



Lela: Lake Elmo Living Area

Response to the City of Lake Elmo

This document is the response to the City of Lake Elmo for its Request for Proposals for the Former Fire Station and Parks Building.

Cassandra and Ryan Knudson
CassandraKnudson@gmail.com

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Summary

With the request for proposals for purchase of the fire station and parks building, Lake Elmo has the opportunity to create an anchor for the community. The community has made clear through the Lake Elmo Village Vision Plan Study that there is a need for a space in the Old Village Area to bring people together – our proposal fulfills this need.

When we first moved to Lake Elmo in 2015, we fell in love with its small-town charm. We are not alone. Over the past 25 years, our city has doubled in size as thousands of newcomers discover the incredible potential of this small, but vibrant community.

Our proposal is to create a new business that will suit the unique needs and strengths of this site to serve the community for decades to come. Lela (*lee-la*) will be a place for people of all ages to gather and find common ground – to meet new people and reconnect with family and friends.

Lela will be a place for folks to pop-in for an umbrella if sun is too bright or the rain is too strong at the baseball game across the street. Lela will be a place for parents and grandparents to make new memories with the children in their lives as they build their own robot with a make-your-own-set from our store. It will be a place for a quick meal to catch up or a slow meal to settle down.

Lela is designed to be Lake Elmo's Living Area.

This is a speculative business. Our proposal shares the full details of our vision at this stage in the business development process and are subject to change. We have never undertaken a project quite like this, but we have brought on a team of expert consultants who have decades of experience in architecture, interior design, commercial construction, and retail and who all happen to be local.

We believe in the concept with our whole hearts, and we hope you will too. The following document will answer the questions posed in the request for proposals. If any new questions arrive, please contact us at Cassandra.Knudson@gmail.com.

All the best,

Cassandra and Ryan Knudson

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Development Team

Cassandra Knudson, Lela Co-Founder

Cassandra is a resident of the Savona Neighborhood in Lake Elmo, member of Christ Lutheran Church in Lake Elmo, and passionate supporter and advocate for the city. Lela is a dream project for Cassandra who believes Lake Elmo deserves a welcoming, accessible community space.

Cassandra is an experienced leader with a proven track record of building community support for state and local initiatives within her work at the Office of the Minnesota Secretary of State, the Minnesota Department of Education and South Washington County Schools. In each role, she has brought government to the people through multichannel communications and large-scale events.

She has partially completed her MBA from the University of Wisconsin – River Falls and has a B.A. in Journalism and Mass Communication from Arizona State University.



Ryan Knudson, Lela Co-Founder

Ryan is a resident of the Savona Neighborhood in Lake Elmo and member of Christ Lutheran Church in Lake Elmo. Ryan is an experienced manager leading the implementation of new technologies at Ecolab. He has a deep understanding of managing budgets and supporting teams to reach their highest potential.

Growing up in rural North Dakota, Ryan has always valued community and connecting with neighbors. Bringing our neighborhood together for lefse rolling parties or backyard movie nights has been a dream come true.

Ryan has worked in Software and Data Engineering at Ecolab and Thomson Reuters. He has a B.S. in Computer Science from North Dakota State University.

Consultants

Kasey Johnson and Regan Nix, Architecture and Interior Design

Blue Pencil Collective | bluepencilcollective.com

Blue Pencil Collective® is a Minnesota-based Architecture and Interior Design Agency creating unforgettable spaces with fearless creativity and precision.

We design distinctive residential and provocative commercial interiors that are as functional as they are visually striking.

Our award-winning team specializes in crafting innovative environments that challenge the ordinary—because great design isn't just about aesthetics, it's about how a space makes you feel every single day.

Kasey Johnson is a resident of Lake Elmo. Blue Pencil Collective is based in White Bear Lake. Kasey and Regan Nix's resumes are available in [Appendix A](#) and [B](#).

Blue Pencil Collective Project Spotlight:

The Lumberjack, Stillwater
Hospitality Renovation | Axe Throwing Bar | 5,000 sf
Architecture, Interior Design + Furniture Procurement by Blue Pencil Collective



Shane Weis, Construction

ShaneCon Commercial Construction | shanecon.com

Founded in 2015, ShaneCon started as a dedicated team passionate about transforming spaces. Today, we're a trusted name in the Twin Cities, known for innovative construction and renovation solutions. Led by Shane Weis, with over 20 years of experience, we focus on delivering quality, precision, and seamless project execution.

