

Exhibit B

Visual Communications

475 Cleveland Avenue North, Suite 223, Ivy League Place, Saint Paul, MN 55104



City of Duluth
Attn: Purchasing Division
City Hall, Room 100
411 West 1st Street
Duluth, MN 55802

Sign Design

Wayfinding

Consultation

Specification

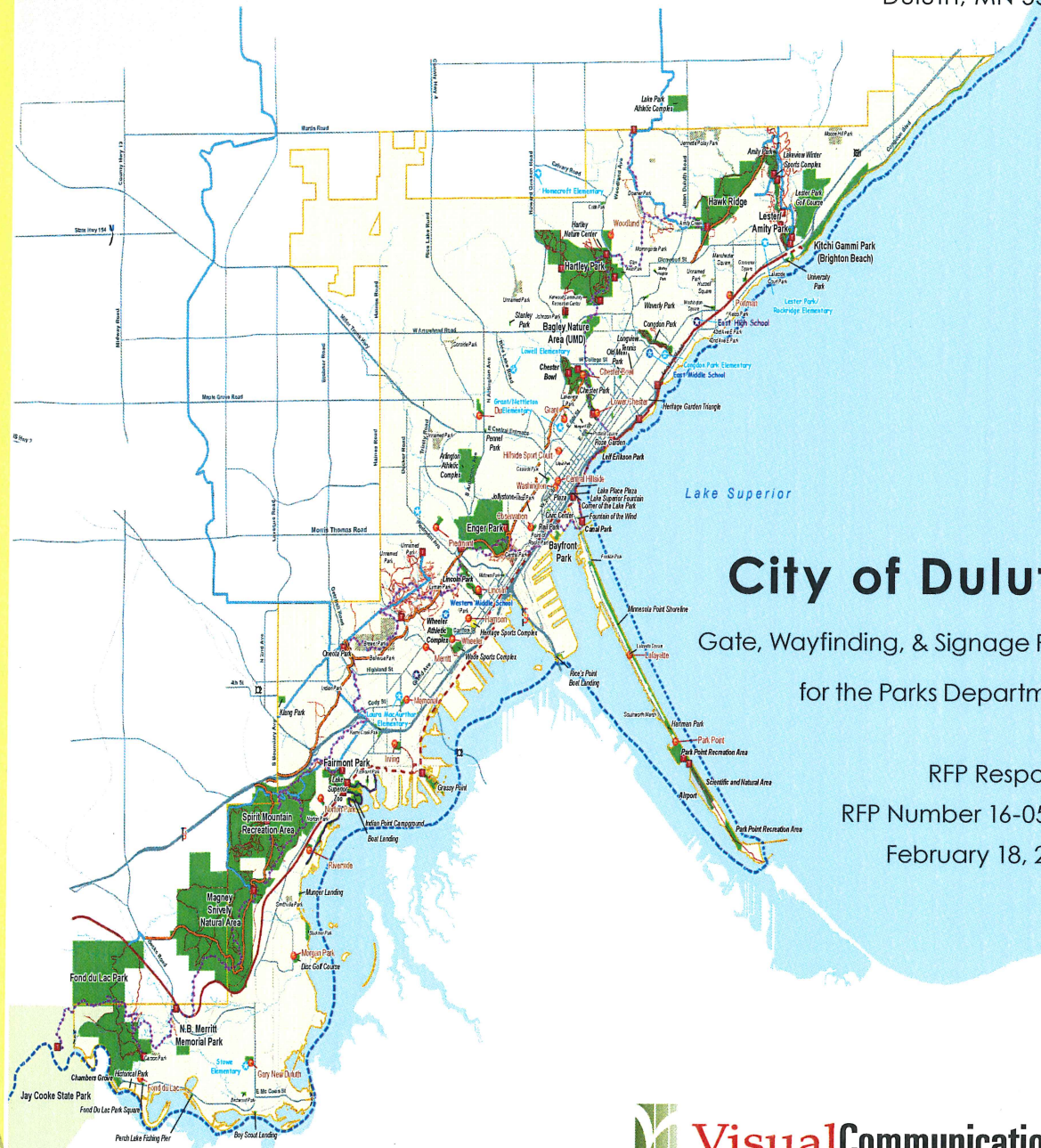
Identity Design

651.644.4494

Fax: 651.644.4289

v1@visualcomm.com

www.visualcomm.com



City of Duluth

Gate, Wayfinding, & Signage Plan
for the Parks Department

RFP Response
RFP Number 16-05AA
February 18, 2016

 **Visual Communications**

 **HOISINGTON KOEGLER GROUP INC.**



Exhibit B

18 February 2016
Purchasing
City of Duluth
Gate, Wayfinding, and Signage Plan for the Parks Department

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City of Duluth
Purchasing Division
City Hall, Room 100
411 West 1st Street
Duluth, MN 55802

RE: Gate, Wayfinding, and Signage Plan for the Parks Department

Our team at Visual Communications is pleased to present our firm for your consideration to develop a Gate, Wayfinding, and Signage Plan for the Parks for the City of Duluth Parks Department. Thank you for this outstanding and valuable opportunity.

We are a professional Sign Design and Consultation Firm teamed with an outstanding Landscape Architecture Firm, solving all of your signage challenges. We are confident that our experience in providing wayfinding, effective design master planning and implementation will be highly successful.

At Visual Communications it is our ability to understand and interpret the nature, pathways, sign design, and wayfinding needs of this multifaceted community project through our experience with similar public projects. Our background and knowledge of proven design and fabrication techniques and specification, will assure that signage is functional with minimal maintenance for years to come.

Unique to Hoisington Koegler Group (HKGi) will be the ability to provide key direction and assistance in the mapping, database development, design, location and placement of signage and wayfinding to fit seamlessly within the park, trail and bikeway systems of the community. HKGi brings extensive knowledge of the citywide trail systems and recent knowledge of on-going planning work in West Duluth, including the St. Louis River National Water Trail.

