



**DOWNTOWN
MINNEAPOLIS
NEIGHBORHOOD
ASSOCIATION**

**NRP Phase I Plan Review
Downtown Minneapolis Neighborhood Association
528 Hennepin Avenue, Suite # 310, Minneapolis, MN 55403
January 2009**

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ACKNOWLEDGEMENTS

The Downtown Minneapolis Neighborhood Association (DMNA) wishes to thank the volunteer members of the Downtown community for the many hours they have given to Downtown Minneapolis Neighborhood Revitalization Program (NRP) task forces, subcommittees, and projects over the past eight years as we worked to implement the Phase I NRP Plan.

The DMNA would like to thank Minneapolis NRP staff, including Barb Lickness and Director Bob Miller, and Citizen Participation staff Bob Cooper and Judy Duffey. The DMNA would also like to recognize 7th Ward Council Member Lisa Goodman for her continuous efforts to revitalize and improve the Downtown community. Furthermore, the DMNA appreciates the work of the Minneapolis Community Planning and Economic Development Department, the Police and Fire Departments, and Public Works.

A large debt of gratitude goes to current DMNA Board of Directors: Carletta Sweet, Chair; Scott Parkin, Vice Chair; Paula Klimek, Treasurer; Gerry Ewald, Secretary; Andrew Hauer; Corey Kline; and George Rosenquist. Heartfelt thanks goes out to former board members David Abele, Monroe Bell, Larry Calhoun, Dee Cotten, Rocco Forte, Glenn Johannesen, Natasha Heimer, Rebecca Hetzler, Leslie Hirsch, Tom Hoch, Denise Holt, Daniel Hunt, Eric Mitchell, Mark Moller, Kim Motes, Gene Nessly, Cynthia Newsom, Jodie Pfarr, Gerry Spry, and Joan Willshire.

Finally, the DMNA board would like to acknowledge and thank Neighborhood Coordinator Christie Rock for overseeing the implementation of the NRP Plan and keeping the board on task over the past eight years, as well as Joseph Kapper, the University of Minnesota Center for Urban and Regional Affairs student who was instrumental in completing this evaluation. We appreciate his work and wish him the best as he finishes up his studies and pursues a career in the public sector.

The DMNA, Inc. is organized and operated to promote the common good and general welfare of the community, to enhance its quality of life, and to promote the attractiveness of the neighborhood for present and future residents, workers, property owners and business owners.

Civic betterment and improvement are sought through discussion, education, and change. Major objectives include, but are not be limited to, arranging and conducting neighborhood meetings, studying and reviewing all proposals of a commercial, residential, or housing development/rehabilitation nature.

The DMNA, Inc. will carry out the neighborhood association functions of the NEIGHBORHOOD REVITALIZATION PROGRAM (“NRP”) funded by the NRP and the City of Minneapolis.

The DMNA seeks to encourage and maintain open communications between residents and such local organizations as the Minneapolis Community Planning and Economic Development (CPED) Department and the Minneapolis City Council.

I. Introduction

The Downtown Minneapolis Neighborhood Association (DMNA) represents the interests of people living, working and playing in the Downtown East and Downtown West neighborhoods of Minneapolis.

The Downtown West Neighborhood – See map Appendix A

Downtown West neighborhood is the core of downtown Minneapolis. It extends from the Mississippi River to 12th Street and from Third Avenue North, Washington Avenue North and Hennepin Avenue to Portland Avenue, Fifth Street South and Fifth Avenue South.

With the bulk of office building space in the Twin Cities metropolitan area, downtown is home to many corporate headquarters and hotels. Nicollet Mall – very active with restaurants and shopping – runs south from Washington Avenue. Hennepin Avenue has a concentration of theaters and entertainment.

The Downtown East Neighborhood – See map Appendix B

Downtown East is located in the center of the city. The neighborhood is bound in the north by the Mississippi River, in the west by Portland Avenue South, in the east by Interstate 35W and in the south by Fifth Street South.

Downtown East houses the Mill City Museum and the Guthrie Theater. Along the waterfront, the city has built a park themed on the history of Minneapolis incorporating mill ruins and featuring the Mill City Museum. The park extends beyond the neighborhood. Many of the old mills and factories have been converted into residential or commercial uses.

The NRP Policy Board approved the DMNA NRP First Step Plan in December of 1998, and the City Council approved it in January of 1999. The NRP Policy Board approved the DMNA NRP Action Plan in December of 2001, and the City Council approved it in January of 2002. After nearly 10 years of community planning and implementation, NRP Phase I is nearing completion for the DMNA.

DMNA volunteers and staff have put in an incredible amount of time and effort over the past 10 years to connect residents and business owners, to support youth, to establish and build collaborative relationships, to capitalize on the neighborhoods' unique character and strengths, and most importantly, to improve peoples perceptions of Downtown. Now, after 10 years of hard work, it is time to evaluate the organization's performance, and to begin planning for Phase II.

II. Review Process

Work on the DMNA Phase I Evaluation began in late 2007, when the DMNA redirected funds from the Downtown Development strategy to help pay for costs associated with the Phase I Plan Review. In June of 2008, the DMNA hired an intern from the University of Minnesota Center for Urban and Regional Affairs to assist with the Phase I Plan Review.

