

Marcy-Holmes Neighborhood Revitalization Program Phase I Evaluation August 2004

OVERVIEW

The Marcy-Holmes Neighborhood Revitalization Program Action Plan was adopted by the Minneapolis City Council in December 1995, with a total budget of \$4,330,220. It included about 40 revitalization projects within four major focus areas: housing and livability, crime and safety, the natural and social environment, and economic development. The funds have been allocated as follows:

- 56% for housing and livability (53% housing; 3% livability)
- 23% for the environment (12% parks, trees and gardens)
- 8% for economic development
- 2% for crime and safety
- 11% for NRP and association staffing, office costs, and NRP project communications

Left: Identification sign, Environment Strategy B2

Significant achievements of the Marcy-Holmes' first phase of NRP have included:

- Exterior and structural improvements for about 300 owner-occupied and rental residential properties, and 10 commercial properties, including many historic restorations
- An award-winning historic restoration and conversion of a dilapidated rental house, into a two-unit, owner-occupied residence
- Major streetscape improvements to the Dinkytown business district
- Plantings of about 500 boulevard and park trees
- Gardens program including a neighborhood public garden and 38 boulevard gardens
- An award-winning neighborhood history book
- Improving the three neighborhood parks with landscaping, play equipment and art
- A long-range neighborhood master plan for development and neighborhood goals
- A long-range master plan for the Southeast Industrial Area
- Support for improvements to the neighborhood public library and public school

This evaluation included thorough research of the documentation of each project and interviews with participants in several projects. A review was done of all plan modifications, and a survey of Phase I projects was distributed to neighborhood residences. (See conclusions below.) Another source of information comes from the process in which a major reallocation of funds was made in 2003. That process included several months' work that culminated in a \$400,400 reallocation, modifying 17 strategies. In that process, the NRP Committee generated a list of project proposals based on wide neighborhood input, and held a special neighborhood meeting in September 2003, attended by 80 people. Speakers for individual project proposals made presentations. Neighborhood members received written ballots in which they voted for projects and funding amounts within guidelines. Sixty-nine ballots were returned and funding amounts were tabulated from the voting results. The renewed or newly created projects are noted in this report.

PROJECT DESCRIPTIONS AND HIGHLIGHTS



*Above: Andrews Place, approximately 1890; Andrews Place, 1999, after NRP restoration
(See Conversion strategy below)*

HOUSING & LIVABILITY

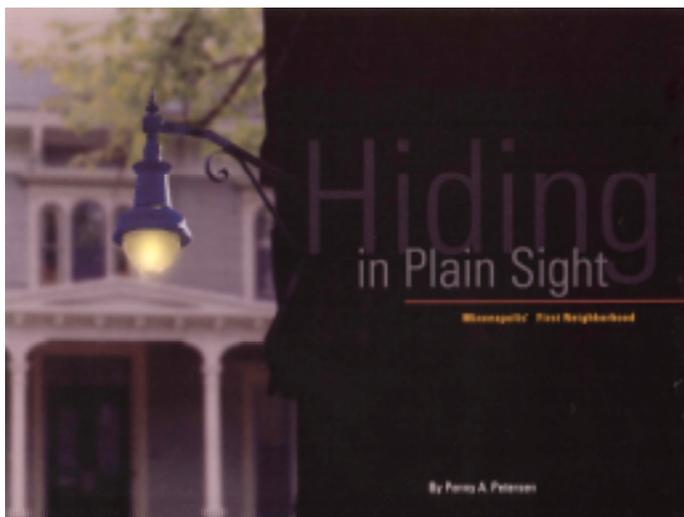
Renters Assistance Program; Strategy A3

Planned for fall 2004 or 2005, an informational forum will be offered to help prepare new university student renters to live in Marcy-Holmes. This project resulted from the 2003 reallocation.
Allocated NRP funds: \$1,700

Student-Resident Liaison; Strategy A4

Marcy-Holmes NRP Committee hired a university student, who is a neighborhood resident, in July 2004 as a liaison between university students and other neighborhood residents. The position is as part-time contractor. The liaison will doorknock at residences where “noisy parties” were reported to police and at the next-door neighbors, to offer friendly dialogue about the impact of party disturbances and referrals to social alternatives available in the neighborhood. She’ll also host social and informational events, relay concerns by students to the neighborhood association, and visit campus during student orientation to provide information about the responsibilities of being a neighbor and resources for neighborhood living. This project resulted from the 2003 reallocation.

Allocated NRP funds: \$19,000



Marketing the Neighborhood; Strategy B1

In the first phase of this strategy, funds were spent toward the 1999 publication of *Hiding in Plain Sight, Minneapolis' First Neighborhood*, a beautiful book of Marcy-Holmes history written by a neighborhood author and historian. A total of 1,575 books were printed and are for sale at the Marcy-Holmes neighborhood office, now at \$15 per book, and at history museums, businesses and neighborhood events. Total project cost was \$33,328.

More than 1,100 books have been sold. The book won a Heritage Preservation Award.

Allocated and spent NRP funds:

\$1,000 from Housing Strategy B1

\$1,500 from Environment Strategy B3 (historic walking tours)

Remaining costs from Environment Strategy B2 (originally for signs and murals)

Leveraged: \$11,058.28 to date from book sale revenue (reimbursed to Environment B2)

A second phase of this strategy started in summer 2004, to support Marcy-Holmes' participation in two events: the annual community 4th of July parade and the Aquatennial Grande Day Parade July 17, for which Marcy-Holmes was selected this year to represent neighborhoods. Marcy-Holmes volunteers built a permanent parade float used for both events, and for future parades. A local business donated the use of the float truck and ongoing storage of the float materials.

