

MINNEAPOLIS NEIGHBORHOOD REVITALIZATION PROGRAM

**VICTORY
NEIGHBORHOOD
ACTION PLAN**

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MINNEAPOLIS NEIGHBORHOOD
REVITALIZATION PROGRAM

VICTORY

NEIGHBORHOOD

ACTION PLAN



Adopted by the Victory Neighborhood
September 13, 2000

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I. Victory Neighborhood Profile

The Victory Neighborhood is part of the Camden Community and is located in the Northwest corner of Minneapolis. The Victory Neighborhood derives its name from Victory Memorial Drive, which runs through the neighborhood and is its outstanding geographical feature. Victory Memorial Drive was dedicated in 1921 to the memory of all Hennepin County soldiers who died in World War I. It was rededicated 75 years later, in 1996, to honor all Hennepin County soldiers who gave the ultimate sacrifice for their country. Victory Neighborhood is bounded by Dowling Avenue on the south, Xerxes Avenue on the west, the Canadian Pacific rail yards on the North and Newton Avenue on the east.

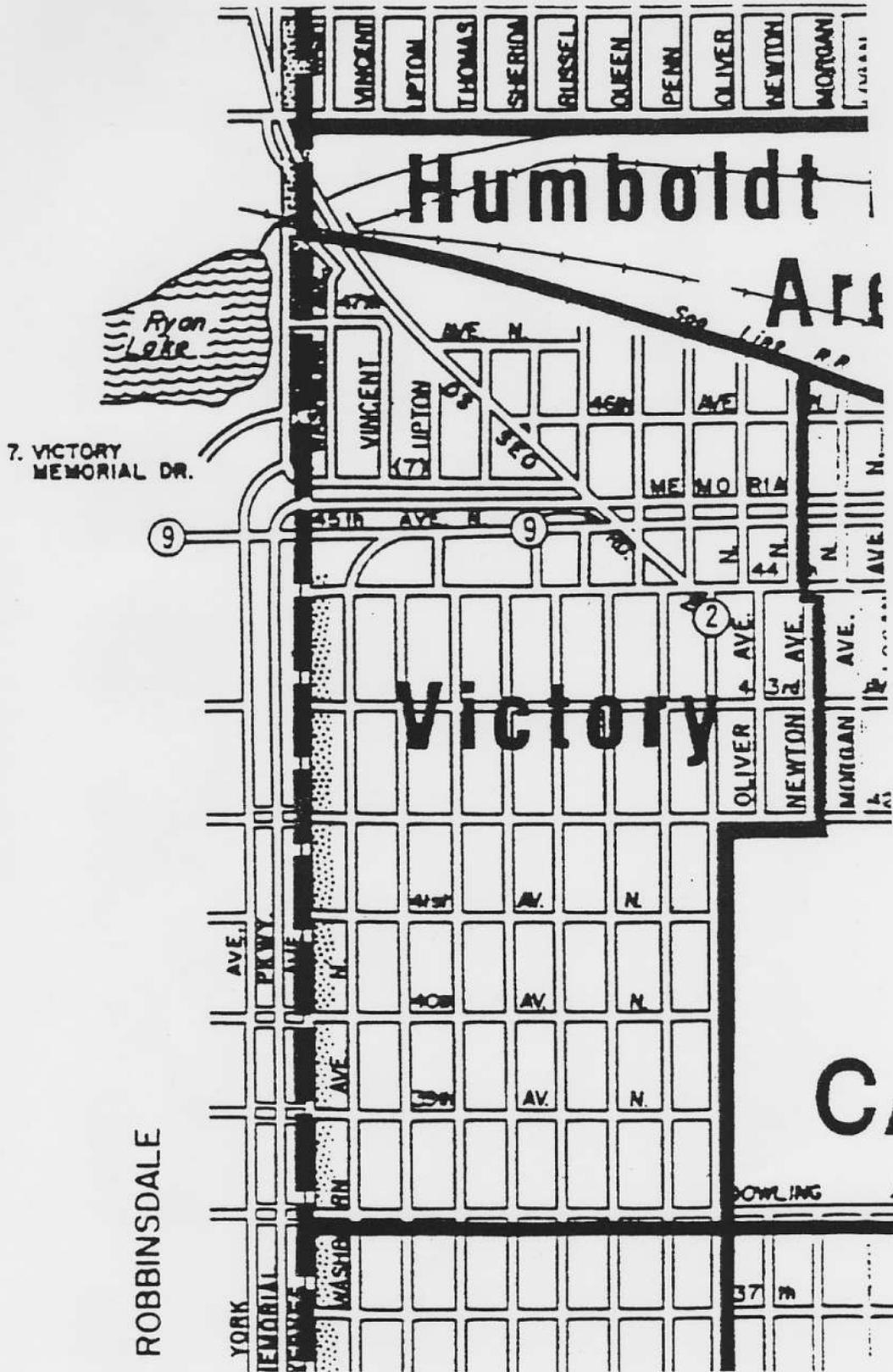
According to the 1990 census, there are about 4740 residents in the neighborhood in approximately 2000 households. With the recent trend of older residents moving from the neighborhood and the influx of young families, we would expect the 2000 census to indicate a much larger and younger population in the neighborhood. Also based on the 1990 census, the population of Victory is 93.47% white, 4.2% African -American, 0.7% Native American, 0.9% Asian American, and 1.6% Hispanic.

About 88% of the housing stock in Victory was built between 1920 and 1960, with about 8 percent predating that period. In 1992, only 2.1% of the residential structures were considered substandard, well below the citywide rate of 10%. 91.8% of the dwelling units in Victory are single family homes. The remaining 8.2% are units in duplexes, or buildings with three or more units.

Memorial Parkway and Penn Ave. are the major north-south thoroughfares in the neighborhood, while the east-west traffic arteries are Dowling and the section of Memorial Parkway that runs east and west.

