorities and develop draft strategies. They presented an early draft of the plan to the community at North Commons on October 20, 2005. They took the community feedback from that meeting and prepared a refined draft for neighborhood and public agency circulation on December 12. And with additional community and public staff feedback, the Steering Committee convened again on January 28, 2006, to complete final changes to the draft plan strategies and to prioritize funding within the neighborhood's NRP Phase II funding allocation.

The Northside Residents Redevelopment Council (NRRC) board approved the plan on February 21, 2006, contingent upon community-wide approval. And the Community approved the plan at a meeting at PICA Head Start on March 4, 2006.



## **Section 1 - Housing**

Physical deterioration of our housing stock is a major concern for our community, and access to adequate funding is a significant obstacle to addressing this concern. The NRP Housing Committee reviewed a range of ideas to preserve the “bricks and mortar” of the area’s homes. As a result, it has developed housing strategies that address and protect the condition our current and future housing stock, and provide property owners with some financial tools to assist them with these efforts.

The Committee will work with an agency selected to administer these strategies to determine the terms, interest rates and guidelines for each program, consult with them regarding any changes to the program terms for each strategy, and determine where condos, townhouses, and other housing styles fit within the proposed housing strategies. The Housing Committee will also approve and submit to the NRRC Board and NRP any plan modifications needed to manage the strategies below.

The Near North Willard Hay NRP Phase II Housing strategies include:

- |  |   |
|--|---|
| A1 - Single Family Home Improvement Loans    | E2 - Entry Cost Assistance (Loan Program) |
| B1 - Owner-Occupied Rental Property Loans    | F1 - Housing Fair                         |
| B2 - Absentee Landlord Rental Property Loans | G1 - Pilot Projects                       |
| C1 - Tool Voucher Program                    | G2 - Home Energy Audits/Lead Assessments  |
| D1 - Home Loans for the Elderly              | H1 - AH – Cecil Newman Plaza              |
| D2 - Emergency Repair Loans for the Elderly  | H2 - AH – Habitat Homes at Heritage Park  |
| E1 - Purchase Rehab Program – Homebuyers     | H3 - AH – Karamu West                     |
| E2 - Renovation Program – Developers         |   |

Below is a short directory of terms and phrases used in this section:

- |                  |  |
|------------------|--|
| Single Family    | - Owner-occupied dwelling of one unit  |
| Multi Family     | - A dwelling with 2-4 units (a licensed dwelling with 2-4 rental units)  |
| Problem Property | - A property or rental unit that has one or more of the following: a history of chronic inspections violations or orders, a high volume of police/911 calls, serious criminal activity that is a public safety concern (gangs, weapons, narcotics) |
| Due on sale      | - Loans will become due whenever the property, or an interest therein, is sold or transferred.   |

## **Goal A:**

***Improve existing housing stock conditions.***

### Strategy A1: ***Single-Family Home Improvement Loans***

***Provide home improvement loans for single-family owner-occupied properties.***

Well-built housing stock is the cornerstone of our neighborhoods. This program will support improvements to existing homes through low interest loans of up to \$25,000 to single family owner-occupied homesteads. Property owners will receive a 20% forgiveness of the loan principal if they live in the home for 7 years after improvements are completed. The Near North Willard Hay NRP Phase II housing committee will work with the selected program administrator to review and finalize guidelines for the program prior to execution of the first loan.

**Strategy Implementers:** Primary implementer to be determined,  
Northside Residents Redevelopment Council (NRRC)

**Contract Manager:** Development Finance Division (DFD)

#### **Related City Goal(s):**

- *Foster the development and preservation of a mix of quality housing types that is available, affordable, meets current needs, and promotes future growth*
- *Maintain the physical infrastructure to ensure a healthy, vital and safe community*

**NRP Phase II funds:** \$250,000

## **Goal B:**

***Improve rental property conditions through loans are designed to encourage upkeep and reinvestment in properties and communities.***

### Strategy B1: ***Owner-Occupied Rental Property Loans***

***Provide loans for the renovation of owner-occupied, multi-family rental properties***

Owner-occupied rental property reinvestment is a valuable resource in improving our neighborhood livability and housing conditions. This program will provide owner-occupants of rental properties with loans of up to \$20,000 per property at an interest rate at or below market rate to complete necessary improvements. The Near North Willard Hay NRP Phase II housing committee will work with the selected program administrator to review and finalize guidelines for the program prior to execution of the first loan.

**Strategy Implementers:** Primary implementer to be determined,  
Northside Residents Redevelopment Council (NRRC)

**Contract Manager:** DFD

#### **Related City Goal(s):**

- *Foster the development and preservation of a mix of quality housing types that is available, affordable, meets current needs, and promotes future growth*
- *Maintain the physical infrastructure to ensure a healthy, vital and safe community*

**NRP Phase II funds:** \$185,000

Strategy B2: ***Absentee Landlord Rental Property Loans***  
***Provide loans for the renovation of absentee-owned rental properties.***

This program will provide loans of up to \$10,000 for improvements to absentee-owned rental property. Loans will require a dollar-for-dollar match by the property owner. The entire unpaid loan balance will become due if the assisted property has code violations that exceed 90 days during the loan period. The Near North Willard Hay NRP Phase II housing committee will work with the selected program administrator to review and finalize guidelines for the program prior to execution of the first loan.

