

MINNEAPOLIS NEIGHBORHOOD REVITALIZATION PROGRAM

**FIELD-REGINA-NORTHROP
NEIGHBORHOOD
ACTION PLAN**

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TOTAL	\$2,749,874	

Attachments:

- Northrop commitment from MPLS Public Schools
- Eye Team Newsletter
- Eye Team Roster & Mail List

INTRODUCTION

The Field Regina Northrop Neighborhood (FRNN) Action Plan represents over two years of research and neighborhood organizing. FRNN began its NRP organizing efforts in the fall of 1992, with a community meeting attended by over one hundred residents. In May 1993, a participation agreement and contract were entered into with the city of Minneapolis.

Planning Process

Since May 1993, neighborhood residents have been organizing to create this action plan. Efforts to seek input and participation were extensive. A "state of the neighborhood" survey was distributed by volunteers to each of the over 4,000 households in FRNN. Almost 20 percent of residents responded to the survey and the data collected have become the cornerstone of the action plan. In addition, focus groups were conducted to gather input from under represented populations in the survey response.

Task forces were organized for each of the major issue areas identified in the survey. The role of the task forces was to research the issues further, as well as to encourage and promote resident involvement in the planning process. Each task force convened community meetings around their issue area. "Expert" panelists, including representatives from city government, the police department, social service providers, educators and neighborhood organizations were invited to each meeting to share trends and strategies for addressing problems, and to dialogue with FRNN residents. Close to Home, the neighborhood newsletter, became a regular monthly publication that provided residents with updates on planning and information about how to become involved. The Field Regina Northrop Neighborhood Group (FRNNG) held monthly general community meetings that provided updates on planning as well as opportunities for citizen input. Interns were also used ...Steve Johnson and Sacha Peterson were Center for Urban and Regional Affairs (CURA) interns who worked during the summer of 1994 to research specific areas of concern. Lucretia Sudduth worked in the area of Community and Safety and helped establish the Eye Team Citizen's Patrol. Many neighborhood volunteers, with input from over 1,000 residents have worked to develop this action plan which addresses the key areas of business, communications, community & safety, education, housing, and parks. The action plan seeks to reify the following vision statement adopted by the community.

Field, Regina, Northrop Neighborhood Group

VISION STATEMENT

What we see in the future --

We see the Field, Regina and Northrop neighborhoods as a continued vital, stable, part of the city of Minneapolis where people of diverse racial, ethnic, cultural, and socio-economic backgrounds live in harmony and mutual support: a community with internal and external communication systems that enable its residents to work together to preserve positive features of our neighborhood and the city.

We see a community that shares a faith in our neighborhood and believes that by working together we can effect change.

We see a community with safe streets, quality schools, stable well-maintained housing, supportive commercial businesses, and parks and recreational facilities that can be enjoyed by all segments of the community.

Neighborhood Profile

FRNNG has been an active participant in the neighborhood and community for 30 years. FRNNG has assisted on many projects and has been responsible in many ways for making this neighborhood a better place for all of us to live and work.

FRNN is bounded by Interstate 35W, Longfellow Avenue, 42nd Street and Minnehaha Parkway. The neighborhood has been categorized by the NRP as a “revitalization” type of neighborhood; fundamentally sound but beginning to experience some social, economic, and physical problems.

According to 1990 census data, the population of FRNN is 9,700 living in over 4,000 households. The population declined by five percent between 1980 and 1990. One of the neighborhood strengths is its diversity. Twenty-seven percent of the FRNN population is from minority groups including African Americans, Hispanics, Native Americans, and Asian Americans. The distribution of minority population is not homogenous throughout FRNN; the northwestern part of the neighborhood is nearly 50 percent minority while the southeastern part is 90 percent white. Twenty percent of the population is under the age of 20, 40 percent is between the ages of 25 and 44 and 20 percent of the population is in the senior age bracket.

FRNN is primarily a residential neighborhood. Approximately 95 percent of the neighborhood structures are single family homes, the majority of which are owner occupied. There are relatively few multifamily structures. Town Oaks Townhomes, located between S. 3rd & 4th Avenues and E. 43rd & 44th Streets, is the largest multifamily complex. In general, homes in FRNN were built 40 or more years ago and deterioration of the housing stock is increasingly a neighborhood concern. The homes of greatest value are located along and immediately north of Minnehaha Parkway. The north border of the neighborhood has housing of the most modest values and in most need of repairs and maintenance.

There are two public schools -- Field and Northrop -- in FRNN, as well as 13 churches. Five social services agencies are located in the neighborhood, including St. Joseph's Home for Children and the Grace House AIDS hospice. FRNN has three medical clinics, such as Southside Community Clinic, which offers services on a sliding fee scale. McRae Park is centrally located and serves as the community center, offering meeting space and a variety of youth, athletic, and community programs.

Land zoned for business is limited in FRNN and business nodes are located along 4th, Chicago, Bloomington, and Cedar Avenues. Businesses are primarily retail and service. The business community has remained relatively stable; however, vacant commercial property exists in the neighborhood. The South Chicago Avenue Business Alliance advocates for business in the community. The prevalence and special needs of home-based businesses has also been studied.

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BUSINESS

GOAL:

Enhance and support the business community and thereby strengthen the neighborhood.

FRNNG strongly encourages individual and NRP support of our area businesses.

A strong business community is an essential element of a healthy neighborhood. Along with our parks, businesses provide residents with a place to congregate, socialize and meet their neighbors. They offer a convenient, friendly place to purchase necessities, entertainment and have basic services provided without time and dependence on a car.

FRNN understands that neighborhood businesses attract customers from outside the neighborhood, adding life and energy to our community. Businesses have vacated, leaving empty, boarded buildings, encouraging crime and vandalism. This creates an impression of an unsafe and decaying environment, which means area property values decrease and new residents and businesses are discouraged from locating in the neighborhood.

OBJECTIVE A. Improve the integration of neighborhood and business activities within the neighborhood.

STRATEGY 1. Expand collaborations among businesses, residents and neighborhoods.

In October 1993, a neighborhood survey was distributed to every household in FRNN. Forty percent of the over 800 respondents to the survey rated neighborhood businesses as either fair or poor.

