

Holland Neighborhood

Neighborhood Revitalization Program
Phase I Plan Review
March 20, 2011

Completed by the
Holland Neighborhood
Improvement Association
Steering Committee



MISSION STATEMENT

SERVING...

TO SERVE AS A FORUM FOR EDUCATION AND FEEDBACK ON ISSUES AFFECTING THE NEIGHBORHOOD

REPRESENTING...

BUILDING COMMUNITY BY CREATING CONNECTIONS AMONG NEIGHBORHOODS AND STAKEHOLDERS WITHIN OUR NEIGHBORHOOD

BUILDING THE HOLLAND NEIGHBORHOOD...

ACQUIRE FUNDING AND PROVIDE DIRECTION FOR COMMUNITY BASED PROJECTS



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THE NRP PHASE I REVIEW PROCESS

NRP PHASE I STEERING COMMITTEE

A steering committee was elected from the stakeholders of the Holland Neighborhood as a representative group to assess the progress made from the first phase of NRP plan implementation (NRP Phase I)

THIS REVIEW WAS ACCOMPLISHED BY:

- A SERIES OF PUBLIC NOTICES WERE SENT TO RECRUIT VOLUNTEERS IN THE NEIGHBORHOOD TO FORM THE COMMITTEE, INVITING THOSE INTERESTED TO ATTEND THE NEIGHBORHOOD'S GENERAL MONTHLY MEETING.
- THE STEERING COMMITEE MET AND WENT OVER NRP PHASE I ACTION PLAN SUMMARY, SCRUTINIZING EVERY PIECE OF THE PLAN.
- THE COMMITTEE MET WITH AND SPOKE TO FORMER BOARDMEMBERS INVOLVED IN THE IMPLEMENTATION OF NRP PHASE I FUNDS.

The H. N. I. A. NRP Task force consisted of Board Member Jasper Rajendren, Geri Posner, Patrick Riley and Sheila Rajendren.



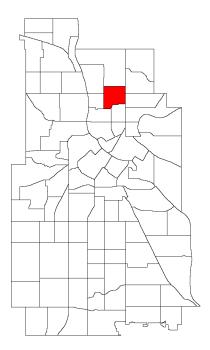
Overview

The Holland Neighborhood Improvement Association (HNIA) NRP Action Plan allocated \$1,954,475.00 for all housing programs, \$403,174.00 for neighborhood business and corridor improvements, \$36,200 for neighborhood crime and safety initiatives, \$578,000.00 for improving the neighborhood environment, \$100,000.00 for neighborhood, youth and family, \$55,000.00 for the arts, \$20,070.00 for improving transportation, and \$464,013 for general administration and implementation of all programs. In total over \$3.6 Million was allocated to Holland Neighborhood. Of that total more than \$3.1 million has been contracted and spent. The 95% threshold of Phase I expenditures necessary to begin Phase II is \$3.4 million. A waiver was issued to continue on to Phase II, as over \$300,000 of the housing contracts is tied to the City of Minneapolis, and can't be spent without the city moving forward on a project, namely 2001 & 2008 Washington Street N.E.

Neighborhood History and Characteristics

The Holland neighborhood, like many other Northeast neighborhoods, began as a working-class settling place for European immigrants to find work and a stable community. In 1924, Minneapolis developed a comprehensive zoning plan for the city. This zoning allowed industrial factories and a wide range of housing options to develop in the Holland neighborhood, with more multi-unit housing in close proximity to the railroad and factories. This zoning was instrumental to the development of the community, and much of the neighborhood layout still reflects those past decisions. Holland is in the heart of Northeast Minneapolis and contains Edison Senior High School, the Northeast Branch Library, Jackson Square Park, a vibrant commercial corridor along Central Avenue NE, a community garden, and a "Tot Lot" playground for kids. The boundaries are: 27th Avenue on the North, Central Avenue on the East, 19th Avenue to Washington Street with a jog to 17th Avenue on the South and University Avenue to the West.





In 2010 the total population of the Holland neighborhood was 4,507. From 1980 to 2010 Holland experienced significant changes in its demographics. The neighborhood became younger, with school age children (5-17 years old) increasing 16% between 1980 and 2000. Large shifts in the ethnic and racial demographics also took place. In 1980 97% of residents were white and all other racial/ethnic groups made up less than 1% of the population each. In 2010, black and Hispanic residents comprised 42% of the neighborhood and other ethnic groups made up another 5% of the population, showing the significant change in demographics. This diversity is a point of pride for the neighborhood and is reflected clearly in the businesses on Central Avenue.

