

**Community Planning and Economic Development  
Planning Division Report  
Neighborhood Boundary Change  
Midtown Phillips and East Phillips**

**Date:** November 17, 2005

**Applicant:** Midtown Phillips Neighborhood Association, Inc.

**Planning Staff and Phone:** Pam Miner, 673-3240

**Authority for Review**

The City Council adopted a procedure for reviewing proposed neighborhood boundary changes on April 6<sup>th</sup>, 2001. This review follows that procedure.

**Background:**

In 1987, the Minneapolis Community Development Agency embarked on a mission in partnership with residents of the Phillips to develop a model for citizen participation. One main recommendation was that Phillips should be divided into districts, with the decisions from those districts feeding into an umbrella neighborhood organization. The model developed would replace the former Phillips Neighborhood Improvement Association. The recommendations from this effort resulted in the formation of the People of Phillips Neighborhood Organization (POP). Citizen Participation decisions were made at the district level and then funneled through the umbrella Board of Directors. The NRP decision-making process was also formulated to operate through the same system.

The People of Phillips NRP plan was approved by the City Council in 1995. However, POP began to experience organizational problems. After three consecutive State Audits outlining significant financial management issues, POP was decertified by the city and was dissolved in 1998. In late 1999, the districts held meetings with stakeholders that culminated with nearly unanimous votes to operate as four autonomous regions within Phillips for purposes of citizen engagement and NRP implementation. (North, West, Midtown and East regions)

In 2000, the North Region applied to the City of Minneapolis to establish an official neighborhood boundary and name change, citing the desire to be recognized as the neighborhood of Ventura Village. The city granted that request in June 2002. The remaining three regions of Phillips (Phillips West, Midtown Phillips and East Phillips Improvement Coalition) continued to develop organizations and conduct all citizen participation and NRP activities as autonomous groups.

In April 2005, the City of Minneapolis approved the establishment of Phillips West as a separate neighborhood. Midtown Phillips is now requesting establishment of a separate neighborhood boundary for its region. By establishing the Midtown Phillips

neighborhood boundary, the remaining portion of the original Phillips neighborhood will be defined as East Phillips.

**Criteria and Considerations for Neighborhood Boundary Change:**

*All impacted neighborhoods must agree in writing*

On January 12, 2005, the Midtown Phillips Neighborhood Association, Inc. passed a motion to request consideration of independent neighborhood status. The proposed neighborhood boundaries are coterminous with existing 'region' boundaries within Phillips therefore there is no change in affiliation with existing neighborhood organizations. Nevertheless, each neighboring group has provided written support of this request for boundary change.

On April 14, 2005 the East Phillips Improvement Coalition voted to approve 'the Midtown Phillips request to the Minneapolis City Council for independent neighborhood status including the new neighborhood name 'Midtown Phillips' and the new neighborhood boundaries of East 24<sup>th</sup> Street on the north, Bloomington Avenue on the east, East Lake Street on the south and Chicago Avenue on the west.'

On April 22, 2005, Ventura Village (formerly North Phillips) passed a motion to "reaffirm support for Midtown Phillips in their efforts to seek separate neighborhood status..." In addition, Ventura Village moved to "support other regions of Phillips should they vote to seek separate neighborhood status."

On June 2, 2005, Phillips West Neighborhood Organization voted to support the Midtown Phillips application for independent neighborhood status.

*Neighborhood organizations must notify those within the affected areas and provide a public opportunity to receive their comments*

In December 2004, the Midtown Phillips Neighborhood Association, Inc. gave notice in "The Alley" (the community newspaper) and delivered flyers to over 1,500 addresses. Public comments were requested at the regular neighborhood association meetings through January 12, 2005.

*The proposed neighborhood boundary should follow a logical physical delineation*

The proposed boundary follows the boundary for the established region of Midtown Phillips, and correspondingly, the remaining district of East Phillips (see attached map). The boundaries are as follows:

Midtown Phillips – East 24<sup>th</sup> Street on the north, Chicago Avenue on the west, East Lake Street on the south, and Bloomington Avenue on the east.

