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Kjersti Monson - Director  
Haila Maze - Principal Planner, Research Thematic Lead  
Lacy Shelby - Principal Urban Designer  
Peter Crandall - City Urban Designer  
Jody Rader - Urban Design Research Assistant

**City of Minneapolis**

City Council  
City Hall, Room 307  
350 South Fifth Street  
Minneapolis, MN 55415  
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**Minneapolis**

Community Planning and  
Economic Development

**City of Minneapolis**  
Department of Community Planning and Economic Development  
105 Fifth Avenue South #200  
Minneapolis, MN 55401  
[www.minneapolismn.gov](http://www.minneapolismn.gov)

**Minneapolis**  
City of Lakes



**WARD 9**

**COUNCIL MEMBER: ALONDRA CANO**

population: 29,245

**2015**

# Ward 9

## Context

The Ninth Ward consists of the Central, Corcoran, East Phillips, Midtown Phillips and Powderhorn Park Neighborhoods. These diverse and vibrant communities boast beautiful parks, a number of thriving small business corridors and the Midtown Exchange, world class hospitals, thriving faith communities, and an informed and engaged community of changemakers, artists, and activists.



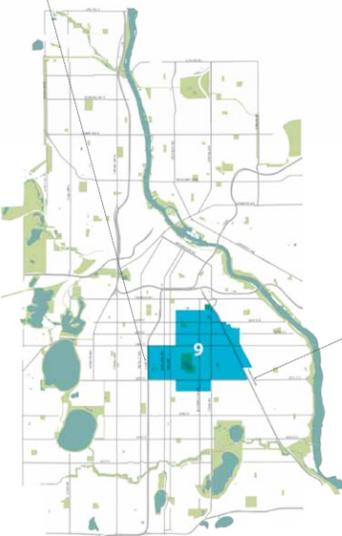
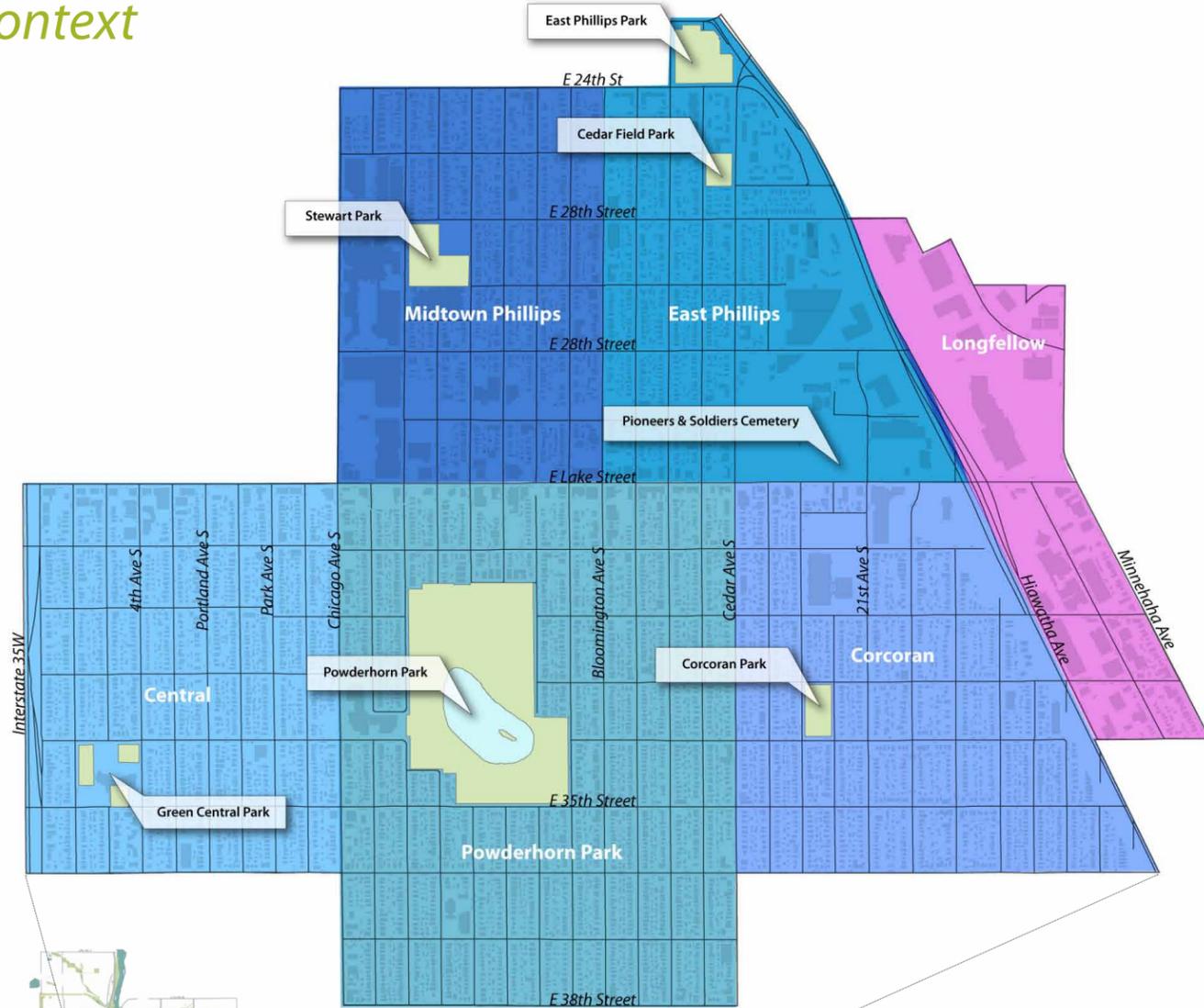
Powderhorn Park, MayDay Festival

*The **MayDay Parade and Festival** celebrated its 40th anniversary in 2014. The parade, sponsored and organized by **In the Heart of the Beast Puppet and Mask Theater**, celebrates the arrival of Spring as well as highlighting community, social justice and visions for a better world.*

*The parade is the culmination of a month of community workshops at the theater's main performance space that bring together artists and makers from accross to city to create the visual and sensual spectacle that is the MayDay parade and Tree of Life Ceremony.*

# Ward 9

## Context



Ward 9 is situated near the geographic center of the Twin Cities metro area population distribution. It is one of the most densely populated wards as well as one of its most diverse. Ward 9 is bounded to the West by Interstate 35W, to the North by E 24th St to the East by Minnehaha Ave and the South by E 38th Street.