Victory's recreational facilities include Victory Park, adjacent to Loring School, where there is open space for activity as well as playground equipment for children and Victory Memorial Parkway which offers scenic open space with paved trails for walkers, skaters, bicyclists and runners.

II. Victory Neighborhood Map



III. Victory Neighborhood Vision Statement

The vision statement for Victory incorporates the goals we seek to attain through our NRP Action Plan. It provides the framework for our plan and a position around which residents can rally.

We envision a Victory neighborhood where:

- A quality urban neighborhood environment exists;
- A strong sense of community is enjoyed by all its residents;
- Strong partnerships exist between residents, businesses, first class schools and well maintained park space;
- Housing and commercial properties are well maintained and increasing in value;
- Residents are safe and secure in the neighborhood and the greater surrounding area and;
- Public services are efficiently and effectively delivered in the neighborhood.

IV. Action Plan Development Process

In January of 1995, elections were held for the Victory NRP Steering Committee, Candidates were solicited through neighborhood newsletters, ads in local newspapers and notices in the neighborhood church bulletins. The election brought together a group that well represented the diversity of the neighborhood. By speaking with a wide range of residents, the Steering Committee developed a list of issues perceived by the residents as areas of concern in the neighborhood.

In August 1995 a survey was mailed out to the 2007 households in the Victory neighborhood. Residents were asked about the major concerns they had for their community. The survey asked questions in the following issue areas:

- Housing
- Traffic
- Education
- Youth and Families
- Crime and Safety

The response rate was an excellent 33%

Following the survey response, the first neighborhood workshop was held in October 1995. Results of the survey were presented to the community for discussion. At the meeting, groups were formed to identify main goals for each issue area. Those in attendance were strongly encouraged to join a group and participate in the process. Specific attention was focused on minority populations, as well as renters in the neighborhood.

Each group was formed to draw more input about strategies that might be used to address the issues identified in the survey results. These groups met apart from the Steering Committee and discussed the issues with professionals from the city and other government agencies.

A special meeting, facilitated by NRP staff, was held to obtain more input from renters. A mailing was sent, posters were placed in apartment buildings and many individuals were personally encouraged to attend. The turnout was light, but valuable insight was gained from the meeting.

The second workshop, held in April 1996 was a review of the assessment each group had made for their specific area. Specific goals and strategies were presented at this meeting. The primary purpose was to obtain feedback from the neighborhood as to whether the conclusions each group had reached matched the neighborhood's perception. After this workshop, priorities were developed within each issue group.

The results of this process were presented to the neighborhood at an ice cream social held at Victory Park on June 28, 1996. A vote was taken to approve the results of the first step planning process. The vote was an overwhelming 84 percent approval of the issues identified for action.

The First Step Plan was presented to the NRP Policy Board and adopted on November 18, 1996. The plan was adopted by the City Council on December 13, 1996. After the First Step plan was approved, the Steering committee directed its energies to its implementation. ViNA contracted with the MCDA to contribute funding for site development for the Camden Physicians clinic in the Webber -Camden neighborhood. GMMHC was selected to administer the Home Improvement Loan Program. Applications for loans began in May 1997. The Plan authorized purchase of Band instruments for Loring School in the summer of 1997. ViNA began discussions with the Minneapolis Public Schools in the winter of 1997 to fund a computer lab in Loring School that would be accessible and available for community use. The computer lab opened in the fall of 1998 and the first Community Ed computer classes were conducted by the Victory Neighborhood Association in the spring of 1999. More classes are planned for the fall of 2000.

The steering committee reconvened in 1997, with many new members, to begin the planning for a Final Action Plan. The 1995 survey was reviewed and the following issues were identified as still needing action: Victory Park/Playground renovation, traffic, crime and safety, and the condition of the commercial nodes in the neighborhood. Chairs were named for each of the committees and committee members were recruited through the Camden News and the neighborhood newsletter. Committees met to develop strategies to address the issues identified. Victory Park soon became the top priority for the neighborhood and the steering committee spent many hours negotiating an agreement with the Park Board and the School Board for its renovation. NRP funds for this purpose were appropriated through Early Access. The popularity of our Home Improvement Loan Program also prompted the steering committee to request, through the Early Access process, additional funds to be added to the original loan pool. All requests for Early Access were brought before the neighborhood for approval. In May of 1999, the remaining proposals for the final Action Plan were presented to the neighborhood for approval. The Victory Neighborhood Association Board voted on September 13, 2000 to submit this Action Plan to the NRP Policy Board for their approval.

V. Action Plan Summary

Victory is a solid middle class neighborhood, with a high percentage of single family homes. There are many young families locating to the neighborhood because of the affordable housing. Our survey indicated a very high overall sense of satisfaction among the residents. Commonly cited reasons to live in Victory include a strong sense of community, good housing and the Victory Memorial Drive with plenty of open space. Despite the many positive points, there are a number of issues, which the Action Plan will attempt to address.

Challenges identified by the neighborhood:

Education: The focus issues for education are: technology and band instruments. The former computer lab at Loring Elementary School was in need of upgrading. The plan includes not only upgrading the computer lab, but also creating an infrastructure in the neighborhood which would allow all members of the community, young and old, to have access to and instruction in computer technology.

The second component of the Education plan involved acquiring band equipment for the use of Loring School students. Some adults in the neighborhood have expressed an interest in helping with music lessons for neighborhood youth. This would bring together members of the neighborhood with school children in a positive experience. Further, these instruments would be available for community use during the summer months and neighborhood residents have expressed interest in starting a community band.

Housing: The primary housing needs identified are preserving the housing stock and ensuring an equal level of quality in housing in the neighborhood. To address these needs, a Home Improvement Loan Program was established, granting both revolving and deferred loans for home improvements. Another issue was vacant, boarded and condemned properties that were allowed to stand in the neighborhood. To address the need to demolish these properties, we have partnered with the Minneapolis Housing Inspections department to pay for the demolition of these properties.

