Station Access Signage & Wayfinding Guidelines (SASWG)

DRAFT — SEPTEMBER 2022

Contents

Figures

1. Introduction

This document, the Station Access Signage and Wayfinding Guidelines (SASWG) is intended to provide easy-to-use guidance, and recommended standards for planning, placement, installation, and graphics of signage that supports access to BART stations and within station areas via all modes, including pedestrian, bicycle, transit, and vehicles. The SASWG covers the area from the station roll-down gates to the edge of BART's property, and areas adjacent to our stations where station access facilities are located on public streets.

The BART Facilities Standards (BFS) contains all system-wide requirements affecting planning, design, construction, operations, and maintenance of BART facilities. Within the BFS, the Facility Design Criteria section contains principles and recommendations for designing a functional facility based on good practices and BART's experience, including a section on Signage and Wayfinding. The BFS also includes a Standard Drawings section, which provides construction drawings for uniform design and construction of BART facilities, including a section on standard station access signage. The SASWG will be provided as an appendix to the BFS and will be used to update the Signage and Wayfinding, and Civil Standard Drawings sections of the BFS.

Who will use this document?

- **All BART departments** whose work affects design, construction, and operations of station access facilities will be required to use this guidance:

    o   Planning and Development (Customer Access and Accessibility, Stations Planning, Strategic Planning, and Real Estate and Property Development)

    o   Design and Construction (Office of the District Architect, BART Extensions, eBART), Maintenance & Engineering (Civil Engineering & Construction, Facilities, Grounds)

- **Developers and Consultants** involved with TOD and other construction projects on BART property will also be required to use this guidance.

- **Local Jurisdictions** who wish to use the SASWG to support station operations and promote access via all transportation modes to and from the BART station are encouraged and recommended to use this guidance, particularly on rights of way adjacent BART stations. BART will share this document with local jurisdictions to encourage consistent design.

- **Other Transit Operators** with stations and station access facilities may use this guidance to support access to their stations and regional standardization of transit signage and wayfinding. Designs and guidance are based on existing Regional Transit Wayfinding and Signage Standards and were developed with the intention of being used beyond BART. Signage elements that use the BART logo can easily be replaced with other agency logos. Transit operators have reviewed initial drafts and comments were incorporated into this draft.

- **The Metropolitan Transportation Commission** manages the Regional Transit Wayfinding Guidelines and Standards. These are currently planned to be updated and expanded through the work incorporated in this document and the Regional Mapping and Wayfinding Project which is anticipated to begin in Fall 2023.

The SASWG is to be used in all projects that impact access to station access facilities, including:

- Station modernization projects affecting access infrastructure in station areas (required).
- TOD projects within BART property (required).
- New station construction projects (required).
- Maintenance projects (e.g. repaving, accessibility improvement projects) affecting the access infrastructure within the station area (required).
- Any other project by outside entities affecting the access infrastructure within the station area (recommended).

The SASWG applies to BART property, even if other transit operators share the space. Non-BART property roadways and intersections are subject to signage design standards per the local jurisdiction, but where station access facilities are located in local jurisdiction right of way, BART encourages the use of these guidelines to support consistent station access signage throughout the BART system.

These guidelines will be used to develop station signage plans and site-specific wayfinding graphics. Digital vector files will be made available on an as-needed basis for sign types with standard graphics. They will also affect how BART provides information about station access facilities to passengers and emergency personnel, including maps, passenger bulletins, and online static and real-time information.

Organization of this document

The SASWG includes the following sections to help users easily understand BART's guidance and implement signage and wayfinding improvements during station area planning, design, and engineering.

The Basis of Design section provides the goals and objectives used in the design development process and provides information on each of the sign elements.

Identification Signage section shows the graphics and measurements for signs that will be used to identify specific station access facilities. These designs are referenced by the informational and wayfinding signs to provide a cohesive suite of signage.

Informational Signage section provides additional information passengers or transportation providers may need when using BART station access facilities.

Wayfinding Signage section directs users to specific station access facilities, the station, and nearby destinations.

Three Appendices provide additional information on analysis of color for color blind users, sign specification tables, and bus bay numbering.

These guidelines do not cover traffic control signage, as BART uses State and Federal standards provided in the Manual on Uniform Traffic Control Devices (MUTCD).

This _draft_ guidelines document will be provided to the public, transit operators, the Metropolitan Transportation Commission, and other stakeholders to garner feedback before being updated and amended to the BFS. Due to the timing of construction projects, some signage may be implemented before the graphics have been incorporated into the BFS.

In this draft document, signage designs are presented with two options: a color option and a black/white option. The color option is preferred by BART staff managing station operations and enforcement. However, there has been significant discussion around whether the additional color information may be difficult for users to process in a busy transit environment.

Codes will be shown adjacent to each sign type as a reference to make commenting and developing design plans easier. Color and black/white versions in this draft document use the same code.

What Is Station Access Signage?

This is signage that identifies station access facilities, such as pedestrian paths, bus bays, vehicle and bicycle parking, and loading zones. It also directs pedestrians, bicyclists, and drivers to these facilities from the public street and from the station concourse. This project will update:

- Identification signage (identifying these facilities)

- Wayfinding signage (directing people to these facilities)

- Instructional signage, where needed (instructing customers or operators on how to use these facilities).

Why update Station Access Signage standards?

We know the existing state of signage is confusing and does not encourage transit use. In the years since BART's station access signage standards were last updated, management of our access facilities, including walkways, bike parking, bus areas, various loading zones, and parking has evolved significantly. The standards no longer reflect these user or facility management needs adequately. BART's existing standards for station interior signage meets the Metropolitan Transportation Commission's (MTC) "Regional Transit Wayfinding Guidelines & Standards". These regional guidelines do not extend to station access facilities.   With a renewed focus on passenger experience, it has become imperative to address this gap.

Figure 1-1: Collage of current signage at BART stations. It is not standardized and no longer meets operational or passenger experience needs.

BART's Station Experience Design Guidelines (SEDG) report was developed to clearly articulate BART's aspirations for improving customers' experience of riding BART and provide specific direction on how to design and locate customer amenities and visual media at stations. It identifies signage as a key element to improve the customer experience for all types of riders, including regular commuters, new riders, and those with limited English language proficiency or mobility challenges.

Figure 1-2: The SEDG framework shown below illustrates the passenger journey within the BART Station ecosystem.
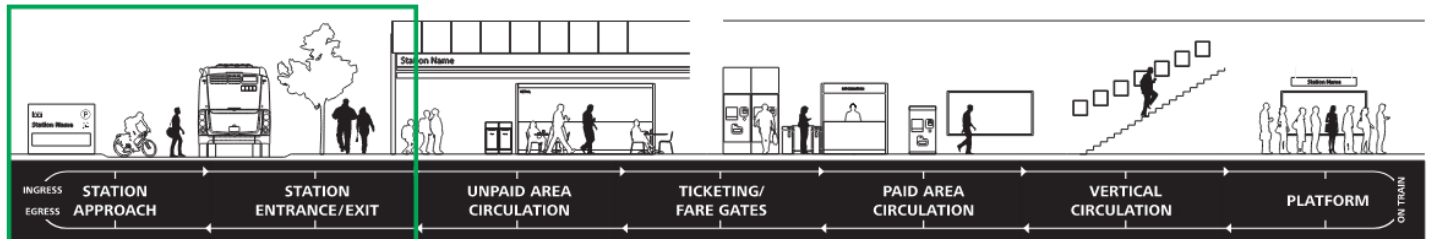
This document focuses on the experience of passengers arriving to and entering the station, and exiting and departing the station by all modes, as highlighted in Figure 1-2 by the green square.

The SEDG Identifies the following reasons to improve signage:

- Improved safety
- Enhanced community pride and image
- More efficient operations
- Improved customer experience
- Comprehensive service to all (universal design)
- Improved organizational identity
- Lower maintenance costs
- Increased ridership
- Low cost, high impact improvement

Additionally, updating Station Access Signage and Wayfinding standards will:

- Unify station exterior signage with the regional transit standard signage used in station interiors.
- Improve regional connectivity and customer experience for those transferring between BART and other transit.
- Address new modes (such as ride apps).
- Support changes in station access policies and management practices.
- Support many projects currently underway, including transit-oriented development, station modernization, accessibility improvements, and more.

Design Development Process

This project develops a cohesive suite of signage for station access facilities that can be used at all BART stations and regional transit hubs. Designs were initially developed through an iterative process in response to specific project and station signage and wayfinding needs, and lessons learned including:

- Walnut Creek Station's new passenger loading and bus areas
- Millbrae Station's new passenger loading zone inside the garage
- Antioch Station's parking expansion and access improvements, which adapted and expanded the Millbrae garage passenger loading signage designs to the more standard surface street and parking lot context.

Based on the concepts developed for these projects, BART hired a consultant to support further refinement and expansion of the sign program, with the goal of updating BFS and regional transit signage standards.

Throughout this process, concepts and drafts have been reviewed by various teams within BART as well as other transit operators and accessibility groups, to ensure we're headed in the right direction. BART is also coordinating closely with MTC to make sure that this project is in lockstep with MTC's Regional Mapping & Wayfinding project which will further update and expand regional transit signage and mapping standards.

1. Basis of Design

The following goals have helped to guide the design process:

- Develop intuitive designs that will help users quickly make decisions
- Reflect and work cohesively with regional signage/wayfinding standards
- Address needs of all kinds of users:
  - New vs. regular users
  - Needs of people with varying abilities – i.e. low vision, color blindness, non-English speakers
  - Those accessing the station via all modes
- Support signage cohesiveness and customer diversity in abilities by standardizing text, icons, and color for each station access facility type or group
- Signage types, such as identification, wayfinding, and instructional signage, refer to each other as one cohesive suite

Sign Elements

Sign elements, including text, arrows, icons, and color, were developed to provide information in multiple ways to accommodate different user abilities and needs. These are consistent across signage types. For example, the text, icons, and colors shown in facility identification signs are also shown in wayfinding signs directing users to the facility.

Signage syntax (including the order of directional arrows, icons, and text), and placement grids used to design the signs are based on the existing MTC Regional Transit Standards.

Size, dimensions, materials, installation

Signage dimensions were selected to be as standard as possible, both within the suite and with signage typically seen elsewhere. This simplifies and often reduces the cost of fabrication and supports inventory management. Dimensions for each sign type are shown in sections below and in table format in Appendix B.

Specific signage materials are still in development; however, they are planned to be aluminum traffic signs, with pre-printed reflective graphics, and anti-graffiti coating. Curb zone and bus bay signage will be two-sided and mounted from the side. We are currently planning on all other signage to be one-sided but may consider two-sided options in locations where this improves passenger experience or cost-effectiveness. To reduce installation time and costs, signs will be mounted on existing poles where possible. When installed in pedestrian areas, parking information and small pedestrian wayfinding signs will be mounted on double-poles that meet Americans with Disabilities Act (ADA) requirements.

Text

All text uses the current regional and BART standard Frutiger font family. Text is sized to meet the needs of each facility type and its specific users, whether pedestrians, bicyclists, or drivers, and considers their speed and spatial context.

Each facility type has been given a standard name, developed to be intuitive and support existing standards or conventions.

The following terminology will be used for the key facility types.

Curb Zones:
- Accessible Loading
- Passenger Loading
- 15 Minute Waiting
- Ride App Loading
- Taxi

Bike Parking
- Bike Racks
- Bike Lockers
- Bike Station

Bus (text not included on all signs)
- Bus Aisle or Area
- Bus Bay

Parking
- Motorcycle
- General (formerly "Daily Fee")
- Reserved (formerly "Permit")
- EV Charging
- Accessible parking will continue to use State/Federal standard ADA compliant signage.

Icons

Icons are used to provide standard pictographic information for each facility type. Regional Transit Standard icons were used where possible, however several facility types/subtypes required development of new icons. New icons were developed for 15 Minute Waiting, Ride App Loading, Paratransit, and all parking sub-types. The EV Charging icon uses the Federal/State standard graphic on black or grey background.

Standard icons use black graphics on white background, accessibility-related icons use white graphics on standard Federal Blue background, and parking sub-type icons use white/yellow graphics on black background in the color option, or white graphics on grey background in the black/white option to differentiate them from other facility types.

Color

In this draft document, signage designs are presented with two options - a color option and a black/white option. In your comments, please let us know your thoughts on these two options.

In the color option, color is used as the sign background color in identification and instructional/informational signage, as the background for each facility type in wayfinding signage, and in select icons. The use of color is intended to reinforce the icon and text information provided in the signs and to support and accommodate differing abilities. It is often visible from a greater distance than the icon and text information, allowing passengers to scan an area and identify where they can find information for a specific facility type. This can be useful in busy environments such as transit stations, where people need to make decisions quickly. Staff can also more easily assist passengers by pointing out or describing signs, such as "look for the yellow signs showing the reserved parking area". There are concerns however that color may provide too much information and be difficult for passengers to take in when navigating a busy station area.

For the color selection, the following criteria was used to determine the proposed color palette.

- High contrast between graphics and background
- Colors can be easily differentiated from a distance
- Color-blindness test shows high contrast between graphics and background (not necessarily between colors)
- Can easily identify the color with words, i.e., "Follow the orange signs"
- Considers reserved color standards, intuitive color conventions, and existing colors in the regional transit signage standards, such as:
    - Blue: ADA
    - Green: bike, recreational, short-term parking, exit
    - Red: no, do not enter
    - Yellow: taxi
- Bus facility color is not identified with any specific bus agency (if possible)
- One color per use group: parking, active transportation, ADA
- Colors are aesthetically pleasing, and meet BART's aspirational brand personality (See BART Brand, SEDG)
    - Friendly: Always pleasant, approachable, welcoming
    - Dynamic: Constantly in motion, responsive, thinking ahead
    - Solid: On-time, reliable, trustworthy

Figure 1-1: The proposed color palette for each facility type, with corresponding Pantone color code.

