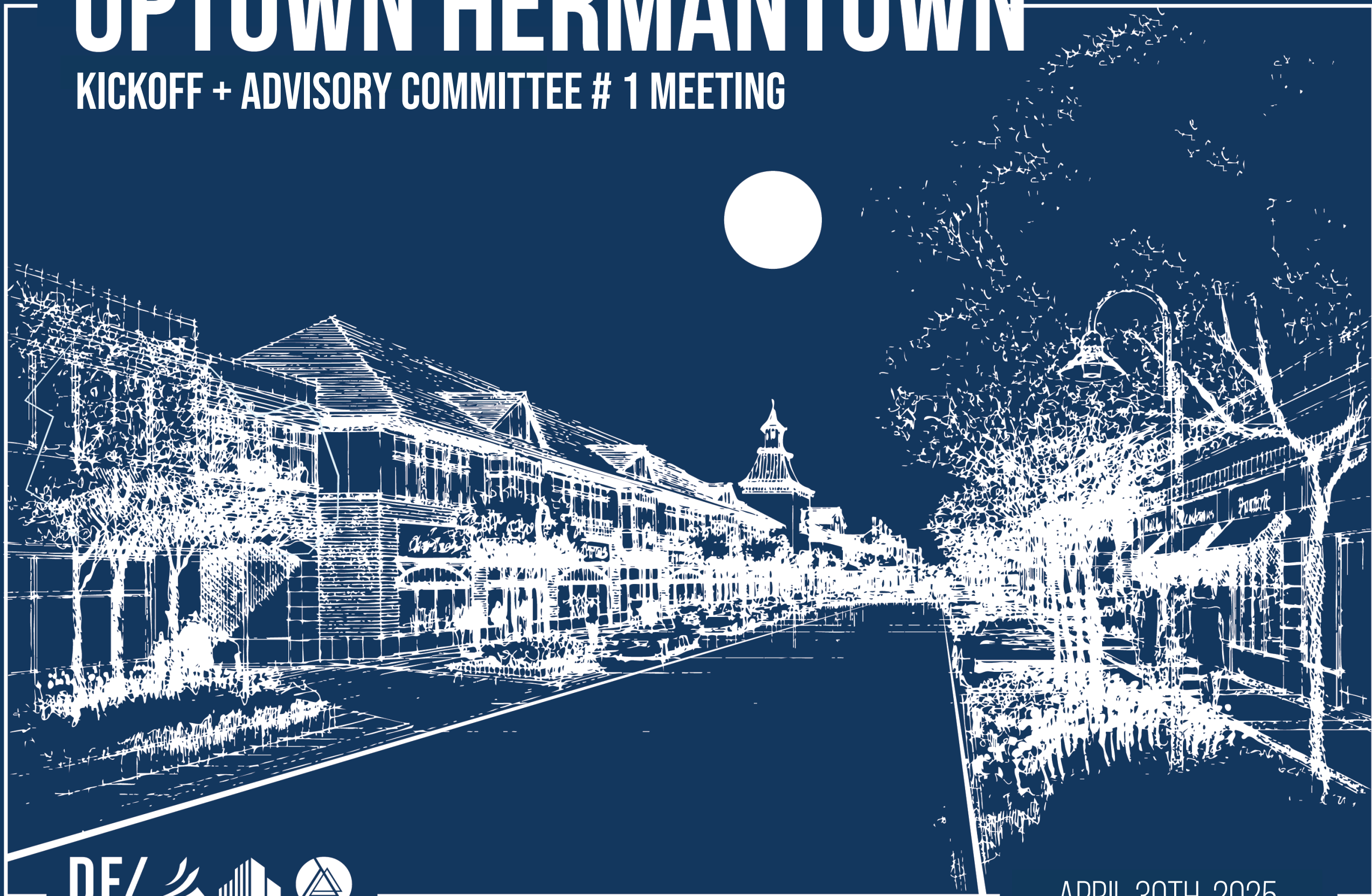


UPTOWN HERMANTOWN

KICKOFF + ADVISORY COMMITTEE # 1 MEETING



DF/
DAMON FARBER
LANDSCAPE ARCHITECTS

SEH

**CUSHMAN &
WAKEFIELD**

**ARCHITECTURE
ADVANTAGE**

APRIL 30TH, 2025

AGENDA

- 1/** Introductions
- 2/** Project Mission + Site
- 3/** Schedule, Process, Community Engagement
- 4/** Goal Setting Discussion
- 5/** Next Steps

