

MEMORANDUM

To: NRP Policy Board Members and Alternates

From: Robert D. Miller, Director

Date: October 25, 2004

Subject: Seward Phase II Neighborhood Action Plan

The Seward Neighborhood Group (SNG) is submitting their draft Phase II Neighborhood Action Plan for review and approval. The neighborhood meets the eligibility requirements approved by the Policy Board for entry into Phase II (100% of their Phase I plan is contracted). The Phase I review is completed, and the Phase II Participation Agreement was approved in May 2001 and amended in July 2003.

The neighborhood initially began work on its Phase II plan in the summer of 2001, but suspended the effort in 2002 until the issue of the revenue available for Phase II was resolved. The neighborhood resumed planning efforts in the autumn of 2003 – with neighborhood committees working to prioritize ideas and draft sections of the plan.

Seward Neighborhood Group presented a draft plan to the community on April 21, 2004. At that meeting, community members authorized SNG leadership and staff to restructure some of the plan strategies and revise the proposed NRP funding levels to align the plan's proposed NRP allocation with the NRP Phase II allocation guidelines approved by the Policy Board on April 19, 2004. At a meeting on May 26, 2004, the community approved submission of the plan for NRP Policy Board and City Council approval and authorized SNG representatives to make further plan adjustments necessary to address any NRP statutory mandates – including a shift of funds to increase the plan's allocation for housing and housing-related projects.

The revised Seward Phase II neighborhood action plan requests a total NRP appropriation of \$450,139. Seventy three percent (73%) of the funds are set aside for housing and housing-related projects.

The NRP Management Review Team (MRT) has completed its review of the plan. The comments made by CPED during the MRT review are included in the packet. Based upon the action of the MRT to forward the Seward Neighborhood Phase II Neighborhood Action Plan to

NRP Policy Board Members and Alternates for review, the request of the neighborhood, and the neighborhood plan's 72.9% commitment to housing and housing related projects, programs, activities and services, I recommend that the Policy Board adopt the following resolution:

WHEREAS: On April 19, 2004, the Minneapolis Neighborhood Revitalization Policy Board ("Board") approved a Phase II allocation for the Seward neighborhood of \$450,139, based on the Phase II revenues projected for NRP;

WHEREAS: The Seward neighborhood conducted an extensive Phase II neighborhood planning process during 2001-2004 and has submitted a Seward NRP Phase II plan that requests a Phase II allocation of \$450,139;

BE IT RESOLVED: That the Minneapolis Neighborhood Revitalization Policy Board (Board) hereby accepts and adopts the Seward Phase II Neighborhood Revitalization Plan dated August 2004;

RESOLVED FURTHER: That the Board hereby authorizes the Director to: 1) request the City Council and Mayor [a] amend the 2004 General Appropriation resolution by increasing the Community Planning and Economic Development Department agency Fund CNR – NRP Program Fund (CNR0-890-3550) by \$375,139 and [b] authorize the appropriate City officers to enter into any contracts or agreements necessary to implement the activities above;

RESOLVED FURTHER: That up to 70 percent of the amount approved for this plan (\$315,097) shall be available for obligation in the first three (3) years after approval of the appropriation for this plan.

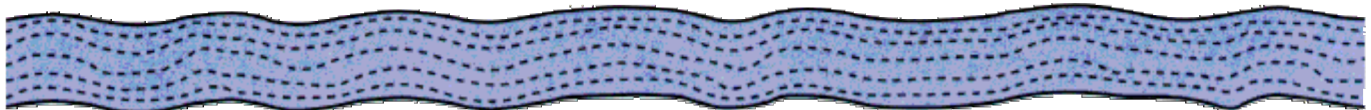


Seward Neighborhood NRP Phase II Plan

TABLE OF CONTENTS

Background	1
Section 1: Residential, Economic and Transportation	3
Section 2: Crime and Safety	12
Section 3: Environment and Sustainability	15
Section 4: Community Building, Arts, Events	20
Section 5: Phase II Planning	23
Seward NRP Phase II Funding Summary	24

SUBMITTED BY



SEWARD NEIGHBORHOOD GROUP

10/25/04

BACKGROUND

In the beginning of NRP Phase I and its planning, the Seward community identified several areas of concern: *condition and affordability of housing, crime, cultural and recreational programs for families and youth, compatibility of business/commercial/ residential uses, revitalization of Franklin Avenue, traffic and walkability, historical preservation, river recreation and pollution and neighborhood identity and appearance.*

The Phase I Action Plan incorporated short-term immediate improvements as well as flexibility for long-range planning and project development. Although Seward's \$4.7 million dollar Action Plan was extensive in scope, several focus areas were reflected in the allocations among the many plan strategies:

- **Rehabilitation and Improvement of Seward's Housing Stock** - \$2,153,580 was allocated to residential development, which was matched by more than \$8,000,000 of other funds.
- **Enhancement of the Neighborhood's Social Environment** - \$1,356,709 was allocated to social environment, which leveraged \$1,749,299 of other funds.
- **Revitalization of Seward's Commercial and Industrial Areas** - \$1,042,200 was allocated to economic development, which leveraged \$11,369,600 of other funds.
- **Preservation of the Natural Environment** - \$174,178 was allocated to Natural Environment, which leveraged \$335,000 of other funds.
- **Transportation** – \$6,362 was allocated to transportation planning and transit-related improvements.

Seward neighborhood, coordinated by the volunteers and staff of Seward Neighborhood Group (SNG) and Seward Redesign, has been very successful and achieved results in each of these areas, particularly in the improvement of our housing stock and in the revitalization of our commercial and industrial areas.

