

# VISUAL MASTER PLAN CARVER, MINNESOTA

## CURA RESOURCE COLLECTION

Center for Urban and Regional Affairs University of Minnesota 330 Humphrey Center

Prepared for the City of Carver with financial assistance from the Phelps Fund Committee, the Center for Community Studies, and the City of Carver.

This project was prepared by Matt Flach, Carla Staedter, and Taylor Werness for use as a visual master plan to the city of Carver, Minnesota, under the direction of the University of Minnesota Landscape Architecture Department.

January, 1984

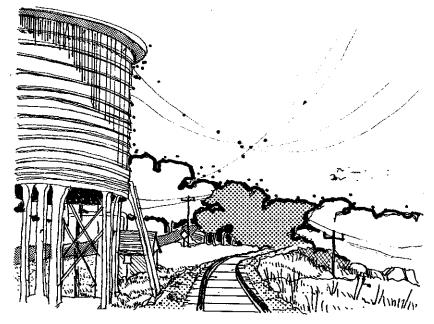
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The Carver Project had its beginnings in a two week design exercise used to increase awareness toward small city design. The exercise sparked a continuing interest in the complex design issues of Carver. As a result, our team of students, with encouragement from faculty and a few residents, set forth to investigate possible solutions to a visual master plan for the city.

The resulting project is a visual guideline for Carver. It includes a street tree program, a lighting program, a parks and pathways plan, and suggestions on links to Carver's rich historical past. Our design team not only strives to understand Carver but also to illustrate, by example, the importance of individually generated design guidelines for all small cities.

The project is an ongoing design process in which economic restraints, common to small cities, are recognized and addressed. Our attempt is to express opportunities and potentials. Solutions may not be easy; complex social and economic problems abound. But this project, we feel, is Carver's <u>starting point</u>.

We wish to thank our design instructors, John Tietz and Van Cline along with city manager, Brant Ball, for developing the connections which made this project possible, the Phelps Fund Committee, the City of Carver, and the Center for Community Studies for the financial backing needed to put the project together, and the many residents of Carver including the city council who so patiently answered questions and helped us to appreciate and understand the history and community of Carver.

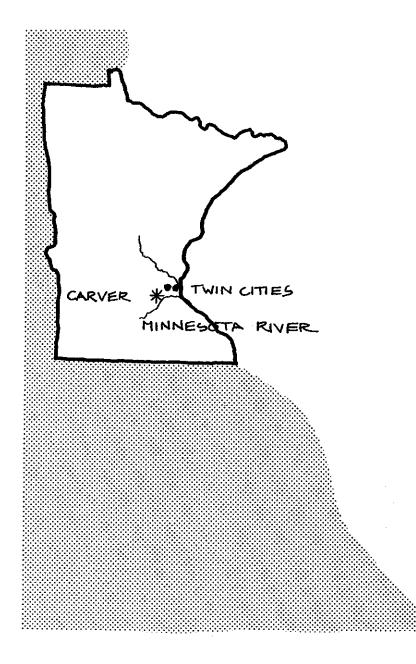
Respectfully submitted,

Matt M. Flach Carla K. Staedter Taylor R. Werness

# INTRODUCTION

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The following project is a visual master plan for the city of Carver, Minnesota. The objectives of the project include enhancing and improving the visual character within the city and illustrating how the unique history and facets of a small city can be used to create a diverse and appropriate design. The project offered a unique opportunity to explore the many events that have shaped the present visual character of Carver and through this understanding create visual guidelines that will assist Carver in its future development.

Carver, Minnesota is located approximately 20 miles southwest of the Twin Cities metropolitan area along highway 212 on the northwest bank of the Minnesota River. It is a small, quaint river town tucked into the bluffs of the Minnesota River Valley. The population is approximately 650. It has no major industry so it serves, for the most part, as a bedroom and retirement community. Carver's rich historical background revolves around the fact that in the early days of settlement it was the last navigable point on the Minnesota River. Consequently, in the mid to late 1800's Carver was a boom town. It thrived on logging, steamboat, and later railraod industries. .Today Carver's streets are no longer alive with the population and life of its earlier days and the loss of this charm and color has become evident. Much of its rich architecture and colorful river quality is hidden from years of slow deterioration while the building of dikes for flood control have cut the visual connections to the river. Consequently, the task of this project is the rejuvenation of Carver by bringing back some of its life, revenue, and charm.

The process of devising this visual master plan was three fold. First, the city was carefully analyzed. This step included a visual analysis, a study of tourism and its possible implications for Carver, a community survey to detect residents' opinions on visual quality, and finally a study on Carver's historical background. Second, this information was synthesized to determine any implications. Third, a design was developed which addressed

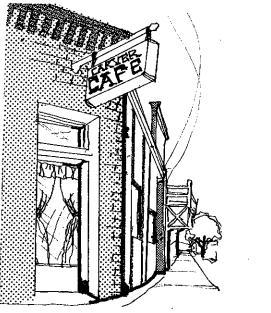
and solved problems found in the analysis and synthesis stages.

The remainder of this report will trace the steps of this process and carefully explain the design conclusion.

# phase I RESEARCH







Carver lies on the banks of the Minnesota River. The community of approximately 650 residents is tucked into the bluffs along the river valley. Development exists on the flood plain, up the steep bluffs, and on the high plateaus that overlook the valley. The terrain of the nearby area is rugged steep slopes riddled with creeks and natural springs. Most of the hillsides are forested while the lower expanses of flood plains consist of marshlands, wet meadows, and flood plain forests.

Carver's central business district consists of wooden or brick frame structures with tall false fronts. The buildings are rich with architectural detail but in some cases are showing signs of disrepair. The mainstreet (Broadway) lacks any trees due to dutch elm disease. This causes the central business district to have a barren wide open character.

