


**MINNEAPOLIS NEIGHBORHOOD REVITALIZATION PROGRAM**

**MARSHALL TERRACE  
NEIGHBORHOOD  
ACTION PLAN**

**Date Adopted by the Policy Board: September 25, 2000**

**Date Adopted by the City Council: October 27, 2000**

**Document Number: 2000-366M**



# Marshall Terrace Neighborhood Action Plan

Approved February 17, 2000

# Marshall Terrace Neighborhood Action Plan

## The Neighborhood

The Population of the Marshall Terrace Neighborhood in 1990 was 1,297 people and 564 households. The racial/ethnic composition of the neighborhood changed little from 1980 to 1990. The racial composition was 93% Caucasian, 3.5% Native American, 2.9% Hispanic, 0.7% Asian American, and 0.2% African American. During this period 1980-1990 the census showed that two thirds or 65.1% of the 564 households were related by blood, marriage or adoption compared to 48.9% citywide. Single head of households at 27.2% was below the citywide rate of 33.5%.

The population in the 25-44 age group increased to 35% of the population in 1990. The 45-65 and over age group at 38%. The age group from 45-65 and over experienced a loss of 4.8% from 1980-1990. Even though the neighborhood experienced a loss in the 45-65 and over age group the percentage of seniors remains high at 19% in the 65 and over category compared to 10.5% citywide.

The Marshall Terrace mobility rate (the percentage of households occupied less than six months) has remained consistent since 1980 at 10.3% compared to the citywide rate of 16%.

Income sources were wages or salaries for 430 households and 176 with combinations of wages, retirement, and public assistance incomes.

## Housing

The 1990 inventory of housing in the Marshall Terrace neighborhood shows a total of 443 residential structures. Single dwelling structures account for 75% of the inventory, 22.6% duplexes, 1.1% are condos and townhouses and 0.7% with 4 units or more. Over 64% of the residents live in owner occupied housing and 36% in rental.

48.8% of the residential structures were built before 1920 and 37.9 were constructed between 1920 and 1960. Only 13% of the 37.9% was constructed after 1950. In 1994 14% of the residential buildings in Marshall Terrace were in sub standard condition 4% higher than the citywide rate of 10%.

# Marshall Terrace Neighborhood Action Plan

## Vision Statement

### We envision Marshall Terrace as:

- A safe community where people respect and support each other, and where government listens and responds to a constituency in terms of its development and concerns.
- A neighborhood that can continue to offer affordable quality housing. As we compete with the entire metro area to attract new residents, there is much to be said about upgraded efficient homes.
- A neighborhood that makes help available to all that need it. We know that our senior population lives in a large percentage of our owner-occupied housing in our neighborhood. We know that some of our families are struggling and that a sense of community cohesion must be created for everyone in our community to establish roots, learn, prosper & grow.
- A place where residents, elected officials, and agency staff working together to provide new and existing services in a more coordinated way that increases the opportunity for communication between all of us as we enter the new century.

With this vision in mind, please provide us with the support and guidance we need as we reach out to our neighbors with an expanded home improvement program. Encourage us as we work with our neighbors to complete new “Lighting and Home Safety” seminars and provide the means for more neighbors to light up the exterior of their homes. Guide us as we work with members of the City and other organizations to improve the environmental quality of our neighborhood.

We are part of “Nord East” Minneapolis, but not too proud to ask for help in maintaining and improving our neighborhood. Please help us achieve our vision.

# Marshall Terrace Neighborhood Action Plan

## The Plan Development Process

The 1994 survey of residents conducted by the CCMT (Concerned Citizens of Marshall Terrace), made it clear that our NRP program should emphasize efforts that reduce crime and monitor the neighborhood for criminal activity. The survey stressed the need for tools that promote home ownership and the improvement of homes and property in general.

