

CITY OF SANTA ROSA
 PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
 CONCEPT COVER PAGE FOR CULTURAL HERITAGE BOARD
(July 17, 2024)

PROJECT TITLE

Metropolitan Transportation Commission
 Wayfinding Signage Prototype Project

APPLICANT

Metropolitan Transportation Commission

ADDRESS/LOCATION

Multiple Locations

PROPERTY OWNER

City Right of Way

ASSESSOR'S PARCEL NUMBER

N/A

FILE NUMBER

LMA24-001

PROJECT SITE ZONING

N/A

GENERAL PLAN DESIGNATION

N/A

APPLICATION DATE

N/A

APPLICATION COMPLETION DATE

N/A

PROJECT PLANNER

Matthew Wilcox, Transit Planner

RECOMMENDATION

Review and Comment

PROPOSAL

The applicant is proposing to install wayfinding signage as part of a prototype project to help the transit riding public better navigate the Bay Area public transit system. Given the complexities of regional transit services, MTC Regional Mapping and Wayfinding Project is taking an iterative design approach, wherein wayfinding signage and materials will be tested and refined with feedback from transit riders and operators at progressively wider scales. The first stage is to install wayfinding prototypes at El Cerrito del Norte BART station and the Santa Rosa Transit Mall and SMART station, which are served by a variety of transit agencies, offer transfers between bus and rail modes, and are within or near MTC Equity Priority Communities (EPCs).

The purpose of this review is to provide comments and feedback.

Attachments

Attachment 1 – MTC Wayfinding Prototype Project Implementation Presentation