Pantone 7663C Passenger Loading	Pantone 322C 15 Minute Waiting	Pantone 173C Ride App Loading	Pantone 7571C Taxi	Pantone 376C Bicycle Facilities
Pantone 425C Parking	Pantone 102C Reserved Parking Symbol	Pantone Yellow 0131C Reserved Parking Background	Pantone 287C Bus	FS 595B Federal Blue Accessible Loading, Paratransit
Pantone Process Blue C BART Logo				
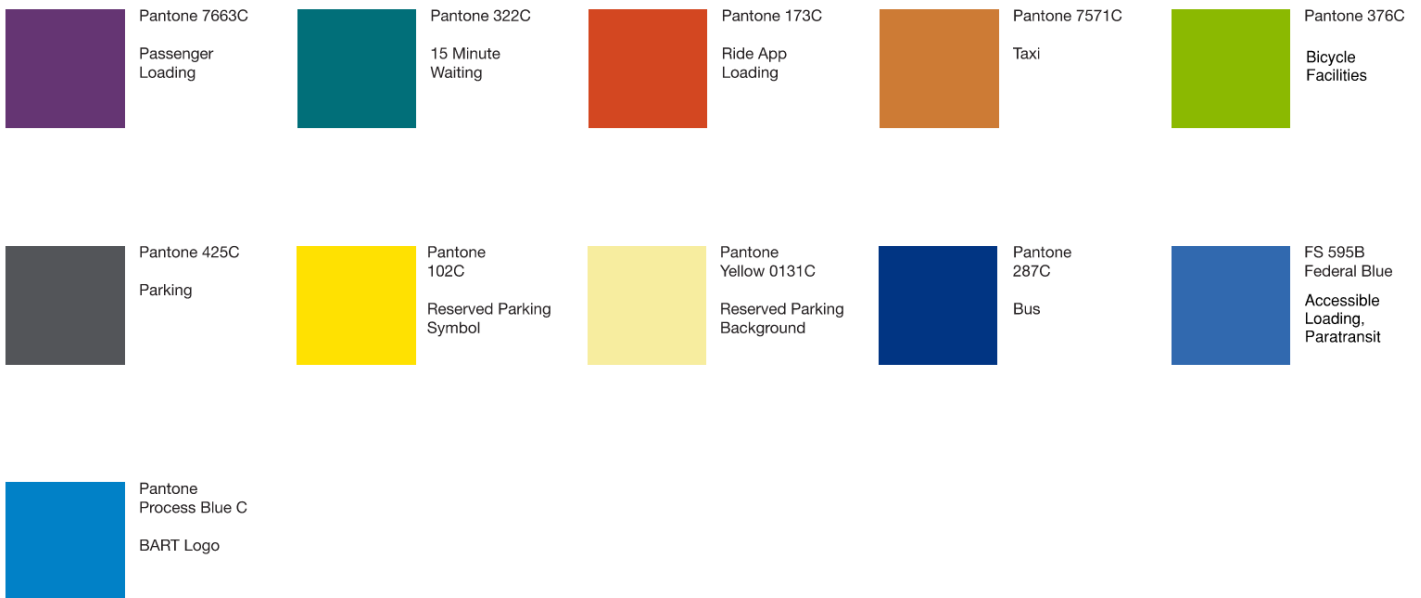
Pantone color codes are used as an industry standard because computer displays, printers, print materials and various other factors impact how color appears. Digital color samples and their corresponding color codes (ie. RGB/CMYK codes) can approximate communication of color, but they will never be exact. Pantone's printed swatches are compared to printed samples to ensure that signs printed by multiple fabricators will match.

Colors shown above were tested on a selection of sign types for two common types of color-blindness to ensure color contrast and readability; see Appendix A for these tests. Due to the limited color palettes available to color-blind users, it is anticipated that these users will not be able to use color to easily differentiate signage. However, signage designs are intended to support varied abilities by providing multiple types of information, including icons and text.

2. Identification Signage

Identification (ID) signs identify facility types at their locations. This includes signage designating specific types of curb zones, bike and vehicle parking, bus areas/aisles, and each bus bay using an alphanumeric bus bay numbering methodology, further explained in Appendix C.

ID signs are planned to be mounted on single poles or existing surfaces. Curb zone and bus bay ID signs will be double-sided and mounted perpendicular to the face of curb so that they are visible to drivers as they approach and pedestrians as they exit the station. The standard for vehicle and bicycle parking signage will be one-sided but two-sided options will be considered in locations where this improves passenger experience or cost-effectiveness.

Figure 2-1: Identification signage designates facility types at their locations. It identifies specific types of curb zones, individual bus bays and bus aisles/areas, and bicycle and vehicular parking types.
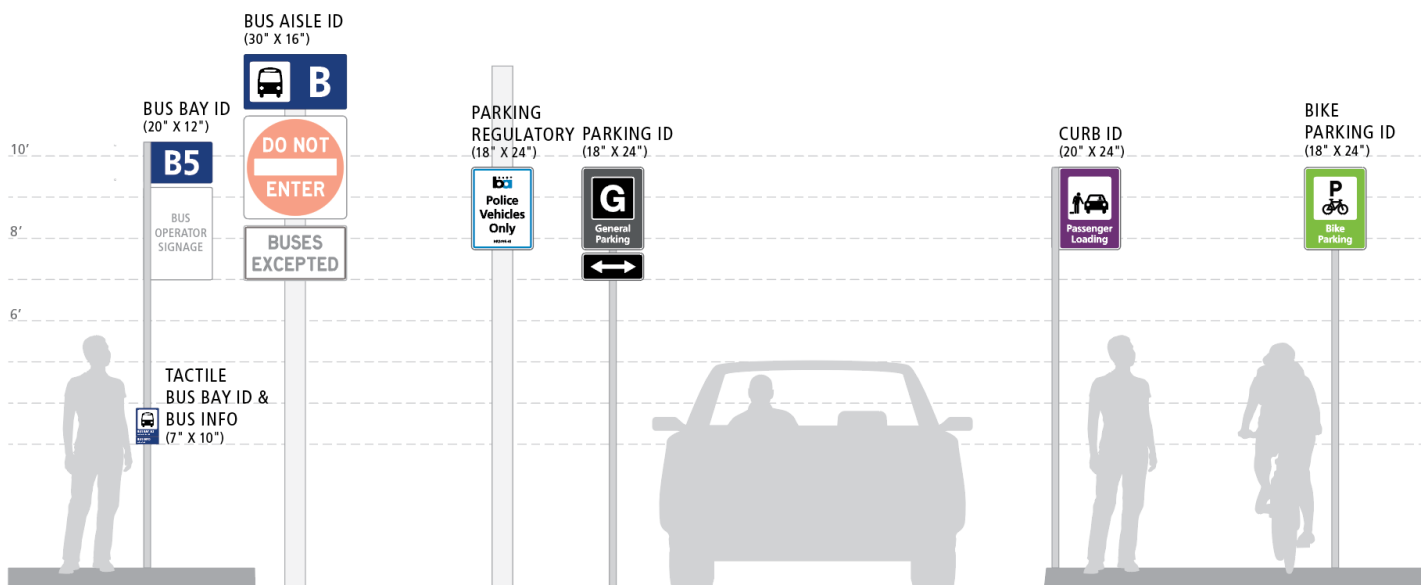
The color option uses color in the sign backgrounds and select icons to support users in quickly finding the facility they need and for identifying facility-specific signage and wayfinding from a distance.   In the black/white option, signage graphics are the same except with black backgrounds, with the following exceptions:

- Accessibility related icons are standard blue in both options

- BART official vehicle signage uses color in the BART logo and sign outline in both options

- Parking sub-type icons are white on dark grey to differentiate them from the higher-level general parking "P" icon.

For the purposes of amending Regional Transit Signage standards, the BART-specific elements of the official vehicle signs can easily be substituted for use by other agencies.

Graphics for curb zone and parking ID signs in both color and black/white options are shown below in Figures XX to XX. Dimensions for all ID signs and sign elements are shown below in Figures 2-7 through 2-11, and in table format in Appendix B.

Figure 2-2: Identification signage for curb zones and bike parking (color option).
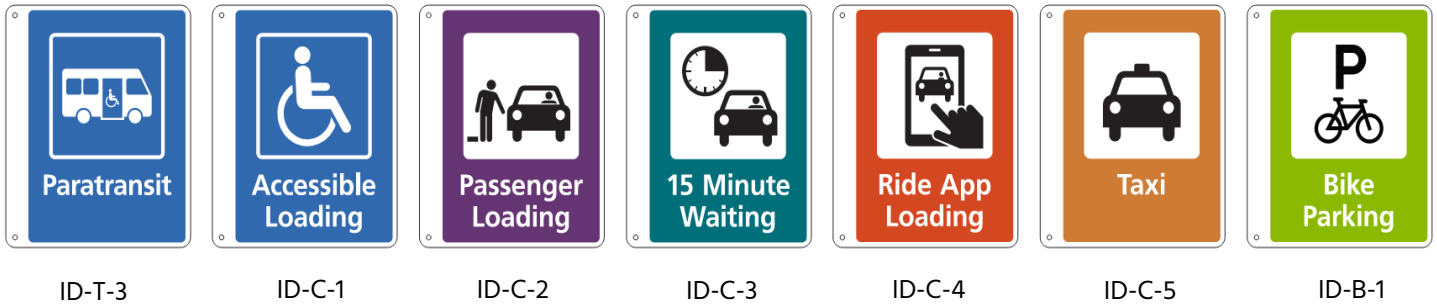
Paratransit	Accessible Loading	Passenger Loading	15 Minute Waiting	Ride App Loading	Taxi	Bike Parking
ID-T-3	ID-C-1	ID-C-2	ID-C-3	ID-C-4	ID-C-5	ID-B-1

Figure 2-3: Identification signage for parking (color option)

Motorcycle Parking	General Parking	Reserved Parking	EV Charging	Police Vehicles Only	Official Vehicles Only	On Duty Station Agent
ID-P-1	ID-P-2	ID-P-3	ID-P-4	ID-P-5	ID-P-6	ID-P-7
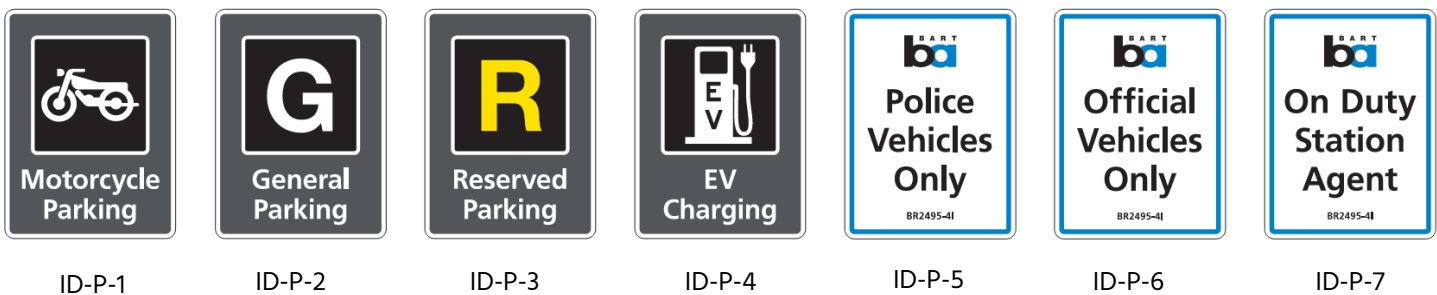
Figure 2-4: Identification signage for curb zones and bike parking (black/white option).

Paratransit	Accessible Loading	Passenger Loading	15 Minute Waiting	Ride App Loading	Taxi	Bike Parking
ID-T-4	ID-C-1	ID-C-2	ID-C-3	ID-C-4	ID-C-5	ID-B-1
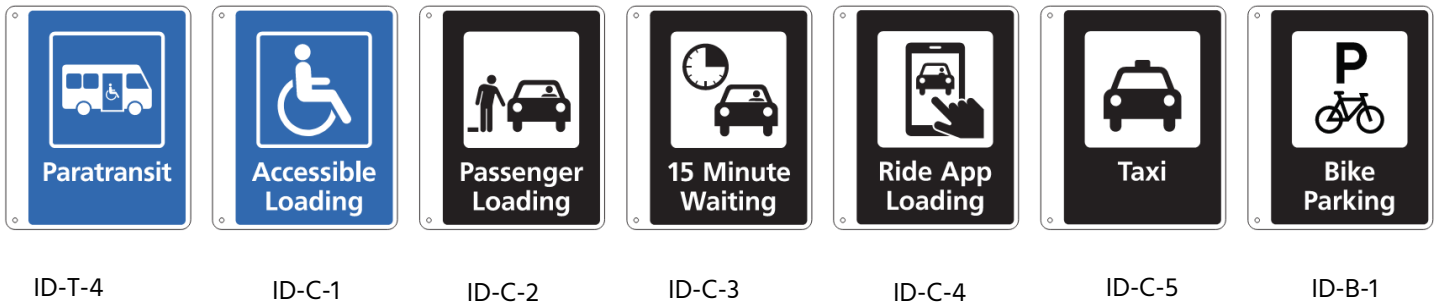
Figure 2-5: Identification signage for parking (black/white option)

Motorcycle Parking	General Parking	Reserved Parking	EV Charging	Police Vehicles Only	Official Vehicles Only	On Duty Station Agent
D-P-1	ID-P-2	ID-P-3	ID-P-4	ID-P-5	ID-P-6	ID-P-7
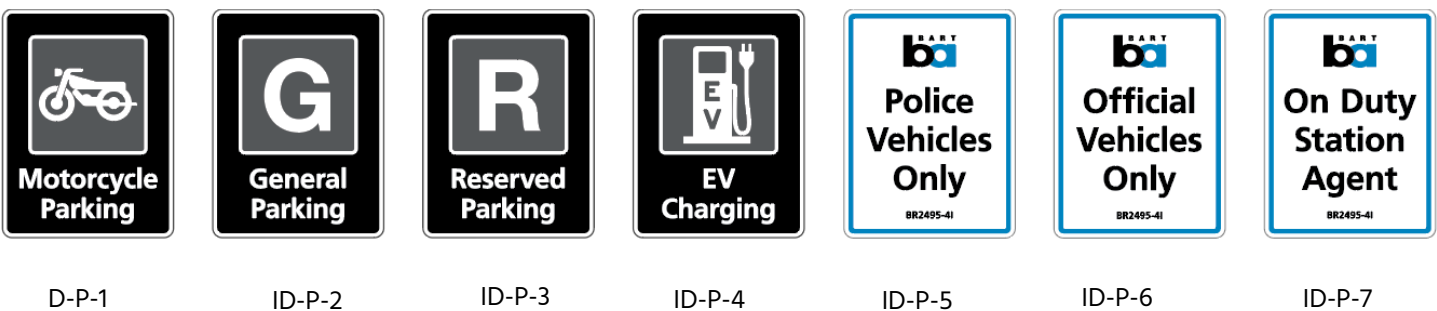
Bus bay numbering signage will identify the locations of specific bus aisles/areas and individual bus bays. These will be numbered with alphanumeric designations, with a letter indicating the area/aisle, and a number for the bus bay. Bus bays will always be identified with both the aisle/area letter and the bus bay number. Bus aisle/area and bus bay ID signage is a key part of a new bus bay numbering system which supports permanent wayfinding to bus bays, and improved passenger information and station operations. See Appendix C for further information on bus bay numbering.

