

Report to the NRP Policy Board

FROM: Jack Whitehurst, Neighborhood Support Specialist

DATE: November 19, 2013

SUBJECT: Holland Phase II Plan

Action Requested:

Approve the NRP Phase II Action Plan and Transmit the Plan for Approval and Appropriation by the Minneapolis City Council

Attached is the Holland Phase II Neighborhood Action Plan (NAP) for Policy Board review and action. Pursuant to the April 19, 2004 Policy Board resolution the proposed NAP includes a Housing Allocation over seventy percent (80.26%).

Like many other Northeast neighborhoods, Holland is a working-class settling place for European immigrants. In 1924, Minneapolis developed a comprehensive zoning plan for the city that allowed industrial factories and a wide range of housing options to develop in the Holland neighborhood, with more multi-unit housing in close proximity to the railroad and factories. This zoning and much of the neighborhood layout still reflects those past decisions. Large shifts in demographics have taken place in recent years. In 1980, 97% of residents were white and all other racial/ethnic groups made up less than 1% of the population each. In 2010, black and Latino residents comprised 42% of the neighborhood and other ethnic groups made up another 5% of the population. Further, 29% of residents five years or older speak a language other than English at home according to the 2010 American Community Survey.

HNIA facilitated the formation of a steering committee in the spring of 2012, and the committee began planning the Phase II outreach strategy shortly thereafter. They outlined the approach that would ensure broad participation by residents, businesses, and stakeholders in the formation of the Phase II Action Plan. Several public meetings, two focus group meetings facilitated by NCR, a number of community events, and a neighborhood-wide survey distributed to each household were used to gain input on priorities for Holland's NRP Phase II plan.

The result is a draft plan that allocates 80% of the NRP funds for housing activities – a combination of home improvement, home buyer assistance and housing development programs. The remaining 20% of NRP funds would be spread across a variety of neighborhood initiatives, including the Green Campus project, open space initiatives, livability efforts, artistic promotions, and health and wellness programs.

Additional priorities identified in the plan will be supported, in part, from NRP Phase I, CPP funds, and neighborhood fundraising initiatives including the Hotdish Revolution and the Medallion Arts initiative.

The draft Plan was circulated to key city and jurisdictional staff and was presented at the October CPED East Sector meeting. The Plan was reviewed by legal counsel, and all strategies were found to be qualifying activities and expenditures under the NRP Law. The final Plan was approved by the Holland neighborhood on November 14, 2013.

The Phase II Neighborhood Action Plan allocates \$684,021.00 in the following manner.

Livability and Safety	\$ 15,000.00
Housing	\$549,021.00
Environmental Sustainability	\$ 15,000.00
Open/Public Space	\$ 90,000.00
Arts and Culture	\$ 10,000.00
Community Life	\$ 5,000.00

Based on my review of the Plan, I recommend that the Policy Board adopt the following resolution:

WHEREAS: On April 19, 2004, the Minneapolis Neighborhood Revitalization Policy Board established the Phase II allocation available for the Holland neighborhood at \$684,021.00 based on the Phase II revenues projected for NRP,

WHEREAS: The Holland neighborhood has conducted a Phase II plan development process,

WHEREAS: The submitted Holland NRP Phase II Neighborhood Action Plan requests an allocation of \$684,021.00 and dedicates eighty percent (80.26%) of that allocation to housing programs, projects, services and activities,

BE IT RESOLVED: That the Minneapolis Neighborhood Revitalization Policy Board hereby accepts and adopts the Holland Phase II Neighborhood Action Plan,

RESOLVED FURTHER: That the Minneapolis Neighborhood Revitalization Program Policy Board hereby authorizes the Director to request that the City Council and Mayor [a] approve the Holland NRP Phase II Neighborhood Action Plan, and specifically those parts of the Plan that fall under City jurisdiction, for their Phase II allocation of up to \$684,021.00; [b] consistent with the staff direction set out in footnote “p” of the 2011 General Appropriation Resolution adopted by the Council on December 13, 2010, as later amended, to amend the 2013 General Appropriation Resolution by increasing the Community Planning and Economic Development Department (CPED) agency Fund 01 CNR 8900-800 (the NRP fund) by \$451,571.86 from existing fund balance; and [c] authorize the appropriate City officers to enter into any contracts or agreements necessary to implement the activities above.