



SHORE

WAYFINDING AND ROAD ETIQUETTE PLAN



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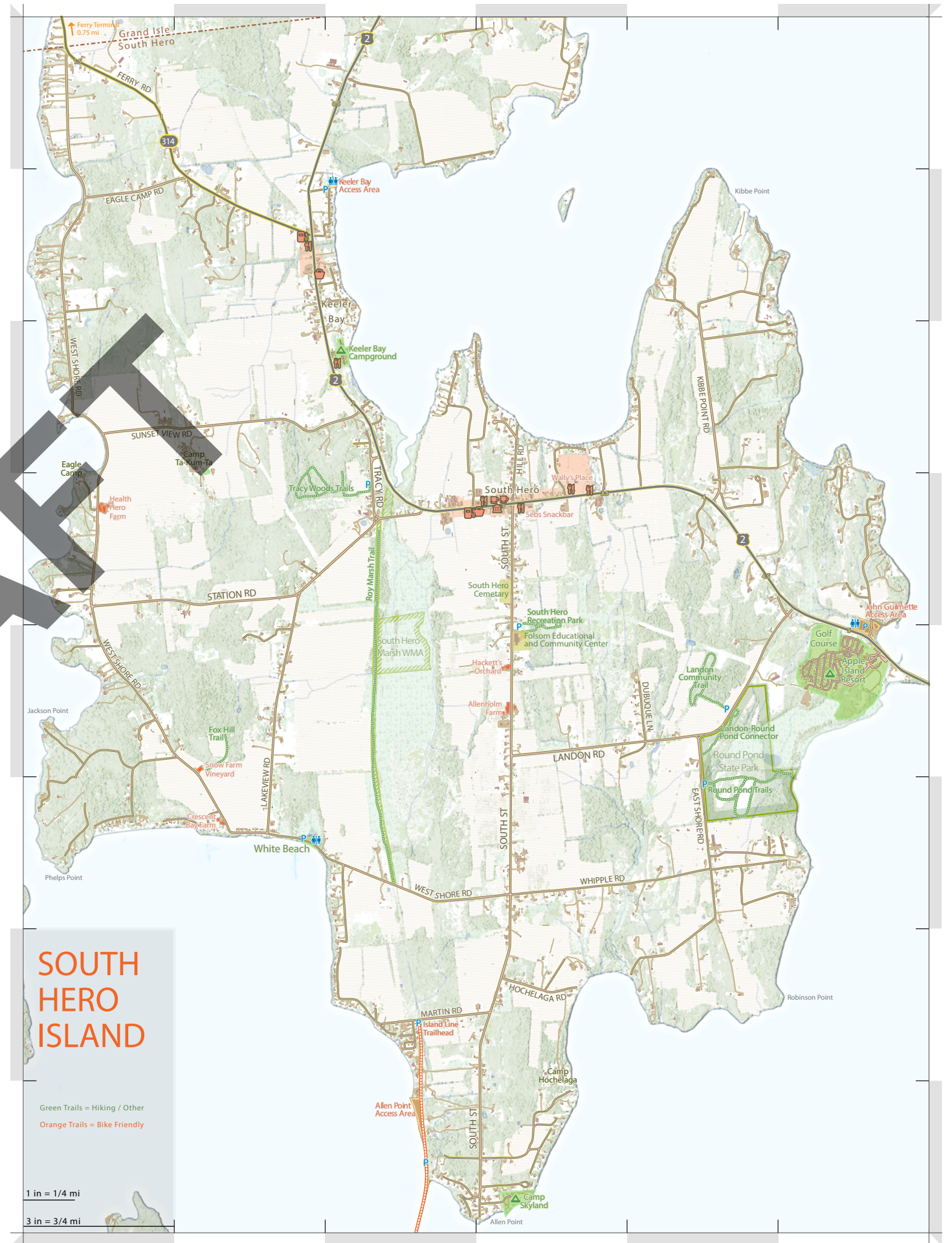
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Pop Up Campaigns

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ROUTE ASSESSMENT

The following pages provide summaries on a corridor by corridor basis of all through roads on South Hero Island. Each assessment is presented as a general rating, and further defined by details such as:

Surface Type - Graveled or Paved roads, recognizing that though a paved surface may be easier for a novice cyclist, pavement also encourages higher automobile speeds.