Business/Commercial District Development: The neighborhood commercial districts are also a concern to residents. The need to attract new businesses to the area and to improve the physical condition of the commercial spaces in the neighborhood was identified. Both will make for a more vibrant and well-rounded community. To address the first issue, Victory Neighborhood Association assisted with the development of a neighborhood physician clinic in the Camden business district. ViNA partnered with other neighborhoods and Hennepin County to fund a Business Enterprise facilitator. To address the second issue, Victory proposes to establish a business revitalization plan to improve the visual presentation of the commercial corners in the Victory Neighborhood.

Youth and Families: One issue quickly became a high priority for the families in the neighborhood. It was the condition of Victory Park adjacent to Loring School. The NRP Steering Committee spent two years in negotiations with Minneapolis Park and Recreation, and Minneapolis Public Schools to provide for the complete renovation of Victory Park. The dedication of the newly renovated Park was held on June 28, 2000.

Traffic: The increasing volume and speed of traffic in our primarily residential neighborhood was a great concern to many residents. Each sector of the neighborhood identified different traffic problems and offering different solutions. One option for traffic calming was readily approved by the neighborhood, to expedite the Public Works plan to install stop signs in a basket weave pattern at all uncontrolled intersections in the city's neighborhoods. To resolve other issues and concerns associated with vehicular traffic in the neighborhood, Victory proposes that a consultant be selected to conduct a comprehensive traffic management study of the Victory Neighborhood. The data and recommendations from the study will be used as leverage to get changes made by various governmental agencies.

Crime and Safety: While Victory is generally perceived to have a safe environment, residents would like to preserve this condition and enhance the perception of vigilance and community. To meet this goal, Victory proposes to establish a Crime Prevention fund with two objectives; provide financial incentives to police officers to purchase homes in the Victory Neighborhood and assist Victory Block Clubs in implementing crime prevention strategies particular to their own area. We believe that these actions will heighten Victory's reputation as safe neighborhood, increase the perception of vigilance, and strengthen block clubs. A need also exists to engage the youth in the neighborhood to promote intergenerational understanding between the senior citizens and the youth. Victory proposes to establish a Youth Corps in the neighborhood and sponsor activities such as sports teams and social gatherings to develop community pride and intergenerational interaction.

Community Building: Community building through volunteerism was a key part of the First Step program. There are areas in the neighborhood that would benefit from the help of volunteers. The need to communicate NRP activities and to develop an interest in those activities was critical and central to the First Step process. Community events and communications were recommended activities for building a sense of community and engaging the residents of Victory.

In order to encourage more community activity and raise the profile of the neighborhood association, Victory proposes to replace the inadequate meeting space now afforded us with a community gathering place that will serve multiple purposes including a resource center, meeting place and neighborhood association office. This gathering place will be referred to as the "Neighborhood Living Room". ViNA will hire a part time staff person to staff the office and implement the action plan.

VI. EDUCATION PLAN

1. Develop and implement a computer lab/ technology plan for Loring School and satellite locations.

Goal:

To provide a quality learning environment, which promotes life long learning for all members of the community.

Objectives:

- Partner with the Minneapolis Public Schools to provide an upgraded computer lab at Loring School, which also allows access to the community for quality technology -based education.
- Develop computer satellites at other sites which would increase availability of and access to computers
- Improve access for public school, private school, home schooled and others in the neighborhood to learning resources.
- Provide after-school learning opportunities for students at the computer lab.
- Provide computer access for adult community education classes.

Strategy 1a:

Develop a plan for the wiring of Loring School and related sites and within the scope of the plan, purchase wiring and technology. (First Step)

Rationale:

In the survey of the Victory Neighborhood, education was cited as a major concern. Further, many residents expressed concern about the limited computer facilities at Loring School, as well as the need to create access to computer technology for others in the neighborhood through adult community education courses. Updating the computer lab at Loring School will make the community more attractive to parents, thus strengthening the role of the school in the community. The Victory Neighborhood has a diverse range of educational facets: public schools, private schools, home schooled, and adult learners.

How:

A technology plan was developed, with the school district's assistance, which detailed implementation and disbursement of NRP funds. The Minneapolis School District decided to move up the scheduled date for the wiring of Loring School because of this technology project.

Participants:

Victory Neighborhood
Minneapolis Public Schools
Loring School

Home School Students
Private School Students
Adult Learners

Schedule:

1996/1997

Resources: NRP \$50,000 (Plan Modification #1. Approval of NAP reduces First Step funding from \$100,000 to \$50,000)
Minneapolis Public Schools NRP \$45,768.68
Minneapolis Public Schools \$15,000

Contract Administrator: Minneapolis Public Schools

Strategy Outcome:

The Victory Neighborhood Association (ViNA) partnered with the Minneapolis Public Schools to upgrade the computer lab at Loring School, providing an increase in the number of computers available to the students for technology based education. The computer lab was relocated to a room that is accessible to students, public, private and home schooled, after school hours. ViNA worked with MPS community education to locate a teacher and provide evening classes in computer technology for adult neighborhood residents in the spring of 1999 and plans to offer computer classes on an ongoing basis for both students and adults beginning in the fall of 2000. Highlights: 25 computers were purchased, Fall 1998 -- Computer Lab was ready for opening of School, Spring 1999 -- Computer classes for adult learners were offered through Community Education, Fall 2000 -- Computer club offered to students after school and classes for adult learners offered with the cooperation of Community Education. Forty adults have already participated in Community Education computer classes.

Strategy 1b:

Work with local establishments (coffee shops, restaurants, etc.) and Webber Community Library to provide computers for public use.

Rationale:

Increasing the availability of computer technology will address resident's concerns that many people do not have access to computers and the Internet.