Allocated NRP funds: \$2,000

Spent to date: \$1,115.95; Leveraged: \$500 from the Downtown Council

Housing/Livability Code Enforcement; Strategy B4

In the first phase of this strategy, Marcy-Holmes was accepted to receive services of the Restorative Justice Program of the Central City Neighborhoods Partnership (CCNP), which began in summer 2004. Livability offenders are referred to the program by the courts. The offender meets with neighborhood volunteers and all agree upon restitution such as apologies, neighborhood service and behavior rehabilitation. Marcy-Holmes will determine an NRP financial contribution to CCNP. Concurrently, Marcy-Holmes and Como neighborhoods jointly have solicited county justice officials to consider establishing a livability court in Southeast Minneapolis. This project resulted from the 2003 reallocation.

Allocated NRP funds: \$29,600

The second phase of the Housing/Livability Code Enforcement strategy is to provide regular documentation of livability and property code violations. The documentation will be used to better pursue code compliance. Project planning began in spring 2004. This project resulted from the 2003 reallocation.

Allocated NRP funds: \$14,000

Rental Participation Grants; Strategy C1B

Grants were awarded to owners of 14 rental properties in Marcy Holmes in 1998-99 to improve the appearance and stability of rental property. The grants subsidized up to 15% of loans to property owners from the Minnesota Housing Finance Agency.

Allocated and spent NRP funds: \$58,749

Estimated leverage: \$288,144 from MHFA loans awarded

Rental Rehabilitation Grants; Strategy C1B

This ongoing project offers rental property owners up to \$10,000 per property for rehabilitation, first-come, first-served. The grants pay up to 35% of project costs. As of July 2004, owners of 100 properties have received grants. Grants have been used for improvements including siding, painting, windows, doors, cement work, roofs, heating, electrical work, plumbing and garages.

Allocated NRP funds: \$535,000

Spent as of July 2004: \$478,285.25

Estimated leverage: \$956,570 from grant matches

Home Improvement Grants, West Side; Strategy C2

Grants up to \$8,000 per property were awarded by lottery for 50 owner-occupied homes west of 35W, for exterior property improvements in 1995-96. Low-income recipients were not required to match the grant. Others provided an equal match.

Allocated and spent NRP funds: \$250,000

Leveraged: \$260,914 from grant matches

Home Improvement Grants, East Side; Strategy C2

Grants up to \$5,000 were awarded by lottery for 71 owner-occupied homes east of 35W, for exterior property improvements in 1994-95. Low-income recipients were offered up to \$2,500 grants with no match required. Others received up to \$5,000 with an equal match requirement.

Allocated and spent NRP funds: \$250,000

Leveraged: \$265,844 from grant matches

Home Improvement Deferred Loans; Strategy C2

In the first phase of this project, 29 owner-occupied homes received loans by lottery up to \$20,000 per property for exterior and structural improvements in 2000-02. Eleven loan recipients were low income. The other 22 recipients matched funds 1-1. Repayment is not required unless property owners move within six years. The second phase of this project started in spring 2004, resulting from the 2003 reallocation decisions, offering loans up to \$10,000 per property. Sixty eligible applications were received in April; approximately 21 loans will be offered. Low-income applicants will be offered loans first, any remaining funds offered to others. First phase recipients are not eligible for second phase funding. As of July 2004, eight loans were made in the second phase.

Allocated NRP funds: \$547,739

Spent as of July 2004: \$401,726.06

Leveraged: \$209,407 from first phase loan matches

Southeast Seniors; Strategy D1c

Marcy-Holmes NRP supported the Southeast Seniors/Block Nurse Program to purchase equipment, develop a volunteer phone visiting program, and assist with ongoing services. Southeast Como, Prospect Park, and Marcy-Holmes neighborhoods have invested NRP funds jointly to Southeast Seniors. The program, which serves people over the age of 65, provides services that enable seniors to continue living in their own homes, including in-home nursing, health aides, homemaker assistance, companionship from visiting volunteers, transportation, meals, and errands. Founded in 1988, Southeast Seniors has doubled its service since 1994, when it first began receiving NRP funds. In 2003-04, 160 seniors were served by this program. A second phase of funding has been allocated for the coming year, a 2003 reallocation decision.

Allocated NRP funds from Marcy-Holmes: \$34,900

Spent to date: \$20,000

Other contributions: \$72,500 total from Southeast Como and Prospect Park

Historic Rehabilitation; Strategy E1

Marcy-Holmes is the city's oldest neighborhood and preservation of the neighborhood's many historic homes is an important priority to many neighborhood residents. This project awarded grants up to \$20,000 per property for exterior improvements of residential properties in the designated Fifth Street Historic District. Non-low-income recipients provided grant matches. Fourteen properties benefited from this program in 1996-99 and generated significant positive impact in the neighborhood. Improvements included removal of aluminum and asphalt siding, front porch restorations, and replacement of architectural details, for single family homes, apartments, condominiums and rooming houses. The program won a Minneapolis Heritage Preservation Award.

Allocated and spent NRP funds: \$226,144.06

Leveraged: \$130,666 in grant matches

Conversion from Rooming House to Duplex; Strategy G1

A significant historic home known as the Andrews Place at 527 Fifth St. SE was awarded funding in this project. Thomas Andrews, the original owner, was a dry goods merchant, real estate entrepreneur and alderman in St. Anthony, the area that later became Minneapolis. His 1867 Italianate Revival house was restored to its grandeur, converted from a neglected rooming house to two attached condominium homes by a selected developer in 1998-99. This project won a Minneapolis Heritage Preservation Award.

