



Phillips Partnership

safety-jobs-housing-infrastructure
for the Phillips neighborhood

Update

MARCH 1999

Cabinet Officers Come to Phillips

Members of the Phillips Partnership welcomed Secretary of Housing and Urban Development Andrew Cuomo to Minneapolis on February 11. Cuomo came to Minneapolis to highlight the City's Empowerment Zone (EZ) designation.

While the EZ designation potentially brings \$100 million in federal grants, Cuomo urged business leaders also to maintain their commitment to strategic investments in the City.

"We selected Minneapolis for EZ status because of your unique public-private partnerships," he suggested, "now be sure that they continue to thrive." Major projects of the EZ strategic plan include the redevelopment of the former Sears regional distribution center led by Ray Harris, a Fannie Mae partnership (one of only six in the country) that will funnel major residential and commercial investments into EZ neighborhoods, and the new \$400 million Light Rail Transit line that will link residents to major job centers in the Twin Cities metropolitan region.

A Billion Dollar Plan

"As an Empowerment Zone, Minneapolis and our private sector partners will leverage over a billion dollars to implement long-term, comprehensive solutions to problems associated with poverty," said Mayor Sharon Sayles Belton. "We won the designation because we demonstrated an

ability to forge strong partnerships with the private sector, and the Phillips Partnership is a great example. Together, we have developed a compelling vision for the future, and we are getting things done."

Gordon Sprenger, Executive Officer for Allina Health System, and Andre Lewis from Honeywell briefed Secretary Cuomo on the Phillips Partnership's approach to focused objectives and strategic investments. They praised HUD and the Mayor for their leadership in bringing the EZ resources into the Phillips neighborhood. Commissioner Peter McLaughlin followed by highlighting the Phillips Partnership as a wise investment for the federal government. "This Partnership represents an entirely new approach for urban development," he said.



HUD Secretary Andrew Cuomo with Mayor Sharon Sayles Belton



U.S. Attorney General Janet Reno

Allina Health System
Gordon Sprenger,
Executive Officer

Children's Hospitals and Clinics
Brock Nelson, CEO

Fannie Mae
Gloria Bostrom, Director,
Minnesota Partnership Office

Honeywell
Michael Bonsignore,
Chairman and CEO

The Minneapolis Foundation
Emmett Carson, President

Norwest Bank
Jim Campbell,
Chairman and CEO

U.S. Bancorp
Jack Grundhofer,
President and CEO

City of Minneapolis
Mayor Sharon Sayles Belton

Hennepin County
Commissioner Peter McLaughlin

Co-Chairs
Michael Bonsignore
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Reno to Highlight Crime-fighting Partnerships

Attorney General Janet Reno will visit Minneapolis on April 21. Her agenda is to focus specifically on businesses and communities working together to improve public safety and reduce crime. Reno plans to use Minnesota HEALS as a national model and to challenge more corporations around the country to initiate partnerships with police, schools, courts, prosecutors, elected officials, and others in their own communities. ■

inside

2 Portland Place Opens Marketing Office

Selvaggio Initiative Uses Local History

3 Partner Profile: Brock Nelson

Train to Work News
Phillips Crime Watch

4 35W Access Update

Portland Place

Marketing Office is Open for Business

Honeywell and the Phillips Partnership announced on February 25 the opening of the marketing office and model homes for the Portland Place housing development at 2602 Portland Avenue.

Portland Place is a major housing redevelopment initiative which will bring 51 new owner-occupied homes into the Phillips neighborhood when the project is complete in 2000. The program's goal is to help stabilize the neighborhood by encouraging home ownership.

Speakers at the ribbon-cutting event included Minneapolis City Council Member, Brian Herron; Minnesota Lieutenant Governor, Mae Schunk; Mayor Sayles Belton's Chief of Staff, Colleen Moriarty; Executive

Director of the Honeywell Foundation, Andre Lewis; Jannis Parker from Bank of America; and Hussein Samatar, a Portland Place home-buyer.

"This project symbolizes a renewed growth in the neighborhood and a sense of community in Phillips," said Minnesota Lieutenant Governor, Mae Schunk. "Honeywell's involvement is corporate responsibility at its best. This is a public-private partnership that is truly an investment that shows core values are strong in this city. The (Portland Place) homeowners and families are the basic units of a healthy vigorous community. I cannot wait to return here and see the harvest of what we have planted today."

To date, 12 Portland Place houses have been sold and the



Nineteen new homes are currently under construction at Portland Place

opening of the marketing office is sure to help boost local interest in the project. Construction on the site began in September 1998, when four houses were built in 12 days during a Habitat for Humanity blitzbuild. Since then, construction has begun on 15 others. The first four families will move into their new homes by the end of March. ■



Lt. Governor Mae Schunk joins ribbon-cutting

Joseph Selvaggio Initiative

Neighborhood residents look back for historic pride

Phillips residents are guiding the Joseph Selvaggio Initiative by looking backward. Last November, residents at a neighborhood planning meeting urged Abbott Northwestern Hospital to look back at the history of the area for insight into how best to proceed with the Phillips Partnership's \$6.5 million housing investment. The Joseph Selvaggio Initiative will improve the quality of affordable rental housing, strengthen the existing single family residences, and design or revitalize streetscape

for the eight block area between 26th and 28th Streets, and Portland and Chicago Avenues.

