

A strategic vision

A vision statement frames the community's vision for its commercial areas. It provides a check for activities by providing a way to judge actions aimed at enhancing Luverne's commercial areas.

Luverne is...

...family-friendly.

...enterprising.

...authentic.

...educated.

...outdoorsy.

...creative.

Strategic objectives

To fulfill its vision, a set of objectives are described as a way of making strategic improvements to Luverne's commercial areas. While they are defined according to a general time table, the need to be opportunistic may result in adjustments. And new initiatives might be defined and inserted into the implementation paths for the defined strategic objectives.

Luverne will...

...improve aesthetics

in order to become more family-friendly, authentic, outdoorsy, and creative.

...create vitality

in order to capitalize on being more family-friendly, enterprising, educated, outdoorsy, and creative.

...strengthen processes

in order to encourage enterprise, authenticity, and education.

...enhance marketing

in order to tell others that Luverne is family-friendly, authentic, outdoorsy, and creative.

...increase business cohesiveness

in order to support an enterprising and educated business climate.

Initiatives

The community has, for some time, considered projects aimed at revitalizing its commercial areas. As initiatives, those projects can be grouped according to a sequence for implementation.

Restored historic buildings
West downtown gateway
Downtown parking
Development review process
Linked incentives and projects
Marketing and prospecting tools
Customer skills training
Branding
Buildings and sites inventory
Business hours

South Kniss Boulevard
A vibrant streetscape
Destination shops
Rock River campground
Outdoor recreation
Historic preservation guidelines

Power plant reuse
Farmers market
Snow plan
Interim housing
Internal networking

Freeman Street corridor
Restored depot

a strategic vision for Luverne's commercial areas

Luverne
revitalization



Restored historic buildings
 Incremental restoration of buildings deemed to contribute to the sense of downtown's historic integrity, and the upgrade of other buildings that are not historic to create a more consistently appealing aesthetic for downtown

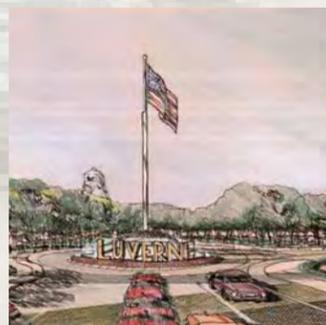
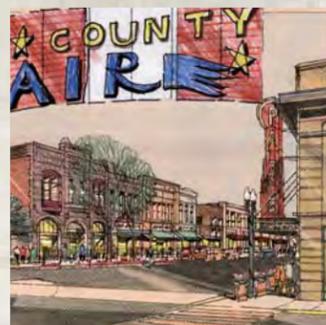


West Downtown gateway
 Highlighting the intersection of Main Street with South Kniss Avenue to better identify the link to downtown Luverne



South Kniss Boulevard
 Visual quality enhancements to the highway corridor, potentially coupled with roadway improvements, that result in a character more consistent with a boulevard than a highway

A vibrant streetscape
 Creation of a more attractive downtown landscape, a more comfortable pedestrian place, and a more conducive place to do business

