



Marshall Terrace Neighborhood NRP Phase II Action Plan

***Board approved: October 3, 2013
Community approved: October 17, 2013***



Marshall Terrace Neighborhood NRP Phase II Plan

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Marshall Terrace NRP Phase II Plan

Introduction

The Marshall Terrace Neighborhood has been a participant in the Neighborhood Revitalization Program (NRP) for the past 18 years. During that time, Marshall Terrace has benefited from the nearly \$680,000.00 dollars received for NRP Phase I.

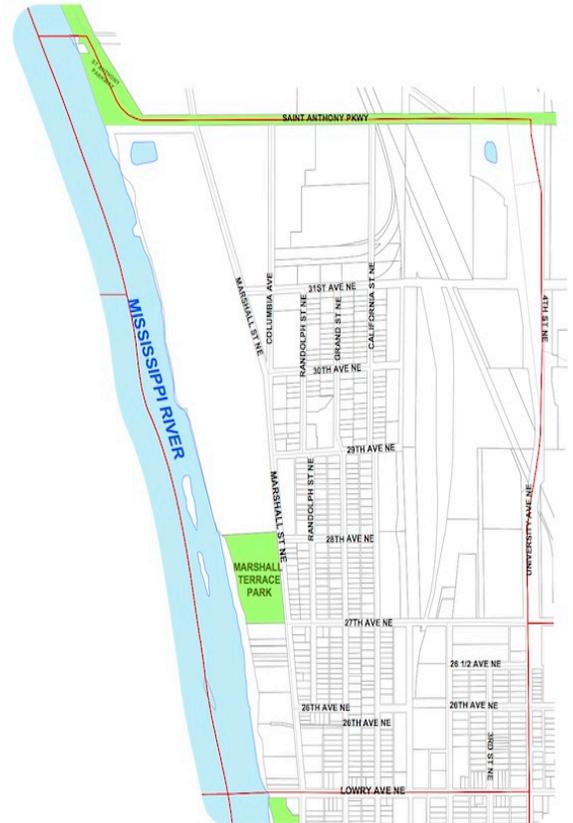
In early 2013, Concerned Citizens of Marshall Terrace (CCMT) began an extensive community engagement effort.

The goal was to determine community priorities and census for the use of the neighborhood's NRP Phase II allocation.

Over a course of twelve months, the neighborhood organization hosted nine meetings. The meetings were attended by residents, the Board of Directors, an NCR Specialist and a contracted staff member of CCMT. A survey was compiled and 600-plus copies were delivered to each residence and business throughout the neighborhood. Also, the survey was administered electronically through www.surveymonkey.com.

Approximately 100 responses were received. The data was reported back to the Marshall Terrace Board of Directors. In June of 2013, a draft plan of the strategies and allocations for the Marshall Terrace Phase II Action Plan was presented to the community.

The intent of CCMT is to maintain a safe community where people respect and support each other and where government listens and responds to its constituents. It also strives to be a neighborhood that can continue to offer affordable, quality housing as we compete with the entire metro area to attract new residents. Additionally, the aim is to have a healthy neighborhood (including water/soil/air quality, parks, habitat, gardens and green-space amenities), and to plan and encourage activities that strengthen our neighborhood.





Marshall Terrace

NRP Phase II Plan

Neighborhood Profile and History

The Marshall Terrace neighborhood is bounded on the north by St. Anthony Parkway, on the east by University Avenue Northeast, on the south by Lowry Avenue East and on the west by the Mississippi River.

According to the 2010 census, the population is 1,381 with 655 households, making Marshall Terrace one of the least populous Minneapolis neighborhoods; it contains 0.4% of all Minneapolis households. This data shows that 65.1% of the population is White, 11.7% African-American, 4.5% American Indian, 4.2% Asian, 9.3% Hispanic, 0.7% Other and 4.5% are two or more races. Marshall Terrace has changed in its ethnic makeup between 2000 and 2010. With the exception of whites, all ethnic groups increased during this period. The neighborhood went from 75% white in 2000 to 65% in 2010. In 2010, African-Americans were the second largest ethnic group at 11.7% of the neighborhood population. Marshall Terrace is primarily comprised of single-family houses and duplexes. Approximately 60% of the housing units were built prior to 1940. As of the 2010 census, 50.5% of the houses were owner occupied. There are also:

- Two apartment buildings; one apartment building contains 66 rental units and the other is an eight-unit building
- At least two places of worship
- Two cultural centers
- One senior-housing facility (which accommodates 105 people)
- One park which is adjacent to the Mississippi River
- Ball fields leased from Xcel Energy
- Our newest addition, the Mississippi Watershed Management Organization's headquarters

There are restaurants/bars, the Xcel Energy distribution plant, a lumberyard with hardware supplies, a concrete manufacturer, car wash, auto repair shop, gas station, print shop, and other wholesale, retail, manufacturing and service establishments located in the neighborhood. Industrial and commercial establishments are interspersed within the neighborhood, giving Marshall Terrace the highest concentration of industry in Minneapolis. There are no public schools within the neighborhood. The neighborhood also has a tree farm and a community garden. Metro Transit has five bus routes through the area: four running north and south from downtown, and one running east and west. The neighborhood is crisscrossed by railway tracks, and the Burlington Northern switchyards occupy the northeast corner of Marshall Terrace Neighborhood.

The neighborhood association (CCMT) was formed in 1987 and meets monthly. Currently there is a monthly Board of Directors meeting and a monthly meeting for the general public, although all meetings are open to the public.

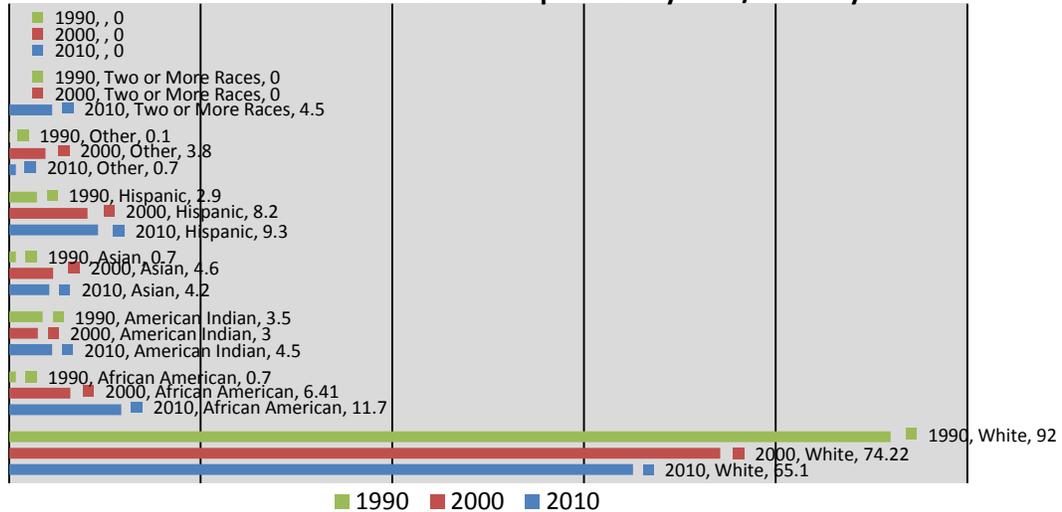


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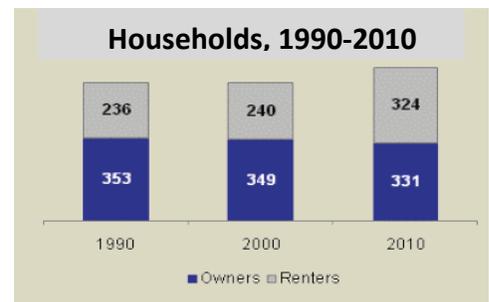
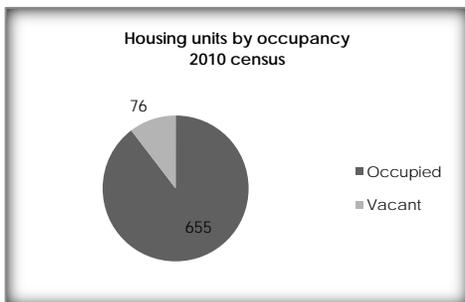
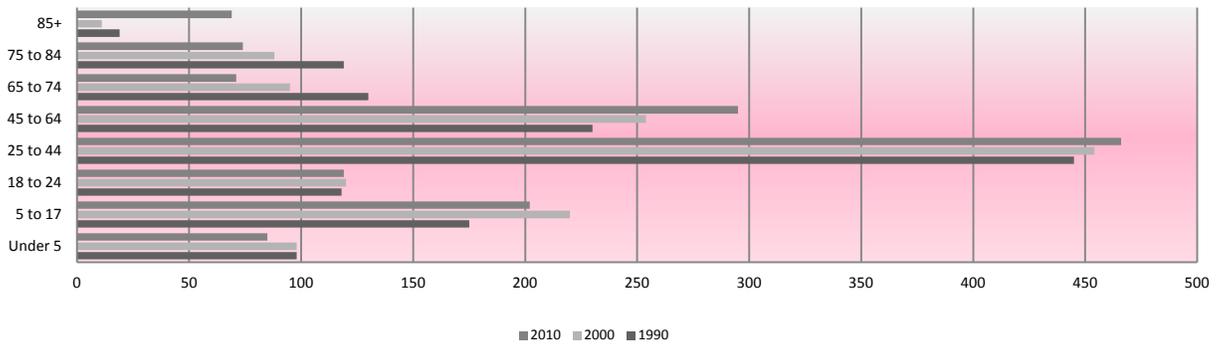
Nighborhood Demographics

