



# **City of Homer, Alaska Request for Proposals**

**Development of Homer  
Wayfinding-Streetscape Plan**

**March 2021**

**REQUEST FOR PROPOSALS**  
**Development of Homer Wayfinding-Streetscape Plan**  
**City of Homer, Alaska**

The City of Homer, Alaska is requesting proposals from qualified landscape architect, design, or other professional firms to develop a Wayfinding-Streetscape Plan for the City of Homer. The completed plan and design standards will be adopted by Homer City Council and used to guide City improvements/enhancements such as the location and design of wayfinding signage, landscaping, benches, trash receptacles, pocket parks, etc. It is the intent of this Request for Proposals (RFP) to have the successful firm enter into a Professional Services Contract with the City of Homer to provide the services outlined in the RFP.

Sealed proposals must be received by the City Clerk's Office, City of Homer, 491 E. Pioneer Avenue, Homer, Alaska by **4:30 p.m., [DAY], [DATE], 2021**. Proposals received after the time fixed for the receipt of proposals shall not be considered. **All proposers must submit a City of Homer Plan Holders Registration form to be on the Plan Holders List to be considered responsive.**

There will be an optional Pre-Close RFP meeting/teleconference held prior to the closure of the RFP via Zoom **[DATE]**, 2021 at **[TIME]** p.m.

An electronic copy of the RFP Requirements and plan holder registration forms are available online at <http://www.cityofhomer-ak.gov/rfps>. Paper copies of the Proposal Documents may be purchased at the Office of the City Clerk upon payment of \$10 per set (\$15 for priority mail delivery). All fees are non-refundable.

For inquiries regarding the Scope of Work or clarification of the RFP, contact:

Julie Engebretsen, Deputy City Planner  
491 E. Pioneer Avenue  
Homer, Alaska 99603  
Phone: (907) 299-9354  
Email: [jengebretsen@ci.homer.ak.us](mailto:jengebretsen@ci.homer.ak.us)

For general RFP and proposal submission inquiries, contact the City Clerk's Office, 491 E. Pioneer Avenue, Homer, AK 99603; Phone (907) 235-3130; Email [clerk@ci.homer.ak.us](mailto:clerk@ci.homer.ak.us).

The City of Homer reserves the right to accept or reject any or all proposals, to waive irregularities or informalities in the proposals, and to award the contract to the respondent that best meets the selection criteria and the City of Homer's needs.

Dated this \_\_\_ day of \_\_\_\_\_, 2021

CITY OF HOMER

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Rob Dumouchel, City Manager

Advertise: Homer News: **[DATE] & [DATE], 2021**  
Peninsula Clarion: **[DATE], 2021 (Optional)**  
Anchorage Daily News: **[DATE], 2021 (Optional)**

**REQUEST FOR PROPOSAL**  
**Development of Homer Wayfinding-Streetscape Plan**  
**City of Homer, Alaska**

The City of Homer, Alaska is requesting proposals from qualified landscape architect, design, or other professional firms to develop a Wayfinding-Streetscape Plan for the City of Homer. The completed plan and design standards will be adopted by Homer City Council and used to guide City improvements/enhancements such as the location and design of wayfinding signage, landscaping, benches, trash receptacles, pocket parks, etc. It is the intent of this Request for Proposals (RFP) to have the successful firm enter into a Professional Services Contract with the City of Homer to provide the services outlined herein.

COVID-19 NOTE: The City recognizes the COVID-19 pandemic drastically changes the ability to travel and conduct public meetings within the traditional public process framework. The City encourages proposers to adapt project methods to follow COVID-19 safety guidelines. City policies regarding COVID-19 shall be followed at the time of any direct in person public contact (such as social distancing, hand washing, and mask wearing).

The following subjects are discussed in this RFP to assist in preparing a proposal.

- I. Introduction
- II. Project Overview
- III. Scope of Work
- IV. RFP General Requirements & Submittal Instructions
- V. Proposal Format & Content Requirements
- VI. Evaluation Criteria & Selection Process
- VII. RFP Timeline & Award Schedule

Attachment A: Ordinance 19-54(S-2)(A-2) Authorization of a Wayfinding-Streetscape Plan

**I. INTRODUCTION**

The City of Homer, under advisement of the Economic Development Commission (EDC), is seeking 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.