As part of the plan review process, the intern conducted interviews with six prominent community leaders, including the following:

- DMNA Volunteer and former board member Paul Barber
- NRP Specialist Barb Lickness
- DMNA Volunteer and former board member Tom Hoch
- DMNA Board Member Kim Motes
- DMNA Board Member George Rosenquist
- DMNA Board Member Carletta Sweet

The intern also interviewed representatives from 11 of the organizations / entities that benefited from DMNA NRP dollars, including the following:

- Alan Arthur, President and CEO of Aeon Homes, Inc.
- Barbara Banks, Program Director at Restorative Justice Community Action
- Rocco Forte, Former Minneapolis Fire Chief
- Sarah Harris, Walking Minneapolis Project Coordinator
- Elizabeth Hintz, Minneapolis Public Schools
- Tom Hoch, President Hennepin Theatre Trust
- Christine Kendrick, Director of the Medica Skyway Senior Center
- Luther Krueger, Crime Prevention Specialist representing the First Precinct, Minneapolis Police Department

- Barbara McCormick, Project for Pride in Living
- Michael McLaughlin, Vice President of District Services, Minneapolis Downtown Council.
- Kim Motes, Project Director, Shubert Performing Arts and Education Center
- Reggie Prim, Community Coordinator at Restorative Justice Community Action, Inc.

In addition, the intern also coordinated and facilitated two focus group meetings with community members, one that focused on the past, and one that looked to the future. The first focus group meeting took place on April 17, 2008, and the second took place on June 5, 2008. Approximately 20 people participated in the focus group meetings.

Finally, the intern assisted the neighborhood coordinator with the development of a survey tool that collected feedback on Phase I strategies and also gathered input for the Phase II NRP Plan. Over 60 people responded to the survey. The DMNA distributed the survey via the DMNA email list, as well as promoted it on the DMNA Web site and through the *Downtown Journal*. The results of this survey are located in Appendix D of this report.

III. Plan Overview

The DMNA has invested hundreds of volunteer hours, \$1.8 million in NRP dollars, and leveraged over \$100 million in public and private funds in order to complete the NRP Phase I Plan. NRP has had an indelible impact on the safety and livability of the Downtown neighborhood.

A person can find tangible evidence of the Neighborhood Revitalization Program's influence in many places throughout Downtown, from the lighting on the Stone Arch Bridge, to the streetscape improvements on Hennepin and Washington Avenues, to the new Gateway Dog Park located on the west side of Triangle Park.

Although more difficult to measure, the intangible benefits of NRP have had an equal, if not more lasting, impact on the Downtown community. For example, the implementation of the DMNA NRP Plan has improved the sense of community in the Downtown neighborhoods by bringing residents, business owners, employees and visitors together to address common concerns such as panhandling, loitering, and homelessness.

This written review is structured in a way that directly correlates with the organization's original NRP Action Plan. The sections are in the same order as they appear in the plan, and each section lists the strategies the DMNA used to address each objective.

IV. Arts, Culture and Education

Original Allocation: \$420,000

Actual Allocation: \$165,000

Goal 1: To create a more united Downtown neighborhood by utilizing arts, culture and education resources.

Objective 1: Provide theater experiences for school age children in downtown Minneapolis.

Strategy 1: Organize workshops and theater experiences for downtown school children in coordination with small downtown theaters

Outcome: The DMNA contracted \$50,000 of NRP funds with the Minneapolis Public Schools under contract #14684 in November 1999. The Minneapolis Public Schools sub-contracted with Margolis Brown Dance Theater to provide theater experiences to schoolchildren at the Downtown Open School, Martin Luther King School, and the Mill City Montessori.

Objective 2: Create a strong cultural identity for downtown by promoting the Warehouse District's artistic, commercial and historic resources.

Strategy 1: Develop the "Explore the Warehouse District Program".

- Organize tours of visual performing arts locations and historic buildings.
- Develop a promotional campaign to attract residents, workers and visitors to the artistic and historic resources of the Warehouse District.

Outcome: The DMNA contracted \$20,000 of NRP funds with the Minneapolis Office of Public Affairs in contract #15907 to provide a one-day event on October 21, 2000, named "Explore the Warehouse District." Promotional marketing was done to bring locals and visitors to different areas of the warehouse district. There were live performing artists at different areas in the warehouse district. Restaurants were encouraged to present special "Explore the Warehouse" menus celebrating this event. The River Trolley gave visitors free rides through out the warehouse district.

Strategy 2: Develop the "Word Mural" Signage project.

- Research the history and architecture of buildings in the Warehouse District.
- Work with artists, a sign-company and installation of professionals to develop "Word Mural" signs that animate each participating building's history and architecture through an artistic written description.

- Consult and coordinate signage locations with building owners and appropriate city agencies (The estimated size of each sign: 4' X 10")

Outcome: The DMNA contracted \$50,000 of NRP funds with the Minneapolis Planning Department under contract # 14069 in May 1999 for use with this project. Unfortunately, the Planning Department cancelled the project during the summer of 2002. As a result, the funds returned to the original strategy. The DMNA reallocated the funds to other projects through a plan modification approved by the community in November of 2003.

Objective 3: Enhance the appearance of the Hennepin Avenue Theater District.

Strategy 1: Provide NRP funds as a loan to Minneapolis Public Works for use in the Hennepin Avenue Theater District Streetscape Improvement Project.

Outcome: The DMNA provided Minneapolis Public Works a \$300,000 Assessment Bond Guarantee loan. Minneapolis Public Works repaid the money in August of 2002. The DMNA reallocated the money to other projects through a plan modification process approved by the community in November of 2003.

Objective 4: Support the renovation and restoration of the Minnesota Shubert Performing Arts and Education Center.

Strategy 1: Provide NRP funds to pay for pre-design and design services for the atrium and infill at the Minnesota Shubert Performing Arts and Education Center.

Outcome: The DMNA awarded \$95,000 in NRP funds to Artspace Project, Inc., under contract #24645. The restoration project has not yet started. The capital campaign continues to raise money for the project.

V. Crime and Safety

Original Allocation: \$282,000

Actual Allocation: \$433,000

Goal 1: Enhance the current level of safety and improve the perception of safety in the Downtown neighborhood.

