



Holland Neighborhood NRP Phase II Neighborhood Action Plan

Completed by the
Holland Neighborhood
Improvement Association
Steering Committee
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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 plan 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.



Demographics:

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. In 2010, approximately 25% of residents were under 18 years of age, 67% were between the ages of 19 to 64, and another 7% were 65 or older. The largest concentration of resident ages is between 25 and 44 years old.

Large shifts in the ethnic and racial demographics also took place in recent years. In 1980 97% of residents were white and all other racial/ethnic groups made up less than 1% of the population each. In 2010, black and Latino residents comprised 42% of the neighborhood and other ethnic groups made up another 5% of the population. Further, 29% of residents 5 years or older speak a language other than English at home according to the 2010 American Community Survey. This same survey shows that an estimated 25% of residents lived in a different residence in the U.S. one year prior to answering the survey, and 89 residents had a different residence outside of the U.S. one year prior. This indicates that a large number of residents are new to the neighborhood and may not be familiar with the programs and amenities available to them in the neighborhood.

Income:

The American Community Survey reports that the median income for households in the Holland neighborhood in 2009 was \$29,478. This is a sharp decline from a median household income of \$40,338 in 1999. The reason for a large discrepancy in numbers may be attributable to the small sample size in the American Community Survey. The same study shows that over 43% of residents earn 200% or more

of the national poverty level. However, 37% have incomes below the poverty level. Only 19% of residents are between 100%-200% of the poverty level.

Housing:

The Neighborhood covers 66 blocks and is mostly residential. As of 2010, Holland had 2,030 total housing units and 1,231 residential properties. Approximately 54% of neighborhood housing units are renter-occupied. The remaining 46% are owner-occupied. Further, 40% of residential properties are single unit homes, and about 60% are 2 or more units. The majority of rental properties are duplexes and triplexes; however there are a number of multi-unit apartment buildings.

Over 60% of the homes were built before 1939 and another 18% were built before 1969. From 2005-2010, an average of 27% of Holland residential properties (or 332 homes total) received housing code violations. This statistic is significant because much of the neighborhood's funds go toward loan programs that help homeowners make code violation-type repairs. An average of eleven residential properties were on the Vacant Building Registry list per year in that same time frame. However, the number of vacant properties has fallen modestly since 2008, signifying an effective response to the issue.

Businesses:

The majority of businesses in the Holland neighborhood are located on Central Avenue NE. A wide variety of restaurants, retail stores, offices, and convenience stores make up the business corridor on Central Ave. There are also a number of businesses on Lowry Ave NE and University Ave NE, as well as several industrial businesses scattered throughout the neighborhood.

Institutions and Non-profits:

Edison Senior High School and the Hennepin County Northeast Library are the neighborhood's primary public institutions. St. Clement Catholic Church, Giving Grace Christian Center, Sacred Heart of Jesus Parish, and the Islamic Cultural Community Center are among the many churches and faith-based institutions that are located in the neighborhood. The Emma B. Howe YMCA, Volunteers of America, and the Firefighters Hall & Museum are a few prominent non-profit organizations with the Holland neighborhood borders.

Recent Neighborhood Trends:

In the past several years, we have begun to see a revitalization of the business climate along Central Avenue. Jackson Square Park, the NE Library, and the Basin all underwent major renovation and now form the inner core of what is referred to as The Green Campus. Community investment and partnership has helped Edison High School be perceived as an attractive educational option for neighborhood teenagers. The Arts community has spurred a creative renaissance in Northeast. Environmental initiatives have brought and are continuing to bring green investment throughout Holland. Polluted land has been and will be cleaned up as part of three major developments. The housing stock was improved through new development, neighborhood loan programs, and HNIA direct action. Residents report feeling safer and crime statistics are down significantly in recent years. These positive developments are a testament to the commitment and collaboration between community members, local organizations and businesses, artists, and the City of Minneapolis who have worked together to make Holland one of the most exciting neighborhoods in Minneapolis.

