

A Wayfinding- Streetscape Plan for Homer

FEBRUARY 25, 2019 | ECONOMIC DEVELOPMENT COMMISSION
REPORT TO HOMER CITY COUNCIL

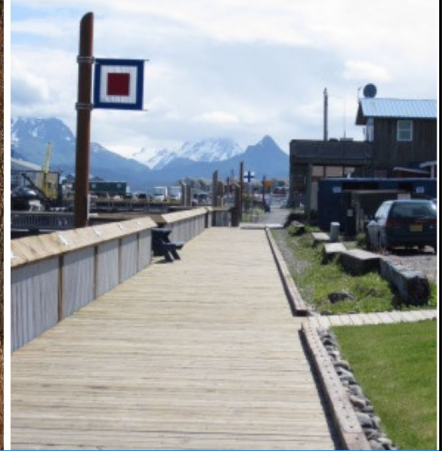
Responds to BR&E

HOW TO IMPROVE BUSINESS ENVIRONMENT/QUALITY OF LIFE?

- Beautification improvements, particularly Pioneer Avenue/Central Business District
- Greenspace/Walkability

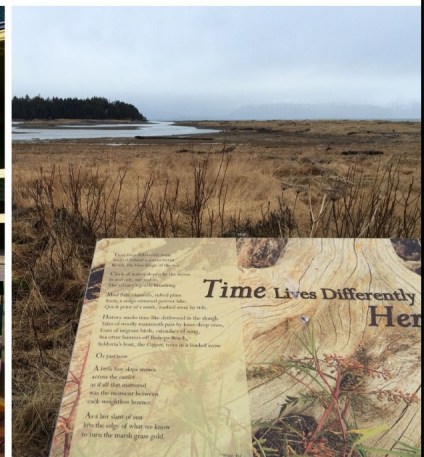
WHAT IS WAYFINDING?

MORE THAN JUST SIGNS



ART OF USING LANDMARKS, SIGNAGE AND PATHWAYS TO HELP PEOPLE NAVIGATE AND EXPERIENCE A PLACE

WHAT IS STREETScape?



AMENITIES THAT PROMOTE SAFETY, COMFORT & AN INTEREST IN EXPLORING HOMER BY FOOT.

What would a plan do?

Design a modest wayfinding system to



- Orient visitors at Homer's gateways
- Provide continuity of vehicle directional signage at route decision points
- Assist pedestrians navigating Pioneer Avenue and trail/sidewalk systems in CBD
- Delineate tsunami evacuation routes/safe zones as necessary
- Keep signage "clutter" to a minimum.



What would a plan do?

Guide future city purchases and placements of

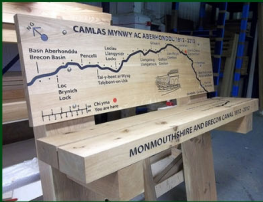
- realistic streetscape/public space enhancements on Pioneer Avenue and along routes to points of interest in the CBD
- bench/trash receptacle specs & locations
- pocket parks
- banners
- plant lists
- safety features



What would a plan do?

Provide a vision to encourage State and private business support for

- placement of wayfinding signs, pedestrian crosswalks and decorative hardscapes in State ROWs
- hosting pocket parks or bench locations
- complimentary sign design



The City's commitment to economic development can leverage private partnership investments



Economic Benefits

Helps Homer compete for business patronage from tourists and locals who have a level of expectations on "place." How?

1. Cohesive, thoughtful design that reflects Homer's creative character contributes to Homer's reputation as an attractive arts and outdoor recreation destination.



2. Wayfinding improves pedestrian understanding of Homer's commercial districts, how they connect, our landmarks and amenities,

increasing opportunities for people to find and visit our local, small businesses.



3. Vibrant street environments draw locals and visitors out of their cars and give shoppers an engaging, one-of-a-kind experience that clicking on a screen can't match.



Economic Benefits

Wayfinding-streetscape amenities invests in quality of life and helps attract new residents and repeat visitors by responding to changing demographic and economic trends:

- safe, pleasant non-motorized travel options
- unique travel experience

Supports our local businesses: According to the SBA, for every \$100 spent at a local business, roughly \$68 stays to recirculate in our local economy . That equates to local jobs and sustainability for the local businesses we enjoy frequenting in our community.

Local tax revenues provide funding for road maintenance, public safety, parks, trails and our library.

