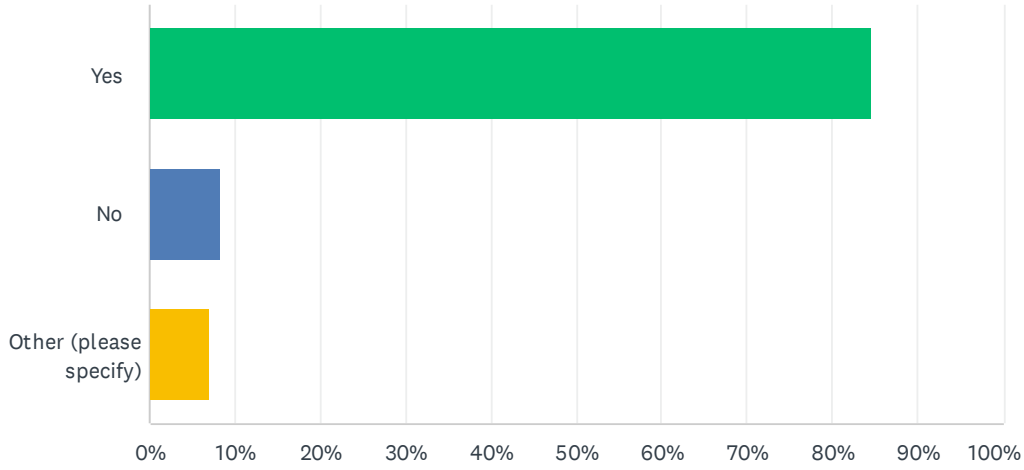
Q1 Are the locations for these signs in Railroad Square accessible to pedestrians without interfering with the sidewalk?

Answered: 417 Skipped: 4



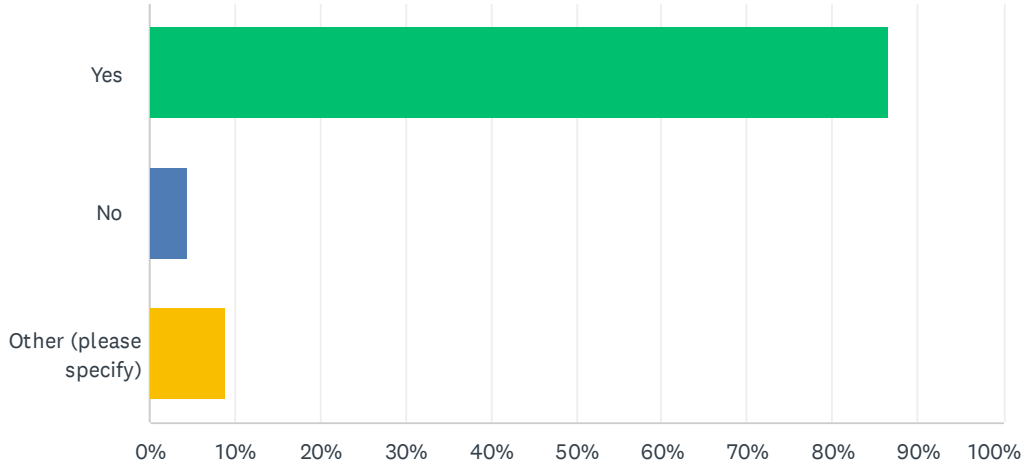
ANSWER CHOICES	RESPONSES	
Yes	84.65%	353
No	8.39%	35
Other (please specify)	6.95%	29
TOTAL		417

#	OTHER (PLEASE SPECIFY)	DATE
1	It works for me but think it should be reviewed by those with mobility aids	11/9/2023 7:54 PM
2	Not enough info from this photo. Depends on usual foot traffic and if bikes have a lane so they stay off the sidewalk.	11/5/2023 7:04 AM
3	Difficult to tell where this signage is posted and if someone in a wheelchair with an attendent or caninie companion could they manuever around the signage and the trash receptacle. I am assuming this sign is on the west end across from the vistors center? If so, who would benefit from this signage?????	11/2/2023 6:19 PM
4	1.Ugly! 2.Ugly! 3.Liability issue! 4.Business advertising that must be paid by businesses NOT taxpayer funding. 5.UGLY! 6.DANGEROUS	11/2/2023 6:13 PM
5	If placed at the crosswalk (such as the one on 3rd where a person hits the switch to be able to cross) it will hide the pedestrian for the car to see them. I personally think this crosswalk should be destroyed and make people move a few feet west to the t-intersection with Santa Rosa Ave and 3rd St.	11/2/2023 6:01 PM
6	There is some sidewalk interference, but is it obtrusive? Off-topic (but, I think has a modicum of relevancy...), is a "YOU ARE HERE..." kiosk facing the street, out of the question?	11/1/2023 11:10 AM
7	Does this interfere with crossing pedestrians being seen by road traffic?	10/19/2023 10:39 AM
8	Lipstick on a pig. Fix the sidewalks/ streets. Bulldoze the place mall. Re-unify downtown.	10/17/2023 1:39 PM
9	Who is paying for this? Why spend the money when Google directions work fantastic!	10/16/2023 11:49 AM

10	No, this takes up 2 feet of the sidewalk.	10/15/2023 10:11 AM
11	Don't know	10/14/2023 11:12 AM
12	I haven't seen all of the signs, so can't answer about the placement of all of them, but this one appears to give pedestrians and those using mobility devices adequate room. It does look like a car parking could easily hit the sign based on how close it is to the curb.	10/14/2023 10:05 AM
13	They are nice. They kind of block a portion of the walking sidewalk which I think would be ok, unless a group stooped to read it, then it could cause sidewalk congestion.	10/14/2023 8:30 AM
14	Don’t know.	10/13/2023 7:16 PM
15	This specific location allows pedestrians to pass. Others do not.	10/13/2023 6:05 PM
16	Kind of-they do protrude into the walkway-path. But I guess people shift positions-avoid them. Overall most sidewalks in Santa Rosa are too narrow. With ADA and more people in walkers/wheel chairs-its' difficult to resolve the conflicts. Maybe they should be installed paralleled with the curb when on a narrow stretch of walk.	10/13/2023 5:13 PM
17	No may be hard for drivers to see from the roadway and from pedestrians on the other side of the street.	10/13/2023 1:19 PM
18	Is braille on the signs? That would make them more accessible	10/13/2023 12:59 PM
19	This seems an odd question to ask since the City should be aware if the signs block or encroach on the sidewalk before installing.	10/13/2023 11:42 AM
20	They would be better if they were lighted	10/13/2023 11:06 AM
21	Yes, but I think they're too close to the street where they're liable to be hit by doors and interfere with those getting out of cars to the sidewalk.	10/13/2023 10:35 AM
22	The answer is generally yes, but I have to comment about the condition of the sidewalk pictured -- patched with asphalt?! The adjacent street also looks in poor condition. I probably think fixing the sidewalk, curb and gutter is more important than the wayfinding signs.	10/13/2023 10:33 AM
23	Sidewalks downtown are already cluttered. This would just add to it. Also, the city has not maintained current signs/poles, ect and they are looking pretty bad. I fear the same would happen with these.	10/13/2023 10:22 AM
24	they seem to low &/or should be centered on the vertical pole.	10/13/2023 9:46 AM
25	They do cut into the sidewalk a bit which could impact those in wheelchairs, with walkers or strollers	10/12/2023 8:35 PM
26	Can they be made of a material with some “give”? When walking & talking, it could be easy to bump into them.	10/12/2023 8:35 PM
27	I guess so	10/12/2023 8:18 PM
28	Probably, hard to tell. Maybe the flag portion should face the street, or have two feet	10/12/2023 7:29 PM
29	depends on the width of the sidewalk-it varies	10/12/2023 7:04 PM

Q2 Can pedestrians use these signs to navigate easily?

Answered: 418 Skipped: 3



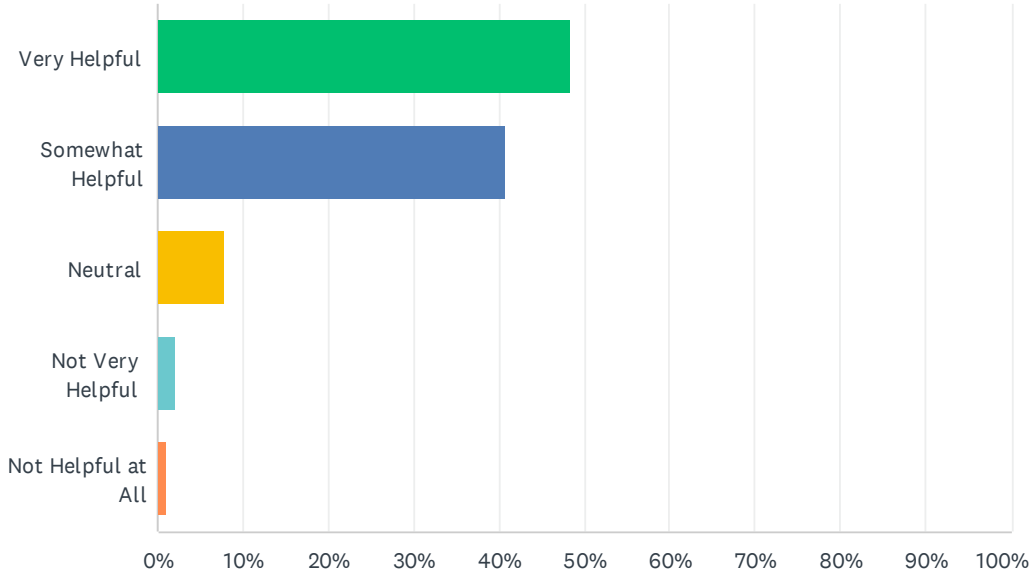
ANSWER CHOICES	RESPONSES	
Yes	86.60%	362
No	4.55%	19
Other (please specify)	8.85%	37
TOTAL		418