The residential districts in Carver vary considerably in character. The newer subdivisions on the plateaus consist of ranch style homes with suburban looking flat lots. The old residential district within the bluffs consists of two and three story homes with hilly lots, many of which date back to the early days of Carver's settlement.

Regionally Carver is surrounded by a group of other small cities all within a 10 to 30 mile proximity of the Twin Cities. Many of the small cities have interesting attractions which could be used to draw people to the area. Most notable are:

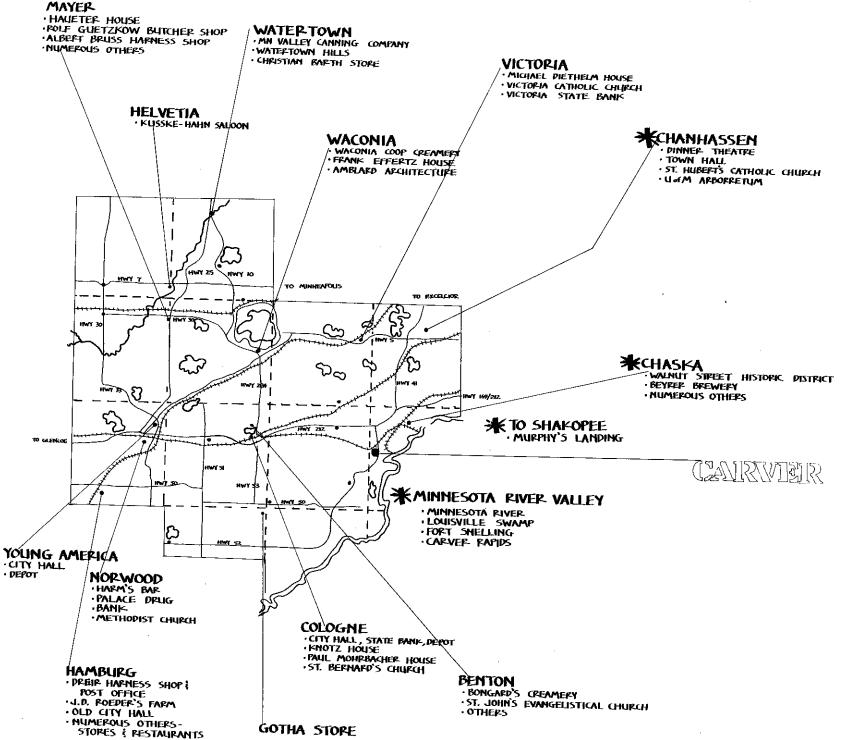
·Loisville Swamp - a hiking, skiing, snow-

mobiling system within the Minnesota River Valley

 Murphy's Landing - a living museum located just down river from Carver in Shakopee

•Chanhassen Dinner Theatre - in Chanhassen •University of Minnesota Arboretum - between Chaska and Chanhassen

The area diagram lists other connections that could



be used to Carver's advantage.

Also to Carver's advantage is its close proximity to a major highway, 212. Highway 212 offers good access to the Twin Cities via I494 along with good state access via highway 41 to the north and highway 169 to the south.

Carver in its early days occupied a prime location as the last navigable river stop. As the years progressed the river system lost importance and Carver began a slow decline. But now, with a re-evaluation of Carver's modern <u>context</u> and a little help from the past; Carver should prove as strategic a location as in its founding days.

# TOURISM

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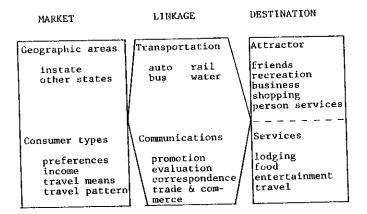
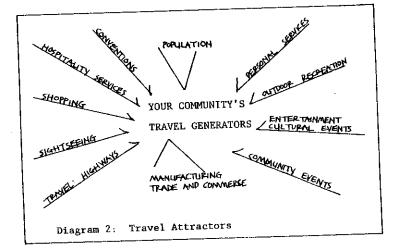


Diagram 1: Overall System of Tourism

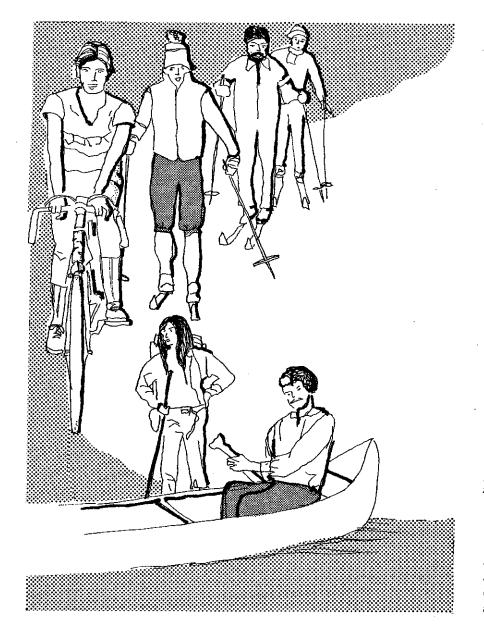


A detailed report of tourism and its implications toward Carver was written and submitted to the city. (June 1983) What follows is a brief overview of the findings.

First, the report explained the components of tourism. This included defining tourism (diagram at left) and addressing the possible advantages and disadvantages of the industry. Next, it layed out a program for development of tourism within Carver. Within this program were documented the potential travel attractions existing within Carver today and the implications of each. What follows is that list.

