

FINDING YOUR DESTINATION



Getting to Your Destination

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

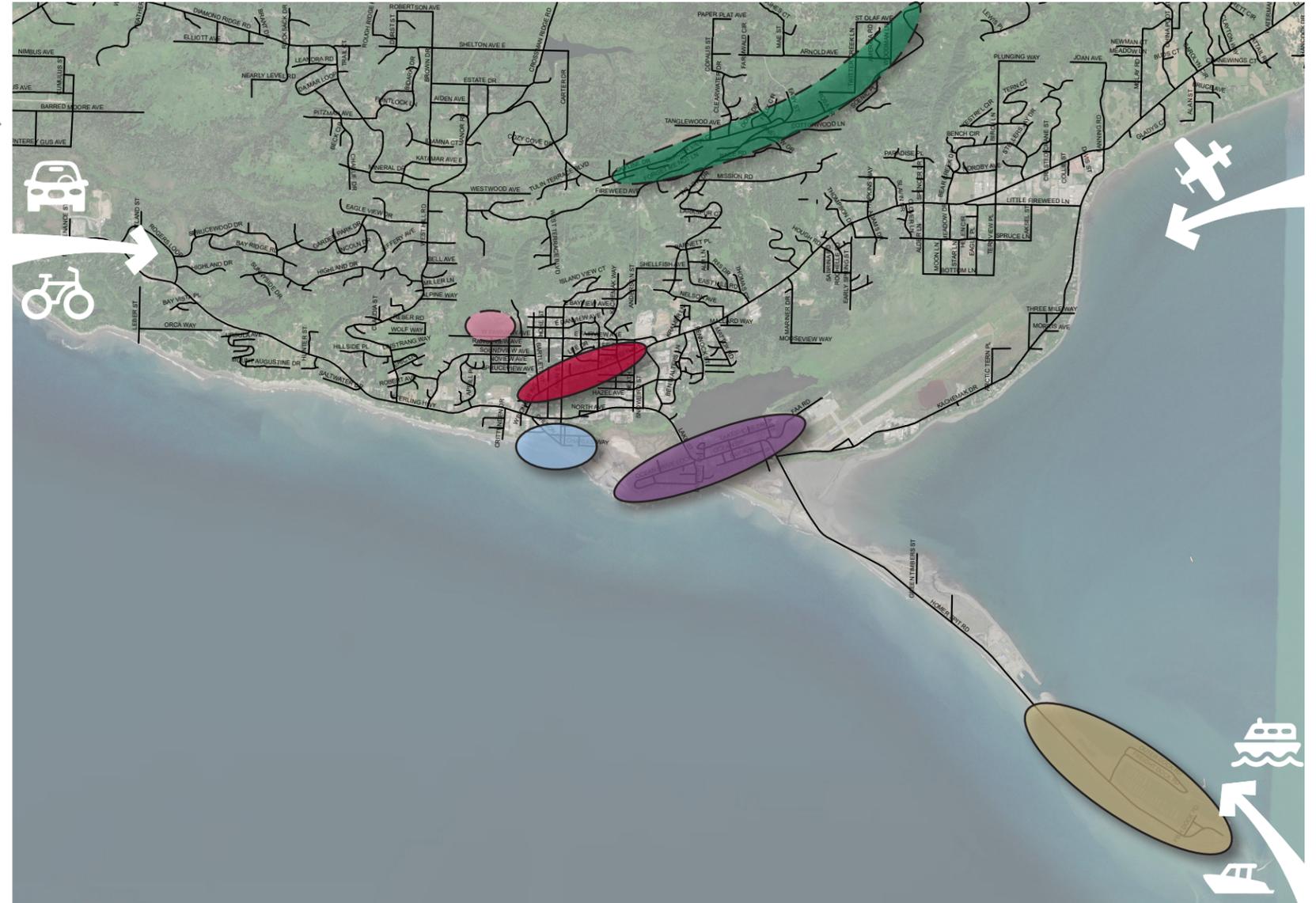
Homer has some key destinations, and these destinations include areas where there are multiple things to do and see. The map to the right shows some of these “destination areas”.

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.