1/ INTRODUCTIONS

YOUR TEAM



Jeff McMenimen, PLA
Principal Landscape Architect
DAMON FARBER



Brit (Salmela) Erenler, PLA
Project Manager
DAMON FARBER



Jordan van der Hagen
Associate Designer
DAMON FARBER



Matthew Bolf, PE
Lead Engineer
SEH



John Breiting
Real Estate Consultant
CUSHMAN & WAKEFIELD



Melissa Graftaas, AIA
Lead Architect
ARCHITECTURE ADVANTAGE

ROLES & RESPONSIBILITIES



DF/ DAMON FARBER



Lead/Project Management
Urban Design
Landscape Architecture
Stakeholder Engagement
Implementation Plan
Cost Estimating

Transportation Study Lead
Infrastructure Planning
Stakeholder Engagement
Implementation Plan
Cost Estimating



Market Analysis
Economics
Implementation Plan



Architectural Design
Guidelines
Stakeholder Engagement



Lot D Redevelopment



Essentia Vision Northland



West Superior Street Redevelopment



Silver Bay Downtown Planning

SIMILAR PROJECTS

50th & France - Edina, Minnesota

Centennial Lakes - Edina, Minnesota

The Village at Mendota Heights - Mendota, Minnesota

325 Blake Road Mixed Use Development Planning - Hopkins, MN

Burnsville Heart of the City Public Realm Guidelines - Burnsville, MN

Downtown Duluth Revitalization Visioning - Duluth, MN

Duluth Lot D Mixed Use Development Visioning - Duluth, MN

TCAAP Master Plan and Design Guidelines - Arden Hills, MN

Northtown Mall Redevelopment Plan - Blaine, MN

Ridgedale Mall Master Plan & Public Realm Guidelines, Minnetonka, MN

Silver Bay Downtown Visioning - Silver Bay, MN



VILLAGE AT MENDOTA HEIGHTS



CENTENNIAL LAKES



50TH & FRANCE

3/ PROJECT MISSION + SITE

WHAT WE'RE DOING

"Our community seeks to create a district of economic vitality where community gathering fosters a sense of place by engendering a hometown atmosphere. The concept master plan will create a cohesive vision for a vibrant mixed-use, walkable district that promotes residential, commercial, and civic uses while incorporating community-oriented spaces."

-Uptown Hermantown RFP



UPTOWN HERMANTOWN

LEGEND

STUDY AREA LIMIT

CONTOURS

STREETS (EXISTING)

BUILDINGS (EXISTING)

STEEP SLOPES

PARCEL LINES

CITY PROPERTY

WETLANDS

FEMA FLOODPLAIN

SITE ACCESS POINT
(SIGNALIZED)

SITE ACCESS POINT
(UNSIGNALIZED)

KEY TRAIL CONNECTIONS

SITE ACCESS
OPPORTUNITIES

DEVELOPMENT POTENTIAL

HIGHER INTENSITY
MIXED USE

LOW-DENSITY
RESIDENTIAL



500'

1000'

HERMANTOWN
DULUTH

HERMANTOWN
DULUTH

4/ SCHEDULE, PROCESS + COMMUNITY ENGAGEMENT

PROCESS



CREATE A
SHARED VISION

TODAY




DEVELOP
ATTAINABLE
GOALS



DETERMINE
APPROPRIATE
STRATEGIES




TAKE
ACTION



BUILD ON EXISTING STRENGTHS
Encourage district evolution through incremental change. New development should respond to the Central Hillside neighborhood context and contribute to both the natural and built environment. Build strength from strength, leveraging Essentia Health and all of its activities as an anchor.



