



City of Homer

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Memorandum 22-036

TO: Mayor Castner and Homer City Council

THROUGH: Rob Dumouchel, City Manager
Julie Engebretsen, Deputy City Planner and Special Projects Coordinator

FROM: Economic Development Advisory Commission

DATE: February 16, 2022

SUBJECT: Recommendation to adopt the Wayfinding and Streetscape Plan

Introduction

The Economic Development Advisory Commission (EDC) has been working diligently on the Wayfinding and Streetscape Plan, with consulting firm Corvus Design. Peter Briggs, Corvus Design Principle, will be making a presentation during the regular Council Meeting. The Commission recommends the City Council adopt the plan.

Public Process

The EDC held a lengthy public process during COVID times. This included having wayfinding as an agenda item at nearly every EDC meeting May 2021-February 2022, presentations to the Planning, Parks and Port and Harbor Commissions, regular updates in the City Manger's report, verbal reports to the Chamber of Commerce Board, promotion on the City website, and a field week in June with interested members of the public.

The Design

The EDC based their design decisions on the preference for natural feeling materials, and low cost options. The resulting document allows for phased implementation, as funding and need for signage arise. Staff is working with all the Commissions on prioritizing what signage should be installed first. A funding request will be presented to Council in March.

The Document

The Plan itself has several sections. The goal of these sections is to provide relevant content to the user. The general public is likely more interested in what the signs look like (Sign Family) while a contracted sign installer will want the specifications found in the Wayfinding Standards section.

- Sign Family

This sheet provides a sign design for each of six sign types. The color scheme chosen is the adopted City of Homer colors, as found in our logo. The Commission explored a slightly different palette, but found using the City colors would create greater consistency with existing city park signs and green trash cans and picnic tables.

- Sign Master Plan

This document shows all the existing DOT road signs, and recommended replacement signage. Additionally, general locations and type of sign are shown for Baycrest, downtown, Ocean Drive and the Homer Spit.

- Wayfinding Standards

This document provides all the technical details for a sign manufacturing and installation.

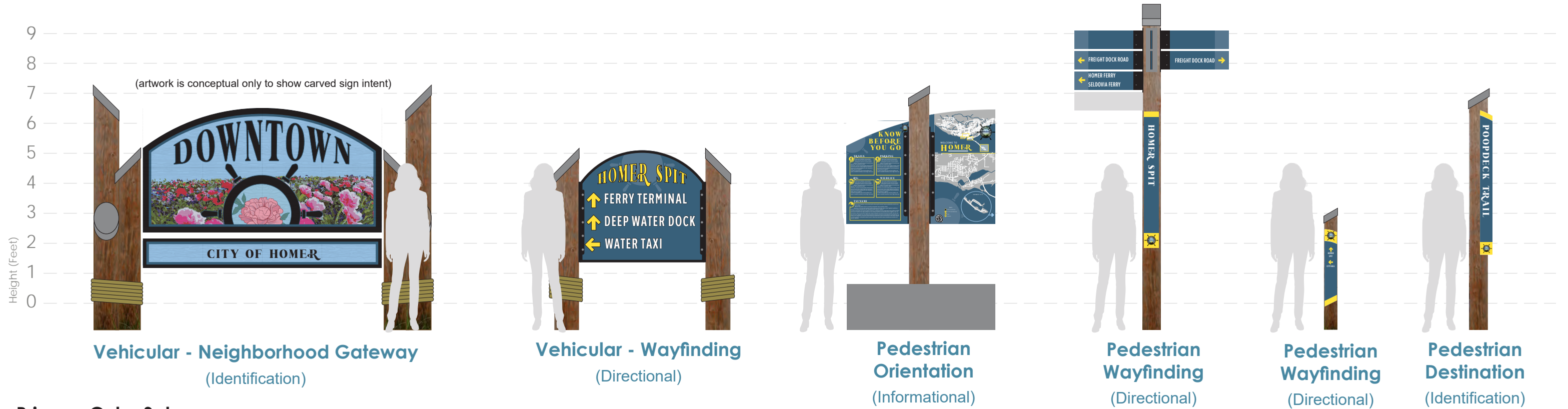
- Homer Streetscape Plan

This document provides some ideas for sign installation and bench placement along Pioneer Ave and in pedestrian corridors along major roads. It also addresses plantings. Planning and Zoning staff are frequently asked for a recommended plant list for new commercial development projects. This document provides a list of locally vetted, hardy plants that can withstand the urban environment next to busy roads. The City can utilize these plants over time when tree replacement is needed, and private businesses can add to the cohesion of Pioneer Ave by using these same plants and trees on their own properties. Many thanks to Rita Jo Shultz for her time and expertise on this section.

Recommendation: Adopt the Homer Wayfinding and Streetscape Plan

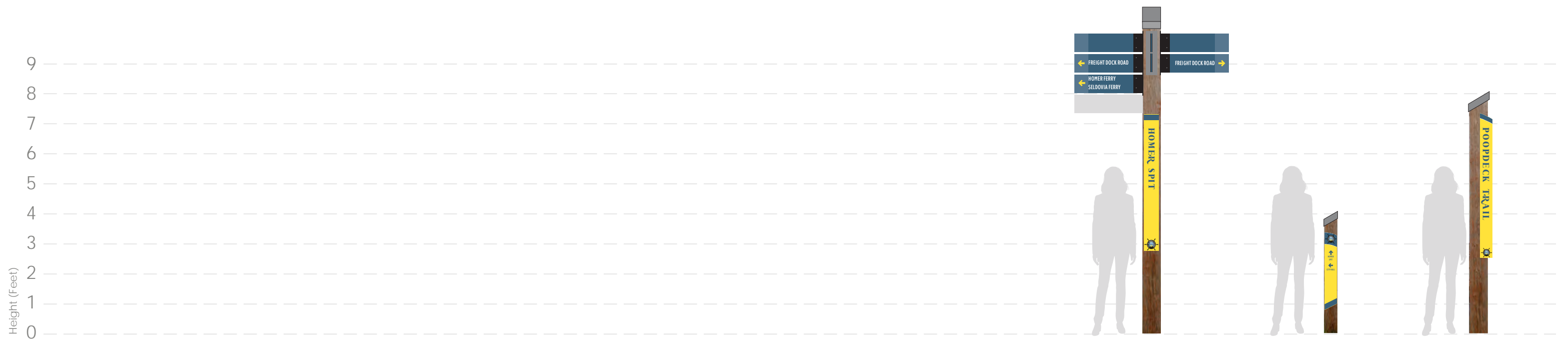
Attachments

1. Sign Family
2. Sign Master Plan
3. Wayfinding Standards
4. Homer Streetscape Plan

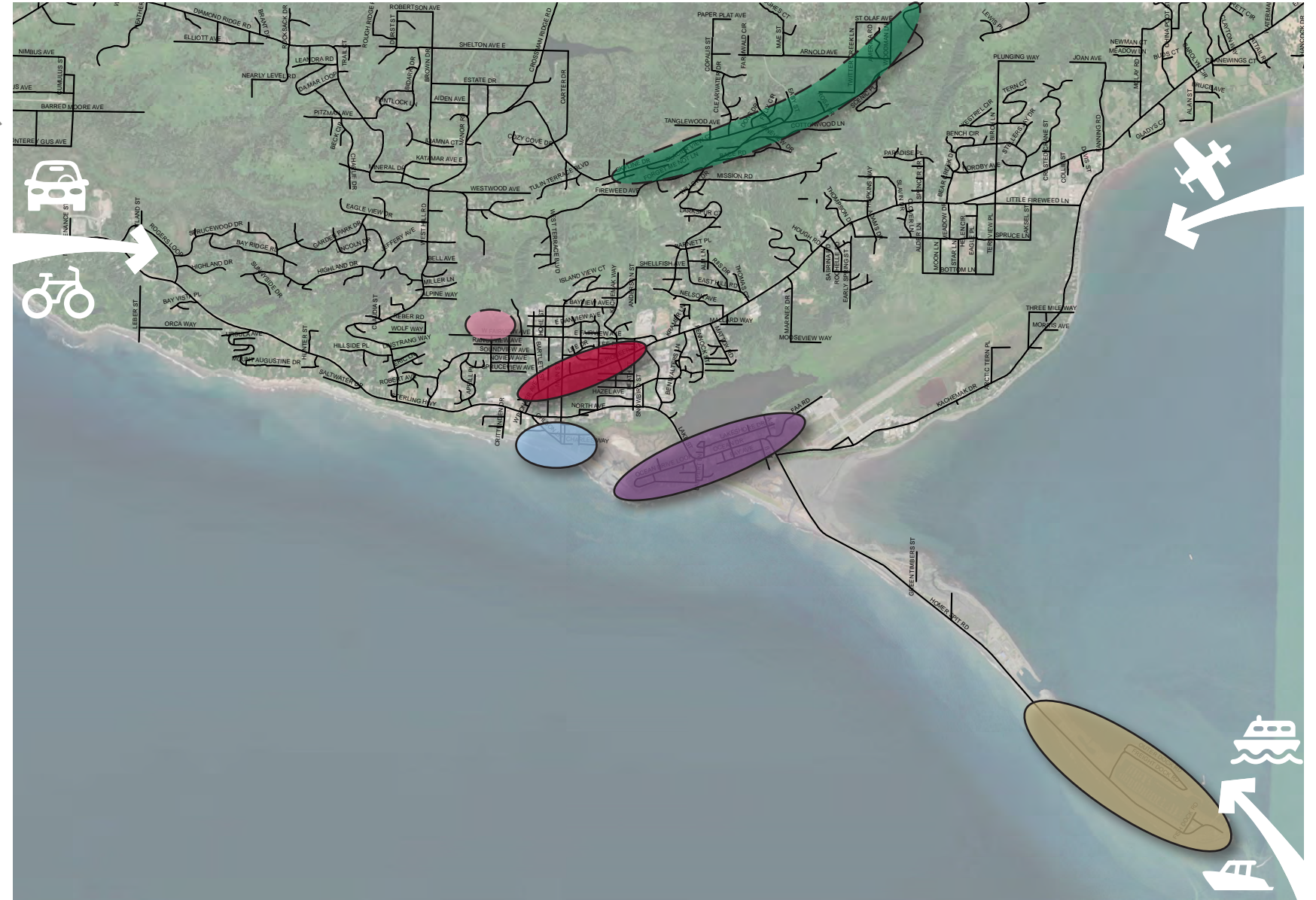
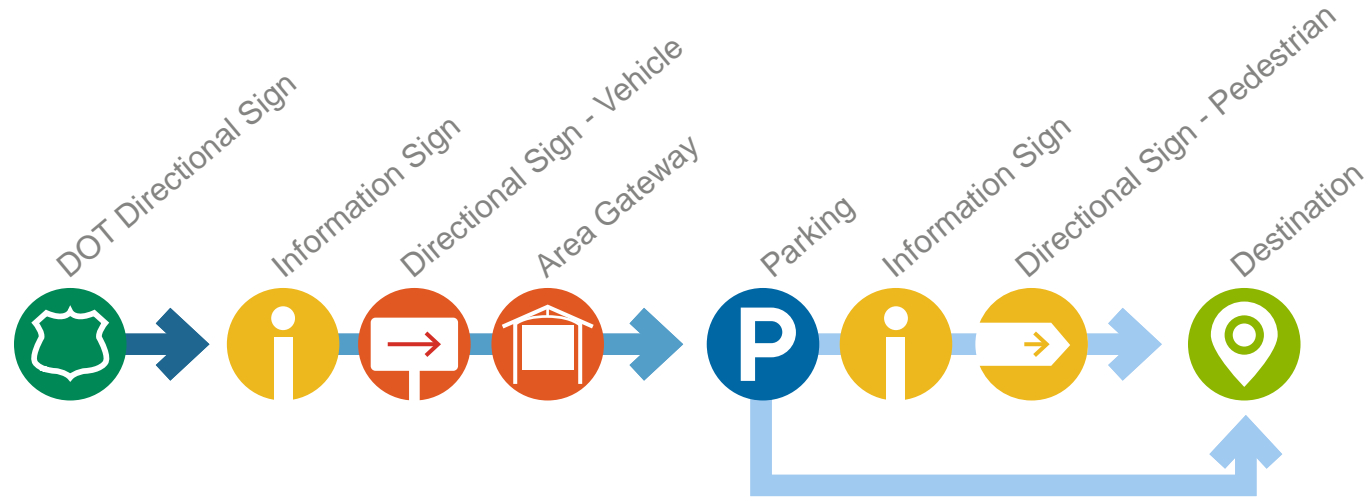


Primary Color Set

Alternate Color Set



FINDING YOUR DESTINATION



- Downtown (Destination Area)
- Old Town (Destination Area)
- Ocean Drive (Destination Area)
- Homer Spit (Destination Area)
- Not Specifically Addressed in this Plan**
- Skyline Drive (Destination Area) and Wynn Nature Center (Destination)
- Karen Hornaday Park (Destination)

Getting to Your Destination

People need to figure out where they want to get to, and how to get there.

Homer has some key destinations, and these destinations include areas where there are multiple things to do and see. The map to the right shows some of these “destination areas”.

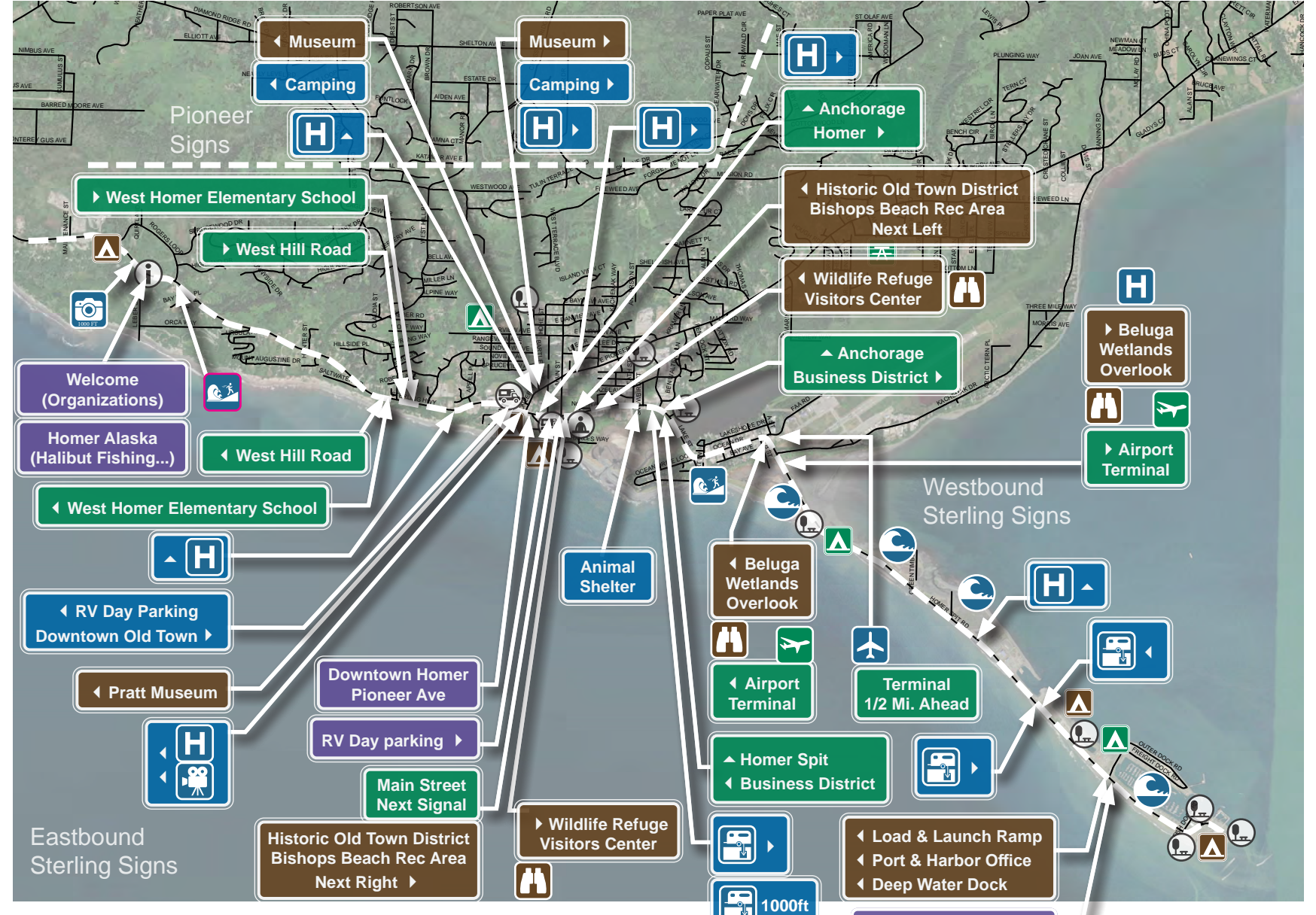
Most people entering into Homer will be doing so in a vehicle (car, boat, or plane). Wherever they enter Homer, there should be a way for them to figure out how to get to their already known destination, or figure out their destination. Information signs at key entries to Homer should provide information on emergency services and civic destinations. These locations are also good places to partner with entities like the Chamber of Commerce to identify private sector and for-profit opportunities and experiences.

Then, people can either get to their final specific destination, or find a place to park and continue their travel to their destination or destinations. Roadway signs are important to help people get to specific key destinations, or these destination areas.

Once people are out of their cars, area specific information can be provided with a different type of information sign that focuses on a smaller area, supported by pedestrian sized signs to assist people in navigating.

The flowchart on this sheet is intended to illustrate this process of figuring out where you want to go, how to find your way there, and then how to navigate to your final destination if it involves parking and walking.

EXISTING HIGHWAY SIGNS



- RV Parking
- Visitor Services
- Park
- Information
- City Campground
- Private Campground

- Location** DOT 'brown' Sign - Recreational and Cultural Interest Area Signs (RCIA)
- Location** DOT 'green' Sign - Directional
- Location** DOT 'blue' Sign - Tourist Oriented Directional Signs (TODS)
- Location** Local Sign - Directional or Gateway

VEHICLE SIGN OVERVIEW



General Criteria for Sign Placement

Sterling Highway and Pioneer Avenue are both owned as rights-of-way by the Alaska Department of Transportation (ADOT). Signs located within these rights-of-way need to be permitted with ADOT and have strict requirements related to design and placement. These requirements generally relate to vehicle safety should a driver lose control with their car leaving the road. Requirements dictate how close to a road a sign may be, and the design of the sign as it relates to how easily it will shear from its base on impact.

While the sign system includes a Vehicular Directional Sign, this sign type may not be significantly used since the areas where these are needed are within ADOT rights-of-way.

For Neighborhood Gateway signs, their placement will be limited due to the needed distance from traffic. Depending on location, this may require them (as designed) to be located on adjacent land.

Baycrest Overlook

The overlook area is the first place where people have an opportunity to pull over from the highway and orient themselves for their Homer arrival. The only warning for this area is a “scenic overlook” icon to the west. The existing “Homer Alaska” sign is used for photographs, there is a small map of civic destinations on the toilet building, and there is a tourism information gazebo that when open has information available.

Proposed Conditions:

The wayside should be provided with an information sign that would be used by the City of Homer to provide a map and civic destinations, accompanied by Chamber of Commerce information for local businesses and the services they offer. Information should include specific targeted messages unique to Homer or to particular audiences. For example, what to expect in Homer if you are driving a motorhome, and safety information including tsunami and wildlife preparedness. A highway sign should be provided to better identify the wayside and that it provides local information.

Downtown and Old Town

Signs leading to downtown are not clear, with DOT signs pointing to Business District and Main Street. DOT signs for Old Town are clear. Neither area has an entry point that is branded to encourage entry by celebrating the destination.

Proposed Conditions:

The intent is to clearly assist drivers with getting to and parking at a specific destination, or to park and have access to an outdoor information sign. The goal is to allow them to leave their vehicle in a location and to walk/bike within the area. See pedestrian sheets for wayfinding once people are out of their vehicles.

Clearer directional signs for Downtown are needed. More importantly, both Downtown and Old Town would benefit from Gateways at key entry locations. These would strengthen wayfinding by providing an obvious visual clue for where to turn, and also illustrate that there is something special in the area. Due to the strength of the Homer Spit as a destination, emphasizing other destinations to those moving through the Sterling Highway corridor could encourage people to come back into town.

Ocean Drive

The airport terminal is the first place where people have an opportunity to orient on their arrival into Homer. The lobby contains pamphlets and rack cards for visitor information. Those arriving by air taxi (land or water) might also be able to access similar information in the lobby of the air company they are using.

Proposed Conditions:

The intent is to clearly assist drivers with getting to and parking at a specific destination, or to park and have access to an outdoor information sign. The goal is to allow them to leave their vehicle in a location and to walk/bike within the area. See pedestrian sheets for wayfinding once people are out of their vehicles.

Homer Airport will benefit from an exterior information sign. As the airport also connects people to and from other forms of transportation, information should be provided to help them get to their next mode of transportation. Wayfinding signage should help not only identify where people may need to go, but also help them understand distances. This helps establish expectations, and allows people to choose whether they walk or use vehicular transportation.

Homer Spit

The two ferry terminals, harbormaster’s office, terminal, and harbor in general are the first places where people have an opportunity to orient on their arrival into Homer. Exterior information is not available at these locations. The Homer Spit is a congested area for driving and parking, and there is little directional signage for destinations or for clarity in parking.

Proposed Conditions:

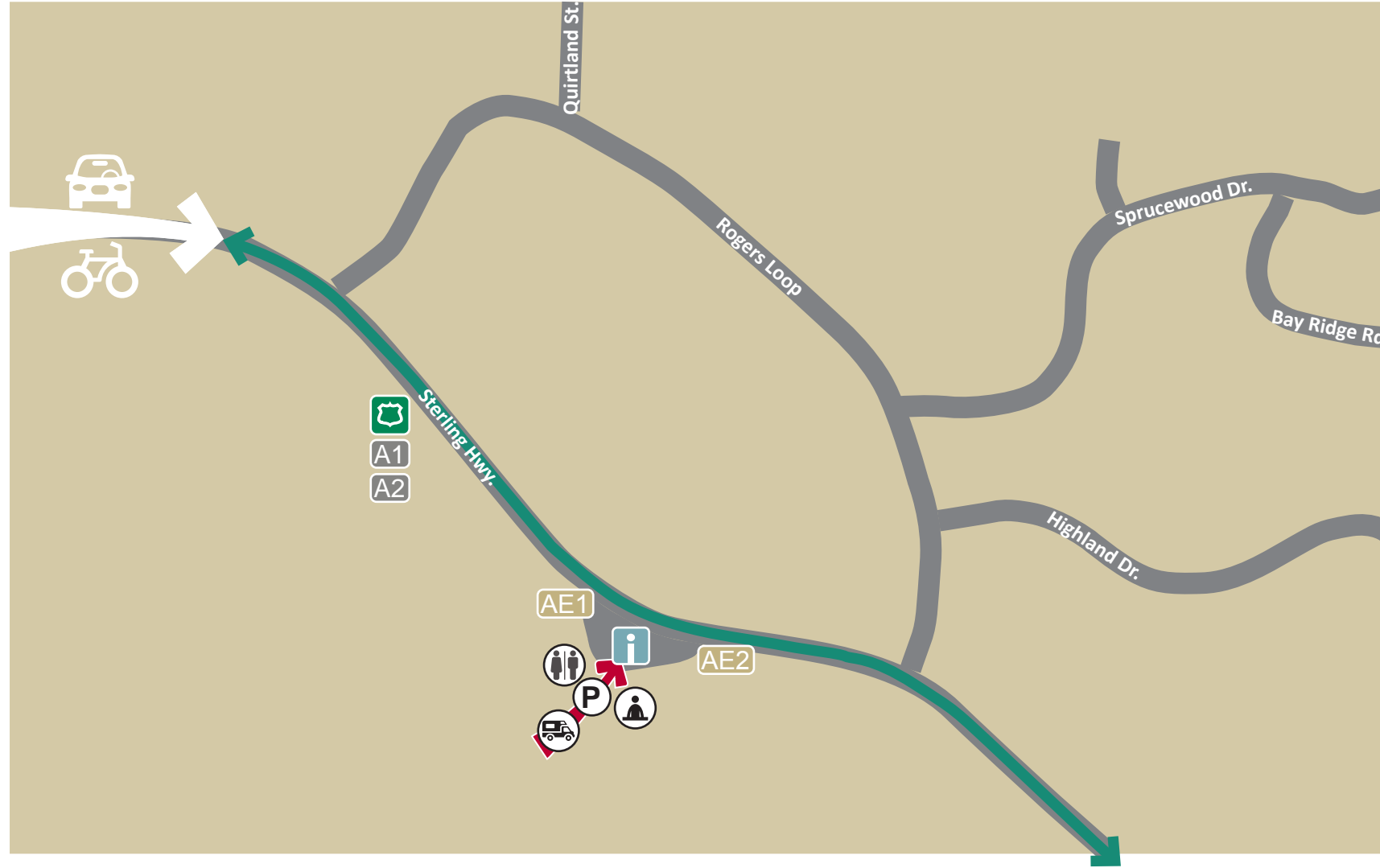
The intent is to clearly assist drivers with getting to and parking at a specific destination, or to park and have access to an outdoor information sign. The goal is to allow them to leave their vehicle in a location and to walk/bike within the area. See pedestrian sheets for wayfinding once people are out of their vehicles.