Significant Phase I NRP Achievements

Significant achievements of Seward's First Action Plan include:

- Most significantly, Seward's First Action Plan has generated over \$10,000,000 in housing improvements in the neighborhood. Through five housing programs – the Blighted Housing Program, the Deferred Loan Program, the Home Additions Program, the Rental Repair Program, and the South Seward Program - \$2,153,580 in Seward's NRP funds was matched by \$8,000,000 in private improvements. The result is a neighborhood of better-kept homes, and a neighborhood where there is significant faith in the housing market to justify further private improvements.
- Seward's "main street," Franklin Avenue, has been revitalized and now provides a significant range of products and services for neighborhood residents.
- Neighbors know each other. SNG's many community-building initiatives have provided the forum for countless interactions – social and purposeful – between neighbors. These initiatives include block club organizing, numerous annual community events, restorative justice circles, and others. Neighbors who know neighbors look out for each other, essential to maintaining the livability of an urban neighborhood.
- Seward's urban wilderness, the Mississippi River gorge, has been preserved.

- SNG's community-based youth programming has taught young people respect, human diversity and human rights through the Youth Councils and the Summer Youth Farm and Market project.

Phase II Planning Efforts

Leading up to the start of NRP Phase II planning, the Seward Neighborhood Group conducted a community survey in late 2000 that identified three (3) major areas of resident concern: safety, traffic management, and affordable housing.

The neighborhood initially began work on its Phase II plan in the spring of 2001 – electing a steering committee and drafting a Participation Agreement. But the steering committee suspended the effort in 2002 until resolution of issues regarding the revenue available for NRP Phase II progressed.

The neighborhood resumed planning efforts in the autumn of 2003 – with neighborhood committees and staff working to prioritize ideas and draft sections of the plan.

Seward Neighborhood Group presented a draft plan to the community on April 21, 2004. At that meeting, community members authorized SNG leadership and staff to restructure some of the plan strategies and revise the proposed NRP funding levels to align the plan's proposed NRP allocation with the NRP Phase II allocation guidelines approved by the Policy Board on April 19 2004. Later, at a meeting on May 26, 2004, the community approved submission of the plan for NRP Policy Board and City Council approval and authorized SNG representatives to make further plan adjustments necessary to address any NRP statutory mandates – including a shift of funds to increase the plan's allocation for housing and housing-related projects.

The revised Seward Phase II neighborhood action plan requests a total NRP appropriation of \$450,139, and commits 70% of this appropriation for housing and housing-related projects.

SECTION 1

Residential, Economic and Transportation

Total NRP Phase II Funds - \$292,139

- Goal 1:** All property in Seward (rental and owner-occupied) will meet community standards for aesthetics, safety, energy-efficiency, and functionality at every stage of life.
- Goal 2:** A more diverse variety of businesses and institutions will employ residents while serving the needs of the Seward neighborhood.
- Goal 3:** An improved automobile, mass transit, bicycle and pedestrian circulation and parking system in the Seward neighborhood.
- Goal 4:** Rental and owner-occupied housing in Seward that is affordable to low and moderate income households.
- Goal 5:** An increased range of housing options in Seward.
- Goal 6:** A more positive Seward neighborhood image and identity.

Goal 1: All property in Seward (rental and owner-occupied) will meet community standards for aesthetics, safety, energy-efficiency, and functionality at every stage of life.

Strategy 1: Housing Coordinator

The SNG Housing Coordinator will manage Seward housing programs and assist property owners with improving the safety, energy-efficiency, and functionality of their property.

Strategy may include, but is not limited to:

Free or low-cost consultations to property owners about home improvements and connecting residents to financing for improvements to the safety, energy-efficiency, and functionality of their property.

Programs to address the varied needs for housing financing to maintain or improve the condition of the overall housing stock and determine the barriers to financing.

An educational program for seniors to inform them about housing options (e.g. housemates, co-housing, intergenerational housing, etc.) that may make it possible for them to stay in the neighborhood as long as they choose.

SNG Housing Coordinator use of the Seward Longfellow Greenway Land Use and Predevelopment Study to pursue housing development options that

are compatible with the adjoining neighborhood while respecting market realities and compatibility with the Minneapolis Plan.

Work with Seward Redesign to implement the Franklin Avenue Station Area Development Implementation Plan for the area around the Franklin LRT station so that it will be: safe; accessible; pedestrian friendly; populated; a public gathering space, and compatible with adjoining property uses and the neighborhood.

Public Partners: CPED Housing Policy and Dev. Div. and Planning Div.

Contract Administrator: DFD

Funding: \$40,000, NRP Phase II

Related City Goal(s):

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

Strategy 2: Home Improvement Program

Conduct property repair incentive programs to improve the safety, energy-efficiency, and functionality of residential properties through home improvement loan programs.

Strategy may include, but is not limited to:

Conducting property improvement programs

- Deferred Loan Housing Program – deferred and low interest loans
- Rental Repair Program
- Blighted Housing Program – Purchase and repair of blighted properties or demolition and redevelopment of properties.
- Home additions.

Programs for seniors to assist them with home repairs and modifications.

Public Partners: CPED Housing Policy and Dev. Division

Contract Administrator: DFD

Funding: \$150,000, NRP Phase II

Related City Goal(s):

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

Strategy 3: Educational Programs

Create educational programs and tools to help residents meet the needs of City housing codes and train homeowners and renters to meet responsibilities associated with their housing unit.

Strategy may include, but is not limited to:

Work with landlord associations and volunteers to produce and distribute materials to educate landlords about rights and responsibilities of property ownership, available resources, tenant screening and how to deal with problem properties. The use of existing vendors and resources will be explored.

Public Partners: Inspections

Contract Administrator: DFD

Funding: \$9,000 NRP Phase II

Related City Goal(s):

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

Goal 2: A more diverse variety of businesses and institutions that will employ residents while serving the needs of the Seward neighborhood.

Strategy 1: Commercial Development

Provide “seed” money for new business development to increase “neighborhood friendly” commercial development especially at the LRT station area and along Franklin Avenue at a scale compatible with adjoining residential areas.

Strategy may include, but is not limited to:

Financial incentives to assist Seward businesses to expand and to help other businesses that wish to locate in Seward to expand their operations, better serve their customer base, etc.

SNG Housing Coordinator support for retail development on both sides of Franklin and other major transit corridors and incorporation of residential housing units over retail spaces.

Implementation of the Seward Community Development and Transportation Plan (a plan developed by Seward Neighborhood Group and Seward Redesign).