The ShaneCon team demonstrates professionalism, creativity, and attention to detail. Our Mission is to truly understand the vision of the project and help bring it to life, seamlessly integrating both form and function. Our expertise in handling the complexities of unique builds is evident and the result are spaces that reflect your brand and provides an unforgettable experience for your guests.

Shane Weis is a former Lake Elmo Parks Commission Chair. He was heavily involved on improvements to the parks including the baseball fields across from the former fire station during his tenure. Now, he enjoys these improvements as his son has played Lake Elmo Baseball for years. Shane's wife, Jenna (also an employee of ShaneCon) was a former Lake Elmo Library Board Member. Shane has also completed several projects for the Lake Elmo Library.

ShaneCon is based in Woodbury. Previous completed projects are listed at shanecon.com/projects. Additional resources are in [Appendix C](#).

ShaneCon Project Spotlight:
Modern Well, a women-centered coworking hub



CRAVE Galleria, restaurant



Nikki Hollerich, Retail

Rose & Loon | roseandloon.com

Rose & Loon works with our collective to give them not just a place to sell their wares but a place to share their stories with pride, passion and purpose. Rose & Loon has curated a collection that supports our makers through collaborations, resources and partnerships. We are dedicated to growing the makers' brands as they work to build their own businesses.

Nikki Hollerich is a Lake Elmo resident with experience as a maker and small business owner. In addition to Rose & Loon, she is the co-owner and co-founder of Hagen & Oats.



Our Vision

Lake Elmo is a one-of-a-kind community that deserves to be celebrated and remembered for its important role in the history of Minnesota. The city has long drawn young families with its natural beauty and small-town charm. Our proposal honors this history and creates an opportunity for it to live on.

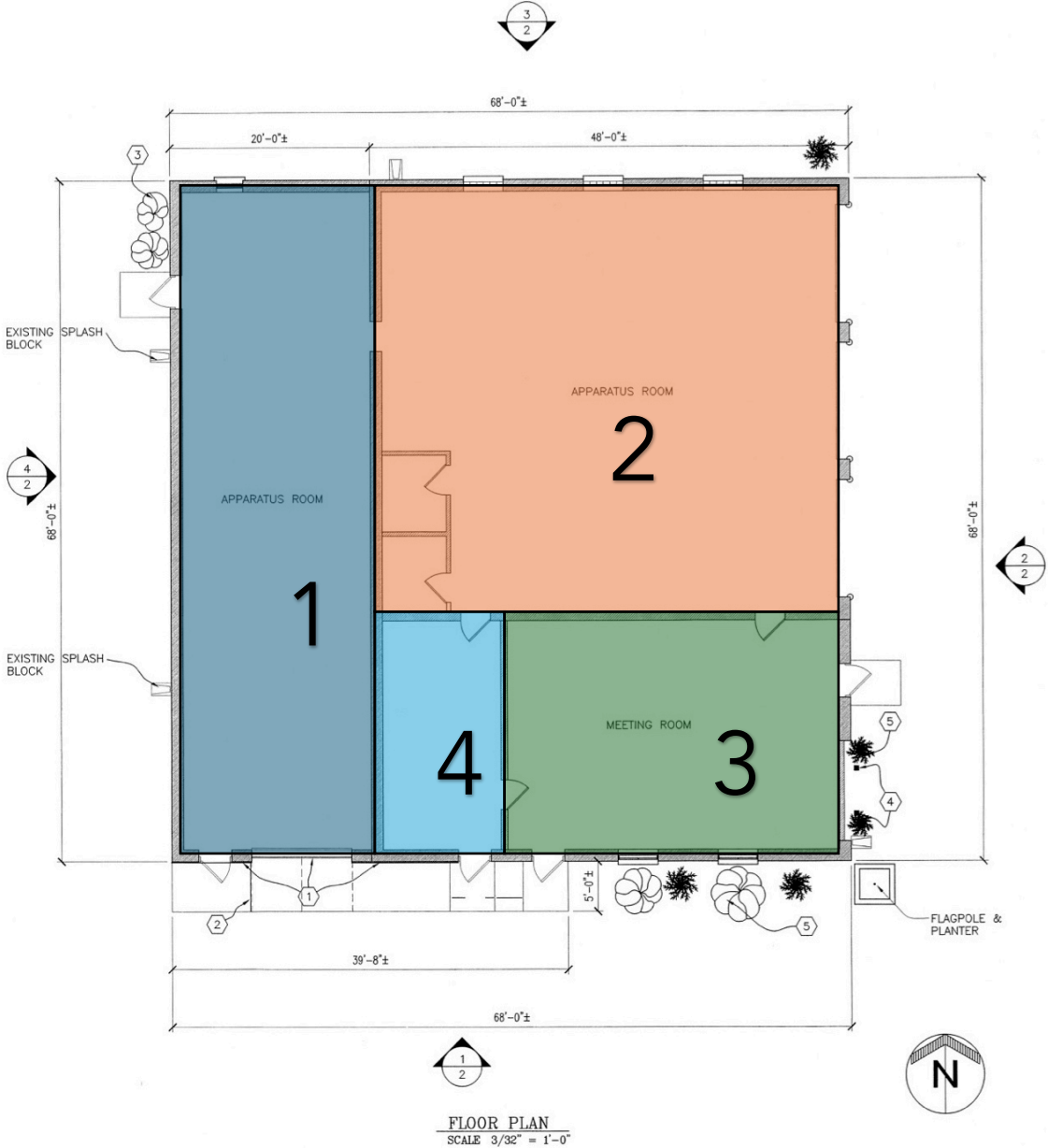
We are seeking to purchase the fire station and five of the adjacent parcels - 13.029.21.23.0028; 13.029.21.32.0031; 13.029.21.32.0028; 13.029.21.32.0029; 13.029.21.32.0030; and, 13.029.21.32.0092 for a combined total of 0.9 acres before right of way allotments. Our bid price is the minimum bid of \$100,000.