Similar to the airport, the Homer Spit connects people to and from other forms of transportation. Information should be provided to help them get to their next mode of transportation, or to experience Homer. Wayfinding signage should help not only identify where people may need to go, but also help them understand distances. This helps establish expectations, and allows people to choose whether they walk or use vehicular transportation.

Vehicle Signs within ADOT Rights-of-Way

The following sheets are designed for the City of Homer to work with the ADOT. ADOT approval is required for any actions related to signage within state rights-of-way. The City of Homer is expected to be responsible for all aspects of moving, replacing, or adding signs within ADOT rights-of-way.

Baycrest OVERLOOK



Existing DOT Signs

(shaded signs are replaced or removed, non-shaded are to remain)

None

Existing Local Signs

AE2: Eastbound Sign



AE1: Eastbound Sign



Modified or New Signs



ROADS
Main Route

RESOURCES
Visitor Services (Partner)
Public Toilet

WAYFINDING
DOT Directional Sign
Area Gateway
Information Homer
Information - Neighborhood
Information - Partner
Existing Sign
Proposed Sign

ACCESS/PARKING
On-site public parking
Possible adjacent parking, none on-site
Space for on-site RV parking for park and walk
Information Hub & Available Parking

All signs are diagrammatic only, to show content and directions.

DOWNTOWN & OLD TOWN



- ROADS**
- Main Route
 - Secondary Route
 - Important Intersection

- RESOURCES**
- Visitor Services (Partner)
 - Public Toilet
 - Civic Destination
 - Park

- WAYFINDING**
- DOT Directional Sign
 - Area Gateway
 - Information Homer
 - Information - Neighborhood
 - Information - Partner
 - Existing Sign (AE1)
 - Proposed Sign (A1)

- ACCESS/PARKING**
- On-site public parking
 - Possible adjacent parking, none on-site
 - Space for on-site RV parking for park and walk
 - Information Hub & Available Parking

Existing DOT Signs

(shaded signs are replaced or removed, non-shaded are to remain)

- BE1: Eastbound Sign**
 ◀ RV Day Parking Downtown
 Old Town ▶
 Replaced by B1 & B2 below
- BE2: Eastbound Sign**
 ▲ Homer Spit
 ◀ Business District
 Replaced by B1 below
- BE3: Eastbound Sign**
 Main Street
 Next Signal
 Remove sign (low priority)
- BE4: Eastbound Sign**
 Historic Old Town District
 Bishops Beach Rec Area
 Next Right ▶
- BE5: Eastbound Sign** ▶ Wildlife
 Refuge Visitors Center
- BE6: Eastbound Sign**
 Animal Shelter
- BE7: Eastbound Sign**
- BE8: Westbound Sign**
 ▲ Anchorage
 Business District ▶
 Replaced by B4 below
- BE9: Westbound Sign**
 ◀ Wildlife Refuge Visitors Center
- BE10: Westbound Sign**
 ◀ Historic Old Town District
 Bishops Beach Rec Area
 Next Left
- BE11: Westbound Sign**
 ▲ Anchorage
 Homer ▶
 Replaced by B4 below

Modified or New Signs

- B1: Eastbound Sign**
 ◀ DOWNTOWN PIONEER AVE
 ▶ OLD TOWN
 ▲ OCEAN DRIVE
 ▲ HOMER SPIT
 Replaces BE1 and BE2 above
- B2: Eastbound Sign**
 ◀ RV DAY ACCESS/PARKING
 ◀ **ACCESS/PARKING
 LOCATIONS**
 Replaces BE1 above
- B3: Westbound Sign**
 ◀ OLD TOWN
 ▶ DOWNTOWN PIONEER AVE
- B4: Westbound Sign**
 ▲ ANCHORAGE
 ▶ DOWNTOWN PIONEER AVE
 ▲ OLD TOWN
 Replaces BE8 and BE11 above
- B5: Eastbound Sign**
 ◀ DOWNTOWN PIONEER AVE
 ▲ OCEAN DRIVE
 ▲ HOMER SPIT
- B6: Eastbound Sign**
 ▲ East End Road
- B7: Westbound Sign**
 ▶ East End Road
- B8: Eastbound Sign**
 ▶ East End Road
- B9: Eastbound Sign**
 ◀ KAREN HORNADAY PARK
 ◀ PRATT MUSEUM
- B10: Westbound Sign**
 ▶ KAREN HORNADAY PARK
 ▶ PRATT MUSEUM
- B11: Westbound Sign**
 ▶ East End Road
- B12: Eastbound Sign**
 ◀ East Hill Road
 ◀ Skyline Drive
 Located at East Hill and East End

All signs are diagrammatic only, to show content and directions.

OCEAN DRIVE



Existing DOT Signs

(shaded signs are replaced or removed, non-shaded are to remain)

- CE1: Eastbound Sign**
◀ Airport Terminal
- CE2: Eastbound Sign**
◀ Beluga Wetlands Overlook
- CE3: Eastbound Sign**
Wildlife Viewing
- CE4: Eastbound Sign**
Airport
- CE5: Eastbound Sign**
Terminal 1/2 Mi. Ahead

Existing Local Signs

None

Modified or New Signs

- C1: Eastbound Sign**
▲ AIRPORT
▲ HOMER SPIT
- C2: Westbound Sign**
◀ OLD TOWN
◀ DOWNTOWN PIONEER AVE

ROADS

- Main Route
- Secondary Route
- Important Intersection

RESOURCES

- Civic Destination

WAYFINDING

- DOT Directional Sign
- Area Gateway
- Information Homer
- Information - Neighborhood
- Information - Partner
- AE1 Existing Sign
- A1 Proposed Sign

ACCESS/PARKING

- On-site public parking
- Possible adjacent parking, none on-site
- Space for on-site RV parking for park and walk
- Information Hub & Available Parking

All signs are diagrammatic only, to show content and directions.

HOMER SPIT



- ROADS**
- Main Route
 - Secondary Route
 - Important Intersection

- RESOURCES**
- Visitor Services (Partner)
 - Public Toilet
 - Civic Destination
 - Park
 - Trailhead
 - Wayfinding Icon

- WAYFINDING**
- DOT Directional Sign
 - Area Gateway
 - Information Homer
 - Information - Neighborhood
 - Information - Partner
 - Existing Sign
 - Proposed Sign

- ACCESS/PARKING**
- On-site public parking
 - Possible adjacent parking, none on-site
 - Space for on-site RV parking for park and walk
 - Information Hub & Available Parking

Existing DOT Signs

(shaded signs are replaced or removed, non-shaded are to remain)

- DE1: Southbound Sign
- ◀ Load & Launch Ramp
- ◀ Port & Harbor Office
- ◀ Deep Water Dock

Replaced by D2 below

Existing Local Signs

- DE2: Southbound Sign



Modified or New Signs

- D1: Southbound Sign
- ◀ FREIGHT DOCK RD

- D3: Northbound Sign
- ▶ FREIGHT DOCK RD

- D2: Southbound Sign
- ◀ LOAD & LAUNCH RAMP
- ▶ RAMPS 1 - 5
- ▶ RAMPS 6 - 8
- ◀ PORT & HARBOR OFFICE
- ◀ DEEP WATER DOCK
- ◀ SELDOVIA FERRY TERMINAL

- D4: Northbound Sign
- ▶ LOAD & LAUNCH RAMP
- ▶ RAMPS 6 - 8
- ▶ PORT & HARBOR OFFICE
- ▶ DEEP WATER DOCK
- ▶ SELDOVIA FERRY TERMINAL

- D5: Northbound Sign
- ▶ OCEAN DRIVE
- ▶ OLD TOWN
- ▶ DOWNTOWN PIONEER AVE

Replaces DE1 above

- DE6: Eastbound Sign
- ◀ PORT OF HOMER
- ▶ SMALL BOAT HARBOR

All signs are diagrammatic only, to show content and directions.

PEDESTRIAN SIGN OVERVIEW



Criteria for Sign Placement

The three types of pedestrian signs (orientation, wayfinding, and destination) have three types of placement.

Orientation

Orientation signs serve two purpose:

Entry to Homer. These signs are provided at locations where someone arrives in Homer (land, air, and water) and they will benefit from information to help orient themselves and locate destinations. The goal is to get them directly to their destination, or to a specific neighborhood where they can find more detailed information to navigate within that area.

Neighborhood Navigation: These signs are provided at central or easily accessed areas within a neighborhood, and provide neighborhood level information related to civic destinations, recommended pedestrian routes, and information on the off-street trail system.

The ideal location for these signs will be on City of Homer land, but there may be locations where partners may be interested in hosting such information. This would be of benefit especially in areas where public land in the best area is not available, or where the location would provide benefit to existing visitors to that location.

The Chamber of Commerce is expected to be a partner in connecting people to local businesses. The sign system is intended to have flexibility to allow the Chamber of Commerce to add their own panels with an additional post, or to coordinate for information on the back side of the City of Homer panels. The overall guidance is that City of Homer information will relate to civic and public facility information, and that Chamber of Commerce information will relate to private business (and civic and public information as is relevant to their messaging).

Wayfinding

There are two types of wayfinding signs:

Post. These are tall signs with visible sign blades that point to specific destinations. These should be located at key decision points to ensure that pedestrians understand which direction to go. Due to their visibility, they provide good visual connection from one decision point to the next.

Bollard. These are short signs with directional information on the bollard. These can serve the same purpose as the Post sign, but are less visible. A strategy for their use is to use them between the key decision points where Posts are used, and in locations such as crosswalks. Another use for these could be at the top of boat ramps, if the size and visibility of a Post sign is unnecessary.

This sign master plan illustrates initial possible locations, but this is diagrammatic only. These need to be refined based on identifying the destinations that visitors will be directed to, what the typical starting points might be, and where signs are needed to help people navigate to the desired destinations.

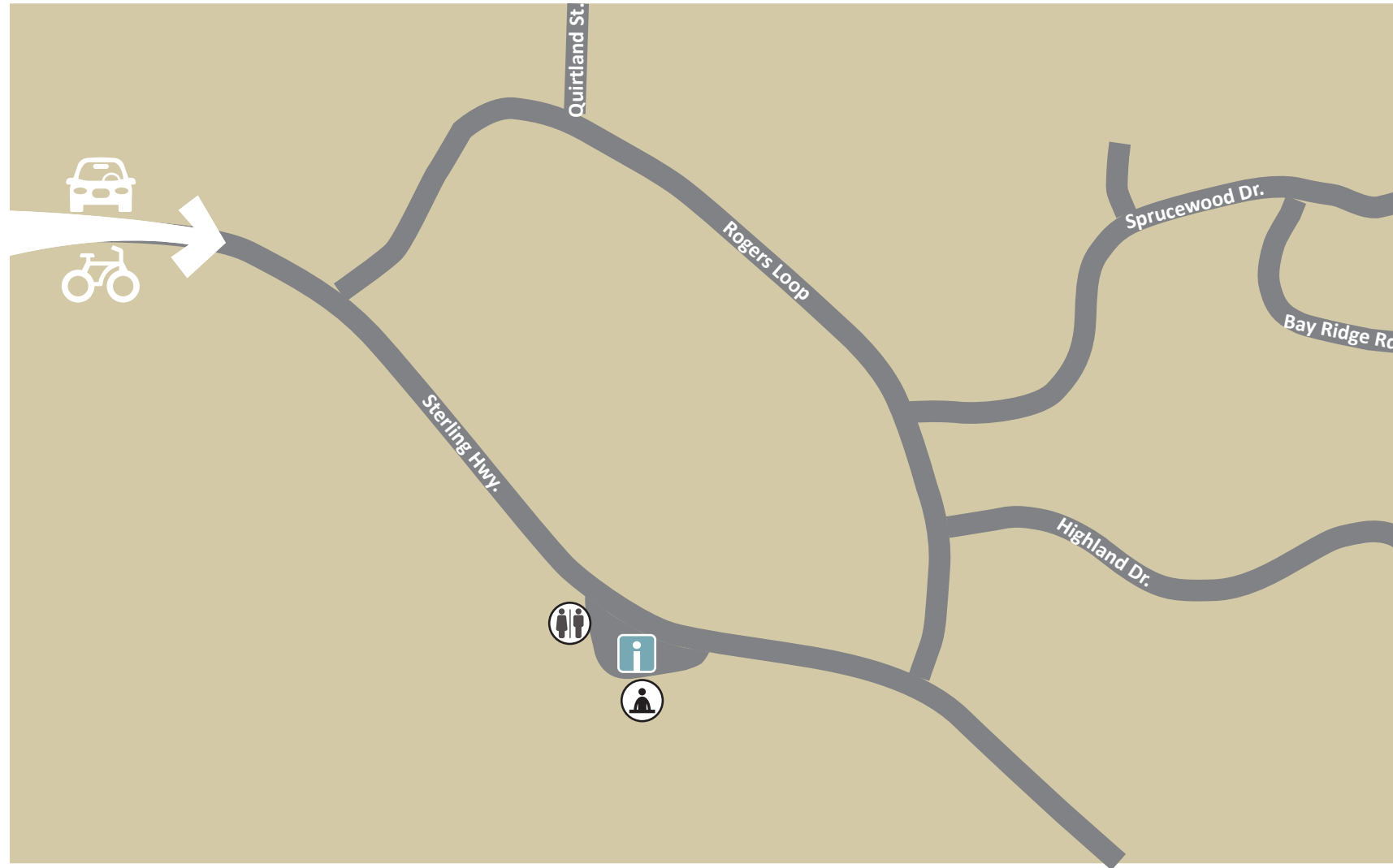
Destination

The destination sign is a simple post with vertical sign information. The intended use for this is for trailheads, to encourage people to use trails as a part of their navigation within and between areas. The height of the destination post is to allow visibility from a distance. Placement of the sign in relation to the trailhead should be based on good visibility from the expected directions that people would be coming from.

Baycrest OVERLOOK



Pedestrian



Information Signs



Baycrest Overlook

This sign will likely be the first sign that someone sees on their visit to Homer. The intent for this sign is to orient people to Homer, help them find and prepare themselves for destinations (such as knowing where to park), prepare them with general information for how they will experience Homer (such as RV or bicycling), alert them to specific safety information (such as Tsunami), and possibly change or expand where they might go and what they might do during their time in Homer.


Information at the Baycrest Overlook should focus on:

- Orientation to Homer
- Wayfinding: Identification of civic destinations
- Safety: Tsunami
- Safety: Wildlife
- Guidance: Parking
- Guidance: RV Expectations
- Guidance: Walking/Bicycling in Homer
- Regulation: General

RESOURCES

-  Visitor Services (Partner)
-  Public Toilet

NEW WAYFINDING

-  Information - Homer

DOWNTOWN & OLD TOWN



- TRAILS**
- Trail/Pedestrian Route
 - Sidewalk/Pedestrian Route

- RESOURCES**
- Visitor Services (Partner)
 - Public Toilet
 - Civic Destination
 - Park
 - Trailhead
 - Crosswalk

- NEW WAYFINDING**
- Information - Homer
 - Information - Neighborhood
 - Information - Partner
 - Pedestrian Wayfinding

Information Signs

Chamber of Commerce and Library

The signs at these locations may be the first sign that someone sees on their visit to Homer. The intent for this sign is to orient people to Homer, help them find and prepare themselves for destinations (such as knowing where to park), prepare them with general information for how they will experience Homer (such as RV or bicycling), alert them to specific safety information (such as Tsunami), and possibly change or expand where they might go and what they might do during their time in Homer.

Information at these locations should focus on:

- Orientation to Homer
- Wayfinding: Identification of civic destinations
- Safety: Tsunami
- Safety: Wildlife
- Guidance: Parking
- Guidance: RV Expectations
- Guidance: Walking/Bicycling in Homer
- Regulation: General

Chamber of Commerce, Library, Pioneer Ave Toilets, Bishop's Beach

Each of these locations provides information to help someone explore the area. The intent for these signs is to orient people to the area, help them find destinations, and possibly change or expand where they might go and what they might do in the area.

Information at these locations should focus on:

- Orientation to the area (also providing context with Homer)
- Wayfinding: Identification of civic destinations
- Wayfinding: Trails, trailheads, and pedestrian routes

Information Partners

There may be locations where local partners may wish to host the standard Homer information signs.

OCEAN DRIVE



TRAILS

- Trail/Pedestrian Route
- Sidewalk/Pedestrian Route

RESOURCES

- Civic Destination
- Crosswalk

NEW WAYFINDING

- Information - Homer
- Information - Neighborhood
- Pedestrian Wayfinding

Information Signs

Homer Airport

This sign will likely be the first sign that someone sees on their visit to Homer. The intent for this sign is to orient people to Homer, help them find and prepare themselves for destinations, prepare them with general information for how they will experience Homer (such as bicycling), alert them to specific safety information (such as Tsunami), and possibly change or expand where they might go and what they might do during their time in Homer. This location would have less emphasis on vehicle information such as where to park.

Information at these locations should focus on:

- Orientation to Homer
- Wayfinding: Identification of civic destinations
- Safety: Tsunami
- Safety: Wildlife
- Guidance: Walking/Bicycling in Homer
- Regulation: General

Area Information Sign

Each of these locations provides information to help someone explore the area. The intent for these signs is to orient people to the area, help them find destinations, and possibly change or expand where they might go and what they might do in the area.

Information at these locations should focus on:

- Orientation to the area (also providing context with Homer)
- Wayfinding: Identification of civic destinations
- Wayfinding: Trails, trailheads, and pedestrian routes

HOMER SPIT



TRAILS

- Trail/Pedestrian Route
- Sidewalk/Pedestrian Route

RESOURCES

- Visitor Services (Partner)
- Public Toilet
- Civic Destination
- Park

NEW WAYFINDING

- Information - Homer
- Information - Neighborhood
- Pedestrian Wayfinding

Information Signs

Ferry Terminals and Boat Ramp

These signs will likely be the first signs that someone sees on their visit to Homer. The intent for these signs is to orient people to Homer, help them find and prepare themselves for destinations, prepare them with general information for how they will experience Homer (such as bicycling), alert them to specific safety information (such as Tsunami), and possibly change or expand where they might go and what they might do during their time in Homer. These locations would have less emphasis on vehicle information such as where to park.

Information at these locations should focus on:

- Orientation to Homer
- Wayfinding: Identification of civic destinations
- Safety: Tsunami
- Safety: Wildlife
- Guidance: Walking/Bicycling in Homer
- Regulation: General

Chamber of Commerce and The Boat House

Each of these locations provides information to help someone explore the area. The intent for these signs is to orient people to the area, help them find destinations, and possibly change or expand where they might go and what they might do in the area.

Information at these locations should focus on:

- Orientation to the area (also providing context with Homer)
- Wayfinding: Identification of civic destinations
- Wayfinding: Trails, trailheads, and pedestrian routes

CITY OF HOMER

Wayfinding & Streetscape Plan

February 2022 - Technical Review Draft



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DOCUMENT PURPOSE

INTRODUCTION

It is a City of Homer priority to establish a standard wayfinding system and streetscape branding. This Wayfinding and Streetscape Plan sets this standard signage system, providing a strong identity, unified aesthetic, and consistency in wayfinding and the provision of information.

Implementing this signage system unifies people's experience between all roads and streets and helps people identify and locate destinations. The target audiences are both Homer residents (new and long-standing) or visitors. A unified sign design helps users orient themselves and navigate through Homer comfortably.

The signage family is simple, easily recognizable, and legible. Six sign types provide for a variety of situations.

This Wayfinding and Streetscape Plan presents the overall look and feel of the signage family and provides specific information for graphic design, materials, and fabrication. City of Homer staff will determine sign locations on a case-by-case basis, in addition to the informational and graphic content explicit to a particular site.

The City of Homer Wayfinding and Streetscape Plan Package includes the following components:

Index of Sign Types

The Index of Sign Types section provides a quick overview of the sign graphics and content, information on the specific function and proper use for each sign, and their basic components.

Sign Detail

The Sign Detail section provides the standard generic information that is needed for the fabrication of each sign type, and information/guidance on the necessary sign content customization needed for specific locations.

Specifications & Details

The Specifications & Details section provides information required for sign customization, fabrication, and installation.

Cost Estimates

The Cost Estimate section provides expected sign costs at the time of development of this document (December 2021). These costs are expected to change over time.

PURPOSE AND USE OF DOCUMENT

The intent of signage guidelines for the City of Homer's Wayfinding and Streetscape system is to create a cohesive system of presenting information. The goals of such a system are to effectively brand and label major roads, neighborhoods, trails, and facilities; to help people identify and navigate to desired destinations; to provide continuity within and between locations through a common aesthetic; and to streamline the development of new signage and maintenance of existing.

This document serves two purposes: to illustrate the sign types, and to provide the information needed for their fabrication and installation.

The beginning of this document shows the range of sign types and their uses, and provides a hierarchy of applications for guidance in their selection. Key to the proper use of signage is the recognition of how any particular sign fits into an overall hierarchy of information presentation.

Whether an individual sign, or a network of signs, their design and implementation are dependent upon the level of information they are expected to provide. This level of information is dictated through such things as choosing the proper sign, and for how it is used.