The Neighborhood covers 66 blocks and is mostly residential. As of 2010, Holland has 2,030 total housing units. Over 75% of the homes were built before 1920 with around 54% of the units being renter occupied. Though a couple of high-rise apartments are on Holland's borders, Holland's rental units are mostly duplexes, triplexes, and four-unit homes with some larger multi-unit dwellings.



Details of the Holland Phase I Action Plan

I - NEIGHBORHOOD HOUSING

Total Housing Budget: \$1,954,475

Approximately 54% of housing funds went towards acquisition and demolition of specific troubled properties. Another 39% went towards property rehabilitation loans, including grants, forgivable loans and low interest loans.

1.1.A.3 ACQUIRE BLIGHTED HOUSING:

Allocated: \$1,026,649.00 Contracted: \$690,699.32

This strategy targeted specific troubled properties to be rehabilitated, increasing the number and quality of housing units in the Holland neighborhood. 2001 Washington St NE, 2008 Washington St., 814, 816, 816 ½, 828 & 830 24th Ave NE, and the 2100 Block of Washington Street were among those properties. 2100 Washington was successfully turned into a multi-unit housing complex. 2001 Washington and 2008 Washington are both involved in the same project. The plan was to move the house at 2001 Washington to the lot at 2008 Washington. This part of the plan stalled out, however, and the City currently owns both properties. In 2011, HNIA allocated \$30,000 from its blighted housing strategy to cover the gap between the redevelopment costs and the sale price of 2001 Washington St NE. Pending a final agreement by the City, redevelopment construction will begin in the spring of 2012.

Overall, 7 of 8 properties were acquired and demolished. The Solar Town Homes on 24th Ave NE resulted from these acquisitions, as well the multi tenant building at 2100 Washington Street NE. The vast majority of the project is a huge success. However, the stalled progress on 2001 & 2008 Washington has been an area of concern for the neighborhood. \$359,949.68 remains in this strategy.

Investment in this strategy significantly contributed to the total level of new housing development in the Holland neighborhood. It improved the livability of the properties that were redeveloped as well as the properties near the project sites. Further, this investment led to many additional, quality housing units in the neighborhood.





Solar Town Homes on 24th Ave NE

1.1.A.4 DEMOLITIONS

Allocated: \$58,826 Contracted: \$58,826

The majority (\$56, 096) of this went to demolishing the building at 2008 Washington St NE. The balance went towards demolishing properties on the City's 249 list. Depleted November 2008.

I.I.B.I HOME IMPROVEMENT LOANS

Allocated: \$769,000 Contracted: \$549,040

HNIA partnered with the Greater Metropolitan Housing Corporation to provide loans to low or fixed income homeowners for needed repairs to their properties. Financing is provided through low-interest and forgivable loans. These home rehabilitation programs help restore the quality of housing in the Holland neighborhood, increasing the safety and condition of the properties. Further, the program income generated from these loans allows the programs to sustain in the future, ensuring that investment in housing rehabilitation is possible for years to come.

In 2012, HNIA revised its housing programs to adapt to the current housing needs in Holland. The following programs were adopted:

Forgivable Loan Program

This loan program is intended to provide affordable financing for residents on fixed incomes to complete code compliance repairs. These repairs will improve the safety, livability, and quality of homes in the neighborhood. Residents must earn 50% or less of the HUD area median income to be eligible for this program. Residents may borrow up to \$7,500 and the loan is 100% forgiven after 7 years



of continued owner occupancy by the borrower. We hope this program allows residents to stay in their homes and improves the quality of their housing.

Low Interest Loan Fund for Homeowners

This loan is intended for owner-occupant residents to make permanent improvements to their property. Eligible applicants must earn 100% or less of the HUD area median income, and may borrow up to \$10,000 at 4% interest for home improvement projects. Program income generated from these loans will allow the program to exist in perpetuity, establishing a sustainable resource for property rehabilitation in Holland.

Low Interest Loan Fund for Landlords

Approximately 50% of all housing units in the Holland neighborhood are rental. The Low Interest Loan Fund for Landlords will ensure access to investment in rental properties that are in disrepair. Landlords of I-4 unit properties may borrow up to \$10,000 at 4% interest. This will increase livability for both the tenants who live there but do not have the authority to make repairs themselves and the neighbors who live at adjacent properties.

