

Kenny Neighborhood Association
Neighborhood Priority Plan
5/21/2013

The Kenny Neighborhood Association (KNA) proposes to use up to \$2,000 of Community Participation Program (CPP) funds to support the improvement and enhancement of neighborhood boundary signs. In its 2012/2013 CPP Plan, KNA set aside \$5,000 of its \$29,130 CPP allocation for future neighborhood priorities. This proposed support for the neighborhood boundary signs represents about 40 percent of neighborhood priority funds available to Kenny. A vote of the KNA Board taken at the May 21, 2013 KNA Board Meeting approved this action.

Kenny is a small neighborhood in southwest Minneapolis. While two of its borders (W 54th St and Lyndale Ave S) are easily identifiable, two of its other borders (Logan Ave S and Hwy. 62) are not. At times, it is unclear to residents and visitors when they entering or leaving Kenny neighborhood. KNA would like to increase the visibility of the signs, which will, in turn, help create a more defined sense of place, ownership, and engaged residents.

Kenny residents have shown support for the improvement of the boundary signs in its NRP Phase II Plan. The Phase II Plan calls for neighborhood signage as a way to improve a Quality of Life strategy: "Improve and expand neighborhood signage to identify the Kenny Neighborhood. Nestled in the SW corner of Minneapolis, the Kenny Neighborhood offers quality housing, close access to parks, schools, lakes, shopping, and local restaurants, movies etc. Kenny residents take pride in maintaining the quality of life and livability of the neighborhood."

Approximately three years ago, KNA pursued a redesign of its neighborhood logo to better represent the look and values of the neighborhood. A new design (attached) which reflects the environmental dedication of residents and schools and the much-valued asset of Grass Lake was developed. KNA immediately began using this logo in all its communication and engagement efforts. At this time, the only remnants of the old design are the small, faded and unattractive existing boundary signs. These signs do not represent the vibrancy of Kenny neighborhood.

Given the small size of the neighborhood and its somewhat soft boundaries, KNA feels that by improving the neighborhood boundary signs we will better be able to market the organization to the residents, increase the organization's visibility and create a stronger, more engaged community.

We propose the use of Neighborhood Priority funds to create new 24" signs which will be placed at entry points around the neighborhood. City of Minneapolis Public Works has been engaged and has approved the design and placement of the improved signs.