

**CRITERIA
ARCHITECTURE**

WAYFINDING AND SIGNAGE

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CRITERIA ARCHITECTURE

WAYFINDING AND SIGNAGE

1. GENERAL

This Section describes criteria for wayfinding and signage starting from the community to BART, through the BART system, and then from BART back into the community.

1.1 APPLICATION

This section applies to all BART facilities including passenger stations, garages, parking lots, and other facilities. Wayside facilities include line sections, traction power substations, vent structures, yards and shops, other BART facilities as required by the District.

This section applies to signage for those traveling to and away from BART stations by bicycle, automobile, and on foot and for those connecting to and from other transit systems. Note that signage away from District property is subject to requirements of and collaboration with other jurisdictions.

Utilize wayfinding and signage criteria to develop signage for both new facilities and for retrofitting and maintaining signage at existing facilities. These criteria shall be used to develop an on-going signage program adaptable to changing needs for permanent and temporary signage.

Where Transit-Oriented Development (TOD) exists or is developed at a BART station, wayfinding and signage should be developed jointly by the District and developer or community leaders. Refer to the Appendices/ District Programs and Guidelines/ BART Transit-Oriented Development Guidelines for additional information.

This section may serve as a tool for wayfinding system planning by other agencies within the BART area, particularly for other transit operators with connecting service. In particular, ADA compliance and universal design for wayfinding have wide application.

1.2 REFERENCE STANDARDS

- California Building Code
- California Fire Code
- California Accessibility Regulations
- California Vehicle Code
- “Traffic Manual”, State of California Department of Transportation
- “Construction Manual”, State of California Department of Transportation
- “Manual on Uniform Traffic Control Devices for Streets and Highways”, U.S. Department of Transportation
- The American Institute of Graphic Arts, AIGA

- Metro Transportation Commission, Regional Transit Wayfinding Guidelines and Standards
- U.S. Department of Transportation, Reproduction Art and Guidelines
- BART TOD Guidelines
- BART Access Guidelines
- BART Access Plan
- ADA and ABA Accessibility Guidelines for Buildings and Facilities (ADA means Americans with Disabilities Act and ABA means Architectural Barriers Act)
- Transportation Research Board, Transit Cooperative Research Program (TCRP)
- TCRP Report 12, Guidelines for Transit Facility Signing and Graphics

In addition to the specific signage design requirements specified herein and illustrated, refer to TCRP Report 12, Chapter 6, for general signage design guidelines.

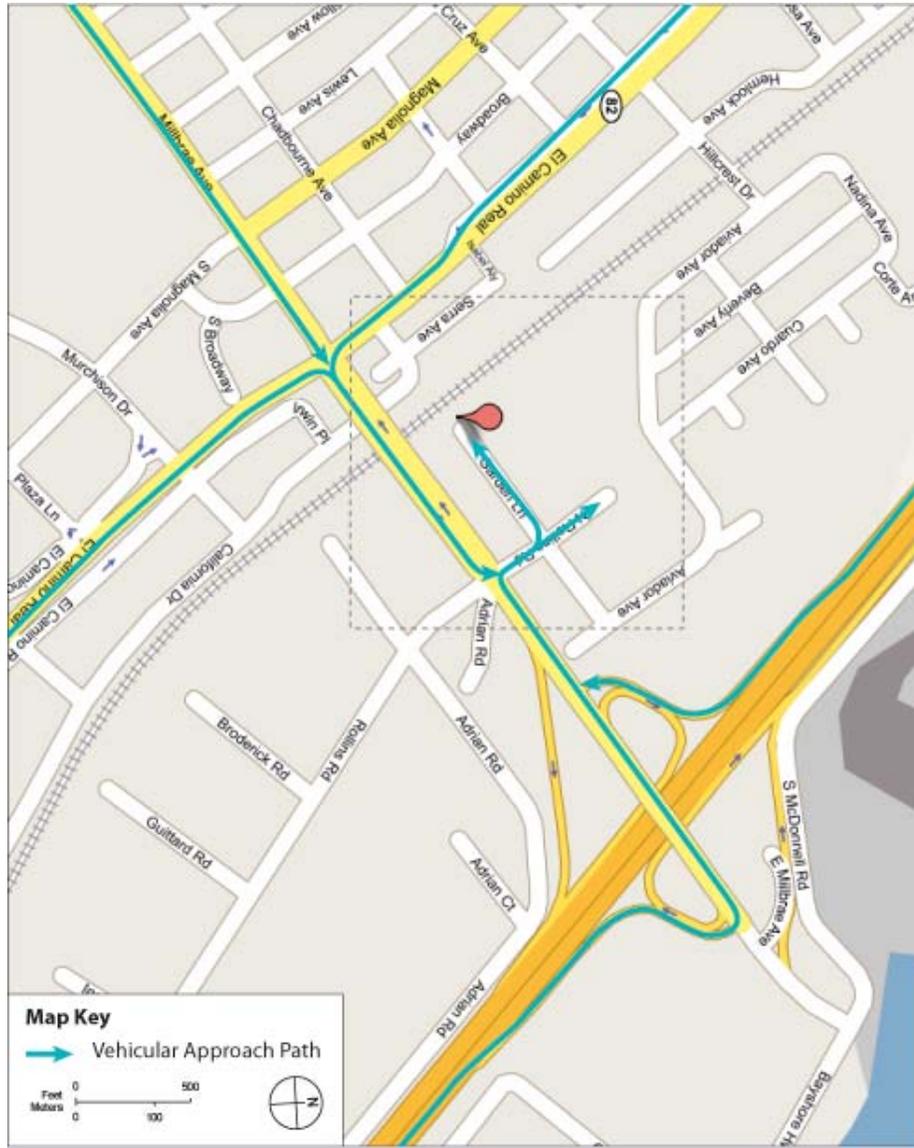
1.3 PURPOSES OF WAYFINDING AND SIGNAGE

- A. Wider Purpose: Wayfinding should reach out to the public to guide them to the BART system, guide people through station areas, stations, vehicles, and then out through stations to the community once more or to other transit systems and then on to their ultimate destination. It is the wider purpose of these criteria to increase the ease of using public transportation and increase people's mobility.
- Due to the wider purpose, it is the intention of these criteria to be used in partnerships with airports, other transit operators, and cities to improve signage. These criteria recommend that BART participate in the adoption of wayfinding conventions to be used to improve connectivity among transportation agencies. Connectivity conventions should extend wayfinding into the communities beyond the transportation stations and stops.
- B. Basic Purposes:
- To efficiently and safely guide and direct the public in use of the BART system and to their connections to other transportation systems including schedule information and information regarding transfers among different transit systems.
 - To safely and efficiently guide BART employees in their roles in operations and maintenance of the BART System and guide emergency personnel in their tasks protecting patrons and facilities.
 - Comply with code and regulatory requirements, i.e. Americans with Disabilities Act, building code, and California Public Utility Commission requirements.
 - Advertisements and concession related signage help earn revenue for the District which helps defray operating costs and control fare rates. In addition, advertisements also offer information and entertainment to BART patrons, and concessions offer their services and goods.