#	OTHER (PLEASE SPECIFY)	DATE
1	Yes but Should have time estimate to locations	11/8/2023 4:37 PM
2	This specific sogn is in an odd location. The edge of the curb, with the signs pointing back toward the sidewalk is both accessible for viewing and out of the way for access/circulation. The sign style and size does allow clear wayfinding to the intended locations.	11/2/2023 10:40 PM
3	Only if looking for a specific business. These remind me of advertising. Wayfinding signs should be for resources like restrooms, how to get from RR Square to downtown avoiding SR Plaza safely, where to find Courthouse Square and the Library, Post Office; arrow to additional streets by name, where the SmartTrain track and station is, where the Visitors Center is, etc. Colors and size/style of fonts make these difficult to read, especially for visually impaired people, including many men with color blindness. Consider a re-design using easy-to read fonts like regular road signs with same color solid background.	11/2/2023 7:48 PM
4	Without knowing where these signs are located, i.e. What street is this and which way am I looking. West 3rd looking East?	11/2/2023 6:19 PM
5	Are you going to note only public buildings or private enterprises? Use large print to can see from a car driving by.	11/2/2023 6:01 PM
6	For me, having "sections" (along with the arrows) for the signs would be more appropriate...i.e., "Across the Street", "Up the Street" & "Down the Street". And once again, is a kiosk facing the street out of the question?	11/1/2023 11:10 AM
7	They just look like ads for businesses more than pedestrian service	10/30/2023 5:36 AM
8	Only if they are literate and can read 15 signs in a row. Not many people get ‘lost’ on the way to Chevy’s.	10/27/2023 9:36 PM

9	The signs help, but the asphalt patches in the sidewalk are not great	10/27/2023 8:10 PM
10	Yes and no. Not all of the signs make sense. Sometimes they are in the opposite direction of the shops which would technically need a u-turn label/sign	10/27/2023 7:33 AM
11	I would keep the signs all one base color with the logos. It looks confusing having the bottom two signs different	10/26/2023 9:29 PM
12	I need to go the the signs in real time to see how they work for that area.	10/26/2023 7:27 PM
13	It might be easier to read if they are all the same sized fonts and colors.	10/26/2023 5:34 PM
14	Business names don't always convey services offered. If you know the business name and have become disoriented after finding a parking space the sign may help you get back on track.	10/25/2023 12:45 PM
15	The arrows should be pointing first. Then the business name depending on which side the sign is on the post.	10/17/2023 2:38 PM
16	I don’t understand the purpose of these. Is it to cater to tourist. Everyone has a map in their pocket. They look nice, but there are larger issues that need to be addressed.	10/17/2023 1:39 PM
17	I know the city is all fired up about wayfinding signs as it has been for decades. It makes no difference in this day and age. People use their telephone to navigate. Why wouldn’t the city invest in the current technology rather than technology from hundreds of years ago.	10/17/2023 7:46 AM
18	Who is paying for this? Why spend the money when Google directions work fantastic!	10/16/2023 11:49 AM
19	Yes, if there are safe crossings for pedestrians where they are directed to turn.	10/15/2023 8:43 PM
20	Yes, if they are walking. If they are in their car they would probably have a difficult time reading fine print that helps state what type of a business it is.	10/15/2023 10:11 AM
21	This sign looks like it is located in such a way that pedestrians might walk into it. It seems to be in the travel way.	10/14/2023 1:45 PM
22	Don't know	10/14/2023 11:12 AM
23	I don't feel that they do as much good as some may think	10/14/2023 10:46 AM
24	somewhat, adding distance and/or the street name to the location may be a good idea.	10/13/2023 1:19 PM
25	Again, Braille but yes.	10/13/2023 12:59 PM
26	The multiple personal Logos are a bit challenging	10/13/2023 11:06 AM
27	Does the city charge for a business to have their sign posted? If so, how much?	10/13/2023 10:53 AM
28	How come there isn't a Smart Station sign on the wayfinding?	10/13/2023 10:43 AM
29	Same comment about the sidewalk. Otherwise probably yes. Actually, now that I'm thinking about it, I think logos should be prohibited -- should be uniform font for all businesses.	10/13/2023 10:33 AM
30	why in the middle of the sidewalk?	10/13/2023 9:46 AM
31	Yes, only if they are positioned close to intersections though, because then the arrows are more clear.	10/13/2023 7:07 AM
32	I'm not sure how this sign would help and/or appeal to tourists in Santa Rosa.	10/12/2023 10:09 PM
33	Maybe? The words seem smaller than they should be on some of those placards. I could get to La Gare, but I have no idea what that cup is, nor what's on the blue background.	10/12/2023 8:54 PM
34	Depends if one is interested in the businesses on the signs.	10/12/2023 7:38 PM
35	I'm not sure why these are really needed. The hardest part about getting to railroad square is figuring out you need to go through the mall. Maybe we should demolish the 4th street section of the mall instead	10/12/2023 7:29 PM
36	As general directions	10/12/2023 6:10 PM
37	No. I recommend adding an estimated walk time to each arrow so that a pedestrian could easily understand the distance from the sign to their destination.	10/10/2023 1:03 PM

Q3 How well do the arrows help with locating the businesses?

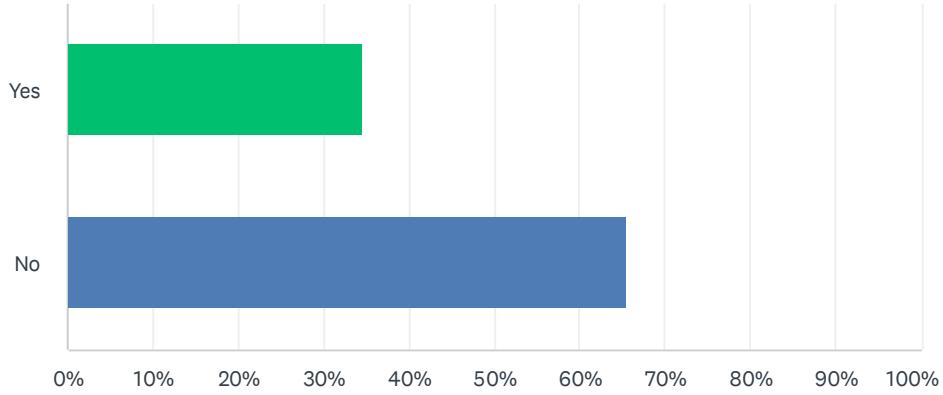
Answered: 416 Skipped: 5



ANSWER CHOICES	RESPONSES	
Very Helpful	48.32%	201
Somewhat Helpful	40.63%	169
Neutral	7.93%	33
Not Very Helpful	2.16%	9
Not Helpful at All	0.96%	4
TOTAL		416

Q4 Should the signpost incorporate more design elements?

Answered: 381 Skipped: 40



ANSWER CHOICES	RESPONSES	
Yes	34.65%	132
No	65.35%	249
TOTAL		381

#	OTHER (PLEASE SPECIFY)	DATE
1	Keep them simple. Let the destinations provide the color and interest. If anything, you might move the district identifier (Railroad Square) to a special place at the top above the bar to separate it from the businesses. Right now it looks like a business, not a district.	11/8/2023 1:24 PM
2	Could go either way, but simple works fine and I'm sure the price for a sign with few embellishments is probably best!	11/8/2023 10:35 AM
3	Not sure	11/8/2023 2:09 AM
4	Maybe. not if it's more expensive. These are basically mini-billboards - advertising for downtown businesses. This is important to keep downtown viable. Increasing foot traffic also results in increased exposure to pedestrians and increases health. It would be nice to have more secure bike parking.	11/7/2023 12:21 PM
5	It could. Hopefully simple yet elegant and not too much cost.	11/5/2023 10:35 AM
6	Something a bit more classy. These look like they are a hair higher than a beginner welding project.	11/3/2023 8:17 PM
7	The more streamlined the better so as to not block the walkways. Great for tourists and residents that aren't familiar with the area. The area under the signs could be used for trash receptacles without impacting the walkways.	11/3/2023 2:06 PM
8	Only if Railroad Square area property/business owners want that.	11/3/2023 12:44 PM
9	Do not make the signs cluttered. Clarity is the most important aspect.	11/3/2023 11:21 AM
10	Have them represent Santa Rosa symbols and other historic/classic building details. Part of goal is to enhance SR's appeal so use this important detail to reflect something classically SR. Comment on the arrows-they are essential.	11/3/2023 10:04 AM
11	too confusing	11/3/2023 9:31 AM
12	Brighter colored posts so they are more easily visible. Provide (solar) panels for energy to	11/3/2023 8:29 AM

	lighting them for visibility at night.	
13	Too modern for a historic district.	11/3/2023 8:18 AM
14	The signage needs to be capitalized letters in the same color. Stop with the hard to read fancy colorful stuff. It’s way too hard to read	11/3/2023 12:04 AM
15	I don’t understand what the question means	11/2/2023 10:55 PM
16	I like that the sign is branded with the top panel, and think that should be used for all sign, with ubique branding for each separate district. The current pole design is understated and does not distract from either the individual signs or the surrounding district. If more design details are added to the sign poles, they should be understated or well integrated with the overall district branding.	11/2/2023 10:40 PM
17	Too many "design elements" distract from the purpose.	11/2/2023 9:20 PM
18	If the posts were of a good visual color you could stop them from a distance and I don't mean safety yellow.	11/2/2023 8:50 PM
19	Old school type post. Better design	11/2/2023 8:12 PM
20	Blue lights with the emergency phone that’s call directly to 911 for emergencies	11/2/2023 8:11 PM
21	If there are blank spots, they should be at the top of the sign. The higher the word block, the harder it is to read if a person is in a wheelchair, visually impaired, or short in stature.	11/2/2023 7:48 PM
22	They are not very eye catching	11/2/2023 7:02 PM
23	The structure supporting the business signs looks a bit temporary. Perhaps at the top of this structure could be a sign (Santa Rosa-Railroad Square) & (Santa Rosa-Downtown).	11/2/2023 6:53 PM
24	Should represent the “historic” railroad square….perhaps more Victorian style?	11/2/2023 6:39 PM
25	Actually, less is more. Writing needs to be clearer: bigger as well as the signs. Perhaps bigger signs	11/2/2023 6:22 PM
26	Again, this does not look handicapped friendly.	11/2/2023 6:19 PM
27	*Dangerous *Only pushing people to businesses *Does not help in people navigate the “city”	11/2/2023 6:13 PM
28	If at a location where a bus stops, add a seat for a person to wait for the bus.	11/2/2023 6:01 PM
29	If there would be no reduction in quantity/quality of signage more ornate signs would be nice, but it is not worth a large tradeoff in overall scope.	11/2/2023 5:42 PM
30	List address.	11/2/2023 5:37 PM
31	Keep it simple.	11/2/2023 12:19 PM
32	Do you mean "business advertising" design elements or "physical street sign" design elements or both? And would a "kiosk" design element work here?	11/1/2023 11:10 AM
33	Please keep it simple. No clutter.	10/28/2023 7:21 PM
34	Why? What would that add to assist people? Everyone has a phone with GPS. These signs are a waist of taxpayer dollars.	10/27/2023 9:36 PM
35	Rectangle corners might be rounded	10/27/2023 8:10 PM
36	The current design is very basic. How about embellishing the metal post and brackets to complement the architecture and era of the area? A little more charm, a little less basic. A bright color painted on the post would attract a person's eye to the signage and some metal scroll work would add charm. How about adding a solar light fixture on top to shine down on the sign at night so it is easily seen and read?	10/27/2023 3:58 PM
37	A little reflection of 19th century may help, rather than just square tubes	10/27/2023 11:03 AM
38	Not sure signs using store logos and colors are as easily read as uniform signage Is public money used for individual signs or do retailers pay? If public money then signs should be generic	10/27/2023 7:28 AM
39	The design should match railroad square. So that it provides a sense of where you are.	10/26/2023 9:33 PM

