



SUPERIOR DOWNTOWN DESIGN BEST PRACTICES

REQUEST FOR PROPOSAL - DOWNTOWN DESIGN BEST PRACTICES, SUPERIOR, WISCONSIN
OCTOBER 20, 2026

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Request for Proposal No. #26-25-PL **Superior Downtown Design Best Practices**

BKV Group
222 North 2nd St | Suite 101
Minneapolis, MN 55401
www.bkvgroup.com

Submitted by Jena Stanton
Director of Urban Design & Landscape Architecture
612.455.1692 | jstanton@bkvgroup.com

October 20, 2026



October 20, 2026

Jason Serck, Planning Director
City of Superior, Planning Department
1316 North 14th Street, 2nd Floor
Superior, WI 54880

Re: Request for Proposal No. 26-25-PL | Superior Downtown Design Best Practices

Dear Mr. Serck and City of Superior Staff:

On behalf of BKV Group, we are pleased to submit our proposal for the Superior Downtown Design Best Practices Project.

Downtown Superior's Tower Avenue corridor possesses authentic architectural character, a historic commercial core, and a community that is clearly ready to invest in its future. We would be honored to help the City transform that momentum into a practical framework that supports investment, strengthens community identity, and guides thoughtful revitalization.

We understand that the City is seeking more than a design manual. The Best Practices Guide must serve as a communication tool, an economic development resource, a framework for design review, and a catalyst for both public and private investment. It must also balance preservation of historic character with flexibility for rehabilitation, adaptive reuse, and context-sensitive new development.

Founded in Minneapolis in 1978, BKV Group is a full-service design firm with every required discipline in-house. No subconsultants are needed to fulfill this scope of work, providing the City with a single integrated team, a single point of accountability, and a fixed fee that includes all travel, printing, renderings, and community engagement activities from project kickoff through City Council presentation. Our team brings expertise in urban design, landscape architecture, historic preservation, architecture, branded environments, community engagement, and downtown revitalization, allowing us to deliver a cohesive and efficiently managed process from start to finish.

We are genuinely excited about the opportunity to work alongside the City of Superior, the Superior Business Improvement District, downtown stakeholders, and the broader community to create a guide that protects and celebrates Tower Avenue's historic character, provides clear and actionable direction for future improvements, and positions downtown Superior for continued investment and long-term vitality.

Thank you for your consideration.

Sincerely,
BKV Group

A handwritten signature in black ink that reads 'Jena Stanton'. The signature is fluid and cursive, with a large 'J' and 'S'.

Jena Stanton, PLA
Director of Urban Design and Landscape Architecture
p: 612.455.1692 | e: jstanton@bkvgroup.com



MEET THE TEAM



9

PRACTICE SITE LOCATIONS

1978

YEAR ESTABLISHED

240+

EMPLOYEES

250+

NATIONAL AWARDS

300+

CIVIC PROJECTS
NATIONWIDE

60+

SUSTAINABLE PROJECTS

BUILDING DESIGN
+ CONSTRUCTION

TOP 100
ARCHITECTURE &
ENGINEERING
DESIGN FIRMS

MEET THE TEAM

WHO WE ARE

BKV Group is a full-service, multi-disciplinary design firm founded in Minneapolis in 1978 by Jack Boarman under the principle that architects should put the interests of society above their own. Over 48 years, we have grown to 230+ professionals across nine practice sites, serving clients locally and nationwide with a single-source approach to design and construction.

LOCATION

BKV Group, Inc.
Primary Office Address
222 N. 2nd Street, Suite 101
Minneapolis, MN 55401
www.bkvgroup.com

FIRM STRUCTURE

S-Corporation

WHAT WE DO

Our in-house capabilities include:

- Architecture
- Urban Design
- Landscape Architecture
- Interior Design
- Structural Engineering
- Mechanical & Electrical Engineering
- Construction Administration
- Certified Code Officials
- Specification Writers

WHERE WE WORK

OUR NATIONAL REACH

BKV Group's nine practice sites operate as a cohesive firm — sharing tools, processes, and expertise — to deliver seamlessly for clients across the country. This connected model lets us meet diverse project demands while continuously expanding into new markets.

OUR INTERNATIONAL CAPABILITIES

BKV's Vietnam offices in Hanoi, Ho Chi Minh City, and Da Nang provide direct design support for U.S. projects and open access to the Asian markets. The 12-hour time difference creates a near 24-hour design studio — allowing BKV to meet accelerated deadlines without sacrificing quality.



WHY THIS TEAM?

Unlike many firms that must assemble sub-consultant teams to cover the full range of services this project demands, BKV Group brings every discipline this project requires in-house. This integrated structure eliminates the coordination overhead, communication gaps, and cost markup layers that multi-firm teams inevitably introduce, allowing us to move faster, make decisions more nimbly, and maintain consistent quality across every deliverable.

URBAN DESIGN & LANDSCAPE ARCHITECTURE

Our urban design and landscape architecture practice brings deep experience shaping downtown corridors, streetscapes, and public realm environments across the Upper Midwest. We understand how buildings, sidewalks, plantings, and furnishings work together to create cohesive, walkable districts that attract investment and reflect community identity.

HISTORIC PRESERVATION ARCHITECTURE

Our Architects know how to identify character-defining features, guide appropriate interventions, and communicate preservation principles clearly to property owners and the public.

BRANDED ENVIRONMENTS

Our branded environments team translates a community's identity into the physical world through signage, wayfinding, storefront design, and placemaking elements that give a downtown a distinct and memorable character.

PUBLIC ENGAGEMENT

BKV Group designs engagement processes that generate genuine participation and translate community input into actionable design direction. From stakeholder interviews and open houses to design charrettes and visual preference activities, we build the public trust and consensus that makes downtown plans succeed long after the document is delivered.



POINT OF CONTACT

Jena Stanton, PLA
Director of Urban Design and
Landscape Architecture

p: 612.455.1692 (office)
c: 763.438.9827
e: jstanton@bkgvgroup.com



HISTORIC PRESERVATION

Joe Brown, AIA
Historic Preservation Architect



BRANDED ENVIRONMENTS

Kristine Siiro
Public Engagement Specialist



GOVERNMENT SPECIALIST

Paul Michell, AIA
Vice President of Government



BRANDED ENVIRONMENTS

Megan Van Beck, NCIDQ
Civic Identity & Placemaking Lead



URBAN DESIGN

Brady Halverson, PLA
Senior Landscape Architect



LANDSCAPE DESIGNER

Danielle Jurichko
Landscape Designer

*** All team members are available to begin work immediately upon contract execution and have been allocated sufficient capacity within our current project schedule to meet each milestone established in the City's project timeline.*

TEAM RESUMES



Jena Stanton, PLA

Director of Urban Planning and Landscape Architecture

Jena brings experience leading downtown planning and urban design initiatives for municipalities across the Upper Midwest. As a licensed landscape architect specializing in civic and commercial corridor design, she has guided communities through the creation of design best practices guides. Jena has facilitated structured public engagement and property owner outreach to translate community priorities into adopted, implementable design standards. On this project, she serves as Point of Contact and lead author of the Downtown Design Best Practices Guide.

