

## Graphic Design, Layout and Report Production of the University of Minnesota Master Plan Update

Project Number: 01-444-08-1830

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**CLOSE**  
LANDSCAPE ARCHITECTURE +

20 June 2008

Selection Committee  
University of Minnesota  
400 Donhowe Building  
319-15<sup>th</sup> Avenue, SE  
Minneapolis, MN 55455

Dear Members of the Selection Committee:

On behalf of CLOSE Landscape Architecture +, I am pleased to submit the following proposal for professional services for the graphic design, layout and report production of the University of Minnesota updated Master Plan. As a key member of the 1996 planning team that created and produced **A Livable Campus**, I am very familiar the genesis of that planning process and the document that resulted.

I have been steeped in the University milieu for decades. In addition to growing up blocks from the Saint Paul Campus and learning about campus planning from my father, the University Advisory Architect for twenty-five years, I myself graduated from University High School in the mid-sixties and received degrees from the University in 1969 and 1976. I know both campuses intimately and truly believe that this knowledge will translate to a better understanding of the nuances of the updated plan and, more importantly for this exercise, how to communicate its essence.

Having taught urban design and landscape architectural design studios at the U for years, I have challenged students to distill their message and communicate it clearly and succinctly, whether through the spoken or written word or graphics. That message has not been lost on my own firm, where I insist on clarity and relevance in graphic output. If it doesn't convey the message clearly and accurately, it isn't worth presenting.

Our office now comprises thirteen professionals, including a graphic designer; when the 1996 plan was developed, we were an office of three. In addition to increased professional skills, we now have access to a tremendous array of tools that were still in their infancy twelve years ago; it is nothing short of remarkable how much the computer has transformed our profession and the range of options for communication. Within our studio, and with our colleague Jerry Ohm, we have excellent and diverse graphic skills, both two-dimensional and three-dimensional. We are facile with the 3D massing programs such as Sketchup, but we also are skilled at watercolor and pencil or pen and ink drawings. In short, we have in-house all the tools necessary to complete the project.

Finally, I affirm that the information contained in the following proposal is accurate and a true reflection of our team and our capabilities. Thank you for your serious consideration for this important opportunity.

Sincerely yours,



Bob Close, FASLA  
President, CLOSE Landscape Architecture +

## Information on Firms

### CLOSE Landscape Architecture +

**Name and Location:**

CLOSE Landscape Architecture+  
400 First Avenue North, Suite 528  
Minneapolis, MN 55401

**Principals:**

Bob Close, President      Bruce Jacobson, Vice President

**Corporate Status:**

Founded in 1977  
Incorporated in 1987  
Current status: S-Corp.

**Staffing:**

6 registered landscape architects  
5 trained landscape architects  
1 graphic designer  
1 administrator

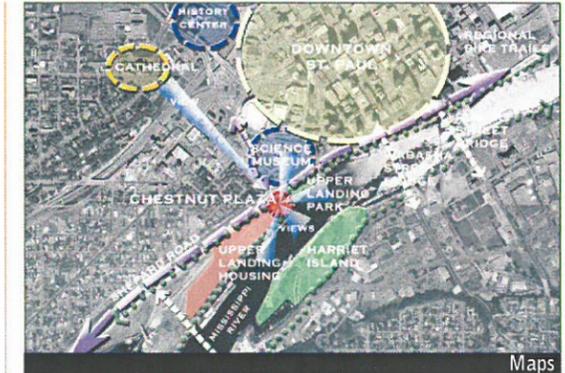
Established in 1976, CLOSE Landscape Architecture + is a planning and design firm located in downtown Minneapolis. With a focus on urban design and landscape architecture, we have a recognized reputation as a creative and collaborative office, working with both public and private sector clients to develop places that enhance our quality of life.

In our design work, we emphasize innovative yet realistic design solutions based on the unique opportunities, specific program goals and distinctive characteristics of each site. The common threads through all our work are the enrichment of the human experience, a commitment to design, and the creation of high quality, engaging and sustainable environments that are accessible to all users.