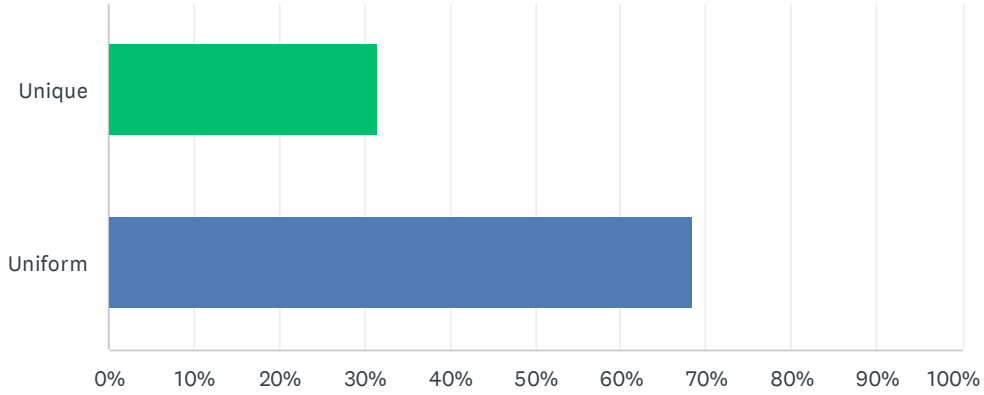
	Currently, the streamlined style is in juxtaposition to Railroad Square, not complimentary to. Similar, I would expect signs in courthouse square to be different, matching that unique environment.	
40	Same comment as before. Signs should all have one uniform base color.	10/26/2023 9:29 PM
41	Use the least expensive design. These types of signs don't need to be pretty; they just need to be user-friendly.	10/26/2023 9:25 PM
42	Lights	10/26/2023 8:49 PM
43	Like what? I don't understand the blue dashes.	10/26/2023 8:43 PM
44	That’s enough information for that signpost.	10/26/2023 7:27 PM
45	Color	10/26/2023 5:48 PM
46	Add in smaller print below the arrow the distance to each location, e.g. 0.2 miles One also could consider icons indicating whether something is a cafe, restaurant, shop or attraction.	10/26/2023 4:45 PM
47	This is a historic district and this design does not respect that.	10/25/2023 12:45 PM
48	N/A for Fire Concerns	10/23/2023 12:12 PM
49	It is not necessary to theme every last element of the City's downtown. No more Snoopys, no more vines, no more Victorian elements.	10/19/2023 9:13 AM
50	I’m no artist but there are many that need work	10/19/2023 6:33 AM
51	I like the black clean look, but might consider more signage/interest on the top	10/18/2023 12:35 PM
52	Maybe if the post was a brighter color it would look better and be seen better after dark	10/18/2023 12:18 PM
53	They are very simple.	10/18/2023 8:44 AM
54	Like, should the post be decorated? I don't really care one way or the other, but it could be nice I guess.	10/17/2023 12:05 PM
55	I’m not a fan of permanently, affixed signs. They require a maintenance people can run into them. The base of that sign pole definitely looks like a tripping hazard. And I think the signs look very cluttered. More like a bunch of logos.	10/17/2023 7:46 AM
56	Not necessarily - to each their own.	10/16/2023 4:25 PM
57	Who is paying for this? Why spend the money when Google directions work fantastic!	10/16/2023 11:49 AM
58	They seem fine the way they are.	10/16/2023 9:25 AM
59	They should include the City logo.	10/16/2023 8:37 AM
60	Ambivalent! I think they're fine, but more design wouldn't be bad either.	10/15/2023 5:08 PM
61	It's not a very exciting piece of infrastructure. It might be appropriate to consider that Railroad Square is a Preservation District as well as on the National Register of Historic Places.	10/14/2023 1:45 PM
62	It's not eye catching as is.	10/14/2023 11:12 AM
63	The simpler the better. If it's too busy it's hard to locate the needed info.	10/14/2023 10:05 AM
64	Could be larger	10/14/2023 8:09 AM
65	Need a bit more eye-catching design	10/13/2023 7:16 PM
66	Not at this time.	10/13/2023 6:47 PM
67	The signs are advertising for the businesses and are only legible for pedestrians.	10/13/2023 6:05 PM
68	The posts and frame should match the streetlight metal work. This low profile and black color disappears.	10/13/2023 5:13 PM
69	I like the simplicity - I tend not to look at or read something if it's too cutesy or busy.	10/13/2023 4:30 PM
70	Sure, but not sure what the blue lines mean	10/13/2023 3:36 PM

71	The Santa Rosa "rose" logo	10/13/2023 1:50 PM
72	Should be bigger so it's easier to see from a farther distance, from the road way, other side of the street and so its easier to see for those with low vision.	10/13/2023 1:19 PM
73	I suggest that there are already plenty of visual things attracting the eye of the consumer. I don't think spending money on redesigning and rebuilding signposts is a good use of public funds.	10/13/2023 12:51 PM
74	I like that the sign for each business includes their logo. The signpost itself is kind of blah, but not sure any embellishment would improve it.	10/13/2023 11:42 AM
75	Nobody is looking at the post.	10/13/2023 11:21 AM
76	Logo that represent the City (rose) on the left. Fonts should be consistent and art work simple and tasteful with proportionality a goal	10/13/2023 11:12 AM
77	Lighting (solar powered) Consistent fonts Braille The angled arrows don’t make sense—starks is straight 1 block them right 3 blocks…	10/13/2023 11:06 AM
78	Yes, more design elements! Can we appreciate our past with a post that is in keeping with historic downtown buildings? For example, consider a post with wrought iron details that looks like it's been there over a hundred years. Like something that would fit in with mainstreet in Disney. I think the city took a wrong turn when it attempted to modernize the downtown square. They should gone back in time and with something timeless. Tradition fountains, vintage lighting, vegetation - like Healdsburg's or City of Sonoma's square. Who wants to go to our current cement pad. I'd LOVE to be on a committee to brainstorm this. Charles Metz 7072914718 love.one.another@sbcglobal.net	10/13/2023 10:54 AM
79	Only if consistent with railroad brick architecture.	10/13/2023 10:53 AM
80	The simplicity is nice although if there is a color palette for each area of the city / downtown it would be smart for the signpost in each 'district' to be a different color. I think having the name of the district on the top of the sign post rather than as the top piece of information would help it to stand out more. It took me a while to realize that it wasn't a business. Separation would make it stand out more.	10/13/2023 10:39 AM
81	How tamper proof are the signs? Nothing to be done about graffiti, but minimal opportunity for vandalism is best. Simple is always good, and these are that.	10/13/2023 10:33 AM
82	Keep it simple. Perhaps incorporate a neighborhood specific graphic above the top piece. Currently in Railroad Square they are using the top sign position. But the logo above that at the very peak of the sign might be useful to identify specific neighborhoods.	10/13/2023 10:29 AM
83	Something at the top to define what it is.	10/13/2023 10:14 AM
84	Bigger	10/13/2023 10:09 AM
85	I think they should all be black and white. The color somehow suggests a level of more importance. Also it become too busy / distracting.	10/13/2023 10:08 AM
86	Always great to enhance the destination	10/13/2023 9:18 AM
87	Yes if there are more places of interest to people who have never been here before and would like to find the place	10/13/2023 8:54 AM
88	Adequate lighting so it can be seen at night.	10/13/2023 8:27 AM
89	No idea	10/12/2023 10:14 PM
90	Yes, I think some arty unifying element to all the signs would be unique to our area and attractive to locals and tourists alike.	10/12/2023 10:09 PM
91	Mention how far away the places are.	10/12/2023 8:35 PM
92	Less is more	10/12/2023 8:30 PM
93	Should be circular	10/12/2023 8:18 PM
94	Patterned wrought iron… perhaps leaves. All different	10/12/2023 8:03 PM
95	Not sure what you are asking by a “design element”	10/12/2023 7:38 PM

96	Depending on the location it would be advantageous to mirror the architectural and historical design while still using the basic ladder signs.	10/12/2023 7:34 PM
97	It should be more in keeping with the architectural era of Old Railroad Square.	10/12/2023 7:23 PM
98	They will be subject to vandalism and should be very sturdy.	10/12/2023 6:40 PM
99	Doesn’t make sense at all	10/12/2023 6:39 PM
100	Take them out! They are sign pollution.	10/12/2023 6:35 PM
101	I love these signs - perhaps a band of color next to the business to let you know if it is for: shopping, eating, entertainment, etc.	10/11/2023 4:53 PM
102	Santa Rosa 'rose emblem' Lighting, LED, solar More refined material (i.e., not square tube black)	10/11/2023 10:13 AM
103	Keep the sign posts simple	10/10/2023 9:17 AM
104	I don't think it's necessary, but it may be a neat way to incorporate public art, or branding/design elements to the district or City.	10/9/2023 3:35 PM

Q5 Should each sign be unique, or should there be a uniform design?