Our outstanding reputation for providing detailed signage design, specification, location, and message scheduling assures that motorists, bicyclists, and pedestrians will be able to "wayfind" and navigate throughout the City of Duluth Park System for years to come.

We begin with the needs and 'personality' of the City of Duluth Parks, historic architecture and its future development, and seek innovative solutions, working with your team and within your budget.

Here is what you can expect:

- A "common sense" approach to signage/wayfinding.
- Experienced sign experts who become part of your team, connected to the needs of your project, and what is most important to you.
- User friendly systems that are creative and unique, yet practical; reflecting the Identity of the historic and emerging City of Duluth, its regional transportation systems, tourism destinations, and so forth.

This proposal provides a complete overview of our team, our services and our award-winning signage design. Primary team members and resumes are included along with some of our team's clients, including the cities of Duluth, Elk River, Saint Paul, and the Three Rivers Park District – all projects with similar scopes of service.

We look forward to being a part of your team. If you have immediate questions or concerns please feel free to contact me at 651.644.4494 or email me at lang@visualcomm.com.

Sincerely,


Richard M. Lang
Visual Communications Inc.
Principal

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II-2 Firm Information

Primary Consultant Visual Communications

Discipline Sign Design and Wayfinding Services

Contact Richard Lang, Principal - Project Manager
475 Cleveland Avenue North
Suite 223
St. Paul, MN 55416
Phone 651-644-4494, FAX 651-644-4289, Cell 612-272-4245
Email lang@visualcomm.com

Staff Size 5

Visual Communications



Company Profile

Visual Communications (VCI), celebrating its 25th year, is a professional sign design and project management group with extensive experience in identification and wayfinding systems. VCI is an S corporation with a staff of five. As designers and specifiers for over a hundred twenty-five combined years, the principals of the company include in their personal resumes, multiple national design awards. As professional members of the Society for Experiential Graphic Design (SEGD) for the past twenty (27) years the principals, Cheryl Long O'Donnell and Richard Lang have participated in establishing industry standards during the development of a Technical Sourcebook and have participated on Government Relations and Research Committees.

Visual Communications offers a powerful combination of creative design, project management expertise, and technical knowledge. This combination provides our clients with a distinct advantage. We are able to blend and implement aesthetic and image design goals with identification and wayfinding theory and the technical specifications necessary to provide signage that is effective and successful.

Our design team possesses exceptional experience and abilities in the areas of sign specification and organized project management. We have handled many diverse projects from the conceptual stage through the design, programming, prototyping, construction and implementation phases. Through our many years in the sign industry we have developed excellent working relationships with design firms, sign industry product vendors, fabricators, and installers. We have also gained considerable knowledge through prototyping, experimentation with state-of-the-art signage products, shop inspections, and on-site supervision of installations.

Visual Communications is a **Woman Business Enterprise (WBE)** and a **Disadvantaged Business Enterprise (DBE)** with the **MN Unified Certification Program (MUTC)** consisting of three partners: Cheryl Long O'Donnell, Constance Carlson and Richard Lang. In addition, VCI is certified in the **Central Certification Program (CERT)** sponsored by the **Saint Louis County, Ramsey County, and the City of Minneapolis**, the **Mississippi Headwaters Chapter of the US Green Building Council** to support our current focus on sustainable, eco-friendly signage solutions. Visual Communications is also a member of the **Preservation Alliance, St. Paul Chamber of Commerce** and the **Midway Chamber of Commerce** (Cheryl Long O'Donnell is a Board of Directors member).

Visual Communications' clients feel confident that their project will receive superior sign design and project management resulting in an appropriate and effective identification and wayfinding system that is true to their image and mission.

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II-1 Firm Information continued

Consultant	Hoisington Koegler Group Inc. (HKGi)
Discipline	Planners and Landscape Architects
Contact	Bryan Harjes, PLA, LEED, AP 123 North 3 rd Street, Suite, Suite 100 Minneapolis, MN 55401 Phone 612-252.7124 Email bharjes@hkgi.com
Staff Size	14

Hoisington Koegler Group Inc. (HKGi)



For more than thirty years Hoisington Koegler Group (HKGi) has helped communities throughout Minnesota and the Upper Midwest create great places for people to live, work and play. HKGi's planners and landscape architects share their design expertise and passion with clients striving to create lasting places of quality, and our project managers provide the type of leadership necessary to develop innovative and efficient solutions that respond to a community's economic, cultural, recreational, and ecological needs.

HKGi's planning and design approach is built around four core principles:

COLLABORATE

Creating great places requires people working together to achieve a common vision. HKGi's most successful projects integrate our technical and creative expertise with the insight and skills of our clients and stakeholders.

LISTEN

Clients and stakeholders have valuable knowledge about the places in which they live, work, and play. Their input provides the foundation for our work, and as we collect their ideas we build support for the projects that emerge from the planning process.

EXPLORE

Our ability to explore potential opportunities and strategies with clients and communities is fundamental to our work. The best solutions emerge through exploration, and in the process communities develop a greater understanding of the challenges they face and the strategies that can lead them forward.

CREATE

We strive to develop plans and designs that produce positive results for our clients. Whether that means we provide guidance during the development process, or we lead the community through the design process, our objective is the same: to create great places that enrich people's lives.



Hoisington Koegler Group Inc.