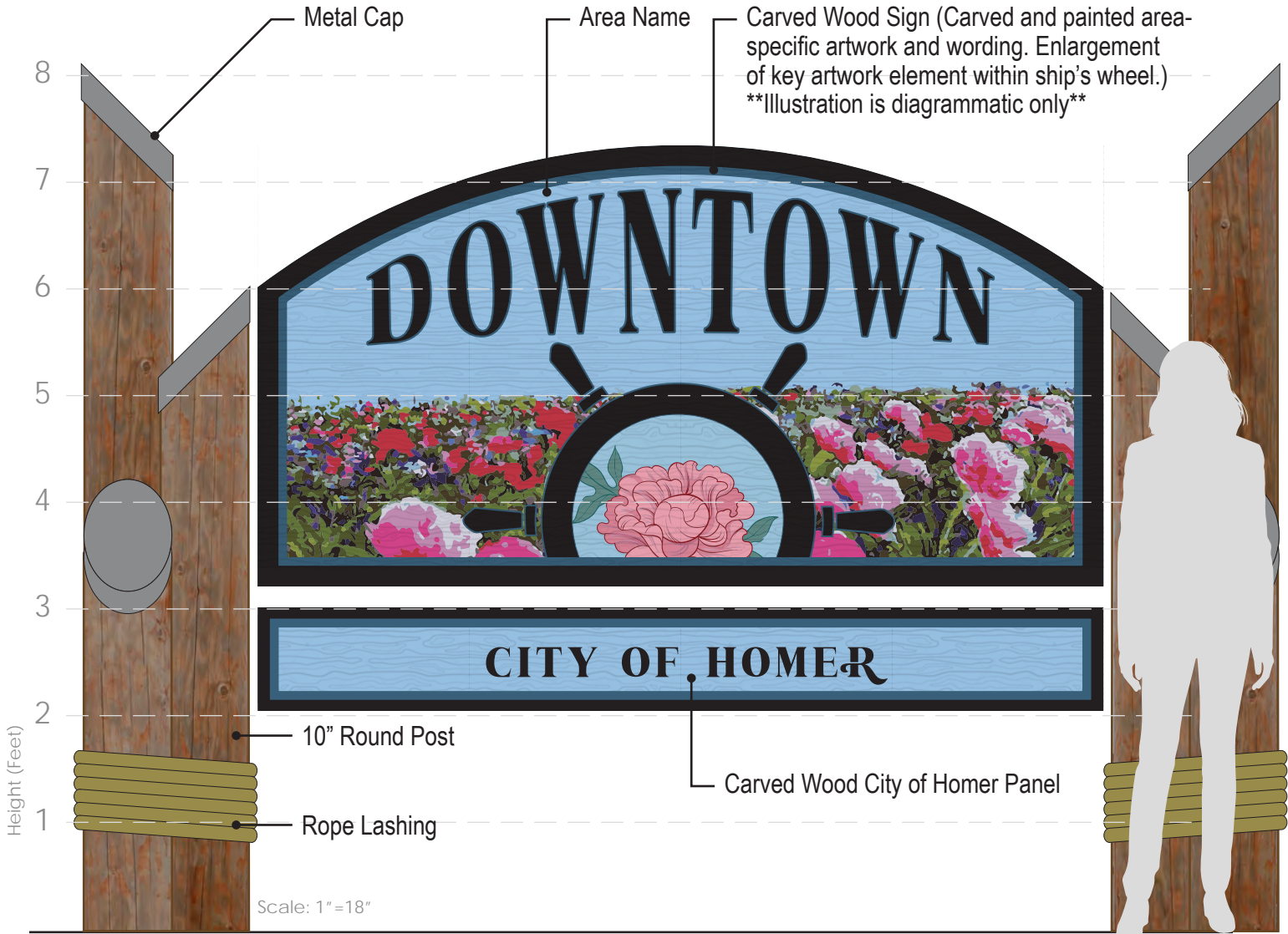
This document illustrates the typical information required for each sign, and how this information is typically arranged. Each sign type provides guidance in developing the information needed to develop content for a sign.

Lastly, this document provides the specific information needed to construct each sign type. This includes information for designers or contractors to modify, construct, and install the signs properly.



INDEX OF SIGN TYPES

DESTINATION - GATEWAY



The Destination - Gateway Sign is used at key vehicular entry points to an 'identity' area within Homer. These will be for: Homer Spit, Downtown (shown), Old Town, Ocean Drive, and potential future locations.

The main and secondary sign panels (carved wood) are mounted to a steel frame that is attached to groupings of three timber posts (one grouping on either side of the panels).

The artwork for each sign location will be determined at the time of design and fabrication. The intent is that a conceptual design is procured, with a fabricator turning the design into a commercial sign product. While the conceptual design for each location will be different, the final products will be stylistically the same for consistency.

DIRECTIONAL - ROAD (ADOT&PF)

Pioneer Avenue and the Sterling Highway are Alaska Department of Transportation and Public Facilities (ADOT&PF) rights-of-way. Signage within these road corridors should prioritize using standard ADOT&PF sign types for directional purposes. Non-standard signs will need to meet ADOT&PF standards and their limitations.

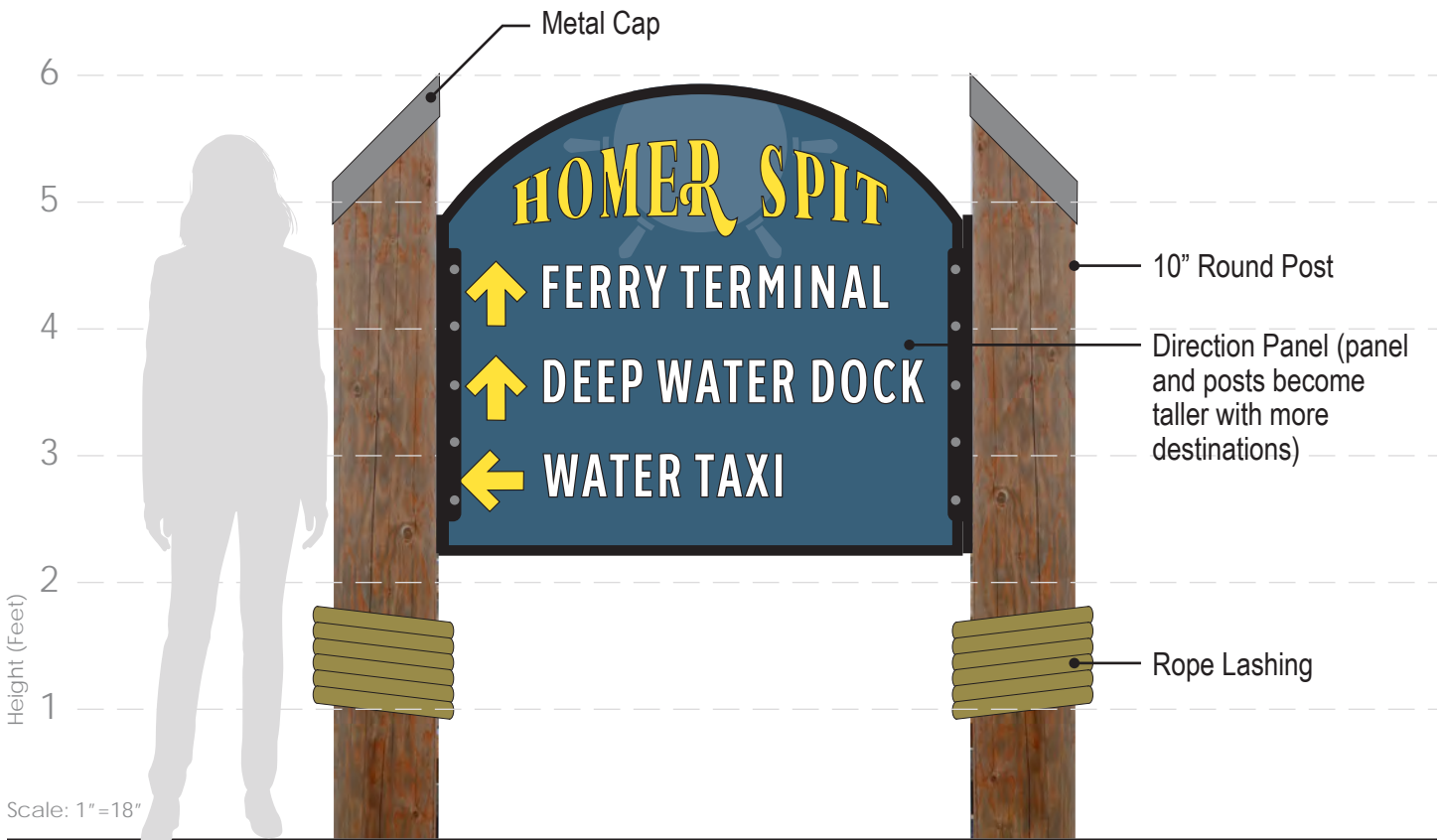
There are three standard sign types:

- Road Guide Sign (green)
- RCIA - Recreational and Cultural Interest Area sign (brown)
- TODS - Tourist Oriented Directional Sign (blue)



The Directional - Road (ADOT&PF) is used to direct vehicular traffic. These require ADOT&PF permitting and design and construction need to meet ADOT&PF standards.

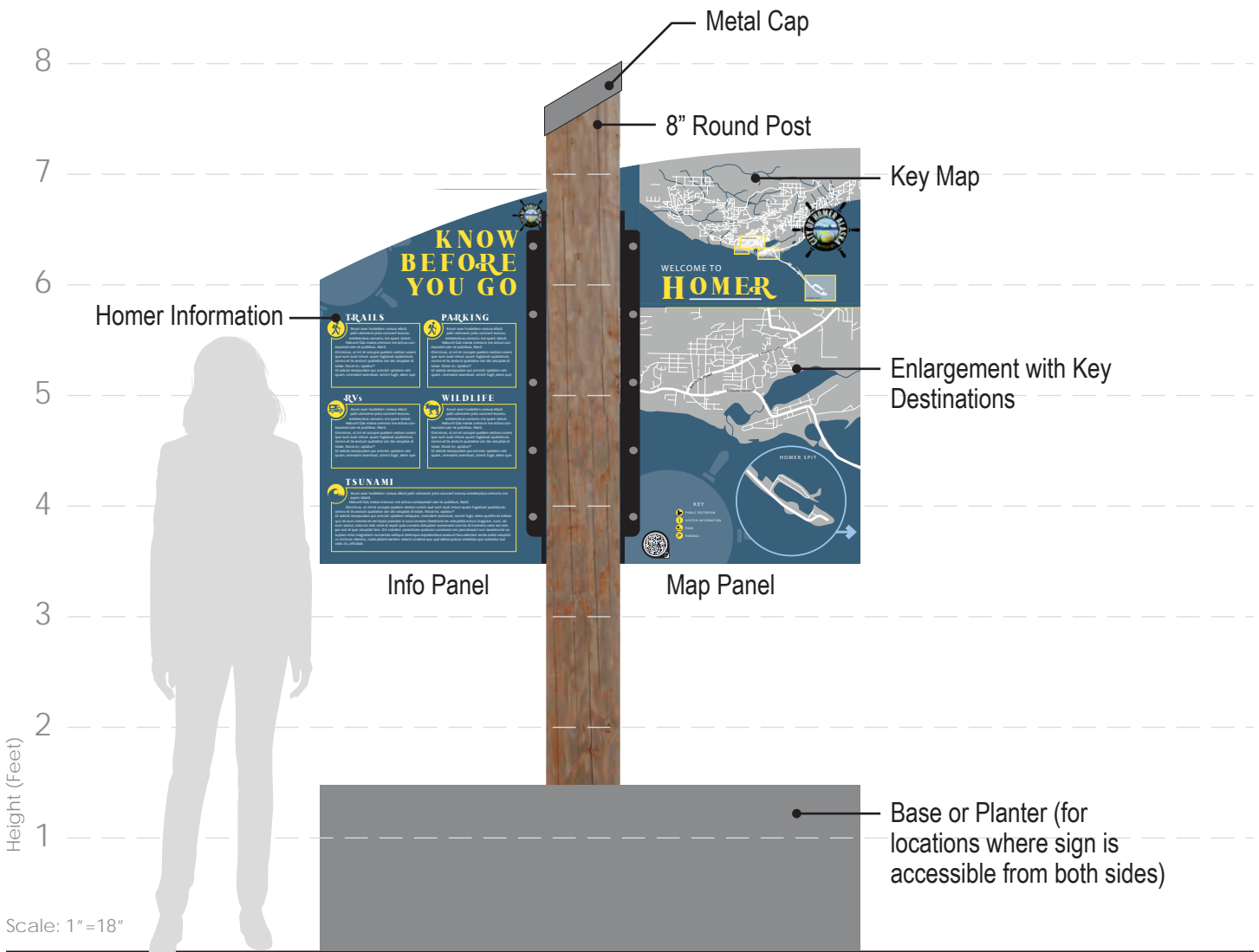
DIRECTIONAL - ROAD (HOMER)



The Directional - Road (Homer) Sign is used on City of Homer roads to direct vehicular traffic to an area or specific destination. Use of these signs within ADOT&PF rights-of-way would require permitting, and potential re-design for safety requirements.

The main sign panel (high pressure laminate) is mounted to a steel frame attached to two timber posts.

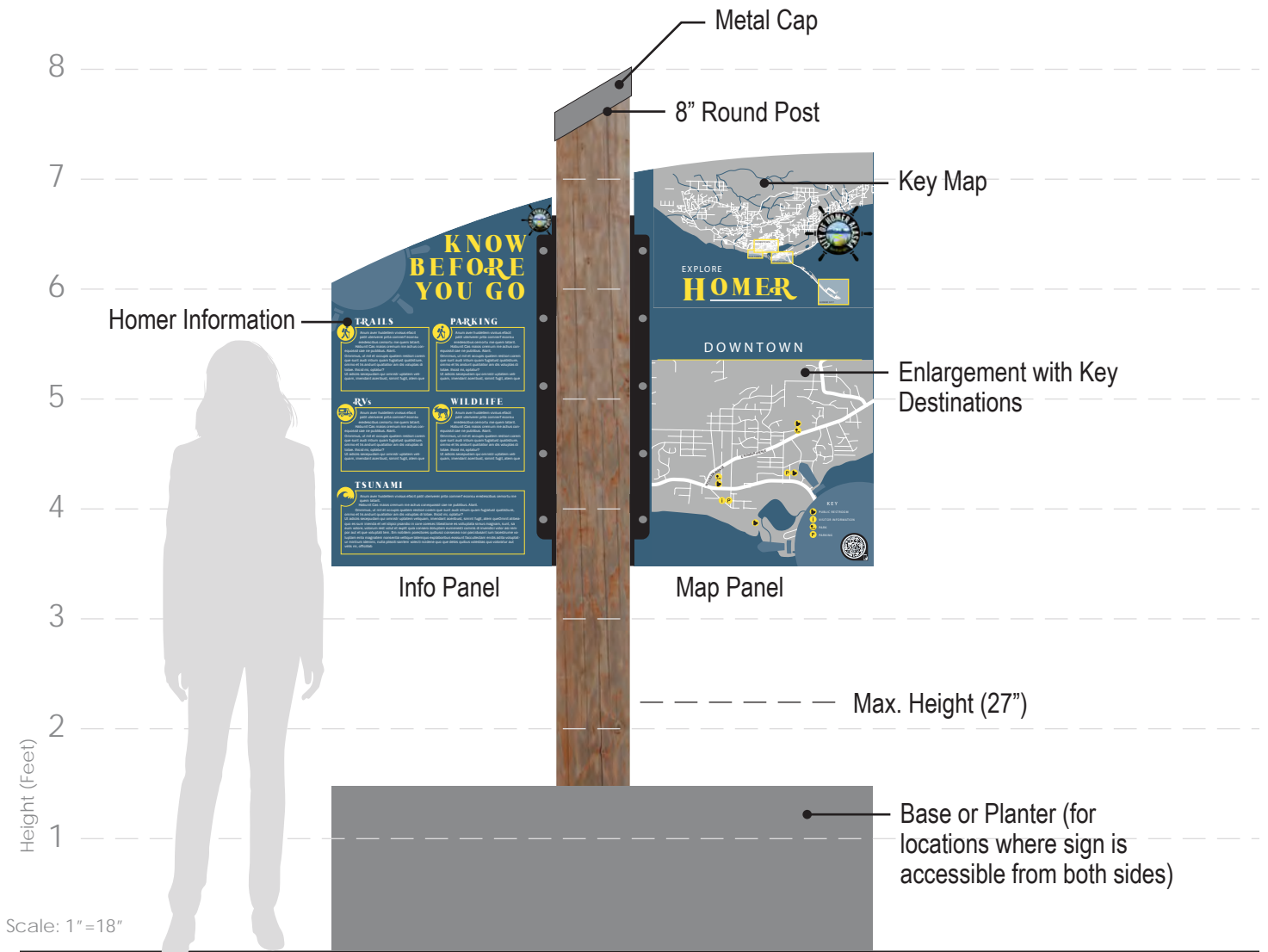
INFORMATION (HOMER)



The Information (Homer) sign is used at key arrival locations to Homer. The purpose of this sign is to help people find and prepare themselves for destinations, prepare them with general information for how they will experience Homer, alert them to specific safety information (such as Tsunami), and possibly change or expand where they might go and what they might do during their time in Homer. The main signs include a map and information text. The supporting sign provides information to help shape their time in Homer, and may be different depending on the location and expected audience.

The sign panels (high pressure laminate) are mounted to steel frames attached to a single post.

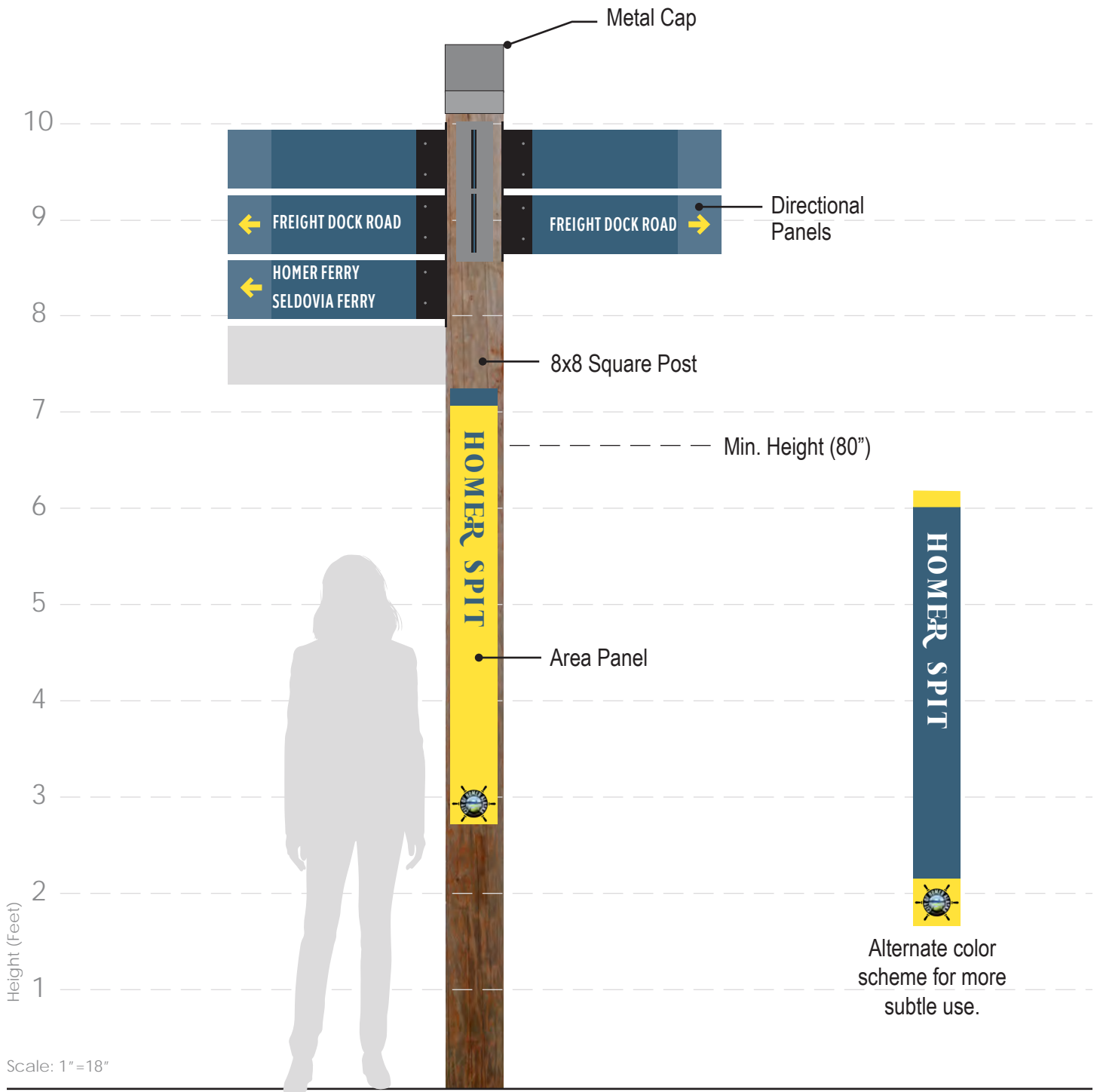
INFORMATION (AREA)



The Information (Area) sign is used at key arrival locations where people would benefit from a higher level of detail for the area. The goal is to encourage people to use non-motorized transportation to explore within the area, or move to other areas of Homer. The purpose of this sign is to help people navigate to specific destinations in the area, connect them to safe walking routes, and possibly change or expand where they might go and what they might do during their time in Homer. The main signs include a map and information text.

The sign panels (high pressure laminate) are mounted to steel frames attached to a single post.

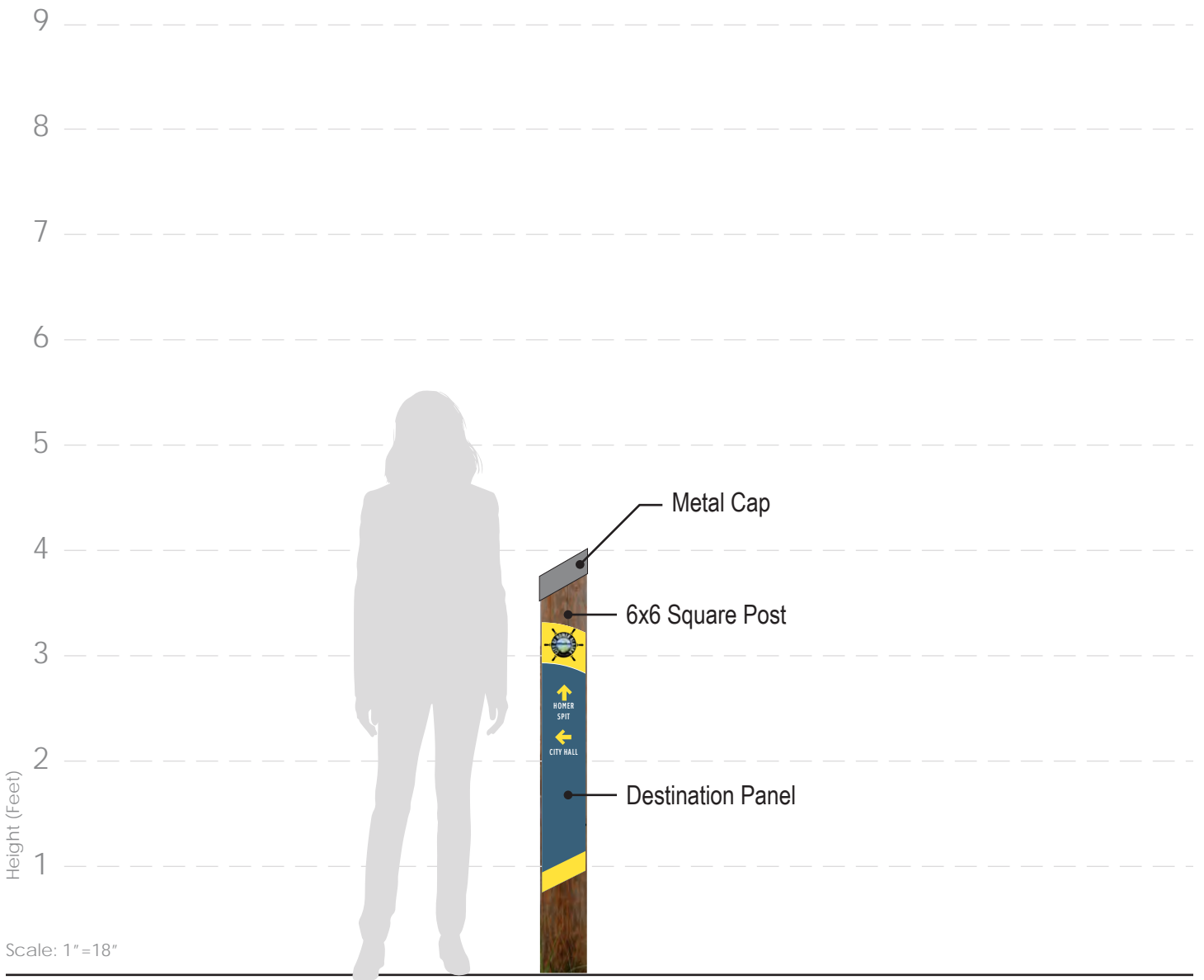
DIRECTIONAL - POST



The Directional - Post Sign is used to provide directional information to pedestrians.