In order to involve many residents of Marshall Terrace neighborhood in the review and approval of the vision, we targeted outreach to the following populations: renters, elderly, single parent, minorities, business owners, and new residents. We accomplished this by:

- Continuing to provide community information and meeting dates and locations in the *Marshall Terrace Minutes* newsletter.
- Discussing NRP at the regular monthly meeting of CCMT.
- Offering news release to the NORTHEASTER.
- Hand delivering flyers to each residence and posting in the local businesses.
- Conducting a follow-up survey to further define the community concerns elicited by the 1994 survey.
- Providing response postcards to encourage participation.
- Adjusting meeting locations and times to include those residents that may be unable to attend evening meetings.

After the neighborhood drafted a vision statement, the NRP steering committee identified and prioritized goals for the plan. Working committees were created to focus on the three primary areas identified; housing, crime and safety, and environment. Residents assembled into committees based on their interests. The drafting of the neighborhood action plan has been a cooperative effort to which all of these groups contributed their visions, concerns, and ideas.

The steering committee worked with NRP and Minneapolis Planning department staff to:

- Incorporate the feedback received from neighborhood residents into a draft plan.
- Refine the timelines, costs, responsibilities, and recommended department and neighborhood commitments needed to implement these priorities.
- Refine the draft written plan so that it is ready for approval.

The NRP process challenged the steering committee, task forces and the residents of Marshall Terrace to set a course of action for our neighborhood that would progressively move us into the next century.

# Marshall Terrace Neighborhood Action Plan

## Marshall Terrace Crime and Safety Plan

### GOAL A:

**Provide a safe neighborhood which promotes  
a sense of security by preventing crime**

### Objective 1: Promote Active Neighborhood Participation

**S t r a t e g y # 1 :** Educate residents on the benefits of Block Clubs to the neighborhood

#### Strategy Detail:

- Promote Block Club activities in the “*Marshall Terrace Minutes*” newsletter.
- Recruit volunteers to door knock the neighborhood to expand block club membership.
- Organize a neighborhood wide meeting to promote social interaction around crime prevention.
- Have regular recruitment meetings that rotate time and locations within the neighborhood.
- Develop a Block Club mentor program with CCP/SAFE.

#### Strategy Summary:

Partners: CCMT , CCP/SAFE

Time Frame: 2000 and ongoing

Cost: \$ 5,000

Funding Source: NRP

Funds Used For: : Printing, mailing and distribution of information materials

Contract Manager: NRP or CCP/SAFE

**S t r a t e g y # 2 :** Provide neighborhood resource information and promote community organizations.

#### Strategy Detail:

- Provide funding for an initial mailing to all 600 households educating them more fully on the mission of CCMT, CCMT meeting dates and locations, and other agencies serving the neighborhood.
- Develop a Welcome Packet for new Marshall Terrace residents/households.
- Print and distribute 200 “Welcome to Marshall Terrace” packets.

**Strategy Summary:** Materials on CCMT will go to 600 households and businesses. “Welcome to Marshall Terrace” packets will go to the first 200 households that newly locate to Marshall Terrace.

Partners: CCMT, Office of Public Affairs, community organizations and public agencies.

Time Frame; 2000 and ongoing

Cost: \$ 2,000

Funding Source: NRP

Funds Used For: Layout, design, printing and distribution

Contract Manager: NRP

# Marshall Terrace Neighborhood Action Plan

## GOAL B: Enhance and improve existing residential lighting

### Objective 1: Increase Residential Lighting

**Strategy # 1:** Provide residents with motion detector lighting

**Strategy Detail:**

- Conduct a Home Safety Workshop for residents.
- Distribute reimbursement forms for motion detectors and installation costs at these workshops.
- Provide residents with a reimbursement for up to 50% of the cost for motion detector lights and their installation up to a maximum of \$50.

**Strategy Summary:** Motion detector lights and installation costs will be provided to residents of Marshall Terrace Neighborhood. This strategy will serve up to 600 households.

Partners: CCP/SAFE, CCMT, residents, local businesses

Time Frame: 2000 and ongoing

Cost: \$ 30,000

Funding Source: NRP

Funds Used For: Motion detector lights and installation costs

Contract Manager: NRP or CCP/SAFE

**Strategy # 2:** Make vouchers available to neighborhood residents for equipment to remove foliage around residential lighting.