According to the 2010 Census, the population of the Marshall Terrace neighborhood is **1,381**.

Marshall Terrace: % of Population by Race/Ethnicity



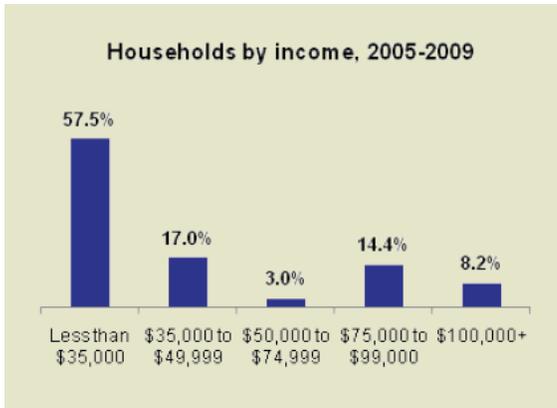
Marshall Terrace: Age distribution





Marshall Terrace NRP Phase II Plan

Neighborhood Demographics



By earnings, 2010 census:
 \$ 1,250 per month or less: 220 people
 \$ 1,251 to \$ 3,333 per month: 466 people
 More than \$ 3,333 per month: 562 people

*Above data collected from 2010 census.

Household composition

	2010	2000	1990
Households of people who live alone and are age 65 +	141	64	76
Households of people who live alone and are under age 65	312	164	129
Family households (people related to each other)	269	295	334
With children under 18 years	118	*	*
Married-couple family households	147	*	*
With children under 18 years	57	*	*
Single-person family households	122	*	*
With children under 18 years	61	*	*
Nonfamily households	154	*	*

* Data unavailable

	Marshall Terrace		Minneapolis	
POVERTY (2005-2009)				
All people for whom poverty status is determined	1,381	X	364,176	X
With income below poverty	312	22.6%	78,342	21.5%
With income 100-149% of poverty	122	8.8%	35,922	9.9%
With income 150-199% of poverty	177	12.8%	28,771	7.9%
With income 200% of poverty or higher	770	55.8%	221,141	60.7%



Marshall Terrace NRP Phase II Plan

Outreach & Planning

In the fall of 2012, CCMT formed a Neighborhood Revitalization Program (NRP) committee and began to review the existing NRP Phase I contracts. The committee also took into account the *Above the Falls Master Plan*, the *Lowry Avenue Corridor Plan*, the Minneapolis city bike plan and Minneapolis Park & Recreation Board's plans for the neighborhood. The committee met with various city and park board staff members who have worked with us through the planning process.

In January of 2013, the committee conducted a survey to identify neighborhood priorities to help guide NRP Phase II strategies. The survey was delivered to all Marshall Terrace residents and businesses in February, and the results were calculated and brought to the Board of Directors in April. Survey results showed that the majority of residents are happy with their neighborhood and continue to want to live in Marshall Terrace. Although overall a safe neighborhood, some residents expressed concerns about crime and wanted more effective tools to make it safer.

The survey also indicated that residents would like to see additional street lighting and better accommodations for bicycling and walking. Generally, the respondents favor the prospect of having additional housing repair funds to restore and renovate properties to increase the value and livability in the neighborhood.