Objective 1: Increase the visibility of positive influences in downtown.

Strategy 1: Develop a Downtown Ambassador Program.

- Utilize volunteer and/or paid “Ambassadors” to provide directions, hospitality services and additional crime watch for downtown residents, visitors, and workers.

Outcome: The DMNA contracted \$40,000 under contract 14007, NRP Administration, in April 1999. The DMNA planned the program to be a 2-year pilot project to occur initially during summer months (June – August). The DMNA never implemented the program.

Strategy 2: Expand the Downtown “Beat Patrol.”

- Utilize the “police buy-back” program to allow additional beat patrols at times when a high level of crime occurs in the Downtown neighborhood.

Outcome: In May of 1999, the DMNA contracted \$40,000 of NRP funds with the Minneapolis Police Department under contract #14012 to provide buyback police patrol services in the Downtown and Warehouse District area. These services continued until December 2001. In September of 2001, the DMNA added \$15,000 of NRP funds to this contract through a Plan Modification process.

Strategy 3: Expand the Downtown “Mounted Patrol.”

- Utilize the “Police Buy-Back” program to increase mounted horse patrols during special events in the Downtown Neighborhood.

Outcome: The DMNA contracted \$20,000 of NRP funds with the Minneapolis Police Department under contract # 14012 in May 1999 to provide buy-back police patrol services in the Downtown and Warehouse District area. These services continued until December 2001. In September of 2001, the DMNA added \$10,000 of NRP to this contract as a result of Plan Modification.

Strategy 4: Support and expand the Downtown “Bicycle Patrol.”

- Utilize the “Police Buy-Back” program to provide additional bicycle patrols at times when a high level of crime occurs in the Downtown neighborhood.

Outcome: The DMNA contracted \$10,000 in NRP funds with the Minneapolis Police Department under contract #14012 in May of 1999 to provide buy-back police patrol services in the Downtown and Warehouse District area. These services continued until December of 2001.

Strategy 5: Support the development of a Senior Citizen Center in the Downtown area.

Outcome: In March of 2002, the DMNA contracted \$60,000 in NRP funds with the Minneapolis Health and Family Support Department to support one half the cost of the new Skyway Coordinator position for the Skyway Senior Citizen Center

located in the new downtown Target store. The Center also used NRP funds for other costs associated with programming and the development of a regular newsletter called “The Chatter”.

The DMNA continued its support for the Skyway Senior Citizen Center by contracting an additional \$70,000 in NRP funds in January of 2004 to support administrative and programming costs. The neighborhood organization’s financial commitment played an important role in the Skyway Senior Center securing MEDICA as a corporate sponsor.

When Christine Kendrick, Director of the Medica Skyway Senior Center, was asked to describe or explain the benefit of NRP funds, she stated, “The DMNA NRP dollars clearly demonstrates to the philanthropic community that the Senior Center has the direct support of the neighborhood. This makes it easier to leverage funds from private sources and, in turn, provide more and better quality programming for our clients.”

Objective 2: Utilize technology to increase the safety of Downtown residents, visitors and workers.

Strategy 1: Install Safety Alert Phone Systems and 911 Phones on Downtown streets and in
(First Step) skyways.

- Coordinate phone system with Downtown kiosk project.

Outcome: The DMNA contracted \$34,000 of NRP funds with Minneapolis Public Works department under contract # 14421 in August of 1999 for purposes of developing a system of skyway signs, information kiosks, and safety alert phones to increase the safety of people traveling through the skyways and throughout the downtown business district. Public Works never implemented the program. As a result, the funds returned to the original strategy. The DMNA reallocated the funds to other projects through a plan modification approved by the community in November of 2003.

Strategy 2: Provide Downtown block/apartment clubs with cell phones improving their
(First Step) ability to report crime.

Outcome: The DMNA contracted \$2,000 in NRP funds with the Minneapolis Police Department under contract #14012 in May 1999 for purposes of encouraging more participation in block/apartment clubs throughout the downtown area in coordination with CCP/SAFE. The MPD never purchased cell phones for block clubs. Ultimately, the MPD used the funds to support the “Police Buy-Back” program.

Strategy 3: Provide Thermal Imaging Equipment to the Minneapolis Fire Department to enable the firefighters to have better detection of the source of the fire within a

burning building and to locate possible victims of a fire with quicker response time.

Outcome: The DMNA contracted \$36,000 in NRP funds with the Minneapolis Fire Department under contract # 18260 in April of 2002 to purchase two sets of thermal imaging equipment.

According to former City of Minneapolis Fire Chief Rocco Forte, the DMNA NRP funds enabled the fire department to purchase the life saving equipment for two Downtown fire stations. The thermal imaging cameras are becoming more and more valuable due to the increase in the number of residential units in the Downtown community. The DMNA NRP funds also leveraged additional dollars so the City could purchase 10 more cameras.

Objective 3: Attack the perception that a high level of crime exists in Downtown.

Strategy 1: Develop and implement a marketing program to promote positive images of the Downtown neighborhood.

- Work with the Downtown Council Marketing Committee to implement the marketing program directed towards residents and visitors in the Twin Cities Metropolitan area.
- Work with CCP/SAFE to utilize free media to promote crime and safety initiatives such as block/apartment clubs and the police buy-back program.

Outcome: The DMNA originally allocated \$10,000 to this strategy. The DMNA contracted \$5,000 under the NRP Implementation contract to help the DMNA and the Downtown Council's Downtown Marketing Committee develop a plan to market Downtown's assets. The organizations never implemented the marketing program. Instead, the DMNA did a plan modification to use the \$5,000 to pay for advertising costs related to the DMNA annual meeting, and other DMNA events and activities. The DMNA redirected the remaining \$5,000 to the Affordable Housing Fund.

