AGENDA MEETING OF THE MARSHALL PLANNING COMMISSION WEDNESDAY – DECEMBER 8, 2021 COUNCIL CHAMBERS – CITY HALL 5:30 P.M.

- 1) Call to Order
- 2) Consider the approval of the minutes of the October 13, 2021, regular meeting of the Marshall Planning Commission.
- 1) Consider the request of City of Marshall for exterior finishes not listed in the ordinance at 103 and 105 West Lyon Street and 102 West Main Street. This is located within Central Heritage District.
- 2) Comprehensive Plan Discussion/Update
- 3) Other Business
- 4) Adjourn

NOTE: Individuals needing assistance, pursuant to the Americans with Disabilities Act, should contact the Administration Office (537-6760) in advance of the meeting to make any necessary arrangements.

MINUTES OF THE MARSHALL PLANNING COMMISSION MEETING OCTOBER 13, 2021

MEMBERS PRESENT: Schroeder, Lee, Fox, and Muchlinski

MEMBERS ABSENT:

OTHERS PRESENT: Ilya Gutman, Jason Anderson, and Don Edblom

1. The meeting was called to order by Chairperson Lee. She asked for the approval of the minutes of the September 22, 2021, special meeting of the Marshall Planning Commission. Fox MADE A MOTION, SECOND BY Muchlinski, to approve the minutes as written. ALL VOTED IN FAVOR OF THE MOTION.

2. Gutman explained that this request by the owner and Marshall Public Schools is for a conditional use permit to have a Career and Technical Education center. Career and Technical Education, or CTE, courses provide extended opportunities for participants to increase their knowledge of an identified field of interest and gain employability skills and some entry-level technical knowledge or skills. Classes taught at this center will focus on hands-on training and work readiness skills and will be mostly automotive and construction related: Welding, Auto Body, Auto Mechanics, Electrical, Plumbing, HVAC, and Certified Nursing Assistant (CNA). Students will be coming to this building for these classes but will be taught regular high school courses in other school buildings. There may be up to 50 to 60 students in this building at a time. This area is in an I-2 General Industrial District. Ordinance lists industrial training schools as a permitted use in this district. The use proposed by the School District seems to be similar to the permitted use and therefore eligible for a Conditional Use Permit as a use of the same general character as a permitted use. Definition of a principle use that determines zoning district placement and compliance includes a requirement to occupy at least 75 percent of the building; as the only class not related to construction and technical field, CNA class will be limited to not more than 25 percent of the students by one of the conditions. To limit traffic and other impact on surrounding area, the number of students is limited to 60 at a time and an adequate parking lot is required by additional conditions. Staff recommends approval to the City Council of the request of Sandra K Mosch for a Conditional Use Permit for a Career and Technical Education Center as a use similar to a permitted use with the following conditions: 1. That the regulations, standards, and requirements as set forth in the City Code and as pertains to the class of district in which such premises are located shall be conformed with. 2. That the City reserves the right to revoke the Conditional Use Permit in the event that any person has breached the conditions contained in this permit provided that the City serve the person with written notice specifying items of any default and allow the applicant a reasonable time in which to repair such default. 3. That the property is maintained to conform to the Zoning Code and not cause or create negative impacts to adjacent existing or future properties. 4. That the property is updated to conform to the Building Code. 5. That no more than 60 students will be present at a time and no more than a quarter of them is involved in CNA course. 6. That paved parking will be provided as required by Ordinance. Gutman said if you have questions the Superintendent and the Finance Director are here for questions. Jeremy Williams, Superintendent, said there is big need for this type of training that we will be able to offer. The plan is to first move the welding and CAN with more to be added later. This site will give more room to expand. Gutman explained it is his understanding that students would come and go. Williams said yes, that is correct, they would be there for a specific class and back to the school for the core classes. Fox asked if this would create jobs. Williams said yes, it absolutely would create more jobs. School would be looking to hire more teachers. Fox inquired on a potential start date. Williams responded that they believe it would be the fall of 2022. Schroeder MADE A MOTION, SECOND BY Fox to close the public hearing. ALL VOTED IN FAVOR OF THE MOTION. Fox MADE A MOTION, SECOND BY Schroeder to recommend approval to City Council as recommend by staff. ALL VOTED IN FAVOR OF THE MOTION.

--UNAPPROVED --

3. Gutman advised that in the last decade, a trend to use one's house (or apartment) for short term rent has been growing; it started with an Airbnb and expanded to VRBO platform. It is widespread in areas popular by tourists and in big cities, but it recently came to Marshall as well. Both platforms allow the owners to stay during rental term or leave and allow unlimited use of the dwelling, but it is difficult to determine what owners choose in each particular case. Based on staff's research, there are several locations in town providing these services. Staff had been aware of some of them but did not see acting on it as an immediate concern until a complaint received recently about one of the locations. Staff recognized that the City had to act and asked for directions from the council, which directed staff to write a new ordinance to address the issue after a meeting where neighbors' complaints were aired. The staff's research has shown that some cities do not address this issue in their ordinances directly, probably because it is relatively new. The cities that do address it mostly do it through the rental license approach. Since Marshall does not have a rental code, it is not possible to use it, so staff proposes to use an interim use permit approach, similar to home occupation. This process will allow people to apply for a one-year interim use permit and then ask to renew it. The proposed attached conditions will mitigate the potential negative impact on the neighborhood and will mitigate the inconveniences neighbors may experience. A few other Ordinance sections were slightly amended and are included in the packet. Section 70-21 Definition was changed to allow taxing of short-term rentals and bed and breakfast facilities. Home occupation and bed and breakfast sections were slightly changed to make them more consistent and similar to short term rentals section. And finally, Outside storage section was changed to allow gravel at outside storage areas. Staff recommends the recommendation to the City Council approving the Ordinance amendments that add a new Section 86-52 Short-term Rentals and amending 86-50 Home Occupations, 86-51 Bed and Breakfast, 86-248 Outside storage, and 70-21 Definitions. Muchlinski said he thinks this is great because it is the trend, and we need to put thoughts into it. Fox ask how it is enforced. Anderson said by complaints. There is key language that should help with the enforcement, so review 6a that says: if you live in and you are running a short-term rental, someone needs to be around or can be there within 30 minutes if the tenants need something fixed. If you don't live there and if you bought a house for the purpose of an Airbnb, all neighbors have to be in agreement with this. Gutman said it will be tough to get a residence just for a short-term rental. Lee questioned as to what is considered a neighbor. Anderson said it states that they have to be adjacent. Gutman went over the conditions. Anderson advised that Gutman hads extensively gone over requirements in other towns. Fox asked if he could rent his parents' house out when they snowbird south and what if he is too busy and doesn't get the permit. Anderson explained it would be followed up if we received a complaint. Lee asked about the 30 minutes which she feels is not realistic. Anderson suggested that maybe that language be flagged. Lee asked what about the difference in the 5 bedrooms versus the 4 bedrooms. Gutman explained that in a B&B the people live there, so they are in one bedroom. He went over a few other items: only 1 car parked on the street, the property cannot be for sale, and limit to at least 2 nights stay to discourage 1-night parties. Lee said she could see people wanting 1 night if in town for a game or wedding. Schroeder stated that the person renting would probably have their own requirements, because they won't want a party and mess. Gutman said there is a difference in VRBO in Florida versus Marshall, because we are not a tourist destination. Anderson added to keep in mind that, since we are not tourist location this gives visitors the opportunity to skip the local hotels in the area. Gutman asked what availability condition the commission would like to see instead of 30 minutes. Lee stated she would like it to just state "be available". Anderson inquired on the 2-night minimum. Lee said she would like that removed. Muchlinski said he likes that condition where there is a minimum requirement. Lee said another one she marked is the no pets. Anderson stated that could be up to the property owner. Fox said all he is in favor of is the tax portion and the rest is nonsense. Anderson asked if he would be ok if it was his neighbor. Fox stated that he would be

--UNAPPROVED --

ok with that; he said his neighborhood is already loud. Gutman said this ultimately came up because of a complaint, so that is the reason for the restrictions. It is to ensure that there are things that have to be followed to be able to have this in the neighborhood. Anderson said that if you don't have rules, there would never be a chance to pull the permit. Fox said Airbnb people are mostly quiet. Lee said if she were a neighbor, she would want some ordinances from the city. Muchlinski and Schroeder agreed with her. Anderson asked how they feel about 6b. Lee said she didn't know if it was legal. Gutman stated that we can put in any requirement. Anderson said he doesn't think both neighbors would ever be in agreement. Gutman added that he wasn't sure, because it could be a bargaining item to get a neighbor to improve their property. Anderson asked if the commission wants to remove 6b and 12. Gutman questioned if the commission wants to remove a condition that the renter is required to be at least 25. Lee said she thinks it should be removed. Fox said it is age discrimination and who is going to check renter's age. Anderson explained we don't have the staff to check on these items; it is mostly for guidance. Muchlinski said if they only want one night, they should go to the hotel. Gutman explained that this may be cheaper than a hotel if you have 3 or 4 couples. Muchlinski said he would like 12 to stay but he will forgo keeping that item to have the rest of his changes. Lee said the owners could also have their own rules. Lee recapped to change 6a to being available, then remove 6b and 12. Fox added he doesn't feel the need for a fence to be there either, however, he is against all of it except the tax. Anderson said we could remove the solid fence and add a clear designation of the lot lines, so you don't just have people all over. Gutman stated these items are more to protect the neighbors. Muchlinski said a fence is good, it may keep the peace. Gutman said it maybe helpful to have separation. Muchlinski MADE A MOTION, to recommend to City Council with changing 6 to available and removing 6b and 12 with the rest as recommend by staff. Schroeder said she thinks the fence is too restrictive, but they should still have clear designation of the lot. Muchlinski agreed to have the fence removed. A MOTION WAS MADE BY Muchlinski, SECOND BY Schroeder to recommend to City Council with removing the fence requirement, 6b and 12 then changing 6a to available and the rest as recommend by staff. MOTION PASSED 3 to 1 with Fox voting against.