123 North Third Street Suite 100
Minneapolis, Minnesota 55401
p: 612.338.0800
f: 612.338.6838
e: info@hkgi.com
w: www.hkgi.com
Est. 1982

Principals:

- » Mark Koegler, ASLA, CEO
- » Paul Paige, PLA, President
- » Brad Scheib, AICP, Vice President
- » Bryan Harjes, PLA, LEED AP, Vice President

Associates:

- » Jeff McMenimen, PLA, Associate

Staff:

- » 7 Licensed Landscape Architects
- » 3 Certified Planners
- » 2 Graduate Landscape Architects
- » 1 Graduate Planner
- » 1 Communications Staff

Services:

- » Landscape Architecture
- » Urban Design
- » Park Planning and Design
- » Public Participation
- » Schematic & Site Design
- » Streetscape Design
- » Comprehensive Planning
- » Downtown Planning
- » Commercial Area Revitalization
- » Transit Oriented Development
- » Corridor Studies
- » Strategic Planning
- » Zoning Ordinance
- » Greenway Planning
- » Bikeway and Trail Planning
- » Environmental Review

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11-3 VCI References/Contact Information

City of Elk River City-wide Gateway Signage & Parks and Recreation Wayfinding Master Plan
RaeAnn Gardner Michael Hecker, CPRP
Communications Coordinator Parks and Recreation Director
763.635.1150 763.635.1152

City of Saint Paul Parks and Recreation & Como Park City-wide Master Plan
Don Varney, ASLA
Landscape Architect
Saint Paul Parks and Recreation Department
651-266-6427

Marcy Holmes Neighborhood/ City of Minneapolis
Dinkytown Greenway Signage and City Wayfinding Master Plan
Simon Blenski
Bicycle Planner/Bicycle and Pedestrian Section
City of Minneapolis, Public Works
612-673-5012

Three Rivers Park District Design Development/Construction Documentation
Alex Meyer, PLA
Landscape Architect
Three Rivers Park District Design Department
763-559-6758

11-3 HKGi References

City of Hutchinson
Dan Jochum
Planning Director
City of Hutchinson
320-234-4258

City of Saint Paul Parks and Recreation & Como Park City-wide Master Plan
Don Varney, ASLA
Landscape Architect
Saint Paul Parks and Recreation Department
651-266-6427

Refer to Portfolio for completed project photos and project summaries.

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11-4 Visual Communications Qualifications

Specializing in Sign System Design and Wayfinding Solutions

Approach/Concept & Philosophy

At Visual Communications our business is to define challenges, recognize problems, generate ideas and find and implement the appropriate solutions. It is our goal to develop well-designed and located signage systems that will result in a minimal number of signs while providing for effective wayfinding, and user-awareness and information.

Visual Communications recognizes that developing an effective signage and graphics program and properly analyzing the wayfinding and programming of a sign system is a vital contributing element in the successful operation and utilization of a project. Our challenge is to provide a sign and graphic system that successfully meets the following critical concerns:

- The need for effective and user-friendly direction and identification at Gateways and throughout the City of Duluth Park and Recreational entities, connecting the multi modal needs of vehicular, pedestrian, bicycle, and watercraft users.
- A strong and vital aesthetic compliment, which fosters the past and future architectural integrity and natural heritage of the city and parks. The establishment of a strong identity and wayfinding system can unite a projects' individual identification with adjoining and overall entities throughout the system.
- The ability to meet the dynamic, changing needs and flexibility of a project easily and cost-effectively.

City of Duluth/Skyline Parkway

In 2010 Visual Communications was awarded a contract based on a federal grant to redesign the Skyline Parkway logo (in place since 1929), provide a comprehensive cultural resource inventory, and provide survey and wayfinding for locations of over 150 Skyline Scenic Byway ID, directional bridge/waterway signs, messaging and location schedules, website design, and tourism brochure design including all implementation.

Essential to the success of this project was building consensus with all participating stakeholders and receiving final plan approval from the State Historical Preservation Office (SHPO). Key team participants were MnDOT's Cultural Resource Unit, Arrowhead Regional Development Commission (ARDC), City of Duluth Alliance and Visit Duluth.

Project was completed on schedule.

Communication

Communication is essential to the success of the project. Whether a project is next door or miles across the country, organization and scheduled communication foster smooth, quality completion. VCI provides our clients with a clear understanding of their role in meetings, approvals and all critical communication. Meeting minutes are provided by Visual Communications and distributed to all team members, city staff, and key stakeholders.

Services

Survey
Analysis
ADA Analysis/Upgrades
Code and Variance Interpretation/Negotiation
Logo Design
LEED Signage Design
Master Planning
Message Scheduling
Sign Location Planning
Sign System Design
Signage Standards Design
Historical/Preservation Signage
Implementation Services
Community/Public Interface

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11-4 Visual Communications Qualifications

Visual Communications Team Participants



Richard Lang, Project Principal, Project Manager

In the past 30 years, Mr. Lang has directed many award-winning projects. His designs have been published in "Successful Sign Design," "Signs of the Times," and "Graphic Design in Architecture." Mr. Lang has directed the development of specifications (design and/or technical) for the Cities of Duluth, Elk River, Mound, St. Paul, and Wayzata. Mr. Lang has been called upon to serve as an expert witness in the area of branding, sign design and fabrication techniques. His experience with the corporate identities of Best Buy and Wells Fargo Home Mortgage provide a strong knowledge for the design of high quality and cost-effective signage.

Mr. Lang has provided project management and directed the sign design and wayfinding for governmental and recreational projects including master planning for Giants Ridge, Grandview Lodge, Three Rivers Park District, the City of Mound – Mound Harbor District, and most recently, the Dinkytown Greenway. Within the past five years, Mr. Lang directed the design of a new identity plan for the City of Duluth's Skyline Parkway including signage, brochure, commemorative poster, and web page development. Recently, Mr. Lang is directing the Signage Master Plan for the City of St. Paul Park's and Recreation Department including Como Regional Park and the City of Elk River gateway, historic downtown and parks.

Mr. Lang is an active member of the Society for Experiential Graphic Design since 1987, the Saint Paul Chamber of Commerce since 1991, and the Midway Chamber of Commerce since 2008. He is also a member (past president) of the Saint Louis Park Historical Society and the Preservation Alliance of Minnesota.

Mr. Lang will be providing overall project direction and client communication including creative direction and project goals and directives.



