

# LAKEWALK INTERPRETIVE PLAN

PROPOSAL FOR INTERPRETIVE DESIGN SERVICES

MARCH 17, 2022

URBAN ECOSYSTEMS  
LANDSCAPE ARCHITECTS



# LAKEWALK INTERPRETIVE PLAN

The Duluth Waterfront is a beloved destination landscape and our interpretive design process will add layers of awareness. Our intent is to develop themes for the waterfront that invite visitors to gain a richer understanding of the place and create meaningful places for visitors to inhabit and engage. Furthermore, there exists an opportunity to clearly define a waterfront district with distinct areas and trail experiences that reflect the diversity of the lakefront and its people. This plan will involve the design and placement of interpretive elements and identification of specific placemaking interventions or stories that can be told in space.

## INTERPRETIVE PROGRAM DEVELOPMENT

### BACKGROUND INVESTIGATION AND RESEARCH

Our team will investigate the landscape, its history, and its site conditions. We will work to find interesting facets of the Duluth Waterfront to reveal in place. In addition to spatial and historical research, our process will involve engagement with the Friends of the Lakewalk, local historians, local business owners, City Heritage Commissions and the Duluth Arts community. We also hope to engage the Fond du Lac Band in this process to find ways to recognize Indigenous culture and land rights along the waterfront and carry across some of the approaches developed during the interpretive work for the Waabizheshikana Trail. This interpretive plan will also purposefully highlight the perspectives of African American community members, celebrating the strength of character displayed through adversity and their contributions to the community. This will be a chance to explore alternative themes and stories we can to interpret along the waterfront. We want to celebrate the power of the natural world and recognize the people and places that bring this landscape to life.

### DESIGN TEAM COORDINATION

One of the most challenging project tasks will be integrating the interpretive installations into the landscape architecture for the Baywalk and Lakewalk. This will involve integrating design materials from LHB and Confluence to develop storytelling concepts, themes, interpretive elements and placemaking strategies.

### INTERPRETIVE OPPORTUNITY PRESENTATION

We propose to perform an initial opportunity analysis to develop a roster of interpretive techniques which can be presented to the project stakeholders and design consultants for the Baywalk / Lakewalk projects. This will be a “rough draft”

of potential ideas that can be shared with the City and consulting design teams for their initial approval before they are shared with public stakeholders. The goal of this effort will be to build an approach to interpretation that can be implemented consistently across both project areas to create a coherent district.

## STAKEHOLDER ENGAGEMENT & WORKSHOPS

We envision facilitating a design workshop for city staff and selected stakeholder groups to review the proposed interpretive themes and elements. Once we we will share the preferred approach with the larger community to gather their input. We envision an in-person workshop that can also be attended remotely. This feedback will help our team to finalize the concepts so we can incorporate them into the plan.

## INTERPRETIVE PLAN

### INTERPRETIVE PLAN DEVELOPMENT

This plan will identify locations for artwork, placemaking, and interpretation that is integrated with the design work developed for the Lakewalk and Baywalk renovation projects. The interpretive approach will serve as a unifying element that establishes a set of themes and experiences that visitors can experience as they explore the Duluth Waterfront. As this will be an overlay plan, we anticipate that the interpretive work will be need to be iteratively refined to accent the specific spatial design moves that are made by the Design Teams and align with their intent for the design of the spaces.

### INTERPRETIVE ELEMENT DESIGN

The sites currently contains multiple generations of signs, site furnishings, seating elements, and monuments that must be reconsidered in the context of the current redesign. The most pressing deliverable will be the detailing of interpretive elements that can be built concurrently with the Baywalk / Lakewalk improvements or where space must be held for future artwork or interpretive elements to be located. After the concept opportunity review, we will develop details for the interpretive elements so that they can be shared with the other design teams and reviewed. Once we get approval on the schematic element designs we will develop construction details.

### INTERPRETIVE PLAN REPORT

Once the necessary interpretive elements have been designed in conjunction with the Design Teams, we will dedicate our energy to the composition of interpretive

# LAKEWALK INTERPRETIVE PLAN

panels and story content. This will require dedicated copywriting and graphic design. These materials along with essential phasing and budgeting will be incorporated into a project report that consolidates the interpretive content and implementation recommendations into a single accessible plan document that is aligned with concurrent planning opportunities.

## INTERPRETIVE PLAN PRESENTATIONS

The format of these presentations will be adapted to encourage efficiency and provide substantive materials for the audience. This project will need to be presented to various City Commissions, Stakeholder Groups, and the Public.