4. Lee asked for updates on the comprehensive plan. Gutman said right now our consultants are writing a community profile, the summary of current conditions and what is here: They are also designing a survey to go out to Marshall residents. There will be a task force meeting in late October to review the survey questions and offer input. Schroeder said she thought the last task force meeting was well run but would like to see more people at the meetings: there were 7 of the 12. Consultants went over strengths and opportunities. And were very open to working with everyone, and to new ideas. Anderson said he think we will try for 2 hour meeting next time, because it seemed like they ran out of time. Muchlinski added that he feels the input will be very important and the SWAT analyses was excellent. Schroeder said it was a cool way to brainstorm. Anderson said they spent a lot of time in the community that day, which gave them the opportunity to talk with all people. Anderson explained that they also want to create a brand that you can identify with and describes Marshall. Lee asked who the survey is going to. Anderson said currently it will be online. Fox said to put it in the MMU billings. Gutman said any one can spread the word. Lee said it is hard to get all of the residents. Fox asked when the new branding logo was created. Gutman said about a year and half ago. Muchlinski said that is good to play off. Schroeder said yes, they are working towards that. We need to put our name on the map, so they are looking for something, but Ice Cream Capital of the World was already taken. She asked if anyone had anything they wanted brought back to the task force. Lee said she is concerned on reaching the residents of Marshall.

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- 5. In other business Gutman thanked Lee on her recruiting for the commission. Lee went over the places that she has approached people at. She said there is some downtown businesses that she is going to reach out to yet.
- 6. A MOTION WAS MADE BY Muchlinski, SECOND BY Schroeder to adjourn the meeting. ALL VOTED IN FAVOR. Chairperson Lee declared the meeting adjourned.

Respectfully submitted, Chris DeVos, Recording Secretary



MEMORANDUM

TO:

Members of the Marshall Planning Commission

Jason R. Anderson, P.E., City Engineer/Zoning Administrator

FROM:

Ilya Gutman, Assistant Planning & Zoning Administrator

DATE:

December 1, 2021

SUBJECT:

Exterior Finishes, 103 & 105 West Lyon Street and 102 West Main Street

Action Recommendation

No opinion.

Background

This is a request by City of Marshall to install fiber cement panels and siding as exterior finishes at new buildings at 103 & 105 West Lyon Street and 102 West Main Street. This request is in conjunction with Central Heritage District regulations.

Chapter 86 Zoning, Article VI, Division 5 of the City Ordinance describes requirements that all projects involving new buildings or exterior renovation must comply with. These requirements are different from, and in addition to, other zoning conditions that the Planning Commission usually deals with. The emphasis is on the appearance which is subjective.

The Central Heritage District Exterior Construction Standards also describe the procedures for reviews. If the project complies with the Standards, the Zoning Administrator or the Building Official will approve the project. The projects that deviate from, or contradict, the Standards, will have to be reviewed by the Planning Commission. However, this procedure is different from variances or conditional use permits since there is no need for a public hearing, so the process is less formal. The Planning Commission's decision is final, and the City Council approval is not necessary.

The ordinance list several permitted exterior finishes, but not fiber cement panels or siding, and allows the Planning Commission to approve other finishes. Attached is a drawing showing proposed finishes and also a preliminary site plan for apartment buildings. Permitted exterior finishes are listed in Section 86-282.

Fiscal Impact

N/A

Alternatives Variations

N/A

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CITY OF MARSHALL COMMUNITY PROFILE INTRODUCTION

PURPOSE OF THE COMMUNITY PROFILE

The Community Profile provides a summary of the historic, existing, and future conditions and trends in population, land use, and employment within the City of Marshall. The Comprehensive Plan is a future-oriented document, meant to guide the city over the next twenty years. However, it is vital to understand the history and current conditions before outlining future goals and objectives. The information presented in this document will guide and inform the comprehensive planning process and create a foundation upon which to build the final Plan.

In summary, this Community Profile answers the question: Where are we now?

DATA SOURCES

Throughout this document, many data points and statistics* will be presented. Much of this information was obtained for the City of Marshall and is then compared to state and regional trends. This state and regional data comes from a variety of sources, including the following (with their standard abbreviations listed in parenthesis):

American Community Survey (ACS)

MN State Demographic Center (Demographer)

United States Census (Census)

MN Department of Natural Resources (DNR)

US Department of Housing and Urban Development (HUD)

MN Department of Transportation (MnDOT)

MN Department of Employment and Economic Development (MnDEED)

MN State Historic Preservation Office (SHPO)

*Data provided in this document utilizes the most up to date information from the sources above.



DEFINITIONS

To provide an understanding of key terms used throughout this document, several key terms have been defined below:

Count: Representative of historic data and created from a verified study (e.g., decennial Census).

Estimate: Historic or current information created based on a numerical analysis. Typically estimates are created using historic count data and applying current factors and changes to arrive at an estimated total (e.g., American Community Survey).

Projection: Calculated estimate of information for the future (e.g., population projections).

Comprehensive Plan: The visioning document created by the residents, stakeholders and staff of the City of Marshall which sets goals and objectives for the next twenty years.

Planning Process: The steps by which the Comprehensive Plan is created, including community feedback and meetings, draft documents, and review.



MARSHALL IN CONTEXT

Marshall is located in the southwestern portion of Minnesota, and serves as an economic, educational, and recreational hub for the region. With a population of nearly **13,700** residents according to the 2019 ACS estimates, Marshall serves as the county seat for Lyon County. Within an area of slightly greater than 10 square miles, the city is home to the headquarters of the Schwan's and Runnings, Southwest Minnesota State University, and large annual youth sporting tournaments and conferences.

Note: Although the 2020 Census was complete at the time of this community profile, 2019 data was used. The complete 2020 data has not yet been released, and the redistricting data shared with the city is inaccurate. Once this data is updated, total population values will be updated throughout this document to reflect the 2020 Census count.

The city is located near many small communities with populations of typically less than 5,000 people. Connections between Marshall and these smaller communities is made from four highways, US Highway 59 (US 59), State Highway 23 (MN 23), State Highway 19 (MN 19), and State Highway 68 (MN 68). Marshall is adjacent to regional centers such as Minneapolis-St. Paul, Mankato, and Rochester in Minnesota and Sioux Falls in South Dakota.





SOCIOECONOMICS

Marshall's growth and development over the next twenty years can be estimated by reviewing historic and current economic and population trends. This portion of the Community Profile summarizes what changes in the city's population have looked like, and what that may suggest for future community facilities, services, and policies.

POPULATION

Historic and Current Population

Since 2010, the City of Marshall has experienced a relatively stable population with changes of less than 2 percent. This generally reflects changes in Lyon County, and growth is mostly consistent in both Marshall and Lyon County within the past ten years (see **Table 1**).

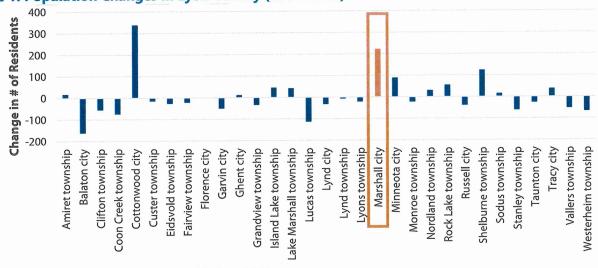
Table 1. Historic and Current Population Trends

	2010	2015	% change	2019	% change
City of Marshall	13,428	13,608	+1.3%	13,651	+0.3%
Lyon County	25,606	25,699	+0.4%	25,758	+0.2%

Source: US American Community Survey, 2010, 2015, and 2019

Comparatively, Marshall's population has grown when contrasted against other cities and townships in Lyon County. Many of these smaller communities have faced decreases in their population over the past decade (see **Figure 1**). The City of Cottonwood has seen strong growth, with an increase in nearly 350 residents since 2010. Marshall is the second fastest growing community, with an increase of approximately 200 residents since 2010.