Our vision is to renovate the existing fire station to become a family-focused community space to be called Lela – short for Lake Elmo Living Area. It will include ample seating, an indoor play area, food service, and a market of commonly needed

goods (refreshments, sunscreen) and special finds (primarily toys, with limited décor and clothing) prioritizing small, locally made goods.

The facility will use the existing footprint of the fire station and include a significant remodel to ensure it is safe and comfortable for families and compliant with local regulations. The facility is currently divided into four sections accounting for approximately 4,624 square feet.



Section one runs along the entirety of west end of the building. Formerly an apparatus room and kitchen, this space will transform into an area with a **new kitchen and bar**

with seating. This space will be approximately 1,300 square feet. We will honor the story of Lake Elmo with decor that tells the story of our city in the open seating area.

Section two includes the northeast end of the building. Formerly an apparatus room that housed three fire engines, this space will become an **indoor play area** with playground equipment and tables for children and families to make new memories together.

Lela will honor the history of the building by theming the play area as a firehouse. This space is approximately 2,300 square feet.

The renovation in section two will include the expansion of two small restrooms to ensure they are ADA compliant and accessible to guests in sections one and two.

Section three is in the southeast corner of the building. Formerly a training room, this space will become the **market**. At the market, guests can shop for convenience items from snacks to sunscreen and special finds like sensory toys and locally made, hometown branded clothing. We plan to be open every day throughout the day and early evening to accommodate guests. This space is approximately 800 square feet.

Section four is currently an **office** area will continue to be used as such. This space is about 160 square feet.

A key priority of this business is to create a welcoming community space for all. Affordability will be a priority, while recognizing the necessary costs for high-quality services.

Lela plans to be a force for good in the community. We intend to partner with existing businesses in the area and take part in the annual community events including, but not limited to, the 4th of July celebrations, National Night Out, and the tree lighting. Further, Lela is committed to creating new recurring events to bring the community together potential ideas include a spring bike swap, a fall costume exchange, and a winter toy drive.

Preliminary Site Plan

Our proposal is for the purchase of the fire station and five of the adjacent parcels for a combined total of 0.9 acres before right of way allotments.

Tax Parcel IDs	Address	Acreage
13.029.21.23.0028		0.1 acre
13.029.21.32.0031	3510 Laverne Ave.	0.4 acre
13.029.21.32.0028		0.1 acre
13.029.21.32.0029		0.1 acre
13.029.21.32.0030		0.1 acre
13.029.21.32.0092		>0.1 acre

Our proposal will seek to combine these parcels for a multi-use building which will include - food services (standard restaurant), sales of merchandise (retail, neighborhood convenience store), and indoor recreation/entertainment (indoor recreation).



The site plan will keep the existing footprint of the fire station, add landscaping to the west and south sides of the building, add outdoor seating on the west end of the building, add designated parking to the south end of the building.

