

MINNEAPOLIS NEIGHBORHOOD REVITALIZATION PROGRAM

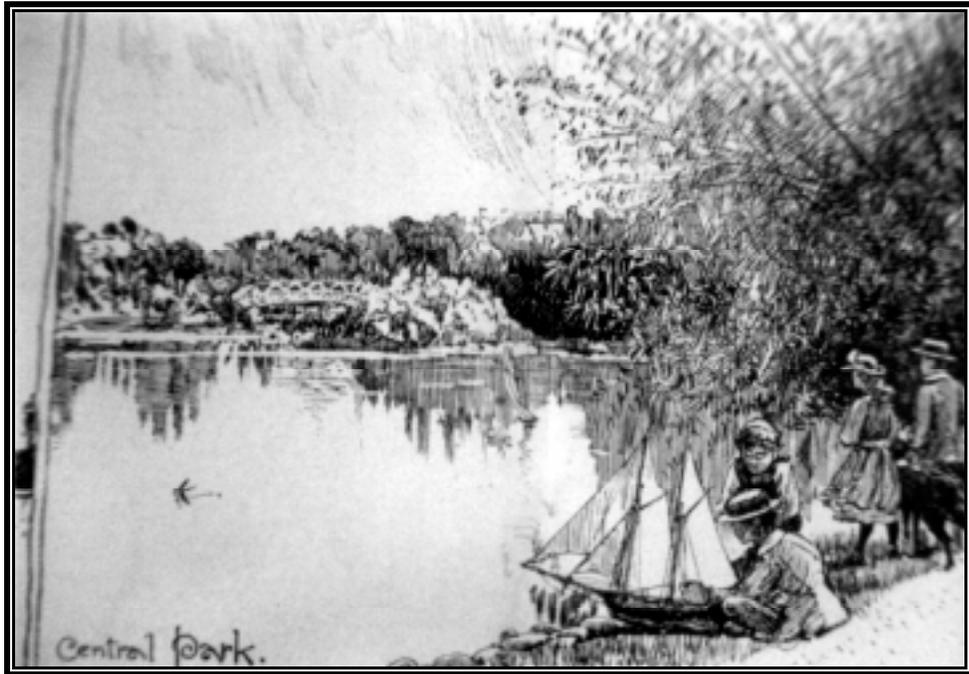
**LORING PARK NEIGHBORHOOD
ACTION PLAN**

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LORING PARK NEIGHBORHOOD ACTION PLAN



Citizens for a Loring Park Community

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1993–Sally Mellor, Chair

Neighborhood Revitalization Plan Committees

- **Park Improvements Committee**
1993,94–Dottie Speidel / Ione Siegel, Co-Chairs
- **Social Services Committee**
1993–Sally Mellor, Chair
- **Arts Committee**
1993–Gretchen Nicholls, Chair
- **Bicycling Committee**
1994–Christina Hakala, Chair
- **Noise and Safety Committee**
1993–Kim Havey, Chair
1994–James Dykes, Chair
- **Neighborhood Appearance Committee**
1993–Tom Fletcher, Chair
- **Retail Committee**
1993–Steve Backoff, Chair
- **Economic Development Task Force**
1994–Diane Woelm, Chair
- **Housing Committee**
1994–Kim Havey / Ione Siegel Co-Chairs

For more information or a copy of the plan, call 673-9518.

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EXECUTIVE SUMMARY

The Loring Park neighborhood is requesting \$3.6 million from the City of Minneapolis' Neighborhood Revitalization Program (NRP) to assist with the implementation of the Loring Park Neighborhood Action Plan. This request is made on behalf of the community through Citizens for a Loring Park Community (CLPC). The purpose of the Loring Park Neighborhood Action Plan is to identify the needs of the community and the resources available to meet those needs. The CLPC implementation committee developed this request with the goal of using NRP dollars to leverage other dollars and resources whenever possible. As a result, the NRP funds will supplement over \$10 million in other resources such as assessments, loans and private investments identified by the plan.

The plan sets goals and outlines strategies for addressing several key neighborhood issues. One of the most important issues in the neighborhood is the need for restoration of the park. Loring Park serves as the back yard for the whole community. But Loring Park also serves the whole city as a gathering place. The Irene Whitney Bridge creates a direct connection with the Walker Art Center and the Guthrie Theater. Thousands are drawn to weekend special events such as the Gay Pride festival, the Loring Block Party and the Norwest Cup Bike Race. During weekdays the park serves as a resting place for downtown workers and visitors. It is a park with many demands, high usage, and high visibility. \$1.2 million of NRP funds will be part of a \$3 million plan to renovate Loring Park.

The physical environment plays an important role in the vitality, safety, and identity of a neighborhood. Many of the businesses along Nicollet Avenue, from Grant Street in the Loring Park Neighborhood to Lake Street in the Whittier neighborhood have demonstrated a commitment and willingness to work together to overcome years of decay along the corridor. The neighborhood is also an important pedestrian and bicyclist gateway to downtown Minneapolis, but lacks adequate lighting, pedestrian and bicycle friendly routes, and parking. Increasing competition for land also puts pressure on scarce historical resources in the neighborhood. \$989,600 of NRP funds will help bring an additional \$1,606,300 for physical improvements for the Loring Park neighborhood

Perceptions and realities of safety in the neighborhood are addressed in several sections of the plan. One of the best ways to improve safety is to improve communication and cooperation between the neighborhood and the Police Department. \$25,000 of NRP funds will supplement \$25,000 of neighborhood



W. Grant Street view toward LaSalle and Nicollet Ave

EXECUTIVE SUMMARY

contributions for completing and promoting a neighborhood police sub-station, and increasing police visibility.

The Loring Park neighborhood is composed entirely of multi-family dwellings, with needs very different from neighborhoods with primarily single-family dwellings. The neighborhood has developed innovative NRP housing programs to increase home-ownership and improve the housing stock in the neighborhood, and is requesting \$612,500 from NRP to help fund these programs. The NRP funds will help leverage up to \$5.3 million.

The Social Service sector is an important part of the neighborhood's fabric. Several new programs such as the Jeremiah Program and the Integrated Housing Project for Homeless Youth have the neighborhood's strong support. A \$100,000 fund will be created from NRP funds to help survey these services and provide initial support.

Several programs are designed to help spur economic development in the neighborhood. NRP funds will create loan funds to help businesses maintain buildings, provide incentives for development of troubled blocks, and assist small businesses. The neighborhood's strong connections to the arts will be used to help promote the Loring Park area. \$495,000 of NRP funds will be matched by \$1,981,500 of private dollars.

In order to assure continued community involvement and progress in implementing the Loring Park Neighborhood Action Plan, \$194,300 of NRP funds are dedicated to office and staff support for CLPC over a five year period.

This plan is the result of a collaborative effort through the NRP between members of the Loring Park neighborhood and representatives of the City of Minneapolis and the Minneapolis Park Board, and reflects the concerns of the entire community about crime and personal safety, the future of Loring Park, the needs of bicyclists and pedestrians, neighborhood image, housing, and economic development. Many of the proposals presented in this document are already underway. Neighborhood businesses are now forming a neighborhood business association. Community leaders and volunteers have dedicated a Loring Police sub-station and a Community Oriented Policing Program. Property owners and managers have already committed time, sweat and money toward improving lighting and safety. Residents are forming a Garden Club. This plan represents thousands of hours spent by hundreds of community members, and is the first step of a dedicated, cooperative neighborhood effort for revitalization.

Chapter 1 of the Loring Park Action Plan provides an overview and history of the Loring Park neighborhood. Chapter 2 presents the NRP proposal to implement the Loring Park Master Plan. Chapter 3 covers proposals for improving the physical environment of the neighborhood, including streets, lighting and bicycle routes. Chapter 4 covers proposals for neighborhood safety. Chapter 5 covers housing proposals. Chapter 6 covers economic development. Chapter 7 discusses plans for implementing the Loring Park Neighborhood Action Plan. A summary of the funding sources and allocations by project, and letters of support from relevant partners, are provided in the appendix.

The NRP is a \$400 million, 20 year effort to stem and reverse the tide of decline threatening Minneapolis' 81 neighborhoods. The Mission of the NRP is to revitalize the city's residential areas through neighborhood-based planning and delivery of public services, guided by residents in partnership with public agencies and community interests. CLPC is the neighborhood organization recognized by the city of Minneapolis and Hennepin County as representing the residents and institutions of the Loring Park neighborhood. CLPC has been charged with developing the neighborhood action plan for NRP. Copies of documents mentioned in the Loring Park Neighborhood Action Plan are available at the CLPC office.

Chapter 1 • INTRODUCTION

NEIGHBORHOOD BACKGROUND

The Loring Park neighborhood is bounded by I-94, I-394, 12th Street and Third Avenue South. The neighborhood is bordered on the north by the office and retail centers of downtown and on the east by the convention center. To the west and south are residential areas.