The sign panels (high pressure laminate) are mounted to steel frames attached to a single post, and include arrows to specific destinations.

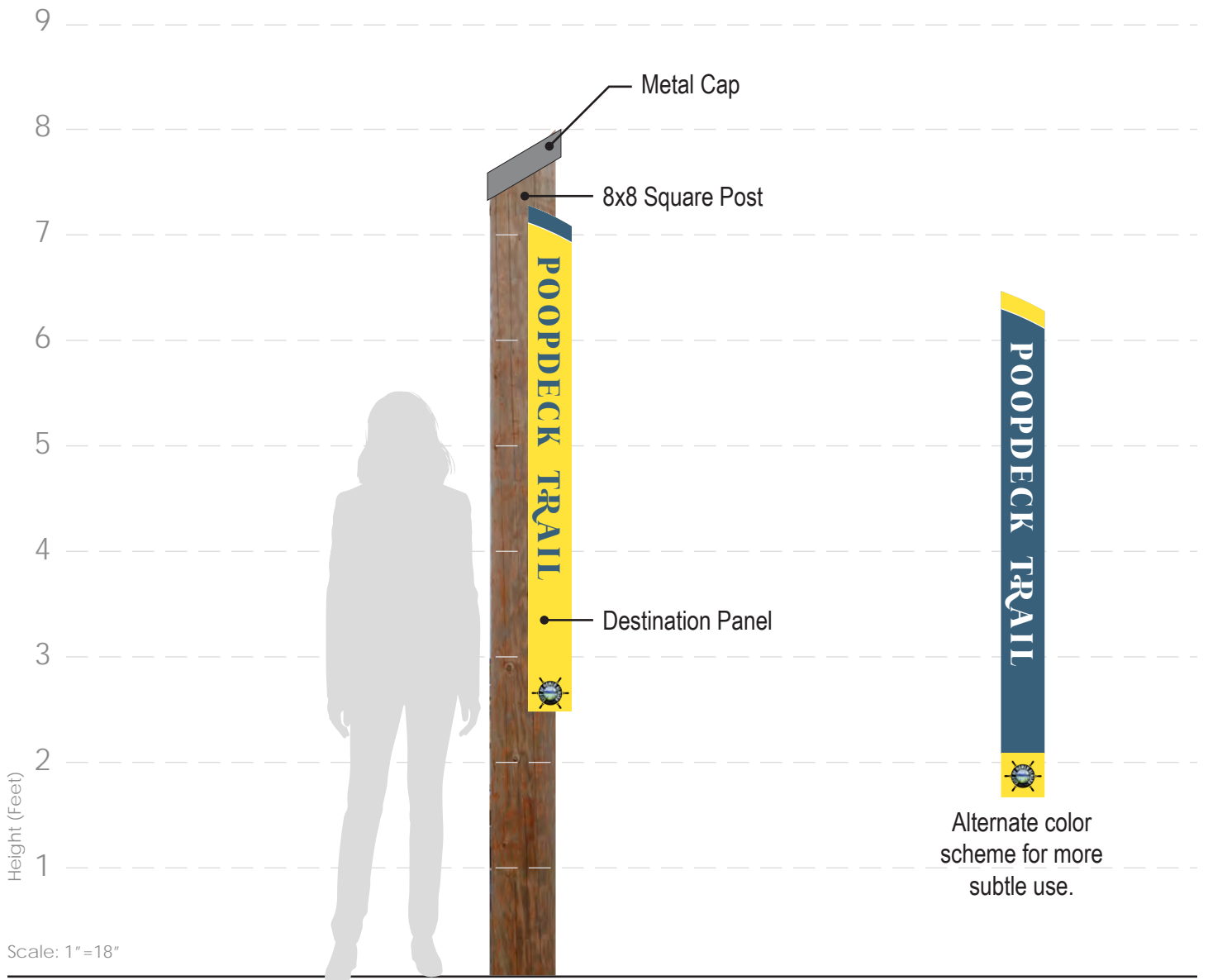
DIRECTIONAL - BOLLARD



The Directional - Bollard is used to provide directional information to pedestrians.

The sign panel (high-pressure laminate) is mounted directly to the single wood post bollard.

DESTINATION - POST



The Destination Sign is used to identify public locations (such as trailheads) when another sign type is not appropriate (i.e. park signs where there is an existing standard)

The sign panel (high-pressure laminate) is mounted directly to a single wood post.



SIGN DETAIL

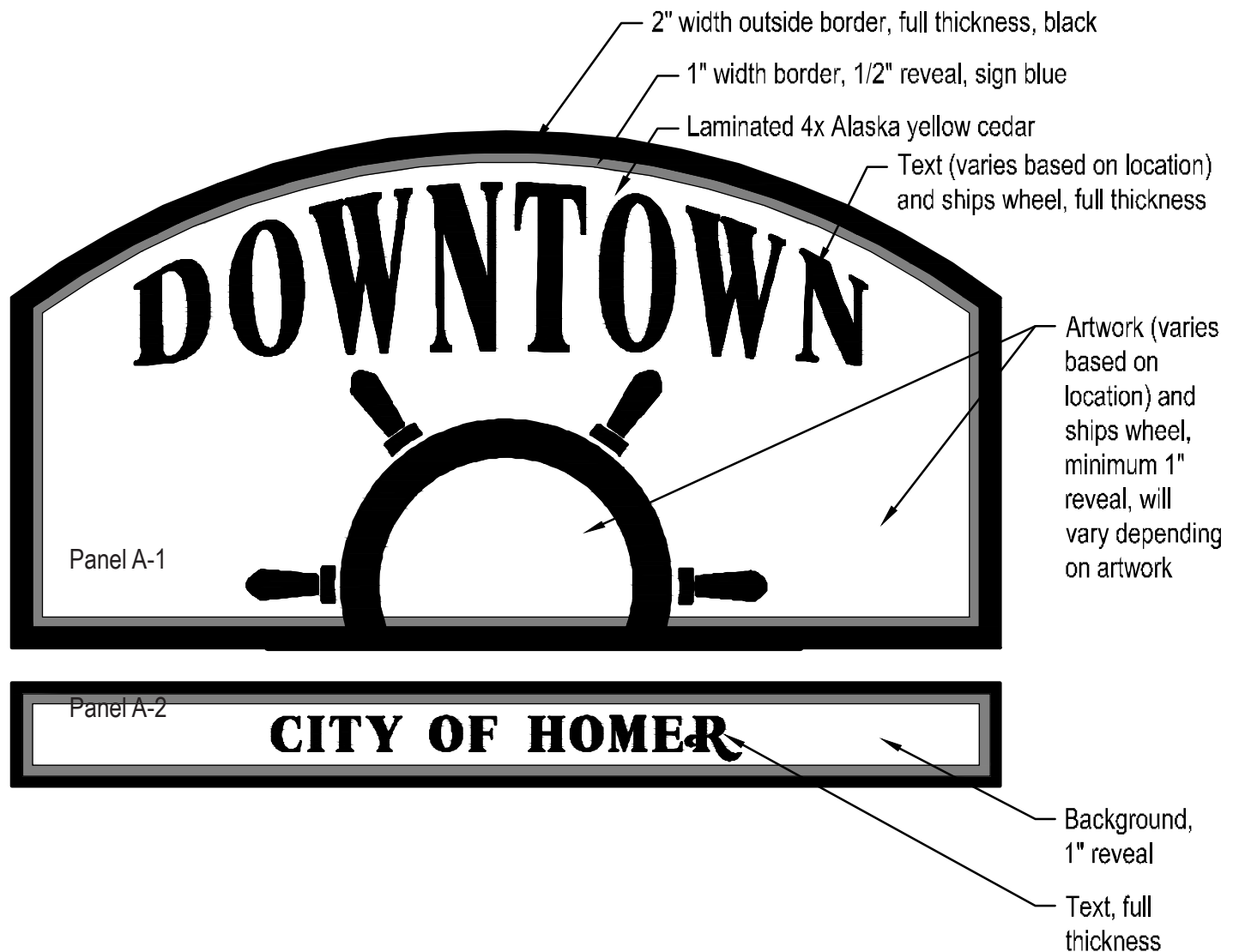
DESTINATION - GATEWAY

Text and Graphics

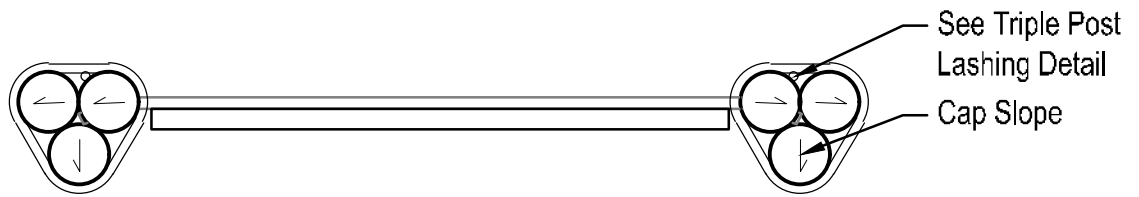
Item	Dimensions	Description	Notes
Panel A-1	96" x 50 1/8"	Panel Composed of Laminated 4x6	Artwork Developed by Artist
Panel A-2	96" x 10"	Panel Composed of Laminated 4x6	
Area Lettering	Min. 8" Ht, max. 16" Ht, Rockabye All Caps	Carved into Panel A-1	Area Name, curved top and bottom
City of Homer Lettering	4" Ht, Rockabye All Caps	Carved into Panel A-2	City of Homer

Sign Layout

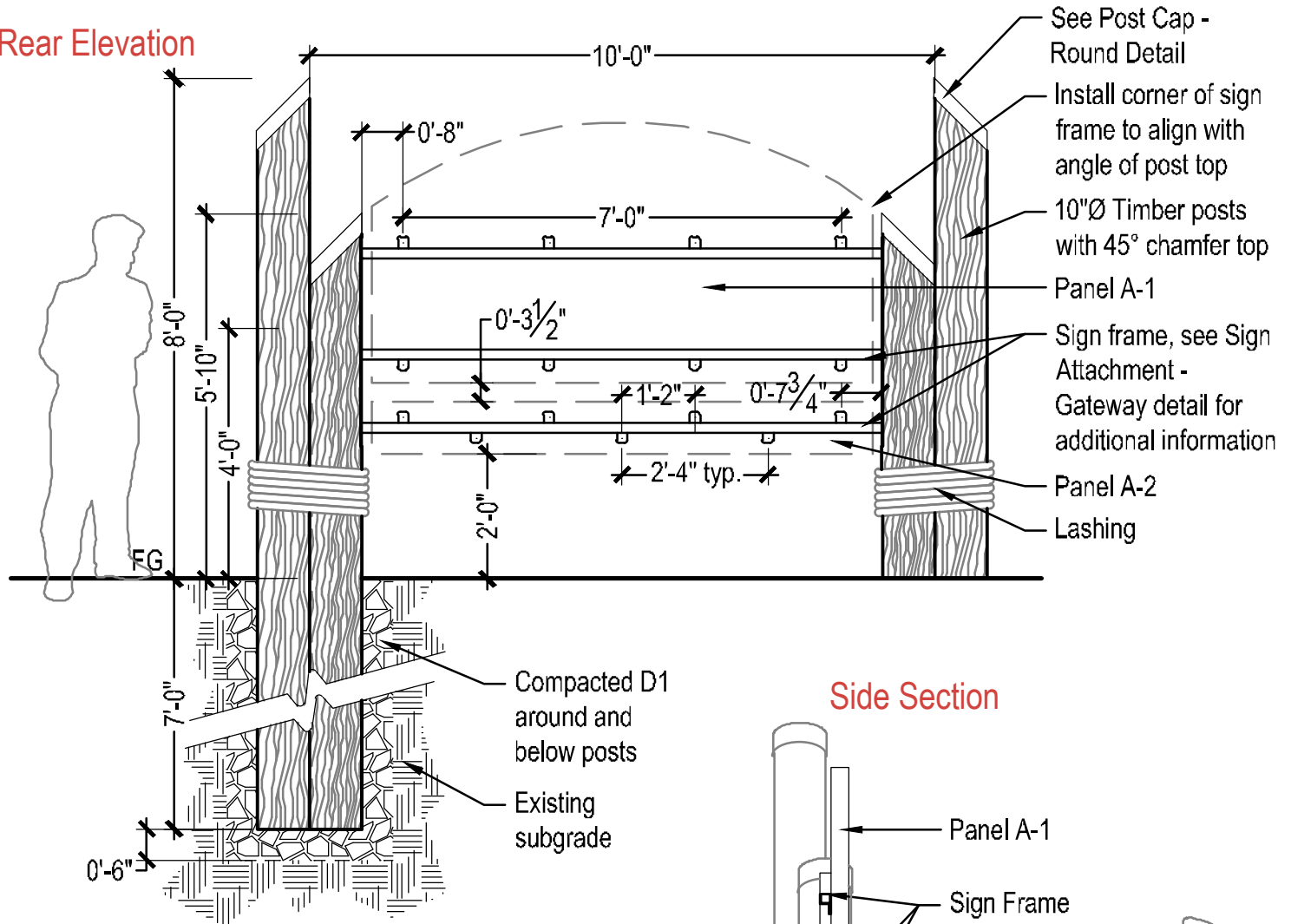
Note: Text, artwork, colors, and other information to be provided specific to each location.



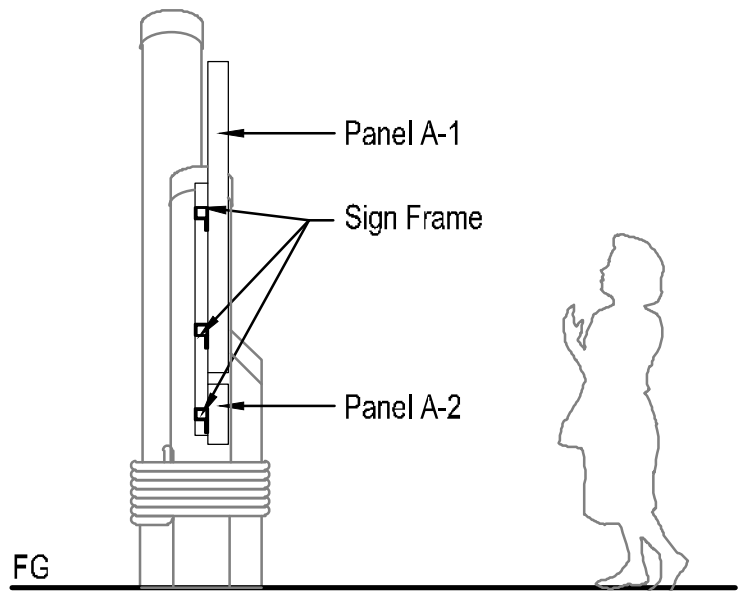
Plan



Rear Elevation



Side Section



Scale: 3/8"=1'-0"

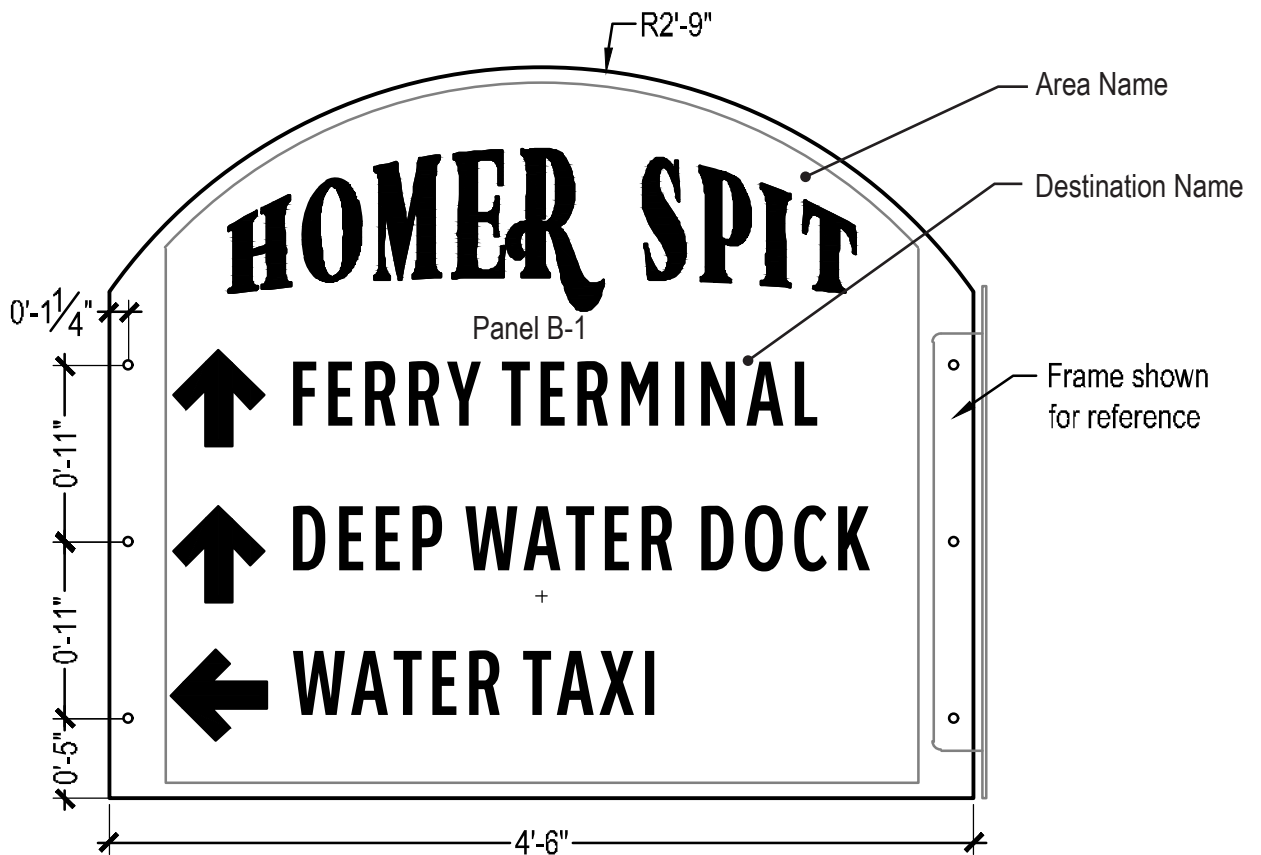
DIRECTIONAL - ROAD (HOMER)

Text and Graphics

Item	Dimensions	Description	Notes
Panel B-1	54" x 45.625"	3/4" High Pressure Laminate	
Area Lettering	Min. 4" Ht, max 8" Ht, Rockabye All Caps	Printed on Panel B-1	Area Name, curved top and bottom
Destination Lettering	4" Ht, Roadgeek All Caps	Printed on Panel B-1	Destinations
Arrow	6" Ht.	Printed on Panel B-1	Per InDesign Template

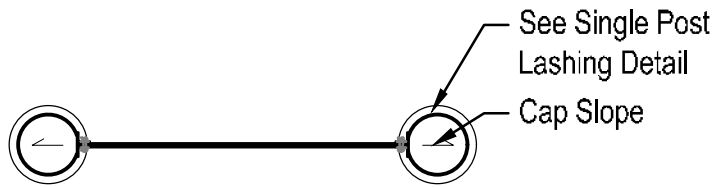
Sign Layout

Dimensions are shown for information only. Panels are to be ordered with camera-ready artwork generated using InDesign template. This template includes locations for holes to be drilled.