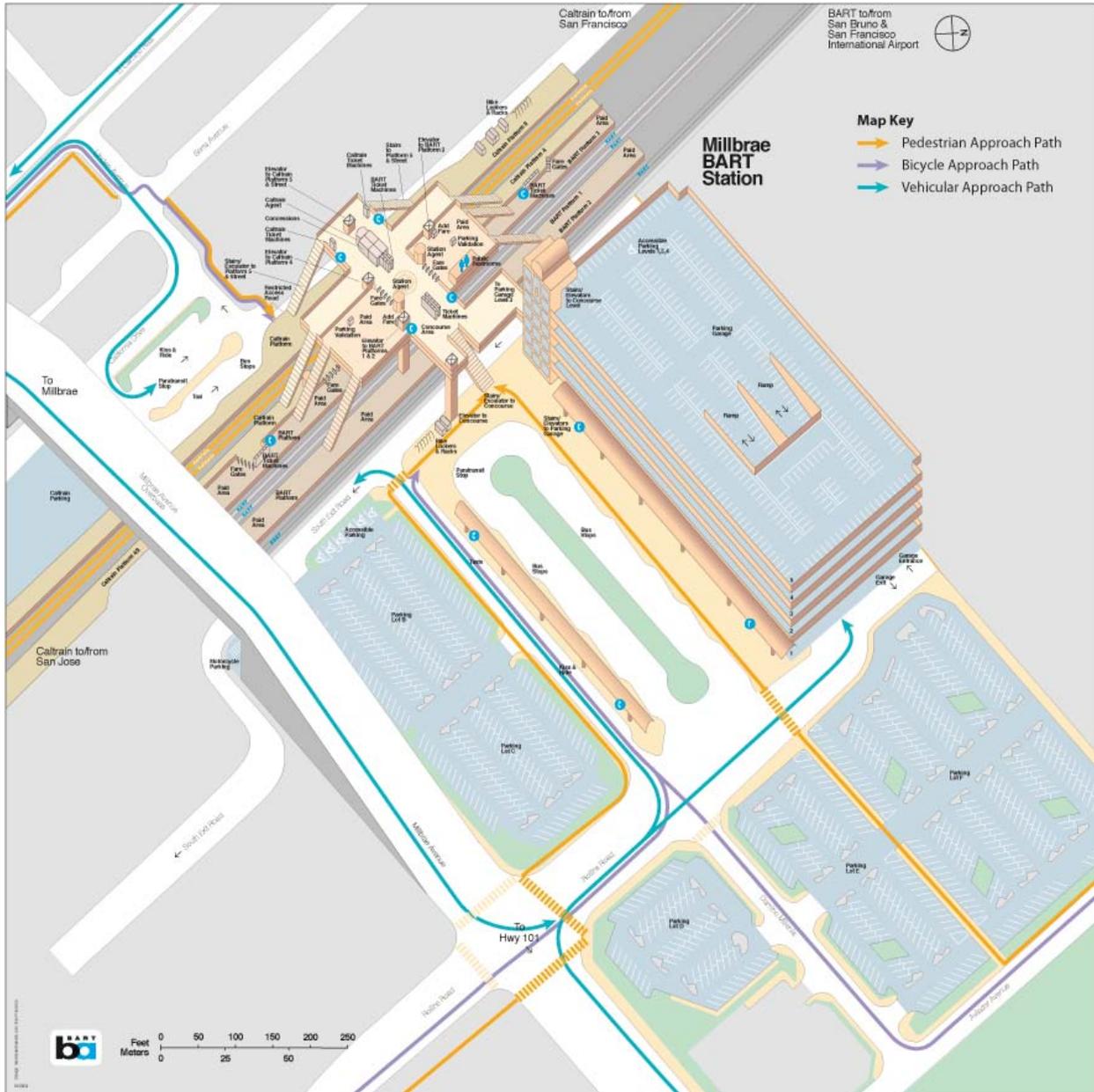
1.4 WAYFINDING AND USER GROUPS

- A. Beginning at the BART patron's starting point (home, airport, hotel, or office), wayfinding guides the individual to BART. Within the BART system, wayfinding guides patron from sidewalk or parking lot to station entry, to fare collection machines and system maps through fare gates and to correct platform. Within the train, too, wayfinding helps orient riders to the BART system and verify their transfer or end station. Station wayfinding resumes when patrons exit the train to either transfer to another BART line or to leave the station. Wayfinding continues through the station area and on to the patron's destination. In some cases, wayfinding guides the individual to another transportation system which connects to the BART system. Wayfinding and other information in regard to connections to other transportation systems (bus, other rail, taxi, ferry, and shuttle) are discussed under "transit hubs" herein.
- B. Wayfinding addresses needs of various groups, including bike riders, pedestrians, disabled patrons, and those traveling by automobile or other transportation system such as bus or light rail.

Plan of Millbrae Station area showing vehicular approach routes.



Plan of Millbrae Station area showing pedestrian & bicycle approach routes.



C. Use BART logo as part of wayfinding signs.

- D. Patrons looking for BART station from freeways and roads are served by roadside signage.

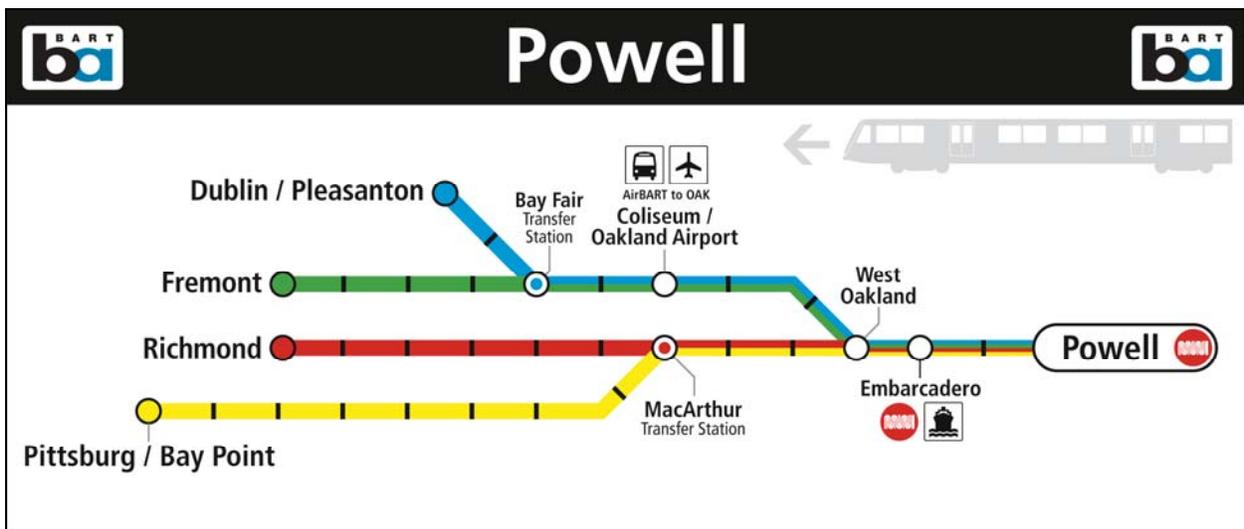


- E. Patrons navigating city streets, as they approach a station, benefit from signage which addresses various wayfinding questions, i.e. station, general parking, and disabled parking locations and whether the specific route is for cars, bikes, and pedestrians. Note, that specific signs are subject to negotiation with the local jurisdiction.
- F. Signage at bus stop shelters identifies specific bus stops and directs patrons to adjacent BART station.

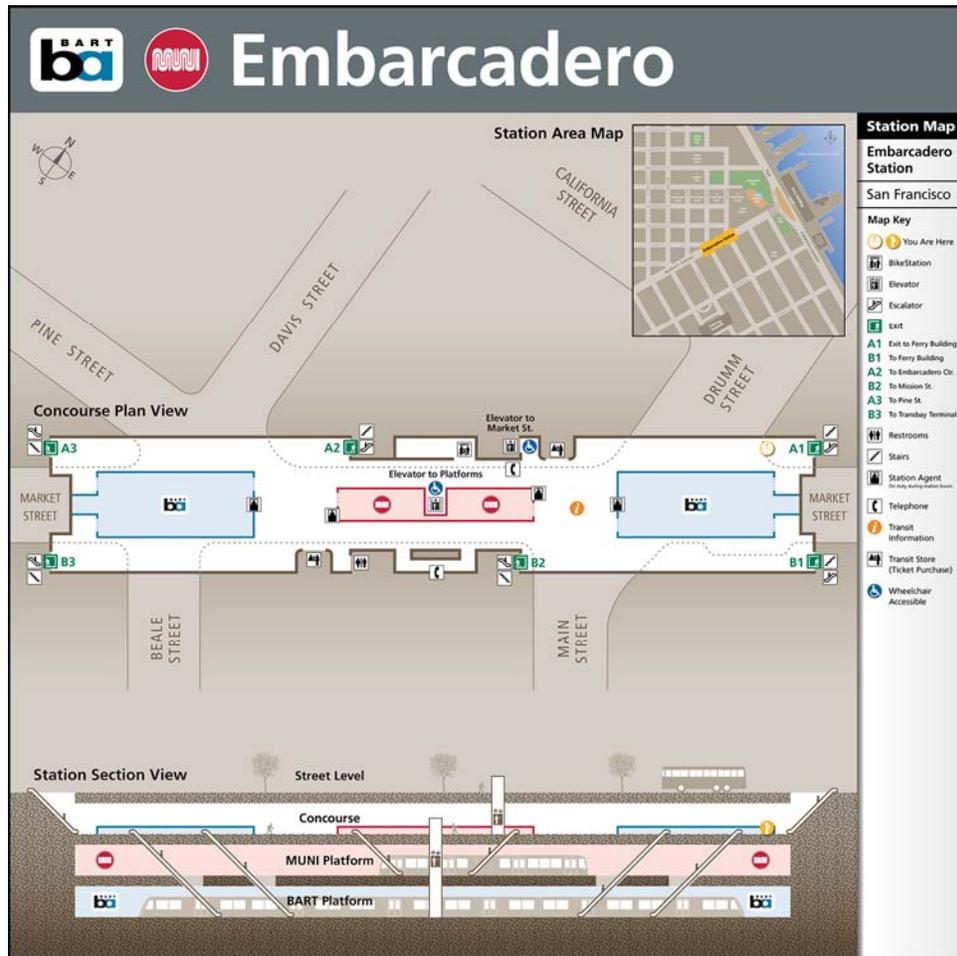
- G. Signage at station entry both identifies station by name and includes readily identified system logos, in this case, both BART and Caltrain logos. Font size on signage at station entry shall be readily readable from a minimum of 60 feet.



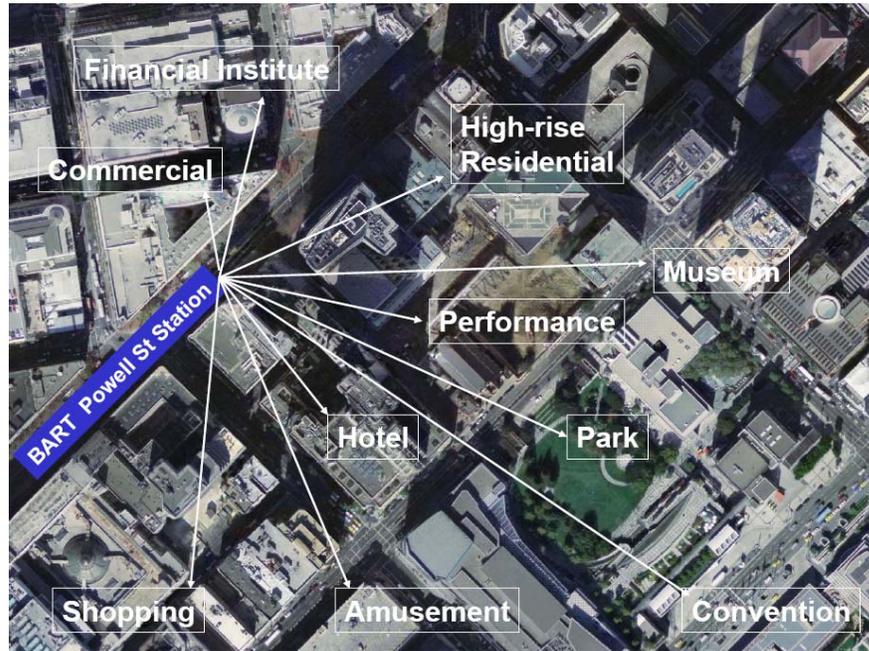
- H. At the platform level, line/destination diagrams help patrons understand their route and find their destination station within the system. Use such diagram where platform serves multiple service lines and there are insufficient signs to clarify the direction and destinations served at the platform. The diagram below is an example designed for a complex station (the east-bound side of the Powell Street Station platform). Location for such diagram is shown in the platform illustration in Article 4.1.



- I. At the concourse level, signage directs patrons to station agent and fare gates as well as identifies exits by the name of landmark, street, or intersection above. Concourse level wayfinding aids include plan of concourse level which helps people orient themselves within the station and in respect to the streets and landmarks above.