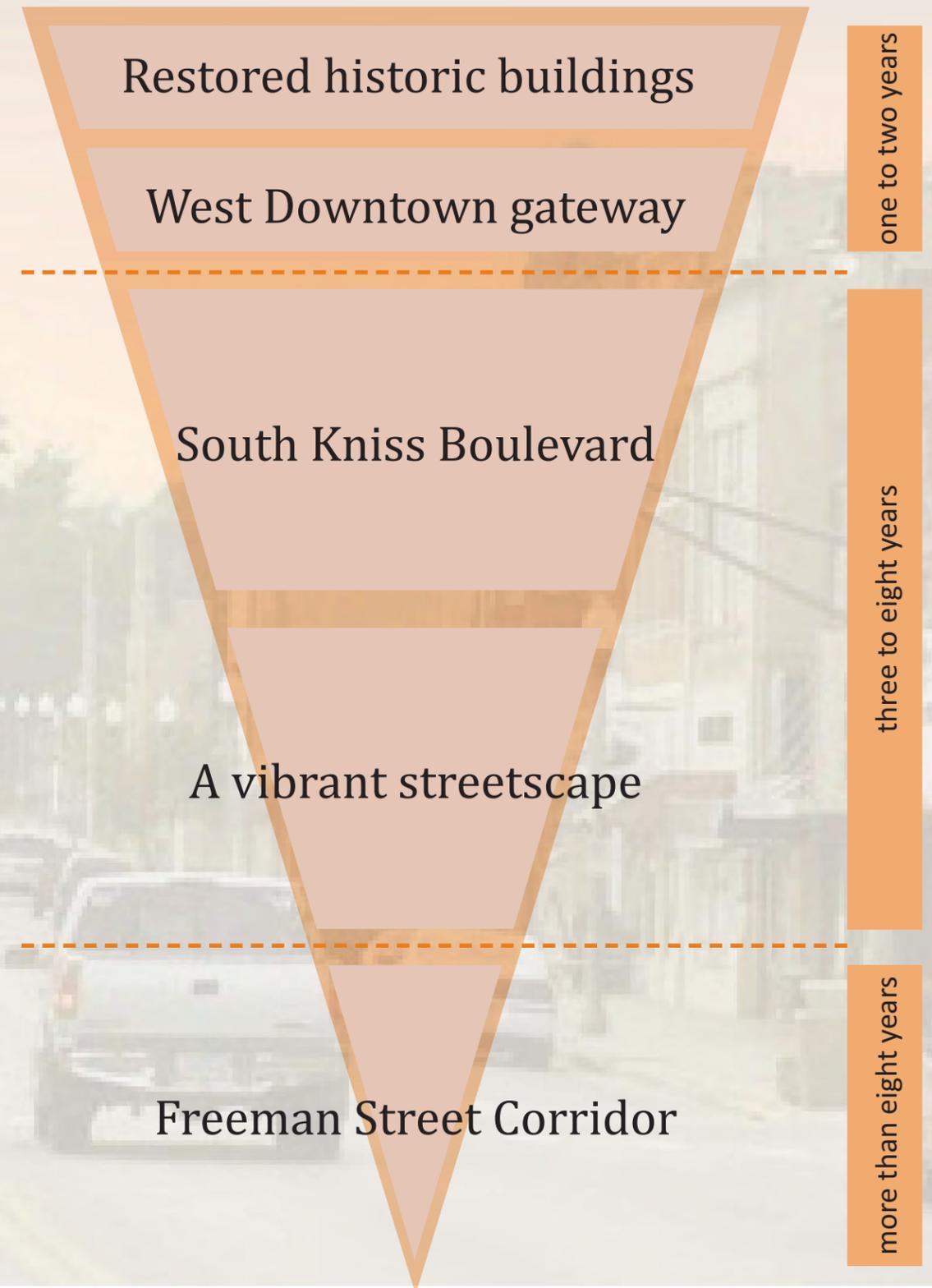


Freeman Street corridor
 Enliven a historic piece of the community with uses that keep the structure vital and bring activity to this part of downtown

strategic goal:

improve aesthetics

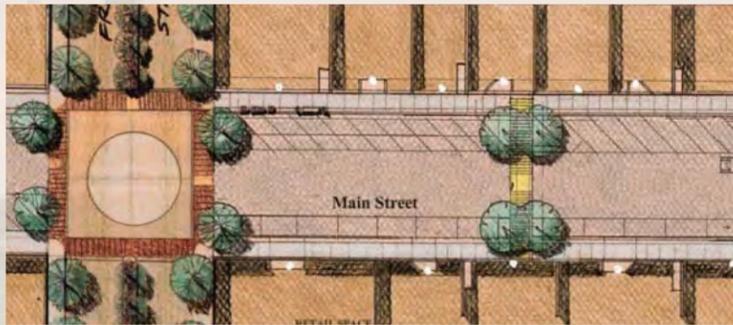
Luverne *revitalization*



one to two years

three to eight years

more than eight years



Downtown parking
 Anticipating revitalization of the downtown commercial district by organizing increased parking opportunities

Destination shops
 Expansion of downtown shopping opportunities through the introduction of destination shops on Main Street



Rock River campground
 Creation of a campground on the east side of downtown as an economic activity generator and a recreation asset

Outdoor recreation
 Expansion of outdoor recreation opportunities for the benefit of local residents and visitors using the natural assets of the Luverne area



Power plant reuse
 Creation of a new use for a significant downtown building after its current use is made obsolete

Farmers market
 Creation of a permanent structure for the farmers market and for other outdoor events, celebrations, and activities