Financial assistance to Seward Redesign for promotion of Franklin Avenue businesses to neighborhood residents and to all users of public transit.

SNG Housing Coordinator assistance to:

- Promote living & working in Seward through partnerships with employers, transit agencies and residents.
- Promote the continued viability of business uses in Seward.
- Implement findings of the Seward Longfellow Greenway Area Land Use and Pre-Development Study.

Financial support for Seward Redesign's entrepreneurial training programs, technical assistance programs, and micro lending programs.

Financial support for educational programs that train students for specific job openings, offer job training for all residents and provide general job training at the Advantage Centers for ethnic communities.

Public Partners: CPED

Contract Administrator: CPED Econ. Policy and Dev. Division

Funding: \$29,512, NRP Phase II

Related City Goal(s):

- *Create an environment that maximizes economic development opportunities within Minneapolis by focusing on the City's physical and human assets*
- *Foster the development and preservation of a mix of quality housing types that is available, affordable, meets current needs, and promotes future growth*

Strategy 2: Mixed Use Development

Develop and maintain vibrant, economically viable mixed-use districts along Franklin Avenue, the Midtown Greenway, the Franklin LRT station area, and the Hiawatha Light Rail corridor.

Invest in higher density housing on commercial and transit corridors and in the Franklin station area, incorporating commercial uses on the ground floor where appropriate.

Invest in future senior housing development on commercial and transit corridors.

Public Partners: CPED

Contract Administrator: CPED Housing and Policy Dev. Division

Funding: \$43,627, NRP Phase II

Related City Goal(s):

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

Goal 3: An improved automobile, mass transit, bicycle and pedestrian circulation and parking system in the Seward neighborhood.

Strategy 1: Transportation Improvements

Work with various agencies to plan and implement traffic, parking and other transportation enhancements in the neighborhood.

Strategy may include, but is not limited to:

Work with the city to provide accurate traffic counts on all major streets in Seward.

Solicit neighborhood input about traffic problems as part of a discussion about and improvement of traffic issues through the committee process.

Work with City, County and all other agencies to provide information that will improve the quality of circulation of all kinds in Seward.

Seward Redesign will develop a plan towards the reconfiguration of the Cedar/Minnehaha/Franklin Avenues “triangle” and develop a better truck access plan to the industrial areas in South Seward, including those on East 26th Street.

Seward Redesign will develop a parking plan for Franklin Avenue.

Public Partners: Public Works, CPED Planning Division

Contract Administrator: Public Works Transportation

Funding: as funds become available

Related City Goal(s):

- *Maintain the physical infrastructure to ensure a healthy, vital and safe community*
- *Create an environment that maximizes economic development opportunities within Minneapolis by focusing on the City’s physical and human assets*

Goal 4: Rental and owner-occupied housing in Seward that is affordable to low and moderate income households.

Strategy 1: Rental Housing Development

Work with Seward Redesign to develop a plan and projects that meet neighborhood rental housing goals.

After development occurs, provide financial incentives to increase the number of very low-income (at or below 50% Metro Median Income* (MMI) rental housing units in Seward, especially along the Hiawatha light rail corridor and the Midtown Greenway. (*See note at end of Section)

Public Partners: CPED

Contract Administrator: CPED Housing Policy and Dev. Division

Funding: as funds become available

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*
- *Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities*

Strategy 2: Affordable Home Ownership Development

Work with Seward Redesign to develop a plan and projects that meet neighborhood goals for owner occupied housing.

After development occurs, provide financial incentives to increase the number of low-income (50% MMI to 80% MMI) resident owned housing units in Seward, especially along the Hiawatha light rail corridor and the Midtown Greenway. (*See note at end of Section)

Public Partners: CPED

Contract Administrator: CPED Housing Policy and Dev. Division

Funding: as funds become available

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*
- *Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities*

Strategy 3: Affordable Housing Alternatives

Develop a plan, with Seward Redesign, that provides an affordable alternative to single family homes for residents, especially seniors who reside in Seward.

Public Partners: CPED

Contract Administrator: CPED Planning Division

Funding: \$5,000, NRP Phase II

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*

- *Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities*

Strategy 4: Targeted Housing Density

Identify possible investment opportunities for SNG in the Midtown Greenway area and in proximity to the Franklin Avenue light rail station.

Promote creation of denser housing to support the urban amenities of light rail, streetcars, etc. Promote denser housing in conjunction with retail spaces, for example along Franklin Avenue and near the LRT station.

Public Partners: CPED

Contract Administrator: CPED

Funding: \$5,000, NRP Phase II

Related City Goal(s):

- *Create an environment that maximizes economic development opportunities within Minneapolis by focusing on the City's physical and human assets*
- *Foster the development and preservation of a mix of quality housing types that is available, affordable, meets current needs, and promotes future growth*
- *Preserve and enhance our natural and historic environment and promote a clean, sustainable Minneapolis*

Goal 5: An increased range of housing options in Seward.

Strategy 1: Housing Diversity

Support the production and/or preservation of housing types and prices that meet identified needs of Seward residents.

Strategy may include, but is not limited to:

Research resident needs, implement market analyses on a project-by-project basis, and implement market analyses studies for housing along the Greenway and near the light rail station.

Develop a plan with underserved residents to provide housing options to meet their needs.

Develop a plan for alternative housing styles such as co-housing, carriage houses, land trusts and additional duplex construction adjacent to or in transit corridors (outside of the developed neighborhood).

Public Partners: CPED

Contract Administrator: CPED Planning Division

Funding: \$10,000, NRP Phase II

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

Goal 6: A more positive Seward neighborhood image and identity.

Strategy 1: Neighborhood Signs

Work with Seward Redesign and the Seward Civic and Commerce Association (SCCA) to create attractive signage for all entries to the neighborhood

Public Partners: Public Works

Contract Administrator: Public Works

Funding: as funds become available

Related City Goal(s):

- *Strengthen city government management and enhance community engagement*

Strategy 2: Streetscape Enhancements

Work with Seward Redesign and the Seward Civic and Commerce Association (SCCA) to plan and implement streetscape enhancements for Franklin Avenue

Public Partners: Public Works, CPED Planning Division

Contract Administrator: Public Works

Funding: as funds become available

Related City Goal(s):

- *Maintain the physical infrastructure to ensure a healthy, vital and safe community*
- *Create an environment that maximizes economic development opportunities within Minneapolis by focusing on the City's physical and human assets*

Strategy 3: Special Services District

Establish a special services district for Franklin Avenue maintenance.