Figure 1. Population Changes in Lyon County (2010-2019)



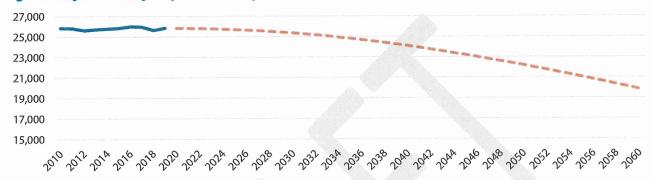
Source: US American Community Survey, 2010 and 2019



Population Projections

Population projections are used to understand how the city may change in the upcoming decades, and guides what changes will need to be made for services and amenities. Utilizing historic trends and regional patterns, population projections are an estimate of what Marshall's population will likely look like through the year 2060. The Minnesota State Demographic Center provides projections at a county level and estimates population by year (see **Figure 2**).

Figure 2. Lyon County Population Projections



Source: MN State Demographic Center, 2019 Update

Based on these state projections, Lyon County will see a gradual decrease in population through 2060. Starting in approximately 2024, the region is project to lose around 2,000 residents every twenty years. By 2060 the county will be approaching its lowest count at 19,000 residents. The planning process will explore population projections specific to Marshall for use in plan analysis. Projections will explore the potential for future population and employment growth and will be used to ensure that plan recommendations consider future growth.

Population Density

Housing and population density can be analyzed through United States Census Bureau data, which is presented at a census tract level. The city is divided into four census tracts, one of which also encompasses a large portion of Lyon County. Most of the county has a population density of less than 1 resident per acre. The majority of Marshall has a population density of approximately 1 resident per acre, with the exception of the southwest portion of Marshall, west of MN 68, which has a density of 2.3 residents per acre (see **Figure 3**).



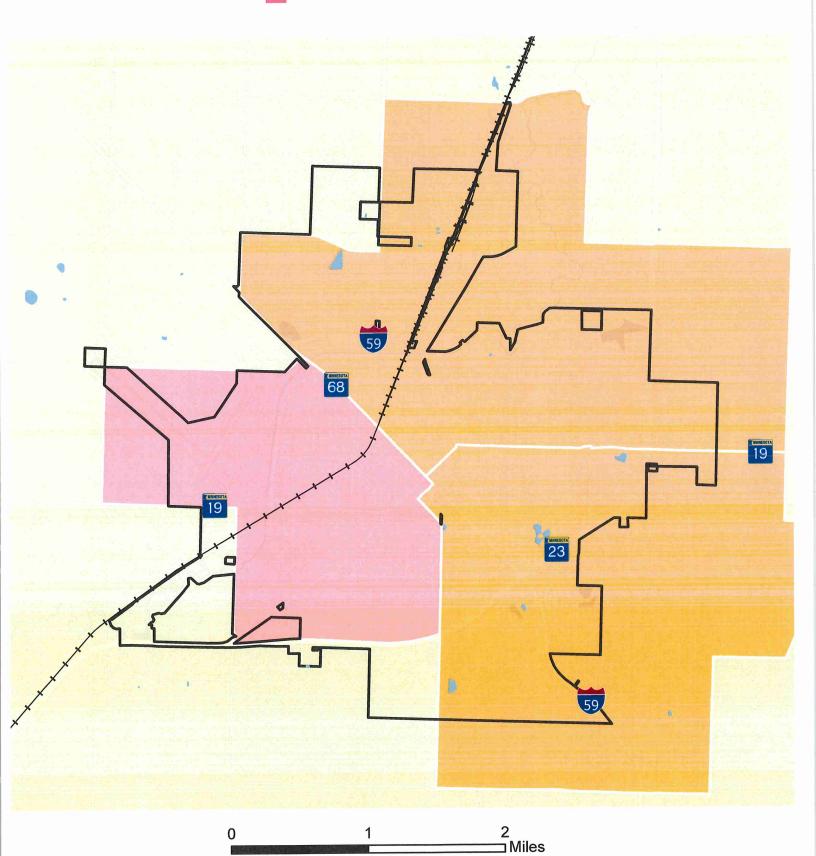


FIGURE 3. POPULATION DENSITY

Less than 1 Resident per Acre

1-2 Residents per Acre

More than 2 Residents per Acre



Population by Age

By analyzing the density of populations by age, Marshall can ensure it is providing age-relevant services and amenities. If there are high densities of residents under age 18, the city may consider expanding pedestrian facilities for students to bike or walk to school. High densities of those over age 70 may suggest examining transit and mobility services to ensure those residents have access to healthcare.

To analyze the distribution of age groups throughout Marshall, a population pyramid is used. This graph displays the number of residents in each five-year age group, separated by Male and Female. The data shown in the population pyramid can help us understand future population changes. For example, a triangular shaped population pyramid represents a population with many younger residents and therefore a growing population. As of 2019 most city population pyramids are funnel-shaped, representing the large proportion of residents aged 70 and above.

Marshall's population pyramid (see **Figure 4**) is relatively triangular, representing a growing population. A majority of residents are under the age of 24, however it should be noted that this likely includes the many college students who live within Marshall.

Marshall's median age is 31.8, about 4 years younger than Lyon County's median age of 35.8.

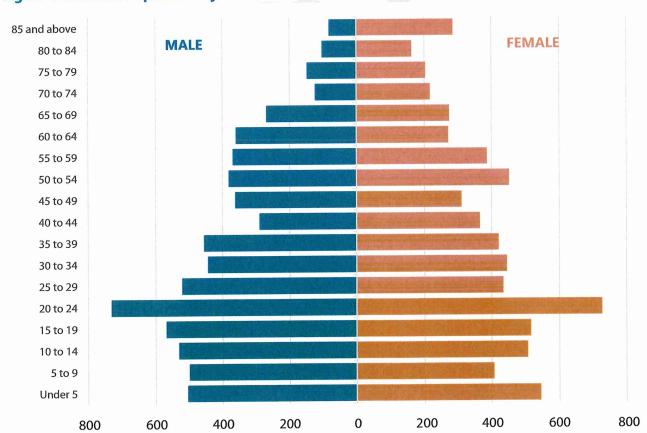


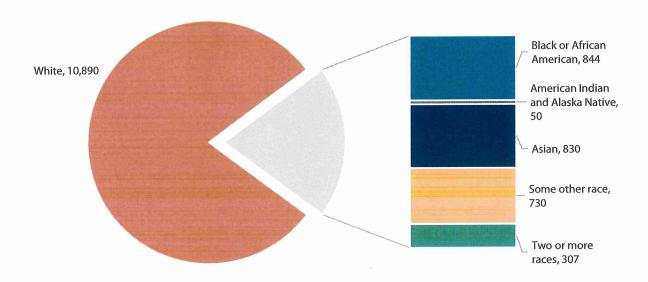
Figure 4. Marshall Population Pyramid, 2019

Source: US American Community Survey, 2019



Race

Marshall is home to nearly 13,700 residents, of which 80 percent are White, and approximately 20 percent are Black or African American, American Indian or Alaska Native, Asian, Some other Race¹, or a combination of these.



Source: US American Community Survey, 2019

Place of Birth

Approximately 13 percent of Marshall residents are non-native and were born outside the United States. Of these nearly 1,800 residents, 36.5 percent were born in Asia, 31.7 percent in Latin America, 25 percent in Africa, 5 percent in Europe, and 2 percent in Northern America. Additionally, of the 87 percent of residents born in the United States, over 3,000 residents (or 23 percent) were born outside of the State of Minnesota.

¹ Term defined by the American Community Survey



People with Disabilities

Marshall residents with disabilities may require unique transportation and service needs. The city studies the distribution to ensure residents are receiving services and care in the appropriate locations and in an efficient manner. Approximately 1,390 residents in Marshall identify as having a disability, accounting for nearly 10 percent of the population (see **Table 2**). Most residents with a disability experience ambulatory, independent living, and cognitive difficulties. These individuals may need unique or expanded services, such as transportation options to reach places of employment, healthcare, education, social services, grocery stores, or recreational facilities.

Table 2. People with Disabilities

	Residents
Hearing	413
Vision	234
Cognitive	495
Ambulatory	621
Self-Care	304
Independent Liv	ing 582
Source: US Americ	an Community

INCOME

To understand the general financial standing of residents, the median household income and per capita income are utilized. Median household income is calculated by combining the income of all people living together in single housing unit. Per capita income is calculated by taking the income of an entire area and dividing it by the number of residents – including those not earning income such as children.