While a range of factors are important to business success, knowledge of Homer's various commercial districts, ease of navigation, the quality of the street environment and pedestrian experience are important to attracting business investment and consumer engagement in Homer's commercial districts. Streetscape planning gives us the opportunity to increase business activity with pedestrian-friendly infrastructure, land use improvements, and public gathering or resting areas at reasonable intervals.

The goal is to develop a thoughtful wayfinding plan and an inviting streetscape improvement plan that supports a vibrant Pioneer Avenue corridor, Central Business District, and connections to the Homer Spit.

Definitions for this RFP:

Wayfinding – Signage and other visual markers to help people and vehicles navigate Homer.

Streetscape – Details such as street furniture, light pole banners, and landscaping the City and businesses can use to increase the attractiveness of the community.

Landscaping – Street trees, planters and flower types, and gardening beds (when practical).

## **II. PROJECT OVERVIEW**

The Wayfinding-Streetscape Plan will be used by the City to guide future City purchases and placement of enhancements such as trash cans, benches, pocket parks, etc., to make landscaping decisions, and to fund and install wayfinding signage. Private businesses may choose to augment the City’s efforts by utilizing the plant list, by purchasing coordinating trash cans, benches, etc., or by hosting a wayfinding location.

The plan should be able to be implemented in phases over multiple years as budget becomes available. A limited City budget and staff capacity requires consideration of maintenance costs over time. The plan produced should prioritize improvements, identify potential funding sources, investment cost per year over a reasonable time horizon, and consider existing City resources and equipment to ensure effective ongoing maintenance.

## **III. SCOPE OF WORK**

### **A. Area of Study**

The area covered by this plan includes a concentration on Pioneer Avenue and the Central Business District, connections to and wayfinding between Ocean Drive and the Homer Spit, and orientation wayfinding at Baycrest Overlook, Homer Airport Terminal, and the Pioneer Dock (ferry terminal). The project area includes local and state rights-of-way.

### **B. Wayfinding-Streetscape Plan Objectives**

1. Help distribute economic activity among Homer’s primary commercial districts by:
  - Informing the travelling public (vehicles and pedestrians) about Homer’s primary commercial districts; and
  - Assisting them in navigating between these districts and to key destinations within the Central Business District.
2. Encourage pedestrian activity and foster economic development along Pioneer Avenue and within the Central Business District by:
  - Providing realistic streetscape amenities that, when combined, create an inviting, safe, dynamic and desirable character and feel.

3. Use the plan to guide future City purchases and placements of wayfinding-streetscape enhancements.

### **C. Project Scope**

The Wayfinding/Streetscape Plan will primarily emphasize:

1. Pedestrian experience
2. Attention to continuity of vehicle signage, particularly at route decision points and Homer's gateways;
3. Design that is cohesive, but not necessarily identical, and that enhances and reflects the distinctive and creative character of Homer; and
4. Consider all aspects of technological and physical wayfinding signage and tools, keeping signage 'clutter' to a minimum.

#### Wayfinding Scope

1. Assist pedestrians navigating Pioneer Avenue and to points of interest in the Central Business District.
2. Orientation wayfinding at Homer's gateways.
3. Making connections between Homer's destination areas (i.e. Old Town, the Spit, Farmer's Market, and others as identified and agreed upon.)
4. Identifying ways to help drivers identify and make turns from the highway onto other routes within the Central Business District, such as to Old Town and to Pioneer Avenue.

#### Streetscape Scope

1. Plan should propose realistic streetscape improvement options along Pioneer Avenue and to points of interest within the Central Business District.
2. A strategic approach for implementation of any combination of the following possible elements: Accessibility, Banners, Bicycle Amenities, Landscaping (plant lists, use of gardens), Bench Locations for Rests/View Areas, Pocket Parks, Pedestrian Crossings (safety and aesthetics), Decorative Hardscapes, Trash Cans.

### **D. Task Phases & Deliverables**

The Proposer selected is expected to conduct, at minimum, the following tasks. In response to the RFP, the Proposer may expand on these tasks utilizing their experience and expertise in the subject areas, provide detail on how they are to be accomplished, and/or suggest additional tasks as warranted to meet the stated project objectives.