How:

ViNA is working with local establishments (coffee shops, restaurants) to provide cyber space (computer stations) in locations other than the schools for more accessibility. We are also in discussion with the Webber Camden neighborhood about becoming a partner in the new Library-Technology and Youth Center at Webber Park.

Participants: Victory Neighborhood
Local Businesses
Webber-Camden Neighborhood
Webber Community Library

Schedule: 1996

Resources: NRP \$50,000 (Plan Modification #1. Approval of NAP reallocates \$50,000 from Education strategy 1a to 1b.)

Contractor Administrator: Minneapolis Library Board
MCDA (for business participation)

VI. EDUCATION

2. Band equipment for Loring School.

Goal:

To expand and improve community-based education and intergenerational opportunities for members of the community, and contribute to the development of a band program at Loring School.

Objectives:

- Acquire and provide access to band equipment for Loring School students
- Encourage neighborhood residents to volunteer with the music education of Loring School students.
- Make band instruments available to community members and sponsor a community band.

Strategy:

Work in conjunction with Loring School to provide access to band equipment to students and neighborhood residents. (First Step)

Rationale:

Increasing the availability of band instruments increases the opportunity for students to become involved in music education and in developing lifelong musical skills. It is especially important for those students who may not have the resources to purchase or rent their own instruments. The same holds true for neighborhood residents who may be interested in participating but do not have the financial resources to do so. Adults have expressed an interest in working with young people, so the hope is that not only will music education be enhanced in the school, but that adults will be active in community music programs, and that they will act as mentors to the young people.

How:

Loring School was responsible for the control of the inventory of instruments. The Neighborhood, in conjunction with Loring School, purchased selected band equipment in one lot to try to obtain the best value. Also, there exists the possibility of matching funds from a private foundation. A community band will be organized in Summer 2001.

Participants: Victory Neighborhood
Loring School
Patrick Henry H.S. Band Director

Schedule: 1996

Resources: NRP \$10,000 (First Step)
Private Art Grants

Contract Administrator: Minneapolis Public Schools

Strategy Outcome:

The Victory Neighborhood Association NRP funds purchased 20 band instruments for the use of Loring School students in 1998 and 1999. Also, one instrument was donated to the program. ViNA also advertised for and received donations of used instruments for the school. ViNA will be working with the Loring School staff to identify adult volunteers to assist with the band program. ViNA is in the process of writing a grant proposal to fund a community band by working with the band director at Patrick Henry High School.

VII. HOUSING PLAN

1. Home Improvement Loan Program.

Goal:

To improve the overall quality of the housing stock in the neighborhood .

Objectives:

- To provide affordable, low interest home improvement loans for homeowners so that they can enhance the quality and/or value of their homes.
- To provide deferred loans to homeowners with a limited income so that they can enhance the quality and/or value of their homes.

Strategy:

Establish a loan program with NRP dollars for internal and external improvements. (First Step and 1998 Early Access).

Rationale:

In the resident survey, maintaining and improving the quality of the housing in the neighborhood was identified as the number one housing issue. Assisting residents in obtaining funds for improvement projects benefits the whole neighborhood by maintaining the appeal of the neighborhood and increasing property values.

How:

Victory Neighborhood worked with the MCDA Residential Finance Coordinator and a financial intermediary to establish a program. The total projected amount is \$355,000 for the program. The initial (First Step) \$130,000 served to get the loan programs up and running. \$30,000 was set aside for the deferred loan programs and \$100,000 for the low-interest loan program. Up to ten percent (10%) of the total was available to cover program administrative costs. An Early Access request was submitted in 1998 for an additional \$225,000. \$60,000 was designated for the revolving loan program and \$165,000 was designated to go into the deferred loan program.

Participants: Victory Neighborhood
MCDA

Schedule: 1996 (First Step)
1998 (Early Access)

Resources: NRP \$130,000 (First Step)
NRP \$225,000 (1998 Early Access)
Private: Loan recipients investment in improvement projects
Interest accrued on revolving loans

Contract Administrator: MCDA

Strategy Outcome:

Victory Neighborhood Housing Committee worked with the MCDA to set up the Home Improvement Loan Program (HILP). The Greater Minneapolis Metropolitan Housing Corporation was hired to serve as the administrator and a lottery was conducted in June 1997 to determine the order of application for both deferred and revolving loans. To date a total of 35 deferred and 7 revolving loans have been closed. They are spread rather evenly across the neighborhood. A second lottery was conducted in June of 2000, because all of the original applicants had been served and funds remained. Out of 100 applicants approximately 21 households will be receiving revolving loans. As revolving loans are being paid back, principle and interest will be allowed to accrue until there are sufficient funds to warrant granting additional loans. This Victory Neighborhood Housing Committee will maintain oversight of the program.

VII. HOUSING

2. Demolition of Boarded and Condemned Properties

Goal:

Ensure an equal level of quality of housing in the neighborhood.

Objective:

Insure that all vacant, boarded and condemned houses in the neighborhood are brought up to code or are demolished in a timely manner

Strategy:

Provide matching funds for the demolition of houses on the City's 249 list. (1997 Early Access)

Rationale:

A partnership with the Minneapolis Department of Inspections will ensure that vacant, boarded and condemned houses are not allowed to stand in substandard housing condition for an indefinite length of time.

How:

ViNA encourages the property owners to bring their properties into compliance within the six-month time frame. In the event that deadline is not met ViNA provides 1/2 the funds for the demolition of the property. Minneapolis Department of Inspections provides the remainder of the funds and contract for the demolition.

Participants: Victory Neighborhood
Minneapolis Department of Inspections

Schedule: 1998 and ongoing

Resources: NRP \$20,000 (1997 Early Access)
Minneapolis Inspections \$20,000

Contract Administrator: Minneapolis Inspections

Strategy Outcome:

At this time, one demolition has been completed and the vacant (repossessed) lot sold for construction of a new single family home. A second boarded and condemned property is slated for demolition in 2000 after repeated attempts by ViNA to locate the owner were fruitless.