- J. Wayfinding in regard to BART stations should consider the destinations surrounding the station. Aerial photograph of the Powell Street Station area (first photo below) shows hotels, shopping, movie theaters, and other amusements, museums, commercial and financial institutions. The concourse level wayfinding (second image) includes directions to local attractions outside the station. The street level scene of Market Street in San Francisco in the third image shows a signage concept which integrates transit wayfinding with local wayfinding system. Note, street level wayfinding signage such as that shown in the Market Street image is subject to collaboration and negotiations with local jurisdiction.





1.5 WAYFINDING AND USER GROUPS – TRANSIT HUBS

- A. The public’s ease of transferring from one transit system to another is deemed “connectivity”. The Bay Area Metropolitan Transportation Commission (MTC) reported on this subject in its “MTC Transit Connectivity Study”. Transit hub wayfinding and information systems are important parts of connectivity. The MTC Study distinguishes a transit station as a hub when it provides connections between several different service operators, has a very high level of transferring between services of different operators, or has a prominent geographic or strategic location. Because BART is a regional transit system and BART stations are transfer points to various modes from local buses and to international flights, every BART station should be considered a transit hub in regard to wayfinding.
- B. Transit hub itself needs to be identified with signage so that various user groups (pedestrians, bicyclists, private automobile users, and transit riders) recognize its location and entrances. Prominent use of operator logos is important to let the public know which transit services are available at the hub.
- C. Within the transit hub, wayfinding to connecting bus stops, shuttle stops, taxi stands, and bicycle and pedestrian routes as well as nearby streets, attractions, and landmarks is required.
- D. There should be clear identification of local transit connections. Operator logos, particular colors (adopted to signify transit connections or to identify particular transit system) should be used to identify various transit services. Specific platforms should be identified with route numbers and destinations. Note, black letters with yellow background has been proposed for “connectivity” wayfinding signage.

- E. Transit hubs (including all BART stations) should include both local and regional scale maps showing popular destinations near transit services. These maps should emphasize connectivity information.
- F. There should be locator maps to help orient patrons and help them find their connecting transit or their destinations in the surrounding community. These maps and other information should be sufficient to help patrons figure out what transit system/route will get to their destination, where they can find the transit stop, and the particular schedule for the connecting service. In addition, there should be an explanation of payment (such as fares, “exact change” requirement, and acceptability of transfers and Smart Cards). Information should be presented in a consistent manner among transit systems to aid patrons understanding.
- G. Another element of connectivity is providing “real time” information. This consists of electronic read-outs telling patrons when the next train or bus departs for a particular destination. This is important to connectivity because it helps give patrons more certainty which encourages use of transit requiring transfers between systems. Such read-outs should be located, to the extent possible, outside the paid area of stations, i.e. next train information for BART should be located at the concourse or street level of stations.
- H. Finally, there needs to be a system in place to keep information about other transit systems’ stops, routes, fares, and schedules up-to-date.

1.6 DESIGN PRINCIPLES - WAYFINDING

Wayfinding is defined as the process which allows people to determine their location, determine their destination, and develop and follow a plan that will help take them from their location to their destination.

- A. Wayfinding principles: Develop wayfinding as an integral part of the architecture and site design and not as an afterthought.
- B. Design site and facility for clarity of wayfinding. I.e. Make stations recognizable within the urban fabric (recognizable image); make entries prominent and easily accessed; arrange routes so that next destinations are visible whenever possible, i.e. being able to see elevator and escalators from fare gates; and vary design of spaces to avoid confusing sameness, i.e. one station or exit looking exactly like another while being consistent in placement of elements such as fare gates in relation to station agent’s booth and signage to doorways.
- C. Trip Segments and Decision Points: Spatial planning should include analysis of the series of trip segments that an individual must take such as the following: From surrounding streets to station parking, from car to entrance, from entrance to ticket vending area, through fare gates, from fare gates to platform, and from platform to train. Understanding these segments (which compose the circulation system) serves as a framework for identifying decision points and, ultimately, for signing the site and facility. Decision points are locations where an individual addresses the mid-level wayfinding decisions like locating entrances and exits and major destinations points within the site or facility.
 - Directional signage should not be only installed at intersections. Information must be perceived at or shortly before a decision point otherwise it might not be

noticed. Take into consideration lighting levels, ceiling heights, and density of people using facility in establishing acceptable locations for signage in relation with decision points.

D. Design facility and its wayfinding devices in accordance with principles of universal design set forth in Facilities Design/ ARCHITECTURE/ General to maximize facilities' accessibility, usability, and friendliness for all BART patrons and employees. These patrons potentially include:

- Mobility-impaired
- Visually-impaired
- Hearing-impaired
- Cognitive impaired (I.e. Learning disabled, mentally retarded, and mentally disturbed)
- Elderly
- Very young
- First time patron and infrequent patron
- Non-English speakers and foreign visitors
- Literacy Impaired

E. Universal design principles in regard to wayfinding include:

- Redundancy. Examples of redundancy include: Signs with both words and pictograms; audio messages repeated on visual message boards; tactile/visual maps in addition to signage; signs which have letters which are both color high-contrast and tactile with message repeated in Braille; and schedule information available on the internet, by phone, and printed in brochures and posters.
- Universal design principles recognize that all patrons regardless of their abilities and experience are, foremost, patrons. Signing and wayfinding for all patrons should be addressed as an integrated design incorporating multiple devices and approaches.
 - Code-mandated signage for the disabled shall be integrated with other signage.
 - Wayfinding design shall also recognize that decision points vary among patrons, i.e. some patrons need to find elevators and others want to find the escalators.
 - Physically impaired (visually, hearing, mobility) and elderly may need technological and other devices designed to address different "abilities".
 - Very young patrons, first time patrons, infrequent patrons, and non-English speaking and foreign patrons need graphical instructions.
 - Bicyclists may be best served through outreach brochures rather than extensive signage which may only serve a small number of patrons.
- In addition to signage (both visual and tactile) and audible information regarding wayfinding, provide human information to the extent possible in the form of station agents or others at strategic locations and hours. This is more important at stations frequently used by foreign visitors and first time users of the BART system.

- In regard to the visually impaired, large spaces can be disorienting and audible wayfinding cues may be masked. Where possible, large spaces should be broken down into smaller areas. For example, different textured flooring may be used. Main walkways should be consistent in floor texture, color, and resiliency. Tactile strips may be used to guide visually impaired along critical routes through stations and station sites. Busy floor patterns, however, can be confusing and shall be avoided.
 - Audible Sign Systems for the visually impaired should be considered as they may provide greater accessibility in the transit environment than traditional Braille and raised letter signs. One system, which has been subject to trials by the District, uses small infrared (IR) transmitters and receivers. The transmitters are placed on or next to print signs and transmit their information to an infrared receiver that is held by a person. By scanning an area, the person will hear the sign. This means that signs can be placed well out of reach of Braille readers, even on parapet walls and on walls beyond barriers. Additionally, such signs can be used to provide wayfinding information that cannot be efficiently conveyed on Braille signs, especially in larger and more complex transit environments.
 - Promote concept of using a video to orient new patrons, particularly foreign visitors. Video would be similar to airline safety video and would show how to buy a ticket and how to use the system. Video could be configured to allow the patron to re-start. Video could be available with verbal instructions and subtitles in different languages.
- F. Code-mandated accessible route signs and tactile/Braille signs shall be integrated to the extent possible with overall wayfinding and identification signage.
- G. Design of facility and its wayfinding devices shall encourage right-hand traffic wherever possible.

1.7 DESIGN PRINCIPLES - SIGNAGE

1.7.1 OVERVIEW

- A. Signs shall fulfill an important need.
- B. Signage shall be located where most effective in regard to decision points and other information needs. Avoid over-signing in any area. (Refer to paragraph C. under “Design Principles –Wayfinding” herein, for explanation of “Trip Segments and Decision Points”.)
- C. Provide sufficient and consistent transit information throughout passenger stations.
- D. Signs shall convey a clear, simple, and appropriate message.
- E. Maximize usage of graphic symbol signs.
- F. Ensure legibility. Utilize font and symbol size appropriate for viewing distance and in the case of signage being viewed from moving vehicle, speed. Provide well-illuminated signs and graphics; use appropriate contrasting background; and minimize glare to ensure visibility and legibility.

- Position signs for legibility. Typically, locate directional signs within stations overhead for maximum visibility.
 - In regard to visual message boards, ensure that rate of change of message takes into consideration the perception abilities of people with sensory and cognitive limitations.
 - Use upper and lower case for easier letter recognition
- G. Ensure consistency throughout the District facilities, including the following characteristics:.
- Size and shape
 - Content and format
 - Use of colors and reflective materials
 - Method and location of mounting
 - Construction and materials
 - Functionality
- H. Signs shall be subject to District approval.
- I. Signage shall be in accordance with the applicable codes and standards.
- J. Signage including advertisements should facilitate and enhance the patrons' experience, not detract from it.

1.7.2 CONSISTENCY

- A. Integrate pictograms and other signage elements into signage in a consistent manner.

1.7.3 VISIBILITY

- A. Signage identifying station entry shall be prominent and integrated with station architecture. Signage typically installed overhead.
- B. Use BART logo, other transit agency logos, and pictograms (as appropriate)
- C. Locate for readability and prominence. Height shall be proportionate to viewing distance; place horizontally for maximum visibility.

Station Identification Main Entry Sign Readable from a Distance



1.7.4 DECISION POINTS

- A. Identify routes for pedestrians, bicycles, and automobiles.
- B. Identify decision points along each route.
- C. Provide signs at appropriate intervals to reassure patron of wayfinding decision.
- D. Provide facility identification to help patron move onto next decision point.
- E. At entry, provide “you-are-here” map for general orientation and to help patron understand the “big picture”.
- F. Use pylon sign, where appropriate to site, to supplement overhead signage. If using pylon, place pylon where it is visible but doesn't obstruct the flow of traffic.

Concept Design of Station Entry showing Station Identification Sign and You-Are-Here Map



1.7.5 REINFORCEMENT

- A. Along route, repeat wayfinding signage to assure patron to stay the course and prepare for next move.