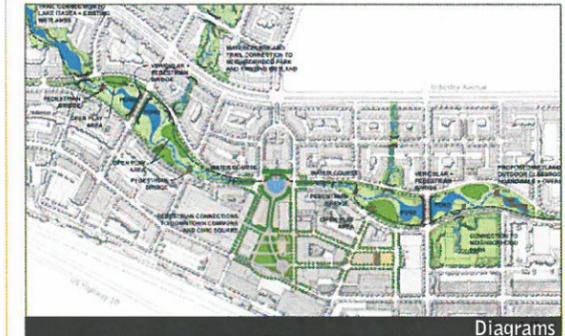
Whether working with private clients or communities, we are known for our ability to generate ideas, shape a vision and craft a design that addresses the complex issues of human activity on the land. We have a proven process to engage community residents and businesses as well as elected leaders and city staff in focused dialogue to achieve consensus and move ideas into implementation.

We are a talented team of planners and designers committed to working with each client to achieve design excellence and provide unparalleled service.

We have invited Jerry Ohm to join our team to provide additional graphic talents with specific focus on three-dimensional drawings, illustrations and character sketches.



Maps



Diagrams



Plans



3D Drawings

# Project Team and Organization

CLOSE Landscape Architecture+ brings a strong portfolio of relevant work and experience to this assignment. In addition, we are committing the time and expertise of our senior staff; Bob Close and Bruce Jacobson will be involved throughout. Bob will work with the University team to review and evaluate amassed information and determine the best approach to communicating it graphically and with the written word. Bruce, whose skills complement Bob's, will coordinate and manage the day-to-day activity of the project, tracking progress, production, meeting schedules and agendas and follow-through for the review process.

## BOB CLOSE

Principal

Role in this project: Master Plan Review and Planning Consultation

Bob Close established his practice, in 1976. From the outset, his work has focused on the creation of engaging, sustainable and livable environments, whether in the public domain or for private clients.

Bob has extensive experience ranging from the design of urban parks and public spaces, and institutions to master planning for campuses, cities, housing developments and private facilities. His work can be found throughout the Twin Cities region and surrounding five-state area.

Bob taught urban design and landscape architecture studios at the University of Minnesota College of Architecture and Landscape Architecture for nine years and interdisciplinary design studios at the Minneapolis College of Art and Design for three. He continues to lecture and teach occasional studios at the University.

## Project Experience

- University of Minnesota Master Plan
- Cambridge Community College Master Plan
- Inver Hills Community College
- St. Paul Academy and Summit School
- Molecular and Cellular Biology Building, U of MN
- Macalester College Master Plan Update
- St. Paul on the Mississippi Framework Plan

## BRUCE JACOBSON

Principal

Role in this project: Project Manager, Day-to-Day Project Tracking

Bruce joined CLOSE Landscape Architecture+ in 1995. His experience in graphics, planning and urban design draws from completed projects in a number of urban centers across the country including the Twin Cities, Denver, and the Baltimore and Washington D.C. metro area.

Much of this work has been organized around engaging public spaces, with an emphasis on revitalization, transit and mixed use. Central to this design approach is the determination to provide authentic, compelling, easy-to-understand publications that often accompany such planning projects.

Bruce brings valuable experience to both planning and detailed design. His commitment to an inclusive and collaborative approach, including active public participation, is key to the successful implementation of many CLA projects.

## Project Experience

- Saint Paul on the Mississippi Development Framework
- Lake Street Midtown Greenway Corridor Framework
- Chicago / Lake Streetscape Master Plan
- Near Northside Park and Open Space Master Plan
- Upper Landing Park Master Plan
- Mississippi River Corridor Design Guidelines
- White Bear Lake Marina Triangle Master Plan
- Arbor Lakes Residential Development
- Ramsey Town Center
- Como Park Campus Master Plan

# Project Team and Organization

## ANNE RYKKEN

Graphic Designer

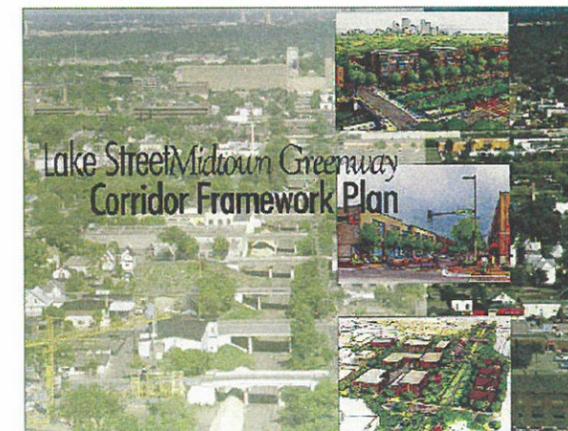
Role in this project: Layout, Format and Production of Final Document

Anne joined CLOSE Landscape Architecture+ in 2006, after doing freelance work with us for almost 10 years. Prior to working at CLOSE she worked at a Twin Cities architecture firm, creating the graphic design for them for 15 years. Anne graduated from the Minneapolis College of Art+Design in 1984 with a BFA in Environmental Design and Graphic Design. She has enjoyed working with the combination ever since.