Answered: 396 Skipped: 25



ANSWER CHOICES	RESPONSES	
Unique	31.57%	125
Uniform	68.43%	271
TOTAL		396

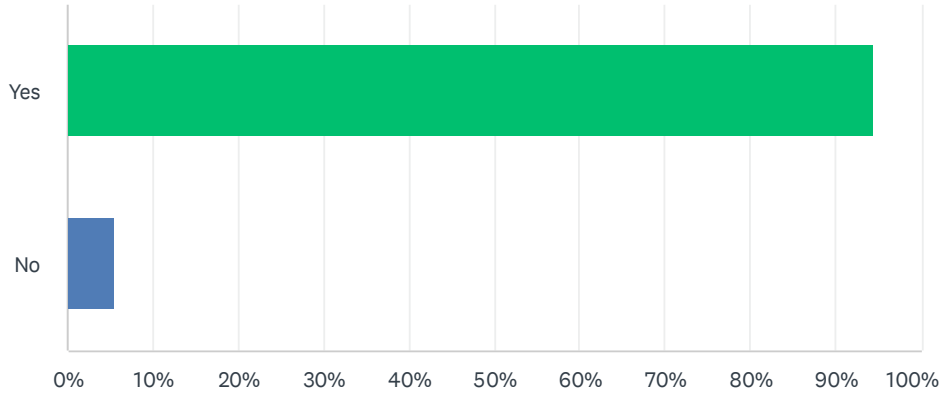
#	OTHER (PLEASE SPECIFY)	DATE
1	Keep them uniform. Let the destinations provide the color and interest.	11/8/2023 1:24 PM
2	Depends on cost. I prefer uniform, makes it easy to distinguish what it is - a mini-billboard and engage or not engage.	11/7/2023 12:21 PM
3	The actual signposts... uniform. If the merchants are financially participating in their actual business sign... it should represent their marketing/branding.	11/3/2023 12:44 PM
4	Helps with clarity.	11/3/2023 11:21 AM
5	Uniform but with some unique features based on location. Reflect the historic districts or other way to classify business districts (Old Railroad Square). Again, this is an opportunity to advertise / market an enjoyable reason people could enjoy SR	11/3/2023 10:04 AM
6	Either is OK	11/3/2023 9:41 AM
7	They have no design. totally utilitarian	11/3/2023 9:30 AM
8	Bold, capitol letters. Make it simple and easier to read	11/3/2023 12:04 AM
9	Individual business signs should be allowed to represent their businesses through branding and logos. This helps to provide recognition when you arrive to the location. Keeping the size limited and consistent amoung all the businesses addresses the potential/ concern for cluttered appearance.	11/2/2023 10:40 PM
10	Continuity, continuity, continuity. You could even use the color in a marketing campaign. Follow the blue sign and find your way. That ones' free, the next one is .75.	11/2/2023 8:50 PM
11	Each small block should retain an easy to read simple font with one background color, no logos with imbedded text. Consider for visually impaired or non-English speakers -- simple font makes it easier to read. Needs to include resources like SmartTrain station, Library, Post Office, Courthouse Square, how to safely navigate around SR Plaza ...	11/2/2023 7:48 PM
12	It would look more refined, & less like ugly advertisements, if the signs were uniform-black &	11/2/2023 6:53 PM

	white with the titles of the businesses.	
13	Either one whichever is clearer. The sign in this sample is a hodge podge of letters	11/2/2023 6:22 PM
14	*UGLY *Uniformly UGLY *pushing consumer consumption only/ *Does NOTHING to help navigate the “city” * Does NOT add to city beautification —-accomplishes the opposite—>UGLY!	11/2/2023 6:13 PM
15	How much is a business going to have to pay to advertise on this post?	11/2/2023 6:01 PM
16	Either way	11/2/2023 5:44 PM
17	Cleaner the better for readability.	11/2/2023 12:19 PM
18	Uniformity makes for easier reading & interpretation, yet uniqueness separates businesses from businesses. So, uniform size & display with logos on each sign may have promise. So might a kiosk?	11/1/2023 11:10 AM
19	Don’t feel strongly	10/31/2023 7:04 AM
20	Easier to distinquish	10/30/2023 12:15 PM
21	Each shop has it's own style and that should be reflected in the signage	10/30/2023 7:12 AM
22	Everyone has a phone with GPS. These signs are a waist of taxpayer dollars.	10/27/2023 9:36 PM
23	Readability of type and harmony of color, and round the corners a little bit. Posts would be better in a lighter color, not black, so that one can see the post readily and does not walk into it	10/27/2023 8:10 PM
24	With distances to the business.	10/27/2023 1:39 PM
25	Easier to know what to look for	10/27/2023 1:15 PM
26	Unique to the area but uniform within each area.	10/26/2023 9:33 PM
27	Who cares??? Just be a good steward of our tax dollars.	10/26/2023 9:25 PM
28	Either is fine.	10/26/2023 8:43 PM
29	If done properly unique signs can encourage people to discover them.	10/25/2023 12:45 PM
30	One style for railroad square area, a different one for the courthouse square area, and perhaps ones with larger fonts along main auto corridors surrounding downtown	10/25/2023 9:52 AM
31	N/A for Fire Concerns	10/23/2023 12:12 PM
32	I would like to see a LOT more uniformity! Just a small logo to the left of the business name. Should look more elegant.	10/19/2023 5:19 PM
33	Sign expert might give some direction on what works best visually Ex: less is more	10/18/2023 12:35 PM
34	I would allow the vendor to provide a simple logo for the corner anecdotally a 6 x 6 square logo. The rest should be uniform to make it easier for people to read.	10/17/2023 7:46 AM
35	Who is paying for this? Why spend the money when Google directions work fantastic!	10/16/2023 11:49 AM
36	Incorporate rose elements or combine snoopy sculptures and signs?	10/16/2023 11:16 AM
37	But with no fancy letter - too swirly, cursive makes it hard to read	10/15/2023 5:15 PM
38	Color coding depending upon the type of business. Differentiate between Retail and Restaurant. Make signs a solid color with white writing. For example: Blue for Retail and Red for Restaurant	10/15/2023 10:11 AM
39	Businesses have spent money to make their business recognizable. Logo features help the consumer readily identify the business they are looking for.	10/14/2023 6:59 AM
40	Please clarify the question. The rectangular signage with the business logos is perfectly fine. I feel the question is not clear enough. If you are asking if some signs could be round or triangular, I find that not acceptable.	10/13/2023 6:47 PM
41	If they are unique they are easier to read.	10/13/2023 6:05 PM
42	I think something distinctive about a business-like their logo or typeface should be apart of the	10/13/2023 5:13 PM

	sign, but those in the photo are very busy-kind of fun, but a bit much. An arrow with-2 blocks e or cross street or something when the signs is pointing to a business far away.	
43	I like the uniformity of size and shape, but I also appreciate seeing the logos within each sign, as long as these logos are easy to read.	10/13/2023 4:30 PM
44	Hard to read some right now when you are in a hurry	10/13/2023 2:13 PM
45	I think a little different is okay. The signs above becomes a bit much when they're all so different and some stand out more than others so people might gravitate towards those businesses versus ones with a subtle sign.	10/13/2023 12:11 PM
46	Absolutely keep each business's unique logo and lettering. Generic signs will not be as eye-catching and can be more easily overlooked.	10/13/2023 11:42 AM
47	Background color should be the same, with individual logos.	10/13/2023 11:21 AM
48	see above comments. This sample is much too busy and inelegant	10/13/2023 11:12 AM
49	They should all be the same basic layout but it is helpful for each business to have their logo shown rather than just words.	10/13/2023 11:11 AM
50	I like the variety. I'm a visual person and the different fonts help the verbiage convey the message. If it's all the same, what the difference between the waysigns and informational bus stop signage.	10/13/2023 10:54 AM
51	Uniform in shape but different color sign post by district.	10/13/2023 10:39 AM
52	Uniform. The mess of logos is a mess, and some are illegible, including, in this example, the RR Square logo!	10/13/2023 10:33 AM
53	The logo / brand of company can be different, but in all other ways (color and arrows) it should be the same	10/13/2023 10:08 AM
54	Visitors can then look for these signs to help them navigate.	10/13/2023 8:54 AM
55	Needs more color and not so plain!	10/13/2023 8:27 AM
56	I like the idea of uniform, but that doesn't mean black and boring. Each sign post could be splatter-painted with lots of colors, or they could have Santa Rosa roses on them.	10/12/2023 10:09 PM
57	Out-of-towners would key in on a uniform design. Otherwise, they'd just be uncertain or confused.	10/12/2023 9:00 PM
58	A uniform design that allows each business to incorporate its logo.	10/12/2023 8:54 PM
59	This sign is a bit too busy. left-pointing signs are a bit vague.	10/12/2023 8:52 PM
60	Less confusing	10/12/2023 8:30 PM
61	A bit ambiguous	10/12/2023 8:08 PM
62	The picture above is confusing because of the different designs	10/12/2023 7:38 PM
63	Really both ,uniform in basic sign ladder design but unique in the outer frame design if the local area is unique or historical	10/12/2023 7:34 PM
64	Uniformity will be easier to read and look better.	10/12/2023 7:33 PM
65	Don't see the need for any signs	10/12/2023 7:22 PM
66	Just make it make sense	10/12/2023 6:39 PM
67	None, it is just more sign pollution.	10/12/2023 6:35 PM
68	If you do this in each business are, maybe it can be unique to that area...have color or small mural on each sign	10/11/2023 4:53 PM
69	A uniform design is much easier to read/distinguish. I can't read what some of these businesses are on the sign post	10/10/2023 9:17 AM

Q6 Should these signs include public amenities such as City Hall, parking, transportation, and restrooms with icons to symbolize the type of location?

