PROPOSAL FOR

DOWNTOWN SUPERIOR DESIGN BEST PRACTICES

OCTOBER 20, 2026

DF/

DAMON FARBER AND ARCHITECTURE ADVANTAGE

Submitted to

CITY OF SUPERIOR

DF/

October 20, 2026
Attn: Contract Analyst
CITY OF SUPERIOR
RE: Downtown Design Best Practices
1316 North 14th Street, 2nd floor
Superior, WI 54880

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Subcontractors List
Addenda Acknowledgement
Qualification & Evaluation Checklist
References

Dear Mr. Serck,

Damon Farber is pleased to submit our proposal for Superior's Downtown Design Best Practices project. We spend a lot of our time helping communities create the kind of downtown that Superior already has. Tower Avenue has old brick buildings with presence, businesses with personality, and room for more people to make a home or a living. Downtown Superior is a great place, built up over decades by hardworking people who cared about their city and wanted to see it do well. You can feel that when you walk down Tower Avenue.

We like what Superior is doing with that foundation. Improving streets, supporting investment in storefronts, and caring for historic buildings. These are meaningful commitments to downtown's future. They reflect an understanding of good urbanism that we share: the individual pieces matter, and so does how they fit together. A welcoming entrance makes a sidewalk more comfortable. A restored storefront strengthens the block its on. A thoughtfully designed new building can bring more activity to the businesses around it. This project offers an opportunity to help those investments build on one another.

The old post office is a good example of why this work matters. A building that has been part of downtown for generations is now helping people get more businesses off the ground. We appreciate the City's investment in downtown, and its willingness to back that investment with policies and programs that help people make improvements of their own. It's encouraging to see Superior following through on the idea that a downtown is worth taking care of, and that both good design and supporting programs play a role in how it grows.

Our work in the Twin Ports and other communities around the region has given us an appreciation for how much these efforts depend on the people involved. A building owner may have been thinking about a renovation for years. A new business may be stretching its budget just to get the doors open. We want to understand those circumstances and use our experience in planning, urban design, and engagement to help people move their ideas forward.

We'll spend time downtown, look closely at the buildings, and talk with the people who know downtown best. From there, we'll develop easy-to-use guidance that makes sense for Superior. The 15 façade studies will help show what that means on familiar buildings, with clear recommendations and next steps an owner can work toward. The guide should also give City staff and future developers a better starting point for conversations about what fits downtown and what can make it better, from curb to cornice.

We'd be glad to help Superior take this next step. The City and its downtown community have already put a lot into this place, and we see an opportunity to help that work go further. Thank you for considering our team. We look forward to talking with you about the project.

Jordan van der Hagen, AICP
Associate. Primary Contact
651.249.1629 | jvanderhagen@damonfarber.com
310 South 4th Ave, Ste 7050
Minneapolis, MN 55415
www.damonfarber.com

LEAD FIRM

DF/

Damon Farber Landscape Architects is a landscape architecture and planning studio with roots in Minnesota and Wisconsin. Our portfolio embodies the breadth of the landscape architecture profession, and we approach design through a process that is deeply collaborative, curious, and caring. Our studio was founded on the idea that the best solutions are created through teamwork. We strive to learn more about the people we work with, the places we work in, and the communities we serve. Landscape architecture can and should make the world a better place, and we strive to meet this ideal in our practice.

Damon Farber's multifaceted firm strengths include inspiring design, community leadership and engagement, cultural landscapes, campus planning, extraordinary graphic abilities, disciplined materials research, and fiscal responsibility. For nearly 45 years, our portfolio has consistently reflected a composed clarity and strong contribution to the built environment.

When it comes to challenges facing our communities and our planet, ***we lean in.***

Location
> 310 4th Ave S, Suite 7050
Minneapolis, MN 55415
> 612-332-7522

Website URL
> www.damonfarber.com

Primary Point of Contact
> Jordan van der Hagen, AICP
> 651.249.1629
> jvanderhagen@damonfarber.com

Firm Facts
> Established 1981
> 45 Years In Service
> Ownership: Thomas Whitlock, ASLA.
> S-Corporation
> 12 Landscape Architects
> 8 Landscape Architects-In-Training
> 2 Administrative
> 1 LEED Accredited Professional
> 1 SITES Accredited Professional
> 1 Certified Playground Safety Inspector(CPSI)

Planning & Design Expertise
> Landscape Architecture
> Urban Design and Planning
> Master Planning
> Site Design
> Cultural/Historic Landscapes
> Recreational and Park Planning
> Site Inventory & Analysis
> Design Visioning & Illustrations
> Environmental Sustainability
> Construction Documents & Specifications
> Design & Maintenance Guidelines
> Signage & Wayfinding
> Cost Estimating
> Construction Administration

SUBCONSULTANT

Duluth Office:
2715 Piedmont Avenue | Duluth, MN 55811
Tel: 218.724.5568

St. Paul Office:
375 Jackson Street, Suite 420E | St. Paul, MN 55101
Tel: 651.224.4831

www.architectureadvantage.com

7 Architects, 2 Architectural Designers,
2 Interior Designers, 3 Technicians,
3 Administration
17 Total Staff (17 MN)

A MN Limited Liability Company
Established November 1, 2005

President - Melissa Graftaas, AIA, FARA
Prinicpal - Kane Tewes, AIA, SARA

MN Certified Woman Owned Business
A Just. Organization

ARCHITECTURE ADVANTAGE

Architecture Advantage is a resourceful, woman-owned architecture firm and Just. organization that embraces complexity, continually seeking new ways to elevate their designs and create purposeful spaces that reflect their diverse clients and community's needs. The inclusive focus of the team fosters creativity and open communication, ensuring every project is a harmonious blend of client vision and architectural expertise. When choosing Architecture Advantage, you gain access to a team of dedicated and responsive professionals with a proven track record spanning over six decades in the hospitality, higher education, government, multi-family housing, and religious markets, among others.

As a woman-owned business and a Just. organization, we strive to bring innovation to the table in order to stand out among our competitors. With the size and skill set of our firm, we have the advantage of agility, making course corrections, with faster turn-around time, and implementing thoughtful and progressive strategies to meet the needs of our clients. It is our mission to always be bringing the right comprehensive team to the table.

A RIGHT-SIZED RELATIONSHIP-DRIVEN TEAM

Damon Farber is structured so the people you meet during the proposal process remain closely involved throughout the work. Our size keeps senior staff engaged, communication direct, and decisions timely. Working closely with Kane Tewes and Anna Ashton at Architecture Advantage, we will bring together urban design, streetscape, and architectural expertise to create coordinated, practical recommendations for Superior's downtown buildings and public spaces.

We build lasting client relationships by being accessible, responsive, and personally invested in the places we serve. You will know the people doing your work, and they will understand your priorities.

JEFF MCMENIMEN, ULI, PLA
Principal in Charge

JORDAN VAN DER HAGEN
Urban Design Lead

KANE TEWES
Principal

ANNA ASHTON
Project Architect

01 02 03 04

WHAT A RIGHT-SIZED TEAM MEANS FOR SUPERIOR

DIRECT ACCESS

The people you meet are the people doing the work.

Our size allows the City to work directly with the designers and decision-makers responsible for the project. Senior staff remain engaged throughout the process, giving the City clear communication, quick access to the team, and fewer layers between a question and an answer.

CONTINUITY

One core team from first meeting to final recommendation.

The knowledge developed through site walks, stakeholder conversations, technical analysis, and design exploration stays with the same core group throughout the study. That continuity matters when subtle local observations begin influencing larger project decisions.

ONE CONNECTED TEAM

Place and feasibility inform the same decisions.

Damon Farber and Architecture Advantage will work as one team rather than passing work from discipline to discipline. Technical findings will shape design as it develops, while design exploration helps focus where additional analysis is most valuable.

RELATIONSHIPS THAT LAST

We measure success beyond the final presentation.

Our work is built around long-term relationships with clients, communities, and project partners. We want the study to leave Superior with clear decisions, usable tools, and a team that remains a resource as implementation moves forward.

▼ CRYSTAL DOWNTOWN VISION PLAN

▼ GRAND ROUNDS MISSING LINK DESIGN CHARRETTE

▼ BURNSVILLE HEART OF THE CITY GUIDELINES

Jeff McMenimen, PLA, ULI

Principal-In-Charge / Principal **DF/**

Jeff, a Principal at Damon Farber, has over 30 years of experience planning and designing thoughtful urban environments, including transit-oriented and mixed-use districts, commercial corridors and streetscapes, parks and trails, campuses, and sustainable new communities. His approach emphasizes partnerships with communities and clients, fostering collaboration within design teams, and mentoring emerging professionals with respect and trust. Jeff is a licensed Landscape Architect in Minnesota with a bachelor's degree from the University of Minnesota. Jeff also attended the University of Colorado at Denver's graduate program for Regional Planning and Urban Design. Throughout his career, he has been an active member of the Urban Land Institute where he currently serves on the MN ULI Market Council. He has won ULI, ASLA, and APA awards for a wide range of planning and design projects.

Jeff's relevant experience includes providing design leadership for Maple Grove's Civic Campus Public Realm; Design Guidelines for Burnsville Heart of the City, and most recently Downtown Vision Plans for City of Crystal, Minnesota and City of New Brighton, Minnesota.

Credentials

- Registered Landscape Architect: MN 43941
- Urban Land Institute Member
- MN ULI Resilient Communities Council
- University of Colorado at Denver and University of Minnesota College of Design - Guest critic & Mentor

Education

- Bachelor of Landscape Architecture - University of Minnesota
- Master of Urban Design candidate -University of Colorado at Denver

Awards

- Minneapolis Sculpture Garden, MN ASLA Merit Award, 2020
- Chaska Downtown Master Plan, MN APA Success Stories in Implementation, 2017
- Great River Passage Master Plan, MN APA Excellence in Community Engagement, 2015
- Great River Passage Master Plan, ASLA-MN Merit Award, 2014
- Great River Passage Master Plan, MN APA Innovation in Planning, 2014
- Denver Commons/Riverfront Park Urban Design Plan, ULI Award of Excellence, 2011
- Denver Commons/Riverfront Park Urban Design Plan, Driehaus Form-Based Code, 2010
- Kierland Commons Urban Design Plan, ULI Award of Excellence, 2009
- UMore Park Community Master Plan, ASLA-MN Honor Award, 2009

Relevant Experience

- Downtown Duluth Public Realm Vision, Duluth, MN
- Crystal Downtown Vision Plan, Crystal, MN
- New Brighton Downtown Vision Plan, New Brighton, MN
- Burnsville Heart of the City Guideline, Burnsville, MN
- West Superior Street Streetscape Design, Duluth, MN
- Maple Grove Civic Campus Public Realm Plan, Maple Grove, MN
- Vision Northland Redevelopment Study, Duluth, MN
- West Side Flats Master Plan, Saint Paul, MN*
- Great River Passage Master Plan, Saint Paul, MN*
- Fergus Falls Downtown and Riverfront Plan, Fergus Falls, MN*
- Riverfront Park District Master Plan, Denver, CO*
- Chaska Downtown Master Plan, Chaska, MN*
- Grand Rounds Missing Link, Minneapolis, MN
- River's Edge Commons Park, Elk River, MN*
- Completing the Mississippi Greenway, Dakota County, MN

** Project completed with previous employer*

WEST SUPERIOR STREET, DULUTH

ESSENTIA VISION NORTHLAND MASTER PLANNING, DULUTH

NEW BRIGHTON DOWNTOWN VISION PLAN, NEW BRIGHTON

Jordan van der Hagen, AICP

Project Manager / Associate **DF/**

Jordan is an award-winning designer who has worked on a wide variety of urban design projects both professionally and in a volunteer capacity. He joined Damon Farber in the fall of 2021 after gaining experience working in the Twin Ports and throughout northeastern Minnesota. He enjoys design broadly, but is especially interested in the dynamic nature of landscape architecture. He believes in the power of building engaged communities and relishes the opportunity to meet with local residents about their hopes and dreams for the places they call home. He excels at using these conversations to create exciting and compelling big-picture visions and then working them into strategic and implementable steps.