Strategy 2: Work in partnership with Central Cities Neighborhood Partnership and other organizations to implement the Restorative Justice Program in Downtown Minneapolis.

Outcome: The DMNA awarded a total of \$60,000 in NRP funds to the Central Cities Neighborhood Partnership Restorative Justice Program and Restorative Justice Community Action, Inc.

According to representatives from RJCA, Inc., DMNA has played a critical role in restorative justice activities in the Downtown community for many years. The DMNA was one of the original founding neighborhood partners in the Central Cities Neighborhood Partnership - Restorative Justice Program in 1997. The DMNA has continued to play an active role in the initiative as it has evolved over

time from providing NRP funds to recruiting volunteers for community conferences to providing leadership on the RJCA, Inc. board of directors.

The RJCA, Inc., representatives note that support from the neighborhood group allows the organization to gain the confidence of stakeholders in the Downtown community such as residents, business owners, and public officials at both the state and local level. Most importantly, DMNA NRP funds help leverage financial support from the philanthropic community.

Strategy 6: Work with area businesses and organizations to develop an education and advocacy program to reduce, prevent and/or eliminate public urination in Downtown Minneapolis.

Outcome: The DMNA never implemented the Public Urination Reduction Program. The organization redirected the funds to the NRP Implementation contract to support administrative and operating costs related to crime and safety activities, i.e., National Night Out.

Strategy 7: Work with the Central Cities Partnership (CCNP) Restorative Justice Program and others to initiate a systems change program that addresses the failure of the criminal justice system to deal effectively with "nuisance" crime offenders.

Outcome: In May of 2005, the DMNA redirected \$25,000 to the Nuisance Crime Reduction Program from the Downtown Identity strategy to contract with the Minneapolis Downtown Council to support the installation of a wireless, digital camera network in the Downtown Minneapolis SafeZone District.

According to Michael McLaughlin, Vice President of District Services at the Minneapolis Downtown Council, the final costs for implementing the SafeZone camera project exceeded the original estimates. This put the initiative in jeopardy. The DMNA NRP provided critical gap financing that enabled the City and its partners to complete the SafeZone camera project in its entirety.

Minneapolis Police Department Crime Prevention Specialist Luther Krueger indicates that the SafeZone cameras serve as additional watchful eyes on the Downtown community. The cameras have helped prevent numerous crimes, and helped solve many others.

In June of 2004, the DMNA added \$40,000 in Nuisance Crime Reduction Program funds to the NRP Implementation contract to pay for restorative justice activities.

December of 2007, the DMNA added \$30,000 in Nuisance Crime Reduction Program funds to the NRP Implementation contract to pay for restorative justice activities.

In September of 2008, the DMNA contributed \$5,000 in restorative justice dollars in the NRP Implementation contract to the SafeZone Collaborative to support the Downtown 100 Project.

VI. Downtown Development

Original Allocation: \$132,000

Actual Allocation: \$162,000

Goal 1: Improve the accessibility and user-friendliness of the Downtown area.

Objective 1: Expand and improve neighborhood transportation via vehicular, pedestrian (including skyways) and bicycles in the Downtown.

Strategy 1: Create a system of signs and “information kiosks” directing residents, workers, and visitors to Downtown streets and skyways.

- Utilize computerized stations/kiosks to provide skyway and street maps and directions, a directory of goods and services, lists of events and emergency alert phones in several languages.
- Utilize services of an “information host” to provide additional information.
- Increase the number of printed “orientation” signs within skyways and coordinate their design and the information presented.
- Enhance street-skyway connections by installing small “Skyway Access” signs near street-level doorways.
- Coordinate installation of Safety Alert Phone Systems.
- Coordinate long-term maintenance costs of the information kiosks with the Downtown Marketing Committee.

Outcome: The DMNA contracted \$132,000 of NRP funds with Minneapolis Public Works department under contract # 14421 in August of 1999 for purposes of developing a system of skyway signs, information kiosks, and safety alert phones to increase the safety of people traveling through the skyways and throughout the downtown business district. Public Works never implemented the program. As a result, the funds returned to the original strategy. The DMNA board reallocated the funds to other projects through a plan modification approved by the community in November of 2003.

Strategy 2: Support efforts by the City of Minneapolis and business community to conduct a comprehensive Current Parking and Traffic Study.

- Conduct a “cordon count” of Downtown Minneapolis (a comprehensive monitoring of all modes of traffic that enter and exit the city on a given day).

- Conduct an analysis of existing parking, proposed parking supply and demand, and parking management.
- Analyze Downtown's traffic flow to determine how Light Rail Transit (LRT) will affect residents, workers and visitors.
- Determine whether the city is obtaining optimum benefit from the current configuration of one-way and two-way streets, bus lanes and bike lanes.

Outcome: The DMNA never allocated NRP dollars to this strategy, due primarily to the fact that the City is in the process of preparing a 10-year, comprehensive, citywide transportation plan called *Access Minneapolis*. The DMNA has invited the project managers for *Access Minneapolis* to numerous board meetings, and to the 2007 annual meeting to provide community members with an update on the components and progress of the plan. For more information, visit <http://www.ci.minneapolis.mn.us/public-works/trans-plan/>.

Objective 2: Enhance and improve the identity of the Downtown community.

Strategy 1: Develop a streetscape program for strategic areas that will identify destination locations and create a unified theme for Downtown Minneapolis. NRP funds may also be used to provide funds for the Safe Zone Camera Project in downtown.

Outcome: The DMNA has awarded a total of \$164,450 in NRP funds for Downtown Identity projects.

