EMBARCADERO BART
STATION ACCESS PLAN
August 2002

Contents…

Bay Area Rapid Transit
Planning Department

I. PLAN SUMMARY

A. Existing Conditions

The Embarcadero Station is located in downtown San Francisco's financial district, surrounded mainly by office uses and the highest employment densities in the region. The second busiest BART station, after Montgomery, it is used overwhelmingly by those who work downtown and live elsewhere. Embarcadero is only lightly used as a home origin station in the a.m. by area residents.

Given the absence of parking, few riders access the station by car. Pedestrian access is also modest, as most residential neighborhoods are located beyond a half-mile radius. In general, however, the surrounding pedestrian environment is good, with the exception of areas near the Transbay Terminal and the Folsom Street corridor. Additionally, the station entrances are not very prominent and visible from the street level, a liability for non-frequent riders.

Most who enter Embarcadero Station in the a.m. arrive by transit. Despite the transit-rich environment, however, many downtown transit systems are not seamlessly connected, which complicates transfers. Bike access to the Embarcadero Station is strong compared with other BART stations. Recently, to further encourage use of this mode and to reduce the number of bikes on the train, BART constructed an attended Bike Station within the Embarcadero Station, which will allow riders to safely store their bikes.

B. Recommendations

The following are key plan recommendations for improving access to the Embarcadero Station. A more comprehensive inventory of recommendations is included at the end of this report.

- Maximize the effectiveness of the new Bike Station with publicity and supporting bike amenities, such as improved signage and stair channels.

- Improve the seamlessness of the BART / Muni Metro connection by creating a direct platform to platform transfer.

- Create a pedestrian tunnel to link the Embarcadero Station to the planned new Transbay Terminal.

- Improve the streetscapes, vitality and pedestrian environment in the Transbay Terminal, Folsom Street, and South of Market (SOMA) areas.

- Improve the visibility of the station through exterior signage, canopies and general wayfinding.

II. ACCESS PLAN DEVELOPMENT

A. Background

The 1999 Bay Area Rapid Transit (BART) District's Strategic Plan called for improvements to station access by all modes through the promotion of alternatives to driving alone, and linking station access with other key strategic goals. In May 2000, the BART Board adopted the "Access Management and Improvement Policy Framework" which focuses on:

- *Enhancing customer satisfaction;*
- *Increasing ridership by enhancing access to the BART system;*
- *Creating access programs in partnership with communities; and*
- *Managing access programs and parking assets in an efficient, productive, environmentally sensitive and equitable manner.*

In accordance with these goals, the BART Board directed staff to prepare three Comprehensive Plans and eleven additional Access Plans for stations throughout the BART system. These plans examine and prioritize station access improvements, which could include physical enhancements, new programs, or policy changes that facilitate BART's goal to achieve patronage targets by mode for each station and to support system-wide targets. These plans may need to adjust over time due to changing conditions, policies and programs.

B. Purpose

In response to growing concerns about access to BART stations, the BART Board asked staff to develop Access Plans consistent with BART's Strategic Plan and its access management policies. The Access Plans are intended to balance automobile and other modes while focusing primarily on peak period access constraints. These plans may also address access issues outside the formal scope of home-based AM trips and are expected to benefit all trips to and from BART.

A key goal of the Plans is to ensure that access planning for BART stations will both consider and guide other capital investments, such as those promoting station area development and increasing station capacity. A Comprehensive Plan would encompass a more complete integration of station access, station area development and internal station capacity.
The proposed access targets, in the Access Management and Improvement Policy Framework, include a reduction in the share of morning peak period patrons who drive alone to BART with corresponding increases in the share of walk, bicycle, transit, carpool, passenger drop off and taxi trips. The proposed targets shift the solo driver share from 38 percent in 1998, to 33 percent in 2005, to 31 percent in 2010. Table 1 outlines both 2005 and 2010 targets. The achievement of these targets depends on availability, cost, predictability, convenience and safety of the mode.

Station-specific targets have not been estimated in the Access Plans. Access recommendations proposing to influence travel behavior are still unproven, and the effectiveness of these projects would need to be monitored following the completion of this first series of Access Plans. This will inform the development of future station-specific mode split targets that are more reliable and meaningful for Access Plan updates as well as future Access Plans.

Table 1: Systemwide Mode Share Targets (AM Peak)*

Mode	1998 Mode Share	2005 Targets	2010 Targets
Walk	23.0%	24.0%	24.5**%**
Bike	2.0%	2.5%	3.0%
Transit	21.0%	21.5%	22.0%
Drop-off, Carpool, Taxi	16.0%	19.0%	19.5%
Drive Alone	38.0%	33.0%	31.0%

*Targets do not include new ridership to be generated by the SFO extension.