Projects Estimated Economic Impacts

Community Benefits

Lela is by and for the community. The newly renovated building will be an asset to the community as a gathering space and convenience/specialty market. We aim to be a destination for families throughout the area and allow them to spend more time in Lake Elmo by providing year-round entertainment and events for families with kids of all ages. We will also provide locals with retail shopping for goods that are currently unavailable in the Old Village Area.

Our business will further benefit the community through job creation, parking, and landscaping.

Jobs

Lela will also create new, high-paying jobs for the community. We are committed to hiring at least 4 FTE by the end of 2026. There will be positions for food service, retail, and childcare. We will add positions as support from the community allows.

Parking

We believe parking is important to bringing people into the Lake Elmo Old Village Area. We are committed to keeping the existing number of vehicle parking spaces and will seek ways to add additional spaces. We will also create space for visitors to park their bikes and strollers.

Landscaping

We are committed to creating a space that is beautiful and enjoyed by our customers and the community. We will keep the existing green space on the west end of the building. We will add green space with ornamental and shade trees on the east and south ends of the building.

Projected Timeline

Once the project is approved by the Lake Elmo Development Authority and the City Council. We will begin working toward opening as quickly as possible. Our plan calls for a grand opening for the community as early as April 2026.

- October – December 2025
 - Design work: Once the project is approved by the Lake Elmo City Council, Blue Pencil Collective will begin the site design work.
 - Permitting: We will work to get site plans approved by the City of Lake Elmo and Washington County.
- January – March 2026
 - Construction: Construction will be overseen by ShaneCon and begin as permitting allows.
- April - May 2026
 - Grand opening

We are committed to being fully transparent with the community about this project. Once approved by the council, we will launch a website and social media channels and post project updates as they are available. We also plan to invite the community to provide feedback on parts of the business.

Outline of Costs

Our proposal would make a significant investment into renovating the existing fire station, the parking lot, and public spaces around the building.

The renovation of the existing fire station will be extensive. We expect to replace the HVAC and roof, leveling the floor in sections one and two, renovating the bathrooms to be ADA complaint, renovating the kitchen to meet commercial standards, and installing new fixtures throughout.

We expect the total costs of this project to exceed \$700,000. A detailed price sheet, prepared by ShaneCon using historical data is attached in [Appendix D](#).

We are prepared to make a significant personal investment in this property and will begin seeking additional financing for the property from a local bank, if we move to the finalist stage.

Recognizing that we are a start-up, to make this a financially viable we are requesting a business subsidy on the property totaling the difference of the appraised property amount and our bid of \$100,000. Our intention is to personally finance the purchase of the land and building. Then, to seek a loan from a local bank to finance the renovation of the site and building.

Appendices

Appendix A



Kasey Johnson - CID

Co-Founder
651-419-6367
kasey@bluepencilcollective.com

EDUCATION

University of Wisconsin, Stout
Bachelor of Fine Arts, Interior Design

Gustavus Adolphus College,
Bachelor of Fine Arts
Art & Art History

WORK EXPERIENCE

Gensler
Project Designer
Minneapolis, MN

PERKINS+WILL
Project Designer
Minneapolis, MN

BDH+Young
Project Designer
Minneapolis, MN

BLUE PENCIL[®] COLLECTIVE

HIGHER EDUCATION

University of St. Thomas - Food Service // Concept Design*

GOVERNMENT

MN State Transportations Building // Renovation*

HEALTHCARE

Metro Endo Orthodontics // Fit Out
Pinnacle Dermatology // Fit Out
Oak Ridge Dental // Fit Out
Towerlight Senior Living Center // New Construction*
Fraser Clinic // Renovation*
CentraCare Health Systems // Renovation*
Southdale OBGYN // Renovation*
Dr. Schuster Skin Clinic // Renovation*
Clinic Sofia // Renovation*
HealthEast Woodwinds // Renovation*
Accorde Orthodontics // Renovation*
Allina Ramsey // Renovation*
Mercy Health Care Center // Renovation*

