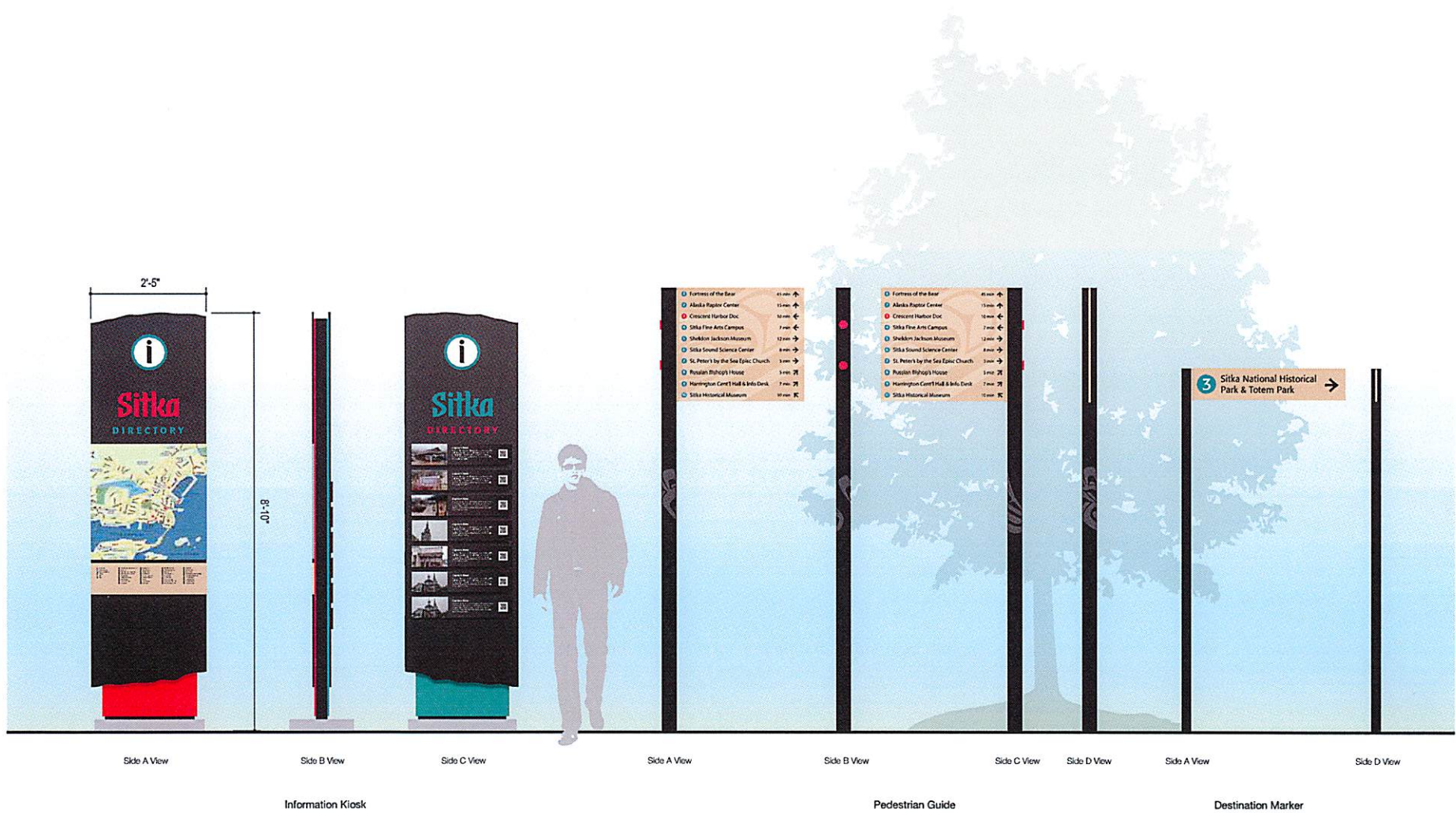


Special Report

Rachel Roy: Wayfinding Status Report





Side A View

Side B View

Side C View

Side A View

Side B View

Side C View

Side D View

Side A View

Side D View

Information Kiosk

Pedestrian Guide

Destination Marker

Placemaking

This is the process of creating attractive streetscapes, gateways, squares, precincts, parks, public art, and trails that will attract people because they are pleasurable, enticing or interesting. The brand planning process revealed several areas in which the attractiveness of Sitka can be improved for both residents and visitors. These include:

- Support the introduction of more public art in Sitka, particularly where it supports the themes of the brand.
- Encourage the development of a compact pedestrian precinct that can function as a gathering place. This should feature restaurants with outdoor seating, coffee shops, specialty retail and entertainment that will be a gathering place for residents and generate a sense of night activity.

Pedestrian Signage and Wayfinding: Signage systems serve vital roles. They inform, guide, and motivate travelers. They are also important in shaping the identity of a place through their style, design, colors, lettering, content and placement. Good signage can contribute significantly toward the satisfaction of visitors. The current wayfinding program will contribute significantly to the presentation of Sitka. Signs play an important role in encouraging people to spend money by effectively guiding them to desired locations.

Interpretation: This practice is aimed at explaining to visitors the significance of an object, a culture or a place – thereby possibly creating an attraction. Three objectives of interpretation are to enhance visitor experiences, to improve visitor knowledge or understanding, and to assist in the protection or conservation of places or cultural resources. It is most commonly used to refer to activities such as guided tours or walks and educational presentations, and to signs, mobile apps, guidebooks and brochures. Interpretation is very common in historic sites, museums, galleries, zoos, and natural areas of significance, as well as in telling the stories of communities. At its best it involves talented storytelling and content that visitors will find memorable, stimulating and worth telling to others.

Encourage thematic interpretation throughout the region, especially for sites of significant natural flora and fauna, settlement and fishing heritage. The signage and information systems used should be uniform throughout the region.