Data Source Analysis prepared by R. Wilson, Ph.D., AICP, Transportation Consultant, 2001

C. Process

The development of the Station Access Plans began with a systematic information gathering effort. Relevant data included: ridership, mode split, ongoing access activities and programmed capital improvements. The station area evaluation included land use, demographics, existing plans and pending local improvements projects from local stakeholders.

The next step involved an assessment of the current access opportunities and constraints at each station. The primary internal forum for soliciting input was the Station Area Working Group. This interdepartmental group of staff met on three occasions to discuss draft plans, share information, and provide critical comments.

The access planning process also included outreach with external local partners as well as review of local planning and programming documents. For the Embarcadero Access Plan, the following partners were consulted through a series of meetings and conversations.

Review of Local and Regional Plans

- City of San Francisco General Plan
- City of San Francisco Downtown Plan
- BART CIP and SRTP
- San Francisco Bicycle Plan
- Draft San Francisco Countywide Transportation Plan
- Transbay 20/20 Plan
- Muni "X" Plan
- Muni Short Range Transit Plan

Input from BART Departments and Partner Agencies

- BART (Customer Access, Station Area Working Group)
- City of San Francisco (Muni, Transbay Terminal Authority, Planning Department, Redevelopment, Transportation Authority, Department of Parking and Traffic)

Other Stakeholder Outreach

- Embarcadero BART patrons
- Coalition of San Francisco Neighborhoods
- Telegraph Hill Dwellers Association
- Transbay Terminal CAC
- Muni Accessibility Advisory Committee
- BART Accessibility Task Force
- BART Bicycle Task Force
- Port of San Francisco
- Giants/Pac Bell Park

III. CURRENT CONDITIONS

A. Station Setting

The Embarcadero station was not a part of the original BART system. It opened in 1976 as BART's first "in-fill" station to serve the rapidly changing area northeast of the Montgomery BART station. Driving that change was the Golden Gateway Redevelopment Project, situated north of Market Street and east of Battery Street. The project resulted in the construction of the Embarcadero Center, which included 3.5 million square feet of office space as well as retail, housing, public plazas and open space.

In conjunction with this development, the San Francisco Redevelopment Agency also financed the shell of the Embarcadero station, an underground facility that also houses the Muni Metro. After its opening, the station quickly became one of the most heavily used in the BART system, alternating with Montgomery Station for highest ridership volume.

The station neighborhood changed dramatically after 1989 when the double-decker Embarcadero freeway, damaged by the Loma Prieta earthquake, was torn down. With the freeway gone, the Embarcadero BART station was suddenly much better linked with the waterfront and the historic Ferry Building. The removal of the freeway created opportunities for transit expansion, new development, and aesthetic improvements in its wake.

The area surrounding the station is highly varied, but is mostly characterized by multi-story office towers, usually with ground level retail, and the highest employment densities in the region. Given the primacy of office uses, there are relatively few residential areas within a half-mile radius. In fact many of the blocks in the immediate vicinity have no residential units at all.

Within a mile of the station, however, are some of the highest density residential neighborhoods in the Bay Area. These include Chinatown, North Beach and Telegraph Hill, with densities of over 60,000 people per square mile. These areas, along with neighborhoods to the west, such as Pacific Heights, Russian Hill and the Marina, are the origin points for most of the a.m. boardings at the Embarcadero Station. The growing neighborhoods south of Market Street, such as South Beach, are another important source of riders.

B. Future Development

Most of the growth and change in the station area is occurring south of Market Street. With the ongoing development of additional office space in this area, San Francisco's "downtown" will likely continue to spread southward. Three future developments reflect the trend. The planned 32 story Hines-Calpers tower and the 30 story Tishman-Speyer tower across the street from each other at Mission between 1st and 2nd will add over 1 million square feet of new office space. The nearby Foundry Square project at 1st and Howard will also add over 1 million new sq. ft. of office space. Future plans for a new Transbay Terminal could also include new office development, according to the Transbay Terminal Plan.

Farther from the station, recent residential developments, such as Avalon Towers on Beale Street, have expanded the 24-hour population of SOMA. To the south, the Mission Bay development with its UCSF biotech campus will also include a mixed-use neighborhood. The Embarcadero Station could serve this area via its link on the Embarcadero light rail. Finally, redevelopment in the Transbay Terminal vicinity, as envisioned in the Transbay 20/20 Plan, could also result in the development of more active mixed-use neighborhoods in SOMA.

In addition to office and residential growth, entertainment and retail uses are expanding in the station area. Muni plans to lease a bus layover area at Mission & Steuart Streets for construction of a 200 room hotel. The Ferry building at the foot of Market Street is being rehabilitated and will include new office space and ground level shops likely to be popular with visitors. These two projects could further activate the waterfront.

