

### **3.0 - EXISTING CONDITIONS AND ANALYSIS**

#### **3.1 - LOCATION**

The neighborhood of Ventura Village is a sixty-five block area located south of the Minneapolis central business district, and is bounded by Interstate 94 on the north, Interstate 35 on the west, the Soo Railroad (the proposed LRT alignment) east of Hiawatha Avenue, and 24th Street on the South.

Franklin Avenue, which runs east-west, is the main commercial corridor through the neighborhood, and is a strong and convenient connection to the adjacent neighborhoods of Seward and Whittier. A stop for the LRT system is proposed at Cedar Avenue, just west of the intersection of Hiawatha Avenue and Franklin Avenue.

#### **3.2 - HISTORY**

Recent Immigrants seeking affordable home-ownership originally built Ventura Village. These hard working people wanted better housing than they could afford, as well as economic opportunity. Building Duplexes, which were later to be used as collateral for small businesses, gave both affordable quality homeownership and economic opportunity. Ventura Village is the bridge that allows yesterday's solutions to be considered for today's problems in order to create a better future for the children and families of Old Immigrants and a whole new generation of "Recent Immigrants". Ventura Village includes a historic residential area, in which Victorian Mansions and Duplexes are mixed with Brownstone Flats on many blocks. The neighborhood contains the historic Park Avenue, formerly the home Minnesota's super rich. The neighborhood has traditionally provided a rich mix of social and residential types with Franklin Avenue providing a commercial corridor of "Mixed Use" businesses. Ventura Village is planning to bring back this rich blend of the past, to reweave the fabric of community, as a bridge to the Future.

#### **3.3 - SURROUNDING AREAS**

Several important neighborhoods and institutions are located near Ventura Village:

- Seward extends from Minnehaha Avenue on the West to the Mississippi River on the East. On the North it is bounded by Highway I-94 and on the South by Lake Street. The neighborhood is an example of what can be achieved with the infusion of large sums of public funds. An active neighborhood organization and the Model-Cities Program was able to create Milwaukee Avenue
- Cedar-Riverside extends from Interstate 94 and 35W Commons on the west and south to the Mississippi River on the north and east. Important institutions in this neighborhood include the University of Minnesota, Augsburg College, and the Cedar-Riverside high-rise apartment complex. A thriving commercial corridor extends down Washington Avenue from Interstate 35W and to and continues down both Riverside and Cedar Avenue to Interstate 94.
- Elliot Park-Downtown East is roughly bounded by I-35 on the west, the Soo Line Railroad yards on the east Street on the I-94 on the south and the River or on the north. It has long been a mix of industrial, commercial and residential and is intended to remain mixed uses over time. The Hubert H. Humphrey Metro-Dome Stadium dominates the area. A new mixed-income apartment complex, East Village is presently under construction. A LRT Station and a related one block mixed-use development are being planned in the area adjoining the stadium.
- Phillips extends from 24<sup>th</sup> Street on the north to Lake Street on the South. Much of this sub-district is being revitalized as part of the City's Honeywell Urban Renewal Plan, and the Great Lakes Center Commercial development. The area is also home to several large hospitals associated with Allina Health Systems. The Lake Street commercial corridor connects to the planned LRT station and is undergoing major urban renewal and revitalization at this time.

#### **3.4 - DEMOGRAPHICS**

The Ventura Village neighborhood is one of the oldest, most diverse and complex areas in the City of Minneapolis. Analysis of 1990 US Census information (the most recent information available) yields the following demographic characteristics:

- About 50% of Ventura Village' 9 000 residents live in poverty (the rate for Minneapolis as a whole is 18.5%, and for the metro region it is 5.8%).
- 63% of all families with related children under 18 live in poverty.
- 77% of all female householder units with related children live in poverty.
- Non-whites account for the majority of the population of the neighborhood (makeup is 23% Native American, 21% African American, 4% Latino, 8% Asian, and 46% White).
- Per capita income for the neighborhood is less than \$7000, and the median family income of \$11500 is less than one quarter of that for the metropolitan region.
- 15% of Ventura Village residents were unemployed in 1989, while the overall figure for the City of Minneapolis that same year hovered at near 4%.
- Almost 60% of neighborhood residents do not have access to an automobile.
- 50% of the housing units in Ventura Village were built in 1939 or earlier, and 65% of the total units were built before 1969.