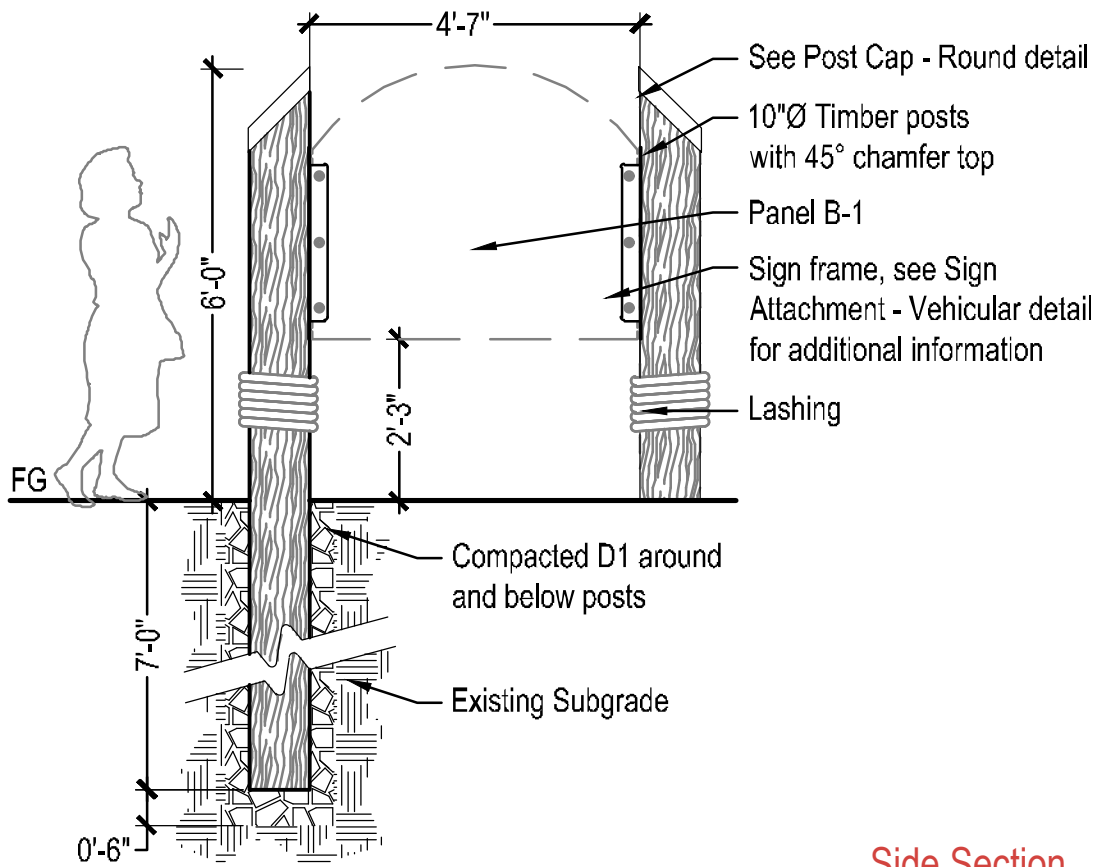


Scale: 1"=1'-0"

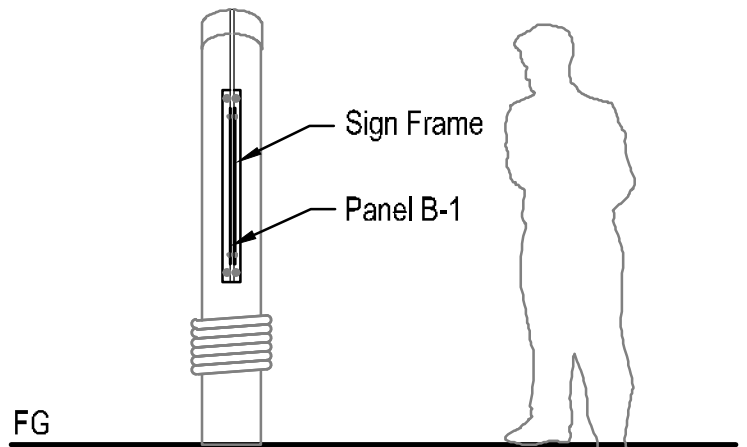
Plan



Rear Elevation



Side Section



Scale: 3/8"=1'-0"

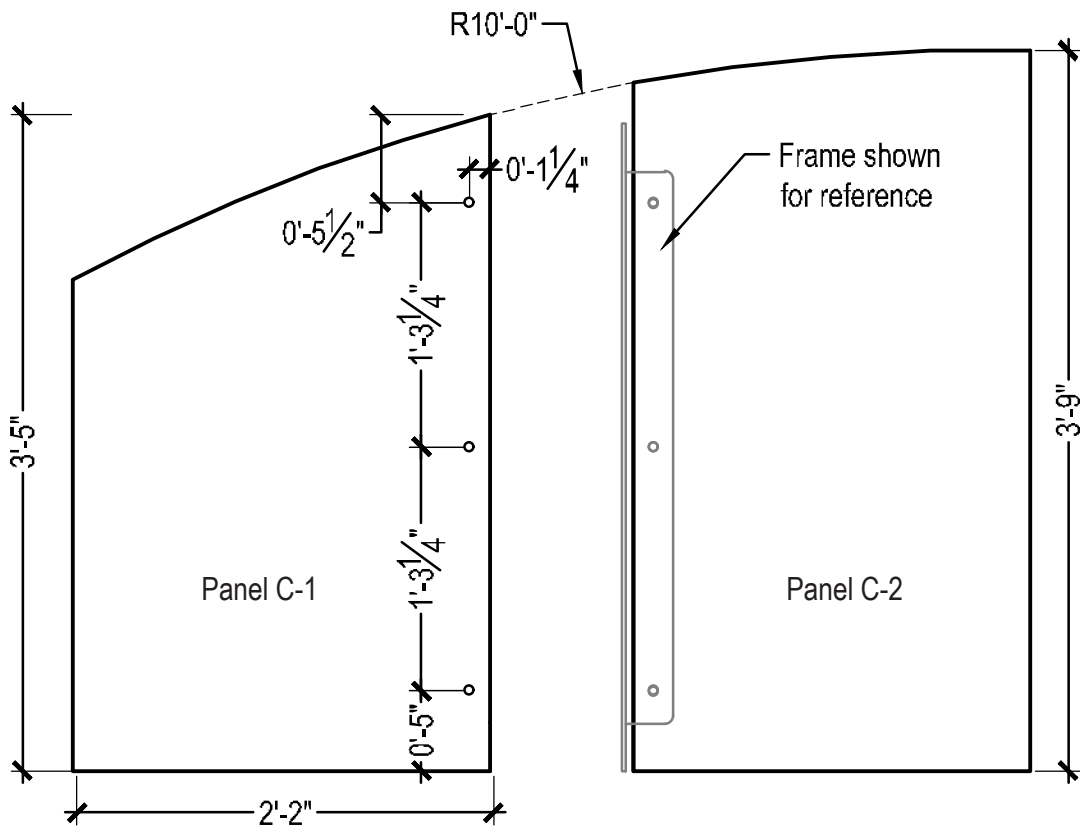
INFORMATION - HOMER & AREA

Text and Graphics

Item	Dimensions	Description	Notes
Panel C-1	26" x 40.5"	3/4" High-pressure laminate	Cut line
Panel C-2	26" x 45"	3/4" High-pressure laminate	Cut line
Lettering & Graphics			Per InDesign Template

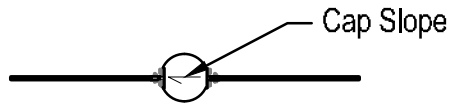
Sign Layout

Dimensions are shown for information only. Panels are to be ordered with camera-ready artwork generated using InDesign template. This template includes locations for holes to be drilled.

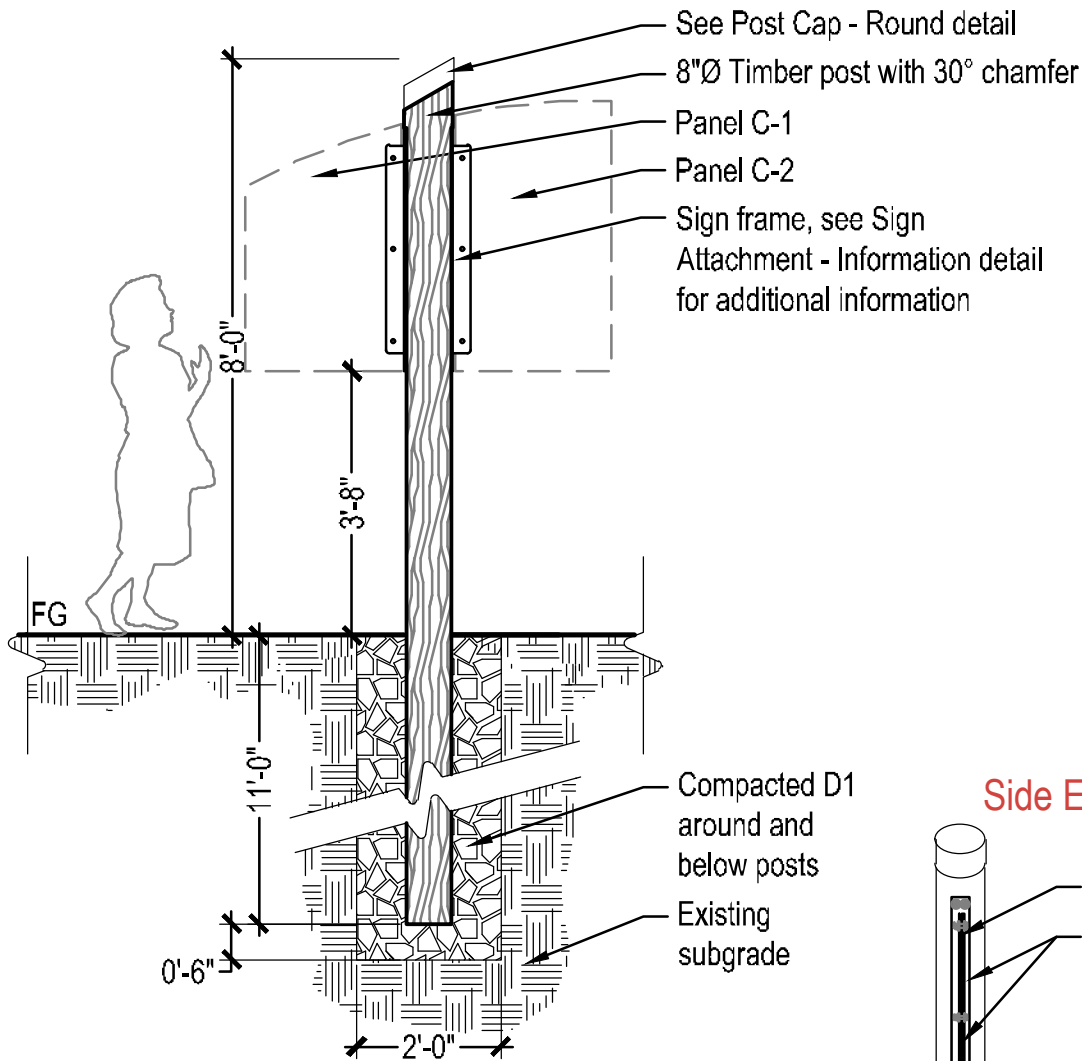


Scale: 1"=1'-0"

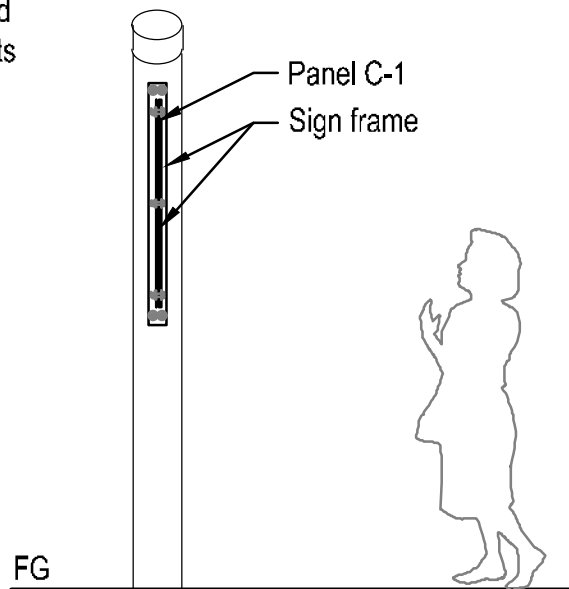
Plan



Front Elevation



Side Elevation



Scale: 3/8"=1'-0"

DIRECTIONAL - POST

Text and Graphics

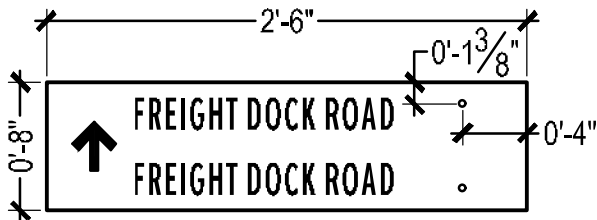
Item	Dimensions	Description	Notes
Panel D-1	30" x 8"	1/4" Digitally Fused Aluminum	Destination
Panel D-2	54" x 6.5"	1/2" High-pressure laminate	Area Name
Destination Lettering	2.75" Ht, Roadgeek All Caps	Printed on Panel D-1	Destination Name(s)
Area Lettering	4.75" Ht, Rockabye All Caps	Printed on Panel D-2	Area Name
Arrow	3" Ht	Printed on Panel D-1 and D-2	

Sign Layout

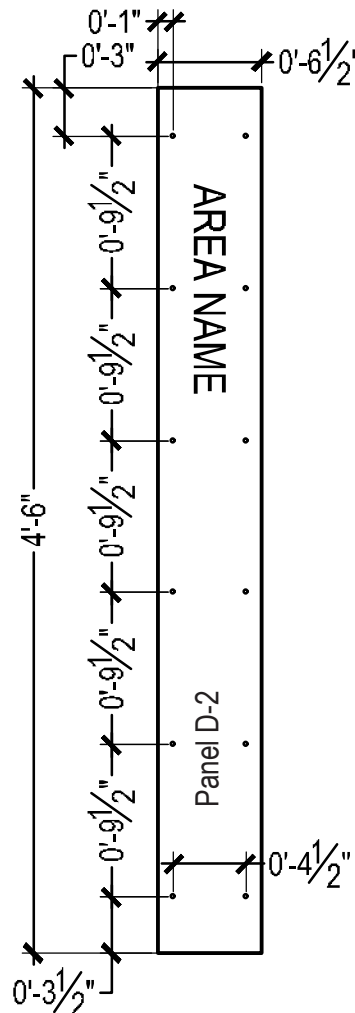
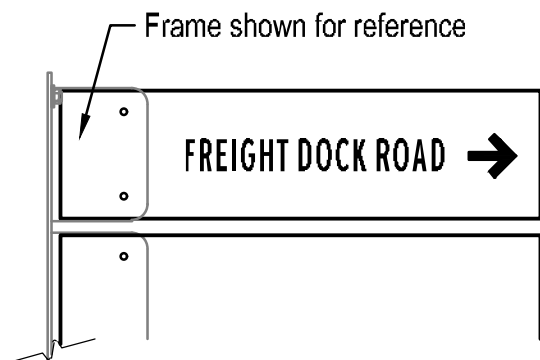
Dimensions are shown for information only. Panels are to be ordered with camera-ready artwork generated using InDesign template. This template includes locations for holes to be drilled.

Area Name Panel (D-2)

Direction Panel - Double Destination (D-1)



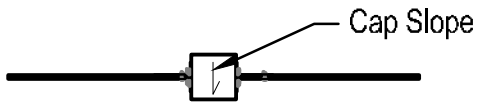
Direction Panel - Single Destination (D-1)



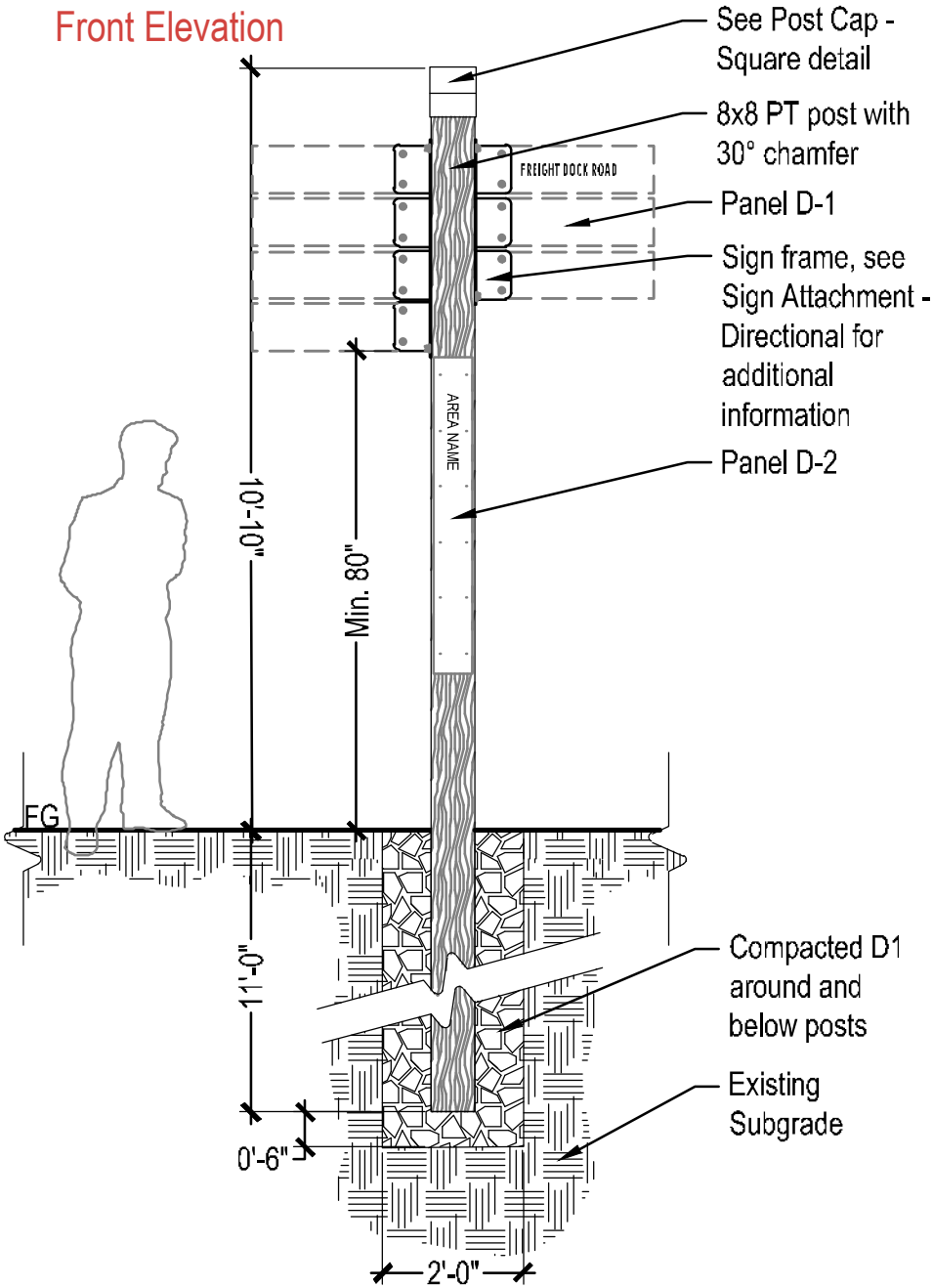
Scale: 1"=1'-0"

Directional Post - Cont'd

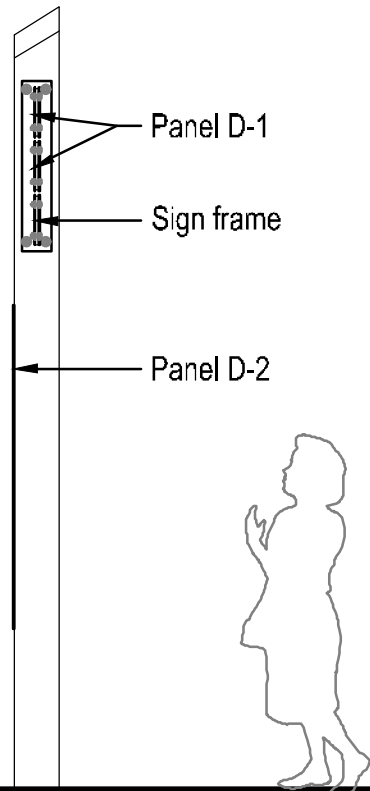
Plan



Front Elevation



Side Elevation



Scale: 3/8"=1'-0"

FG

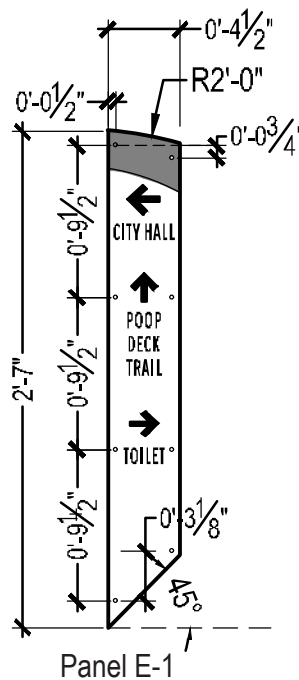
DIRECTIONAL - BOLLARD

Text and Graphics

Item	Dimensions	Description	Notes
Panel E-1	4.5" x 31"	1/2" High-pressure laminate	Cut line
Destination Lettering	1" Ht, Roadgeek All Caps	Printed on Panel E-1	Destination
Arrow	1.75" Ht	Printed on Panel E-1	

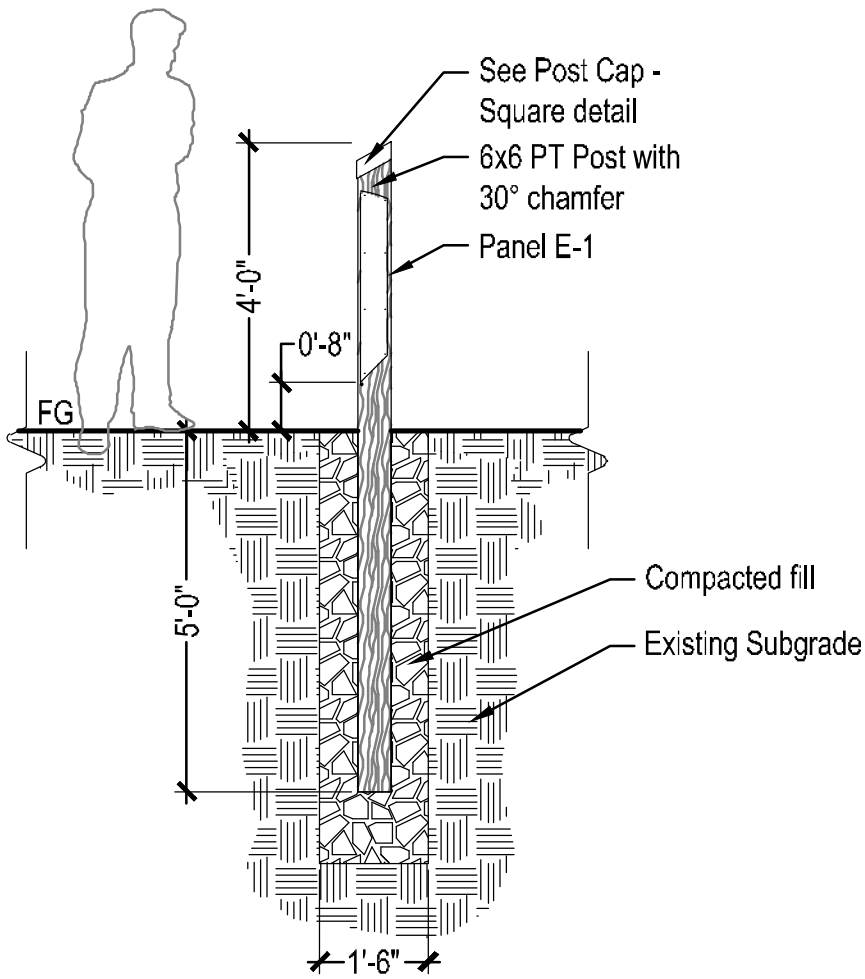
Sign Layout

Dimensions are shown for information only. Panels are to be ordered with camera-ready artwork generated using InDesign template. This template includes locations for holes to be drilled.