Several Master Plans that Anne has been involved in creating have received awards and high praise for their clear readability and ease of understanding.

## Project Experience

- Lake Elmo Village Area Master Plan
- Creating a Campus Concept Plan
- Midtown Greenway Framework Plan
- East River Flats Watershed Signage
- Minnesota Health & Human Services Pre-design
- Mississippi River Gorge Neighborhood Plan
- Above the Falls Master Plan
- Upper Landing Urban Design Master Plan
- Elliot Park Neighborhood Master Plan



## LINDA SPOKOWSKI

Office Manager

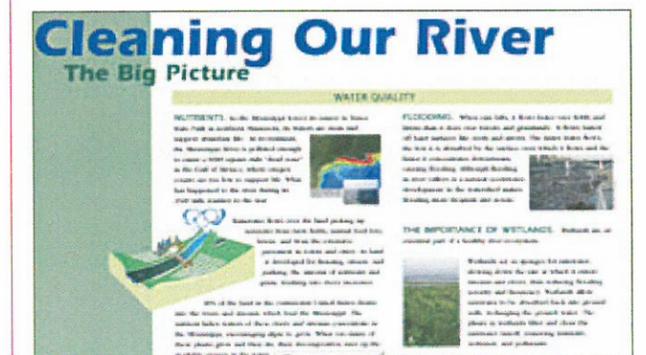
Role in this project: 'Layperson Eyes' to Review Content and Proofread Document

Linda joined CLOSE Landscape Architecture+ in 2007 as Office Manager, a role that has allowed her to pair her extensive financial/administrative experience with her creative interests and love of landscape and design.

After earning her master's degree in public administration from New York University, Linda worked for the Port Authority of New York and New Jersey in human resources, airport customer and public services and airport business planning. She was project manager for the airport retail and food service concession planning program for the capital redevelopment of Kennedy International, LaGuardia and Newark International Airports. She was selected to participate in the Aviation Department's Executive Development program designed to identify and cultivate its future leaders.

## Relevant Experience

- Broad experience in a spectrum of responsibilities requiring focused attention to detail and accuracy ranging from authoring, editing and proofreading requests for proposals and reports to developing financial information subject to audit
- Experience in public sector/political process and working environments
- Project management and consultant management experience



## Project Team

### TONY SIEBENALER-RANSOM

Designer

Role in this project: Graphic Production

Tony came to CLOSE Landscape Architecture + in 2007 with experience that includes almost a decade of design/build work focusing on residential gardens.

Tony has a Bachelor of Arts in Philosophy from the University of Alaska, Fairbanks and spent five years gardening in the land of the midnight sun. He is member of the Minnesota Chapter of the American Society of Landscape Architects and teaches a seminar entitled "Place: Making and Meaning" at the University of Minnesota College of Design, where he is often a guest lecturer and critic as well. Tony also gives presentations to community groups on the impact of stormwater on our environment.

#### Professional Experience

- Bell Museum of Natural History
- Bethel University
- Broadway YWCA
- DOW Chemical Landscape Redesign
- Camp DuNord Master Plan
- Historic American Landscape Redesign for Peavy Plaza