**Strategy Detail:**

- Develop a program to remove foliage that interferes with residential lighting sources.
- Develop an agreement with a tool rental company to provide equipment to Marshall Terrace residents on a voucher system (the neighborhood organization will use the NRP funds to pay the rental cost).
- Refer elderly and disabled residents to the “Citation Savers” program for assistance.

**Strategy Summary:**

Partners: CCMT, neighborhood volunteers, NSP, Public Works, Minneapolis Park & Recreation Board

Time Frame: 2000 and ongoing

Cost: \$ 1,000

Funding Source: NRP

Funds Used For: Vouchers for equipment to remove foliage

Contract Manager: NRP

## Marshall Terrace Neighborhood Action Plan

**Strategy # 3:** Coordinate efforts to remove or trim trees and shrubs to improve safety in public areas

**Strategy Summary:**

Partners: CCMT, neighborhood volunteers, NSP, Minneapolis Park & Recreation Board, Housing Inspections, City Departments

Time Frame: 2000 and ongoing

**Strategy # 4:** Work with the City of Minneapolis and NSP to obtain as much pedestrian lighting as possible.

**Strategy Detail:**

- Purchase up to three street lighting units.
- Obtain technical assistance for determining best placement in the neighborhood.

**Strategy Summary:**

Partners: CCMT, neighborhood volunteers, NSP, Mpls. Park & Recreation Board, Public Works, and other City Departments

Time Frame: 2000 and ongoing

Cost: \$ 15,000

Funding Source: NRP or Public Works

Funds Used For: Purchase of street lighting units & technical assistance

Contract Manager: Public Works

### GOAL C: Improve Neighborhood Safety

#### Objective 1: Improve Traffic Safety

**Strategy # 1:** Promote compliance with traffic regulations

**Strategy Detail:**

- Work with the City of Minneapolis Public Works, Traffic Departments, and Hennepin County to provide methods and systems to lower speed limits, slow traffic, block off problem areas, and improve current traffic signs.
- Provide physical improvements, (i.e. warning signs) that reduce traffic speed to posted limits.

**Strategy Summary:**

Partners: CCMT, neighborhood volunteers, Minneapolis Park and Recreation Board, Minneapolis Planning, Public Works Departments, Traffic, residents, local businesses

Time Frame: 2000 and ongoing

Cost: \$ 20,000

Funding: NRP

Funds Used For: Assessment of traffic control methods and systems and installation of selected improvements

Contract Manager: Public Works



# Marshall Terrace Neighborhood Action Plan

**S t r a t e g y # 2 :** Offer households carbon monoxide detectors.

**Strategy Detail:**

- Conduct a Home Safety Workshop for residents.
- Distribute reimbursement forms for carbon monoxide detectors at these meetings.

**Strategy Summary:** Develop a program to serve up to 600 Marshall Terrace households.

Partners: CCMT, CCP/SAFE

Time Frame: 2000 and ongoing

Cost: \$ 18,500

Funding Source: NRP

Funds Used For: Purchase of carbon monoxide detectors

Contract Manager: NRP

**S t r a t e g y # 3 :** Offer smoke and radon detectors to Marshall Terrace residents

**Strategy Detail:**

- Conduct a Home Safety Workshop for residents.
- Distribute reimbursement forms for radon detectors at these workshops.

**Strategy Summary:** Develop a program to serve up to 600 Marshall Terrace households.

Partners: CCMT, neighborhood volunteers, CCP/SAFE

Time Frame: 2000 and ongoing

Cost: \$ 5,000

Funding Source: NRP

Funds Used For: Purchase of smoke and radon detectors

Contract Manager: NRP

## GOAL D:

### Reduce Crime in the Neighborhood and Improve Public Safety

#### Objective 1: Implement Crime and Safety Strategies

**S t r a t e g y # 1 :** Hire administrative support as needed to implement the Crime and Safety measures included in the approved Marshall Terrace Neighborhood Action Plan

**Strategy Detail:**

- Coordinate the organization, research, distribution, and implementation needed to accomplish the Crime and Safety Goals.
- Hire staff, as needed, to ensure that goals C, and D are accomplished.

