

MINNEAPOLIS NEIGHBORHOOD REVITALIZATION PROGRAM

**MARCY – HOLMES NEIGHBORHOOD
NRP PHASE II
NEIGHBORHOOD ACTION PLAN**

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**Marcy-Holmes
Neighborhood Revitalization Program
Phase II Neighborhood Action Plan**

June 21, 2005

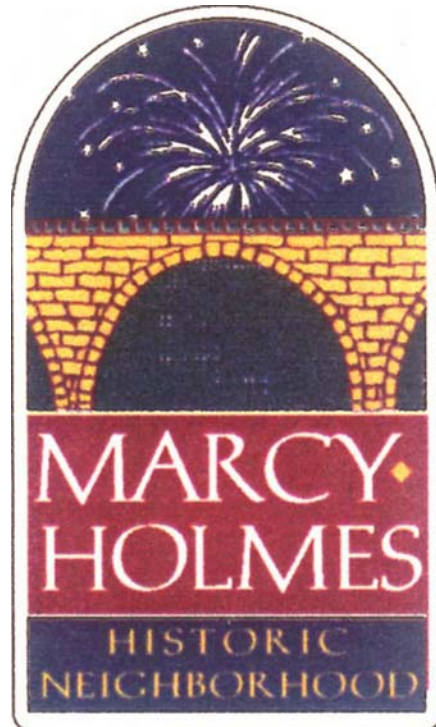


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INTRODUCTION

Neighborhood Characteristics

Marcy-Holmes is a neighborhood of about 9,000 residents, located along the north side of the Mississippi River, between 15th and Central avenues Southeast, with the University of Minnesota campus to the east and the Old St. Anthony business district to the west. The neighborhood extends north approximately to 9th Street Southeast.

The neighborhood is connected to downtown via several bridges crossing the river, including the historic Stone Arch pedestrian bridge and Interstate 35W. The neighborhood includes the Dinkytown business district and the 5th Street historic district of homes built as the city was founded.

About 85% of neighborhood residences are renter occupied, mostly by university students. Home owner residents are a minority but generally take great pride in the neighborhood. In the 2000 census the neighborhood was 76% white, a decrease from 85% in 1990. The largest racial minority is Asian at 12%, followed by African-American and Hispanic at 5% each, and Native American, 1%.

Marcy-Holmes Neighborhood Association (MHNA) is an active residents' organization. Other organizations serving the neighborhood include Southeast Seniors, enabling seniors to remain living in their own homes; the Panhellenic Council representing fraternities and sororities (several Greek houses are in Marcy-Holmes), the U of M Student Association, the Dinkytown and Old St. Anthony business associations, and Southeast Publications, which publishes the community monthly newspaper, *Southeast Angle*.

Marcy-Holmes hosts approximately 12 churches or spiritual congregations, three parks and riverfront green space, one public school for k-8th grade, six alternative elementary and/or secondary schools, a preschool, a public library, a post office, and the University Technology Center, formerly Marshall High, which houses many nonprofit organizations, small businesses, and health services.

Residents enjoy the proximity to the river, downtown, and the university, and other assets such as live music at several venues, the annual July 4th community parade and fireworks on the Stone Arch Bridge, and the annual summer arts festival along Main Street. Phase I of NRP supported, among other things, improvements to historic and other homes, many tree plantings, the creation of a neighborhood flower garden and boulevard gardens, and a gateway along 6th Avenue from the foot of the Stone Arch Bridge south of Main Street to University Avenue. The gateway features bronze sculptures of neighborhood historic homes and buildings, native prairie plants on the boulevards, trees, improved street paving, and the historic restoration of the building at 6th and University, now housing a coffeehouse with meeting space and an upscale restaurant.

Density and traffic are increasing in Marcy-Holmes and industrial riverfront property is being redeveloped for high-density residential and some commercial use. Violent crime is low, while noisy parties, vandalism, graffiti, burglary, theft and property code violations are problems.

Phase II Plan Development

The first steps to develop the Phase II NRP Plan were a mail-in survey of the impact of Phase I, distributed in the *Southeast Angle*, and a written review of the Phase I Plan, completed in August 2004. Then the NRP Committee reviewed the policies in the Marcy-Holmes Master Plan, a long-range planning document created by significant neighborhood input and consultants, completed in 2003 and funded by the Phase I Plan. A summary list of Master Plan proposals applicable to NRP was compiled and approved by the committee for distribution at Phase II planning meetings.