COMMERCIAL

Steinwall Inc. // Fit Out
GovDocs, Inc. // Fit Out
Wings Insurance // Renovation
FlyWise Aviation // Renovation
The Lumberjack // Renovation
Impact Hub // Fit Out*
Atmosphere // Fit Out*
Clear Night Group // Fit Out*
Fluid Interiors // Fit Out*
Flour Exchange // Concept Design*
Orange Pearl Salon // Concept Design*
Horizontal Integration // Fit Out*
Bassford Remele // Fit Out*
Wells Fargo // New Construction*
Intelligent InSites // Fit Out*
Newscycle Solutions // Fit Out*
Cafe Inc. // Fit Out*
Kroll Ontrack // Fit Out*
Star Tribune // Fit Out*
Emerson Process Management // Fit Out*
Clifton Larson Allen // Fit Out*
Flagship Corporate Center // Fit Out*
JNBA Financial // Fit Out*

RESIDENTIAL

Hartzell // Renovation + Addition
O'Halloran // Renovation
Schnagl // New Construction
Powell-Pertzborn // Renovation + Addition
Pitzenberger // New Construction
Binder // New Construction
Stoerzinger // Renovation
Purdy // New Construction
Clark // Renovation
Wilson // New Construction
Pavek // New Construction

*Project completed prior to Blue Pencil Collective

Appendix B



Regan Nix - NCIDQ, LEED AP

Co-Founder
651-419-6441
regan@bluepencilcollective.com

EDUCATION

University of Wisconsin, Stout
Bachelor of Fine Arts, Interior Design

Dunwoody Industrial Institute
Architectural Drafting & Estimating

WORK EXPERIENCE

PERKINS+WILL
Senior Project Designer
Minneapolis, MN

Method Studio
Project Manager, Associate
Salt Lake City, UT

KMD Architects
Senior Medical Planner
Portland, OR

PERKINS+WILL
Project Designer
Boston, MA

Jain Malkin Inc.
Designer
San Diego, CA

BLUE PENCIL[®] COLLECTIVE

HIGHER EDUCATION

Utah Valley University // New Classroom Bldg*
Wasatch Institute of Tech // New Classroom Bldg*
Tooele Technical College // New Classroom Bldg*

HEALTHCARE

Metro Endo Orthodontics // Fit Out
Pinnacle Dermatology // Fit Out
Oak Ridge Dental // Fit Out
United Health Group // Fit Out*
Spaulding Rehab Hospital // New Construction*
Blvd Gardens Senior Living // New Construction*
St. Joseph's Healthcare // New Construction*
Malden Heath Center // Renovation + Addition*
Beth Israel Deaconess // Renovation*
Beverly Hospital // Renovation*
Newton Wellesley Hospital // Renovation*
Massachusetts General Hospital // Renovation*
Harvard Kenmore // Renovation*
Kettering Medical Center // Renovation*
Eisenhower Medical Center // Renovation*
Loma Linda Medical Center // Renovation*
Palomar Medical Center // Renovation*
Carson-Tahoe Hospital // New Construction*
Oak Valley Medical Center // Renovation*

COMMERCIAL

Great Northern Builders // Fit Out
GovDocs, Inc. // Fit Out
Wings Insurance // Renovation
FlyWise Aviation // Renovation
The Lumberjack // Renovation
801 Marquette Building // Renovation *
Wells Fargo // New Construction*
Ally Financial // Fit Out *
Cenovus // Fit Out*
Microsoft // Fit Out*
CHS // Fit Out*
Friends & Neighbors // Fit Out*
Intelligent InSites // Fit Out*
JL Buchanan // Fit Out*
Kroll Ontrack // Fit Out*
Newscycle Solutions // Fit Out*
Thomson Reuters // Fit Out*
Clearlink // Fit Out*
Cicerro Group // Fit Out*
Potomac Group // Fit Out*
Fanzz // Fit Out*

RESIDENTIAL

Shroyer // New Construction + Addition
Blues // Renovation + Addition
Oswald // Renovation
Pitzenberger // New Construction
Binder // New Construction
Stoerzinger // Renovation
Purdy // New Construction
Clark // Renovation
Wilson // New Construction
Pavek // New Construction

*Project completed prior to Blue Pencil Collective

Appendix C



A personal message from Shane Weis, Founder of ShaneCon

Integrity, quality, and personal service are values that are at the forefront of everything I do. I take great pride in the relationships I have developed over the years; relationships built on trust, precision, attention to detail, and respect. My clients matter, and when you work with me, YOU will matter. We look forward to earning your business.

c : 651-747-7507
e : shaneweis@shanecon.com
www.shanecon.com

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The ShaneCon Team



Mike Anderson



Taylor Jensen



Jesse Keeney



Brian Sandvig

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"I had a great experience working with Shane to develop the Modernwell space. He did a great job collaborating with me and our design team to turn our vision of creating an open, airy, and warm coworking space into a reality. Shane is a true professional, takes great pride and care in his work, and is a pleasure to work with."