Allocated and spent NRP funds: \$446,588.75

Estimated leverage: \$428,412 from developer's match

CRIME AND SAFETY

Block Club Organizer; Strategy A1

NRP funds were used to hire a neighborhood safety coordinator in 1995-97. Twenty handbooks were printed, a National Night Out event was organized and crime analysis was done. However, there was little interest in this project from the neighborhood and thus the project was short lived. However, the new student-resident liaison, noted above, will promote block clubs.

Allocated and spent NRP funds: \$5,693

Police Buy Back; Strategy A2

File reports of this strategy are incomplete. A 1995 police memo states that 191 bike patrol hours were done that year at a total cost of \$6,500. A police report in 2001 states that 53 bike patrol hours were done that year, total cost \$2,008. In April and May 2004, Marcy-Holmes and Como jointly sponsored party patrol cars through the buy back program on 12 weekend nights. This program is continuing; funding for up to three years has been allocated, a 2003 reallocation decision.

Allocated NRP funds: \$58,660

Spent as of April 2004: \$21,442

Tree Trimming for Security; Strategy A3B

This project aimed to improve lighting and increase safety by trimming trees on private property. Owners of 24 properties received grants of \$100 to \$500 for tree trimming from 1996 to 2002. Grant matches were required for property owners who were not low income.

Allocated and spent NRP funds: \$11,594.52

Leveraged: \$7,495 in grant matches

Motion Detector Lights; Strategy A3c

This project had slight interest from the neighborhood; three property owners received matching grants from \$300 to \$500 in 2001 and 2002.

Allocated and spent NRP funds: \$970.69

Leveraged: \$970 in grant matches

Code Blue Lights; Strategy A4

This project intended to pay for code blue lights installation but the project was not done and the original allocation was redirected to other projects.

Graffiti and Litter Clean-Up; Strategy B1

The installment of 30 additional litter containers in the neighborhood was done in summer 2004, as directed by the neighborhood Livability Committee. Residents and businesses are being recruited to “adopt” the containers by removing the litter bags regularly for pick up and replacing with new bags (containers and bags provided by the city). The containers will be painted with logos or designs. Containers not adopted will be maintained by NRP at \$12/month – eight containers to date. The Livability Committee also is considering offering grants to businesses for window graffiti prevention materials – a transparent film for windows, which can be removed in sections if a window is etched with graffiti, a common problem. This project is a result of the 2003 reallocation decisions.

Allocated NRP funds: \$25,100

Youth Employment Program; Strategy C1

This program involved participants from Marcy-Holmes, Como, and Prospect Park in 1993-96. Youth ages 11-14 were hired for home chores and child care for neighborhood residents. NRP funds paid for a part-time coordinator. Police collaborated by referring youth to the program. By October of 1995, 32 youths had participated.

Allocated and spent NRP funds: \$2,500

Other contributions: \$16,600 from Minneapolis Community Crime Prevention and Year of the Cities grants in 1994 and 1995

ENVIRONMENT



Above: Holmes Park tree planting by volunteers from Boy Scouts (left) and MHNA Board members Brian Biele and Charles Carlson (right)

Tree Planting; Strategy A2

From 1995 to 2002, the Park Board planted with NRP funds a mixture of 461 shade trees. The Park Board also helped to coordinate a "Tree Care Clinic" workshop and an "Adopt A Tree" program, and provided a park planting plan. Through Tree Trust grants to Marcy-Holmes Neighborhood Association a total of 293 boulevard and park trees were planted from 1995-2004. Many volunteers did the plantings and follow-up care.

Allocated NRP funds: \$38,048

Spent as of April 2004: \$35,000

Other contributions: \$24,075 total grants from Tree Trust from 1995-2004

Environmental Profile; Strategy A5

Two University of Minnesota students wrote the initial profile report in 1994 and updated the report in 1996. The reports identify industrial polluters and other factors that contribute to neighborhood pollution. The companies were contacted about how they were responding to pollution concerns. The reports recommended establishing "Good Neighbor Agreements" with willing companies to set goals to reduce pollution. The goals would be based on the process required of companies by the 1990 Minnesota Toxic Pollution Prevention Act (TPPA). Seven companies - American Spirit Graphics, ChemServ, Dresser-Rand, Metal-Matic, McLaughlin Gormley King, Superior Plating, and Private Label Chemicals - were identified in the 1996 report as most likely to improve their pollution rates, and the report encourages Marcy-Holmes to focus efforts with those companies initially. Report updates would serve as a watchdog to polluters.

Allocated and spent NRP funds: \$576.54

Good Neighbor Project; Strategy A6

Using information from the Neighborhood Environmental Profile, this project was intended to pursue Good Neighbor Agreements as stated above but to date no agreements have been developed by this project. Past records show an individual was contracted for this position in 1997-98 but reports of that service were not located at this time in Marcy-Holmes files.

Allocated and spent NRP funds: \$739.19

Lead Reduction; Strategy A8a

Marcy-Holmes contracted the city Children's Environmental Health Office to perform lead risk assessments in homes and reduce lead exposure. Four applied and three property owners received grants ranging from about \$6,000 to \$12,000 per property for replacements of lead painted windows and other lead painted surfaces, from 2001-04.