Answered: 402 Skipped: 19



ANSWER CHOICES	RESPONSES	
Yes	94.53%	380
No	5.47%	22
TOTAL		402

#	OTHER (PLEASE SPECIFY)	DATE
1	An area at the bottom for "civic"destinations would be great.	11/8/2023 1:24 PM
2	It is very important to have these signs indicate where public amenities and public services and not just businesses exist. This one sort of blocks the P arrow so that should be addressed also.	11/7/2023 12:21 PM
3	Absolutely! Especially public restrooms!	11/3/2023 8:19 PM
4	Only public parking should be shown.	11/3/2023 2:06 PM
5	And of course... since the City of Santa Rosa is so interested in attracting as many homeless people from the entire country to the area as possible... perhaps they should point out all the many, many services provided to them.	11/3/2023 12:44 PM
6	Not parking as these are for pedestrians. Yes for restroom icons.	11/3/2023 11:21 AM
7	You need to be able to find parking to go to businesses, but only have government entities included that support a person's ability to find the business they are looking for. Not city hall. In this picture, the big blue P parking sign looks terrible with the sign--looks like a sloppy collage of garage sale signs that was not thought out. We want tourists and citizens to feel like these details reflect thought and respect to being downtown.	11/3/2023 10:04 AM
8	Restrooms, absolutely	11/3/2023 8:18 AM
9	Stop trying to make things complicated	11/3/2023 12:04 AM
10	True wayfinding is not just about the businesses, but also othee amenities important to pedestrians/visitors.	11/2/2023 10:40 PM
11	Signage for public facilities should have a uniform and attractive font and format.	11/2/2023 10:07 PM
12	Absolutely!! Public restroom locations and public transportation are very important for out of	11/2/2023 9:10 PM

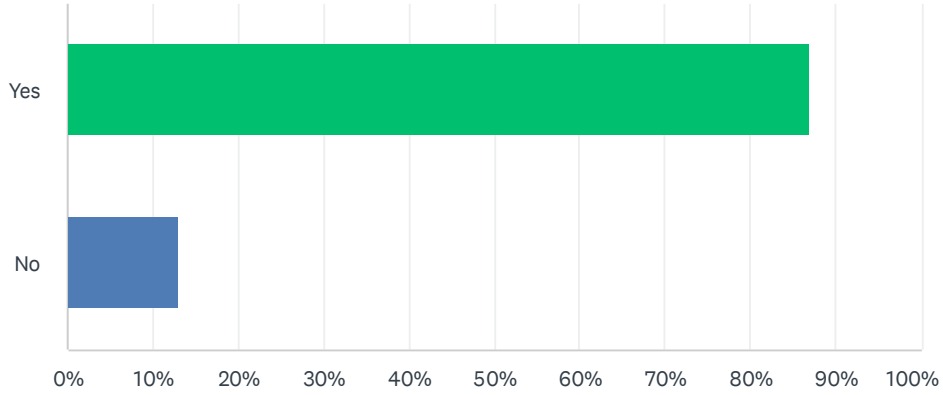
	towners	
13	No the should be a separate item with a separate color post. By mixing imagines you lose continuity and messages.	11/2/2023 8:50 PM
14	Absolutely! This should not simply be another advertisement for businesses! This should always include services/resources. Everyone shopping or visiting should be able to easily find those resources. This one is somewhat blocking the blue Parking sign! Could it be also blocking vehicle traffic line-of-sight to see cars approaching the intersection?	11/2/2023 7:48 PM
15	I don't understand why the city is underwriting advertising for businesses instead of providing information	11/2/2023 7:18 PM
16	Definitely. Citizens of Santa Rosa would like signs showing where public amenities are too. Hopefully, there will be signs giving directions to our Museum downtown. Also, as a city attempting to attract visitors, we need some signs about history; I.e. the site of the historic earthquake that was worse than the one in San Francisco. Some verbiage to state how SR looked like a version of San Francisco. Other cities have history signs explaining that “on this site, there once stood, etc.”	11/2/2023 6:53 PM
17	rest rooms and parking very importaant	11/2/2023 6:36 PM
18	ABSOLUTELY!	11/2/2023 6:19 PM
19	*FIX THE POTHOLES *FIX THE STREETS *STOP PANHANDLERS *STOP BEGGARS AT INTERSECTIONS	11/2/2023 6:13 PM
20	I'm not aware of universal icons for courthouses, so save more room for larger print (so can see when driving).	11/2/2023 6:01 PM
21	How are signs going to be updated when business close or open?	11/2/2023 5:49 PM
22	Especially bathrooms.	11/2/2023 5:44 PM
23	If it doesn't hinder much with the sign	11/2/2023 5:44 PM
24	Amenities like entrance to the Greenway should also be included. Calling out parking seems unnecessary since it is plentiful and available in almost every direction	11/2/2023 5:42 PM
25	Off-topic here but, uniformity in the signs background color screams for attention. OK, on-topic here...at age 75, knowing where a restroom is, is high on my priority list whilst knowing where the closest parking lot is, is a close 2nd! And, would a street facing kiosk work here?	11/1/2023 11:10 AM
26	Absolutely! It feels very important to include public spaces and facilities, beyond just businesses. I would favor signage for public places over private businesses.	10/31/2023 7:04 AM
27	Absoutely!!!	10/30/2023 12:15 PM
28	Public restroom signs are incredibly helpful	10/29/2023 7:14 PM
29	Point to CLEAN restrooms available to anyone.	10/27/2023 9:36 PM
30	definitely public restrooms and parking	10/27/2023 1:15 PM
31	Maybe just public restrooms.	10/27/2023 6:44 AM
32	Yes, but not everybody understands icons. Please include words as well.	10/26/2023 9:25 PM
33	Don't get too busy with the signs.	10/26/2023 6:57 PM
34	"NO PUBLIC RESTROOM" is just not helpful. Restrooms available... shows you care a little bit. Public amenities are already allowed and should not be overshadowed by commercial ads.	10/25/2023 12:45 PM
35	N/A for Fire Concerns	10/23/2023 12:12 PM
36	Restrooms yes but no to city hall. Most use ride share so I wouldn’t put public transportation on the sign	10/21/2023 10:08 AM
37	People aren't used to looking for those type amenities on such signs and I think it would make the Wayfinding signs too cluttered. However, guidance to restrooms would be nice.	10/20/2023 10:59 AM
38	Where appropriate	10/18/2023 12:35 PM

39	They could but they seem to work well just being a business directory. I've seen them in other cities.	10/18/2023 8:44 AM
40	Donde esta el bano	10/17/2023 2:38 PM
41	Transportation and Restrooms would be helpful. Seems to me Parking and City Hall type signage isn't very useful for walkers and bikers.	10/17/2023 9:57 AM
42	The signs should be inclusive of all public amenities before businesses.	10/17/2023 7:46 AM
43	The more info the better.	10/16/2023 4:25 PM
44	Who is paying for this? Why spend the money when Google directions work fantastic!	10/16/2023 11:49 AM
45	Library, water billing, parking ticket payment	10/16/2023 11:16 AM
46	I believe the signs should include directions to BIKE parking (and that bike parking should be ample) Definitely include arrows to City Hall, library, etc.	10/15/2023 8:43 PM
47	yes to restrooms, yes to city hall, no to parking	10/15/2023 5:15 PM
48	Restrooms especially	10/15/2023 4:10 PM
49	If these signs are mainly to help people with directions, they definitely should include public amenities. This example of sign placement is nice because it is in a space that is already taken up by street poles.	10/15/2023 10:11 AM
50	Restroom locations always appropriate. Consider to whom these signs are directed - probably visitors who may not need to know where city hall is but perhaps would appreciate hotel locations. This photo illustrates conflicting signs with the new sign partially blocking the parking sign and the effect is not aesthetically appealing. Include parking symbol as part of way finding sign to address this problem.	10/14/2023 1:45 PM
51	Of course. Right now it looks commercial because each businesses logo is what is prominent without a consistent design theme. Would prefer something that categorizes each type of biz with a color/style like you find on a map at the mall. This would help me look for things like restaurants or shops. I could classify and understand the sign more easily. If there is no consistency then you have to read and process each line individually. It's slow and laborious.	10/14/2023 11:12 AM
52	Parking directional signs are what is missing downtown,=. I have been advocating this for 33 years	10/14/2023 10:46 AM
53	Each individual sign should also indicate how far away each business/amenity is from the signpost, including the address of the business/amenity.	10/14/2023 10:05 AM
54	For parking and restrooms	10/14/2023 9:21 AM
55	Definitely restrooms, parking and bus stops.	10/14/2023 8:30 AM
56	Cleaner appearance	10/14/2023 6:59 AM
57	Only if they are nearby	10/14/2023 5:55 AM
58	Especially since there is only one restroom and who knows where that is?	10/13/2023 6:31 PM
59	Restrooms yes, public transportation yes. Since they are meant for pedestrians telling them where to park is stupid. They already did that.	10/13/2023 6:05 PM
60	...especially free public restrooms.	10/13/2023 3:11 PM
61	Absolutely and the distance from the sign to the amenity eg. bus stop. It would be a good idea to have the bus times at the wayfinding sign so people know what routes are serviced and arrival times for buses.	10/13/2023 1:19 PM
62	Yes, nearby public transit (bus stops, train station and restrooms). And the Visitor Center. I don't think most people need directions to City Hall on a sign post. They will go to their GPS if they need to drive to City Hall.	10/13/2023 12:51 PM
63	A separate sign would be good for the amenities, either on the other side of the existing pole or separate	10/13/2023 12:11 PM
64	Include parking, transportation, and restrooms, absolutely.	10/13/2023 11:42 AM

65	at some point signage becomes 'visual noise.'	10/13/2023 11:33 AM
66	But who needs to go to City Hall?	10/13/2023 11:21 AM
67	Wait. There are public restrooms in Railroad Square? Who knew?	10/13/2023 11:04 AM
68	welcome ctr railroad station	10/13/2023 11:02 AM
69	You're cluttering the purpose of the message if you start overloading it with redundant signage. Keep the blue "P" near the parking area.	10/13/2023 10:54 AM
70	Is this just for railroad square? Question: how many signs would be too many? Prioritize. What are people missing the most?	10/13/2023 10:53 AM
71	Absolutely! Especially public restrooms, parking and transportation as these are services that visitors especially need.	10/13/2023 10:39 AM
72	OMG, yes. Public restrooms is probably the most important thing everyone wants to know about. Or at least accessible ones if you buy a cup of coffee... Parking and public transportation also. Not sure anyone cares where city hall is, nothing personal.	10/13/2023 10:33 AM
73	Signs the drivers cans see to point them to parking garages would be a big help. I'm always amazed how few people realize most of the garages even exist.	10/13/2023 10:22 AM
74	please include parking	10/13/2023 10:16 AM
75	Only walking street-based elements such as bathrooms and transportation hubs. Not anything requiring driving.	10/13/2023 10:14 AM
76	Parking and Restrooms. there is already enough signage for transportation and city hall	10/13/2023 10:11 AM
77	restrooms only	10/13/2023 9:21 AM
78	YES to bathrooms especially! Can we also put bike parking??	10/13/2023 7:07 AM
79	YES! These are helpful for tourists. And we need MORE public restrooms for the public, tourists and unsheltered/unhoused/homeless/itinerant people.	10/12/2023 10:09 PM
80	This sign is already maxed out with symbols & and arrows. This sign could have one arrow for all the stores/restaurants; then, there would be room for, at a minimum, restrooms.	10/12/2023 8:52 PM
81	Sole distinct signage	10/12/2023 8:30 PM
82	Confusing	10/12/2023 8:08 PM
83	Yes but care should be taken that they do not become cluttered with too much information. There needs to be a balance.	10/12/2023 7:33 PM
84	Restroom signs would be nice	10/12/2023 7:22 PM
85	restrooms, transportation, parking would be helpful!	10/11/2023 4:53 PM
86	The parking sign should be incorporated into the wayfindng	10/10/2023 2:56 PM

Q7 Should businesses be displayed on wayfinding signage?