**Strategy Implementers:** Primary implementer to be determined,  
Northside Residents Redevelopment Council (NRRC)

**Contract Manager:** DFD

**Related City Goal(s):**

- *Foster the development and preservation of a mix of quality housing types that is available, affordable, meets current needs, and promotes future growth*
- *Maintain the physical infrastructure to ensure a healthy, vital and safe community*

**NRP Phase II funds:** \$24,000

***Goal C:***

***Provide homeowners with tools needed to complete home renovation projects.***

Strategy C1: ***Tool Voucher Program***  
***Provide tool rental vouchers to homeowners to help offset the costs of do-it-yourself home improvement projects.***

Home improvement projects can be expensive for property owners. To offset some of these costs, this program will provide property owners an opportunity to use up to \$250 per year in tool rental vouchers for home improvement projects. Vouchers will be available on a first come, first served basis. \$4,000 will be allocated yearly for a period of 5 years. Unused funds will be rolled forward to the following year's allocation.

**Strategy Implementer:** Primary implementer to be determined,  
Northside Residents Redevelopment Council (NRRC)

**Contract Manager:** DFD

**Related City Goal(s):**

- *Foster the development and preservation of a mix of quality housing types that is available, affordable, meets current needs, and promotes future growth*
- *Maintain the physical infrastructure to ensure a healthy, vital and safe community*

**NRP Phase II funds:** \$20,000

## **Goal D:**

**Help elderly homeowners accomplish repairs and improvements to their homes.**

### Strategy D1: **Home Loans for the Elderly**

**Provide loans to elderly homeowners to help them manage repairs and improvements to their homes.**

Helping elderly residents with the difficult task of maintaining their homes goes hand-in-hand with preserving the housing stock for use by future generations. This program provides loans up to a maximum of \$20,000 to elderly homeowners to address general repair and improvement projects. Loans will be provided at or below market rate, and will be due on sale. Qualified applicants must at least 55 and have an annual income of 50% or less of metropolitan median income.

**Strategy Implementers:** Primary implementer to be determined,  
Northside Residents Redevelopment Council (NRRC)

**Contract Manager:** DFD

#### **Related City Goal(s):**

- *Foster the development and preservation of a mix of quality housing types that is available, affordable, meets current needs, and promotes future growth*
- *Maintain the physical infrastructure to ensure a healthy, vital and safe community*

**NRP Phase II funds:** \$150,000

### Strategy D2: **Emergency Repair Loans for the Elderly**

**Provide loans to elderly homeowners for emergency home repairs.**

Helping elderly residents with emergency repairs also helps to prevent the deterioration of the existing housing stock. This program will provide loans up to \$5,000 to help elderly homeowners address emergency repairs. Funds for emergency repairs must be made available in a timely manner. Loans will be provided at 0% interest, and will be due on sale. Qualified applicants must be at least 55.

**Strategy Implementers:** Primary implementer to be determined,  
Northside Residents Redevelopment Council (NRRC)

**Contract Manager:** DFD

#### **Related City Goal(s):**

- *Foster the development and preservation of a mix of quality housing types that is available, affordable, meets current needs, and promotes future growth*
- *Maintain the physical infrastructure to ensure a healthy, vital and safe community*

**NRP Phase II funds:** \$100,000



Strategy D3: ***Senior Home Assistance***

**Assist seniors who want to remain in their homes.**

Partner with a service agency that will provide home maintenance support services.

**Strategy Implementers:** Primary implementer to be determined,

**Contract Manager:** DFD

**Related City Goal(s):**

- *Foster the development and preservation of a mix of quality housing types that is available, affordable, meets current needs, and promotes future growth*
- *Maintain the physical infrastructure to ensure a healthy, vital and safe community*

**NRP Phase II funds:** As funds become available

***Goal E:***

***Provide funding to assist with the construction, rehab or purchase of properties.***

Strategy E1: ***Purchase Rehab Program – Homebuyers***

***Provide loans to assist individuals with the purchase and rehab of problem properties.***

In order to encourage substantial renovation of problem properties and reduce the number of substandard houses within the community, supplemental funding will be provided to assist individuals with the purchase and rehab of eligible properties. To be eligible, a property must be vacant, boarded, blighted, a recognized problem property in the neighborhood, or on the City of Minneapolis Chapter 249 list. Loans of up to \$25,000 at or below market rate will be provided as a second mortgage for individuals who intend to become owner-occupants upon completion of the renovation work.

**Strategy Implementer:** Primary implementer to be determined,  
Northside Residents Redevelopment Council (NRRC)

**Contract Manager:** DFD

**Related City Goal(s):**

- *Foster the development and preservation of a mix of quality housing types that is available, affordable, meets current needs, and promotes future growth*
- *Maintain the physical infrastructure to ensure a healthy, vital and safe community*

**NRP Phase II funds:** \$205,000

Strategy E2: ***Renovation Program - Developers***

***Work with neighborhood residents, block clubs or developers to identify and assist in the substantial renovation of eligible properties.***

The housing committee will work with a variety of parties to identify single-family homes in need of substantial renovation, solicit proposals to redevelop these properties, and provide funding for their redevelopment.

In order to bridge the gap between what the market will bear and the redevelopment costs required to carry out the necessary renovation, the committee may approve renovation grants of up to \$40,000 per home. Upon completion of the work, the home must be sold to an owner-occupant.

**Strategy Implementers:**

NN/WH Housing Committee,  
Northside Residents Redevelopment Council (NRRC)

**Contract Manager:**

CPED Housing Policy and Development Division

**Related City Goal(s):**

- *Foster the development and preservation of a mix of quality housing types that is available, affordable, meets current needs, and promotes future growth*
- *Maintain the physical infrastructure to ensure a healthy, vital and safe community*

**NRP Phase II funds:** \$200,000

Strategy E3: ***Entry Cost Assistance (Loan Program)***

***Encourage owner occupied housing by providing entry cost assistance.***

Neighborhoods are enhanced by vested, owner-occupied structures. This program will assist homebuyers by providing entry cost assistance loans of up to \$2,500 below market rate with no income restrictions. Funds will be restricted for use by owner-occupied homesteads. If the property owner resides in the home more than 7 years, the interest rate on the remaining loan balance will drop to 0% for the remainder of the loan term. The loans will become due on sale.