NRP Phase I Action Plan Overview

The Holland Neighborhood Improvement Association (HNIA) NRP Phase I Action Plan allocated \$1,978,475.00 for all housing programs, \$403,174.00 for neighborhood business and corridor improvements, \$36,200 for neighborhood crime and safety initiatives, \$554,000.00 for improving the neighborhood environment, \$76,000.00 for neighborhood, youth and family, \$55,000.00 for the arts, \$44,070.00 for improving transportation, and \$464,013 for general administration and implementation of all programs. Through these investments, the Holland Neighborhood has undergone a transformation that has significantly improved the community's perception of their neighborhood. Further, the successes of the past 10 years have empowered residents and stakeholders to believe in their ability to influence their neighborhood for the better— to create a resilient, sustainable, and flourishing neighborhood in the heart of Northeast Minneapolis (see Appendix C for Phase I highlights).

NRP Phase II Outreach and Plan Formation

Outreach Overview:

HNIA facilitated the formation of a steering committee in the spring of 2012, and the committee began planning the Phase II outreach strategy shortly thereafter. The steering committee met approximately once to twice a month between March and September of 2012. Through their meetings and discussions, they developed an NRP Phase II Participation Agreement. The Participation Agreement clearly outlines the activities and strategies that would be implemented to ensure that a broad base of Holland residents, businesses, and stakeholders provide input and are involved in the formation of the Phase II Action Plan. Several public meetings, two focus group meetings facilitated by NCR Representative Jack Whitehurst, a number of community events, and a neighborhood-wide survey distributed to each household were used to gain input from stakeholders regarding their priorities for Holland's NRP Phase II plan. Below is a timeline highlighting some of the outreach activities that took place over the course of the planning phase.



Focus Group Meetings:

HNIA and the NRP Phase II Steering Committee held two focus group meetings to foster dialogue with specific stakeholders or groups in the neighborhood. The first focus group meeting was held on October 25th, 2012 and targeted local businesses, institutions, and organizations to a representative set of stakeholders to provide input on what they see as strengths, weaknesses, and opportunities of the neighborhood. The discussion was very insightful and helped HNIA gain a better understanding of businesses' and organizations' neighborhood priorities. The second focus group meeting focused on reaching out to a representative sample of the neighborhood's residents to gain a broader perspective on issues in Holland. Though not as many residents participated as we had hoped, the meeting still yielded an understanding how residents perceive their neighborhood and how they think the neighborhood could be strengthened through our NRP Phase II Plan.

Neighborhood Survey:

The steering committee and HNIA board of directors worked with Modern Survey, a professional firm based in Northeast, to conduct a survey that was mailed to each household in the Holland neighborhood. The purpose of the survey was to identify stakeholders' perceptions of 1.) general satisfaction with the neighborhood, 2.) how the neighborhood has improved or declined over the past 5 years, and 3.) what issues should be addressed to further improve the neighborhood in coming years. Paper surveys, along with postage-paid Business Reply Mail envelopes, were mailed to a total of 1921 Holland Neighborhood residents and business owners. The cover letter accompanying the paper survey contained a link to a web-based version of the survey, but very few (only about 30) chose to complete the survey online. A total of 239 completed surveys were received, yielding a 12.4% response rate. We successfully received survey responses from a broad based of neighborhood stakeholders due to a thorough outreach strategy that included door knocking, an event at the Northeast Public Library, and an even a local business. We received outreach assistance from volunteers who speak Spanish and Somali to increase our participation from residents that do not speak English as a first language. Below are some of the key conclusions from the survey responses.

Key Survey Conclusions:

- Most survey respondents rated the Holland Neighborhood as either a “Very Good” (18%) or “Good” (58%) place to live
 - Renters are nearly twice as likely as Homeowners to rate Holland “Very Good” (26% vs. 15%)
- Of HNIA’s Focus Areas, Arts and Culture is clearly seen as having improved the most, followed by Green and Public Space
- Least improvement was reported for Transportation and for Housing
 - In particular, Business Owners view Transportation as showing little improvement
- Respondents overwhelmingly see Safety and Livability as the top priority for further improvement, followed by Housing
- Arts and Culture is clearly seen as least in need of further improvement, followed by Transportation
- Renters, however, clearly see improving Transportation to be more important than do Homeowners
- Improvement of existing housing stock is rated as the top priority in the area of Housing, followed by promotion of owner-occupied home ownership

Section I – Livability and Safety

Allocation: \$15,000

Goal: To improve livability and safety in Holland.