Jordan's demonstrated passion for creating resilient cities has earned him media recognition in the Duluth News Tribune, Minnesota Reformer, Star Tribune, MPR News, NBC News, and Landscape Architecture Magazine. He has also been awarded fellowships in internationally recognized programs hosted by 8 80 Cities, the Knight Foundation, World Urban Parks, and the Salzburg Global Seminar and received the ASLA Minnesota H.W.S. Cleveland award for his demonstrated early-career leadership.

Credentials

- AICP Certified Planner
- ASLA National Emerging Professionals Committee
- ASLA National Urban Design PPN Board Member
- Salzburg Global Seminar Fellow

Education

- Bachelor of Landscape Architecture - North Dakota State University
- B.S. of Environmental Design - North Dakota State University

Awards

- ASLA-MN Merit Award - West Superior Street
- ASLA-MN Horace W.S. Cleveland Award
- Emerging City Champion, Knight Foundation/8 80 Cities
- Emerging Urban Leader, World Urban Parks/Salzburg Global Seminar
- 20 Under 40 Award, Duluth News Tribune
- Dennis C. Colliton Memorial Award for Landscape Architectural Design Finalist, North Dakota State University

Relevant Experience

- Downtown Duluth Revitalisation Visioning - Duluth, MN
- Essentia Vision Northland Master Planning - Duluth, MN
- West Superior Street Redesign - Duluth, MN
- Northtown District Vision Plan - Blaine, MN
- Burnsville Heart of the City Framework Update - Burnsville, MN
- Uptown Hermantown Vision Plan, Hermantown, MN
- New Brighton Downtown Vision Plan, New Brighton, MN
- Maple Grove Public Realm Plan, Maple Grove, MN
- Silver Bay Downtown Planning - Silver Bay, MN
- Blue Line Station Area Plan Update - Crystal, Minnesota
- Waukesha Bike and Pedestrian Signage and Wayfinding Plan- Waukesha, WI
- West St. Paul Parks System Master Plan, West St. Paul, MN
- Northfield Parks Capital Improvement Plan - Northfield, MN
- Minnetonka Parks, Open Space, and Trail System Master Plan - Minnetonka, MN
- Grand Rounds Missing Link, Minneapolis, MN
- Glacial Hills Regional Trail Master Plan, Washington County, MN
- Great Northern Trail Regional Master Plan - Sherburne County, MN
- Midtown Greenway Regional Trail Application - Minneapolis, MN
- Highway 61 Revisited (Duluth Waterfront Collective) - Duluth, MN^

^ Volunteer effort

Kane Tewes, AIA, ARA, LEED AP BD+C

Principal **ARCHITECTURE ADVANTAGE**

Kane approaches projects with a client-centered philosophy rooted in collaboration, continuity, and community impact. As Principal in Charge, he provides strategic leadership and helps align project goals, team coordination, and design decisions with each client's priorities. His experience across higher education, civic, and other complex project types, along with his work with Tribal communities, reinforces the importance of listening, building trust, and developing practical solutions that respond to local needs and support long-term community goals.

Credentials

- Registered Architect: MN 42269
- LEED AP Building Design + Construction

Education

- Bachelor of Arts in Physics with Studio Art Minor, Hamline University
- Master of Architecture, Iowa State University

Relevant Experience

- CHUM (Churches United in Ministry) Center Addition and Renovation – Duluth, MN
- Red Cliff Band of Lake Superior Chippewa New Transportation Facility – Bayfield, WI
- City of Duluth Athletic Venues Reinvestment Initiative – Duluth, MN
- St. Louis County Historic Depot Canopy
- St. Louis County Historic Depot Infrastructure Upgrades
- St. Louis County Sheriff's Training Center
- Minnesota Zoo Foundation Offices Renovation – Apple Valley, MN
- University of Minnesota, Duluth Campus (UMD) Multiple Building and Site Renovations - Duluth, MN
- University of Wisconsin Multiple Building and Site Renovations - Superior, WI*

** Project completed with previous employer*

Anna Ashton, AIA, NCRB

Project Architect **ARCHITECTURE ADVANTAGE**

Anna brings eight years of architectural experience across higher education, K-12, and government/civic projects in Minnesota and Wisconsin. She approaches each project with adaptability, strong communication, and a collaborative mindset, working closely with clients and project teams to translate shared goals into thoughtful, functional design solutions. Her experience across varied project types supports a responsive, detail-oriented approach to design recommendations that reflect each community's needs and context.

Credentials

- Registered Architect: MN 66107

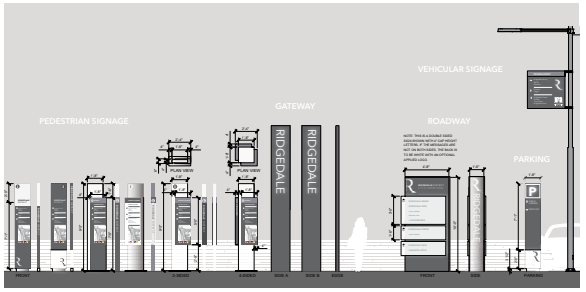
Education

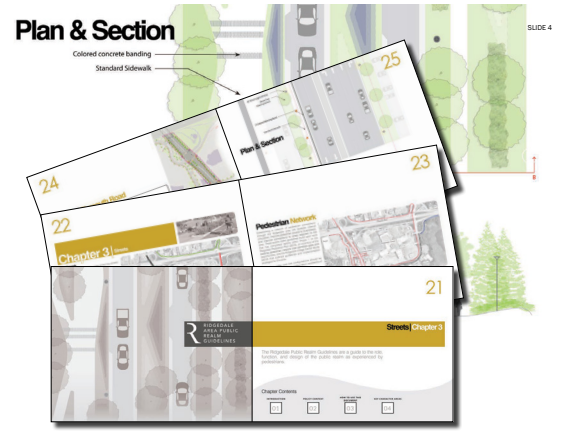
- Bachelor of Science in Architecture, North Dakota State University
- Master of Architecture, North Dakota State University

Relevant Experience

- CHUM (Churches United in Ministry) Center Addition and Renovation- Duluth, MN
- Historic Duluth Armory - Duluth, MN*
- Polk County Government Center Security Upgrades- Balsam Lake, MN*
- St. Cloud Technical and Community College Comprehensive Facilities Plan - St. Cloud, MN
- City of Marine on St. Croix Village Hall Renovation and Historic Preservation - Marine on St. Croix, MN
- City of Eau Claire Transit Transfer Center - Eau Claire, WI*
- Minnesota State Academies for the Deaf and the Blind Renovation - Fairbault, MN

** Project completed with previous employer*





RIDGEDALE AREA PUBLIC REALM GUIDELINES MINNETONKA, MN

The Ridgedale Area Public Realm Guidelines richly illustrate how to retrofit a suburban regional mall area into a resilient, mixed-use community that is pedestrian and bike-friendly and responsive to modern lifestyles and changing demographics. The guidelines establish a holistic vision to re-frame the neighborhood's relationship to public space and connections to existing and proposed amenities. The recommendations are applied on a site-by-site basis and serve as a toolkit for developers, stakeholders, and the City to transform the public realm. The guidelines are a comprehensive "kit of parts" that provide strategies, implementation tools, and visions to best design, construct, and maintain the public realm.

Project Highlights

+ Large-scale wayfinding plan that improves safety and enhances the experience for pedestrians and bicyclists.
+ Wayfinding and public realm improvements increase the community and visitor awareness of local amenities.
+ Public realm guidelines establishes a strong identity for the Ridgedale Area.
+ Materials were created to educate, inspire, and promote innovation to achieve the vision goals.