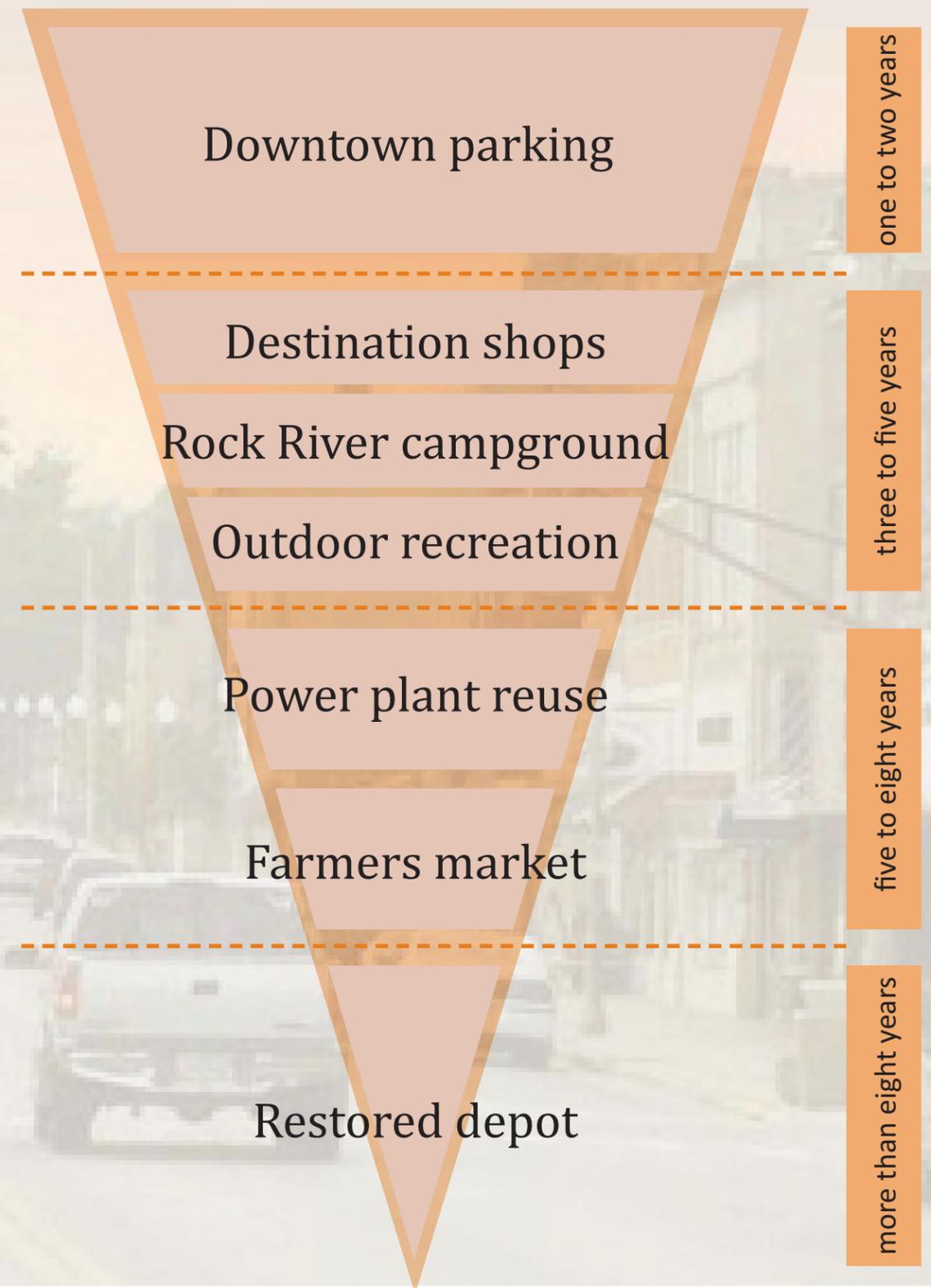


Restored depot
 Enliven a historic piece of the community with uses that keep the structure vital and bring activity to this part of downtown

strategic goal:

create vitality

Luverne *revitalization*



one to two years

three to five years

five to eight years

more than eight years



Development review process

Balancing perspectives on the process of evaluating development proposals in commercial areas to ensure community goals are recognized and to foster a more cooperative spirit in the development process



Linked incentives and projects

Establishment of funding tools to aid in efforts to revitalize downtown, particularly for private realm projects or proposals that align with visions for revitalized commercial areas