*(The loan term and interest rate provision raises some questions, but this issue can be worked out at a later date)*

**Strategy Implementers:**

Primary implementer to be determined,  
Northside Residents Redevelopment Council (NRRC)

**Contract Manager:**

DFD

**Related City Goal(s):**

- *Foster the development and preservation of a mix of quality housing types that is available, affordable, meets current needs, and promotes future growth*
- *Maintain the physical infrastructure to ensure a healthy, vital and safe community*

**NRP Phase II funds:** \$100,000

Strategy E4: ***Affordable Ownership Program***

**Partner with the City of Lakes Community Land Trust (CLCLT) or similar land trusts and provide funding to assist eligible buyers to purchase designated land trust properties in the neighborhood.**

**Strategy Implementers:**

Near North Willard Hay Housing Committee  
City of Lakes Community Land Trust (CLCLT)

**Contract Manager:** DFD

**Related City Goal(s):**

- *Foster the development and preservation of a mix of quality housing types that is available, affordable, meets current needs, and promotes future growth*
- *Maintain the physical infrastructure to ensure a healthy, vital and safe community*

**NRP Phase II funds:** As funds become available

Strategy E5: ***Re-Entry Program Deposits***

**Provide rental housing assistance to participants of the Re-Entry Program (Section 4 Community Safety, Strategy A3).**

Assistance to participants will be in the form of damage or security deposits.

**Strategy Implementers:** Primary implementer to be determined

**Contract Manager:** Hennepin County

**Related City Goal(s):**

- *Foster the development and preservation of a mix of quality housing types that is available, affordable, meets current needs, and promotes future growth*

**NRP Phase II funds:** \$20,000

***Goal F***

***Provide information to assist residents with the purchase, repair or renovation of current housing stock in the community.***

Strategy F1: ***Housing Fairs***

***Assist with the planning and funding of neighborhood housing fairs.***

Housing fairs provide a range of opportunities for residents to gather useful information about renting, owning and improving their homes – such as workshops on how to finance home improvements, opportunities to meet contractors and discuss specific projects, and pamphlets and other written information on the services of housing-related agencies.

**Strategy Implementers:** Primary implementer to be determined,  
Northside Residents Redevelopment Council (NRRC)

**Contract Manager:** NRP

**Related City Goal(s):**

- *Foster the development and preservation of a mix of quality housing types that is available, affordable, meets current needs, and promotes future growth*
- *Maintain the physical infrastructure to ensure a healthy, vital and safe community*

**NRP Phase II funds:** \$3,000 (for materials and publicity)

Strategy F2: ***Housing Education and Awareness***

**Provide education and awareness of housing issues and of available resources to neighborhood residents.**

**Ensure underrepresented community members have equal access to programs.**

**Strategy Implementers:** Primary implementer to be determined,  
**Contract Manager:** NRP

**Related City Goal(s):**

- *Foster the development and preservation of a mix of quality housing types that is available, affordable, meets current needs, and promotes future growth*
- *Maintain the physical infrastructure to ensure a healthy, vital and safe community*

**NRP Phase II funds:** \$3,000

**GOAL G:**

**Support efforts to improve the environmental quality and efficiency of homes in the neighborhood**

Strategy G1: ***Pilot Projects***

**Support pilot projects that encourage housing that is more sustainable, healthy, durable and energy efficient**

**Strategy Implementers:** Near North Willard Hay Housing Committee  
Northside Residents Redevelopment Council (NRRC)

**Contract Manager:** To be determined

**Related City Goal(s):**

- *Foster the development and preservation of a mix of quality housing types that is available, affordable, meets current needs, and promotes future growth*
- *Maintain the physical infrastructure to ensure a healthy, vital and safe community*

**NRP Phase II funds:** As funds become available

Strategy G2: ***Home Energy Audits/Lead Assessments***

**Support the provision of home energy audits and lead-based paint risk assessments to improve the environmental quality of neighborhood homes**

**Strategy Implementers:** Primary implementer to be determined,  
Northside Residents Redevelopment Council (NRRC)

**Contract Manager:** NRP

**Related City Goal(s):**

- *Foster the development and preservation of a mix of quality housing types that is available, affordable, meets current needs, and promotes future growth*
- *Maintain the physical infrastructure to ensure a healthy, vital and safe community*

**NRP Phase II funds:** As funds become available

## **GOAL H:**

***Develop affordable housing in Near North and Willard Hay***

Strategy H1: ***AH-Cecil E. Newman Plaza*** (already approved)

***Support the renovation of 64 units of scattered site Section 8 housing built in the 1960s in the Near North neighborhood***

**Strategy Implementers:** Northside Residents Redevelopment Council (NRRC)

**Contract Manager:** CPED Housing Policy and Development Division

**Related City Goal(s):**

- *Foster the development and preservation of a mix of quality housing types that is available, affordable, meets current needs, and promotes future growth*
- *Maintain the physical infrastructure to ensure a healthy, vital and safe community*

**NRP Phase II funds:** \$188,000 (NRP Phase II Affordable Housing Reserve Funds)

Strategy H2: ***AH-Habitat Homes - Heritage Park*** (already approved)

***Support the construction of 26 units of affordable owner-occupied housing in the new Heritage Park development***

**Strategy Implementers:** Northside Residents Redevelopment Council (NRRC)

**Contract Manager:** CPED Housing Policy and Development Division

**Related City Goal(s):**

- *Foster the development and preservation of a mix of quality housing types that is available, affordable, meets current needs, and promotes future growth*
- *Maintain the physical infrastructure to ensure a healthy, vital and safe community*