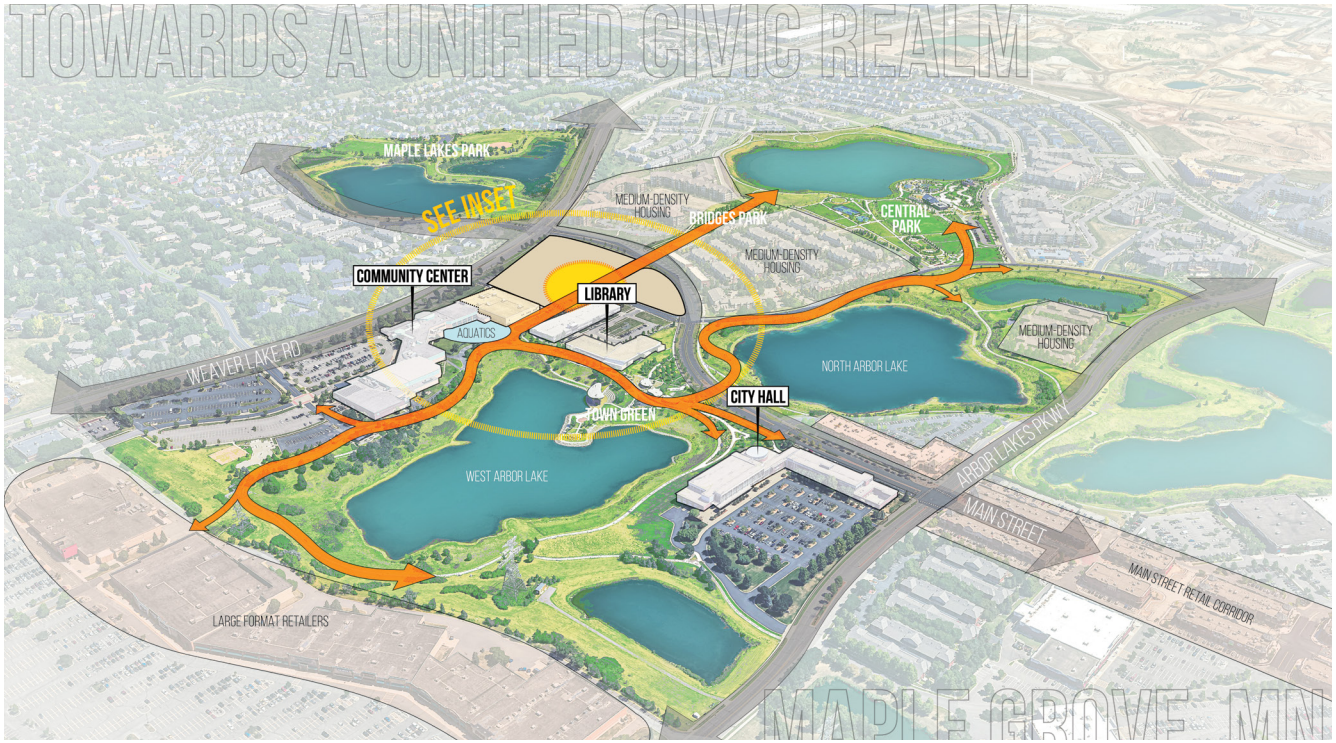
Project Facts

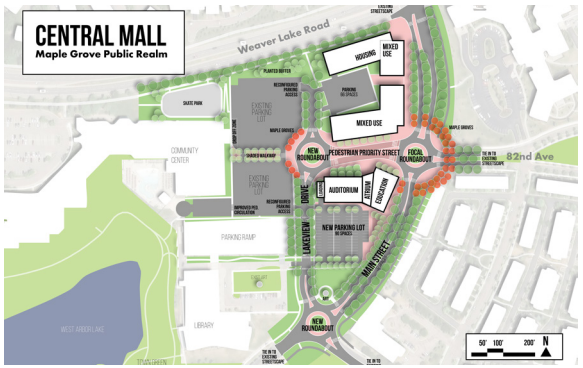
+ Size: 60 acres
+ Completed: 2018
+ ASLA-MN Merit Award for Planning & Urban Design

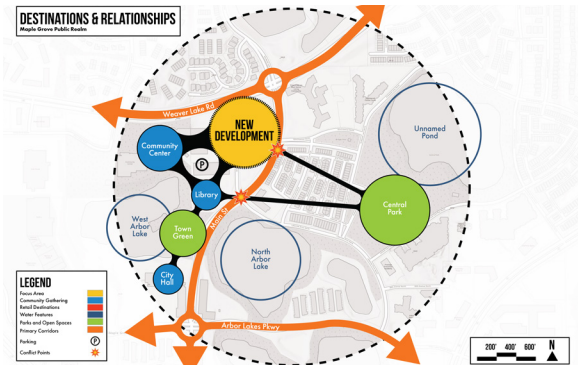
Scope of Work

+ Community Engagement
+ Guidelines Document

Link to Guidelines Document







MAPLE GROVE PUBLIC REALM MAPLE GROVE, MINNESOTA

The Maple Grove Public Realm Plan provides a coordinated, implementable framework for strengthening the City's civic core by improving walkability, safety, and connectivity between the Community Center, Library, Town Green, Central Park, and future Performing Arts Center. Informed by technical analysis and community engagement, the plan addresses wide roadways, unclear crossings, and fragmented pedestrian routes through a reconfigured circulation network featuring modern roundabouts and a strong pedestrian-priority spine that links key destinations. By consolidating parking, enhancing wayfinding, integrating green infrastructure, and establishing a flexible structure for future development, the plan positions streets and public spaces as connective civic assets, supporting everyday use, major events, and long-term growth in Maple Grove's cultural heart

Project Highlights
+ **Urban Design & Planning**
+ **Multi-project Coordination**
+ **Community Connectivity**
+ **Public Realm Design**

Project Facts
+ **Completed: 2026**

Scope of Services
+ **Public Realm Planning**
+ **Urban Design**

Reference
Peter Vickerman
City of Maple Grove
Phone: 763.494.6046
Email: pvickerman@maplegrovemn.gov

WEST SUPERIOR STREET DULUTH, MN

Damon Farber, working with a multi-disciplinary design and engineering team and the City of Duluth, is leading streetscape design for 1.65 miles of West Superior Street in Duluth's Lincoln Park Neighborhood. West Superior Street runs through the heart of Lincoln Parks' trendy Craft District. The project has received $25M in federal funding, matched with another $10M in City funding with the goal of creating a complete street served by bus rapid transit, off-street bicycle lanes, new sidewalks and amenity zones, green infrastructure, wayfinding, public art and site furnishings. Design and reconstruction will transform West Superior Street into an Active Transportation Corridor, prioritizing accessibility, transit amenities, and safety for pedestrians and bicyclists.

Project Highlights

+ **Complete Street Design**
+ **Streetscape Design**
+ **Multi-Modal Circulation**
+ **Community Engagement**

Project Facts

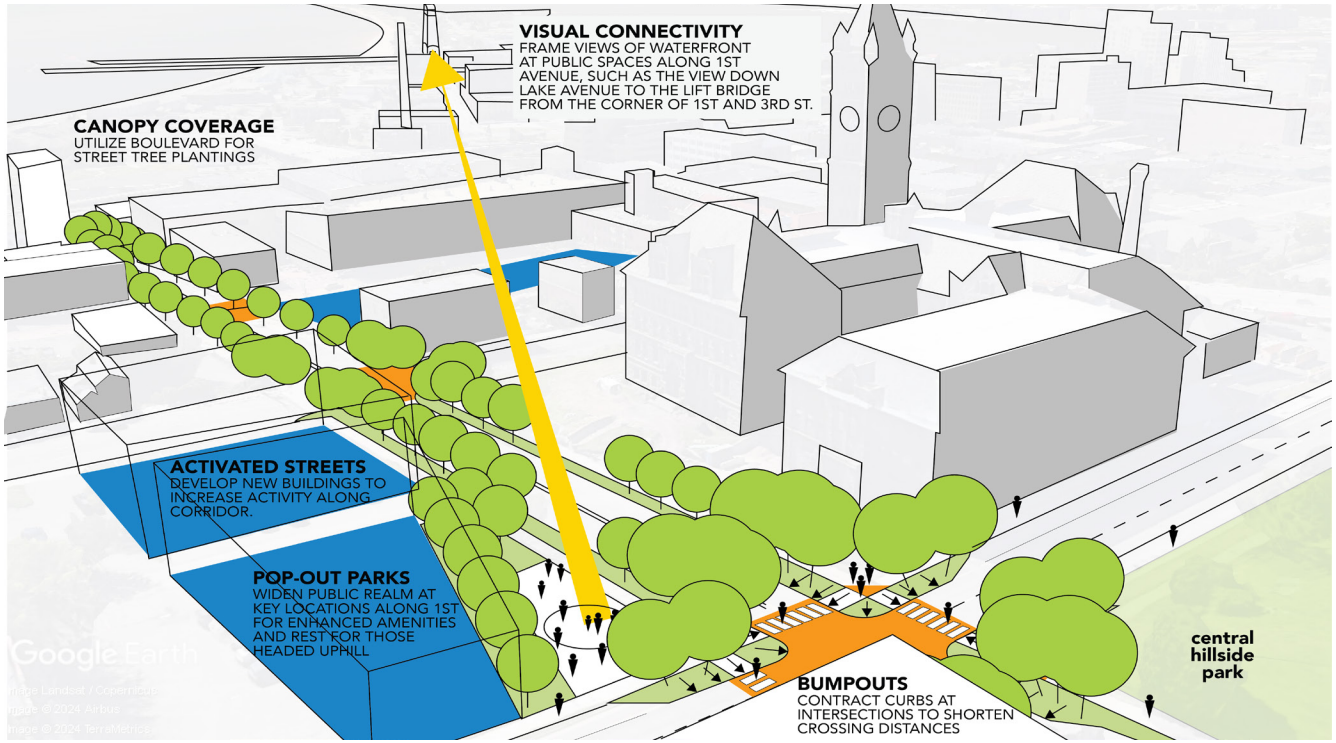
+ **Size: 1.65 mile corridor**
+ **Budget: $35 million**
+ **Completed: Ongoing**

Scope of Work

+ **Community Engagement**
+ **Streetscape Design**
+ **Concept Design to Construction Administration**

Reference

James Gittemeir, Senior Transportation Planner
City of Duluth
jgittemeier@duluthmn.gov



DOWNTOWN VISIONING DULUTH, MINNESOTA

Connectivity between Duluth's Central Hillside neighborhood and its waterfront have always been tenuous. Between infrastructure barriers, gaps in the built environment, and steep streets, accessing Lake Superior can be a challenge. To help address this, Damon Farber assisted the City of Duluth in reimagining a number of downtown spaces along the city's 1st Avenue East Corridor. Starting at Fourth Street and running down to Lake Superior, the project sought to catalyze new investments in public space and better connect the Central Hillside neighborhood to the waterfront. From revamping existing public spaces to proposing a series of new pocket parks, the plan identified a number of smaller-scale opportunities that the city could take on as resources became available to create an engaging and comfortable experience for those travelling between the waterfront and the hillside.

Project Highlights

+ Urban Planning and Design
+ Public Space Programming and Activation
+ Parks and Plazas
+ Waterfront Design

Project Facts

+ Size: Neighborhood Scale
+ Budget: $12,500
+ Completed: 2024

Scope of Work

+ Scope of Work: Urban Design Lead
+ Conceptual Design and Planning

Reference

Trisha Hobbs, Executive Director of DEDA
City of Duluth
Phone: 218-390-2119
Email: thobbs@DuluthMN.gov

ESSENTIA HEALTH VISION NORTHLAND PLANNING DULUTH, MN

Damon Farber developed a vision for the eight city blocks surrounding Essentia Health's Duluth campus, exploring how major institutional investment could strengthen the surrounding Hillside neighborhood. By replacing aging facilities and building upward, Essentia's redevelopment created opportunities to reconsider adjacent properties and accommodate complementary uses.

The Vision Northland Master Plan established a coordinated framework for redevelopment, connecting healthcare, research, education, and services with opportunities for housing, commercial activity, and public space. The plan helped Essentia and adjoining landowners understand how individual property decisions could contribute to a cohesive district and extend the benefits of investment into the surrounding community. This experience is directly relevant to Superior's downtown design effort: understanding the relationship between buildings and the public realm, guiding compatible redevelopment, and helping property owners connect individual improvements to a broader vision for downtown vitality and identity.