The NRP committee for Marshall Terrace has kept the community informed of the NRP Phase II Action Plan through:

- Community monthly newsletters
- Public meetings
- NRP committee meetings
- CCMT website
- CCMT Facebook page
- Community outreach
- Email communication
- Hosted events such as our holiday event, annual meeting, business luncheon and National Night Out celebration

Allocations by strategy

Housing		
1.1.1.	Home Improvement Loans	\$275,732.30
1.2.1.	New construction	
1.3.1.	Home ownership	
1.4.1.	Housing education	
Business		
2.1.1.	Business property / façade improvements	
2.2.1.	Business connections / communications	
2.3.1.	Industrial impacts	
Transportation		
3.1.1.	Traffic calming efforts	\$5,000.00
3.2.1.	Bus / Bike / Walk amenities	\$5,000.00
3.3.1.	Lowry Corridor redevelopment	
Environment		
4.1.1.	27 th Avenue NE Greenway	\$30,586.00
4.2.1.	Marshall Terrace Park improvements and River access	\$50,000.00
4.3.1.	Habitat and water quality	\$11,000.00
Livability		
5.1.1.	Activities and events	\$5,000.00
5.2.1.	Welcoming activities and improvements	\$15,000.00
5.3.1.	Plan implementation support	
Crime and Safety		
6.1.1.	Policing efforts	\$2,500.00
6.2.1.	Crime Prevention through Environmental Design	\$5,000.00
6.3.1.	Citizen crime prevention	\$2,500.00
6.4.1.	Youth engagement and supervision	
		TOTAL
		\$407,318.30

** Funding sources: NRP Phase II: \$363,456 (\$239,943.66 accessible); NRP Phase I Rollover: \$35,276.30; Neighborhood Priority Plan: \$8,586.

Proposed Phase I rollover

Section	Citation	Strategy	Phase I \$ to be reallocated
Crime & Safety	1.A.1.1	Block Clubs	\$4,800.00
Crime & Safety	1.A.1.2	Welcome Packets / Informational Meetings	\$2,000.00
Crime & Safety	1.B.1.1	Motion Detector Rebates	\$3,214.23
Crime & Safety	1.C.1.2	Carbon Monoxide Detectors	\$1,049.17
Crime & Safety	1.C.1.3	Smoke and Radon Detectors	\$1,031.16
Environment	2.A.1.1-2	Pollution Prevention Activities	\$10,000.00
Environment	2.A.1.3	Neighborhood Clean-Sweeps	\$5,000.00
Environment	2.A.2.1	Mississippi River Environmental Plan	\$1,754.09
Housing	3.A.2.2	Recruit Volunteers to Implement Housing	\$731.64
Housing	3.A.3.2	Community Service Credit Coordinator	\$5,696.01
TOTAL REALLOCATION			\$35,276.30

Housing

Goal 1: Homes in which people want to stay

Objective 1: Encourage housing rehabilitation

1.1.1. Home improvement loans

Support improvements to the existing housing stock. Offer a range of low interest and emergency deferred loans to help address the variety of housing issues in Marshall Terrace. Program details may include, but are not limited to:

- Needs-based assistance – potentially with a sliding scale interest rate
- May be partially paid off with community service performed by borrower
- Available for owner-occupied rental properties up to six units
- New homeowners will be encouraged and may be required to attend a homeownership workshop before receiving funds
- Emphasis on improvements that lead to code compliance

Resources: \$152,219.96 (\$275,732.30) NRP Phase II funds

Contracting Agency: Development Finance Department (DFD)

Partners: Concerned Citizens of Marshall Terrace (CCMT), City of Minneapolis Community and Economic Development (CPED), Center for Energy and Environment (CEE), nonprofit housing organizations, mortgage companies, banks, contractors, property owners

Objective 2: Support new construction

1.2.1. New construction

Encourage the development of high quality new housing. Work with the City and potential developers to determine appropriate locations and designs that are compatible with existing neighborhood housing.

Resources: To be determined

Partners: CCMT, CPED, nonprofit housing organizations

Objective 3: Increase home ownership in the Marshall Terrace neighborhood.

1.3.1. Home ownership assistance

Assist potential owner occupants with purchasing a home in Marshall Terrace.

Resources: To be determined

Partners: CCMT, CPED, nonprofit housing organizations

Objective 4: Increase access to housing education

1.4.1. Housing education

Promote and provide opportunities for housing education. Use the Marshall Terrace newsletter and other publications to inform residents and property owners about educational opportunities offered throughout the area.