1.2.A.1 BRUSH WITH KINDNESS

Allocated: \$20,000 Contracted: \$20,000

This program, which was renamed "Christmas in April", provided services to low-income residents to help with painting and small home repairs. Seniors were the primary beneficiaries of this program. It allowed residents to make needed repairs to their homes and increased the aesthetic appeal of the housing stock. Holland Neighborhood helped with 6 properties, compared to 5 for all of St. Paul. Depleted May 2005

1.3.A.1 HOUSING PROGRAM STAFF

Allocated: \$80,000 Contracted: \$80,000

These funds covered staff and administrative costs for Phase I housing programs. Depleted October 2005.



2 - NEIGHBORHOOD BUSINESS AND CORRIDORS

Total Business Budget: \$403,174

This plan focused on revitalizing the Central Avenue corridor. It provided funds to businesses, helped with the creation of the Eastside Co-op, improved lighting and landscaping, and developed the streetscape of Central Avenue between the Holland borders. These projects were very successful and maintain long-lasting impact. These initiatives greatly improved the appearance and safety of the neighborhood's vibrant business corridor. Investment on Central Ave. brings a community spirit and togetherness to the area. It is a place to meet with neighbors, eat, and feel safe.

2.I.A.I CENTRAL AVENUE COMPREHENSIVE PLAN

Allocated: \$58,174 Contracted: \$58,174

\$10,000 of this project went toward the Central Avenue Corridor planning study. \$15,000 went into upgrades of the alleyways behind Central Avenue, that were completed in February 2002. \$30,000 of this plan went to the Firefighter's Hall and Museum for needed façade improvements, completed in December 2005. The remaining \$3,174 went towards administrative costs in October 2001. Depleted in December 2005.



Firefighters Hall & Museum

2.2.A.IA ENTERPRISE FACILITATION

Allocated: \$10,000 Contracted: \$10,000



This was set up to create incentives to use vacant or underutilized sites. It was mostly used on the Central Avenue Corridor, administered by the Northeast Economic Development Council. Depleted October 1998.

2.2.A.IB EASTSIDE FOOD CO-OP

Allocated: \$50,000 Contracted: \$50,000

\$30,000 went to supporting the development of a Cooperative natural foods market in Northeast Minneapolis. The \$20,000 balance was used for the property as well as planning and developing of the market. This project is very successful, bringing organic and healthful foods to the community, as well as bringing the community together. Depleted September 2003.

2.2.A.2 CENTRAL AVENUE LIGHTING/AMENITIES

Allocated: \$100,000 Contracted: \$100,000

HNIA partnered with the Minneapolis Public Works Department to install low-level lighting, planters, trees and decorative tree lights along Central Avenue. These initiatives significantly improved visibility and aesthetic appeal on the neighborhood's main business corridor. Depleted April 2001.

2.3.A.I PROVIDE STIMULUS TO BUSINESS AND SERVICE

Allocated: \$150,000 Contracted: \$150,000

This money provided a loan to the Eastside Food Co-op. The principle was repaid in full, and an additional \$25,669 of program income was generated for HNIA. The Eastside Co-op is a thriving business in Northeast, offering high quality healthy foods in an urban neighborhood. Depleted in September 2003.

2.4.A.I BUSINESS PROGRAM STAFF

Allocated: \$35,000 Contracted: \$35,000

Staff provided administrative and program support to carry out these strategies. Depleted October 2005.



3 - NEIGHBORHOOD CRIME AND SAFETY

Total Crime and Safety Budget: \$36,200

Most notably, this strategy facilitated the development of block clubs, a walking club, and brought in hired speakers to address crime issues and solutions. The programs generated much participation but did not continue, as they were difficult to sustain. These programs have been neglected since, and there is a general desire in the neighborhood to reestablish community crime prevention activities.

3.2.A.4 DECIBEL METERS FOR POLICE DEPARTMENT

Allocated: \$0.00 Contracted: \$0.00

This project was never implemented due to its high cost. No contracts.

3.2.A.5 POLICE BUY-BACK

Allocated: \$0.00 Contracted: \$0.00

This project was never implemented.

3.4.A.I IMPLEMENT CRIME AND SAFETY PROGRAMS

Allocated: \$36,200 Contracted: \$36,200

This strategy provided funding for administration and staffing to over see the implementation of the crime and safety programs. Depleted August 2003.



4 - NEIGHBORHOOD ENVIRONMENT

Total Environment Budget: \$578,000

These projects have had the most visible impact in the neighborhood, and have received the second largest allocation of \$578,000. The plan focused on the area around Edison High School, often referred to as the "Edison Campus." The plan carried out 3 major projects: I.) the pool at Jackson & 22nd Ave NE 2.) the softball field at Quincy & 22nd Ave. NE, and 3.) the Basin, between Jackson & Quincy and 19th & 22nd Avenues. All of these venues are now popular summer gathering places for kids and families in Holland.