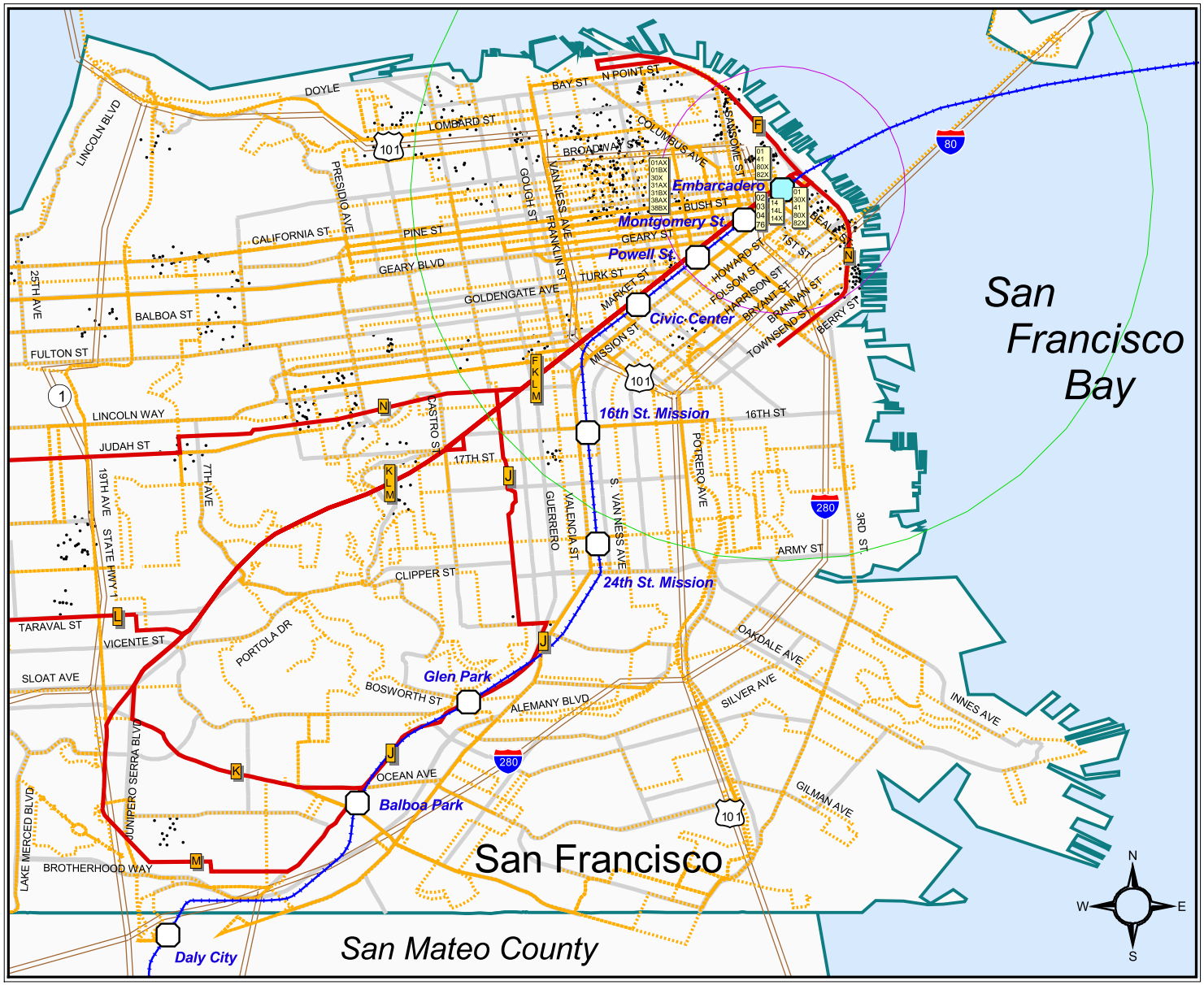
C. Community and Rider Demographics

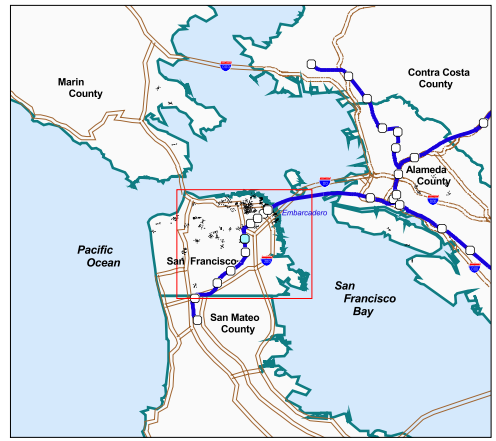
Ridership

As with other downtown San Francisco stations, the vast majority of entries at Embarcadero occur in the evening as commuters leave work and return home; the height of the peak period occurring between 5:00 and 7:30 PM. During this time, it is not uncommon for 4,000 people to pass through the faregates every 30 minutes. This translates to 2.2 persons per second.