#### **TASK I: Research, Analysis and Project Familiarization**

- Initial meeting with City staff to finalize schedules, process, and communication.
- Review relevant plans and studies, including existing city logo and colors and park signage guidelines.
- Research and analyze existing condition of identified project area in relation to wayfinding, streetscape, parking, roadways, and safety/access/connectivity for pedestrians and bicyclists.

- Meet with Parks Maintenance staff on preferred street furniture, and level of landscape maintenance the city can sustain. Also discussion of summer and winter light pole banners for Pioneer Ave.
- Analyze local architectural elements, materials, themes, and existing planning documents, in order to develop appropriate design aesthetic.
- Using City staff and stakeholder input, field assessments, existing data and reports, Alaska DOT and City zoning code requirements, conduct an assessment of general geographic and environmental conditions and opportunities for wayfinding/streetscape improvements.
- Identify preferred locations for gateway and wayfinding signage based on major public destinations and amenities, traffic flow/volumes, and parking utilization.
- **Task I Deliverables:**
  - Draft selection of type and style of street furniture
  - Draft map of preferred locations for gateway and wayfinding signage based on major public destinations and amenities, traffic flow/volumes, and parking utilization.
  - Draft landscaping plant list and sample planting diagram or photographs

#### **TASK II: Public Outreach and Opinion Gathering**

- Meet with representatives of stakeholder organizations. This could be in the form of a Zoom Meeting with invited stake holders, focus groups or interviews, or some combination thereof. Stakeholder groups that will help facilitate this process include the Economic Development Advisory Commission, the Planning Commission, Homer City Council and Homer Chamber of Commerce Peonies on Pioneer work group.
- Establish a transparent, inclusive community engagement process for developing the plan through a series of public meetings and virtual participation methods.
- At these public meetings or virtual events, present and discuss (at a minimum) the following subjects:
  - Successful design concepts, schemes, specifications and tools implemented by other communities
  - Successful gateway and wayfinding programs and concepts; examples of landscape, (plantings, trees, peonies, shrubs), hardscape and street furniture features and amenities.
  - Present draft work from Task 1 Deliverables for feedback. Gather preferences for each project area to refine initial design themes and concepts.
- Engage members of the public to refine and articulate a shared vision of streetscape and wayfinding improvements. (Methods could include Zoom, bulletin boards if public facilities are open, or other innovative, inclusive public process methods.)
- **Task II Deliverables:**
  - Summary reports on feedback gathered from the public/stakeholders

- Revised sketches, maps, and photographs produced based on public feedback

### **TASK III: Alternative Design and Management Concepts**

- Prepare and present a minimum of three (3) alternative design concepts for streetscape amenities and wayfinding signage based on input received at the public meetings. The designs should be in sufficient realistic detail and color, and should reflect the distinctive and unique character of Homer.
- Present wayfinding recommendations on sign sizes, styles, and placement in order to highlight the Pioneer Avenue and key destinations in the Central Business District, parking, and connections to other key locations and Homer gateway orientation signage.
- Design development drawings must include the scale of wayfinding signs in relation to pedestrian and vehicular levels.
- Recommendations/design concepts for streetscape amenities should include, at a minimum, parkway landscape improvements, street furnishing (e.g. trash receptacles, street furniture, and etc.), and hardscape cross walk improvements.
- Revise the individual sign type designs and locations per final comments of the Stakeholder groups (as needed).
- Create a pattern book or style guide with up to five (5) types of designs from the preferred alternative:
  - Vehicle signage for turns off of the highway
  - Shuttle stop or pocket park vignette with benches and signage to include planting examples, street furniture, and banners
  - Major wayfinding kiosk or signage
  - Reduced size wayfinding signage,
  - Trailhead or single marker signage.
- **Task III Deliverables:**
  - Summary report with the preliminary draft of the wayfinding-streetscape plan and recommendations.
  - Large format display graphics (.pdf) illustrating alternative design concepts for both the wayfinding and streetscape plans. Design of wayfinding signage should include all materials to be used for sign and post, background color and letter type, and installation procedures, layout map of the City showing all the final sign locations, sign details, and specifications.
  - Statement of Probable Cost for the fabrication, installation, and maintenance of the wayfinding system.

### **TASK IV: Final Design Concepts**

- Complete refinements of final design concepts, phasing of improvements, and cost estimates based on all input from the public, stakeholder groups, and City staff.