Public Partners: Public Works

Contract Administrator: Public Works

Funding: as funds become available

Related City Goal(s):

- *Maintain the physical infrastructure to ensure a healthy, vital and safe community*
- *Create an environment that maximizes economic development opportunities within Minneapolis by focusing on the City's physical and human assets*

Strategy 4: Business-Resident Cooperation

Promote cooperative projects with businesses and residents like the King's Fair.

Public Partners: n/a

Contract Administrator: to be determined

Funding: as funds become available

Related City Goal(s):

- *Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities*

**Note: In 2004, 50% of MMI for a family of four is \$38,350, while 80% of MMI is \$57,500. MMI changes annually. To view the 2004 MMI, go to:*
<http://www.huduser.org/Datasets/IL/IL04/hud04mn.pdf>

SECTION 2

Crime and Safety

Total NRP Phase II Funds - \$28,000 (plus \$7,810 NRP Reserve Funds)

Goal 1: Increase the safety of persons and property.

Goal 2: Strengthen and enhance the connections between agencies, institutions, organizations and businesses in and around the Seward community.

Goal 1: Increase the safety of persons and property.

Strategy 1: Crime Prevention

Strengthen the relationship with the 3rd PCT Sector Lieutenant and SAFE Crime Prevention Specialist and educate residents about how to prevent crime and what can be done to help law enforcement apprehend offenders.

Strategy may include, but is not limited to:

Organize a stroll patrol.

Work with the 3rd PCT Sector Lieutenant and SAFE Crime Prevention Specialist to 1) increase directed patrol around problem areas, 2) increase patrol around parks, 3) increase block club participation and 4) develop a referral process for Restorative Justice.

Develop a toolkit for businesses and residents on how to deter graffiti. This may include encouraging improved lighting, security cameras and other actions.

Work with the 3rd PCT Sector Lieutenant and SAFE Crime Prevention Specialist to organize regular safety workshops.

Develop educational crime prevention programming for block clubs.

Write, edit and solicit articles for the Catalyst.

Update and distribute the Toolkit.

Manage the crime Hotline.

Organize Youth Council activities, including leadership and literacy programs.

Hire a staff person, shared with adjacent neighborhoods to 1) educate and assist victims access available resources, 2) conduct court watch, etc., 3) build a stronger block club network, 4) work with community volunteers, 5)

support the Restorative Justice initiative and 6) support all crime and safety issues and projects.

Public Partners: 3rd PCT Sector Lieutenant and SAFE Crime Prevention Specialist

Contract Administrator: Police

Funding: \$18,000, NRP Phase II

Related City Goal(s)

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

Strategy 2: Community Oriented Public Safety Initiative Reserve Fund (COPSIRF)

The 3rd PCT Sector Lieutenant and SAFE Crime Prevention Specialist will partner with SNG and the Longfellow Community Council (LCC) to prevent crime through directed patrols, block club development and restorative justice.

Strategy includes:

Directed patrols along the Lake Street corridor from 27th to 36th and along Franklin Ave. in Seward

Work with SNG and Longfellow Community Council staff to increase block club participation

Work with SNG and Longfellow Community Council staff to develop a referral process with the Longfellow-Seward Restorative Justice Program

Public Partners: 3rd PCT Sector Lieutenant and SAFE Crime Prevention Specialist

Contract Administrator: Police

Funding: \$7,810, NRP Phase II COPSIRF

Related City Goal(s)

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

Goal 2: Strengthen and enhance the connections between agencies, institutions, organizations and businesses in and around the Seward community.

Strategy 1: Community Liaison

Improve communication among residents, businesses and other stakeholders in the community.

Strategy may include, but is not limited to:

Solicit participation in business associations.

Organize safety workshops at several locations in the community, including the Towers Advantage Centers, Matthews Center and the Movement Arts Center

Write articles for the Catalyst.

Update and distribute the Toolkit.

Manage the crime Hotline.

Public Partners: 3rd PCT Sector Lieutenant and SAFE Crime Prevention Specialist

Contract Administrator: Police

Funding: \$10,000, NRP Phase II

Related City Goal(s)

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

SECTION 3

Environment and Sustainability

Total NRP Phase II Funds - \$25,000

- Goal 1:** A sustainable, resource conserving, energy-efficient, unpolluted neighborhood.
- Goal 2:** A Mississippi River that is fishable and swimmable flowing below a fully restored Mississippi river bluff that is itself protected from high-impact uses, erosion, invasive species, and other threats.

Goal 1: A sustainable, resource conserving, energy-efficient, unpolluted neighborhood.

Strategy 1: Environmental Education

Provide support to residents and business employees to 1) educate themselves about the natural environment and human impacts on it, and 2) champion policies that lead to sustainability and neighborhood greening.

Strategy may include, but is not limited to:

Plan educational activities aimed at encouraging Seward residents and business employees to:

- Reduce pollution: toxics and global warming emissions in the air, water, and soil
- Conserve resources: air, water, energy, land, and ecosystem balance
- Increase sustainability. Contribute to enhanced social and economic well-being while reducing the impact on the natural environment
- Increase the bond and appreciation Seward residents have for the Mississippi River Gorge and watershed and its natural communities

Use low cost or free techniques such as e-mail and list serves, web pages, classes, events, articles, brochures, posters, demonstrations, interactive games, and flyers to educate Seward residents

Inform residents about activities and events provided by other environmental organizations in the community, consistent with the overall goals and priorities.

Provide incentives such as product promotions (e.g. rain barrels, light bulbs, or thermometer exchanges) to encourage environmental actions by residents.