EDUCATION

North Dakota State University, Bachelor of Science, Environmental Design

North Dakota State University, Bachelor of Landscape Architecture

REGISTRATIONS

Licensed Landscape Architect:
MN #60040

YEARS OF EXPERIENCE

13+

Relevant experience

Downtown Fond Du Lac Public, Space Stewardship Guide, Fond Du Lac, WI*

Cannery District Riverfront Park, Eau Claire, WI*

Texa-Tonka Small Area Plan, St. Louis Park, MN*

City of Monticello Downtown Small Area Plan, Monticello, MN*

Downtown Brooklyn Center Master Plan, Brooklyn Center, MN*

Duluth Baywalk Plaza, Duluth, MN*

Blaine Town Center Master Plan, Blaine, MN*

Aitkin City Park Master Plan, Aitkin, MN*

Theodore Roosevelt Presidential Library, Medora, ND*



Megan Van Beck, NCIDQ

Civic Identity & Placemaking Lead, Partner

With 15+ years shaping places through design, Megan helps guide the creative process and tells compelling stories that bring communities to life. Her experience spans district branding and civic identity, placemaking, historic preservation, and downtown revitalization, always grounded in community engagement. From early stakeholder conversations to architectural renderings that make a vision tangible, she helps communities see what their places can become.

EDUCATION

University of Wisconsin - Madison, Bachelor of Science in Interior Design

REGISTRATIONS

NCIDQ, Certified Interior Designer

LEED Green Associate

IIDA Northland

YEARS OF EXPERIENCE

15+

Relevant experience

Danville Masterplan Study, Danville, IL

New Life District Branding Strategy & Identity, Wilson Borough, PA

New Life District Placemaking & Wayfinding, Wilson Borough, PA

309 Vine City Apartments, City Club Apartments, LLC, Cincinnati, OH – Multifamily, Mixed Use, Historic Renovation, 294-unit, 300,000 SF, \$51.5M

City Club Apartments Crossroads Kansas City, Kansas City, MO – market rate, mixed-use, new & historic adaptive reuse, 7-story, 243,000 SF, 288 units

Soo Line City Apartments, Minneapolis, MN – Multi-family housing, Adaptive reuse of historic building

*Experience prior to BKV Group



Joe Brown, AIA

Historic Preservation Architect, Associate Partner

Joe Brown brings over 21 years of architectural experience with a specialization in adaptive reuse. His projects include the award-winning Custom House and A-Mill Artist Lofts. Joe has worked extensively with teams on a variety of historic preservation projects; from initial zoning review and design visualization through the construction of efficient, dynamic, and livable spaces. As an Architect, Joe brings his strong design skills, knowledge of rehabilitation standards, attention to detail, and unique approach to every project.

EDUCATION

University of Minnesota, Master of Architecture

University of Minnesota, Bachelor of Science, Architecture

REGISTRATIONS

Professional Architect: MN #54725

YEARS OF EXPERIENCE

21+

Relevant experience

A-Mill Artist Lofts, Dominium, Minneapolis, MN – multifamily, affordable, historic adaptive reuse, 251-unit, 198,553 SF, \$122M

Schmidt Artist Lofts, Dominium, St. Paul, MN – multifamily, affordable, historic adaptive reuse, 260-unit, 395,000 SF, \$90.7M

Duffey Lofts, Cedar Street, Minneapolis, MN – market-rate, mixed-use, historic adaptive reuse, 188-unit, 22,000 SF commercial space

Press House Apartments, Real Estate Equities, St. Paul, MN – multifamily, affordable, historic adaptive reuse, 144-unit, 175,513 SF

C&E Flats, Exeter, St. Paul, MN – market-rate, addition & historic adaptive reuse, 5-story new, 1-story existing, 119-unit, 174,582 SF, \$18.9M

The Residences at Custom House, Exeter, St. Paul, MN – multifamily, mixed use, historic adaptive reuse, 191-unit, 234,334 SF housing, \$59.2M



Brady Halverson, PLA

Senior Landscape Architect

Brady's work includes a broad range of project types including site design, master planning, corridor and transit-oriented development studies, comprehensive and redevelopment planning and process facilitation, and new town planning for both public and private clients. A common thread in all of Brady's work is an emphasis on sustainability and creation of meaningful places that offer unique design solutions specific to each client's needs.

EDUCATION

University of Minnesota, Master of Landscape Architecture

University of Wisconsin - Madison, Bachelor of Arts, Journalism

REGISTRATIONS

LEED AP #0010405461

YEARS OF EXPERIENCE

13+

Relevant experience

6th Street Plaza Lake Superior Overlook Concept Design, Ashland, WI*

Ashland Ore Dock Park Concept Design, Ashland, WI*

Bayfront District & Marina Master Plan, Duluth, MN*

A-Mill Artist Lofts, Dominium, Minneapolis, MN – multifamily, affordable, historic adaptive reuse, 251-unit, 198,553 SF, \$122M

C&E Flats, Exeter, St. Paul, MN – market-rate, addition & historic adaptive reuse, 5-story new, 1-story existing, 119-unit, 174,582 SF, \$18.9M

Custom House, St. Paul, MN – multifamily, mixed-use, historic renovation, 191-unit, 234,334 SF, \$59.2M

L&H Station, Minneapolis, MN – multifamily, mixed-use, 565 housing units, a 100,000 SF office building, approximately 16,000 SF of commercial and retail space, and a 44,000 SF combined public plaza, pedestrian corridor, and farmers market square, \$38.2M

*Experience prior to BKV Group

TEAM RESUMES



Kristine Siiro

Public Engagement Specialist, Branded Environments, Associate

Kristine has over 25 years of experience in graphic design, creating and developing brands and their strategy in the market, beginning with a collaborative immersion and discovery phase into our client's brand and vision. She combines her expertise and creative skillsets, bringing a more holistic perspective and greater value to client projects. She works with our team of Architects, Interior Designers, Landscape Architects and Engineers to create an experience and environment that aligns with the project messaging, positioning and strategy. She also creates logos, brand guides and marketing materials for our clients. As Graphic Designer of Branded Environments, Kristine guides the creative process; searching for those compelling stories, helping to craft the narrative, and turning it into the most elevated design. Kristine brings creative thinking and strategy to each project as she strives to create exceptional design for every client.

EDUCATION

University of Minnesota, Bachelor of Science in Graphic Design

YEARS OF EXPERIENCE

25+

Relevant experience

Danville Master Plan Study, Danville, IL

Andrews Recreation Center, Andrews County, TX – Full design & building engineering services for a state of the art recreational center, ~50,000 SF, ~\$12M, 2-story, CMaR, includes two full size ULI basketball courts, one full size multi-purpose court, and a large 1/6th mile elevated indoor track.

Chanhassen Recreation Center, Chanhassen, MN – community engagement

NewLife District, Wilson Borough, PA – masterplan & placemaking guide

Senior Affordable Housing Maplewood, MN – community engagement: consisted of hosting 3 in-person and 1 virtual city meetings. Information was gathered into a report for the city.



Danielle Jurichko

Landscape Designer

Danielle's passion for storytelling, organizing important details, and curating meaningful moments all guide her design process from concept through construction. With degrees in Landscape Architecture and Spanish Studies, she holds deep appreciation for the shared human experience and the emotion behind design. Her academic and professional opportunities have led her to seek and create thoughtful spaces and experiences that offer senses of healing, welcoming, and safety. Danielle's project work, including senior living, health care campuses, and educational institutions, have fostered these values alongside building client relationships and ensuring quality services.

EDUCATION

University of Minnesota, Master of Landscape Architecture

University of Minnesota, Bachelor of Arts - Spanish Studies

University of Minnesota, Bachelor of Environmental Design, Accelerated B.E.D.

