



# City of Homer

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## Memorandum

TO: City Council and Mayor Castner

THROUGH: Katie Koester, City Manager

FROM: Economic Development Advisory Commission

DATE: November 18, 2019

SUBJECT: Advisory Commission support for the Wayfinding-Streetscape Plan Ordinance  
Authorizing funds for developing a Wayfinding-Streetscape Plan for the City of Homer

After working on the Wayfinding-Streetscape Plan proposal for 18 months, the Economic Development Commission held a joint worksession on October 16, 2019 to review and discuss the proposal with the Planning Commission and the Park, Arts, Recreation and Culture Advisory Commission.

After the worksession, each commission addressed the Ordinance at their regularly scheduled business meetings and each voted unanimously in support of the draft ordinance for adoption by the City Council. Excerpts from the meeting minutes are attached for your reference.

### Economic Development Commission

**Recommendation:** Adopt Ordinance authorizing the development of a wayfinding-streetscape plan for the City of Homer.

The purpose of the Task Force was also discussed at the worksession. Consensus was that the Task Force could be set up after creation of the RFP and selection of the consultant to serve as a stakeholder group capable of collecting data and gathering public input under direction of the consultant to inform the planning process. The Task Force would also provide organizational support for and promote community participation in any public meetings, plan open houses, charrette events, etc. scheduled by the consultant.

### ***Proposed Project Scope***

*The EDC recommends a **Wayfinding-Streetscape Plan** with an emphasis on:*

- 1) Pedestrian experience with continuity with vehicle signage, particularly at Homer's gateways;*
- 2) Design that is cohesive, but not necessarily identical and that enhances and reflects the distinctive commercial districts and creative character of Homer;*
- 3) Using all aspects of technological and physical wayfinding signage and tools.*

### **Wayfinding Scope**

- 1) Assist pedestrians navigating Pioneer Avenue and to points of interest in the Central Business District;*
- 2) Orientation wayfinding at Homer's gateways;*
- 3) Making connections between Homer's destination areas (i.e. Old Town, the Spit, Farmer's Market, and others as identified and agreed upon.)*

### **Streetscape Scope**

- 1) Propose realistic streetscape and public space improvement options along Pioneer Avenue and to points of interest within the Central Business District*
- 2) A strategic approach for implementation of any combination of the following elements:*
  - Accessibility • Banners • Trash cans*
  - Landscaping (plant lists, use of gardens)*
  - Pedestrian rest stops and street furniture:*

F. Wayfinding, Next Steps

Chair Lewis introduced the item by reading of the title and requested a motion.

HARRALD/ARCHIBALD MOVED TO RECOMMEND TO CITY COUNCIL TO ADOPT ORDINANCE 19-XX TO FUND UP TO \$50,000 FROM THE HART FUND FOR THE PURPOSE OF DEVELOPING A WAYFINDING AND STREETSCAPE PLAN.

Per questions from Commissioner Archibald, Deputy City Planner Engebretsen clarified that likely the funding for the plan would come from a split of road and trail funds, which will be up to City Council to decide. Further discussion ensued on the reasons in support of having a Wayfinding-Streetscape Plan and ensuring that PARCAC has a voice during the creation of the plan.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

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PLANNING COMMISSION  
REGULAR MEETING  
OCTOBER 16, 2019

**NEW BUSINESS**

Memorandum from Jenny Carroll re: Wayfinding, Next Steps

Chair Venuti introduced the item by reading the title into the record.

Deputy City Planner Engebretsen requested a motion of support from the Commission to forward to City Council.

BENTZ/BOS MOVED TO RECOMMEND THE PLANNING COMMISSION SUPPORTS THE INITIATIVE TO CREATE WAYFINDING AND STREETSCAPE PLAN AND FORWARD TO CITY COUNCIL.

Commissioner Bentz provided a recap of the joint worksession between members of the Economic Development Advisory Commission, Parks Art Recreation & Cultures Advisory Commission and the Planning Commission. She noted the following was discussed and reviewed:

- Work product on the initiative
- Draft ordinance and outline of work efforts
- Timeline
- Consultant to develop wayfinding and streetscape plan
- Possibility of Updated map of the city
- Interest in working together to achieve multiple goals such as marketing , non-motorized transportation

Further comments from the Commission on the goals of the plan, interest from business owners, not getting bogged down in the color palette and not addressing technical design, meshing with current plans and that it will be more of a technical planning document.

VOTE. NON-OBJECTION. UNANIMOUS CONSENT.

Motion carried.