Objective I.1: To make Holland a welcoming, safe, and livable environment for all.

Strategy I.1.1: Livability and Safety Partnerships -- Work with multiple community partners and Holland stakeholders to address livability and safety issues in Holland through a multi-pronged approach. Efforts may include, but are not limited to:

- Support a community liaison to the Second Precinct Advisory Council (2PAC), and offer administrative support to 2PAC if needed.
- Help coordinate the specific efforts of neighbors, the 2nd Precinct, and Minneapolis Department of Regulatory Services to help a property owner and/or renter come into compliance when their property (either residential or commercial) is posing a safety and/or livability issue.
- Compile and maintain up-to-date information and materials regarding block clubs and leaders, NNO, Holland property owners, and other resources available to support neighbors in addressing safety and livability challenges in their areas. Engage with neighbors at general meetings and other gatherings to share the compiled resources and help them work collectively.

Potential Partners: Holland Neighborhood Improvement Association (HNIA), Neighborhood and Community Relations (NCR), 2nd Precinct Police, 2nd Precinct Advisory Council (2PAC), and Minneapolis Department of Regulatory Services

NRP Phase II Funds: \$0

Other Funds: CPP

Strategy I.1.2: Graffiti and Litter Reduction Efforts-- Improve safety and livability in Holland through anti-graffiti and anti-litter efforts, and other programs as needed. Initiatives may include, but are not limited to:

- Create a program to support artistic utility box/trash can projects; apply for the appropriate grants; and support artists in their work on these projects.
- Coordinate with public and private property owners to install murals and other graffiti-detering enhancements.
- Organize and support litter patrols and neighborhood cleanup days.
- Work with property owners and the city to ensure sufficient trash cans around the neighborhood so that people can pick up litter as they are out and about.

Potential Partners: HNIA, NCR, Minneapolis Public Arts Commission, Minneapolis Public Works, and Local Artists

NRP Phase II Funds: \$15,000

Other Funds: CPP

Strategy I.1.3: CPTED-- Utilize the principles of Crime Prevention Through Environmental Design (CPTED) to ensure that all projects promote livability and safety throughout Holland. Initiatives may include, but are not limited to:

- Incorporate CPTED design principles in Holland's 2013-14 Small Area Plan and other long-term strategy plans.
- Work with a CPTED expert to identify potential design improvements for Holland.

Potential Partners: HNIA, NCR, Community Planning and Economic Development (CPED), 2nd Precinct Police, Consulting Firms

NRP Phase II Funds: \$0

Other Funds: No funding commitment

Section 2 – Housing

Allocation: \$549,021

At least 70% of NRP Phase II funds are required to be allocated to housing programs

Goal: To improve Holland's overall housing stock.

Objective 2.1: To improve existing housing stock in Holland.

Strategy 2.1.1: Home Improvement Programs-- Create and maintain home improvement loan and grant programs for both owner-occupied and rental properties. Potential eligible improvements may include, but are not limited to:

- Environmental/energy conservation upgrades, durable materials, and 21st-century standards.
- Targeting of specific geographic areas/zones for improvement projects.

Potential Partners: HNIA, NCR, Greater Metropolitan Housing Corporation (GMHC), or Center for Energy and Environment (CEE), and Development Finance Division (DFD)

NRP Phase II Funds: \$359,361

Other Funds: No funding commitment

Strategy 2.1.3: Quality Renovation Recognition--Create a program that officially recognizes (e.g. Holland award) high quality home renovation projects around Holland.

Potential Partners: HNIA

NRP Phase II Funds: \$0

Other Funds: CPP

Objective 2.2: Attract high quality, mixed-affordability new housing development in the neighborhood that enables Holland to attract and retain a diverse set of residents; and create sufficient housing density to support local businesses and developments along our commercial corridors.