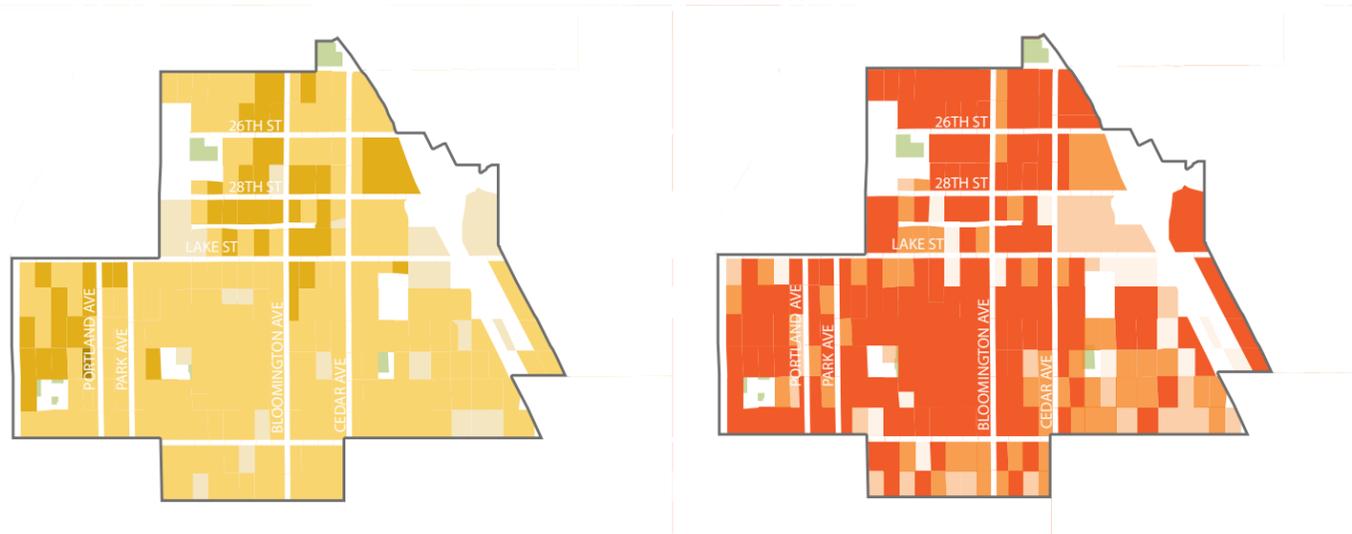
### Neighborhood Communities

- Central
- Powderhorn
- Midtown Phillips
- East Phillips
- Corcoran
- Longfellow

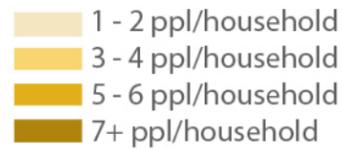


# Ward 9

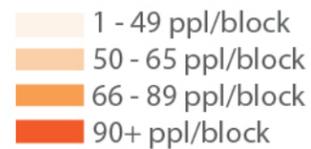
## Population



Average Household Size per Census Block



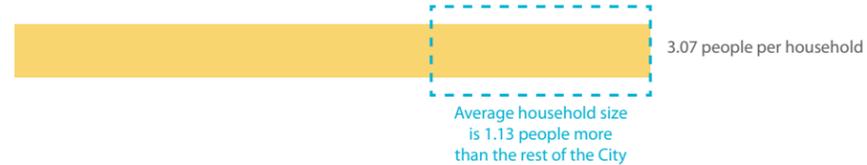
Total Population per Census Block



Housing: Average Household Size (Minneapolis)



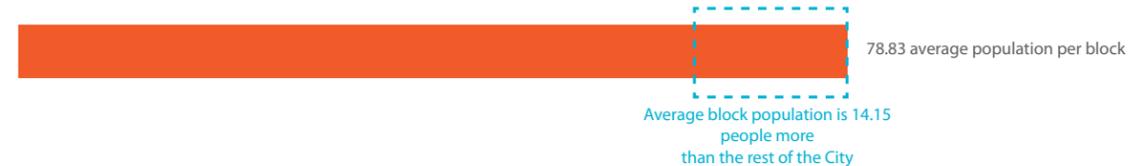
Housing: Average Household Size (Ward 9)



Population: Average Population by Census Block (Minneapolis)

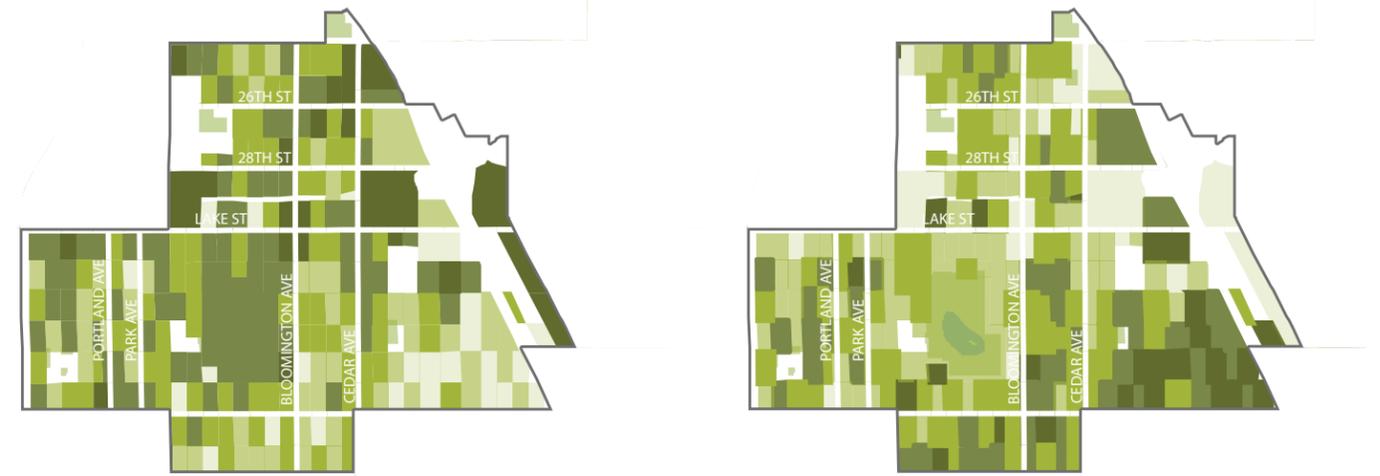


Population: Average Population by Census Block (Ward 9)

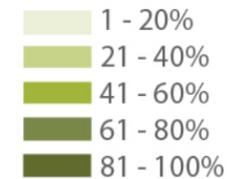


# Ward 9

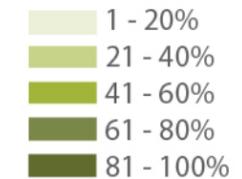
## Housing



Renter Occupied Units as a Percent of Total Units Per Census Block



Owner Occupied Units as a Percent of Total Units Per Census Block



Housing: Vacant vs. Occupied (Minneapolis)



Housing: Vacant vs. Occupied (Ward 9)



Housing: Owned vs. Rented Units (Minneapolis)



Housing: Owned vs. Rented Units (Ward 9)