Businesses and residents are unaware of the variety of services available in FRNN. The research project supported through the Neighborhood Planning For Community Revitalization Program (NRPCRP) completed in the summer of 1994 identified 90 storefront businesses and over 70 home-based businesses located in FRNN.

Implementation:

Business and Communications volunteers will work together to identify both walk-in and home-based neighborhood businesses. FRNNG will develop the neighborhood brochure/directory which will include NBA business listings. See Communications Objective B-1. Business volunteers will work to form a neighborhood-wide business association (NBA), which will encompass the existing commercial neighborhood nodes and South Chicago Avenue Business Alliance. This approach will allow the particular business areas to continue working together but then to come together on a neighborhood-wide concerns and projects through the NBA. Volunteers will explore the potential of working with adjacent neighborhoods, expanding the NBA to a multi-neighborhood dimension which could lead to providing assistance and support to economic development.

The NBA will develop an FRNN Business Clearinghouse Program. The Clearinghouse will have four primary functions: 1) provide information about financial, technical and support services for businesses; 2) provide networking opportunities for services & product exchange among home-based businesses; 3) link residents to employment opportunities; 4) promote awareness of FRNN as a safe, good place to do business.

Resources:

Initial set-up and organization of the Business Clearinghouse involves a designated employee for up to 10 hours per week the first year. These NRP Funds are included in the Implementation Section of the Action Plan for the FRNNG outreach worker.

Once the NBA is up and running, costs to support their activities will be covered through the Business Clearinghouse Program.

STRATEGY 2. Increase safety and the perception of safety in the business areas.

The FRNN residents' survey showed forty-three percent of respondents want to or will move in the near future. Over half of this group indicated crime/safety as the critical factor in this decision. The problem of neighborhood stability impacts the economic viability of neighborhood businesses. While this issue needs to and will be addressed on a neighborhood-wide basis, individual businesses and business areas need to do what they can to address this problem.

Implementation:

The NBA will schedule safety workshops for businesses with assistance provided by Community Crime Prevention /SAFE (CCP/SAFE) specialists.

Business owners' perceptions and actual crime incident data will be compiled to pinpoint peak times during the year and/or week which may warrant requesting an increased police presence.

Resources:

Safety improvements at local businesses such as alarm systems, bars and panic buttons, can be funded through the FRN Neighborhood Economic Development and Technical Assistance Program identified in Objective B, Strategy 1 below.

The Hale, Page and Diamond Lake (HPDL) Neighborhood added a bicycle patrol program for two years during the spring, summer and fall months beginning in 1995. They allocated \$80,000 of NRP Funds as "buy-back" funds to support this program. If this program proves successful for HPDL, the FRNNG will consider reallocating funds in the FRNN plan to join the program. This is also dependent on the availability of Minneapolis Police Officers to work the "buy-back" program.

OBJECTIVE B. Strengthen and develop programs which emphasize creation, expansion and retention of FRNN businesses.

STRATEGY 1. Secure financing that will help support individual business needs.

The economic success of businesses involves providing a supportive environment for business activity. A supportive environment covers a variety of assistance efforts from making government services more user friendly and accessible to emphasizing training, management assistance, education, market research, business development assistance and access to credit.

Implementation:

The NBA will be responsible for helping businesses become more aware of the resources already available by directing them to the Minneapolis Community Development Agency (MCDA) Business Link program and other government agencies such as the Small Business Administration.

NRP Funds will be used to capitalize a Neighborhood Economic Development and Technical Assistance Program (NEDTA), specifically for FRNN businesses and including the home-based businesses. Permitted use of these funds will include the following types of activities:

- a) rehabilitation, renovation or replacement of commercial and retail facilities,
- b) elimination of health hazards, elimination of blighting influences and
- c) rehabilitation or construction of public facilities.

The MCDA Board will authorize the necessary contracts to implement economic development activities consistent with the above uses. The City Council will authorize the necessary contracts to implement non-economic development activities consistent with the above uses.

Requests for Proposal (RFPs) will be developed to secure a program administrator for the Fund.

Resources:

The Fund will be capitalized at \$319,500 of NRP Funds.

<i>Year</i>	<i>NRP Funds</i>
1996	<u>\$ 319,500</u>
Total	\$ 319,500

Future funding comes from pay back of loans.

STRATEGY 2. Encourage the location and relocation of businesses to vacant commercial spaces.

Empty store space and vacant commercial sites give a negative impression about the neighborhood's economic vitality and business environment to existing and potential customers and businesses.

This strategy is an active approach to filling empty sites with uses which will enhance the community's business environment.

Implementation: In conjunction with Housing volunteers, a physical survey of the neighborhood will be conducted to identify all commercial sites, list vacant properties and identify those in need of repair. The NBA will obtain and disseminate information on vacant commercial spaces including property owners information, selling cost, rental cost and other pertinent data. The information will be forwarded to MCDA Business Link. The clearinghouse will be a contact point for businesses seeking space in FRNN.

The FRNNG will work with the MCDA, pollution control agencies and property owners of the few vacant commercial sites that have pollution problems to determine what needs to be done to these sites to remedy the problem and make them more marketable to potential businesses.

Resources:

Resources to implement this strategy will come from existing sources and/or other strategies within the Plan.

STRATEGY 3. Improve existing commercial properties.

Attractive storefronts and properties encourage customer use and enhance adjacent residential areas.

Implementation:

Blighted businesses and those in need of physical improvements will be identified, encouraged, and assisted by the NBA to perform necessary rehabilitation.

NBA will identify obsolete commercial sites and work with the owners to transform property to another use, i.e. residential, green space, senior housing.

STRATEGY 4. Investigate providing adequate customer parking for neighborhood businesses and reduce parking pressure on surrounding neighborhood homes.

Off street parking is often required for customer convenience. The FRNN survey results listed insufficient parking as of major concern and a reason not to patronize local businesses.

Implementation:

The NBA will evaluate parking needs in each business node and will work with the City Planning and Public Works Departments on the City's revision of the zoning code to provide more flexibility on off street parking requirements when the available off street spaces cannot meet the demand at the appropriate time of day.

Resources: Projects will be funded with existing MCDA and Minneapolis Residential Parking programs. Required matching funds can be provided from NEDTA program.

STRATEGY 5. Promote neighborhood identity.