The Basin is the largest park in Holland and is now a popular gathering place for the community. The community gathers for Music & Movies in the Park, BBQ's and general recreation. It is a very welcoming and community-oriented green space in Holland. The plan was comprised of the playground equipment, the pool building, functional art sculptures, lighting and landscaping projects. The Jackson Square backstop is one of the city's most unique urban projects, bringing very high-end art sculptures to an inner-city neighborhood. The neighborhood used the assets and skills of residents, students, and Holland stakeholders to plan and develop these projects.

These initiatives increased the visible appeal of the Edison campus, strengthened community bonds, and continue to provide a unique space for residents to gather. HNIA is investing further in the neighborhood's environment by installing rain gardens to beautify green space and improve groundwater quality.

4.1.A.1 STUDY POSSIBILITY OF ADDITIONAL GREENSPACE

Allocated: \$21,500 Contracted: \$21,500

This strategy funded administrative costs linked to plans for the Basin, Jackson Square, playground and pool. Depleted May 2002.

4.2.A.I IMPLEMENT MASTER PLAN FOR GREENSPACE

Allocated: \$357,500 Contracted: \$357,500

\$155,000 of this went towards the building of a pool, playground and bathroom building. The remaining \$202,500 was used for the Jackson Park softball field, light sculpture, streetlights, benches, and landscaping in the Jackson Park Area. Depleted October 2010.





Renovations to Jackson Square Park

4.3.A.2 COMMUNITY BUILDING EVENTS

Allocated: \$40,000 Contracted: \$40,000

Administrative and staff costs to implement these strategies. Depleted July 2009.

4.4.A.I IMPLEMENT BIKE PATHS

Allocated: \$5,000 Contracted: \$5,000

Funds were used to develop the plan for additional bike paths. Depleted May 2004.

4.5.A.I IMPLEMENT ENVIRONMENTAL STRATEGIES

Allocated: \$124,000 Contracted: \$107,710

Funds were used to create the Basin in Jackson Square Park (see photo below). This space is a central gathering spot for the community. It's creative design and functional space is a positive asset for the neighborhood. Depleted October 2007.

4.6.A.I ENVIRONMENTAL PROGRAM STAFF

Allocated: \$30,000 Contracted: \$30,000

This strategy funded the personnel to develop the Basin. Depleted February 2005.





The Basin at Jackson Square Park



5 - NEIGHBORHOOD YOUTH AND FAMILY

Total Youth and Family Budget: \$100,000

The Neighborhood Youth and Family strategies were intended to create community spaces and programs for the youth in Holland. Though some of the strategies did not come to fruition, the overall impact of the efforts helped strengthen community relationships, give residents safe and healthy recreational opportunities, and deliver valuable services to seniors.

Though these programs do not have the long-lasting visibility of other more tangible projects, they were integral to the investment in the people who live in the Holland neighborhood. Funds were spent primarily for programs that serve the neighborhood's youth and seniors. The neighborhood reallocated an additional \$24,000 from Transportation Strategy I.A.I to fund staff for Jackson Square Park 2012. Part-time staff at the park will maximize its use and increase safety.

5.I.A.I NORTHEAST COMMUNITY CENTER FAMILY

Allocated: \$10,000 Contracted: \$10,000

\$10,000 went towards a study for a community center in Holland, which led to the YMCA opening an office next to Jackson Square Park. The plan did provide for YMCA & Edison co-operation in a youth leadership program, but it has not continued. Depleted June 2000

5.1.B.1 YOUTH PROGRAMS, PROJECTS AND EVENTS

Allocated: \$30,000 Contracted: \$30,000

\$30,000 went to the Senior Citizen Resource Center to provide affordable healthcare services to neighborhood residents. Depleted May 2004.

5.2.A.I YOUTH EDUCATION PROGRAM STAFF

\$36,000 went towards staff and administrative costs.

Original Allocation: \$60,000

Contracted: \$36,000

In 2012, the neighborhood reallocated \$24,000 from Transportation Strategy I.A.I to fund staff for Jackson Square Park. This will increase the safety of the park and allow residents to fully utilize the park's amenities.