# Ward 9

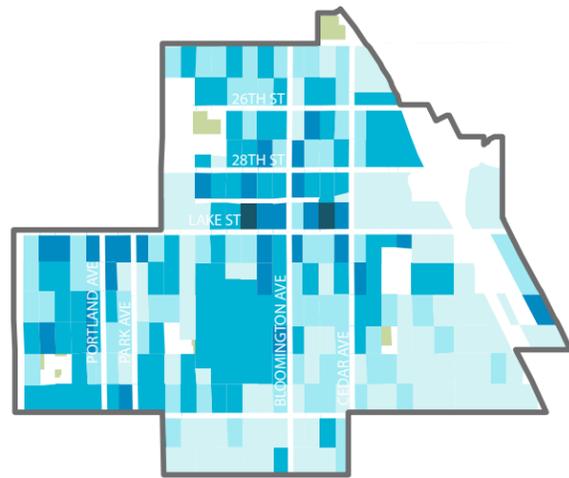
Midtown Exchange

The **Midtown Exchange** inhabits what was originally a retail and mail-order catalog facility for Sears Roebuck and Company. The building, which is listed on the National Register of Historic Places, is the second-largest building in Minnesota in terms of leasable space, after the Mall of America. After Sears discontinued occupancy of the building in 1994 it lay vacant until 2005 when it was transformed with the help of the City of Minneapolis Community Planning and Economic Development department into a mixed-use commercial and residential building. The building now includes 300 residential units as well as the corporate headquarters for Allina Health and the Midtown Global Market, home to a variety of small independently owned restaurants, cafes, and specialty grocers.

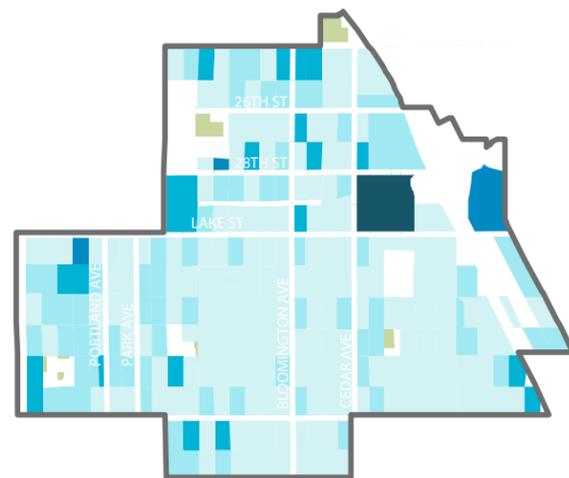
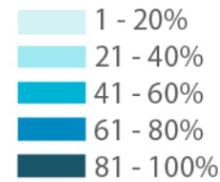
Workers at the Salty Tart in the Midtown Global Market

# Ward 9

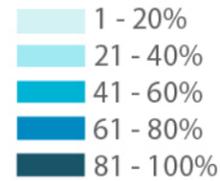
## Race + Ethnicity



People Identifying as Hispanic or Latino as a Percent of Total Units Per Census Block



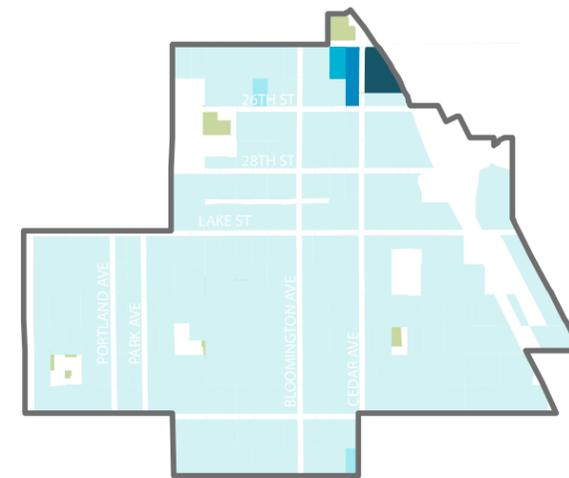
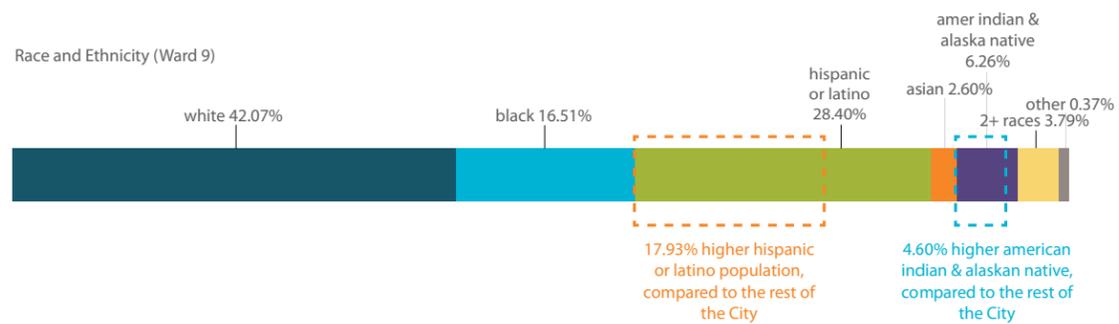
People Identifying as Black or African American Only as a Percent of Total Units Per Census Block



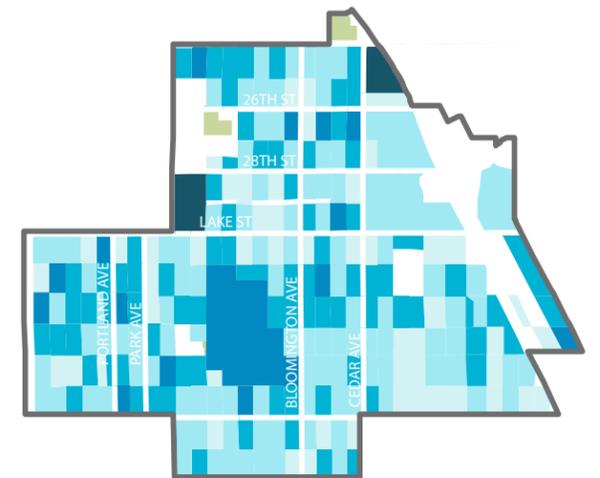
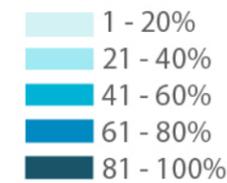
Race and Ethnicity (Minneapolis)



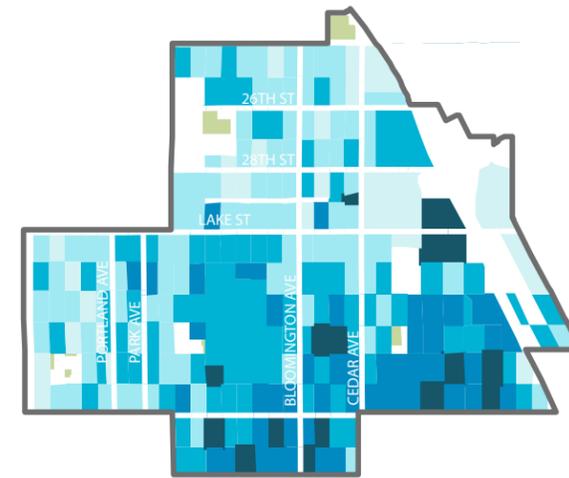
Race and Ethnicity (Ward 9)