### GARRETT TEWS

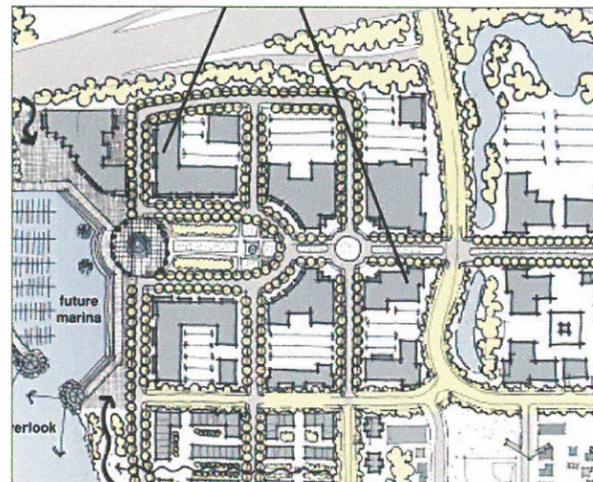
Designer

Role in this project: Graphic Production

Garrett has worked on a variety of project scales and types in the office since joining CLOSE Landscape Architecture+ in 2004. In addition to collaborating with the design team on conceptual design, Garrett is heavily involved with project implementation and construction administration. His experience has included highly detailed site design on projects such as Upper Landing Park and Chestnut Plaza along the Mississippi Riverfront in downtown St. Paul, as well as large-scale urban design and master planning including a study investigating the potential future redevelopment of the Ford Motor Company plant. He brings a wide range of skills to the design process including analysis, detailed design, grading, and graphics.

#### Professional Experience

- Upper Landing Park
- "Building Better Neighborhoods" Housing
- White Bear Lake Marina Triangle
- Oakwood Park Area Parks & Open Space Master Plan
- Park Avenue East Lofts
- Lake Elmo Village Area Master Plan
- Chestnut Plaza & River Connection



## Project Team

### JERRY OHM

Designer, Illustrator

Role in this project: Graphic Production

Jerry has been an associate with Elness Swenson Graham Associates for the past 14 years. He is a very detailed-focused conceptual design and design presentation specialist working as an integral part of award-winning design teams, providing small conceptual sketches to highly-detailed finished renderings. He is experienced in numerous building typologies with emphasis on mixed-use development projects and urban design.

Jerry is versatile in a variety of traditional media - watercolor, colored pencil, pen and ink, marker, and pastel. He is proficient in SketchUp as well.

Jerry has won numerous awards for his work including being the recipient of the "Award of Excellence" from the American Society of Architectural Illustrators [2006], where his work was exhibited nationally and internationally.

Work of Jerry's has been published nationally including: *Architecture Minnesota*, *AIA Minnesota*, *Architecture in Perspective*, *Minnesota Monthly*, and *Architectural Record*.



# Project Experience – Master Plans and Reports

## A Livable Campus



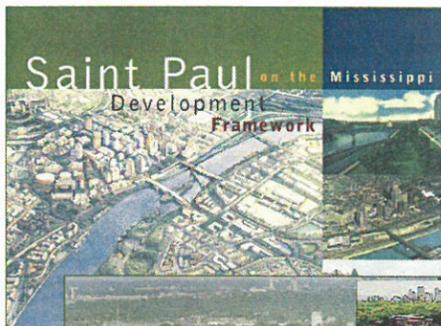
University of Minnesota  
Twin Cities  
Campus  
**Master Plan**  
1996

### University of Minnesota Twin Cities Campus Master Plan

CLOSE Landscape Architecture + worked with Berridge Lewinberg Greenberg Dark Gabor to prepare this master plan document. CLA produced plans, diagrams, street sections and other graphics to define potential campus public realm improvements.

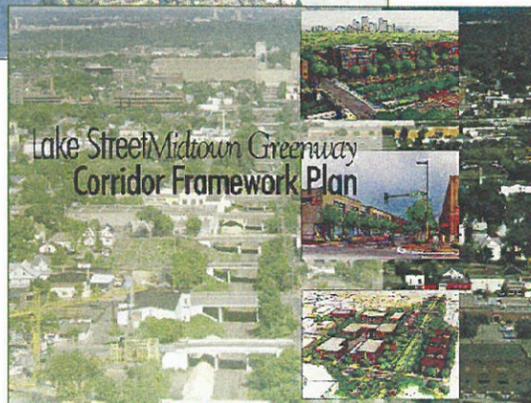
### University of Minnesota Exterior Design Standards

CLOSE Landscape Architecture + worked with SRF Consulting Group to prepare this guidelines document. CLA provided background research and detailed recommendations for the streetscape standards.



### Saint Paul on the Mississippi Development Framework

CLOSE Landscape Architecture + worked with Berridge Lewinberg Greenberg Dark Gabor to prepare this framework plan. CLA focused on public realm improvements and the ecological context for redevelopment. We produced maps, diagrams, plans, sketches and other graphics to describe overall plan objectives and specific design components.