A special MHNA Board meeting was held Sept. 28, 2004 to explain the Phase II plan process and gather ideas for Phase II plan strategies, based on the Master Plan policies.

A broadly publicized neighborhood meeting was held Oct. 26, 2004 to explain the Phase II process, answer questions and distribute Phase II proposal forms. Master Plan policies applicable to NRP and a summary of the Phase I Plan also were distributed at this meeting, for neighborhood members to refer to when writing Phase II proposals. Proposals were due Nov. 2 and could be submitted on the forms or by email, mail, fax or verbally.

A publicized neighborhood meeting was held Jan. 27, 2005 to review and discuss the housing-related proposals submitted. From that input, the housing proposals were revised by the NRP Committee somewhat so all the housing proposals could be included in some fashion in the Phase II Plan. The NRP Committee then reviewed all proposals, separated in categories of housing and non-housing because of the Phase II budget requirements. All proposals generally or specifically were within the policies of the Master Plan.

The committee voted for 20 of the 25 submitted proposals to be placed on a neighborhood ballot, in which voters would decide funding amounts within the overall budget. The recommended ballot proposals were presented to and approved by the MHNA Board. Another broadly publicized neighborhood meeting was held March 7, 2005 in which Phase II proposals for funding were presented by a speaker for each proposal. At that meeting written ballots were distributed. A written agenda on how the Phase II Plan would be completed was distributed. Voters could turn in ballots at the meeting or submit them within the week. A total of 53 ballots were submitted and funding amounts were tabulated from the voting results. The ballot proposals and corresponding funding allocations then were incorporated into a written Phase II Plan draft.

In addition, the five proposals that were submitted by neighborhood members but not selected to be on the ballot for funding are included in the Phase II Plan, noted as strategies with resources "to be determined." This means Phase II NRP funds have not been allocated to these strategies at this time, but will be considered if other resources become available.

Also included in the Phase II Plan draft were the six of 40 Phase I Plan strategies that have not yet been implemented. Phase I funds still are allocated to these six strategies. Including these Phase I strategies in the Phase II Plan does not mean that Phase II funds are being allocated for their implementation. Consolidating the remaining Phase I strategies into the Phase II Plan allows all NRP strategies that need consideration from this point forward to be in one document for easy reference.

The Phase II Plan draft was distributed for review and comment to the MHNA Board and MHNA membership meeting on April 19, 2005 and will also be distributed at the May 17, 2005 MHNA meeting. The plan draft was sent to city staff for comment. The draft also was posted on the MHNA website. MHNA members and friends with email were sent notices to see and comment on the plan draft on the website. At the MHNA June 21, 2005 meeting, the Board and meeting attendants will be asked to vote whether to approve the plan. The June 21 meeting will be broadly publicized.

EXECUTIVE SUMMARY

The Marcy-Holmes' Phase II NRP Neighborhood Action Plan builds on the work and accomplishments of the Phase I Neighborhood Action Plan and is consistent with the policies in the Marcy-Holmes Master Plan. The Phase II Plan supports a neighborhood vision of homes and apartment buildings that are well cared for, and residents who are diverse yet respectful of their neighbors, and enjoy safe and interesting neighborhood living. The plan also supports neighborhood schools, the library, businesses, an arts center, a senior citizen service organization, trees and public safety measures. The plan includes 32 strategies in four categories.

I. HOUSING

1. Owner-occupied housing improvements, \$99,000
2. Rental housing improvements, \$75,000
3. Renter's assistance program
4. Supplemental inspections of property exteriors, \$23,000
5. Historic preservation planning assistance, \$52,000
6. Incentives to convert rental units to owner-occupied, \$98,000
7. Developer incentives for faculty/staff and/or senior housing, \$55,000
8. Professional planning and marketing, \$20,000
9. Professional assistance to seek other funding sources, \$9,000

II. ECONOMIC & PUBLIC REALM

1. Commercial property improvement assistance, \$5,000
2. Tree replacements, \$13,000
3. Dutch elm tree disease prevention, \$12,000
4. Rename avenues to historically original names
5. River gorge trail rehabilitation
6. Holmes Park pool fence improvement