**Strategy Summary:**

Partners: CCMT

Time Frame: 2000 and ongoing

Cost: \$10,000

Funding Source: NRP

Funds Used For: Personnel and supplies

Contract Manager: NRP

# Marshall Terrace Neighborhood Action Plan

## Marshall Terrace Environment Plan

### GOAL A: Develop a Vital and Sustainable Neighborhood Environment

#### **Objective 1: Ensure Optimal Levels of Healthy Air, Water, Soil, and Noise as well as Aesthetics**

**Strategy # 1:** Eliminate health hazards through removal of pollution and return Marshall Terrace land to productive use.

**Strategy Detail:**

- Ensure that the Whitaker Superfund site is cleaned up.
- Conduct a comprehensive assessment of the Marshall Terrace neighborhood to determine the scope of pollution and the affects on residents.
- Update the status of regulatory permits to include: air, water, storm sewer, noise, industrial discharge, hazardous waste etc.
- Monitor and evaluate: noise pollution, visual pollution, soil pollution, air pollution, groundwater pollution in Marshall Terrace.
- Determine the best ways to eliminate the pollution found in the above assessment, and ways to have them implemented.

**Strategy Summary:** Work with appropriate public and private agencies to identify and monitor pollution in Marshall Terrace.

Partners: CCMT, Environmental Management, Hennepin County Environmental Management

Time Frame: 2000 and ongoing

Cost: See Strategy #2

Funding Source: NRP

Funds Used For: Personnel wages or Consultant fees

Contract Manager: Environmental Management

**Strategy # 2:** Look for opportunities in Marshall Terrace to apply the “sustainable communities” concept by promoting pollution prevention activities with stakeholder’s participation.

**Strategy Detail:**

- Update the status of facilities under the federal *Community Right to Know Act*
- Approach facilities to establish *Good Neighbor Agreements*.
- Conduct *Good Neighbor* meetings by establishing goals, methods and time lines; and evaluate progress.

**Strategy Summary:** Obtain appropriate technical support personnel to implement Strategies 1&2.

Partners: CCMT, Environmental Management, Hennepin County Environmental Management

Time Frame: 2000 and ongoing

Cost: \$ 25,000

Funding Source: NRP

Funds Used For: Personnel wages or consultant fees

Contract Manager: Environmental Management

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# Marshall Terrace Neighborhood Action Plan

**Strategy # 3:** Create a cleaner neighborhood by reducing unwanted materials in residential areas.

**Strategy Detail:**

- Organize annual neighborhoods clean-sweeps that emphasize reuse and recycling of unwanted materials.
- Work with the Marshall Terrace *Community Credit Program (Housing Task Force)* to recruit residents to assist neighbors who need help disposing of garbage items that are not included in the regular garbage pick-up.
- Reimburse volunteers for the cost of dropping off materials if the resident is unable to pay fee.
- Promote clean-ups through advertisement and other means.
- Discuss and evaluate community standards (for above).

**Summary:** Obtain qualified support- personnel and cover advertisement costs.

Partners: CCMT, Public Works, and neighborhood volunteers

Time Frame: 2000 and ongoing

Cost: \$ 5,000

Funding Source: NRP

Funds Used For: Personnel wages, consultant fees, reimbursements for disposal fees

Contract Manager: Public Works

## **Objective 2: Develop a Land Use Plan for an Inviting, Accessible, and Renewed Mississippi River and Parks**

**Strategy # 1:** Hire a consultant to identify neighborhood issues to include in the Upper Mississippi River Corridor plan.

**Strategy Detail: “Early Access”**

- Information gathering
- Issues mapping
- Opportunity Mapping
- Developing Conceptual Plan
- Preparing the Report

**Strategy Summary:** \$10,000 of “Early Access” funds were approved for initial planning to develop an environmental plan centering on the development of the Mississippi River corridor. The Plan was completed June 1, 1999 and incorporated into the Upper River Master Plan.