In part because of its close proximity to downtown, the Loring Park neighborhood is one of the most densely populated neighborhoods in Minneapolis. According to the 1990 census, the Loring neighborhood experienced an increase in population of 11.5% between 1980 and 1990. The current population is approximately 6,586. The majority (94.7%) of these people are 20 years and older, although there are 378 children in five daycare programs located within the area.

The neighborhood's housing primarily consists of apartment and condominium complexes, and the price range varies widely from low-income Section 8 apartments to expensive, luxury condominiums and townhouses.

The Loring neighborhood contains two retail districts; one along Hennepin Avenue and Harmon Place, and one along Nicollet Avenue. Each district contains many small restaurants, retail establishments and offices. Hotels such as the Park Inn and the Hyatt, and the Minneapolis Convention Center insure a steady flow of visitors to the neighborhood. It is also home to an active arts community that includes the Loring Playhouse, Music Box Theater, The Red Eye Theater, and Ballet of the Dolls, as well as many individual artists. The Guthrie Theater, Walker Art Center, and Minneapolis Sculpture Garden are connected to Loring Park by the Whitney Bridge. Downtown cultural institutions such as Orchestra Hall, the State and Orpheum Theaters, and Hey City are within a short walking distance of the neighborhood.

In addition to the retail sector, A host of professional and non-profit services have renovated many of the neighborhood's older buildings, including many historic or potentially historic structures. Commercial arts and production studios, architectural firms, legal services, health care providers, and a variety of social services can be found both along the retail corridors and in the residential areas of the neighborhood.

The neighborhood contains six of the city's largest and most historic churches: the Cathedral Church of St. Mark, Central Lutheran Church, Hennepin Avenue Methodist Church, the Roman Catholic Basilica of St. Mary, Wesley United Methodist and Westminster Presbyterian.

Several public and private educational institutions are located in or immediately adjacent to the Loring Park neighborhood. Emerson Spanish Immersion Learning Center (SILC) is located in one of the oldest public school buildings in Minneapolis. The Minneapolis Community College, Minneapolis Technical College, and the Dunwoody Institute provide opportunities for both traditional and non-traditional students to further their education. The University of St. Thomas has recently built a new campus on the border of the neighborhood, and the MacPhail School of Music instructs students of all ages and backgrounds.

Since 1883, Loring Park has served as a focal point for the neighborhood. The park provides a common space for events, recreation and community-building activities. During summer the park hosts many festivals, films and concerts, and provides a playground for children. The basketball, tennis and shuffleboard are popular facilities for adults. In winter the frozen pond is a favorite among ice skaters.

In recent years, the Loring Park neighborhood has experienced significant changes. The construction of I-94 and nearby connection with I-394 has resulted in a tremendous increase in traffic, noise and air pollution. The development of Laurel Village and the impact of the Loring Redevelopment District has significantly increased neighborhood population. With the construction of the Convention Center and nearby hotels, a tremendous number of city visitors now use Loring Greenway and Grant Street to visit and enjoy Loring Park. The Minneapolis Community and Technical Colleges have expanded and use the Park as

an extension of their campuses. The completion of the Sculpture Garden and Irene Whitney Bridge which connects the Garden to the Park has brought an increased focus to and use of Loring Park.

HISTORY

Surveys conducted out of Fort Snelling during the first half of the 19th century identified several significant geological features of the area now known as the Loring Park neighborhood. One was a long ridge running east-west several miles below Fort Snelling. The ridge later was popularly called “the Devil’s Backbone.” A narrow pass formed a natural gateway for migrating buffalo. Native Americans often camped just south of a small lake and wetland, and used a major trail which ran north from the steep ridge



and bent to the north east as it passed the wetlands.

As the City of Minneapolis grew along the banks of the Mississippi River and expanded to the south, the trail became a road for settlers, and the area around the wetlands became a natural settling site. Allen Harmon purchased the land north of the wetlands, which he platted and sold as smaller lots. Joseph Johnson established a farm on the edge of the wetlands in 1855, and the pond became known as Johnson’s Lake. Shortly after, several families settled in the area and built small frame dwellings in Harmon’s and Johnson’s Additions.

By 1880, Johnson had built a new frame home on the corner of 16th and LaSalle Avenue (now 15th and LaSalle, the site of the Buckingham Apartments), and the land around Johnson’s pond was being developed as Central Park. Architect Horace Cleveland was hired to design the new park, which was dedicated on May 5, 1883. In 1890, Central Park was renamed Loring Park in honor of the first Superintendent of Minneapolis’ new park system, Charles Loring, and a small frame building in the park served as his office.

The Devil’s Backbone formed a natural backdrop for the city, and with its excellent vista of the rapidly growing metropolis, the land around the park naturally attracted many of Minneapolis’ wealthy upper-class. Many fine brick homes and mansions were built in “Johnson’s subdivision,” which ran along Oak Grove Street, Clifton, and Groveland Avenue. Large stone and brick mansions began to replace the earlier frame homes and row houses that were typical of the area.

The neighborhood began yet another transformation after the turn of the century. Many of the large homes and mansions were split up into smaller apartments to help cope with the housing shortage which continued past Second World War, and Leslie Fawkes established the first auto dealership in the Harmon area in 1901. Crime and appearance became significant issues in the neighborhood as the population of Minneapolis continued to expand. Several luxury apartments were built in the neighborhood, and single-family homes were rapidly being replaced by multi-unit buildings. Many large apartment-hotels were built in the area after World War I to accommodate the salesmen and business travelers who appreciated the neighborhood’s convenient location.

The contrasts and divisions in the Loring Park neighborhood deepened after World War II. A strong sense of community prevailed amid increasing poverty. The neighborhood's population steadily declined throughout the post-war era, and renters were more likely to be single-persons than families. The Loring Nicollet Community Council organized community events and lobbied the city council for better street lighting and improvements to Loring Park. Bars and liquor stores combined with the neighborhood's low rents drew displaced residents from downtown, adding to public drinking and a negative media image. However, the low rents also attracted students, artists, and a growing gay and lesbian community.

Neighborhood population peaked in the 1960's at around 14,000, but declined rapidly when development projects such as the I-94 tunnel, the Loring Redevelopment District and the Convention Center took a heavy toll on neighborhood housing. After completion of these projects and the addition of Laurel Village along Hennepin Avenue, neighborhood population recovered and stabilized at its present level of approximately 7,500.

CITIZENS FOR A LORING PARK COMMUNITY

In 1972, residents of the Loring Park neighborhood organized to derail the park department's plans to demolish the Loring Park shelter. They formed a new organization, Citizens for a Loring Park Community, or CLPC, to prevent the razing of the historic structure.

During the mid-1970's, CLPC organized neighborhood residents to oppose demolition of several blocks of low- and moderate-income housing for the Loring Redevelopment District. Although the Development District eventually became a reality, Loring Park residents gained a new sense of their power through the efforts of CLPC, which has since gained a strong and committed following.

In the 1980's CLPC began outreach efforts to strengthen the sense of community, and started promoting the Loring Park neighborhood through events such as National Night Out and the Discover Loring festival. CLPC board members also worked with adjoining neighborhoods and city-wide neighborhood organizations to give residential neighborhoods a greater voice in city hall. CLPC became involved with the NRP in 1992. In addition to working on NRP projects, CLPC has worked to promote bicycling as an effective alternative to cars; organized special community events such as the community flea market and bike giveaway; an annual thanksgiving dinner for neighborhood residents; and saving historic community resources such as the Lyon house.



Chapter 2 • SUMMARY OF COMMITTEES

In 1992, Citizens for a Loring Park Community began outreach for involving the community in development of the Loring Park Neighborhood Action Plan. Special Task Forces, some of which are ongoing, were formed around areas of special interest such as Loring Park, social services, housing, arts, economic development, and safety. Throughout the NRP process, residents, businesses and other community members were kept informed by the Loring News, CLPC's community newsletter. Additional outreach included mailings to notify community members of upcoming meetings, notices posted in buildings throughout the neighborhood, and follow up phone calls by CLPC staff and volunteers when time permitted.

1992

In 1992, CLPC held 23 Outreach Meetings throughout the neighborhood, attracting more than 300 people. These meetings, held mainly for neighborhood residential buildings but also for specific local constituencies, were designed to solicit neighborhood input and to determine which issues were of greatest importance to the neighborhood. A widely-publicized general outreach meeting was also held to include neighborhood members who might have missed earlier meetings.

1993

Issue groups were formed around the major issues identified by the neighborhood. The purpose of these groups was to develop strategies for resolving issues. Issue groups were formed to discuss park improvements, the arts, the business community, bicycling, social services, parking, noise/safety and appearance/housing.

Issue Group Chairs then met together as an Implementation Committee to coordinate and integrate the individual committee reports into this action plan. The implementation committee met five times over a period of five months in 1993.