Public Partners: Environmental Services

Contract Administrator: MPS/Hennepin County

Funding: \$10,000, NRP Phase II

Related City Goal(s):

- *Preserve and enhance our natural and historic environment and promote a clean, sustainable Minneapolis*

Strategy 2: *Environmental Stewardship*

Assist residents and businesses to act as stewards of the neighborhood's natural environment, including water and the air, as well as green spaces such as the river bluff, parks, trees, and other private and public spaces.

Strategy may include, but is not limited to:

Provide financial support for the installation of native plants-trees, shrubs and grasses along the Midtown Greenway and carry the forest west and north into the industrial areas.

Assist with further greening of Triangle Park, with an emphasis on the installation of native trees and shrubs.

Educate developers on maximizing landscaping and greening for new construction.

Solicit citizen input to advocate for the prudent greening and nighttime lighting of the bicycle trail adjacent to the LRT line into downtown.

Provide financial support to shade and soften parking lots with overhead trees and ground level landscaping that meets the standards of CPTED.

Work with the Minneapolis Park's Department of Forestry to help maintain the current urban forest by organizing tree-planting events.

Organize "Green Circle" tree planting events.

Recruit and work with garden coordinator(s) to maintain the Hub of Heaven community garden.

Develop funds for and work with a youth coordinator to maintain and operate the Peace Garden at Seward Montessori and involve students in all aspects of planning, caring for, and marketing plants.

Public Partners: Park Board, Public Works

Contract Administrator: Park Board, Public Works

Funding: \$8,000, NRP Phase II

Related City Goal(s):

- *Preserve and enhance our natural and historic environment and promote a clean, sustainable Minneapolis*
- *Build communities where all people feel safe and trust the City's public safety professionals and systems*

Strategy 3: Energy Efficiency

Improve energy efficiency and conservation practices of neighborhood residents and businesses, support alternative forms of energy generation, and reduce waste, pollution, and toxicity.

Strategy may include, but is not limited to:

Subsidize high-quality energy audits for neighborhood properties.

Provide financial support for the Matthews Park solar demonstration project.

Provide financial support to the Green Institute for alternative energy demonstration projects in conjunction with the LRT station at Franklin Avenue or other location.

Provide incentives for the development of central heating and/or power generation utilizing renewable resources.

Educate residents about the Hennepin County toxic waste drop-off program.

Provide staff support to Seward Redesign in its planning efforts to support the development of environmentally friendly and sustainable industrial uses along Hiawatha Avenue and on neighborhood industrial sites.

Provide staff support to Seward Redesign to facilitate contacts between the Minnesota Technical Assistance Program (MNTAP) and local businesses so that they can reduce waste and toxicity in their operations.

Conduct a pesticide use reduction campaign by promoting low-input gardens in the Garden Tour and distributing flyers to pesticide users

Conduct a "Real Men Don't Use Starter Campaign" by distributing literature, posting flyers, and demonstrating use of a charcoal starter chimney.

Public Partners: Park Board, Hennepin County, MNTAP

Contract Administrator: DFD

Funding: \$7,000, NRP Phase II

Related City Goal(s):

- *Preserve and enhance our natural and historic environment and promote a clean, sustainable Minneapolis*
- *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*

Strategy 4: Alternative Transportation

Promote the use of pedestrian friendly and sustainable forms of transportation such as bicycle trails and lanes; light rail transit; street cars, dedicated pedestrian walkways, etc. to residents and business employees.

Strategy may include, but is not limited to:

Provide staff support to Seward Redesign to minimize the negative impacts from industrial uses and work to reduce noise (from traffic, freeway, airport and audio equipment in cars and homes).

Inform residents on a regular basis about schedules and availability of various transportation alternatives.

Inform residents on local ordinances related to noise nuisance and ways to enforce these ordinances.

Work with MNDOT to investigate and implement the planting of noise reducing species along freeways and busy streets.

Public Partners: Public Works

Contract Administrator: to be determined

Funding: as funds become available

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*

Goal 2: A Mississippi River that is fishable and swimmable flowing below a fully restored Mississippi river bluff that is itself protected from high-impact uses, erosion, invasive species, and other threats.

Strategy 1: River Bluff

Remove all invasive woody species from the river bluff and neighborhood private lands, plant replacement native species and work towards the improvement of water quality within the Mississippi.

Organize several workdays to remove invasive woody species from the river bluff and private lands and plant replacement native species.

Conduct workshops and programs that will improve water quality with a particular emphasis on reducing non-point pollution and runoff.

Public Partners: Park Board

Contract Administrator: Park Board

Funding: as funds become available

Related City Goal(s):

- *Preserve and enhance our natural and historic environment and promote a clean, sustainable Minneapolis*

SECTION 4

Community Building, Arts, Events

Total NRP Phase II Funds - \$30,000

- Goal 1: Build a strong sense of community.**
- Goal 2: Improve, expand and promote educational, recreational and social opportunities for youth.**
- Goal 3: Establish, maintain and promote effective and flexible resident support systems.**
- Goal 4: Support, enhance and increase participation in the arts.**

Goal 1: Build a strong sense of community.

Strategy 1: Citizen Participation

Increase citizen participation in the neighborhood and archive neighborhood history.

Strategy may include, but is not limited to:

Solicit participation in business associations.

Organize a multicultural event each year.

Assist in increasing Block Club participation.

Coordinate and support neighborhood volunteers.

Conduct and transcribe oral interviews.

Document the history of Seward in photography.

Public Partners: 3rd PCT Sector Lieutenant and SAFE Crime Prevention Specialist

Contract Manager: NRP/DFD

Funding: \$10,000, NRP Phase II

Related City Goal(s):

- *Strengthen city government management and enhance community engagement*
- *Preserve and enhance our natural and historic environment and promote a clean, sustainable Minneapolis*

Goal 2: Improve, expand and promote educational, recreational and social opportunities for youth.

Strategy 1: Youth Organizing

Increase participation in the Youth Councils.

Strategy may include, but is not limited to:

Provide opportunities for youth to have a voice in the community by implementing Youth Council programming that 1) provides training in life skills, 2) offers job skills training, 3) allows youth to participate in democratically run participation meetings and 4) enlists youth in community-wide safety initiatives.