YEARS OF EXPERIENCE

6+

Relevant experience

Blaine Town Center, Blaine, MN*

Maddy & Revelry Apartments, Madison, WI*

Greco West St. Paul, West St. Paul, MN

Lotus Lake Residence, Chanhassen, MN*

Halstead Bay Residence, Minnetrista, MN

Monarch Cabin, Hope, ID

Sandgrass Pointe, Brooklyn Park, MN

Waite Park Public Safety, Waite Park, MN

Goshen Fire Station, Goshen, IN

Fernley Fire Station, Fernley, NV

*Experience prior to BKV Group



Paul Michell, AIA

Vice President of Government, Partner

Paul brings more than 25 years of experience planning and delivering public and civic projects, working closely with municipal leaders, staff, and community stakeholders to establish priorities and guide informed design decisions. As BKV Group's Vice President of Government, he understands the importance of aligning architectural solutions with community character, local priorities, and long-term public investment. His experience includes municipal planning, facility assessments, adaptive reuse, and community-focused projects that balance functional needs, design quality, and fiscal responsibility. Paul brings a collaborative, listening-first approach to engaging stakeholders, building consensus, and translating community aspirations into practical, achievable recommendations that strengthen civic identity and create lasting value.

EDUCATION

University of Kansas, Bachelor of Architecture, School of Architecture and Urban Design

University of Missouri – Kansas City, School of Architecture and Environmental Design

REGISTRATIONS

Registered Architect: WI #15576-5

YEARS OF EXPERIENCE

25+

Relevant experience

Chanhassen Recreation Center, Chanhassen, MN

Menomonie Police Facility Assessment & Master Plan,
Menomonie, WI

Marshfield Police Department Renovation/Expansion,
Marshfield, WI

Lee's Summit Downtown Farmers Market Plaza Development,
Lee's Summit, MO*

South St. Paul Facilities Master Plan/Needs Analysis,
South St. Paul, MN

*Experience prior to BKV Group



- MF MULTI-FAMILY
- L1 LOW INTENSITY
- CR COMMERCIAL / RETAIL
- MXD MIXED-USE
- MO MEDICAL / OFFICE
- F FIELDS
- SF SPECIAL FIELDS



GE 3.12 // LAND USE DIAGRAM



PROJECT EXPERIENCE

RELATED PROJECT EXPERIENCE

CULTURAL DISTRICT MASTER PLAN

Danville, IL

OVERVIEW

Downtown Revitalization District Plan

TYPE

Planning

Size

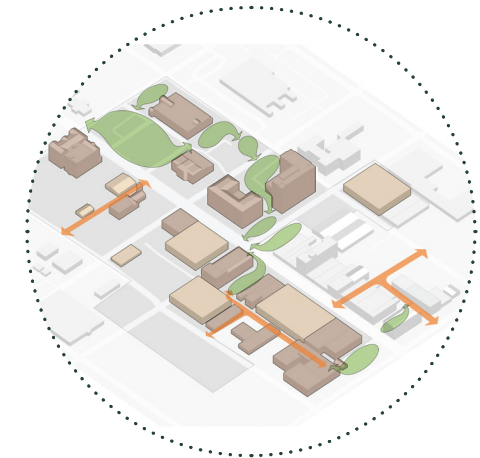
Approximately 23 Acres

~6 City Blocks

The Danville Cultural District aims to revitalize the northern part of downtown Danville by creating a vibrant, educational, and entrepreneurial hub. This project is designed to attract families and individuals to the area, enriching their experience through a mix of historical, cultural, and artistic engagements. The master plan envisions the preservation of significant architectural elements while introducing adaptive reuse for vacant buildings, thereby maintaining the district's unique charm and supporting new business opportunities.

Key features of the district include interactive public spaces, both indoor and outdoor, enhancing educational and cultural interactions. These areas are strategically designed to be accessible and inviting, encouraging a high level of community participation and engagement. The plan also integrates green spaces and pedestrian-friendly pathways adorned with art and cultural displays, creating a dynamic environment that promotes social interaction and community spirit.

The ultimate goal is to establish a sustainable cultural district that not only serves the current population but also leaves a lasting legacy for future generations. This initiative will also align with Danville's bicentennial celebrations, marking a significant milestone in the city's history with the rejuvenation of its cultural landscape.





RELATED PROJECT EXPERIENCE

TEXA-TONKA SMALL AREA PLAN*

St. Louis Park, Minnesota

ROLE

Jena Stanton, Urban Designer with Cunningham Group Architects
(subconsultant to SEH)

TYPE

Mixed-use district, Small Area Plan, Design Guidelines, Streetscape and Placemaking, Community Engagement

SIZE

Neighborhood commercial node anchored by the 3.4-acre Texa-Tonka Shopping Center

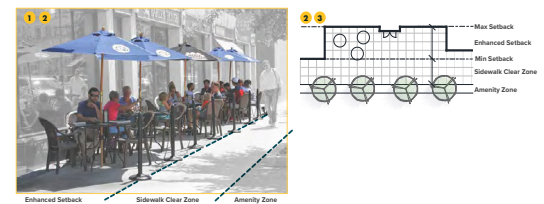
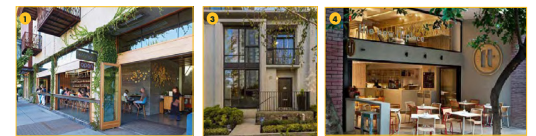
The Texa-Tonka Small Area Plan guides the revitalization of a 1950s and 1960s commercial node at Minnetonka Boulevard and Texas Avenue that had experienced vacancies and disinvestment. Over eight months, the team engaged an 11-member citizen steering committee and more than 2,800 online survey participants, plus workshops and pop-up meetings. Residents asked for 1 to 3 story buildings, mid-century modern character, locally owned businesses, and safer, greener streets. The plan delivers recommendations in three areas: Revitalization and Redevelopment, Greening and Gathering, and Movement and Circulation. Design guidelines address building form and character, facade composition, materials, massing, human scale, awnings, transparency, setbacks, sidewalk zones, parking placement, and landscaping. Low-cost, community-led ideas such as parklets, planters, and painted crosswalks give businesses and neighbors ways to act right away, supported by an implementation strategy that identifies grant sources and partnerships.

* Experience prior to BKV Group. Completed by Jena Stanton while at Cunningham Group Architects.

STREET FRONTAGE

Intent

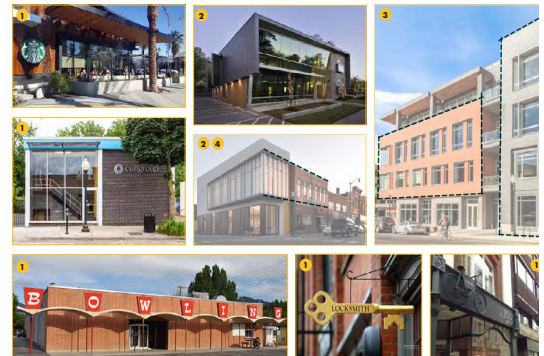
The manner in which buildings address the sidewalk and street edge has a strong bearing on the comfort of the public realm. Buildings close to the edge of the sidewalk help create a well-defined public realm. Therefore, buildings within Texa-Tonka are encouraged to relate closely to the sidewalk while also making room on their site for usable pedestrian areas.



BUILDING FORM & CHARACTER

Intent

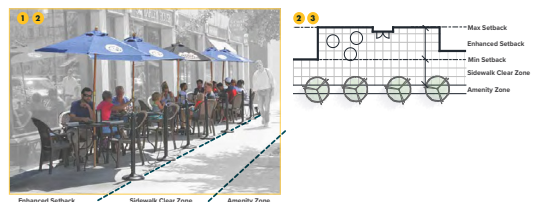
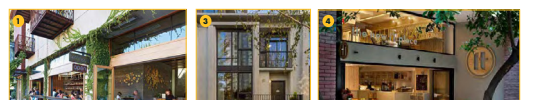
Buildings in Texa-Tonka should vary in scale and character while maintaining a contemporary and modern approach that creates an overall human scaled and pedestrian friendly environment – both on site and in the public realm.