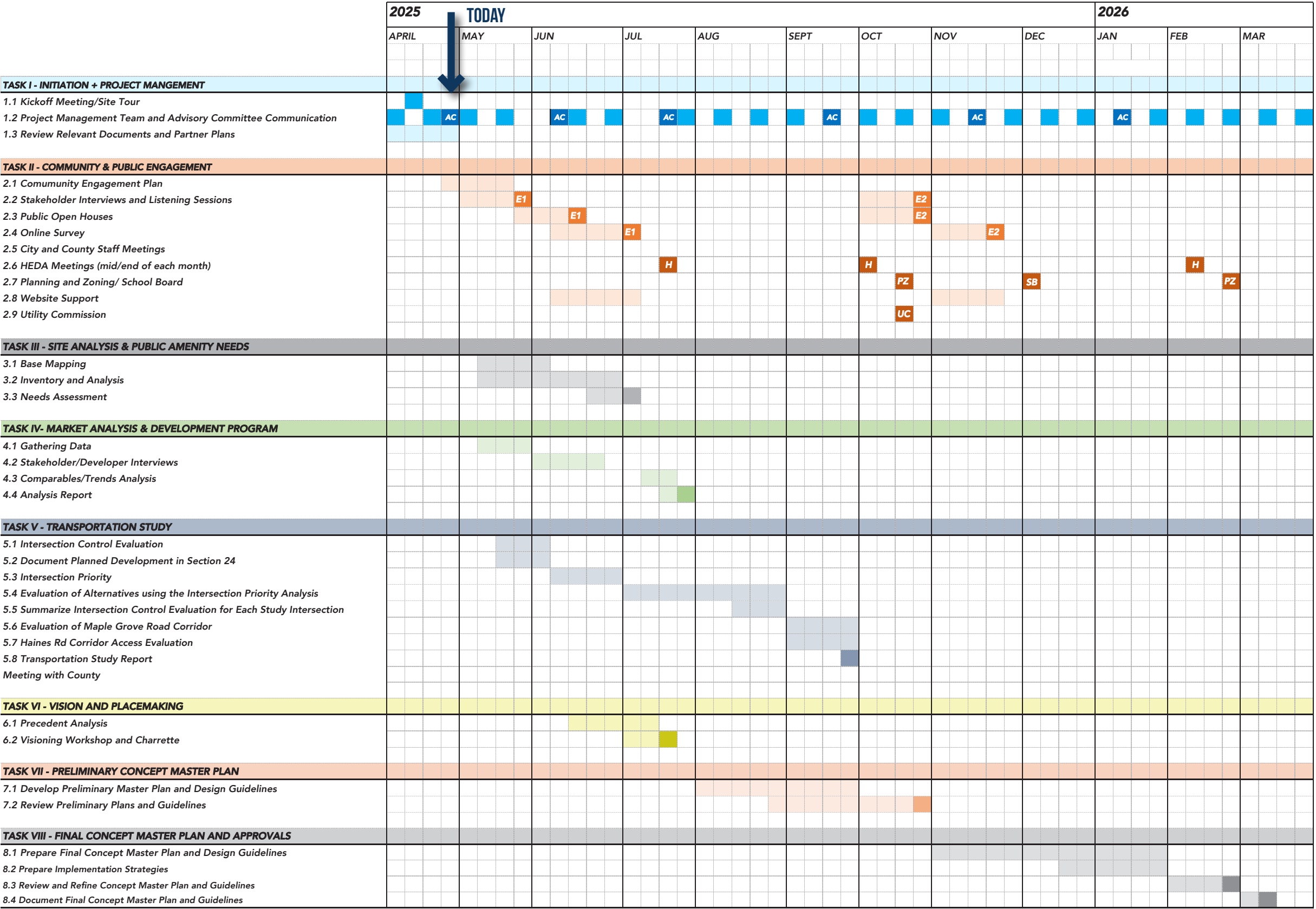
ENHANCE CONNECTIVITY
Enhance connections to adjacent neighborhoods. Create a strong sense of identity and arrival at key locations, including the 8th Avenue and 4th Street intersection, and along Superior Street.



HEALTHY URBAN LIVING
Make the Central Hillside Medical District a model of healthy urban living. Provide a mix of primary land uses including a full spectrum of housing options, hospitality, employment, education and supporting commercial uses that support a vibrant public realm and economic vitality by attracting and serving people throughout the day.



