

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