STREET FRONTAGE

Intent

The manner in which buildings address the sidewalk and street edge has a strong bearing on the comfort of the public realm. Buildings close to the edge of the sidewalk help create a well-defined public realm. Therefore, buildings within Texa-Tonka are encouraged to relate closely to the sidewalk while also making room on their site for usable pedestrian areas.



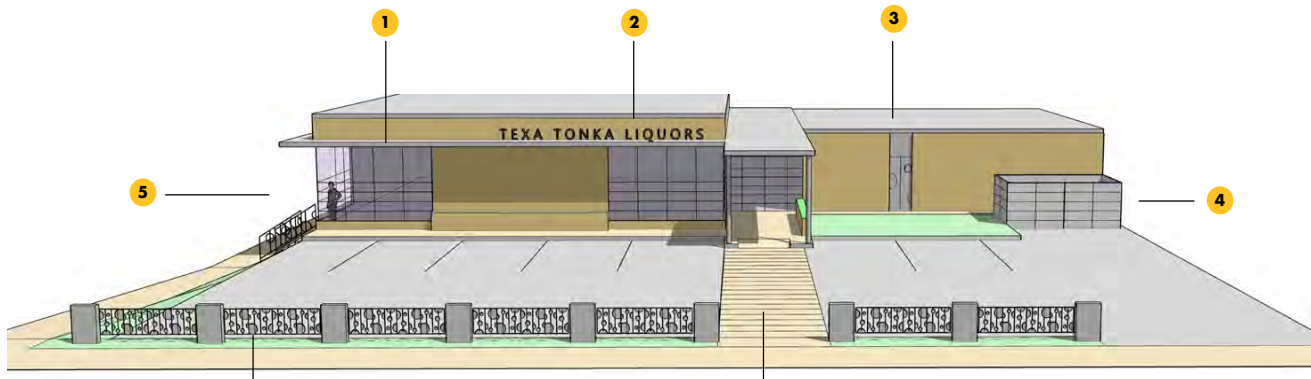
POTENTIAL REMODEL OF TEXA-TONKA LIQUORS

Contextual approach to renovation

Many of the buildings and sites in Texa-Tonka are in need of investment and design attention. Without wholesale redevelopment, smaller investments can have a big impact. Attention should be paid to modernizing the buildings and sites so they highlight the Texa-Tonka modernism" while also becoming more pedestrian-friendly.



- 1 De-cluttered windows highlights horizontal mullions and activity inside the building
- 2 Clear and simple, pedestrian scaled sans serif signage
- 3 Ornamental railing and panel door with repeated pattern
- 4 Integrated trash enclosure
- 5 Clear entry sequence with walkways to both sidewalks

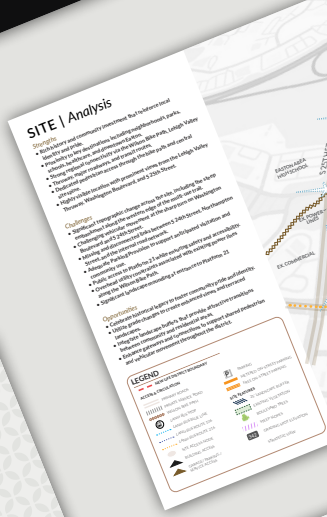
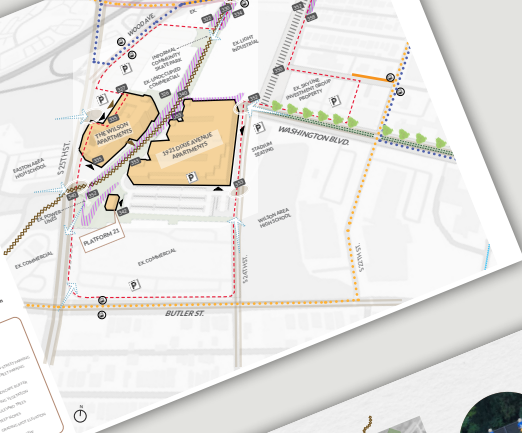
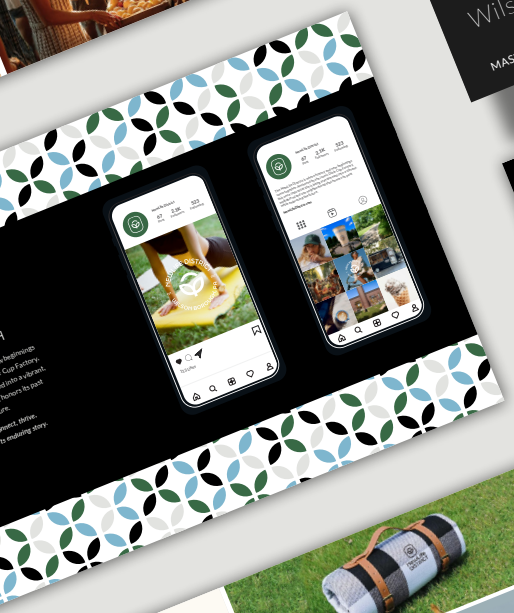
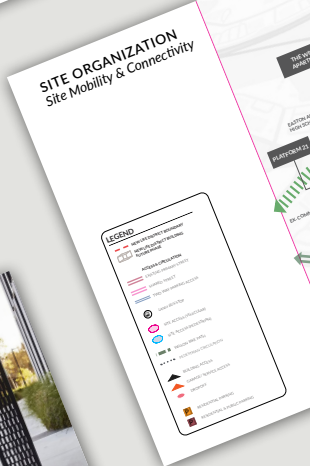
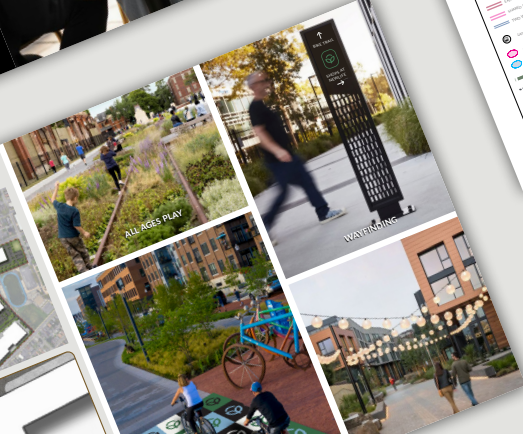


CHARACTERISTICS OF A TEXA-TONKA BUILDING

“Texa Tonka Modern”

- 1 Interlocking or distinct volumes to break down the scale of longer buildings
- 2 Celebrated entrance experience with plaza and portico
- 3 Ribbon and corner windows to express horizontality
- 4 Simple and few materials
- 5 A modest setback that is enhanced with features such as planter walls, landscaping, and plaza.