III. SOCIAL & CULTURAL ENVIRONMENT

1. Marcy School improvements, \$12,000
2. Southeast Library handicapped accessibility, \$6,000
3. Bookmobile expansion
4. Second Foundation School site and program improvements
5. Heart of the Earth School site improvements
6. Soap Factory development study, \$5,000
7. Southeast Seniors program support, \$11,000

IV. LIVABILITY

1. Additional police patrol, \$21,000 + \$12,180 from COPSIRF*
2. Student-resident liaison, \$8,000
3. Documentation of livability & property violations
4. Fire Station 11 equipment upgrade, \$10,000
5. Pedestrian lighting, \$12,000
6. Stop light at 6th and University avenues
7. Litter prevention, \$8,000
8. Environmental pollution profile update & agreements
9. Lead phytoremediation

V. ADMINISTRATION – Staff and office costs, \$129,948

Total budget: \$683,948

* An additional \$12,180 is from the Community Oriented Public Safety Reserve Fund

I. HOUSING

Goals: A well-kept, well-preserved, balanced supply of housing units that accommodates a variety of residents, including home owners, renters, individuals, families, and seniors.

A. Objective: Improved housing conditions

1. Provide financial incentives for owner-occupied housing improvements

Provide grants or deferred loans for exterior property improvements.

Give special consideration to:

- Low-income home owners.
- Handicapped accessibility improvements.
- Environmentally friendly improvements, for which information is provided to applicants.

Resources: **\$99,000 NRP**
Matching funds from recipients

Partner: Housing service agency as program administrator

Contract administrator: Minneapolis Development Finance Division (DFD)

2. Improve the exterior appearance of rental properties

Provide grants for exterior property improvements. Encourage bike racks and safety lighting. Fraternity and sorority houses will be eligible applicants.

Give special consideration to:

- Handicapped accessibility improvements.
- Environmentally friendly improvements, for which information is provided to applicants.

Resources: **\$75,000 NRP**
Matching funds from recipients

Partner: Housing service agency as program administrator

Contract administrator: DFD

3. Renters' assistance

Provide information on how to obtain adequate rental housing.

Resources/Partners: Student-resident liaison, NRP staff, volunteers, tenant advocates

Contract administrator: NRP

4. Supplemental inspections of property exteriors

Develop a program to inspect property exteriors and yards; document possible violations; and report findings to the city Inspections Department and property owners.

Resources: **\$23,000 NRP**

Partners: Mpls. Inspections and PublicWorks, inspection consultant

Contract administrator: DFD

B. Objective: Preservation of the neighborhood's historic character

5. Historic preservation planning assistance

Provide small grants for professional plans to preserve and maintain historic property exteriors.

Eligible properties: owner-occupied homes and fraternity and sorority houses.

Resources: **\$52,000 NRP**
Matching funds from recipients

Partners: CPED, Mpls. Heritage Preservation Commission (HPC)

Contract administrator: DFD

HOUSING CONTINUED

C. Objective: Increase the neighborhood's percentage of owner-occupied residences. Deteriorated property will be replaced with housing that meets neighborhood needs.

6. Provide incentives to convert rental units to owner-occupied units

Provide deferred loans for:

- Closing costs to buyers of rental units who will occupy the units.
- Partial costs of converting rental housing to owner-occupied.

Resources: \$98,000 NRP

Matching funds from recipients

Partner: Housing service agency as program administrator

Contract administrator: Minneapolis Community Planning & Economic Development (CPED) Housing Policy and Development Division or DFD

7. Provide incentives for development of faculty/staff and/or senior housing

Contribute to costs of one or two developments within guidelines developed by neighborhood representatives.

Resources: \$55,000 NRP

Partners & additional resources: U of M if development is for faculty/staff

Adjacent neighborhood if joint venture, CPED

Contract administrator: CPED Housing Policy and Development Division

8. Professional planning and marketing

- Contract with planning consultants to create mini master plans for the riverfront and industrial areas, to supplement the Marcy-Holmes Master Plan.
- Contract with consultants to inspect selected neighborhood sites and recommend development ideas consistent with the Master Plan and supplemental plans.
- Conduct a request-for-proposal process to receive developer proposals consistent with the above (a and b).
- Contract with consultants to market Marcy-Holmes to home buyers and families, promoting neighborhood assets such as the parks, the river, Marcy School, and easy access to the freeway, downtown and the university. Marketing efforts to include information about Marcy-Holmes NRP and other neighborhood activities. Printed and electronic marketing materials to be produced for ongoing use by Marcy-Holmes.