In the 1993 survey, only 6% of respondents chose "sense of community" as an appealing feature of FRNN. Community identity is fostered through internal resident communication and visible projects that unify the area.

Implementation: The NBA will form a commission to recommend business area public projects connected by a unifying visible style. Projects include street lighting, planters and trash bins, uniform signage, bulletin-board kiosks for neighborhood communications, i.e. FRN information, job opportunities, room rentals, etc.

Resources:

The NBA will work with MCDA and obtain matching funds through NEDTA

Communications

GOAL:

Establish and maintain two-way and timely communication networks between neighbors, FRNNG, McRae Park and other organizations, churches and businesses that contribute to FRNN's quality of life.

OBJECTIVE A. Increase timely communication between FRNNG and residents and provide information to new residents.

STRATEGY 1. Continue publishing a monthly neighborhood newsletter.

Our neighborhood publication, Close to Home, is most important of all our communication vehicles. It is the guaranteed way to communicate regularly with neighbors, as it is mailed to 95 percent of the neighborhood homes, businesses and churches.

Implementation: FRNNG will continue the publication approximately monthly, with ten issues each year. Contributors are all volunteers. FRNNG will comply with NRP advertising guidelines.

Resources: NRP Funds will be used for printing, postage and photography, at a cost of \$1,265 per month in 1995. Postage, paper and production costs are estimated to increase an average of 5 percent each year. NRP Funds will be used to support Close To Home for 18 months after which we expect to be self-sustaining.

<u>Year</u>	<u>NRP Funds</u>	<u>Other Sources</u>
1995	5,060 (early access)	
1996	13,285	
1997	<u>6,975</u>	
Total	25,320	

STRATEGY 2. Eye Team Citizen's Patrol Newsletter

This is a low cost newsletter, which shares pertinent information and the schedule of Eye Team Citizen's Patrol activities. This newsletter is printed quarterly, however it may be printed as frequently as monthly if there is safety information that needs to be related to the patrol members ahead of schedule. It is a one-page, two-sided, self-mailer newsletter and provides a vital link in building a sense of community.

Implementation:

The Eye Team Citizen's Patrol will be responsible for the newsletter, with production assistance from Communications volunteers. Approximately 100 copies will be distributed each time its printed which will range from 4 to six times per year.

Resources:

Estimated costs per issue = \$40.00 with 5% annual inflation. Full year funding will begin in 1996.

Year	NRP funds	Other funds
1995	\$ 351.00	
1996	\$ 349.00	
1997	\$ 300.00	
1998	\$ 250.00	
1999	\$ 250.00	
Total	\$ 1,500.00	\$ 250.00

STRATEGY 3. Welcome Wagon Materials

Packets developed by the City Office of Public Affairs will be made available to residents by FRNNG volunteers as a way of instilling a sense of community and neighborhood. FRNN-specific information, including the Neighborhood Map and a copy of the FRNN resources brochure, will supplement the information in the packet.

Implementation:

The FRNNG NRP Standing Committee will be responsible for implementation.

STRATEGY 4. Develop an electronic communications system.

Our goal is to create an electronic communications system that can be used to disseminate information quickly to identifiable groups (e.g. business owners in the neighborhood and rental property owners). It is viewed as a system that provides the ability for the quick, timely broadcast of information in an alternative manner to the United States Postal Service. It will have a variety of uses, some of which are meeting notification, business merchant alert, and to help locate lost children.

The system allows for two-way communication that can be used to administer surveys and do automatic polling/surveying. It can dial from a variety of electronic data bases: one for FRNNG members, one for business owners etc. The system will continue to recall persons not at home and will leave messages on telephone answering machines. It allows each destination to confirm that the message was received.

Implementation:

The system has been donated. Funds are required for maintenance and minor upgrades. Volunteers will be responsible for set-up, creation and maintenance of the databases, and training.

Resources:

Year	NRP Funds	Other Sources
1995	\$ 610_(early access)	donated system
Total	\$ 610	

OBJECTIVE B. **Provide FRNN information to neighborhood residents, businesses, institutions and real estate agents.**

STRATEGY 1. **Create an FRNN resources promotional brochure/directory.**

Implementation:

The brochure/directory will be created in collaboration with Business Strategy A-1 and will be a resource for the whole neighborhood. It will include a stylized neighborhood map, school descriptions, church and business directory, neighborhood history, information on FRNNG, etc. Volunteers will be responsible for writing and producing the brochure as well as distributing it to all FRNN residents and business locations.

Resources:

First year costs include design, production and printing for 5,000 items: \$ 4,615. Costs for reprinting 5,000 items in 1998 will require location of additional funding. If available these funds will be provided through the reallocation process. If no funds are available for reallocation, other sources of funding will be secured.

<i>Year</i>	<i>NRP Funds</i>	<i>Other Sources</i>
1995	\$ 3,415 (\$ 3,415 early access)	\$ 1,200 Businesses
1998	\$ 1,500	
Total	\$ 3,415\$	\$ 2,700

STRATEGY 2. **Neighborhood Map**

Implementation:

A map has been designed and is now available.

Production will be coordinated by Communications volunteers with distribution in the FRNN Welcome Wagon packets (see Strategy A-3) and the FRNN resources promotional brochure/directory.

Resources:

Costs include film, printing and postage: \$ 357.

<i>Year</i>	<i>NRP Funds</i>	<i>Other Sources</i>
1995	\$ 357_(early access)	
Total	\$ 357	

STRATEGY 3.

Develop a speakers' bureau.

A speakers' bureau will be developed to make presentations to real estate professionals at their offices. The need to be acquainted with the positive features of FRNN and with the home ownership and rehabilitation program options in the neighborhood.

Implementation:

Volunteers will be recruited and trained for this service and will be available to speak when requested.

STRATEGY 4. Media Relations Activities

The FRNNG needs to send and receive FAX materials. Sending news releases to community newspapers about the quality of life in FRNN will be its main use.

Implementation:

An external FAX machine will be purchased and installed on an existing phone line.

Resources:

Costs include: External FAX machine \$ 350.

<i>Year</i>	<i>NRP Funds</i>
1995	\$ 350_(early access)

Total_\$ 350

OBJECTIVE C. Bring neighbors with common interests together and create opportunities for residents to meet in social situations.