RELATED PROJECT EXPERIENCE

NEWLIFE DISTRICT

Wilson Borough, Pennsylvania

OVERVIEW

Masterplanning + placemaking for new district in Wilson Borough

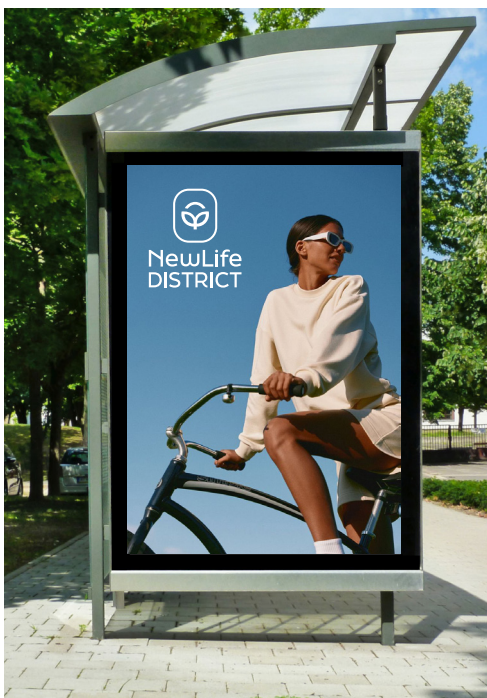
TYPE

Mixed-use district

SIZE

Covers approximately 2.7 acres

BKV Group's Branded Environments and Landscape Architecture teams collaborated to create a comprehensive master plan and placemaking document for NewLife District, bringing the district's identity, public spaces, and overall vision together. By integrating brand storytelling with landscape design, the teams developed a cohesive approach to placemaking that celebrates the site's industrial history while shaping its future as a vibrant destination. The plan establishes a framework for public spaces, pedestrian connections, wayfinding, and community experiences that strengthen the district's identity and create meaningful places for people to live, work, gather, and explore.



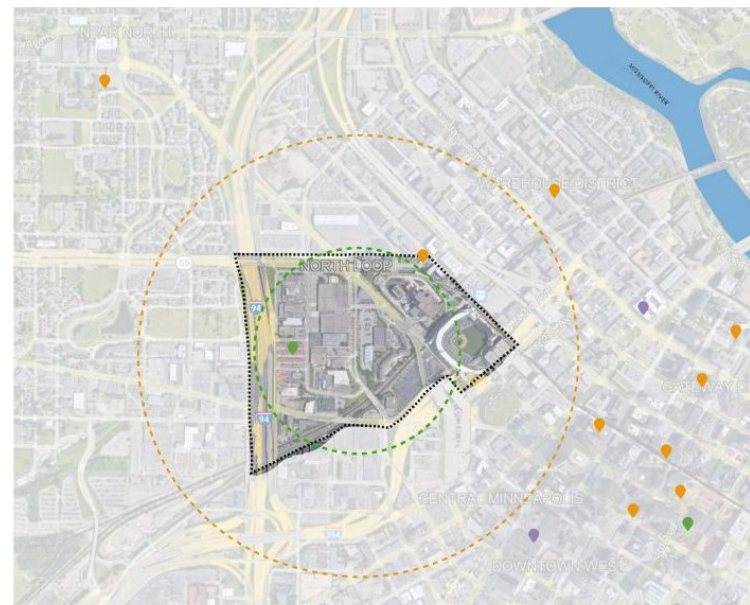
RELATED PROJECT EXPERIENCE

NULOOP

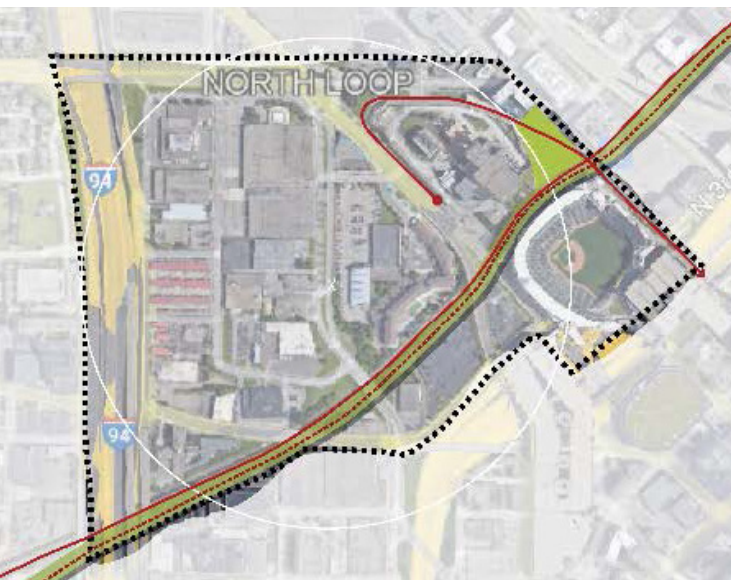
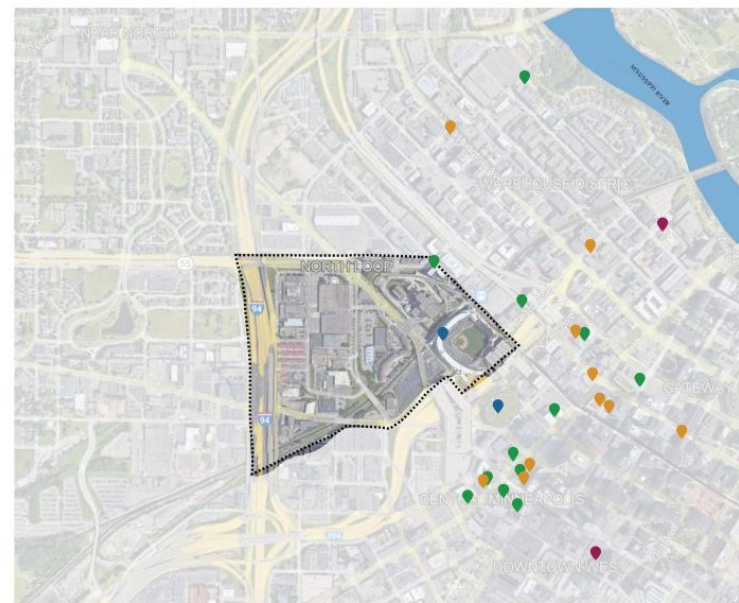
Minneapolis, MN

The North Loop Root District is currently a low-density industrial area located near downtown Minneapolis. Most would recognize the district for its famed farmers market, with the Root District also host to the Royalston Station, the closest station to downtown Minneapolis and one of the key heritage, arts, and culture stations in the area.

Root District has three main committees: equity, climate, and creativity, with BKV Workshop leading the creativity committee. Our efforts in this committee are organized around District identity, public realm, mobility, built form, and health. This development framework reinforces and expands on the Root District Vision to create a cohesive and comprehensive long-term strategy for development in the corridor. Anchored by the Minneapolis Farmers Market and the forthcoming Southwest LRT Royalston Station, we hope the Root District will provide one of the best opportunities in Minneapolis over the next 25 years for innovative and equitable development, with the added potential to harness the power of food, art, and culture.



EXISTING FOOD ACCESS



EXISTING VENUES

NICOLLET AVE DEVELOPMENT PLAN

Minneapolis, Minnesota

OVERVIEW

Strategically coordinated redevelopment sites designed to catalyze investment and support long-term neighborhood growth.

SIZE

Opportunity Sites: 15 identified

Active Projects: 4 underway

Scale: Mixed-use and varied site sizes

Opportunity Sites Redevelopment Plan. The redevelopment plan identifies fifteen Opportunity Sites with high potential for revitalization, varying in scale and use to accommodate diverse developer capabilities while addressing local community needs. Four sites are already underway at different planning stages, representing significant early investment and opportunities to leverage additional public and private funding. Collectively, the sites form a coordinated framework of compatible components that reinforce each other and strengthen neighborhood infrastructure. The sites and associated development concepts are illustrative, with specific proposals requiring further analysis and community engagement to ensure alignment with neighborhood priorities.