Answered: 410 Skipped: 11



ANSWER CHOICES	RESPONSES	
Yes	87.07%	357
No	12.93%	53
TOTAL		410

Q8 Please let us know any other comments.

Answered: 210 Skipped: 211

#	RESPONSES	DATE
1	These are much better than the new wayfinding signs around Old Courthouse Square. Those are too small, mounted too high and only include civic destinations that very few pedestrians are looking for. Those also have arrows facing down for destinations that are behind you which is very confusing. Also, the very small type up high does not meet code (CBC 11B-703.5 Visual Characters).	11/8/2023 1:24 PM
2	Transit stops (SMART, GGT, and local and county buses) should be featured. Bike parking would help too!	11/8/2023 10:35 AM
3	Love the signs. Very helpful!	11/8/2023 2:09 AM
4	Free parking	11/7/2023 2:21 PM
5	These mini-billboards are not my favorite but it is important to make it easy for pedestrians/cyclists to find businesses easily.	11/7/2023 12:21 PM
6	Keep up the good work	11/5/2023 10:37 AM
7	I am trepidatious about advertising some businesses and not others. Are the businesses fronting the cost to advertise their business? If the business goes out of business what's the timeline to take down the close business sign and who fronts the cost? Are there public restrooms? I know there's one on SRAve at city hall and at the fish. But I don't know of public restrooms on the RRSQ side. Will more EV charging become available in public lots? Will that signage be separate from public parking?	11/5/2023 10:35 AM
8	I hope it helps the businesses get new customers, but I doubt that people really need the signs. Most of us have cell phone maps.	11/5/2023 7:04 AM
9	SPEND ZERO MORE DOLLARS	11/4/2023 11:16 AM
10	perhaps the businesses can help pay for sign maintenance---i.e, damage from graffiti,etc.-- if they want their business listed	11/4/2023 10:54 AM
11	I like the signs but The last time I was in Railroad Square I found them hard to follow.	11/3/2023 8:19 PM
12	I love the idea. These are welcoming and helpful to tourists and locals alike. I want to see the posts be more in line with the architecture of the area they are located. These are basic, stark and there is nothing classy about them.	11/3/2023 8:17 PM
13	Looks great!	11/3/2023 6:33 PM
14	Each business name sign could be slightly smaller in size.	11/3/2023 4:09 PM
15	Get rid of parking meters and replace with 2 hour parking signs!!	11/3/2023 2:06 PM
16	These signs are to help people who are the area find where they want to go. Most people want to go to businesses- of course the businesses should be displayed. Successful businesses are good for the area and brings the City of Santa Rosa revenue. Come on people!	11/3/2023 12:44 PM
17	Please translate on the signs	11/3/2023 11:08 AM
18	Will these signs include businesses on the fringe of downtown (like towards Brookwood, south SR Ave, north Mendocino, Pacific Market area, etc)	11/3/2023 10:04 AM
19	too confusing. fewer signs better	11/3/2023 9:31 AM
20	These signs are ugly. Too large. Look like they were designed by an engineer. Do they comply with ADA?	11/3/2023 9:30 AM
21	The signs have been a great addition to railroad square in finding where to go when walking	11/3/2023 9:16 AM

22	the signage looks fine i do see your concern about blocking sidewalk. it does help in finding businesses as long as you keep businesses current up to date. i was thinking could you do a legend sign like in the mall were it tells the whole layout of Railroad square one on each block perhaps in middle of block so not as intrusive or on side of a building as a mural like they used to do the cartoon maps for business maps. but part of the adventure is the hunt for the stores. Have you found any signage made the businesses easier to find?	11/3/2023 9:14 AM
23	Design them to fit in and complement the aesthetic of the area . For example, Historic Railroad Square's "post" could feature the stonework or red brick or Railroad vintage elements. Downtown's would reflect the Clock tower or redwoods or Luther Burbank plants. of RR	11/3/2023 8:29 AM
24	As a visitor to other towns, I have found public restrooms difficult to find. This should be a priority for every town in the U.S.	11/3/2023 8:18 AM
25	I think these would be beneficial to everyone. Thank you!	11/3/2023 6:51 AM
26	Thanks for this effort to provide a classy and elegant addition to our downtown core	11/3/2023 5:24 AM
27	Please continue with signage. Looks great and is helpful. I like that each sign is different but maybe all should be black and white	11/3/2023 4:16 AM
28	Walking is challenging for me, these signs help save steps by showing me the way, instead of wandering around looking for something. Searching can be exhausting and ends up limiting the time I spend shopping in an area	11/3/2023 3:39 AM
29	Keep the business logos off and keep it simple	11/3/2023 12:04 AM
30	We want people to shop local and eat local along with tourists or people who don’t know this area. That can’t be done if we don’t allow some sort of advertisement of the business.	11/2/2023 10:55 PM
31	This is an important economic development measure and is long overdue. Most high quality shopping districts implement some type of wayfinding for their businesses, and identifying amenities is welcoming to visitors. Design and placement are critical elements to ensure acceptance and success. Individual branding by district (Courthouse vs Railroad for example) is important to help establish identity. Other commercial districts such as Sebastoppl Rd should also be included in the program. This is great!	11/2/2023 10:40 PM
32	Making downtown neat and tidy is desirable.	11/2/2023 10:31 PM
33	Public facilities should be easily distinguishable from the commercial signage and should be at the top.	11/2/2023 10:07 PM
34	Who needs a sign that says downtown with an arrow, people are looking for something. Why not charge the business a nomal fee to have their name and logo on the signs. Anything to make the information easier to use. Also tranit information for bus, SMART and whatever serves the area. I was the marketing director for the Regional Transportion Authority in Chicago for 12 years and placed huge, backlit maps of the downtown everywhere I could get permission to, they were great.	11/2/2023 8:50 PM
35	They're just ugly please make them nicer looking but they are super helpful thanks	11/2/2023 8:43 PM
36	use of logos, while busy-looking, probably is more useful and recognizable than just plain type	11/2/2023 8:06 PM
37	Approaching this intersection from the south, the placement of this one seems like it could be blocking driver line-of-sight of autos approaching from the east.Please consider the empty space between the bottom of the sign blocks and the pavement: could this become a dangerous situation for someone with mobility issues or using a wheelchair? Is it visible enough to notice the height of the lowest sign block?	11/2/2023 7:48 PM
38	These signs help identify the district. What is nice about these signs compared to Healdsburg is the district logo on top	11/2/2023 7:30 PM
39	It would be a lot more helpful to guide pedestrians thru the hellish maze to the other side of downtown thru that hideous mall	11/2/2023 7:18 PM
40	They're tasteful looking signs!	11/2/2023 7:06 PM
41	The signs will be a good addition to the downturn & RR Square business areas. People will be on Trip Advisor looking for restaurants-so black & white signs that can be replaced when a business closes will be needed to keep this campaign up to date. There should be some type	11/2/2023 6:53 PM

	of visitor info location other than just the one in RR Square to highlight other interesting places to visit in Sonoma County & Santa Rosa. I moved here 25 yrs ago from the Washington, DC area & it took a lot of research to find our way throughout the area.	
42	Love the signs!!!	11/2/2023 6:25 PM
43	More attention to ease if the overall look	11/2/2023 6:22 PM
44	What is the point of the signs if you can't find a place to eat while touring our town?	11/2/2023 6:19 PM
45	The signage is very helpful especially with the civic information included	11/2/2023 6:17 PM
46	*UGLY **DANGEROUS***LIABILITY ISSUE****Does NOT BEAUTIFY the “city”*****only increases CONSUMER CONSUMPTION******UGLY	11/2/2023 6:13 PM
47	There may not be room for every business on the signs, but the most popular would be helpful since they're also landmarks.	11/2/2023 6:02 PM
48	How are you going to tell a person how to get to the bus station for a public bathroom?	11/2/2023 6:01 PM
49	Doing good	11/2/2023 5:52 PM
50	Adhere to the ADA code for access. Provide for updating of signs	11/2/2023 5:49 PM
51	Like seeing business signage. Hope it includes all area businesses not just the big ticket operations.	11/2/2023 12:19 PM
52	The same color background for street/business signs makes them equally easy to view. It appears as if the horizontal frame pieces be separated more if more signs need to be added...if not, they should be. And one final time let me offer my support for kiosks facing the street...	11/1/2023 11:10 AM
53	It's important to be able to read them as a pedestrian and from a car. Signs must be continued so you can successfully arrive at a destination.	10/31/2023 2:36 PM
54	Business logo/signage makes it easier to find on the list.	10/30/2023 12:15 PM
55	There should be some effort at re-linking the two halves of downtown Santa Rosa, help visitors navigate the mall and freeway and other intrusions.	10/30/2023 8:37 AM
56	It's a good thing for our local businesses and those looking to frequent same	10/30/2023 7:12 AM
57	They don't seem like good use of public funds and spaces. They just look like ads.	10/30/2023 5:36 AM
58	The business specific signs are only needed if the location is not as visible or in a smaller building.	10/29/2023 11:59 AM
59	Please keep this wayfinding signage.	10/28/2023 7:21 PM
60	Better to have street names instead of commercial "advertising" since one can surely find businesses with easily obtained addresses. Signs are unattractive and just another form of advertising of which we get enough without these additions.	10/28/2023 5:32 PM
61	Everyone has a phone with GPS. These signs are a waist of taxpayer dollars. These signs are not accessible for vision impaired. These signs are for the truly stupid who can’t utilize a cell phone.	10/27/2023 9:36 PM
62	Keep up the good work! This is a great idea!	10/27/2023 3:58 PM
63	The signs need to be kept up to date as businesses close or open	10/27/2023 3:05 PM
64	Fonts need to be easy to read from a distance	10/27/2023 2:58 PM
65	How do you choose which businesses to advertise? What about high turnover spots?	10/27/2023 1:15 PM
66	Good idea if signs are kept clean and up to date	10/27/2023 11:03 AM
67	Having a very small QR code with walking directions could also help. It would have to be very small though so it doesn’t take away from the aesthetics.	10/27/2023 7:33 AM
68	We could use these from the SmartTrain station on Gueneville Road to the various businesses - Coddingtown, Children's Museum, Schulz Museum, Snoopy's Home Ice, Kettles, etc...	10/27/2023 5:49 AM
69	I would also consider wayfinding on the side of buildings, at the corners. To reduce sign clutter.	10/26/2023 9:33 PM