PROJECT SCHEDULE



- Masterplan Completion / March 2026
- Project Management Meetings / Biweekly
- Advisory Committee Meetings / every 1.5 - 2 months
- 3 HEDA Meetings / at Project Milestones

- 2 Blocks of Community Engagement / Summer + Fall
- Market and Site Analysis / May- August
- Transportation Study / May- October
- Visioning and Master Plan Creation / June- February

COMMUNITY ENGAGEMENT

- Establish Community Engagement Plan
- Block 1 - Listening + Information Gathering

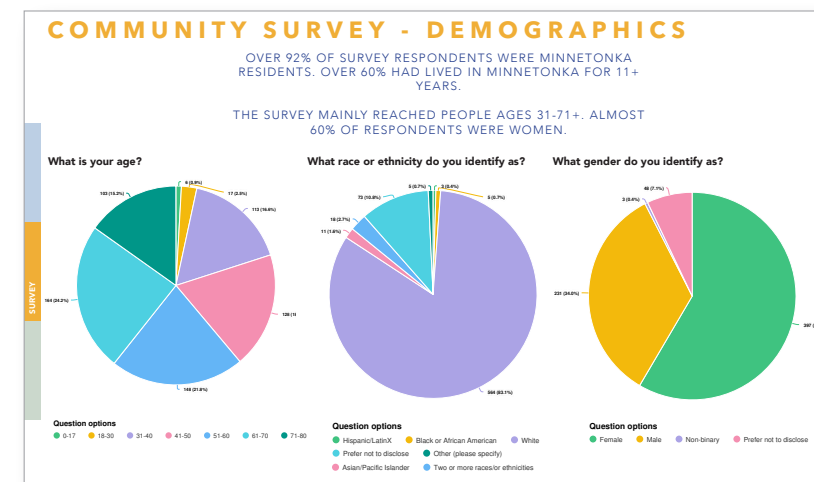
Stakeholder Conversations- Who?
Public Open House
Online Survey
Website Support

- Block 2 - Sharing + Feedback

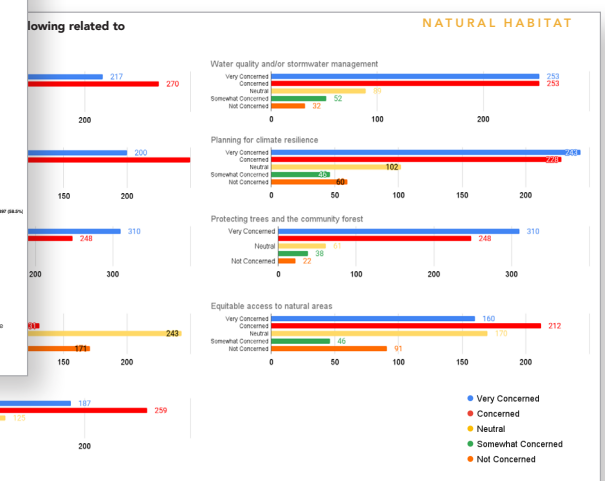
Stakeholder Conversations
Public Open House
Online Survey
Website Support



MEET PEOPLE WHERE THEY ARE
Low-barrier way to share feedback



ONLINE SURVEY
Low-barrier way to share feedback



QR CODE SURVEY STATIONS: Provide input while experiencing Stebner Park

5/ GOAL SETTING DISCUSSION

IMAGINE....

you have been transported to the future. Uptown is an established neighborhood in the community...



CREATE A
SHARED VISION



DEVELOP
ATTAINABLE
GOALS



DETERMINE
APPROPRIATE
STRATEGIES



TAKE
ACTION



PROJECT
COMPLETION

**IMAGINE WE
ARE HERE**

DISCUSSION QUESTION #1

It's the year 2045, and you've just spent a perfect day in Uptown. **Where did you go, what did you do, and how did you get there?**

DISCUSSION QUESTION #2

You overhear a conversation between two new residents about why they chose to live in Uptown. **What are they saying?**

DISCUSSION QUESTION #3

Think about a child, a young family, and a senior citizen living in Hermantown. What kind of **opportunities and experiences** has Uptown given them?

DISCUSSION QUESTION #4

You're walking through Hermantown's most beloved gathering space. What makes it feel **alive, welcoming, and uniquely 'Hermantown'?**"

DISCUSSION QUESTION #5

Our group meets up over coffee to reminiscence about the journey to realize the Uptown master plan. What **critical planning goals** do we remember establishing that made Uptown a success — what were our **biggest challenges**?

Community Open House: Mid- June

[illegible]