Strategy 2.2.1: Housing Development Partnerships--Engage and work with potential developers and the City of Minneapolis. Actions within this strategy include, but are not limited to:

- Communicate design, density, and affordability standards as laid out in

neighborhood planning documents such as the Holland Small Area Plan and the Central Avenue Plan.

- Develop a comprehensive marketing strategy to promote the Holland neighborhood for new development.
- Identify vacant lots for potential housing development.

Potential Partners: HNIA, NCR, CPED, Habitat for Humanity, GMHC, or other housing agencies

NRP Phase II Funds: \$0

Other Funds: CPP, NRP Phase I

Strategy 2.2.2: Housing Development Fund--Develop a loan and/or grant program for new housing developments in order to increase housing quality and design of potential projects.

Potential Partners: HNIA, NCR, CPED, DFD, GMHC, or CEE

NRP Phase II Funds: \$63,220

Other Funds: No funding commitment

Objective 2.3: Increase the percentage of owner-occupied homes in Holland.

Strategy 2.3.1: Home Buyer Marketing --Include potential new home buyers as targets in any Holland marketing strategy.

Potential Partners: HNIA, NCR

NRP Phase II Funds: \$0

Other Funds: CPP

Strategy 2.3.2: Home Buyer Assistance--Develop a down payment assistance program for Holland, promote other similar programs to potential residents, and make sure local realtors are aware of these programs.

Potential Partners: HNIA, NCR, GMHC, or CEE, and DFD

NRP Phase II Funds: \$ 126,440

Other Funds: No funding commitment

Section 3 – Environmental Sustainability

Allocation: \$15,000

Goal: To improve Holland’s environmental footprint.

Objective: To foster better environmental sustainability practices by residents, property owners, businesses, organizations, and visitors in the Holland neighborhood.

Strategy 3.1.1: Environment Sustainability Efforts--Engage, educate, empower, and support Holland stakeholders regarding environmental sustainability practices. Initiatives may include, but are not limited to:

- Partner with organizations like CEE to provide Home Energy Squad or similar energy usage property assessment visits to Holland stakeholders at an affordable cost.
- Continue to support the NE Green Light project as it pertains to education and outreach regarding reducing the area's negative environmental impact.
- Compile and maintain a resource list regarding environmental sustainability upgrade assistance programs for Holland stakeholders.
- Include environmental/conservation upgrades as an eligible expense within the Holland housing loan/grant program.
- Continue partnerships to install rain gardens/pervious surfaces on public/private properties in Holland.
- Implement a program to support residents in implementing simple solutions to challenges that make urban gardening difficult – such as straw bale gardens, beekeeping, etc.

Potential Partners: HNIA, NCR, CEE, Metro Blooms, Local Artists,

NRP Phase II Funds: \$15,000

Other Funds: CPP, NRP Phase I

Strategy 3.1.2: Sustainability Pilot Programs--Develop larger-scale environmental and energy pilot programs such as Community Solar Gardens, and others as they are conceived.

Potential Partners:

NRP Phase II Funds: \$0

Other Funds: No funding commitment

Section 4 – Open/Public Space

Allocation: \$90,000

Goal: To optimize open and public space in Holland.

Objective 4.1: To maintain existing open/public spaces and create more open/public space in Holland.

Strategy 4.1.1: NE Green Campus--Continue development and improvement of the NE Green Campus, defined as the area south of Lowry Avenue, North of 19th Avenue, west of Central Avenue, and east of the railroad tracks. Initiatives may include, but are not limited to:

- Focus on the Town Square strategy that has been discussed during Holland small area planning and other neighborhood strategic discussions.
- Create a steering committee to address the next phase of Jackson Square Park capital improvement, as well as address JSP in small area planning.
- Address overall NE Green Campus area development through the small area planning process in 2013-2014.