Roadway widths - wider roads are typically associated with higher motor vehicle speeds and lower cyclist comfort, but also provide more opportunity for future multi-modal improvements. Narrower roads can encourage lower road speeds, but create additional opportunity for conflict.

Elevation change - although South Hero is relatively flat by Vermont standards, there are many roads that have moderate to significant elevation changes, presenting a potentially uncomfortable challenge to many cyclists.

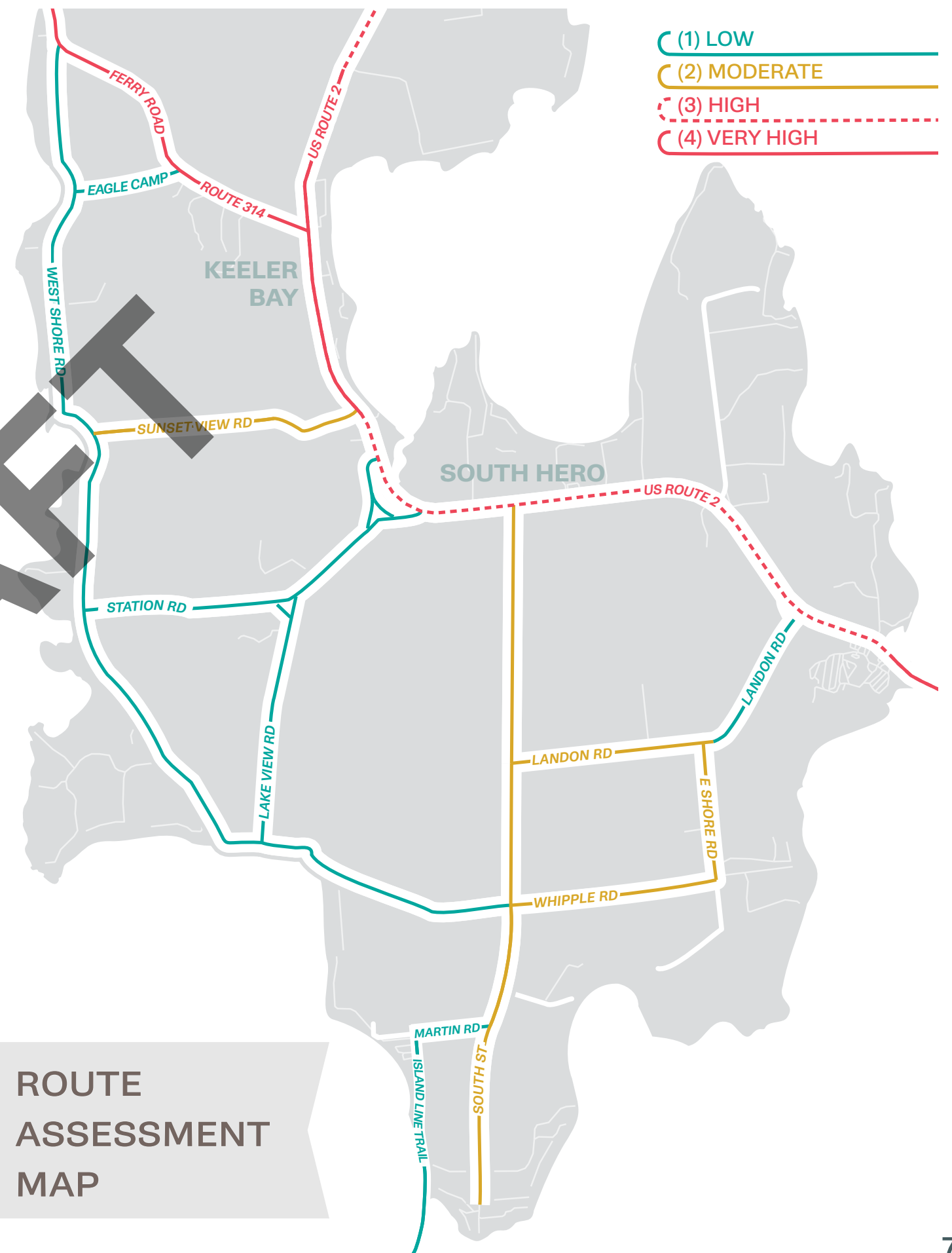
Average Annualized Daily Traffic (AADT)- a standardized measure used to identify the relative volume of vehicles that regularly use that roadway. Higher AADT is directly correlated with lower cyclist comfort on a shared roadway.

