



**Portage Cove Interpretive Trail and  
Harbor Park Conceptual Designs**

**September 30, 2016**

Mr. Brad Ryan  
Director of Public Facilities  
Haines Borough  
P.O. Box 1209, Haines, Alaska 99827

Dear Mr. Ryan and the Selection Committee;

It is with much enthusiasm that Sustainable Design Group, LLC (SDG) submits our proposal to assist the Haines Borough with their effort to create concept designs for the Portage Cove Interpretive Trail and Harbor Park. As an Alaskan small business in a similar small, vibrant community, our team has close ties with how Haines views itself. Our previous work assisting Skagway with their Seawalk development introduced us to the Lynn Canal's beautiful setting and the special communities that are located there.

SDG's familiarity with providing similar services includes reorganizing complex circulation patterns for large and small vehicles, passenger cars, and pedestrians. We have worked closely with other professionals on multidiscipline teams, knowing that a collaborative approach always brings the best results. For that reason, our team includes expertise beyond what SDG offers to assure the Haines Borough and Community that they will receive the best possible designs that reflect your community's vision.

SDG has completed numerous concept designs throughout Alaska and the US. Specific to this project opportunity, we have recently completed conceptual designs for park development in Juneau, the MatSu Borough, and Anchorage. SDG is prepared to work closely with PND to tie this project to the Harbor expansion. We understand the need to provide a safe, functional pedestrian route that respects the detailed engineering required to expand your waterfront. Our experience includes working closely with waterfront engineers. To address your requests for the Portage Cove Interpretive Trail, Nomad has joined SDG's team. Nomad Studio has engaged numerous communities in creating interpretive trails that reflect their rich history and culture.

One of the most distinctive and unique qualities of our team is that we combine technical expertise, feasibility planning, and proven experience. Our team understands that harbor schedules include an intricate balance of work, recreation, and tourist activities, sometimes in the same locations. Our designs will provide Haines with functional, appealing, and appropriate designs that address pedestrian safety, maximize parking, provide for organized tourism opportunities, promote cultural and historic experiences, offer recreational activities, and allow for a functional, working harbor.

Our team will do this through a process that starts with listening, because no one knows your vision and goals better than you do. The next step will be to assist with defining how our tasks will support your project and needs. Our approach includes open dialog to allow for unique and creative solutions specific to your needs and goals. We will provide a robust public involvement program tailored specifically to the Haines Community rather than applying a "one-size-fits-all" process.

Of significant importance is that our team is easy to work with. We enjoy what we do and working with each other. This will provide you with a cohesive team that works together. As a collaborative team, we will create a positive atmosphere for your project. We are responsive and will strive to meet your deadlines and goals. Many of our current projects are with past clients, attesting to our reputations of providing high quality work. We will work as your partners to assist the community in defining your identity and sense of place.

As the Principal representing SDG, my signature authorizes the contents of this proposal and ensures our insurance and licenses are up to date. SDG will quickly meet the requirements negotiated through the contract to keep this project on schedule and within budget. As SDG's Contract and Project Manager, I will be the sole point of contact in regard to contractual matters. Should you require additional information, or wish to discuss any aspects of our proposal package, please do not hesitate to contact me.

Sincerely,

Luanne Urfer ASLA PLA MA  
Principal, Sustainable Design Group  
*CLARB Certified Landscape Architect/Land Planner*

Sustainable Design Group

247 S. Alaska Street  
Palmer, Alaska 99645  
907 745 3500

## 2- Description of how the consultant(s) will evaluate community and Borough needs and tailor conceptual designs to meet these needs

Our project approach will involve setting up a simple, straightforward, step-by-step program for accomplishing project tasks. Using our project schedule with noted milestones to guide the planning, design and public involvement processes, our team will focus on communications. We recognize that effective communication with the Haines Borough, Stakeholders, Interest Groups, and the Community is essential to the success of this project.

An open dialog will clearly define the project scope, goals, and the community vision. Review and feedback on what we hear will allow our team to efficiently address your planning and design needs. Our initial meeting will include discussions of a detailed budget, the project schedule with milestones and deadlines, and community concerns or issues. We will ask questions to further clarify refining the Scope of Work so it accurately meets your needs, wishes, and goals.

To keep you up to date on the project progress, SDG will work closely with the Project Manager to provide project progress reports. Through regularly scheduled meetings, we will ensure that tasks are completed quickly and efficiently. This will also assure that solutions, design concepts, and project tasks continue to meet Haines Borough expectations and respond to public input.

To provide cost-effective services, the SDG team will conduct project tasks concurrently, whenever possible. This method will allow for planning and design work to be handled simultaneously while giving equal attention to issues and concerns brought to our attention through public involvement tasks. Using feedback and direction from Stakeholders, Interest Groups, and the Community at large will tailor planning efforts and design concepts to meet Community needs, ideas, and concerns. This method will keep the project on a tight schedule and budget while assuring the Community that our team will listen, work to achieve consensus and community support, and be responsive to their passions and interests.

Based on our experience with similar projects and communities, we strongly suggest forming a Citizen Advisory Group to assist the planning and design team. This group could include representatives from the Borough, commissions, agencies, a Harbor representative, and other stakeholders from the community.

### 3- Design Team and its Ability to Meet the Project Needs

#### Team Ability

Our team offers professional experience and outstanding skills to meet your project needs. We have local experience with successful projects similar in scope. These include waterfront development incorporating uplands design with harbor expansion, preparing designs sensitive to local history and cultural resources, creating environmental responsible development that respond to visitors and user needs, and layout of functional and safe circulation patterns.

Past projects have included wayfinding services and providing interpretive signage that exemplifies the local character, informs the public about the natural world, and relays a local story. Our projects have assisted communities with visioning to identify their character and sense of place. We understand the importance of identifying destinations, creating links and connections, developing access points, and making visitor experience in all areas equally accessible to all.