### Lake Street / Midtown Greenway Corridor Framework Plan

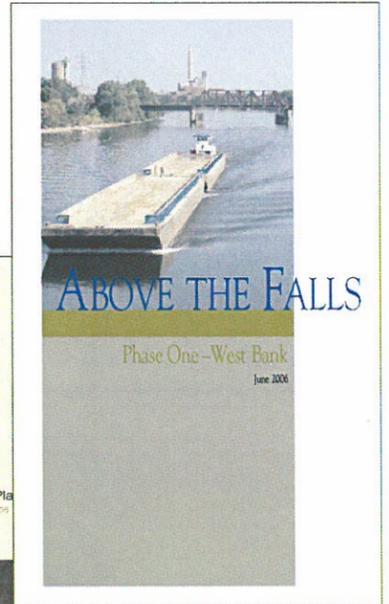
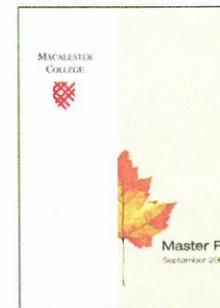
CLOSE Landscape Architecture+ led a team charged with creating a master plan for the Midtown Greenway Corridor. This Framework Plan recieved a 2001 Honor Award from the Minnesota Chapter of the American Society of Landscape Architects.

### Above the Falls Phase One Master Plan

The Minneapolis Park and Recreation Board hired a team of consultants led by CLOSE Landscape Architecture+ to develop a design for this section of the river.

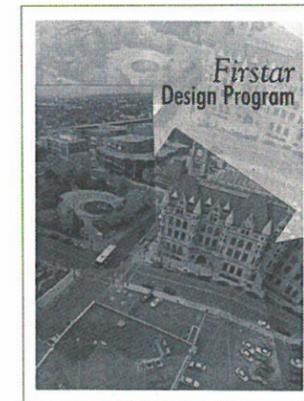
### Macalester College Master Plan

CLOSE Landscape Architecture+ worked with Bruner/Cott and Offices N, two Cambridge, Massachusetts firms, to develop a new Master Plan for Macalester College, in Saint Paul, Minnesota.



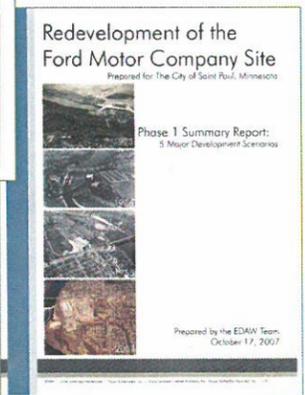
### FIRSTAR/Landmark Plaza Pre-Design

CLOSE Landscape Architecture+ prepared a detailed predesign document that defined overall project objectives and specific design components.

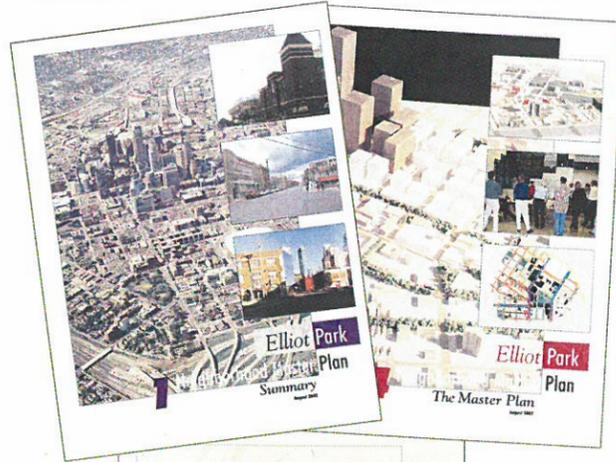


### Ford Plant Redevelopment Study

CLOSE Landscape Architecture+ teamed with EDAAW and ESG Architects to prepare a summary report highlighting five scenarios for redevelopment of the Ford Plant in Saint Paul.



# Project Experience – Master Plans and Reports

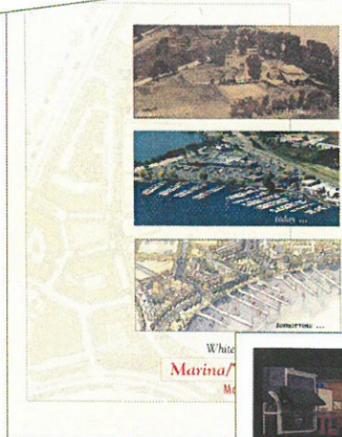


## Elliot Park Neighborhood Master Plan

CLOSE Landscape Architecture+ teamed with Lunning/Wende Associates to prepare this community-based vision for neighborhood redevelopment.