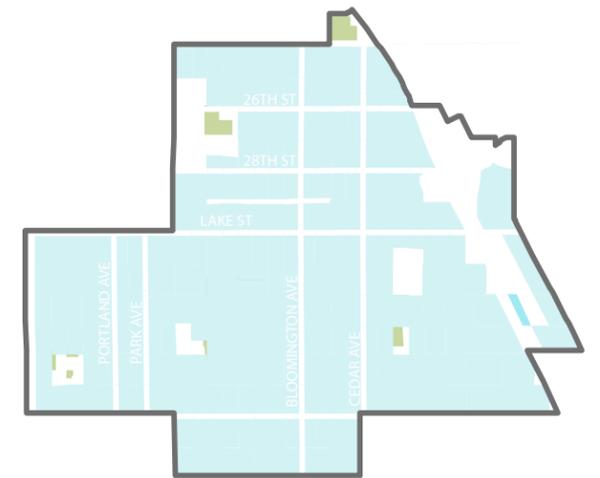
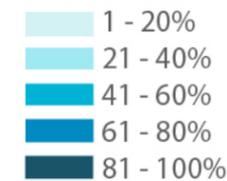
People Identifying as American Indian or Alaska Native Only as a Percent of Total Units Per Census Block



People Identifying as Two or More Races as a Count Per Census Block



People Identifying as White Only as a Percent of Total Units Per Census Block



People Identifying as Asian, Native Hawaiian, or Pacific Islander Only as a Percent of Total Units Per Census Block



# Ward 9

*The Pillsbury House and Theatre*

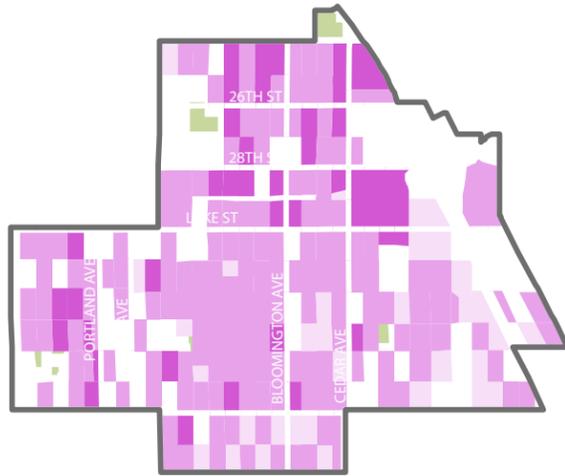


The **Pillsbury House and Theatre** was launched by Ralph Remington in 1992 as a professional arts institution committed to the Settlement House tradition of creating art in collaboration with community. Housed within an urban community center in the most diverse neighborhood in Minnesota, the theatre is a company of artists working in partnership with diverse audiences to create transformational arts experiences. As part of Pillsbury United Communities, a large and respected human service agency committed to building relationships to strengthen the core city, PHT upholds the tradition that the arts are an integral part of all healthy communities.

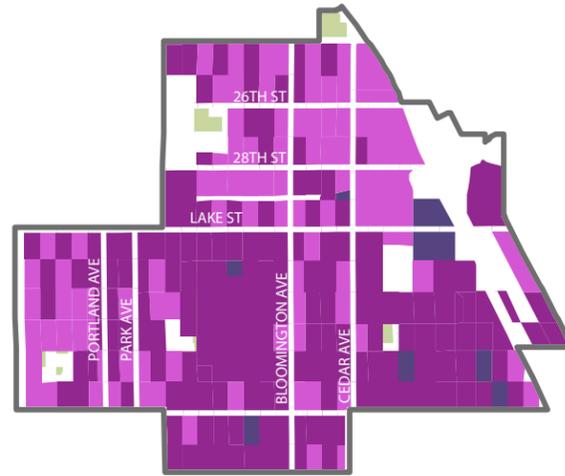
*Pillsbury House Theatre's production of "The Brother Size," 2012*