**NRP Phase II funds:** \$311,250 (NRP Phase II Affordable Housing Reserve Funds)

Strategy H3: ***AH-Karamu West*** (already approved)

***Support the construction of Karamu West, consisting of 54 for-sale condominium and/or walk-up brownstone units with 8,400 square feet of retail space at the southwest corner of Penn and Plymouth Avenue***

Karamu West is a new construction mixed-income ownership project. Karamu is a Swahili word meaning "Joyous Place to Gather". Karamu West resulted from the Plymouth Avenue Visioning process initiated by NRRC. Karamu on Plymouth is a four block mixed use transit oriented development between the blocks of Newton and Russell. The Karamu West project between Penn Ave and Russell Ave consists of 54 for-sale condominium and/or walk-up brownstone units with 8,400 square feet of retail space at the southwest corner of Penn and Plymouth Avenue. Eleven of the 54 units will house persons below 50% of Area Median Income. The condominium units will include a mix of one bedroom, one plus, and two bedroom flats. Along Plymouth Ave and wrapping around the corner onto Russell Ave there will be 10 two bedroom townhome

style units. The site is a brownfield in which 70% of the contaminants are petroleum based.

**Strategy Implementer:** Northside Residents Redevelopment Council (NRRC)

**Contract Manager:** CPED Housing Policy and Development Division

**Related City Goal(s):**

- *Foster the development and preservation of a mix of quality housing types that is available, affordable, meets current needs, and promotes future growth*
- *Maintain the physical infrastructure to ensure a healthy, vital and safe community*

**NRP Phase II funds:** \$125,000 (NRP Phase II Affordable Housing Reserve Funds)



## **Section 2 - Business & Economic Development**

The NRP Business and Economic Development Committee considered a number of premises when developing the strategies below:

- All activities must provide economic benefits to residents as either potential employees or successful entrepreneurs
- Much of the economic planning for the Northside has had limited participation by residents resulting in most of that planning being geared towards enticing “large box” employers
- While we welcome “large boxes,” we also recognize and value the potential of smaller, home grown enterprises to benefit our residents
- It costs more for small businesses to succeed on the Northside
- It is well worth the additional cost over the long run

### ***Goal A:***

***Ensure that residents on the Northside have access to a full of range of quality businesses with goods and services that meet their needs***

Strategy A1: ***Identification of Business Needs***  
***Conduct an inventory/survey of existing business***

In order to determine the existing range of goods and services available to residents of Near North and Willard Hay, an inventory of all businesses in the community will be conducted. As part of this effort, businesses will also be surveyed to determine their current needs and any impediments to maintaining or growing their business. In conjunction with the inventory/survey, market studies will be undertaken to determine any gaps in businesses and services.

**Strategy Implementer:** Northside Residents Redevelopment Council (NRRC)

**Contract Manager:** NRP

#### **Related City Goal(s):**

- *Create an environment that maximizes economic development opportunities within Minneapolis by focusing on the City’s physical and human assets*

**NRP Phase II funds:** \$4,250

Strategy A2: ***Business Recruitment***  
***Initiate recruitment strategies for desirable new businesses***

Once these analyses in strategy A1 have been completed, the neighborhood will develop strategies for recruiting new businesses and services and for retaining existing

ones. An entry and exit interview database will be created for new and existing businesses to help determine why some businesses leave and to help new ones succeed.

**Strategy Implementer:** Northside Residents Redevelopment Council (NRRC)

**Contract Manager:** NRP

**Related City Goal(s):**

- *Create an environment that maximizes economic development opportunities within Minneapolis by focusing on the City's physical and human assets*

**NRP Phase II funds:** \$4,250

Strategy A3: ***Awareness Campaign***

***Carry out a marketing campaign to highlight the uniqueness of Northside business offerings***

This campaign will highlight and promote business clusters and their services on a quarterly basis. It will also include a central marketing campaign for existing businesses and newcomers to maximize their marketing buying power.

The campaign will also focus on the consumer side – spurring middle income buyers to shop in the neighborhood. Residents will be surveyed to determine their shopping patterns and to ascertain impediments to their shopping at neighborhood businesses. The neighborhood organization will work with consultants to target market the middle income residents.

**Strategy Implementers:** Primary implementer to be determined, Northside Residents Redevelopment Council (NRRC)

**Contract Manager:** NRP

**Related City Goal(s):**

- *Create an environment that maximizes economic development opportunities within Minneapolis by focusing on the City's physical and human assets*

**NRP Phase II funds:** \$13,250

Strategy A4: ***Clean & Green Programs***

***Carry out programs to improve the appearance and attractiveness of Northside businesses for potential customers***

Programs designed to improve the attractiveness of local businesses may include activities such as: competitions and incentives for beautification, seasonal friendly competitions, a “Home Tour” style event for businesses – including awards and publicity for winning businesses, graffiti removal efforts, sidewalk steam cleaning, architectural help, adopt-a-street programs, and the hiring of residents to help with these efforts.

Additional dollars will be leveraged to provide the staff and capacity to develop and sustain business block clubs in order to create support groups at the node appropriate level.



**Strategy Implementers:** Primary implementer to be determined,  
Northside Residents Redevelopment Council (NRRC)

**Contract Manager:** NRP, DFD or Public Works

**Related City Goal(s):**

- *Create an environment that maximizes economic development opportunities within Minneapolis by focusing on the City's physical and human assets*

**NRP Phase II funds:** \$48,000

**Goal B:**

***Provide Northside businesses and individuals with the training and services they need to reach their full economic potential***

Strategy B1: ***Business Services***

***Implement community incubator concepts to provide fledgling businesses with the services they need to become successful***

The community incubator will help businesses assess their strengths and weaknesses, provide technical assistance from consultants in a wide range of specialties, provide loan packaging assistance, make staff available to support general economic development initiatives, offer classes and computer access and training to business owners, and focus on retail centers within the neighborhood.