Allocated and spent NRP funds: \$26,900

Leveraged: \$11,307 in grant matches

Lead Phytoremediation; Strategy A8b

This project, a 2003 reallocation, intends to support research on reducing lead in soil with plants.
Allocated NRP funds: \$4,800

Rain Water Recycling; Strategy A9

This project, also a 2003 reallocation, awarded three grant applicants in summer 2004 for rain gardens to capture surface water run off and reduce toxins that flow into the river. The rain garden project started in 2003 with a Mississippi Watershed Management Organization (MWMO) grant to the neighborhood association. The grant also funded rain barrels and a green roof. The MWMO-sponsored project won a Minneapolis Committee on Urban Environment award in 2004.
Allocated NRP funds: \$6,000

Other contribution: \$40,000 grant from MWMO



Community & Boulevard Gardens; Strategy B1

This project led to the creation of a neighborhood flower garden at 10th Avenue and 8th Street on a small public green space in 2000, maintained by volunteers. A decorative sign of wrought iron and colorful tile, with the words "Marcy-Holmes Community Garden," was created by two neighborhood artists and installed in 2003.

Beginning in 2000, this strategy also has provided supplies and assistance from a volunteer master gardener in the neighborhood for about 10 volunteer boulevard gardens per year. A total of 38 boulevard gardens have been done from 2000-2004. An annual plant swap and potluck dinner are held for gardeners.

Allocated NRP funds: \$17,214.31
Spent as of April 2004: \$11,624.22

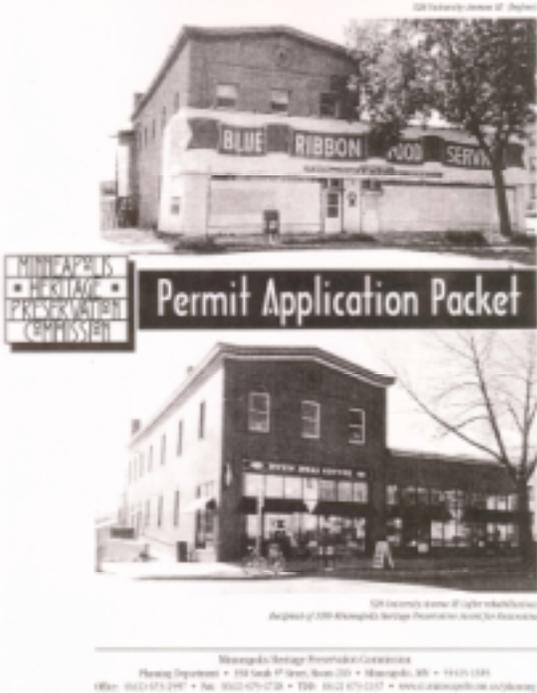
Neighborhood Identity Signs; Strategy B2

The neighborhood organized the design process and installation of 100 "Marcy-Holmes Historic Neighborhood" street signs in 1999, featuring a logo duplicated on Marcy-Holmes letterhead.
Allocated and spent NRP funds: \$5,312.17

Historic Walking Tours; Strategy B3

Funds were used from this strategy to contribute to the cost of the neighborhood history book, *Hiding in Plain Sight*, which includes 10 pages of walking tours beginning on page 122. The tours include historical and architectural detail about homes and buildings along Main Street, the Historic Fifth Street District, Fifth Street east of 35W, Fourth Street, East Hennepin, and other sites within Marcy-Holmes.

Allocated and spent NRP funds: \$1,500



Storefront & Landmark Rehab; Strategy B5

In the first phase of this program in 1996, five historic properties were rehabilitated with matching NRP grants. The largest project was the restoration of the former Blue Ribbon foods building at 6th Avenue and University SE, now anchored by a spacious Dunn Brothers coffeehouse which includes a community meeting room. The building owner and neighborhood resident operates his own business above the coffeehouse. An upscale restaurant, Alma, also leases space in the building. The project won a Minneapolis Heritage Preservation Award.

The program also paid for the restoration of the historic Varsity marquee on 4th Street in Dinkytown, once a movie house. The marquee, complete with dotted lights, is used to display announcements of neighborhood events and the message "Welcome to Dinkytown, U.S.A." Another grant was awarded for the preservation of the old Soap Factory at 110 5th Ave. SE, which is the new home of No Name Exhibitions, providing the organization a gallery, performance space and art making center for contemporary and experimental artists. For more information, call 623-9176 or go to soapfactory.org. The remaining grant funds were for improvements to two Dinkytown buildings. In the second phase of the program, five business properties were selected to receive matching grants in 2004. The rehab work is scheduled to be completed in 2005.

Allocated NRP funds: \$148,894.19

Spent as of May 2004: \$130,294.19

Estimated leverage: \$130,294 in grant matches to date

Elwell (Turtle) Park; Strategy C1

Elwell Park is tucked into a pocket of land at 7th Avenue and 6th street. The concept of the rehabilitated park is an imaginary house (the site originally was for a house). The new "house" features front and back "porches" or gathering spaces, a mosaic tiled "sofa bench" and a bridge with railings that resemble the head and footboards of a bed. The artwork includes a whimsical metal fence at the entrance and a new mosaic tile shell for the park's beloved concrete turtle. The refurbished park was dedicated on Aug. 11, 2000. The project won an award from the Minneapolis Committee on Urban Environment.

Allocated and spent NRP funds: \$92,434.42

Leveraged: \$50,000 grant from the Fredrikson & Byron Foundation

Holmes Park; Strategy C1

Holmes Park at 5th Street and 3rd Avenue was renovated in 1999, including earth work, hard surface play areas, play equipment, site furniture, utilities (lighting and drainage), fencing, landscaping, a gazebo, and concrete curbs and surfacing. In 2003, \$2,200 was reallocated to the park to contribute to future costs of decorative fencing around the children's pool.