The median household income in Marshall is \$48,958, which is lower than county, state, and national averages (see **Table 3**). Marshall's median household income falls approximately \$8,000 below Lyon County, \$22,000 below Minnesota, and \$13,000 below the national

Table 3. Median and Per Capita Income, 2019

	Marshall	Lyon County	MN	U.S.
Median Household Income	\$48,958	\$57,730	\$71,306	\$62,843
Per Capita Income	\$30,746	\$29,634	\$39,025	\$34,103

Source: US American Community Survey, 2019

average. Although slightly above county averages, the per capita income in Marshall of \$30,746 is also lower than state and federal levels. Marshall's per capita income is about \$1,000 higher than Lyon County, \$9,000 below Minnesota, and \$4,000 below national average.

Low-income has several ways to be defined, and generally includes the national poverty threshold and the area median income. The poverty threshold is established at a national level, and residents are then either classified as above or below that threshold. The value changes depending on family size, age, and number of dependents. As of 2019, about 20

Table 4. Residents below Poverty Threshold

Count	%
2,502	19.7%

percent of Marshall residents were living below the poverty threshold (see **Table 4**). The area median income technique utilizes the local median income and classifies residents according to a percentage of that income. For example, certain housing programs are available only to those who make 30 percent of the area median income, which is dependent on the regional income levels. In 2019, the area median income for Lyon County was \$75,700.



LAND USE

ZONING

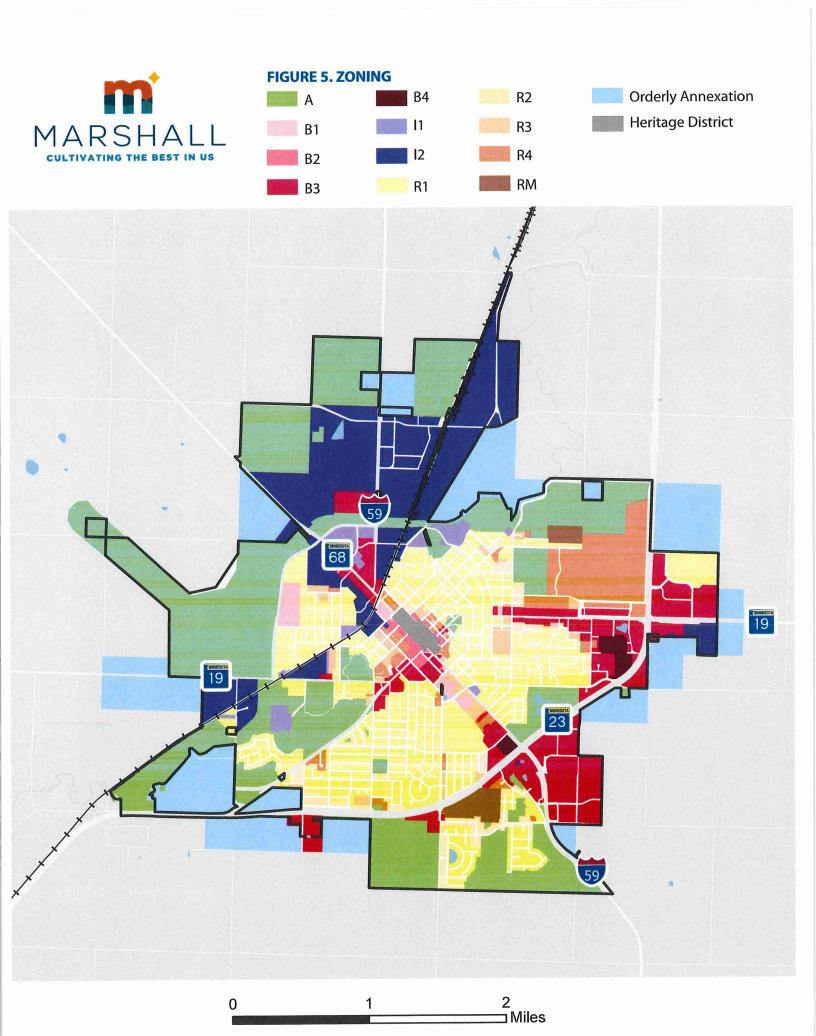
Existing Zoning and Land Use

Marshall currently has eleven zoning districts (see **Table 5** and **Figure 5**). These districts are used to zone all parcels within Marshall limits (and outside city limits for annexation areas). The zoning classifications define allowed uses, dimensions, and development guidelines for all land use types within Marshall. Per existing zoning map, nearly 40 percent of the land within Marshall is zoned for agricultural uses (which includes parks, golf courses, and undeveloped land), followed by 21 percent for single family development and 16 percent for general industrial development.

Table 5. Zoning

Zoning District	Total Acreage	Percent of Total
A - Agriculture	2,085.0	37.3%
R-1 One Family Residence	1,197.4	21.4%
R-2 One to Four Family Residence	103.4	1.8%
R-3 Low to Medium Density – Multiple Family Residence	85.9	1.5%
R-4 Higher Density-Multiple-Family Residence	321.5	5.7%
R-M Manufactured Home Park	67.9	1.2%
B-1 Limited Business	55.7	1.0%
B-2 Central Business	39.2	0.7%
B-3 General Business	611.0	11%
B-4 General Business	36.6	0.7%
I-1 Limited Industrial	92.8	1.7%
I-2 General Industrial	895.3	16.0%
TOTAL	5,59	1.7 acres





HOUSING

Housing Units

As of 2019, Marshall had 5,211 households with an average family size of 2.41 people per household. Of the occupied housing units within the city, over half are single-family detached units (57.5 percent), followed by 10 or more apartment units (19.2 percent), and 3- or 4-unit apartments (8 percent), with very few one-unit attached, or 2 unit or 5-to-9-unit apartments (see **Table 6**).

Tenure

The distribution between owner-occupied and renter-occupied is fairly even, with 55.4 percent of residences being owner-occupied and 44.6 percent renter-occupied (see **Table 7**). The vacancy rate for rentals is almost five times the rate for homeowners, with a vacancy rate for homeowners at 2.3, and rental vacancy at 11.5.

Table 6. Housing Units

Units in Structure	Total #	Percent
1 unit, detached	2,996	57.5%
1 unit, attached	326	6.3%
2 units	152	2.9%
3 or 4 units	416	8.0%
5 to 9 units	235	4.5%
10 or more units	1,002	19.2%
Mobile home or other	84	1.6

Source: US American Community Survey, 2019

Table 7. Tenure

	Owner-occupied	Renter-occupied
Marshall	55.4%	44.6%
Lyon County	67.5%	32.5%
Minnesota	67.0%	33.0%
United States	64.0%	36.0%

Source: US American Community Survey, 2019

Recommended Development

The Marshall Comprehensive Housing Needs Analysis, completed in 2021, found that there are excess demands for multiple housing types within Marshall. Based on current prices, availability, and demand the report made a series of recommendations for new development over the next ten years. A summary of these recommendations is provided in **Table 8**.

Table 8. Recommended Development Types

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第三年,1980年,1980年,1980年 ,1980年,1980年	Number of Units
Single-Family	114-140
Townhomes/Twinhomes	56-60
Market Rate Rental Housing	98-108
Affordable Rental Housing	67-83
Senior Housing	314-335

Source: Marshall Comprehensive Housing Needs Analysis



TRANSPORTATION

Transportation Facilities

Marshall is served primarily by US Highway 59 (US 59) and three State Highways MN 23, MN 19, and MN 68. There are a number of County Highways that connect to local streets within Marshall; however, County State Aid Highway 7 (CSAH 7) and County State Aid Highway 33 (CSAH 33) extend into City limits. US 59 provides north/south access to Southwest Minnesota, while regional county roads provide east/west connections. Other roadways within Marshall are owned and maintained by the city.

Marshall roadways are organized into multiple functional classifications (see **Figure 6**). These classifications organize roads based on their traffic volume, connectivity, speed, and length. Arterial roadways provide quick and efficient mobility, collector roadways link arterials to local roads and have some features of both, while local roadways provide access to homes and businesses and typically have lower speeds with higher connectivity.

Commuting

The commute to and from work is one of the largest sources of personal travel, and identifying patterns help ensure the local transportation system runs efficiently. As Marshall is a regional employment center, we expect most residents to be living and working within city limits, along with a high number of non-residents commuting into Marshall for employment. According to 2018 Census data, this expectation is correct – nearly three times as many people commute into Marshall as those who commute out (see **Figure 7**). There are also approximately 4,500 residents who both live and work within city limits.

The method of commute is primarily single-occupancy vehicles, with some residents carpooling or using public transportation (see **Table 9**).