**Strategy Implementer:** Northside Residents Redevelopment Council (NRRC)

**Contract Manager:** CPED Economic Policy and Development Division

**Related City Goal(s):**

- *Create an environment that maximizes economic development opportunities within Minneapolis by focusing on the City's physical and human assets*

**NRP Phase II funds:** \$36,000

Strategy B2: ***Financial Literacy***

***Carry out programs to improve the financial literacy of individuals in Near North and Willard Hay***

These programs will include activities such as credit awareness campaigns, the creation of individual development accounts to support savings toward a goal, money management courses, early financial intervention strategies for low and moderate income 19-35 year olds, and strategies for elementary school age youth.

**Strategy Implementer:** Primary implementer to be determined,  
Northside Residents Redevelopment Council (NRRC)

**Contract Manager:** Hennepin County or Minneapolis Public Schools

**Related City Goal(s):**

- *Create an environment that maximizes economic development opportunities within Minneapolis by focusing on the City's physical and human assets*

**NRP Phase II funds:** \$8,750 (for instruction, materials or promotions)

### Strategy B3: ***Future Focus***

***Develop programs that encourage residents and businesses to have a greater focus on their future and the neighborhood's economic future***

Programs may include: skills development for unemployed and underemployed citizens, GIS mapping of employers and potential employees, Digital Divide bridging, building bridges between employers, potential employees & agencies, courses that focus on soft-skills and technology, and exploring connections to and greater utilization of the faith-based community within and outside of the neighborhood.

**Strategy Implementer:** Primary implementer to be determined,  
Northside Residents Redevelopment Council (NRRC)

**Contract Manager:** Hennepin County or Minneapolis Public Schools

**Related City Goal(s):**

- *Create an environment that maximizes economic development opportunities within Minneapolis by focusing on the City's physical and human assets*

**NRP Phase II funds:** \$13,500

### Strategy B4: ***Youth Initiatives***

***Develop youth initiatives to encourage entrepreneurial skills at an early age.***

Programs may include entrepreneurial and financial literacy training and business plan competitions.

**Strategy Implementer:** Primary implementer to be determined,  
Northside Residents Redevelopment Council (NRRC)

**Contract Manager:** Hennepin County or Minneapolis Public Schools

**Related City Goal(s):**

- *Create an environment that maximizes economic development opportunities within Minneapolis by focusing on the City's physical and human assets*

**NRP Phase II funds:** \$18,750



## **Section 3 – Community Services**

Lifting the neighborhood through investment in its cultural and socio-economic diversity is an underlying value of this plan. Those in attendance at the initial NRP Phase II meeting at Lincoln Elementary School made it clear that retaining the diversity of our community’s cultural and socio-economical status is a priority.

The NRP Community Work Group believes that improvement of the neighborhood should not come at the expense or exodus of those who are currently good citizens of our community. In keeping with this, the NRP Phase II strategies focus on

assisting and allocating resources to make Near North – Willard Hay a safe and vibrant part of Minneapolis.

### ***Goal A:***

***Expand existing and develop new programs to reach underserved at-risk youth in North Minneapolis***

#### Strategy A1: ***Youth Services Survey***

***Conduct a survey of the youth services already in place.***

With so many youth programs in the area, a survey of these programs is necessary to determine who is currently being served and what age groups are being assisted before the strategies that follow can be implemented. The Willard-Hay/Near-North neighborhood already has the following services in place for youth:

- Asian Media Access (all ages)
- Catapaus Learning formerly Sylvan Learning Center (planning an after school program at Trinity Tabernacle but due to lack of funds, Trinity needs outside organizations to come in and assist)
- Homewood Apartments free breakfast program (elementary age)
- Hospitality House (all ages)
- Melvin Williams’ summer literacy program and fall tutoring services (all ages)
- Plymouth Avenue Art Studio (all ages)
- Plymouth Christian Youth Center (all ages)
- Southeast Asian Community Council (all ages but specific to new arrivals to the U.S.)
- Trinity Tabernacle Outreach (after school program)
- Urban League (all ages)
- Project Success
- Bolder Options
- Juxtaposition – River gateway installation
- Northside Arts Collective
- Phyllis Wheatley

It is important to note that the above list is by no means complete. If some of the programs on the list, such as those within the Willard-Hay/Near North neighborhood,

were better funded, they would be much more capable of determining who needs services and getting those services to them.

**Strategy Implementer:** To be determined

**Contract Manager:** Hennepin County

**Related City Goal(s):**

- *Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities*
- *Build communities where all people feel safe and trust the City's public safety professionals and systems*

**NRP Phase II funds:** \$18,750

Strategy A2: ***Youth Transportation Services***

***Provide transportation to make programs more accessible to at-risk youth.***

After the youth services survey is completed, the next step is to get the youth to the services. Although the organizations listed in the strategy above are available as options for at-risk youth, most of the existing programs in the area are set up on a “drop-in” basis. Therefore, transportation can be a major barrier for some youth to participate in programs.

Vans and/or diverted school buses would make the existing youth serving organizations in North Minneapolis more accessible to youth. Until strategies and funding are in place to get youth to existing programs in North Minneapolis, these programs will continue to serve the limited numbers who “drop-in”. The existing facilities are not meeting the needs of youth in North Minneapolis.