Resources: \$20,000 NRP

Partners: Planning, architecture and marketing consultants, CPED, Park Board, Mpls. offices of Public Affairs and Grants and Special Projects

Contract administrator: CPED (all divisions)

D. Objective: Increase housing opportunities for home owners, families, U of M faculty or staff, and seniors

9. Professional assistance to seek other funding sources

Contract with a consultant to advise on how to seek additional funds to supplement the above strategies for owner-occupied and rental property improvements, development incentives, and rental-to-owner occupied housing conversions.

Resources: \$9,000 NRP

Partner: Grant writing consultant, Mpls. Office of Grants and Special Projects

Contract administrator: NRP

II. ECONOMIC & PUBLIC REALM

Goals: Healthy commercial areas; preservation/enhancement of green and public spaces

A. Objective: Preservation of unique locally owned small businesses

1. Commercial property improvement assistance

Provide matching grants to selected neighborhood businesses for exterior property improvements.

Resources: \$5,000 NRP

Partners: Neighborhood business representatives, CPED

Contract administrator: CPED Economic Policy and Development Division

B. Objective: Preservation of trees

2. Tree replacements

Replace trees removed because of disease on boulevards and in parks.

Resources: \$13,000 NRP

Partners: Minneapolis Park Board, Public Works, environmental organizations

Contract administrator: Minneapolis Park Board

3. Dutch Elm tree disease prevention

Provide matching grants to treat healthy elm trees on private property to prevent Dutch Elm.

Resources: \$12,000 NRP

Matching funds from property owners

Partners: Environmental organizations, Park Board, arborists

Contract administrator: NRP

C. Objective: Preserve the historic character of the area.

4. Rename avenues to historically original names

Follow the city's required process to rename streets and request installation of new signs on all "avenues"(roads running north-south) with new names as follows:

2nd Ave renamed Pine; 3rd – Cedar; 4th – Spruce; 5th – Spring; 6th – Maple; 7th – Walnut;

8th – Aspen; 9th – Birch; 10th – Willow; 11th – Elm; 12th – A; 13th – B; 14th – C; 15th – D.

Resources: To be determined

Partners: Public Works, Heritage Preservation Commission

D. Objective: Accessibility to the Mississippi River

5. River gorge trail rehabilitation

Seek resources to rebuild the trail along the river gorge on the south edge of the neighborhood.

Resources: To be determined

Partner: Park Board

E. Objective: Improved recreational opportunities in the neighborhood

6. Holmes Park pool fence improvement

Work with the Park Board to seek resources to install a wrought iron pool fence. Park Board cost estimate to replace chain link with wrought iron is \$28,000-\$30,000 (2005 costs). Park Board district manager to be requested to add wrought iron fence in 2006-2010 capital improvement program for this park.

Resources: To be determined

Partner: Park Board

III. SOCIAL & CULTURAL ENVIRONMENT

Goals: Support families, seniors, and students, and learning and arts institutions.

A. Objective: Support schools and the culture of learning in the neighborhood.

1. Marcy School improvements

Contribute to costs of expanding the computer lab, including use by neighborhood members through adult basic education classes; hallway rugs; and student dance and music program.

Resources: \$12,000 NRP
Partner: Marcy School
Contract administrator: Minneapolis Public Schools

2. Southeast Library handicapped accessibility

Contribute to upgrading the library to be handicapped accessible or to a new library.

Resources: \$6,000 NRP
Minneapolis Library referendum or other city funds
Partners: Volunteers, Library Board, Southeast Como and Prospect Park East
River Road improvement associations (SECIA and PPERRIA)
Contract administrator: Minneapolis Public Library

3. Bookmobile and/or library outreach expansion

Seek increased bookmobile services for both adults and children.

Resources: Library steering committee and others
Partners: Volunteers, Library Board, SECIA and PPERRIA

4. Second Foundation School site and program improvements support

- a. Improvements needed in electrical and kitchen upgrades, and asbestos removal.
- b. Student arts and neighborhood involvement, including arts events and workshops, creative writing and art publications, gardening, and litter clean ups.

Resources: To be determined
Partners: CPED, School Board, Public Works

5. Heart of the Earth School site improvements

Support school improvements needed, including new playground equipment.