Tactile bus bay ID signs provide confirmation of bus bay number to blind or low-vision users. These will be mounted on the bus bay pole at the appropriate height as required by the Americans with Disabilities Act (ADA).

BART is also exploring the possibility of including bus information, using QR codes that link to online information, on a tactile sign that would be mounted just below the tactile bus bay ID sign. QR codes would be provided within a tactile "target" that would allow blind or low-vision users as well as sighted users to link to this information.

ID signage that remains to be developed includes the following:

- Shuttle
- Bike parking subtypes (where needed)

Figure 2-6: Identification signage for bus aisles/areas and bus bays (color option).

ID-T-1: Bus Aisle/Area Identification Sign

ID-T-2: Bus Bay Identification Sign

ID-T-3A and ID-T-3B

Tactile Bus Bay Identification Sign with raised icon, letters, braille, and separate sign with QR Code link to bus information.

Due to the logistics involved in implementing and maintaining the QR code information, this information will be provided on a separate sign directly below the tactile bus bay number sign.
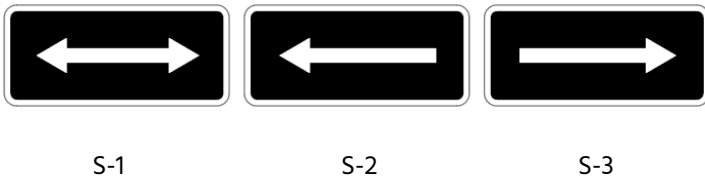
Figure 2-7: Identification signage for bus aisles/areas and bus bays (black/white option).

ID-T-1   ID-T-2   ID-T-3A and ID-T-3B
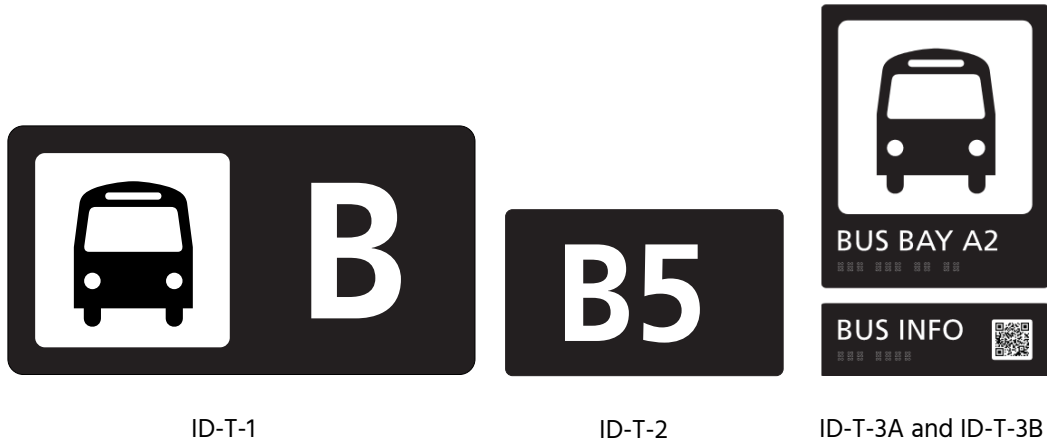
Supplemental arrow signs will be used as needed to indicate a continuous area or zone, they are not to be used for wayfinding or to direct users to a facility.

Figure 2-8: Supplemental Arrow signs (color and black/white options)

S-1   S-2   S-3

Sign Dimensions

The following figures show the dimensions of the identification signage and signage elements. Signage dimensions are the same for color and black/white options. Tables providing this information and additional specifications are shown in Appendix B.

Figure 2-9 below shows dimensions for the side-mounted identification signage types, center mounted ones are the same except they are 18 inches wide and do not include the 2" margin for mounting.

Figure 2-9: Dimensions for standard curb zone, parking, and bike parking identification signage.

20"

2.25" margin

2.5"

1"

2.25" margin

12.5" icon height

24"

Passenger Loading

2" cap height

1" outside radius
0.5" inside radius

1"

0.5" border
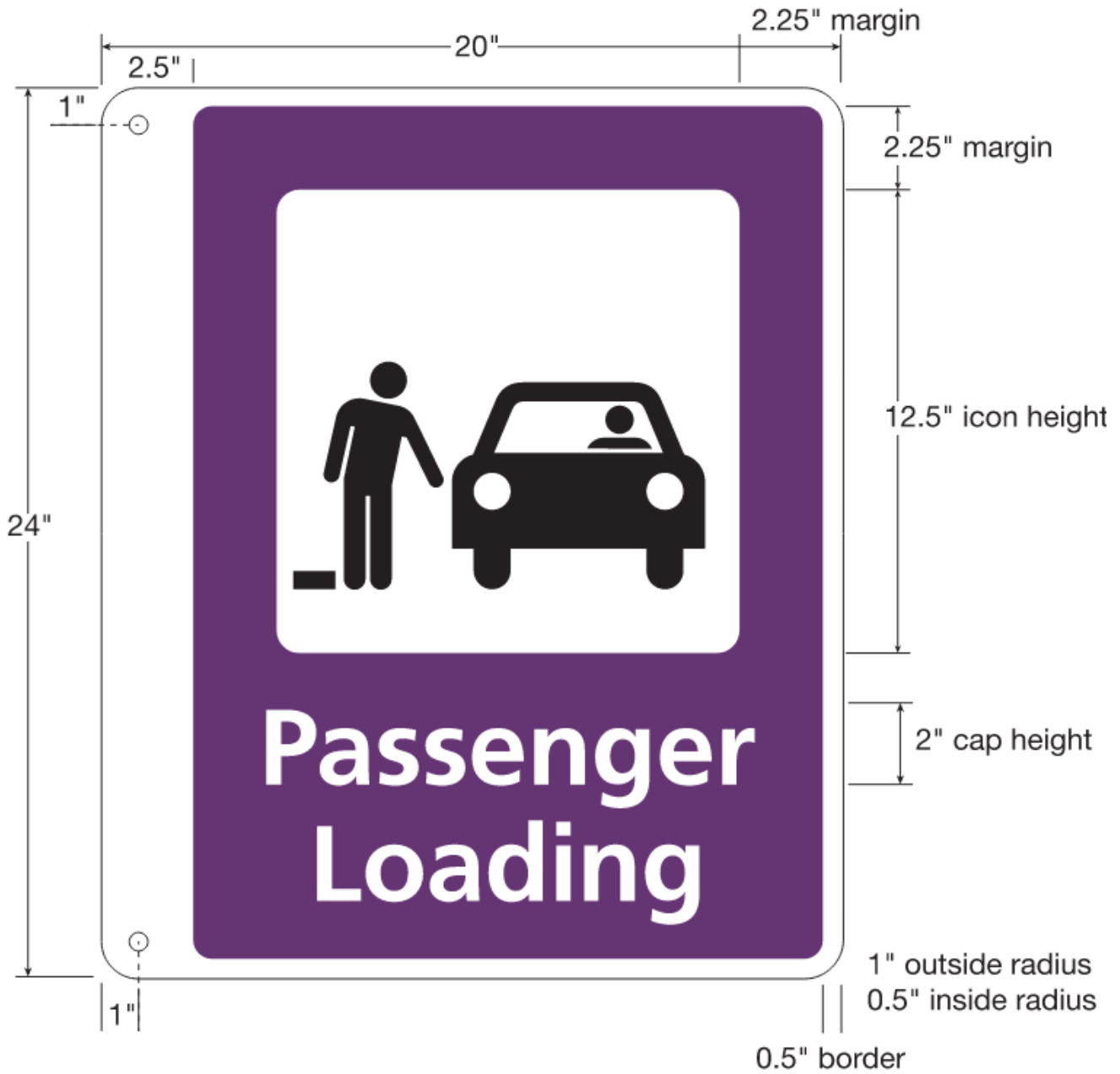
Figure 2-10: Dimensions for official vehicle parking identification signage.

0.5" border

18"

Corner 1" radius
Blue stroke: 0.5" wide
Outside radius: 0.5"
Inside Radius: 0.125"

5.6" logo height
(invisible field/dashed line)

BART
ba

Police Vehicles Only

2.7" cap height

24"

BR2495-4I

0.75" cap height
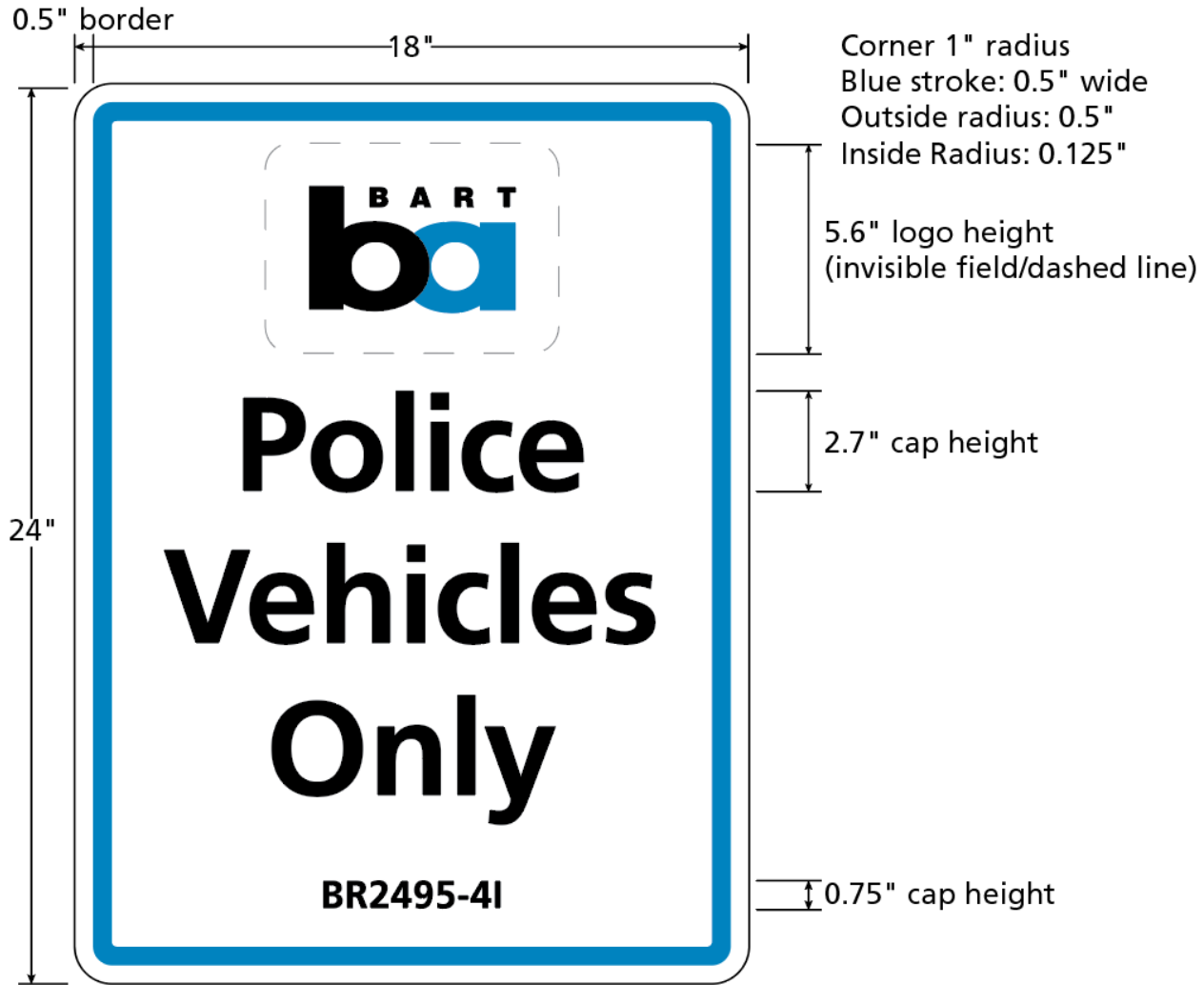
Figure 2-11: Dimensions for supplemental arrow signs. Sign is 18" wide.
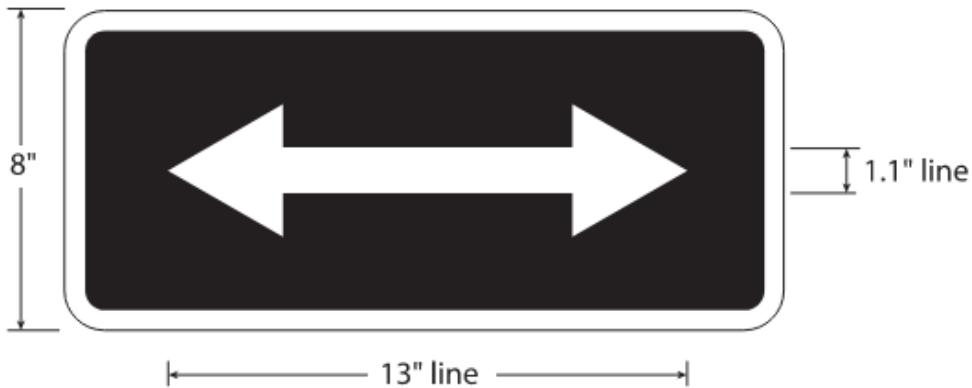
8"