"If we want to restore housing here, shouldn't we learn more about the original vision for this neighborhood? I'd love to see the old plans," said Judy Larkin, a 20 year resident of the area.

It's a Deal

"It's a deal," responded, Allina Vice President Gene Torrey. "If you think it would be useful, we will have all the research done by February."

Selvaggio Initiative Multi-Family Rehab House



2729 Portland Ave., early 1900's



2729 Portland Ave., Now

Phillips Partnership architects, Close Landscape Architecture and Hokanson/Lunning/Wende, Assoc. went to work, and at a February 26 open house attended by over 40 residents, presented extensive information about housing styles

and plan books for homes in the area. Old maps also showed the history of the City's development and abundant photos confirmed that the Park Avenue area in Phillips was the City's "Gold Coast," lined with elegant homes during the late 1800's. A strong

Neighborhood, *continued page 4*

Phillips Partner profile

Brock Nelson, CEO of Children's Hospitals and Clinics

Background: Former president of Children's Hospital of St. Paul, became CEO of the organization created when the St. Paul hospital merged with Minneapolis Children's Medical Center

Education: B.A. in Economics, St. Olaf College; Master's degree in Health Care Administration, University of Minnesota

Family: He and his wife, Martha, have four children, Thor, Haakon, Kully, and Berit

What Phillips Partnership means to Children's Hospitals and Clinics:

"Working together we accomplish so much

more than we can separately. The vision we have for the Phillips neighborhood is improved livability—in other words, we want neighborhood kids to play outside without hesitation, more people moving back into the city, and more green space. The neighborhood families are our patients and our employees. That's why these goals are so important to us. These goals are reachable if we commit to working together long-term."

Brock Nelson has been involved in the Phillips community since he became CEO of Children's Hospitals and Clinics in 1994. He is especially enthused about the Anderson Schools project, funded by Children's and Allina and the Train to Work initiative of the Phillips Partnership providing 150 permanent jobs for Phillips residents at Children's and Abbott Northwestern Hospitals.

"Train to Work is a win-win situation," says Nelson. "We want skilled employees from diverse backgrounds. The Train to Work participants need training and living-wage jobs. Train to Work is one way the Phillips Partnership can bring more direct income into the neighborhood. The children of our Train to Work employees benefit, too, because their families receive a livable wage and the kids are exposed to the idea of a career in health care. The program has definitely exceeded our expectations." ■



jobs & training

Train to Work: "Attain and Retain"

Randy Moore had lost two jobs due to businesses closing when he heard about the Train to Work program. He lives just one block from Abbott Northwestern Hospital and had wanted to work there for some time. He saw Train to Work as an opportunity to get a foot in the door. "The training helped me develop my application skills; I think I'm a detail oriented person and still, the Abbott application really needs to be gone over." Randy says that because it also focused on retention, the program improved his ability to both "attain and retain" employment. After 14 months on the job, he is highly regarded at work. As one co-worker puts it, "Randy is always working." In the spring of 1998 he received a commendation from his supervisor for his willingness to pitch in. Later that year, he received a commendation from the hospital for his exemplary work habits. ■



Randy Moore

Train to Work Statistics

To Date
 Graduates:124
 Male:30
 Female:89
 Placements:102

Ethnicity of Placements
 African American73
 Asian-American2
 Euro-American13
 Native American13
 Spanish Descent1

Crime in Phillips at Four Year Low

The intense law enforcement strategy known as CODEFOR is clearly having an impact in the Phillips neighborhood. Community Crime Prevention/SAFE specialist Carol Oosterhuis reports that for 1998, serious crimes are down by 38 percent over 1995. At the same time, arrests for prostitution and narcotics offenses are up dramatically, due to intensified enforcement.

Oosterhuis observes that residents like the Simmons family on Portland Avenue have helped turn the tide in the area. "This family has really been instrumental in changing the feeling of Portland Avenue," said Oosterhuis. "They have organized

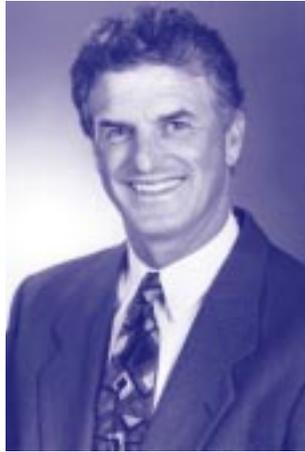
clean-up days, set-up and tear down for National Night Out, Friday night walks with neighbors, a tea for residents in Ebenezer, and a neighborhood Christmas party."