70	Here's a great way for the city to collect some advertising revenue. If businesses want their names displayed on these signs, make them pay for the advertising.	10/26/2023 9:25 PM
71	Font is too small on may of the business signs. Need to maintain a reasonably large font size to be read in passing.	10/26/2023 8:49 PM
72	I think it might be hard to incorporate all businesses in the area on the sign. That could be a problem for businesses that don’t see their name on a sign.	10/26/2023 7:27 PM
73	Who pays for the sign when businesses close and a new one opens?	10/26/2023 7:02 PM
74	If the businesses stay long enough. If they leave, their name should be removed quickly.	10/26/2023 6:57 PM
75	I guess it bothers me that they are all different colors they should be one color to be more uniform but keep the unique fonts of each business. Fonts should also be one uniform color	10/26/2023 5:39 PM
76	tell how to get thru the mall. Or better yet get rid of the mall	10/26/2023 5:37 PM
77	Great idea! This wayfinding should be added other well traveled areas of the City. Such as Snoopy's Home Ice, The Schulz Museum and Coddingtown, and Smart Train, Transit areas	10/26/2023 5:34 PM
78	If business names are displayed, I suggest a uniform design that features an icon to illustrate the type of business. If no businesses are shown, I would focus on highlighting sights and attractions, and showing the number of restaurants or shops that one can expect to find when walking in a particular direction.	10/26/2023 4:45 PM
79	Thanks for asking for our input! Way to go City!	10/26/2023 4:44 PM
80	I'd like to see these downtown, and include direction to hospital, hotel, and Montgomery Village.	10/25/2023 4:40 PM
81	In corporate street(block numbers) in signage. A lot of business names but do I know what they offer?	10/25/2023 12:45 PM
82	It would be helpful to include maps as well. It would also be nice if businesses could put their hours on the signs	10/25/2023 9:52 AM
83	They should not be located in the middle of the sidewalks	10/24/2023 8:34 PM
84	Maintain 3 foot-clearance from hydrants and other fire protection equipment.	10/23/2023 12:12 PM
85	Signs need to stay current and updated	10/21/2023 10:08 AM
86	Put how far away locations are and a little map on sign	10/20/2023 7:43 AM
87	You could add the address of where the sign is at on the bottom.	10/19/2023 5:19 PM
88	Thanks for helping to promote small business	10/18/2023 12:18 PM
89	The business directory wayfinding signs are ideal and helpful. They could display public amenities too or could have a uniform look. They add character to the area and don't seem to interfere with pedestrian foot traffic.	10/18/2023 8:44 AM
90	A map would be nice. Something simple that shows the immediate area and cross streets	10/17/2023 10:08 PM
91	Signage really helps visitors!	10/17/2023 5:05 PM
92	Get rid of the parking meters - are you stupid? Number one easiest thing to improve downtown visitors. Look at Petaluma & Healdsburg.	10/17/2023 3:14 PM
93	Which way for Russian river.	10/17/2023 2:38 PM
94	Again, lipstick on a pig. Doest seem thought though.	10/17/2023 1:39 PM
95	Businesses should subscribe for a nominal fee to pay for maintenance and replacement costs.	10/17/2023 12:25 PM
96	As a walker, I’d be helped by signage to food & beverage, restrooms, transportation like train and bus, and perhaps parks. Not going to do shopping and carry bags while walking.	10/17/2023 9:57 AM
97	Bring back free parking downtown! My customers tell me they hate coming downtown because there's no free parking. You're removing parking garages because nobody uses them, but nobody uses them because they can shop anywhere else in the city without paying for parking, so they don't come downtown!	10/17/2023 9:23 AM

98	As I said, in my opening statement. Wayfinding signs are a thing of the past. It's just a waste of money. The city has been playing with this idea for decades, and it's literally made no difference. Why wouldn't we invest in current wayfinding technologies, rather than assign another sign. You can guarantee our downtown is ripe with sign pollution. Nobody reads signs and everybody navigate with their phone.	10/17/2023 7:46 AM
99	While these signs are a great idea, I'm afraid that within a month most of them will be covered with some type of graffiti. This will instantly turn this very nice and helpful idea into unfortunate blight.	10/17/2023 4:34 AM
100	I believe that the finding signs might help everyone to understand where they go because they would like to see where the places are in Santa Rosa.	10/16/2023 10:31 PM
101	These are a great addition to the RRSQ business district and would be a great addition to downtown SR too.	10/16/2023 4:25 PM
102	Who is paying for this? Why spend the money when Google directions work fantastic!	10/16/2023 11:49 AM
103	We support current way finding signs.	10/16/2023 10:09 AM
104	The signs are very helpful.	10/16/2023 9:25 AM
105	I think these wayfinding signs are a great idea!	10/16/2023 9:03 AM
106	These should be put up all over town.	10/16/2023 8:37 AM
107	While I do think some businesses should be displayed, it gets a little out of hand when there are SO many on each sign. Is there are way to strategically be selective regarding which businesses are on which signs?	10/15/2023 8:43 PM
108	I appreciate the work you're doing on these! I like the signs in Railroad Square and like the general idea of wayfinding signs with a cool design/aesthetic. I'm not certain if they should have business names, since they likely can't include everyone and I imagine there's a cost and maintenance requirement for the City if/when businesses change. Thank you for making Railroad Square a great little neighborhood!	10/15/2023 5:08 PM
109	Businesses could pay to be on the sign.	10/15/2023 1:12 PM
110	Is there a maximum amount of names on the signs? Too many could create an eye sore.What about a business that can't afford to pay for this signage? How are tourists going to find them? One idea would be to create a map of the are including all businesses, and place a QR code at every Wayfinder so that people can downlaod it to connect to the map. Also have QR code in public areas, like the Tourist Center, and offer businesses window stickers with the QR code to post to help the visiting public.	10/15/2023 10:11 AM
111	Including businesses on the sign is helpful but might they have a small fee to be oncluded. I would not want to have to change signs too frequently when bus. closes or moves.	10/14/2023 9:24 PM
112	Sandwich board signs should be allowed off sidewalks. Even the City uses them even though they are prohibited. Lots of businesses depend on temporary a-frame style sandwich board signs to direct potential customers. The prohibition of these temp sandwich signs ruins small town personalized flavor of our city.	10/14/2023 7:29 PM
113	Keep it simple like these...Do include restrooms	10/14/2023 11:25 AM
114	Be consistent and clear about what these businesses and landmarks are. Don't have blank spots. Take out the sign if you don't have working on it. Now it is too commercial with just the logos. Also think about the order you arrange these in from top to bottom.	10/14/2023 11:12 AM
115	In 33 years in business in the heart of downtown 611 4th st. most of our customers are completely unaware of the parking options other than the street. There should be a large	10/14/2023 10:46 AM
116	Do businesses pay for the advertizing signs?	10/14/2023 10:20 AM
117	How will you handle having more businesses than there is room on the sign? How do you decide which businesses to include and which to leave out?	10/14/2023 10:05 AM
118	Add arrows to downtown historic districts, Sonoma County Museum, historic downtown/courthouse square,bus station, SMART train, California Visitor's Center.	10/14/2023 9:10 AM

119	How do you choose which businesses go on the signs?	10/14/2023 8:30 AM
120	Should the signs indicate distance from locations (1 block, 2 blocks?)	10/14/2023 8:09 AM
121	There are not enough spaces on the signs on desirable corners for all the businesses that would like to participate	10/14/2023 6:59 AM
122	The individual signs shown above are a great example of “clutter”.	10/14/2023 5:55 AM
123	DESIGN/STRUCTURE/LOCATION/PLACEMENT	10/13/2023 9:59 PM
124	Historic landmarks and fun facts may be helpful	10/13/2023 7:57 PM
125	Should boost tourism revenue	10/13/2023 7:47 PM
126	I'm glad to see people thinking outside of the box regarding these issues.	10/13/2023 6:47 PM
127	It would be helpful to know how the signs are paid for. Do the businesses pay for this advertising?	10/13/2023 6:41 PM
128	How will they be paid for and who will update them?	10/13/2023 6:31 PM
129	That is the whole point to direct pedestrians to businesses. That last question was not relevant.	10/13/2023 6:05 PM
130	SOmeone neds to monitor the graphics for some of the signs. Many that are bold work well-but the ones with extra image lines make it confusing.	10/13/2023 5:13 PM
131	These signs will be helpful for people who don’t know the area well. They are helpful but unobtrusive. Well done!	10/13/2023 5:08 PM
132	Why are these being considered? They are tacky and require significant maintenance is businesses are listed	10/13/2023 4:39 PM
133	These are great! Driving through this area, I often feel sorry for tourists who wander too far in one direction or another, because Santa Rosa gets pretty gross and sketchy. But these signs will encourage foot traffic, and keep people within the more tourist-friendly business district.	10/13/2023 4:30 PM
134	what would be the criteria for businesses being listed on the signs? Too many businesses could be a mess.	10/13/2023 3:11 PM
135	Would love these to be visible for driver, when looking for the right parking location	10/13/2023 2:13 PM
136	I would like to see the wayfinding sign posts be city theme oriented and celebrate our city. Could also include baskets of flowers or foliage.	10/13/2023 1:50 PM
137	All signs should have lighting so its easy to see at night. In addition brail should be added to let those know who are blind of what stores, amenities are on the sign and where they are located.	10/13/2023 1:19 PM
138	I live behind the Hyatt and often help tourist find businesses. These signs are definitely useful, our town is actually quite confusing for new people (our cool stuff is a bit hidden sometimes). Now lets work on getting some of that downtown mall out of the way of our town!	10/13/2023 1:11 PM
139	if local businesses benefit, they should share in the costs.	10/13/2023 1:10 PM
140	One other way to make the signs accessible would be to have a button they could push to hear options	10/13/2023 12:59 PM
141	the problem with including businesses is they change frequently. Does the business pay to be included on the signs? How many signs does a business get put on? What if you run out of room for all the businesses? I don't know if it might be better to have more generic signs like "retail"," restaurants", "S.R. Plaza", "hotels" etc.	10/13/2023 12:51 PM
142	Love them! They should be put on Courthouse Square. Ken Goldfine, General Manager Jackson's Bar & Oven	10/13/2023 12:20 PM
143	Keep up the good work!	10/13/2023 12:12 PM
144	For #7, I really like having the sign for businesses. When I first saw these in RR Square I thought, "what a good idea!" I think signs pointing towards businesses make sense, not just	10/13/2023 12:11 PM