1.1" line

13" line

BART
ba

Figure 2-12: Dimensions for bus aisle/area and bus bay identification signage.
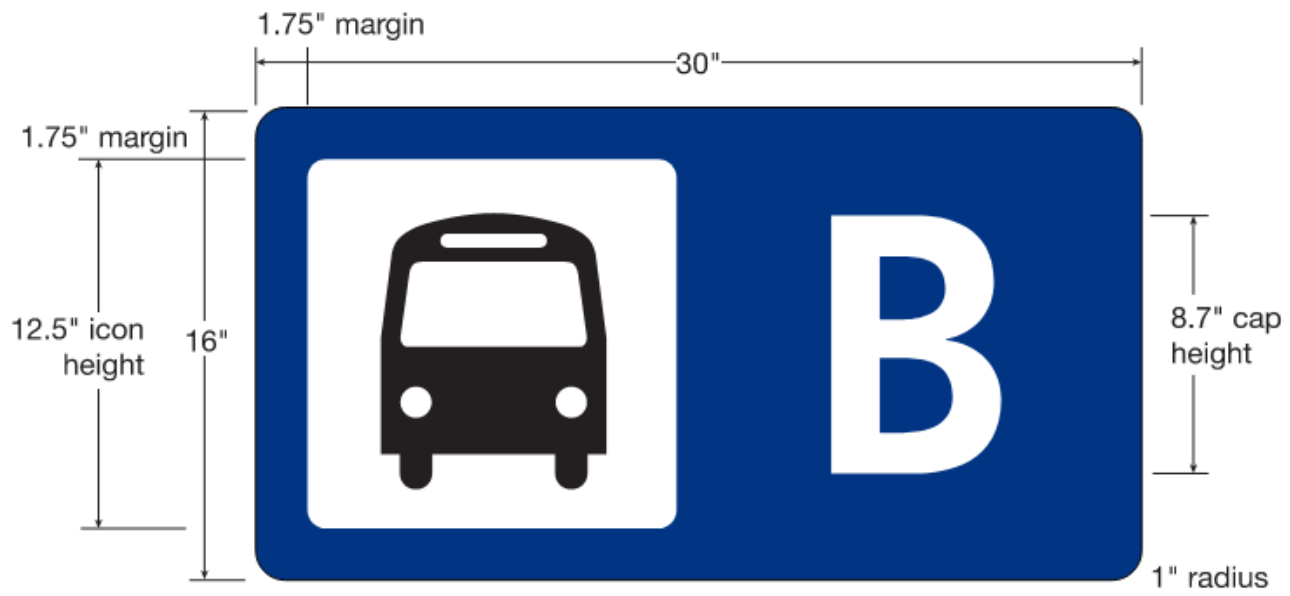
Figure 2-13: Dimensions for tactile bus bay identification and bus information QR code sign.


BUS BAY A2

BUS INFO
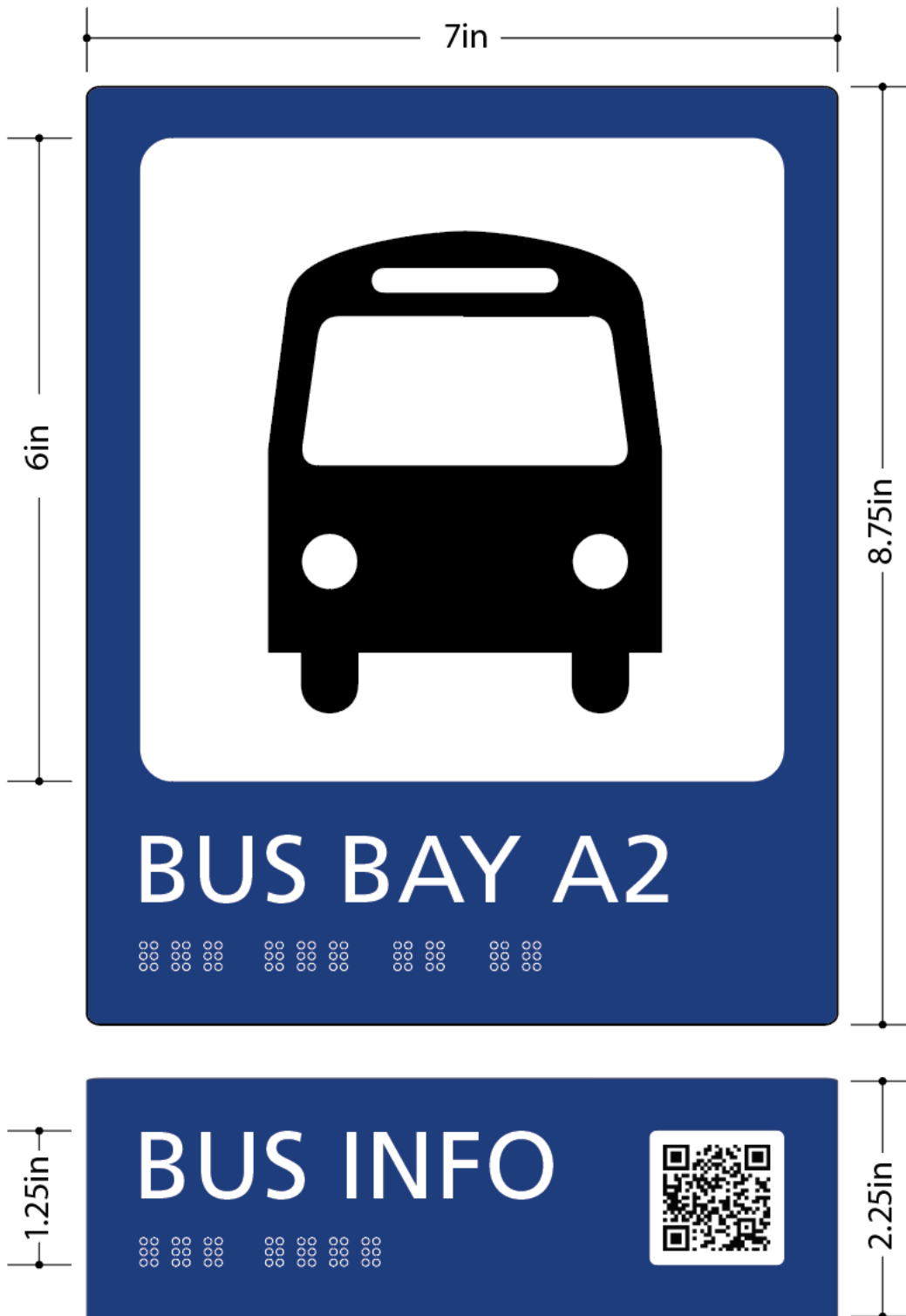
3. Informational Signage

This type of signage provides additional information, instructions, or requirements for use of the facility.   Designs vary based on the context, needs, and mounting locations, however they are designed to incorporate the standard colors, icons, and text for each facility type. The information signage that has been developed at this point is related to parking and bus bays. Dimensions and messages for all informational signage is shown in Appendix B. Informational signage that remains to be developed, or reviewed and updated includes the following:

- Taxi information/rules
- Bike rack instructions
- Bike stair channel instructions
- Bike station - informational
- Garage – informational key show parking types on each level
- Parking Informational signs for EV Charging
- Potential use of QR codes to provide improved access to parking and parking payment information

Figure 3-1: Informational signage provides additional information, instructions, or requirements for use of the facility. It includes parking and bus bay key signage.
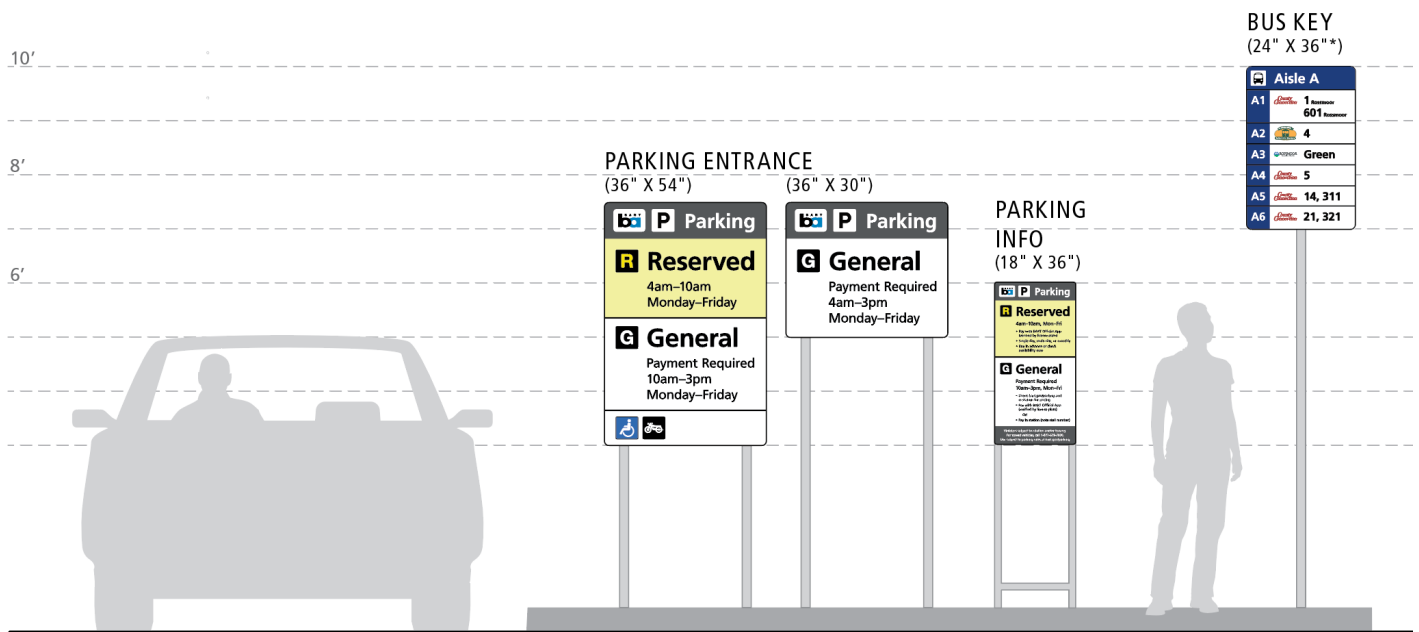
Parking Informational Signage

Parking lot entrance signs, located at the entrance of each lot, will replace existing parking lot entrance signs and provide basic information on the type of parking and hours of enforcement. Parking information signs are smaller and provide more detailed information. These are planned to be installed at the ends of parking rows and along key pedestrian walkways to the faregates. Those placed in pedestrian pathways will be installed using ADA compliant double-poles. Separating payment and enforcement information from the parking identification signs (shown above in Figure 2-3 and Figure 2-5) and installing informational signs in a limited number of key locations provides a cost-effective way to keep information current.

Figure 3-2: Parking lot entrance signs for Reserved and General Parking - showing color option and dimensions on the left. The black/white option is shown on the right (dimensions are the same as the color option).