In the mornings, however, the number of people using Embarcadero as a home origin station to travel elsewhere in the system is actually much lower than the system average. In fact, Embarcadero ranks 36th out of 39 stations for entries between 6 a.m. and 10 a.m. Given the available capacity of BART trains leaving the city in the morning, this may represent an opportunity for ridership growth.

AM Weekday Home Origins : Riders Entering Embarcadero BART Station





LEGEND

- AM Home Origins
- BART Line
- BART Stations
- 1 Mile Radius
- 3 Mile Radius
- County and Border
- Highways
- Arterial Roads
- Muni Bus Routes
- Muni Light Rail

0 0.5 1 1.5 2 Miles

Prepared by : BART Marketing and Research

Source: BART 1998 Station Profile Survey **Origin point data weighted from Survey sample**

Those Embarcadero patrons who do enter before 10 a.m. are most likely headed for Oakland or another station in San Francisco. A significant share are simply headed for Montgomery station which suggests that these riders work in the city and that Embarcadero may just be an interim stop in their trip – not their true home origin. For example, those arriving by ferry may walk to Embarcadero and then ride to Montgomery.

Demographics

Riders who use Embarcadero as their home station are generally similar demographically to BART riders systemwide. Some distinctions, however, are worth noting. At Embarcadero, there are fewer ethnic minorities than at many other BART stations, with 74% identifying themselves as "white" compared to 59% systemwide. And, while 52% of the residents within a one mile radius are Asian, only 13% of the a.m. riders at Embarcadero are Asian. This discrepancy is partly due to the relatively large population of Chinatown, and the fact that many of its residents use the Powell Station, rather than Embarcadero.

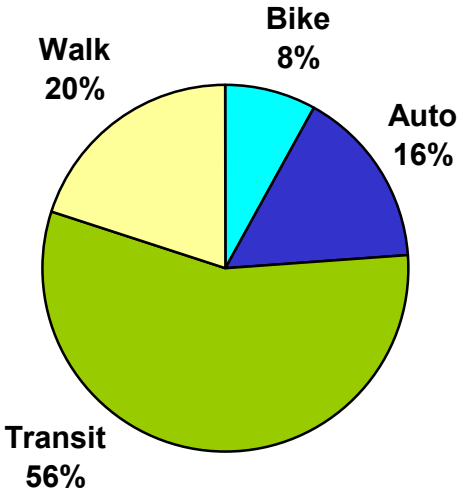
Embarcadero station has one of the highest percentages of riders using the station for something "other" than work, school, or shopping. These patrons may include tourists, visitors or business travelers. As a result of the high number of these non-frequent patrons, the number of those who use the station as their entry point everyday (58%) is much lower than the system average (72%).

Ridership at Embarcadero is expected to grow, but at generally the same rate as growth in the system as a whole. However, if the impacts from future development in the station area exceed expectations, ridership may increase more dramatically. Additionally, the ridership impact from the new SFO extension could be greater at Embarcadero than anticipated. In the future, the VTA-led extension of BART to San Jose will undoubtedly generate new ridership at the station by an amount that has yet to be determined.

D. Mode Split

The following graphic shows the modes used by riders to get from their homes to the Embarcadero BART station. These are riders who use the station as their home entry point. (Note that the "auto" category includes car-poolers and drop-offs).

Embarcadero Mode Split



Due in part to the absence of parking at Embarcadero, few patrons arrive by driving alone compared with other BART stations. There are, however, a significant number of drop-offs at the station as well as some who park on local city streets. At 55%, the share of riders arriving by transit is quite high, the second highest in the BART system. This is a reflection of both the multiplicity of transit options in the vicinity and the absence of parking.

Bike access is also relatively high at Embarcadero due in part to rules that allow bikes in the station during the a.m. peak for reverse commutes. Pedestrian access from home to the station in the a.m. is actually lower than that of an average BART station, despite the urban setting and pedestrian-oriented street network. This is not surprising, however, given the relative absence of residences within a walkable distance of the station.

IV. OPPORTUNITY AND CONSTRAINTS

Altogether, the Embarcadero Station has a number of access strengths when compared to other stations in the BART system. There are, however, some deficiencies as well. A detailed description of the opportunities for access improvement by mode follows below.

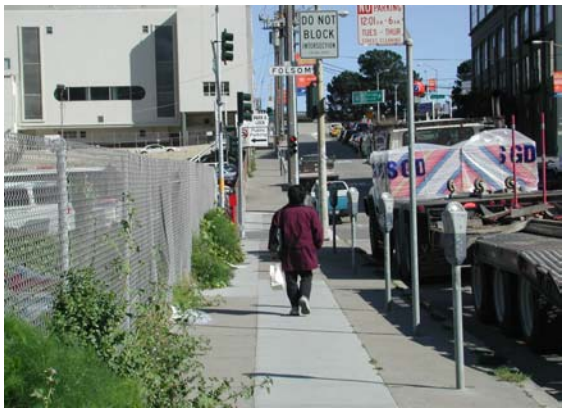
A. Walk

The Embarcadero station has the benefit of being located in a very walkable urban environment. The surrounding street pattern is a modified grid, and sidewalks and signalized crossings on these streets are omnipresent. In addition there are no nearby impassable barriers for pedestrians such as freeways, waterways, or major arterials. The San Francisco County Transportation Authority has given most of this area a

"high" rating for a variety of pedestrian environment criteria.