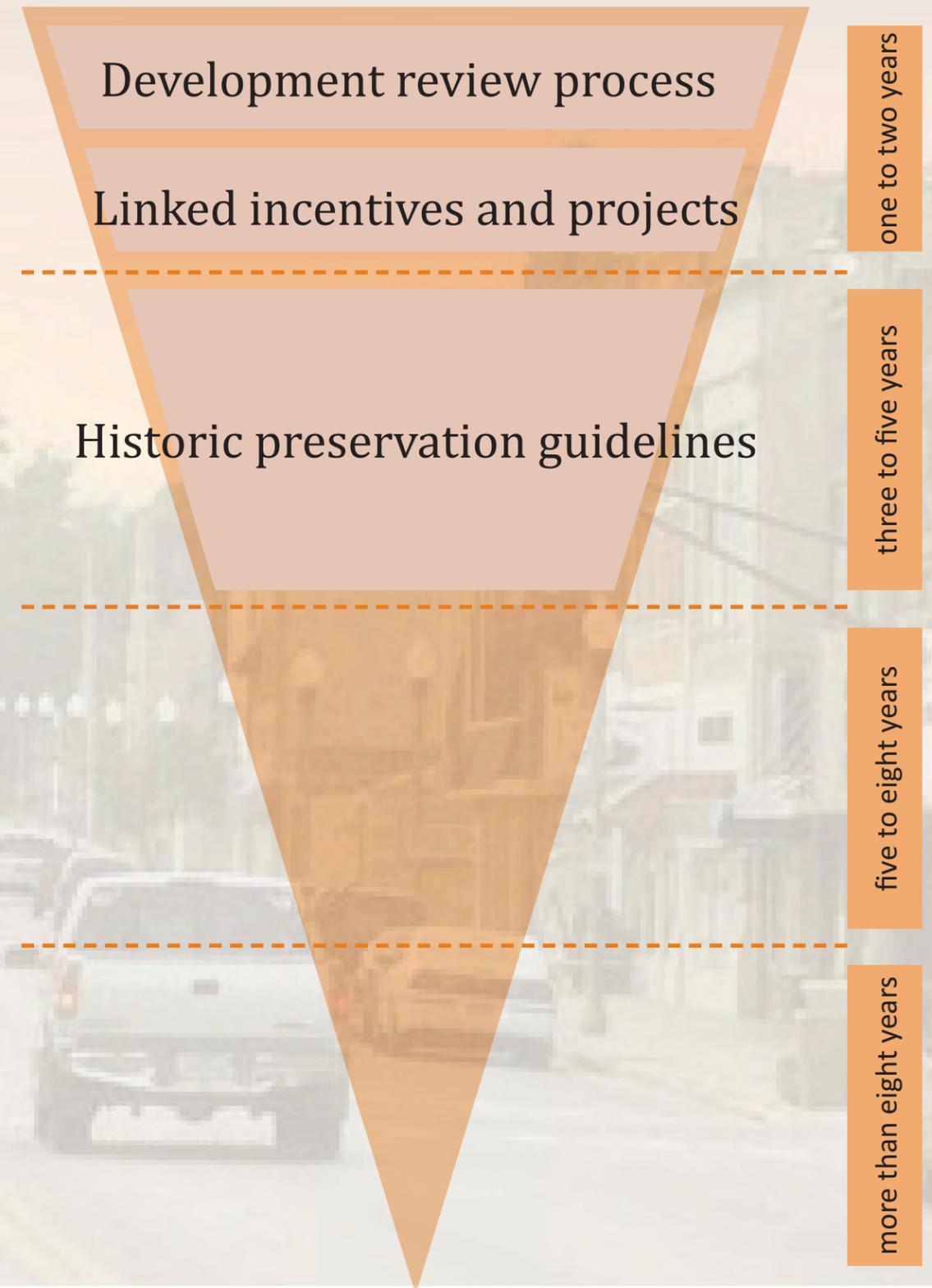
Historic preservation guidelines

Development of guidelines to direct improvements to downtown buildings and intended to lend a consistent level of investment even if improvements are implemented incrementally

strategic goal:

stengthen processes

Luverne *revitalization*





Marketing and prospecting tools

Development of tools to aid in prospecting efforts lead by local volunteers in the quest to revitalize Luverne's commercial areas



Customer skills training

Building an attitude of customer service that attracts customers and builds a positive identity for Luverne

Branding

Development of a consistent message representing Luverne to visitors, customers, and residents, and that builds identity for its commercial areas and the community as a whole