The draft Loring Park Neighborhood Action Plan was reviewed by the community in November, 1993, and a survey was distributed for residents to prioritize and rank the strategies and objectives of the plan. The plan focused on improvements to Loring Park, establishing bike routes through the neighborhood, compiling information on the social services available to the community, support for the Jeremiah Project (a joint church effort to provide housing and education to single-mothers) and the Integrated Housing Project (introduced by the Central Community Housing Trust to provide housing for homeless Youth), various streetscape ideas to enhance the pedestrian character of the neighborhood, and an emphasis on identifying the neighborhood as an arts district. The housing and economic development initiatives in the action plan still needed development.

1994

CLPC received approval for its request for \$149,000 of "early access" funds to help continue development of the Loring Park Neighborhood Action Plan. The policy board of the NRP approved the funds as part of CLPC's community Action Plan for neighborhood improvements. The request was also passed by the city council.

The early access funds were used to:

1. provide staffing and support for CLPC to implement the action plan,

Chapter 2 • Summary of Committees

2. allow the Loring neighborhood to join the Stevens Square community and the Whittier neighborhood in the Nicollet Corridor Streetscape Study,
3. hire a consultant to design a master plan for Loring Park, and
4. hire a consultant to design a bikeway system in the neighborhood that links into a larger bike system for the city.

CLPC hired a full time Community Coordinator on April 1, 1994, who was has since been joined by one full time and one part time volunteer staff members. The Park Committee and Bicycle Committee jointly hired a consulting team headed by Brauer and Associates, and the CLPC Board appointed six community members to represent the Loring Park neighborhood on the Nicollet Corridor Study team.

In May and June, CLPC organized several outreach meetings to form Task Forces for developing housing and economic development plans. Each task force then held a series of planning meetings between July and October. The Economic Development Task Force met to review and approve a plan on October 1. The Housing Task Force met to review and approve the housing plan on November 1.

The Loring Park Citizens Advisory Committee met six times with the Park Consultants between June and December of 1994. On December 20, the committee established priorities for the Loring Park Master Plan and voted to endorse the plan. The Loring Bicycle Task Force met several times with the bicycle consultant team to develop a comprehensive bike master plan. The plan was completed and approved by the task force on January 4, 1995.

1995

CLPC requested \$20,000 of NRP Early Access funds to conduct a hydrological study of Loring Pond prior to further design work in Loring Park, and \$44,100 to continue staffing and office support during Action Plan completion.

A Community Review of the Loring Park Neighborhood Action Plan held on Monday, February 13, and was attended by at least 50 people. Community Ratification of the plan occurred a week later on February 20. The February issue of the Loring News summarized the plan and included a survey to measure the level of neighborhood interest in each section of the plan. Notices were placed in public places in buildings in the neighborhood on the weekend prior to the Community Ratification.



Chapter 3 • LORING PARK

Loring Park is composed of over thirty-five acres of open space in downtown Minneapolis. Laid out originally by H. W. S. Cleveland as a strolling park in the late 19th century, and located now at the convergence of the business district, the Walker Art Museum and Sculpture Garden, and several neighborhoods, the park has long provided refreshment and inspiration to city and neighborhood residents as well as to visitors from out of town

Many changes over recent years to the areas surrounding the park have led to increased pressures on the natural resource and on the sense of the park as a respite from the city. The adjacent highway has imposed visual and auditory distractions, and development has had serious effects on the health of the pond, which has long been regarded as part of Loring Park's center.

The landscape-specific recommendations of this plan attempt to balance the needs of the user of an urban park with additions and practices that will over time improve the diversity of vegetation and health of the pond. The aging tree population has lost many of its members to disease, and re-establishment of the canopy is important to the park both in spatial terms and in terms of providing the pond and the park center with a buffer against pollution from the surrounding roads.



The new plan will improve the entrances to the park and circulation. New uses for and renovation of existing and presently unusable structures will provide amenities that will much enhance the comfort and enjoyment of the park. Facilities for the neighborhood have been a major focus of this plan and will improve this important function of Loring Park.

A new performance area and a lush formal garden will revitalize the center of the park in keeping with Cleveland's intentions and direct sound away from residential areas. Paths are relocated to accommodate changing traffic patterns, and once again a continuous accessible walkway around the pond will allow strollers to appreciate events along this route that are intended for enjoyment by a wide range of park users.

A bicycle path is provided to give commuters and others who look for a quick way through the park a means of doing so and reduce the danger to pedestrians. New lighting and seating will increase clarity and comfort.

The plan and this narrative represent the commitment of the Minneapolis Parks and Recreation Board and Citizens for a Loring Park Community, who came together to formulate recommendations for the future of Loring Park. Adequate funding for implementation and maintenance will be the important next step to realizing the complete plan and helping this landmark to achieve its potential. In this process, CLPC worked with more than 150 residents for nearly two years.

The order in which improvements are listed reflects priorities set by the Loring Park Citizens Advisory Committee.

Citizens for a Loring Park Community will work with the Minneapolis Park and Recreation Board, and the City's Department of Public Works to implement the plan which was developed as the result of a NRP Early Access planning grant. The Master Plan was developed by the consultants, Brauer and Associates, and Balmori Associates, working together with the community and the park board.

The consultant team has identified the following major site improvements categories to implement the Master Plan. The categories represent a grouping of estimated costs anticipated for each improvement. The cost estimate used is based on material given to the Technical Committee on December 12, 1994. This projection was prepared by the Minneapolis Park and Recreation Board which will be working collaboratively with CLPC. CLPC will discuss with the MPRB the possibility of forming a foundation to raise money for these park improvements.

1. LORING PARK MASTER PLAN

GOAL

- *Develop a comprehensive master plan for Loring Park.*

OBJECTIVE

- Hire a consultant team to assist the Loring Park Citizens Advisory Committee in developing a long-range plan for Loring Park by December, 1994..
- Resolve problems of water level and quality of Loring Pond.

STRATEGY 1: Consultant Team

Citizens for a Loring Park Community and the Minneapolis Parks and Recreation Board will hire a consultant team with expertise in park and bicycle planning by May, 1994 to work with the Loring Park Citizens Advisory Committee in developing a long-range plan for Loring Park. The Citizens Advisory Committee will make a recommendation for a long-range master plan to CLPC and the MPRB by December, 1994.

BUDGETS

Park Consultants\$45,000

FUNDING **NRP Early Access funds.....\$45,000**

STRATEGY 2: Hydrological Study of Loring Pond

CLPC and the MPRB will hire an engineering firm with experience in conducting hydrological studies in order to resolve problems with water level and quality in Loring Pond. The study will help determine long-range strategies for improving the health of the water, and the Loring Park master plan will be responsive to the findings of the study.

Hydrological study.....\$20,000

FUNDING **NRP Early Access funds.....\$20,000**

GOAL

- ***Implement a long-range master plan for Loring Park.***

OBJECTIVES

- Implement the Loring Park Master Plan as approved by the MPRB and CLPC in phases over the next 5–10 years.
- Establish a dedicated Park Fund to ensure completion of the Loring Park master plan over the next 5–10 years.

STRATEGY: Implement Loring Park master plan

CLPC will work in partnership with the MPRB to implement the Loring Park Master plan as approved by CLPC and the MPRB over the next 5–10 years. The plan will be phased in as funding becomes available through the NRP or through fundraising efforts by CLPC. Projects will be phased in according to the order of priority established by the Loring Park Citizens Advisory Committee and as approved by the MPRB. The projects developed by the consultants and the Loring Park Citizens Advisory Committee and approved by CLPC and the MPRB appear in sections 2–14 below.

CLPC will work with the MPRB to establish a dedicated Park Fund which will supplement NRP funds to complete implementation of the Loring Park master plan. NRP funds will be used to implement the highest priority projects whenever alternative funding cannot be accessed. Bicycle Paths will be funded as part of the Loring Bicycle Master Plan (see Chapter 3, below) NRP request. CLPC will pursue partnerships with relevant constituencies such as the Woman’s Club of Minneapolis and People for Parks to raise funds for the completion of particular projects.

BUDGET

Loring Pond.....	112,900
Performance Area	287,600
Gardens.....	366,200
Entrances.....	273,400
Berger Fountain	184,100
Plantings.....	100,800
Pathways and Lighting	149,900
Noise Abatement.....	0
Park Shelter Building	1,048,300
Children’s Play Area....	199,600
Athletic Facilities.....	291,600
Points of Interest	46,400
Total.....	\$3,060,800

(all numbers are rounded to nearest hundred from estimates below)

FUNDING

NRP.....	\$1,135,000
Park Fund.....	1,860,800

2. BICYCLE PATHWAYS

OBJECTIVE

- Provide a separate route that encourages bicycle commuters to use the park perimeter and to improve the park's environment for pedestrians.

STRATEGY: Bike Paths

Construct a 10' wide asphalt path internal to the park as defined in the Loring Park Neighborhood Bicycle Plan.

BUDGET

Bike Paths..... \$104,000
(not included in Park budget:
see page # below)

3. LORING POND

OBJECTIVE

- Restoration to health of water quality and satisfactory resolution of water level problems, including the surrounding area.