Potential Partners: HNIA, NCR, Edison High School, Minneapolis Parks and Recreation Board, Public Works, Firefighters Hall and Museum, CEE, Local Artists, CPED, DFD

NRP Phase II Funds: \$75,000

Other Funds: NRP Phase I, CPP

Strategy 4.1.2: Open and Green Space Initiatives --Maintain and create both formal and informal functional green space in Holland beyond the NE Green Campus. Initiatives may include, but are not limited to:

- Create a Shoreham Community Garden committee, with HNIA Board support, to oversee maintenance of the garden and help others create new cooperative/shared urban agriculture sites across Holland.
- Form a “pocket park” committee to manage the currently existing Train Park at 27th and Monroe and to help develop and maintain smaller park-like spaces for all ages to enjoy.

Potential Partners: HNIA, NCR

NRP Phase II Funds: \$15,000

Other Funds: NRP Phase I

Section 5 – Neighborhood Businesses

Allocation: \$0

Goal: To foster a thriving business community in and around Holland.

Objective 5.1: To assist local businesses in efforts to attract and engage with local clientele that can serve as a customer base to help businesses survive and grow long-term.

Strategy 5.1.1: Business Loan and Grant Program--Develop the Holland Economic and Main Street Initiative (HEMI) loan and grant program to help businesses with property improvements according to the standards laid out in relevant planning documents and strategies.

Potential Partners: HNIA, NCR, CEE, DFD

NRP Phase II Funds: \$0

Other Funds: NRP Phase I

Strategy 5.1.2: Business Community Connection Efforts--Create and expand initiatives such as the Medallion Public Arts Connector to connect residents with local businesses.

Potential Partners: HNIA

NRP Phase II Funds: \$0

Other Funds: NPP, CPP

Strategy 5.1.3: HNIA Business Communication Efforts--Create and maintain open lines of communication between HNIA and the local business community in order to identify changing business needs and modify or create programs to address those needs.

Potential Partners: HNIA

NRP Phase II Funds: \$0

Other Funds: CPP

Section 6 – Holland Corridors

Allocation: \$0

Goal: To improve all aspects of Holland’s main corridors.

Objective 6.1: To shepherd parallel improvements and development along both external (University/Lowry/Central) and internal (Washington/Monroe/22nd) corridors in the Holland neighborhood, according to standards laid out in relevant planning documents and strategies.

Strategy 6.1.1: Internal Corridors Development--Promote balanced development and improvements along the internal corridors of Monroe Street, Washington Street, and 22nd Avenue NE. Initiatives may include, but are not limited to:

- Coordinate efforts of stakeholders from both Washington and Monroe Streets NE to inform parallel development along their respective corridors.
- Address the concept of the 22nd Avenue NE gateway to the NE Green Campus, as a city-designated bicycle boulevard, and as a direct route to the Mississippi River during the small area planning process in 2013-2014.
- Seek partnership with organizations such as the MWMO, Nice Ride, etc. to address a variety of improvements and concerns on these corridors.
- Reach out to neighborhoods that share these corridors in order to develop a cross-neighborhood coordinated plan for development.

Potential Partners: HNIA, NCR, MWMO, Nice Rides, Minneapolis Public Works, CPED

NRP Phase II Funds: \$0

Other Funds: NRP Phase I, CPP

Strategies 6.1.2: Lowry Avenue Development--Work to improve and develop Lowry Avenue NE. Initiatives may include, but are not limited to:

- Develop, advocate for, and support enhancements along Lowry Avenue NE that enhance connectivity between the northern and southern sections of Lowry that are physically and perceptually divided by Lowry as it is now.
- Maintain Board/stakeholder presence on the Lowry Avenue Plan CAC that Hennepin County formed in 2013.

Potential Partners: HNIA, NCR, CPED, Hennepin County, Minneapolis Public Works

NRP Phase II Funds: \$0

Other Funds: NRP Phase I, CPP

Strategy 6.1.3: University and Central Corridors -- University and Central Avenues. Initiatives may include, but are not limited to:

- Coordinate efforts among stakeholders, including other neighborhoods and their residents, to inform and direct development and improvement along University Ave NE.
- Continue work that is aligned with the Central Avenue Plan.
- Work with other Northeast partners, such as CASSD, the NE Chamber of Commerce, and independent stakeholders to continually assess changing needs along both Central and University Avenues NE, and adapt and create strategies to meet those needs.