Allocated NRP funds: \$252,200

Spent as of May 2004: \$250,000

Marcy Park; Strategy C1

Marcy Park, at 7th Street and 11th Avenue, was upgraded in 1999 with improved preschool- and school-age play equipment, hard surface pathway, turfed play area, and thinning of evergreen trees.
Allocated and spent NRP funds: \$100,000



Sixth Avenue Gateway; Strategy C2

This project included tree plantings and native prairie boulevard plantings between University and Main Street along 6th Avenue. New street paving was done. An artist was selected to create a public art project on the gateway, which resulted in twenty-three bronze sculptures of historic neighborhood area buildings and sites, installed on brick pedestals along the gateway in June 2004. A neighborhood dedication celebrating the completion of the sculpture project was held in August 2004. A kiosk was installed at the north end of the Stone Arch Bridge in which community notices may be posted upon request to staff of the Minnesota Historical Society. Funds from this project also were used to supplement restoring the Dunn Brothers building at 6th and University.

In 2003 seed funds were reallocated for a future stop light at 6th and University, and for rehabilitation of the river gorge trail, both of which will need to leverage other funds.

Allocated NRP funds: \$94,483.15

Spent as of May 2004: \$72,683.15

Leveraged:

\$15,000 National Park Service grant for prairie landscaping

\$51,050 Minneapolis Arts Commission grant for sculptures



Marcy Open Community Arts; Strategy C3a

Grants of \$1000-\$2,000 were awarded to artists to do projects with Marcy School students in 1996-99. It was a very successful project for participants. The 14 completed projects included: storytelling workshops and performance; a portable art-making workshop at four neighborhood locations, similar to the "ice cream truck" concept, offering free art materials and guidance; clay sculptures of historic buildings; a colorfully painted rocking chair for the children's section of the public library; a community quilt and fundraiser for school (residents sponsored quilt squares); soapbox derby car creation and race; street and sidewalk murals; children performing theater vignettes at public events; a painted quilt of neighborhood images; mask making and puppet show performance; community choir; Elwell Park tile making; and wood and cloth "yard birds".

Allocated and spent NRP funds: \$20,976.91

Marcy School Media Center; Strategy C3b

Financial assistance to the school has been made for 2004-05 for upgraded computer equipment and software, encyclopedias and computer assistance for English language learners

Allocated NRP funds: \$24,600

Southeast Library Accessibility; Strategy C4a

Funds were allocated to contribute to costs to make the library accessible to the handicapped. The library rehabilitation is expected to be completed in 2007.

Allocated NRP funds: \$14,700

Southeast Minneapolis Council on Learning; Strategy C4b

Funds were allocated to support the council's goals of assisting families reach learning goals through mentoring and community reading programs in 2004-05.

Allocated NRP funds: \$7,700 Bike Routes; Strategy D1

Two bike routes, covering about 2 miles total, were designated in 1996-97 with "Share the Road" signs and other route signs (these routes do not have bike lanes to preserve the parking):

- 8th Street, along the length of the neighborhood from 15th to Central avenues
- 2nd Avenue, from 8th to 2nd streets

Allocated and spent NRP funds: \$9,971.84

Master Plan; Strategy E1

After a two-year process including extensive community input, a 10-chapter, 62-page Master Plan, with color maps and photographs and a companion executive summary booklet, was published by planning consultants. The process included eight community meetings, attended by an average of 21 people at each, on the various topics addressed in the plan, including housing, land use, livability, economic development, design, transportation, historic preservation, social and cultural issues, green space, streetscape and institutions. A draft of the completed plan was presented at an open house attended by 110 people. Six steering committee meetings, with about 10 people at each, were held from July 2002 through May 2003. Several smaller meetings were held with city planning staff to prepare the plan for City Council adoption. The Master Plan was adopted unanimously by the City Council in December 2003. The plan now is used by developers and as a helpful planning guide for neighborhood initiatives, including a Phase II NRP plan. The Master Plan is on the Marcy-Holmes web site: www.marcy-holmes.org. A copy may be requested from the office at 379-3812.

Allocated and spent NRP funds: \$70,000

ECONOMIC DEVELOPMENT

Home Based Business Association Support; Strategy A1

The Southeast Home-based Business Association was founded by a Marcy-Holmes resident and incorporated in 1996 with financial assistance from Marcy-Holmes NRP. It has grown into an award-winning organization and is the largest home based business association in the Midwest. In 2000 it changed its name to the Minnesota Home Based Entrepreneurs Association. It offers a members' directory, a website - www.mnhomebiz.org, monthly meetings with speakers and a newsletter.

Allocated and spent NRP funds: \$13,595.32

Southeast Industrial Study; Strategy A2

A community/land use plan was developed in 1996 for the Southeast Industrial Area, a 300-acre area north of University Avenue and east of 15th Avenue, for the Southeast Economic Development (SEED) Committee. The SEED Committee collaborated with consultants who produced the 20-year Master Plan and an Alternative Urban Area-Wide Review (AUAR), which will serve as an Environmental Impact Statement for development. This plan was approved by the City Council.

Allocated and spent NRP funds: \$5,000

Dinkytown Special Services District; Strategy B1

Marcy-Holmes worked with the Dinkytown Business Association, Minneapolis Public Works and consultants to establish a special services district in Dinkytown, providing businesses with snow removal, sidewalk cleaning and tree light electricity. Businesses are taxed for the operating costs. NRP provided the start-up funding.

Allocated and spent NRP funds: \$1,622

Dinkytown Business Association Support; Strategy B1

NRP funds were used for a Dinkytown website set up, www.dinkytownusa.com, and to support other activities of the Dinkytown Business Association. Dinkytown also has created a promotional map and list of business locations. NRP funds were used in 2003-04 for security patrol services.