Resources: To be determined
Partners: CPED, School Board

B. Objective: Enhancement of arts in the neighborhood

6. Soap Factory development study

Contribute to a development feasibility study of the arts center at 518 2nd St., to expand and enhance the arts and community uses of this center, a historic neighborhood building.

Resources: \$5,000 NRP
Funds raised by the Soap Factory
Partner: Soap Factory, CPED
Contract administrator: CPED Economic Policy and Development Division

C. Objective: Support services for seniors

7. Southeast Seniors program support

Contribute to Southeast Seniors, which helps seniors remain independent.

Resources: \$11,000 NRP
Partner: Southeast Seniors, SECIA & PPERRIA
Contract administrator: Hennepin County

IV. LIVABILITY

Goal: A quieter, cleaner, and safer neighborhood.

A. Objective: Responsible and respectful neighborhood living

1. Additional police patrol

“Buy back” additional police service on selected weekends in fall and spring, to reduce noisy parties and other livability complaints. In addition, Marcy-Holmes, with SECIA, was granted early access funds from the Community Oriented Public Safety Reserve Fund (COPSIRF) for additional neighborhood patrolling. COPSIRF service was done in summer-fall 2004.

Resources: \$21,000 NRP + \$12,180 for COPSIRF
Partners: Minneapolis and U of M police departments
Contract administrator: Minneapolis and U of M police departments

2. Student-resident liaison

Continue position from Phase I, contracting a university student who lives in the neighborhood to improve relations between student residents and other residents and promote responsible neighborhood living. The liaison will provide information about responsible living and resources for neighborhood involvement and safe recreation, by doorknocking after complaints are made, and attending events and meetings.

Resources: \$8,000 NRP
Partners: U of M students
Contract administrator: NRP

3. Documentation of livability & property violations

Devise a system to find and document violations such as noisy parties, property vandalism and property code violations such as property neglect and unsafe conditions, to use for better enforcement.

Resources: To be determined
Partner: Mpls. Inspections and volunteers

B. Objective: Increased neighborhood safety

4. Fire Station 11 equipment upgrade

Contribute to cost of thermal imaging camera to help in fire searches.

Resources: \$10,000 NRP
Funds from Minneapolis Fire Department
Partner: Minneapolis Fire Department
Contract administrator: Minneapolis Fire Department

5. Pedestrian lighting

Select an area of four contiguous blocks in need of safety pedestrian boulevard lights (the minimum area required by the city). Solicit petition signatures from all area property owners for consent to be assessed for lights. Assessments based on property square footage, minus NRP contribution. If the city-required majority consents (65% has been the required majority in other lighting projects), request installation of the lights from city.

Resources: \$12,000 NRP
Property assessments in the project area.
Partners: Residents proposing this strategy and property owners
Contract administrator: Minneapolis Public Works

LIVABILITY CONTINUED

6. Stop light at 6th and University avenues

Seek installation of stop light from the city or other traffic slowing measure.

Resources: To be determined

Partners: Public Works, area developers

C. Objective: A cleaner environment

7. Litter prevention

Place more litter containers and paint them in attractive colors. Seek “adopters” who replace litters bags (provided by city). Other containers to have service fees paid by NRP.

Resources: **\$8,000 NRP**

Volunteer container adopters

Partners: Minneapolis Solid Waste and Recycling, volunteers

Contract administrator: Minneapolis Public Works & DFD

8. Environmental pollution profile update & agreements

Update previous pollution report (original from Phase I done in 1994, updated in 1996) and seek agreements from industrial polluters to take measures to reduce pollution.

Resources: To be determined

Partners: Mpls. Environmental Inspections, SECIA

9. Lead phytoremediation

Investigate measures to remove lead from soil using plants, to help prevent lead poisoning, particularly in children.

Resources: To be determined

Partners: Mpls. Dept. of Health and Family Support, Inspections, Environmental Inspections, Hennepin County

V. ADMINISTRATION

Planning, oversight and evaluation of the implementation of this plan will be accomplished by a part-time staff coordinator who will organize neighborhood volunteers to assist with project implementation. Funds will also be used to help pay for the neighborhood association staff, and office costs of printing, postage, phones, computer services, insurance, accounting service, advertising and supplies.

Resources: **\$129,948 NRP**

(Approximately \$30,000/year for NRP and association staff and \$20,000/year for other office costs for the first two years; and approximately \$15,000/year for staff and \$15,000/year for other office costs for one additional year.)

Contract administrator: NRP