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Harbor Advisory Commission  
City Clerk's Office  
Homer City Hall  
491 East Pioneer Ave  
Homer AK 99603

Dear City of Homer and Port and Harbor Advisory Commission,

In recognition of the advancing plans for Homer Harbor Marine Industrial expansion, and the ongoing struggles of upkeep on our aging warehouse, Pier One is looking forward to the next stage of our existence. It seems to be time to build a new theatre! Here is a very rough outline of our development plans. We welcome ideas and feedback from you and the community as we launch into this new phase. The Pier One Theatre board and Planning Committee will meet in September to discuss the vision and scope of this project.

Pier One Theatre Five to Ten Year Building Development Plan:

- Work with City of Homer and Homer Harbor representatives to identify ideal location for new theatre building. The following options have been discussed:
  - 1. Next to Fishing Lagoon where old bathrooms are currently located. Pros: Cruise Ship Head Tax dollars may be used to help develop foundation and bathrooms for theatre and public use. Programming at Pier One can bring those dollars to a much needed upgrade on the City bathroom. Already zoned for recreational use. Very close to the current theatre location. Impact on the overall Spit layout very minimal. Parking for Theatre and Fishing Lagoon could be shared, as well as new parking planned by large boat haul out. Cons: May need slightly larger footprint than is currently practical. Could the "recreation" zoning be extended slightly to allow for this? RV dumpsite and camp registration would need to shift. What are building height restrictions here?
  - 2. Harbor overhang property by small boat launch side of Harbor. Pros: Increased walkability to theatre from main shopping/dining area on Spit. Extremely appealing aesthetic! Truly on a "Pier" and with lots of unique draw for visitors. Cons: Parking already a struggle at that end of the Spit. Building height restrictions may prohibit a proper theatre plan in this location unless exceptions could be made. Deck on upper level to allow view to be enjoyed? No Cruise Ship head tax dollars would be associated with this location.
  - 3. The HERC property on the corner of Pioneer and Sterling. Pros: Could be part of a larger "community campus" with other buildings associated with community recreation.

Greater collaboration with other local arts organizations may be possible. Cons: Pier One truly feels that it's home is on the Spit in close proximity to marine trades and park activities. Community ideas and desires for the HERC property remain varied and unclear.

- Pier One Theatre's own small property on East End Road. Pros: We own the property and would not need to lease. Cons: It is quite far from the Spit or Downtown, and may not be a draw for audiences at such a distance. The land requires quite a bit of clearing and development before a building could be constructed.
- Work with the City to develop a mutually beneficial partnership. Pier One ideals:
  - Keep annual rental rate at current level (\$1.00 per year)
  - Commit to a more long term lease (20 years) with options to renew.
  - Open doors to large conferences or conventions which would bring in rental income for both Pier One and the City.
  - If in location number 1 - City maintains public restroom facilities.
  - Clarify expectations of shows geared toward the Cruise Ship Audience. Assess likelihood of the resumption of Cruises to Homer.
- Review blueprints and plans of other small theatres and consult with an architect/contractor to acquire a cost estimate and building timeline.
- Design the theatre.
- Develop and launch a fundraising campaign including community contributions, grant applications, and corporate sponsorships.
- Begin construction on the new theatre. Continue fundraising efforts.
- Complete new theatre, and move in!

Thank you for your time, consideration and input.

Sincerely,

Jennifer Norton  
Executive Director  
Pier One Theatre, Inc.