

**MINNEAPOLIS NEIGHBORHOOD REVITALIZATION PROGRAM**

**VENTURA VILLAGE**

**NRP PHASE II**

**NEIGHBORHOOD ACTION PLAN**

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# VENTURA VILLAGE

## NEIGHBORHOOD ASSOCIATION



## Neighborhood Revitalization Plan

Phase II  
February 2008

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## **Introduction to the Plan**

The Ventura Village Membership proudly presents the following plan. Ventura Village has benefited greatly from NRP Phase I and we anticipate continuing our successes with Phase II.

Ventura Village has done an outstanding job of leveraging NRP funds to bring in additional dollars. Our Phase I Evaluation highlights our major accomplishments and illustrates how we were able to leverage millions of dollars. Leveraging and maximizing NRP funds remains a strong goal for Ventura Village.

This document is presented as a three-year plan for Ventura Village. Ours is a diverse community with an ever-changing population. As we implement Phase II, we will build on our successes to provide the economic and social infrastructure needed to accommodate our diverse population. We will strive to increase safety and reduce crime, we will continue to upgrade our housing to provide affordable places for people to live, and we will encourage new business to increase the commercial viability of our neighborhood.

We are committed to creating a strong and vibrant community that includes all populations that live here. Each goal, objective and strategy contributes to our mission *"to assist residents, property owners and business owners to create a safe and economically thriving diverse community where people can live and work in harmony."*

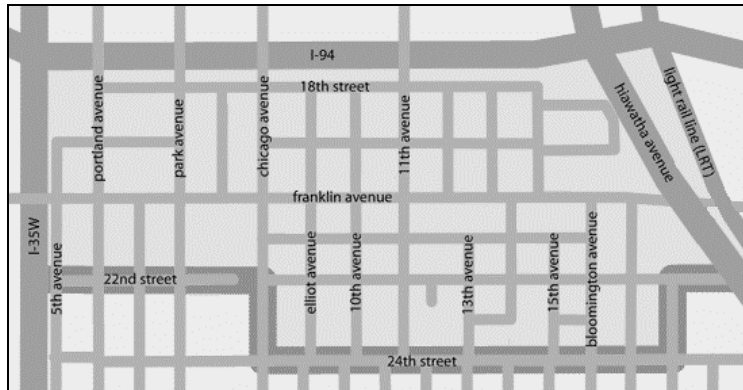
## **NRP Phase II Planning Process**

Ventura Village started planning for Phase II in June 2006 when the members evaluated the strategies implemented in Phase I. A formal Evaluation of NRP Phase I was completed in October of 2007. This evaluation included surveys of those who had participate in Phase I programs.

Based on the success of the strategies begun in Phase I it was determined that it would be best for Phase II to continue the neighborhoods' successful programs, and to add new programs as needed. A series of neighborhood wide meetings was held in January 2008 to identify strategies that should be continued and new ideas that should be added to the Phase II Neighborhood Action Plan.

## Neighborhood Description

Ventura Village is a diverse neighborhood of 6,769 residents bounded by Interstate 94 on the north, Interstate 35W on the west, the LRT Line Railroad on the east and 22<sup>nd</sup> and 24th Streets on the south. Below is a map of the neighborhood and its boundaries:



*Ventura Village Map*

According to the 2000 census, of the 6,769 residents 33% are Black, 24% are White, 20% are Hispanics, with the other 23% split among American Indians, Asians, and Other. Within Ventura Village 38% of the residents live in poverty. Of the 2,330 housing units 88% are renter-occupied.

Ventura Village was founded in 1999 and was once part of the Phillips Neighborhood. After the de-certification of the People of Phillips (POP) neighborhood organization, residents of Phillips realized that with a population of 17,000+, former Phillips was simply too large to effectively serve all its residents. Also, the geographic interests of Lake Street and Franklin Avenue were just too complex for one organization to be able to represent all. As a result the Phillips neighborhood was split into four independent groups (now neighborhoods) using the district boundaries established by the POP during its tenure.

Residents of Ventura Village immediately began to act autonomously and sought recognition as a separate Neighborhood. Ventura Village was the first of the four Phillips districts to apply for separate neighborhood status in 2000, and was officially recognized as a separate neighborhood on May 9, 2002. Realizing that "Phillips" had a negative perception in the media and throughout the region the residents decided to change the name and

identity for the area. Ventura Village took its name from a Spanish word for happiness or luck. Since then Ventura Village has worked to create projects to address its own unique concerns. These projects have focused on reducing crime, rehabilitating and creating new housing stock, economic development, neighborhood greening and an annual Arts Festival.