6 - ARTS

Total Arts Budget: \$55,000

The majority of the Arts money was spent on promoting and facilitating Music and Movies in the Basin. The program was very successful with \$35,000 going to the program over 8 years, and attracting many sponsors as well. These events provided families and residents with safe, affordable, and fun entertainment. The funding was recently depleted, making corporate sponsorship necessary to keep the program in place. Also in the Arts strategies was a \$20,000, 20 year forgivable loan for restoration of the Ritz Theater. The Ritz Theater is in close proximity to the Holland neighborhood and many residents enjoy the artistic events that take place there.

6.1.A.1 PROMOTE ARTS EDUCATION, PROGRAMS

Allocated: \$20, 000 Contracted: \$20,000

Depleted May 2004.

6.1.B.I SPONSOR AND PROMOTE ARTS RELATED EVENTS

Allocated: \$30,000 Contracted: \$30,000

\$10,000 went towards Music and Movies. \$20,000 was provided as a forgivable loan to the Ritz Theater. Depleted July 2009.

6.1.C.1 ARTS IMPLEMENTATION STAFF

Allocated: \$5,000 Contracted: \$5,000

This strategy funded the staff costs associated with Movies and Music in the Park and other arts related events. Depleted February 2005.



7- TRANSPORTATION

Total Budget: \$20,070

Only \$5,000 of funds in this strategy was contracted. The City of Minneapolis undertook its own initiative to increase bike paths, making that particular strategy unnecessary. Research and planning for bus shelters was conducted. However they were never implemented due to the high cost. \$15,070 remains in this strategy.

7.1.A.1 BIKE PATHS, BIKE RACKS

Allocated: \$31,650 Contracted: \$0.00

No contracts were carried out.

7.1.A.2 BUS SHELTERS

Allocated: \$0.00 Contracted: \$0.00

No contracts were carried out.

7.I.A.4 TRANSPORTATION PROGRAM STAFF

Allocated: \$12,420 Contracted: \$5,000

\$7,420 remains. \$5,000 was used for staffing.



8 - GENERAL ADMINISTRATION

Total Budget: \$464,013

All of the General Administration funds were used for staff and maintaining the neighborhood office, including rent, supplies, fliers, and all other community outreach activities. The Holland office is admired by many neighborhood organizations and allows HNIA to have a constant and visible presence in the neighborhood.

8.1.A.1 IMPLEMENTATION COORDINATION

Allocated: \$183,208 Contracted: \$183,208

Depleted April, 2003

8.1.A.3 MAINTAIN NEIGHBORHOOD OFFICE

Allocated: \$ 104, 805

Contracted: \$261,875 (includes \$157,070 of program income)

After the original \$104,805 was spent, an additional \$157,070 in program income was moved to this strategy. HNIA rents an office at 1900 Central Ave NE where it holds monthly meetings, and is a resource for the community to get information, ask questions, and provide input on neighborhood issues.

8.1.A.4 ACTION PLAN IMPLEMENTATION STAFF/OFFICE

Allocated: \$176,000 Contracted: \$176,000

Depleted December 2006.



Transition to Phase II

Through the NRP Phase I process, the Holland Neighborhood Improvement Association developed the knowledge and capacity to engage the community, select priorities, and implement strategies to revitalize the neighborhood. This process in not always easy and there were many difficulties along the way. However, we can proudly demonstrate the positive impact that the NRP had in the Holland neighborhood, and we are excited to build on the strengths that were established over the past 15 years. In 2012, HNIA will begin outreach and planning for the second Phase of its NRP plan. We will continue to focus on improving the housing stock and will develop dynamic relationships with our community building partners.

Phase I Summary

The most significant improvements in the neighborhood aided by NRP funds were:

- The solar town home project on 24th avenue rehabbing this problem housing and using "green" materials as well as getting the neighborhood involved by using neighborhood volunteers.
- The creation of Eastside Food Co-op. Stimulating neighborhood business while providing a grocery store that specializes in organic and local foods.
- Financing home rehabilitation projects for low-income residents. Six homes in Holland neighborhood received grants for home improvements that did not need to be paid back.
- Central Avenue improvements. Streetlights were installed to improve safety and planters were provided to add greenery. US Bank building rehab project

 new construction designed with community input provided banking and several mixed-use spaces.
- Jackson Square Edison High School campus. Provided funds for improving landscaping, locally made sculptures, as well as a baseball diamond with an improved backstop for neighborhood usage.
- Youth programs Funded Voyageur program with Edison high school a successful leadership program for students.



- Hotdish Revolution. Community building by funding and hosting a hotdish competition, with prizes and entertainment for the whole family. Has grown to over 300 attendees and now attracts people from all over the state.
- Tot Lot creation and upkeep of neighborhood park with children's playground equipment and seating, using previously unused space in the neighborhood.