Using our specialized planning and design process, SDG can provide Haines with high quality, efficient planning and design services that integrate cultural resources, trails and pathways, park design and wayfinding needs. We can provide:

- Inventory, assessment, and analysis will identify needs, direct concepts, define design options, and direct recommendations. Our project tasks will be responsive to the local environment and the community. Our solutions reduce costs, construction complexity, and maintenance requirements.
- Our team has current and past planning and development projects throughout Alaska and has worked with the similar communities on local public development projects.
- SDG is an Alaskan business with an in-depth knowledge of Alaskan communities, its people, and places. We are dedicated to working with the people of Haines to best capture the essence of what makes the community and area distinct and encourage tourists to visit this special Alaskan community.
- Our team has in-depth experience working on public waterfront areas in Southeast Alaska communities.

### **Team Members**

Our team members compose an experienced core of Professional Landscape Architects, Interpretive and Land Planners, Civil Engineers, Environmental Scientists, Biologists, and Public Involvement Specialists. As a multidiscipline team, we are capable of communicating clearly across professions enabling us to quickly and easily share ideas, and are fully equipped to quickly and efficiently share electronic files and documents between team members and the Haines Borough.

#### **Luanne Urfer ASLA PLA MA**

**SDG, Principal Landscape Architect (AK 10989)**

#### **Project Manager and Principal-In-Charge**

Luanne has more than 40 years of experience in natural resource and land planning, landscape architecture and all phases of planning and design. She has provided regulation compliance and permitting, public involvement, and has moved projects through extensive and restrictive environmental, zoning and regulatory compliance throughout the United States. She has prepared documents for conceptual development, site design, and detailed and complex construction. Her projects have included estimates and construction administration. Her in depth understanding of the Alaska and the Pacific Northwest environments guides design and construction techniques including incorporation of innovative Low Impact Development (LID) techniques and concepts supporting Winter Cities and Complete Streets.

Luanne has worked closely with varied clients on projects requiring master planning and design services. Her land development experience includes parks, trails and recreation facilities, community planning, transportation and remediation projects, feasibility studies, and campus designs throughout the U.S. Luanne has provided planning and public involvement services to communities that have brought stakeholders together. She has prepared designs and planning documents reflective of consensus building activities where stakeholders have found common ground.

Luanne was appointed by Governor Sean Parnell to represent the profession of Landscape Architecture on the Alaska AELS Professional Licensing Board and represents the State of Alaska on the Council of Landscape Architecture Registration Board (CLARB). She is currently licensed in five states and a lifetime member of the ASLA.

As Project Manager and Point of Contact, Luanne will lead the design, public involvement, and planning tasks associated with this project. Her experience includes recreation and trails planning and design, transportation and remediation projects, park development, stormwater management, wayfinding, and site design. Her in-depth understanding of complex issues guides her planning process. Her thorough research and exploration assists clients, clearly defining their vision and program (list of tasks). She has incorporated innovative concepts such as Winter Cities and Low Impact Development into concept development and designs. Luanne has provided planning and public involvement services for multiple communities that have brought stakeholders together. Luanne will draw upon her experience with successful wayfinding techniques, activities, and graphics from her travels and professional work.

Luanne's provides:

- Comprehensive understanding, specialized experience and technical competence in design, stormwater management, resource protection, site circulation for pedestrians and vehicles, parking, pedestrian safety, facilities expansion and accessibility balanced by impacts to the local environment.
- Highly skilled in the public involvement process—has organized and facilitated public meetings, charettes, workshops, open houses, and facilitated stakeholder, special interest, and steering groups.
- Experience completing concept designs and complex land planning project throughout the U.S. as well as in the Juneau area,
- Knowledge of local codes/ordinances, remote location construction, physical setting, environmental resources, and other conditions unique to the Haines area.
- Experience providing long-range visioning, innovative planning and design.

**Andy Coulson MS**  
**SDG, Environmental Scientist**  
**Assistant Project Manager**

Andy has a solid background in project organization and management will be responsible for coordinating project tasks and information. As an experienced biologist and environmental scientist, Andy will provide GIS support on this project. He will assist with site inventory, analysis, and identifying potential environmental conflicts. Andy will be the Assistant Project Manager on our team, serving as secondary point of contact for the Haines Borough and ensuring the project moves forward within schedule and budget.

Andy provides:

- Experience managing planning, landscape, and scientific research projects.
- Creative approaches to environmental regulations in order to find innovative ways to meet permitting requirements.
- A keen eye for ecological processes and their interpretive potential from his work as a biologist, ecologist, and biology professor.

**Taylor Berberich BLA, MS**  
**SDG, Associate Landscape Designer**

Taylor is an associate landscape designer with SDG. She holds a Bachelors in Landscape Architecture and a Masters in Advanced Sustainable Design. She is a lifelong Alaskan and Palmer resident who understands the culture, environmental values, and remote concerns of our rural communities. Her experience with community development, recreation design, multi-modal circulation and cultural preservation are key assets to the formation of these conceptual designs for Haines Borough.

Taylor provides:

- Comprehensive understanding, specialized experience and technical competence to assist with creating specialized conceptual designs that reflect Haines character.
- Highly developed public involvement experience that will assist with capturing feedback and comments from the Haines community.
- Excellent ability to graphically illustrate design concepts.

**Michael Kirby**  
**SDG, Cultural Resource Specialist**

Michael brings his extensive experience as an anthropologist, archaeologist and landscape designer. For community involvement projects, Michael's background compliments opportunities and design decisions based on his life experience as well as his education. Michael has been involved in numerous commercial and residential projects of cultural and historical interest. He is a resident of Palmer, Alaska, and for this project, will provide insight addressing potential historic and cultural opportunities. Michael is Na-ishan Dina Athabascan and a well-known Indigenous theologian, lecturer and cultural restoration expert; his background in Indigenous religions and cultural traditions bring a special understanding of Native culture to planning and design projects.