Overhead Signs over Escalators after Station Entrance



1.7.6 HIERARCHY OF PLACEMENT

- A. Overhead for transit wayfinding (overhead ceiling hung and wall mounted).
- B. Secondary signs for wayfinding (to facilities and amenities within station).
- C. Use real time information display devices/technology (i.e. electronic message board) for information related to operations, i.e. real time schedule and service information. Alternatively, use for information in alternative languages.

1.7.7 CONTINUITY

- A. Provide continuous wayfinding leading from the local community through station site and station, within trains themselves, then out through station and station site to local destinations.
- B. Reinforce wayfinding message and guide patron along route. Wayfinding signage shall continue along entire route between decision points in order to prevent patron from feeling that they have been led to nowhere or may have misunderstood and wasted time traveling along the wrong route.
- C. Provide wayfinding signage in an appropriate sequence and appropriate level of detail and specificity, for example, “early” signage directing patrons to platform may state “To All Destinations”, and signage closer to platforms would then orient patrons to which side of the platform is connected with which destinations.
- D. Provide continuity of wayfinding on-board BART trains via system maps and diagrams, informational boards and posters, and public address system. To effectively provide continuity of wayfinding on-board, consider the audio quality of the public address system so that messages are easily understood.
- E. Consider the following wayfinding features as a part of future upgrades of vehicles, advertisement contracts, and procurement of new revenue vehicles:
 - 1. Recorded wayfinding messages including next station announcements which are cued by automated means such as a Global Positioning System (GPS).
 - 2. In-car visual message devices to address the wayfinding and other informational needs of hearing impaired and possibly non-English speakers. Such devices can be installed in various locations within a vehicle. The video clip below illustrates such an amenity installed in Tokyo Metro system.

On-board Visual Display in Japan (Click on image to play video and audio)

- Display includes train's position on the system line;
- Which side of doors will open at the next platform;
- Layout of the next station platform; and
- Car's relative position at that platform.



1.7.8 SPECIFICITY AND CLARITY

- A. For example, at a multi-modal station, identify operator (i.e. BART, MUNI, or Caltrain) at fare gates and station agent's booth.
- B. Use operator's logo and reinforce with words. Identify each BART station agent's booth with BART logo.

BART Station Agent's Booth Identified by the BART logo



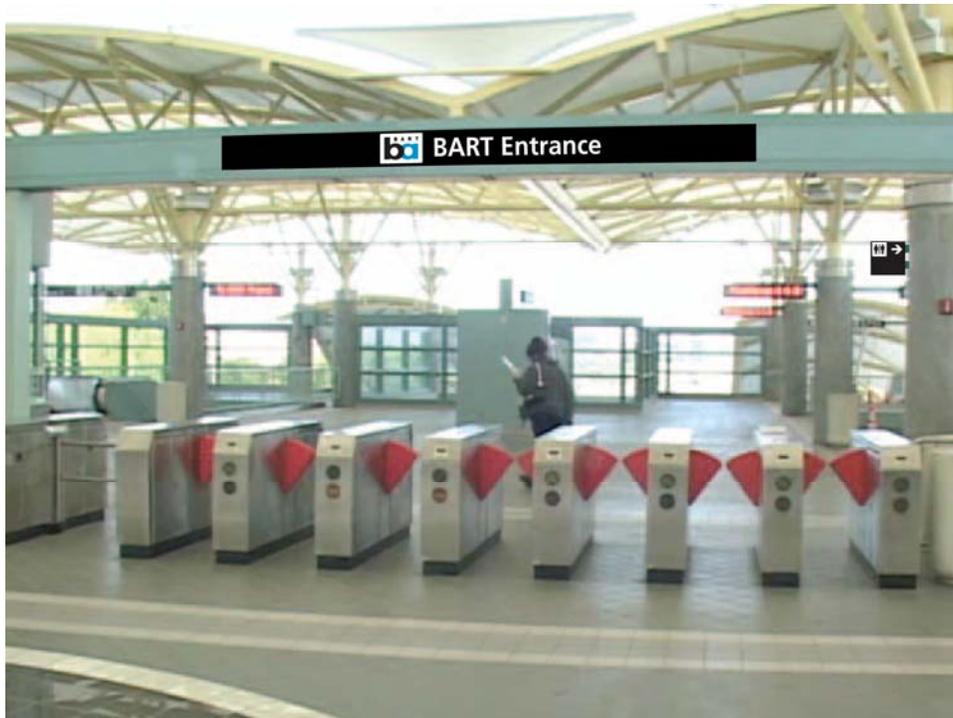
1.7.9 LANGUAGE

- A. BART wayfinding should take into account non-English speakers through use of multi-lingual means of communication such as multi-lingual videos, brochures, and signs, and graphic communications such as pictorial maps and pictograms. Although the entire BART system needs to take into account non-English speakers, additional accommodations may be appropriate at stations with connections to airports and at stations serving concentrations of non-English speaking residents or visitors.

1.7.10 STATION SPECIFIC SIGNAGE -- OVERHEAD SIGN

- A. Overhead signage is generally reserved for information essential to guide patron to their destination.
- B. Messages allowed include: Destination, operator name and logo for multi-modal stations (i.e. BART, MUNI, or Caltrain), train (platform) information.
- C. Provide overhead signs at decision points such as:
 - Fare Gates: (Operator's name, platforms, destinations)
 - At Station Entries: Station Name.
 - At Exits: Street names, landmarks, major buildings, parking, and other transit.

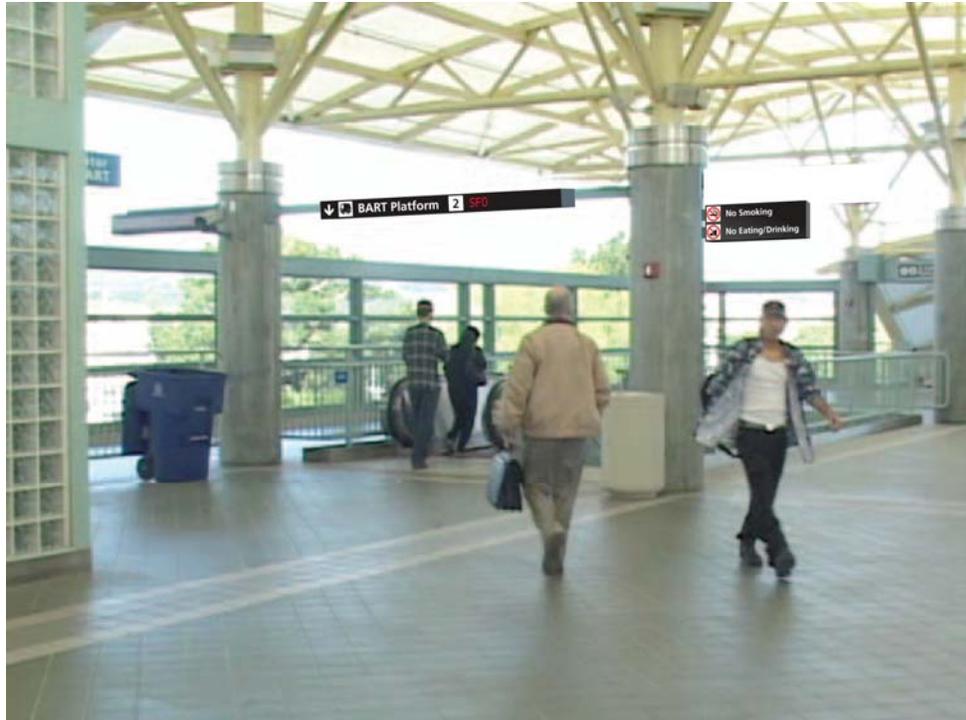
Overhead Signs at Fare Gates Identify Operator



1.7.11 STATION SPECIFIC SIGNAGE -- FLAG- AND WALL-MOUNTED SIGNS

- A. Typically, utilize flag- and wall-mounted signs for the following:
- Facility identification
 - Regulatory
 - Informational

Flag-Mounted “No Smoking, No Eating/Drinking” Sign.



2. SIGNAGE TYPES

2.1 TRANSIT WAYFINDING AND IDENTIFICATION

- A. Station Identification Signage. This includes identification of the particular station at the station site and station entrances as well as identification of the station as a BART station (including use of BART logo). This also includes identification of the station at platform for patrons who are either identifying the station as their destination or tracking their progress when passing through the station.
- B. Directional Signs:
- Signage directing patrons to station from bike and pedestrian paths, streets, and freeways. Conversely, signage directing patrons outward when exiting station site.
 - Signs directing patrons within station site and within station and other facilities.

- Directional/Destination signs: Signs directing patrons to correct platform from the fare gates and from platform to platform when transferring. Directing patrons to particular exits within stations and to bus stops and other transit system to system transfer points.

C. Station Facility Identification:

- Bicycle access and parking within station
- Ticket machines
- Phones
- Elevators, escalators, and stairs
- Toilet rooms
- Staff only areas

D. Station Site Facility Identification:

- Taxi area
- Bicycle route and parking
- Automobile and motorcycle parking; disabled parking; BART program parking such as mid-day parking, paid parking, long-term parking
- Drop off and pick up area (kiss and ride)
- Bus/other transit stops

E. Information signs, i.e. transit information: Basic BART information, specifically how to use BART, fares, schedules, policies, maps, and connecting transit information.

- “Station agent has no money”
- Train schedules
- Fare schedule
- Maps including station map showing “you are here”. Include accessible routes.
- Machine Signage: Signs include numerous instructions and identification on fare gates, ticket vending machines, change machines, parking validation machines, add fare machines, and station agent assistance phones. Signage should be developed with design of machines themselves. Signage on machines shall, in general, be tactile signage with raised characters contrasting with their background color and Braille characters. Signage on machines should incorporate pictograms or illustrations where possible. When additional permanent or temporary signage becomes necessary, i.e. further instructions are needed, design this signage to match other signage on machine and apply it consistently throughout the system.

Changing such signage should be done methodically, involving trials at a few stations followed by implementation across the entire BART System.