Project Highlights

+ Long-term redevelopment planning study
+ Addressing land uses and transportation improvements
+ Provided compelling visual graphics to communicate vision
+ Provided phased implementation strategies
+ Inclusive and meaningful community engagement

Project Facts

+ Size: 35 acres
+ Completed: 2022

Scope of Work

+ Community Engagement
+ Urban Design
+ Master Planning
+ Land Use + Transportation Planning

NEW BRIGHTON DOWNTOWN VISION PLAN NEW BRIGHTON, MN

Damon Farber partnered with the City of New Brighton, residents, business owners, and local stakeholders to create a shared vision for the future of the city's downtown. Through listening sessions, workshops, community events, surveys, and ongoing coordination with City staff, the process aligned diverse perspectives around practical improvements and long-term opportunities. The resulting Downtown Vision Plan responds to a unique place shaped by its historic main street, civic destinations, established neighborhoods, regional transportation corridors, and a community that values its small-town character and everyday gathering spaces. The plan provides the City with a flexible framework for improving streets, parks, walking and biking connections, local business visibility, civic facilities, and future development. By pairing near-term public-realm investments with phased redevelopment strategies, the vision can adapt to changing needs, funding opportunities, and community priorities while continuing to connect people to the places that make New Brighton distinctive.

Project Highlights

+ Developed public-realm forward vision that links together new and existing public spaces
+ Proposed incremental development strategy focussed on small footprint storefronts and missing middle housing
+ Broke plan vision down into individual projects and identified complimentary funding sources

Project Facts

+ Size: 432 Acres
+ Completed: July 2026

Scope of Work

+ Community Engagement
+ Town Center Planning
+ Project Scoping and Phasing

Reference

Ben Gozola, Assistant Director of Community Assets and Development
New Brighton, Minnesota
Phone: 651-638-2059
Email: ben.gozola@newbrightonmn.gov

Link to Guidelines Document

CRYSTAL TOWN CENTER VISION PLAN CRYSTAL, MN

Defined by wide roadways and expansive parking lots, Crystal's Town Center is reimagined as a walkable downtown district anchored by Becker Park and a future Blue Line light rail station. Informed by robust community engagement, the vision plan establishes guiding principles and a phased framework for incremental infill, green streets, and a cohesive public realm. By breaking down superblocks into human-scaled blocks, expanding tree canopy and pervious landscapes, and prioritizing walking, biking, and transit, the plan reduces long-term car dependence while shaping a vibrant civic center and a distinctive sense of place rooted in Crystal.

Project Highlights

+ **Reimagining the suburban town center**
+ **Sustainability through walkability and transit**
+ **Restoring Ecology and Green Infrastructure**
+ **Community-Driven Design**

Project Facts

+ **Completed: 2026**

Scope of Work

+ **Community Engagement**
+ **Urban Design and Planning**
+ **Concept Development**
+ **Vision Plan Document**

Reference

John Sutter
Community Development Director
City of Crystal
Phone: 763.531.1130
Email: john.sutter@crystalmn.gov

MINNEAPOLIS DOWNTOWN IMPROVEMENT DISTRICT MINNEAPOLIS, MN

The Minneapolis Downtown Improvement District hired a team led by Damon Farber to develop a phased greening master plan that would transform downtown Minneapolis over the next 20 years into a more pedestrian friendly and green downtown. The design concept focuses on five key areas of downtown; gateways, primary streets, secondary streets, supporting streets and public/private greening opportunities. The plan balances the desire to have 4 distinct seasons of interest with the need to create long term sustainable solutions.

Project Highlights

+ **The first phase, implemented in 2010, includes new planting on Hennepin Avenue, Nicollet Mall and the 5th Street LRT corridor.**
+ **The improvements also extend into the warehouse district expanding the green initiative towards Target Field.**
+ **The result has created pedestrian friendly spaces where a harsh urban environment once dominated the view. The greening is intended to make downtown a competitive and thriving environment for residents, businesses and visitors.**

Project Facts

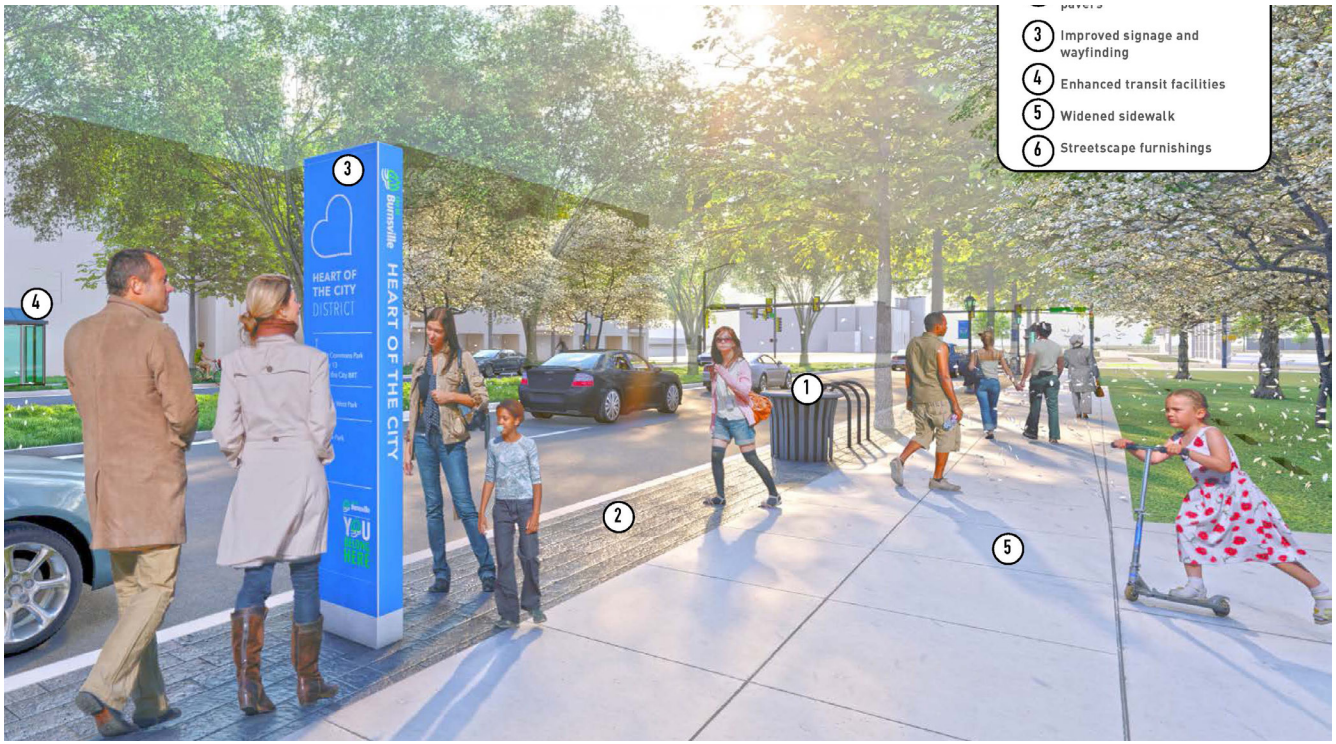
+ **Size: 120 Square Blocks**
+ **Budget: $440,000**
+ **Completed: 2010 - On Going**

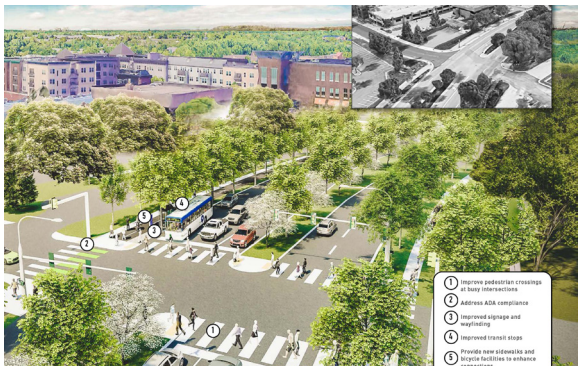
Scope of Work

+ **Community Engagement**
+ **Concept Design to Construction Administration**

Reference

Sarah B. Harris, CRE
Minneapolis Downtown Improvement District
Chief Operating Officer
Phone: 612.338.3807





HEART OF THE CITY PUBLIC REALM DESIGN GUIDELINES BURNSVILLE, MN

The City of Burnsville's Heart of the City District is experiencing a renaissance of new development opportunities and investment in the district, including new transit facilities and multi-family development. The City, recognizing this unique opportunity, hired Damon Farber, teamed with SEH to provide an update to the Heart of the City's Public Realm Design Guidelines. The guidelines, incorporating new best practices in mobility planning, stormwater management, placemaking and public realm design, provide a framework for future improvements to streetscape and plaza design, signage and wayfinding, landscaping, gateway treatments, ADA compliance and accessibility, transit facilities, parking, and other elements within the public realm.

Project Highlights
+ **Public realm design guidelines**
+ **Streetscape and plaza design**
+ **Sustainable design strategies**
+ **Transit connections**
+ **Community engagement**

Project Facts
+ **Size: Approximately 200 acres**

Scope of Work
+ **Community Engagement**
+ **Public Realm Design Guidelines**

Reference
Jen Desrude, PE, MPA, City Engineer
City of Burnsville
Phone: 952.895.4544

ST. LOUIS COUNTY HISTORIC DEPOT RENOVATIONS DULUTH, MN

St. Louis County Depot Infrastructure Upgrades
Full renovation of the HVAC systems at the SLC Depot. There is long-term deferred maintenance that needs to be corrected for the building to function properly for all its uses and tenants, and to be more efficient and sustainable for the longevity of the building's life cycle. All the existing AHUs will be removed, and the total count will be condensed and their locations simplified for ease of maintenance, as well as ductwork removed and rerouted as needed to accommodate the current and future needs.

St. Louis County Depot Canopy Improvements
The project purpose was to help assure the long-term preservation while enhancing accessibility and safety for all visitors. The project involved only exterior work, which included an existing portico roof replacement, structural repair of the existing portico columns and footings, and a new ADA compliant drop-off/loading zone under the portico. Modifications to the stormwater system were also proposed to eliminate a problematic pumped footing drain discharge.

St. Louis County Playhouse Re-Roof
Replacement of roofs on 9 existing roof decks, both metal and concrete substrates. Through wall flashing was added in areas and had to be tied into the new roofing. Energy efficiency was an important factor for the county/client. 60 Mil white TPO membrane was selected and insulation levels were increased to meet energy code. The design team detailed how the increase in insulation depth altered the drainage systems at drains and scuppers.

Project Facts
+ **Size: 121,000 sf building**
+ **Ongoing Construction**

Scope of Work
+ **Historic Community Building Remodel**
+ **Community Building Remodel + Addition**
+ **Roof Upgrade**
+ **HVAC Upgrades**

Reference
Shane Peterson
Property Management Directory
St. Louis County
Phone: 218.725.5085
Email: petersons5@stlouiscountymn.gov

CHUM CENTER ADDITION AND RENOVATION DULUTH, MN

Architecture Advantage is leading a significant renovation and addition to the CHUM Building in downtown Duluth, located within a historic district. The project includes the rehabilitation of the existing space and a substantial addition designed to expand CHUM's housing and community services. Through the State Historic Preservation Office (SHPO) review process, the team evaluated the exterior design to ensure the building's updated façades and new construction were compatible with the historic district and responsive to the character of surrounding buildings. The project balances the preservation and continued use of an existing downtown building with contemporary design and expanded community services, demonstrating an approach to growth that respects its historic urban context.