The best environment is on Market Street with its wide brick-paved sidewalks, large street trees, retail store frontage, decorative street lamps and general vitality. This high quality pedestrian environment continues along the Embarcadero, which has experienced a pedestrian renaissance with the removal of the Embarcadero freeway.

If there is a weak spot in the pedestrian network, however, it's in the vicinity of the Transbay Terminal, roughly bounded by Mission, Harrison, 1st and Main. Sidewalks in this area are generally narrower than others in the vicinity and there is a dearth of landscaping, store frontages or other amenities. Pedestrians must be wary of cars entering and exiting the numerous surface parking lots which also create an empty and vacant feeling.



The unfriendly nature of this area's pedestrain environment fact was recognized by the S.F. Redevelopment Agency's Transbay 20/20 plan which mentions the area's general lack of greenery and the presence of a large amount of vacant and underutilized land.

While a respectable share of the a.m. entries at Embarcadero are from pedestrian access, this mode of access is limited by the lack of residential densities within a half-mile radius. New residential development close to the station would boost ridership, and also the number who access the station on foot. In essence, the station area could become both an a.m. origin and destination with a broader mixture of uses, rather strictly a destination dominated by office uses.

A deficiency that affects all modes of access is the poor visibility of station entrances along Market Street. Signs are tiny and faded and include only BART's logo and not the name of the station. In the words of a 2001 Booz, Allen & Hamilton signage study for BART, "station identification on the street level is often difficult to locate and identify." The study also notes that "BART takes a very understated approach to its identity", and that "a strong identity system can help to create a sense of place"

In addition to a lack of station identity on the street, there is an absence of wayfinding signs in the area to help patrons find the station. This is particularly relevant at the Embarcadero station which has a very high number of tourists, business travelers and occasional riders.

Key strategies for increasing the number of patrons accessing BART on foot include:

- Encouraging the development of dense residential uses in the immediate station vicinity, perhaps through existing redevelopment efforts.
- Improving the visibility of the station entrances though bolder exterior signage and canopies.
- Installing BART wayfinding signs to guide patrons to the station.
- Improving the quality of the pedestrian environment in the Transbay Terminal area, with better sidewalks, trees, fewer curb cuts, and the development of a streetscape frontages.

B. Bike

To accommodate cyclists and to encourage even greater access by bike, BART has recently constructed a Bike Station on the Concourse level of the Embarcadero Station with capacity for 150 bicycles. The station is an artfully designed perforated metal cage that will be attended on weekdays from 6am to 9pm at a mimium. It is expected to open in the fall of 2002, once a contract with a station operator has been formalized.

The new Bike Station represents a major access improvement that must be promoted and publicized to maximize its effectiveness. This will be done partly through a contract with the Bike Station operator that includes marketing, as well as through the use of BART's own internal marketing resources. Staff will also continue to seek additional funds to help advertise the facility.

Once the Bike Station opens, supporting bicycle amenities will become increasingly important at the Embarcadero Station. Signage at one or more station entrances that indicate the presence of bike parking inside would create street-level visibility for the Bike Station. Also, stair channels from one or more entrances to the Concourse level and from the Concourse level to the Platform level would make vertical bike circulation considerably easier. Encouraging bike patrons to use the stairs will also help to prevent them from crowding the elevators used mainly by disabled riders. Finally, security cameras should be installed to monitor the stored bikes and discourage theft.

While the Embarcadero along the waterfront offers wide sidewalks for cyclists and Folsom Street has striped bike lanes, there are few other corridors for cyclists. Although Market, 2nd, Sansome and Battery Streets are all official bike routes, they do not offer any special striping or widths. Currently, the city is preparing to stripe a lane on Howard from 5th to Main. Improvements such as these to the downtown bike network are a key ingredient in boosting bike access to BART. To further enhance this network, a system of BART wayfinding signs would help direct cyclists to the Embarcadero Station.