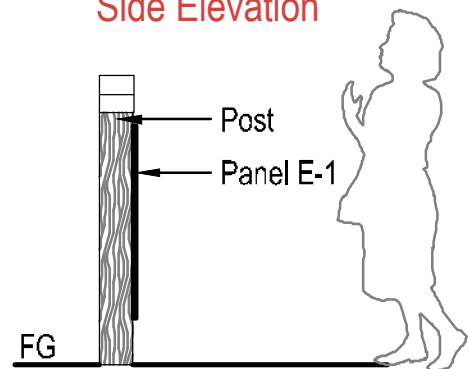


Scale: 1"=1'-0"

Front Elevation



Side Elevation



Scale: 3/8"=1'-0"

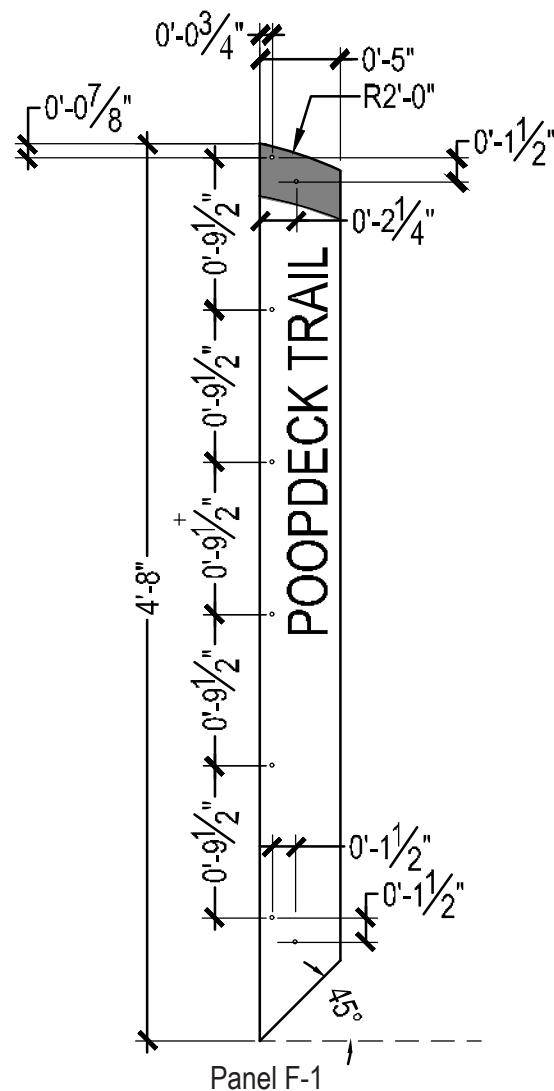
DESTINATION - POST

Text and Graphics

Item	Dimensions	Description	Notes
Panel F-1	5" x 56"	1/2" High-pressure laminate	Cut line
Location Name Lettering	2.5" Ht, Rockabye All Caps	Printed on Panel F-1	Location Name

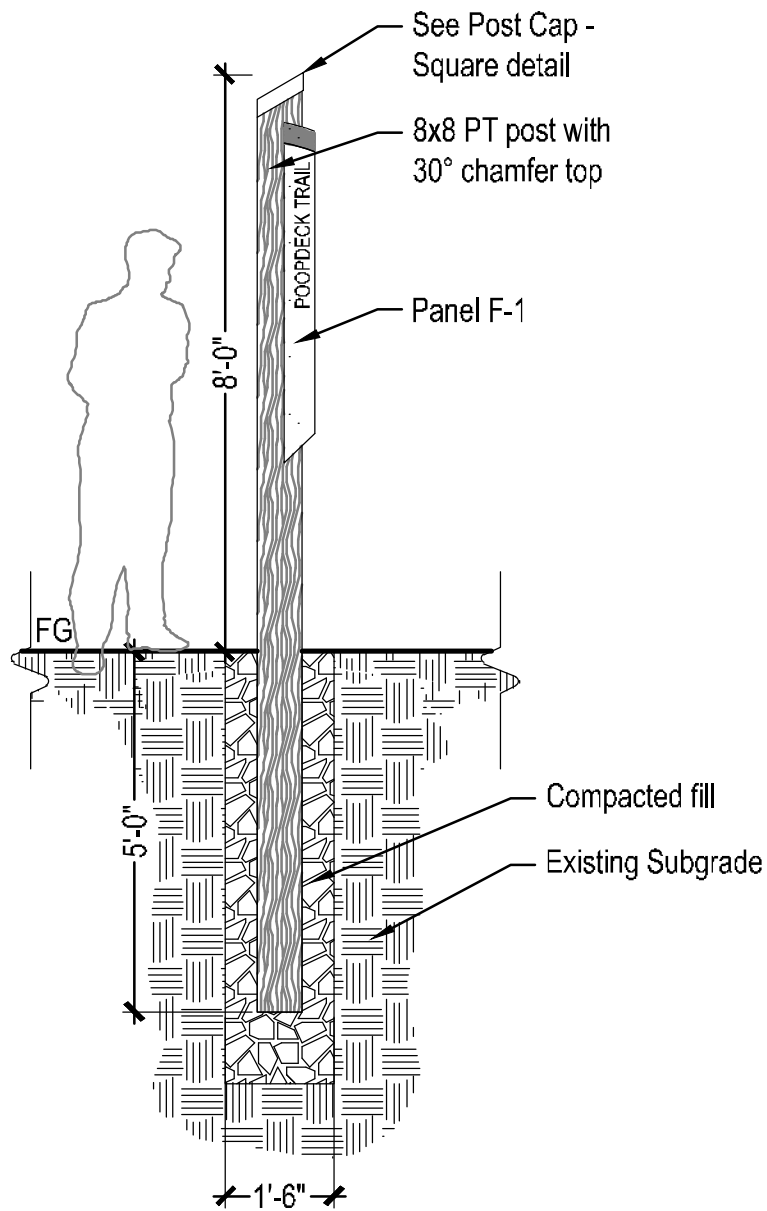
Sign Layout

Dimensions are shown for information only. Panels are to be ordered with camera-ready artwork generated using InDesign template.

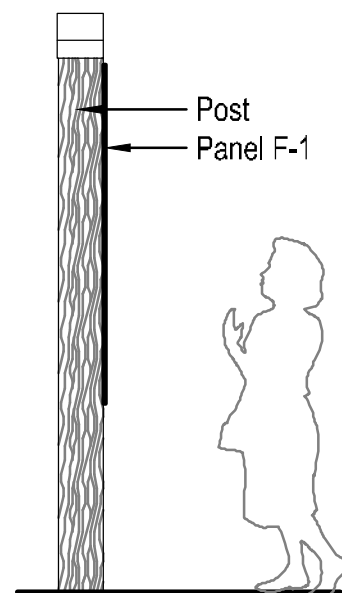


Scale: 1"=1'-0"

Front Elevation



Side Elevation



Scale: 3/8"=1'-0"



SPECIFICATIONS & DETAILS

TYPEFACE AND COLORS

Typeface

Rockabye

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 5 6 7 8 9

Franklin Gothic Book regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 5 6 7 8 9

Roadgeek 2005 Series 1B

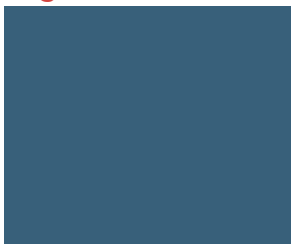
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 5 6 7 8 9

Colors

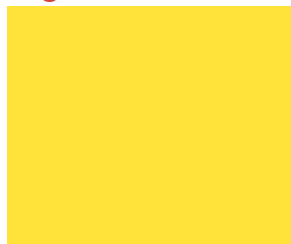
Pantone 5405CP

Sign Blue



Pantone 7404CP

Sign Yellow



Pantone 423C

Sign Grey

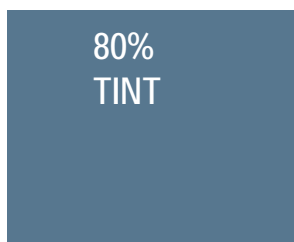


Pantone 658CP

Sign Light Blue



80%
TINT



SIGN GRAPHICS

City of Homer Logo

Use of the City of Homer logo is guided by the City of Homer Logo and Graphic Use Standards Manual.



Map Icons

The map icons are used on the maps to show key destinations or information to assist in route planning.



Public Toilet



Public Parking



Trailhead



Information



Civic Destination



Crosswalk



Park

Arrows



QR Code



STANDARD SPECIFICATIONS

Materials

Metals, General:

- Provide materials with smooth, flat surfaces without blemishes. Do not use materials with exposed pitting, seam marks, roller marks, rolled trade names, or roughness.
- Steel, aluminum or stainless steel will be detailed in accordance with standard industry practice and suitable for the use intended.
- Remove tool and die marks and stretch lines.
- Fasteners and connectors used together will be compatible.

Gateway Panels:

- Gateway Panels will be composed of laminated 4x western red cedar (#1 grade or better). Lamination will be done with an exterior grade/waterproof polyvinyl acetate (PVA) glue such as Titebond III, or an accepted equivalent. After carving (hand and/or CNC) the surfaces will be clean and free of dust and all other foreign substances and treated as appropriate to remove mill glaze.
- Prime panels all sides with a high quality exterior oil-based primer, applied per manufacturer's recommendations. A suitable product is Sherwin Williams Exterior Oil-Based Wood Primer. Recommended film thickness is expected to be: 4 mils wet and 2.3 mils dry.
- Sign information and artwork to be applied with a compatible high quality oil-based paint, applied per manufacturer's recommendations. A suitable product is color tinted Sherwin Williams SWP Exterior Oil Base Gloss Paint. Recommended film thickness is expected to be: 4 mils wet and 2.1 mils dry. Paint to be applied as necessary to achieve consistent colors.
- Completed painted sign to be top-coated with a minimum of 2 coats of satin finish exterior urethane, applied per manufacturer's recommendations. A suitable product is Minwax Helmsman Spar Urethane.

High-Pressure Laminate (HPL) Panels:

- Custom High-Pressure Laminate material will be composed of the required layers of FSC Certified phenolic resin impregnated brown or black kraft filler paper to produce panels of thickness specified, surfaced by a layer of melamine overlay, graphics imaged on saturation grade paper with UV resistant pigment based process color inks, and with an optically clear UV overlay that will resist no less than 99% of all sunlight and UV rays, as well as provides a graffiti resistant surface that allows for removal with standard cleaners.
- Warranty: 10-year full warranty against fading, delaminating or other material defect from date of substantial completion. Warranty is not to be pro-rated, and is inclusive of shipping costs.
- Finish: Matte

Dye-Sublimated Aluminum Panels

- Dye-Sublimated Aluminum Panels will be composed of 1/4" thickness 5052 aluminum plate, with holes coordinated with other sign components. Graphics will be applied through the application of a dye sublimated image to powder coated aluminum, topped with Automotive UV clear-coat.
- Warranty: 2-year full warranty against fading, delaminating or cracking. Warranty is not to be pro-rated, and is inclusive of shipping costs.

Standard Specifications - Cont'd

Round Lumber Posts:

- Alaska Yellow Cedar: #1 grade or better, kiln dried, free of knots, solid stock of species indicated.

Square Lumber Posts:

- Alaska Yellow Cedar: #1 grade or better, kiln dried, free of knots, solid stock of species indicated.
- Surfaced smooth on four sides with eased corners

Post Caps:

- Post caps shall be fabricated from 6061 or 5052 aluminum plate. Contractor is responsible to dimension and fabricate caps to fit snugly on posts, with secure attachment with fasteners as detailed.

Attachment Frames:

- Attachment frames shall be fabricated using A36 Steel Plate and ASTM A500 Steel Tubing

Footings

- Posts are set into compacted D1 gravel
- Footing depth varies per sign application, see individual sign type.

Finishes

Metals:

- General: Polished, sanded, or otherwise finished; smooth all surfaces, free from burrs, barbs, splinters, and sharpness; all edges and ends rolled, rounded, or capped.
- Aluminum: Mill finish.
- Metal: Mill finish.

Coatings and Sealers

- Steel Coating: Urethane Alkyd Enamel Primer and Paint: Black colored, matte finish, two part application, primer and finish, for exterior steel applications. Products include Benjamin Moore, Super Spec HP-P23 Primer and Benjamin Moore, Super Spec HP-P22 Finish, or approved equivalent.

Hardware

General:

- Type 304 stainless-steel fasteners, commercial quality, tamper-proof, vandal and theft resistant, for exterior use (unless otherwise noted)

Fabrication

- Form to required shapes and sizes with true, consistent lines, and angles.
- Cut, drill, and punch metals cleanly and accurately. Remove burrs and ease edges to a radius of approximately 1/32 inch, unless otherwise indicated. Remove sharp or rough areas on exposed surfaces.
- Form exposed work true to line and level with accurate angles and surfaces and straight edges.
- Cut and drill metal fabrications as indicated to receive finish hardware, screws, and similar items.
- Provide for anchorage of type indicated; coordinate with supporting structure. Space anchoring devices to secure metal fabrications rigidly in place and to support indicated loads.

Standard Specifications - Cont'd

Examination

- Examine areas and conditions for compliance with requirements for correct and level finished grade, mounting surfaces, installation tolerances, and other conditions affecting performance.
- Proceed with installation only after unsatisfactory conditions have been corrected.

Installation

- Comply with manufacturer's written installation instructions for sign panels, unless more stringent requirements are indicated.
- Verify the layout, dimensions and attachment of all sign components prior to installation. Notify the Owner of any discrepancies.
- Stake locations of signs as indicated on Drawings. Adjust locations when requested and obtain Owner acceptance of layout before installing. Make minor adjustments as required.
- Field verify the location of all sign components and layout and dimensions for installation of signs. Owner to approve location of all signs prior to installation.
- Install signs level, plumb, true, and securely anchored at locations indicated on Drawings.
- Post Setting: Verify that posts are set plumb and are aligned and at correct height, spacing, and orientation. Hold posts in position during placement and finishing operations until adjacent fill is fully placed and compacted.
- Assemble sign components as indicated on Drawings.
- All threaded anchoring and fasteners to receive thread-lock during installation.

Cleaning

- After completing sign installation, inspect components. Remove spots, dirt, and debris. Repair damaged finishes to match original finish or replace component.

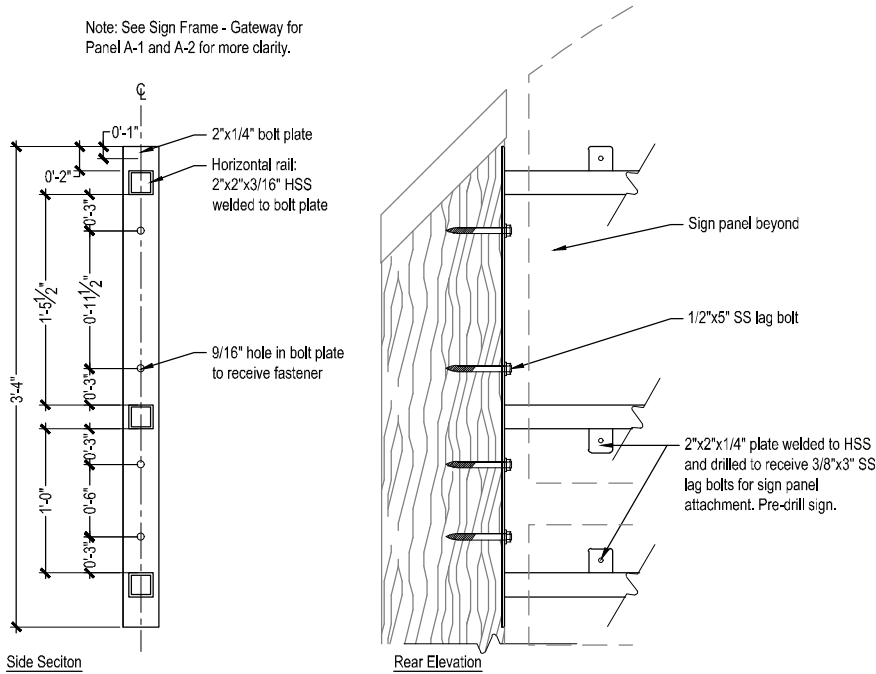
Typical Abbreviations

COH	City of Homer	PSI	Pounds per Square Inch
TYP	Typical	PCF	Pounds per Cubic Foot
CL	Center Line	SF	Square Foot
Ht	Height	Ft	Foot
w/	With	UON	Unless otherwise noted
MIN	Minimum	CHP	Chapter
MAX	Maximum	ACI	American Concrete Institute
HPL	High-Pressure Laminate	ASTM	American Society for Testing & Materials
IBC	International Building Code		
UV	Ultraviolet		
MI	Miles		
SS	Stainless Steel		
PSF	Pounds per Square Foot		

SIGN FRAME AND ATTACHMENT DETAILING

Gateway - Sign Frame and Attachments

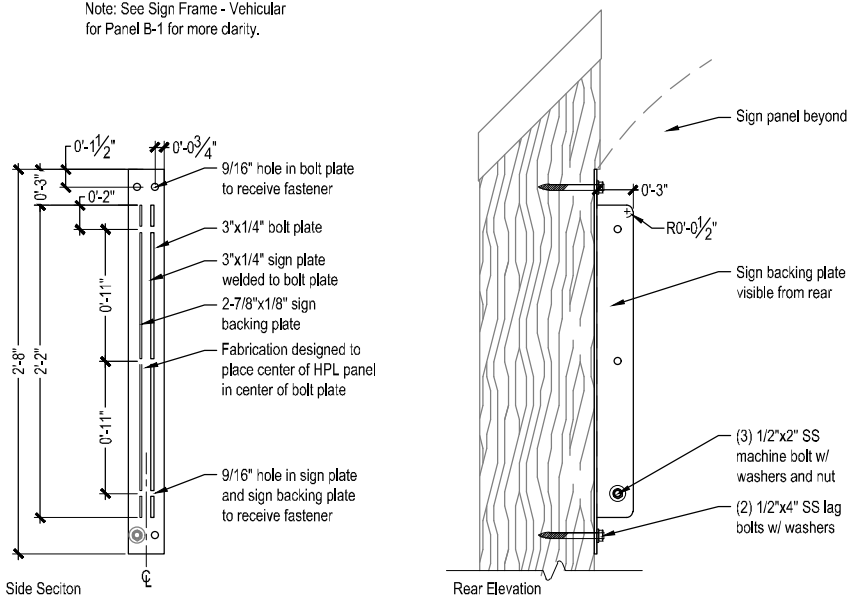
Note: See Sign Frame - Gateway for Panel A-1 and A-2 for more clarity.



Scale: 3/4"=1'-0"

Wayfinding Vehicular - Sign Frame and Attachments

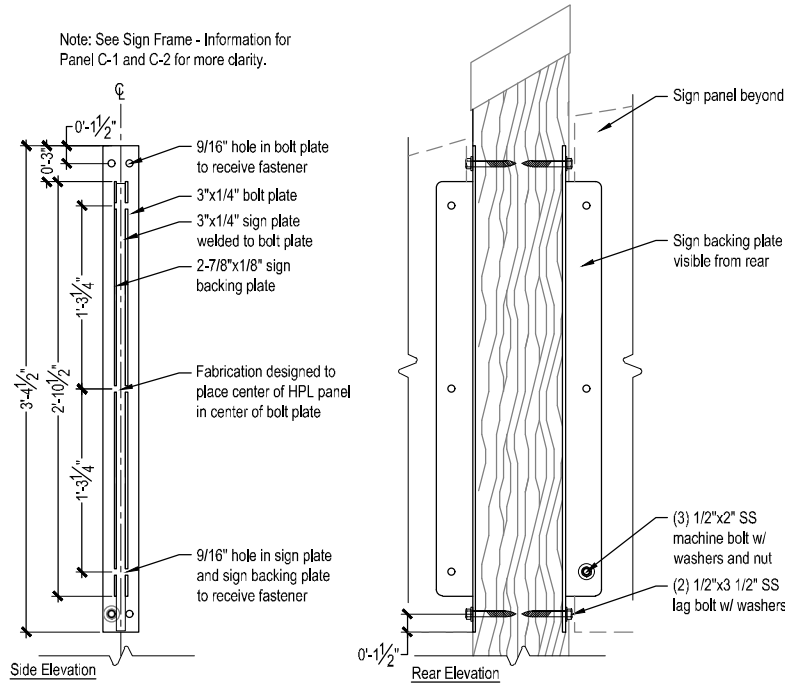
Note: See Sign Frame - Vehicular for Panel B-1 for more clarity.



Scale: 3/4"=1'-0"

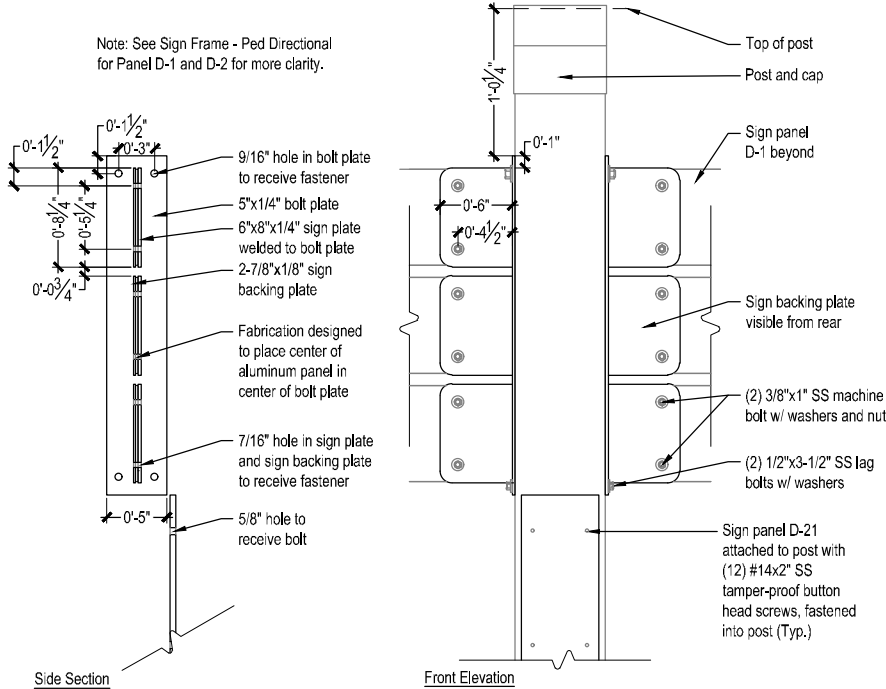
Sign Frame and Attachment Detailing - Cont'd

Orientation - Sign Frame and Attachments



Scale: 3/4"=1'-0"

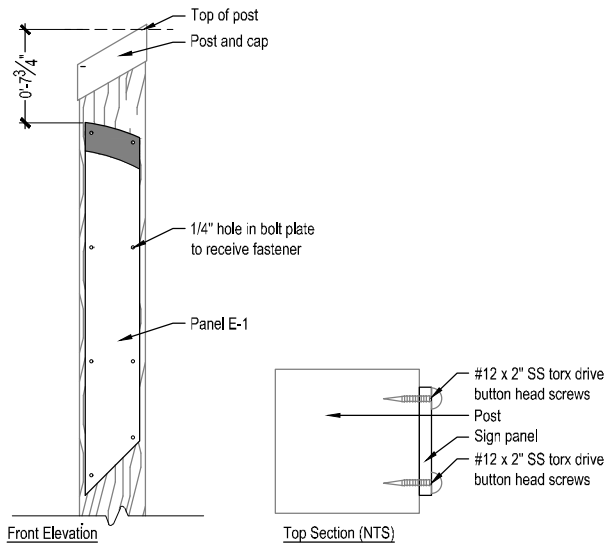
Direction Post - Sign Frame and Attachments



Scale: 3/4"=1'-0"

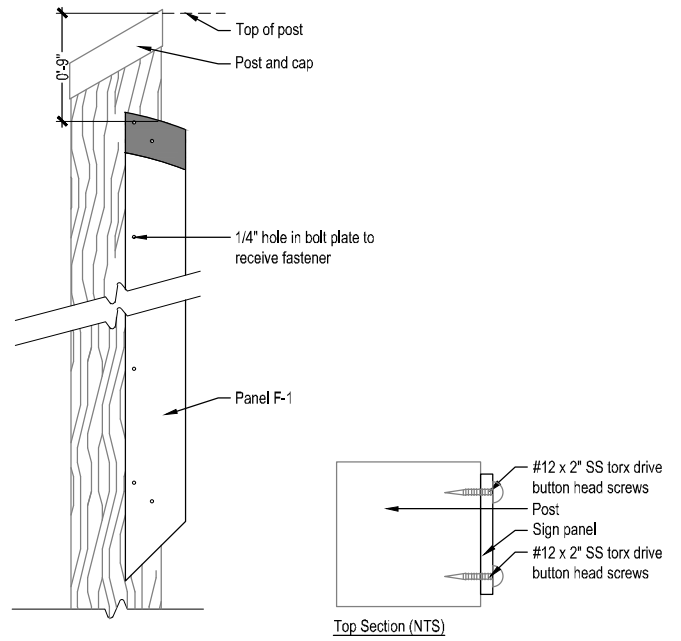
Sign Frame and Attachment Detailing - Cont'd