STRATEGY 1. Promote social events, lectures, classes, etc. that bring neighbors together for fun and common interests.

Advertise interests community members can gather around such as quilting, technology, gardening or photographs to help like-minded neighbors meet each other.

Implementation:

Publicize ongoing activities regularly, via a calendar in Close to Home, church newsletters, park publications, speakers' bureau and other media. Develop a resource group to coordinate. Use park, schools and churches' facilities.

Community & Safety

GOAL:

Create a safe and healthy environment for FRNN by working together to develop objectives and implement strategies which prevent crime and promote cohesiveness, fostering a feeling of safety and sense of community both on our individual blocks and throughout FRNN.

SAFETY

OBJECTIVE A. **Increase the sense of neighborhood safety.** The FRNN survey reflected that over half of our residents rate their general security as only fair or poor and almost three-fourths rate the security of their property as fair or poor. Crime and safety issues were the factor most often cited as a reason for leaving the neighborhood.

Block clubs, which are already in existence on some blocks but need to be expanded, are a very effective crime prevention tool and contribute to the cohesiveness of FRNN.

The Eye Team Citizen's Patrol, which was organized in October 1994 in response to opinions expressed at community meetings, works in cooperation with law enforcement to observe and deter possible criminal activities and also looks for graffiti, vacant houses and other signs of property deterioration in FRNN.

These and other FRNNG crime prevention activities will be greatly enhanced by the efforts of a full-time outreach worker. An ongoing Community and Safety Committee will be useful in overseeing these activities and in continuing to bring our FRNN concerns as they develop.

STRATEGY 1. **Organize block clubs on one hundred percent of FRNN blocks.**

Implementation:

Outreach work will be coordinated with the CCP/SAFE Team's yearly goals for the neighborhood, and assisted by an established committee (see Strategy 4), and outreach staff person (see Strategy 5) to identify and recruit potential block leaders.

STRATEGY 2. **Generate interest in block clubs.**

Implementation:

An established committee (see Strategy 4) and the outreach worker (see Strategy 5) will generate interest by promoting block clubs at neighborhood meetings, holding issue-oriented FRNN meetings and promoting block club network projects that are visible reminders of progress, i.e. public gardens, alley cleanups.

Resources:

NRP Funds are included within Implementation section Objective A-1 to support this strategy.

STRATEGY 3. Provide continuing support to block clubs.

Implementation:

Support will include: coordinating activities with the CCP/SAFE Team's goals; quarterly block leader meetings; quarterly block leader newsletter; and the possibility of a mini-grant program for block clubs that could include motion detectors for residents, renewable block incentives funds, etc.

Resources:

Assistance from the existing CCP/SAFE programs will be used in combination with FRNNG resources to implement this strategy.

STRATEGY 4. Establish an ongoing Community & Safety Committee of FRNNG.

Implementation:

The Committee will facilitate the implementation of the community and safety strategies and provide a forum for residents concerns about these issues.

Resources:

NRP Funds included within Implementation Section Object A-1 will be used to support this strategy.

STRATEGY 5. Hire an outreach worker and cover the associated costs necessary to coordinate community and safety activities of the Eye Team Citizen's Patrol.

Implementation:

In addition to supporting Strategies 1-4, activities may include organizing community events, expanding the citizens patrol, recruiting McGruff Houses, organizing a Youth Safety Council, mobilizing a graffiti removal force and working with CCP/SAFE on crack house detection and elimination.

Resources:

The \$152, 637 for NRP Funds over five years for the outreach worker are included in Implementation Section Objective A-1.

The \$11,250 over five years will be used to support material and equipment costs for the Eye Team Citizen's Patrol. The \$2,250 for Eye Team Citizen's Patrol expenses for 1995 has been approved as an early access request.

<i>Year</i>	<i>NRP Funds</i>
1995	\$2,250_(early access)
1996	\$2,250
1997	\$2,250
1998	\$2,250
1999	\$2,250
Total_	\$11,250

OBJECTIVE B. Increase police presence and interaction in FRNN.

The FRNN survey shows that more than a third of our residents rate the level of police responsiveness as only fair or poor. While FRNN is still safer than many Minneapolis neighborhoods, comments at recent neighborhood meetings have shown that crime is clearly of concern to many of our residents.

Having more police in the area will improve their response to crime and will also foster communications and cooperation between police and residents. In this way, it will have a positive impact on deterring, detecting and reporting crime.

STRATEGY 1. Communicate with the Third Precinct to request increased patrols.

STRATEGY 2. Cooperate with the South Chicago Avenue Business Alliance to pursue hiring an off-duty police officer for security.

Resources:

\$ 50,000 of NRP Funds was initially proposed to support the “buy back” of police officers. Reallocation of NRP Funds to this strategy will be considered if future discussions warrant this action.

OBJECTIVE C. Increase pedestrian safety and eliminate hazardous traffic conditions.

The FRNN survey found parks and recreational activities are the second most appealing features of FRNN, particularly on Minnehaha Parkway. Hazardous traffic conditions like speeding diminish their value as noted by more than two-thirds of those surveyed.

STRATEGY 1. Provide increased safe crossing to public use areas.

Implementation:

The Committee will work with the Minneapolis Park Board and Public Works Departments to increase signage on cross paths on the Parkway and to area parks. In addition, stricter enforcement of the speed limits on bike paths will be encouraged.

Resources:

Minneapolis Park Board and Minneapolis Public Works existing budgets..

OBJECTIVE D. Improve street and alley lighting.

More than a third of our residents rate current street and alley lighting as only fair or poor. Proper lighting can deter crime, as well as improve the appearance of FRNN.

STRATEGY 1. Conduct a street lighting assessment and pursue additional lighting where necessary.

STRATEGY 2. Make motion detectors and/or other lighting available to residents.

Implementation:

The street lighting survey has been completed by the Minneapolis Public Works Department and the Committee will work with them to address the areas which do not meet standards.

Resources:

Existing programs through the City, Northern States Power (NSP) and CCP/SAFE will be used to increase deficient street and alley lighting.

COMMUNITY

OBJECTIVE A. **Increase parental involvement and supervision of children and youth in our community.**

Nearly two-thirds of those surveyed indicated a serious concern about teenagers becoming involved in crime and/or drug and alcohol abuse. We can help prevent these problems by working to create a more positive environment for your people in FRNN and by providing parents with the tools they need to make them more effective.

