

# Design Guidelines

## Hugo Veterans Memorial

Drafted March 3, 2026 by the Veterans Memorial Committee

Approved by the Parks Commission at their March 18, 2026 meeting

*Approved by the City Council TBD*

### Introduction

At the meeting of February 1, 2021, Council approved a site plan for Lions Volunteer Park. The plan included a future memorial in the southeast corner of the park to honor Hugo Veterans. Future planning of the memorial was anticipated to involve the Hugo American Legion and Hugo residents. At the meeting of July 7, 2025, Council established the Lions Volunteer Park Veterans Memorial Sub-Committee. The committee was charged with designing, fundraising for, and planning the ongoing operation of a Veterans Memorial. The committee has met and drafted guidelines for the design of the Veterans Memorial.

### Veterans Memorial Committee

The committee includes:

- Cathy Arcand- Parks Commissioner & Yellow Ribbon Network Volunteer
- Carley Brake- US Army Veteran
- Marcy Brake- Manager of the Hugo American Legion & Auxiliary President
- Paul Christianson- US Marine Corps Veteran
- Barb Connelly- Yellow Ribbon Network Volunteer
- Dave Fleming- Commander of the Hugo American Legion & US Marine Corps Veteran
- Ben Krull- City Council Member
- Andrew Reding- Minnesota Army National Guard & Parks Commissioner

The committee created a mission statement for the memorial:

***This memorial honors the service of military veterans, acknowledges their commitment to preserving our freedom, unites the community in a shared expression of gratitude, and advocates for the continued support and recognition of our veterans.***

### Process

At their meetings of January 12, 2026 and February 9, 2026; the committee conducted a visual preference survey. The survey included a review of 50 images of existing Veterans Memorials. Committee members ranked the images which included a variety of memorial types, scale, materials and landscaping. This led to discussions guiding the design of the Veterans Memorial in Lions Volunteer Park. A draft of the Design Guidelines was approved at their March 3, 2026 meeting.

# Design Guidelines

## Include Multiple Focal Features

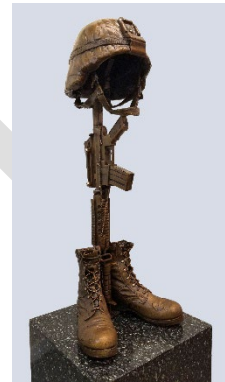
Include a three-flag display with the United States flag, Minnesota State flag, and the National League of Families POW/MIA flag in accordance with the United States Flag Code.

THE FLAG DISPLAY IS INTENDED TO REPLACE THE EXISTING UNITED STATES FLAG NEAR CITY HALL.



Include a Battlefield Cross sculpture or similar.

THE BATTLEFIELD CROSS IS A SYMBOL TO HONOR SOLDIERS KILLED IN ACTION. IT CONSISTS OF AN INVERTED RIFLE (SIGNIFYING A FALLEN SOLDIER), BOOTS (THE FINAL MARCH), AND A HELMET.



Construct monuments to honor the six military branches and educate the public. The monuments shall include branch emblems and information.

THE SIX MILITARY BRANCHES INCLUDE: ARMY, NAVY, MARINE CORPS, COAST GUARD, AIR FORCE, AND SPACE FORCE.

Encourage engagement with the monuments with a walk-through or walk-around arrangement with features at eye-level or higher. Discourage one-sided design.

## Provide a Reverent Space for Reflection

Create a memorial that is traditional in style and will stand the test of time.

Provide seating to enhance accessibility as well as provide a space for quiet reflection.

Utilize lighting to create a space that is inviting after dark, highlights the monuments, and provides security.

Landscape the memorial area with trees for shade, shrubs for privacy, and plantings for color and visual interest.

Include open space for small gatherings and for viewing the monuments.

## Engage with both Memorial and Park Visitors

Establish a unique design for the memorial area that is complimentary to that of Lions Volunteer Park. This could include use of different hardscape materials such as stamped concrete and low walls.

Consider the entrances to the memorial area to create a welcoming environment but offer an intentional experience.

Utilize perimeter landscaping to buffer the memorial from the park, adjacent street, and parking lot.