Resources: To be determined

Partners: CCMT, CPED, Community Energy Services, nonprofit housing organizations

Business

Goal 2: An environment where businesses can thrive and contribute to the community

Objective 1: Improve the condition of commercial properties

2.1.1. Business property / façade improvements

Assist business property owners with improving their properties. Work with CPED and area business organizations to promote existing improvement opportunities.

Resources: To be determined – use funding from existing programs

Partners: CCMT, CPED, area business associations

Objective 2: Increase connections between businesses and residents

2.2.1. Business connections / communications

Encourage area businesses to better connect with each other and with the community. Possible activities include featured stories in the newsletter and business fairs / events.

Resources: To be determined

Partners: CCMT, CPED, area neighborhood associations, business associations

Objective 3: Mitigate the impact of industry on the neighborhood

2.3.1. Industrial impacts

Work with businesses to address land use issues that are disruptive to the residential aspects of the neighborhood. Possible activities include landscaping and screening.

Resources: To be determined

Partners: CCMT, CPED, Hennepin County, area businesses, Minneapolis Park and Recreation Board (MPRB), Mississippi Watershed Management Organization (MWMO)

Transportation

Goal 3: Transportation options that have a positive effect on the neighborhood

Objective 1: Mitigate the impact of auto and especially truck traffic

3.1.1. Traffic calming efforts

Work with the City to minimize the impact of auto and truck traffic in the neighborhood. Possible strategies include, but are not limited to increased signage and stop lights, speed or noise carts, road redesign and other traffic calming improvements, education, supplemental traffic patrols and increased visibility on roads and in alleys. The focus will be on major arteries.

Resources: \$ 5,000 NRP Phase I rollover funds
Contracting Agency: Public Works, Police Department
Partners: CCMT, area businesses and neighborhood associations

Objective 2: Support improvements that encourage biking, walking, and the increased use of public transportation

3.2.1. Bus / Bike / Walk amenities

Support improvements and initiatives that get people out of their cars. Initiatives may include, but are not limited to, artistic bus shelters, bike lanes and promotional materials.

Resources: \$ 5,000 NRP Phase I rollover funds
Contracting Agency: DFD, Public Works
Partners: CCMT, Minneapolis Bicycle Advisory Committee, Metro Transit, MPRB, bicycle advocacy groups, Nice Ride, National Park Service

Objective 3: Participate in the Lowry corridor redevelopment process

3.3.1. Lowry corridor redevelopment

Support improvements and initiatives along Lowry Avenue. Encourage improvements that enhance safety, aesthetics and livability.

Resources: To be determined
Partners: CCMT, Hennepin County, CPED, Public Works, Bicycle Advisory Committee, area neighborhoods and businesses

Environment

Goal 4: A healthy environment that builds on the neighborhood's amenities

Objective 1: Increase the quantity and quality of bikeways and green spaces

4.1.1. 27th Avenue NE Greenway

Support the development of a 27th Avenue Greenway. This proposed greenway was included in Marshall Terrace's NRP Phase I plan, and is currently part of the City's Bicycle Master Plan. The proposed greenway begins at the River, travels along 27th Ave NE, and crosses the railroad tracks.

Resources: \$ 22,000 NRP Phase I rollover funds
\$ 8,586 Neighborhood Priority Plan funds

Contracting Agency: Public Works, MPRB

Partners: CCMT, Metro Transit, National Park Service, Bicycle Advisory Committee, bicycle advocacy groups

Objective 2: Increase access to and appreciation of the Mississippi River

4.2.1. Marshall Terrace Park improvements and River access

Improve connections to the Mississippi River through initiatives detailed in the *Above the Falls Plan*, work with government and nonprofit programs, and implement physical improvements such as animal waste bags, related signage, and a canoe launch. Support additional enhancements to Marshall Terrace Park, including increased landscaping, improved visibility and a new park building.

Resources: \$ 50,000 NRP Phase II funds

Contracting Agency: MPRB, Park Board

Partners: CCMT, MWMO, Friends of the Mississippi River, National Park Service, Bicycle Advisory Committee, other neighborhood associations

Objective 3: Improve habitat and water quality

4.3.1. Habitat and water quality

Work with others to coordinate efforts that improve habitat and water quality. Projects may include community garden support and garden recognition, plantings, educational and energy reduction efforts, clean-up events, interpretive signage, solar lighting / projects, water quality efforts such as rain barrels, rain gardens and shoreline stabilization, and the stabilization of islands that have become home to herons displaced by the May 2011 tornado.

