

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41

**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:
<u>160-0375</u>	<u>HART Roads Fund</u>	<u>\$25,000</u>
<u>165-0375</u>	<u>Hart Trails Fund</u>	<u>\$25,000</u>

76
77
78
79
80 Section 2. City Council authorizes the City Manager to prepare a Request for Proposals
81 to secure these consultant services.

82

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

89 

90 KEN CASTNER, MAYOR

91
92
93
94 ATTEST:

95 
96 MELISSA JACOBSEN, MMC, CITY CLERK



98
99 YES: 6

100 NO: 0

101 ABSTAIN: 0

102 ABSENT: 0

103
104 First Reading: 11.25.19

105 Public Hearing: 12.9.19


106 Second Reading: 12.9.19

107 Effective Date: 12.10.19

108
109
110 Reviewed and approved as to form:

111
112 
113 Katie Koester, City Manager

114
115 Date: 12.16.19
116


Michael Gatti, City Attorney

Date: 12/20/19