Direction Bollard - Sign Attachment



Scale: 3/4"=1'-0"

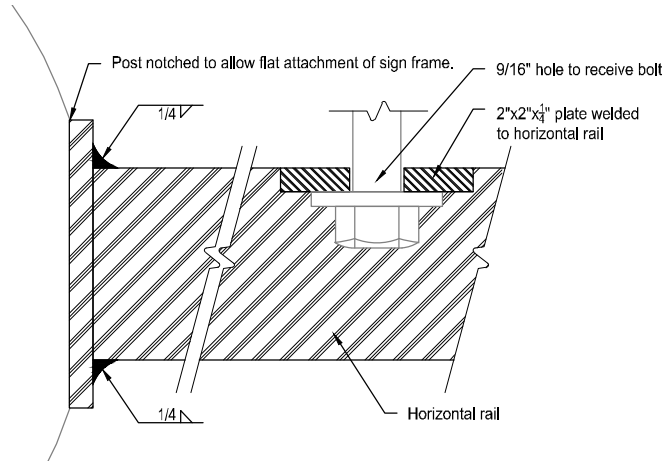
Destination Post - Sign Attachment



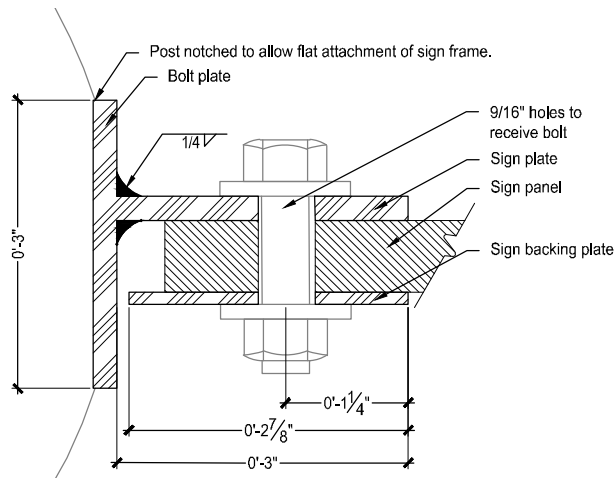
Scale: 3/4"=1'-0"

Sign Frame and Attachment Detailing - Cont'd

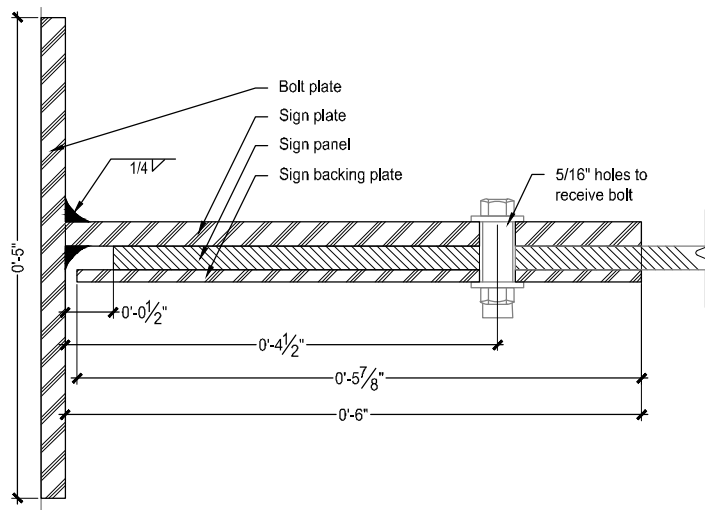
Gateway Sign Frame - Top Section



Vehicle Wayfinding and Orientation Sign Frames - Top Section



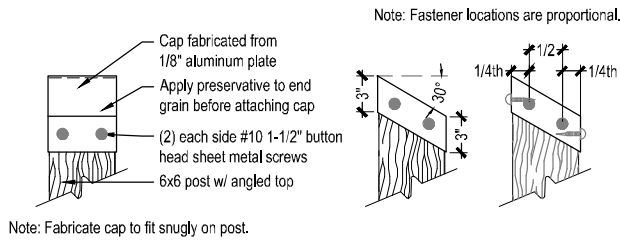
Directional Post Frame - Top Section



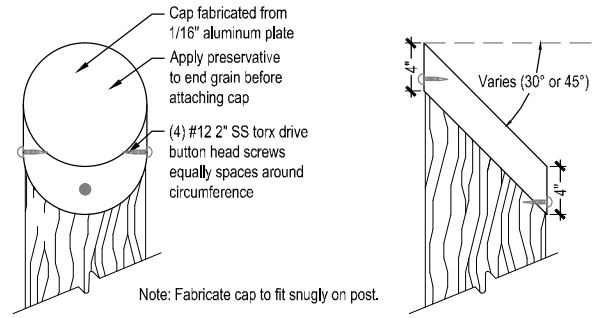
POST CAP AND LASHING DETAILING

Post Cap Details

Square Post



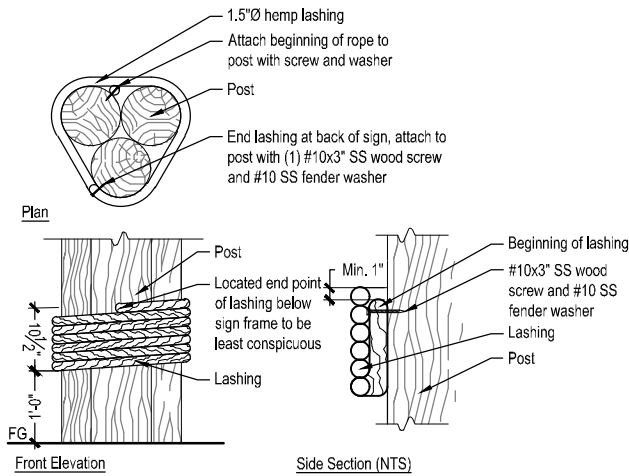
Round Post



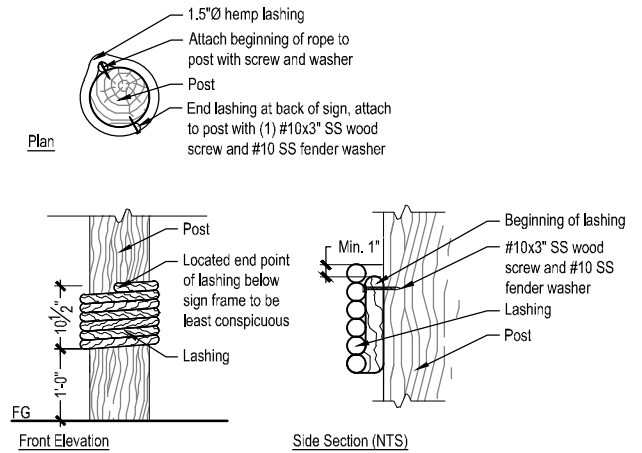
Scale: 3/4"=1'-0"

Lashing Details

Triple Post



Single Post



Scale: 1/2"=1'-0"



COST ESTIMATES

COST ESTIMATES

December 2021

Destination - Gateway

1.01	Supply Sign Panel A-1	1	EA	\$5,000.00	\$5,000.00
1.02	Supply Sign Mounting Frame & Hardware	1	LS	\$2,000.00	\$2,000.00
1.03	Supply Timber Posts (10" Diam) (Qty:6)	80	LF	\$36.00	\$2,880.00
1.04	Install Timber Posts	6	EA	\$500.00	\$3,000.00
1.05	Install Sign Panel and Frame	1	LS	\$1,000.00	\$1,000.00
1.06	Supply and Install Post Cap	6	EA	\$350.00	\$2,100.00
1.07	Supply and Install Lashing	60	LF	\$12.00	\$720.00
1.08	Adjacent Landscape Repair/Upgrade	1	LS	\$3,000.00	\$3,000.00
				Subtotal	\$19,700.00
				16% OH&P	\$3,152.00
				Total	\$22,852.00

Directional - Road

2.01	Supply Sign Panel B-1	1	EA	\$1,400.00	\$1,400.00
2.02	Supply Sign Mounting Frame & Hardware	2	EA	\$500.00	\$1,000.00
2.03	Supply Timber Posts (10" Diam) (Qty:2)	26	LF	\$36.00	\$936.00
2.04	Install Timber Posts	2	EA	\$500.00	\$1,000.00
2.05	Install Sign Panel and Frame	1	LS	\$750.00	\$750.00
2.06	Supply and Install Post Cap	2	EA	\$350.00	\$700.00
2.07	Supply and Install Lashing	30	LF	\$12.00	\$360.00
2.08	Adjacent Landscape Repair/Upgrade	1	LS	\$1,000.00	\$1,000.00
				Subtotal	\$7,146.00
				16% OH&P	\$1,143.36
				Total	\$8,289.36

Information - Homer & Area

2.01	Supply Sign Panel C-1	1	EA	\$650.00	\$650.00
2.02	Supply Sign Panel C-2	1	EA	\$700.00	\$700.00
2.03	Supply Sign Mounting Frame & Hardware	2	LS	\$500.00	\$1,000.00
2.04	Supply Timber Post (8" diam)	19	LF	\$24.00	\$456.00
2.05	Install Sign Panel and Frame	1	LS	\$500.00	\$500.00
2.06	Supply and Install Post Cap	1	EA	\$350.00	\$350.00
2.07	Repair Surrounding Area	1	EA	\$500.00	\$500.00
				Subtotal	\$4,156.00
				16% OH&P	\$664.96
				Total	\$4,820.96

Directional - Post

4.01	Supply Sign Panel - Direction D-1	8	EA	\$125.00	\$1,000.00
4.02	Supply Sign Panel - Neighborhood D-2	1	EA	\$275.00	\$275.00
4.03	Supply Sign Mounting Frame & Hardware	4	EA	\$500.00	\$2,000.00
4.04	Supply Timber Post (8x8)	21	LF	\$55.00	\$1,155.00
4.05	Install Sign Panels and Frames	4	EA	\$200.00	\$800.00
4.06	Supply and Install Post Cap	1	EA	\$200.00	\$200.00
4.07	Repair Surrounding Area	1	EA	\$500.00	\$500.00
				Subtotal	\$5,930.00
				16% OH&P	\$948.80
				Total	\$6,878.80

Directional - Bollard

5.01	Supply Sign Panels E-1	4	EA	\$150.00	\$600.00
5.02	Supply Timber Post (6x6)	9	LF	\$30.00	\$270.00
5.03	Install Sign Panels	4	EA	\$100.00	\$400.00
5.04	Supply and Install Post Cap	1	EA	\$200.00	\$200.00
5.05	Repair Surrounding Area	1	EA	\$500.00	\$500.00
				Subtotal	\$1,970.00
				16% OH&P	\$315.20
				Total	\$2,285.20

Destination

6.01	Supply Sign Panels F-1	1	EA	\$200.00	\$200.00
6.02	Supply Timber Post (8x8)	13	LF	\$55.00	\$715.00
6.03	Install Sign Panels	1	EA	\$200.00	\$200.00
6.04	Supply and Install Post Cap	1	EA	\$200.00	\$200.00
6.05	Repair Surrounding Area	1	EA	\$500.00	\$500.00
				Subtotal	\$1,815.00
				16% OH&P	\$290.40
				Total	\$2,105.40

Costs were developed January 2022. Costing resources included iZone Imaging (high-pressure laminate panels), Next Innovatons (digitally fused aluminum panels), and Icy Straits Milling and Lumber. Shipping costs are included proportionally within the associated unit costs. This estimation is for planning purposes only, and should include updates, escalation, and contingencies appropriate to how the information will be used.

CITY OF HOMER

Streetscape Plan

February 8, 2022 Draft



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DOCUMENT PURPOSE

INTRODUCTION

It is a City of Homer priority to improve City streetscapes. The role for the City of Homer is to implement streetscape improvements on their land, coordinate with the Alaska Department of Transportation and Public Facilities (ADOT&PF) for improvements within ADOT&PF road rights-of-way, and to encourage and enable private landowners adjacent to roads to contribute to streetscapes.

This Streetscape Plan provides an overview of what a successful streetscape contains, establishes design standards for improvements within City of Homer and ADOT&PF rights-of-way, and provides guidance for adjacent property owners as to how improvements on their properties can enhance the streetscape for the community.

Implementing streetscape improvements will improve pedestrian and vehicular experience for both Homer residents and visitors.

There is a specific focus on improving Pioneer Avenue.

Existing decisions within this corridor hamper its development into a pedestrian-friendly streetscape, and as possible in the future, improvements should be made within the existing framework.

For future development, pedestrian scale lighting, sidewalk location and widths and integration with adjacent businesses should be considered.

The City of Homer Streetscape Plan includes the following components:

Streetscape Goals

This section provides an overview of what makes for a successful streetscape.

Furnishings

This section provides a suite of standard furnishings, including items like banners.

Planting

This section provides a simplified list of recommended trees, shrubs, and perennials to be used within streetscapes, and example designs to provide a place to start for implementation ideas.

PURPOSE AND USE OF DOCUMENT

The intent of this document is to provide criteria specific to site furnishings, with recommendations for a suite of standard site furnishings that would be used for the City of Homer. The general criteria for this should be a balance of durability, cost, and aesthetics. Standardizing products helps to create continuity and simplify maintenance and procurement.

This document also provides basic information for the selection and use of vegetation within road corridors.

STREETSCAPE OVERVIEW

STREETSCAPE OVERVIEW

A Good Streetscape

A good streetscape provides: beauty and comfort, facilitates commerce, and contributes toward sustainability in many ways (including economic, ecological and maintenance). A streetscape can also contribute to a sense of place, and create a desirable place to use and experience.

Streetscape Factors for Current Conditions

Good streetscape design balances the pressures and variables that influence any given area. The factors provided below give a general overview, and are not intended to be detailed or exhaustive.

Visual Complexity

Provide a visually harmonious streetscape, with visual hierarchy to elements and a sense of order. This should be compatible with the potential wide variety of adjacent business and facility aesthetics. Streetscape elements (lighting, furniture, amenities) should be consistent and (typically) limited in variety.

Safety (Crime Prevention Through Environmental Design – CPTED)

Follow CPTED principles, with emphasis on allowing clear sightlines for active and passive surveillance. A clear area between 24" and 72" (min.) off the ground should be maintained, reducing the possibility for hiding.

Safety (Pedestrian Protection)

Provide implied or actual separation between vehicles and pedestrians in the form of continuous vertical separation (curbing/walls/bollards), implied separation (vertical objects such as light poles or trees), or horizontal distance.

Maintenance (Ongoing)

Provide sufficient clear sidewalk width for equipment movement without danger for potential damage to streetscape elements. All seasons must be considered.

Longevity (Materials & Installation)

Identify the desired life-span for project components, and determine materials and fabrication qualities that achieve those lifespans. Where components could be removed and reinstalled (such as benches), prioritize durability and high-quality.

Ensure that construction documents detail installations correctly to ensure longevity, maintain warranties, and ensure that streetscape installations operate as a 'system' where each part works well with others. Ensure that construction period administration and inspections verify (and enforce) the desired level of quality for components and installation.

Business Benefits (Usable Space)

Provide space for occasional or ongoing business-use in front of buildings. This contributes to an engaging/lively environment, and allows for flexibility (such as what we've discovered as a result of COVID 19 and social distancing).

Business Benefits (Ease Of Wayfinding)

Maintain or improve views from the street to buildings, businesses, or points of interest. Views and sightlines are critical to businesses success.

Landscaping

Street trees and planting beds are important for aesthetics and comfort within a streetscape. Regular placement of street trees can help to define and separate pedestrian and vehicular zones, and help to provide a human scale within a road corridor. Street trees should only be included if they can be provided with correct soil volumes and quantity (a healthy 10" caliper tree can require up to 700 cubic feet of soil) and be protected from chemical and physical damage. Plantings provide the same benefit for defining zones and creating comfort, and further enhance aesthetics.

Amenities (Bicycle Parking)

Provide convenient and quality bicycle parking.

Amenities (Seating)

Provide seating, with a significant proportion of seating having backs and armrests (critical for the elderly or people with physical limitations). Seating provides places for people to rest, relax and socialize.

Amenities (Artwork/Interpretation)

Prioritize aesthetic and educational opportunities within the streetscape to increase it's attractiveness, interest, and function as a desired destination.

Streetscape Factors for Future Conditions

Pedestrians (Ease Of Movement)

Provide sidewalk open widths relative to expected pedestrian use. In order to minimize potential competition for this space, additional space should be provided at the front and back of the sidewalk to accommodate business and public uses that might otherwise intrude on pedestrian movement.

Design with universal access in mind. Americans with Disability Act access guidelines establish minimum requirements and recommendations, and should be exceeded wherever possible to achieve barrier free design if not universal design.

Pedestrians (Ease Of Access From Vehicles)

If conditions allow on-street parking, allow for movement between vehicles and sidewalks. Provide sufficient clear sidewalk area next to vehicles to allow door swing, access in and out of vehicles, and access to the main sidewalk area.

Lighting

Provide for minimum lighting levels for safety, and provide a lighting design that contributes to a vibrant and attractive streetscape. For Homer, this should have a focus on winter lighting. Provide convenient electric outlets for seasonal lighting (pole and ground mounted). In the future, pedestrian-scale light poles should be considered for their benefit in creating a pedestrian scale. These are typically designed to be approximately 40 to 50 feet apart.

Maintenance (Lighting, Utilities)

As streetscapes are improved, ensure that conduit, junction boxes, and other infrastructure is in place to allow maintenance, flexible use, and utility growth/changes without significant construction impacts. Choose streetscape elements that can be maintained easily.

FURNISHINGS

BENCHES

Benches should have backs and arms and an ergonomic design that provides good support and facilitates ease of sitting down and getting up. This is important to provide comfortable accessible seating, use by the elderly, and use by people with physical limitations. Benches should be durable and easily maintained. The City of Homer should standardize on one bench type in order to have consistent aesthetics, and simplify maintenance. A model with free-standing, surface-mounted, or embedded attachment options allows flexibility in use. There will be locations or situations where a custom bench or a unique model may be appropriate. These should prioritize bench criteria as stated above.

Existing Examples of Custom Benches



Custom Bench - City of Homer Land



Custom Bench - City of Homer Land



Custom Bench - Private Land

Criteria Summary:

- Accessibility (backs and arms, ergonomic)
- Comfort (wood or composite slats)
- Durability (no or low maintenance)
- Design (consistent/subtle, or unique in special locations)
- Attachment (free-standing or surface-mount)



Landscape Forms - Neliviano Bench



Victor Stanley - C-138

Picnic tables should provide a comfortable sitting and table height, and be of a design to integrate a wheelchair user at the table. Picnic tables should be durable and easily maintained. The City of Homer should standardize on one picnic table type in order to have consistent aesthetics, and simplify maintenance. A model with free-standing or surface-mounted options allows flexibility in use. When not permanently attached, picnic tables should include a method to anchor them in place.

Existing Picnic Table



Picnic Table - City of Homer Land



Picnic Table - City of Homer Land

Criteria Summary:

- Accessibility (wheelchair access and mobility-friendly)
- Comfort (wood or composite seating)
- Durability (no or low maintenance)
- Design (consistent/subtle)
- Attachment (free-standing with anchoring method or surface-mount)



7' long concrete ADA picnic table



Heavy duty aluminum picnic table



Landscape Forms - MultiPlicity

BICYCLE RACKS

Bike racks should provide two points of contact with bicycles for stability. The City of Homer should standardize on one bike rack type in order to have consistent aesthetics, and simplify maintenance. A model with surface-mounted or embedded attachment options allows flexibility in use. There will be locations or situations where a custom bike rack or a unique model may be appropriate. These should prioritize bike rack criteria as stated above.

Existing Examples of Custom Bike Racks



Custom Bench - City of Homer Land

Criteria Summary:

- Durability (no or low maintenance)
- Design (consistent/subtle, or unique in special locations)
- Attachment (surface-mount or embedded)
- Special Criteria (two points of bike contact, branding)



Dero - Round Rack

Litter Receptacles should only be used in locations where they will be regularly maintained. The City of Homer should standardize on one or two litter receptacle types in order to have consistent aesthetics, and simplify maintenance. A model with free-standing or surface-mounted options allows flexibility in use. Where appropriate, 55-gallon drums that have been painted should continue to be used. Where a different aesthetic is desired, a standardized manufacture litter receptacle should be used. For locations where the presence of bears is expected, a bear-proof model should be used.

Existing Litter Receptacles



Litter Receptacles - City of Homer Land



Litter Receptacle - City of Homer Land

Criteria Summary:

- Durability (no or low maintenance)
- Design (consistent/subtle)
- Attachment (free-standing or surface-mount)



Landscape Forms - FGP Litter



Bear Saver - Bear Proof Litter Receptacle

BANNERS

With the consistent use of light poles within road corridors, banners are an opportunity for bold community branding and the ability to change banners based on events, seasons, or other reasons. Banners that are expected to be hung for long periods of time should be wind-resistant, color-fast, UV stable and otherwise compatible with Homer's climate.

Existing Examples of Banners



Existing Banner - City of Homer Land



Existing Banner - City of Homer Land

Criteria Summary:

- Durability (no or low maintenance)
- Design (based on purpose)
- Attachment (banner arms)
- Special Criteria (UV stable, weather and wind resistant)

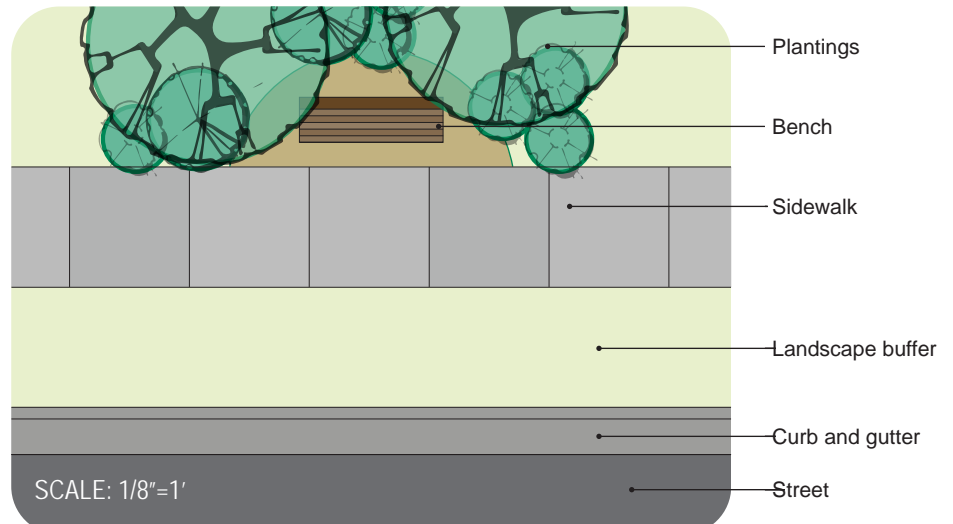
PATTERN BOOK

STREETSCAPE SEATING & LANDSCAPE DESIGN

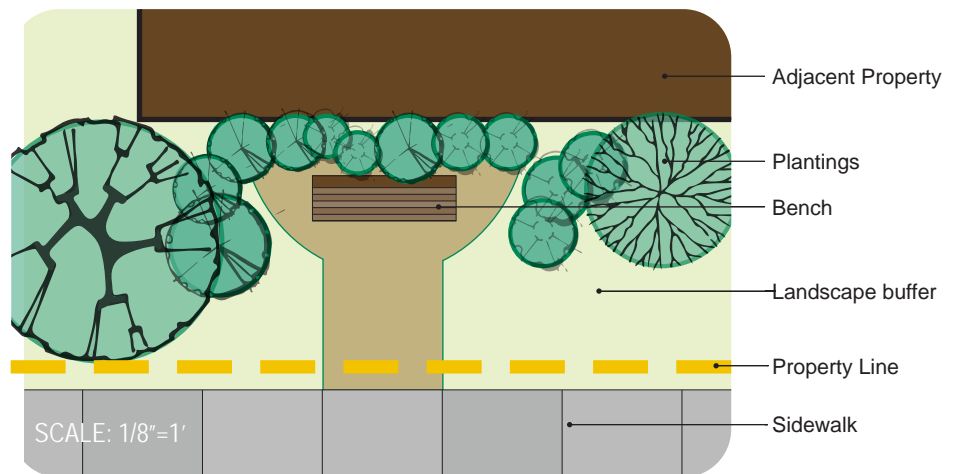
Seating

Areas of seating should be provided within or adjacent to street rights-of-way. These should be spaced a convenient distance to allow resting, or to take advantage of the benefits of a particular location. Ideally, these locations should be separated by some distance from the street to provide a calmer space, be aesthetically landscaped with plantings and improvements such as landscape rock or artwork, and take advantage of elements that help to create a pedestrian scale and feeling of refuge. The latter could include adjacent planters, light poles, and walls of a reasonable height.