Allocated and spent NRP funds: \$24,376.96

Dinkytown Streetscaping; Strategy B2

NRP funds supported streetscape to complement the Dinkytown bridge reconstruction in 1996-97, including pedestrian lighting, bicycle racks, trees and ornamental grates, ornamental bridge railing and benches. The three bridges over the railroad tracks below Dinkytown were reconstructed on University Avenue, 14th Avenue, and at the intersection of 15th Avenue and 4th Street.

Allocated and spent NRP funds: \$288,637.73

Dinkytown Parking Study; Strategy B2

The study was completed in 1998 by consultants, which recommended the following:

- City parking variances to encourage higher retail occupancy
- Marketing parking with brochures and parking validation offered to Dinkytown customers
- Signs to guide parkers to the lots, advertising public lots, prices and whether full or open
- Restripe and remove fence at existing lot behind 14th Avenue to add three more spaces
- Acquire property on 13th Avenue and 5th Street for parking
- Depending on demand, build a two-level parking deck to add 339 spaces

Allocated and spent NRP funds: \$33,558

NEIGHBORHOOD STAFFING AND OFFICE

Marcy-Holmes has had three NRP staff coordinators to date. It also has hired individual project coordinators. The first staff person served two years and launched many of the 40-some projects in the NRP plan. The second staff coordinator served five years and completed many projects as well as helped to start new projects, several of which were award-winning. The third and current staff coordinator has served more than two years. She has coordinated the making of the Master Plan, a major reallocation of funds, new projects resulting from the reallocation, and the making of a future Phase II Action Plan. NRP also supports the Marcy-Holmes Neighborhood Association staff person and office, at 1313 5th St. SE, #138, Mpls. 55414.

Allocated NRP funds: \$460,847.02

Spent as of May 2004: \$391,699.22

CONCLUSIONS

This evaluation includes a four-page survey of Phase I which was inserted in the March 2004 issue of the *Southeast Angle* community newspaper, delivered to Marcy-Holmes residences. Seventy-two responded to the survey. The majority of survey respondents were homeowners and residents living in the neighborhood more than 10 years. The smallest group of survey respondents were University of Minnesota students and residents living in the neighborhood less than two years.

Asked which projects they believed directly benefited the neighborhood within the four Phase I categories, the first and second highest ranking projects were owner-occupied property grants and livability crime prevention in the housing category; Dinkytown viability and Dinkytown traffic improvements in economic development; extra police patrol and graffiti and litter prevention in crime and safety; and tree planting and park improvements in the environment category. The smallest percentage of respondents named the following projects: historic rehab grants in housing; the Southeast Industrial Area Study in economic development; block club organizing in crime and safety; industrial pollution research in the environment category.

Asked which projects worked well for participants involved, responses included the gardens, the history book, home improvements, Dinkytown improvements, the master plan and others. Projects that did not work well for participants who responded to the survey included the 6th Avenue gateway public art project and the lead-safe housing project to replace lead-painted windows. See the complete survey results in Attachment 1.

The Marcy-Holmes Phase I Plan underwent 25 plan modifications in the past nine years. The modifications shifted approximately \$1.6 million among strategies, to boost or restart projects and create new ones within the original plan strategies. The most significant modifications shifted funds to administration to prolong support of the neighborhood's organizing efforts; commercial redevelopment of historic buildings; the neighborhood master plan; and for projects to reduce livability crimes. Most funds for the modifications were shifted *from* streetscape, anti-pollution, bike route and river linkage strategies – areas in which significant work was done but funds were remaining after project completions.

Overall, the Phase I Plan strongly bolstered the condition of homes and apartments in the neighborhood, and recognized the historic significance of many Marcy-Holmes properties, a source of neighborhood pride. Some concerns were raised that more could be done to serve rental properties, however many rental properties were improved with NRP assistance. Additional publicity of rental property assistance programs would be warranted, such as direct mailings to absentee property owners. Some concerns were raised about the cost vs. benefit of the conversion of one dilapidated historic home into a two-unit condominium property. The conversion program was intended to benefit several properties, but the high cost of conversion limited the program to the one property, with a nearly \$500,000 investment from NRP. Some feel this particular property is a shining example of historic restoration, others feel it was too expensive and directly benefited few. A deeper neighborhood discussion for such an undertaking may have improved this program.

In the area of crime and safety, block club organizing could be improved on and perhaps stronger outreach to university students would help. The new student-resident liaison may start to address this. Vandalism is on the rise in the neighborhood and research to address the roots of this problem may be warranted. The new Restorative Justice Program may begin to address livability crime.

Marcy-Holmes is strongly impacted by these factors: it sits near a busy downtown, it is next to an enormous university campus, and it is dissected by a large freeway. These are both advantages and disadvantages. The NRP Phase I Plan has helped Marcy-Holmes live within its particular place in the city in various ways. For example, the environment projects from Phase I can be credited with keeping many parts of the neighborhood lush with inviting parks, tree lined streets, boulevard gardens and even a thriving neighborhood flower garden right next to a freeway bridge. Some raised concerns about the working relationship with NRP and the Park Board and hope that future projects would better complement, rather than substitute for, the Park Board's responsibilities. The pollution abatement effort got a good start in Phase I with a thorough research report by university students. Future efforts to address pollution concerns will be aided by this research.

The environment category of Phase I also included improvements for commercial property, the school and community center projects, and library improvements. A Phase II Plan may consider separating the environment category into green space, institutional and social projects. The commercial property improvements would be better categorized in economic development.

Some expressed the desire for more attention to social projects such as creating a community center at Marcy School to better support families, which in turn supports the desire for a more balanced neighborhood population. Some also would like to see more support to the school and other neighborhood learning centers for children.