- Design of ticket vending machines and their areas should take into account that their signage will need refinement after machines are put into use. Signage at ticket vending machines should be both durable and changeable.
 - Design of machine signage should take into account the fact that some stations may require additional signage, i.e. stations with many first-time users and stations with special ticketing such as ticketing for the BART Oakland Airport Shuttle. This additional signage should also be implemented in the context of standard signage at the machines.
- Bus, rail, and other transit information signs, including bus route signs.
 - Visual message boards (with real time schedule/ destination display) on the concourse and platform levels. Such message boards are standard on BART platform. On the concourse level visual message boards or similar displays should be in locations visible from ticket vending machines and fare gates (for maximum effectiveness of real time train arrival information). On the concourse level and to a lesser extent on the platform, these devices may integrate transit information such as train arrival time/train length/train destination with public announcements, advertisements, news, and entertainment. At the concourse level, adding information regarding relative locations of various trains in the vicinity of the station should be considered. One benefit of “real time” message located to provide patrons with information prior to entering the paid area would be to reduce stress for those purchasing a ticket who are not familiar with the train schedule. Train arrival time information at the concourse level would also allow patrons to spend more time patronizing concessions.
- F. **Parking Structure Color-Coding Of Floor Levels:** Floor levels shall be numbered and color-coded to aid drivers and pedestrians. All interior columns, and interior face of all exterior columns shall be color-coded as approved by the District. Painted interior columns shall also be marked to indicate the floor level as approved by the District. Obtain District approval for the breakpoint for color-coding between levels. Corresponding color-coding shall also be used on floor descriptions in elevator cars.
- G. Refer to the appendices to this section of the criteria for signage for wayside and yards and shops including facility identification signs, directional signs, shop name signs, area signs such as shipping and receiving, loading dock:

2.2 REGULATORY SIGNS

Regulatory signs guide patrons in safe use of system. Regulatory signs instruct the general public and patrons. Other regulatory signs guide District employees. Regulatory signs announce regulations and subsequent penalties. Regulatory signs are often dictated by specific regulations and District requirements.

- A. These signs convey BART rules and regulations to the public.
- No smoking
 - No eating or drinking
 - No littering

- No entry
 - Each person must have a ticket
- B. Additional examples of site located regulatory signs
- Wrong Way
 - No Parking
 - Bus and Taxi stopping zones
 - Parking regulations
- C. Regulatory signage at parking structures:
- No bicycles or skateboards allowed in parking structure.

2.3 ADVERTISING AND CONCESSION SIGNAGE

- A. District marketing messages include the following:
- Tips related to courtesy and security.
 - Marketing to encourage more frequent use of BART.
 - Paid advertising to raise revenues for the District.
 - Signage for concessions which also raise revenues for the District.
 - Other important BART messages, such as messages regarding security and special events.
- B. District marketing is primarily displayed in the following formats and areas:
- Free standing kiosks in the free area of the station.
 - Wall-mounted display cases in the free area of the station and on the platform.
 - One area adjacent to each array of fare gates where portable display units, dispensers, and/or distribution racks can be located primarily for distribution of BART information.
 - Advertising frames on the walls across the BART tracks from platform. These frames are typically square and uniform in size.
 - Advertising frames on the walls of the concourse level and freestanding kiosks in the free and paid areas of the concourse and patios. These signs may include back-lit signage (requiring integration with station lighting and electrical design).
 - A Public Address system to broadcast public service announcements.

- Visual message boards on the concourse and platform levels. Refer to Signage Types, Transit Wayfinding and Identification, herein, for more detailed discussion.
- Locations to hang marketing banners
- Special format signs, i.e. signage adhered to floor.
- Concession identification signage.

2.4 SAFETY AND SECURITY SIGNAGE

- A. Code mandated signage
- B. Traffic signs, curb delineation, and pavement stripping and marking. See Manual of Uniform Traffic Control Devices
- C. Warning signs include the following:
 - Code-Mandated Emergency Exit
 - No Entry
 - Electric 3rd Rail
 - Do Not Use Elevator in Case of Emergency
 - Regarding code-mandated accessible route signs and tactile/Braille sign. See Wayfinding and Identification signage.
 - Provide wet standpipe inlet connection signage and graphics, refer locations to Facilities Criteria, MECHANICAL, Line sections.

D. EXIT Signs

EXIT signs shall be in accordance with the California Fire Code, CCR Title 24, Part 9, Section 1011.

- An exit sign, with capital typeface “EXIT”, not less than 6 inches high is required to be placed above an exit.
 - The word “EXIT” shall be in high contrast with the background and shall be illuminated at all times. The face of an exit sign illuminated from an external source shall have an intensity of not less than 5 foot-candles.
 - The sign illumination circuit shall be connected to an emergency power system to ensure continued illumination for a duration of not less than 90 minutes in case of primary power loss.
- E. Wayside signage (refer to the appendices of this section) includes the following:
 - High voltage traction power coverboard warnings

- Right-of-way hazard warnings
- No trespassing signs
- Trainway milepost signs
- Cross-passage door information
- Emergency exit information
- Distance to emergency exits and cross-passages
- Walkway and crosswalk directions
- Maintenance-of-way access identification
- Right-of-way emergency access markers
- Electrical equipment area warning signs

2.5 TEMPORARY SIGNS AND BANNERS

A. Temporary signs should be standardized and modularized. Temporary signs can be categorized in the following groups:

- Wayfinding; i.e, special event wayfinding, entry directions for fast pass users.
- Regulatory; i.e, instructions for use of special event passes.
- Emergency; i.e, earthquake, crime scene detours, etc.

Temporary signs may also be required to explain new or temporary policies, new machines, construction detours, and new stations.

B. This signage may last for a few hours or few weeks. This signage may also be periodic, like once-a-month Flea Market.

C. Signage which is needed repeatedly (i.e. reoccurring special events or typical emergencies) should match permanent signs in construction.

D. Provide standard locations and devices for mounting temporary signs, i.e. standard portable easels for wayfinding and permanent brackets for wayfinding or instructional signs.

E. Design of station agent’s booths should also take into account evolving and temporary signage needs; thereby avoiding the patchwork look of ad-hoc signs. For example, station agent’s booths shall have permanent frames for temporary signs or programmable LED display screens to shown programmed changing messages and capable of being overridden by station agent for special messages.

2.6 TACTILE SIGNS

A. Tactile Signs: Sign panels incorporating both raised character letters and Braille letters will be referred to as “tactile signs”. Raised character letters and Braille letters shall be

combined in a single sign. Raised character letters shall contrast with sign background color as required for visual characters unless sign panel also incorporates characters complying with visual character requirements. Tactile signs shall be surrounded by a raised border and have rounded corners. Tactile signs shall comply with ADA and ABA Accessibility Guidelines for Buildings and Facilities, 703 Signs.

B. Tactile Signs shall be provided at the following locations:

- Station Entrances: Provide station identification signs.
- Station Exits: Provide sign identifying exit and prominent destinations in the vicinity of exit, i.e. 13th Street/City Center Plaza.
- Platforms: Provide platform identification signs. Place at uniform locations along BART system station platforms.
- Platforms: Provide signs identifying vertical egress routes; include destinations in the vicinity of station at egress point.
- Concourse: Provide signs identifying vertical access routes to platform.

3. SIGN FORMAT AND DESIGN

3.1 INTERNATIONAL PICTOGRAMS

A pictogram is a symbolic presentation of information through pictures. Pictograms are relatively similar to the object to which they refer and do not depend on language. Pictograms have the advantage of being concise and rapidly perceived. Pictograms may or may not require text augmenting their message.

3.2 BART ADOPTED PICTOGRAMS

See Signing Conventions herein for illustrations of BART adopted pictograms and arrows. Additional pictograms may be used subject to District approval.

3.3 TRANSIT OPERATOR LOGOS

Utilize logos of various transit operators to facilitate wayfinding between systems and to help identify station area as a transit hub.

3.4 CONSISTENCY OF SIGN FORMAT AND DESIGN

Wayfinding signage should be consistent in its format and design through the public's experience whether in finding BART, negotiating their way within stations and station sites, riding trains, or finding destinations in the vicinity of BART stations. Ideally, this consistency should extend to other transit systems.