Cheryl Long O'Donnell, Senior Wayfinding Consultant

Ms. O'Donnell has been involved in signage design since 1978 when she first joined Sign Consultants of Minneapolis. Ms. O'Donnell was instrumental at the Mall of America to direct wayfinding on the interior and exterior of their campus and was principal on the City of St. Paul Exterior Pathfinder signage and interior skyway refurbishment of their existing signage. In addition, Ms. O'Donnell has been involved in many public projects including St. Paul Central Library signage and the Minnesota State Capitol Campus Signage Master Plan, the Science Museum of Minnesota, the Science Center of Iowa, and North Shore Mining Scenic Trail in Silver Bay, MN.

Ms. O'Donnell is currently directing signage for Minnesota Zoo identification signage and Inver Grove Heights Recreational Center and City Offices.

Ms. O'Donnell has been involved in SEG (Society for Environmental Graphic Design) since 1987 and is a member of the National Association for Female Executives since 1992. She serves on the boards of the River Heights Arts Alliance in Dakota County, the Midway Chamber of Commerce, and is a member of St. Paul Chamber of Commerce. She is also a member of the Preservation Alliance of Minnesota.

Ms. O'Donnell will bring extensive wayfinding expertise and theory including key signage placement and messaging objectives to this project.

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11-4 Visual Communications Qualifications

Visual Communications Team Participants (continued)



Constance Carlson, Senior Designer

Ms. Carlson has been involved in the development of environmental graphics throughout her 30 year design career. Ms. Carlson most provided the Master Plan Design and Specification Documents for the City of St. Paul Parks and Recreation and Mound Harbor District. She also created logo/branding graphics and signage design for the Spirit Mountain Recreation Area and the City of St. Louis Park – Park Commons and Wolfe Park.

Her resume includes branding of key destination parks within downtown St. Paul. She created the Master Plan design and specifications for the exterior and skyway signage in the City of Saint Paul, and the Science Museum of Minnesota. She also was Senior Designer for the Wells Fargo Home Mortgage interior and exterior sign system at the historic Honeywell Corporate Campus in Minneapolis, MN. She provided comprehensive wayfinding specification packages for Kingdom Center in Riad Saudi Arabia. Ms. Carlson provided the signage construction documents for Three Rivers Park District.

Ms. Carlson is a member of the Society for Experiential Graphic Design since 1991, the Saint Paul Chamber of Commerce since 1991, and the Midway Chamber of Commerce. Ms. Carlson serves as an advocate for Lovelines Ministries and Hope for the City. Ms. Carlson has been a regular feature on HGTV "TIPical MaryEllen" presenting creative interior design ideas.

Ms. Carlson will bring design expertise and theory including signage branding and hierarchy component structure, and material and technical specifications to this project.



Jesse Yungner, Graphic Designer

Mr. Yungner is a graduate of the Minneapolis College of Art and Design in the field of Graphic Design and Illustration. During the past ten years Mr. Yungner has worked extensively with the design of wayfinding signage, brochure and maps for simple to complex environments including Duluth's Skyline Parkway, Grandview Lodge, Giants Ridge and Mound Harbor District master plans. Mr. Yungner's graphic design expertise was key in the creation of a new logo in the rebranding for Duluth's Skyline Parkway.

Most recently, Mr. Yungner has provided the design and wayfinding for the Dinkytown Greenway as part of a City of Minneapolis, Minnesota Vikings, Marcy Holmes Neighborhood, and University of Minnesota combined grant - under the direction of the Mississippi River Trail (MRT) task force. The Greenway will connect Dinkytown, Stadium Village, Prospect Park, Como, and the University of Minnesota neighborhoods on the east bank of the Mississippi River with the new Vikings Stadium and the Cedar Riverside neighborhood located on the west bank of the river near downtown Minneapolis.

His graphic experience has been key in the recent design upgrade of award-winning Hennepin County Medical Center's wayfinding graphics, which introduce the Hablamos Juntos pictogram system for multilingual populations. The map also includes welcome information in ten languages spoken within the neighborhood served.

Most recently, Mr. Yungner completed a 7'x 65' pictorial history wall & banner graphics program for St. Paul College's centennial. The banner won First Place in the 2011 United States Sign Competition. Mr. Yungner has recently been named Minnesota Chapter Co-Chair of the Society for Experiential Graphic Design (SEGD).

Mr. Yungner will be providing specialized graphic design, mapping, and system brand design.

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11-4 Hoisington Koegler Group Inc. (HKGi) Qualifications/Team Participants

Hoisington Koegler Group, Inc. (HKGi) is an award winning planning, landscape architecture, and urban design firm with offices in Minneapolis. Established in 1982 HKGi is an S corporation with a staff of 10 landscape architects and 4 community planners. For the Duluth Gate, Wayfinding, and Signage Plan, HKGi brings extensive experience in parks and recreation, community engagement, transportation planning, landscape architecture and wayfinding.

Our deep knowledge of Duluth stems from our work on the Parks and Recreation Master Plan and the Duluth Trail and Bikeway Plan, as well as a number of recently completed and on-going park and trail projects in West Duluth including the Cross City Trail Master Plan, the National Water Trail Master Plan for the St. Louis River Estuary, and the master planning for 11 neighborhood parks in the St. Louis River Corridor. Our extensive knowledge of the systems combined with our technical expertise in GIS inventory and mapping and creative design solutions will be tremendous assets to the Gate, Wayfinding, and Signage Plan for Duluth.

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11-4 Hoisington Koeigler Group Inc. (HKGI) Qualifications/Team Participants



Bryan Harjes PLA, LEED AP
Vice President | 612.252.7124 | bryan@hkgi.com

As a principal with HKGI Bryan provides leadership on a broad range of planning and design projects for clients in both the public and private sectors. His project work includes site master planning, landscape architecture, development services, land use planning, park design, redevelopment planning, and downtown revitalization. His ability to coordinate project tasks and develop strong working relationships with clients and project partners are key to his success managing complex planning projects.

Bryan's involvement in numerous award-winning planning and design projects attests to his expertise and creativity as an urban designer. His design leadership results in high quality design solutions that incorporate client and community needs, enhance connectivity, promote sustainability, and are economically viable. Thanks to his unique ability to listen to ideas and then quickly synthesize and transform them into conceptual drawings, Bryan's participation is particularly effective in community meeting, public workshop and design charrette environments.