**Residents.** Over 80% of Ventura Village residents are renters. Rental units include five 10 story "towers" with over 480 units and six new apartment complexes providing approximately 300 units. In addition, there are over forty apartment buildings built prior to 2000 with approximately 1,350 rental units. Other housing stock includes approximately 300 homesteaded properties; many of which are duplexes, triplexes, and four-plexes. Because our population consists primarily of renters it is ever changing. Approximately 30% of the rental population moves annually.

**Organizations, Businesses & Institutions.** Franklin Avenue is the heart of Ventura Village. There are no large institutions, but it is home to many small businesses and non-profit institutions. Due in large part to the implementation of Ventura Village's Phase I Neighborhood Master Plan we have increased the amount of available retail space on the Avenue. Most of this new space is on the ground level of five new apartment buildings. We have also added two new businesses including the City County Federal Credit Union building and the Franklin Street Bakery. The old Credit Union building was remodeled into Roger Beck Florists; the old Arthur Hardware is now Project for Pride in Living's (PPL) Corporate Headquarters. Our NRP-funded plan has directed most of the neighborhood development and is credited for creating over 130 million dollars of new development along Franklin Avenue.

**Membership.** Residents and property owners are eligible to be members of Ventura Village. Our current membership list has over 300 members. We mail/e-mail monthly meeting notices to over 400 members and interested parties.

## Funding Allocations

*Total Plan Amount \$688,753*

### Funding Allocations Based on Plan Components

<u>Plan Components</u>	<u>Plan Amount</u>	<u>Percentage of Plan Total</u>
Housing	\$482,127	70%
All other components	\$206,626	30%
<b>Total</b>	<b>\$688,753</b>	<b>100%</b>

## Section 1 - Housing

### **Goal 1: Expand the base of safe, decent affordable housing in Ventura Village**

#### **Objective 1: Develop initiatives to promote home ownership**

**Strategy 1:** The carriage house program provides a \$20,000 grant to any homeowner that adds a carriage house to their lot upon completion and obtaining a certificate of occupancy from the City of Minneapolis.

NRP Phase II Resources= \$ 0  
NRP Phase I Resources= \$101,713.95 (\$6,713.95 from Housing 1.1.2.1, Affordable Home Ownership Opportunities and \$95,000 from Housing 1.1.5.1, Vacant Housing)  
Funds from Other Sources= \$ 0

Contract Manager: DFD

**Strategy 2:** The homeowner down payment assistance grant program provides \$5,000 to any person(s) who purchase a house in Ventura Village and live in it for five years.

NRP Phase II Resources= \$ 0  
NRP Phase I Resources= \$ 0  
Funds from Other Sources= \$ 0

#### **Objective 2: Develop initiatives to improve the housing stock**

**Strategy 1:** The homeowner fix-up grant program provides a maximum of \$12,000 to homesteaded homeowners for exterior improvements and interior major mechanical projects.

NRP Phase II Resources= \$ 437,128  
NRP Phase I Resources= \$ 0  
Funds from Other Sources= \$ 0

Contract Manager: DFD

**Strategy 2:** The rental property fix-up grants provides a maximum of \$4,000 matching funds for 1-4 unit rental properties for exterior improvements.

NRP Phase II Resources= \$ 0  
NRP Phase I Resources= \$ 0  
Funds from Other Sources= \$ 0



**Objective 3: Develop initiatives that stabilize tenants and landlords of rental housing in Ventura Village**

**Strategy 1:** Educate property managers, owners, and renters about the neighborhood and its expectations.

NRP Phase II Resources= \$ 5,000

NRP Phase I Resources= \$ 0

Funds from Other Sources= \$ 0

Contract Manager: DFD

**Strategy 2:** Support the development of the Indian Neighborhood Club.

NRP Phase II Resources = \$0

NRP Phase II AHRF Funds = \$84,359

NRP Phase I Resources = \$0

Funds from Other Sources = \$0

Contract Manager - CPED

**Objective 4: Reduce the number of vacant houses and vacant land**

**Strategy 1:** Develop initiatives to prevent and reduce the number of vacant buildings in Ventura Village.

NRP Phase II Resources= \$ 24,999

NRP Phase I Resources= \$ 0

Funds from Other Sources= \$ 0

Contract Manager: CPED/Inspections

**Strategy 2:** Develop owner occupied housing on vacant land.

NRP Phase II Resources= \$0

NRP Phase I Resources= \$0

Funds from Other Sources= \$0

**Strategy 3:** Program to offset broker's fees to encourage purchase and/or rehabilitation of vacant/condemned buildings.