STRATEGY 1. **Provide information about existing programs for parents and/or their children.**

STRATEGY 2. **Involve youth in citizen's patrol, block clubs and other FRNN activities.**

Implementation:

Use Close To Home, FRNN resource brochures, community events, etc. to get the information out. Work with adjacent neighborhoods.

Resources:

Resources to help accomplish these strategies are a combination of existing resources and resources already identified in the Community and Safety Plan.

OBJECTIVE B. **Connect senior community members who need help with information on services they need.**

STRATEGY 1. **Establish an information service (hot line) for FRNN seniors.** Many of the seniors who responded to the FRNN survey identified transportation to regular appointments and home maintenance difficulties as problems they face. Also, the Churches Task Force found seniors often will not ask for assistance from strangers outside of FRNN. In response, the Committee will develop a linkage with the services available to seniors from the 13 area churches by creating a *hot line for seniors*

Implementation: NRP Funds will be used to establish the hot line phone in the FRNN office. The number will be answered 24 hours a day. The Committee will receive the calls for information and forward the requests to the appropriate organization or individual. The Committee will match each request to the services available and will assist in every way possible.

The 13 area churches will help locate individuals who require these services. The committee will also assist churches in obtaining information regarding services available to meet some of the needs of the people looking for help and need additional information to help them obtain services.

This service will operate for one year, after which time an evaluation will be made regarding its success. If the evaluation leads to a continuation of the program, other sources of funding will be secured to operate the program.

Resources:

Staff is needed 10 hours per week to assist the Committee with their information service program. Program costs for one year are estimated at \$4,310 for phone, postage, supplies, printing. Cost of staff is in Implementation Section Objective A-1 or the Action Plan.

<i>Year</i>	<i>NRP Funds</i>	<i>Other Sources</i>
1996	\$4,310	
Total	\$4,310	

OBJECTIVE C. **Eliminate blighting influences at E. 46th Street and 4th Avenue South.**

STRATEGY 1. **Acquire and clear properties on the northwest corner of E. 46th Street and 4th Avenue South.**

This strategy will redevelop the location. Current conditions are creating a negative environmental impact on FRNN including safety of school children, blight, crime, neighborhood destabilization, negative impact on youth, sanitation and a decline in property values. Since 1988 drug traffic, domestic violence, police reported 911 calls, loitering, litter, physical threats, sanitation and safety have been major problems. FRNNG attempts to attract community developers in the past have been thwarted by limited parking space.

FRNNG contacted the MCDA in the early 1990's about this problem. As FRNNG had no redevelopment plans, they were unable to fund us, responding that they had no development plans for the location and greenspace was not an option. The Southside Community Clinic looked at this site for expansion, but there were no state or federal funds available for construction.

Implementation:

Reuse of the properties will be to create desired greenspace and a gateway to FRNN. The MCDA will acquire, clear and redevelop the property for the desired reuse. MCDA and Beverly Enterprises/Regina Terrace will work cooperatively on agreements covering both the short and long term disposition and maintenance of the property. FRNNG, the MCDA and Beverly Enterprises/Regina Terrace will work cooperatively to design the reuse improvements. FRNN will request the MCDA to provide replacement housing within Field Regina Northrop neighborhood.

Resources:

NRP Early Access Funds have been used to begin redevelopment.

Estimated Project Costs:	Acquisition Expenses	\$ 266,000
Development Expense		\$ 10,000
Contingency		\$ 28,000
Total		\$ 304,000

Estimated operating expenses of \$4,000 per year for taxes, insurance and maintenance will be the responsibility of Beverly Enterprises/Regina Terrace.

<i>Year</i>	<i>NRP Funds</i>	<i>Other Sources</i>
1995	\$304,000 (early access)	
1996		\$4,000
1997		\$4,000
1998		\$4,000
1999		\$4,000
Total	\$304,000	\$16,000

The NRP Funds for this strategy were approved by the Minneapolis City Council in September 1994.

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EDUCATION

GOAL I:

Enhance the learning environment of Field and Northrop schools, improve the perception of the schools and encourage involvement with the schools for prospective home buyers.

OBJECTIVE A. Reduce disturbance from airplane noise and provide a safer environment.

STRATEGY 1. Replace the existing windows at Field School with energy efficient, sound reducing and secure windows.

During school airplane noise requires both students and teachers to pause until the disturbance ends. This creates a difficult educational environment.

The outward appearance of the school does not encourage parents to send their children there. Real estate agents have commented that Field School does not sell itself well and therefore, negatively impacts real estate values of the neighborhood.

New windows at Field School will improve the exterior appearance, reduce the disturbance from airplane noise and create an energy efficient and safe environment. This is a plan that will benefit the students and teachers of Field School and residents of FRNN.

Field School falls outside the boundary for the Metropolitan Airports Commission (MAC) and Federal sound insulation program.

Upon the MAC recommendation, Field has already implemented some noise abatement tactics by installing carpet in classrooms and acoustically correct ceilings.

Implementation:

The MAC agreed that Field has a problem and developed an equation that would provide Field with one fourth of the costs.

The Minneapolis Public Schools (MPS) have agreed to provide monies from both Facility Planning and MPS NRP.

Resources:

Total anticipated costs: \$ 400,000.

<i>Year</i>	<i>NRP Funds</i>	<i>Other Sources</i>
1996	\$ 225,000	\$ 175,000
Total	\$ 225,000	\$ 175,000

- Includes \$ 75,000 of MPS NRP, ** MPS Facility Planning - \$ 75,000; and the Metropolitan Airports Commission - \$ 100,000.

OBJECTIVE B. Create quality school grounds that are accessible and inviting.

STRATEGY 1. Improve and upgrade the Northrop School playground with an environmental theme and ensure safety within the school.

This strategy is to redesign and redevelop the play area at Northrop and add a security card back door entrance system to the school.

Northrop School is an Urban Environmental magnet school housing 293 students in grades kindergarten through six.

A Northrop School PTA committee proposes a new playground area with an environmental theme, which augments the final phase of the school's four year landscaping project. The playground is accessible to children in the neighborhood when school is not in session and will be warmly welcomed by the Northrop neighborhood.