**Strategy Implementer:** To be determined

**Public Partners:** Minneapolis Public Schools, Hennepin County, Park Board, YCB

**Contract Manager:** Hennepin County

**Related City Goal(s):**

- *Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities*
- *Build communities where all people feel safe and trust the City's public safety professionals and systems*

**NRP Phase II funds:** \$28,500

Strategy A3: ***Upgrade Youth Services and Facilities***

***Update youth services or renovate existing facilities to better serve youth.***

Keeping youth programs and access centers germane to youth by staying up-to-date and easily accessible is crucial to North Minneapolis meeting the needs of its at-risk youth. If existing organizations cannot serve the youth with contemporary activities and programming, once they get them in the door they won't stay or return. In short, with adequate funding, organizations are able to offer more up-to-date services. Until a major change occurs, there will continue to be a bevy of options for youth in North Minneapolis that do not reach the youth in need.

It should be noted that although this strategy has a focus on youth, it would also have a positive influence on crime prevention in that youth would have something to do, which would keep them off the streets and out of the 4th precinct station.

Guidelines and criteria will be developed by the committee to encourage and approve projects that leverage addition funds to maximize impact of funds.

**Strategy Implementer:** To be determined

**Contract Manager:** CPED or Hennepin County

**Related City Goal(s):**

- *Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities*
- *Build communities where all people feel safe and trust the City's public safety professionals and systems*

**NRP Phase II funds:** \$38,250

**Goal B:**

***Assist and encourage seniors to stay in the North Minneapolis neighborhood where friends, families and memories remain.***

Strategy B1: ***Inter-Generational Programs***

***Support existing or develop new intergenerational programs that bridge the gap between younger and older residents.***

Many seniors have expressed their desire to stay in the Near North/Willard Hay neighborhood. Unfortunately, some feel that services are lacking that would enable them to stay. Creating new or finding existing intergenerational programs that bridge the gap between younger and older aged groups can help address this need.

During NRP Phase II, we see more development and focus on bridging the gap between the seniors/elderly and the younger age groups – strengthening Near North/Willard Hay as a community that works together as well as helps each other. Expanding programs geared to seniors/elderly will help strengthen the cohesiveness of the Northside -- connecting persons of all ages and backgrounds and encouraging them to make a difference in the lives of each other.

**Strategy Implementer:** To be determined

**Contract Manager:** Hennepin County

**Related City Goal(s):**

- *Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities*
- *Build communities where all people feel safe and trust the City's public safety professionals and systems*

**NRP Phase II funds:** \$48,000

## **Goal C:**

***Support facility improvements that enhance the delivery of neighborhood programs in Near North and Willard Hay.***

### Strategy C1: ***Facility Improvements***

***Assist local non-profits with physical repairs and improvements to their facilities.***

Buildings and facilities that are in disrepair can send a message that the programs housed within are not quality programs. Therefore, improvement of such facilities in our community can have a positive impact on the services provided to Near North/Willard Hay residents. Grants will be awarded to local non-profits to assist with physical repairs and improvements to their facilities. Non-profits could request grants to help fund portions of larger capital improvements.

**Strategy Implementer:** To be determined

**Contract Manager:** CPED Economic Policy and Development Division

#### **Related City Goal(s):**

- *Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities*
- *Build communities where all people feel safe and trust the City's public safety professionals and systems*

**NRP Phase II funds:** \$57,500

## **Goal D:**

***Develop and maintain a communication vehicle that allows for intra-neighborhood and block communication***

### Strategy D1: ***Neighborhood Information System***

***Develop web-based communications with residents to keep them informed and inter-connected about what local neighborhood groups and block clubs are doing.***

A Near North/Willard Hay neighborhood list serve will be created to channel email communication to all block clubs and neighborhood leaders. This will allow different block clubs and neighborhoods to share the things that they are doing that have a positive impact in their blocks and neighborhoods.

The list serve could be hosted through yahoo.goups.com (with the risk of getting solicitations) or through various other providers that charge a small fee. Fee based providers have pricing charts based on the number of subscribers and whether it is set up as a discussion group or just as a bulletin board. These list serve groups can be linked through any web page (e.g. NRCC or NRP's web page). Given the limited volunteer time of those involved as block club and neighborhood leaders, the list serve should be maintained by a paid position – such as a NRRC staff or an independent contractor.

**Strategy Implementer:** Northside Residents Redevelopment Council (NRRC)

**Contract Manager:** NRP

**Related City Goal(s):**

- *Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities*
- *Strengthen city government management and enhance community engagement*

**NRP Phase II funds:**    \$24,000



## **Section 4 – Community Safety**

### ***Goal A:***

***Reduce the incidence of crime in Near North and Willard Hay through neighborhood involvement, public safety efforts and resident cooperation.***

#### Strategy A1: ***Community Organizer***

***Continue to fund a Community Organizer position to encourage neighbors to come together and address problems collectively***

Organizing to address issues relating to anti-crime efforts is best implemented at the grassroots level where neighbors can come together and address problems collectively. The community organizer will continue work begun under NRP Phase I to ensure that neighborhood stakeholders are kept up to date on things happening in the community, are able to share information regarding community safety issues, and are able to mobilize around issues and opportunities.

**Strategy Implementer:** Northside Residents Redevelopment Council (NRRC)

**Contract Manager:** NRP

#### **Related City Goal(s):**

- *Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities*
- *Build communities where all people feel safe and trust the City's public safety professionals and systems*

**NRP Phase II funds:** \$48,000

#### Strategy A2: ***Block Club Mini-Grants***

**Provide mini-grants for block clubs to carry out activities that bring people together and enhance neighborhood safety**

Ongoing efforts to organize at the block club level are enhanced when neighbors have a modest level of resources to fund activities such as: personal safety workshops, security lighting, other home security improvements, neighborhood patrol efforts, youth activities, and block club events. By emphasizing block club efforts that bring people together, the mini-grants help develop the kind of neighbor-to-neighbor communication that enhances neighborhood safety.