- Once design concepts and locations are approved by staff, the consultant will prepare Final Design Intent Drawings (exact dimensions, letter heights, materials, mounting details, color specifications, and material performance standards) with written statement regarding rationale for design choices, materials, method of fabrication, and how systems can be modified over time.
- Present final concepts to the City Council.
- **TASK IV Deliverables:**
  - Final Wayfinding-Streetscape Plan, which will include the following:
    - Priorities for implementation (low, medium, and high Priority Action Items) for phasing in Streetscape improvements.
    - Conceptual cost estimates (low, medium, high) for all Wayfinding signage and Streetscape phases.
    - Design of wayfinding signage (all materials to be used for sign and post, background color and letter type, and installation procedures, layout map of the City showing all the final sign locations, sign details, and specifications). Compliant with AK DOT and ADA standards.
    - Large format display graphics illustrating final design concepts. These shall be in .pdf format and unlocked for editing.
  - One hard copy and electronic copy of final Wayfinding-Streetscape Plan as well as electronic copies of all presentations.

#### **IV. RFP GENERAL REQUIREMENTS & SUBMITTAL INSTRUCTIONS**

To achieve a uniform review process and obtain the maximum degree of comparability, it is required that the proposals be organized in the manner specified below. Proposals that do not address the items listed in this request may be considered incomplete and may be deemed non-responsive by the City.

- A. **Optional pre-close meeting:** There will be an optional meeting/teleconference held prior to the closure of the RFP. This will give all proposers involved the opportunity for questions/answers with City Staff to ensure all information is open and concise. The Pre-Close RFP meeting/teleconference will be held via Zoom **[DATE]**, 2021 at **[TIME]** p.m. Proposers participating via phone will call in at that time at 907-235-8121 ext. 2297.
- B. **All bidders must submit a City of Homer Plan Holders Registration form to be on the Plan Holders List and to be considered responsive.** Interested firms or individuals should submit the completed proposal using the following instructions:
  - i. One original and seven (7) copies of the completed proposal in an opaque envelope marked as follows:

City of Homer 2021 RFP  
Development of Homer Wayfinding-Streetscape Plan



Proposal Date  
Bidders Name and Address

ii. The Proposal submittals shall be addressed to:

City of Homer  
City Clerk's Office  
491 E. Pioneer Avenue  
Homer, Alaska 99603

- C. Proposals must be received by the City Clerk's Office at the above referenced address **no later than 4:00 p.m. [DAY], [DATE], 2021**. The time of receipt will be determined by the City Clerk's time stamp. Proposals received after that time shall not be considered.
- D. The City Clerk's Office does not provide envelopes for responsive firms to put their completed proposals in, nor will the Clerk's Office Staff write proposer's information on the envelope on their behalf. Facsimile, email, electronic or telephone proposals will not be accepted. City procurement policies require a paper submittal by the stated time and date.
- E. Proposals may be withdrawn by written, email, or facsimile notice received prior to the deadline for proposal submittal. Withdrawals received after the proposal submittal deadline will not be considered.
- F. Inquiries must be received at least 10 days prior to the RFP submittal deadline. Copies of all written requests and replies will be forwarded to each Proposer on the Official Plan Holders List. Only formal, written responses to properly submitted questions will be binding.
- G. Inquiries regarding the Scope of Work or clarification of the RFP must be directed to:

Julie Engebretsen, Deputy City Planner  
491 E. Pioneer Avenue  
Homer, Alaska 99603  
Phone: (907) 299-9354  
Email: [jengebretsen@ci.homer.ak.us](mailto:jengebretsen@ci.homer.ak.us)

H. General RFP and proposal submission inquiries must be directed to:

City Clerk's Office  
491 E. Pioneer Avenue  
Homer, AK 99603  
Phone: (907) 235-3130  
Email: [clerk@ci.homer.ak.us](mailto:clerk@ci.homer.ak.us)

## V. PROPOSAL FORMAT & CONTENT REQUIREMENTS

For ease of evaluation, the proposal should be presented in a format that corresponds to and references/labels the sections outlined in this RFP. Proposals should be prepared in such a way as to provide a straightforward, concise delineation of capabilities to satisfy the requirements of this RFP.