STRATEGY 2: Improve environment around Loring Pond

A continuous path around the pond will make the entire perimeter accessible to all. In concert with this idea the pier in front of the shelter is to be removed to improve the circulation around the pond and to recapture the relationship between shelter and path and natural pond edge.

Removals:	\$4,000
Paving	30,000
Lighting	30,000
Planting.....	20,000
<u>Subtotal</u>	<u>\$84,000</u>
Contingency.....	16,800
Fees.....	12,086
<u>Total.....</u>	<u>\$112,896</u>

4. PERFORMANCE AREA

OBJECTIVE

- Develop a medium-sized multipurpose performance area and associated open space.

STRATEGY: Create A New Performance Area

A performance area and garden related to the pond were central to Cleveland's design for the park. The current plan recognizes and attempts to reestablish this relationship. This performance area will include:

The historic office of the park's first superintendent will be relocated in the park's center where it can serve as the backstage area for performances, storage, information and ticket sales and cultural center of the park.

BUDGET

Performance Area	\$214,000
<u>Subtotal:</u>	<u>\$214,000</u>
Contingency.....	42,800
Fees.....	30,816
<u>TOTAL:</u>	<u>\$287,616</u>

5. GARDENS

OBJECTIVE

- Reintroduce Cleveland's idea of garden at the park center.

STRATEGY: Create A New Garden Of The Seasons

Development of a central garden will involve removing the present horseshoe courts and building new courts in another location in the park, reconditioning the bridge and approach plazas, creation of garden, installation of lighting, conversion of the former toilet building into lake pavilion and observation area. Partnerships will be pursued with the Loring Community Garden Club, the city's horseshoe club and other appropriate groups.

BUDGET

Removals	\$4,500
Horseshoe Courts	59,000
Bridge with plazas	32,000
Lighting	12,000
Lake Pavilion.....	65,000
Garden.....	100,500
Subtotal:	\$272,500
Contingency.....	54,500
Fees.....	39,240
TOTAL:	\$366,240

6. ENTRANCES

OBJECTIVE

- Establish clearly defined entrances to the park at major locations and ease dangerous street crossings for pedestrians.

STRATEGY: Develop Distinct Entrances To The Park

HENNEPIN & HARMON: Includes surfacing, lighting, plantings, amenity, and walks to the first intersecting sidewalk.

LORING GREENWAY: Includes raising the grade crossing and resurfacing Willow Street roadway for pedestrians.

HENNEPIN AVENUE & OAK GROVE: Enlarge entrance to separate pedestrian and bicycle entry. Construct wall and miscellaneous work.

15TH AND WILLOW: Add walks, grading, and plantings.

BUDGET

Henn & Oak Grove.....	85,000
15th & Willow	\$35,000
Subtotal:	\$120,000
Contingency.....	24,000
Fees.....	14,400
TOTAL	\$158,400

7. BERGER FOUNTAIN

OBJECTIVES

- Provide a setting for this popular feature of Loring Park. To create a better relationship among the fountain, the Greenway and the park.
- Improve drainage and to contain windblown spray. To design a new base that will achieve these goals.

STRATEGY: Restore Berger Fountain

Repair and replace inadequate installation of this popular park feature and provide a setting which will enhance the major entrance at Loring Greenway.

CLPC will pursue partnerships with People for Parks in order to help secure funding for restoration of Berger Fountain.

BUDGET

Removal of existing plaza.....	\$12,000
Plaza and connecting walks	<u>\$125,000</u>
Subtotal:	\$137,000
Contingency.....	27,000
Fees.....	<u>19,728</u>
TOTAL	\$184,128



View of Berger Fountain from Loring Greenway

8. PLANTINGS

OBJECTIVES

- Assure the development over the next century of increased diversity and spatial clarity by the implementation of a comprehensive planting of trees, shrubs and grasses.
- Establish practices that decrease negative impacts on the pond.

STRATEGY: New Plantings

Use layers of planting as a buffer to protect the pond and create a respite for people from the city noises.

BUDGET

Plantings.....	\$75,000
Subtotal	\$75,000
Contingency.....	15,000
Fees.....	10,800
TOTAL:	\$100,800

9. PATHWAYS & LIGHTING

OBJECTIVES

- Provide a safe, pleasant lighted environment to users of the park.
- Make structures and activities ADA accessible.
- Minimize pavement as much as possible.

STRATEGY: Improve Pedestrian Pathways in the Park

There will be different kinds of paths for different uses.

Includes improvement of pedestrian circulation and paths that remain in their general location, with lighting (Does not include the path around Loring Pond to be constructed after pond study is completed. See pond section).

BUDGET

Removals	\$7,500
Paving	\$44,000

STRATEGY: Improve Lighting in the Park.

Brighter light (energy-efficient) will be provided for three locations:

- The path through the park from the Loring Greenway, across the bridge, to Hennepin Avenue.
- The bicycle commuting path.
- The neighborhood paths to the Shelter building.

Lighting.....	\$60,000
Subtotal	\$111,500
Contingency.....	22,300
Fees.....	16,056
TOTAL:	\$149,856

There are two general types of lighting fixtures:

- Perimeter standards to mark entrances and edges
- Pathway standards

10. NOISE ABATEMENT

OBJECTIVE

- To reduce the visual and auditory impacts of I-94 and Hennepin/Lyndale on the entire acreage of Loring Park.

STRATEGY: Northwest Berm and Plantings

CLPC and the MPRB will seek the advice and assistance of MN-DOT and the Minneapolis Department of Public Works to alleviate the impact of roadway improvements which have exacerbated the traffic noise in the park.

BUDGET

No NRP funding will be required.

11. PARK SHELTER BUILDING

OBJECTIVE

- To renovate the non-functional 1906 Park Shelter, to improve its interior spaces for neighborhood use, provide ADA accessibility, and make the approach to the shelter safe, accessible, and useful to the neighborhood.

STRATEGY: Renovation and Expansion of Park Shelter

CLPC will work with the MPRB to renovate the 2,742 square foot original shelter. An expansion plan to add 4,000 square feet in the future is included.

BUDGET

Renovation	\$300,000
Expansion	\$480,000
Subtotal	\$780,000
Contingency.....	156,000
Fees.....	112,320
TOTAL:	\$1,048,320

12. PLAY AREA

OBJECTIVE

- Replace a worn out play area with a spatially interesting environment enriched with experiences of nature and to expand the idea of playground to the entire park.

STRATEGY: Expand and Improve Play Area

CLPC and the MPRB will approach the Woman's Club of Minneapolis to form a partnership supporting development of and maintenance of the play area.

BUDGET

Removals	8,500
Play area.....	\$140,000
Subtotal	\$148,500
Contingency.....	29,700
Fees.....	21,384
TOTAL:	\$199,584

13 ATHLETIC FACILITIES

OBJECTIVE

- Relocate and improve athletic facilities
- Create green rooms - garden-like spaces - for athletic facilities in the Park.
- Use garden fencing as an enhancement rather than as a utilitarian aspect of park elements.

STRATEGY: Relocate and Improve Shuffleboard Courts

Shuffleboard courts will be removed and new courts conforming to ADA standards will be constructed.

BUDGET

Removal.....	\$5,000
Four new courts.....	\$32,000
Lighting.....	\$15,000
<hr/>	
Subtotal:.....	\$52,000
Contingency.....	10,400
Fees.....	7,488
<hr/>	
TOTAL.....	\$69,888

STRATEGY: Improve Basketball court

The popular court will be reconstructed. The children's play area will be moved away to conform with adopted plan.

The following work will be done:

- Resurface existing court
- Install half court with lower hoop
- Provide benches

Removal.....	\$3,000
Full Court.....	\$15,000
<hr/>	
Subtotal.....	\$18,000
Contingency.....	3,600
Fees.....	2,592
<hr/>	
TOTAL.....	\$24,192



Basketball courts in Loring Park.

14. POINTS OF INTEREST

OBJECTIVE

- Establish identifying markers at each end of the park.

STRATEGY

Markers noting each of the four directions will carry out a basic design theme which will also be carried through in the Garden of the Seasons and the children's play area.

A fishing pier at the South Marker will provide access to the water and recognize the activity of fishing by Native Americans in this area of the park many years ago. The pier railings will be steel or aluminum, with a wooden deck.

The West Marker will be a drinking fountain which will provide a convenient stop for bicyclists and other park users and marks the western edge of the park.

The tradition of chess boards in the park will be revived at the North Marker, where a level space adjacent to the bike path with a view to the pond and garden below will be fitted with two chess tables and benches under the trees.

Six of the Aldo Moroni sculptures will be placed at the East Marker. The Moroni sculptures depict the history of Loring Park from approximately 150 years ago to a future vision of the park and surrounding neighborhood.