East Phillips – Hiawatha Avenue between East Lake Street and East 22<sup>nd</sup> Street, East 22<sup>nd</sup> Street between Hiawatha Avenue and 17<sup>th</sup> Avenue South, 17<sup>th</sup> Avenue South between East 22<sup>nd</sup> Street and East 24<sup>th</sup> Street, East 24<sup>th</sup> Street between 17<sup>th</sup> Avenue South and Bloomington Avenue, Bloomington Avenue between East 24<sup>th</sup> Street and East Lake Street, and East Lake Street between Bloomington Avenue and Hiawatha Avenue.

*A significant change in the overall land use pattern within the existing neighborhood may warrant a boundary change*

Significant changes in intensity of land use and infrastructure have been occurring or are anticipated for the area, indicating a need to recognize this part of the Phillips Community as having a distinct neighborhood identity or focus. Expansion of the Wells Fargo campus and medical related industries, the development of the Midtown Exchange project, the Midtown Greenway, and the 35W Access Project are some of the major changes occurring in the Phillips area.

*The cultural and political history of the existing neighborhood which helped to shape its identity should be respected*

The proposed establishment of Midtown Phillips and East Phillips neighborhoods reflects over ten years of planning and engagement prior to and related to the NRP program.

### **Analysis:**

*Impact on data collection and consistency with Census Tract boundaries*

Census tract boundaries are consistent with the proposed boundaries; this change will not interfere with data analysis.

*Changes to population and land use patterns*

The Minneapolis Plan designates this area of the City as a *Growth Center* and is the site of the Wells Fargo campus and other institutions. Although smaller in area than other neighborhoods throughout the City, such an array and intensity of land uses presupposes analysis, planning, and citizen engagement at this level.

*Rationale for change and consistency with city goals and planning policies*

As stated above, the Minneapolis Plan designates this part of the City as a *Growth Center*. The policy and associated implementation steps are as follows:

**3.4 Minneapolis will create a Growth Center plan for the South Phillips area, similar to the Downtown 2010 plan which would guide decisions and investment in the area, recognizing the contributions from existing plans and planning processes.**

#### **Implementation Steps**

- Develop an area-wide Growth Center Plan to determine the amount, location and relationships among housing, industrial, commercial and institutional land uses.
- Support the contribution of Honeywell, Allina Health Systems hospitals and other neighborhood institutions to the city and the neighborhoods adjacent to them.
- Maintain clear channels of communication and participation to coordinate the planning efforts of local institutions, city agencies and neighborhood organizations.
- Encourage the expansion and establishment of new employment-generating activities at the Sears site and along the 29th Street corridor.
- Allow for a limited amount of mixed retail uses and commercial services.
- Provide good regional and intra-city transit access to meet commuter needs.
- Develop site-specific solutions for housing rehabilitation and new housing construction that is mixed in its type and affordability levels in residential areas bordering the employment center.
- Create a safe, attractive environment for workers, residents and visitors to the area by investing in public infrastructure of safety.

*Potential changes in neighborhood representation and organizational capacity*

The Midtown Phillips Neighborhood Association, Inc. and the East Phillips Improvement Coalition are the established organizations with which the City contracts for citizen engagement and planning and implementation activities of the Neighborhood Revitalization Program. The establishment of the official neighborhood boundaries reinforces this role and relationship.

**Findings:**

Staff find that the establishment of the Midtown Phillips and East Phillips neighborhoods is consistent with the goals, policies, and implementation steps of *The Minneapolis Plan* as well as the criteria and considerations for changes to official neighborhood boundaries.

**RECOMMENDATION OF THE CITY PLANNING DIVISION:**

The Community Planning and Economic Development Department-Planning Division recommends that that City Planning Commission recommend approval of the neighborhood boundary changes establishing Midtown Phillips and Phillips East as official neighborhoods.

Attachment:

- Map of Phillips Community