Expand the Youth Councils to include the greater Seward community.

Increase the variety of safe places for people to gather by strengthening relationships with area businesses and organizations to allow for community-wide gathering space.

Public Partners: Hennepin County, CPED METP, 3rd PCT Sector Lieutenant and SAFE Crime Prevention Specialist

Contract Manager: DFD

Funding: \$10,000, NRP Phase II

Related City Goal(s):

- *Build communities where all people feel safe and trust the City's public safety professionals and systems*
- *Create an environment that maximizes economic development opportunities within Minneapolis by focusing on the City's physical and human assets*
- *Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities*

Goal 3: Establish, maintain and promote effective and flexible resident support systems.

Strategy 1: Communications Production

Provide neighborhood resources to all residents.

Strategy may include, but is not limited to:

Create, distribute and update a resource directory and welcome packet

Enhance the production of the Catalyst and develop an effective distribution system.

Public Partners: Communications

Contract Manager: NRP/DFD

Funding: \$5,000, NRP Phase II

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*

Goal 4: Support, enhance and increase participation in the arts.

Strategy 1: Arts

Increase visibility of the arts in the community and increase opportunities for sharing cultural diversity through the arts.

Strategy may include, but is not limited to:

Conduct an annual Arts Festival.

Provide financial incentives to promote public art.

Develop and implement a Textile project with women from the Seward Towers and broader community to increase social stability by providing an opportunity for residents to interact with a common goal, to develop a story quilt and display it in the community.

Public Partners: CPED Planning Division (Cultural Affairs Section), Arts Commission

Contract Manager: MPS/Hennepin County

Funding: \$5,000, NRP Phase II

Related City Goal(s):

- *Promote public, community and private partnerships to address disparities and to support strong, healthy families and communities*

SECTION 5

Phase II Planning

Total NRP Phase II Funds - \$75,000

Strategy 1: Phase II Plan Development

Seward Neighborhood Group will conduct a Phase I plan review and carry out Phase II plan development activities on behalf of the Seward neighborhood.

Public Partners: NRP

Contract Manager: NRP

Funding: \$75,000, NRP Phase II

Seward NRP Phase II Funding Summary

Plan Section	Plan Citation	Strategy Name	NRP Total \$	NRP Housing \$	% for Housing	Potential Public Partners	Contract Administrator
esidential, Economic and Transportation	1.1.1	Housing Coordinator	40,000	40,000	100.00%	CPED HPDD & PD	DFD
esidential, Economic and Transportation	1.1.2	Home Improvement Program	150,000	150,000	100.00%	CPED HPDD	DFD
esidential, Economic and Transportation	1.1.3	Housing Education Programs	9,000	9,000	100.00%	Police	DFD
esidential, Economic and Transportation	1.2.1	Commercial Development	29,512			CPED EPDD	CPED EPDD
esidential, Economic and Transportation	1.2.2	Mixed Use Development	43,627	43,627	100.00%	CPED PD	CPED PD
esidential, Economic and Transportation	1.4.3	Affordable Housing Alternatives	5,000	5,000	100.00%	CPED PD	CPED PD
esidential, Economic and Transportation	1.4.4	Targeted Housing Density	5,000	5,000	100.00%	CPED PD	CPED PD
esidential, Economic and Transportation	1.5.1	Housing Diversity	10,000	10,000	100.00%	CPED PD	CPED PD
rime and Safety	2.1.1	Crime Prevention	18,000			Police	Police
rime and Safety	2.1.2	COPSIRF	See below			Police	Police
rime and Safety	2.2.1	Community Liaison	10,000			Police	Police
nvironment and Sustainability	3.1.1	Environmental Education	10,000			Environ. Services	MPS/Henn. Cnty.
nvironment and Sustainability	3.1.2	Environmental Stewardship	8,000			Pk. Bd., Public Wks.	Pk. Bd., Public Wks.
nvironment and Sustainability	3.1.3	Energy Efficiency	7,000			Pk. Bd., Henn. Cnty.	DFD
ommunity Building, Arts, Events	4.1.1	Citizen Participation	10,000	7,292	72.92%	Police	NRP/DFD
ommunity Building, Arts, Events	4.2.1	Youth Organizing	10,000			Henn. Cnty., METP	DFD
ommunity Building, Arts, Events	4.3.1	Communications Production	5,000	3,646	72.92%	Communications	NRP/DFD
ommunity Building, Arts, Events	4.4.1	Arts	5,000			Arts Comm.	MPS/Henn. Cnty.
hase II Planning	5.1.1	Phase II Plan Development	75,000	54,690	72.92%		NRP
OTAL NRP Phase II Funds			\$450,139				
OPSIRF Funds			\$7,810				
otal NRP Phase II Funds for Housing				\$328,255			
% NRP Phase II Funds for Housing					72.92%		