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# Marshall Terrace Neighborhood Action Plan

**Strategy # 2:** Address land use issues that are disruptive to the residential character of the neighborhood.

**Strategy Detail:**

- Participate in the rezoning analysis being done through the Minneapolis Planning Department.
- Participate with the City (Planning, Parks, and Recreation, etc.), the Mississippi National River Recreation Area (MNNRA), the Mississippi Corridor Neighborhood Coalition (MCNC), Met Council, Hennepin County, the Department of Natural Resources (DNR), etc. in studies and plans for the Upper Mississippi River corridor.
- Initiate a dialogue with the MCDA regarding issues in Marshall Terrace and encourage them to adhere to long range plans for neighborhood revitalization and be accountable to the Planning Commission, and the neighborhood, for development projects.
- Isolate industrial areas from residential areas either geographically or with barriers, as possibilities arise.
- Develop relationships with neighborhood businesses and CCP/SAFE to reduce residential truck traffic.
- Encourage non-industrial development on current industrial land.

**Strategy Summary:** Obtain expert consultation and assist with implementation costs

Partners: CCMT, Minneapolis Park and Recreation, Planning Department, Hennepin County, MNDOT, MNNRA, MCNC, DNR, neighborhood volunteers.

**Strategy # 3:** Support and encourage projects to enhance Marshall Terrace Park, and other land along the Mississippi, as possibilities arise.

**Strategy Detail:**

- Work with the City Departments (Police, Park and Recreation, Public Works, etc.) to improve safety in Marshall Terrace Park and any other green space that is developed.
- Develop a plan for a building in Marshall Terrace Park, appropriate for meetings.

**Strategy Summary:** Hire appropriate consultants and assist with implementation costs for objective 2 strategies. #1, #2, #3.

Partners: CCMT, Minneapolis Park and Recreation & Planning & Police Departments, neighborhood volunteers

Time Frame: 2000 and ongoing

Cost: \$125,000 (“Early Access” \$10,000)

Funding Source: NRP

Funds Used For: Consulting services and implementation costs

Contract Manager: NRP or Park And Recreation Board

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# Marshall Terrace Neighborhood Action Plan

**Strategy # 4:** Support development of additional green space and pedestrian/bicycle pathways.

**Strategy Detail:**

- Assist and support implementation of the NSP property enhancement project on Marshall St. NE (including completion of the “Marshall Terrace Gardens” and bike path extension from St. Anthony Parkway to Marshall Terrace Park).
- Research and recommend walking/bicycle paths in Marshall Terrace.
- Coordinate development of green space and walking/biking paths with the agencies listed in Objective B, Strategy 2.

**Strategy Summary:** Hire appropriate consultants and assist with implementation costs for strategy.

Partners: CCMT, Minneapolis Park and Recreation and Planning Departments, NSP, neighborhood

volunteers, and adjacent neighborhood organizations

Time Frame: 2000 and ongoing

Cost: \$ 30,000

Funding Source: NRP

Funds Used For: Planning and implementation costs

Contract Manager: NRP

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# Marshall Terrace Neighborhood Action Plan

## Marshall Terrace Housing Action Plan

### **GOAL A: To improve the overall quality of the housing stock in the Marshall Terrace Neighborhood**

#### **Objective 1: Increase investment in home improvement**

**Strategy # 1:** Initiate housing improvement loan and grant programs.

**Strategy Summary:** This First Step strategy resulted in \$95,324 worth of NRP-funded improvements to 38 properties.

1. The Grant Program had 10 recipients for a total of \$19,691. Improvements completed: bathrooms, sidewalks/steps, insulation, interior improvements, roofs, siding/stucco/exterior paint, windows/doors/storm windows/storm doors, other exterior improvements. The average grant amount was \$1,969.10.
2. The Deferred Loan (Community Service Credit Program) had 16 participants for a total of \$38,370. Improvements completed: sidewalks/steps, driveways, heating systems, other interior improvements, roofs, siding/stucco/exterior paint, and windows/doors, storm windows/storm doors, other exterior improvements. The average loan amount was \$2,398.13.
3. The 4% Revolving Loan Program had 12 recipients for a total of \$37,262. Improvements completed: sidewalks/steps, driveways, electrical, heating systems, insulation, interior improvements, roofs, siding/stucco/exterior paint, windows/doors/storm windows/storm doors, other exterior improvements. The average loan amount was \$3,105.25.

