



MEMORANDUM

Ordinance 25-54, An Ordinance of the City Council of Homer, Alaska, Amending Homer City Code Title 8 Permits, Licenses and Regulations by Adding Chapter 8.13 Temporary Retail Services. Davis/Aderhold.

Item Type: Backup Memorandum
Prepared For: Mayor Lord and City Council
Date: October 13, 2025
From: Jason Davis Councilmember
Donna Aderhold, Councilmember
cc: Melissa Jacobsen, City Manager

Background:

Following its introduction on August 11, 2025, Ordinance 25-54 was referred to the Planning Commission and Economic Development Advisory Commission (EDC) for input on potential improvements. Both Commissions reviewed it and returned recommendations for denial without offering specific suggestions for refinement.

We believe Ordinance 25-54 still holds strong potential to enhance our downtown by allowing temporary retail structures, modeled after our successful mobile food retail regulations. This approach could transform underutilized spaces—such as the large parking lots and other underutilized lots that dominate our central business district—into more vibrant, economically active areas that benefit local businesses, residents, and visitors.

To move forward productively, we recommend that the Council vote today to refer Ordinance 25-54 back to both Commissions for a second review – this time with a clear request for actionable recommendations on how to improve the ordinance, addressing concerns like noise, restrooms, parking, visual clutter, interface with streets and sidewalks, and other practical issues. Based on comments from the EDC, the Commissions might also consider and propose simultaneous revisions to the existing itinerant merchant code, as these could complement or integrate with the temporary retail provisions for a more cohesive framework.

For your reference, we have attached a proposed memo that could accompany this second referral to the Commissions. It outlines our intent and the specific guidance we seek.

Recommendation:

Refer to Planning Commission and Economic Development Advisory Commission to address points made in memorandum.

Attachment:

Memorandum to Planning and Economic Development Advisory Commissions



MEMORANDUM

Ordinance 25-54, An Ordinance of the City Council of Homer, Alaska, Amending Homer City Code Title 8 Permits, Licenses and Regulations by Adding Chapter 8.13 Temporary Retail Services. Davis/Aderhold.

Item Type: Action Memorandum
Prepared For: Economic Development Advisory Commission
Planning Commission
Date: October 13, 2025
From: Mayor Lord and Homer City Council

Commissioners:

Thank you for your time and thoughtful review of Ordinance 25-54 during its initial referral. We appreciate the insights provided by both Commissions and value your expertise in shaping policies that support our community's growth.

As you may recall, Ordinance 25-54 seeks to amend Homer City Code Title 8 by adding provisions for temporary retail structures, modeled after our successful approach to mobile food retail. The City Council believes this ordinance holds significant potential to invigorate our downtown area—currently characterized by extensive non-revenue-generating parking lots and other underutilized lots—by fostering economic activity and aesthetic improvements through small-scale, movable retail operations. By treating mobile retail similarly to mobile food vendors, we aim to create a more vibrant, engaging central business district that benefits local businesses, residents, and visitors alike.

While we respect the Commission's recommendations to deny the ordinance in its current form, the Council would like to refer Ordinance 25-54 back to you for a second review.

We kindly request that your feedback focus primarily on specific suggestions for improving the ordinance to address potential concerns. Examples might include, but not be limited to the following:

- measures related to noise mitigation
- restroom access
- parking requirements
- visual clutter
- interface with streets and sidewalks, or

- other practical considerations that could make the proposal more viable and balanced.

If your Commission deems it relevant and useful, you could include revisions to the existing itinerant merchant code, as these could align with or enhance the temporary retail framework, for greater consistency and effectiveness. City Council is eager to incorporate your ideas to refine the language and ensure it aligns with Homer's community values and operational realities.

If your Commission desires to include the Commissions' overall perspective on whether the ordinance should move forward, even with any revisions recommended that is welcome too. However, Council's primary goal with this referral is to gather actionable recommendations that could strengthen the proposal.