<u>Outdoor Recreation</u> - the major areas for recreation are the park and the river front. Activities include baseball/softball, biking (both within city and along the river), canoeing, camping, hiking/. walking trails, cross country skiing, showshoeing, and horseback riding. The implications of such activities would be the need for a circulation system for both pedestrians and passive transportation. This would require a variety of different surfaces and widths for these paths and/or trails. <u>Entertainment</u> - The potential areas of entertainment are the ballroom and development in the downtown area. The entertainment possibilities are more music/dancing and incorporation of food and alcohol restaurants.

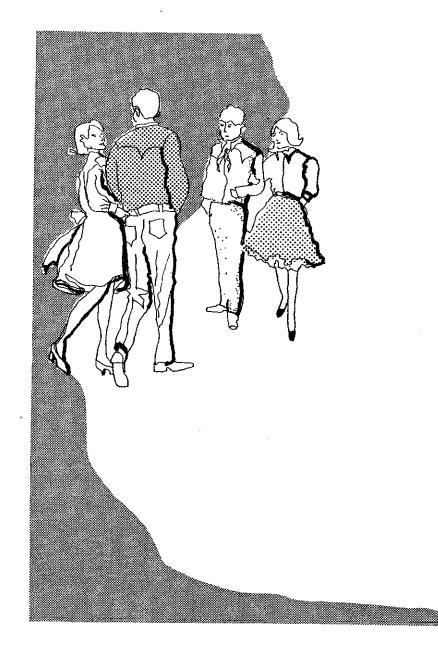
<u>Community Events</u> - Playing off of a community's theme or festival is an excellent attractor of people. Therefore, the continuation of steamboat days and possible revitalization of the Carver County Fair would be major drawing events having positive repercussions both economically and spiritually toward the community. Additional events may include Lion's Club activities, Fireman's functions and other civic club social events. <u>Shopping</u> - The downtown area seems to be best suited for potential retail development. These developments may include antique shops, historic



artifacts/clothing stores and flea markets with both historical and "modern" themes. Sightseeing - Since Carver is a city of a very rich historical background, we feel that there is a need to inform and enlighten people of its unique past. Historic tours could originate in the downtown area and move throughout the city viewing the historic buildings and sites. There are two potential types of tours. One would be a walking tour confining itself within the city limits. The second would be a bicycle tour. This could have the potential for a connection with surrounding communities and their historic backgrounds as well as touring the points of Carver. Travel Mode - Even though Carver is not a major travel mode, it is boarded by U.S. Highway 212 and Carver County Road 40. This island effect gives the potential for expounding upon this particular travel attractor. Along with Carver being a travel mode as far as the roadway system is concerned, it also has the opportunity to be a travel mode for fall and winter transporation as well.

With these potential travel attractions in mind, it was found that the majority of the community for our surveys and interviews responded in favor of daily activities with a major focus on river use. With this in mind, listed below are potential events/activities that are pertinent to the city of Carver.

<u>Recreation</u> - The river plays an important part in the well being of Carver. Such activities may include participating on the river and or beside the river. On river activities they could possibly include the following: steamboat rides, canoeing, and fishing. Adjacent to the river activities such as hiking, horseback riding and snowshoeing/cross country skiing could occur on a system of trails as well as off trail. Camping, on the other hand,



not only has the potential for daily on trail/off trail use, but is a potential overnight event.

As far as recreation within the city is concerned, a series of paths for biking and walking could be established. Parks could be developed for varying activities anywhere from softball to tot lots to sitting.

<u>Non-Recreation</u> - As previously mentioned, Carver has a very rich historical background. We feel that we can use this historical background to generate potential events/activities. Such activities may include the redevelopment of antique/ historical artifact stores, tours of historic buildings, and to accommodate the needs of the tourists, the establishment of sit-down food facilities should be considered, keeping in mind the historical background of the city.

Tourism is inherent to modern systems, and due to the broad scope of travel attractions, a historic site/ town may not be neglected, but, in turn, may be the focal point for attraction of tourists.

With the understanding of the terms, the attractors, and the programming of tourism, a small city can recognize its potential for attracting people, efficiently market their resources, and thereby increase civic pride and offer a comfortable and quality touring environment.

## PUBLIC OPINION

#### COMMUNITY OPINION ON CARVER MASTER PLAN

This survey is being used by a group of landscape architecture students from the University of Minnesota to gain insite on a project to generate a development and landscape plan for the community of Carver. Your opinions are needed to help guild the design of this master plan. Thank-you for your help.

#### DIRECTIONS

PART I	Circle	a mumber	that	you feel	l best des	oribe	s Carver	now.
PART II	Circle		that	ideally	describes	how	you feel	Carver
	<u>should</u>	be.						

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	54	FORMAL	5	4	3	2	1INFORMAL
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The process of creating a successful master plan for the city of Carver generated a strong need for community feedback. The success of the project would depend heavily upon community acceptance and enthusiasm of the plan. To achieve city backing a systematic method of recording the whole community's expectations and needs was developed.

The goals of this project were to identify public perceptions of Carver's visual qualities and to identify any areas of dissatisfaction with these visual qualities. This required gathering two types of information. The first type dealt with recording the public's present perceptions of Carver's visual qualities. The second type dealt with recording the public's optimum goals for Carver's visual qualities. Comparing these two sets of data and recording differences in these results should identify areas of visual problems within Carver.

A copy of the survey format follows. The results are categorized in the following charts.

