



# City of Homer

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## Memorandum 21-028

TO: MAYOR CASTNER AND HOMER CITY COUNCIL

THROUGH: ECONOMIC DEVELOPMENT COMMISSION  
ROB DUMOUCHEL, CITY MANAGER

FROM: JULIE ENGBRETSSEN, DEPUTY CITY PLANNER

DATE: FEBRUARY 16, 2021

SUBJECT: WAYFINDING AND STREETScape RFP

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### **Background:**

After many fits and starts, the Wayfinding Streetscape RFP is ready for Council review! The Economic Development Advisory Commission has been working on the idea for several years. Council has approved funding for the project, with the caveat that the Request for Proposals (RFP) be reviewed by Council prior to issuance. The RFP is hereby provided for Council's review.

### **Project Recap:**

The project goals are to develop a design and strategic plan for utilizing landmarks, city signage, pathways and streetscape elements to help visitors and residents more easily navigate and more fully experience Homer-- and be a catalyst for economic activity. The design standards will be adopted by Homer City Council and used to guide City investment such as the location and design of wayfinding signage, landscaping, benches, trash receptacles, pocket parks, and street banners. Ordinance 19-54(S-2)(A-2) authorized capital appropriation up to \$50,000 from the HART fund to develop a wayfinding streetscape plan.

At that time the ordinance was adopted, it was thought a separate task force or administrative body would be formed to work through the project. With COVID and reduced staff capacities, it now makes sense for the Economic Development Advisory Commission and staff to work with the selected consultant, rather than create an additional meeting group.

### **Next Steps:**

Absent any objections by Council, the RFP will be issued and a consultant selected following the City's procurement policies. Approval of the contract will be authorized by the City Council via resolution. Projected project start is anticipated to be May 2021.

**Recommendation:** Voice non-objection to the issuance of the Wayfinding Streetscape RFP in accordance with the City's procurement policies.