Level of Traffic Stress - these ratings are loosely based on the Level of Bicycling Traffic Stress originally developed by researchers at the Mineta Transportation Institute. They have been modified for the rural Vermont context to represent a range of traffic stress levels across a rural community's roadways.

These ratings are:

- -LTS 1: Separated Bike Path or low traffic speed and volume roadways
- -LTS 2: Shoulders or wide roads with low speed and moderate volumes of traffic
- -LTS 3: High volume, high speed roadways with painted shoulders greater than 4' wide
- -LTS 4: High volume, high speed roadways with shoulders less than 4' wide

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ROUTE ASSESSMENT MAP

Island Line

Level of Traffic Stress: Low

Surface: Smooth Gravel

Roadway Width:

Elevation Change: Low

AADT: 360

This popular trail corridor carries an average of 360 daily riders to and from South Hero Island. Peak ridership can crest 600 in a single day. This separated pathway maintains a smooth gravel surface, and is directly served by Local Motion's Bike Ferry, a unique ferry system that carries riders and their bikes the 100' across the gap in the old rail road

trestles created to allow boat passage at this location. The northernmost 3/4 miles of this corridor is public roadway that is primarily used to access one of two parking areas in this corridor. This trail corridor is owned and operated by Vermont Agency of Natural Resource

Recommendations: None



Martin Road

Level of Traffic Stress: Moderate

Surface: Paved

Roadway Width: 28' confirm)

Elevation Change: Moderate

AADT: Not Available

This roadway connects private residential roads to South Street and the Island Line. The northern side of this roadway has an expanded shoulder that serves as parallel parking for users accessing the Island Line. This corridor experiences heavy bike traffic, but as a dead end road to residences, and through traffic for the island line, few complaints or concerns were brought up regarding this roadway

Recommendations: None



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South Street

Level of Traffic Stress: High

Surface: Paved:

Roadway Width: 28' (confirm)

Elevation Change: Moderate

AADT: 905 (2020)

South Street is quite literally the center of South Hero Island. Running from the southernmost point to a continuation on Hill Road north of Route 2, it is a straight, relatively level roadway with one moderate hill south of the whipple road intersection. This central roadway provides the most direct route from the Island Line to South Hero village destinations, and it serves as a key connector for any travel outside of Route 2. This roadway is the one and only connection to the Town's public school. Outside of painted pedestrian crosswalks, no dedicated pedestrian or bicycle infrastructure provides a safe route for children and parents to walk or bike to school.

Its function as a key connector for both local traffic and a popular route for cycle tourists looking to find food and drink in the village creates a high volume of multi-modal traffic which has created friction in the past due to drivers needing to slow down for cyclists, or cyclists feeling unsafe when passed by drivers.

Finding alternate methods of routing the Island Line cycle-tourism traffic to South Hero's village center, or expanding the roadway to better accommodate the large volume of motor vehicles or bicycles. However, in recent years, local opposition to a wider roadway resulted in repaving South Street without the addition of bike lanes, and may not be a popular option in the near term.

Recommendations: Explore wayfinding and routing to reduce 'peak volumes' of cyclists using South Street as direct access from the Island Line by alternate routes. Should the Roy Marsh Trail become an improved trail for bicycle and pedestrian use, it could serve as an safe and road-separate route.