Figure 7. Commuting Patterns

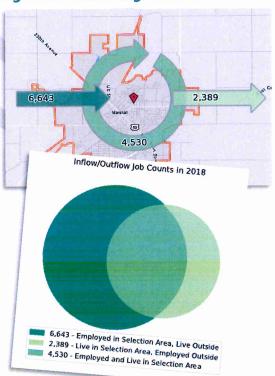


Table 9. Method of Commute

	Single-Occupancy Vehicle	Carpool	Public Transportation
Residents	5,574	612	38
Percentage	89.5%	9.8%	0.7%

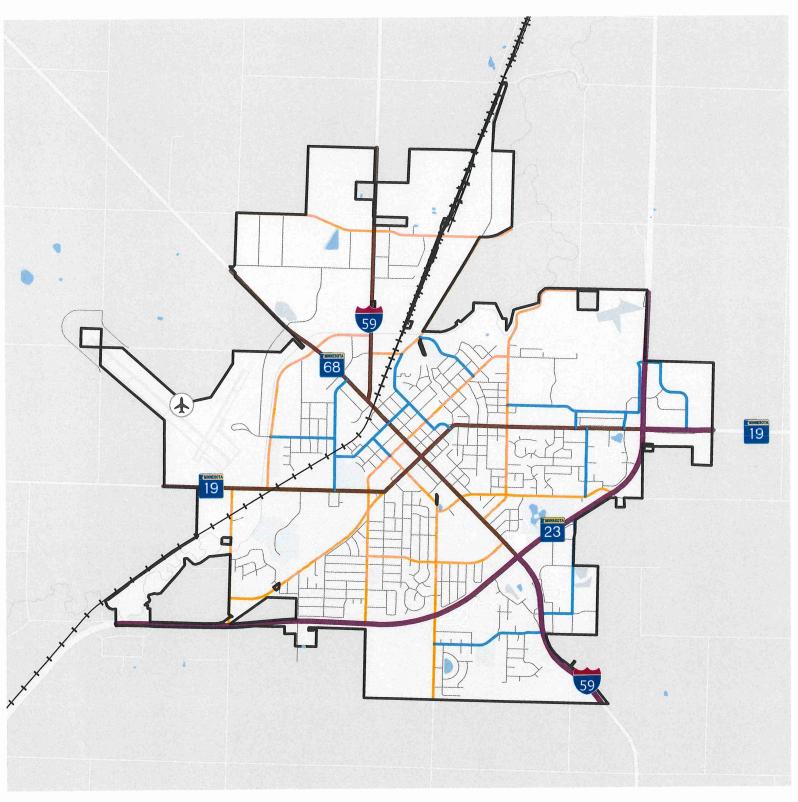
Source: US American Community Survey, 2019



MARSHALL CULTIVATING THE BEST IN US

FIGURE 6. TRANSPORTATION

Principal Arterial — Major Collector — Local — Minor Arterial — Minor Collector



COMMUNITY FACILITIES AND SERVICES

This section includes facilities and services the City of Marshall provides for residents. This includes utilities, such as water, sanitary, and stormwater service, as well as services such as police, fire, and EMS. Providing these services and facilities in an efficient and high-quality manner is vital to retaining and attracting residents.

WATER, SANITARY AND STORMWATER

The City of Marshall provides sanitary sewer and stormwater utility service, while Marshall Municipal Utilities provides water service. Water services includes all potable water which enters a home, including that which comes through faucets and toilets. Sanitary services include removal of waste from homes, businesses, and factories that go down a drain or toilet. Stormwater management includes the retention, diversion, and storage of water from storm events.

Water

Water moves throughout Marshall through two primary modes: Water mains and water service lines. Water mains act as the main transport route, as they connect large portions of the city together and move high volumes of water. Water service lines then connect these mains to individual homes and businesses. Most of the city has efficient access to water mains, especially developed areas (see **Figure 8**). As the city expands, they may need to consider expansion of main lines to meet growing demand.

Sanitary

Waste water is disposed through the city's sanitary system. This includes a series of lift stations, pipes and service lines, and force mains (see **Figure 9**). Working together, these facilities remove wastewater from homes, businesses, and industries, filters the water, and discharges clean water back into the environment.

Stormwater

As development occurs, stormwater from rain events is often increasingly diverted. This water, which used to be able to permeate into the soil and reenter the water cycle, is now diverted due to paved streets, parking lots, or roofs and becomes standing water. Managing and effectively storing this stormwater is key in creating a healthy environment and water system and preventing flooding in Marshall. Within the city, this stormwater is handled by a system of stormwater pipes, intakes and outlets, ponds, levees, filtration, settlement of pollutants, and a variety of other facilities (see **Figure 10**).



POLICE, FIRE AND EMS SERVICES

Police

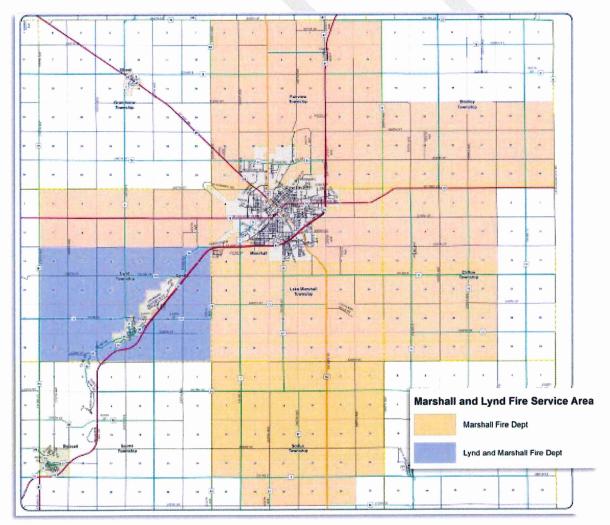
The Marshall Police Department works to ensure safety and peace for residents and visitors in the city. The department's 28 employees receive nearly 8,000 calls each year, equaling almost 5,000 hours communicating with residents. Their efforts contribute directly to the city's wellbeing, and they can play an important role as community liaisons.



Fire and EMS

The Marshall Fire Department not only serves the City of Marshall, but the greater Lyon County area as well (see **Figure 11**). They assist the Lynd Fire Department on all structural fires and serve as primary fire response for nearly two thirds of the county.