VIII. BUSINESS/COMMERCIAL DISTRICT DEVELOPMENT PLAN

1. Camden Physicians Clinic.

Goal:

To expand and improve health care opportunities for area residents

Objective:

To assist with the development of the Camden Physicians Clinic.

Strategy:

To relocate and expand medical and dental services in the community. (1996 Early Access and First Step)

Rationale:

This Camden Area business district was in need of attracting new businesses in order to remain viable. Once a busy hub in the community, the Camden business district was faced with a number of vacant storefronts and reduced business activity. The Camden Physicians Clinic was in need of an expanded facility but wished to remain in the Camden area. An additional benefit is an increase in activity for the area and the possibility that other businesses would locate in the area.

How:

ViNA partnered with the MCDA and the other Camden neighborhoods to relocate and expand medical and dental services in the community and to redevelop a commercial corner of the community.

Participants: Victory Neighborhood
Camden Neighborhoods
MCDA
Camden Physicians

Schedule: 1996

Resources: Victory NRP \$23,308 (Plan Modification #1. Approval of NAP reduces First Step funding from \$30,000 to \$23,308 to reflect actual cost for ViNA contribution to the project.)
Webber-Camden NRP - \$116,550
Lind-Bohanon NRP - \$42,731
Folwell NRP - \$38,847
McKinley NRP - \$38,847
Private -Developer and Camden Physicians - \$2,220,500
Public - MCDA - \$1,360,500

Contract Administrator: MCDA

Strategy Outcome:

The Camden Physicians began operating out of their new state of the art clinic in the fall of 1997. Another part of the building houses a Subway sandwich shop and an additional space is available for rent. The Camden Physicians Clinic project helped to improve the area by redeveloping the commercial corner of 42nd and Lyndale and Webber Parkway. The result was a new building meeting the needs of the Camden Physicians, and providing needed services for the community. An additional benefit was the increase in activity for the area and other businesses locating there; i.e., Semplex, and Destination X.

VIII. BUSINESS/COMMERCIAL DISTRICT DEVELOPMENT

2. Enterprise Facilitation

Goal:

To identify and support area residents in developing business plans.

Objective:

To encourage and assist local business innovation and job development.

Strategy:

Sponsor a full-time, trained Enterprise Facilitator in partnership with other Camden area neighborhoods. (1998 Early Access. Plan Mod. #1 adds funds to 1996 Early Access/First Step Plan)

Rationale:

To improve the number and mix of businesses in the area, we need to respond to changing economic and social conditions and encourage small business growth from within the community. Enterprise Facilitation provides an atmosphere of mentoring that nurtures a "good idea" along to a successful business plan.

How:

Victory Neighborhood partnered with other Camden area neighborhoods and Hennepin County to secure the services of an Enterprise Facilitator.

Participants: Victory Neighborhood
Camden Neighborhoods
Hennepin County
Wells Fargo (Norwest) Foundation

Schedule: 1996 (\$5,000 Plan Modification #1)
1998 (\$5,000 1998 Early Access)

Resources: Victory NRP - \$10,000 (Plan Modification #1. Adoption of NAP reallocates \$5,000 from Business strategy 1 to strategy 2)
Webber-Camden NRP - \$25,000
Shingle Creek NRP - \$10,000
Lind Bohanon NRP - \$5,000
Hennepin County - \$30,000
Norwest Foundation - \$22,000

Contract Administrator: Hennepin County

Strategy Outcome:

Victory Neighborhood partnered with other Camden neighborhoods, Hennepin County, Wells Fargo (formerly Norwest) Foundation and formed an advisory committee representing the involved citizens and officials in early 1998. The advisory committee hired and supported the training by the Sirolli Institute, of a full time Enterprise Facilitator as the catalyst to assist and encourage local innovation and job development, with budget commitments for two years. A trained Enterprise Facilitator was working out of an office of Norwest Bank- Camden (now Wells Fargo) by the summer of 1998. After one year this facilitator left. A new facilitator was hired in the year 2000.

VIII. BUSINESS/COMMERCIAL DISTRICT DEVELOPMENT

3. Business Revitalization.

Goal:

Strengthen the Victory Neighborhood by creating a safe and attractive look and feel on the business corners. Enhance the identity of the Victory neighborhood.

Objectives:

- Increase the perception of safety for residents and businesses in the neighborhood.
- Improve the visual presentation of the business corners in the Victory Neighborhood.
- Strengthen relationships between the businesses and the neighborhood.
- Enhance the identity of the Victory Neighborhood through common themes in the three business corners.
- Encourage resident participation in neighborhood business districts.
- Encourage resident participation in revitalization efforts.

Strategy:

Plan and implement streetscape, landscape and facade improvements in Victory Neighborhood business districts.

Rationale:

At this time of transition for the Camden area, and with the increased interest in "living in the city," it is critical that the look and feel of the neighborhood is inviting to potential new residents and businesses. Also, we want to send the message that this is the community where you want to stay. There have been many improvements to portions of the business district, however further improvements would strengthen the neighborhood. Awnings, flower boxes, park benches (some on brick plazas), murals, and decorative lighting can make a significant impact on the message this neighborhood sends to itself and others. These are relatively simple, high visibility measures that can make a nearly immediate impact on community life.

How:

- Hire an urban landscape consultant to work with residents and businesses to determine a range of improvements for the neighborhood business corners (e.g., awnings, benches, trees, murals, color themes, visual themes, etc.) to develop an improvement plan.
- Hire a part-time coordinator to implement plan.
- Residents will decide on a range of improvement options for businesses within the color or thematic scheme for the neighborhood.
- Committee members will work with businesses to modify or chose among possible improvement options.
- Committee and community will work with businesses, consultants and contractors to make improvements.
- Coordinator will ensure that all expenditures are consistent with NRP cost sharing policies.