Site A - Hotel
Underway



Site D



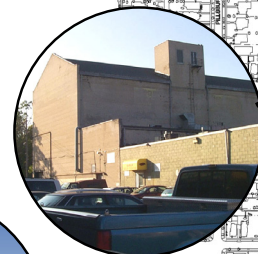
Site F - Mixed
Use Residential
Underway



Site I



Site H - Theater
/ Mixed Use
Underway



Site O - Residential /
Mixed use Retail
Underway



PROJECT UNDERSTANDING & WORK PLAN

PROJECT UNDERSTANDING & WORK PLAN

*We want to help you
live up to your name*

CLIENT UNDERSTANDING:

Superior, Wisconsin, is a vibrant waterfront community nestled at the western tip of Lake Superior, where natural beauty, rich maritime history, and small-town charm come together. Known for its deep-rooted connection to shipping, industry, and the outdoors, Superior offers access to scenic waterfronts, parks, trails, and year-round recreational activities. With a strong sense of community and a growing appreciation for its historic character, Superior blends its industrial heritage with new opportunities for living, working, and exploring.

PROJECT OBJECTIVES:

Drawn directly from the City's RFP, BKV Group understands the following as the core objectives guiding this engagement:

- **Develop a concise facade and streetscape best practices document** that clarifies expectations and communicates design requirements and options to property owners, developers, and the public in an accessible, illustrated format.
- **Address historically significant architectural features**, character-defining elements, appropriate rehabilitation approaches, and compatible infill to protect and strengthen the historic character of downtown Superior's Tower Avenue corridor.
- **Give property owners a clear picture** of what improvement looks like and the steps needed to achieve it.
- **Ensure that the guide reflects meaningful input** from the Superior Business Improvement District, Chamber of Commerce, property owners, business owners, residents, and City bodies including the Common Council and Plan Commission.
- **Produce a document adaptable for future** updates to the City's zoning ordinances and useful as a tool for ongoing design review, grant administration, and communication of the City's expectations to the development community.



PROJECT APPROACH

BKV Group will deliver this project through a structured, collaborative process that keeps City staff informed and engaged at every phase, from initial document review and site observation through final Council presentation. Our integrated in-house team eliminates the hand-offs and delays common to multi-firm teams, allowing us to move efficiently from stakeholder input to design direction to finished deliverables. We will tailor our approach to the historic character and community identity of downtown Superior, ensuring the final guide is both technically sound and genuinely usable by property owners, developers, and City staff.

COST CONTROL

Because all disciplines are in-house and the fee is fully inclusive of travel, printing, renderings, and engagement costs, there are no variables that can escalate the project cost beyond the agreed lump sum. Any City-requested changes to scope will be identified early and addressed transparently before work proceeds.

Study Area:

The downtown implementation area is centered on and around Tower Avenue. The area is predominantly historic in character, featuring primarily multi-story buildings with a limited number of single-story structures. Land uses include a mix of commercial and residential buildings, reflecting a variety of architectural character.

QUALITY ASSURANCE

Every deliverable produced by BKV Group is subject to internal review by a senior team member before it is shared with the City, ensuring that documents, renderings, and recommendations meet our standards for accuracy, clarity, and design quality. Our principal-level staff remain actively involved throughout the project, not just at key milestones, providing continuous oversight and accountability. We will incorporate consolidated rounds of City comments as specified in the RFP and document all revisions to maintain a clear record of decision-making.

PROJECT IMPACTS

This best practices guide will serve as a lasting framework that shapes how downtown Superior looks and feels for years to come, influencing redevelopment decisions, grant programs, zoning updates, and the expectations of property owners and investors. Beyond the document itself, the engagement process will build community awareness, pride, and momentum around downtown revitalization that extends well beyond the project's completion date. The facade recommendations for 15 buildings will provide immediate, actionable guidance that property owners can act on, creating visible near-term progress toward a more cohesive downtown.

WORK PLAN:

TASK 1 - PROJECT START-UP & BACKGROUND

- **PROJECT KICK-OFF MEETING:** a virtual kick-off meeting to clarify project goals, deliverables, and success metrics, and to confirm the project schedule, key milestones, and decision-making processes that will guide our work together. BKV Group will present a draft project schedule identifying all major milestones and deliverables, with a completion date of April 30, 2027.
- **DATA REVIEW:** Review the City's comprehensive plan (Superior 2040), zoning codes, and any other relevant documents to understand the community's past and present character, culture, and values before beginning design work.

TASKS MANAGED BY THE CITY:

- Identify and send all pertinent documents, studies, and background materials to the project team needed to ensure this project is grounded in the City's prior planning efforts from the outset.
- Provide clear and direct communication about project priorities and needs.



TASK 2 - SITE VISIT & STAKEHOLDER ENGAGEMENT

Conduct an on-site visit and lead a structured public engagement process, including:

- **SITE TOURS OF THE DOWNTOWN AREA:** With the City as a guide, the design team will tour the study area to identify and document current use patterns, pertinent development patterns, circulation patterns, and assess existing building and streetscape conditions.
- **GOAL & OUTCOMES VERIFICATION:** One meeting with the Common Council, Plan Commission, or an other City body to establish goals and outcomes.
- **STAKEHOLDER SESSIONS (2 Virtual):** Virtual stakeholder interviews remove scheduling and travel barriers, consistently resulting in higher participation and more candid dialogue than in-person formats. Each session will be structured to ensure the perspectives and priorities of property owners, business owners, the Superior Business Improvement District, the Chamber of Commerce, and community members are heard and reflected in the final Best Practices Guide.
- **COMMUNITY CONVERSATIONS (2):** Public open houses will invite the broader Superior community to participate in the planning process, build excitement about downtown revitalization, and help shape a shared vision for the future. To encourage meaningful participation and capture a wide range of perspectives, each open house will feature interactive activities such as design charrettes, small-group discussions, roundtable conversations, and visual preference surveys.
- **EXISTING CONDITIONS:** Document existing buildings and streetscape conditions. Development Patterns and Character defining features will be identified.

The project team will prepare all meeting agendas, presentation materials, sign-in sheets, meeting summaries, and a written explanation of how public feedback was incorporated.

All site observations and engagement findings, including current use patterns, development patterns, circulation patterns, and existing building and streetscape conditions, will be recorded and documented by the project team

TASKS MANAGED BY THE CITY:

- Identify and contact business owners, property owners, and local leaders to be invited to participate in Stakeholder Interviews, including representatives from the Superior Business Improvement District, Chamber of Commerce, and any other community organizations or city bodies deemed appropriate by the City.
- Identify an accessible location in the Downtown Area for the Community Conversations.

TASK 3 - DRAFT BEST PRACTICES GUIDE

Working with the input gathered during task 2 from City staff, stakeholders, and the public, develop a Best Practices Guide for public and private properties that includes guidance on:

- Block face design
- Site design
- Building design, massing, façade composition, and articulation
- Lighting
- Streetscape
- Signage
- Materials

The guide will address historically significant features, character-defining elements, storefront rehabilitation, appropriate and inappropriate alterations, compatible infill development, and

the distinction between preservation and reconstruction, consistent with Wisconsin DOT regulations. The document will also be structured to support future updates to the City's zoning ordinances.