### GENERAL SURVEY

### (Computer Printout)

Category	<u>Present</u> Average		nge -1) <u>Optimum</u> Average	Range <u>Condition</u> (5-1) Median
Attractive	2.9	2.9	4.7	4.9
Color	2.7	2.7	4.5	4.8
Friendly	4.0	4,2	4.7	4.9
Forestation	3.2	3.2	3.9	4.1
Formality	1.8	1.4	2.0	1.6
Urbaness	2.2	2.0	2.0	1.8
Dynamic/Active	2.9	2.8	3.3	3.4
Clean	3.3	3.3	4.8	4.9
Involved	3.5	3.5	4.5	4.7
Imp. of River	3.8	4.3	4.3	4.7
Accessibility of River	2.9	2.7	4.0	4.6

## OCCUPATIONAL PRINTOUT

## Total 81 Surveys

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Categories	Absolute Frequency (# of each)	Adjusted Frequency ( <u>Adjusted % of each)</u>
Housewife	12	17.4
Retired	10	14.5
Clerical	6	8.7
Craftsman	7	10.1
Laborer	6	8.7
Operator/Owner	6	8.7
Professional	11	15.9
Sales	2	2.9
Service	6	8.7
Student	3	4.3
No Response	12	Missing

## COMMUTER PRINTOUT

Category	Absolute # of Frequency Each	Adjusted % of Frequency Each
Noncommuter	25	37.3
Commuter	42	62.7
No Answer	81	Missing

The following list is a synthesis of the results of the two surveys. It is compiled in such a way as to recommend broad concepts for design that reflect the wishes of the community.

Community Generated Design Guidelines

-Historic Carver

-Increase color level dramatically

-Keep a mixture of forest and open meadow

but include a street tree plan

-Keep Carver informal with a rural small town look

-Keep a balance of quiet to active use

with buffers in between

-Achieve a cleaned-up look

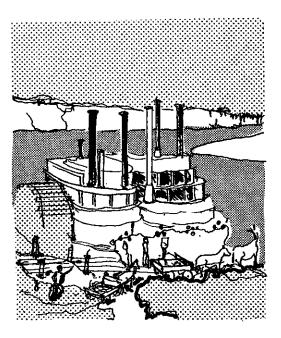
-Promote involvement

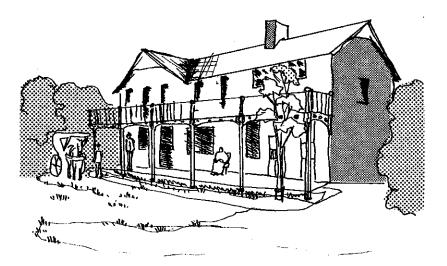
-Make the river more important

-Create access to the river but use passive activities

\*If more detailed data is needed, refer to the community opinion paper submitted to the city of Carver (June 1983)







The Carver area was first described in the journals of Johnathan Carver in 1766. This was a strategic piece of land located just downstream from a large natural .barrier, the Carver Rapids. This location as the last stop on the river promoted most of Carver's development. In 1852, Alex Jorgenson purchased the land as a logging expedition and when his endeavor was finished the land was sold to the Carver Land Company. It was quickly settled by merchants who bought up parcels to serve the ever growing farm country. The farmers would come to Carver from miles around to unload grain on steamers headed to the mills at St. Anthony Falls for processing.

The physical requirements of river transportation on Carver's waterfront was substantial. Large docking facilities were needed to handle the steamers and during harvest time to accommodate large numbers of farmers that would arrive. These farmers sometimes lined the street 100 feet deep to unload their grain. Therefore, the mainstreet had to be wide to accommodate this trade. Wearly all the streets were ungraded earth with wooden sidewalks. In 1872 the steamboats began to give way to the railraod. A water tower and grain elevator were built.

When settlers first came to this area, they usually lived in tents before building more permanent structures. Carver's first dwellings were log homes and crude shanties. As sawmills were established in town, timber was converted to plank construction. Exterior ornamentation for the earliest structures was nonexistent. However, as economic conditions improved and styles from the east filtered in, nodifications were made. Victorian era styles included Queen Anne, Greek Revival, and Italianate. The greatest contribution of the Victorian age to residential architecture was to supply ample light, heat, and water to these homes.

## creetscape

As Carver grew, the original rough log and frame structures were either covered over or replaced with the samiliar false front architecture. In addition to making a simple structure appear much taller, it provided a large surface for merchant's signs. The front gave a more eastern urban feel to a new frontier town. The tall, long, and narrow shop space behind the one story false front was entered through a central doorway flanked by large show windows. As the form expanded vertically to two floors, long narrow windows provided light and air to the living quarters and offices above. High glass fronts allow maximum light to penetrate the long, narrow building.

An important element of the false-front building is the cornise, which varies from a simple straight, unidorned finish to decorator treatments of varying heights, which create interesting silhouettes.

Store fronts adjorn each other, their fronts flush and parallel down both sides of mainstreet.

Hotels, stores, shops and offices are located along the main thoroughfare. Livery stables, industry and undesirable commercial ventures tend to be located near town's edge.

The remnants of Carver's rich historic background still remain. From the classic Victorian homes, to the lone watertower these relics are there to whisper of a past filled with color, hope, and prosperity. Carver's boom era was an important period not only for the town, but also for an integral growth in the country as a whole. It was an important doorway and link to the west in a young and growing country. What remains now is an opportunity to retell this story of growth and struggle.

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# phasell IMPLICATIONS

# IMPLICATIONS

### Tourism

.link city to new DNR trailhead with path to draw people into town.

·create a "historic hike" for sightseeing in Carver.

•attract bike tours and provide information at a predominant site in the city.

'create a neater downtown atmosphere by organizing the street and including trees and historic lighting.

begin to utilize the river in connection with the new D.N.R. trailhead.

 brighten area around ballroom to attract more use to this facility.

•promote camping on the areas adjacent to the baseball fields.

