

CITY OF SANTA ROSA
BICYCLE AND PEDESTRIAN ADVISORY BOARD
STAFF REPORT
January 19, 2012

SUBJECT

Downtown Santa Rosa Wayfinding Program

ISSUE

Staff will provide a presentation on the Downtown Wayfinding Program to be implemented in conjunction with the Transit Mall Revitalization in the summer of 2012

STAFF PRESENTER

Jason Parrish

RECOMMENDATION

Information item. No action required.

BACKGROUND

In 2006, grant funding was acquired for revitalization of the Transit Mall and implementation of a Transit Mall-specific wayfinding signage program. In the prior year, the Department of Economic Development and Housing, in conjunction with the Chamber of Commerce, identified the need for a general downtown wayfinding signage program. During initial design of the new Transit Mall facility, the transit wayfinding program was merged with the more general wayfinding program concept to create a downtown-specific signage program at a scale serving pedestrians and bicyclists. The program reflects the common design elements required by the Metropolitan Transportation Commission for regional transit hubs. (Note: this program is separate and distinct from the citywide bicycle route wayfinding/signage program that has been discussed in various venues.)

Public input on the wayfinding program was solicited through the Transit Mall Technical Advisory Committee as well as several downtown stakeholder groups.

The program is fully funded by categorical transit and regional connectivity transit grants and will be bid as part of the Transit Mall construction (target for issuing RFP is mid-January 2012). Construction is slated to begin on June 1st, 2012. As the wayfinding signage is installed, older wayfinding signage in the downtown area will be removed.

ANALYSIS

The Downtown Wayfinding Program includes the following major components:

- Identifying the Transit Mall and transit connections
- Identifying major bicycle facilities
- Identifying major downtown destinations (primarily civic and cultural institutions and open spaces)

The boundaries of the signage program are Cherry Street to the north, E Street to the east, the South A Street neighborhood to the south, and Depot Park to the west.

RECOMMENDATION

Information item. No action required.

Attachments: None.