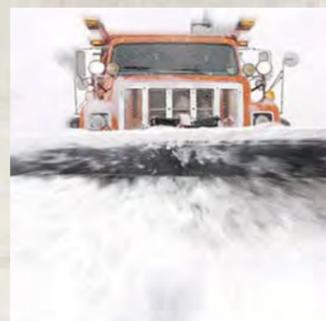


Building and sites inventory

Creation of a database (maps, historic and contemporary photographs, and descriptions) to aid in recruiting businesses to Luverne's commercial areas

Snow plan

Establishment of a plan that makes Luverne that "place to be" when roads are impassable



Interim housing

Provision of housing or extended stay residences that aid in employees who transition to Luverne jobs

strategic goal:

enhance marketing

Luverne
revitalization





Business hours

Develop a unified set of hours for businesses in Luverne's commercial areas as a way of creating greater convenience for customers



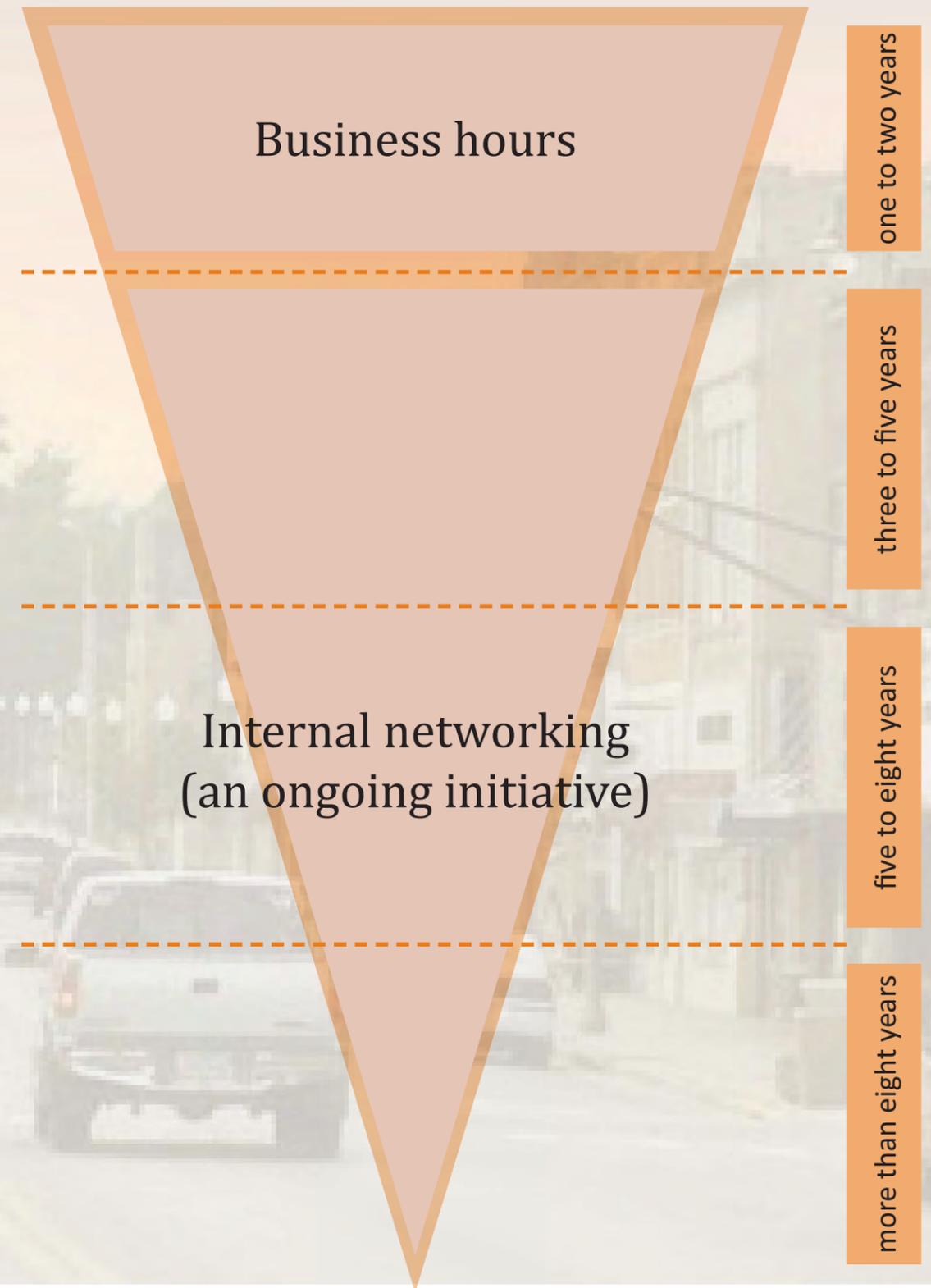
Internal networking (an ongoing initiative)