## Community

 promote interesting history of Carver through tours, historic design and river use.

 increase color in town by using trees, annuals, and cars as color while face lifting downtown buildings by guidelines from the local heritage committee.

'keep a rural informal look to the design by avoiding modern fixtures in lighting, signage, and materials. For materials look to brick, wood, and paint versus neon, plastic, and shiney material.

•use heavy planting screens to separate active areas from residential areas.

•include a tot lot for very small children and parents that would be convenient (preferably downtown), safe (careful placement and screening between tot lot and street), and interesting (offer some interest to parents by plantings, views to street, or creating sculpture or focal point).

'develop more passive use of river by hiking/skiing trails, canoeing, tent camping, fishing, and creating an easier, less steep river access point.

'clean up city by screening unsightly city hall with tall trees, organize downtown parking, adding rows of trees.

## History

'create wide open street with rows of trees.

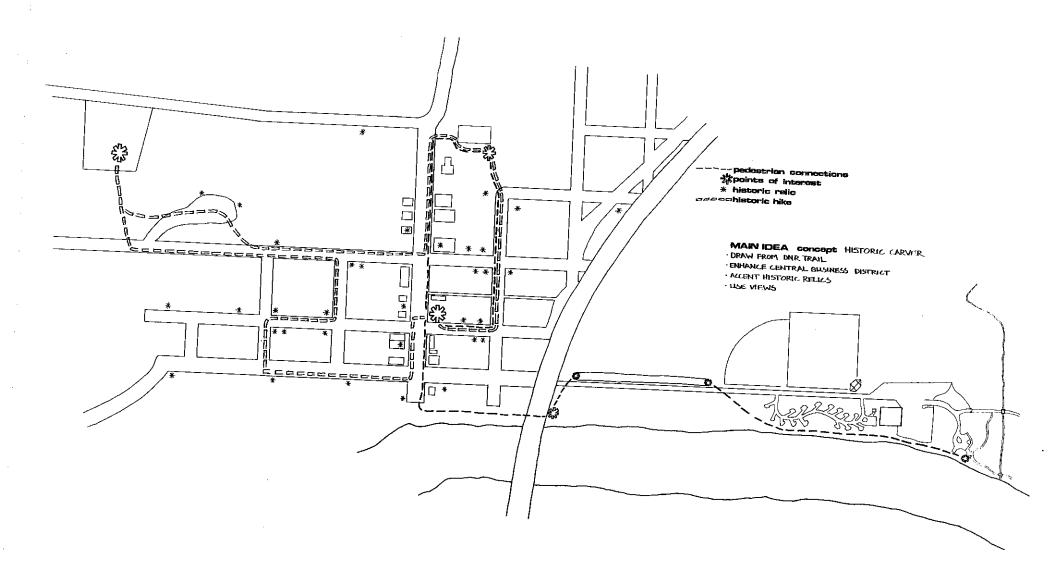
·use style of old light standards found on 6th Street.

'<u>redo</u> old existing structures rather than replacing structures.

•offer different views of Carver to visitors. include: overlook from bluff, historic walk through town, river walk to see water.

phase III DESIGN

## CONCEPT



# MASTER PLAN

The following master plan serves as a guideline to the city of Carver for future development. Its goal is to attract people to Carver by enhancing present visual quality, promoting recreation, and emphasizing rich historical background. The major area of draw will be the proposed Department of Natural Resources trailhead to be established down in the river park. By attracting users of this trail back into town the hope is to rejuvenate charm and offer an alternative form of revenue for the town through tourism. The plan is comprised of six major parts including a riverpark design, a marsh walk, a railroad reststop, a levee walk, a redesign of Broadway Avenue, a downtown park, a scenic overlook, and a historic walk through Carver. The following is an explanation of these design elements.

<u>Riverpark.</u> This park is designed in conjunction with the proposed DNR trailhead. It includes a kiosh (information board) that explains the historic hike possibilities in town and maps out a route to the downtown park. It also includes a walkway that leads from the river park to the marsh walkway.

<u>Marsh Walkway.</u> The marsh walkway was developed to add additional interest to the Carver walk. Along with offering an opportunity to illustrate natural history of the city, it also serves as a safe pedestrian pathway. The possibility of collaborating with the fish and wildlife service on this project should be explored.

Railroad Reststop. This reststop would be located adjacent to and beneath the railroad bridge. It is to take advantage of the interesting views of the river from this angle and to use the massive structure as an opportunity to explain railroad history in Carver. This reststop would be the point at which the Carver walk would climb the levee and proceed into town. Levee Walk. The path follows the levee from the railroad bridge to Broadway. This offers an opportunity to see and experience the river, helping the participant to understand the great importance of the river to Carver. It would consist of a simple sod foot path and should be carefully constructed.

<u>Broadway Design</u>. The design of Broadway enhances the image of the old false front central business district. It reestablishes old lighting, adds color and richness by reestablishing street trees, and helps to keep tourists around by including a sitting park where they can relax and investigate the historic hiking tour. The parking islands talp to give the town a neater, cleaner appearance by organizing the street and returning the city to a look it had before dutch elm disease.