Whipple / East Shore / Landon Road

Level of Traffic Stress: High

Surface: Paved

Roadway Widths:

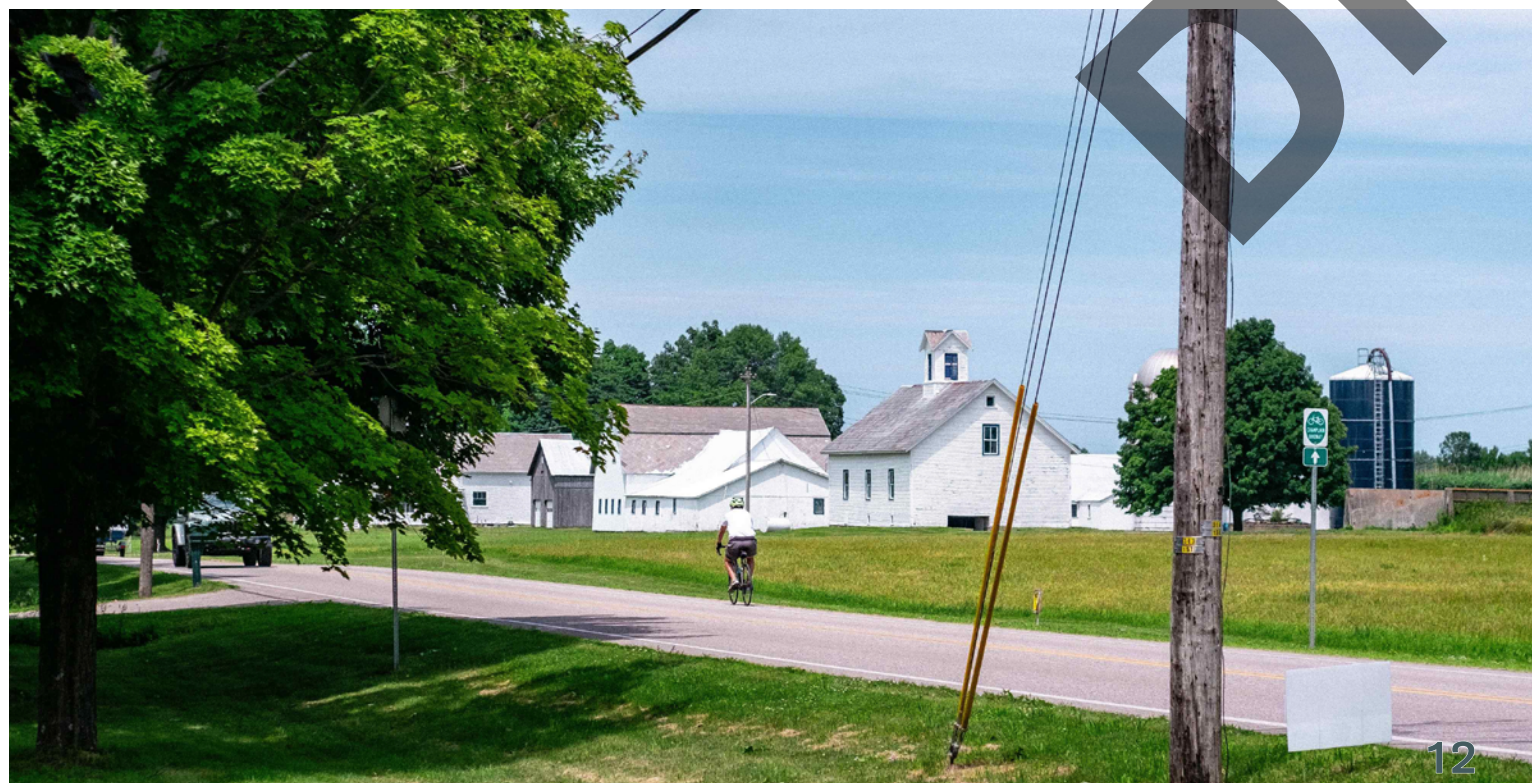
Elevation Changes: Moderate

AADT: 851 (Landon, 2020)

These three roadways are treated as a 'set' of eastern roadways as they connect South Street to the Eastern corridor to Route 2 and numerous agricultural and residential properties. Landon road is part of the established Champlain Bikeway route, and is marked with MUTCD compliant wayfinding signage as such. These roadways cross a low-lying

stream on the island, and the undulating nature of their terrain creates various sight line conflicts that can obscure an oncoming car or cyclist from view. They do not offer any significant connectivity between commercial destination on the island and the island line ferry.