Mike provides:

- The ability to effectively communicate with local native groups, capture local history, and assess cultural resources.
- The skill to effectively bring cultural and historical resources seamlessly into the design.

**Juliet Cutler MA**

**Nomad Studio, Interpretive Planner**

Juliet has developed more than 35 interpretive plans and exhibits for a range of clients around the world. Her projects typically encompass interpretive and exhibit planning, content development, writing or editing, graphic design, front-line staff training, or curriculum development. As a talented writer and planner with graphic design as well as teaching experience, Juliet is unique in her field. She is gifted at understanding visitor demographics and needs, identifying core messages, and developing creative and appropriate strategies to convey those messages in ways that transform research and facts into compelling story-based narratives and engaging visitor experiences.

Juliet provides:

- Extensive training and experience working with communities in Europe and North America (including the Northwest Territories) to identify and develop the stories they want to tell about themselves and their home.
- Experience planning and designing interpretive material for high-profile clients such as the National Park Service and the American Battle Monuments Commission.

**Dick Sommerfield PE**

**PND, Civil Engineer (AK 8845)**

Mr. Somerville has 35 years of civil engineering and project management experience in Alaska. His background includes planning, permitting, site investigations, design, construction inspection and contract administration for a variety of public and private clients focusing on ports, harbors and waterfront projects. Following five years of employment with Alaska DOT&PF, Dick has worked in the private sector since 1980 and joined PND in 1987. Mr. Somerville is a principal of the firm and the manager of PND's Juneau Office, where he currently manages a staff of 18 engineers and technicians.

Mr. Somerville's engineering experience has included planning, design and construction projects. Projects have included large earthworks, erosion control, water and sewer utility projects, dredging, bridges, docks, moorage floats, boat launch facilities, retaining walls, sheet pile structures, harbor infrastructure, roadways, recreational trails, parking and staging areas. As a planning and design manager he has conducted numerous public presentations, developed needs assessments, scoping studies and condition assessments and has produced civil and marine facility designs, technical specifications, contract documents, permits and cost estimates on several hundred public and private projects in Alaska.

Dick provides:

- Familiarity with the Portage Cove Harbor Expansion and the Haines Community's relationship to the project through his experience as Principal in Charge and Project Manager for PND's work on that project.
- Decades of experience designing for rough coastal environments.
- Expertise on how the interpretive trail will integrate itself with Portage Cove Small Boat Harbor and other infrastructure along its route.

#### 4- Methodology- Background Research and Data Analysis

Our team's process to assist Haines Borough with creating the desired conceptual designs for an interpretive trail around Portage Cove and a harbor park adjacent to the planned parking facility includes planning, design, and public involvement tasks. As noted below, our tasks will address research, analysis, cost estimating, and community outreach as part of comprehensive services contained in the methodology.

##### Task 1: Project Startup

Data Collection and Research: Our team will collect and review data, reports, records, aerial photographs, maps and other documents related to this project.

Interpretive planning will focus on cultural resource investigations, visitor and resident demographics, tourism data, and potential topics for interpretation. During this phase of work, interpretive planning will begin to develop a series of visitor profiles and the resource abstract.

- ❖ Research and data collection
  - Collect and assimilate previous studies, ongoing projects, zoning, permitting, site conditions, planning documents, community input records
  - Collect input from City of Haines representatives, staff, commissions and boards
  - Interview local project advocates
  - Gather historic records and comments addressing this project or nearby projects
  - Create an overall assessment report of collected data

Start-Up Meeting: The SDG team will meet with Haines Borough to acquire materials and documents related to this project. A discussion of project-specific issues or concerns will be undertaken. This knowledge will allow us to quickly focus Haines Borough and Community requests, needs, and goals. In addition, we will discuss:

- ❖ Stakeholder identification
  - Local and community interest groups
  - Businesses, community and civic groups, businesses, etc.
  - Agencies and organizations
  - Borough boards and commissions
  - Partners (including potential partners)
  - Other community representatives
- ❖ Cultural and historic resource identification and interpretation plan
  - Identify local and regional connections, partners, interests, and opportunities
  - Identify target audience(s)
  - Identify visitor related goals
  - Develop outreach plan to facilitate coordination with other planning and outreach activities
- ❖ Developing the community outreach plan
  - Develop plan, methods, and sites for sharing project information
  - Develop detailed plan for public input outside of public meetings
  - Develop venue and agendas for public meetings, stakeholder meetings, and interest group meetings

Inventory and Assessment: During site visits, SDG will work in conjunction with PND to conduct field assessments of existing facilities and conditions, ongoing construction, and proposed or upcoming work. This reconnaissance will establish benchmarks and complete a baseline analysis of the project areas. During our data collection, research, and assessment, the SDG team will review current and proposed land use, harbor expansion and operations, visual impacts, stormwater management, disturbed lands issues (construction, erosion, siltation, and other issues), recreation opportunities, tourism, circulation and safety, seasonal uses and needs, wayfinding and destinations, access and accessibility, and connectivity.

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❖ Physical Conditions Assessment:

- Base map creation
- Assessment of existing conditions (identifying what exists, what is changing, characteristics, features, and other physical attributes within the project area)
- Opportunities and constraints mapping (overlay of legal impacts, zoning regulations, environmental conditions, ordinances, restrictions, easements, ROWs, property lines, etc.)
- Site analysis of existing conditions and currently proposed development (Detailed analysis of physical features, O&C mapping, ongoing projects, proposed land uses, and environmental permitting compliance to determine
  - how they will impact this project as well as
  - how this project will be impacting them

**Task 2: Planning**

Programming: Our team will conduct a series of dialogs with Borough representatives, Stakeholders, Interest Groups, and the Public to solicit feedback and comments concerning their vision, goals, needs, wishes, and ideas. We are listeners who know when to ask the right questions. We will document areas of concern, issues, and opportunities. Other areas of consideration may include existing and desired amenities, reducing circulation complexity of for pedestrians and vehicles, providing parking for multiple size vehicle, seasonal needs, improving visibility, aesthetics, and site lines, and providing wayfinding and seasonal lighting. This information will be used to define a detailed Haines Program, the first step in our analysis work.