Key strategies for increasing bike access to the station include:

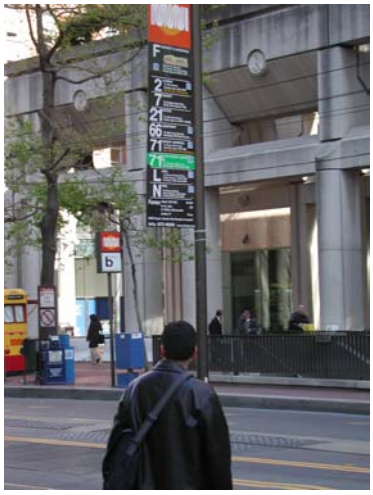
- Publicizing and creating awareness of the new Bike Station through marketing, and exterior and interior signage.
- Maximizing the effectiveness of the newly constructed Bike Station by adding related amenities such as security cameras and stair channels.
- Encouraging the expansion and improvement of the City's downtown bicycle network.
- Installing a series of BART wayfinding signs to guide cyclists to the station.

C. Transit

A primary asset at Embarcadero is the sheer abundance of transit connections. There are approximately 22 different Muni bus routes that connect directly with the station. In addition, Embarcadero is the terminus of five Muni light rail lines, one of which was extended in 1998 along the Embarcadero to 4th Street to serve the new Pac Bell ballpark and the Caltrain depot. The Station is adjacent to the terminus for the California Street cable car line, and rests below Market Street's historic F streetcar line which connects the Embarcadero to Fisherman's Wharf. In short, the station functions as an important multi-modal transit node within San Francisco.

Additionally, the station is close to other regional transit services. It is within two blocks of the historic Ferry Terminal which offers access to Marin County, the East Bay and Vallejo. These services may be expanding in the future depending upon regional ferry plans. The station is also less than 2 blocks from the Transbay Terminal, which offers bus connections to Marin County, the East Bay, Treasure Island, and the Peninsula. There are also nearby on-street stops for Golden Gate Transit and SamTrans buses. Finally, a new Transbay Terminal is expected to accommodate a station for a potential Caltrain downtown extension.

Despite the abundance of transit, however, the connections between the Embarcadero BART station and other transit services are not always seamless. While the Transbay Terminal is only 1 ½ blocks from the BART station, it is far enough to make transfers an inconvenience, particularly to those with disabilities or unfamiliarity with San Francisco transit systems. Even the transfer between BART and Muni within the station is often frustrating to riders. With no direct connection from one platform to the other, riders must go from the BART platform level, all the way up to the Concourse, through two faregates and then back down to the Muni level (or vice-versa). This is particularly problematic during Giants games at Pac Bell park, when many non-frequent riders must make this complex transfer.



Another barrier to seamless transit connections is the absence of real-time information. This could be added through Muni's "Next Bus" automatic vehicle location program. Schedule information about connecting Muni service could be displayed at the street level or within the station.

Lastly, new or increased Muni service in key corridors that serve the station, as described in its Short Range Transit Plan and X Plan, could make transit access to Embarcadero more effective.

Key strategies for increasing station access by transit include:

- Creating an underground link from the Embarcadero BART station to the planned new Transbay Terminal/Caltrain Downtown Station

- Creating a direct BART to Muni connection within the station
- Adding real-time schedule information in the station for BART trains and all connecting Muni service
- Adding more service to existing feeder bus routes (38X,31X & 1X).
- Creating new Muni services, such as an E light rail line along the Embarcadero or the expansion of the F Market to Fort Mason
- Incorporating information about transfer locations (to ferries, regional bus connections and Caltrain) on wayfinding signs

D. Auto/Drop Off/Taxi

There are no BART parking spaces at Embarcadero and BART has no plans to construct any. A parking facility near the station would not only be extremely costly but would also be inconsistent with the city's General Plan.

Currently, a significant number of riders are dropped off at the station and the capacity for this type of access is high. It could aid patrons, however, if there was a designated drop-off area very near the station. This might be especially beneficial to Muni-provided paratransit services. A new drop-off area could be modeled on the exiting spot on Beale St. between Market and Mission, but would have to be carefully designed to avoid creating traffic conflicts or impeding Muni operations.

The Embarcadero station is fortunate to have a taxi stand nearby on Drumm Street, next to the Hyatt Hotel. While the stand is only a short walk from station exits, patrons unfamiliar with the area may not know it exists. More information about the taxi stand, perhaps integrated into station area maps or local wayfinding signage, could be helpful to BART riders.

Key strategies for autos, drop-off and taxis include:

- Designating a drop-off area at the street level.
- Installing wayfinding signs in the area to guide vehicles to the station.
- Installing wayfinding signs inside the station or in the immediate station area to guide BART riders to the taxi stand.

V. ACCESS PLAN RECOMMENDATIONS

Table 2 and Map 2 detail the full list of access recommendations, although these have not been prioritized based on any set criteria. Their effectiveness will be monitored and in turn will inform future access plan prioritization. All access improvements should be designed to accommodate people with disabilities.