Recommendations: Ensure that future signage markings do not conflict or confuse with the existing Champlain Bikeway Signage on Landon Road



West Shore Road

Level of Traffic Stress: Moderate

Surface: Paved

Roadway Widths:

Elevation Changes: Minor

AADT: 221 (2021)

This western corridor connects the whole of the western side of the island, from Route 314 in the north to South Street. It provides direct access to numerous destinations, most notably the Town beach, the colored bird house artworks, and Snow Hill Farm. The low traffic and scenic nature of this road

creates an ideal riding experience for most. It is generally regarded as having some of the finest cycling on the island, but does not connect directly with many businesses outside of Snow Farm and (add others?).

Recommendations: Maintain the low traffic on these roadways and consider signing as part of future bike routes.



Station / Lakeview / Tracy Roads

Level of Traffic Stress: Moderate

Surface: Paved

Roadway Widths:

Elevation Changes: Moderate
(Station Road Only)

Recommendations: Maintain the low traffic on these roadways and consider signing as part of future bike routes.

This trio of roads provides connection between West Shore Roadway residences / businesses and the eastern side of the Village Core. They experience low traffic volumes and access primarily agricultural properties. Station Road summits a moderate hill, and at the Tracy Road intersection connects to the northern terminus of the Roy Marsh trail.



Sunset View Road

Level of Traffic Stress: High

Surface: Paved

Roadway Widths:

Elevation Changes: Significant
(for South Hero Island)

AADT: Not Available

Recommendations: None

This roadway provides a direct link between Route 2 and West Shore Road on the northern side of South Hero. It traverses what is easily the steepest road grade on the whole island, and as such, would not make an ideal cycling corridor for the general public, many of whom are attracted to South Hero for the relatively flat and accessible terrain (as opposed to cycling elsewhere in Vermont's hills)



Eagle Camp Road

Level of Traffic Stress: Moderate

Surface: Paved

Roadway Widths:

Elevation Changes: Minor

AADT: Not Available

This roadway is a short link between route 314 and West Shore Road. It primarily serves as access for local residents.

Recommendations: None



Route 314

Level of Traffic Stress: Very High

Surface: Paved

Roadway Widths: 24'

Elevation Changes: Moderate

AADT: 3262

This road is recognized by locals as one of the most unfriendly places to ride a bicycle. Due to high traffic volumes, lack of shoulder, and less than ideal sight lines around several curves (such as accessing Eagle Camp Road), this road is not recommended for safe cycling.

Recommendations: Town and local advocates should work with VTrans to ensure future improvements to this roadway include adding a minimum of 4' shoulders for safety of pedestrians and cyclists along this route.



US Route 2

Level of Traffic Stress: High

Surface: Paved

Roadway Widths (Verify)

Elevation Changes: Minimal

AADT: 8668 (2024)

This roadway is the main ‘artery’ of transportation to and through South Hero. This road crosses the village center, where it provides access to a majority of centrally located businesses. Pedestrian infrastructure is limited to disconnected and degraded sidewalks on the north side of the roadway, and there is only one established pedestrian crossing for the whole of the 3/4 mile length of Route 2 through the Village Center.

The paved width of central Route 2 through South Hero is extremely wide, maintaining XXX ‘ shoulders that provide ample room for pedestrians or cyclists. These shoulders may also be used as parking downtown, but existing development patterns offer such ample volumes of off-street parking that it is rarely utilized.

Outside of the downtown core, the roadway maintains moderate shoulders until approximately a 1/2 mile south of the 314 intersection where they are reduced to less than 2’ wide. This condition maintains through Keeler Bay, creating a challenging multi-modal access issue.

Recommendations: Consider developing village street scape plans to improve pedestrian accessibility and comfort along this roadway. The significant shoulder widths create unique opportunities to explore designs for protected bike lanes or invests in revised street scape plans that could provide more safe and direct access to local businesses and improve roadway safety for all users. At a minimum, those portions of Route 2 that are maintained with shoulders under 4’ should be improved at this minimum safety standard.