**Strategy # 2:** Continue and expand the housing improvement program.

#### **Strategy Detail:**

- Continue the First Step home improvement financing programs that provided incentives for property owners to improve their properties.

The Program will include:

1. A grant program (10% of funds) for property owners. Any residential property from 1-4 unit in size with incomes of 50% or less of the neighborhood median household income will be eligible.
  2. A forgivable loan program that forgives 25% of the loan amount each year if the resident retains ownership and occupies the property, which may be from 1-4 units in size. When their project is completed the participant performs volunteer services in the neighborhood. This program will have no income limits.
  3. A revolving loan program that provides 4-year home improvement loans at 4% interest. This program will have no income limits and any residential property from 1-4 unit is eligible.
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# Marshall Terrace Neighborhood Action Plan

## Strategy Summary:

Guidelines for the programs include:

- Interior and exterior improvements are eligible
- Continuation of the Marshall Terrace “Community Service Credit” Program
- Promote use of existing home ownership and maintenance programs
- Giving priority for funding to projects that address existing and potential code compliance violations

Partners: CCMT and contract administrator, MCDA, Minneapolis Housing and Inspections Department

Time: 2000 and ongoing

Cost: \$100,000 (FS \$200,000) total: \$300,000

Funding: NRP (Neighborhood Revitalization Program)

Contract Manager: MCDA

## Objective 2: Increase community participation

Strategy # 1: Initiate community-building efforts.

### Strategy Detail:

- Use the deferred loan program with the “Community Service Program” to encourage participation.
- Publish and distribute the *Marshall Terrace Minutes* to residents and businesses on a monthly basis.
- Construct a neighborhood bulletin board to promote CCMT and announce neighborhood events.

**Strategy Summary:** The items were included in the neighborhood’s First Step plan and accomplished.

Strategy # 2: Recruit and utilize Neighborhood volunteers to assist in implementing housing program.

### Strategy Detail:

- Continue publishing a newsletter to inform residents and local businesses about NRP.
- Define the ”tasks” of the “Community Service Credit” Program
- Distribute a self-administered annual checklist for property and home maintenance
- Establish a citizen inspection team to work with the Minneapolis Inspection Department to identify properties needing improvements.

### Strategy Summary:

Partners: CCMT, Residents, Minneapolis Inspections Department

Time: 2000-2002

Cost: \$23,330 (FS \$10,000) Total: \$33,330

Funding: NRP

Contract Manager: NRP (Neighborhood Administration)

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# Marshall Terrace Neighborhood Action Plan

## Objective 3: Manage the Marshall Terrace Home Improvement Program

**S t r a t e g y # 1 :** Extend existing administrative contracts

**Strategy Detail:**

Initiate the extension of our contract with our administrator, for the home improvement loan and grant programs.

**Strategy Summary:**

Partners: CCMT and CEE

Time: 2000-2001

Cost: \$10,000 (FS \$20,000) Total: \$30,000

Funding: NRP

Contract Manager: MCDA

**S t r a t e g y # 2 :** Extend the position of part time Community Service Credit Program Coordinator.

**Strategy Detail:** CCMT to develop the job description that may include:

- Manage the “Community Service Credit” program
- Coordinate neighborhood efforts to publish and distribute the newsletter.
- Organize and support the citizen inspection program.
- Identify other existing home improvement programs available to residents & provide further information.

**Strategy Summary:**

Partners: CCMT, MCDA

Time Frame: 2000 and ongoing until funds are depleted

Cost: \$5,000 (FS \$20,000) Total: \$25,000

Funding: NRP

Contract Manager: NRP (Neighborhood Administration)

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