❖ Develop the project program

- Define identified and discovered issues, concerns, user and community needs
- Identify destinations, potential economic development opportunities, expansion of existing or potential community interests and activities, address accommodation or expansion of local events and activities
- Identify local issues that can be addressed as part of development (on or off project site)
- Identify offsite impacts to this project and impacts from this project
- Community engagement/ Defining purpose: We can work with the community to define the purpose for interpretation, wayfinding, and safety information.
- Site Analysis: review existing conditions (including geotechnical conditions), site constraints, opportunities, and needs using the project program, explore relationships for creating trails, pathways, plazas, or other desired concepts for Borough and Public review
- Visitor analysis: review visitor demographic data and conduct research to more fully understand what visitors want and need when they arrive in an effort to target our concept designs to meet these needs
- Examine options for how nearby community relationships can assist Haines development
- Discuss supportive and conflicting land uses and activities
- Identify safety concerns, circulation issues (pedestrian and vehicular), conflicts, and parking needs
- Undertake visioning process to assist Haines in defining the City's character and Sense of Place
- Further refine visitor/resident profiles and the resource abstract

❖ Refine Interpretive and Cultural Assessment Report

- Clearly articulate the overall goals for interpretation
- Begin to outline core messages for interpretation
- Discuss potential design solutions

**Task 3: Stakeholder and Public Meetings**

Meetings: Community outreach tasks are a critical part of obtaining feedback on public projects. Our team will gather public input from meetings, surveys, and an interactive website. Community and Stakeholder requests for information may focus on costs and funding. Our team is prepared to provide sufficient information to allow the Community to comment on preferences and to assess economic impacts. Our team will encourage local support, building consensus that drives local economic growth.

❖ Meetings with:

- The City of Haines to collect comments and input that clearly define project needs, wishes, and goals

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- Haines Community to collect input through interactive venues or workshops
- Interest Groups and Stakeholders (e.g. harbormaster, campground manager, cruise ship representatives, tour operators, visitor destinations, etc.) to gather input, needs, and wishes
- ❖ Arrange and run Public Meeting I
  - Introduce project, scope of work, schedule, and goals
  - Collect Community and Stakeholder input/feedback at public meeting and through websites or other venues following meeting

#### Task 4: Conceptual Designs and Review

Create Concepts: Up to three concepts will be prepared to address Community wishes, user needs, conditions, and analysis work from Tasks 1 and 2. Design recommendations will respond to community visioning and feedback, planned facility upgrades, and environmental impacts through economical, sustainable solutions. Concepts will express Haines character and establish a sense of place. The conceptual designs will show options for specific project areas and may identify locations for incorporating public art or other features may be noted.

- ❖ Prepare up to three concept drawings
  - Show potential development and amenities within each specific project area, connectors, locations for amenities and signage, other features that illustrate Haines' sense of place and character, illustrate Haines' story, history, and culture
  - Identify opportunities to incorporate local art
  - Address concerns and issues (stormwater, circulation, parking, access, activity/event areas, connections, environmental concerns, etc.)
  - Review options with City of Haines, Stakeholders, Interest Groups for feedback and direction
  - Incorporate comments into designs
- ❖ Prepare concept report for City of Haines
- ❖ Prepare presentation drawings for public meeting
  - Layering information: We can use multiple forms of communication to deliver messages about nature, history, culture, orientation, safety, etc. Some ideas are wayside signs, audio tours, and landscape elements (e.g., sculptural elements, sidewalk mosaics, story circles, etc.). These communication forms can be evocative to more didactic depending on the types of information to be conveyed and the design criteria we will co-develop with the client/ community.
  - Incorporating real voices and multiple perspectives: Interpretation that gives visitors the perspectives of real people is often more effective than an institutional voice. We'd like to include a layer of quotes that capture local expertise and perspectives.
- ❖ Create a Draft Outline following the interpretive planning meetings to outline findings that will include a statement of goals, an understanding of the visitor (which will include local residents), resources for interpretation, and core messages
  - Collect feedback from Borough representatives, the Public, Interest Groups, and Stakeholders on the Draft Outline.

#### Task 5: City of Haines, Stakeholder and Public Meetings

Meetings: The public involvement process is a critical and integral part of all ongoing planning processes. We will utilize every opportunity to generate public interest, obtain public comments, record and disseminate information, and use the feedback to guide development our final products.

- ❖ Meet with City of Haines to
  - Review current project status, deliverables and documents
  - Prepare for meetings and coordinate public meeting venue/agenda
- ❖ Meet with Stakeholder and Interest Groups
  - Review and collect input on concepts and planning work
  - Work with Stakeholders and Interest Groups through interactive meetings and/or workshops
- ❖ Arrange and run Public Meeting II
  - Introduce concepts, options, etc.

- Collect Community and Stakeholder input/feedback at public meeting and through websites or other venues following meeting

#### **Task 6: Conceptual Refinement and Review**

Design Refinement: Incorporating public input comments and direction into the concept designs, SDG will prepare a refined concept that prioritizes public consensus. Detailed options may be provided to gather Public support. At this time, opinions of probable cost may be prepared to identify popular options.

