**Getting to Your Destination**

People need to figure out where they want to go, 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.
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 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 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.
City of Homer
Wayfinding Master Plan

Baycrest OVERLOOK

 Existing DOT Signs
(Shaded signs are replaced or removed, non-shaded signs remain)

None

Existing Local Signs

All signs are diagrammatic only, to show content and directions.
City of Homer
Wayfinding Master Plan

**OCEAN DRIVE**

**Existing DOT Signs**

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

- CE Eastbound Sign
  - Airport Terminal
- CE Eastbound Sign
  - Beluga Wetlands Overlook
- CE Eastbound Sign
  - Wildlife Viewing
- CE Eastbound Sign
  - Airport
- CE Eastbound Sign
  - Terminal 1/2 Mi. Ahead

**Existing Local Signs**

None

**RESOURCES**

- Main Route
- Secondary Route
- Important Intersection

**ROADS**

- Civic Destination

**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.
City of Homer
Wayfinding Master Plan

HOMER SPIT

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

DE Northeast Sign
3. Load & Launch Ramp
3. 1RUW QERU28H
3. 1UPUW QK2335

Replaced by D2 below

Existing Local Signs

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

RESOURCES

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

WAYS

Main Route
Secondary Route
Important Intersection

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

ROADS

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.
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
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.
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

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
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

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:

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- Wayfinding: Identification of civic destinations
- Wayfinding: Trails, trailheads, and pedestrian routes