Roy Marsh Trail

Rating: N/A

Surface: Natural Surface Trail

Width: 10-14'

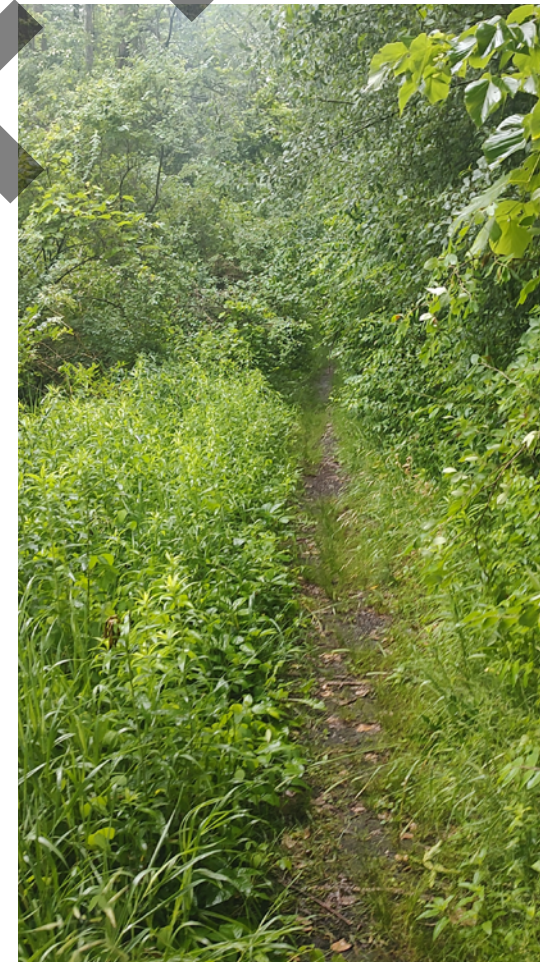
Elevation Change: Minor

AADT: n/a

The Roy Marsh Trail is a corridor that bisects the center of South Hero, and offers a walking route between Street A and Street B. The Roy Marsh Trail is owned and operated by Vermont Agency of Natural Resources, and is preserved as public access for wildlife viewing. As this corridor largely runs between developed farmland and public roadways, future conversations should weigh the importance of this corridor as a wildlife/hunting area against its potential contributions to safety and local economic development as an improved trail corridor that could remove significant amounts of bicycle traffic from South Street.

Additionally, should future trail connections be established between the Roy Marsh Trail and Martin Road, a contiguous 'Island Line to South Hero Village' connection would be possible that would address many of the community's concerns regarding shared roadway etiquette and safety. Any such connections would require the full participation and support of private landowner(s).

Recommendations: Explore opportunities to enhance the Roy Marsh Trail as an extension of the Island Line Trail. Improved trail maintenance and allowance for bicycle traffic on this corridor could significantly reduce on-road conflicts on South Street and Elsewhere.