To be considered responsive, each proposal must include (at a minimum) the following:

- A. **Letter of Transmittal (one page maximum):** The transmittal letter shall briefly state the firm's understanding of the City's request, make a positive commitment to provide the professional services specified, and give the name, title, address, and phone number of the person(s) authorized to make representations for the firm. The letter shall be signed by a corporate officer or other individual who has the authority to bind the firm.
- B. **Proposal Narrative (8 pages maximum):** The proposal narrative must provide the following information:
1. Specify in detail the firm's ability to fulfill the Scope of Work that has been outlined in this RFP, including any additional contractual requirements the firm chooses to propose. Other items that must be included in the proposal:
    - Standard, all-inclusive cost schedule that is to be used in this contract, including staff time per task, travel expenses, and incidentals.
    - Schedule – An outline of the anticipated schedule for completing the Scope of Work beginning with issuance of a notice to proceed to submitting the final work product.
    - Insurance – Prior to commencement of work, the Proposer shall be required to provide proof of insurance and to keep it in full force and effect, at its own expense, the following minimum policy limits:
      - i. The City of Homer shall be named as additional insured during the project's duration.
      - ii. Worker's Compensation in accordance with the laws of the State of Alaska, and Employer's Liability Insurance with minimum limits of \$1,000,000/ \$1,000,000/ \$1,000,000.
      - iii. General Liability Insurance in an amount not less than \$1,000,000 per occurrence; \$1,000,000 personal and advertising injury; \$2,000,000 general aggregate; and \$2,000,000 products/completed operations aggregate for bodily injury or death and for property damage.
      - iv. Professional Liability with minimum limits of \$1,000,000 aggregate and each claim.
      - v. Automobile Liability Insurance covering owned, non-owned, or hired vehicles used by the firm, with limits not less than \$1,000,000 combined single limit for bodily injury and property damage.
  2. Proposed Project Manager and Team Members and Statement of Qualifications and Experience: This section shall introduce the project manager (Single Point of Contact) and members of the firm that will be performing the work for this project. This section will cover the project team/firm's qualifications for the proposed work and experience with similar projects. Full resumes are not required but can be included; 1-2 paragraphs on each member of the team will be sufficient. Knowledge of and experience with AK DOT or similar standards, and ADA compliant designs are highly desired.
  3. Methods and Work Plan: Proposer will outline a work plan detailing the firm's step-by-step procedures for accomplishing the Scope of Work and the City's objectives for this project.

4. References: List the names, titles, and phone numbers of at least three clients who obtained similar services from your firm. Ideally, projects/contracts managed by the proposed project manager and completed by the proposed project team should be referenced.

**VI. EVALUATION CRITERIA & SELECTION PROCESS**

**A. Evaluation Criteria**

Proposals will be evaluated on the following criteria and scored according to the point scale:

|  |           |                   |
|--|-----------|-------------------|
| <b>Proposed Contract, Work Plan, and Cost</b>  |           | <b>45 Points</b>  |
| • Proposed schedule  | -         |                   |
| • Cost   | 15 points |                   |
| • Public and Economic Development Commission involvement plan  | 10 points |                   |
| • Work plan to be broken down by Tasks 1-IV. An innovative process is welcome as long as all tasks are accomplished.                                 | 20 points |                   |
| <b>Proposed Project Manager and Team Members, Qualifications and Experience</b>  |           | <b>40 Points</b>  |
| • Qualifications, experience, and training of staff to be assigned to project.   | 15 points |                   |
| • Firm’s knowledge of Homer/surrounding area and understanding our community to capture the essence of what makes Homer unique in the final designs. | 5 points  |                   |
| • Record of past performance of Firm in similar, previous projects.  | 10 points |                   |
| • Provide 3 references   | 10 points |                   |
| <b>Quality of Submittal</b>  |           | <b>15 Points</b>  |
| • Conformance with RFP requirements, including compliance and timely submission of all documents requested   |           |                   |
| <b>Total Possible Points</b>   |           | <b>100 Points</b> |

**B. Selection Process**

A selection committee comprised of City Staff and selected members of the public will evaluate the proposals and make a recommendation to the City Manager and Homer City Council. If the Council approves, the City will offer the highest ranking Proposer an opportunity to negotiate a Contract.

Other Proposal selection terms, conditions, and exceptions:

1. Evaluators may discuss factual knowledge of, and may investigate proposer’s prior work experience and performance. This includes projects referenced in the proposal, available written evaluations, and contacted references that were listed or other persons knowledgeable

of a proposer's past performance. Factors such as overall experience relative to the proposed contract, quality of work, cost control, and the ability to meet schedules may be addressed during the evaluation.