Figure 11. Fire Service Areas





MARSHALL

FIGURE 8. WATER SYSTEMS

--- WATER MAIN

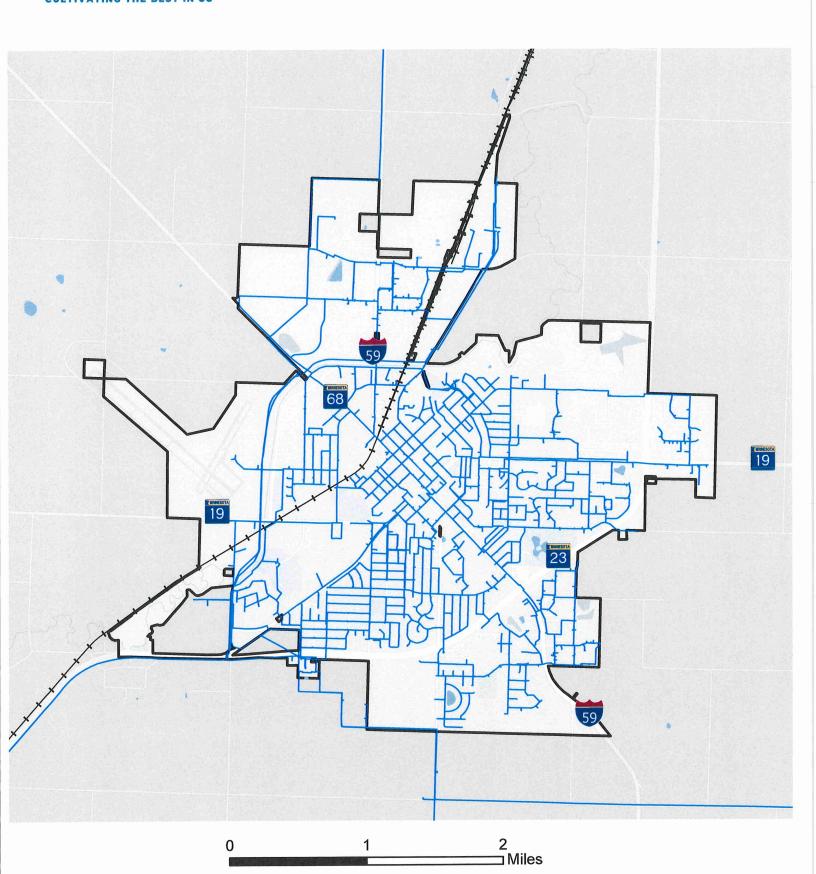




FIGURE 9. SANITARY SEWER

LIFT STATION

— FORCE MAIN

--- SANITARY PIPE

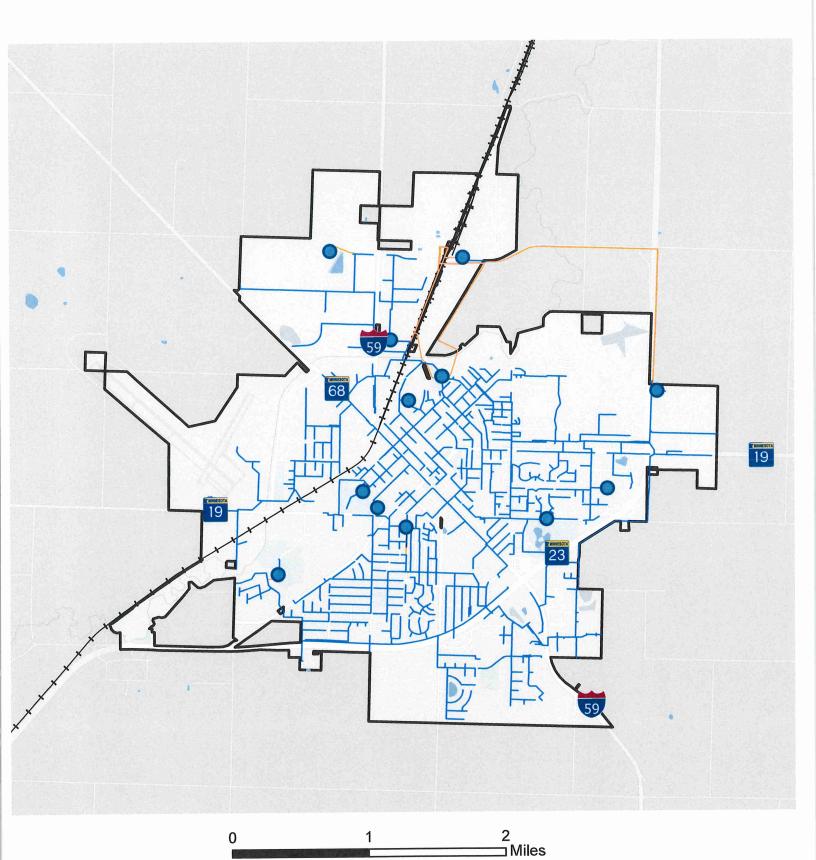


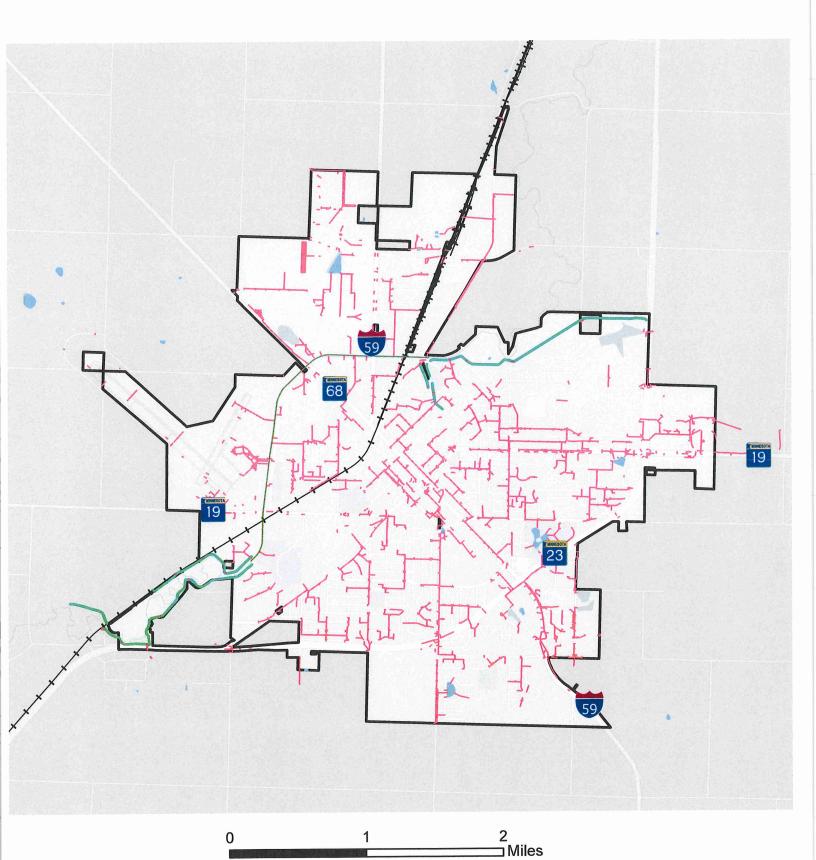


FIGURE 10. STORMWATER MANAGEMENT

DIVERSION CHANNEL

LEVEE

STORMWATER PIPE



ECONOMIC DEVELOPMENT

EMPLOYMENT

Understanding the historic and current employment trends within Marshall will help guide economic development over the next twenty years. As the comprehensive plan identifies tools and resources for economic development, they will be based on an understanding of how the past and current workforce exists in Marshall. Changes in employment and employers will directly impact many facets of the city, such as housing, transportation, and land use.

Age

The majority of workers in Marshall are between the ages of 35 and 54, with the highest labor force participation rates (LFPR) in the 25-to-29-year range (see **Table 10**). The labor force participation rate includes all those who are eligible to work, including those not looking for employment. For example, the LFPR for those over 74 years old is only 3 percent, as very few of these residents are actively pursuing employment.

Table 10. Age of Workers

	Marsha	all	County	State	Sioux Falls	Rochester
Age	# Employed	LFPR	LFPR	LFPR	LFPR	LFPR
16 to 19 years	456	48%	52%	53%	60%	61%
20 to 24 years	991	68%	73%	85%	86%	84%
25 to 29 years	915	96%	94%	89%	91%	88%
30 to 34 years	833	94%	93%	89%	88%	89%
35 to 44 years	1,330	87%	89%	89%	89%	88%
45 to 54 years	1,292	86%	87%	88%	88%	88%
55 to 59 years	641	85%	86%	81%	82%	85%
60 to 64 years	466	74%	76%	64%	63%	63%
65 to 74 years	299	34%	33%	28%	38%	29%
74 years or more	2	3%	4%	7%	9%	5%

Source: US American Community Survey, 2019

Industry

Based on 2018 data from the Bureau of Labor Statistics, Marshall has a total of 11,173 jobs. Of these positions, most are in the health care and social assistance (17.2 percent), retail trade (13.9 percent), and manufacturing (11.7 percent) industries (see **Table 11**).



Table 11. Employment by Industry

Industry	Count	Share
Agriculture, Forestry, Fishing and Hunting	11	0.1%
Mining, Quarrying, and Oil and Gas Extraction	0	0.0%
Utilities	52	0.5%
Construction	274	2.5%
Manufacturing	1,307	11.7%
Wholesale Trade	508	4.5%
Retail Trade	1,551	13.9%
Transportation and Warehousing	435	3.9%
Information	82	0.7%
Finance and Insurance	838	7.5%
Real Estate and Rental and Leasing	106	0.9%
Professional, Scientific, and Technical Services	210	1.9%
Management of Companies and Enterprises	523	4.7%
Administration & Support, Waste Management and Remediation	423	3.8%
Educational Services	1,166	10.4%
Health Care and Social Assistance	1,926	17.2%
Arts, Entertainment, and Recreation	121	1.1%
Accommodation and Food Services	786	7.0%
Other Services (excluding Public Administration)	208	1.9%
Public Administration	646	5.8%

Source: Bureau of Labor Statistics, 2018

Unemployment

The city of Marshall has an unemployment rate of 2.6 percent, according to 2019 ACS Estimates. Unemployment rates for those under the age of 19 and over the age of 60 are high, and it should be noted that this rate includes only residents who are actively looking for employment.



Table 12. Unemployment Rate Statistics, 2019

Unemployment Ra	te by Age
16 to 19 Years	5.3%
20 to 24 Years	4.3%
25 to 29 Years	1.1%
30 to 34 Years	5.2%
35 to 44 Years	4.7%
45 to 54 Years	0.7%
55 to 59 Years	3.1%
60 to 64 Years	10.7%
65 to 74 Years	3.3%
75 Years and Over	0.0%

Source: US American Community Survey, 2019

New Development

To understand the patterns emerging in development across the city, we can analyze the number of new or reconstructed buildings across all types (see **Table 13**). This includes new homes or apartment buildings, retail and commercial space, and industrial or warehouse facilities. Although the year of permit does not directly align with the year of impact on the community, it does help create a foundation and guide for what future economic activity may occur.

Table 13. New Permits Issued

lable	13. New Permit	3 133UC	G A			VENEZA		CONCRETE OF THE PARTY OF THE PA	MITTER THE REAL PROPERTY.			
		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
	Multi-Family Remodel	46	59	75	44	25	9	10	11	5	5	23
	Multi-Family New	4	1	8	3	2	4	2	4	2	3	6
R	Single-Family Remodel	523	819	1,523	1,168	436	296	371	433	346	360	501
	Single-Family New	4	6	8	8	12	9	4	9	9	12	14
	Commercial- Remodel	61	57	79	114	78	86	73	91	63	85	84
С	Commercial- New	4	4	10	9	10	7	9	13	2	6	10

Source: City of Marshall



Residential Development (R)

Residential development differs greatly depending on size and type of development. In the last three years, there has been a gradual increase in the number of single-family additions or remodels requested. New multi-family development has remained relatively consistent over the past ten years, with a handful of new developments occurring each year.