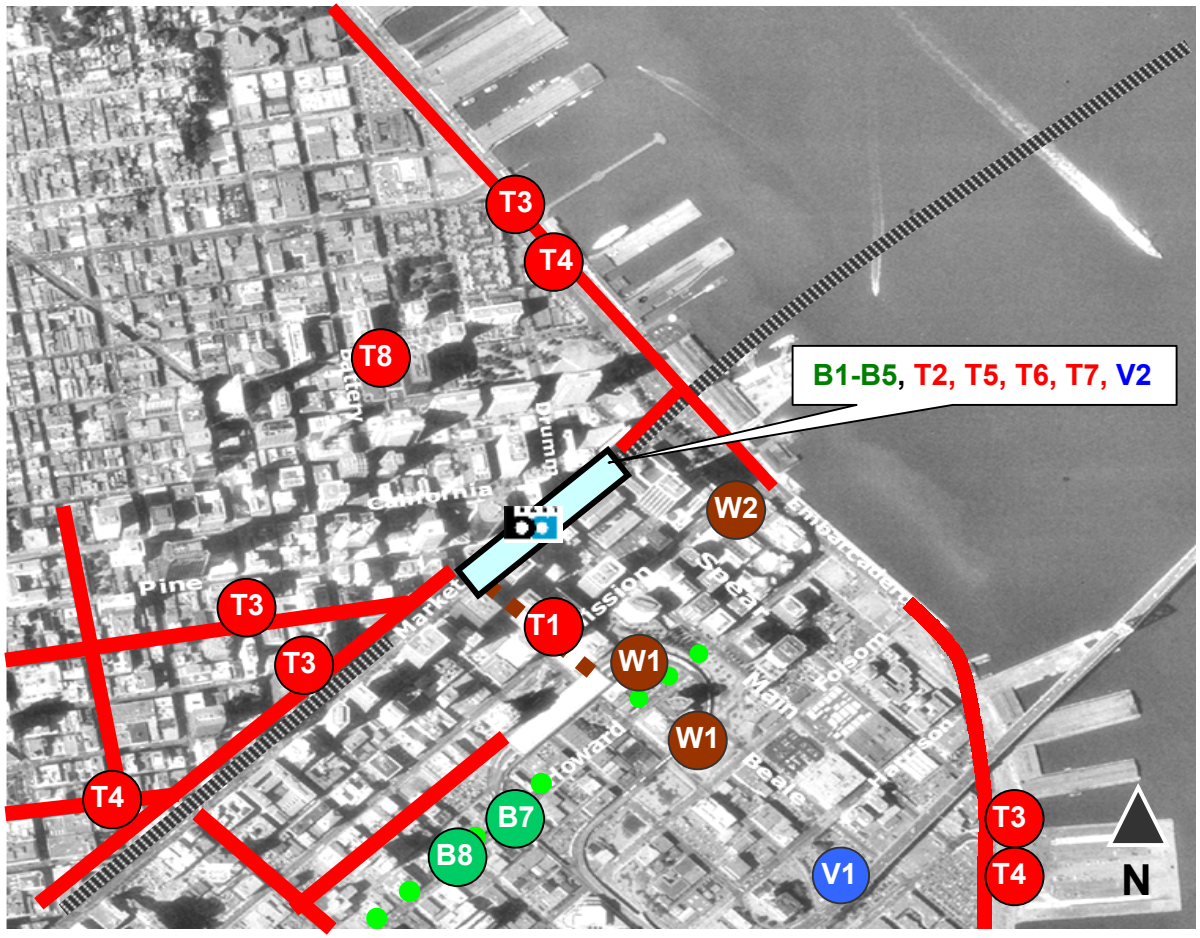
TABLE 2: ACCESS PLAN RECOMMENDATIONS

Mode	Recommendation Map Reference Number and Description	S/M/L Term*	Lead	Funding Tier and Source**
Walk				
Improvement to Pedestrian Environment	W1: **SOMA Streetscape:** Improve the pedestrian realm in the vicinity of the Transbay Terminal and Folsom Street corridor in accordance with San Francisco's Tranbay 20/20 Plan.	L	City of SF	Tier 3: San Francisco, Developers
	W2: **Pedestrian Wayfinding:** Install a series of signs to assist pedestrians in locating the station. Consider integrating BART into San Francisco's new downtown wayfinding signage system.	S	BART City of SF	Tier 2: BART, San Francisco
BIKE				
	B1: **Security Cameras:** Install security cameras at the new Bike Station.	S	BART	**PARTIALLY FUNDED** Tier 1: BART
Bike Facilities/ Amenities	B2: **Bike Lockers/Racks:** Install 8-10 new perforated lockers or racks lockers between paid and non-paid area near station agent to ensure available bike parking outside of Bike Station hours.	S	BART	Tier 2: BART
	B3: **Stair Channels:** Install bike stair channels at three entrances. Install one stair channel on stairway from Concourse to Platform level.	M	BART	Tier 2: BART
	B4: Bike Station: Publicize and promote the new Bike Station	S	BART	FUNDED Tier 1: BART + potential additional
Information	B5: Exterior Signs: Locate bicycle parking signs at station entrances to direct cyclists to the new Bike Station	S	BART City of SF	Tier 2: BART
	B6: **Free Brochure:** Develop a Bike & BART systemwide brochure that illustrates the regional bike network to all BART stations.	M	BART	Tier 3: BART
Key Access Routes	B7: **Howard Street:** Create a striped bike lane on Howard Street from 5th to Fremont.	S	City of SF	**FUNDED** Tier 1: San Francisco TFCA

