

**1.0 - INTRODUCTION / OVERVIEW**

**1.1 - ABOUT THIS DOCUMENT**

We, the people of Ventura Village, seek to further the revitalization of our neighborhood and to provide a better living environment for our residents, visitors, and friends.

The Ventura Village Comprehensive Land Use Master Plan is at the heart of our community's revitalization efforts. The plan is the result of extensive research, community meetings and collaboration with city and state agencies and officials, of work with urban planners and other design professionals, and numerous comments and suggestions from community members and local businesses.

This document contains a vision for our community from and by our community. It aims to reflect the values, ideas, and experience of our people. This Plan is meant to serve as a guide for our future efforts, and to provide us with a vision of where we have been and where we want to be.

This Plan, which is to be continuously reviewed and updated, contains strategies with which the Ventura Village neighborhood will work to address the following areas of concern:

- Housing
- Transit and transportation
- Safety
- Economic vitality and business climate
- Employment
- Education and training

We hope that the ideas and strategies presented in this Plan will not only serve to further the revitalization of our neighborhood, but also to further the revitalization of similar communities nationwide.

We believe that our community-based approach empowers citizen control of the revitalization process for inner city communities and leads to better, more equitable and lasting solutions.

We encourage further exploration of our ideas and strategies and welcome any requests for further information or assistance.

**1.2 - THE VENTURA VILLAGE MASTER PLAN GOALS**

The Ventura Village Comprehensive Land Use Master Plan seeks to accomplish the following goals:

- To promote the rehabilitation and development of a diverse inventory of housing that will remain accessible to all citizens of our City and region, by encouraging construction and maintenance of single and multi-unit housing, accessory (carriage) housing, and senior independent living apartments, among others.
- To increase transit use and transportation system efficiency in the area by adopting a transit-oriented model of development and by establishing a strong functional relationship with future and existing light rail transit (LRT) and bus transit systems infrastructure in the area.
- To enhance existing neighborhood assets (businesses, schools, day care centers, healthcare organizations and senior centers) by improving the conditions and surroundings of existing structures and by encouraging more efficient use of underutilized areas.
- To create a diverse, harmonious, and self-sufficient community that recognizes and respects the varied cultural contributions and traditions of our population, which includes American Indians, African Americans, European Americans, Asian, African and Latino immigrants.
- To strengthen connections between Ventura Village and the neighboring communities of downtown Minneapolis, Phillips neighborhoods and Seward neighborhood
- To enhance our recreational and public areas by creating open spaces and extending green ways through the Ventura Village parks.
- To maximize the potential for economic development and job creation by improving our commercial infrastructure and business climate, and by encouraging the provision of employment training and opportunities for our population.

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