Potential Partners: HNIA, NCR, CPED, Minneapolis Public Works, Central Avenue Special Services District, NE Chamber of Commerce

NRP Phase II Funds: \$0

Other Funds: NRP Phase I, CPP

Section 7 – Movement and Connectivity

Allocation: \$0

Goal: To improve movement and connectivity in Holland.

Objective 7.1: To improve current and develop new efficient multi-modal transportation options in Holland.

Strategy 7.1.1: Pedestrian-Friendly Efforts--Encourage pedestrian-friendly development and maintenance around Holland. Initiatives may include, but are not limited to:

- Provide property owners with resource information regarding snow-shoveling assistance to help keep sidewalks clear in the winter.
- Support efforts in sidewalk repair and replacement.
- Regroup the Holland Walkers to promote the inherent walkability that currently exists in Holland.
- Support traffic-calming improvements, design elements, and lighting that make Holland more pedestrian-friendly.

Potential Partners: HNIA, NCR, CPED, Minneapolis Public Works

NRP Phase II Funds: \$0

Other Funds: CPP

Strategy 7.1.2: Bicycle-Friendly Efforts--Encourage bicycle-friendly development and maintenance around Holland. Initiatives may include, but are not limited to:

- Develop a program to encourage and buy down the cost of installing bike racks on both public and private land in Holland.
- Partner with organizations and programs such as and similar to Nice Ride in order to improve access to shared bicycle programs in Holland.
- Support more bike boulevards, lanes, and cycling safety enhancements on appropriate routes in Holland.
- Establish a Holland Biking Club that would help promote cycling in Holland as a safe, efficient mode of transportation and recreation.

Potential Partners: HNIA, NCR, CPED, Nice Ride, Minneapolis Public Works

NRP Phase II Funds: \$0

Other Funds: NRP Phase I, CPP

Strategy 7.1.3: Transit Improvement Efforts -- Improve transit options in and around Holland. Initiatives may include, but are not limited to:

- Advocate with the City of Minneapolis and Metro Transit to improve transit frequency along Lowry Avenue NE and other routes as needed.
- Support efforts to improve all aspects of transit along Central Avenue, including the addition of streetcars, improved maintenance of bus stops, and addressing of safety concerns.

Potential Partners: HNIA, NCR, Metro Transit, CPED

NRP Phase II Funds: \$0

Other Funds: CPP

Strategy 7.1.4. Automobile Management and Coordination--Improve automobile movement, parking, and options in Holland. Initiatives may include, but are not limited to:

- Work with CASSD and the NE Chamber of Commerce to discern current and future parking needs, and to encourage local businesses to cooperate in sharing parking lot spaces.
- Engage with St. Clement's Catholic Church (and the future parish it will be joining) to formalize an agreement to utilize the lot at Lowry and Jackson as parking for Central/Lowry Avenue businesses during the church's off hours.
- Support efforts at car sharing in Holland, including both formal and informal programs.
- Work to improve efficiency and safety in automobile movement at main intersections in Holland (e.g. Lowry and Central Ave).

Potential Partners: HNIA, NCR, CASSD, NE Chamber of Commerce, St. Clement's Catholic Church, Public Works, CPED,

NRP Phase II Funds: \$0

Other Funds: CPP

Section 8 – Arts and Culture

Allocation: \$10,000

Goal: To emphasize the importance of Arts and Culture in Holland in improving all aspects of the neighborhood.

Objective 8.1: To support and promote vibrant Arts and Cultural communities in Holland and integrate the values of these communities in design and programming through the neighborhood.

Strategy 8.1.1: Arts and Culture Efforts--Utilize Arts and Culture to build community across demographic and geographic lines in Holland. Initiatives may include, but are not limited to:

- Offer fiscal agency services to viable arts/cultural groups that seek to further HNIA's mission regarding arts, education, and culture.
- Support public events, such as the NE Green Light iron pour, that bring the community together to experience the process of art creation that often is hidden behind artists' studio doors.