# Ward 9

## Age

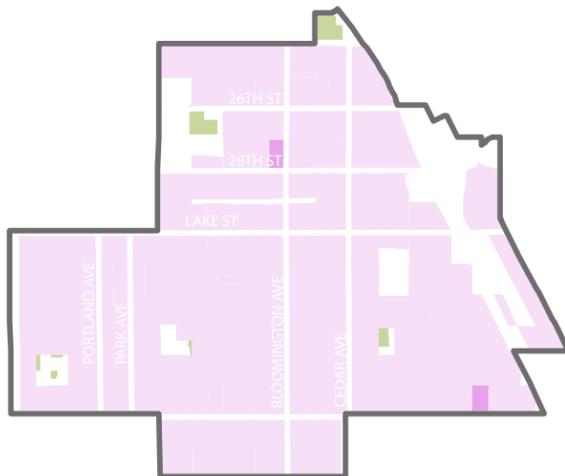


Population 20 Years and Younger as a Percent of Total Units Per Census Block



Population Age 21 - 64 as a Percent of Total Units Per Census Block

- 1 - 20%
- 21 - 40%
- 41 - 60%
- 61 - 80%
- 81 - 100%

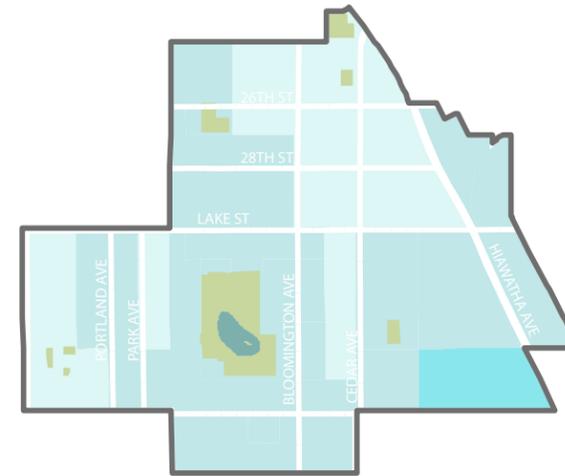


Population Age 65+ as a Percent of Total Units Per Census Block



# Ward 9

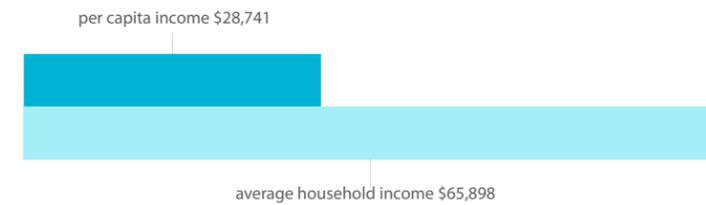
## Income



Mean Per Capita Income

- < \$15k
- \$15k - 30k
- \$30k - 45k
- \$45k - 60k
- \$60k +

2014 Income Levels (Minneapolis)\*



2014 Income Levels (Ward 9)\*



\*Source: U.S. Census Bureau, Census 2010, Esri forecast for 2014

# Ward 9

*Little Earth of United Tribes*

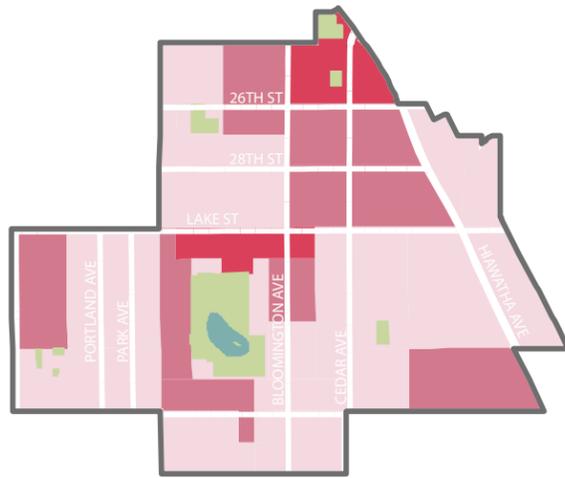
**Little Earth** is a 9.4-acre, 212-unit HUD-subsidized housing complex in the urban industrial core of Minneapolis, Minnesota. It is home to nearly 1,000 residents, 500 of whom are under the age of 21. Founded in 1973, Little Earth is the only American Indian preference project-based Section 8 rental assistance community in the United States. Little Earth has been a center for American Indian support since its inception, and been recognized as a leader and innovator in providing services to the American Indian community in South Minneapolis in the form of highly rated educational and social programs, pre-school partnerships, Hennepin County services through Omniciye program, elders services, health initiatives and cultural programming.

Within 3 years of opening, the Little Earth development fell victim to a number of financial and managerial problems, most the result of substandard construction of the original units. In 1975, these difficulties led to a restructuring of Little Earth's management, and the creation of a new governing Board of Directors comprised of prominent American Indian leaders from established organizations in the region. The new board incorporated itself as Little Earth of United Tribes and selected the American Indian Movement (AIM) to manage the property.

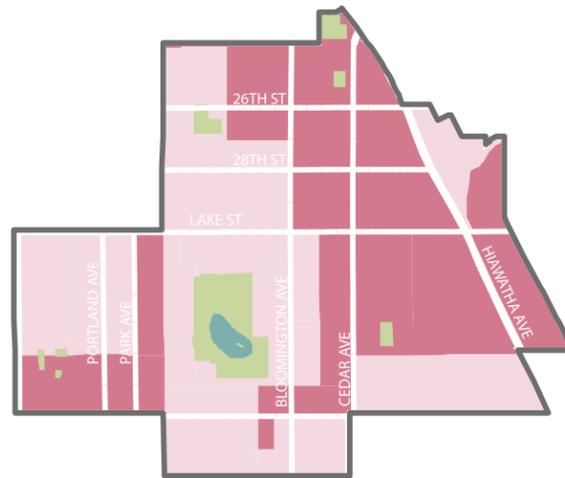
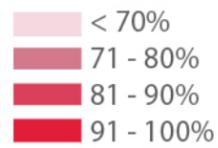
*Anti-war protest at Little Earth, 1970's*

# Ward 9

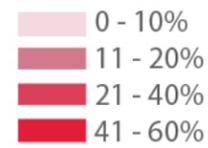
## Employment



Percentage of Employed Population within the Labor Force



Percentage of Unemployed Population within the Labor Force



Employment as a Percentage of Civil Labor Force (Minneapolis)

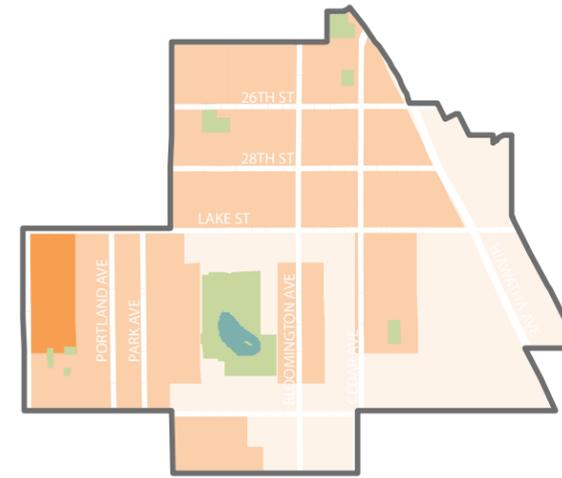


Employment as a Percentage of Civil Labor Force (Ward 9)

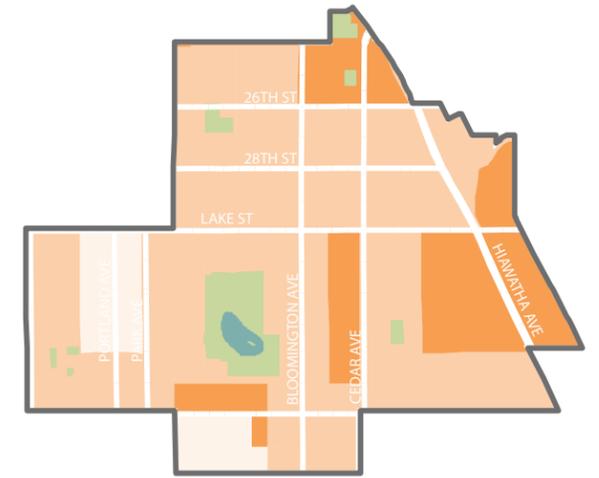


# Ward 9

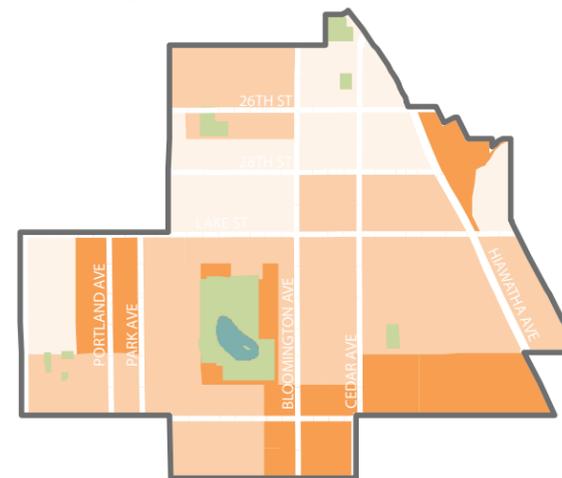
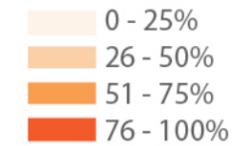
## Education



Percentage of Population of Block Group with Less than a High School Education

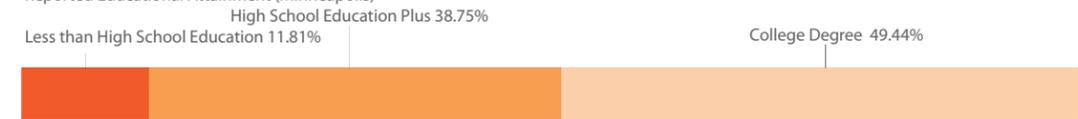


Percentage of Population of Block Group with a High School Education and Some College