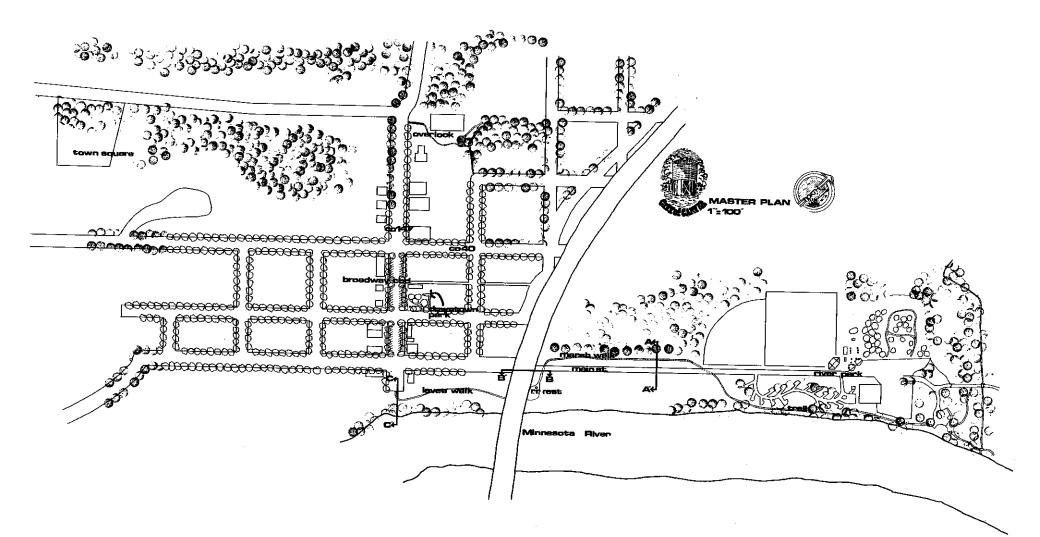
Dowtown Park. This park serves as a gathering place for the historic hike by mapping out its route and allowing a rest stop for small picnics. The park also eliminates some recreation problems within the city by creating a toddler play area for parents of small children and an interesting place for the city's high population of retired people to stop and gather. The kiosh information center will lead tourists to the next spot of interest, the uphill park.

<u>Uphill Park (Lion's Park).</u> Will be modified slightly to include a scenic overlook which emphasizes the beautiful high bluffs of Carver and allows for another interesting view of the river. It consists of a wooden platform that is reached by a set of stairs to the west and an easier climb of person (long ramps and steps to the east). The overlook is also sited near an interesting sand bed that may become popular with children.

Historic Walk. The historic walk is a more formal look at Carver's architecture. The path hits the many historic homes and businesses throughout Carver and helps to emphasize and picture the boom era of the city. It may become an excellent opportunity for field trips from surrounding schools or clubs.

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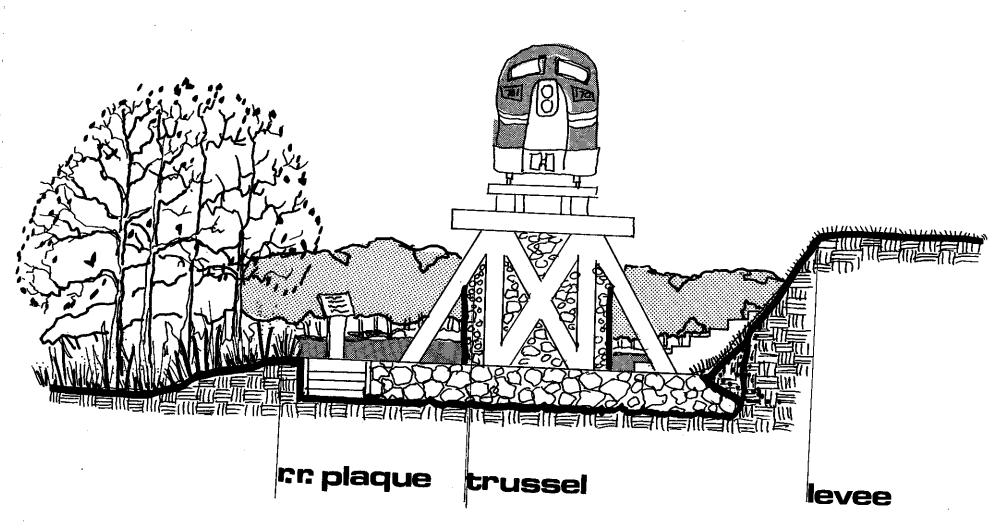
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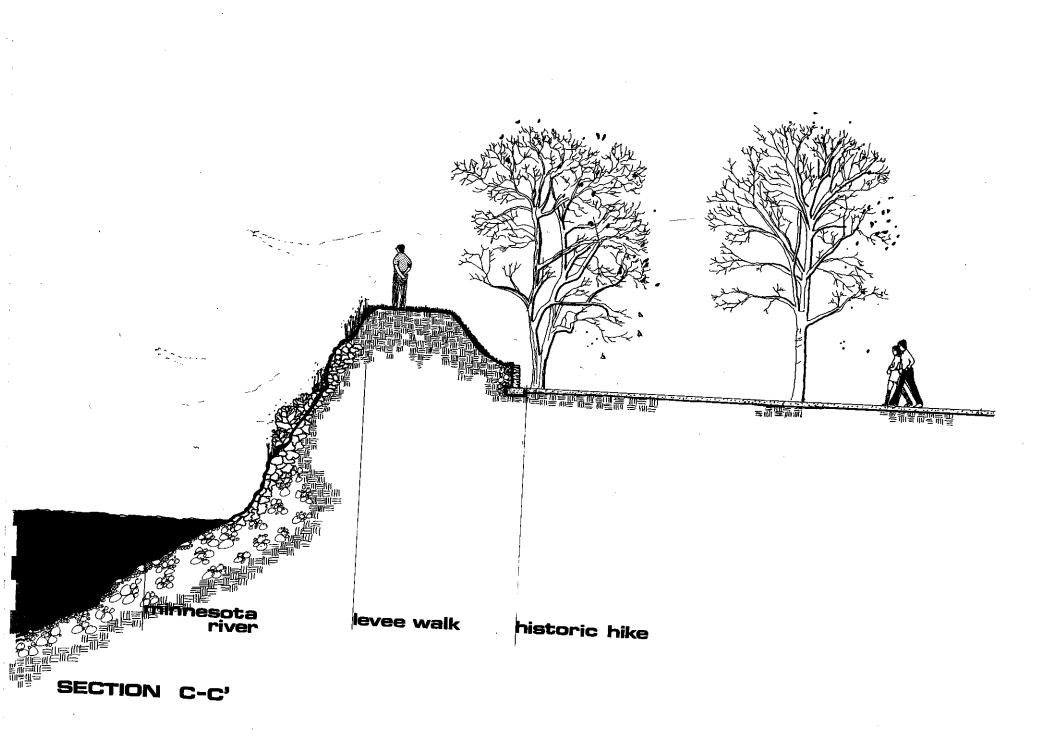