BUDGET

South Marker.....	\$20,000
West Marker.....	700
North Marker	1,800
East Marker	12,000
<hr/>	
Subtotal	\$34,500
Contingency.....	6,900
Fees	4,968
<hr/>	
TOTAL	\$46,368



Statue of Ole Bull in Loring Park.

Chapter 4 • PHYSICAL ENVIRONMENT

The physical environment is the common areas such as streets, sidewalks, green spaces, and structures enjoyed by all of us who live, work, or visit the Loring Park neighborhood and the connections to other parts of the city. Improving the quality of the physical environment will improve the character, perceptions, and livability of the neighborhood.

The appearance of the streetscape continues to be a significant concern to retail and commercial businesses in the Loring Park neighborhood. In 1993, businesses, property owners and residents worked with the City of Minneapolis Public Works Department to formulate the Harmon Small Area Plan, a comprehensive plan which detailed improvements in the Loring Park neighborhood north of Grant Street, and including six blocks of the Downtown district. After receiving \$24,000 in Early Access Funds in 1994, Citizens for a Loring Park Community appointed six representatives of the neighborhood to join the Stevens Square Community and the Whittier Neighborhood in developing a proposal for improving the Nicollet Avenue Corridor from Grant Street to Lake Street. In addition, the Minneapolis Park Board staff worked with property owners and residents to prepare the Loring Park Neighborhood 1994 NRP Reforestation Project Recommendation.

Because of its location, the Loring Park neighborhood is a key connection between downtown and the south, west, and lakes areas of the city and serves as a critical crossroads for an ever increasing number of commuters and bicyclists. Citizens for a Loring Park Community promotes all forms of non-motorized transportation including walking, skating, and cycling in order to create a healthier community with cleaner air and less noise.

In a developed inner city, difficult choices must be made now to assure continued access for bicyclists in the overall transportation plan. Changes must be made to reduce bicyclist/pedestrian and motorist/bicyclist conflicts.

The Loring Bicycle Task Force of CLPC will continue to work with the Minneapolis Department of Public Works to implement the Loring Park Neighborhood Bicycle Plan developed as the result of the NRP early access planning grant. This master plan was developed by CLPC, the Minneapolis Parks Board, and Department of Public Works in association with Brauer and Associates, Benshoof and Associates with community input provided through a series of public meetings over a one and a half year period.



View of Westminister Presbyterian Church from Nicollet mall

GOALS

- **Improve safety, appearance and character of neighborhood streets**

OBJECTIVES

- Increase number of pedestrian level lights and trees in Loring Park neighborhood.
- Increase number of pedestrian level lights in adjoining Harmon area.
- increase number of trees throughout the Loring Park neighborhood.

STRATEGY 1: Additional Street Lighting in Loring Park neighborhood

BUDGETS

The Department of Public Works will install 149 low-level (12’–15’ pedestrian lights) and 5 high-level (30’ street lights) throughout the Loring Park neighborhood. Neighborhood contributions in the form of property taxes will pay for ongoing operational and maintenance costs in areas where low-level lights will be added to currently existing high-level lights. Public works has estimated the additional operation and maintenance costs to be \$253/month in the Loring Park neighborhood.

Install 12'-15' lights.....	745,000
Assessment fees.....	19,000
subtotal:.....	\$764,000
Contingency (10%).....	76,400
subtotal.....	840,400
Current expense (3.5%)	29,400
TOTAL	\$869,800

NRP funds (25%) would supplement neighborhood contributions (75%) for removal of existing lights and material and installation of new lights.

The Jeremiah Program and the Integrated Housing Project for Homeless Youth (see chapter 5 Housing) will be exempt from any assessments for this lighting project (approximately 10 lights will be located around the Jeremiah Project for a total value of \$50,000).

FUNDING:	NRP Funds.....	\$217,500
	Loring Park Assessments.....	652,300

STRATEGY 2: Additional Street Lighting in Harmon Area

The CLPC Implementation Committee also recommends that additional lighting is installed at the same time in the Harmon Area outside of the Loring Park neighborhood (between 10th Street and 12th Street) for maximum cost savings. The Department of Public Works would install 62 low level lights and remove 14 high level lights. Public works has estimated the additional operation and maintenance costs to be \$174/month outside the Loring Park neighborhood.

Removals	\$21,000
Install 15' lights.....	310,000
Assessment fees.....	10,000
subtotal:.....	\$341,000
Contingency (10%).....	34,100
subtotal.....	375,000
Current expense (3.5%)	13,100
TOTAL	\$388,200

FUNDING	Harmon Area assessments.....	\$388,200
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STRATEGY 3: 1995 Loring Park Reforestation Project

Citizens for a Loring Park Community will work with the MPRB Forestry Division to plant an estimated 164 trees on vacant boulevard spaces and sidewalk locations using tree grates. THE MPRB will purchase the trees using NRP funds, and will plant, mulch, apply bark protection and prune each tree. After initial waterings, CLPC will encourage neighborhood residents to “adopt” and water each boulevard tree for the first five years when dry soil conditions exist as part of their neighborhood participation. the MPRB will help CLPC to institute the “Adopt A Tree” program and will help coordinate a “Tree Care Clinic” for the neighborhood. Mailings, envelopes, printing, advertising, educational materials, and PR will be coordinated by the MPRB and CLPC using NRP funds.

MPRB Project
 88 Boulevard Trees.....\$13,500
 76 sidewalk Trees.....\$109,100

Subtotal:\$122,600

Public Works Project
 66 Boulevard Trees.....\$13,700
 12 sidewalk Trees.....\$17,800

Subtotal\$31,500

Public Works will fund through in-kind contributions 78 trees in the South half of the neighborhood. NRP funds will be contributed to cover the cost of the remaining trees. Costs of maintaining the trees, replanting, administrative overhead (4.5%) and construction management charge (2.5%) are included in estimates.

FUNDING	NRP funds.....	\$122,600
	Public Works:.....	31,500



GOAL

- ***Enhance pedestrian walkways through neighborhood***

STRATEGY 1: Banners and Planters

CLPC will work with Public Works and local businesses to identify corridors for improvement, develop banners and other improvements and assign responsibility for ongoing operation and maintenance with artist designed banners and hanging flower planters in order to emphasize the arts in the area, encourage increased pedestrian traffic through the neighborhood, establish visible corridors that can easily lead visitors from one commercial/arts node to another within the neighborhood, and to enhance the liveliness and energy of the streets. Each art business (theater, gallery, restaurant, etc.) will have an opportunity to design a banner that represents their business and it will be hung near their establishment.

BUDGETS

Banners\$20,000

FUNDING:

NRP funds..... \$10,000
Business contributions..... 10,000

STRATEGY 2: Community Murals Pilot Project

CLPC will identify partnerships within the community to create 5 community murals in the Loring Park Neighborhood. The donation of blank wall space, paint and brushes, as well as design ideas will all be significant contributions. An initial pilot project will test neighborhood interest in murals and develop connections and skills with resident artists and businesses.

BUDGET

Pilot Project Mural \$2,500
Other Murals\$10,000

Paint/Materials
 contributed by local
businesses

TOTAL\$12,500

NRP funds will be used to hire a local artist as a consultant for the pilot mural project. The consultant will design the mural as well as collect materials and organize and supervise volunteers and students. CLPC will seek donations of paint and materials from local businesses.

FUNDING:

Neighborhood contributions..... \$10,000
NRP funds..... \$2,500



GOAL

- ***Reduce Parking Stress in the Loring Park neighborhood.***

OBJECTIVES

- Develop initiatives for community parking ramps.
- Reduce on-street commuter parking in the Loring Park Neighborhood.
- Increase on-street parking for neighborhood businesses and residents.

STRATEGY: Neighborhood Parking Task Force

BUDGET

CLPC will work with the offices of Council member Pat Scott to create a Task Force which will seek to find creative parking alternatives for the Loring Park neighborhood. The Task force will seek ways to: build community parking ramps (by St. Thomas or on the corner of Oak Grove and Clifton); establish a critical parking zone south of Grant Street; review and recommend changes to timing and use of parking meters throughout the neighborhood; explore alternative on-street parking such as diagonal parking; and recommend the most effective use of neighborhood parking lots such as shared parking and stack parking.

Office and staff support will be provided out of the CLPC implementation budget (see chapter 7) as approved by the CLPC Board.

FUNDING: CLPC office support as needed

2. BICYCLING MASTER PLAN

GOAL

- ***Develop and implement a coordinated Bicycling Plan***

OBJECTIVES

- Hire a consultant team to assist the Loring Bicycle Task Force and the Loring Park Citizens Advisory Committee in developing a long-range plan for bicycling in the Loring Park neighborhood.

STRATEGY: Consultant Team

BUDGET

The Loring Bicycle Task Force will work with the Loring Park Citizens Advisory Committee and the MPRB in hiring a consultant team with expertise in bike planning to develop a comprehensive bicycle master plan for the Loring Park neighborhood.