A minimum of \$15,000 of these funds will be earmarked for mini-grants for environmental projects as referenced in strategy A2 of the Environment section.

**Strategy Implementer:** Northside Residents Redevelopment Council (NRRC)

**Contract Manager:** Hennepin County or DFD



**Related City Goal(s):**

- *Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities*
- *Build communities where all people feel safe and trust the City's public safety professionals and systems*

**NRP Phase II funds:** \$63,000

Strategy A3: ***Re-Entry Program***

***Welcome and provide support services to those who return to the community after release from incarceration***

There has been much discussion relating to crime and safety in the Near North and Willard Hay neighborhoods. Much of the focus has been centered on more street lighting (see below), and increasing police presence and response. Another factor that also needs consideration is the return of those who have been released from incarceration back into the neighborhood. This can have a significant impact on crime and safety, as "approximately two out of every three people released from prison in the US are re-arrested within three years of their release." (Patrick A. Landgan and David J. Levin, *Recidivism of Prisoners Released in 1994*, US Department of Justice, Bureau of Justice Statistics (Washington DC 2002). Over half return to prison for a new offense or violation of their terms of release. (ibid)

Positive re-entry of these folks into the community can not only directly affect the rate of crime, but also provide an opportunity to influence youth -- some of these integrated offenders could become a positive role model for troubled youth. The NRP Community Work Group is working to uncover a good program that services our neighborhood that would benefit from some additional funding.

**Strategy Implementer:** To be determined

**Contract Manager:** Hennepin County

**Related City Goal(s):**

- *Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities*
- *Build communities where all people feel safe and trust the City's public safety professionals and systems*

**NRP Phase II funds:** \$52,500

Strategy A4: ***Street Lighting***

***Enhance the safety of targeted areas through pedestrian scale street lighting and alley lighting***

A lighting plan will be developed to address areas where safety can be enhanced through better lighting along blocks and alley ways with little to no existing lighting. With an estimate of approximately \$7,000 per light, the neighborhood will have to determine what might be an appropriate ratio of NRP funds to private funds (including assessments) and what areas benefit from enhanced lighting.

**Strategy Implementer:** Northside Residents Redevelopment Council (NRRC)

**Contract Manager:** DFD

**Related City Goal(s):**

- *Maintain the physical infrastructure to ensure a healthy, vital and safe community*

**NRP Phase II funds:** As funds become available

Strategy A5: ***COPSIRF*** (already approved)

***Prevent crime through directed patrols, stop and talks and investigation and prosecution***

The 4th PCT will partner with NRRC and the Harrison Neighborhood Association (HNA) to prevent crime by: providing bike and beat patrols, participating in community events, conducting stop and talks with local businesses, and attending monthly neighborhood meetings.

**Strategy Implementer:** Minneapolis Police Department

**Contract Manager:** DFD

**Related City Goal(s):**

- *Build communities where all people feel safe and trust the City's public safety professionals and systems*

**NRP Phase II funds:** \$123,309.54 (NRP Phase II Community-Oriented Public Safety Initiatives Reserve Funds- COPSIRF)



## **Section 5 - Environment**

Our environment does not just consist of greenery and the air we breathe, but is made up of our homes, our communities and our lives.

Resources and services must be available in a way that is readily accessible to an individual, a group, through the government, through nonprofits, and so on. This diversity will help to ensure that at *any* level, one can do something about their environment.

### ***Goal A:***

***Make environmental resources and services available to all in North Minneapolis***

#### Strategy A1: ***Environmental Resources Guide***

***Provide residents in Near North and Willard Hay with an accessible, step-by-step guide to environmental resources and services that are free and available to all***

Neighborhood staff and volunteers will accumulate a list of as many environmental resources and services as possible. Resources and services that are free or inexpensive will be highlighted to ensure that any one, no matter the income, can do something about their environment.

The guide will be assembled into a binder, with the resources and services organized into four sections:

- garbage and clean-up
- gardening and landscaping
- problem housing
- brown fields and unused green space

A fifth section: “How you can fund your project,” will provide information about how to minimize costs or obtain financial assistance with projects.

The neighborhood will market the binder through ads in all local newspapers, and with flyers posted in the libraries, neighborhood associations, places of faith, parks, block clubs, and any other recognized community gathering areas.

The first printing will be distributed to all interested parties for free. NRRC will maintain a master copy at its offices and add new information on a regular basis. Information about how and when to request a free yearly update of materials will be in the binder.

Information about how to get a copy of the guide or the guide itself will also be made available on the NRRC website – [www.nrcc.org](http://www.nrcc.org).

**Strategy Implementer:** Northside Residents Redevelopment Council (NRRC)

**Contract Manager:** NRP

**Related City Goal(s):**

- *Preserve and enhance our natural and historic environment and promote a clean, sustainable Minneapolis*
- *Maintain the physical infrastructure to ensure a healthy, vital and safe community*

**NRP Phase II funds:** \$7,750

Strategy A2: ***Block-Level Environmental Grants***

***Provide block-level grants to carry out activities that bring people together and enhance the neighborhood's environmental quality***

**Strategy Implementer:** Northside Residents Redevelopment Council (NRRC)

**Contract Manager:** Hennepin County or DFD

**Related City Goal(s):**

- *Preserve and enhance our natural and historic environment and promote a clean, sustainable Minneapolis*
- *Maintain the physical infrastructure to ensure a healthy, vital and safe community*

**NRP Phase II funds:** see 4.A.2 Block Club Mini-Grants



## **Section 6 - Administrative Support**

### ***GOAL A:***

***Provide neighborhood-level administrative services and oversight to develop and implement the plan***

Strategy A1: ***Phase II Plan Development*** (already approved)