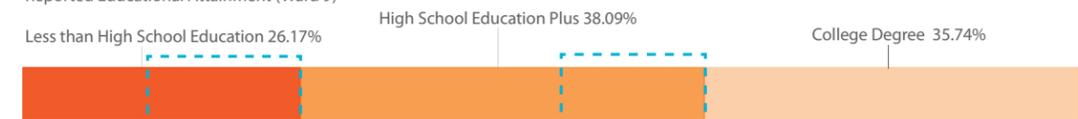


Percentage of Population of Block Group with a College Degree

Reported Educational Attainment (Minneapolis)



Reported Educational Attainment (Ward 9)



14.36% more reported having less than a high school degree, than the rest of the City

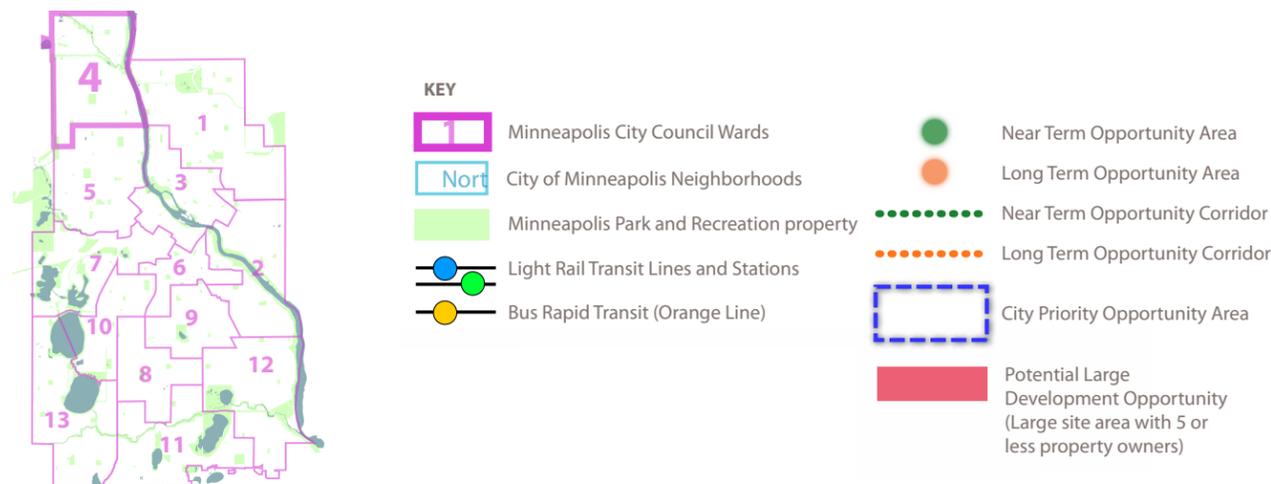
13.70% less reported having a college degree, than the rest of the City

# Ward 9

## Opportunity Sites



### CITYWIDE WARDS



### 35W Transit Access Project

The 35W Access Project will provide for substantially increased access to transit, including Bus Rapid Transit that will connect employment centers to the North and South - Downtown, in South Minneapolis and Bloomington as well as East and West - West Lake Street, Uptown, Chicago area and St. Paul. The increased mobility created by both the transit station and improved freeway access will likely attract investments in the area could range from residential to office to commercial. It will also result in completing the last segment of pedestrian improvements along Lake Street.



Rendering of 35W Transit Access Project

### East Lake Street / Midtown Greenway

Substantial redevelopment has taken place on West Lake Street and properties fronting the Midtown Greenway in the southwest part of the city. Several small area plans adopted by the City Council envision that reinvestment continuing east across I-35W to the Mississippi River. Catalytic projects such as the Midtown Exchange as well as investments in small businesses along Lake Street have planted the seeds for achieving this vision. Future plans for rail transit in the Midtown Greenway and arterial bus rapid transit on Lake Street will enhance the livability of this already-vibrant corridor, making the area more attractive for developers. Securing funding for these transportation projects is key to jump-starting reinvestment in this area, much of which is located in a racially-concentrated area of poverty as defined by the Metropolitan Council. Adopted plans include the Midtown Greenway Land Use and Development Plan, the Midtown Minneapolis Land Use and Development Plan, and the Seward Longfellow Greenway Area Plan.



Midtown Greenway

### Lake St. Station Area

The Lake Street LRT station area on the Metro Blue Line has benefited from substantial investment in recent years, including construction of the Midtown YWCA, mixed-use infill development at the Hi-Lake Shopping Center, and the soon-to-be-completed senior apartments immediately west of the station platform. Redevelopment of the 6.5-acre school district site southwest of the station will begin in 2015. Large swaths of developable land remain, however. The largest unrealized redevelopment site is the Target/Minnehaha Mall properties. These two properties alone total 23 acres of underdeveloped land. Achieving transit-oriented development on these and other properties in the station area will require active engagement with property owners and developers, particularly on the Target site, which is one of just a handful of stores in that company's inventory that is owned by a third party. It will also require addressing the gap in pedestrian-friendly infrastructure on Lake Street under the Hiawatha overpass. The plan vision for the area is outlined in the Hiawatha/Lake Station Area Master Plan and the Corcoran Midtown Revival Plan. Portions of this station area are located in a racially-concentrated area of poverty as defined by the Metropolitan Council.



L&H Station Development Proposal

# Ward 9

## Capital Improvement 2015-2019



### Capital Improvement Plan\*

The City of Minneapolis Capital Improvement Plan is the 5-year strategic investment plan for infrastructure improvements within city bounds. It includes projects ranging from traffic and safety improvements to street lighting updates to repaving and complete street reconstruction.

For Ward 9, major upcoming projects include adding protected bikeways to 26th and 28th streets, reconditioning of 31st St and 35th St as well as traffic and safety improvements along Portland Ave S. Additionally, many of the bridges over the Midtown Greenway are slated for major repair and rehabilitation.