SEWARD NEIGHBORHOOD PHASE II NRP ACTION PLAN

ACTIVITY	2001/2003-EARLY ACCESS		2004		NRP	PROGRAM	CHANGES
	NRP HOUSING	NRP OTHER	NRP HOUSING	NRP OTHER	PHASE II TOTAL		
RESIDENTIAL, ECONOMIC AND TRANSPORTATION (page 3)							
1.1. Housing Coordinator			40,000		40,000		
1.2. Home Improvement Program			150,000		150,000		
1.3. Educational Programs (Landlords)			9,000		9,000		
2.1. Commercial Development				29,512	29,512		
2.2. Mixed-Use Development			43,627		43,627		
4.3. Affordable Housing Alternatives			5,000		5,000		
4.4. Targeted Housing Density			5,000		5,000		
5.1. Housing Diversity			10,000		10,000		
CRIME AND SAFETY (page 12)							
1.1. Crime Prevention				18,000	18,000		
1.2. Community Oriented Public Safety Initiative		<i>see * below</i>			-		
2.1. Community Liaison				10,000	10,000		
ENVIRONMENT AND SUSTAINABILITY (page 15)							
1.1. Environmental Education				10,000	10,000		
1.2. Environmental Stewardship				8,000	8,000		
1.3. Energy Efficiency				7,000	7,000		
COMMUNITY BUILDING, ARTS, EVENTS (page 20)							
1.1. Citizen Participation				10,000	10,000		
2.1. Youth Organizing				10,000	10,000		
3.1. Communications Production				5,000	5,000		
4.1. Arts				5,000	5,000		
PLAN DEVELOPMENT (page 23)							
1.1. Phase II Plan Development		75,000			75,000		
TOTAL	0	75,000	262,627	112,512	450,139	0.00	
APPROVED EARLY ACCESS - PLAN DEV'L	75,000				75,000		
ACTION PLAN REQUEST	75,000		375,139		450,139		
APPROVED EARLY ACCESS - COPSIRF *	7,810				7,810		
ADMINISTRATIVE FUNDS IN PLAN	75,000		15,000		90,000	19.99%	
ADMIN FUNDS FOR HOUSING					65,629		
TOTAL HOUSING ALLOCATION					328,256	72.92%	
AMOUNT AVAILABLE (70%) IN 1ST 3 YEARS **	75,000		240,097		315,097		

* - The Longfellow, Cooper, Hiawatha, Howe and Seward Community Oriented Public Safety Initiative (Crime and Safety 1.2.) was funded through the NRP Community Oriented Public Safety Initiatives Reserve Fund (COPSIRF) for a total of \$39,050; Seward's portion of the allocation is \$7,810. However, since the allocation is from the Community Oriented Public Safety Initiatives Reserve Fund, the allocation is not included in the total Action Plan Request calculated above, nor does it count against the neighborhood's Phase II allocation.

** - On March 22, 2004, the NRP Policy Board adopted a policy that requires each neighborhood to limit its Phase II Neighborhood Action Plan obligations to no more than 70% of of their neighborhood allocation during the first three years following approval of its action plan.

SEWARD NEIGHBORHOOD PHASE II NRP ACTION PLAN

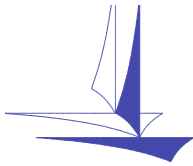
ACTIVITY	COMMENTS				CONTRACT ADMINISTRATOR		
RESIDENTIAL, ECONOMIC AND TRANSPORTATION (page 3)							
1.1. Housing Coordinator					DFD		
1.2. Home Improvement Program					DFD		
1.3. Educational Programs (Landlords)					DFD		
2.1. Commercial Development					CPED Econ. Policy and Dev't Division		
2.2. Mixed-Use Development					CPED Housing Policy and Dev't Division		
4.3. Affordable Housing Alternatives					CPED Housing Policy and Dev't Division		
4.4. Targeted Housing Density					CPED Housing Policy and Dev't Division		
5.1. Housing Diversity					CPED Planning Division		
CRIME AND SAFETY (page 12)							
1.1. Crime Prevention					Police Department		
1.2. Community Oriented Public Safety Initiative	Funded through COPSIRF				Police Department		
2.1. Community Liaison					Police Department		
ENVIRONMENT AND SUSTAINABILITY (page 15)							
1.1. Environmental Education					MPS/Hennepin County		
1.2. Environmental Stewardship					MPRB, Public Works		
1.3. Energy Efficiency					DFD		
COMMUNITY BUILDING, ARTS, EVENTS (page 20)							
1.1. Citizen Participation					NRP/DFD		
2.1. Youth Organizing					DFD		
3.1. Communications Production					NRP/DFD		
4.1. Arts					MPS/Hennepin County		
PLAN DEVELOPMENT (page 23)							
1.1. Phase II Plan Development					NRP		

Seward Neighborhood Phase II NRP Action Plan (Seward 2.xls)

Date Created: September 8, 2004

Last Revision: October 7, 2004

Prepared By: Robert Cooper, Finance, 673-5239



Minneapolis
City of Lakes

Office of the City Coordinator

John Moir
City Coordinator

350 South 5th Street - Room 301M
Minneapolis MN 55415

Office 612-673-2032
Fax 612-673-3250
TTY 612-673-2157

Date: October 19, 2004

To: Policy Board Members and Alternates

From: John Moir, Chair, Management Review Team

Subject: Seward Neighborhood Phase II Neighborhood Action Plan

Attached is a copy of the **Seward Phase II Neighborhood Action Plan** as modified after the plan was reviewed by the Management Review Team on October 7, 2004. The MRT met with the neighborhood twice on the plan (on September 9 and October 7). Neighborhood representatives presented the plan at the September meeting and met with staff from the Community Planning and Economic Development department between that meeting and the October MRT session to consider suggestions offered by CPED staff.

Although the neighborhood was able to clarify and address many of the concerns raised by City staff, not all of the suggestions or concerns were resolved. Attached is a memorandum from CPED outlining their remaining issues.

After completing the discussion, and recognizing that the remaining issues have to be resolved at the policy maker level, the MRT thanked the neighborhood for their work on the plan and agreed with the NRP Director that this plan and the CPED comments were ready to be forwarded to the NRP Policy Board for action.

CPED Comments on Proposed Phase II Action Plan: Seward

Date of original comments: September 9, 2004 MRT

Updated comments for October 7, 2004 MRT

Updated comments for October 25, 2004 Policy Board

Contributors: Planning Division: Mike Larson, Pam Miner

Housing Division: Cynthia Lee

Economic Development: Bob Lind

Administration: Jeff Schneider

Finance/Development Finance Division: Bob Cooper, Don Snyder

Summary of Proposed Use of NRP Funds: (\$ in 000's) per revised in 10/25 version of Plan