INF-P-1

INF-P-1

INF-P-2

INF-P-2

Figure 3-3: Parking information signs for Reserved and General Parking - showing color option and dimensions on the left. The black/white option is shown on the right (dimensions are the same as the color option).
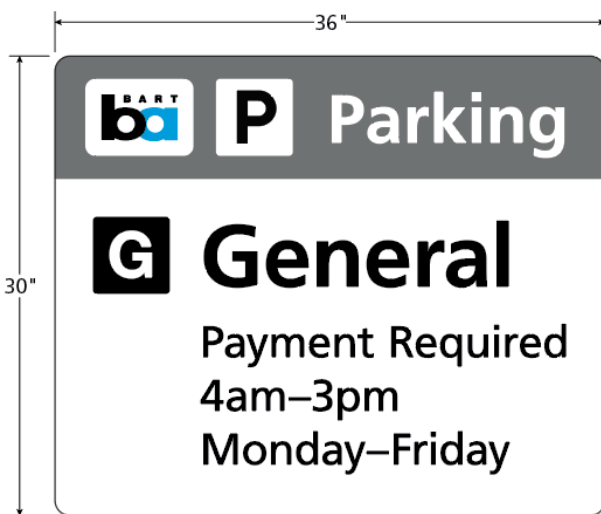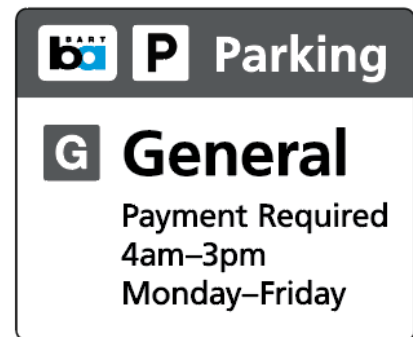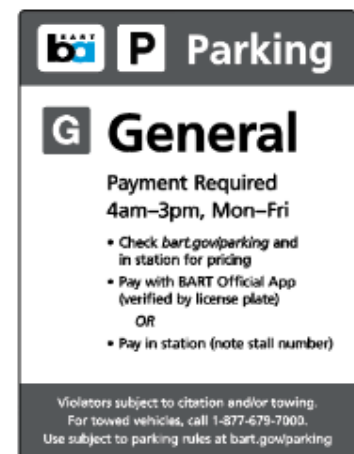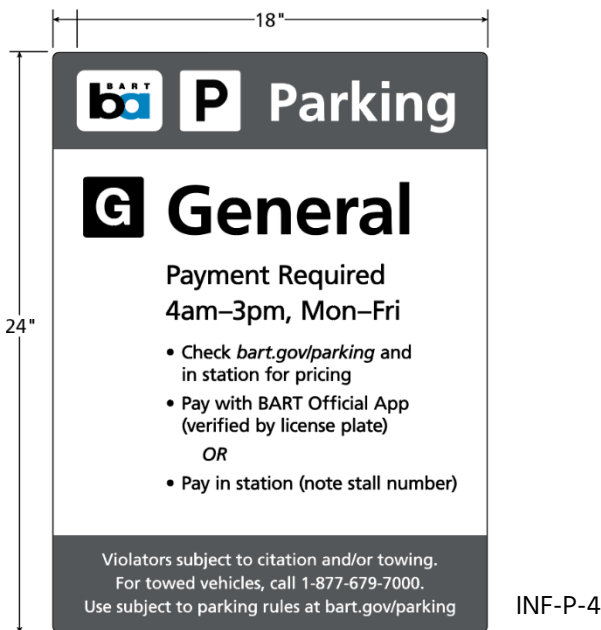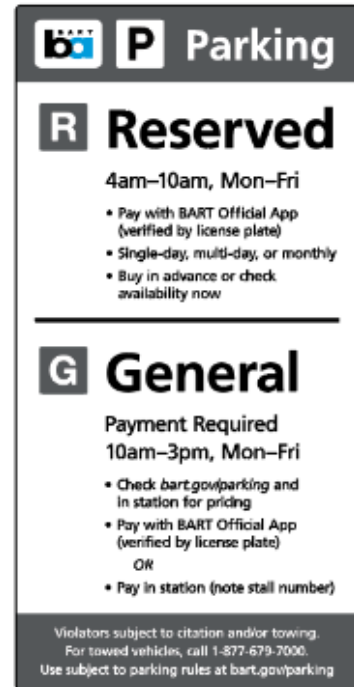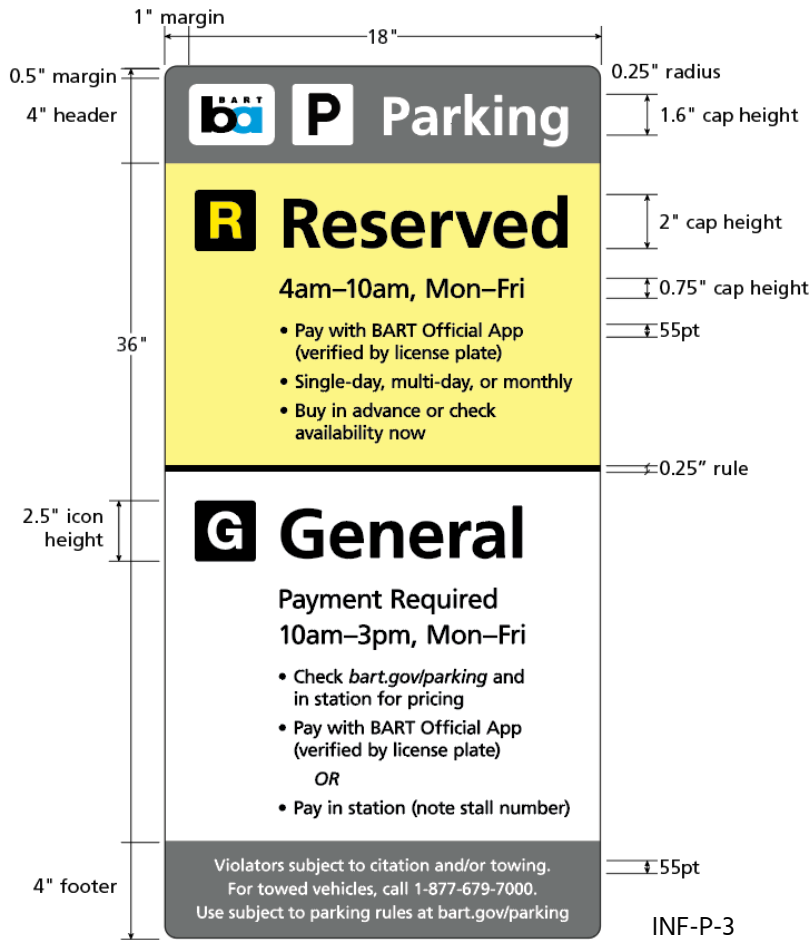
1" margin
18"
0.5" margin
4" header
0.25" radius
1.6" cap height

P Parking

R Reserved
4am–10am, Mon–Fri
2" cap height
0.75" cap height
55pt

- Pay with BART Official App (verified by license plate)
- Single-day, multi-day, or monthly
- Buy in advance or check availability now

36"

0.25" rule

2.5" icon height

G General
Payment Required
10am–3pm, Mon–Fri

- Check *bart.gov/parking* and in station for pricing
- Pay with BART Official App (verified by license plate)

  OR

- Pay in station (note stall number)

4" footer
Violators subject to citation and/or towing. For towed vehicles, call 1-877-679-7000. Use subject to parking rules at bart.gov/parking
55pt
INF-P-3

P Parking

R Reserved
4am–10am, Mon–Fri

- Pay with BART Official App (verified by license plate)
- Single-day, multi-day, or monthly
- Buy in advance or check availability now

G General
Payment Required
10am–3pm, Mon–Fri

- Check *bart.gov/parking* and in station for pricing
- Pay with BART Official App (verified by license plate)

  OR

- Pay in station (note stall number)

Violators subject to citation and/or towing. For towed vehicles, call 1-877-679-7000. Use subject to parking rules at bart.gov/parking
INF-P-3

18"

P Parking

G General
Payment Required
4am–3pm, Mon–Fri

- Check *bart.gov/parking* and in station for pricing
- Pay with BART Official App (verified by license plate)

  OR

- Pay in station (note stall number)

24"

Violators subject to citation and/or towing. For towed vehicles, call 1-877-679-7000. Use subject to parking rules at bart.gov/parking
INF-P-4

P Parking

G General
Payment Required
4am–3pm, Mon–Fri

- Check *bart.gov/parking* and in station for pricing
- Pay with BART Official App (verified by license plate)

  OR

- Pay in station (note stall number)

Violators subject to citation and/or towing. For towed vehicles, call 1-877-679-7000. Use subject to parking rules at bart.gov/parking
INF-P-4

BART

Bus Informational Signage

Bus aisle/area key signage will be placed in a few select locations and is designed to be updated, either through overlays or full sign replacement, when bus routes change bus bay locations. As these may require significant ongoing maintenance to ensure they remain accurate, they will be piloted at a few stations prior to full implementation.

Figure 3-4: Bus aisle/area key sign showing color option with dimensions and black/white option.

INF-T-1 INF-T-1
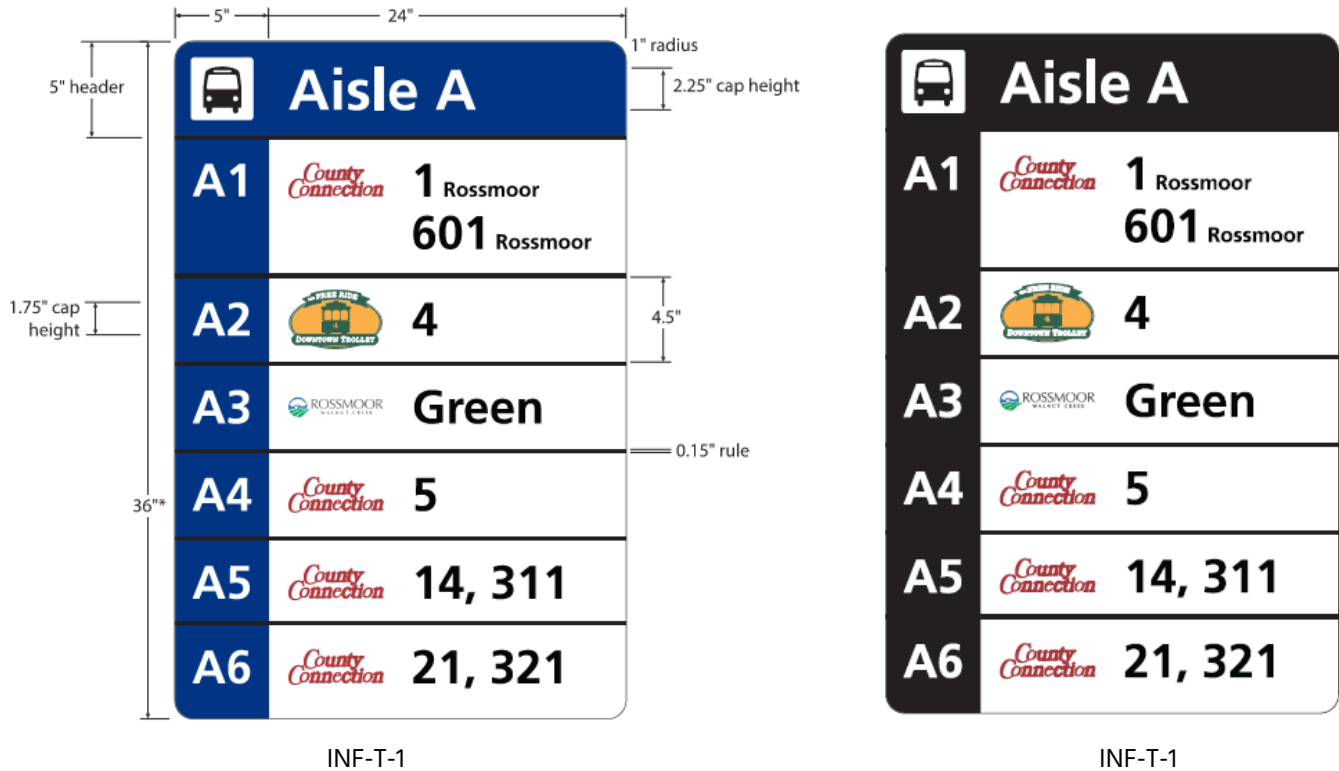
4. Wayfinding Signage

Wayfinding signage will direct users to/from the public street and station entrance/exit (faregates or roll down gates) to station access facilities and other key points of interest.

Each wayfinding sign is designed for a specific location and sign orientation and has custom graphics for that location. Sign graphics are standardized to the degree possible through the application of a sign grid and syntax rules, which dictate the placement of arrows, icons, and text on the sign. This signage maintains the same sign grid concept (which dictates placement of arrows, icons, text and other elements on the sign) and syntax rules (which dictate the order of arrows, icons, and text) as the Regional Transit Standards. Some key rules include the following:

- **Direction hierarchy:** The up arrow directions are always shown at the top of the sign, then left, then right.
- **Text justification:** Up arrow directions are typically justified left, with exceptions for sign locations to the left of a pathway proceeding straight, or if there is no left arrow direction on the sign. Left arrow directions are always left justified, and right arrow directions are always right justified.
- **Order of elements:** Arrows are followed by icons/logos, and then text. Some icons are directional, such as the accessibility icon and face the direction of the arrow, while others are not.

- **Destination colors:** In the color option, station access facility destinations are shown with color band backgrounds; destinations that are not station access facilities are shown with black backgrounds.
- **Arrows:** One arrow is shown per direction, except in the color option, where one arrow is shown per direction per color band.

Additionally, each direction (up, left, right) is separated by a white line.

Message Hierarchy

In order to maintain the readability of signage, users are provided information at the level of detail needed to make decisions safely. A *general facility type* and associated icon will be shown only until the decision point where the facility sub-type destinations diverge. If the sub-type destinations are in the same vicinity, wayfinding signage will not show sub-types, but the ID signage will indicate the separate facilities. The following figure shows the general facility type and its sub-types.

Figure 4-1: General facility types and corresponding facility sub-types.

General Facility Type	Facility Sub-types
Bike Parking	Bike Station, Bike Lockers, Bike Racks
Passenger Loading	Passenger Loading, Accessible Loading, 15 Min Waiting, Ride App Loading, Taxi
Parking	General Parking, Reserved Parking, Accessible Parking, Motorcycle Parking, EV Charging

Wayfinding signage that remains to be developed, or reviewed and updated includes the following:

- Bicycle specific wayfinding
- Station entrance identification supplementary signage

Figure 4-2: Wayfinding signage directs users to station access facilities and other key points of interest. It includes vehicular wayfinding and two types of pedestrian wayfinding.
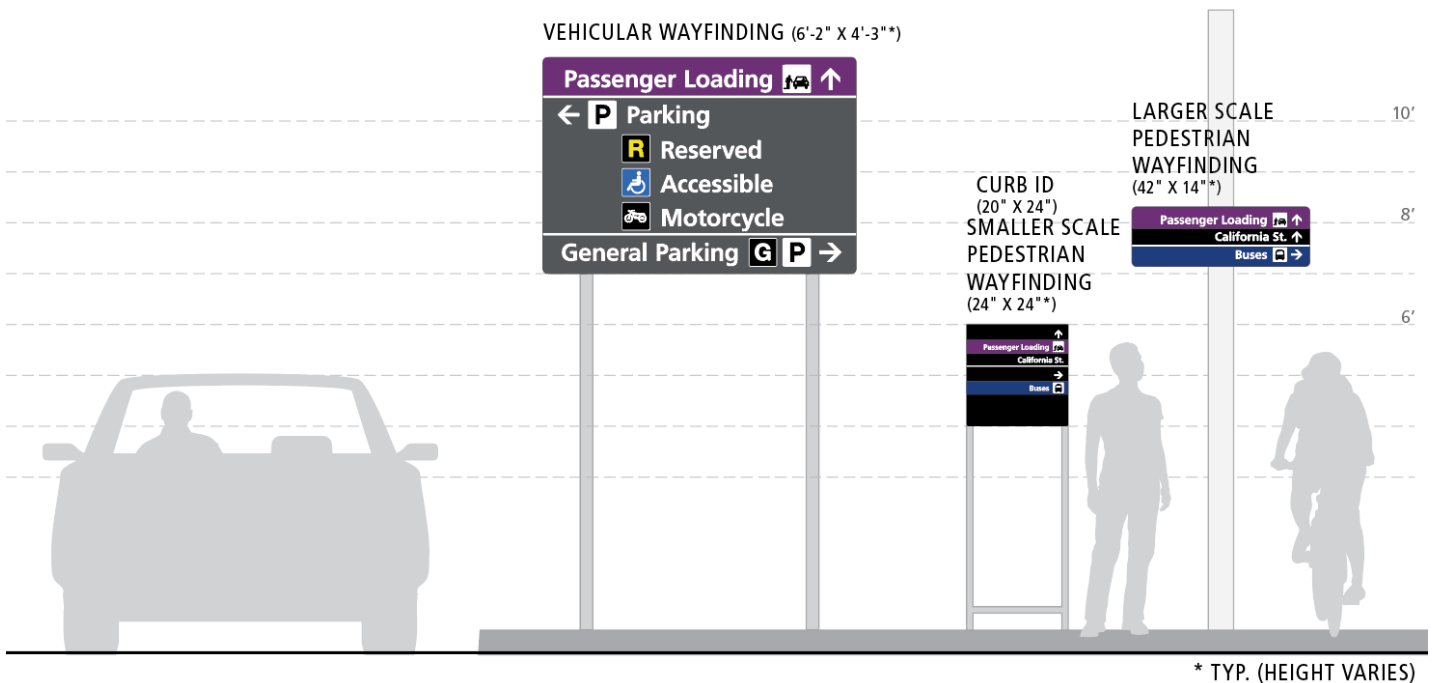
Vehicular Wayfinding

Vehicular wayfinding is to be provided from the public street to each station access facility, except for bus facilities. Wayfinding for buses may be provided in circumstances where bus drivers need to be directed to specific bus aisles/areas or bays, or to indicate circulation roads that are not to be used by private vehicle drivers.