4. SIGNAGE LOCATIONS

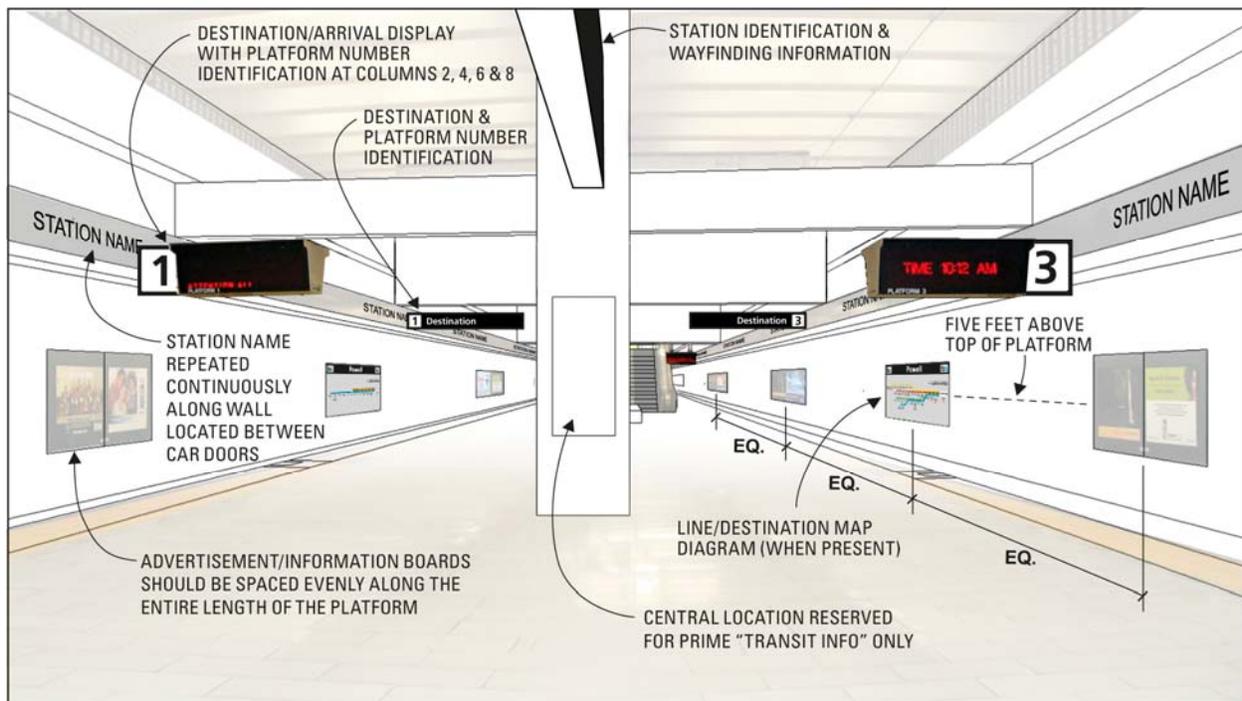
4.1 PLACEMENT SPATIAL HIERARCHY

A. Signage should be both effective and in harmony with space and other signage

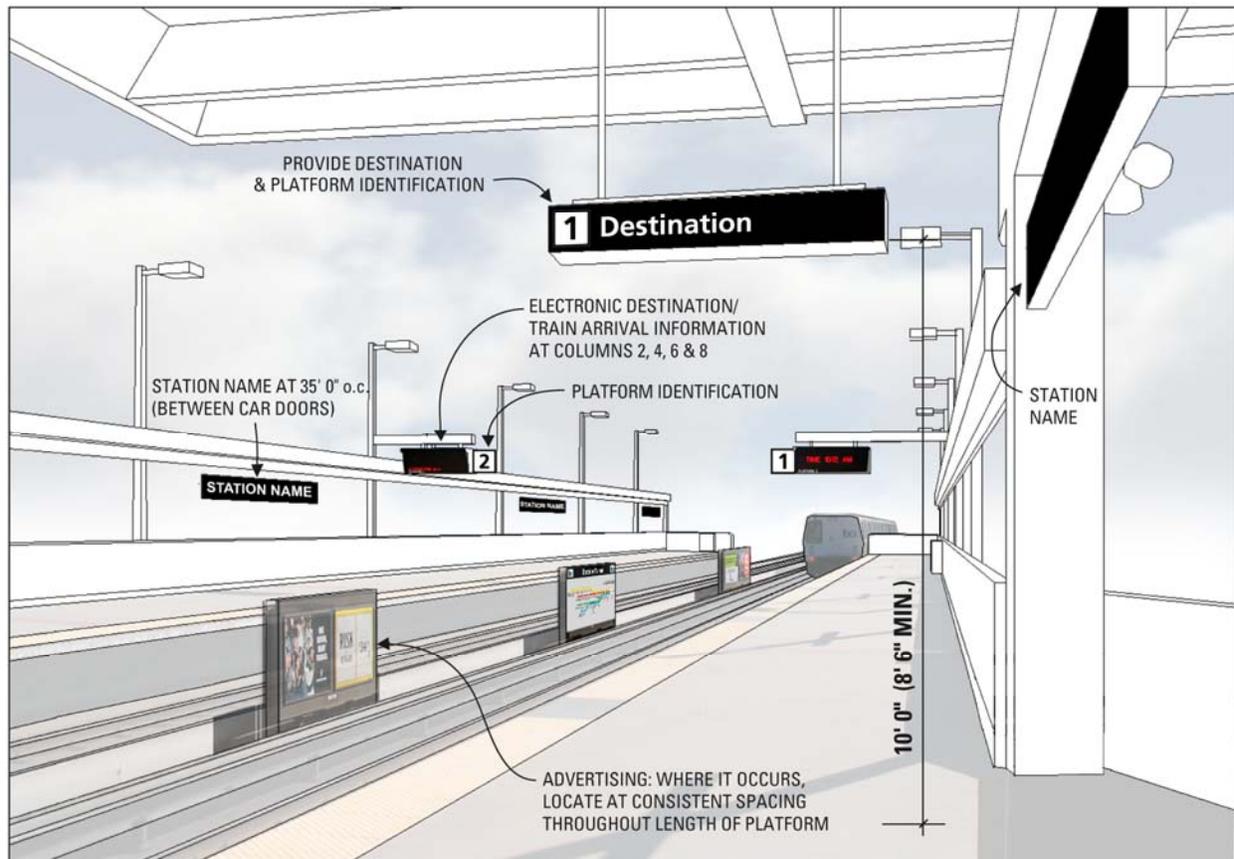
- B. Transit wayfinding shall have priority.
- C. Regulatory signage shall be next in prominence.
- D. Safety and security signage: Its placement is usually dictated by regulation (i.e. building code or CPUC) or BART policy. Safety and security signage placement is also dictated by its target audience, i.e. maintenance personnel, evacuating patrons, station agent, etc.
- E. Temporary Signage: Follow criteria for the particular type of sign.
- F. Advertisement and concession identification shall complement station design.

The following two illustrations show placement hierarchy at typical platforms.

Placement Hierarchy –Underground Center Platform



Placement Hierarchy – Aerial Side Platforms



4.2 TRANSIT AND TRANSIT DESTINATION WAYFINDING

A. Finding Station:

- Station signage at freeways, per Caltrans requirements
- Station signage on local streets: Per local requirements. Include miles and kilometers to station.
- Signage on local streets to include signage for drivers, pedestrians, and bikers. Develop this signage in collaboration with local jurisdiction.

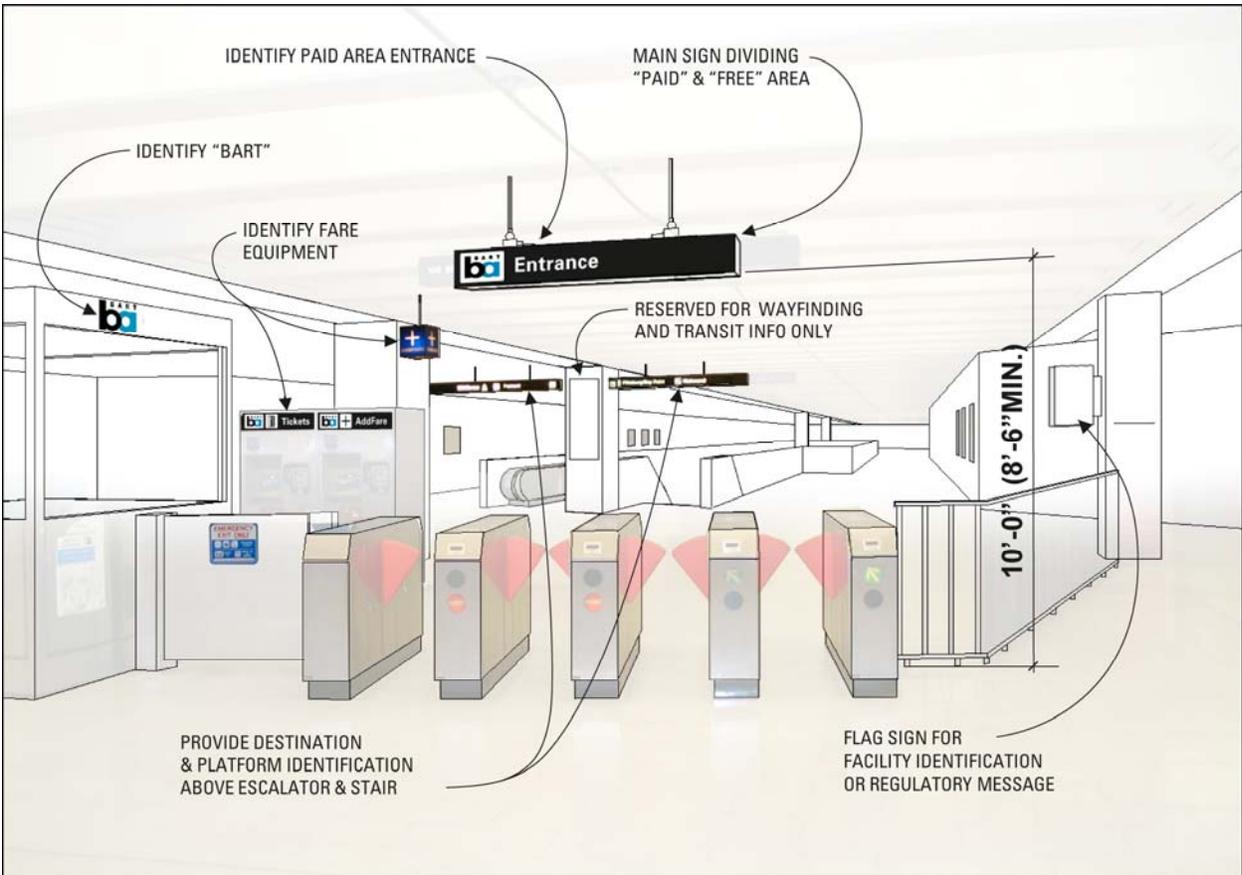
B. Station Site

- Wayfinding and identification signage
- Special parking areas
- Waiting and drop off (kiss n ride)
- Buses/ transfer areas
- Traffic signage

C. Arriving at Station

- Concourse - Ticket vending area (free area)
- Concourse - Paid area
- Platform

Transit Destination Wayfinding – Entering Paid Area



D. Within Transit Vehicles:

E. Exiting Station

F. Finding Local Destinations

4.3 LOCATIONS

A. Overhead: Reserved for transit wayfinding.

- Clearance between floor and overhead sign is as described in Facilities Design/ Criteria/ ARCHITECTURE/ Passenger Stations (8'-6" minimum).
- Specific area at platform reserved for Destination Sign is shown in BART Facilities Standards/ Introduction/ COMMON REQUIREMENTS/ Trackway Clearance.