Consultants\$35,000

FUNDING NRP Early Access Funds.....\$35,000

GOAL

- ***Make bicycling and walking in the Loring Park neighborhood safer and more pleasant year-round***

OBJECTIVES

- Enhance connections to Loring Park and connecting neighborhoods.
- Promote bicycling as a safe and effective alternative to automobiles.

STRATEGY 1: Bicycle Education Programs

NRP Early Access funds will be used by the Loring Bicycle Task Force for safety, education and bicycling promotion. The recommendations of the LBTF are to use the funds to develop and print 3500 to 5000 billfold sized safety cards; hire 2 police bike patrol officers during the week of B-BOP; sponsor an “Effective Bicycling Seminar;” and sponsor a Loring Park neighborhood representative at the Minnesota State Bicycling Conference on March 3-4. Remaining funds will be used as approved by the CLPC board.

Safety Cards.....	\$100
Bike Police patrol	1,000
Effective Cycling.....	125
Conference.....	70
Education.....	705
TOTAL	\$2,000

FUNDING: NRP Early Access Funds..... \$2,000

STRATEGY 2: Bike Routes

The on-road bike routes in the plan are essential to the development of bicycling transportation in Minneapolis:

- Lyndale-Hennepin: Construct a 10' wide path between Franklin Avenue and Loring Park. Costs include asphalt (bicycle specific asphalt material) path, subgrade preparation, curb cuts, signage, and pavement markings only.
- 9th - 10th Harmon Interconnect to downtown bike lanes: Realignment of parking lots, signage, pavement markings, curb cuts, barricades, and bicycle-specific asphalt overlay.
 - 15th and 16th Street: Signage and pavement marking.

BUDGETS

Lyndale Hennepin.....	\$95,000
Loring Park Trails	104,000
Yale-Harmon	8,000
Harmon Interconnect ...	25,000
Loring Greenway	3,000
15th/16th.....	10,000
Subtotal:	\$245,000
Contingency:.....	49,000
Fees:.....	32,000
TOTAL:	\$326,000

The pathway through Loring park and supporting connections are a critical element and number #1 priority for redevelopment of the park:

- Loring Park Internal Trails: Construct a 10' wide asphalt* path internal to the park as defined in the Loring Park Master Plan.
- Yale-Harmon connection to downtown: Signage, pavement markings, curb cuts, and sidewalk reconstruction.
- Loring Greenway: Signage, pavement markings, curb cuts, and pavement overlays to facilitate transitions onto existing streets.

FUNDING: NRP funds..... \$251,000
LBTF will seek grants and state aid..... 75,000

3. HISTORIC PRESERVATION

GOAL

- ***Preserve and promote historic character of the Loring Park Neighborhood.***

OBJECTIVES

- Eliminate blighting influences by acquiring and rehabilitating properties.
- Document the past and present of Loring Park neighborhood for future generations.

STRATEGY 1: Rehabilitate Historic Daniel Lyon Home

BUDGET

The Daniel B. Lyon home at 419 Oak Grove has been recommended for historic designation by the Minneapolis Historic Preservation Commission. Upon identification of a new owner, The Minneapolis Community Development Agency will acquire and rehabilitate the property. A NRP contingency fund of up to \$130,000 will be created to help purchase the property if there is a gap between the cost of purchasing/rehabbing the property and a reasonable market value of the property after rehabilitation.

Acquisition.....	\$130,000
Rehabilitation	\$400,000
Total:.....	\$530,000

FUNDING:

Buyer's investment.....	\$ 400,000
NRP funds.....	\$ 130,000

STRATEGY 2: Land Use Committee

BUDGET

The CLPC Implementation Committee recommends that the neighborhood, through citizens for a Loring Park community, will establish a land use committee which will survey historic or potentially historic structures, assess their condition, and make recommendations to the CLPC board and City authorities for their preservation or re-use. In addition, the Historic Preservation Task Force will seek authority for CLPC to review and approve or deny new construction or demolition of structures in the Loring Park Community.

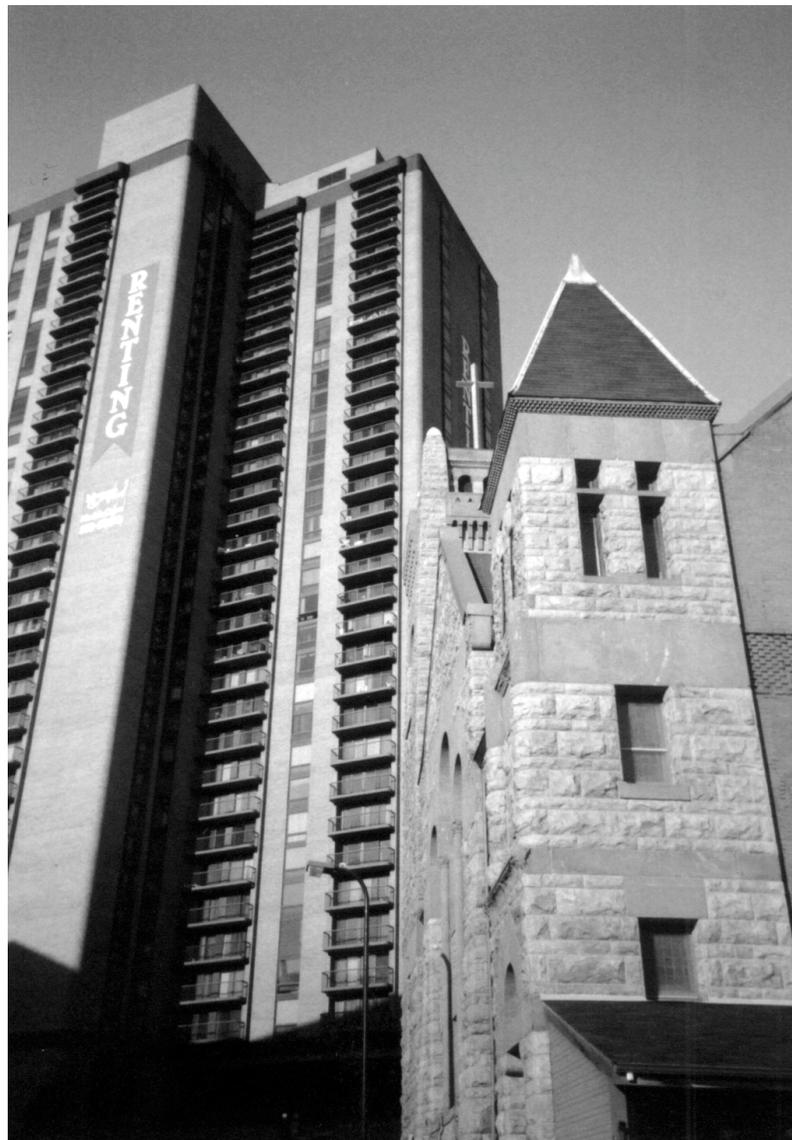
Office and staff support will be provided out of the CLPC implementation budget (see chapter 7) as approved by the CLPC Board.



Chapter 5 • SAFETY

Image and safety concerns were an issue at meetings of the Housing and Economic Development Committees in 1994. Public drinking and urination, pan-handling, drug-dealing, and prostitution are a growing problem in some areas of the neighborhood. A negative media image of Loring Park and the downtown area reinforces a public perception of the neighborhood as unsafe for shopping or visiting. Both committees recommended a variety of solutions including coordinated promotion of the neighborhood, pedestrian friendly streets with more plantings and lights, and increased police presence.

CLPC is beginning to work more closely with neighborhood associations in the Stevens Square Community, Elliot Park Neighborhood, and Phillips Neighborhood to strengthen coalitions and to develop common agendas for making the neighborhoods most immediately adjacent to the downtown area safer. Three interns have recently been hired by CLPC, Stevens Square Community Organization (SSCO) and Elliot Park Neighborhood Inc. (EPNI) to do a comprehensive study of street and residential crime in the three neighborhoods. The organizations are also beginning to explore ways in which to better coordinate police substations and prevent simply pushing crime from one neighborhood to the next.



Wesley Church at Marquette Place, on First Avenue

GOAL

- ***Provide a safe and healthy environment for neighborhood residents***

OBJECTIVES

- Increase police presence and visibility in the Loring Park Neighborhood.
- Increase police interaction with residents, business operators and visitors.

STRATEGY 1: COPP Shop

CLPC has worked with neighborhood businesses, property owners and residents to install a COPP shop at 1501 LaSalle Avenue. The COPP shop will be supported by contributions from neighborhood businesses and residents. Staffing will be a combination of trained volunteers from the community organized by CLPC and interns from the Minneapolis Community College Law Enforcement Program. The space has been donated, and desks, chairs, lamps, etc. have been contributed by local businesses and property owners.

Uses of the proposed COPP shop would include providing a friendly location for police to stop and interact with residents; provide a stopping point for police patrols to write reports, make phone calls, use facilities, get messages, and eat; provide a resource center for neighborhood residents; serve as a collection point for neighborhood crime data; serve as a meeting space on neighborhood safety issues; and distribute information on crime prevention programs.