Schedule: 2000

Resources: NRP \$90,000
Consultant and coordinator not to exceed \$20,000
Implementation: \$70,000
Private: Investment by area business owners in the improvement of their business property will be consistent with NRP's Streetscape Policy.
NEDF: ViNA will work with their Council Member and MCDA to apply for a \$50,000 Neighborhood Economic Development Fund matching grant.

Contract Administrator: Minneapolis Planning Department (study)
MCDA (facade improvements)
Public Works (streetscapes)

IX. YOUTH AND FAMILIES PLAN

1. Victory Park Renovation

Goal:

To provide a vibrant, attractive, and modern park and playground for the enjoyment of neighborhood residents and Loring School children.

Objectives:

- Provide usable, durable, attractive and safe playground equipment for the use of neighborhood and Loring school children.
- Improve the condition, safety and usability of other areas of the park, such as the ball field, the basketball court, wading pool and the commons areas.
- Convert the warming room into an attractive and functional park/neighborhood meeting space.

Strategy:

Develop and implement a plan to renovate Victory Park. (1999 Early Access)

Rationale:

The condition of Victory Park quickly became a high priority issue for the neighborhood as more and more young families moved into the neighborhood and the playground equipment and courts and fields rapidly deteriorated. The park was originally planned for renovation in 1996, but was not done because of Park Board budget constraints. Due to the lack of maintenance and the age of the playground equipment, the facilities were not only limited in quantity, but also dangerous. Pieces of equipment, which needed repairs, were removed rather than repaired because, replacement parts were no longer available. The basketball court was considered an attractive nuisance, where groups of young adults would monopolize the courts, neighborhood children could not use them. These same young adults exhibited unacceptable behavior while at the park and the view was blocked by the large trees surrounding the court. The baseball field was not usable for regulation games because of its size, and because they needed to be re-graded. The landscaping in the park was overgrown and the picnic tables that were once there had been removed. Many of the neighborhood families were no longer using the park because of its condition. The park had become an unattractive element in the neighborhood.

How:

The Victory Neighborhood Association worked with the Park and Recreation Board and representatives from Loring School to develop a design for the park renovation. The Park and Recreation Board implemented the agreed upon design.

Participants:

Victory Neighborhood

State of Minnesota

Minneapolis Public Schools

Minneapolis Park and Recreation Board

Schedule: 1999

Resources: NRP \$195,000 (1999 Early Access)
Minneapolis Public Schools NRP - \$25,000
Minneapolis Park and Recreation - \$50,000
State of Minnesota Youth Initiative Grant - \$40,000

Contract Administrator: Minneapolis Park and Recreation Board

Strategy Outcome:

Steering committee members worked for over two years negotiating with Minneapolis Park and Recreation to arrive at an acceptable plan for the renovation of Victory Park which had been scheduled for renovation in 1996. The financing agreement included contributions from MPRB, Minneapolis Public Schools, a state Youth Initiative grant and Victory Neighborhood. Once the financing was agreed upon, the Victory Park committee and all interested residents and teachers from Loring School participated in the planning and design of the playground and park improvements. The Victory Park committee provided final approval of all playground and park improvements and served as a liaison between the staff at Loring School and the staff of the MPRB. Renovation began in the fall of 1999. At the time of the park dedication on June 28, 2000, everything was completed, except for the pergola.

X. TRAFFIC PLAN

1. Stop signs.

Goal:

To calm traffic and increase pedestrian safety on the residential streets in the neighborhood.

Objectives:

- To reduce the speed of cars driving in the residential areas.
- To encourage "through" traffic to use the main thoroughfares in the neighborhood.

Strategy:

Fully implement the City's stop sign plan in Victory Neighborhood. (1998 Early Access)

Rationale:

This plan was going to be implemented by Public Works within the next ten years. By allocating a relatively small investment of NRP funds, we were able to have this plan implemented immediately in our neighborhood. This was an action that was seen as having an immediate impact on the traffic on most of the residential streets.

How:

Partner with Public Works to implement the project.

Participants: Victory Neighborhood
Minneapolis Public Works

Schedule: 1998

Resources: NRP \$3,500 (1998 Early Access)

Contract Administrator: Public Works

Strategy Outcome:

It is the plan of the Minneapolis Public Works Department to install stop signs, in a basket-weave pattern, at all uncontrolled intersections in the residential neighborhoods of the city. Through the use of NRP funds we expedited the implementation of this plan in the Victory Neighborhood. Forty-one stop signs were installed at 27 uncontrolled intersections in the Victory Neighborhood in July- August of 1998. Many residents were pleased with the results of this action and report a decrease in the amount and speed of traffic on their streets. However, this action has also appears to have increased both volume and speed of traffic on streets where stop signs were not installed; i.e. Xerxes Ave. and Victory Memorial Drive.

X. TRAFFIC

2. Traffic Management

Goal:

To resolve issues and concerns associated with vehicular traffic within the neighborhood

Objectives:

- To identify areas of the neighborhood where residents have concerns about vehicular traffic, and determine what those concerns are. Concerns may include traffic speed, volume, flow and safety.
- To gather empirical data pertaining to each area in the neighborhood.
- To get recommendations as to what could be done to alleviate the concerns.
- To inform residents in cases where the data does not support the existence of a perceived problem.
- To lobby appropriate governmental agencies in those cases where the data supports that some action is needed to alleviate a problem.

Strategy:

Conduct a traffic management study of selected areas of the neighborhood for the purpose of developing and implementing a traffic-management/traffic-calming plan.

Rationale:

A window of opportunity is available to us over the next several years. Beginning in 1999, the streets in the Victory Neighborhood are scheduled to be repaired and, if necessary, rebuilt. In conjunction with this construction, funds will be available to the neighborhood to make modifications to street design and traffic flow.