Project Facts

+ **Size: 11,850 sf renovation and 11,250 addition**
+ **Budget: $12,600,000**
+ **Completed: Ongoing Construction**

Scope of Work

+ **Historic District Building Review**
+ **Community Building Remodel + Addition**
+ **Facade Upgrades**

Reference

John Cole, Executive Director, CHUM Center
Phone: 218.726.0153 | Email: jcole@chumduluth.org

ARCHITECTURE ADVANTAGE

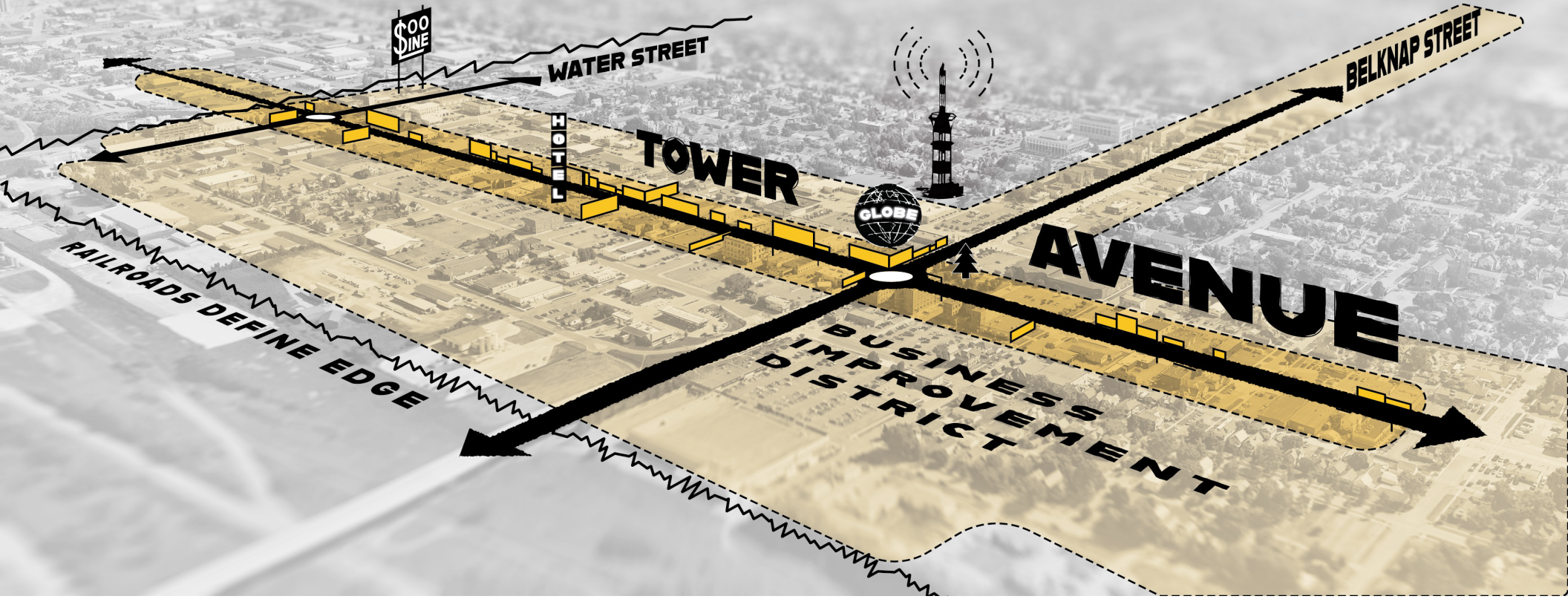
DULUTH CITY HALL HISTORIC WINDOW AND DOOR REPLACEMENT DULUTH, MN

Architecture Advantage completed a significant building envelope improvement project at Duluth City Hall, carefully replacing historic windows and doors to preserve the architectural character of this landmark civic building. Working closely with the State Historic Preservation Office (SHPO), the Duluth Heritage Preservation Commission, the City Architect, and H-Window, the team developed custom window replacements that matched the original profiles and colors while meeting historic preservation requirements. The new triple-glazed, argon-filled windows improved thermal performance, reduced heating loads, and supported future HVAC upgrades. The project extended the service life of the historic building while balancing preservation priorities with long-term durability, energy efficiency, and the needs of a public facility.

Project Facts
+ **Size: 60,000 sf building**

Scope of Work
+ **Historic Facade Remodel**
+ **Energy Savings Upgrades**
+ **Local Suppliers: H Window and Superior Glass Inc.**

Reference
City of Duluth - Property & Facilities Management
Phone: 218.730.4430



DOWNTOWN SUPERIOR HAS BEEN EARNING ITS KEEP FOR A LONG TIME.

People have opened shops, built businesses, lived upstairs, run errands, drank beers, met friends, and found new uses for buildings that once served a different purpose. Tower Avenue holds a lot of that history. It is there in the brickwork and storefronts, but also in the streets and sidewalks that connect them, and in the everyday reasons people have for coming downtown.

The City's investment is helping carry that work forward. Improving streets and supporting building owners are closely related efforts. A business benefits from a comfortable sidewalk outside its door. A public investment goes further when the buildings around it offer something to do. The opportunity is to help those efforts contribute to a downtown that works better as a whole.

We understand this project as a way to give that next round of investment a clear direction, from individual properties to the public spaces between them.

That begins with looking at downtown as people experience it. Where is it comfortable to walk, and where does a trip become awkward? What makes someone stop, look in a window, cross the street,

or continue another block? Where could a place to sit make a difference? How does the experience change after dark or in winter? The answers will help explain which qualities to build on and where better design could make daily life easier.

At the scale of a block, buildings and site design shape the street. Entrances, windows, setbacks, and the placement of parking influence whether neighboring properties feel connected. A driveway or service area affects the sidewalk it crosses. A new building can help fill a gap and give the street more definition. The guide should help people understand these relationships and make choices that contribute something beyond their own property line.

The public realm deserves the same attention. Sidewalks need a clear, accessible route, with room for the activities that make downtown worth visiting. Trees, seating, lighting, signs, and outdoor dining all have a role, and each needs to fit the space available. Their arrangement matters as much as their appearance. A good streetscape makes it easier to move through downtown and more inviting to spend time there.

Those decisions also have to hold up through a Superior winter. Snow clearing, storage, drainage, durable materials, and ongoing maintenance belong in the design conversation from the beginning. A planting or furnishing that looks good in an illustration needs someone to care for it. Useful best practices should help the City and property owners make improvements they can look after, with a clear understanding of how public and private responsibilities meet.

Historic buildings are an important part of that larger setting. Their proportions, materials, and storefronts give downtown much of its character. The guide should help owners recognize what is worth keeping and understand appropriate

1 CHARACTER WORTH KEEPING

Brickwork, tall windows, and cornices give Tower Avenue much of its character. Thoughtful repairs and alterations can keep those details part of downtown's future.

2 WELCOMING STOREFRONTS

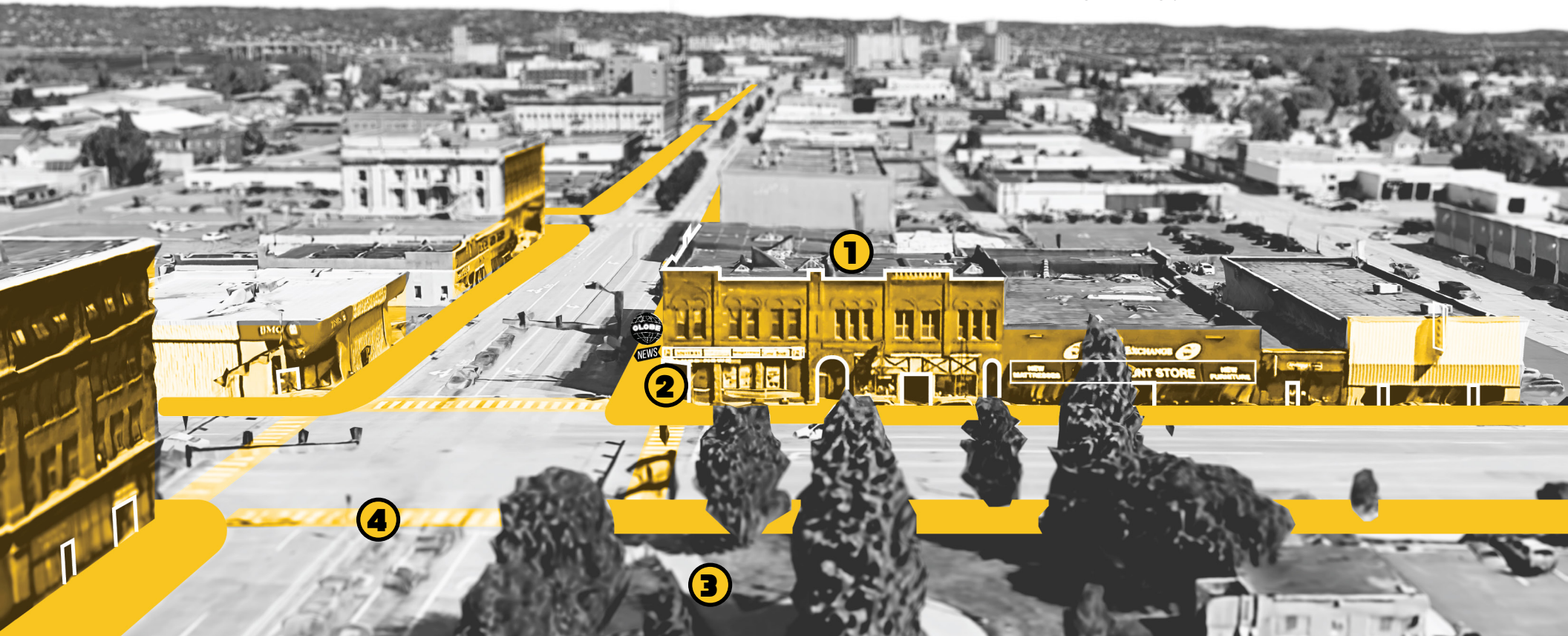
A good storefront gives people a reason to slow down. Entrances, display windows, awnings, and signs help each business put its personality on the street.

3 ROOM FOR EVERYDAY LIFE

A place to sit, a little shade, and room to stop and talk make downtown more comfortable. Public spaces should work for everyday visits.

4 ONE CONNECTED WALK

Each storefront is part of a longer walk. Sidewalks, corners, and crossings should make it easy to reach the next business, block, or gathering place.



approaches to repair, rehabilitation, and replacement. New construction and additions deserve equally thoughtful guidance. Their massing, entrances, and ground floors can strengthen the street while making room for new uses and architecture.

Understanding what works will take more than a physical inventory. A business owner may be thinking about deliveries or space for customers to sit outside. Someone living downtown may care most about lighting and a comfortable walk home. City staff bring knowledge of maintenance, review procedures, and the improvements already underway. Conversations with owners, businesses, residents, the BID, and other stakeholders should help establish priorities and make the guidance responsive to the people who will use it.