APPLE ISLAND LOOP

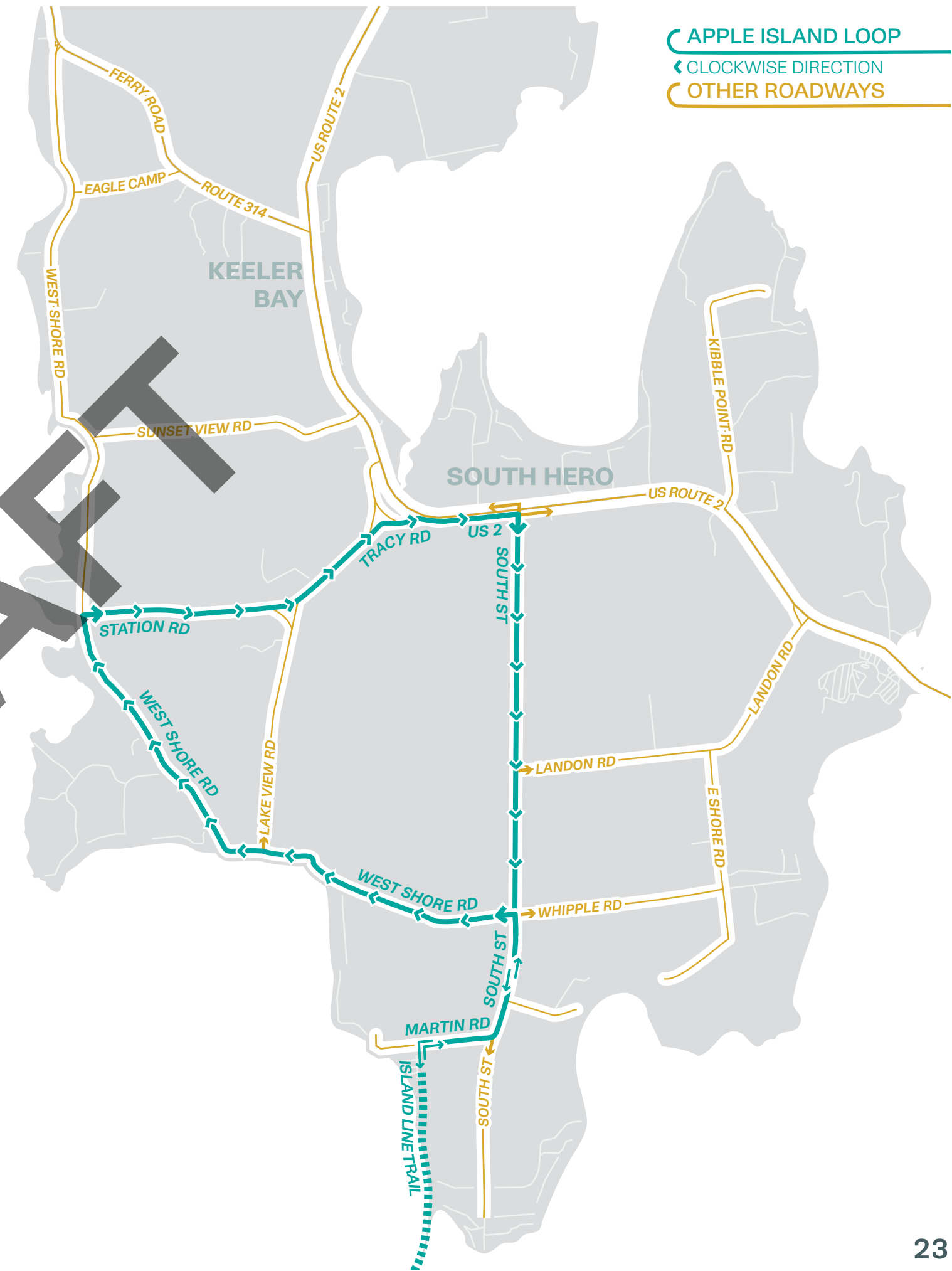
The Apple Island Loop has been developed as a recommended, casual loop to connect bicycle tourism from the island line with a safe and comfortable route to the resources of South Hero's Village center.

This route is developed in conjunction with existing routes such as the signed Champlain Bikeway, as well as the mapped but unsigned Triple Ferry Loop.

This route offers several advantages over a more direct route to downtown

- Right Turn Priority: This route creates a directional corridor that prioritizes right hand turns at intersections and reducing dangerous left hand turns on busy or high speed roadways.
- Reduces Sudden Elevation Changes: This route creates a more gradual elevation gain by routing cyclists west before arriving in the town center, and reducing the amount of fatigued cyclists climbing the south street hill.
- Highlights South Hero Assets: This route directly passes the public beach and bicycle friendly businesses outside the village core.
- Reduces South Street Congestion: By ending, not beginning the route on South Street, the route is designed to disperse peak volumes of cyclists along this important roadway.