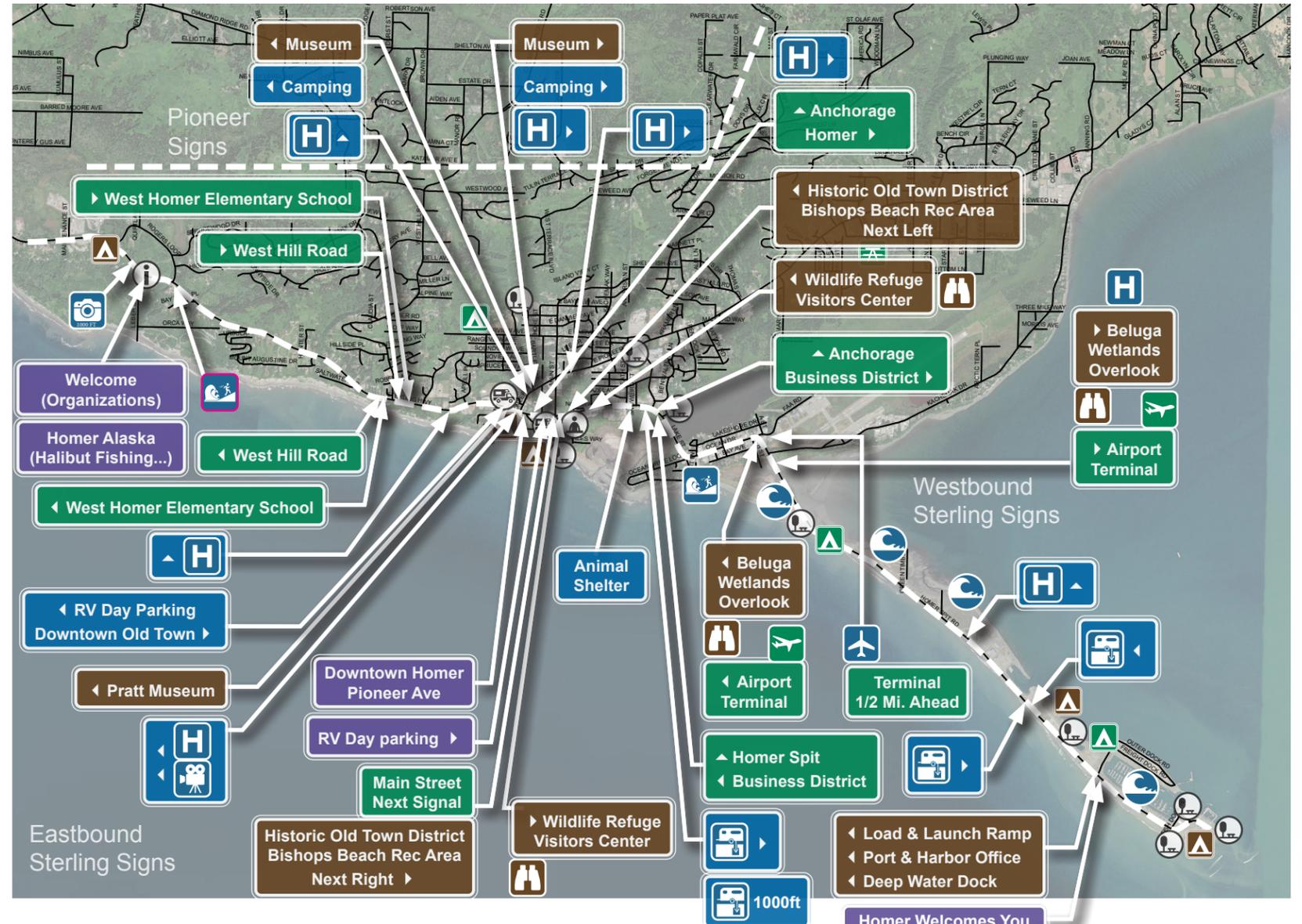


- Downtown (Destination Area)
- Old Town (Destination Area)
- Ocean Drive (Destination Area)
- Homer Spit (Destination Area)

Not Specifically Addressed in this Plan

- Skyline Drive (Destination Area) and Wynn Nature Center (Destination)
- Karen Hornaday Park (Destination)

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:

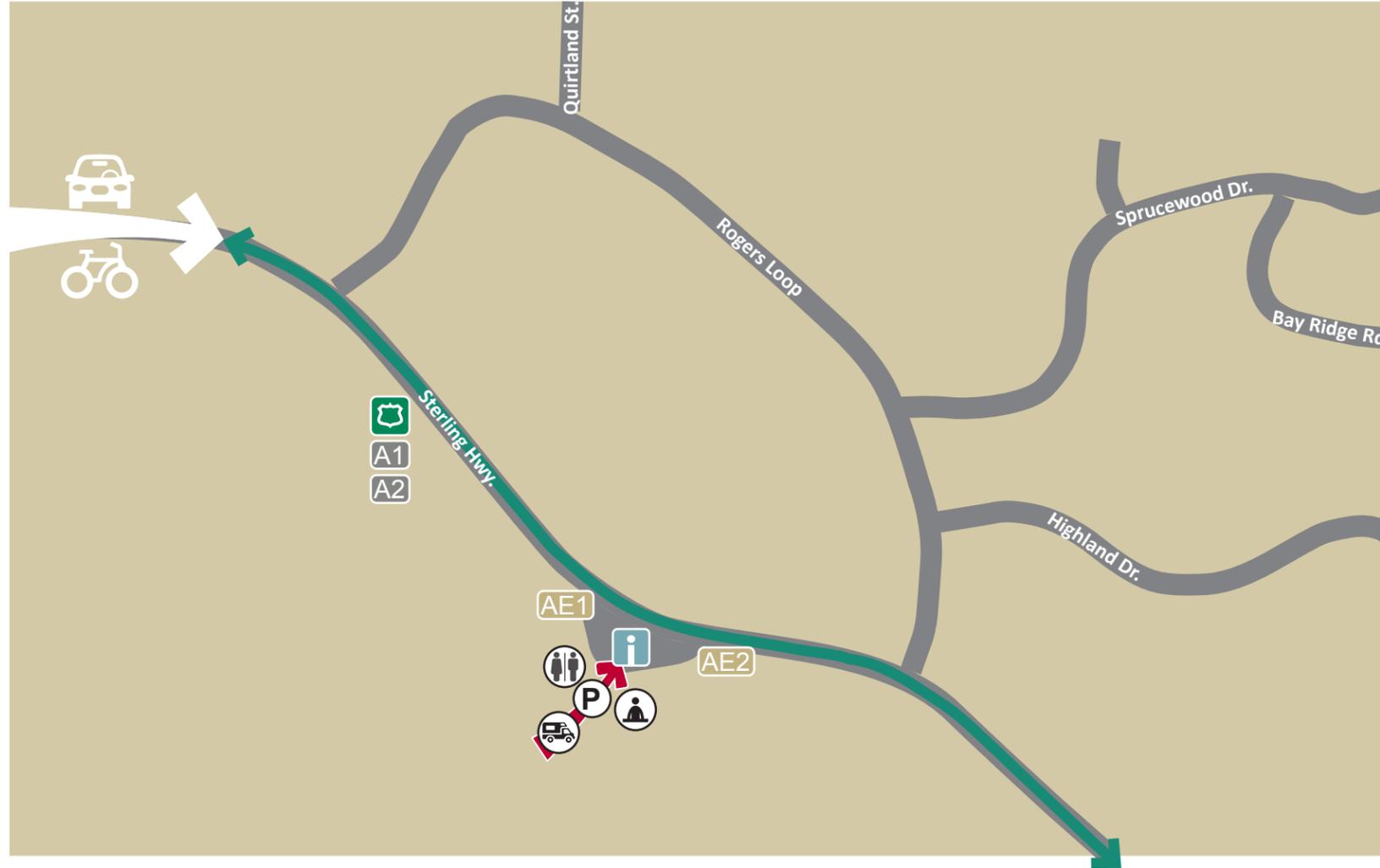
The intent is to clearly assist drivers with getting to and parking at a specific destination, or to park and have access to an outdoor information sign. The goal is to allow them to leave their vehicle in a location and to walk/bike within the area. See pedestrian sheets for wayfinding once people are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