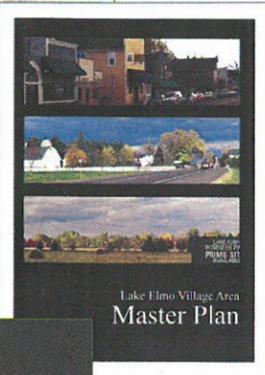
## White Bear Lake Marina Triangle Master Plan

CLOSE Landscape Architecture+ led an interdisciplinary team in the development of a master plan for the Marina/Triangle District, the only commercial area on White Bear Lake.



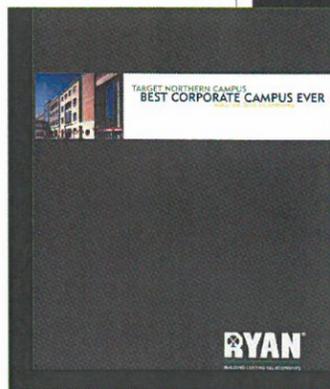
## Lake Elmo Village Area Master Plan

CLOSE Landscape Architecture+ led a team to develop a creative framework for new development, providing an innovative blueprint for accommodating growth within a small village.



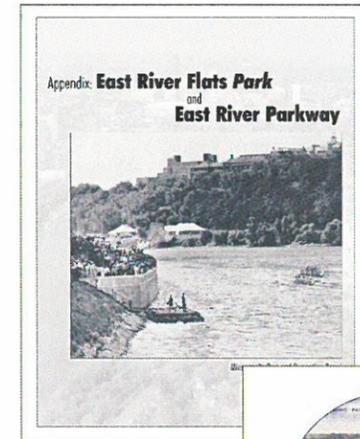
## Target North Campus Master Plan

CLOSE Landscape Architecture+ worked with a multidisciplinary team to prepare a Concept Master Plan for the proposed Target North Campus. CLA produced maps, diagrams, plans, sketches and other graphics to describe project components.



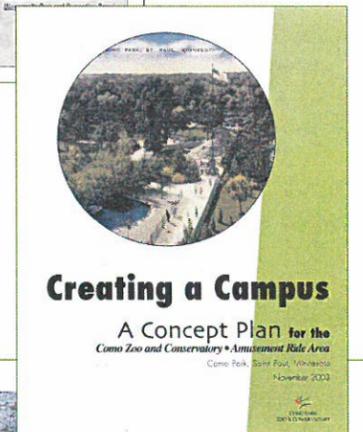
## East River Flats Master Plan

Working with a committee of twenty five stakeholders, including the Park Board, the University of Minnesota, and neighborhood residents, CLOSE Landscape Architecture+ developed a plan that respects the character and strength of the river valley while recalling the 1907 plan of Cass Gilbert.



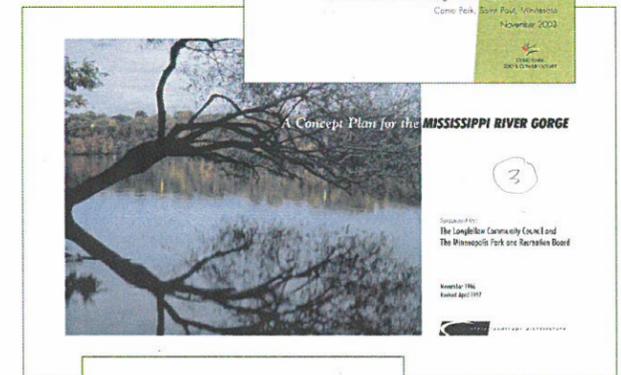
## Como Park Campus Master Plan

CLOSE Landscape Architecture+ led a planning team to create a concept plan for the Campus with detailed recommendations for improvements and, most importantly, strategies to implement specific projects.



## Mississippi River Gorge Framework Plan

CLOSE Landscape Architecture+ coordinated an intensive public participation process with Longfellow Neighborhood residents and the Minneapolis Park and Recreation Board to develop a framework for long-range decision making and construction improvements.



## Dakota County Parks System Plan

Close Landscape Architecture + led a multidisciplinary team to explore concepts, facilitate discussion and prepare preliminary and final graphics for this master plan. We produced maps, diagrams, plans, sketches and other graphics to describe overall plan objectives and specific design components.