NRP Phase II Resources= \$ 0

NRP Phase I Resources= \$ 0

Funds from Other Sources= \$ 0

## Section 2 - Community Participation and Outreach

### Goal 1: Increase Community Participation and Outreach

#### **Objective 1: Implement community-building activities – sample strategies:**

**Strategy 1:** Expand the annual Village Multicultural Arts Festival

NRP Phase II Resources= \$ 59,030

NRP Phase I Resources= \$ 0

Contract Manager: DFD

**Strategy 2:** Develop and support initiatives to increase outreach and community building.

NRP Phase II Resources= \$ 80,626

NRP Phase I Resources= \$ 0

Contract Manager: NRP

**Strategy 3:** Support youth sports, arts, and leadership activities (Includes bike rodeo for kids).

NRP Phase II Resources= \$ 0

NRP Phase I Resources= \$ 0

**Strategy 4:** Help handicapped and elderly residents with snow removal, lawn mowing, and graffiti removal.

NRP Phase II Resources= \$ 0

NRP Phase I Resources= \$ 0

**Strategy 5:** Hire Public Relations (PR) to improve the image of Ventura Village.

NRP Phase II Resources = \$ 0

NRP Phase I Resources = \$ 0

#### **Objective 2: Recognize those who contribute to the community**

**Strategy 1:** Hold appreciation ceremony for police/firefighters.

NRP Phase II Resources= \$ 0

NRP Phase I Resources= \$ 0

## Section 3 - Crime and Safety

### Goal 1: Support Crime & Safety Initiatives

#### **Objective 1: Support community-policing initiatives**

**Strategy 1:** Continue to support the Franklin Safety Center and its programs.

NRP Phase II Resources = \$0

Other Resources = \$135,000

Contract Manager: Police Department

**Strategy 2:** Continue to hire off-duty police to police high crime areas of Ventura Village.

NRP Phase II Resources = \$28,000

Contract Manager: Police Department

**Strategy 3:** Support more police patrols in troubled areas.

NRP Phase II Resources= \$ 0

NRP Phase I Resources= \$ 0

**Strategy 4:** Support block club activities (i.e. "National Night Out").

NRP Phase II Resources= \$ 0

NRP Phase I Resources= \$ 0

**Strategy 5:** Purchase additional police cameras as needed (for side streets).

NRP Phase II Resources= \$ 0

NRP Phase I Resources= \$ 0

**Strategy 6:** Community Oriented Public Safety Initiative Reserve Fund (COPSIRF)

Utilize directed patrolling services as outlined in the COPSIRF proposal and contract with the Mpls. Police Department (3rd precinct)

Phase II Resources = \$0

Phase II COPSIRF Funds = \$29,250

Phase I Resources = \$0

Contract Manager: Police Department

**Objective 2: Support initiatives that improve physical security and livability**

**Strategy 1:** Increase security for bicycle transportation including: police paying more attention to bicycle theft and recovery, installing more bike racks throughout the neighborhood, and giving away U-locks.

NRP Phase II Resources= \$ 0

NRP Phase I Resources= \$ 0

**Strategy 2:** Work with police and others to reduce livability crimes.

NRP Phase II Resources= \$ 0

NRP Phase I Resources= \$ 0

**Strategy 3:** Provide gun locks.

NRP Phase II Resources= \$ 0

NRP Phase I Resources= \$ 0

**Strategy 4:** Provide support for businesses and apartment owners to increase outdoor lighting.

NRP Phase II Resources= \$ 0

NRP Phase I Resources= \$ 0

## Section 4 - Environment and Transportation

**Goal 1:** Create a safe and pleasant environment for pedestrians, bikes, and other forms of transportation

**Objective 1: Improve lighting**

**Strategy 1:** Provide pedestrian lighting (e.g. Park, Portland and 11<sup>th</sup> Avenue bridges over freeways; corner of East 21st Street and 15th Ave. S.).

NRP Phase II Resources= \$ 0

NRP Phase I Resources= \$ 0

**Strategy 2:** Improve lighting at dark intersections.

NRP Phase II Resources= \$ 0

NRP Phase I Resources= \$ 0

**Objective 2: Beautify streets and boulevards**

**Strategy 1:** Coordinate the planting, watering and weeding of the flower planters on Franklin Avenue.

NRP Phase II Resources= \$ 6,000

Contract Manager: DFD

**Strategy 2:** Install flowers baskets on lamp-posts along Franklin Avenue.

NRP Phase II Resources= \$ 0

NRP Phase I Resources= \$ 0

**Strategy 3:** Support programs for trash pickup from streets and vacant lots.

NRP Phase II Resources= \$ 0

NRP Phase I Resources= \$ 0

**Strategy 4:** Install more trash receptacles on high traffic streets (esp. at bus stops).

NRP Phase II Resources= \$ 0

NRP Phase I Resources= \$ 0

**Strategy 5:** Support burying power lines that are currently located on street boulevards or relocating them along property lines on the interior of blocks.