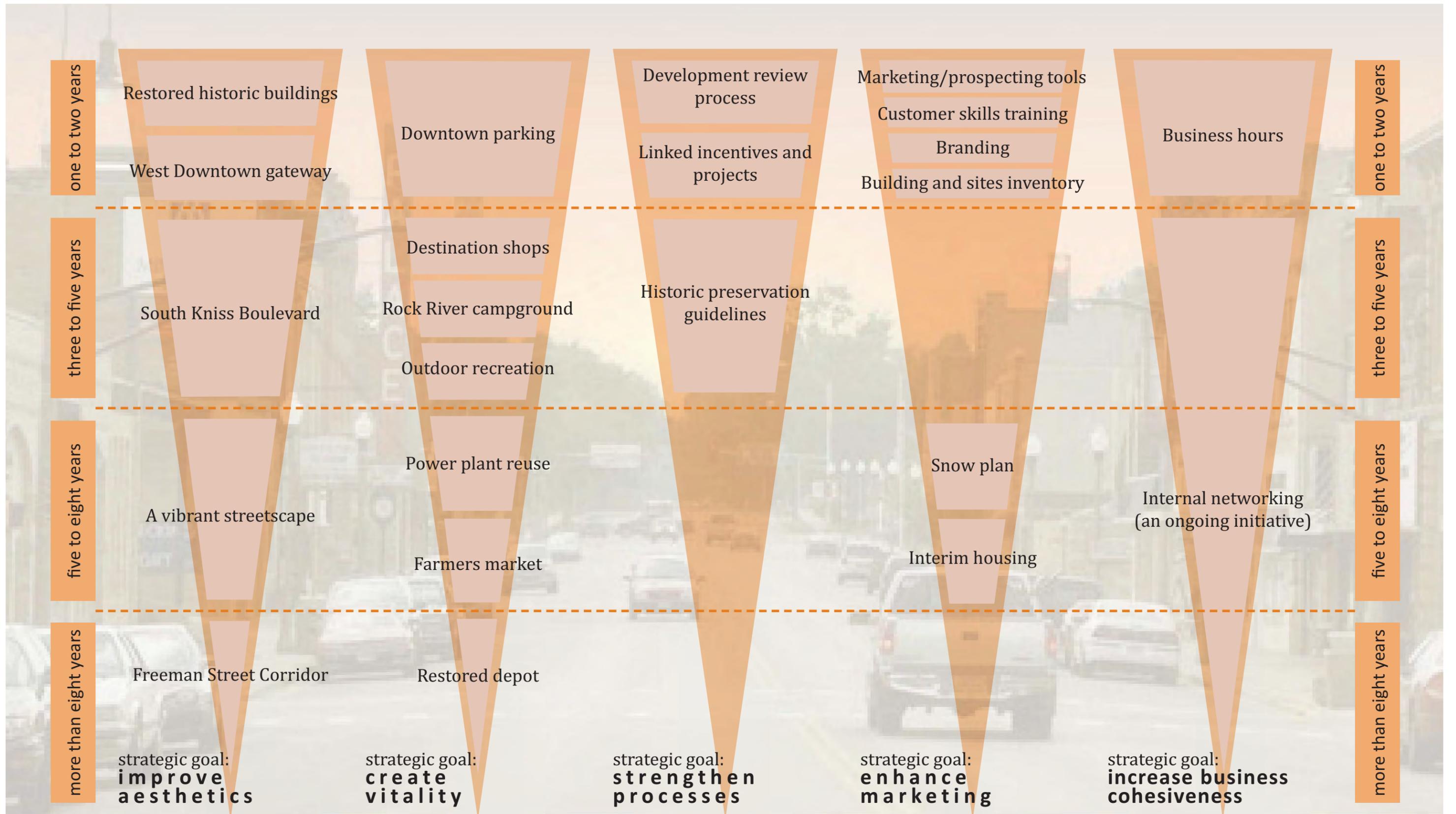
Building relationships through social and training events that result in stronger commercial areas in Luverne

strategic goal:

increase business cohesiveness

Luverne
revitalization





Laverne revitalization

G o v e r n i n g B o a r d

Executive Committee

Finance Committee

Design Committee

Promotion
Committee

Economic
Restructure
Committee

cross-committee special project teams

revitalization project organization structure

L u v e r n e
revitalization