- 1) In May of 2005, the DMNA awarded a \$14,000 contract to the Hennepin Theatre Trust to partner with DMNA and Kids, Education, the Environment and You (KEEY) to clean up litter and maintain planting beds along the downtown stretches of Hennepin and Washington Aves. According to Tom Hoch, Director of the Hennepin Theatre Trust, the DMNA's participation in this project helped leverage additional sources of funds that will help perpetuate the initiative over future years. This is an invaluable benefit of NRP.
- 2) In May of 2005, the DMNA redirected \$25,000 in NRP funds from the Downtown Identity strategy to the Nuisance Crime Reduction Program and contracted with the Minneapolis Downtown Council to support the installation of a wireless, digital camera network in the Downtown Minneapolis SafeZone District.
- 3) In July of 2005, the DMNA contracted \$10,000 with Minneapolis Public Works for lighting on the Stone Arch Bridge.
- 4) In October of 2005, the DMNA contracted \$40,000 with the Minneapolis Downtown Council to oversee the installation of an understory of plantings in the Washington Ave. median between Hennepin Ave. and 9th Ave. South. The purpose of the plantings was to rehabilitate the medians

and create / facilitate good urban design in the Mill District of Downtown East. According to Michael McLaughlin, Vice President of District Services at the Minneapolis Downtown Council, the project greatly helped improve the image and appearance of this part of Downtown Minneapolis.

- 5) In November of 2005, the DMNA contracted \$4,450 with Hennepin Theatre Trust to plant trees and add tree lighting along Hennepin Ave. between 5th and 10th Streets.
- 6) In December of 2007, redirected \$24,000 in Downtown Identity funds to NRP Implementation: \$20,000 to assist with administrative and operating costs and \$4,000 for the Phase I evaluation.
- 7) In April of 2007, the DMNA contracted \$10,000 with Walking Minneapolis to develop a strategy to enhance the pedestrian experience in downtown Minneapolis. Walking Minneapolis is a private-public partnership that commits 100% of its energy and resources to the creation, programming, marketing, operation and replacement of the amenities that make up a successful walking environment.

According to Project Coordinator Sarah Harris, Walking Minneapolis will use DMNA NRP Funds to develop the design of way-finding signage and electronic concierge kiosks for various locations in Downtown Minneapolis, including hotel lobbies, department stores and LRT stations. Harris stressed the importance of having the neighborhood support the project, as it will help leverage additional dollars from private sources.

- 8) In April of 2008, the DMNA contracted \$10,000 with the Hennepin Theatre Trust to install planters and light post plant hangers along Hennepin Avenue and the 7th, 8th and 9th Street connections to Nicollet Mall. Tom Hoch, Director the Hennepin Theatre Trust, thanked the DMNA for its commitment to creating a pedestrian friendly Downtown community.
- 9) In May of 2008, the DMNA contracted \$6,000 with Minneapolis Dog Grounds to develop a dog park at the west side of Triangle Park (11th Street and 4th Avenue S).
- 10) Also in May of 2008, the DMNA contracted \$6,000 with Friends of Triangle Park to make landscaping improvements to Triangle Park, located at 10th Street S. between the I-35W freeway ramps.
- 11) In the spring of 2009, the DMNA contracted \$15,000 in NRP funds with Minneapolis Public Works to pay for trees in the Mill District.

Goal 2: Create a distinct, cohesive Downtown residential neighborhood

Objective 1: Formulate and implement comprehensive strategies for Downtown Minneapolis development planning with an emphasis on the residential environment.

Strategy 1: Work with the Minneapolis Planning Department to consolidate existing planning documents and plans (including for example Downtown 2010) into a Master Plan creating a comprehensive vision and guide for Downtown neighborhood development.

- Develop and detail plan elements that are missing and / or unattended in previous plans, including streetscape enhancements and neighborhood development objectives.
- Create a plan that defines, develops, preserves and enhances the Downtown residential environment.
- Develop design guidelines, review and approval processes and a design review board (patterned after the SEMI Master Plan review process).
- Develop implementation strategies such as capital improvement, marketing and financing plans for critical master plan elements.

Outcome: The DMNA originally allocated \$60,000 of NRP dollars to this strategy. In September of 2001; however, the organization redirected \$25,000 to the Police Buy-Back program. In February of 2002, the organization redirected the remaining \$35,000 to the Affordable Housing Fund.

Objective 2: Increase opportunities for affordable housing in the Downtown area.

Strategy 1: Develop an affordable housing fund to provide gap funding to projects in the Downtown area.

Outcome: The DMNA awarded a total of \$875,097 in NRP dollars for affordable housing related projects.

- \$95,000 to Lamoreaux Limited Partnership, a general partner of Central Community Housing Trust, to support the construction of a 39-unit addition to the Lamoreaux Apartments. According to Alan Arthur, President and CEO of Aeon Homes, the DMNA NRP housing funds helped reduce the amount of total debt on the project, which ultimately keeps rents more affordable for residents.
- \$500,097 to St. Anthony Mills Limited Partnership (Brighton Development) to support the construction of 85-units of affordable housing at 720 Washington Avenue.

- \$125,000 to Elliot Park Commons, LLC, (Project for Pride in Living) to rehabilitate 25-units of housing at 610 East 15th Street to provide housing options for adults with developmental disabilities.
- \$155,000 to Barnabas Housing Limited Partnership, a general partner of Central Community Housing Trust, to support the development of St. Barnabas Apartments at 906 South 7th Street in order to provide needed homeless youth housing within the Elliot Park neighborhood and Minneapolis. Alan Arthur, President and CEO of Aeon Homes praised the NRP program for its ability to create community and consensus around what can be a controversial issue, affordable housing. He thanks the DMNA for its continued support of the various housing needs in Downtown Minneapolis.