		<u>Contract admin</u>	<u>Vendor</u>
Housing emphasis areas from June 2004 Unified Housing Policy: (i.e. funds allocated for actual project funding)			
- Affordable Housing Development	\$0		
- Senior Housing	0		
- Preservation/Stabilization of federally subsidized units	0		
- Homeless/Supportive Housing Development	0		
- Corridor/Density/Growth Strategies			
- Mixed Use Development	44	CPED Housing	TBD
- Targeted Housing Density	5	CPED Housing	TBD
Other funded Housing programs			
- SNG Housing Coordinator	40	DFD	SNG
- Home Improvement Program	150	DFD	SNG
- Education Programs	9	DFD	TBD
- Plan for Affordable Housing Alternatives	5	CPED/Housing	SNG or Seward Redesign
- Housing Diversity (research/plan/financial support)	10	CPED	SNG or Seward Redesign
Subtotal housing	\$ 263		
Economic Development			
- Commercial Development	30	CPED/Econ Dev	SNG
Crime and Safety			
- Crime Prevention	18	Police	SNG
- COPSIRF	8	Police	Police
- Community Liaison	10	Police	SNG
Environment & Sustainability			
-Environmental Education	10	MPS/HennCo	SNG
-Environment Stewardship	8	Park Bd, PW	SNG
-Energy Efficiency	7	DFD	SNG

		<u>Contract admin</u>	<u>Vendor</u>
Community Building/Arts/Event			
- Citizen Participation	10	NRP/DFD	SNG
- Youth Organizing	10	DFD	SNG
- Communications Production	5	NRP/DFD	SNG
- Arts	5	MPS/Henn Co	SNG
Plan Development (SNG - early access)	75	NRP	SNG
TOTAL NRP FUNDS	\$450		
Housing/Program	263		
Housing/Admin Prorated Amt	66		
Total Housing Allocation	328 (73%)		
Admin Funds – Total:	90 (20%)		
Portion already spent on Plan development	75 (17%)		
Portion to be spent on Plan implementation	15 (3%)		

General Comments:

- CPED staff had an opportunity to meet with SNG and NRP staff to better understand the Plan and clarify our initial concerns. As a result, two strategies “mixed use development” and “targeted housing density” were clarified to be capital project funds, and respond to the City’s housing corridor/density goal. The clarification on the above two strategies is reflected in our summary of Plan allocations above. A number of other minor modifications and clarifications were made as well, and staff appreciated the opportunity to meet directly with SNG. However, the bulk of the Plan’s proposed housing allocations remain earmarked for uses other than the five housing emphasis areas as defined in the City’s Unified Housing Policy. Based on Council direction to staff in that Policy, the proposed uses of housing funds remain CPED’s primary concern. The neighborhood has been made aware of this concern. See specific comments section for more detail.
- Overall allocation to administration (20%) is high. CPED understands that the bulk of this expenditure (\$75,000) was used over the last several years to develop the neighborhood’s Phase II plan, when the neighborhood expected a much higher Phase II allocation. CPED notes that the continuing allocation to Plan implementation (\$15,000 or 3%) is relatively small, but that SNG is intending to be the direct service provider of most of the Plan’s strategies.

Consistency w/ the Comprehensive Plan

Overall, the plan is consistent with the policies of The Minneapolis Plan. Housing options and affordability levels are addressed in several plan strategies. One of the strategies identifies the creation of an implementation strategy for the Franklin-Cedar/Riverside Area Master Plan. The coordination of this development effort in accordance with this City adopted plan will further the intentions of The Minneapolis Plan. Traffic circulation and development near and in support of

transit are also highlighted as a strategy of this plan. The plan recognizes the need for increased development and a mix of uses to support transit opportunities available to this area.

Consistency w/ the June 2004 Unified Housing Policy

Plan allocates only \$44,000 of its \$263,000 in housing funds to policy priorities identified in this Council action. As noted earlier, this relatively small allocation remains a primary staff concern.

Contract Administrator Responsibilities Clearly Identified & Discussed with staff?

Yes

Strategy - specific comments

Section 1 Goal 1, strategy 1 Housing Coordinator (\$40,000)

The consultation, referral and education function appears to duplicate the existing services such as those provided by GMHC, PRG, CEE, and others, so it would be helpful to clarify what is unique about this neighborhood-specific effort. Also, the strategy would be clearer if the two new paragraphs could be more specific about outcomes.

Section 1 Goal 2 Strategy 1 Commercial Development (\$29,512)

Reference proposed use of funds to provide "Implementation of the Seward Community Development and Transportation Plan (a plan developed by Seward Neighborhood Group and Seward Redesign.)"

CPED planning staff is not familiar with this plan, which so far as we know is not a City-adopted plan. Prior to addressing implementation, staff recommends that the neighborhood consider seeking review and approval by appropriate City planning authorities.

Same strategy, different section:

Reference proposed use of funds to "Seward Longfellow Greenway Area Land Use and Pre-development Study"

Unlike the prior item, this plan has been discussed with Planning staff regarding a timeline for review and submission for approval.

Same strategy, different section:

Reference proposed use of funds to provide "Financial support for educational programs that train students for specific job openings offer job training for all residents and provide general job training at the Advantage Centers for ethnic communities."

The Minneapolis Employment and Training Program (METP) has existing services which may duplicate this proposed use of funds. Suggest discussions with METP to clarify intentions before funds are contracted for this use. As of the date of this writing, discussions have been initiated, but not concluded.

Section 1 Goal 4 Strategy 4 Targeted Housing Density (\$5,000)

Reference language to "Promote denser housing in conjunction with retail spaces, for example along Franklin Avenue and near the LRT station."

Our meeting with SNG staff clarified that the neighborhood now intends this strategy as a capital investment, which CPED supports. It may help to add language in the strategy to clarify this intent.

Section 1 Goal 4, Strategy 3 - Affordable Housing Alternatives (\$5,000)

Section 1 Goal 4, Strategy 4 - Targeted Housing Density (\$5,000)

Section 1 Goal 5, strategy 1 - Housing Diversity (\$10,000)

In the opinion of CPED housing staff, these strategies still need clarification and more specific outcomes. Also, some of these efforts are available from existing public or non-profit providers, so CPED staff questions using scarce NRP funds for these purposes. Since the CPED Housing Policy and Development Division is listed as the proposed contract administrator, we will need much more information about the need for the proposed activity, the exact scope of services, tangible outcomes, and why existing programs are not being used. We'd like an opportunity to discuss further with the neighborhood and NRP staff.