Commercial Development (C)

There is general fluctuation in new commercial development. The overall number of permits issued for new commercial development averages the same over 5-year periods, but there are years of fewer developments within those timeframes. Alternatively, remodels of commercial spaces occur consistently throughout the past ten years, with a slight decline over the past three.

PUBLIC FACILITIES

Marshall's public facilities include sports facilities, parks, libraries, and other publicly available amenities. These facilities are vital to ensuring Marshall residents have access to recreational and educational opportunities, attract visitors, and potentially encourage new residents to move to the city.

RECREATIONAL ASSETS

Recreational facilities within Marshall include city-managed and school district managed properties. The city facilities include local parks, the outdoor aquatic center, archery, museum, and the Adult Community Center, while the school district facilities include local school spaces such as classrooms and auditoriums. Additionally, the MERIT Center offers classrooms and training spaces, while the Red Baron Arena offers conference rooms, trade show and exhibit space, year-round ice skating, sporting facilities and locker rooms.

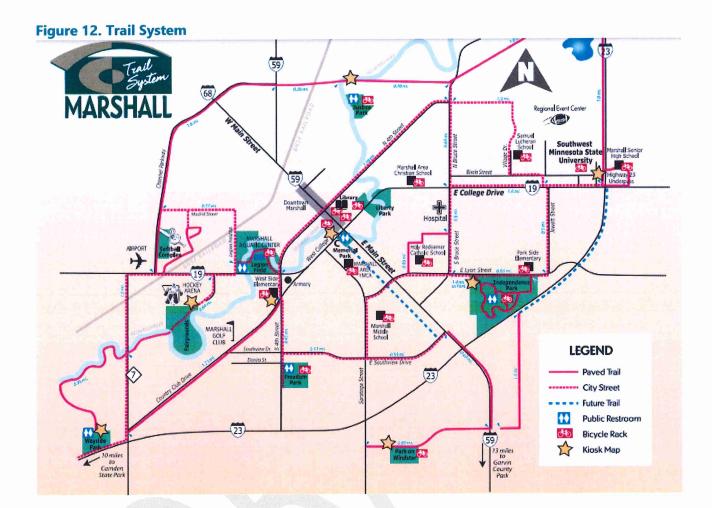
Marshall manages eight municipal parks, which includes over 150 acres of park space, trails, ponds, picnic areas, sports facilities (tennis and basketball courts, soccer, baseball, and softball fields), and gathering spaces. These spaces are connected through a system of trails and sidewalks, providing access to a wide range of neighborhoods (see **Figure 12**).

LIBRARY

The Marshall-Lyon Public Library serves the greater Lyon County area and is centrally located. As part of the Plum Creek Regional Library System, the library also has access to resources across nine southwestern Minnesota counties. With an overall goal to "Facilitate understanding, building and deploying knowledge, skills and behaviors necessary to succeed in the 21st century", the library focuses on providing resources, events, and activities for existing residents and the greater Lyon County community.



Community Profile





CULTURAL AND ENVIRONMENTAL DEVELOPMENT

Marshall has a variety of cultural and environmental amenities, features, and landscapes, all of which contribute to the unique and desirable character of the city.

EXISTING CULTURAL RESOURCES

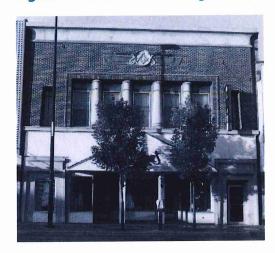
Marshall has four locations listed on the National Register of Historic Places, which are structures, buildings, places, or objects deemed to have significant historical value. Two bridges are on this list, both of which are along MN 19 and cross the Redwood River. Their original designs date back to the 1920s and 1930's and consist of a variety of unique engineering and aesthetic features (see **Figure 13**).

Figure 13. Bridge No. 5083 over the Redwood River



Two structures also appear on the National Register - the William F. Gieske House and the Masonic Temple Delta Lodge No. 119 (see **Figure 14**). The William F. Gieske House has both industrial and architectural significance. William Gieske both developed and was president of the Marshall Milling Company – one of the most important milling complexes in the region. The home is also exemplary of the Stick Style, with many unique architectural and structural features. The Masonic Temple Delta Lodge appears on the list as one of the only complete representations of the second Egyptian Revival style in the state. Built in 1874, the temple has upheld its historic appearance and now contributes to the variety of styles along Marshall's Main Street.

Figure 14. The Masonic Lodge (left) and Gieske House (right)





EXISTING ENVIRONMENTAL RESOURCES

There are a variety of wetland, biological, and species resources located within Marshall (see **Figure 15**). Wetlands are distributed across the city, with a chain of large wetlands extending out of the southwest portion of city limits. These are valuable to local plant and animal life, and also help to retain and store stormwater during rain events. Additionally, there are sites of biodiversity on the northern and southern edges of the city, defined by the Minnesota Biological Survey (MBS). These areas are determined based on the presence of rare species populations, size and condition of native plant communities, and the local landscape context. The southern area of biological significance also includes areas of native plant communities. A native plant community is one where native plants interact with each other and the environment in a way that is not significantly impacted by human activity or introduced organisms.

EXISTING ENVIRONMENTAL POLICIES

The city code includes many ordinances that protect and enhance natural resources. These include regulations on air pollution, soil erosion, surface water management, contamination from fertilizer, stormwater management, and wetland regulations.

As there are a high number of wetlands within the city, a few key components of wetland regulations include:

- 1. Runoff can not be discharged directly into wetlands
- 2. 25 feet of protective buffer strips must surround all wetlands
- 3. Wetlands can not be drained or filled unless replaced by restoring or creating a wetland of equal value

Figure 16. Marshall City Code

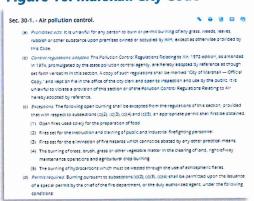




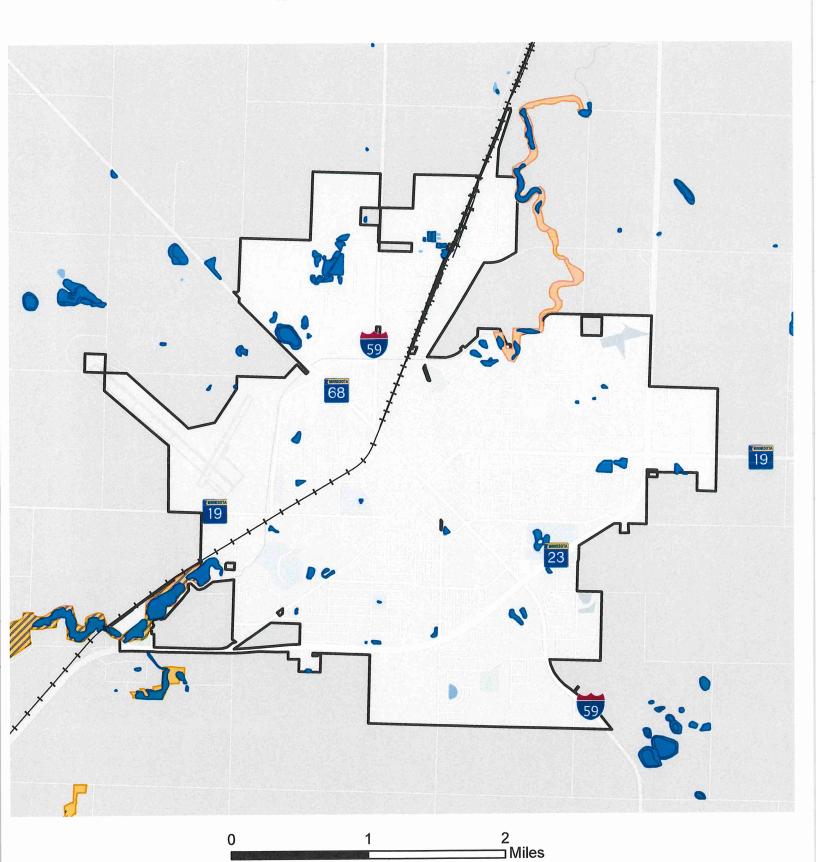


FIGURE 15. ENVIRONMENTAL RESOURCES

WETLANDS



/// NATIVE PLANT COMMUNITY



COMMUNITY SURVEY

INTRODUCTION

The City of Marshall is updating their Comprehensive Plan, a document that outlines the vision and goals for our community over the next twenty years. It will also provide policies, programs, and best practices to ensure we can reach these goals. This survey was created to gather input on a variety of topics that will help us create an overall vision and specific goals for Marshall. The complete survey will take about 10 minutes to complete, and we thank you for your participation!

take	about 10 minutes to complete, and we thank you for your participation!
ISSI	JES AND OPPORTUNITIES
1.	What is your one favorite thing about Marshall?
2.	What is your one least favorite thing about Marshall?
3.	What is Marshall's biggest opportunity over the next 20 years?