Addition of a security card entrance system for the school will reduce the schools' vulnerability to security problems. There have been seven safety issues at the school since 1991, ranging from the mugging of the school nurse and stolen school property to the theft of a teacher's car.

Implementation

Implementation will involve the following research and strategy components:

Northrop School's committee will continue to meet with the School District for input on restrictions and recommendations.

Written proposals have been received for costs of playground equipment and site preparation.

Continue involvement from Northrop's student council and student body.

Form a committee from the community and school to work on the Mural aspect of the proposal (spring 1995).

Art grant proposals developed during the summer of '95 for application deadlines through 1995-96.

A Walk-a-thon PTA fund raise for Northrop students in the fall of 1995. Students will get financial sponsors for walking down Minnehaha Creek and around Lake Nokomis.

Recycle Aluminum environmental PTA Fund raiser, fall/winter of 1995. Students will have a drive to bring in aluminum cans which will then be applied towards the purchase of equipment.

Resources:

Total Estimated Costs include:

Playground equipment and benches (includes demolition of existing installation)	\$	90,000
Resurfacing asphalt area		10,000
New fence		20,000
Repair retaining wall		10,000
Card back door entrance security system		4,000
Total	\$	134,000

<i>Year</i>	<i>NRP Funds</i>	<i>Other Sources*</i>
1996	\$ 90,150	\$ 42,000 Mpls School District \$ 1,850 * Norwest Bank, Fire Station, Boy/Cub Scouts, SuperValu & Coca-Cola
Total	\$ 90,150	\$ 43,850

- These other sources are not committed at this time.

GOAL II:

Enhance the community's ability to manifest its commitment to improve the neighborhood as it provides opportunities for the enrichment of educational and cultural experiences for children.

OBJECTIVE A. **Improve the community's provision of quality programming for low income working families during the summer through collaboration of agencies.**

STRATEGY 1. **Provide a collaborative Summer Arts Enrichment Program for 45 to 60 children for four weeks under the direction of African-American Academy for Accelerated Learning (AAAL).**

This is an enthusiastic program designed to improve the educational, cultural and social skills of children from ages 6 through 12. Parents whose children have attended past classes at AAAL on the north side of Minneapolis have expressed an interest in having the program available to them in their neighborhood.

STRATEGY 2. **Secure a building for the African -American Academy for Accelerated Learning to conduct established programs and to expand.**

The AAAL is currently interested in being established in the Field, Regina, Northrop neighborhood as a stable and viable organization, designed to provide neighborhood improvement through collaboration between existing programs, churches, schools, parks and other organizations to meet the educational and cultural needs of children and their parents. To do this, there is a need for an appropriate building which can be renovated and leased for 3-5 years.

Implementation

Reallocation of NRP Funds to this strategy will be considered if future discussions warrant this action.

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Housing

GOAL:

Create a safe and healthy environment for all FRNN residents by developing housing strategies to rehabilitate existing housing stock and affordable rental housing, promote the racial, cultural and ethnic diversity of FRNN and create opportunities for older homeowners to remain here despite changing circumstances.

OBJECTIVE A: **Rehabilitate existing housing stock.**

STRATEGY 1: **Study the issue of structural problems poor soil conditions have caused in FRNN and establish a program to assist property owners in identifying structural defects.**

A number of houses in FRNN were built on bogs. Continued settling over the years has caused some of these homes to develop serious structural problems.

Implementation:

A neighborhood-wide survey assessed the initial scope of the problem. With technical assistance provided by the MCDA consultant services will be secured to examine in more detail the scope of the problem. Information from this examination will be used in working with the City agencies, financial institutions, and others to develop a program that will help property owners address these problems.

FRNNG will raise the structural problem issue within the context of the City's Comprehensive Plan process to determine if a city-wide approach and program is necessary. In addition, FRNNG will contact its legislators to enlist their aid in the pursuit of relief.

STRATEGY 2. **Repair the Town Oaks Townhouse Association water system.**

Before construction, parts of Town Oaks tract were used for informal neighborhood dumping and concrete dumping associated with city paving and sidewalk projects. Water pipes sometimes lie on firm ground, sometimes over subsiding, debris-laden soil layers and sometimes over -- and even under -- concrete and other hard material used as backfill.

Very rigid two-inch cast iron pipe was used for water distribution. At the time, basic cast iron pipe was an acceptable material for water lines. Extremely rigid pipe reacts in a brittle fashion as soil under it subsides or when poor fill material above presses down on it. Repairs and the costs of wasted water are enormously expensive to Town Oaks' moderate-income homeowners.

Implementation:

Phase one is to find, test and repair or replace the isolation valves on the existing system to greatly reduce the number of homes that lose water service when a break occurs.

Phase two will be water system reconstruction. The existing water pipes, construction rubble and poor subsoil will be replaced with a new system that meets 1994 Minneapolis City Codes; three-inch ductile cast iron pipe installed in properly engineered piping support channels, surrounded by stabilized soil that will not allow unacceptable pressures to stress the piping system beyond design limits.

The Minneapolis Water Works Division Is assisting with phase one. The Department of Public Works and the Water Works Division will assist in the design and engineering specifications for phase two and will inspect the work at all appropriate stages.

Resources:

\$ 330,000 has been approved as an "early access" project. \$ 50,000 will be repaid by the Town Oaks Association at \$ 12,500 per year from 1996-1999. The \$ 50,000 will be added to the neighborhood home improvement loan/grant program (see Objective B-1). The \$ 280,000 loan balance will be repaid at such times and at such amounts when Association revenues exceed agreed upon reserve requirements.

Any NRP funds not used to repair the water system will go to Objective B-5.

Year	NRP Funds
1996	\$ 330,000 (early access)
Total	\$ 330,000

OBJECTIVE B. **Ensure the existing housing stock is well maintained.**

STRATEGY 1. **Provide loans/grants of up to \$ 6,000 each to property owners for improvements.**

The physical condition of housing in a neighborhood is one of the most important elements creating viability for present and future residents. A study conducted in FRNN in the summer of 1994 indicated that 75 percent of responding property owners were interested in making improvements and 76 percent indicated that money constraints might keep them from doing so.