Allow the focal features, especially the flag display, to be viewed throughout Lions Volunteer Park and City Hall.

Encourage respectful and honorable behavior with the use of formal materials.

### Preferred Images

The following images were highlighted by the Committee to demonstrate their preferences for the design of the memorial. The images are conceptual and not all features were desirable.



IMAGE 1: SIMPLISTIC DESIGN WITH SEATING THAT CONNECTS TO THE SURROUNDINGS.



IMAGE 2: MONUMENT WITH HEIGHT THAT ALLOWS FOR INTERACTION. FLORAL DISPLAY AND FLAGS.



IMAGE 3: SIX STANDALONE BRANCH MONUMENTS AND CENTRAL FEATURE, WITH LIGHTING ENHANCEMENTS.



IMAGE 4: INDIVIDUAL MONUMENTS WITH A CENTRAL FEATURE. DO NOT INCLUDE A FENCE.



IMAGE 5: CIRCULAR LAYOUT WITH SIMPLE FLAG DISPLAY AND DEFINED ENTRANCE.



IMAGE 6: OPEN SPACE AND ENTRANCE SIGNAGE WITH SHADE TREES.

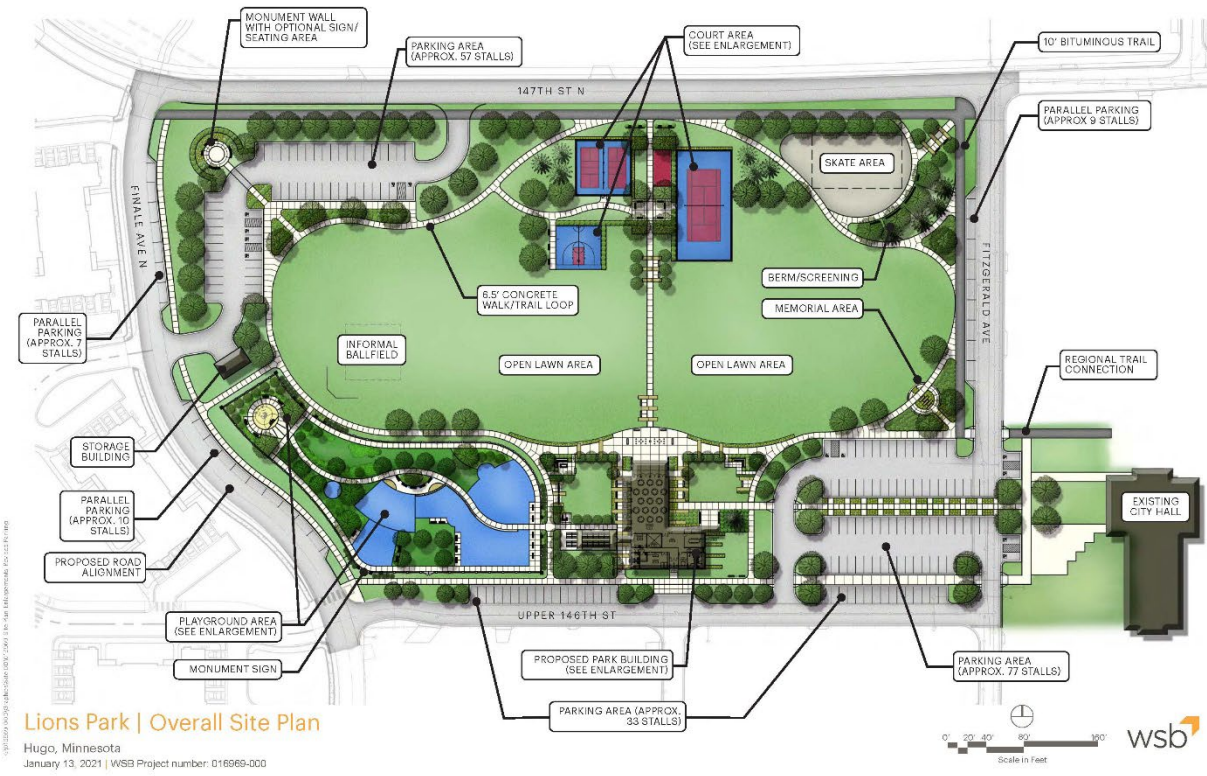


IMAGE 7: LIONS VOLUNTEER PARK SITE PLAN INDICATING MEMORIAL LOCATION

DRAFT



April 13, 2026

Ms. Shayla Denaway  
Parks Planner  
City of Hugo  
14669 Fitzgerald Ave N  
Hugo, MN 55038