NRP funds will be used to purchase much needed equipment and to improve the new facility, and to develop and distribute materials throughout the community to promote the L-COPP center.

CLPC will work with the local business community to raise funds for ongoing operational costs.

BUDGETS

Construction	\$5,000
Equipment	\$5,000
Subtotal	\$10,000
Ongoing costs	\$4800/year

Office and staff support will be provided out of the CLPC implementation budget (see chapter 7) as approved by the CLPC Board.

FUNDING:	NRP funds.....	\$ 5,000
	Neighborhood contributions.....	\$ 5,000

STRATEGY 2: BUY BACK TIME

The Loring Park neighborhood will purchase off-duty police officer's time to do neighborhood foot patrols. Increase police presence would help deter crime, reduce incidence of public drunkenness, panhandling and prostitution, and build relationship with police officers assigned to Loring Park. Four additional four-hour foot patrols for the next five years would cost approximately \$50,000.

Buyback Time.....	\$40,000
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FUNDING:	NRP funds.....	\$25,000
	Neighborhood contributions.....	\$25,000

Chapter 6 • HOUSING

The vision for social services and housing in the neighborhood is to build a strong sense of community within the neighborhood; to meet the social services and housing needs of neighborhood stakeholders; and to share responsibilities for the overall needs of the larger community (i.e. city, county, and state).

GOAL

- ***Increase home ownership in the Loring Park Neighborhood.***

OBJECTIVES

- Provide financial assistance to neighborhood renters who wish to buy a home in the Loring Park neighborhood.
- Recognize long-time neighborhood renters as important stake-holders.

STRATEGY 1: Rent to Own Program

BUDGET

CLPC will work with property owners and renters to provide incentives for long-term renters to become home-owners in the Loring Park neighborhood. Such programs could include the accumulation of “stake-holder points” which allow the renter to take advantage of grant money which would apply toward buying a home in the Loring Park neighborhood.

Rent-to-Own.....\$25,000

FUNDING

NRP funds.....\$12,500

Rental property owners contributions.....\$12,500



GOAL

- **Enhance physical structure of the Loring Park neighborhood by providing safe and suitable housing and infrastructure.**
- **Increase the desirability of the neighborhood as a place to live.**

OBJECTIVE

- Provide low interest matching grants and loans for improvement of housing stock in the Loring Park Neighborhood.

STRATEGY 1: Leveraged Improvement Program (LIP)

BUDGETS

CLPC will provide a matching grant to property owners at 3:1 ratio for first priority improvements, a 2:1 ratio for second priority improvements; and a 1:1 ratio for third priority improvements. The maximum funds available for each grant will be \$500.00/unit for properties with one to ten units, and \$300.00/unit for each additional unit. The matching grant may be used to pay for materials, but will not match “sweat equity.” Condominiums, town-homes, and single family homes will be eligible for LIP funds. Non-profit owned/developed and government owned buildings will not be eligible.

LIP..... \$300,000

PRIORITY 1 (\$3 FOR \$1)

Exterior improvements to provide a safe and healthy environment for Loring neighborhood residents which will increase the economic and social stability of the neighborhood.

PRIORITY II (\$2 FOR \$1)

Exterior improvements which will rehabilitate the Loring neighborhood housing stock.

PRIORITY III (\$1 FOR \$1)

Interior improvements to provide a safe and healthy environment for the Loring neighborhood or which will rehabilitate the Loring neighborhood housing stock.

STRATEGY 2: 6–10 Loan program

CLPC will work with local banks to provide low interest loans for rehabilitation of rental units within the Loring Park neighborhood. All conditions that pertain to the LIP program will also pertain to the 6-10 program. CLPC will write down the interest on approved rehab loans to a rate 6% below the current market rate, and will be re-paid over a period of 10 years. The 6–10 loan may be used to pay for materials, but will not match “sweat equity.”

6-10 Loans..... \$300,000

FUNDING

NRP funds..... \$600,000

Chapter 7 • SOCIAL SERVICES

GOAL

- ***Increase opportunities in the Loring Park neighborhood for low-income residents and students***
- ***Increase the economic and social stability of the neighborhood***

OBJECTIVES

- Conduct a survey of available Social Services and provide mechanism for seed funding for new projects.
- Increase safe and affordable housing opportunities for residents with unique needs.
- Build connections between neighborhood residents and available social services in the neighborhood.

STRATEGY 1: Social Services Fund

BUDGETS

CLPC will develop and distribute a professional survey to determine priorities, and create a directory of available services.

Social Services fund. \$100,000

CLPC will establish a special endowment fund for providing grants to neighborhood programs which address critical needs and take advantage of resources unique to the Loring Park neighborhood.

FUNDING:

NRP Funds..... \$100,000

STRATEGY 2: The Jeremiah Program

BUDGETS

The Jeremiah Program is a coordinated initiative among community churches and educational institutions to provide support for non-traditional students. The goal of the project is to build a 30 to 50 unit housing complex with child care and a clinic in the Loring Park neighborhood. The housing would be for low-income parents (mostly women) and their children while the parent is attending school.

Seed funding may be provided out of the CLPC Social Services budget as approved by the CLPC Board.

The Loring Park neighborhood provides a unique environment for the Jeremiah Program due to the proximity of two universities, two vocational schools and one community college, mass transit, and a vast pool of moderate-wage, entry-level jobs within walking distance.

As a demonstration of neighborhood support, The Jeremiah Program will be exempt from assessments for the Loring Park NRP lighting project (see Chapter 3, Section 1, above), and CLPC will provide a letter of support and commitment to the Jeremiah Program as a welcome addition to the Loring Park neighborhood.

STRATEGY 3: Integrated Housing Project for Homeless Youth

The neighborhood can best address the housing and social service needs of homeless youth in the neighborhood by supporting the Central Community Housing Trust's Integrated Housing Project for Homeless Youth (IHP). CCHT has purchased the building at 1600 First Avenue South and will renovate it as a mixed use low- and moderate-income housing property, with 16 units dedicated to housing homeless youth. This vulnerable population has a high risk of AIDS infection.

As a demonstration of neighborhood support, The Integrated Housing Project will be exempt from assessments for the Loring Park NRP lighting project (see Chapter 3, Section 1, above), and CLPC will provide a letter of support and commitment to the Integrated Housing Project as a welcome addition to the Loring Park neighborhood.

Seed funding may be provided out of the CLPC Social Services budget as approved by the CLPC Board.

STRATEGY 4: Way to Grow

CLPC will work in partnership with Minneapolis Way to Grow to organize community centered programs to assure that children start school ready to learn and succeed. Way to Grow sites help parents meet the needs of their young children by building supports in their community. Way to Grow helps to build these supports by:

- Helping families make better use of services already in their community
- Helping families build networks of friends, relatives and neighbors
- Identify barriers which may hinder school readiness at an early age
- Identifying and offering support to services for families and children
- Raising public awareness about the importance of both healthy child development and practices that promote healthy development

Office and staff support will be provided out of the CLPC implementation budget (see chapter 7) as approved by the CLPC Board.

Way to Grow connects families to a wide range of resources: during pregnancy, from birth to kindergarten, and parenting support and education. Their services include home visiting and advocacy, activities for parents and kids, information on child development and parenting, and connections to services such as health care, early childhood education, and family support services.

Chapter 8 • ECONOMIC DEVELOPMENT

The Loring Park neighborhood has a diverse range of businesses and residential properties. The Fawkes block, Laurel Village, and the Loring Park office building are home to small and medium size businesses and restaurants, and larger institutions are spread throughout the neighborhood. There is also a diverse mix of multiple-unit residential properties in the neighborhood, from low income housing to expensive condominium units. To preserve the economic diversity and vitality of the neighborhood, the Economic Development and Housing committees designed several different loan and grant programs to encourage basic building improvements, initial development on problem blocks, and capital investment.

The Loring Park neighborhood is one of the safest in Minneapolis, and has many unique and positive features which continue drawing residents, businesses, and shoppers to the area. The neighborhood has many excellent theaters and restaurants, a number of large anchoring institutions and busy commercial nodes, and a large and diverse resident base.

The vision for arts is to create a unique identity for the Loring neighborhood that will enhance its visibility area-wide through increased exposure of the arts. This vision will celebrate the arts as an integral part of this community as well as foster partnerships among artists, local residents, businesses, organizations and institutions, visitors and other city neighborhoods.



1. BUSINESS LOAN PROGRAMS AND GRANTS

GOAL

- *Improve efficiency and appearance of commercial properties*
- *Expand opportunities for neighborhood businesses.*

OBJECTIVES

- Provide the capability and incentive for owners and tenants to upgrade the appearance, structural condition and operating efficiency of their place of business.
- Help Loring Park businesses expand their markets and services.
Retain and expand Loring Park job opportunities.