Years of Experience: 15

Education

- » Master of Landscape Architecture
- University of Minnesota
- » Bachelor of Environmental Design
- University of Minnesota

Registration

- » Landscape Architect, Minnesota,
License No. 42954

Memberships/Affiliations

- » Urban Land Institute (ULI)
- » Sensible Land Use Coalition
- » Minnesota Design Team
(Houston, MN)

Awards

- » 2014 APA-IA Innovation
in Economic Planning and
Development Award - Merle Hay
Road Gateway Redevelopment
Master Plan, Johnston, IA
- » 2014 APA-MN Innovation in
Planning Award and 2013 ASLA-
MN Merit Award for Analysis and
Planning - Great River Passage,
Saint Paul
- » 2010 Preservation Award -
Minnesota Preservation Alliance
- Red Wing Downtown Action
Plan
- » 2003 APA-MN Award for an
Outstanding Plan - Hutchinson
Downtown Revitalization
Master Plan



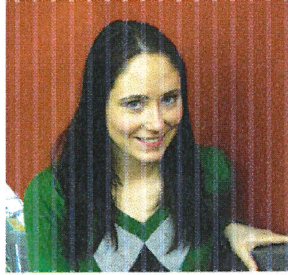
RELATED PLANNING AND DESIGN EXPERIENCE

- » St. Louis River Corridor Vision | Duluth, MN
- » St. Louis River Corridor Neighborhood Parks | Duluth, MN
- » Sports Corridor Mini-Master Plan | Duluth, MN
- » Fairmount Park Visioning | Duluth, MN
- » Kayak Bay Paddle Center Concepts | Duluth, MN
- » Lakewalk Strategic Plan | Duluth, MN
- » Cross City Trail Master Plan | Duluth, MN
- » Marketplace Redevelopment Concepts | Hermantown, MN
- » Downtown Revitalization Master Plan | Hutchinson, MN
- » Downtown Action Plan | Hutchinson, MN
- » Wayfinding and Signage Master Plan | Hutchinson, MN
- » Islands of Peace Park Concept Plan | Fridley, MN
- » Hastings River Flats and Interpretive Center Master Plan | Hastings, MN
- » Downtown & Levee Park Master Plan | Hastings, MN
- » Roadside Park Master Plan | Hastings, MN
- » Wallin Park Master Plan | Hastings, MN
- » Northeast Park Master Plan | Minneapolis, MN
- » Minnehaha Park Refectory Site Plan - Sea Salt | Minneapolis, MN
- » Nokomis-Hiawatha Regional Park Master Plan | Minneapolis, MN
- » 54th Street Play Area Improvements | Minneapolis, MN
- » Minneapolis Sculpture Garden Renovation | Minneapolis, MN
- » Great River Passage Master Plan | Saint Paul, MN
- » University of Minnesota - UMore Park Concept Master Plan, AUAR & Pattern Book | Rosemount, MN
- » University of Minnesota - UMore Park Covenants and Design Guidelines | Rosemount, MN

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11-4 Hoisington Koegler Group Inc. (HKGI) Qualifications/Team Participants



Gabrielle Grinde ASLA, PLA
Landscape Architect | 612.252.7141 | gabrielle@hkgi.com

Gabrielle's range of experience includes working with communities on large scale planning efforts as well as small scale site improvements. Comprehensive community park, trail, recreation, and open space planning have been important components of Gabrielle's work. In addition to her extensive list of park planning and design projects, she was a key contributor to the award-winning Minnesota River and North Creek Greenway Master Plan project, and she has been heavily involved in the planning and creation of Dakota County's innovative greenway network. She has also been an important contributor to community development projects involving nature education, public arts, and cultural heritage.

In addition to her park and recreation-related planning work, Gabrielle provides design and landscape architecture expertise to development and redevelopment planning, site design, and ecologically sustainable landscape design projects. She is an experienced community meeting facilitator with excellent listening and communication skills, and her graphic design skills enable her to create user friendly materials that communicate clearly with project stakeholders and community members.

PARK AND RECREATION PLANNING EXPERIENCE

- » St. Louis River Corridor Vision | Duluth, MN
- » Trail and Bikeway Plan | Duluth, MN
- » Fairmount Park Vision | Duluth, MN
- » Tallas Island Concept Plan | Duluth, MN
- » Park and Recreation System Master Plan | Duluth, MN
- » Kayak Bay Paddle Center Concept Plan | Duluth, MN
- » Lake Ann Park Entry Sign Design | Chanhassen, MN
- » Greenway Master Plans (multiple greenways) | Dakota County, MN
- » Greenway Collaborative Guidebook | Dakota County, MN
- » West Bank Interpretive Vision Plan | Minnesota Historical Society /Saint Anthony Falls Heritage Board
- » East Bank Interpretive Vision Plan | Minnesota Historical Society /Saint Anthony Falls Heritage Board
- » Park and Recreation System Master Plan | Saint Paul, MN
- » Great River Passage Master Plan | Saint Paul, MN
- » Munger Trail Spur Connector Plan | Hermantown, MN
- » ARTery Plan | Hopkins, MN
- » Lanesboro Arts Campus Master Plan | Lanesboro, MN
- » Wargo Nature Center Master Plan | Anoka County, MN
- » Hartkopf Park Master Plan | Brooklyn Park, MN
- » Recreation and Parks Master Plan | Brooklyn Park, MN
- » Lakeview Neighborhood Park Concept Plan | Chanhassen, MN
- » Lebanon Hills Regional Park Master Plan | Dakota County, MN
- » Parks and Recreation Master Plan | Elk River, MN
- » Park and Recreation System Master Plan | Inver Grove Heights, MN

Years of Experience: 6

Education:

- » Master of Landscape Architecture - University of Minnesota
- » Port Cities Study Abroad: Lisbon, Barcelona, and Venice - University of Minnesota
- » B.A. - Political Science, University of Wisconsin