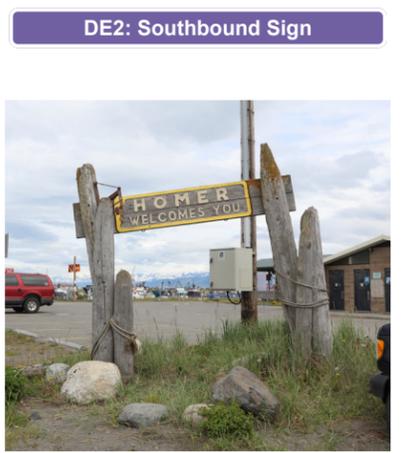
- ROADS**
 - Main Route
 - Secondary Route
 - Important Intersection
- RESOURCES**
 - Visitor Services (Partner)
 - Public Toilet
 - Civic Destination
 - Park
 - Trailhead
 - Wayfinding Icon
- WAYFINDING**
 - DOT Directional Sign
 - Area Gateway
 - Information Homer
 - Information - Neighborhood
 - Information - Partner
 - Existing Sign (AE1)
 - Proposed Sign (A1)
- ACCESS/PARKING**
 - On-site public parking (P)
 - Possible adjacent parking, none on-site (P with slash)
 - Space for on-site RV parking for park and walk (RV icon)
 - Information Hub & Available Parking (red arrow)

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



Modified or New Signs

- D1: Southbound 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
- D3: Northbound Sign**
 - ▶ FREIGHT DOCK RD
- 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.