Section VII. Implementation

Original Allocation: \$130,500

Actual Allocation: \$204,500

Goal 1: Increase the capacity of the Downtown Minneapolis Neighborhood Association through the NRP process.

Objective 1: Provide staff and administrative support to implement all components of the DMNA NRP Neighborhood Action Plan.

Strategy 1: Hire a DMNA NRP Implementation Coordinator and provide administrative support to:

- Assist in coordinating theater workshops for school age children.
- Coordinate the “Explore the Warehouse District” program tours and promotional campaign.
- Coordinate the Word Mural signage project by researching buildings and facilitating the development of signs.
- Assist in developing and coordinating the Downtown Ambassador Program.
- Work with the DMNA, MPD, CCP/SAFE to foster the greatest benefit from the Downtown Police Buy-Back program.
- Work with CCP/SAFE to promote positive images of Downtown to the media.
- Carry out the administrative and organizational tasks necessary to implement the DMNA NRP Neighborhood Action Plan.

Outcome: The DMNA used implementation funds to hire a neighborhood coordinator to help organize and facilitate board meetings, committee meetings and annual meetings. The DMNA also used implementation funds to pay for a bookkeeper

until the neighborhood coordinator took over these responsibilities. In addition, the DMNA used implementation funds to pay for administrative expenses such as an office lease, telephone, liability insurance, printing and postage. Most importantly, the DMNA used implementation funds to pay for advertising related to promoting the organization's events, such as the annual meeting, NNO, and focus group meetings held in conjunction with the Phase I Plan Review.

Strategy 2: Hire a DMNA NRP Housing Coordinator and provide administrative support to:

- Research existing housing programs and promote them to Downtown neighborhood residents.
- Prepare a Downtown Minneapolis housing needs analysis.
- Work with the Downtown residents, local government and additional stakeholders to develop potential housing programs that meet the unique downtown housing needs.

Outcome: The DMNA redirected the \$25,500 originally allocated to this strategy to NRP Implementation to support administrative and operating costs.

VIII. Conclusions

The DMNA is very proud of the work it has accomplished in the Downtown East and Downtown West neighborhoods over the past 10 years, and the organization looks forward to continuing its success during Phase II.

**Downtown Minneapolis Neighborhood Association
NRP Phase I Action Plan**

Original Allocations

Plan Section	Budget	Percentage of Plan
Arts, Culture and Education	\$420,000	23%
Crime and Safety	\$282,000	15%
Downtown Development	\$132,000	7%
Housing	\$875,447	48%
Implementation	\$130,500	7%
TOTAL	\$1,839,947	100%

**Downtown Minneapolis Neighborhood Association
NRP Phase I Action Plan**

Actual Allocations

Plan Section	Budget	Percentage of Plan
Arts, Culture and Education	\$165,000	9%
Crime and Safety	\$433,000	23%
Downtown Development	\$162,000	9%
Housing	\$875,447	48%
Implementation	\$204,500	11%
TOTAL	\$1,839,947	100%