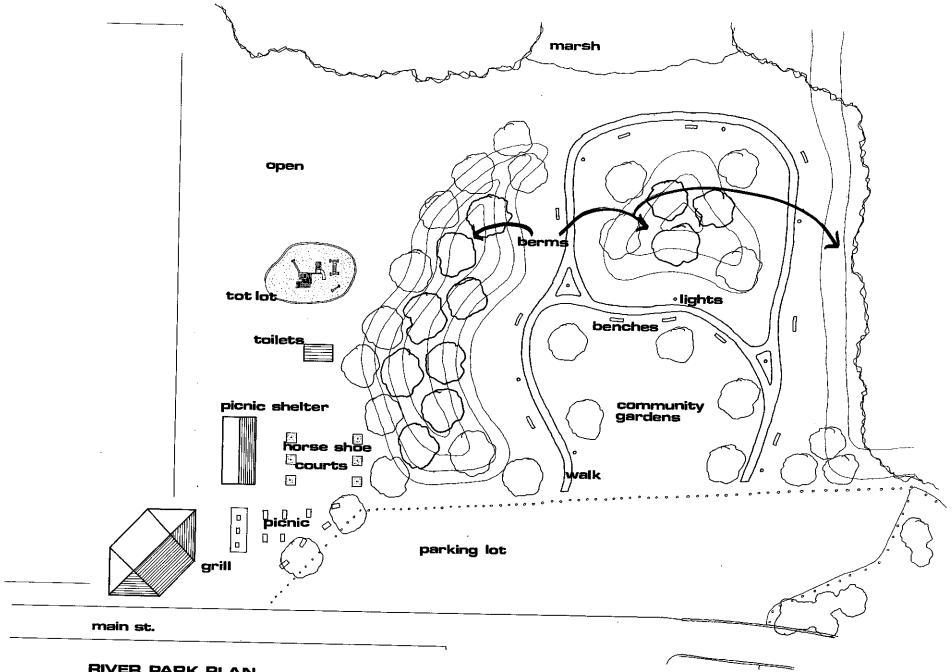


### SECTION A-A'

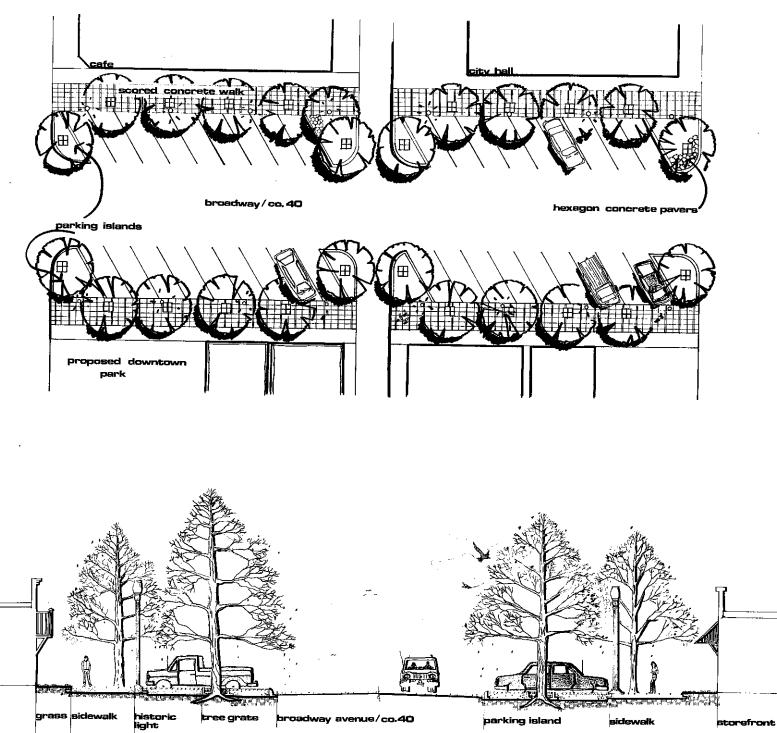


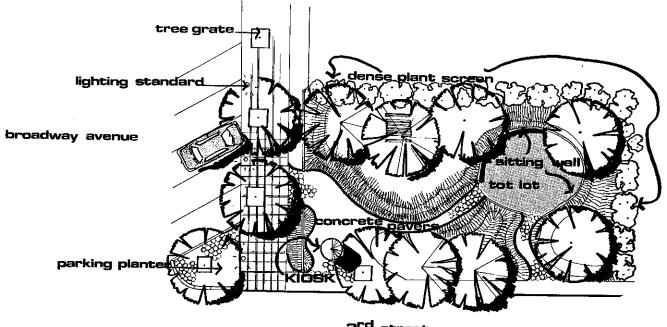
SECTION B-B'