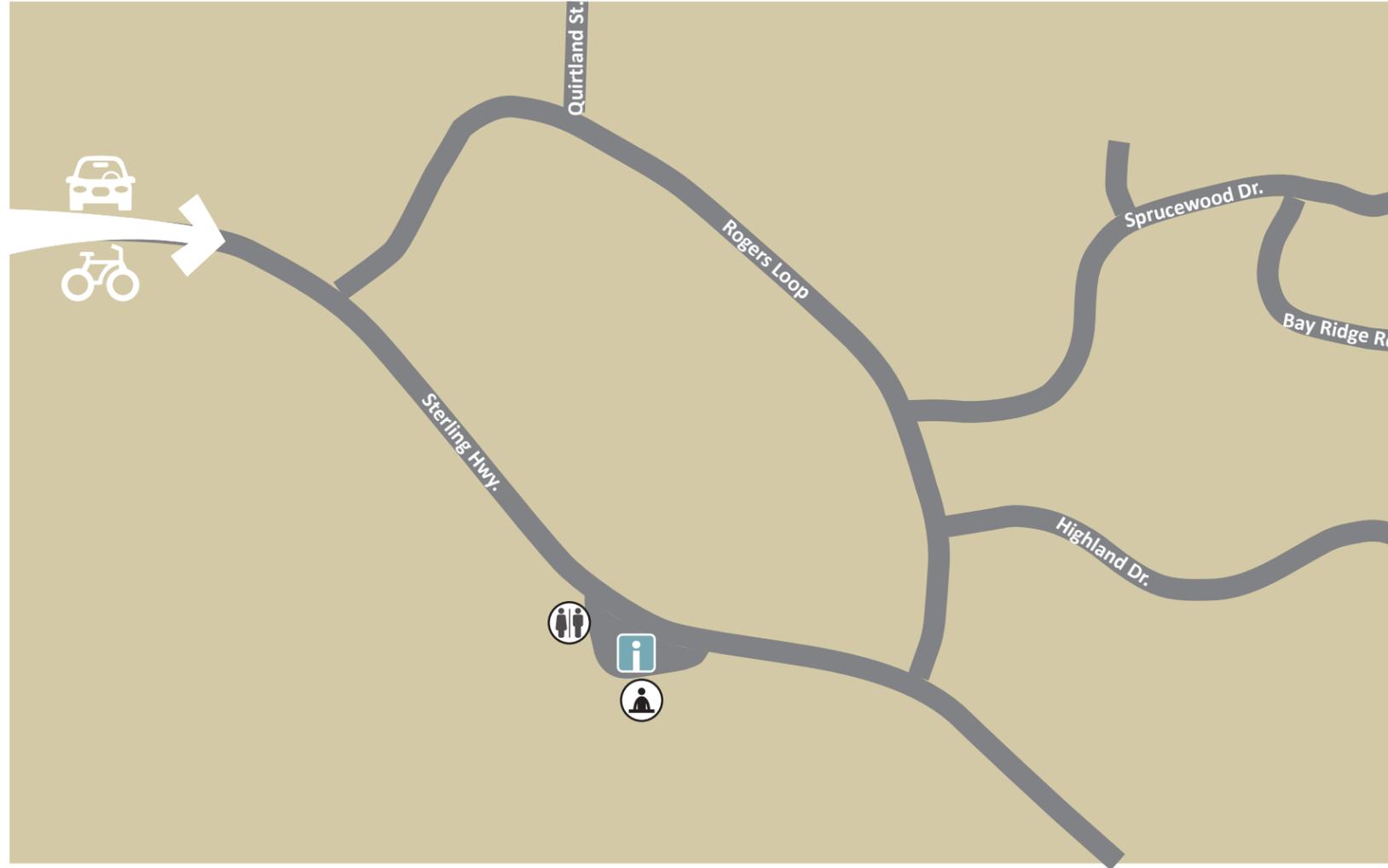
Destination

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 *i*

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

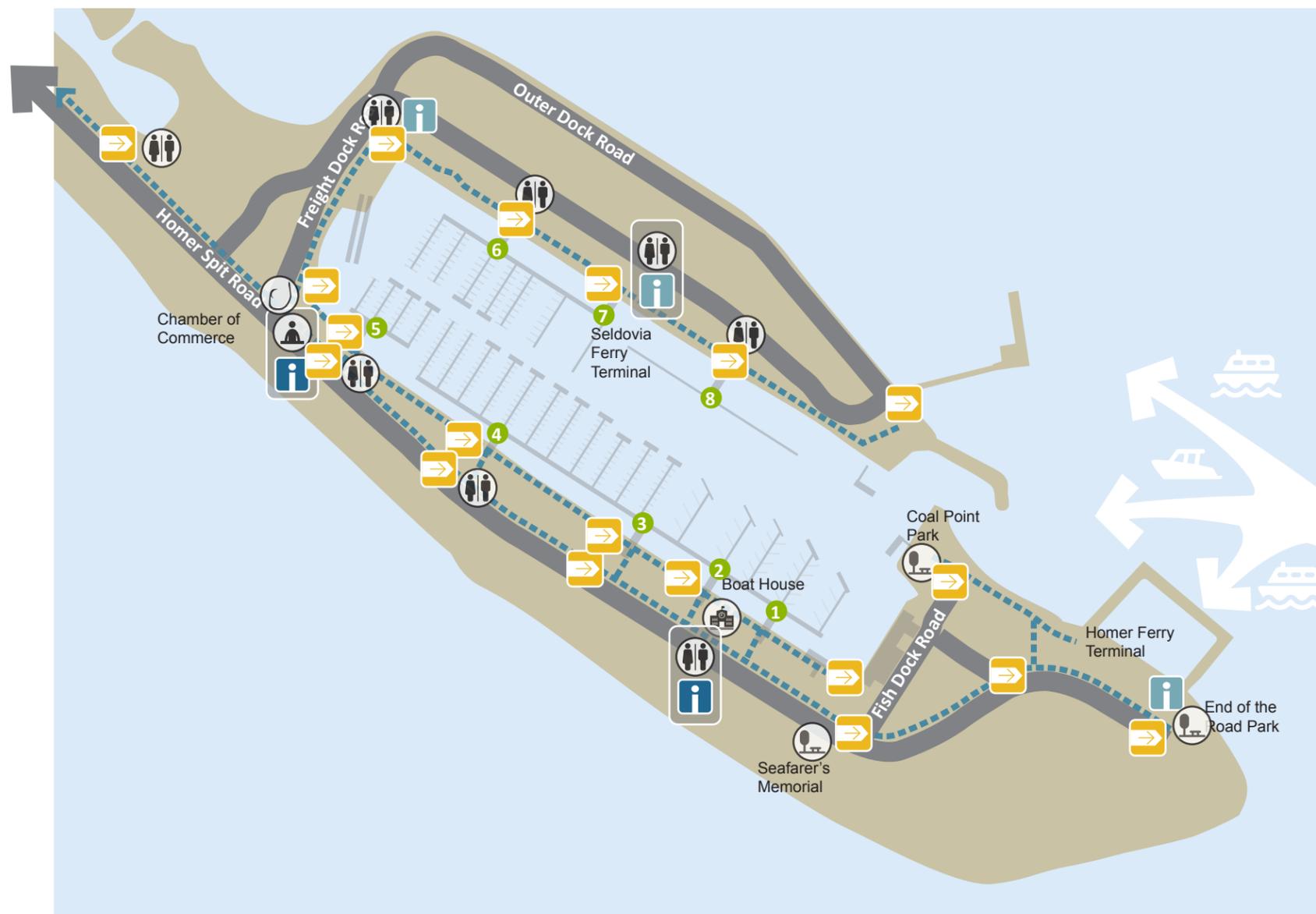
Area Information Sign *i*

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