The City also needs a practical basis for design review. Owners and developers should be able to understand expectations early, including how recommendations relate to existing requirements. The guide should work alongside the comprehensive plan, zoning ordinances, and relevant WisDOT regulations, and be adaptable to future policy updates. It can also help inform grants and incentives so that public support encourages improvements consistent with the City's direction.

The 15 façade studies will make part of that guidance tangible. Selected with City staff and stakeholders, and developed with participating owners, they should show familiar buildings in their street context. Conceptual before-and-after images and clear next steps can help owners understand potential improvements and pursue future funding. They can also demonstrate to other owners how a change to one property might contribute to the character and activity of its block.

Downtown will keep changing one project at a time. A storefront is repaired. A sidewalk improvement creates a more comfortable route. A renovation brings more people into an older building, or a new development helps complete a block. These investments will happen on different schedules. A shared set of principles can help them build on one another as opportunities arise.

The City has asked for a concise guide, and every page needs to be useful. Familiar examples and straightforward illustrations should help people see how the recommendations apply to an actual building, site, or streetscape decision. The measure of success will be in the work that follows: better conversations, more thoughtful projects, and a downtown that becomes easier to use and more rewarding to spend time in.

Superior already has a downtown people have put a lot into. Our task is to understand how its pieces work together and help the next investment make the whole place better.

GETTING TO 25 PAGES

Our work plan starts with the document the City will use when this project is finished. We have organized the work around its main sections: downtown context and priorities, block and site design, public realm improvements, building and preservation guidance, implementation, and the 15 individual building studies. Each section has a clear purpose and a defined set of research, engagement, and design activities behind it. Working from this outline helps us give the full scope appropriate attention and bring the pieces together into a concise, illustrated guide.

The shared guidance and individual building studies will develop alongside one another. The studies will show how the broader principles apply to familiar properties, while conversations with owners and the community will help refine those principles. Public and stakeholder sessions, City reviews, and owner meetings will inform the document throughout the process. The outline gives us a practical starting point, with room to adjust the emphasis as we learn more about downtown and what people need from the guide.

01

PURPOSE, CONTEXT, AND PRIORITIES

Review plans and codes, tour downtown, establish goals, and summarize engagement findings.

02-05

BLOCK, SITE, AND PUBLIC REALM DESIGN

Examine existing conditions, develop guidance and illustrations for frontage, parking, sidewalks, planting, furnishings, lighting, and signs.

06-08

BUILDINGS, PRESERVATION, AND MATERIALS

Develop architectural and rehabilitation guidance, compatible infill principles, and coordinated material recommendations.

09

PUTTING THE GUIDE TO USE

Explain next steps, design review considerations, and potential funding paths through practical checklists.

10-25

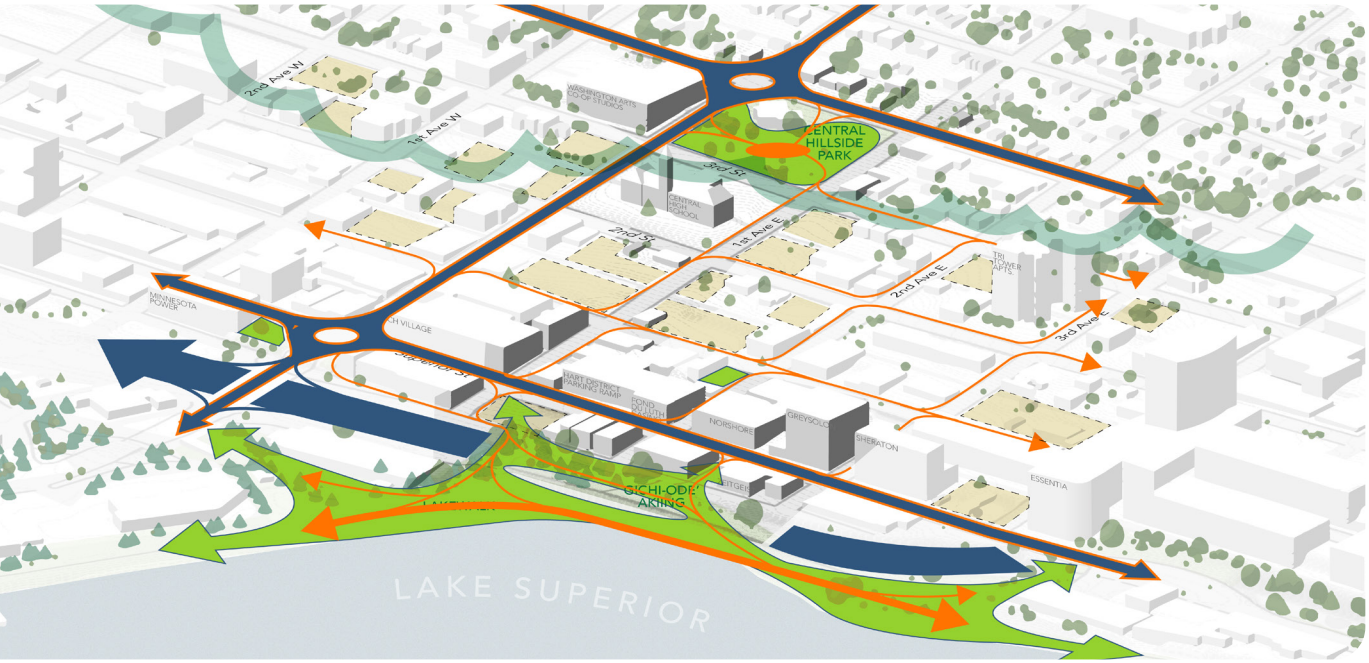
INDIVIDUAL BUILDING STUDIES

Prepare the location map and index, obtain permissions, develop 15 conceptual studies, and review recommendations with owners

PG. 01

GET TO KNOW DOWNTOWN

PURPOSE, CONTEXT, AND PRIORITIES



We'll start by getting familiar with downtown and the work already underway. A kickoff with City staff will establish the study area, priorities, available information, and meeting calendar. We'll review the comprehensive plan, zoning ordinances, historic information, and relevant streetscape plans, then spend time downtown looking at how the buildings, sites, and public spaces work together.

The tour and early conversations will help us understand what people value, where improvements would be useful, and what the guide needs to accomplish. We'll meet with the designated City body to establish goals and hold the first stakeholder and public sessions. These conversations will also help identify buildings and interested owners for the individual studies.

Our observations and findings will provide the basis for the guide's opening page and the recommendations that follow. We'll document how community input informs the direction of the work.

KEY ACTIVITIES

- Confirm the study area, goals, responsibilities, and schedule.
- Review existing plans, ordinances, historic information, and relevant public improvement plans.
- Tour downtown and photograph buildings, streetscapes, and development patterns.
- Hold the City goals meeting and first stakeholder and public sessions.
- Begin building selection and owner recruitment with City assistance.
- Summarize findings and establish priorities for the guide.

TEAM RESPONSIBILITIES

Damon Farber will lead coordination, fieldwork, and engagement. Our architectural partner will review historic information and contribute observations about building character and preservation.

RESULT

A shared understanding of downtown's character and needs, supported by a study-area map, photographic record, and concise statement of goals.

PG. 02-05

MAKE THE STREET WORK AS A WHOLE

BLOCK, SITE, AND PUBLIC REALM DESIGN

The next step is to translate what we learn into guidance for how downtown's buildings, sites, and streets fit together. We'll consider the experience of moving along a block, entering a business, crossing a street, or finding somewhere to sit. These everyday activities will help ground the recommendations in how people use downtown.

The guidance will address frontage, entrances, setbacks, parking, and service areas alongside sidewalks, planting, furnishings, lighting, and signs. We'll use photographs of Superior and straightforward diagrams to show how individual decisions can contribute to a more comfortable and connected downtown.

City staff and stakeholder input will help us understand available space, maintenance responsibilities, and practical considerations. Winter operations, durability, accessibility, and relevant WisDOT requirements will inform the recommendations as they develop.

KEY ACTIVITIES

- Examine block frontage and the relationship between buildings, sites, and sidewalks.
- Develop guidance for entrances, parking, driveways, and service areas.
- Illustrate clear walking routes and accessible streetscape arrangements.
- Address planting, furnishings, outdoor activity, and winter maintenance.
- Coordinate recommendations for public and private lighting and signs.
- Review the guidance with City staff and refine it through community feedback.

TEAM RESPONSIBILITIES

Damon Farber will lead public realm and site guidance. Architecture Advantage will contribute where recommendations involve building entrances, storefronts, signs, and building-mounted lighting.

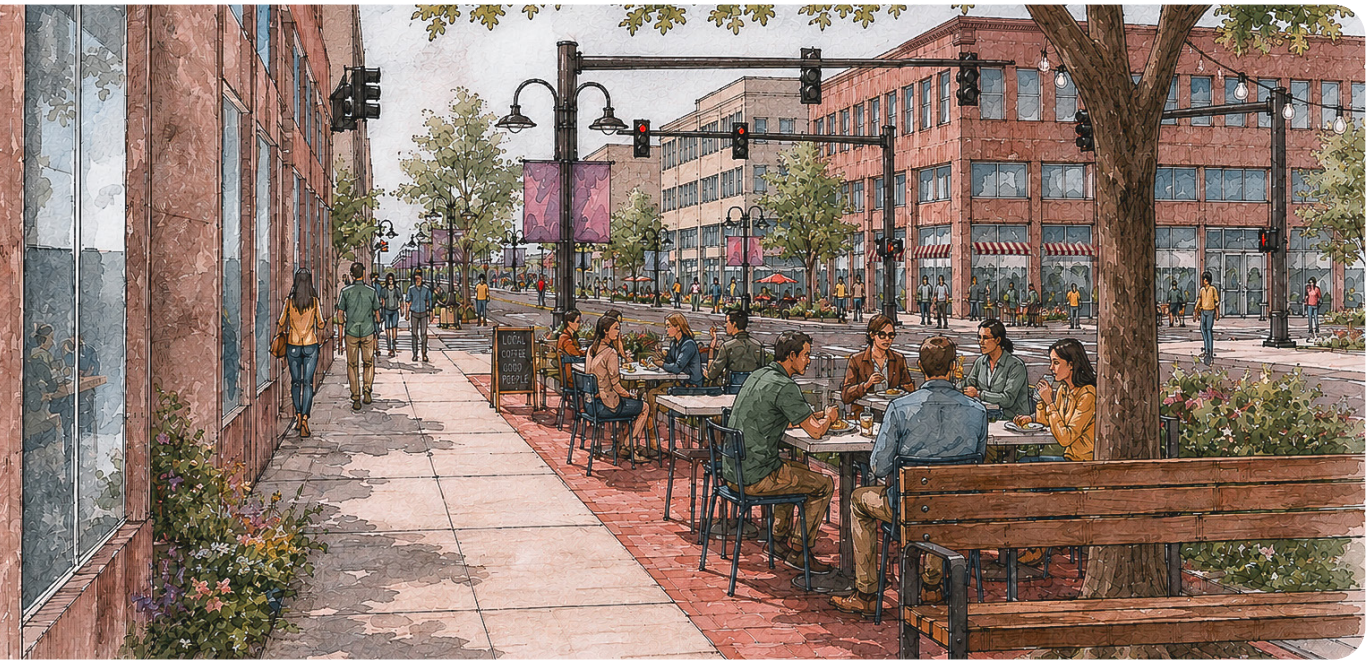
RESULT

Four illustrated pages covering block and site design; sidewalks and access; planting, furnishings, and outdoor activity; and lighting and signs.