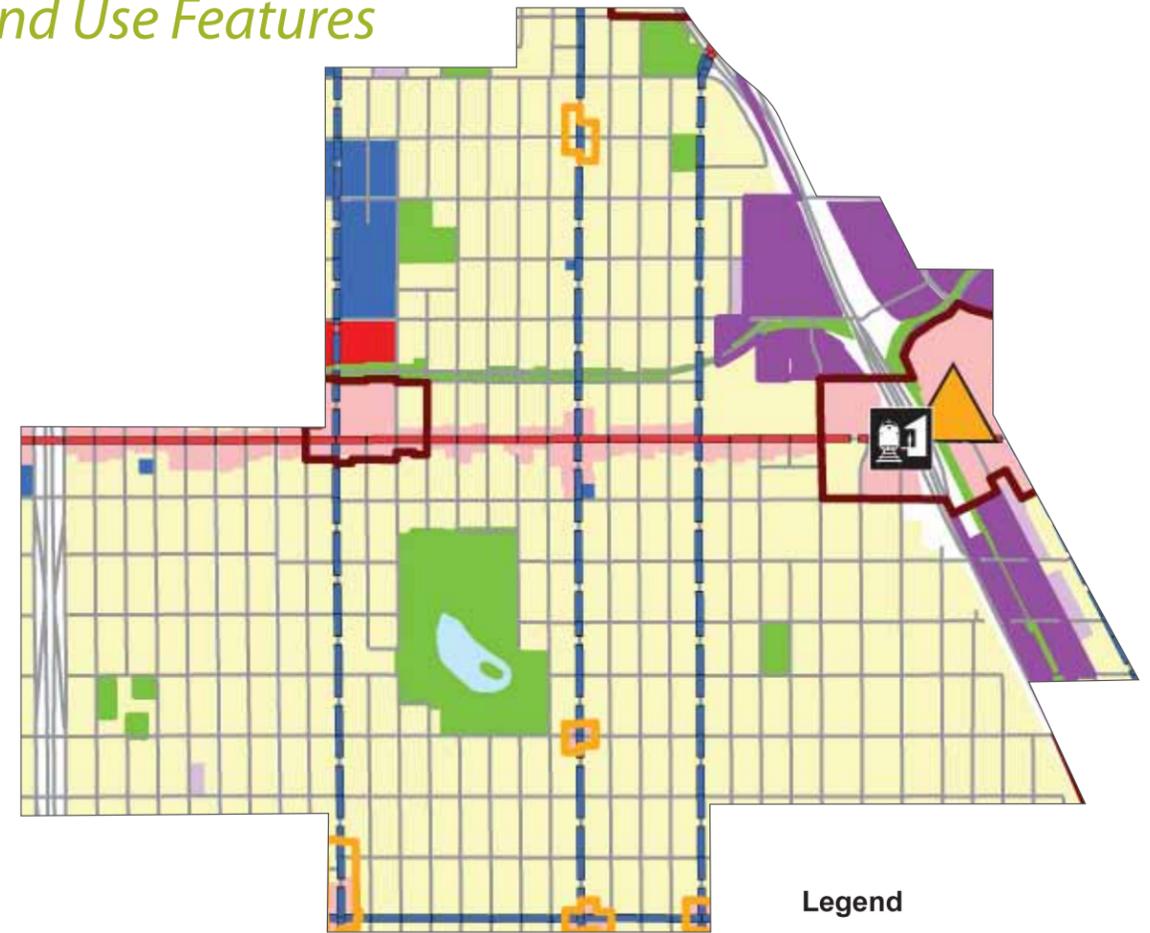
\*For more detailed project information consult the full City of Minneapolis CIP map at <http://www.minneapolismn.gov/cip/>

### LEGEND

- BIK20** BIKE
- SWK01** SIDEWALK
- BR101** BRIDGE
- PV001** PARKWAY
- PV006** PAVING
- PV056** RESURFACING
- PV061** HIGH VOLUME RESURFACING
- PV074** CSAH
- TR008** TRAFFIC
- SW004** CSO
- SW011** TUNNEL
- SA001** SANITARY SEWER
- SA036** I & I REMOVAL
- WTR12** WATER

# Ward 9

## Land Use Features



### Land Use Features

Some of Ward 9's most prominent land use features include the Lake Street commercial corridor, the Midtown Greenway, Powderhorn Park and major activity centers at the Lake & Hiawatha station area and the Chicago/Lake intersection. The ward also includes some significant industrial land use along the Hiawatha corridor as well as several community corridors along Chicago Ave S, Bloomington Ave S, Cedar Ave S and E 38th Street.

\*For more detailed information on Future Land Use consult the *Minneapolis Plan for Sustainable Growth* online at : [http://www.ci.minneapolis.mn.us/cped/planning/plans/cped\\_plans](http://www.ci.minneapolis.mn.us/cped/planning/plans/cped_plans)

### Legend

- Transit Station
- Growth Center
- Major Retail Center
- Activity Center
- Neighborhood Commercial Node
- Industrial Employment District
- Commercial Corridor
- Community Corridor
- Centerline
- Urban Neighborhood
- Mixed Use
- Commercial
- Public and Institutional
- Transitional Industrial
- Industrial
- Parks and Open Space
- Water

# Ward 9

## Mercado Central

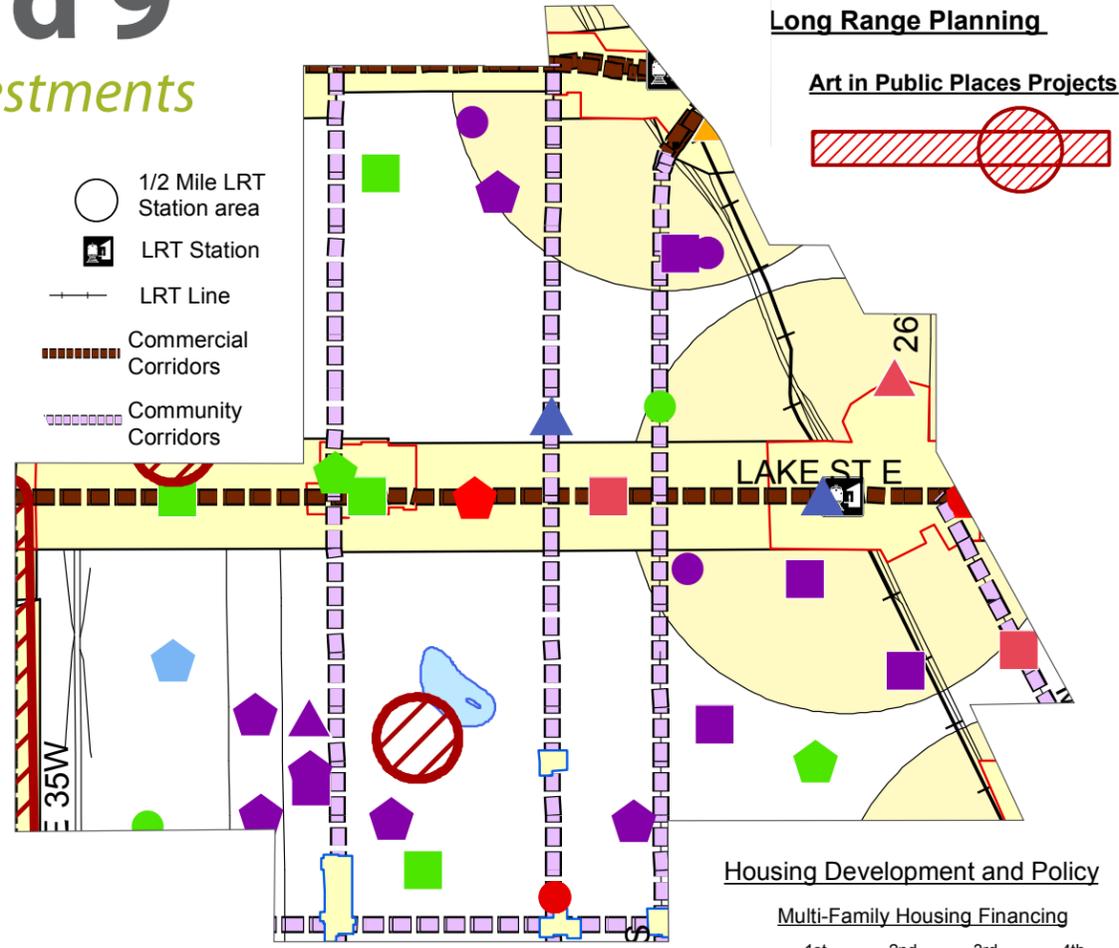
*In 1998, the intersection of the Bloomington Avenue and E Lake Street in South Minneapolis was marred by crime and blighted buildings. Nonetheless, a group of recent Latino immigrants saw it as an opportunity. Inspired by the absence of culturally familiar goods and services and the opportunity for entrepreneurship, they assessed their own asset base, received entrepreneurship training from the Neighborhood Development Center (NDC) and created the vision for the **Mercado Central**, a latino-themed public market – or Mercado – like those so central to life in Mexico and other countries in Central and South America.*