Registration:

- » Landscape Architect, Minnesota License No. 50416

Memberships/Affiliations:

- » American Society of Landscape Architects - Minnesota Chapter

Awards:

- » 2015 MNDOT Stewardship Award in Transportation and the Natural Environment - River to River Greenway, Dakota County, MN
- » 2015 ASLA-MN Merit Award for Analysis and Planning - Parks and Recreation Master Plan, Duluth, MN
- » 2012 ASLA-MN Merit Award for Planning - Dakota County Greenways: Minnesota River and North Creek, Dakota County, MN



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11-4 Holsington Koegler Group Inc. (HKGi) Qualifications/Team Participants



Kevin Clarke

Graduate Planner & Landscape Designer | 612.252.7143 | kevin@hkgi.com

Kevin is a community planner and landscape architect in training. At HKGi he has been especially involved with park and recreation planning, contributing to system master plans, individual park master plans, trail and bikeway plans, and athletic facilities plans. He has also participated in community comprehensive planning, neighborhood planning, land use analysis and planning, and site design projects. Kevin's work at HKGi has focused on GIS mapping, conditions analysis, plan writing, and public engagement, and he has provided support for concept planning, design, and visual communication.

In addition to his project work, Kevin has also been involved with volunteer community planning efforts including the Minnesota Design Team and the Urban Land Institute's UrbanPlan for High Schools and Universities. Before joining HKGi, Kevin preserved and restored historic landscapes while at The Jens Jensen Center and The Clearing in Door County, Wisconsin. He also brings construction experience from multiple urban infill projects in Portland, Oregon.

Years of Experience: 5

Education:

- » Landscape Architecture - University of Minnesota
- » Urban and Regional Planning - University of Minnesota
- » B.A., Economics - Saint John's University

Memberships/ Affiliations:

- » Urban Land Institute - UrbanPlan for High Schools and Universities
- » Minnesota Design Team
- » McCarthy Center for Public Policy and Civic Engagement

Awards

- » 2015 MI APA Daniel Burnham Award for a Comprehensive Plan - Comprehensive Plan for the City of Ironwood

RELEVANT PROJECT EXPERIENCE

- » Flood Recovery Parks Planning | Duluth, MN
- » Sports Corridor Mini-Master Plan | Duluth, MN
- » Mission Creek and Magney Snively Trail Planning | Duluth, MN
- » Munger Trail Spur Connector Plan | Hermantown and Proctor, MN
- » Parks and Recreation Master Plan | Elk River, MN
- » Park System Reinvestment Plan | Hopkins, MN
- » Parks and Recreation System Plan | Inver Grove Heights, MN
- » Parks, Trails, and Bikeways Master Plan | Douglas County, MN
- » Rice Creek North Regional Trail Master Plan | Ramsey County, MN
- » Rice Creek Trail Master Plan | Dakota County, MN
- » Broadway Avenue Streetscape - Missing Link | Alexandria, MN
- » Recreation and Parks System Plan | Brooklyn Park, MN
- » Greenfield Central Park Master Plan | Greenfield, MN
- » Government Center Landscape Plan | Washington County, MN
- » Downtown Parklet Design | Red Wing, MN
- » Downtown Streetscape | Red Wing, MN
- » Hoffman and Glen Park Master Plans | River Falls, WI
- » Camden Ridge Park Plan | Chanhassen, MN
- » Downtown and Public Space Schematic Streetscape Plan | Chaska, MN
- » Athletic Facilities Feasibility Study | Chanhassen, MN
- » Athletic Facility Needs Assessment | White Bear Lake School District, MN
- » Athletic Facility Needs Study | Woodbury, MN
- » Athletic Facilities Master Plan | Worthington, MN
- » Monument Sign Design | St. Louis Park, MN
- » Trail and Sidewalk Study | Prior Lake, MN
- » Potlatch Corporation Land Use Analysis | Multiple Locations in Minnesota
- » Potlatch Corporation Land Use Analysis and Concepts | Clark County, AR



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11-4 Hoisington Koegler Group Inc. (HKGi) Qualifications/Team Participants



Amy Bower PLA

Landscape Architect | 612.252.7121 | amy@hkgi.com

Amy has nearly two decades of experience developing plans, site designs and construction documentation for parks, public spaces, trails, recreational facilities, wayfinding and monument signage, and streetscapes. Her background in industrial design, combined with her experience as a landscape architect, has enabled her to develop a particular expertise transforming planning and design concepts into built work. She provides clients with valuable cost estimation, landscape architecture, and construction administration services. Her award-winning work can be seen throughout the Twin Cities metropolitan area, including in Elk River, Osseo, and Hastings.

In addition to Amy's expertise transforming project designs into built products, she is skilled at working with clients and stakeholders during the design process, ensuring their input and needs are addressed during final design and implementation.

Years of Experience: 18

Education

- » Masters of Landscape Architecture - University of Minnesota
- » B.S., Industrial Design - University of Wisconsin-Stout

Registration

- » Landscape Architect, Minnesota License No. 41472

Awards

- » 2015 MnDOT Stewardship Award - River to River Greenway
- » 2015 ACEC-MN Excellence in Engineering Honor Award - Buffalo Downtown Commons
- » 2014 MN APA Planning in Context Award - Chaska Downtown Streetscape Schematic Design
- » 2013 MN ASLA Merit Award and 2009 MRPA Award of Excellence - Elk River Rivers Edge Commons
- » 2012 MN ASLA Merit Award and 2011 CEA of MN Project of the Year Award - Osseo Central Avenue Streetscape

Honors:

- » Minnesota Department of Transportation Entry Sign Competition - 1st Place - June, 1996