Supplemental station identification signage will potentially be added to vehicular wayfinding signs at driveways with public streets that do not have a station identification pylon, to indicate that it is a BART station entrance.

To support readability of signage, specific syntax was developed to direct drivers to parking subtypes. Drivers will be directed to "Parking" until they reach decision points for specific types of parking. At this point, if there is one subtype of parking in a direction, the message will include the sub-type of parking, the word "Parking" and two icons - the "P" parking icon, and the subtype icon. If there are two or more sub-types of parking in a direction, the "P" parking icon and the text "Parking" will be used, with the subtypes and their icons shown indented below without the word "Parking".   This is illustrated in Figure 4-2. In the color option, the background color for each facility type matches that used in the identification sign. Color bands extend to the edges of the sign, and one arrow is shown per direction and color band. White line separates each direction

Figure 4-3: Vehicular wayfinding showing color option, dimensions, and message syntax. The top example shows the up arrow justified right because the sign would be installed to the left of a pathway proceeding straight.
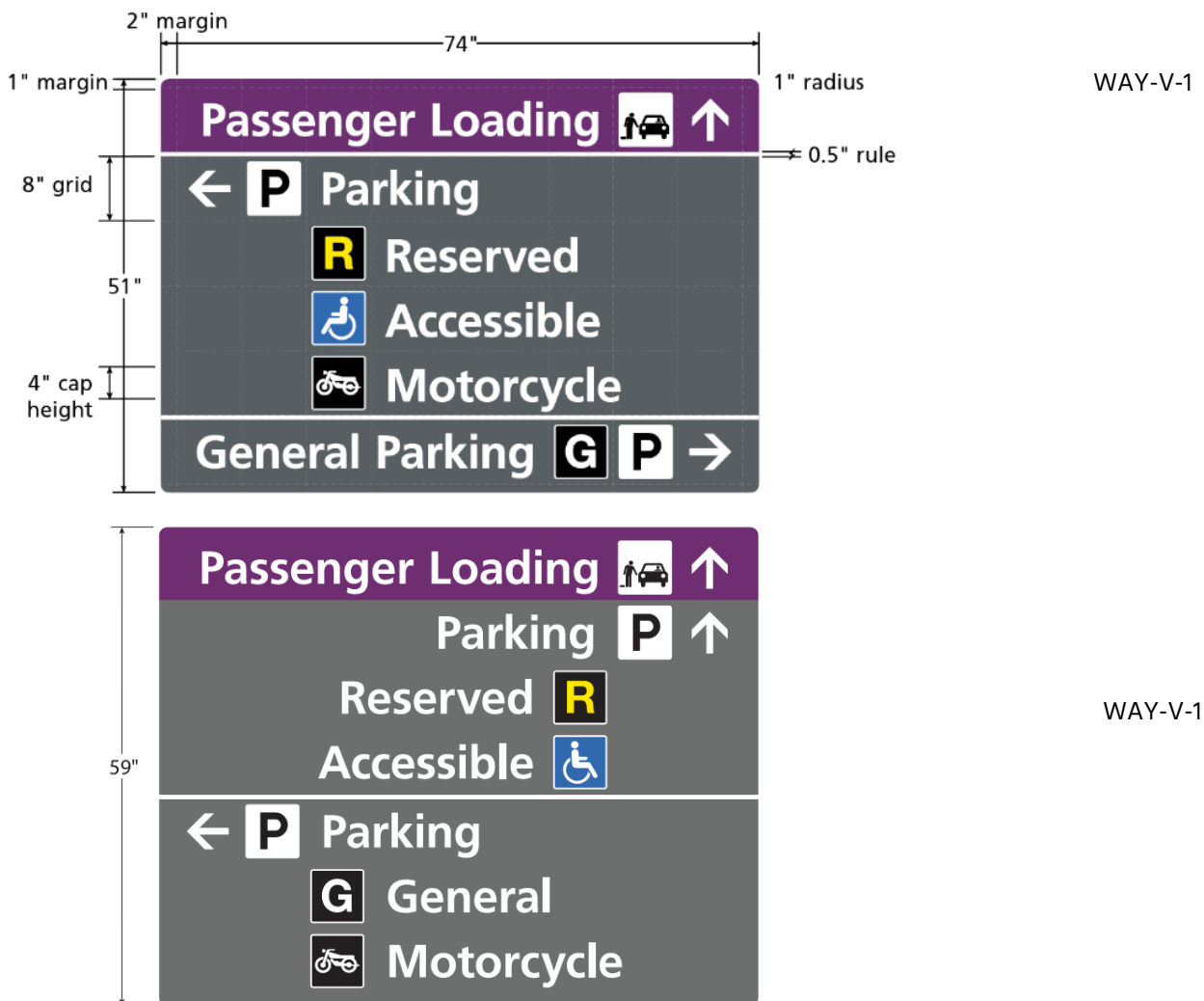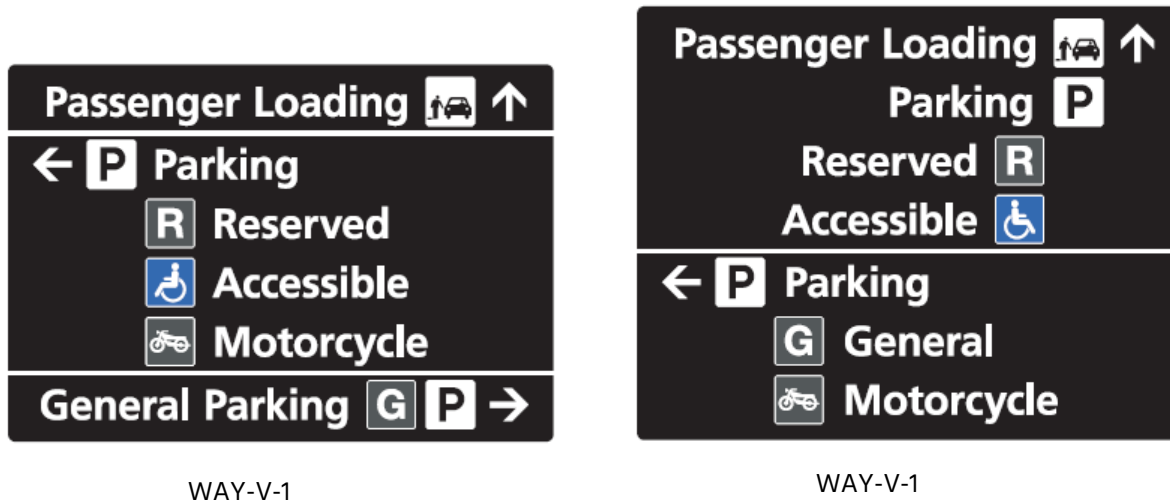
Figure 4-4: Vehicular wayfinding showing black/white option, dimensions, and message syntax. These examples show the up arrow justified right because it would be installed to the left of a pathway proceeding straight.

WAY-V-1

WAY-V-1

Pedestrian and Bicycle Wayfinding

There are two types of pedestrian wayfinding, a larger type is intended for more open areas such as those close to the station faregates and plazas. It Is designed to be mounted overhead on regular poles or light standards. This type uses the same size arrows, icons, and text as the overhead pedestrian wayfinding found inside the stations.

Figure 4-5: Pedestrian Wayfinding, large format (color and black/white options).

WAY-P-1

WAY-P-1
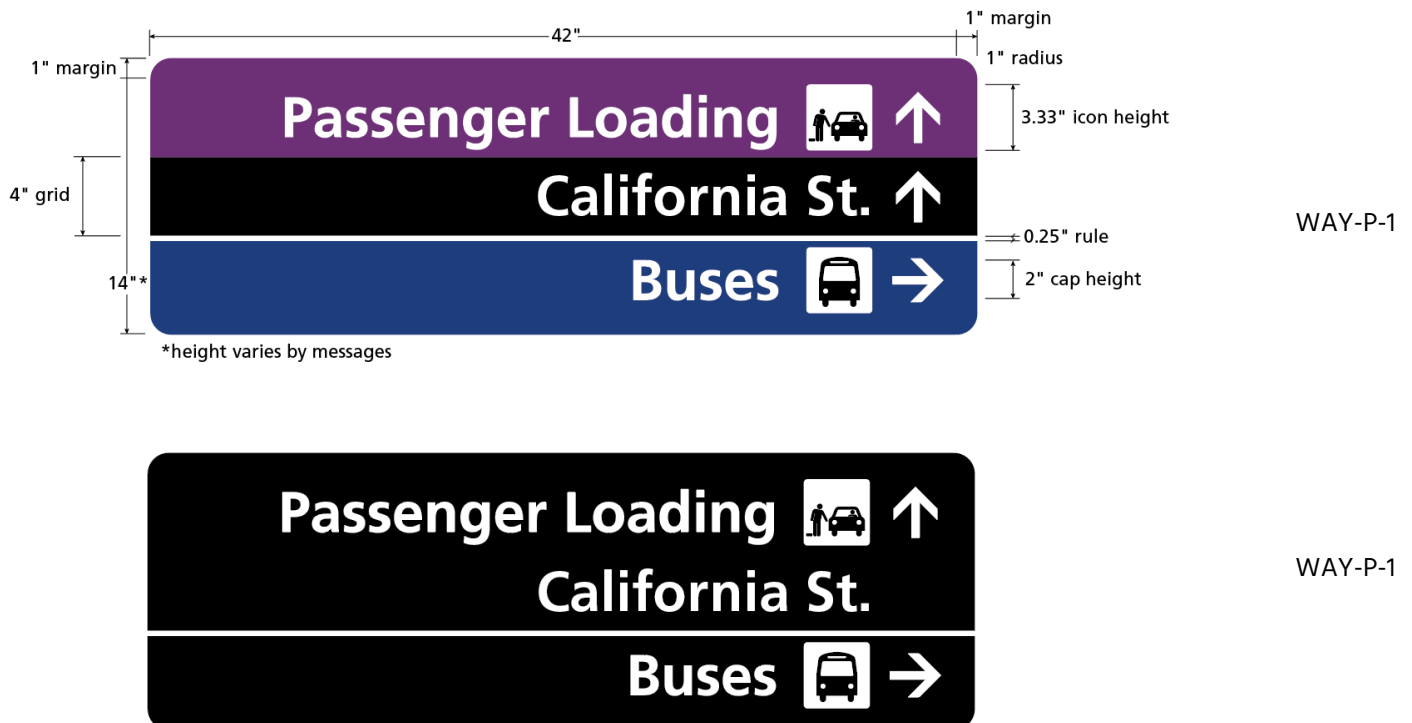
The second type is smaller and is mounted at eye level. It is intended for pathways and areas farther from the station faregates. These may be installed in pedestrian pathways or in landscaped areas directly adjacent to pedestrian pathways. Where located in pedestrian pathways, it is mounted on ADA-compliant double poles that are detectable to cane users. It uses a black background, and is more likely to include key destinations outside of station property, which will be shown with white text on the black background.

Figure 4-6: Pedestrian wayfinding, small format showing both color and black/white options.

WAY-P-2

WAY-P-2
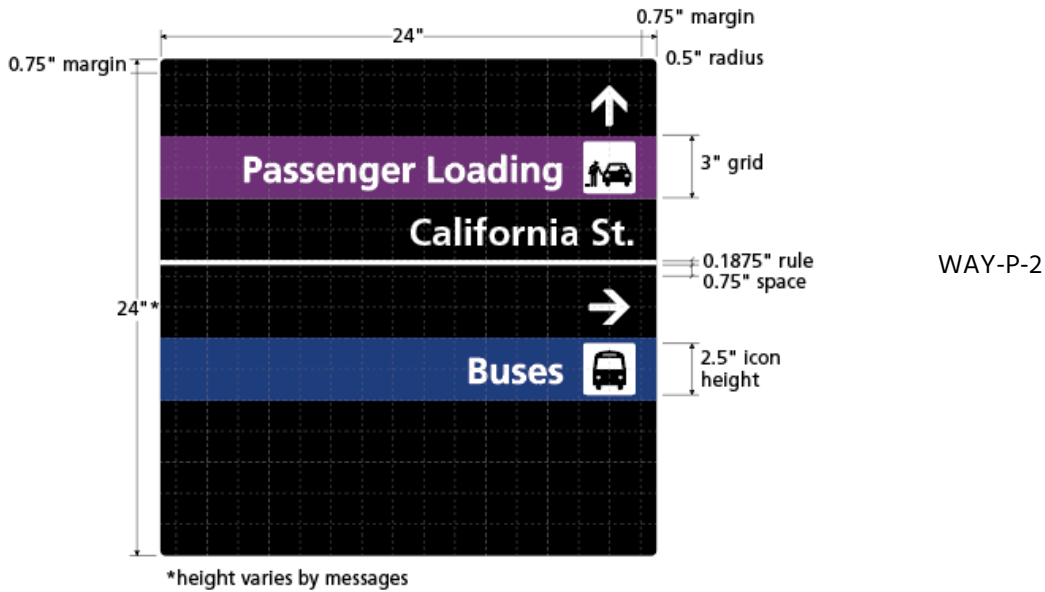
Appendices

A. Color-blindness Tests for Color

Signage colors were tested on a selection of sign types for two common types of color-blindness to ensure color contrast and readability. Due to the limited color palettes available to color-blind users, it is anticipated that these users will not be able to use color to easily differentiate signage. However, signage designs are intended to support varied abilities by providing multiple types of information, including icons and text.