	from a navigation stand point but the signs also let pedestrians know what other businesses are there and become a customer.	
145	neat idea	10/13/2023 12:09 PM
146	The signage should have a more antique design, to match the style of the railroad district	10/13/2023 12:05 PM
147	I like that every business will have a sign with their own unique logo. Only concern is keeping the sighs up to date in a timely manner. As a visitor it can be very frustrating to be looking for a place that no longer exists.	10/13/2023 11:42 AM
148	not sure how effective these signs are - do you really know? Or were these signs placed because the merchants demanded them?	10/13/2023 11:33 AM
149	I live two blocks from RR SQ and have never seen these, or don't recall seeing them. OPeople have navigation in their cars and phones to find things; these are just more ads. PS I've lived here for years and every time I went up Cleveland, I'd wonder about, then try to find the Snoopy Museum by following the signs. Got lost three times, hard to find the next sign after you turn off of Cleveland. Finally looked up the address … Meanwhile, sigs should be to public facilities, landmarks, and other general areas like Courthouse Sq. Otherwise, thes are just ad clutter that fades out and serves no purpose to orient people.	10/13/2023 11:21 AM
150	Takes a little of the character away of RR Square. But the signs are important.	10/13/2023 11:15 AM
151	There should be braille or a button to push for spoken messages. Can there be a button to dial 211? Or message about using 211? It’s great to have logos however they should not be in color—make it uniform with black(or dark grey) and white	10/13/2023 11:06 AM
152	Wayfinding signs are well done. At some point in the future, add historical information -- as separate signage. Philly does a nice job in this regard. Just sayin'.	10/13/2023 11:04 AM
153	Thanks for sending this survey and considering my comments.	10/13/2023 10:54 AM
154	Probable decide what is most important to find. maybe have a category sign. Do Resturant’s have to pay to have a listing?	10/13/2023 10:53 AM
155	I love cities that use signs to help me easily navigate their city centers.	10/13/2023 10:47 AM
156	There should be wayfinding to the smart station and to other forms of public transportation.	10/13/2023 10:43 AM
157	Tear down the mall	10/13/2023 10:41 AM
158	I think the signs are great, but in places where the sidewalks are narrow, they create choke points. I would like them to only be placed in locations where the sidewalk is especially wide.	10/13/2023 10:40 AM
159	Businesses should pay to have their name on the wayfinding signage. Simplicity would make the overall sign more aesthetically pleasing. There is too much going on on the current signs and it looks messy and overwhelming. I would like for all of the businesses to be in the same font and to just list their name and address along with the arrow.	10/13/2023 10:39 AM
160	Not at this point	10/13/2023 10:37 AM
161	I like that business are mentioned, but are all businesses mentioned? Is there a fee involved? How easily and costly is it to replace signs when a business closes or changes?	10/13/2023 10:36 AM
162	Businesses should pay for being on the signage too.	10/13/2023 10:35 AM
163	Arrows should be bolder (thicker lines). How often will the signs be updated to reflect current businesses?	10/13/2023 10:34 AM
164	Charge the business a fee for putting their business on the sign as a way to mitigate the cost of installation/changes.	10/13/2023 10:31 AM
165	Wonderful addition to historic Railroad Square. Long overdue in Santa Rosa. Looking forward to seeing downtown courthouse Square and other neighborhoods incorporate signage	10/13/2023 10:29 AM
166	I hope that there is a fee for the businesses to promote their location. Tax payers should not foot the bill.	10/13/2023 10:16 AM
167	if/when a business closes, their sign should be removed. also do these signs block traffic view when driving in/around area?	10/13/2023 10:16 AM

168	You could categorize them better with shops, eateries or arts and culture subjects.	10/13/2023 10:14 AM
169	good idea!	10/13/2023 10:06 AM
170	location but also ped flow around seem important considerations. In this site why not place it in front of pillar or next to parking meter?	10/13/2023 9:46 AM
171	Mentioned before. Visitors will look for these signs as we would in Europe to find landmarks, restaurants, parking etc. So a similar design would be preferable. Picture yourself in a new cityu and how the signs would help you find what you are looking for or even something you didn't know was there.	10/13/2023 8:54 AM
172	Having the signs be unique means we could partner with local artists and make it more of an artistic area. It would be great to have bike parking and bathrooms displayed too. Can the Santa Rosa Creek Trail also be added?	10/13/2023 7:07 AM
173	…as long as it's not expensive for a shop/cafe/restaurant to be listed… maybe group food with other food, etc.	10/13/2023 6:52 AM
174	Try to avoid clutter-y look. Too many names, etc.	10/13/2023 6:31 AM
175	They seem unnecessary since most people use apps to locate businesses and many businesses open and close constantly. Certainly the money can be spent on public safety etc	10/13/2023 3:24 AM
176	Add bike path information showing wayfinding to the Prince Greenway Trail as well as the SMART MUP (both near Railroad Square) Add Transit Mall wayfinding to RR Square	10/13/2023 1:13 AM
177	I do think that some business' might not be able to afford the fee for including them in this signage. If there is a cost for having a sign directing traffic to your business then there should be a percentage of these signs allocated for low/no cost to new businesses.	10/12/2023 10:13 PM
178	IF businesses are displayed on the signs, please make sure that they are kept current as businesses close or change ownership. Also, please work on getting more public restrooms downtown and make them clearly visible. The current restroom next to City Hall is hard to tell it's a restroom. Why is it so subtly demarcated? Please work on making restroom accessible visible, accessible and clean for the public. This woudl make downtown Santa Rosa a more desirable destination.	10/12/2023 10:09 PM
179	These tend to become outdated quickly. I've been excited to see a particular sign only to discover the business no longer exists. It might be better to direct to government or more permanent fixtures or just things like restaurants and shops this way. Most people use their phone for anything super specific.	10/12/2023 9:33 PM
180	Put the basics-restrooms, train stops, bus stops-at the top, and businesses under those.	10/12/2023 9:00 PM
181	I think signs are an excellent idea, and these are a great start.	10/12/2023 8:54 PM
182	Signage makes it easier for pedestrians to navigate Railroad Square. My concern is that graffiti will start showing up on them.	10/12/2023 8:52 PM
183	too much writing, too small lettering. more basic info ?	10/12/2023 8:52 PM
184	I assume the business will pay for the cost of these signs. Otherwise it's free advertising which I dot approve public tax dollars being spent on. The railroad square area is very small directional signed seem unnecessary. Perhaps the railroad square association could put together a walking map and have it available at the visitor center and or at the SMART depot. Please don't spend any more public tax dollars. Thanks for asking for feedback.	10/12/2023 8:43 PM
185	Signage Indicating nearest public bathroom is always appreciated! I have seen that a lot in cities I visit and it is so helpful!!	10/12/2023 8:35 PM
186	I feel listing merchants too busy. Alliw people to discover on their. Of corse most will use their cell phones regardless.	10/12/2023 8:30 PM
187	Add to business name whether it's one block away, two blocks away, etc.	10/12/2023 8:18 PM
188	Clean and somewhat informative	10/12/2023 8:08 PM
189	Most of us already look up our destinations so simplicity would be best.	10/12/2023 7:38 PM
190	Fabulous idea!	10/12/2023 7:34 PM

191	Small businesses could benefit from this exposure. I liked all of the examples given of what could be included. But it seems that including many items could result in cluttered signage, especially in areas with many businesses.	10/12/2023 7:33 PM
192	The signage should be for finding railroad square from courthouse square. Maybe signage that says, don't go under 3rd street, it's a horrible pee and smog smelling pedestrian unfriendly mess	10/12/2023 7:29 PM
193	Please don't over complicate, have the aesthetically pleasing and easy for people to use/figure out. Definitely include local businesses.	10/12/2023 7:13 PM
194	Are these intended to help people in vehicles find their way? That's probably a greater need. If so, they're way too small.	10/12/2023 7:04 PM
195	The City of Healdsburg has utilized similar signage for quite some time. While it may be intended for tourists/visitors, I think it also offers options for "locals." I strongly support the use of this signage in both Railroad Square and the Downtown areas.	10/12/2023 6:52 PM
196	This is a wonderful idea and makes me wonder why they are only now being installed.	10/12/2023 6:40 PM
197	Collect deposit, send me my fucking noney	10/12/2023 6:39 PM
198	I love the signs! They make Railroad Square seem like a legitimate portion of the city.	10/12/2023 6:39 PM
199	Public amenities should be prioritized over businesses which tend to fluctuate.	10/12/2023 6:38 PM
200	Everybody had GPS on their phones now so I'm not sure why you need business names at all. And businesses change so often, you are going to have to deal with taking signs down and re signing and there will be lag times which will cause confusion. This looks to me like a solution with no problem	10/12/2023 6:34 PM
201	Who is going to clean the graffiti off the signs	10/12/2023 6:18 PM
202	signs at RR Square are for pedestrian traffic, it would be nice to have parking, restrooms and public buildings be more visible to drivers than for restaurants.	10/12/2023 6:10 PM
203	So long as participation in this program is open to all businesses in the area and not just those who pay dues to business organizations, I'm all for it. If membership in a chamber or similar group is required, then no public dollars or staff time should subsidize this program.	10/12/2023 4:58 PM
204	I love these new signs! making them colorful could be fun to fit into the neighborhoods	10/11/2023 4:53 PM
205	Business should pay to be included on the signs (if they are not already). Public amenities should be listed for free.	10/11/2023 2:10 PM
206	Great addition	10/11/2023 10:59 AM
207	This will be a very positive change for tourism, businesses, and Santa Rosa	10/11/2023 10:13 AM
208	With wayfaring signage available for businesses, they should not use signage such as sandwich boards in front of their business. These sandwich boards make sidewalks hard for people with ambulatory issues and different abilities challenging to use. Bring on more wayfare signag and less/no sandwich boards. Thanks.	10/11/2023 7:30 AM
209	Who will maintain these when businesses transition? When the signs get faded? These signs are too busy and difficult to read	10/10/2023 9:17 AM
210	While I like the idea of keeping signs for the individual businesses, hopefully it would not become a hassle for staff if there are frequent changes	10/9/2023 3:35 PM