NRP Phase II Resources= \$ 0

NRP Phase I Resources= \$ 0

**Strategy 8:** Support replacing trees on boulevards where trees have been removed.

NRP Phase II Resources= \$ 0

NRP Phase I Resources= \$ 0

**Strategy 9:** Secure and install holiday lights on trees on Franklin Avenue.

NRP Phase II Resources= \$ 0

NRP Phase I Resources= \$ 0

**Strategy 10:** Install banners on lamp-posts (along Franklin Avenue).

NRP Phase II Resources= \$ 0

NRP Phase I Resources= \$ 0

**Objective 3: Improve transportation safety**

**Strategy 1:** Install “No parking here to corner” signs where needed, such as on 11<sup>th</sup> Ave at East 21<sup>st</sup> and East 22<sup>nd</sup> Streets.

NRP Phase II Resources= \$ 0

NRP Phase I Resources= \$ 0

**Strategy 2:** Install speed bumps down alleys

NRP Phase II Resources= \$ 0

NRP Phase I Resources= \$ 0

**Strategy 3:** Add bike lanes to East 24th Street and signs on Franklin Avenue that direct bicyclists to 24th Street.

NRP Phase II Resources= \$ 0

NRP Phase I Resources= \$ 0

**Strategy 4:** Improve pedestrian experience on Franklin Avenue under the Hwy 55 bridge by installing and maintaining lighting and cleaning up trash.

NRP Phase II Resources= \$ 0

NRP Phase I Resources= \$ 0

## Section 5 - Parks/Open Space

**Goal 1: Improve recreational opportunities that serve neighborhood residents and improve the natural environment**

**Objective 1: Support programming at Park Facilities**

**Strategy 1:** Support the Park Board and others in staffing Peavey Park, especially in the summer.

NRP Phase II Resources= \$ 0

NRP Phase I Resources= \$ 0

**Strategy 2:** Support the Park Board and others in providing more playground equipment in Peavey Park.

NRP Phase II Resources= \$ 0

NRP Phase I Resources= \$ 0

**Strategy 3:** Support further development of Phillips Community Center (Boys and Girls Club facility) into a community building and health club for the community.

NRP Phase II Resources = \$ 0

NRP Phase I Resources = \$ 0

**Objective 2: Develop new recreational opportunities**

**Strategy 1:** Explore developing a "passive" park with a walking trail and natural amenities.

NRP Phase II Resources= \$ 0

NRP Phase I Resources= \$ 0

## Section 6 - Planning and Economic Development

**Goal 1:** Create a framework for improving Ventura Village

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**Objective 1:** Update and implement Ventura Village's Master Plan

**Strategy 1:** Encourage development at the Franklin LRT station.

NRP Phase II Resources = \$ 0

NRP Phase I Resources = \$ 0

**Strategy 2:** Maintain historic structures on Franklin Avenue to maintain diverse types of businesses and to add character.

NRP Phase II Resources = \$ 0

NRP Phase I Resources = \$ 0

**Strategy 3:** New buildings/developments on Franklin Avenue should not have setbacks for parking.

NRP Phase II Resources = \$ 0

NRP Phase I Resources = \$ 0

**Strategy 4:** Support the creation of an independent community development corporation to undertake development specified by Ventura Village.

NRP Phase II Resources = \$ 0

NRP Phase I Resources = \$ 0



## Section 7 - Administration

**Goal 1:** Administer the three-year NRP plan and maintain the operations of the neighborhood.

**Objective 1: Provide administrative services**

**Strategy 1:** Use neighborhood volunteers to the maximum extent possible to perform administrative tasks.

NRP Phase II Resources = \$ 0

NRP Phase I Resources = \$ 0

**Strategy 2:** Hire consulting staff as necessary to fill administrative gaps

NRP Phase II Resources = \$48,150 (\$24,971 is an "Early Access" from Phase II Plan Development Funds)

NRP Phase I Resources = \$23,000 (Administrative Support 12.1.1.1)

Contract Manager: NRP

**Strategy 3:** Maintain visible presence in the neighborhood through rental of small office space with necessary supplies, equipment, etc. to adequately perform administrative tasks.

NRP Phase II Resources = \$ 0

NRP Phase I Resources = \$ 0

**Strategy 4:** Cover all administrative costs not currently covered that are associated with the effective governance of the neighborhood.

NRP Phase II Resources = \$ 0

NRP Phase I Resources = \$ 0

**Objective 2: Obtain additional resources to implement the plan**

**Strategy 1:** Hire grant writer to identify additional funding sources and to write grants.

NRP Phase II Resources = \$ 0

NRP Phase I Resources = \$ 0

**Objective 3: Improve communication systems**

**Strategy 1:** Convert website to a CMS system.

NRP Phase II Resources = \$ 0

NRP Phase I Resources = \$ 0