- ❖ Refine conceptual designs into one concept that reflects collected input and direction
  - Revise potential development and amenities within each specific project areas
  - Identify connectors, amenity locations, wayfinding and informative signage locations
  - Refine designs for site features and signage that illustrate Haines' sense of place and character, story, history, and culture
  - Identify locations to incorporate local art and how it will relate to the project
  - Identify option to address concerns and issues (stormwater, circulation, parking, access, activity/event areas, connections, environmental concerns, ...)
- ❖ Review final concept with City of Haines, Stakeholders, Interest Groups for feedback and direction
  - Incorporate comments into designs
  - Prepare final concept report for City of Haines
  - Prepare presentation drawings for public meeting
- ❖ Prepare Draft Interpretive Plan
  - Based on comments provided during the review and feedback period, revise outline and further develop it into a Draft Interpretive Plan.
  - Include goals, visitor/resident profiles, and resources
  - Finalize core messages and recommendations for media (e.g., signs, audio tours, etc.)
  - Prepare budget projections for these options
- ❖ Review Interpretive Plan and gather feedback
  - Gather feedback and direction from Borough representatives, the Public, Stakeholders and Interest Groups on the Draft Interpretive Plan.

#### **Task 7: City of Haines, Stakeholder and Public Meetings**

Meetings: Continued public involvement will provide direction for the next steps in this project. Along with identifying prioritized goals and activities, community support can make projects a reality.

- ❖ Meet with City of Haines to
  - Review current project status, the refined concept design, deliverables, and documents
  - Prepare for meetings and coordinate public meeting venue/agenda
- ❖ Meet with Stakeholder and Interest Groups
  - Review and collect input on concepts and planning work
  - Work with Stakeholders and Interest Groups through interactive meetings and/or workshops
- ❖ Arrange and run Public Meeting III
  - Introduce concepts, options, etc.
  - Collect Community and Stakeholder input/feedback at public meeting and through websites or other venues following meeting

#### **Task 8: Final Conceptual and City Council Review**

Final Concept: The final concept design will reflect comments and input from the refined conceptual design. Community led support for revisions and design upgrades will be reflected as well as prioritized design options. Recommendations and information on the plan tie it together with the Interpretive Planning and Cultural Resource Report. This plan will incorporate options for phased constructions, construction during tourist seasons, seasonal uses and needs, and overall functionality. This concept will include an opinion of probable cost and may identify of specific projects along with sources for potential funding.

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- ❖ Create final concept design documents and presentation drawings
  - Refine final conceptual design based on collected input and comments
  - Revise potential development and amenities within each specific project areas based on collected input and comments
  - Identify connectors, amenity locations, wayfinding and informative signage locations
  - Refine designs for site features and signage that illustrate Haines' sense of place and character, story, history, and culture based on collected input and comments
  - Identify locations to incorporate local art and how it will relate to the project
  - Identify option to address concerns and issues (stormwater, circulation, parking, access, activity/event areas, connections, environmental concerns, etc.)
  - Prepare presentation drawings for City Council presentation
- ❖ Prepare final project reports
  - Prepare Interpretive Planning and Cultural Resource Reports
  - Prepare conceptual design estimate
  - Prepare statement of next steps, recommended design professionals to include in the next phases, potential construction phases, and anticipated design fees
  - Review revised final concept and project report with Haines City Council
  - Incorporate comments into designs
  - Prepare final concept report for City of Haines
- ❖ Presentation
  - Present Final Concept, Project and Cultural Resource Report, and Final Interpretive Plan to the Borough during a Public Meeting

**5- Project Timeline**

The SDG team has sufficient capacity and time to provide the required services, prepare deliverables, and meet project deadlines. Our offices use current software and are capable of sharing files, data, and information quickly and efficiently. We will provide high quality, project responsive services, concepts, and deliverables. We are able to create files in multiple formats to meet any needs or requests of the Haines Borough.



## 6. Qualification Statement/Qualification Statement Contents

### 1) Consultant name (or names if joint effort) and applicable licenses.

**Sustainable Design Group LLC (SDG)**, AK Professional License AECL 1480  
Luanne Urfer, Landscape Architect AK AELS 10989  
Andy Coulson, AK-CESCL AGC-15-0524

### **Nomad Studio LLC (NS)**

Juliet Cutler; Certified Interpretive Planner, Certified Interpretive Trainer (National Association for Interpretation)

### **PND Engineers Inc. (PND)**, AK Professional License AECC 250

Dick Sommerville, Civil Engineer AK AELS 8845

Please see the end of this document for copies of licenses.

### 2) The number of years the consultant has been in business and a brief history of the firm.

SDG is a woman-owned, small business, design firm located in Palmer, Alaska offering innovative Land Architecture and Environmental Solutions. Using our specialized process, SDG provides high quality, efficient planning and development services integrating our work with cultural and sustainable design. Luanner Urfer, principal landscape architect and land planner, founded the firm in 2009 to provide clients with environmentally responsible designs. SDG's thorough understanding of Alaskan environs creates the foundation for exceptional land planning and site design. In order to provide the most high-quality design concepts to the Haines Borough, SDG is adding the world-class interpretive planning talent of Nomad Studio and the coastal design experience and local familiarity of PND Engineers to our team.

Established in 2011 in Amsterdam before moving to Atlanta in 2015, Nomad Studio is an interpretive planning and exhibit development firm that specializes in planning, content development, and design for museums, parks, nature centers, historic sites, and cultural destinations around the world. Juliet Cutler, owner of Nomad Studio, believes true stories matter, and they should be told in ways that are authentic and compelling. Her goal is to help her clients tell meaningful stories in many and varied forms, but even beyond this, Juliet seeks to create participatory places where visitors contribute to and even co-create meaning. She defines success by her ability to facilitate places of discovery, engagement, and community development.

PND Engineers, Inc., (PND) is a consulting engineering firm that was founded in 1979. PND's experience is based in the remote regions of Alaska where they have thrived by providing innovative solutions to our clients, and take pride in their efficient designs and the resultant savings in construction and operations costs.