How:

Residents have voiced concerns about a number of traffic issues, mainly dealing with the volume of traffic in residential areas and the speed of traffic in all areas of the neighborhood. In trying to resolve these issues, the committee has been faced with four problems. First, each issue is usually localized. What may be seen as a problem by one area's residents, is frequently viewed by other residents as normal access through the neighborhood. We need empirical data to determine whether or not a problem exists. Second, while many on the committee have possible solutions in mind, no one has the expertise to determine what may be the most effective solution. Third, many issues are cross-jurisdictional, with the city, county and park board each having vested interests in certain solutions. Finally, most solutions are costly and could quickly use up all of our NRP funds. By having a study conducted by an independent company, we would get the empirical data we need and knowledgeable recommendations that are based upon the needs of the community. With these as leverage, we hopefully can get desired changes done without further expenditure of our NRP funds.

Participants: Victory Neighborhood
Minneapolis Public Works

Schedule: 2000

Resources: NRP \$30,000

Contract Administrator: Public Works

XI. CRIME and SAFETY PLAN

1. Crime Prevention Fund

Goal:

To create a safe environment in the neighborhood and enhance the perception of vigilance and community.

Objectives:

- Give Victory the reputation of being a safe neighborhood by encouraging police officer residency.
- Assist Victory Block Clubs with their own crime prevention efforts.

Strategy 1a (Cop-on-a-block):

Provide financial incentives to police officers who would like to buy a home in the Victory Neighborhood. The neighborhood will re-examine the program every two years for viability. Any unused funds will be reallocated to Crime and Safety strategy 1b, Block Club Assistance or to the Housing Plan, strategy 1, Home Improvement Loan Program.

Rationale:

Realtors have confirmed that NE Minneapolis has a reputation of being a safe community because they encourage police residency and this reputation is a big drawing card for those neighborhoods. Also, people, by nature, are willing to invest more of themselves in the area in which they live. Police are no different and this could only benefit Victory Neighborhood.

How:

Preference would be given to Minneapolis police but would be extended to neighboring communities. Officers would be required to live in the neighborhood for a specified amount of time for the full benefit. The incentive would be \$3,000 per officer to a maximum of 15 officers. The \$3,000 would be used for closing costs in the purchase of a home in the Victory Neighborhood. ViNA will work with the Police Department to include information on this program in their new employee information packets in combination with the MCDA's city employee home ownership program.

Participants: Victory Neighborhood
Police Officers

Schedule: 2000

Resources: NRP \$45,000

Contract Administrator: MCDA

Strategy 1b (Block Club Assistance):

Provide funds for Victory Block Clubs to be used for: CCP/SAFE grant matches; crime prevention and safety devices such as motion detector lights, dead-bolt locks, and alley speed bumps; "Walk Patrol" equipment such as walkie-talkies, safety reflector vests or jackets, and video camera, and to defray Block Club costs such as copying materials for organizing efforts.

Rationale:

Individual neighborhood pockets have their own needs. This fund could allow block clubs to organize crime prevention strategies particular to their own area.

How:

Block Clubs may access funds by requesting support for specific projects through the ViNA Crime and Safety Committee, for their recommendation to the ViNA Board. Board approval is required before funds may be granted. The neighborhood will maintain inventory control for all supplies and equipment purchased.

Participants: Victory Neighborhood
Victory Block Clubs
Community Crime Prevention/SAFE

Schedule: 2000

Resources: NRP \$5,000

Contract Administrator: CCP/SAFE

XI. CRIME and SAFETY

2. ViNA Youth Corps

Goal:

To enhance the role of youth in developing a safe environment in the neighborhood.

Objective:

Engage Victory youth in the neighborhood and develop community pride and intergenerational interaction.

Strategy:

Sponsor youth activities such as: Sports teams, Youth Chore Corps, and social gatherings

Rationale:

Prevent future crime by integrating youth in the neighborhood, giving them ownership in the neighborhood, and teaching them respect for people and property.

How:

Work with local providers of youth programs to initiate new activities or expand existing activities to include more neighborhood youth. It is expected that the program will require \$2,000 per year for up a to five year period.

Participants:	Victory Neighborhood	Minneapolis Park and Recreation Board
	Victory Youth	CCP/SAFE
	Area Youth Programs	Neighborhood Schools

Schedule: 2000

Resources: NRP \$10,000

Contract Administrator: Hennepin County

XII. IMPLEMENTATION PLAN

1. First Step Implementation

Goal:

To ensure that the First Step phase of the NRP process is effectively implemented and communicated to the neighborhood and other participants.

Objectives:

- Continue the effort to draw members of the community into the process of implementing the First Step Plan.
- Establish effective communications between the neighborhood as a whole, the First Step Steering Committee, ViNA, Minneapolis school district, adjacent neighborhoods, the City and others involved in implementation.

Strategy:

Fund a part-time First Step Implementation Coordinator to manage the process and communicate with all members of the process. (First Step)

Rationale:

There are a number of activities which will need coordination, and which are beyond the time availability of the neighborhood volunteers. A part-time "coordinator" can greatly enhance the effectiveness of the NRP activities by ensuring effective communications between all parties, as well as off-loading administrative details from volunteers.

How:

With the Steering Committee Co-Chairs, develop a list of projects for each portion of the First Step Plan. The projected use of NRP funds is \$3,200 for personnel related expenses and \$6,492 (Plan Mod. #1) for non-personnel costs. Non-personnel expenses are estimated to be: office - \$1100, communications - \$4,092 (Plan Mod. #1), purchased services - \$560, meeting/events - \$400, and furniture/equipment - \$340.