The economic development category boasts a sound investment in home-based businesses – the networking organization formed with NRP funds now serves people statewide and is still based on Marcy-Holmes. Dinkytown was boosted with streetscape improvements that business owners appreciated. Business owners would like to see more neighborhood patronage, and residents would like to see more variety in Dinkytown business offerings that appeal to all neighborhood residents.

LOOKING AHEAD

Since the Phase I NRP Plan was written in 1994-95, Marcy-Holmes has seen increased residential density, traffic, and growth of its significant neighbor to the east, the University of Minnesota. Most recently, the riverfront has started a significant redevelopment from industrial to mixed residential use. The commercial district on the west end also has turned into a lively, inviting area.

The NRP-sponsored Master Plan collected data showing that neighborhood members strongly support maintaining and increasing Marcy-Holmes residential property. They hope to achieve a more balanced population of homeowners, university students, families and young adults. The Master Plan calls for new, multi-unit housing to be limited to the edges of the neighborhood, while construction in the middle of the neighborhood is limited to single-household homes or townhomes. Historic preservation is a priority identified in the Master Plan.

Marcy-Holmes neighborhood members want more accessibility to the Mississippi River, a key neighborhood asset, via walkways and bikeways. As riverfront redevelopment occurs, neighbors hope to see welcoming commercial and attractive residential development. The Master Plan has a chapter on architectural design guidelines, intended for developers to use in new construction.

Marcy-Holmes plans to increase its role in improving relations with university students and invites the U of M to be actively involved in dealing with university impact on Marcy-Holmes.

Finally, Marcy-Holmes NRP leaders stress that they highly value NRP, especially the opportunity to have the decision making process at the grassroots neighborhood level, where people who really know their neighborhood are making important decisions about their neighborhood.

Marcy-Holmes Neighborhood Revitalization Program Survey Responses April 2004

Who we heard from

How long have you lived in Marcy-Holmes neighborhood? (Please circle one)

8% A. Less than two years

7% B. Two to five years

11% C. Five to ten years

69% D. Longer than ten years

72 TOTAL NUMBER OF RESPONSES

Please circle all that apply to you:

(Since respondents were asked to circle "all that apply" the total is greater than 100%)

15% A. Renter

68% B. Home owner

18% C. Marcy-Holmes landlord

8% D. University of Minnesota student

14% E. University of Minnesota faculty or staff

11% F. Marcy-Holmes business owner

NRP Projects

Respondents were asked to mark an X on the lines in the left column beside the projects which they felt directly benefited the neighborhood.

(Projects are ordered by highest responses per section; additional written responses are below each section).

Housing

72% Owner-occupied property improvement grants

58% Programs to address livability problems such as noisy parties & public drunkenness

57% Rental property improvement grants

56% Support of Southeast Seniors Block Nurse Program, enabling seniors to live at home

53% Conversion of a deteriorated rooming house to owner-occupied homes

49% Historic property rehabilitation grants

Most impressed with Rooming house conversion and SE Seniors

Economic Development

43% Dinkytown viability including web site, banners and security patrol

42% Dinkytown traffic and parking improvements

32% Support for the Southeast Industrial Area Study

Re Dinkytown traffic & parking improvements: Don't know them

Re SE Industrial: ?

Crime & Safety

61% Recruiting extra neighborhood police patrol

60% Programs to address graffiti and litter

40% Tree trimming grants for better visibility

36% Youth jobs program

28% Motion detector light grants

22% Block club organizing

Fires in back yards

Most impressed with graffiti and litter programs

Re tree trimming grants and motion detector lights: ??

Environment

- 69% Tree planting
- 57% Improvements at Elwell, Holmes and Marcy parks
- 50% Creation of a Master Plan for Marcy-Holmes' future
- 47% Rain garden grants to reduce toxic run-off into the river
- 47% Community garden and boulevard garden supplies
- 46% Bike route improvements
- 42% 6th Avenue Gateway (University Avenue to the river) including native prairie landscaping, trees, and plans for outdoor sculpture installations
- 39% Publishing of neighborhood history book, *Hiding in Plain Sight*
- 38% Neighborhood identification signs with logo
- 32% Marcy School student art projects led by local artists
- 31% Business and landmark exterior property grants
- 31% Grants to replace lead-painted windows in homes
- 21% Industrial pollution research report

! Re Tree planting, Industrial pollution research report, Rain garden grants, 6th Ave Gateway, Marcy School art, Bike route improvements
boulevard trees near rental properties don't get watered. Too many get broken off during "roaming parties"
Re Industrial pollution research report: Don't know this. Re Grants to replace lead-painted windows: Any takers?
Re parks - !! Re Marcy School art - !!! Thank you!

NRP Projects – review by those involved

Respondents were asked to list projects from the previous list that they were involved with and to state whether:

- A. This project worked well for its participants.**
- B. This project was somewhat beneficial but could have been improved.**
- C. This project did not work well.**

Many respondents also included written comments.

6th Ave Art	C	
Citizen housing inspections	A	<ul style="list-style-type: none"> • We could see improvement in the properties we inspected, but then they would deteriorate again
Community gardens	A (5)	<ul style="list-style-type: none"> • Pedestrians on way to U have commented about how much they enjoy the garden • besides being lovely, it sends a good message about the neighborhood
Crime & Safety	A	
Dinkytown improvements	A (1) B (1)	<ul style="list-style-type: none"> • Beyond expectation • the security patrol was worthwhile
Environment	A	
History book	A (4)	<ul style="list-style-type: none"> • Good book - step toward neighborhood pride in its history • We used the book
Housing	A (1) B (1)	<ul style="list-style-type: none"> • Our home is on historic register. Need help. Have made many improvements w/o help but now to continue to preserve, must have help in order to preserve exterior. 424 5th St. SE
Housing - historic property improvements	A (3) B (1)	<ul style="list-style-type: none"> • The work was completed ok but the trouble came when we refinanced our house. There was about 1 yr left of the 6 yr period before the term was forgiven. As a result, we had to pay \$2-3,000 to move forward on our refinancing (which ironically enough, include
Housing - owner occupied improvements	A (4)	<ul style="list-style-type: none"> • xcellent project / main focus of NRP