Due to limited rights-of-way widths, collaboration with adjacent land owners will provide great benefit to the streetscape. Where possible, attractive seating areas on adjacent land will help to create more comfortable refuges from busy roadways. These should be designed to ensure that they are well and obviously connected to sidewalks, and are clearly to be used by the public. If opportunities for separation aren't available, there may be locations where a bench should be provided even though it is adjacent to traffic.



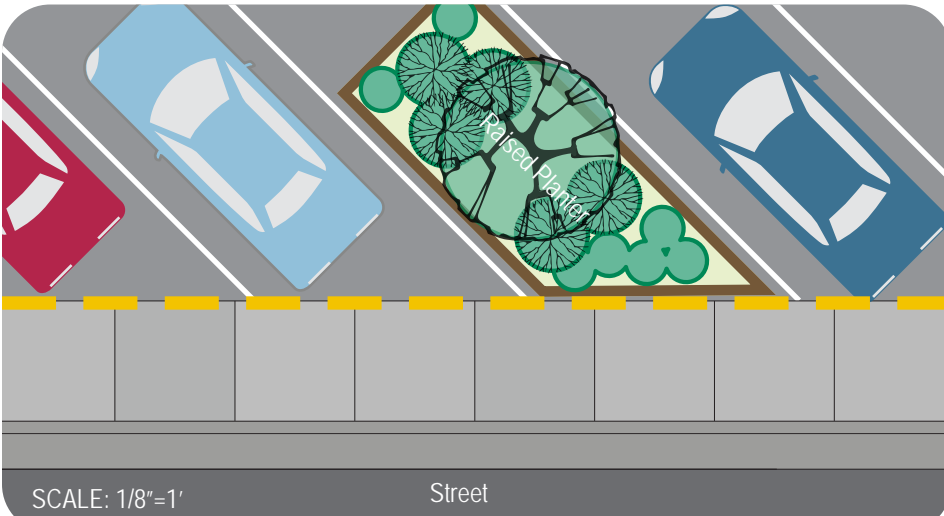
Preferred: Landscape buffer separating sidewalk from back of curb



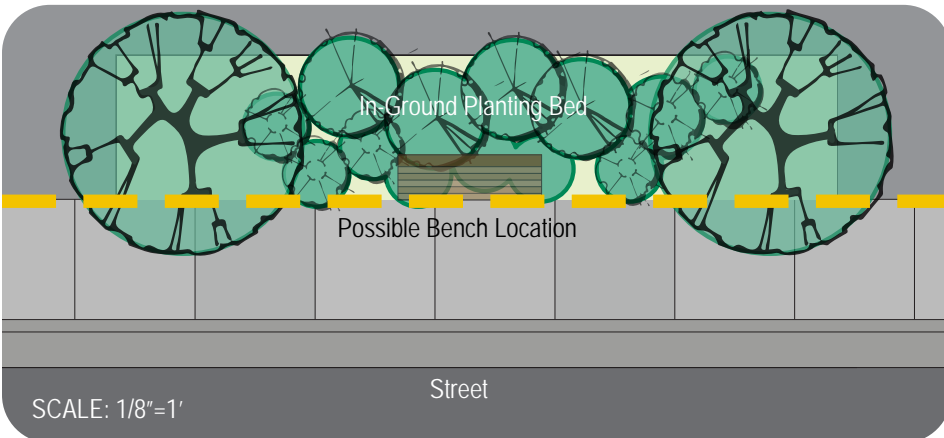
Preferred: Distance from road is optimized, and still feels public



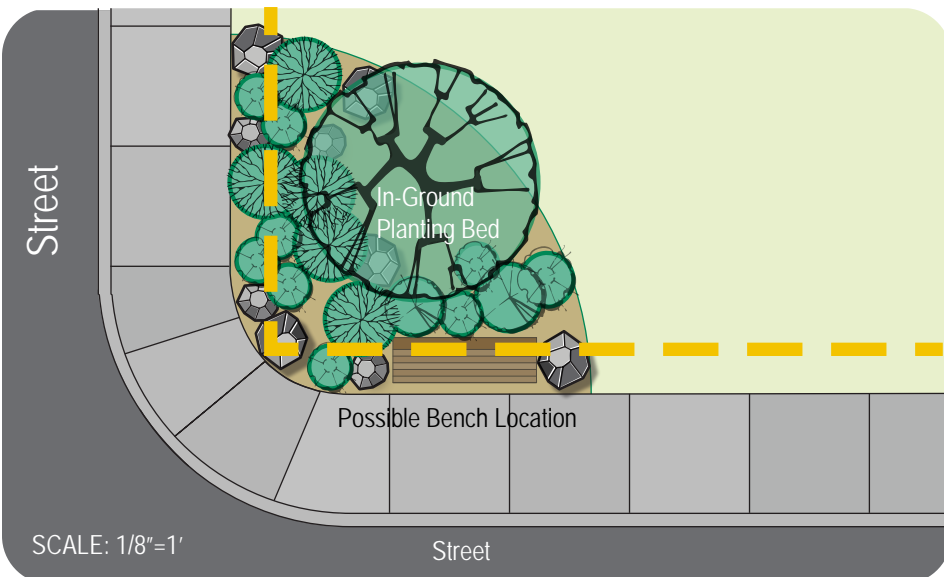
Least Preferred: Sidewalk adjacent to back of curb



Raised planter for locations where existing conditions require parking extends to the property line



In-ground (or raised) planting beds along a property edge where existing conditions allow this use.



In-ground (or raised) planting beds at property corners where existing conditions allow this use.

Beautification

Due to limited rights-of-way widths, collaborating with adjacent property owners will be necessary to achieve streetscape goals.



Existing example



Existing examples

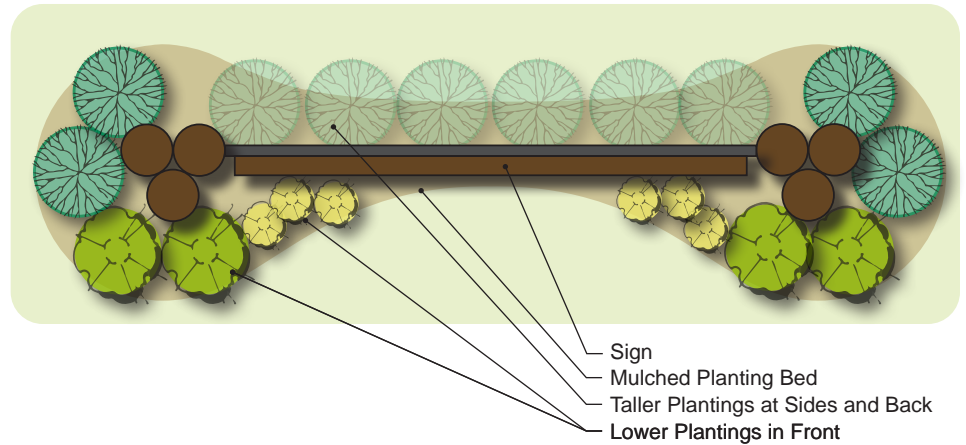


Existing example

SIGN PLACEMENT & LANDSCAPE DESIGN

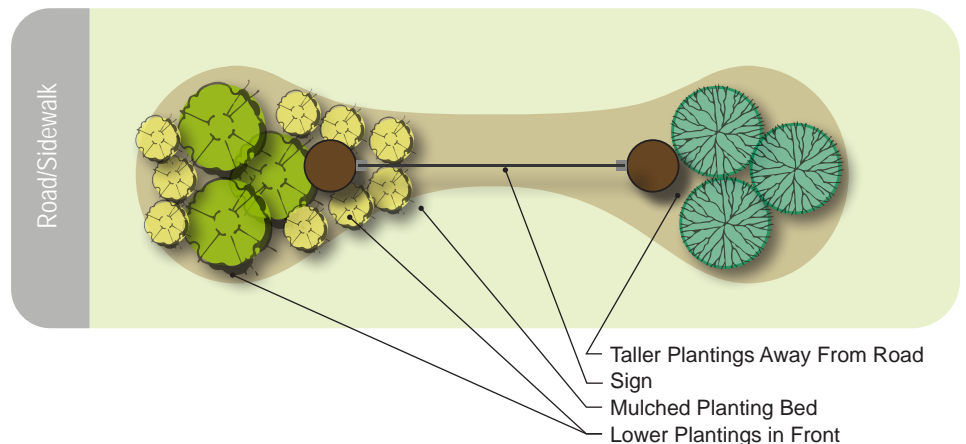
Gateway Sign

Each gateway sign will have a carved and painted image unique to its location and the character of the area that it represents. Its placement will be guided by safety-related criteria related to the adjacent road, and clear visibility. Adjacent landscaping should complement and emphasize the sign without distracting from it, and could include special elements that relate to the theme of the sign's artwork.



Vehicular Wayfinding Sign

Placement will be guided by safety-related criteria related to the adjacent road, and clear visibility. Adjacent landscaping should complement and emphasize the sign without distracting from it.

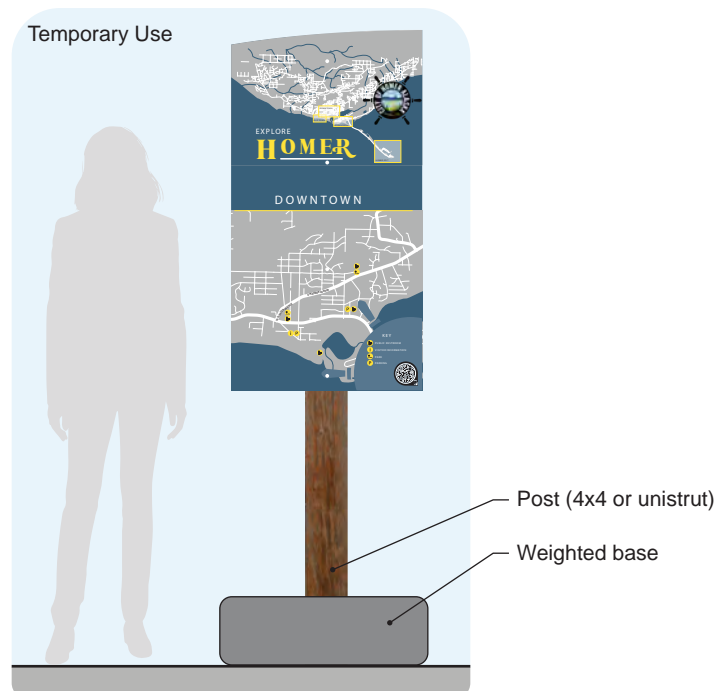
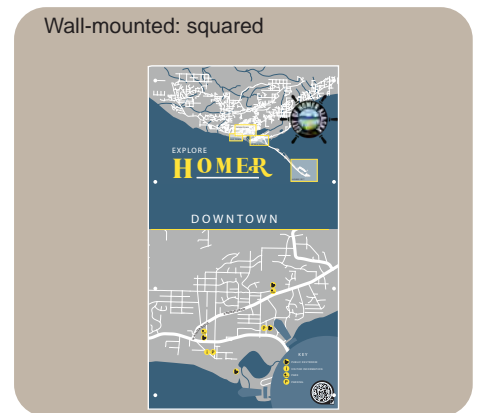
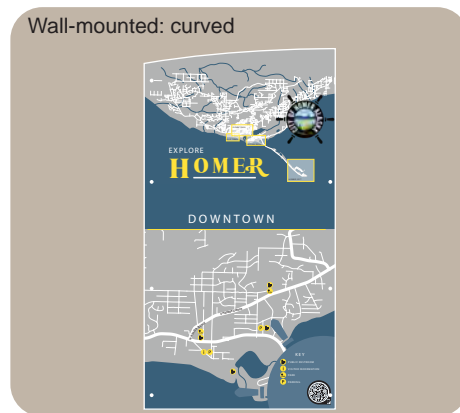
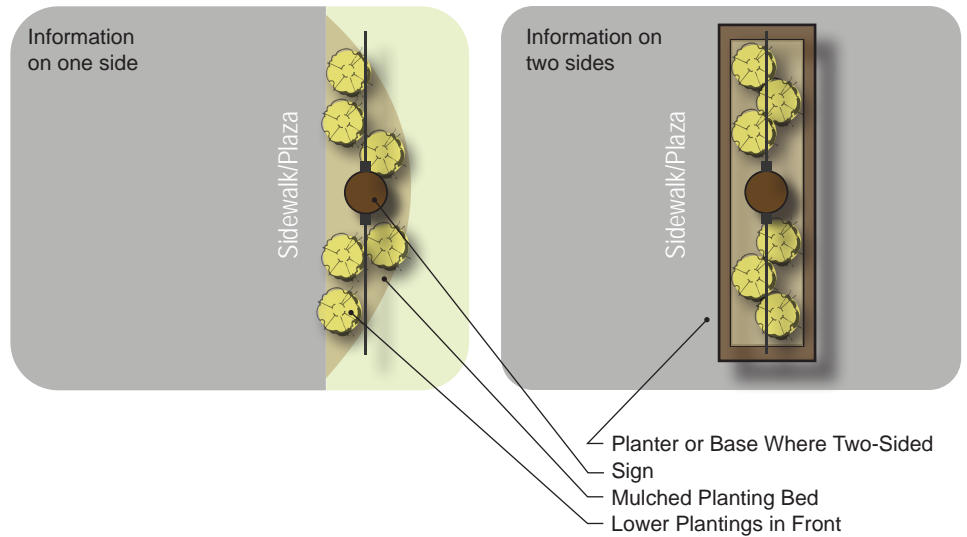


Pedestrian Orientation

Placement of the sign should be in high-visibility locations. Where the sign is one-sided, it should be placed adjacent to pedestrian area. Where a sign is two-sided or has pedestrian movement around it, it should be provided a base or planter to define it at ground level. This is to meet ADA protruding objects requirements.

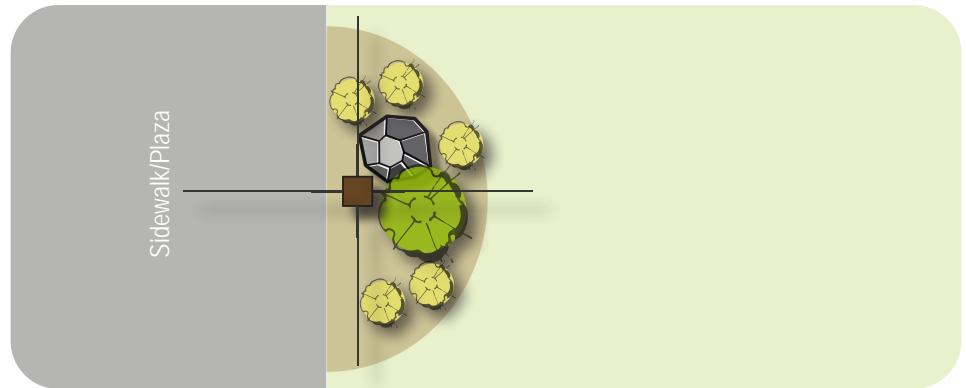
There may be situations where the orientation sign(s) would be mounted to a vertical surface. As the standard design with a curved top has a design specific to being post-mounted, a wall-mounted sign should be reviewed as to whether the curved top design is appropriate for the location or not. If not, simplifying the layout to a squared top may be beneficial. A wall-mounted installation would be expected to be screwed through the face of the sign into the backing substrate. Stainless steel button-head screws with pre-drilled holes are recommended.

There may be situations where the orientation sign(s) would be used seasonally or temporarily. These would be adapted for attachment to a post (bolted through the face of the sign), with the post having a weighted base sized appropriately for stability. For this use, the sign panel could be 1/2" thickness High Pressure Laminate, or a less robust material (such as dibond) with an expected shorter longevity and a higher potential for wear or damage from use or vandalism.



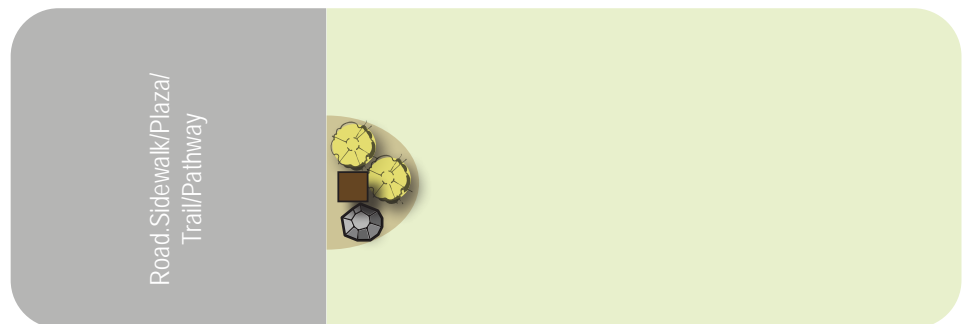
Pedestrian Wayfinding Post

Placement of the sign should be in high-visibility locations. The bottom-most sign blade shall be greater than 80" above the ground to meet ADA protruding objects requirements. Adjacent landscaping should complement and emphasize the sign without distracting from it.



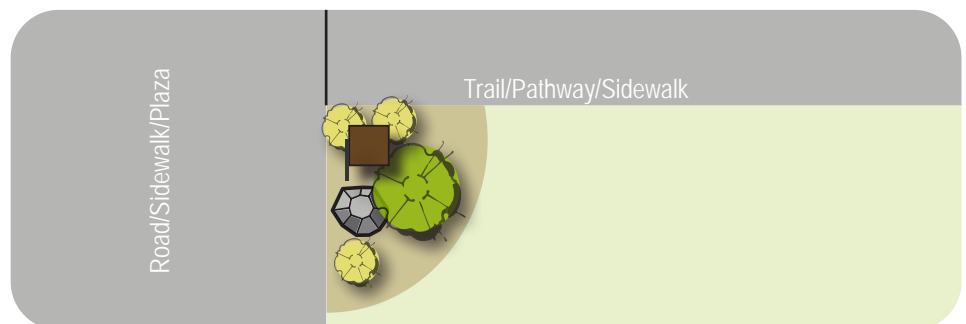
Pedestrian Wayfinding Bollard

Placement of the sign should be in high-visibility locations. Adjacent landscaping should complement and emphasize the sign without distracting from it.



Pedestrian Destination

Placement of the sign should be in high-visibility locations. Adjacent landscaping should complement and emphasize the sign without distracting from it.



PLANT SPECIES

Below is a list of plant species that are climate appropriate. The intent of this list is to provide a very basic list of hardy species that are expected to establish well with suitable soils and watering. Should property owners wish to move beyond these 'basics', they are encouraged to do so based on their own knowledge, or consulting beneficial horticultural expertise for assistance. Basic considerations for use of these plants is to provide them each with the space that they need to mature, consider their height and spread for arrangements (such as taller perennials behind shorter ones), and consider when they might bloom and with what color.

Evergreen Trees

Spruce - Colorado Green	<i>Picea pungens</i>
Spruce - White	<i>Picea glauca</i>

Deciduous Trees

Birch - Cutleaf Weeping Birch	<i>Betula papyrifera</i> 'Gracilis'
Birch - Paper	<i>Betula papyrifera</i>
Birch - Parkland Pillar	<i>Betula platyphylla</i> 'Jefpark'
Crabapple	<i>Malus</i> sp.
Crabapple - Siberian	<i>Malus baccata</i>
European Mountain Ash	<i>Sorbus aucuparia</i>
Maple - Helena	<i>Acer platanoides</i> 'Helena'
Siberian Larch	<i>Larix sibirica</i>

Shrubs

Currant - Alpine	<i>Ribes alpinum</i>
Forsythia	<i>Forsythia ovata</i>
Honeysuckle - Arnold Red	<i>Lonicera tatarica</i> 'Arnold Red'
Lilac	<i>Syringa vulgaris</i>
Mock Orange	<i>Philadelphus lewissii</i>
Ninebark	<i>Physocarpus opulifolius</i>
Potentilla (numerous good options)	<i>Potentilla</i> sp.
Rose (numerous good options)	<i>Rose</i> sp.
Spirea (numerous good options)	<i>Spiraea</i> sp.

Perennials

Astilbe (numerous good options)	<i>Astilbe</i> sp.
Daylily (numerous good options)	<i>Hemerocallis</i> sp.
Elephant Ears	<i>Bergenia cordifolia</i>
Goatsbeard	<i>Aruncus dioicus</i>
Hosta (numerous good options)	<i>Hosta</i> sp.
Iris - Siberian	<i>Iris sibirica</i>
Iris - Wild	<i>Iris setosa</i>
Ligularia (numerous good options)	<i>Ligularia</i> sp.
Peony (numerous good options)	<i>Paeonia</i> sp.
Rhubarb	<i>Rheum palmatum</i>

Perennials - Grasses

Feather Reed Grass - Eldorado	<i>Calamagrostis x acutiflora</i> 'Eldorado'
Feather Reed Grass - Karl Foerster	<i>Calamagrostis x acutiflora</i> 'Karl Foerster'
Feather Reed Grass - Overdam	<i>Calamagrostis x acutiflora</i> 'Overdam'
Crinkled Hair Grass - Aurea	<i>Deschampsia flexuosa</i> 'Aurea'
Tufted Haigrass - Bronze Veil	<i>Deschampsia cespitosa</i> 'Bronzeschleier'

Perennials - Ferns

Lady Fern	<i>Athyrium felix-femina</i>
Ostrich Fern	<i>Matteuccia struthiopteris</i>
Wood Fern	<i>Dryopteris erythrosora</i>

Perennials - Vines

Clematis	<i>Ranunculaceae</i> sp.
Hops	<i>Humulus</i> sp.
Kiwi Vine - Variegated	<i>Actinidia kolomikta</i> 'Arctic Beauty'