Why Work with us?

- ShaneCon is a TEAM. In every sense of the word, and from project-start to end-product, you work with *us*, and we work *together*
- Close collaboration with clients: you will be working directly with Owner Shane Weis and the team in every aspect of your project
- 250+ projects specializing in high end restaurant construction from first time owners to renovation: we have the experience and integrity to back it up

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Appendix D



ShaneCon Inc.
 11900 Valley Creek Rd
 Woodbury, MN 55129
 License # BC694940
 Direct (651) 493-4643
 Mobile (651) 747-7507
 shaneweis@shanecon.com

Project: **Lake Elmo Community Space Concept**
 8/12/2025

CSI	Description	Budget
00-610	Bond Fee	Not Included
00-620	Builders Risk	Not Included
00-650	Storm Water Fee (\$1.40 per SF Impervious)	Not Included
00-700	General Conditions	\$32,500
00-701	Architectural Design Fees	Not Included
00-702	Structural Design Fees	Not Included
00-703	Mechanical/Electrical Design Fees	w/Trades
00-890	Permits	\$6,270
00-892	SAC & WAC	Not Included
00-894	Department of Health Permit Coordination	\$375
01-105	Utility Connection Fees (Excel Charges)	Not Included
01-315	Superintendent	\$22,800
01-535	Dumpsters	\$3,028
01-540	Small Tools	\$150
01-543	Equipment Rental	\$2,900
01-544	Reprographics	\$250
01-546	Temp Enclosures	\$700
01-547	Winter Conditions/Temp Heat	Not Included
01-560	Site Protection/Temp Fence	\$1,463
01-630	PM Software	\$200
01-730	Progress Cleaning	\$440
01-740	Final Cleaning	\$2,090
01-901	Testing Allowance	\$1,750
01-950	Survey	\$1,700
02-110	Site Demolition/Concrete Base (Modifications for Walk and Patio)	\$8,647
02-220	Soil Correction	Assumes None
02-300	Utilities (6" Water line/SE Corner If Required For Sprinkler)	Not Included
02-350	Asphalt (Repair Existing Only)	\$5,500
02-370	Landscaping & Turf Allowance	\$6,500
02-375	Irrigation	Assumes None
02-999	Patio Fencing	\$5,135
03-100	Concrete(Patio and Walks)	\$14,820
04-050	Tuckpointing/Exterior Repair	\$5,500
04-100	1 Sizable Masonry Openings Including Steel	\$10,000
06-010	Demo Labor	\$5,696
06-100	Rough Carpentry Labor (Blocking)	\$5,525

06-105	Rough Carpentry Material	\$3,500
06-110	Finish Carpentry Labor	\$13,600
06-200	Millwork	\$17,958
07-320	Roofing & Roof Insualtion	\$73,100
07-900	Caulking	\$1,800
08-120	Vestibule and Glazing	\$25,774
08-150	3 Overhead Doors - Full light	\$50,700
08-200	Doors/Frames/Hardware	\$7,200
08-200	Install of Above	\$6,120
08-250	Misc. Hardware	\$1,100
09-250	Sheetrock Allowance	\$27,500
09-300	Flooring (Major Grinding, Polish, Tile, Wall Tile)	\$26,881
09-510	Acoustical Ceiling and FRP	\$12,300
09-910	Painting	\$6,888
09-915	Paint Exterior	Not Included
10-001	Accessories Material/Fire Extinguishers/Corner Guards	\$5,679
10-002	Accessories Labor/Install	\$1,700
10-440	Signage	Not Included
11-400	Walk In Cooler and Freezer	Not Included
11-450	Kitchen Equipment and Sinks, Stainless Tops	Not Included
12-020	Furniture	Not Included
12-200	Window Treatments	Not Included
15-400	Plumbing	\$38,445
15-500	Sprinkler	Not Included
15-700	HVAC, Gas and Hood Supply	\$173,835
16-050	Electrical	\$35,535
16-550	Fire Alarm	\$7,500
16-600	Security and Car Access	Not Included
32-999	Contractor Fee	\$26,000
	TOTAL	\$707,052

Contact Information

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