STRATEGY 1: 2% Commercial Rehab Loan Program

BUDGET

The Economic Development Committee recommended a program to provide low-interest, longer-term loans as an incentive for tenants and owners in the Loring Park neighborhood to upgrade the appearance and energy efficiency of commercial properties.

2% Rehab Loans..... \$250,000

The Loring Park neighborhood and a bank will participate in a loan on a matching basis, with up to \$25,000 maximum from Loring Park neighborhood. The banker will take responsibility for determining the applicants credit risk. Loring Park neighborhood takes a subordinate position and has a set 2% interest rate. The lending institution is allowed to charge up to 2% above the existing prime rate at the time of closing.

FUNDING

NRP funds..... \$250,000

STRATEGY 2: Loring Park Neighborhood Development Grant

The Economic Development Committee recommended a matching grant program to encourage development of unoccupied commercial properties; or to bring occupied substandard commercial properties up to code, with priority given to blocks that have higher than average need for development. The grants will be provided in the form of deferred loans which will require repayment if the property is sold within the time period of the loan.

Development Grant... \$100,000

For commercial projects with a total cost of over \$25,000, Loring Park neighborhood will provide a grant of 10% of the total project up to a maximum of \$10,000.

FUNDING

NRP funds..... \$100,000

STRATEGY 3: Micro-Business Loan Program

Micro-loan programs provide small and medium size businesses with low interest loan moneys normally unavailable through conventional commercial bank lending. The Loring Micro-loan program will operate as a revolving business loan pool that assists businesses through the following:

Micro-loan program.....\$50,000

- Direct loans up to \$3500.
- Bank guarantees of lines of credit for short term financing of up to \$10,000.
- Asset based lending with bank participation of up to \$3,500.

FUNDING **NRP funds..... \$50,000**

2. ECONOMIC VITALITY

GOAL

- ***Maintain vibrant and healthy commercial sectors***

OBJECTIVE

- Improve connections between neighborhood businesses and institutions.

STRATEGY 1: Neighborhood Business Association

BUDGET

The Economic Development Committee established a neighborhood business association which will serve the Loring Park neighborhood plus the adjacent blocks between 12th street and 10th street. The mission of the business association is to “promote and support Loring area businesses to enhance the economic vitality of the neighborhood.”

Startup \$6,500

Ongoing costs maintained through membership dues and advertising revenue.

The neighborhood business association will develop a neighborhood business directory to be distributed to residents; develop of a neighborhood resource directory for member businesses; help area businesses acquire financial assistance through private and public sources; support special events which promote neighborhood businesses and institutions; and establish a means to exchange ideas and work cooperatively on the expansion and creation of businesses in the neighborhood.

The business association will be supported through a combination of public and private means, including membership dues, advertising revenues in newsletters, fundraising drives for special projects, and foundation grants. The Loring Business Association has applied for and received a \$6,500 grant from MCDA. Additional funds will come from membership dues and advertising from local businesses.

FUNDING **MCDA Grant..... \$6,500**

3. NEIGHBORHOOD PROMOTION

GOALS

- **Reverse damaging media image of the Loring Park neighborhood**
- **Promote the Loring Park neighborhood as an Arts District**

OBJECTIVES

- Develop a Marketing and Public Relations Campaign to Promote Loring Park as a safe, affordable and convenient neighborhood to live in.
- Publicize current arts events in and around the Loring Park Neighborhood.
- Add art to the streets, enhance the personality of the neighborhood and promote the Loring neighborhood as an arts district.

STRATEGY 1: Arts Coordinator

BUDGET

CLPC will support activities that promote a positive image and raise the visibility of the Loring Park neighborhood.

Arts Coordinator.....\$60,000

CLPC will hire a part-time Arts Coordinator who will be responsible for implementing a comprehensive neighborhood promotion campaign. The coordinator will be responsible for production of a pro-active media kit to balance and counterpoint negative media coverage of the neighborhood, design and implement a community promotion campaign, including a community arts and entertainment hot line (see strategy 3), assist with development of neighborhood kiosks (see strategy 4), facilitate fundraising for a neighborhood video project (see strategy 5), and implement a community-wide lobbying effort to extend the trolley route through and around Loring Park (Strategy 6).

FUNDING

Year 1 NRP	\$12,500
Year 2 NRP	10,000
Year 3 NRP	7,500
Total NRP	\$30,000
Year 1 CLPC	\$2,500
Year 2 CLPC	\$5,000
Year 3 CLPC	\$7,500
Year 4 CLPC	\$15,000
Total CLPC	\$30,000

STRATEGY 2 Promotion Fund

BUDGET

CLPC will establish a neighborhood promotion fund which will provide seed money for strategies 3 through 6 listed below. The Arts Coordinator will be responsible for raising additional funds to supplement the promotion fund.

Promotion fund \$115,000

FUNDING

NRP	\$65,000
neighborhood contributions	\$50,000

STRATEGY 3: Arts Hot Line

CLPC develop and coordinate a comprehensive promotional program in support of the broad array of arts and cultural activities in the area, which will include a neighborhood arts card, arts calendar, and arts events phone line. The phone line will publicize current arts events within the arts district (the number will be listed on the Neighborhood Membership card, as well as posted throughout the community for wider user ship). An arts calendar will provide easy access to arts events and information. CLPC will maintain the mailing lists and coordinate the calendar. Businesses and organizations will pay a yearly user fee to have their information published in the arts calendar in order to cover printing and postage.

Seed funds will be provided out of the CLPC Promotion fund as approved by the CLPC Board.

STRATEGY 4: Kiosks

CLPC will sponsor a competition for the design and creation of five kiosks to be placed throughout the neighborhood to orient pedestrians as they navigate through the neighborhood, as well as to provide a listing of current community events. CLPC will work with Public Works and local businesses to identify locations and assign responsibility for ongoing operation and maintenance of the kiosks.

Seed funds will be provided out of the CLPC Promotion fund as approved by the CLPC Board.

The Kiosks will include a neighborhood civil rights proclamation which states that the Loring Park neighborhood extends equal opportunity in housing and freedom from discrimination to all persons without regard to race, creed, gender, or sexual preference.

STRATEGY 5: Neighborhood Video Project

The CLPC Arts Coordinator will facilitate fundraising, in partnership with interested entities in the neighborhood, to underwrite production of a 30 minute video portrait of the Loring Park neighborhood to promote, document and celebrate this vibrant urban area. This exciting, creative project is envisioned as part community building activity, part marketing tool, and part historic preservation. Its production will involve a massive cooperative effort among those who live and work in the neighborhood, bringing together people and businesses who otherwise may not have much opportunity to interact and who hold various views of the neighborhood. It's premiere will anchor a proposed neighborhood pride celebration, and the tape will also be distributed to cable access channels throughout the metro area for broadcast.

Seed funds will be provided out of the CLPC Promotion fund as approved by the CLPC Board.

STRATEGY 6: Downtown Trolley

CLPC, along with residents and representatives from the arts and businesses, will work to persuade city council members to extend the trolley route through and around the Loring Park Neighborhood. The trolley currently runs from the Convention Center through the downtown area. The Walker and the Guthrie Theater will be assist in this effort, as well as the Minneapolis Park and Recreation Board.

Seed funds will be provided out of the CLPC Promotion fund as approved by the CLPC Board.

Chapter 9 • IMPLEMENTATION

Implementation of the Loring park Neighborhood Action plan will require directed effort by the CLPC staff. The plan has many initiatives which require neighborhood organizing and cooperation in order to be successful. The projects for improving lighting and trees and parking initiatives in particular will require direct staff work.

GOAL

- ***Provide the means for undertaking and organizing community involvement in the community development activities of the neighborhood action plan.***

OBJECTIVE

- Provide office and staff support for implementation of NRP plan.

STRATEGY: Office and Staff Support for NRP implementation

BUDGET

Citizens for a Loring Park Community will hire a full time Coordinator for a period of five years in order to facilitate implementation and completion of the Loring Park Neighborhood Action Plan, including the current year from April 1, 1994 to May 30, 1995. The Coordinator will, under the oversight of the CLPC Board, coordinate neighborhood involvement in the implementation of eight main goal areas and/or tasks, in accordance with the goals and objectives of the Loring Park NRP action plan. NRP will provide funding for salary and office costs as proposed in the Loring Park early access proposal, with an annual 5% increase to adjust for inflation. CLPC will assume an increasing share of the funding in years four and five as NRP responsibilities decline.

Year 1.....	\$42,000
Year 2.....	\$44,100
Year 3.....	\$46,300
Year 4.....	\$48,600
Year 5.....	<u>\$51,100</u>
TOTAL	\$232,100

Funding

Year 1 NRP:.....	\$42,000
Year 2 NRP:.....	44,100
Year 3 NRP:.....	46,300
Year 4 NRP:.....	36,450
Year 5 NRP:.....	<u>25,550</u>
Total NRP:.....	\$194,400
Year 4 CLPC:.....	12,150
Year 5 CLPC:.....	<u>25,550</u>
Total CLPC:.....	\$37,700