Implementation:

We will publicize and encourage the use of existing improvement programs, such as MCDA and Minnesota Housing Finance Association (MHFA), for homeowners and renters. We will create a grant, matching grant, loan program for improvements aimed at supplementing existing programs. A maximum loan of \$ 6,000 of NRP Funds will be available e to each home owner. Eligibility will be determined by family income and condition of the property. A selection process will be used to choose participants.

City Planning Department statistics indicate that the housing with the greatest decline in property values over the last five years exists in the northern-most and western portions of FRNN. Target areas will be created for years one and two of the three year program. The target area for year one is in Northrop from S. 42nd to 46th. Streets between the east side of Chicago Avenue S. and the west side of Longfellow Avenue S. The target area will be expanded to the western most area of FRNN, along Interstate 35W for year two. Eighty percent of the total funds available will be dedicated to the target area in year one and 50 percent of the total funds to the target area in year two. The program will be open to the entire neighborhood in year three. Target properties (those whose assessed values have declined in the last five years) will receive priority. FRNNG will develop program specifics and recommend a professional housing finance and/or management company to administer the program.

Rental owners choosing to participate would agree to freeze rents for two years and not sell the property for two years with full payback. The program will be dependent on the revolving loan funds payback beyond year three.

Resources:

The \$ 50,000 of NRP Funds identified under other sources are NRP loan repayments from the Town Oaks water system reconstruction project. Private investment will be generated and documented as the program is implemented. Program funding in future years will be dependent upon income through loan/grant repayments.

Year	NRP funds	Other Sources
1995	\$ 4,000 (early access)	
1996	\$ 371,167	\$ 12,500
1997	\$ 334,420	\$ 12,500
1998	\$ 296,563	\$ 12,500
1999		\$ 12,500
Total	\$ 1,006,150	\$ 50,000

STRATEGY 2. Work cooperatively with Project for Pride in Living's emergency home repair program to make it available in FRNN.

Low- and moderate-income homeowners often have difficulty paying for even small repairs which need to be dealt with immediately, such as a burst pipe. This can particularly affect seniors and those on fixed incomes who desire to maintain their housing. The neighborhood survey revealed that 68 percent of responding seniors said that difficulty maintaining their home was a serious problem.

Project For Pride in Living (PPL) is a nonprofit company serving the housing and self-sufficiency needs of people in the neighborhoods. They operate an emergency repair program for homeowners in which the owner pays for parts and pays for labor as they can afford it. We will work with PPL to try to expand their program into the neighborhood.

Implementation:

FRNNG will publicize this program through Close To Home.

STRATEGY 3. Work cooperatively with nonprofit and private tool lending libraries.

Home repairs can be difficult sometimes because of a lack of the proper tools. PPL operates a tool lending library free of charge to participants.

Implementation:

The FRNNG will publicize PPL's program and private hardware store programs through Close To Home, housing fairs, etc. FRNNG will become a participant in the PPL program making access to the tool lending library available to residents.

State law changes allowing NRP Funds to be used in this manner are needed before this program can take effect. In state law is not changed the fund will be added to Strategy 1.

Resources:

Year	NRP Funds	Other Sources*
1996	\$ 1,000	\$ 1,000
1997	\$ 1,000	\$ 1,000
1998	\$ 1,000	\$ 1,000
1999	\$ 1,000	\$ 1,000
2000	\$ 1,000	\$ 1,000
Total	\$ 5,000	\$ 5,000

* The \$ 5,000 under Other Sources is provided by PPL as "in-kind" funds including staff, material and overhead costs to administer the program.

STRATEGY 4. Support and participate in an annual FRNN housing fair.

There is a variety of resources available to improve the condition of housing in FRNN. Our residents need to know about new and existing programs and annual neighborhood clean-ups. An annual FRNN housing fair will encourage representatives from the public and private housing sectors to give information and demonstrations about home improvements, environmental hazards, housing safety, etc.

Implementation:

FRNNG will publicize through Close To Home and block club newsletters, neighborhood Housing Fairs, etc.

Resources:

NRP Funds in Communications Section Objective A-1 and existing CCP/SAFE programs will be used to support this strategy.

STRATEGY 5. Identify vacant and boarded houses and work to rehabilitate or demolish them.

Vacant and boarded houses are flash points of deterioration in FRNN. They can be safety hazards and negatively affect the livability and value of adjoining homes. When possible, rehabilitation should be done as soon as possible, otherwise they should be demolished quickly.

Implementation:

The Community and Safety Committee will identify vacant and boarded houses. Owners will be encouraged to rehabilitate their properties. The Mpls Inspections Department and other City agencies will be contacted by the Committee to ensure that all laws and ordinances are applied to the situation.

Resources:

Funds not used in the Town Oaks water system reconstruction project will be allocated to establish a seed fund for demolition and/or rehabilitation activities. In the event all the funds are used, consideration will be given to directing some or all of the Town Oaks loan repayments to this strategy after discussions with the Inspections Department have assessed the need for demolition activity.

OBJECTIVE C. Create opportunities for older homeowners to remain in FRNN.

STRATEGY 1. Study the possibility of acquiring property and constructing 20-30 units of senior housing in FRNN.

The neighborhood survey conducted in the fall of 1993 indicated that many seniors would like to remain in FRNN if they could satisfy their housing and transportation needs. Fifty-five percent of seniors responding said that transportation to medical appointments, grocery stores and errands was a serious problem. Sixty-eight percent indicated that they had difficulty maintaining homes. There is currently no senior housing available in the neighborhood.

Implementation:

The FRNNG NRP Standing Committee will commission a study to locate a senior housing complex of one to two bedroom units on a suitable site. The study will include a site search. Access to needed amenities will be a key focus. Funds for the study will be sought from private sources and grants.

Resources:

Private sources of funds will be sought to study the development of senior housing. Acquisition funds are estimated to be approximately \$ 700,000 and development funds from private developers are estimated to be \$ 1.3 to \$ 1.5 million.

Parks

GOAL I:

Create an inviting and appealing atmosphere at McRae Park that encourages use and promotes a park-centered sense of community in FRNN.

OBJECTIVE A. Increase McRae Park utility and stimulate park interest.

STRATEGY 1. Replace existing playground equipment and improve park grounds.