Potential Partners: HNIA, NCR, Art Share, Edison High School, Local Artists

NRP Phase II Funds: \$0

Other Funds: CPP

Strategy 8.1.2: Artistic Promotion Initiatives--To promote artistic projects, both big and small, in every corner of the Holland neighborhood. Initiatives may include, but are not limited to:

- Create a Holland Artistic Utility Box/Trash Can program that will offer artists both financial and logistical support for artistic utility box and trash can projects as laid out by current and future city programs.
- Develop a strategy for artistic Holland neighborhood signage – such as artistic stop/parking sign poles, artistic street lighting, and other ideas that arise.
- Support artistically designed property improvements in Holland.
- Engage with various members of the Arts and Cultural communities in Holland when undertaking the planning process.

Potential Partners: HNIA, NCR, Local Artists and Arts Organizations, Minneapolis Arts Commission, CPED, Minneapolis Public Works

NRP Phase II Funds: \$10,000

Other Funds: NRP Phase I, CPP

Section 9 – Community Life

Allocation: \$5,000

Goal: To improve community life in Holland.

Objective 9.1: To foster continued growth and vibrancy of the Holland neighborhood.

Strategy 9.1.1: *Youth and Family*--Encourage younger adults and families with children to choose Holland as a long-term place to live. Initiatives may include, but are not limited to:

- Partner with community organizations such as Minneapolis Public Schools/Edison High School, the YMCA, and local houses of faith to provide affordable programming for youth and families.
- Advocate with MPRB for staffed summer programming at Jackson Square Park. Continue to financially support staff as long as sustainable or until MPRB responds to this need.
- Build upon current relationships with Edison High School and the District I School Board Director to continue encouraging Holland families in the consideration of NE schools for their children's education.
- Explore and, if deemed appropriate, become a Community Partner with Edison High School so as to be able to work with students directly on projects that benefit Holland and them.
- Establish programming aimed at younger adults to help them engage with each other and HNIA.

Potential Partners: HNIA, NCR, Minneapolis Public Schools, YMCA, MPRB

NRP Phase II Funds: \$0

Other Funds: CPP, NRP Phase I

Strategy 9.1.2: *Social, Cultural and Intergenerational Relationships*--Foster relationships across all social, cultural and generational demographics in Holland. Initiatives may include, but are not limited to:

- Support larger community events such as the Annual NE All School and Community BBQ, which attracts both the school community and Holland residents.
- Provide affordable and free events that are appropriate for all residents to partake in.
- Support cross generational/cultural programs that intentionally connect residents in efforts to improve communication and relationships among Holland's diverse communities.

Potential Partners: HNIA, NCR, Minneapolis Public Schools

NRP Phase II Funds: \$0

Other Funds: CPP

Strategy 9.1.3: Health and Wellness Programs--Support programs that promote health and wellness in Holland. Initiatives may include, but are not limited to:

- Work with existing organizations, such as the Central Avenue Clinic, to meet shared goals.
- Support efforts to increase accessibility to healthful food choices within the Holland neighborhood.

Potential Partners: HNIA, NCR

NRP Phase II Funds: \$5,000

Other Funds: CPP

Strategy 9.1.4: Community Connection Initiatives--Encourage Hollanders to be an informed, active community in order to better plan for, manage, and respond to current and future challenges together. Initiatives may include, but are not limited to:

- Revamp and maintain the HNIA website to serve as a useful clearinghouse of information and resources for community members of all ages and abilities.
- Develop a monthly strategy for neighborhood meetings that will help the Board attract presenters who will be of interest and relevant to neighborhood stakeholders.
- Connect current and upcoming Holland leaders through smaller, targeted events, such as the Wine and Dine, that connect them with each other and HNIA.
- Advertise broadly the many opportunities for stakeholders to take leadership roles without the commitment of full Board work.

Potential Partners: HNIA, NCR

NRP Phase II Funds: \$0

Other Funds: CPP, NRP Phase I

Section 10: Implementation

Strategy 10.1.1: Provide administrative and staff support to implement the Holland NRP Phase II Action Plan.

Potential Partners: HNIA, NCR

NRP Phase II Funds: \$0

Other Funds: CPP, NRP Phase I