Figure A-1: Colors and contrast of select signage as a person with Protanopia type color-blindness might see them.
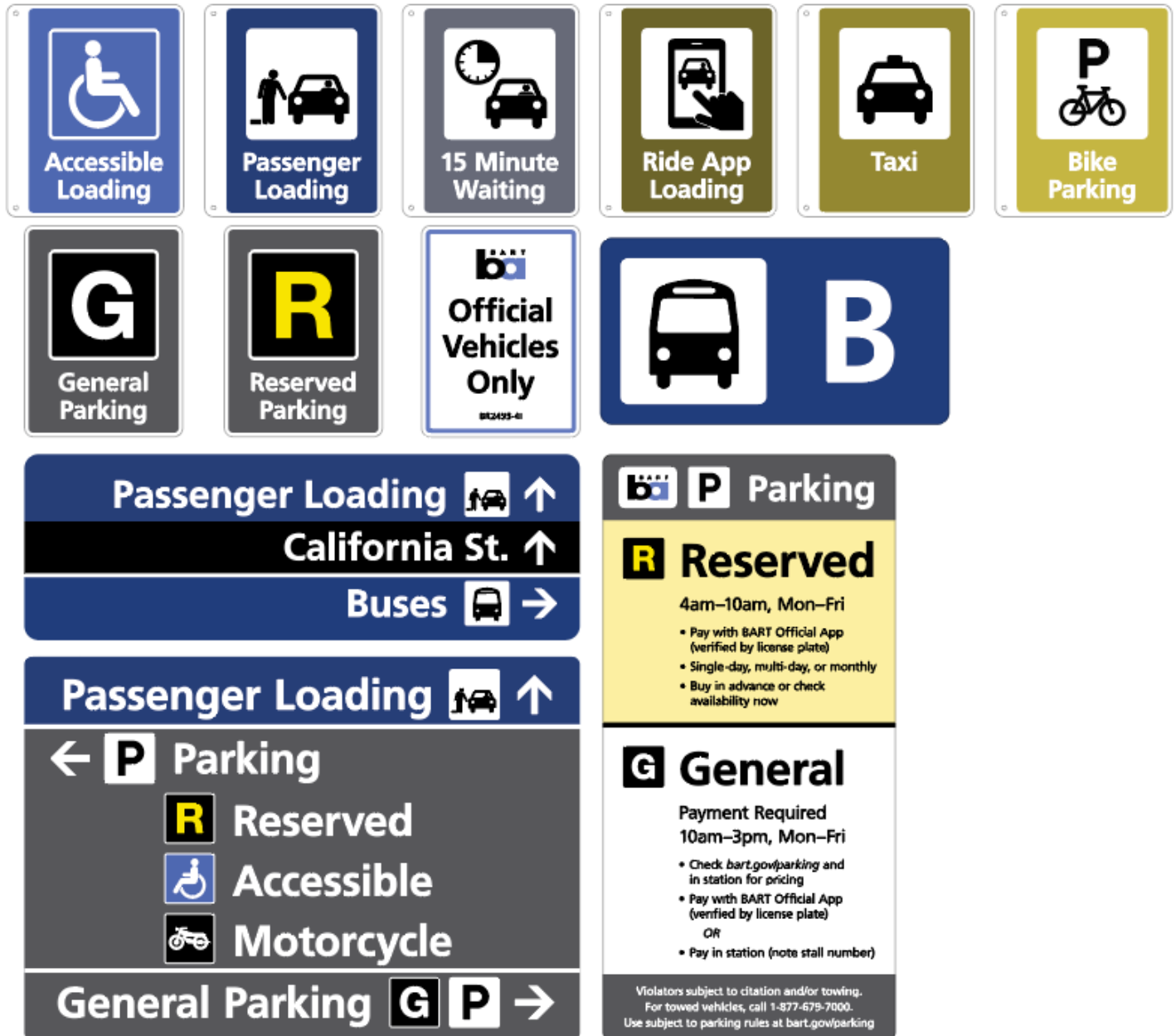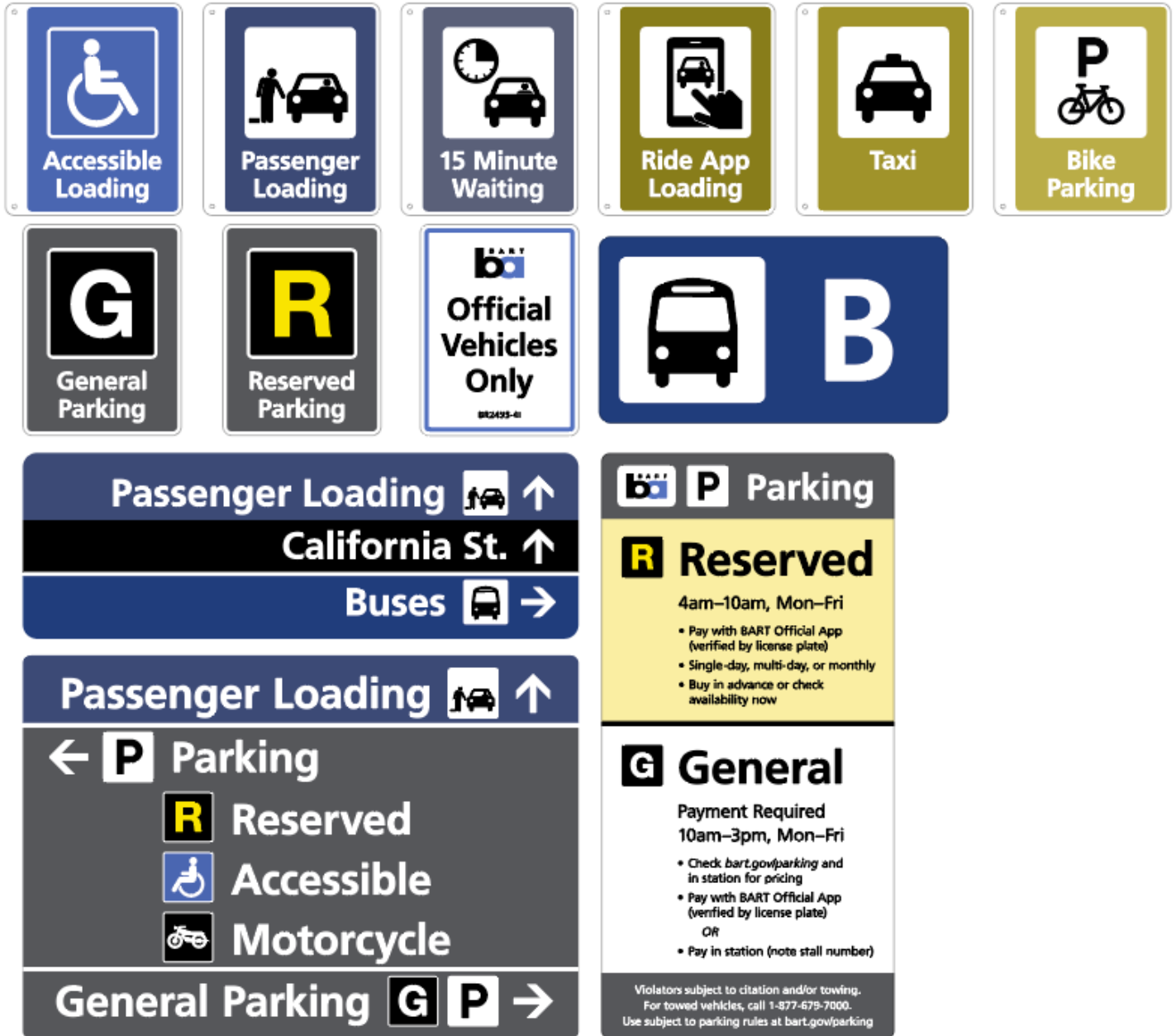
Figure A-2: Colors and contrast of select signage as a person with Deuteranopia type color-blindness might see them.

B. Specifications and Dimensions

Table B-1: Specifications for Identification Signage

Standard Text*	Sign Code	Color Option		Black/White Option		Icon Type	One-sided or two-sided**	Mounting location on sign	Sign Dimensions w x h (in)	Text Height (in)***	Icon Dimensions w x h (in)	Border width (in)	corner radius - outside (in)	corner radius - inside (in)
		Sign Color	Icon color	Sign Color	Icon color									
Accessible Loading	ID-C-2	ADA blue	White on ADA blue	ADA blue	White on ADA blue	International standard	Two-sided	Side-mount	20 x 24	2	12.5 x 12.5	0.5	1	0.5
Passenger Loading	ID-C-3	Purple	Black on white	Black	Black on white	Regional standard	Two-sided	Side-mount	20 x 24	2	12.5 x 12.5	0.5	1	0.5
15 Minute Waiting	ID-C-4	Teal	Black on white	Black	Black on white	New	Two-sided	Side-mount	20 x 24	2	12.5 x 12.5	0.5	1	0.5
Ride App Loading	ID-C-5	Orange	Black on white	Black	Black on white	New	Two-sided	Side-mount	20 x 24	2	12.5 x 12.5	0.5	1	0.5
Taxi	ID-C-6	Ochre	Black on white	Black	Black on white	Regional Standard	Two-sided	Side-mount	20 x 24	2	12.5 x 12.5	0.5	1	0.5
Bike Parking	ID-B-1	Light Green	Black on white	Black	Black on white	Regional Standard	One-sided	Center-mount	18 x 24	2	12.5 x 12.5	0.5	1	0.5
Motorcycle Parking	ID-P-1	Grey	White on black	Black	White on grey	New	One-sided	Center-mount	18 x 24	2	12.5 x 12.5	0.5	1	0.5
General Parking	ID-P-2	Grey	White on black	Black	White on grey	New	One-sided	Center-mount	18 x 24	2	12.5 x 12.5	0.5	1	0.5
Reserved Parking	ID-P-3	Grey	Yellow on black	Black	White on grey	New	One-sided	Center-mount	18 x 24	2	12.5 x 12.5	0.5	1	0.5
EV Charging	ID-P-4	Grey	White on black	Black	White on grey	Federal Standard	One-sided	Center-mount	18 x 24	2	12.5 x 12.5	0.5	1	0.5
Police Vehicles Only	ID-P-5	White	BART/agency logo	White	BART/agency logo	N/A	One-sided	Center-mount	18 x 24	2.7	5.6 (height only)	0.5	1	0.5
Official Vehicles Only	ID-P-6	White	BART/agency logo	White	BART/agency logo	N/A	One-sided	Center-mount	18 x 24	2.7	5.6 (height only)	0.5	1	0.5
On-Duty Station Agent	ID-P-7	White	BART/agency logo	White	BART/agency logo	N/A	One-sided	Center-mount	18 x 24	2.7	5.6 (height only)	0.5	1	0.5
(Bus Aisle/Area ID)	ID-T-1	Dark Blue	White on black	Black	Black on white	Regional Standard	One-sided	Center-mount	30 x 16	8.7	N/A	0.5	1	0.5
(Bus Bay ID)	ID-T-2	Dark Blue	N/A			N/A	Two-sided	Side-mount	20 x 12	7	N/A	0.5	1	0.5
Bus Bay A1 (ID - Tactile)	ID-T-3A	Dark Blue	Black on white	Black	Black on white	Regional Standard	One-sided	Center-mount	7 x 8.75	1	6 x 6	0.5	TBD	TBD
Bus Info (with QR Code - Tactile)	ID-T-3B	Dark Blue	N/A	Black on white	N/A	Regional Standard	One-sided	Center-mount	7 x 2.25	1	N/A	0.5	TBD	TBD
Paratransit	ID-T-4	ADA Blue	TBD	ADA blue	White on ADA blue	New	Two-sided	Side-mount	20 x 24	2	12.5 x 12.5	0.5	1	0.5
(Supplemental Arrows)	S-1, S-2, S-3	Black	N/A	Black	N/A	N/A	One-sided	Center-mount	18 x 8	1 (arrow line height)	1.1 x 13 (line dimensions)	0.5	1	0.5

* Signs in parentheses show the sign type, but the text is not included on the sign.

** Signs may be changed from two-sided signs to one-sided signs and vice versa, and mounting methods may be adjusted to account for specific site conditions, or where cost effectiveness and/or passenger experience are enhanced. In these cases, a 2" mounting margin would be added or removed. Two-sided signs must be mounted from the side, top, or bottom. ADA and other sign mounting specifications will be followed.