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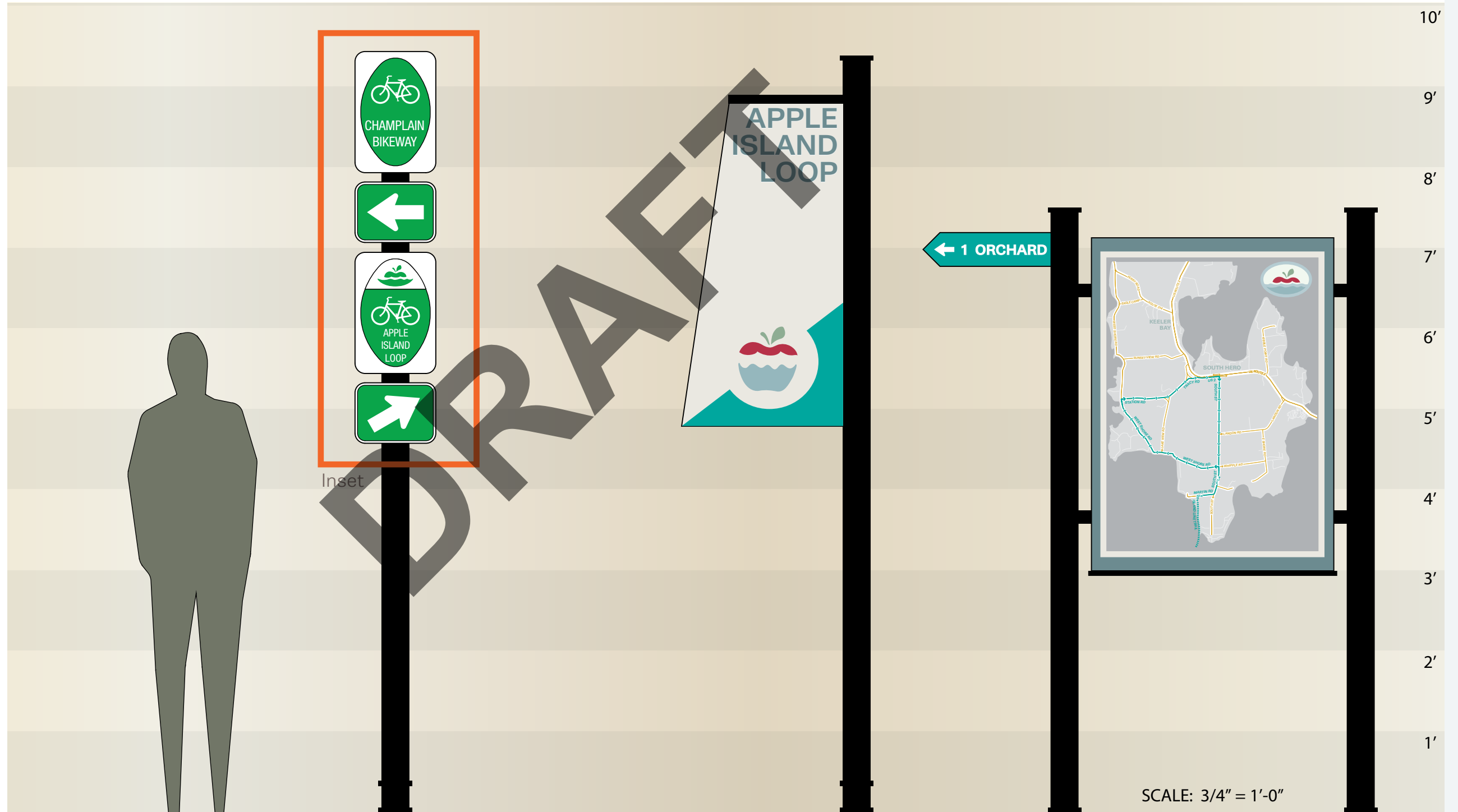
WAYFINDING SIGN FAMILY

APPLE ISLAND LOOP

- EXISTING SIGNAGE
- UPDATED ROW SIGNS
- UPDATED NON-ROW SIGNS
- NEW ROW SIGNS
- NEW NON-ROW SIGNS



Inset



● ● ● ROUTE MARKER
(within town road Right of Way (ROW))

■ ENTRANCE BANNER
(outside town road Right of Way (ROW))

■ ■ KIOSK
(outside town road Right of Way (ROW))

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