Downtown East

Land Use Map

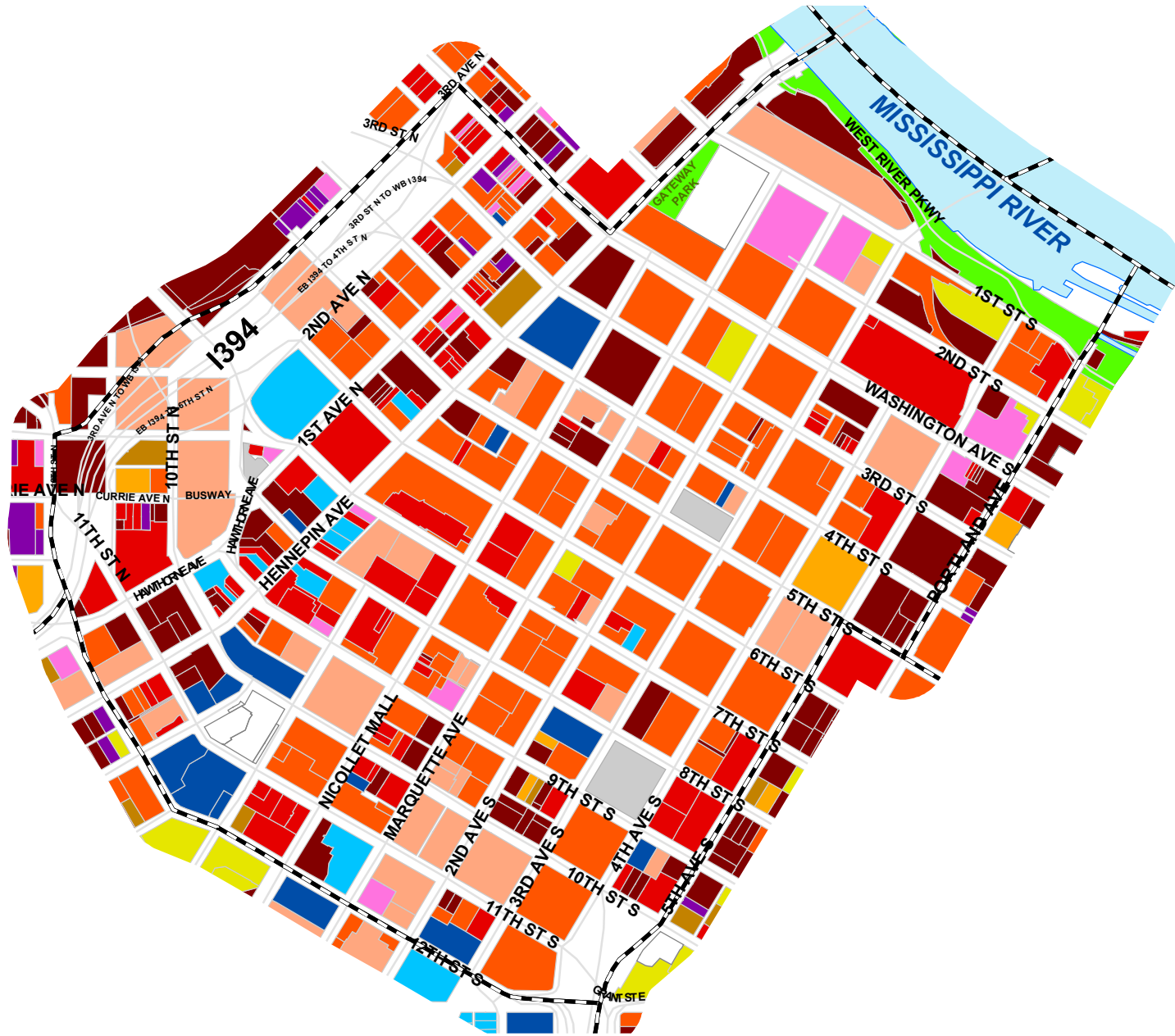


Legend (See Glossary [Click Here](#))

Single Family, Duplex and Triplex	Commercial	Industrial, Warehouse, Factory	Sport & Recreation Facilities
Condo and Townhouse	Office	Utilities	Parks & Open Space
Apartment	Residential Common Area	Institutional	Vacant Land
Group Residence	Garage or Misc. Residential	Mixed Use	No Data

Source: City Assessor
Data as of July 2006
Scale: 1:8,000

Downtown West Land Use Map



Legend (See Glossary [Click Here](#))

Single Family, Duplex and Triplex	Commercial	Industrial, Warehouse, Factory	Sport & Recreation Facilities
Condo and Townhouse	Office	Utilities	Parks & Open Space
Apartment	Residential Common Area	Institutional	Vacant Land
Group Residence	Garage or Misc. Residential	Mixed Use	No Data

Source: City Assessor
Data as of July 2006
Scale: 1:11,000

Downtown Minneapolis Neighborhood Association -- Phase I NRP Neighborhood Survey

1. I live in one of the Downtown Neighborhoods. (Downtown East and West are bordered by the historic Mississippi on the North, 12th Street on the South, Portland and 5th Avenues on the East, and Hennepin Avenue across Washington Avenue to 3rd Ave North on the West.)

		Response Percent	Response Count
YES	☐	68.3%	43
NO	☐	31.7%	20
<i>answered question</i>			63
<i>skipped question</i>			2

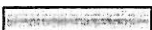
2. If you answered YES in Question #1, how long have you lived in Downtown Minneapolis?

		Response Percent	Response Count
0-5 Years	☐	37.7%	20
5-10 Years	☐	15.1%	8
10-15 Years	☐	3.8%	2
15-20 Years	☐	15.1%	8
20+ Years	☐	11.3%	6
I Don't Live Downtown	☐	17.0%	9
<i>answered question</i>			53
<i>skipped question</i>			12

3. I work in one of the Downtown Neighborhoods. (Downtown East and West are bordered by the historic Mississippi on the North, 12th Street on the South, Portland and 5th Avenues on the East, and Hennepin Avenue across Washington Avenue to 3rd Ave North on the West)

		Response Percent	Response Count
YES		56.3%	36
NO		43.8%	28
<i>answered question</i>			64
<i>skipped question</i>			1

4. If you answered YES for question #3, how long have you worked in Downtown Minneapolis?

		Response Percent	Response Count
0-5 Years		42.6%	20
5-10 Years		10.6%	5
10-15 Years		8.5%	4
15-20 Years		2.1%	1
20+ Years		14.9%	7
I do not work Downtown		21.3%	10
<i>answered question</i>			47
<i>skipped question</i>			18

5. If you answered "NO" for both questions 1 and 3, please complete the following statement: "I do not live or work in a Downtown Neighborhood, but I am concerned about issues facing the community and DMNA because..."

	Response Count
	7
<i>answered question</i>	7
<i>skipped question</i>	58

6. How would you rate Downtown Minneapolis as.....?

	Poor	Fair	Not Sure	Good	Excellent	N/A	Rating Average	Response Count
A Place to LIVE	1.5% (1)	10.8% (7)	7.7% (5)	52.3% (34)	20.0% (13)	7.7% (5)	3.85	65
A Place to WORK	0.0% (0)	6.3% (4)	1.6% (1)	42.9% (27)	30.2% (19)	19.0% (12)	4.20	63
A Place to VISIT to appreciate the arts, spend time outdoors, shop, go to restaurants, etc.	1.6% (1)	9.4% (6)	1.6% (1)	57.8% (37)	29.7% (19)	0.0% (0)	4.05	64
<i>answered question</i>								65
<i>skipped question</i>								0

7. How familiar are you with the Downtown Minneapolis Neighborhood Association?

	Response Percent	Response Count
Not at all familiar	12.3%	8
Not very familiar	12.3%	8
Somewhat familiar	49.2%	32
Very familiar	26.2%	17
No Answer	0.0%	0
<i>answered question</i>		65
<i>skipped question</i>		0

8. Have you ever attended a Downtown Minneapolis Neighborhood Association meeting?

	Response Percent	Response Count
YES	44.6%	29
NO	55.4%	36
<i>answered question</i>		65
<i>skipped question</i>		0

9. Some of the stated objectives of the Downtown Minneapolis Neighborhood Association are to promote the common good and general welfare of the community, enhance its quality of life, promote the attractiveness of the neighborhood for present and future residents, workers, property owners and business owners, conduct monthly meetings, and review development within the Downtown Neighborhoods. How effective would you say DMNA is in fulfilling its stated objectives?