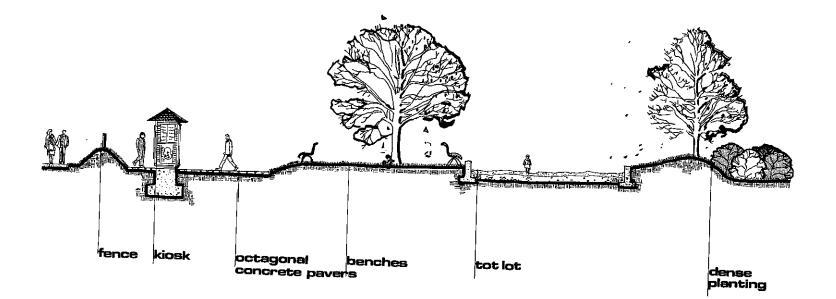
RIVER PARK PLAN

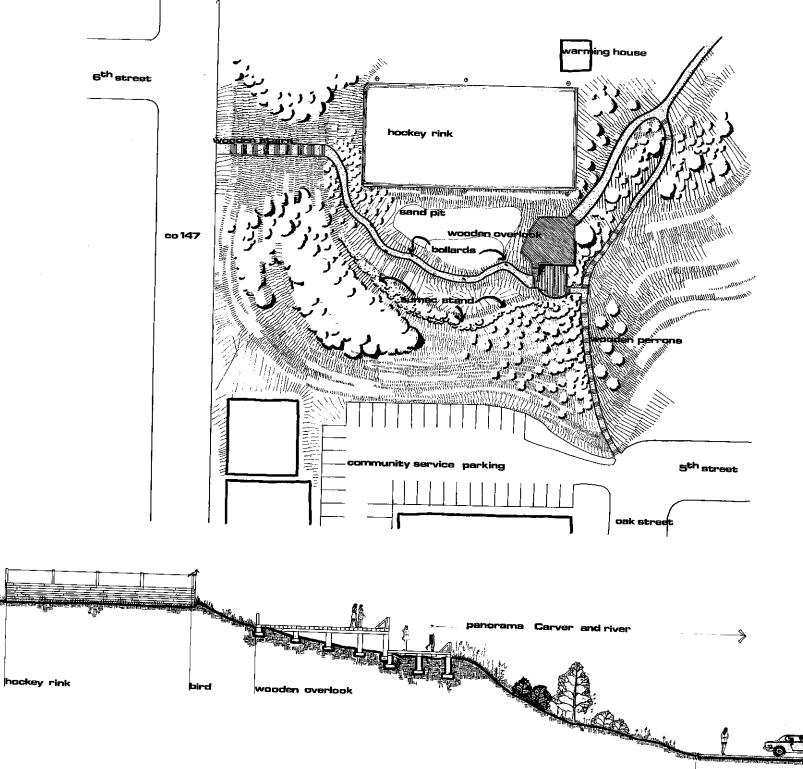




3<sup>rd</sup> street







com. service parking

## DESIGN IMPLEMENTATION

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The design work that has been presented earlier in this document is a completion of the conceptual design phase. In this phase, the concept and ideas we attained through research were developed into a workable site plan. This site plan is to be used as a guideline for future development. It is an explanation of the city's goal toward rejuvenating its visual quality. Completion of this phase is your city's first step toward achieving its ultimate goal - visual quality.

This is a giant step forward for the city of Carver. We, as students of landscape architecture, have taken the step and have given the city all the tools necessary to get these ideas implemented.

The next step on the way to implementation of these ideas is to get in contact with professionals. We suggest contacting a landscape architect and/or engineer. With the workable plans and ideas the city can go in and be able to talk to and show the professionals just what you want. This information can be used as a guide through the rest of the design process.

Along with contacting a landscape architect and/or engineer, the project should include the DNR, J.S. Fish and Wildlife, and the Minnesota Bureau of Tourism. Also, in looking into historical lighting, we contacted Sterne Electric Company. They are used by many firms and are specialists in this area. They went out of their way to assist us in checking out the feasibility and the ground work. In searching for an electrical contractor, we suggest you contact Sterne Electric Company.

In conclusion, we are very excited about what has been completed so far. We hope that these ideas, suggestions, and tools will spark interest in the city and start the ball rolling toward the ultimate goal of visual quality. Carver has much to offer and even more to be gained through this project.

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### SUMMARY

The Carver project has been a valuable tool in investigating the alternatives available to a small city. Our team feels enthusiastic with its outcome and we hope that the spirit of this project will not be lost. Carver holds within its boundaries a very important piece of American history. This precious aspect is an exciting opportunity that should be developed and enhanced. The city has taken a big step in reaching a new image for Carver.

It has, through this project, carried out an idea which is ready to be implemented for future use.

We feel that we must call to your attention the fact that "implementation" of such a large scale project is a very tedious and complex job, but it is worth any effort in the end. The next few months may be crucial in the future of this project. You are now at a stage where you require professional assistance that we, as students, are not qualified to give.

We wish you luck with the future and hope that you will set the trend toward careful design in small cities.

# ACKNOWLEDGEMENTS / BIBLIOGRAPHY

#### Acknowledgments

- Brant Ball Carver City Manager
  Van Cline Professor University of Minnesota, Landscape Architecture Department
- 3) Lucie Hartley Carver Citizen
- 4) Lola Anderson Carver Citizen
- 5) W. Anderson Carver Citizen
- 6) Carver City Council
- 7) Carver County Historical Society
- Vel Blank Professor University of Minnesota, College of Agriculture - Tourism
- 9) Randi Cantrell Professor University of Minnesota, Rural Sociology Department
- 10) Anes Solling Bureau of Tourism
- 11) Dave Shaffer Minnesota Wildlife Refuge
- 12) Mike Maryer Department of Natural Resources

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