Resources: \$ 11,000 NRP Phase II funds

Contracting Agency: DFD

Partners: CCMT, MPRB, Public Works, MWMO, Friends of the Mississippi River other neighborhood associations

Livability

Goal 5: A welcoming neighborhood for all people

Objective 1: Support “place making” efforts that bring people together

5.1.1. Activities and events

Organize events and projects that help build community. The focus will be on increasing participation, strengthening the community and support activities that families can do together. Events may include:

- Film Festivals / Movie nights
- Music
- Swap meet / yard sales
- Welcome baskets
- History events
- Book club
- Educational events focusing on the environment and on history
- Youth activities
- Senior activities

Resources: \$ 5,000 NRP Phase II funds

Contracting Agency: DFD

Partners: CCMT, MPRB, Public Works, MWMO, other neighborhood and youth associations

Objective 2: Increase access to neighborhood activities

5.2.1. Welcoming activities

Coordinate improvements and activities to welcome all neighbors to Marshall Terrace. Possible efforts include improved access to meetings, increased support of cultural groups through engagement, translation and surveys, and physical improvements such as welcome signs.

Resources: \$ 15,000 NRP Phase II funds

Contracting Agency: DFD

Partners: CCMT, cultural groups, Public Works

Objective 3: Support the implementation of this plan and the empowerment of residents

5.3.1. Plan implementation

Support CCMT as it works to implement this plan and increase the engagement of residents and the community. Initial funding for this effort will come from the Community Participation Program.

Resources: To be determined

Contracting Agency: DFD

Crime and Safety

Goal 6: A neighborhood free from crime

Objective 1: Increase police efforts aimed at reducing crime

6.1.1. Police efforts

Support policing efforts in Marshall Terrace. Possible activities include, but are not limited to surveillance monitoring, noise reduction and related signage.

Resources: \$ 2,500 NRP Phase II funds
Contracting Agency: DFD, Police Department
Partners: CCMT, Hennepin County, surrounding neighborhood organizations

Objective 2: Support physical improvements that increase neighborhood safety

6.2.1. Crime Prevention through environmental design

Encourage physical improvements that make the neighborhood safer. Activities may include, but are not limited to motion detector lights (including installation) walking path lighting and foliage removal.

Resources: \$ 1,723.70 NRP Phase II funds
\$ 3,276.30 NRP Phase I rollover funds
Contracting Agency: DFD
Partners: CCMT, Police Department, Public Works

Objective 3: Increase citizen crime prevention efforts

6.3.1. Citizen crime prevention

Promote citizen crime prevention efforts such as block clubs, walking groups and safety education campaigns.

Resources: \$ 2,500 NRP Phase II funds
Contracting Agency: DFD
Partners: CCMT, Police Department

Objective 4: Ensure for the safety of all residents

6.4.1. Youth engagement and supervision

Encourage the involvement of all residents in keeping youth safe. Support youth activities, curfew enforcement, the observance of solid safety practices and decreased gatherings in the streets.

Resources: To be determined
Contracting Agency: DFD
Partners: CCMT, Police Department, Hennepin County, Park Board, School Board



Marshall Terrace NRP Phase II Plan

Acknowledgements

The Concerned Citizens of Marshall Terrace board recognizes and appreciates the work of the volunteers of Marshall Terrace. Over the past 12 months, many volunteers have contributed numerous hours to the research and development of this plan. We thank dedicated volunteers involved in the NRP planning and the many neighbors who participated in surveys and events; their time and energy continue to make Marshall Terrace the wonderful neighborhood that it is. We recognize the work and leadership of the NRP planning committee: David DeGennaro, Janice Gundlach, Patrick Kvidera, Greg Langason, Mary Jamin Maguire, Rebecca McGee, Marie Meyer, Sascha Plouffe, Bonnie Quimby, Stacy Sorenson, Shari Seymour and Melanie VanderZiel.

Special thanks go to Stacy Sorenson as Neighborhood Specialist, Neighborhood Committee Relations; Shari Seymour, CCMT Community Coordinator; and Dave DeGennaro with writing and publishing the NRP Phase II plan. We especially appreciate all the time and energy Susan Whitaker has given to the NRP planning process, helping us to bridge the gap between Phase I and Phase II.

We would also like thank RiverVillage for providing meeting space, and we extend our appreciation to the Center for Energy and Environment for administration of the Marshall Terrace housing program.