*A partnership between Project for Pride in Living (PPL), Whittier CDC and Neighborhood Development Center helped the tenants realize their vision and the Mercado Central was opened in 1999. The project has dramatically transformed the formerly blighted intersection into a vibrant hub of commerce that has inspired further investment up and down the Lake Street corridor.*

*Today, the business owners at Mercado Central generate more than \$1.2 million in annual sales and have created nearly 90 jobs. There are 43 entrepreneurs in business at the Mercado, including 10 of the founding owners from 1999.*

# Ward 9

## City Investments 2014



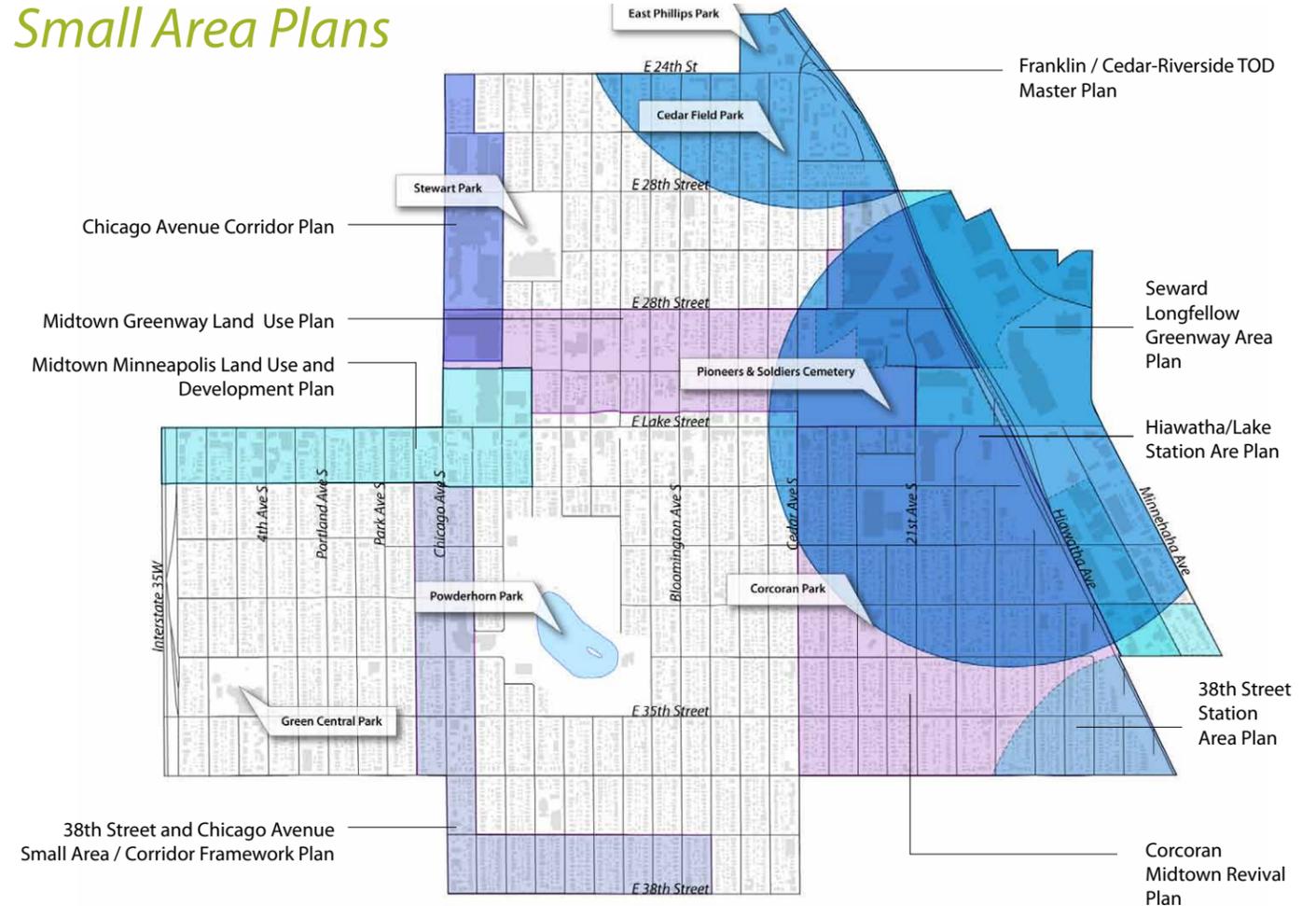
### CPED Investments\*

CPED administers a number of programs to support housing and business development in the city. Funds are targeted to meet City goals and priorities, including development and preservation of affordable mixed-income rental and ownership housing, business development and expansion, business district support, and public art. This map shows the distribution of CPED program investments made in 2014.

\*For more detailed project information consult the city's adopted plans website at: [http://www.ci.minneapolis.mn.us/cped/planning/plans/cped\\_plans](http://www.ci.minneapolis.mn.us/cped/planning/plans/cped_plans)

# Ward 9

## Small Area Plans



### Small Area Plans\*

The Small Area Plan process builds upon the Minneapolis Plan for Sustainable Growth by providing planning at a more detailed level for smaller areas within the city including neighborhoods, corridors and transit station areas. These plans are generally intended to guide growth and development, taking into consideration specific contextual conditions and information.

Ward 9 includes a number of city adopted plans including the Midtown Greenway Land Use Plan as well as several station area plans along the Blue Line LRT.

\*For more detailed project information consult the city's adopted plans website at: [http://www.ci.minneapolis.mn.us/cped/planning/plans/cped\\_plans](http://www.ci.minneapolis.mn.us/cped/planning/plans/cped_plans)