TASK 4 - FACADE RECOMMENDATIONS FOR UP TO 15 BUILDINGS

Identify 15 downtown buildings and prepare individual facade recommendations for each, including:

- Virtual Meetings with each of the (15) property owner to gather information (Owner Permission Required)
- Before-and-after imagery
- Written descriptions and future implementation steps

TASK 4 - ADD SERVICE OPTIONS

- **4A - ADDITIONAL FACADE RECOMMENDATIONS:** Per-unit pricing for additional facade recommendations beyond the first 15 is detailed in the Fee Proposal section of this submittal.
- **4B - DOWNTOWN DESIGN CHARETTE DAY:** BKV Group proposes a focused, in-person Downtown Design Charette Day to bring City staff, local leaders, business owners, and property owners together to help shape the future of downtown Superior. Rather than relying solely on traditional feedback, this interactive workshop is designed to engage participants directly in the design process, ensuring the final recommendations reflect the community's values, priorities, and aspirations.

The charette will be led by a multidisciplinary team that includes a historic preservation specialist, branded environment designer, architect, and landscape architect. Working collaboratively with participants, the team will evaluate existing conditions, explore opportunities and constraints, identify design precedents that reflect Superior's unique character, and develop concepts to inform façade recommendations for the 15 identified properties.

Topics explored during the Design Charrette Day may include:

- Building character, scale, and facade composition
- Historic and character-defining architectural features
- Storefront design, signage, and awnings
- Building materials, color palettes, and architectural character
- Lighting, visibility, and pedestrian safety
- Streetscape enhancements and public realm improvements
- Downtown branding and placemaking opportunities
- Compatible infill development and rehabilitation strategies

This collaborative workshop transforms the community engagement process from one of review and reaction to one of active participation and co-creation. By involving stakeholders early in the design process, the charrette can build enthusiasm, strengthen stakeholder buy-in, and create a stronger foundation for the final Best Practices Guide and facade recommendations.

TASK 5- DRAFT REVIEW & REVISIONS

Present the draft Best Practices Guide and facade improvement recommendations to City staff and key stakeholders through an in-person review meeting. Based on feedback received, refine the document through up to two rounds of consolidated City review and revisions. The project team will also conduct individual meetings with participating building owners to review property-specific facade recommendations and gather input prior to finalizing the guide.

TASK 6- FINAL DOCUMENT

Develop the final Best Practices Guide by incorporating feedback and revisions from Task 5. The document will include refined recommendations, high-quality graphics, and clear, concise guidance for downtown building design, facade improvements, and streetscape enhancements. The final report will be formatted at 11"×17" and will be no more than 25 pages in length.

TASK 7- CITY COUNCIL PRESENTATION

Virtually present the final document at a City Council meeting.

FEE PROPOSAL

Breakdown of Lump Sum Fee By Task

We propose the following fee for professional services. The total shall include a lump sum fee for all direct and indirect costs, including travel, meetings, printing, photography, graphics, rendering, public engagement, presentations, revisions, and other services necessary to complete the scope of services.

TASK 1: PROJECT START-UP & BACKGROUND	\$2,800
TASK 2: SITE VISIT & STAKEHOLDER ENGAGEMENT	\$4,900
TASK 3: DRAFT BEST PRACTICES GUIDE	\$10,550
TASK 4: FACADE RECOMMENDATIONS	\$8,850
TASK 5: DRAFT REVIEW & REVISIONS	\$4,300
TASK 6: FINAL DOCUMENT	\$2,800
TASK 7: CITY COUNCIL PRESENTATION	\$800

TOTAL FIXED FEE	\$35,000
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TASK 4 ADD SERVICE OPTIONS

4A: ADDITIONAL FACADE RECOMMENDATION (EACH)	\$800
4B: DOWNTOWN DESIGN CHARETTE DAY	\$6,800 - \$10,200

*Depending on Negotiated Scope**

PROFESSIONAL SERVICES FORM

8. Professional Services

Date: 10/20/2026

City of Superior, Wisconsin

I/we, the undersigned, being familiar with your local conditions, having made a field inspection and investigation that I/we deemed necessary, having studied the scope of work and being familiar with all the factors and other conditions affecting the work, are hereto attaching the following documents:

- 1) Subcontractors List
- 2) Addenda Acknowledgment
- 3) Qualification & Evaluation Checklist
- 4) References

I/we, the undersigned, hereby propose to furnish all labor, tools, materials, skills, equipment and all else necessary to complete the work, in accordance with the specifications, and are hereby submitting the following proposal:

Total Cost (Not-to-Exceed): \$ 35,000

Amount in written figures: Thirty-five Thousand

Completion Date: 4/30/2027 (date)

Interested firms may, at their discretion, suggest additional services not explicitly requested by this RFP. Proposals should include line-item costs for additional services. Please note that additional services may or may not be awarded by the City and that costs for additional services are excluded from the base proposal.

SIGNATURE Jena Stanton Date 10/20/2026

Print Name Jena Stanton

Name of Company BKV Group

Address 222 North 2nd Street, Suite 101, Minneapolis, MN 55401

Phone 612.455.1592 Fax 612.339.6212

E-mail Address jstanton@bkvgroup.com

BKV GROUP HOURLY RATES

The following is our 2026 hourly rates for employees/disciplines. 2027 rates will see an increase in 3.6%.

MANAGEMENT

Senior Practice Leader	\$463/hour
Practice Leader	\$282/hour
Senior Design Partner	\$280/hour
Senior Project Manager	\$280/hour
Project Manager II	\$239/hour
Project Manager I	\$215/hour

ARCHITECTURE

Senior Project Architect	\$210/hour
Senior Architectural Designer	\$198/hour
Project Architect III	\$194/hour
Project Architect II	\$190/hour
Project Architect I	\$154/hour
Architectural Designer III	\$150/hour
Architectural Designer II	\$132/hour
Architectural Designer I	\$115/hour
Interns / Model Builders	\$92/hour

LANDSCAPE ARCHITECTURE

Senior Landscape Architect AP/Partner	\$260/hour
Senior Landscape Architect	\$210/hour
Senior Landscape Designer	\$177/hour
Landscape Architect III	\$160/hour
Landscape Architect II	\$150/hour
Landscape Architect I	\$146/hour
Landscape Designer III	\$145/hour
Landscape Designer II	\$144/hour
Landscape Designer I	\$115/hour

INTERIOR DESIGN

Interior Design Practice Leader	\$347/hour
Interior Design AP/Partner	\$257/hour
Senior Interior Designer	\$182/hour
Interior Designer III	\$152/hour
Interior Designer II	\$143/hour
Interior Designer I	\$125/hour

MECHANICAL

Senior Mechanical Engineer/Partner	\$270/hour
Senior Mechanical Engineer	\$225/hour
Senior Mechanical Designer	\$215/hour
Mechanical Engineer II	\$192/hour
Mechanical Engineer I	\$190/hour
Mechanical EIT	\$152/hour
Mechanical Designer III	\$152/hour
Mechanical Designer II	\$132/hour
Mechanical Designer I	\$115/hour

ELECTRICAL

Senior Electrical Engineer/Partner	\$270/hour
Senior Electrical Engineer	\$260/hour
Senior Electrical Designer	\$163/hour
Electrical Engineer II	\$173/hour
Electrical Engineer I	\$160/hour
Electrical EIT	\$152/hour
Electrical Designer III	\$152/hour
Electrical Designer II	\$132/hour
Electrical Designer I	\$115/hour

STRUCTURAL

Senior Structural Engineer/Partner	\$270/hour
Senior Structural Engineer	\$260/hour
Senior Structural Designer	\$163/hour
Structural Engineer II	\$211/hour
Structural Engineer I	\$175/hour
Structural EIT	\$152/hour
Structural Designer III	\$152/hour
Structural Designer II	\$132/hour
Structural Designer I	\$115/hour

CONSTRUCTION ADMINISTRATION

Senior Construction Administrator/Partner	\$320/hour
Senior Construction Administrator	\$233/hour
Construction Administrator III	\$173/hour
Construction Administrator II	\$160/hour
Construction Administrator I	\$140/hour
CA Coordinator	\$140/hour

SPECIALISTS

Senior Specifications Writer	\$200/hour
Specifications Writer	\$188/hour
Sustainability Designer	\$207/hour
Procurement Leader	\$234/hour
Senior Procurement Manager	\$170/hour
Branded Environments	\$207/hour
Senior Brand Designer	\$196/hour
Quality Assurance	\$207/hour
Code Specialist	\$260/hour

SUBCONTRACTORS

9. **Subcontractors Listing** (Must be submitted with proposal.)

