

1 CITY OF HOMER  
2 HOMER, ALASKA

Venuti/Smith

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4 ORDINANCE 19-54(S)(A)  
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6 AN ORDINANCE OF THE CITY COUNCIL OF HOMER, ALASKA  
7 AMENDING THE 2019 CAPITAL BUDGET TO APPROPRIATE AN  
8 AMOUNT NOT TO EXCEED \$50,000 FROM THE HART FUND FOR  
9 THE PURPOSE OF DEVELOPING A WAYFINDING-STREETSCAPE  
10 PLAN FOR THE CITY OF HOMER, AUTHORIZING THE CITY  
11 MANAGER TO PREPARE AN RFP FOR CONSULTANT SERVICES AND  
12 AUTHORIZING THE ESTABLISHMENT OF A WAYFINDING-  
13 STREETSCAPE TASK FORCE TO WORK WITH THE CONSULTANT.  
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15 WHEREAS, The Homer City Council established the Economic Development Advisory  
16 Commission (EDC) to advise City Council on ways to improve the local business climate; and  
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18 WHEREAS, The EDC completed a Business Retention & Expansion (BR&E) Survey with  
19 the goal of identifying areas where the EDC can work to help improve the local business  
20 climate; and  
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22 WHEREAS, Improved walkability, greenspace and initiatives that showcase Homer's  
23 beauty (particularly in the Pioneer Avenue/Central Business District) were the most frequently  
24 mentioned ideas for improving Homer's business climate and quality of life; and  
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26 WHEREAS, While a range of factors are important to business success, knowledge of  
27 Homer's various commercial districts, ease of navigation, quality of the street environment  
28 and pedestrian experience are critical to attracting business investment and encouraging  
29 consumer engagement in Homer's commercial districts; and  
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31 **WHEREAS, Streetscape planning gives us the opportunity to increase business**  
32 **activity, generate tax revenue and a high return on investment in our central business**  
33 **district with pedestrian-friendly infrastructure and land use improvements such as a**  
34 **connected, easily walkable set of sidewalks and trails that offer personal security and**  
35 **traffic safety, public parking solutions, and public gathering or resting areas at**  
36 **reasonable intervals; and**  
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38 WHEREAS, The EDC has determined that a wayfinding-streetscape plan (a plan and  
39 design standards to guide City improvements and enhancements such as wayfinding signage,  
40 landscaping, benches, trash receptacles, pocket parks, etc.) will support BR&E business  
41 climate goals and be a catalyst for economic activity; and

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

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

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

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

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

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

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

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>

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

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

Section 4. This is a budget amendment ordinance is temporary in nature, and shall not be codified.

CITY OF HOMER

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KEN CASTNER, MAYOR

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88 ATTEST:

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91 MELISSA JACOBSEN, MMC, CITY CLERK  
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93 YES:

94 NO:

95 ABSTAIN:

96 ABSENT:

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98 First Reading:

99 Public Hearing:

100 Second Reading:

101 Effective Date:

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104 Reviewed and approved as to form:

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107 \_\_\_\_\_  
108 Katie Koester, City Manager

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Michael Gatti, City Attorney

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110 Date:\_\_\_\_\_

Date:\_\_\_\_\_