		Response Percent	Response Count
Ineffective		3.2%	2
Somewhat Ineffective		19.0%	12
Neither Effective nor Ineffective		19.0%	12
Somewhat Effective		52.4%	33
Very Effective		6.3%	4
<i>answered question</i>			63
<i>skipped question</i>			2

10. The following is a list of programs that DMNA has funded during Phase I of its NRP Plan. For each program please indicate whether you are familiar with the program, whether you have participated in the program in some way, whether you or an organization with which you are affiliated has benefitted from the program, and whether you would like to see more programs like this in Downtown Minneapolis.

	Familiar with this program?	Participated in this program?	Benefitted from this program?	I would like to see more programs like this	Response Count
Theater Experiences and After School Programs with Minneapolis Public Schools	51.7% (15)	3.4% (1)	3.4% (1)	62.1% (18)	29
Explore the Warehouse District	71.0% (22)	9.7% (3)	6.5% (2)	38.7% (12)	31
Streetscaping (lighting, landscaping, addition of garden planters) improvements to Hennepin Avenue	52.7% (29)	3.6% (2)	21.8% (12)	80.0% (44)	55
Streetscaping (lighting, landscaping, addition of garden planters) improvements to Washington Avenue	53.4% (31)	5.2% (3)	22.4% (13)	81.0% (47)	58
Restoration of the Minnesota Shubert Theater	76.6% (36)	8.5% (4)	4.3% (2)	38.3% (18)	47
Police Buy Backs to increase Beat Patrols, Bike Patrols, and Mounted Patrols in Downtown Minneapolis	58.3% (28)	4.2% (2)	22.9% (11)	70.8% (34)	48

Cell Phone Purchases for Apartment Block Clubs	70.0% (7)	10.0% (1)	10.0% (1)	20.0% (2)	10
Funding of the Medica Skyway Senior Center	64.3% (18)	14.3% (4)	10.7% (3)	39.3% (11)	28
Nuisance crime reduction programs with Restorative Justice Community Action	56.8% (25)	20.5% (9)	25.0% (11)	70.5% (31)	44
SafeZone Camera Program	60.9% (28)	8.7% (4)	21.7% (10)	63.0% (29)	46
St. Anthony Mills Apartments	82.4% (14)	5.9% (1)	11.8% (2)	29.4% (5)	17
St. Barnabas Housing	70.0% (7)	20.0% (2)	10.0% (1)	60.0% (6)	10
Lamoreaux Apartments	80.0% (8)	20.0% (2)	10.0% (1)	30.0% (3)	10
Elliot Park Commons Apartments	81.8% (9)	9.1% (1)	9.1% (1)	27.3% (3)	11
Triangle Park	80.0% (16)	15.0% (3)	15.0% (3)	50.0% (10)	20
Gateway Dog Park	65.6% (21)	6.3% (2)	15.6% (5)	56.3% (18)	32
<i>answered question</i>					62
<i>skipped question</i>					3

11. On a scale of 1-5 (1 being a low priority and 5 being a high priority), what issues should DMNA prioritize as it moves into Phase II of its NRP Plan? These suggestions are based on interviews of community leaders and past grantees of NRP funds. There is space below for you to add your own response should you have additional ideas for Phase II.

	5	4	3	2	1	Response Count
The development of more affordable housing in Downtown Minneapolis	14.8% (9)	4.9% (3)	32.8% (20)	16.4% (10)	31.1% (19)	61
Improvement to the streets; addition of parks, trees, and other green space	63.9% (39)	26.2% (16)	4.9% (3)	4.9% (3)	0.0% (0)	61
Reducing crimes like panhandling, vandalism, public urination	75.4% (46)	14.8% (9)	3.3% (2)	3.3% (2)	3.3% (2)	61
Improving the perception of safety Downtown	63.9% (39)	13.1% (8)	16.4% (10)	3.3% (2)	3.3% (2)	61
Addressing the needs of the homeless population	25.0% (15)	23.3% (14)	31.7% (19)	6.7% (4)	13.3% (8)	60
Promoting retail businesses downtown	57.4% (35)	21.3% (13)	11.5% (7)	4.9% (3)	4.9% (3)	61
Planning for the new Twins Ballpark	11.7% (7)	20.0% (12)	26.7% (16)	23.3% (14)	18.3% (11)	60
Addressing the needs of the senior population	19.7% (12)	24.6% (15)	29.5% (18)	13.1% (8)	13.1% (8)	61
Administering a community based crime prevention strategy	59.0% (36)	21.3% (13)	13.1% (8)	4.9% (3)	1.6% (1)	61
					<i>answered question</i>	61
					<i>skipped question</i>	4

12. Optional: I would like DMNA to prioritize the following issues for Phase II of its NRP Plan...

	Response Count
	20
<i>answered question</i>	20
<i>skipped question</i>	45

13. Would you like to become more involved with the planning of Phase II of DMNA's NRP Plan?

		Response Percent	Response Count
YES		38.6%	22
NO		61.4%	35
<i>answered question</i>			57
<i>skipped question</i>			8

14. Thank you for your participation in this DMNA Neighborhood Survey. Please take a moment to leave your name and email address with us in the text box below. Should you have any questions about DMNA or its activities please contact us at info@thedmna.org If you have any specific questions about this survey, please contact Joe Kapper, DMNA Research Assistant, at kappe043@umn.edu

		Response Percent	Response Count
Name		96.6%	28
Email		100.0%	29
<i>answered question</i>			29
<i>skipped question</i>			36