Superior Downtown Design Best Practices

The undersigned agrees to employ the following listed **subcontractors** for the following enumerated classes of work and not to alter or add to such list without the written consent of the City of Superior, WI. Use separate sheet as necessary.

	<u>SUBCONTRACTOR</u>	<u>CLASS OF WORK</u>
1)	<u>NO SUBCONTRACTOR REQUIRED TO FULFILL SCOPE OF SERVICES</u>	
2)		
3)		
4)		
5)		

Submitted by: COMPANY BKV Group
ADDRESS 222 North 2nd Street, Suite 101, Minneapolis, MN 55401
COMPANY REPRESENTATIVE Jena Stanton

REFERENCES

12. Statement of Qualifications Reference Form

Applicant Firm Name: BKV Group

Contact Person: Jena Stanton

Address: 222 North 2nd Street, Suite 101

City, State, and Zip Code: Minneapolis, MN 55401

Telephone: 612.339.3752

Reference #1

Owner or Company Name: Trellis

Contact Person: Dan Walsh, Vice President of Housing Development

Type of Service(s) Provided: Existing Conditions Analysis, Urban Design & Public Space Planning, Downtown Masterplanning, Historic Building Integration, Community & Economic

Calendar Year(s) of Service(s) Provided: Development Planning, and Visualization In Progress

City, State, and Zip Code: Minneapolis, MN 55401

Telephone: 612.274.7817

Reference #2

Owner or Company Name: City of Danville, IL Department of Public Works

Contact Person: Logan Cronk, Community Development Administrator

Type of Service(s) Provided: Urban Planning, Downtown Masterplanning, Historic Preservation, Community Development Planning, and Conceptual Design

Calendar Year(s) of Service(s) Provided: 2024

City, State, and Zip Code: Danville, IL 61832

Telephone: 217.431.2286

Reference #3

Owner or Company Name: Sherman Associates

Contact Person: Dan Collison, Vice President of Strategic Growth and Public Affairs

Type of Service(s) Provided: Urban Planning, Land Planning, Masterplanning, Conceptual Design, Historic Preservation, Graphic Design

Calendar Year(s) of Service(s) Provided: 2022

City, State, and Zip Code: Minneapolis, MN 55415

Telephone: 612.436.9148

EVALUATION CHECKLIST

11. Qualification Evaluation Checklist

Owner: BKV Group

Contact Person: Jena Stanton, Director of Urban Design & Landscape Architecture

Address: 222 North 2nd Street, Suite 101

City: Minneapolis State: MN

Zip: 55401

Telephone: 612.339.3752

Instructions:

1. When filling out the checklist check "YES" only to those services provided "in-house" by your firm (or prior experience of key personnel anticipated to perform a substantial amount of the project work) and check "SUB" for services you intend to subcontract out. List the subcontracting firm in the "Comments/Explanation" area.
2. Respondents are encouraged to add comments and to attach more detailed information where appropriate in response to checklist items. Such clarification can greatly assist the evaluation process. **Firms may include other information as they deem appropriate.**
3. Attach to this checklist any appropriate licenses, certification, degrees, or appropriate training that will assist in qualifying your firm for these services.
4. Consultant qualifications will be determined using this checklist along with the information provided as outlined in the "Requirements for Statement of Qualifications".
5. Firms are expected to answer "YES" to some of the checklist items, but not all of them.
6. False, inaccurate or misleading information shall be grounds for disqualification at any time during and after the selection process. When in doubt attach a detailed answer or call for clarification.

Yes	Sub	No	#	Question
			1.	How many years has your firm been engaged in the consulting business under the present firm name? <u>48 years</u>

Yes	Sub	No	#	Question
☒		☐	2.	<p>Has your firm ever failed to complete any work awarded to you? Comment/Explanation:</p> <p>BKV Group has encountered isolated situations where project scope, funding, or client circumstances changed materially after contract execution, resulting in work being discontinued prior to completion. In each instance, the matter was resolved professionally and in good faith between the parties, with no outstanding financial obligations or legal findings against the firm.</p>
☒		☐	3.	<p>Has your firm ever defaulted on a contract? Comment/Explanation:</p> <p>During 48 years of continuous practice, the firm has experienced isolated contract disputes that were resolved through negotiation, mediation, or mutual agreement. No defaults resulted in litigation or unresolved financial obligations to a client.</p>
☒		☐	4.	<p>Has your firm ever had claims filed for errors and omissions or been sued for services you provided? Comment/Explanation:</p> <p>BKV Group has been in continuous practice for 48 years, and as is common with firms of our tenure and volume of work, claims have been filed against the firm during that period. All matters have been handled promptly and in accordance with our professional liability coverage. No outstanding claims or judgments exist that would affect our ability to perform the services described in this proposal</p>
☒		☐	5.	<p>Is your firm willing to provide (at no cost to the City) an on-site or virtual presentation to the City regarding your firm's qualifications? Comment/Explanation:</p> <p>We would welcome the opportunity to present our qualifications.</p>
☒	☐	☐	6.	<p>Have you reviewed the example of the service contract attached and are willing to sign a similar agreement? Comment/Explanation:</p> <p>We use AIA Standard Contract Language.</p>

EXAMINATION STATEMENT

BKV Group has made its own examination, investigation, and research regarding the method of performing the services described in this proposal, all conditions affecting the work to be done, and the quantity and scope of work to be performed. The firm has satisfied itself through its own investigation and research regarding all such conditions, and its decision to submit this proposal is based upon that independent examination and BKV would be ready to enter into a Service Agreement with the City of Superior.

BKV Group will make no claim against the City of Superior because of any estimates, statements, or interpretations made by any officer or agent of the City that may prove to be erroneous in any respect.

10. Addenda Acknowledgement (Must be submitted with Proposal)

Superior Downtown Design Best Practices

I/we hereby acknowledge receipt of the following addenda(s):

Addendum No. <u>1</u>	Dated <u>9/29/2026</u>
Addendum No. _____	Dated _____
Addendum No. _____	Dated _____
Addendum No. _____	Dated _____

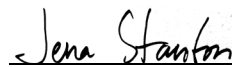
I/we further certify that no agreement has been entered into to prevent competition for said work and that I/we carefully examined the site where the work is to take place, and the plans, specifications, form of contract and all other contract documents.

I/we further agree to enter into the contract, as provided in the contract documents, under all the terms, conditions and requirements of those documents.

* If no addenda were issued, the consultant/firm shall so indicate and sign this document.

BKV Group

Company



Representative Signature



CHICAGO

209 South LaSalle Street
The Rookery, Suite 920
Chicago, IL 60604

P 312.279.0470

DALLAS

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Dallas, TX 75202

P 469.405.1196

MINNEAPOLIS

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WASHINGTON, DC

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Canal Square, Suite 410
Washington, DC 20007

P 202.595.3173