

2.2 Wayfinding and Transit Access

Gateways and Wayfinding

1. Special gateway design, lighting, landscaping, signs, and/or structures should be provided at high visibility locations near major entry points into the Downtown Station Area as shown on Map-2.
2. Within the Downtown Station area, directional signage should be provided at key intersections in the Active Ground Floor Overlay indicating walking time estimates and the direction to key destinations.
 - Individual signs, with a consistent size, mounted to existing light posts are encouraged.
 - Sign kiosks should be limited to a maximum of one per street block.



Figure 21. Existing signage in Santa Rosa.

SMART Station Access

3. Design of the SMART site should accommodate buses, taxis, ride hailing services, and drop-off/pick-up areas, with canopied waiting areas, seating, lighting, and real time bus information. A visible and direct pedestrian connection should be provided from the platform to the intermodal transfer area on the SMART site.
4. Building entrances, windows, and active uses on the SMART site should be oriented to the pedestrian connection linking the station platform and the intermodal transfer area in order to maximize “eyes on the street” and enhance sense of security.



Figure 22. Additional wayfinding signage, such as pylons, can help orient pedestrians to major city attractions.

- Crime prevention strategies should be incorporated into the design of active street frontages, particularly in the vicinity of the SMART’s Downtown Station and the Downtown Transit Center, including lighting and design features which activate the space and minimize “lurking spaces.”

Bus Shelters

- Selection of locations for bus shelters should be coordinated with Santa Rosa CityBus and Sonoma County Transit.
- Creative use of color, material, and shelter design is encouraged.

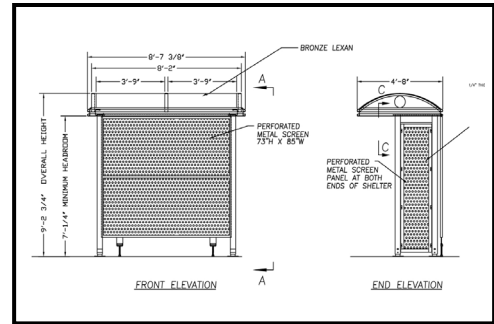


Figure 23. Bus shelter recommendations.