Participants: Victory Neighborhood
ViNA Staff

Schedule: 1996

Resources: NRP \$9,692 (First Step. Plan modification #1. Approval of the NAP reallocates \$1,692 from Business strategy 1 to Implementation strategy 1.)

Contract Administrator: NRP

XII. IMPLEMENTATION

2. Action Plan Implementation

Goals:

- To ensure the effective implementation of the Action Plan and communication to the neighborhood.
- To ensure the continued community services of the Victory Neighborhood Association.
- To Provide the Victory Neighborhood Association with a community gathering place that will service multiple purposes including a resource center, meeting space, and neighborhood association office.

Objectives:

- Continue the effort to draw members of the community into the process of implementing the Action Plan.
- Establish effective communication between the neighborhood as a whole, Victory Neighborhood Association, NRP Steering Committee, Minneapolis Public Schools, Minneapolis Park and Recreation Board, adjacent neighborhoods, the City and others involved in the implementation of the Plan.
- Provide a "Neighborhood Living Room" as an alternative meeting space for neighborhood groups as an alternative to other facilities, when they are unavailable.
- Raise the profile of the neighborhood association within the community.
- Provide a central location for the storage of neighborhood owned items, so that they are available for resident's use.
- Support the administrative expenses of the Victory Neighborhood Association in conducting neighborhood business.

Strategy:

Provide funding for personnel and non-personnel costs to support the implementation of the Victory Neighborhood Action Plan.

Rationale:

There are a number of activities which will need coordination and which are beyond the time available from neighborhood volunteers. A part time "coordinator" can greatly enhance the effectiveness of the NRP activities by ensuring effective communications between all parties, as well as off-loading administrative details from volunteers. Also, there is a limited number of public meeting spaces in the neighborhood. The ViNA needs a space in which to retain its neighborhood records, office its staff, and provide meeting space. This can be best accomplished by renting office space within the neighborhood.

How:

ViNA will retain the services of a qualified, neighborhood coordinator and look for office space in which to conduct the business of the Victory Neighborhood Association. Many residents of the southern part of the neighborhood have expressed concern that past neighborhood activities seem to center in the northern half of the neighborhood around Victory Park and Loring School. Therefore, we would seek space for the neighborhood office in the southern part of the neighborhood. Budgeted expenses are listed in Attachment – Implementation Budget.

Participants: Victory Neighborhood Association

Schedule: 2000 through 2002

Resources: NRP \$71,710

Contract Administrator: NRP

Attachment – Implementation Budget

	2000	2001	2002
Personnel Costs			
Coordinator – 20 hrs/wk	up to 240 hrs	up to 1,040 hrs	up to 1,040 hrs
Salary \$15.00/hr	\$3,600	\$15,600	\$15,600
Fringe 15%	\$ 540	\$ 2,340	\$ 2,340
Sub-Total	\$4,140	\$17,940	\$17,940
Non-Personnel Costs			
Rent \$500/mo	\$ 0	\$ 6,000	\$ 6,000
Utilities \$25/mo	\$ 0	\$ 300	\$ 300
Telephone \$60/mo	\$ 180	\$ 720	\$ 720
Copying & Postage	\$1,000	\$ 3,218	\$ 3,217
Office Supplies	\$ 474	\$ 937	\$ 937
Liability Insurance	\$ 300	\$ 300	\$ 300
Furniture	\$1,000	\$ 0	\$ 0
Computer/Printer	\$4,000	\$ 0	\$ 0
Sub-Total	\$6,954	\$11,475	\$11,474
Neighborhood Newsletter			
Supplement to MCDA funding	\$ 500	\$ 644	\$ 643
<u>Total Implementation Budget</u>	\$11,594	\$30,059	\$30,057
\$71,710			

ADDENDUM

TOTAL NRP ALLOCATION		\$978,201	
NEIGHBORHOOD ACTION PLAN EXPENDITURES			(% OF TOTAL)
EDUCATION			
COMPUTER LAB	FIRST STEP	\$ 50,000	
COMPUTER SATELLITES (Plan Mod. #1)	FIRST STEP	\$ 50,000	
BAND INSTRUMENTS	FIRST STEP	<u>\$ 10,000</u>	
		\$110,000	(11%)
HOUSING			
HOME IMPROVEMENT LOAN PROGRAM			
	FIRST STEP	\$130,000	
	1998 EARLY ACCESS	\$225,000	
249 DEMOLITION	1997 EARLY ACCESS	<u>\$ 20,000</u>	
		\$375,000	(38%)
BUSINESS AND COMMERCIAL DISTRICT DEVELOPMENT:			
CAMDEN CLINIC (Plan Mod. #1)	FIRST STEP	\$ 23,308	
ENTERPRISE FACILITATION	1998 EARLY ACCESS	\$ 5,000	
ENTERPRISE FACILITATION (PLAN MOD. #1 to 1996)		\$ 5,000	
BUSINESS REVITALIZATION		<u>\$ 90,000</u>	
		\$123,308	(13%)
YOUTH AND FAMILIES			
PARK RENOVATION	1999 EARLY ACCESS	\$195,000	(20%)
TRAFFIC			
STOP SIGNS	1998 EARLY ACCESS	\$ 3,500	
TRAFFIC MANAGEMENT		<u>\$ 30,000</u>	
		\$ 33,500	(3%)
CRIME AND SAFETY:			
COP-ON-A-BLOCK		\$ 45,000	
BLOCK CLUB SUPPORT		\$ 5,000	
ViNA YOUTH CORPS		<u>\$ 10,000</u>	
		\$ 60,000	(6%)
IMPLEMENTATION AND ADMINISTRATIVE COSTS:			
IMPLEMENTATION (Plan Mod. #1)	FIRST STEP	\$ 9,692	
IMPLEMENTATION NAP		<u>\$ 71,710</u>	
		\$ 81,402	(8%)
VICTORY NEIGHBORHOOD PLAN TOTAL		\$978,210	(100%)