*** Two-sided, side-mounted signs widths are 2" wider than the graphics to accommodate mounting hardware and poles.

Table B-2: Specifications for Informational Signage

Sign Type	Sign Code	Color Option		Black/White Option		Sign Text	One or two-sided	Mounting location on sign	Sign Dimensions w x h (in)	Text Height (in)	Icon Dimensions w x h (in)	Margins (in)	corner radius (in)
		Sign Color	Text Color	Sign Color	Text Color								
Parking Lot Entrance - Reserved Parking	INF-P-1	Header: grey Top panel: light yellow Bottom panel: white Footer: white	Header: white Top panel: black Bottom panel: black Footer: N/A	Header: grey Top panel: white Bottom panel: white Footer: white	Header: white Top panel: black Bottom panel: white Footer: N/A	Header: [BART logo] [P] Parking Top panel: [R] Reserved 4am-10am Monday-Friday Bottom panel: [G] General Payment Required 10am-3pm Monday-Friday Footer: [wheelchair] [motorcycle]	One-sided	Left and right sides, on two single poles	36 x 54	Varies: Header: 3.3" Parking type: 4" Details: 2"	5 x 5	Left/Right: 2" Top/Bottom: 1"	1
Parking Lot Entrance - General Parking	INF-P-2	Header: grey Main Panel: white	Header: white Main panel: black	Header: grey Main Panel: white	Header: white Main panel: black	Header: [BART logo] [P] Parking Main panel: [G] General Payment Required 10am-3pm Monday-Friday	One-sided	Left and right sides, on two single poles	36 x 30	Varies: Header: 3.3" Parking type: 4" Details: 2"	5 x 5	Left/Right: 2" Top/Bottom: 1"	1
Parking Information- Reserved Parking	INF-P-3	Header: grey Top panel: light yellow Bottom panel: white Footer: grey	Header: white Top panel: black Bottom panel: black Footer: white	Header: grey Top panel: white Bottom panel: white Footer: grey	Header: white Top panel: black Bottom panel: black Footer: white	Header: [BART logo] [P] Parking Top panel: [R] Reserved 4am-10am, Mon-Fri - Pay with BART Official App (verified by license plate) - Single-day, multi-day, or monthly - Buy in advance or check availability now Bottom panel: [G] General Payment Required 10am-3pm, Mon-Fri - Check bart.gov/parking and in station for pricing - Pay with BART Official App (verified by license plate) OR - Pay in station (note stall number) Footer: Violators subject to citation and/or towing. For towed vehicles, call 1-877-679-7000. Use subject to parking rules at bart.gov/parking	One-sided	Left and right sides, on one double-pole	18 x 36	Varies: Headers: 1.6" and 2" Main info: .75" Detailed info: 55pt	2.5 x 2.5	Left/Right: 1" Top/Bottom: 0.5"	0.25

Parking Information-General Parking	INF-P-4 1"	Header: grey Main panel: white Footer: grey	Header: white Main panel: black Footer: white	Header: grey Main panel: white Footer: grey	Header: white Main panel: black Footer: white	Header: [BART logo] [P] Parking Main panel: [G] General Payment Required 10am-3pm, Mon-Fri - Check bart.gov/parking and in station for pricing - Pay with BART Official App (verified by license plate) OR - Pay in station (note stall number) Footer: Violators subject to citation and/or towing. For towed vehicles, call 1-877-679-7000. Use subject to parking rules at bart.gov/parking	One-sided	Left and right sides, on one double-pole		Varies: Headers: 1.6" and 2" Main info: .75" Detailed info: 55pt	2.5 x 2.5	Left/Right: 1" Top/Bottom: 0.5"	0.25
Bus Bay Key	ID-C-6	Header: dark blue Left column: dark blue Main panel: white	Header: white Left column: white Main panel: black	Header: black Left column: black Main panel: white	Header: white Left column: white Main panel: black	Header: [Bus] Aisle A 1st Line: A1; [County Connection] 1 Rossmoor; 601 Rossmoor 2nd Line: A2; [Downtown Trolley] 4 3rd Line: A3; [Rossmoor] Green 4th Line: A4; [County Connection] 5 5th Line: A5; [County Connection] 14, 311 6th Line: A6; [County Connection] 21, 321	One-sided	Center-mount	24 x 36	Varies: Headers: 2.25" Other: 1.75"	2.5 x 2.6	TBD	1

Table B-3: Specifications for Wayfinding Signage

Sign Type	Sign Code	Color Option		Black/White Option		Sign Text (For example signs only)	One or two-sided	Mounting location on sign	Sign Dimensions w x h (in)	Grid Size (in)	Text Height (in)	Icon Dimensions w x h (in)	Margins (in)	corner radius (in)
		Sign Color	Text Color	Sign Color	Text Color									
Vehicular Wayfinding	WAY-V-1	Background colors correspond to station facility ID sign. Off-site destinations shown with a black background	White	Black	White	Example 1: Color Option 1st line (purple background, justified R): Passenger Loading [PL] [Up arrow] White Line between 1st & 2nd Lines Remaining lines have grey backgrounds. 2nd Line (justified L): [L Arrow] [P] Parking 3rd Line (justified L): [indent] [R] Reserved 4th Line (justified L): [indent] [wheelchair] Accessible 5th Line (justified L): [indent] [motorcycle] Motorcycle White Line between 5th & 6th Lines 6th Line (justified R): General Parking [G] [P] [R arrow] Black/white Option: same layout as color option except all lines have black backgrounds. Example 2: Color Option 1st line (purple background, justified R): Passenger Loading [PL] [Up arrow] Remaining lines have grey backgrounds. 2nd Line (justified R): Parking [P] [Up Arrow] 3rd Line (justified R): Reserved [R] [indent] 4th Line (justified R): Accessible [wheelchair] [indent] White Line between 4th & 5th Lines 5th Line (justified L): [L Arrow] [P] Parking 6th Line (justified L): [G] General Parking 7th Line (justified L): [indent] [motorcycle] Motorcycle Black/white Option: same layout as color option except all lines have black backgrounds and no arrow on 2nd Line.	One-sided	Left and right sides, on two single poles	74 x height dependent on messaging	8	4	6.67 x 6.67	Left/Right: 2" Top/Bottom: 1"	1

Name	ID	Description	(col4)	(col5)	(col6)	Color/Layout	Sides	Placement	Size	(col11)	(col12)	(col13)	Border	(col15)
Pedestrian Wayfinding (Large)	WAY-P-1	Background colors correspond to station facility ID sign. Off-site destinations shown with a black background	White	Black	White	Color Option: 1st line (purple background): Passenger Loading [PL] [Up arrow] 2nd Line (black background): California St. [Up arrow] White Line between 2nd & 3rd Lines 3rd Line (dark blue background): Buses [Bus] [R arrow] Black/white Option: same layout as same layout as color option except all lines have black backgrounds and no arrow shown on 2nd Line.	One-sided	Center on single pole	42 x height dependent on messaging	4	2	3.33 x 3.33	Left/Right: 1" Top/Bottom: 1"	1
Pedestrian Wayfinding (Small)	WAY-P-2	Black sign with bands of color that correspond to station access facilities	White	Black	White	Color Option: 1st line(black background): [Up arrow] 2nd Line (purple background): Passenger Loading [PL] 3rd Line (black background): California St. White Line between 3rd & 4th Lines 4th Line (black background: [R arrow] (dark blue background): Buses [Bus] [R arrow] Remainder of sign: black Black/white Option: same layout as color option except all lines have black backgrounds	One-sided	Left and right sides, on one double-pole	24 x 24 standard height dependent on messaging	3	1.5	2.5 x 2.5	Left/Right: 0.75" Top/Bottom: 0 .75"	0.5

C. Bus bay numbering

Bus bay numbering signage provides a unique identification or address for each bus bay at a transit hub, independent of the bus services that use it, like gate numbers at airports. It supports permanent wayfinding and navigation to each bus bay and improved bus service information in various formats including station maps, trip planning applications, written descriptions of bus route stop locations - which can be used in automatic translators and readers. It also improves effectiveness and efficiency of station operations, including bus operator route training, bus bay allocation, management of maintenance and capital improvement needs, and emergency response.

Discussions with MTC, transit operator staff, Lighthouse for the Blind, and the BART Accessibility Task Force, have helped shape and guide the development of the bus bay numbering framework and the following considerations:

- Numbers must be short - one or two characters

- Limit confusion with bus route designations, which can be letters or numbers

- Limit confusion with station exit numbers where used. BART exit numbers are used at large stations with multiple exits. They are alphanumeric (A1, A2, A3, B1, B2, B3) and use A and B for the side of the station, and numbers increasing from west to east, south to north.

- Numbering should use a logical convention that is understandable and can support navigation.

- Numbering should always prioritize the customer perspective and strive to be as intuitive as possible.

Bus numbering will be alphanumeric, with a letter, representing the bus bay area/aisle, and a number representing the bus bay position within the area or aisle. Signage would identify the bus area/aisle using the letter alone, and the bus bay using both letter and number. In order to provide the best customer experience, the term "Aisle" or "Area" will be used based on which most intuitively and accurately describes the layout of the bus area(s).

Alphanumeric addresses are intuitive and understandable for most people regardless of English proficiency and can support navigation to a greater extent than just letters or numbers alone. Bus route designations commonly use numbers or letters only, but only a few use letters and numbers combined. Where they exist, they use the number first, and the letter second to describe split services, such as AC transit's 51A/51B and rapids/expresses such as Muni's 38R, 38AX, 38BX.

Whether and how bus bay numbering should be implemented near downtown San Francisco, Oakland, and Berkeley stations, is still to be discussed and determined with those jurisdictions and bus operators, in order to provide the best transfer experience to passengers at these more complex on-street transit environments.

It is also at these locations where BART's more complex stations similarly use alphanumeric exit designations (with "A" used for exits on one side of the station, and "B" for the exits on the other side of the station). To avoid confusion, bus bay numbering at stations with exit numbers is proposed to start with the letter "C", or otherwise use nearby bus area/aisle designations that do not coincide exactly with the exit numbers. In these transit-rich environments, some with multiple stations close to one another, it may make the most sense for bus areas to be lettered continuously along the corridor, thus avoiding the need to use "A" and "B" adjacent to the BART station.

Consideration was given to a numbering framework that could be consistent regionally as well as locally, such as that numbering uses cardinal directions, proceeds from north to south, or designates the sides of the station. However, due to considerable variability in station design and bus bay layouts, this would be less intuitive to users at the individual station level.
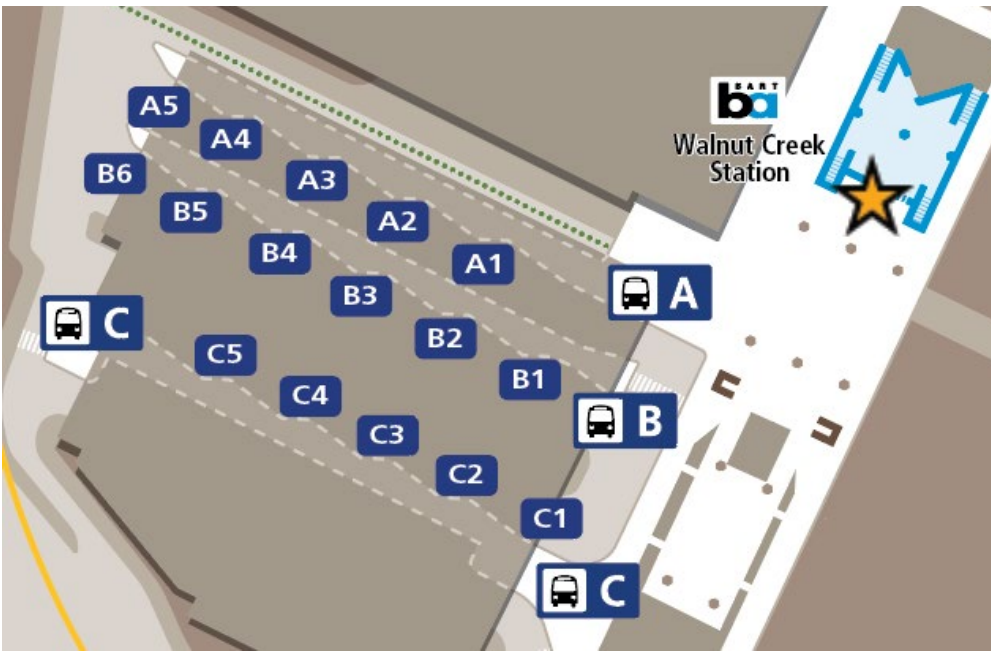
The framework was tested at several station types, as shown in the figures below, where the symbol shows the location of the station faregates, where most bus passengers will be approaching buses from.

Figure C-1: Bus bay numbering at a station where passengers approach from one end of the aisles (Walnut Creek Station)
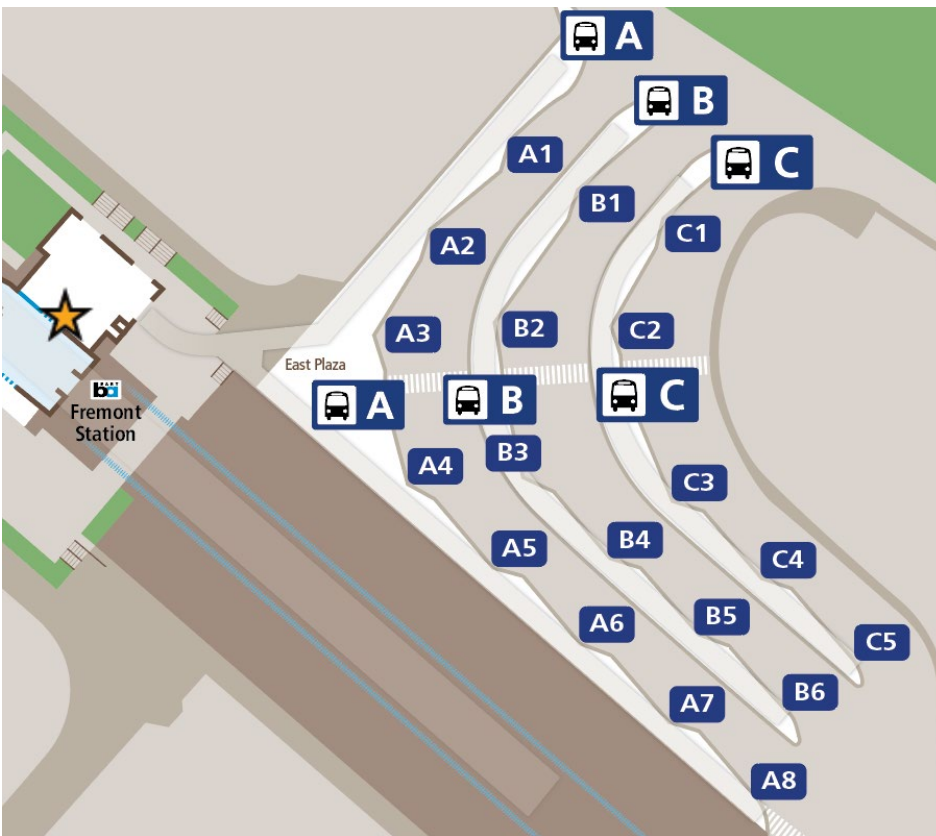
Bus aisles are lettered sequentially starting with the aisle closest to the station faregates.

Bus bays are numbered sequentially on each aisle, starting with the bus bay closest to the station faregates.

Figure C-2: Bus bay numbering at a station where passengers approach from the middle of the aisles (Fremont Station)

Bus aisles are lettered sequentially starting with the aisle closest to the station faregates.

Bus bays are numbered sequentially on each aisle, starting with the bus bay farthest to the left of the pedestrian pathway leading from the station faregates.

Figure C-3: Bus bay numbering at a station that has buses on both sides (El Cerrito Del Norte Station)

Bus areas are lettered sequentially based on the most intuitive way to provide wayfinding from the passenger perspective. Bus area A is on the east side of the station, and bus areas B and C are on the west side. This map also shows two bus bays, D1 and D2, on street, for routes that do not enter the station.

Bus bays are numbered sequentially on each aisle, starting with the bus bay closest to the faregates (Area A), or farthest to the left of the pedestrian pathway leading from the station faregates (Areas B and C).