#### **Resource: Estimations, Inc.**

*If the Haines Borough desires a more precise estimate of construction costs than SDG's and PND's engineer's estimate, SDG is prepared to add Estimations, Inc. of Anchorage to our team. Estimations, Inc. is an Alaskan firm, formed in 1993 to provide construction management support services to the design community with an emphasis on project cost controls. We have worked with them on numerous projects, including the Skagway Seawalk, and have found them to be a prompt and responsive resource.*

*Estimations' approach to estimating to develop an understanding of scope, outline the needs for logistics and support, quantify and price the various work elements. Pricing is done by acquiring as many vendor prices as practical, supplementing this with their extensive database of historical costs and national pricing sources. Estimations is a small group that works closely together with the design team to provide timely, accurate estimates.*

**3) Experience with similar projects, including ability to deliver cost-effective solutions.**

**Skagway Seawalk (Skagway)**

SDG provided services for development of a safe and functional seawalk for cruise ship visitors. The design of a new seawall expanded adjacent uplands, which SDG designed to address the safety and facilities development needed for tourists and cruise ship passengers to experience Skagway's historic walkable downtown and astounding scenic location.



Our new vehicular and pedestrian circulation design required securing agreement between multiple stakeholders, the White Pass Railroad, and the City. The design simplified complex circulation patterns into a safe and functional design with connections to existing activities, overlooks, plazas and sitting areas. Plantings reflected historic gardening practices and cultural components from Skagway and the surrounding region. Through public involvement and workshops, local stakeholders determined Skagway's identity and sense of place, independent of but coordinated with the National Park Service and the historic downtown. Our designs for the area addressed the community's desire to provide space for local residents year round, and secured funding sources outside local property taxes.

**Totem Square Park (Sitka)**

SDG provided design services to improve safety and repair damage to the existing seawall and hand rail. Our designs addressed drainage issues and created a pedestrian-friendly space while maintaining the cultural history and heritage of the city. Addressing the drainage issues lowered maintenance costs. We coordinated our project with the Pioneer Homes' access upgrades. Because of the Square's historic status, we coordinated with the City of Sitka, the Alaska Department of Health and Human Services, the Alaska State Historical Preservations Office, and local historical societies, to ensure that design and repairs met federal preservation standards.

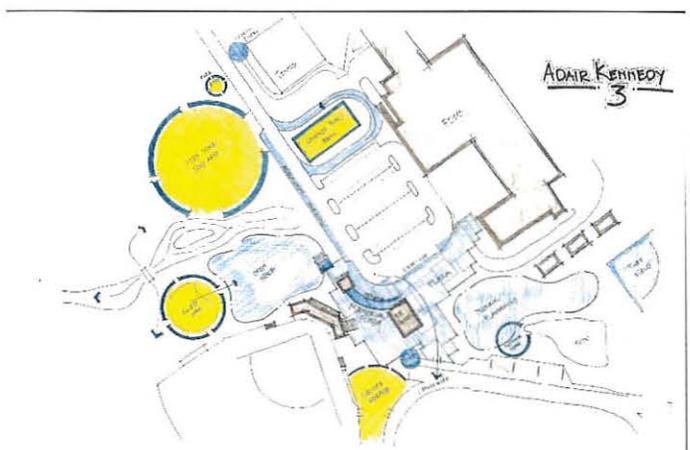
**Jordan Lake Park (Big Lake)**

SDG provided services to update, revise and implement action plans associated with the Jordan Lake Park Master Plan. Following a visioning session with stakeholders and interested user groups, we prepared detailed plans for expanding access to the entire park property. We separated traffic types and created a new trail network leading to specific destinations. Existing trails were improved and new trails were developed to connect previously inaccessible park areas for multiple users. Our designs for trail access prevented motorized use through design techniques that integrated natural features in the surrounding landscape. New trails pass through a variety of land types including uplands, sloped terrain, wetlands, and critical wildlife habitat. Our trail designs offer safe passage through fragile ecosystems and naturalized lands using sustainable trail construction and low impact designs.

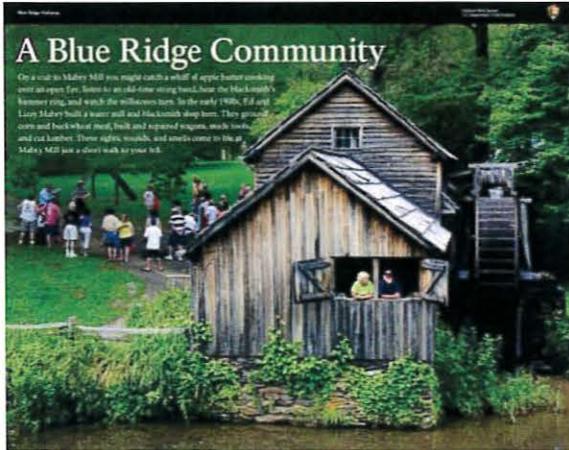


**Adair-Kennedy Park (Juneau)**

SDG provided master planning services to the City and Borough of Juneau for Adair-Kennedy Park. The general public, organized sports events, and an adjacent elementary school (with whom it shares a parking lot) all make use of this park. Community needs we addressed in this master plan included improving vehicle and pedestrian circulation during school pickup/dropoff times when there is also a sporting event; increasing visibility to allow better supervision of students and deter vandalism; and limiting unauthorized vehicle access. The master plan also identified ways to improve site drainage and lower maintenance cost. Throughout the project, we maintained close contact with by telephone and email with the City and Borough of Juneau and traveled to Juneau to conduct public meetings and workshops.



**Wayside Signs (Blue Ridge Parkway)**



The Blue Ridge Parkway spans 469 miles across two states and is the most visited National Park in the United States. At the beginning of the project, existing wayside exhibits along the parkway were more than 20 years old and needed replacement. In collaboration with National Park Service staff from the Blue Ridge Parkway and Harpers Ferry Center, Nomad Studio created 62 panels and 11 bulletin cases at 17 locations along the parkway. The purpose of these exhibits varied from interpretation, to orientation, to safety.