Mode	Recommendation Map Reference Number and Description	S/M/L Term*	Lead	Funding Tier and Source**
BIKE				
Key Access Routes	B8: **Wayfinding:** Install a series of signs downtown to guide cyclists on key bike routes to the Embarcadero station. Could be a stand-alone project or part of a general multi-modal wayfinding system.	S	BART City of SF	Tier 2: BART, City of SF
TRANSIT				
Link to Transbay Terminal	T1: **Pedestrian Tunnel:** An underground pedestrian tunnel under Fremont Ave., linking BART to the lower level of the new Transbay Terminal. Could include a moving sidewalk.	L	BART City of SF	Tier 3: TBD
Direct BART - Muni Connection	T2: **Seamless Transfer:** Retrofit staircase area at the northeastern end of the station to allow direct access from the BART platform to the Muni platform. Project would also require installation of faregates on the Muni level	M	BART Muni	Tier 3: BART, Muni
Muni Service	T3: **Feeder Service:** Add service to the F-Market streetcar, the 1 California express, the 38 Geary express and the 31 Balboa express.	M	Muni	Tier 3: Muni
	T4: **New Service:** Create a new "E" streetcar line along the Embarcadero. Extend to F-Market streetcar to Fort Mason Complete the Central Subway and Geary corridor LRT projects.	M	Muni	Tier 3: Muni
	T5: **Prioritized Bus Information:** Prioritize key BART feeder routes in Next Bus expansion. Include digital displays at bus stops.	M	Muni	**PARTLY FUNDED** Tier 1: Muni
Information	T6: **Real Time Information:** Install real-time displays of BART train schedule information on the Muni platform level. Install Muni next bus information on the BART platform level or the concourse or street levels	M	BART Muni	Tier 2: Muni, BART
	T7: **Interior Signage:** Install clear signage to direct BART patrons to other transit systems such as: the Muni Metro, Muni buses, the Ferry Building and the Transbay Terminal	S	BART Muni	Tier 2: BART
Shuttle Service	T8: **Chinatown Shuttle**: Encourage Chinatown CDC to re-route the Chinatown park-n-ride shuttle three blocks south to include a stop at BART, contingent on a BART assessment of the market for this service.	S	BART Chinatown CDC	Tier 2: Chinatown CDC

Mode	Recommendation Map Reference Number and Description	S/M/L Term*	Lead	Funding Tier and Source**
AUTO				
Auto Wayfinding	V1: **Wayfinding Signs:** Install waydinding signs to guide motorists to the station. This could be a stand-alone Stand-alone project or part of a general, multi-modal wayfinding system.	S	BART City of SF	Tier 2: BART, City of SF
Taxi Stand Wayfinding	V2: **Wayfindiing to Taxis:** Install wayfinding signs inside the station or in the immediate station area to guide BART riders to the nearby taxi stand.	S	BART City of SF	Tier 2: BART, City of SF
Drop-off Area	V3: **Drop-off:** Consider designating a drop-off area at the street level for motorists and taxis, as long as it does not impede Muni operations	S	BART City of SF	Tier 3: BART, City of SF
ALL MODES				
Entrance Amenity	A1: **Decorative Canopies** - Install artistically inspired canopies at one or more station entrances	M	BART City of SF	Tier 3: BART, City of SF, Muni
Exterior Signage	A2: **Station Identification** - Install prominent and distinctive signage at the entrance to the station with station name, "Embarcadero". Could be columnar or integrated with canopies	M	BART	Tier 3: BART, City of SF, Muni
Information	A3: **New Maps** - Update the station area maps inside the Station.	S	BART City of SF	Tier 2: BART

Map 2: Access Plan Recommendations and Future Development Highlights



WALK
W1: SOMA Streetscape
W2: Pedestrian Pathfinding

BIKE
B1: Security Cameras
B2: Bike Lockers/Racks
B3: Stair Channels
B4: BIKESTATION
B5: Exterior Signs
B7: Howard Street bicycle lane
B8: Wayfinding signage

TRANSIT
T1: Pedestrian Tunnel
T2: MUNI-BART seamless transfer
T3: Feeder Service
T4: New Streetcar service
T8: Chinatown Shuttle

AUTO
V1: Pathfinder Signs
V2: Drop Off