Consistent with City Plans Community Support

Homer Comprehensive Plan
Goal 1 & Economic Vitality Chapter Goal 1

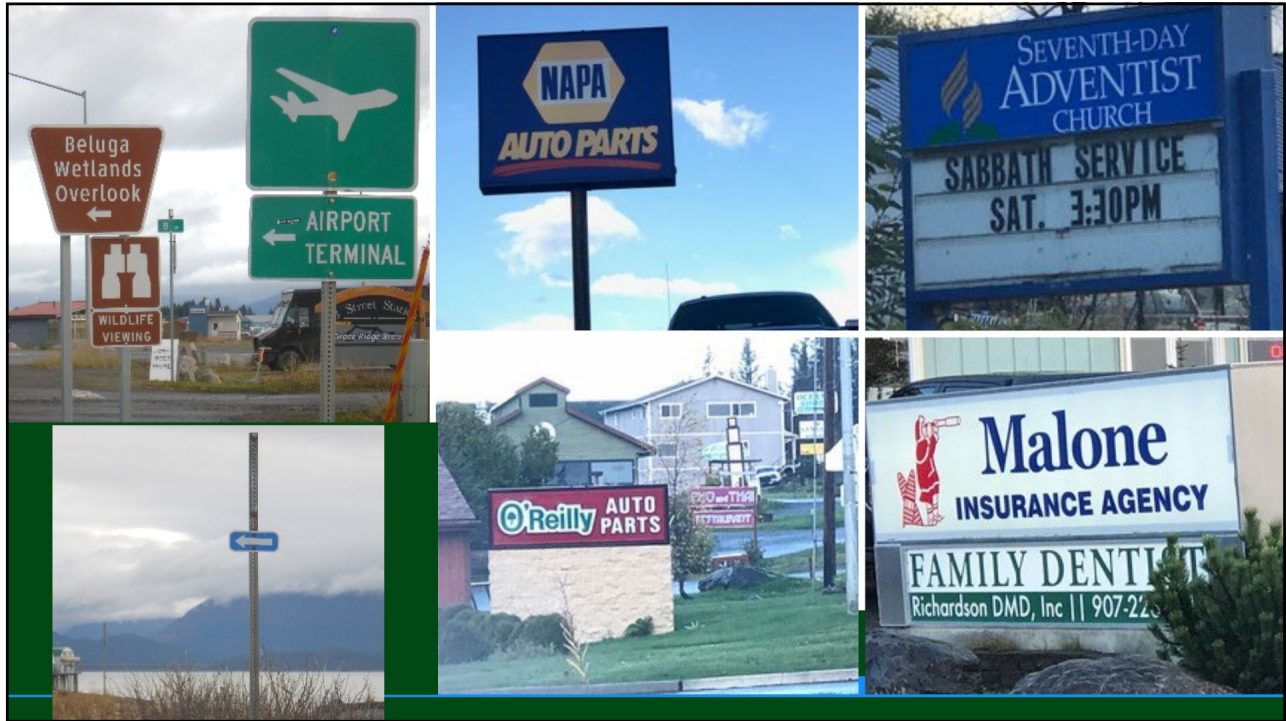
Homer Spit Comprehensive Plan
Goal 2.5

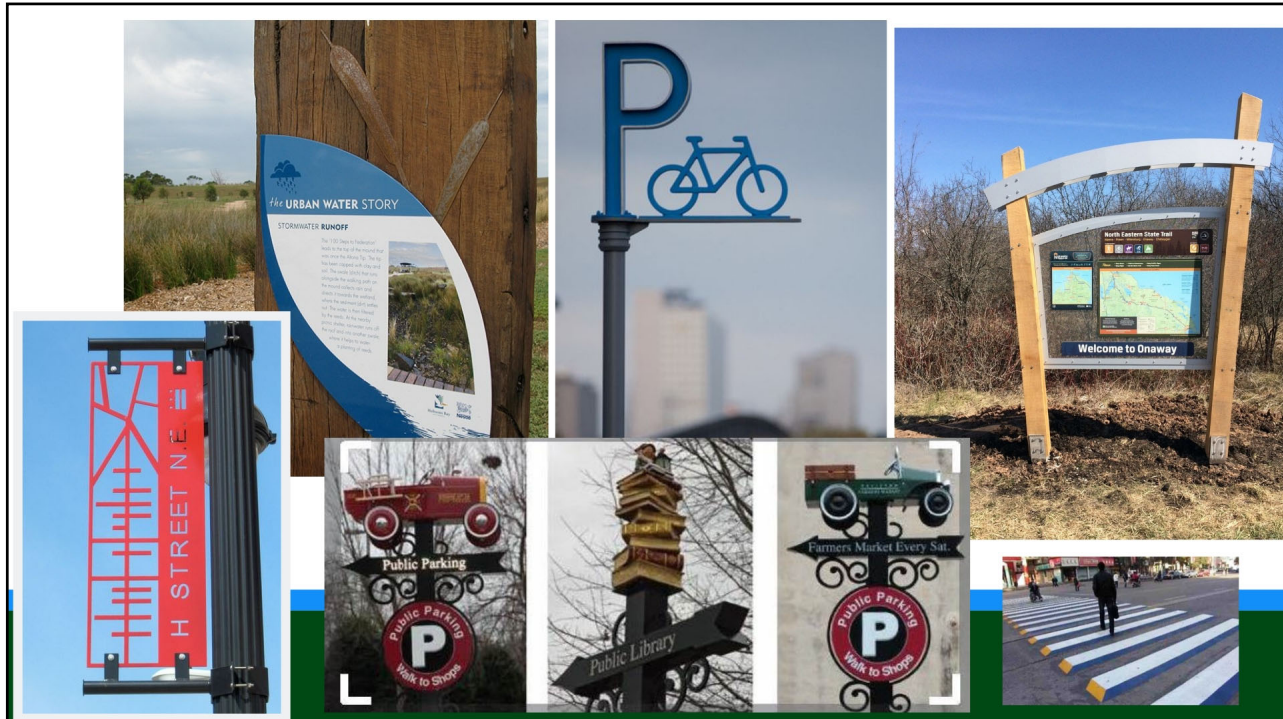
Policy 3 Recommendation - Homer Non-Motorized Transportation & Trail Plan

Community Support letters included in supplemental packet



WHAT WE HAVE NOW





EDC Recommendation

Support work on a new multi-modal transportation plan for the City of Homer, in which Wayfinding-Streetscape is included as an integral component.

This recognizes the complimentary, interconnected nature of motorized and non-motorized modes of travel to support quality of life and economic development.