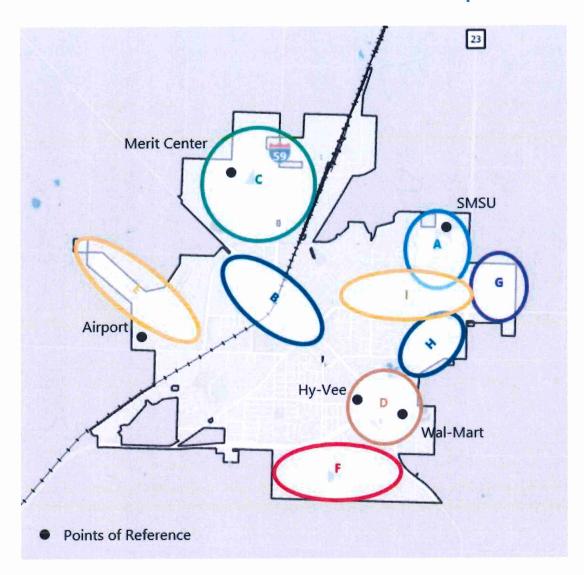
4.	What issues or opportunities below do you thi	ink Marshall needs to prioritize in the next 20
	years? (Select your top 3)	
	□ Workforce	☐ Quality education
	☐ Affordable housing	☐ Maintaining and improving infrastructure
	☐ Enhancing tourism and hospitality (for	(such as streets, water, sewer)
	example, providing overnight	□ Ensuring public safety
	accommodations for youth sports	☐ Increasing diversity (in both the community
	tourism, creating RV park, expanding	and leadership roles)
	events/community events)	□ Create a welcoming community
	☐ Protecting the community against	☐ Retail opportunities
	natural disasters (such as flooding,	□ Daycare
	increased storm events, etc.)	☐ Strengthening identity as a regional center
	☐ Expanding year-round recreational	□ Enhancing entertainment opportunities
	opportunities (such as bowling alleys	□ Enhancing outdoor recreation
	and indoor playgrounds)	☐ Other (please specify below)
	☐ Attracting and retaining industry	

LAND USE AND FUTURE DEVELOPMENT

1. As we plan for future development, what types of spaces or uses do we need to adjust?

	We need much more	We need more	Stay the same	We need less	We need much less
Single-family homes					
Multifamily homes					
Rental Housing					
Housing for seniors					
Health care facilities (doctor, dentist)					
Wellness facilities					
Business services (accountant, etc.)					
Industrial or manufacturing					
Restaurants & Bars					
Hotels and overnight accommodations					
Indoor sports facilities					
Office space					
Entertainment venues					
Retail Shopping		0.85.08.05.650 .8 0.6505060000000000000000000000000000000			
Outdoor recreation (sports, parks, trails)					





- 2. Using the map above for reference, which areas would you like to see investment prioritized? Please select your top 3
 - ☐ A: SMSU Campus Area
 - ☐ B: Downtown
 - ☐ C: Industrial & Warehouse Area
 - ☐ D: Commercial & Retail Area
 - ☐ E: Airport
 - ☐ F: Southern Residential Area

- ☐ G: High School and Recreation Development Area
- ☐ H: Highway 23 Corridor
- ☐ I: East College Drive Commercial Area



	ow Density	High Density (Apartments)
	draw an "X" along the scale below	
	homes, while high-density refers to multifamily homes (such as apartment	: buildings). <i>Please</i>
3.	What level of housing density do you prefer to live in? Low density refers	to mostly single-family

(Single Failing)	(repair announce)
4. What level of housing density do you currently live in?	
Low Density (Single Family)	High Density (Apartments)

COMMUNITY FACILITIES AND SERVICES

1. How would you prioritize the need for quality services in finding a place to live within Marshall?

	Very Unimportant	Unimportant	Neutral	Important	Very Important
Roadways					
Sidewalks and Trails					
Police Services		Aligner (Industrial)			ganganangan sa paganangan
Fire & EMS Services					
Public Parking					
Public Transit					
Quality Infrastructure					
Schools					
Parks					i india
Snow removal and other weather-related maintenance			No.		

2. Thinking of our local transportation system, how would you rate the following items?

	Very Poor	Poor	Neutral	Good	Very Good
Connectivity (Ability to get from Point A to Point B)					
Efficiency (Ability to get to from A to B quickly)					
Traffic Safety					
Street Pavement quality					
Traffic Signals (Timing and location of stoplights, railroad crossings, etc.)					
Availability of sidewalks and trails					
Public Transit Availability					

ECONOMIC DEVELOPMENT

1.	What do you think attracts people to visit Marshall? Select up to 3							
	☐ Restaurants/Bars	□ Outdoor	□ Other (please					
	☐ Youth Sports	Recreation	specify)					
	☐ Employment	□ Local services						
	□ Education	□ Local events						

□ Shopping □ Entertainment □ Indoor Recreation

2. What business, activity, or event exists outside of Marshall that you wish existed here?

3. How often do you shop outside of Marshall? Please check the appropriate box below

-	Never	Rarely	Sometimes	Often	Always
-					

Why?



4.	 Provide more indoor recreation opportunities Improve marketing and outreach to retain businesses, residents, and visitors Expand opportunities for visitors Distinguish ourselves from Sioux Falls and other regional centers 						omy? Select up to 3. Invest in existing businesses and neighborhoods Promote and encourage new businesses and neighborhoods Improve workforce development Continue to expand youth sports Other (please specify below):					
1.	IC FACILI How often		utilize the f	ollowing	oublic facilit	ies? <i>Please</i>	check the	e appropr	iate box below			
				Never	Rarely	Occasio	nally	Often	Very Often			
Libra	ry											
Parks								in the president states and a second schools.				
Muse	eum											
Trails		~~~		******************************								
Adul	t Communit	y Centei										
Aqua	ntic Center	******************										
Recre	eational Fac	ilities or	Activities		H.C.	-						
2.	(Please rai prioritizati	nk from on numb	rears, how s 1 being mo ber below ed Museum	ost impor ach item		eing least		nt) Please R c	olic facilities? write your ecreational acilities and Activities			
Rank		p two p	riorities liste	ed above,	please tell ι	us what cha	anges you	ı would lil	ke to see.			



CULTURAL AND ENVIRONMENTAL DEVELOPMENT

1. Please select your level of agreement with the following statements:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Unsure
Culture						
Marshall residents are proud of the city's cultural diversity and history						
Marshall celebrates its history						
Marshall celebrates its cultural diversity						
Marshall is inviting to people of all backgrounds						
Environme	nt			-		ay a sin industrial de de del al de
I can connect with Marshall's natural resources through parks, trails, and events						
Marshall's natural resources are valued and protected						
Marshall is prepared for natural disasters (such as severe flooding or tornado events)			National Property and Property	semantina proprieta de la constanta de la cons	Province of the Control of the Contr	

TELL US ABOUT YOURSELF

The following questions are optional and help us understand who we are hearing from.

1.	How old are you?						
		Under 18		40-49			70 or over
		18-29		50-59			
		30-39		60-69			
2.	What i	is your gender?					
		Male		Female			Other/Prefer
							not to say
3.	What is your race? Please select all that apply						
		White				Native Hawaiian or Other Pacific	
		Black or African American				Islander	
		American Indian or Alaska Native				Latinx	
		Asian				Other	
						Prefer not to ansv	ver



- 4. What is the total income of your household?
 - a. Less than \$15,000
 - b. \$15,000 to \$24,999
 - c. \$25,000 to \$49,999
 - d. \$50,000 to \$74,999
- 5. How long have you lived in Marshall?
 - a. Less than 3 years
 - b. 3 to 9 years
 - c. 10 to 19 years
 - d. 20 or more years
- 6. Where did you live before moving to Marshall? Please select all that apply
 - a. I have always lived in Marshall
 - b. I lived in Marshall and returned
 - c. In the Southwest Minnesota region
 - d. In the Minneapolis-St. Paul Area

- e. \$75,000 to \$99,999
- f. \$100,000 to \$149,999
- g. \$150,000 to \$199,999
- h. \$200,000 or more
- e. I do not live in Marshall, but work here
- f. I do not live in Marshall and only come here occasionally
- e. In greater Minnesota other than Southwest Minnesota
- f. In South Dakota, North Dakota, Iowa, or Wisconsin
- g. In the greater United States
- h. Outside of the United States
- 7. Would you like to receive updates on the Comprehensive Plan? If so, please provide your email address below:

Thank you for your feedback!