2. This request for proposals is designed to be qualifications based, with cost playing a secondary role in the selection process. The City of Homer reserves the right to award a contract to the highest ranked firm based solely on the written proposal or request oral interviews. The highest ranked proposer will be invited to enter into negotiations with the City of Homer for the purposes of contract award. If an agreement with any proposer cannot be reached, the next highest ranked proposer may be contacted for negotiations. The City of Homer reserves the right to terminate contract negotiations with any proposer should it be in the City of Homer's best interest.
3. The City reserves the right to alter, amend, or modify any provisions of this RFP, or to withdraw this RFP, at any time prior to the award of a contract pursuant hereto, if it is in the best interest of the City to do so.
4. The City reserves the right to waive informalities and minor irregularities in proposals received. Alterations, modifications or variations to a proposal may not be considered unless authorized by the RFP or by addendum or amendment.
5. The City reserves the right to reject any and all proposals submitted and shall not be liable for any costs incurred by any proposer in response to this solicitation or for any work done prior to the issuance of a notice to proceed or signed contract.
6. Proposals will be kept confidential until contract is awarded, subject to law.

**VII. RFP TIMELINE & AWARD SCHEDULE (to be completed after CC review)**

These dates represent a tentative schedule of events. The City reserves the right to modify these dates at any time, with appropriate notice to applicable proposers on the Plan Holders List.

| <b><u>ACTIVITY</u></b>                   | <b><u>DATE/TIME</u></b>   |
|--|---|
| City Council Review of RFP               | February 22, 2021   |
| Publish Dates                            | Homer News: March 4 & 11, 2021<br>Peninsula Clarion: [DATE], 2021 (Optional)<br>Anchorage Daily News: 11 & 18, 2021(Optional) |
| Optional Pre-proposal Meeting            | [DATE], 2021 at [TIME] p.m.   |
| Submittal Deadline for Proposals         | [DATE], 2021 at 4:00 p.m. (March 25?)   |
| Evaluation Period and Proposal Selection | [5-7 DAY PERIOD], 2021 (March 26- April 1)  |
| Contract Approval by Homer City Council  | [DATE], 2021 April 12   |
| Contract Signing/Notice to Proceed       | TBD – April 26  |
| Initial Project Meeting                  | TBD /later April  |



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**CITY OF HOMER  
HOMER, ALASKA**

Venuti/Smith

**ORDINANCE 19-54(S-2)(A-2)**

AN ORDINANCE OF THE CITY COUNCIL OF HOMER, ALASKA AMENDING THE 2019 CAPITAL BUDGET TO APPROPRIATE AN AMOUNT NOT TO EXCEED \$50,000 FROM THE HART FUND FOR THE PURPOSE OF DEVELOPING A WAYFINDING-STREETScape PLAN FOR THE CITY OF HOMER, AUTHORIZING THE CITY MANAGER TO PREPARE AN RFP FOR CONSULTANT SERVICES ~~AND AUTHORIZING THE ESTABLISHMENT OF A WAYFINDING-STREETScape COMMITTEE TO WORK WITH THE CONSULTANT.~~

WHEREAS, The Homer City Council established the Economic Development Advisory Commission (EDC) to advise City Council on ways to improve the local business climate; and

WHEREAS, The EDC completed a Business Retention & Expansion (BR&E) Survey with the goal of identifying areas where the EDC can work to help improve the local business climate; and

WHEREAS, Improved walkability, greenspace and initiatives that showcase Homer's beauty (particularly in the Pioneer Avenue/Central Business District) were the most frequently mentioned ideas for improving Homer's business climate and quality of life; and

WHEREAS, While a range of factors are important to business success, knowledge of Homer's various commercial districts, ease of navigation, quality of the street environment and pedestrian experience are critical to attracting business investment and encouraging consumer engagement in Homer's commercial districts; and

**WHEREAS, Streetscape planning gives us the opportunity to increase business activity, generate tax revenue and a high return on investment in our central business district with pedestrian-friendly infrastructure and land use improvements such as a connected, easily walkable set of sidewalks and trails that offer personal security and traffic safety, public parking solutions, and public gathering or resting areas at reasonable intervals; and**