Three generations in the Simmons family are busy helping to strengthen Phillips. "They have also been courageous in reporting illegal activity, and inspiring neighbors with their positive energy to work together," commented Oosterhuis. She recently nominated the Simmons family for the Abby award, given by Abbott Northwestern Hospital to recognize outstanding community service and extraordinary citizenship. ■

Four Year Crime Statistics for Phillips Neighborhood

	1995	1996	1997	1998
Burglary	446	265	331	227
Robbery	446	374	357	204
Auto Theft	365	430	407	313
Theft from Auto	371	399	494	239
Vandalism	738	626	758	512
Assault	104	117	46	58
CSC	19	19	18	13
Robbery Business	22	18	23	16
Burglary Business	107	95	70	51
Narcotic Cases	667	771	822	1171
Prostitution	31	48	145	201

Hennepin County forms I-35W Access Advisory Committee



Hennepin County Commissioner Peter McLaughlin

Hennepin County Commissioner Peter McLaughlin announced the formation of a Project Advisory Committee (PAC) to help guide the I-35W access project through the public and technical process leading to a decision regarding ramp locations. Hennepin County has taken the lead in both appointing and organizing this new group. According to Commissioner McLaughlin, "The Committee is comprised of a blend of people who have been involved and others who are new to the project; it is a very diverse group."

Broad Charter

"The Committee will have a very broad challenge," suggested Tom Johnson, Project Manager. "It will include suggesting alternatives, analyzing impacts, meeting with the public and ultimately providing recommendations to both Hennepin County and the Phillips Partnership." In addition to Johnson, the Committee will be staffed by Orr Schelen-Mayeron, a local engineering firm, BRW for traffic studies, and Town Planning Collaborative, a design firm specializing in neighborhood livability issues and in recommending urban design solutions.

Vern Genzlinger, Assistant County Administrator and County Engineer added that, "the Committee includes representatives of neighborhood organiza-

tions, economic and environmental interests, and members appointed by Council Members Herron and Niland." The first meeting of the group will be held in late March with meetings then occurring over the next eighteen months. Commissioner McLaughlin emphasizes that "they will have a full work program engaging transportation engineers and the general public at the same time."

Long Term View

"The Committee will be much more than the public's 'eyes and ears,'" he added. "They will be helping to direct the project through a very complex process mandated by both federal and state laws and regulations." During meetings they will hear presentations, debate issues and attempt to reach consensus on a range of project matters. They will also be determining ways in which the project can be best communicated with the broader south Minneapolis community. "But most important," said McLaughlin, "they are being asked to bring a sense of community to County and Partnership leaders. In the end the Committee will have a lot to say about how I-35W serves south Minneapolis during the next 20-30 years." ■

Neighborhood, *continued from page 2*

neighborhood organization, the Park Avenue Improvement Organization, also probably explained why the area was the first to receive pavement in the City.

Many residents from the area were able to learn who originally built their home and platted their property. There was also information available on the history of neighborhood institutions, including Abbott Northwestern Hospital, Honeywell, Inc., Swedish Institute, and Ebenezer Society.

"Old Urbanism"

Old landscape plans revealed some key perspectives to guide the Joseph Selvaggio Initiative public realm improvements. Pedestrian scale lighting, low walls at front property lines, selective use of wrought iron fencing, all served to create a strong neighborhood aesthetic which delineates yet unifies the public and private spaces.

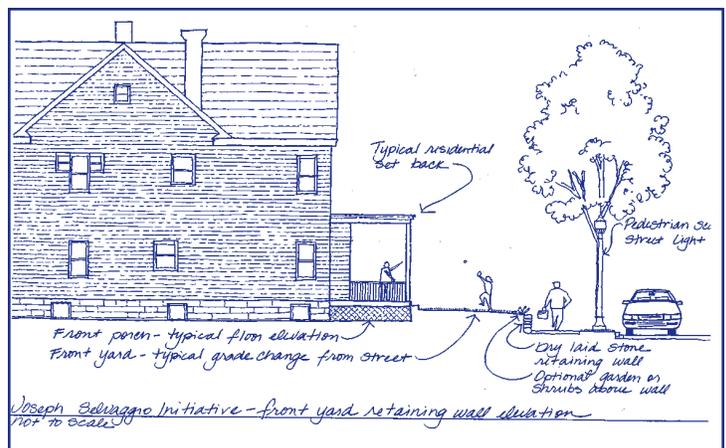
Residents on the Project Advisory Committee have

embraced these ideas and have shaped recommendations for the public realm framework accordingly. And, working together to plan the housing initiative has led to a renewed sense of pride in the neighborhood.

New Neighborhood Pride

"This project is a miracle," says resident Dawn Wangen. "So many nights I've felt hopeless sitting in my house and hearing gun shots at 3 a.m. Then for something like this Initiative to happen. It's like a reward for all of the challenges that we've had to deal with." Wangen is a homeowner living on the 2700 block of Oakland in the Phillips neighborhood who serves on the Advisory Committee.

Being a part of the Advisory Committee has been a positive experience for Wangen. She says, "Getting to know the neighbors is the best thing that's happened so far. We live so close, but we don't know each other. This is helping us get out of our little cocoons." ■



Residents discovered historic landscape plans that have current appeal: pedestrian scale lighting, front yard retaining walls, and wrought iron fences.