- Parking garage signage clearance subject to vehicle clearance requirements. May differ between van accessible areas (typically ground floor level) and areas only accessible to other passenger vehicles.
- B. Wall-mounted and Flag-mounted signs: Appropriate for regulatory, informational, and safety related messages. When overhead space is not available, primary destination messages may be reinforced on these units.
- C. Regulatory: Should be readily viewable, yet avoid conflict with wayfinding signage.
- D. Advertisements and concession signage: Friendly (attractive) for patrons and businesses.
- Advertisements: Grouped in areas such as trackway wall, typical, and concourse walls, as approved.
- E. Locate any signs along the right of way fencing so that they are readily visible and identifiable, but not in the forefront of sightlines or obstructing vistas.

5. SIGN CONVENTIONS

5.1 BART-ADOPTED PICTOGRAPHS:

Refer to the specific agencies for their logos. Confirm current designs and verify exact colors.

ADA Accessibility		Air Transportation	
Addfare		Area of Rescue Assistance	
Airport, SFO (unique)		Automobile	

BART Logo



Bike Station



BART Police



Bill Changing



BART Tickets



Bus



BART Train



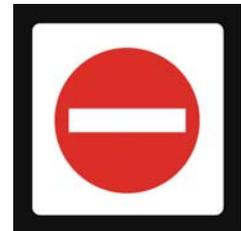
Caltrain Train



Bicycle



Do Not Enter
(No Entry)



Bike Parking



Exit



Elevator



Litter Disposal



Escalator



Lost & Found



Fire Extinguisher



No Bicycles



First Aid



No Eating or Drinking



Ground Transportation



No Parking



Light Rail Transportation



No Pedestrians



No Smoking



Platform 3



No Strollers



Platform 4



Parking



Restroom, Men's



Pedestrian



Restroom, Women's



Platform 1



Restrooms or Unisex Restroom



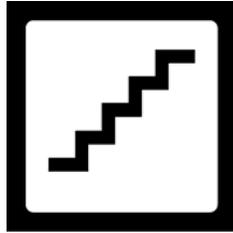
Platform 2



Bike Channel



Stairs



Volume Control Telephone



Taxi



Walk Bikes



Telephone



Watch the Gap



Telecommunications Device for the Deaf (TDD)

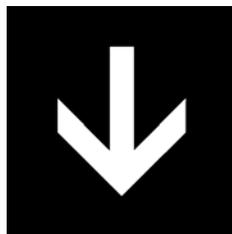


Water Transportation (Ferries)



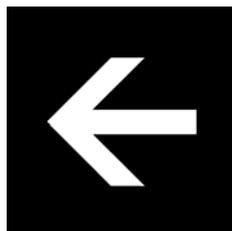
5.2 ARROWS

Arrow, Down



Use at head of stairs or escalator to indicate destination on lower level; proceed downward.

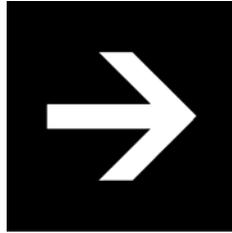
Arrow, Left



Destination to the left; turn left at this point; or turn left immediately

Other uses may be approved by District on a case-by-case basis.

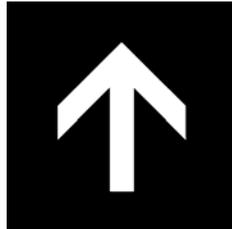
Arrow, Right



Destination to the right; turn right at this point; or turn right immediately

Other uses may be approved by District on a case-by-case basis.

Arrow, Up



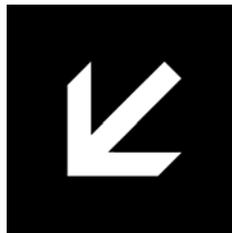
Use at foot of stairs or escalator to indicate destination on upper level; proceed upward

May also be used to indicate destination ahead; proceed in a forward direction

Make sure that meaning is clear. Do not use two of these arrows, each with a different meaning, on a single combination sign. Physically separate such messages to avoid ambiguity.

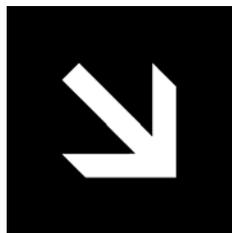
The following arrows (Arrow Down Left, Arrow Down Right, Arrow Up Left, and Arrow Up Right) shall be used only available sign location or locations make use of arrow down, arrow up, arrow left or right arrows impractical. For example, the following arrows should not be used when an escalator or stairway is of a sufficient distance from the sign that a horizontal arrow would be appropriate, followed by a down arrow at the escalator or stairway.

Arrow, Down Left



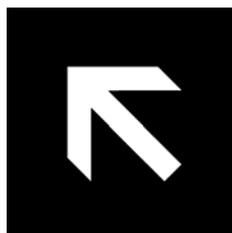
Escalator or stairway leading downward which is to the left of the reader.

Arrow, Down Right



Escalator or stairway leading downward which is to the right of the reader.

Arrow, Up Left

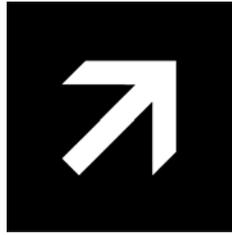


Escalator or stairway leading upward which is to the left of the reader.

Subject to approval of District on a case-by-case basis, this arrow may be used to indicate a destination ahead and to the

left; proceed forward, bearing left.

Arrow, Up Right

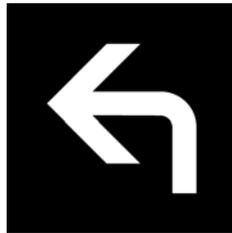


Escalator or stairway leading upward which is to the left of the reader.

Subject to approval of District on a case-by-case basis, this arrow may be used to indicate a destination ahead and to the right; proceed forward, bearing right.

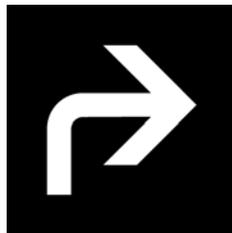
The following arrows shall be used only when necessary due to physical obstructions and limitations to sign placement.

Arrow, Forward Left 90°



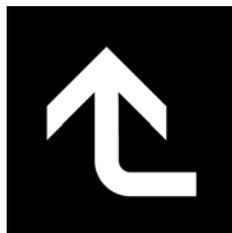
Proceed forward (around this obstacle), then left.

Arrow, Forward Right 90°



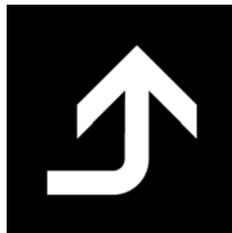
Proceed forward (around this obstacle), then right.

Arrow, Left Forward 90°



Proceed left (around this obstacle), then forward.

Arrow, Right Forward 90°



Proceed right (around this obstacle), then forward.

5.2.1 ARROW ORDERING CONVENTIONS: MULTI-DIRECTIONAL SIGNS

Where multiple destinations and directions are shown in a horizontal arrangement, the messages should be organized in order of arrow directions, from left to right, as follows:

Left Arrow
Arrow, Up Left
Up Arrow
Arrow, Up Right
Right Arrow

Any message with a right-facing arrow is right-aligned, with the arrow appearing at the right-hand margin. All other messages are left-aligned, with the arrow appearing at the left-hand margin. It is conceivable that in some cases the physical location of the sign may cause an Up or Down arrow to appear to be pointing directly at an inappropriate object or access (for example, a “wrong way” escalator); in these cases this particular message may be aligned with the arrow at the right end of the panel.

Where messages are stacked in a vertical arrangement, the sequence from top to bottom should be:

Up Arrow
Arrow, Up Left
Left Arrow
Arrow, Up Right
Right Arrow

It is difficult to conceive of a situation where downward-pointing arrows would be required in a multi-directional sign. Regardless, combining the Down Arrow with any other direction should be avoided; the principle being that vertical access directions should not be combined with same-level directions on the same sign unit.

5.3 MESSAGE CONVENTIONS

5.3.1 NOMENCLATURE

The specific words used to identify features, functions, and destinations in signage should be consistent across all signs in a station and across all stations. Many typical message phrases may be found in the list of graphic symbols in Article 5.1 herein.

Prepositions are omitted at the beginning of a message. Example: “Fremont”, not “To Fremont”.

Either use the phrase “All Destinations” or list the actual destinations and associated with the platform numbers.

Avoid use of terms familiar to District employees and consultants but not meaningful to patrons such as “revenue service”.

5.3.2 TYPOGRAPHY

Wayfinding messages are set in upper and lower case type, not in all caps (except for acronyms). Examples: “BART Tickets”, “Bike Parking”, “Market Street”, “Pittsburg / Bay Point”. Prepositions, such as the word “to”, are not capitalized. Example: “Elevator to Street”.

5.3.3 ABBREVIATIONS

Use an ampersand “&” instead of “and” when connecting two words which naturally belong together because of similarity of function or geographical proximity. Use of an ampersand is also permitted when space constraints do not allow use of the word “and”.

Names of station destinations shown on signs may also need to be abbreviated due to space constraints (example: “Bay Pt”). Where abbreviation is necessary, it is important that the name be abbreviated in the same way each time.

Limit use of abbreviations to the most common and widely understood such as:

St	Street
Av	Avenue
Bl	Boulevard
Rd	Road
Dr	Drive
N	North
S	South
E	East
W	West
Sq	Square

5.3.4 PUNCTUATION

Minimize use of punctuation while maintaining clarity of meaning and consistency with good grammatical form.

Use a comma between items in a series and two separate two pieces of information, i.e. City Center, City Hall.

Use a period after an abbreviation. Do not use a period in the abbreviated versions of morning and evening, i.e. “am” and “pm”.

Joint station names are shown with a “/”; for example: Pittsburg / Bay Point.

Multiple line destinations, when combined on a single platform identification sign, are shown without punctuation, merely a small additional space; for example:

Fremont Millbrae SFO

5.4 TYPEFACE

Typical signs shall use Frutiger 65 Bold.

Maps and Diagrams: Various Frutiger fonts for emphasis and clarity.

Refer to example signs herein which utilize other fonts shown below.

Frutiger 65 Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,/-!?!&**

Frutiger 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,/-!?!&

Frutiger 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,/-!?!&

Frutiger 67 Bold Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,/-!?!&**

5.5 COLORS

Standard signage illustrated in this Section has black background with white letters, consistent with the existing signage color conventions. Other color schemes are subject to special review by the District and may be approved on a case-by-case basis.