PG. 06-08

HELP BUILDINGS CONTRIBUTE

BUILDINGS, PRESERVATION, AND MATERIALS



Downtown's buildings give its streets much of their character. We'll develop guidance that helps owners recognize important features, understand appropriate improvements, and consider how their property contributes to the surrounding block.

Using the City's historic information and our field observations, the architect will identify representative features and conditions to illustrate preservation and rehabilitation principles. The guidance will address storefronts, windows, entrances, façade composition, materials, and appropriate alterations, including considerations for preservation and reconstruction.

We'll also address new construction and additions. Building height, massing, proportions, and ground-floor design influence how a project fits its neighbors and supports activity along the street. Examples will show how new investment can contribute to downtown while allowing buildings to reflect their own uses and circumstances.

Materials guidance will connect architectural and public realm decisions, with attention to local character, durability, and maintenance.

KEY ACTIVITIES

- Identify character-defining features using City information and field observations.
- Illustrate appropriate rehabilitation and alteration approaches.
- Address historic storefronts and preservation versus reconstruction.
- Develop principles for building massing, additions, and compatible infill.
- Coordinate recommendations for materials across buildings and public spaces.
- Review architectural guidance for consistency with the broader downtown principles.

TEAM RESPONSIBILITIES

Architecture Advantage will lead architectural and preservation content. Damon Farber will connect that guidance with site and public realm principles and lead graphic production and document assembly.

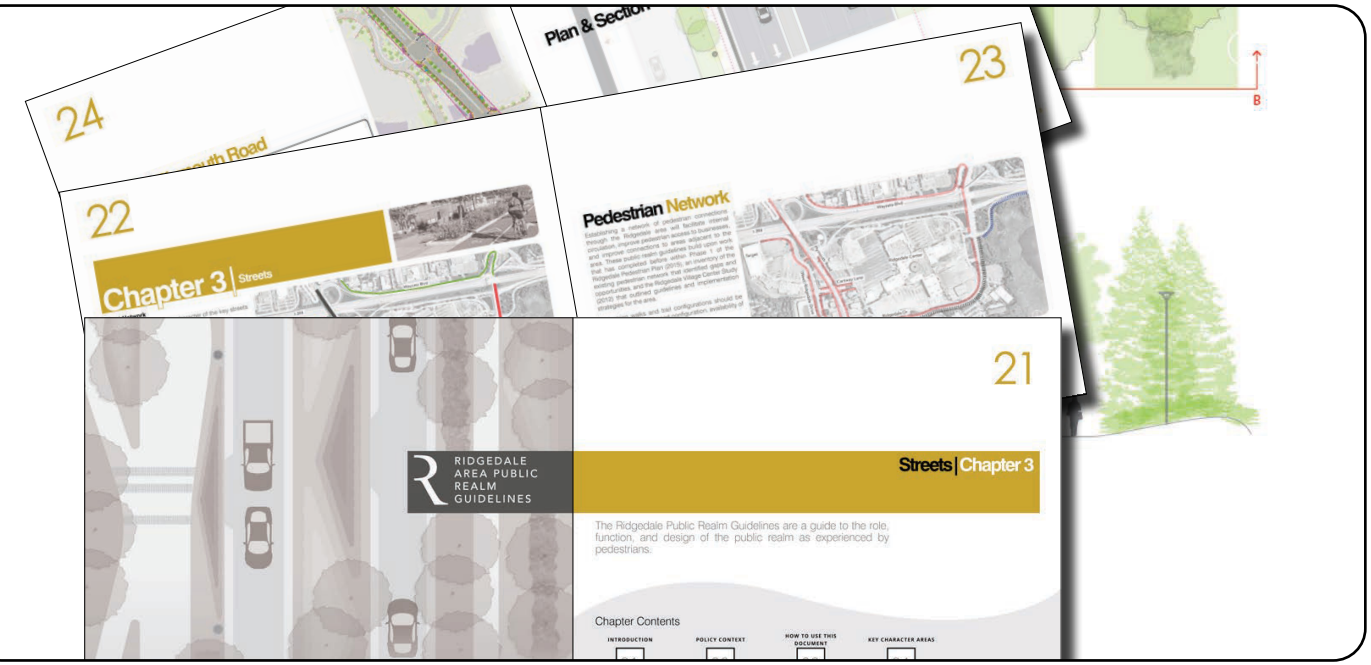
RESULT

Three illustrated pages addressing building form, historic character and rehabilitation, and coordinated material recommendations.

PG. 09

MAKE THE INFORMATION USEFUL

PUTTING THE GUIDE TO USE



The guide should help someone move from an idea to a useful next conversation. We'll develop practical next steps for owners considering improvements and for City staff discussing a renovation, development proposal, or public investment.

An owner checklist will help readers identify priorities, discuss their plans with the City, and understand when further professional assistance or cost information is needed. References to relevant funding and incentive programs will give owners a starting point for exploring support.

We'll also connect the recommendations with the City's review process. Clear distinctions between existing requirements and recommended practices will help people understand expectations early. City staff will review these connections so the guide reflects its intended use and can support future policy or program updates.

KEY ACTIVITIES

- Develop a concise checklist for owners planning improvements.
- Identify next steps toward further design, approvals, and implementation.
- Compile relevant funding and incentive references with City input.
- Connect the guidance with existing plans, ordinances, and review procedures.
- Identify opportunities for the guide to inform future policy and program updates.
- Review the implementation content with City staff.

TEAM RESPONSIBILITIES

Damon Farber will lead implementation content and City coordination. Our architectural partner will advise on next steps for building improvements and further professional review.

RESULT

A practical reference page that helps owners and City staff use the guide in project planning and design review.

PG. 10-25

PUT THE PRINCIPLES TO WORK

INDIVIDUAL STUDIES

The individual studies will show how the guide's principles apply to familiar downtown buildings. We'll work with City staff and stakeholders to select 15 properties, obtain owner permission, and understand each owner's priorities. The City's assistance with introductions and historic information will support that process.

We'll begin with one representative study to establish the graphic format and level of detail. Reviewing this pilot with City staff will help settle the approach before completing the remaining studies in batches.

Each building will receive a coordinated conceptual direction, illustrated through existing and proposed images. Recommendations will identify features worth retaining, potential improvements, and next steps toward further design and funding. Buildings will be shown in their street context so the studies demonstrate how changes to individual properties can contribute to downtown as a whole.

We'll review the recommendations in person with each participating owner and incorporate feedback into the draft document.

KEY ACTIVITIES

- Select 15 buildings and secure owner permission with City assistance.
- Record owner priorities and review available historic information.
- Photograph the properties and establish principal views.
- Complete and review a pilot study.
- Develop the remaining concepts using a consistent format.
- Conduct in-person owner reviews and refine the recommendations.
- Prepare a location map, index, and next steps for each property.

TEAM RESPONSIBILITIES

Damon Farber will lead owner coordination, photography, graphics, and document production. Architecture Advantage will provide architectural concept input and review for all 15 buildings.

RESULT

Fifteen conceptual building studies, each with before-and-after images, written recommendations, and next steps, supported by a location map and index.

BRING THE WORK TOGETHER

ENGAGEMENT, REVIEW, AND DELIVERY

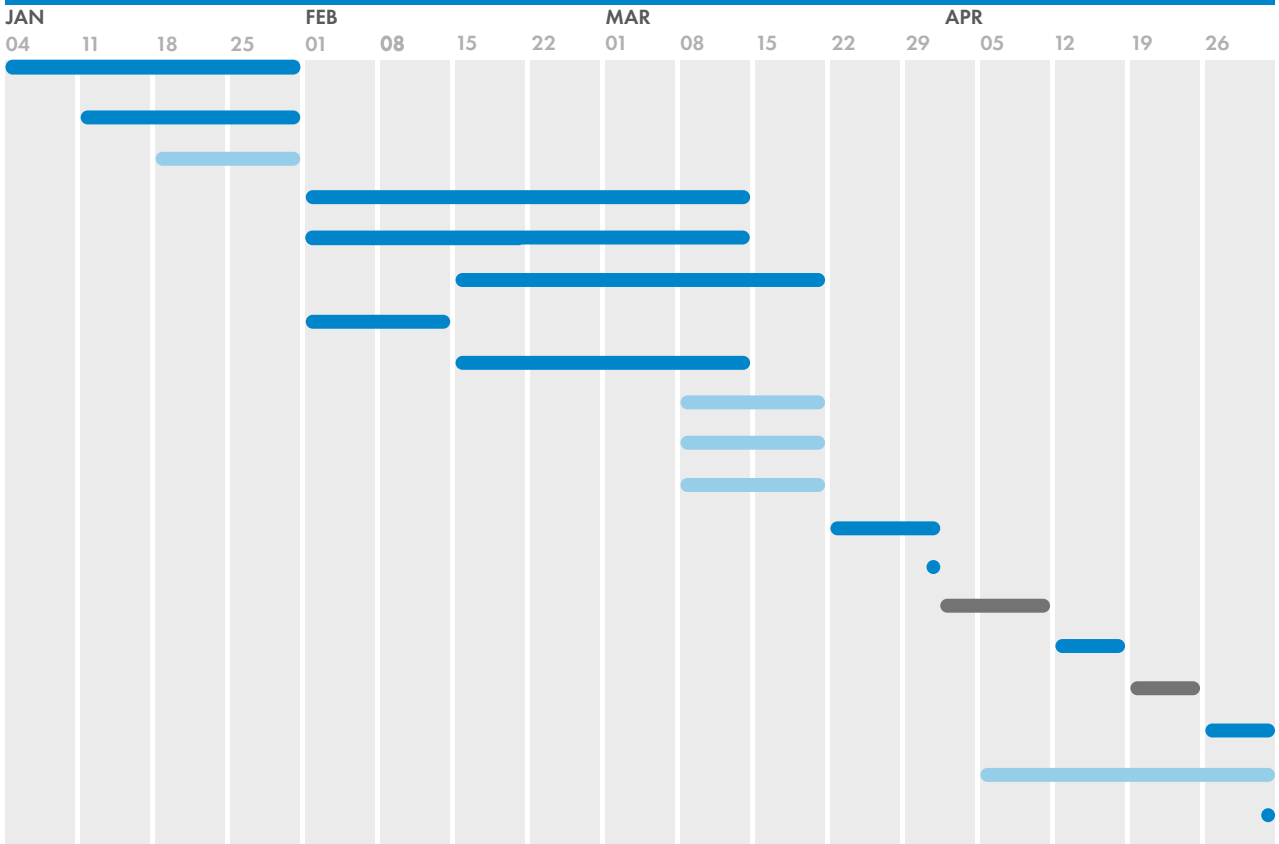
The guide sections and building studies will develop alongside one another. Shared principles will inform the individual concepts, and work on actual properties will help refine the guidance. We'll coordinate the activities through one project schedule, with clear points for City, stakeholder, public, and owner input.