WHEREAS, The EDC has determined that a wayfinding-streetscape plan (a plan and design standards to guide City improvements and enhancements such as wayfinding signage, landscaping, benches, trash receptacles, pocket parks, etc.) will support BR&E business climate goals and be a catalyst for economic activity; and



42 WHEREAS, Establishing a wayfinding-streetscape (WF-SS) system is consistent with  
43 goals in the City of Homer Comprehensive Plan, the Non-Motorized Transportation & Trail Plan  
44 and the Homer Spit Comprehensive Plan; and

45  
46 WHEREAS, A WF-SS plan builds upon citizen interest in Pioneer Avenue through the  
47 Pioneer Avenue Revitalization Task Force’s efforts to make a more attractive, vibrant Pioneer  
48 Avenue business district; and

49  
50 WHEREAS, The scope and objectives for a WF-SS plan have been proposed by the EDC  
51 and have been endorsed by the Homer Planning Commission, Park Arts, Recreation and  
52 Culture Advisory Commission and by community organizations and businesses; and

53  
54 WHEREAS, Best practices for WF-SS plan development would utilize input from a broad-  
55 based local steering committee and the design and outreach expertise of a professional  
56 consultant to work with the public, the City and State agencies responsible for managing  
57 public right-of-ways; **and**

58  
59 **WHEREAS, Upon completion of the WF-SS Plan RFP, City Council will consider a**  
60 **resolution authorizing staff to assemble a WF-SS Committee to serve as a communication**  
61 **link between citizens, user groups, city staff and the consultant, provide input on current**  
62 **conditions and actively promote the project and public participation by communicating**  
63 **with community members and their respective user groups; and**

64  
65 **WHEREAS, The HART Roads Fund Balance is \$6,243,285.25 and HART Trails Fund**  
66 **Balance is \$636,834.84.**

67  
68 NOW THEREFORE, The City of Homer supports the Wayfinding-Streetscape Plan  
69 proposal and Ordains:

70  
71 Section 1. The FY2019 Capital budget is hereby amended by appropriating no more  
72 than \$50,000 from the HART Fund (split 50/50 between HART Roads and HART Trails) to secure  
73 the services of a professional consultant to facilitate the development of a WF-SS Plan through  
74 a competitive bidding process, as follows:

75

| Account No.            | Description:                   | Amount:                |
|------------------------|--------------------------------|------------------------|
| <b><u>160-0375</u></b> | <b><u>HART Roads Fund</u></b>  | <b><u>\$25,000</u></b> |
| <b><u>165-0375</u></b> | <b><u>Hart Trails Fund</u></b> | <b><u>\$25,000</u></b> |

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80 Section 2. City Council authorizes the City Manager to prepare a Request for Proposals  
81 to secure these consultant services.

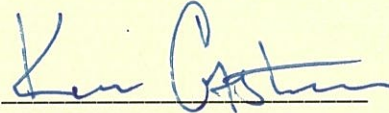
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83 ~~**Section 3. City Council authorizes formation of a WF-SS Task Force to work with**~~  
84 ~~**the consultant as needed on the WF-SS Plan development.**~~

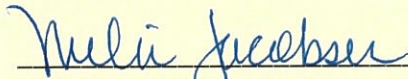
85  
86 Section 43. This is a budget amendment ordinance is temporary in nature, and shall not  
87 be codified.

88 CITY OF HOMER

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92 KEN CASTNER, MAYOR

93  
94 ATTEST:

95 

96 MELISSA JACOBSEN, MMC, CITY CLERK



110 YES: 6

111 NO: 0

112 ABSTAIN: 0

113 ABSENT: 0

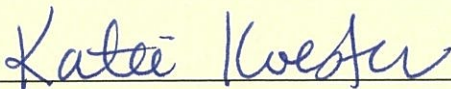
114 First Reading: 11.25.19

115 Public Hearing: 12.9.19

116 Second Reading: 12.9.19

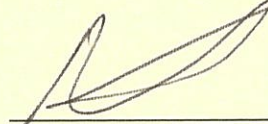
Effective Date: 12.10.19

117 Reviewed and approved as to form:

118 

119 Katie Koester, City Manager

120 Date: 12.16.19

121 

122 Michael Gatti, City Attorney

123 Date: 12/20/19