***Conduct a Phase I plan review and carry out Phase II plan development activities on behalf of the Near North and Willard Hay neighborhoods***

**Strategy Implementer:** Northside Residents Redevelopment Council (NRRC)

**Contract Manager:** NRP

**NRP Phase II funds:** \$24,250 (Phase II Plan Development Funds)

Strategy A2. ***Phase II Plan Implementation***

***Oversee and monitor overall implementation of the Near North Willard Hay Phase II Neighborhood Action Plan***

**Strategy Implementer:** Northside Residents Redevelopment Council (NRRC)

**Contract Manager:** NRP

**NRP Phase II funds:** \$28,461

Near North Willard Hay  
**Proposed Phase II Plan Funding**  
 March 27, 2006

	Phase II Plan \$	Phase II Reserve \$	Phase II Total	Plan \$ for Housing*
<b>HOUSING</b>				
1.A.1	Single-family Home Improvement Loans	250,000.00	250,000.00	250,000.00
1.B.1	Owner-Occupied Rental Property Improvement Loan	185,000.00	185,000.00	185,000.00
1.B.2	Absentee Landlord Rental Property Improvement Loans	24,000.00	24,000.00	24,000.00
1.C.1	Tool Rental Voucher Program	20,000.00	20,000.00	20,000.00
1.D.1	Home Improvement Loans for Elderly (Income Rest.)	150,000.00	150,000.00	150,000.00
1.D.2	Emergency Repair Loans for Elderly Homeowners	100,000.00	100,000.00	100,000.00
1.D.3	Senior Home Assistance	-	-	-
1.E.1	Purchase/Rehab Program-Homebuyers	205,000.00	205,000.00	205,000.00
1.E.2	Renovation Program-Developers	200,000.00	200,000.00	200,000.00
1.E.3	Entry Cost Assistance(Loan Program)	100,000.00	100,000.00	100,000.00
1.E.4	Affordable Ownership Program: Land Trust	-	-	-
1.E.5	Re-Entry Program (Deposits)	20,000.00	20,000.00	20,000.00
1.F.1	Northside Housing Fair	3,000.00	3,000.00	3,000.00
1.F.2	Housing Education & Awareness	3,000.00	3,000.00	3,000.00
1.G.1	Pilot Projects: Sustainable, Healthy, Durable & Energy Eff. Hsg.	-	-	-
1.G.2	Home Energy Audits / Lead-Based Paint Risk Assessments	-	-	-
1.H.1	Cecil Newman Plaza	188,000.00	188,000.00	
1.H.2	Habitat Homes-Heritage Park	311,250.00	311,250.00	
1.H.3	Karamu West	125,000.00	125,000.00	
<b>subtotal</b>	<b>1,260,000.00</b>	<b>624,250.00</b>	<b>1,884,250.00</b>	<b>1,260,000.00</b>
<b>BUSINESS AND ECONOMIC DEVELOPMENT</b>				
2.A.1	Identification of Business Needs	4,250.00	4,250.00	
2.A.2	Business Recruitment	4,250.00	4,250.00	
2.A.3	Awareness Campaign	13,250.00	13,250.00	
2.A.4	Clean and Green Programs	48,000.00	48,000.00	
2.B.1	Business Services	36,000.00	36,000.00	
2.B.2	Financial Literacy	8,750.00	8,750.00	
2.B.3	Future Focus	13,500.00	13,500.00	
2.B.4	Youth Initiatives	18,750.00	18,750.00	
<b>subtotal</b>	<b>146,750.00</b>		<b>167,620.88</b>	
<b>COMMUNITY SERVICES</b>				
3.A.1	Youth Services Survey	18,750.00	18,750.00	
3.A.2	Youth Transportation Services	28,500.00	28,500.00	
3.A.3	Upgrade Youth Services and Facilities	38,250.00	38,250.00	
3.B.1	Inter-Generational Programs	48,000.00	48,000.00	
3.C.1	Facility Improvements	57,500.00	57,500.00	
3.D.1	Neighborhood Information System	24,000.00	24,000.00	
<b>subtotal</b>	<b>215,000.00</b>		<b>215,000.00</b>	
<b>COMMUNITY SAFETY</b>				
4.A.1	Community Organizer	48,000.00	48,000.00	
4.A.2	Block Club Mini-Grants	63,000.00	63,000.00	
4.A.3	Re-Entry Program	52,500.00	52,500.00	
4.A.4	Street Lighting	-	-	
4.A.5	Community-Oriented Public Safety Initiatives Reserve Fund (COPSIRF)	123,309.54	123,309.54	
<b>subtotal</b>	<b>163,500.00</b>	<b>123,309.54</b>	<b>286,809.54</b>	
<b>ENVIRONMENT</b>				
5.A.1	Environmental Resources Guide	7,750.00	7,750.00	
5.A.1	Block Level Environmental Grants	(See 4.A.2)	(See 4.A.2)	
<b>subtotal</b>	<b>7,750.00</b>		<b>7,750.00</b>	
<b>ADMINISTRATIVE SUPPORT</b>				
6.A.1	Phase II Plan Development	24,250.00	24,250.00	17,041.27
6.A.2	Phase II Plan Implementation	28,461.00	28,461.00	20,000.48
<b>subtotal</b>	<b>52,711.00</b>		<b>52,711.00</b>	<b>37,041.75</b>
<b>PLAN TOTALS</b>	<b>1,845,711.00</b>	<b>747,559.54</b>	<b>2,593,270.54</b>	<b>1,297,041.75</b>
Percent for Housing				<b>70.27%</b>