Engagement will include the required City goals meeting, two stakeholder sessions, and two public sessions. We'll also conduct the in-person City and stakeholder draft review and meet in person with each participating building owner. Meeting materials, attendance information, comments, and summaries will be documented, along with an explanation of how feedback shaped the work.

Site visits and owner appointments will be grouped into coordinated travel windows where schedules permit. We'll maintain a shared feedback record and work with City staff to organize consolidated comments.

TASK
Kickoff, goals, tour and background review
Building selection and owner permissions
Stakeholder session 1 and public session 1
Block, site and public realm guidance
Building, preservation and materials guidance
Implementation guidance
Pilot building study
Remaining 14 building studies
Stakeholder session 2 and public session 2
In-person City and stakeholder draft review
In-person reviews with all 15 owners
Incorporate feedback and assemble draft
Draft document delivered
City consolidated review round 1
Revise guide and studies, round 1
City consolidated review round 2
Final revisions, quality review and PDF
Virtual Council presentation (date to agree)
Final guide delivered

TIMELINE



		Damon Farber		Architecture Advantage			
	TASK	PRINCIPAL / JEFF	ASSOCIATE / JORDAN	ARCHITECTURAL LEAD	ARCHITECTURAL SUPPORT	HOURS	FEE
		$ 180.00	$ 130.00	$ 240.00	$ 190.00		
1	**Purpose, Context, and Priorities**						
1.1	City kickoff and designated body goals meeting: confirm study area, goals, roles, and schedule.	1	4	1	1	7	$ 1,130.0
1.2	Downtown tour and photography: document buildings, streetscapes, and development patterns.		10			10	$ 1,300.0
1.3	Review comprehensive plan, zoning, historic information, streetscape plans, and relevant WisDOT requirements.	0.5	5	0.5	0.5	6.5	$ 955.0
1.4	Stakeholder session 1 and public session 1: prepare materials, facilitate, and document priorities.	1	9			10	$ 1,350.0
1.5	Select 15 buildings, obtain owner permissions with City help, and summarize context and guide priorities.	0.5	9	0.5	2	12	$ 1,760.0
	DF subtotal	3	37	2	3.5	**45.5**	**$ 6,495.0**
2	**Design Guidance, Implementation, and 15 Building Studies**						
2.1	Block and site design: frontage, entrances, setbacks, parking, driveways, and service areas.	0.5	7		0.5	8	$ 1,095.0
2.2	Sidewalks and access: clear walking routes, accessibility, crossings, and streetscape arrangements.	0.5	6			6.5	$ 870.0
2.3	Planting, furnishings, and outdoor activity: address durability, maintenance, and winter operations.	0.5	6			6.5	$ 870.0
2.4	Lighting and signs: coordinate public and private improvements with the downtown streetscape.	0.5	4		0.5	5	$ 705.0
2.5	Building form and compatible infill: massing, additions, proportions, entrances, and ground floors.	0.5	3	0.5	7	11	$ 1,930.0
2.6	Historic character and rehabilitation: storefronts, windows, facades, repair, alteration, and reconstruction.	0.5	3	0.5	7	11	$ 1,930.0
2.7	Materials guidance: coordinate building and public realm palettes, durability, and maintenance.	0.5	3	0.5	7	11	$ 1,930.0
2.8	Owner checklist and design review: identify further design, approvals, and professional review needs.	0.5	4		1	5.5	$ 800.0
2.9	Implementation: compile funding and incentive references and connect guidance to City plans and policies.		3			3	$ 390.0
2.10	Pilot building study: establish the concept, existing/proposed images, graphic format, and City review.	1	7		0.5	8.5	$ 1,185.0
2.11	Remaining 14 building studies: develop conceptual recommendations and existing/proposed graphics.	1	35		0.5	36.5	$ 4,825.0
2.12	Building study map, index, street context, retained features, improvement priorities, and property next steps.		4		0.5	4.5	$ 615.0
2.13	In-person reviews with all 15 owners: record feedback and refine recommendations.		13		13	26	$ 4,160.0
2.14	Project management and team coordination: schedule, City check-ins, shared feedback record, and administration.	2	7		1	10	$ 1,460.0
	DF subtotal	8	105	1.5	38.5	**153**	**$ 22,765.0**
3	**Engagement, Review, and Final Delivery**						
3.1	Stakeholder session 2 and public session 2: prepare materials, present recommendations, and record feedback.	1	8		1	10	$ 1,410.0
3.2	In-person City and stakeholder draft review: resolve comments on guide sections and building studies.	1	5		1	7	$ 1,020.0
3.3	Assemble and deliver the draft 25-page illustrated guide, including all 15 building studies.	1	4			5	$ 700.0
3.4	City consolidated review round 1: review comments and revise the guide and building studies.	1	2		1	4	$ 630.0
3.5	City consolidated review round 2: resolve remaining comments and coordinate final revisions.	1	2		1	4	$ 630.0
3.6	Final quality review, document checks, and final guide PDF delivery.	2	2	1.75		5.75	$ 1,040.0
3.7	Prepare and deliver the virtual Council presentation; coordinate the date with City staff.	1	1			2	$ 310.0
	DF subtotal	8	24	1.75	4	**37.75**	**$ 5,740.0**
	Total Hours	**19**	**166**	**5.25**	**46**	**236.25**	**$ 35,000.0**

ADDITIONAL FACADE STUDIES

Additional facade studies may be requested for $1,250 per facade, to be agreed upon with the client in advance.

PROFESSIONAL SERVICES FORM

8. Professional Services

Date: 10.19.2026

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 dollars and 00/100

Completion Date: 10.19.2026 **(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 _____ Date 10.19.2026

Print Name Jeff McMenimen

Name of Company Damon Farber Landscape Architects

Address 310 S 4th Ave., Suite 7050, Minneapolis, MN 55415

Phone 651.249.1629 Fax _____

E-mail Address jmcmenimen@damonfarber.com

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SUBCONTRACTORS LISITNG

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.

	SUBCONTRACTOR	CLASS OF WORK
1)	Architecture Advantage	Architecture
2)		
3)		
4)		
5)		

Submitted by:

COMPANY Damon Farber Landscape Architects

ADDRESS 310 S 4th Ave., Suite 7050, Minneapolis, MN 55415

COMPANY REPRESENTATIVE Jeff McMenimen

13

ADDENDA ACKNOWLEDGEMENT

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. 1 Dated 9/29/26
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.

Damon Farber Landscape Architects
Company

Representative Signature

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QUALIFICATION EVALUATION CHECKLIST

11. Qualification Evaluation Checklist

Owner: ___Thomas Whitlock_____

Contact Person: ____Thomas Whitlock_____

Address: __310 4th Ave S, Suite 7050 _____

City: _Minneapolis_____ State: ___MN_____ Zip: _55415____

Telephone: __612.332.7522_____

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? ___45_____
☐		X	2.	Has your firm ever failed to complete any work awarded to you? Comment/Explanation:
☐		☑	3.	Has your firm ever defaulted on a contract? Comment/Explanation:
☐		☑	4.	Has your firm ever had claims filed for errors and omissions or been sued for services you provided? Comment/Explanation:
☑		☐	5.	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:
☒	☐	☐	6.	Have you reviewed the example of the service contract attached and are willing to sign a similar agreement? Comment/Explanation:

STATEMENT OF QUALIFICATIONS REFERENCE FORM

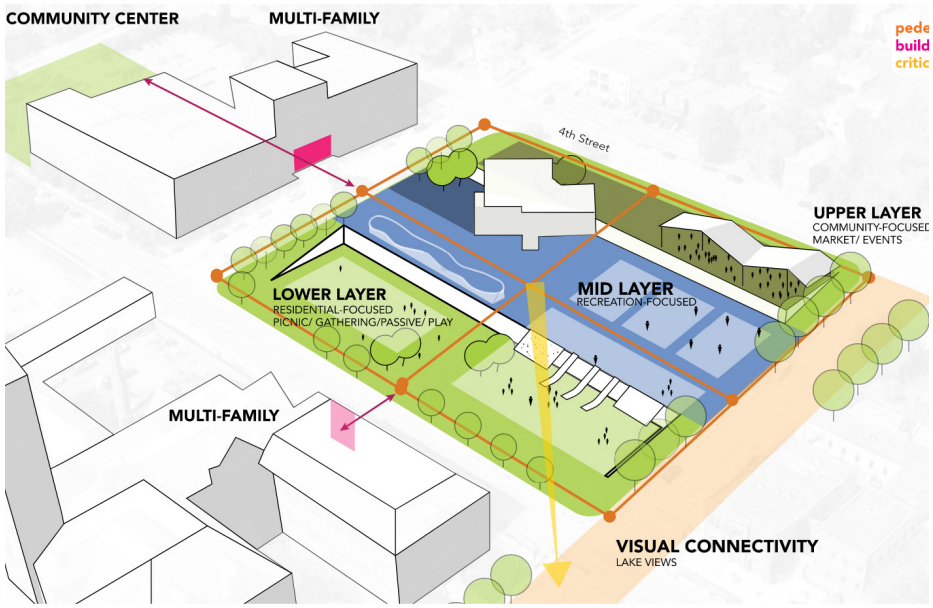
12. Statement of Qualifications Reference Form

Applicant Firm Name: Damon Farber Landscape Architects
Contact Person: Jeff McMenimen
Address: 310 S 4th Ave., Suite 7050
City, State, and Zip Code: Minneapolis, MN 55415
Telephone: 612-332-7522

Reference #1
Owner or Company Name: City of Duluth
Contact Person: James Gittemeier
Type of Service(s) Provided: Streetscape Design, Community Engagement
Calendar Year(s) of Service(s) Provided: ongoing
City, State, and Zip Code: Duluth, MN 55802
Telephone: 218.730.5338

Reference #2
Owner or Company Name: City of New Brighton
Contact Person: Ben Gozola
Type of Service(s) Provided: Town Center Planning, Community Engagement
Calendar Year(s) of Service(s) Provided: 2026
City, State, and Zip Code: New Brighton, MN 55112
Telephone: 651-638-2059

Reference #3
Owner or Company Name: City of Crystal
Contact Person: John Sutter
Type of Service(s) Provided: Vision Plan Document, Community Engagement
Calendar Year(s) of Service(s) Provided: 2025
City, State, and Zip Code: Crystal, MN 55422
Telephone: 763-531-1130



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