## SUPPLEMENTAL SERVICES

These are services which Urban Ecosystems can perform or procure if it becomes necessary. Upon request, we can prepare an additional cost proposal

## EXPENSES

The costs of travel, meals, printing, and food for community events.

## PROJECT SCHEDULE

See attached project schedule.

# PROJECT TEAM

## URBAN ECOSYSTEMS



Sam is a design professional and projective thinker dedicated to building urban landscapes that can meet the evolving needs of cities and ecosystems. His knowledge of emerging technologies within urban design and geospatial mapping and analysis provide a foundation for our practice. Sam will serve as the project manager for the Lakewalk, being the primary point of contact and will be responsible for administration and the delivery of the design products.

SAMUEL GEER, MLA/MURP, LEED AP  
PROJECT MANAGER



John Koepke is our Principal Landscape Architect and will serve as the active lead on this project. He is a Professor of Landscape Architecture in the College of Design at the University of Minnesota and the Department's former chair. He has over 40 years professional experience in urban design, the planning and design of education centers, zoological gardens, interpretative centers for Native American sites, and community design workshops. His design work focuses on culture and ecology in Native American communities.

JOHN KOEPKE, ASLA, PLA  
PRINCIPAL LANDSCAPE ARCHITECT



Ryan is a registered landscape architect with a passion for modernism and bold design. He has designed and managed projects ranging from rooftop gardens to 600 acre corporate campuses. At Urban Ecosystems, Ryan leads the process of developing elegant design solutions to complex projects. His knowledge of detailing, materials, and construction methods allow him to tackle design projects at any scale.

RYAN HERM, ASLA, PLA  
PROJECT DESIGNER



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MICHAEL KEENAN, PLA  
DIRECTOR OF DESIGN



Rick DeFoe was born in 1959 in Cloquet, Minnesota on the Fond du Lac Reservation. Rick, a Duluth resident for 35 years, is a retired Journeyman Ironworker. He served on Duluth's American Indian Commission for eight years, including four as Chair. Rick was Co-Chair and served four years on the Oversight Committee of the Juvenile Detention Alternative Initiative for reducing racial disparities. Rick is a pipe carrier and an Ojibwe Language instructor.

RICK DEFOE,  
OJIBWE CULTURAL EXPERT

# COST PROPOSAL

SECTION	PERSONNEL	HOURS	RATE	TOTAL
<b>INTERPRETIVE PROGRAM DEVELOPMENT</b>				<b>\$ 30,100.00</b>
<b>Background Investigation &amp; Research</b>	Project Manager	60	\$125.00	\$ 7,500.00
	Principal Landscape Architect	12	\$200.00	\$ 2,400.00
<b>Design Team Coordination</b>	Project Manager	40	\$125.00	\$ 5,000.00
	Principal Landscape Architect	8	\$200.00	\$ 1,600.00
<b>Interpretive Opportunity Presentation</b>	Project Manager	24	\$125.00	\$ 3,000.00
	Principal Landscape Architect	16	\$200.00	\$ 3,200.00
<b>Stakeholder Engagement &amp; Workshops</b>	Project Manager	40	\$125.00	\$ 5,000.00
	Principal Landscape Architect	12	\$200.00	\$ 2,400.00
<b>INTERPRETIVE PLAN</b>				<b>\$ 51,025.00</b>
<b>Plan Development</b>	Project Manager	80	\$125.00	\$ 10,000.00
	Principal Landscape Architect	24	\$200.00	\$ 4,800.00
<b>Interpretive Element Design</b>	Project Manager	24	\$125.00	\$ 3,000.00
	Director of Design	12	\$150.00	\$ 1,800.00
	Project Designer	40	\$100.00	\$ 4,000.00
	Principal Landscape Architect	4	\$200.00	\$ 800.00
<b>Plan Report</b>	Project Manager	120	\$125.00	\$ 15,000.00
	Ojibwe Cultural Expert	15	\$75.00	\$ 1,125.00
	Graphic Designer	80	\$85.00	\$ 6,800.00
<b>Plan Presentations</b>	Project Manager	20	\$125.00	\$ 2,500.00
	Principal Landscape Architect	6	\$200.00	\$ 1,200.00
<b>EXPENSES</b>				<b>\$ 1,411.00</b>
<b>Mileage</b>	Estimate 3 trips to Duluth			\$ 336.00
<b>Travel Meals</b>	Estimate 9 travel meals			\$ 225.00
<b>Printing</b>	Printing of Presentation Boards			\$ 250.00
<b>Event Budget</b>	Food for Events			\$ 600.00
<b>PROPOSED TOTAL</b>				<b>\$ 82,536.00</b>

## PROJECT TIMELINE

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