RELATED PLANNING AND DESIGN EXPERIENCE

- » River to River Greenway Design and Master Plan | Dakota County, MN
- » Rivers Edge Commons Park Master Plan and Expansion | Elk River, MN
- » Park Signage | Northfield, MN
- » Como Regional Park Wayfinding Signage Design and Construction | Saint Paul, MN
- » Broadway Avenue Streetscape Design and Construction | Alexandria, MN
- » Downtown Wayfinding Signage Plan | Alexandria, MN
- » Clock Tower Park Design and Construction | Circle Pines, MN
- » City Entry Sign Design and Construction | Circle Pines, MN
- » Gateway and Wayfinding Signage Design | Elk River, MN
- » Service Center Campus Landscape and Signage Design and Construction | Washington County, MN
- » Miesville Ravine Park Reserve Master Plan | Dakota County, MN
- » Lake Byllesby Regional Park Master Plan | Dakota County, MN
- » Thompson County Park Master Plan | Dakota County, MN
- » Lebanon Hills Connector Evaluation | Dakota County, MN
- » Lindbergh Historic Site Design and Construction | Little Falls, MN
- » Waldorf School Site Plan | Maplewood, MN
- » Minnehaha Refectory Improvements Design and Construction | Minneapolis, MN
- » Big Ole/Central Park Master Plan | Alexandria, MN
- » Lake Connie Park Master Plan | Alexandria, MN
- » Shingle Creek Overlook Design and Construction | Brooklyn Park, MN
- » Village Creek and Arbor Plaza Design and Construction | Brooklyn Park, MN
- » Veterans Memorial Park Design and Construction | Champlin, MN
- » Andrews Park Improvements Design and Construction | Champlin, MN
- » Rice Marsh Lake Trail Design and Construction | Chanhassen, MN



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City of Duluth
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11-5 Visual Communications Work Plan, Scope of Work

Prime Consultant Visual Communications

Consultant Hoisington Koegler Group Inc.

Signage included in Scope of Work

Individual signage components as detailed below will incorporate common elements of each Signtype 1 – 5 below as appropriate to the location.

1. Gateway/Trailhead Entrance Signs

City Park Entrance Signs, Use, and Amenities

- Regional park ID monument (large)
- District park ID monument (medium)
- Neighborhood park ID monument (small)

Trailhead Entrance, Use, and Amenity signs (biking, birding, walking, hiking, horseback riding, ski/snowmobile, water access – vehicular & parking)

- Major trail entrance
- Secondary trail entrance

2. Kiosk/Map/Educational & Informational Signs

- Large, with city or area comprehensive map, pathways, amenities
- Secondary, park or trail specific
- Spatial wayfinding

3. Specialty Signage

- Interpretive
- Historical

4. Life Safety/Emergency

- Emergency locator signage
- 911 information
- Spatial wayfinding-GIS location and/or geographical marker tracking system
- Traffic control, regulatory, warning
- Hazard warning conditions (temporary)
- Technical, degree of difficulty

5. Assurance, Mileage, Place signs

- Trail/path
- Bicycle
- Park

5. Rules and Etiquette

- General park/trail
- Specific park/trail

Universal Design

While no electronic or digital specific signage is included, universal design, "Eight to Eighty" includes our research and design to incorporate multilingual language possibilities and or electronic connection/translation connections that can be uploaded at key signage on electronic devices or through the City of Duluth webpage (to be determined).

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11-5 Visual Communications/HKGI Team Work Plan, Scope of Work

PHASE 1

Survey, Analysis, Preliminary Design

Knowing and understanding all facets of the project are essential to provide successful sign designs and placement. "Form Follows Function" is our guide prior to the start of design. We start by understanding the key location and decision points throughout the system. We then develop a base "Message Schedule" that incorporates required information for each sign at each location. From this, we develop a hierarchy of signage types prior to the start of design.

GIS Inventory/Analysis/Mapping

The Visual Communications/HKGI Team would work closely with City of Duluth Staff and Stakeholders to inventory and gather information on existing signage types and messaging. We would work closely with City Staff and the Stakeholder Groups to locate existing signage and create a GIS database of sign types, condition, message, and effectiveness. We would use this database to identify gaps in the overall system according to population density, key travel corridors, and popular destinations. Based on additional inventory and analysis of gap areas, we would recommend new sign types and locations. We would provide the City with a location based collection of gate, wayfinding, and signage mapping with a sortable attribute database of all existing and proposed sign types. This database would articulate the current condition of existing signs, location of proposed signage, as well as integrating information on all trail types and associated user groups. We would work collectively with City staff with input from the stakeholder groups to finalize locations of all signage needs and develop the appropriate mapping database/inventory for staff use in implementation.

Quality Solutions & Team Participation

Effective results start with a strong team of highly qualified professionals. In the proposal phase, the Team Project Manager/Principal provides the overall priorities of the project to each team member and all parties communicate the needs and objectives of the project, including team tasks and consensus building, as essential in the planning stages. The Team Project Manager then sets up a project schedule for all team members review and approval.

Preliminary Design

Consensus for design approval, requires the ability of the designer to carefully listen to all of the viewpoints and specific vision and concerns of each stakeholder - public and private. It is the designer's responsibility to provide strong viable branding image options that can be articulated based on design merits. The designs represent respect for the commonality and concerns of the group, and each individual, with the priority based on the unique qualities of the City of Duluth Parks. Recommend universal design standards for wayfinding elements that are reflective of the city's identity and consistent in color, font, materials, architectural elements, and graphics. Identify thematic design elements that create signage and gateway feature uniformity to inspire a consistent and positive image for the city.

Deliverables

- Preliminary Signage Master Plan Hierarchy design options, Message Schedule, and GIS map.

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PHASE 1 Continued

Meetings

Project start up Conference Call with City Staff - Introduction meeting/Conf. Call with City Staff to review scope, tasks, and schedule.