The FRNN survey, completed in October 1993, identified parks and recreational opportunities as the second most appealing feature of the neighborhood. This suggests that parks are very important to FRNN residents.

Many residents in FRNN transport their children to parks in other neighborhoods because the McRae Park playground is out of date and lacks creativity. In fact, the playground does not meet current Federal Safety Guidelines. FRNN parents and grandparents want a safe, inviting place for children to play.

Although the Minneapolis Park and Recreation Board (MPRB), using NRP Funds, has renovated many parks in neighborhoods north of FRNN, it does not have plans to renovate McRae Park playground in the next ten years. A Playground Evaluation report of all playgrounds constructed before 1980 prepared by an MPRB intern and experienced carpenter staff in June 1995, rated the condition of the McRae Playground in the top third of the better playgrounds. Park capital improvements will be concentrated on building maintenance for the next several years.

FRNN does not have an adequate, safe, playground for preschool and elementary age children. McRae Park's central location in FRNN makes it an ideal choice for a new, renovated playground which would meet this need.

Implementation:

Volunteers will draw the community into the planning phase through various activities. The opening of the playground will include a planned community event to reintroduce the park to the FRNN community.

The equipment will be chosen to promote creativity of children of all ethnic backgrounds and will, by nature of its design, be safe for all children including children with disabilities. The playground design will include at least two areas, creating a developmentally appropriate playground for children aged 0-5 years and 6-12 years and also including equipment designed specifically for children age 10+.

Resources:

. Based on MPRB Planning input and the 1994 Linden Hills playground improvements, the estimated costs are:

Playground preparation	\$ 50,000
Equipment	39,000
Design and engineering	32,500
<u>Administration and construction management</u>	<u>12,500</u>
Total	\$ 234,000

The \$184,000 of NRP Funds will be appropriated in 1996 with design, construction and completion in 1997. (The \$50,000 to be raised under Other Sources will need to be committed by January 1, 1997 to complete construction in 1997.)

Year	NRP Funds	Other Sources
1996	\$ 184,000	\$ 50,000 (fund raising effort*)
Total	\$ 184,000	\$ 50,000

- \$50,000 from a neighborhood fund-raiser supported by FRNNG and the McRae Area Recreation Council (MARC).

STRATEGY 2. **Improve ventilation in the park building and modify the restrooms so they are handicapped accessible and suitable for small children.**

Implementation:

This strategy will improve the park building by adding ceiling fans to improve air flow and ventilation in the main park building; making the existing restrooms facilities handicapped accessible to meet Americans with Disabilities Act requirements; and providing restroom accommodations for parents with infants (changing tables, etc.).

Resources:

The MPRB will work with the neighborhood to address the ventilation and accessibility needs. MPRB estimates that approximately \$128,000 of MPRB funding may be available for infrastructure improvements by the year 2000.

OBJECTIVE B. **Ensure the safety of individuals using the park building and adjacent park grounds.**

STRATEGY 1. **Provide additional exterior lighting for the park building and park grounds, and redesign the roof to prevent ice build-up.**

FRNN's perception is that McRae Park is not a necessarily safe environment. Some of the park recreational areas, i.e. the basketball courts are far away from the park building. Increased lighting will provide security for individuals taking advantage of recreational opportunities at McRae Park and help dispel the perception that McRae Park is unsafe. Additional lighting will also improve the overall appearance of the Park.

Implementation:

The neighborhood feels eight to ten additional light poles are needed along the walkways. A plan will be developed and implemented to eliminate ice buildup at the building's entrance.

Resources:

The Minneapolis Park and Recreation Board (MPRB) has scheduled McRae park for a roof replacement in 1996. MPRB believes that increased insulation should address the ice build-up. Additional lighting requested by the neighborhood is in conflict with the August 1, 1994 MPRB policy prohibiting increased services.

GOAL II:

Meet additional leisure and recreational needs and interests of FRNN residents.

OBJECTIVE A. **Revise park programs to meet the multi-generation needs for FRNN.**

STRATEGY 1. **Survey community members to determine their interests and needs, and adjust the park programming appropriately.**

Implementation:

MARC is being re-energized to support programming and coordinate fund raising efforts. MARC will be responsible for raising funds to cover costs for the youthline/outreach worker. MARC and McRae Park staff will communicate park events through a quarterly brochure; the FRNNG Close To Home newsletter and other FRNNG communication vehicles; Southside Pride Newspaper; and McRae Park sign.

Resources:

\$ 55,000 of NRP Funds was initially proposed to support the costs of the youthline worker and the neighborhood survey. Consideration will be given to the reallocation of NRP Funds to this strategy in the event future discussions warrant the action.

IMPLEMENTATION

GOAL:

Increase and sustain the capacity of FRNN to mobilize the human and financial resources, information, and technical assistance necessary to effectively implement the Neighborhood Action Plan.

OBJECTIVE A. **Increase FRNNG's ability to provide leadership and organize a base of operation for citizen participation in the implementation of the FRNN Action Plan.**

STRATEGY 1. **Engage personnel and cover associated costs for implementation of the FRNN Action Plan and neighborhood organizing.**

Administration of the FRNN Action Plan will represent about ninety percent of FRNNG's organization time. Also, resources to hire full time staff to coordinate community and safety activities, the seniors hot line and to aid initial set-up of the Business Clearinghouse are needed.

Implementation:

The FRNNG will use NRP Funds to pay for the organizational and outreach support needed to implement the Action Plan and raise funds to cover non-NRP activity.

Resources:

A total of \$ 385,114 of NRP Funds over five years. An early access request for six months, in the amount of \$ 21,552 was approved by City Council on October 27, 1995.

Year	NRP Funds Office expense	Admin. Asst.	Outreach Worker		
1995	\$ 7,182*	\$ 14,370*	0* (Early Access \$ 21,552)		
1996	\$ 7,182	\$ 12,243	\$ 28,750		
1997	\$ 15,082	\$ 27,944	\$ 29,613		
1998	\$ 15,836	\$ 14,369	\$ 22,875		
1999	\$ 11,141	\$ 0	\$ 15,708		
2000	\$ 8,577	\$ 0	\$ 8,090		
Total	\$ 65,000	\$ 68,926	\$ 105,036	=	\$ 238,962

Other funding will be secured to cover costs for the ten percent of organization time devoted to non-NRP activities.