Re: Professional Services Proposal – Veterans Memorial Design Development

Dear Shayla:

This letter serves as a proposal on behalf of WSB, LLC (Consultant) to the City of Hugo (Client) to complete professional consulting and design services for design development of the planned Veterans Memorial to be located at Lions Volunteer Park.

## A.1 PROJECT UNDERSTANDING

It is understood that the Client seeks professional services for the preparation of design development documents for a Veterans Memorial to include fundraising marketing documents. Our design team includes review and guidance by a WSB staff member that is a current member of the military for conformance to military design standards.

## B.1 BASE SCOPE OF SERVICES

### B.1.1 DESIGN DEVELOPMENT

- (1) Project Management & Kick-Off Meeting: Consultant will facilitate a virtual kick-off meeting with City staff to review the project schedule and deliverables along with a discussion of programming ideas for the proposed improvements. Project management tasks include ongoing coordination with the client, vendors, and related oversight. Consultant will review the design guidelines, and prepare base map drawings necessary for the design process.
- (2) Schematic Design: The Consultant will prepare up to three schematic plans illustrating varying design approaches to the veteran's memorial area as it relates to entrance points, circulation patterns, views, seating and gathering spaces, monument sizes and materials, and overall scale.
- (3) Veterans Memorial Committee Meeting #1: The Consultant will attend an in-person meeting to allow the committee to review the schematic design options and provide feedback on overall design preferences.
- (4) Preferred Design Approach: The Consultant will develop a preferred design approach based upon the outcomes and direction of the committee to include draft landscaping elements and a corresponding estimate of probable costs. The preferred plan will include draft imagery to illustrate the design components, including general sizes, materials, location of landscaping, and an estimate of probable costs.

- (5) Veterans Memorial Committee Meeting #2: The Consultant will attend an in-person meeting to present the preferred draft plan and an estimate of probable costs for review and refinements for the final visualization/marketing imagery.
- (6) Marketing Imagery: The Consultant will develop one rendered site plan and up to four different views of 3D imagery of the veteran's memorial area to illustrate the final preferred design for day and night conditions.

**B.3 ADDITIONAL SERVICES**

B.3.1 Additional services may be added upon approval by both Client and Consultant via amendment to this Agreement.

**C.1 PROPOSED FEES AND ACCEPTANCE**

**C.1.1 Scope of Services**: The Scope of Services outlined in Paragraphs B.1 above will be provided for an hourly not to exceed fee of \$17,500 as outlined:

Project Management:	\$2,200
Kick-Off Meeting & Base Dwgs:	\$700
Schematic Designs (3):	\$4,000
Committee Mtgs (2):	\$1,500
Preferred Design & 3D Graphics:	\$8,000
Estimation:	\$1,100

Alternate Add (Electrical Design): +\$3,500

**D.1 SCHEDULE:**

A project schedule will be prepared once the final agreement and contract are approved by the Client. The final design process is anticipated to take approximately 3-4 months.

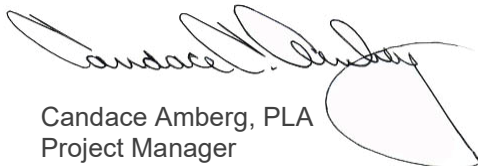
**ACCEPTANCE**

This letter represents our entire understanding of the project scope. If the City of Hugo is in agreement, WSB will start work outlined in this proposal per our 2026 Rate Schedule. If you agree with the proposal, please sign below and return one copy to our office.

Thank you for the opportunity to propose on this project. If you should have any questions regarding this proposal, please contact Candace at 612.518.3694.

Sincerely,

WSB

  
Candace Amberg, PLA  
Project Manager

WSB

  
Jason L. Amberg  
Director of Landscape Architecture

Ms. Shayla Denaway  
April 13, 2026  
Page 3

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City of Hugo (signature)

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Date