Site Survey, City Staff & Stakeholder Workshops #1 - Kick-Off/ Orientation Meetings – At this first set of meetings for City Staff and key Stakeholders, we would meet with key city staff and representatives from each of the 13+ partners to get a base understanding of the participants thoughts, needs, common and long-term concerns. We will focus on issues/opportunities and review potential precedents. We recommend grouping specialties or clubs as part of the stakeholder meeting Ski/snowmobile/, hiking/cyclist/horse, general public/birding/life safety, and so forth. Groups to be determined after initial meetings. We would conduct the staff meeting in the afternoon and the stakeholder group meeting in the early evening. This could also include a community meeting on a previous or following evening to ask similar questions. Site tours would be conducted around the meetings.

City Staff & Stakeholder Workshops #2 / Community Meeting #1 – Review Preliminary Concepts – For the second workshop set we would present a range of alternatives to review with City Staff and the Stakeholder groups in the afternoon and early evening, respectively. We would also conduct a community meeting the following night to review the alternatives and solicit additional feedback.

PHASE 2

Design Development

Our experiential graphic design services come with no biases in regard to materials or components. There are no boundaries to the systems we design as we are not a fabricator, nor do we represent or have attachments to any fabrication companies. We begin with the needs and "personality" of your project. We deliver innovative solutions and recommended materials, working with your team and within your budget. Our only vested interest is in the success of your project, for first class graphic design and flexibility for the future.

It is our experience that more than one option is frequently selected by the group. We then qualify each of the options by a rating system based on graphic image, color, readability, cultural aspects, and so forth. The qualifications are determined at the onset of the project by the stakeholders. This system guides the design and incorporates each of the stakeholders concerns. The results of each of the areas are analyzed to aide in the selection of the final option. Adjustments can be made to the selected image.

Deliverables

- Revised final Signage Master Plan hierarchy design package options.
- Revised final Message Schedule.
- Revised GIS map depicting all wayfinding signage locations and placement throughout properties.
- Final Signage Hierarchy.
- Budget update.

Meetings

City Staff & Stakeholder Workshops #3 / Community Meeting #2 – Review Preferred Concept – The third set of meetings would be conducted to review the preferred alternatives and set priorities (staff, stakeholder – same day, public– following day)

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PHASE 3

Construction Documentation

Our detailed construction documents provide solid plan for signage construction now and in the future (as new parks and trails are completed and budgets allow.)

- Provide distribution of bid documents to up to five (5) qualified vendors.
- Provide review/analysis of competitive bid results.
- Provide bid spread sheet analysis.

Deliverables

- Provide all final revisions/additions
- Complete signage construction specifications including detailed specification drawings (fabrication techniques, materials, colors, and lighting requirements) for all sign types and variations.
- Engineered specifications for footings and base construction.
- General construction and installation specifications and on the job guidelines.
- Complete GIS location plans.
- Complete message schedule.
- Provide map graphics for kiosk, brochure, and website platforms.
- Provide bid form and bid spread sheet for the City of Duluth to include in competitive bid process.
- Location based collection of gate, wayfinding, and signage mapping with a sortable attribute database of all existing and proposed sign types.
- Documents and digital DVD will be sent via UPS.

Meetings

Staff Workshop #4 – Review 90% CDs

The fourth round of meetings would be to review the CDs at 90% (staff – stakeholders if necessary)

PHASE 4

Construction Administration

Services

- Provide bid response spread sheet
- Provide assistance with city staff in contract negotiation and value engineering with selected contractor.
- Provide shop drawing review.
- Provide construction supervision/timeline management.
- Provide final walk through/punch list.
- Provide onsite inspection meetings.

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11-6 Visual Communications Schedule

3/28/16 week	Meeting with city, survey.
4/4/16 week	Project kick-off meeting, stakeholder kick-off meeting, survey.
4/11/16 – 5/16/16	Preliminary design, survey.
5/23/16 week	Design presentation meeting to city, stakeholders, and community. Includes three design options, preliminary sign hierarchy, preliminary GIS Location Map and Message Schedule complete.
7/11/16 week	Design presentation meeting to city, stakeholders, & community. Provide revisions to selected design options, refined sign hierarchy, refined Location Map and Message Schedule complete.
7/11/16 – 7/25/16	Document user input – coordinate with City on-line public feedback Review community concerns, and provide revisions.
8/22/12 week	Construction Documents complete, ready for competitive bid Final revisions based on user input are incorporated. Review 90% CDs with City Staff Design, Location Maps, and Message Schedule complete Delivery of all electronic files for City of Duluth bid process.

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Visual Communications

475 Cleveland Avenue North, Suite 223, Ivy League Place, Saint Paul, MN 55104

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Cost Proposal

Sign Design

	Hours	Total
PHASE 1 Survey/Analysis	410	\$49,500.00
PHASE 2 Design Development	440	\$28,300.00

PHASE 3 Construction Documentation

Construction documentation fees are based on the final design selected as the design elements impact a broad range of construction requirements (materials – natural and other, footings, wind load, lighting requirements, access, and so forth). During Phases 1 and 2, our team will provide estimated product costs

Wayfinding

Estimated cost not to Exceed \$30,000.00 Plus Expenses

PHASE 4 Construction Administration

Services are billed on an hourly basis as determined necessary, or a detailed proposal is provided based on the scheduled implementation as projects of this scale required phased implementation. Frequently, Visual Communications specification drawings allow for in house management. When implementing a sign system over several years, services are only required on the first phase.

Consultation

Estimated cost not to Exceed \$10,000.00 Plus Expenses

Hourly Rates

Visual Communications

Richard Lang	150.00
Cheryl Long O'Donnell	125.00
Constance Carlson	105.00
Jesse Yungner	85.00

Specification

HKGI.

Bryan Harjes	175.00
Gabriel Grinde	90.00
Kevin Clark	75.00
Amy Bower	100.00

Identity Design

Billing is submitted on the first of each month computed from time cards and documented expenditures.

Terms are Net 10 days. Other arrangements can be made at the client's request.

Expenses

Mileage	3,000.00
Travel	2,000.00
Printing	500.00
Plotting	500.00
Misc.	\$6,000.00

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Visual Communications/HKGI is unaware of any potential conflict of interest

Richard M. Lang
Visual Communications
Principal

3/1/16