Housing improvements (rental occupied)	A (2)	<ul style="list-style-type: none"> We had windows repaired and painted in rental unit. We made improvements we would <u>not</u> have done without these financial incentives.
Housing improvements (rental/owner occupied)	A (2) C (1)	<ul style="list-style-type: none"> Stucco redashed on outside greatly improved the looks of our house Ran smoothly - very happy with this experience The grant would have been paid off in 2006 if we still owned the house (which we still own). We were forced to pay it off when we refinanced -- contrary to what we were told at signing.
Lead paint	C	<ul style="list-style-type: none"> This project desperately needed more organization before it was put before perspective participants
Livability programs	A (2)	
Master Plan	A (5)	<ul style="list-style-type: none"> A very important guide for future development
Park improvements	A (3)	<ul style="list-style-type: none"> Fabulous upgrade in an area with more young children. This involved the community and beyond and sends a good message to everyone living in or visiting the n'hood.
Police buy-back	A (3) C (1)	<ul style="list-style-type: none"> Detoured disruptive behavior during key weekend periods. An important livability issue wait to see how it turns out We did not get enough bike patrols
Rain garden	A (4)	<ul style="list-style-type: none"> Excellent education project for neighborhood to help educate people about river pollution
Rooming house conversion	A	
SE Seniors	A	
Tree planting	A (4) B (1)	<ul style="list-style-type: none"> Sometimes trees died. Specific homeowners should have volunteered to adopt trees and water them.
Tree planting survey	B	<ul style="list-style-type: none"> Walked specific blocks to count where trees missing & needed
Tree trimming	A	<ul style="list-style-type: none"> Greatly improved looks and safety. Got rid of hack berry bushes.
Youth Jobs Program	B	<ul style="list-style-type: none"> I'm not currently aware if this program still exists. Communication with director was poor.

Respondents were also asked questions about specific NRP projects.

Marcy-Holmes NRP in Phase I has granted about \$1.5 million to owner-occupied and rental property owners for property improvements. Do you think these property grants have improved the neighborhood's appearance?

67% A. Yes

10% B. No

13% C. No opinion

Don't have details but am sure this has been positive
Many properties have new paint or siding. It really makes the others stick out.
Not in the Dinkytown area - except for (??) Bldg on 14th & 8 th
Somewhat
that could obviously be more - especially in the rental properties
The neighborhood looks better. More owner occupied help needed for historic preservation

Do you think the owner-occupied and rental property grants have improved the neighborhood's living conditions?

58% A. Yes

11% B. No

18% C. No opinion

but not much
Ditto
I don't know what has been done on the inside.
Not obvious to me
not sure – the rental properties continue to not be cared for and much garbage is left in the years or parks
Re living conditions - NO – The fire and death of the student's took away some of the same landlords use -away! * Rental grants just whitewash the problem! * Why did this have to happen. * Not a lot of the truth to the problem came out. * Why do attorney's get paid lots of money to represent their client but not the truth.

Marcy-Holmes NRP spent more than \$400,000 to improve the neighborhood's three parks, Elwell (Tuttle) at 7th Avenue & 6th Street; Holmes at 5th Street & 3rd Avenue; and Marcy at 7th Street & 11th Avenue. Do you think the parks now are more attractive gathering places to neighborhood residents?

63% A. Yes
13% B. No
15% C. No opinion

!!
Elwell - This project overspent on equipment, loaded up on the small S(illegible) and effectively limited the park to infants and toddlers.
I haven't been to any of them recently.
Somewhat
The impact on Marcy Park of the Marcy Park Apts. On 8th St. and 10th Ave. has made it a park I now avoid on outings with my children
the parks are nicer but maintenance is a <u>big</u> problem -- especially with the plantings - they are not weeded or watered

Marcy-Holmes NRP spent about \$500,000 on business/commercial district improvements including restorations of the Dinkytown bridges (including decorative lighting, railing and stonework), the Varsity marquee, the Soap Factory arts center, the Dunn Brothers Coffee building, Dinkytown banners and other sites. Do you think these expenditures have improved the neighborhood business areas?

75% A. Yes
10% B. No
6% C. No opinion

Business properties should pay for their pwn improvements
I don't really know too much about this
Increased problem of panhandlers needs to be dealt with. On a recent trip to Dinkytown (walking) we were asked for money twice!
Taken together, these have all contributed immensely to raising property values.
Tax \$ should be spent on parks, youth, seniors -- Not on business and homeowner improvements
We seem to hear a great deal about the existence of NRP, but I can't make comparisons about the successes of past projects since I've only lived here 2+ years.

Additional survey comments:

Although I applied, U was never "chosen" for home improvement matching grants. I will <u>hopefully</u> have the opportunity to try again in NRP Phase III!
I believe Marcy-Holmes is a much better neighborhood today than it was 70 years ago because of NRP. I say that as an on-again off-again resident for those 70 years.
I have been in the n'hood for 6 months and would like to be more informed. I/we would definitely participate.
Thank you!
The 6th Avenue Greenway is a disappointment. The plantings are not maintained and trash and weeds and dead plants have accumulated and the sculptures still aren't in. The funds were not well spent.
It too bad you could not maintain the neighborhood NRP office in the old Marshall - University H.S. building. It was very convenient.