Since interpretive signs needed to communicate as much as possible visually, content development focused on maps, illustrations, and photographs paired with minimal text. The goal was to caption the landscape visible from each sign.

As part of the project, the planning and design team evaluated each of the 17 sites for accessibility and made recommendations for audio description, tactile elements, and improved grading and ramps. All designs as well as fabrication complied with the National Park Service’s standards related to typography, content, graphics, accessibility, and workmanship.

In 2014, this project was awarded the National Association for Interpretation’s top media award.

**4) Current rate of professional fees with breakdown of personnel costs, reimbursable expenses and other potential costs. Consultant should assume at least five public meetings to be held in Haines.**

This section withdrawn by Haines Borough prior to submittal of proposal.

**5) Past record of performance on similar contracts including quality of work, timeliness and cost control. Provide names and telephone numbers of five other client contacts for reference purposes.**

Please feel free to contact the following people, all of whom are former clients of SDG or Nomad Studio.

**SDG**

**Frankie Barker**

Environmental Planner, Matanuska-Susitna Borough  
907.746.7439  
fbarker@matsugov.us

**Robert Bechtold**

Project Manager, Matanuska-Susitna Borough  
907.746.7417  
Robert.Bechtold@matsugove.us

**Cathi Kramer**

Executive Director, Friends of Jordan Lake Park  
907.354.8734  
cak@mtaonline.net

**Nomad Studio**

**Michelle Wilson**

Executive Officer, Iowa Department of Natural Resources  
515.281.8675  
Michelle.wilson@dnr.iowa.gov

**Ellen Schindler**

CEO, Kossman.dejong  
+31.20.420.8890  
ellen@kossmandejong.nl

6) Description of consultant’s experience working with communities similar in size and character to the Haines Borough.

SDG has worked with communities throughout Alaska, but we have especially enjoyed working with Southeast communities. Our work on the Skagway Seawalk and Sitka’s Totem Square Park are two of our proudest designs, both for their visual appeal and for the way community participation informed our design process to address the communities’ own needs. In addition, SDG worked with the City and Borough of Juneau and local schools in our redesign of Adair-Kennedy Park. Finally, through the Safe Routes to Schools program with the Alaska Department of Transportation, SDG has worked with Naknek, Palmer, and Juneau to turn community input into viable and safe options for alternative transportation.

In all these projects, we have found that involving the community early and often in the design process not only results in better meeting the public’s needs, but also inspires the public to take ownership of the project once built. From our experience in Southeast Alaska communities we know that the summer tourist season brings a large additional user group to coastal amenities such as an interpretive trail, but that these amenities are an important asset to local residents year-round. We know that small communities often face higher costs, and that financial support from the State government is not as easy to find as it has been in the past, so we take steps wherever possible to limit our own costs and provide designs that make efficient use of construction and maintenance funds without sacrificing quality.



**Alaska Department of Commerce, Community, and Economic Development**

Division of Corporations, Business and Professional Licensing  
P.O. Box 110806, Juneau, Alaska 99811-0806

This is to certify that

**SUSTAINABLE DESIGN GROUP**

247 S ALASKA STREET PALMER AK 99654

owned by

LUANNE URFER; MICHAEL E MOREY

is licensed by the department to conduct business for the period

January 25, 2015 through December 31, 2016  
for the following line of business:

54 - Professional, Scientific and Technical Services



This license shall not be taken as permission to do business in the state without having complied with the other requirements of the laws of the State or of the United States.

This license must be posted in a conspicuous place at the business location. It is not transferable or assignable.

Fred Parady  
Commissioner

License #: AECL1480  
Effective: 12/24/2015  
Expires: 12/31/2017

**STATE OF ALASKA**  
Department of Commerce, Community, and Economic Development  
Division of Corporations, Business, and Professional Licensing  
**Architect, Engineer and Land Surveyor Firms**

Licensee: **SUSTAINABLE DESIGN GROUP, LLC**

License Type: **Authorized Limited Liability Company**

Status: **Active**

Note: LANDSCAPE ARCHITECTURE: LUANNE URFER #10989;

Commissioner: Chris Hladick

**Relationships**

RelationType	License #	LicenseType	Owners/Entities	Names/DBA	Type	Group
Responsible Charge	AELS10989	Registered Professional Landscape Architect	LUANNE URFER		Landscape Architecture	Fields of Practice

**Designations**

SUSTAINABLE DESIGN GROUP, LLC  
247 S. ALASKA STREET  
PALMER, AK 99645

Wallet Card

State of Alaska Department of Commerce, Community, and Economic Development Division of Corporations, Business, and Professional Licensing Architect, Engineer and Land Surveyor Firms SUSTAINABLE DESIGN GROUP, LLC As Authorized Limited Liability Company		
License AECL1480	Effective 12/24/2015	Expires 12/31/2017

License #: AEL510989  
Effective: 12/24/2015  
Expires: 12/31/2017

**STATE OF ALASKA**  
Department of Commerce, Community, and Economic Development  
Division of Corporations, Business, and Professional Licensing  
**Architects, Engineers and Land Surveyors**

Licensee: **LUANNE URFER**

License Type: **Registered Professional Landscape Architect**

Status: **Active**

Commissioner: Chris Hladick

**Relationships**

RelationType	License #	LicenseType	Owners/Entities	Names/DBA	Type	Group
Firm	AECL1480	Authorized Limited Liability Company	SUSTAINABLE DESIGN GROUP, LLC		No designations found.	

Waller Card

State of Alaska Department of Commerce, Community, and Economic Development Division of Corporations, Business, and Professional Licensing Architects, Engineers and Land Surveyors LUANNE URFER As Registered Professional Landscape Architect		
License AEL510989	Effective 12/24/2015	Expires 12/31/2017

LUANNE URFER  
10534 CHATANIKA LOOP  
EAGLE RIVER, AK 99577



Certificate #  
AGC-15-0524

**Andrew Coulson**

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Has successfully completed training for  
Alaska Certified Erosion & Sediment Control Lead

**S. Trasky**

---

Approved AK-CESCL Instructor

Course Date: 8/19/2015  
Expiration Date: 8/19/2018  
Location: Anchorage | Sponsor: AGC

# STATE OF GEORGIA

Secretary of State

Corporations Division

313 West Tower

2 Martin Luther King, Jr. Dr.

Atlanta, Georgia 30334-1530

## CERTIFICATE OF ORGANIZATION

I, Brian P. Kemp, the Secretary of State and the Corporation Commissioner of the State of Georgia, hereby certify under the seal of my office that

**Nomad Studio, L.L.C.**

a Domestic Limited Liability Company

has been duly organized under the laws of the State of Georgia on **08/31/2015** by the filing of articles of organization in the Office of the Secretary of State and by the paying of fees as provided by Title 14 of the Official Code of Georgia Annotated.

WITNESS my hand and official seal in the City of Atlanta  
and the State of Georgia on 09/09/2015



A handwritten signature in black ink, appearing to read "B. P. Kemp".

Brian P. Kemp  
Secretary of State

# The National Association for Interpretation

by the authority of the Board of Directors  
this writing certifies that

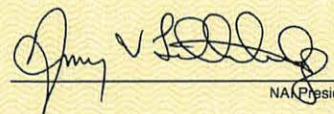
## Julie Cutler

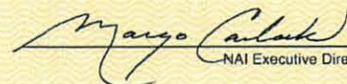
has successfully completed the prescribed course of study  
and has been examined by a peer jury as a

### Certified Interpretive Planner

on the 16th day of May in the year two thousand and fifteen



  
NAI President

  
NAI Executive Director

Expires: 5/16/2019

# The National Association for Interpretation

by the authority of the Board of Directors  
this writing certifies that

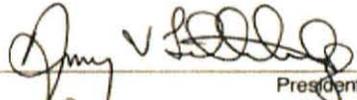
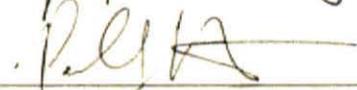
**Julie Cutler**

has successfully completed the prescribed course of study  
and has been examined by a peer jury as a

**Certified Interpretive Trainer**

on the 30th day of June in the year two thousand and thirteen



  
President  
  
Interim Executive Director

Expires: 6/30/2017

Alaska Business License # 436411

**Alaska Department of Commerce, Community, and Economic Development**

Division of Corporations, Business and Professional Licensing  
P.O. Box 110806, Juneau, Alaska 99811-0806

This is to certify that

**PND ENGINEERS, INC**

1506 W. 36TH AVE ANCHORAGE AK 99503

owned by

PND ENGINEERS, INC.

is licensed by the department to conduct business for the period

October 03, 2014 through December 31, 2016  
for the following line of business:

54 - Professional, Scientific and Technical Services



This license shall not be taken as permission to do business in the state without having complied with the other requirements of the laws of the State or of the United States.

This license must be posted in a conspicuous place at the business location.  
It is not transferable or assignable.

Susan K. Bell  
Commissioner

License #: AECC250  
Effective: 12/07/2015  
Expires: 12/31/2017

**STATE OF ALASKA**  
Department of Commerce, Community, and Economic Development  
Division of Corporations, Business, and Professional Licensing  
**Architect, Engineer and Land Surveyor Firms**

Licensee: **PND ENGINEERS, INC.**

License Type: **Authorized Corporation**

Status: **Active**

**Note:** ENGINEERING, LAND SURVEYING

Commissioner: Chris Hladick

**Relationships**

RelationType	License #	LicenseType	Owners/Entities	Names/DBA
Visit our website for more information at: <a href="http://commerce.alaska.gov/web/cbpl/">http://commerce.alaska.gov/web/cbpl/</a>				

**Designations**

Type	Group
Civil Engineering	Fields of Practice
Land Surveying	Fields of Practice
Structural Engineering	Fields of Practice



Wallet Card

<p>State of Alaska Department of Commerce, Community, and Economic Development Division of Corporations, Business, and Professional Licensing Architect, Engineer and Land Surveyor Firms PND ENGINEERS, INC. As Authorized Corporation</p>		
<b>License</b> AECC250	<b>Effective</b> 12/07/2015	<b>Expires</b> 12/31/2017

PND ENGINEERS, INC.  
1506 W. 36TH AVENUE  
ANCHORAGE, AK 99503

License #: AELC8845  
Effective: 11/30/2015  
Expires: 12/31/2017

**STATE OF ALASKA**  
Department of Commerce, Community, and Economic Development  
Division of Corporations, Business, and Professional Licensing  
**Architects, Engineers and Land Surveyors**

Licensee: **CHARLES RICHARD SOMERVILLE**

License Type: **Registered Professional Civil Engineer**

Status: **Active**

Commissioner: Chris Hladick

**Relationships**

RelationType	License #	LicenseType	Owners/Entities	Names/DBA	Type	Group
Firm	AECC250	Authorized Corporation	PND ENGINEERS, INC.			No designations found.

**Designations**

Wallet Card

State of Alaska Department of Commerce, Community, and Economic Development Division of Corporations, Business, and Professional Licensing Architects, Engineers and Land Surveyors CHARLES RICHARD SOMERVILLE As Registered Professional Civil Engineer		
License AELC8845	Effective 11/30/2015	Expires 12/31/2017

CHARLES RICHARD SOMERVILLE  
12421 GLACIER HIGHWAY  
JUNEAU, AK 99801