NOTE: Color samples depicted in this document are for general identification purposes only. Do not use these color swatches for color matching. Use only manufacturer's official color swatches. Consult fabrication specifications for specific sign types for appropriate materials and finishes.

5.5.1 COLORS USED IN BART SIGNAGE SYSTEM



Black

Standard sign background; standard graphic symbols



Pantone Process Blue C

BART logo



Federal Standard 595B Blue # 15090

Accessibility symbol



Safety Green Pantone 3415C

Exit symbol; exit sign panel background; first aid symbols



Safety Red Pantone 485C

Regulatory and safety symbols

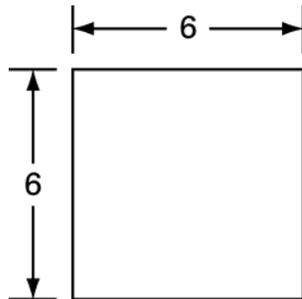
5.6 DIMENSIONS

- A. The BART interior signage system as described herein is based on a module size of six by six inches. This means that sign dimensions will consist of multiples of this module; for example, 48 by 6 inches, or 12 by 12 inches. Note that the standard overhead illuminated signs are limited in the length dimension by the standard lengths of fluorescent tube lamps; so that a typical module using the 48-inch tubes has an overall length of about 50 inches. The illustrations shown in this section assume a sign panel visible height of 6 inches.
- B. Wayfinding signs generally contain the following elements: directional arrow, graphic symbol, and text message. Each of these elements has a defined relationship to the basic module.

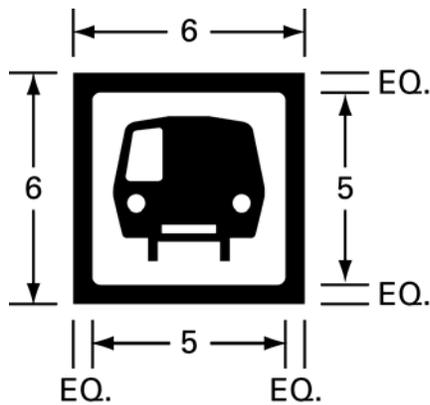
- C. These basic elements may be combined to lay out any standard wayfinding sign, without reference to detailed specifications.
- D. Signs intended to be read from long distances may require larger type and symbols than shown here. In such cases, the module size may be doubled from 6 inches to 12 inches, with all components scaled proportionally. For signs with a 6-inch vertical dimension, the nominal text size would be 3 inches for the height of a capital “H” (cap height). The minimum allowable text size would be 3-inch cap height.

5.6.1 MODULE ILLUSTRATIONS

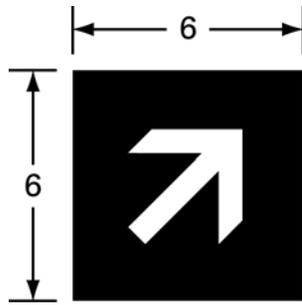
Basic Module Dimensions



Graphic symbol alignment in module. The height of the white square background should be consistent at 5 inches.



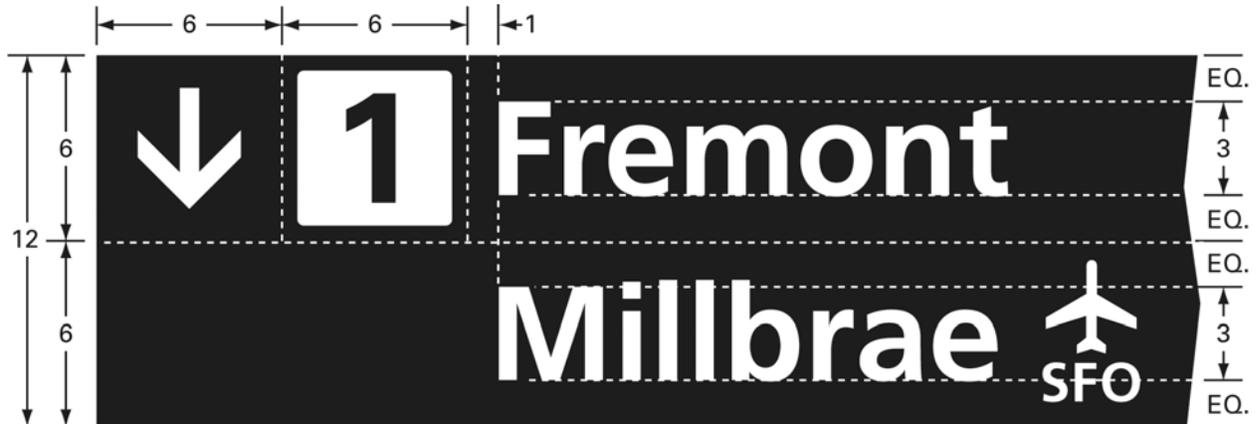
Directional arrow alignment in module. Note: arrow art is pre-aligned to standard six-inch module; therefore, no alignment dimensions are given.



Text message alignment in module (typical); left alignment shown.



Text message alignment where two lines are necessary



6. MATERIALS AND CONSTRUCTION

- A. **Materials:** Typically, non-flammable, permanent, and non-fading. Construct signage, particularly signage subject to people contact or vandalism of durable materials such as extruded painted aluminum, fiberglass embedded panels, or porcelain enamel.
- B. **Construction:** Build to resist seismic events, wind, moisture, and vandalism. Select materials and design assemblies which require minimal long-term maintenance.

- C. Provide lighting fixtures within sign assemblies with long lasting lamps or use lighting outside of the sign, i.e. general lighting; consider retro-reflective backgrounds and messages, and luminance (glow in the dark).
- D. Hand in hand with good material selection and construction is regularly scheduled inspection and maintenance including re-lamping.
- E. Standardize designs, materials, assemblies, and attachment methods. Refer to the Standard Plans and Standard Specifications for details and materials for some of the signage elements.
- F. Installation:
 - Ceiling mounted
 - Ceiling hung
 - Wall mounted; mounted to beams or similar structural members
 - Wall mounted on brackets (Flag mounted)
 - Floor mounted (usually the least desirable in regard to patron circulation, disabled accessibility, and maintenance (floor washing and sweeping) especially in parking structures)
 - Adhered to floor (generally only for short term advertising use)

7. SIGN ILLUSTRATIONS: INTERIOR

7.1 TRANSIT-RELATED WAYFINDING

Transit-related wayfinding signs are ceiling-hung and self-illuminated. The following are examples of various features and conventions.

7.1.1 STATION INTERIOR: TYPICAL WAYFINDING

This unit has a left-pointing arrow, so the information is oriented from left to right.



This unit has a right-pointing arrow, so the information is oriented from right to left.



Because this sign contains an EXIT message, the background color is green



7.1.2 STATION INTERIOR: WAYFINDING TO PLATFORMS/DESTINATIONS

The principle is to identify line destinations and platform numbers at vertical access to platforms. When directing to multiple destinations, maintain “one-to-one” correspondence between platform number and destination.

Example from Powell: Single stairs lead to a shared platform; one line uses Platform 1; four lines use Platform 2 (*Horizontal combination sign unit*).



Example from 12th Street: (left) escalator leads to a single platform; (right) stairs lead to a shared platform. Sign units are physically separated because they refer to separate vertical access (*Horizontally separated sign units*).



7.1.3 STATION INTERIOR: PLATFORM EXIT WAYFINDING

At stations with multiple platform levels, it is important that the exits from each platform provide wayfinding to the other platforms.

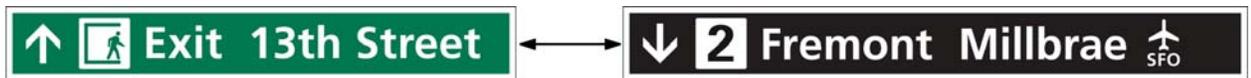
Example from MacArthur: Single stairs lead to concourse, from which transfer riders will be directed to the other platforms (*Horizontal combination sign unit*).



Example from 12th Street, lower platform level: these units are stacked vertically in order to keep them both aligned over the narrow stairwell, so the exit messages are not perceived as applying to the length of the platform (*Vertical combination sign unit*).



Example from 12th Street, upper platform level: these units are separated horizontally because each applies to a separate flight of stairs (*Horizontally separated sign units*).



7.1.4 STATION INTERIOR: STATION EXIT WAYFINDING

Each exit from a station should have a unique name for wayfinding purposes. This can be a street name or a street-level destination. Where space permits, other street names and landmarks may be included.

Example from Powell – street name identification:



Example from Embarcadero – alphanumeric identification:



Alternate example from Embarcadero – alphanumeric plus street names, with additional transit information (*Vertical combination sign unit*):



7.2 TRANSIT-RELATED IDENTIFICATION

In order for wayfinding to be effective, all destinations must be clearly and consistently identified. The following are examples of identification signage.

7.2.1 STATION INTERIOR: STATION, PLATFORM AND DESTINATION IDENTIFICATION

Riders arriving via train are looking for station identification at the platform level. Patrons entering from the street and transfer riders are looking for platform identification and destination information. Placement of signs shall take into consideration the sightlines of seated and standing patrons on trains.

Station Identification: Ceiling-hung along axis of platform. The station name is large for visibility. Wayfinding panels are suspended below. Size of sign shall be determined with consideration of ceiling height and required clearances. The wayfinding information shall focus on vertical access and transit connections. It shall be different from other wayfinding signs in that it shall not include text messages, only symbols. Station exit information shall be carried on regular wayfinding signs located at the vertical access points.

Example from Embarcadero:



Platform Identification: Ceiling-hung perpendicular to trackway. Platform number is always oriented toward trackway — in this example the trackway is to the right. The principle of consistency calls for the train line destination to be combined with the platform number in both wayfinding and identification signage.

Example from 12th Street:



Platform Identification Numeral: Flag-mounted to end of electronic information display unit. Numeral is large for visibility. If clearance is sufficient, it is desirable that the numeral be located on the side of the unit closest to the trackway. Refer to Introduction/ COMMON REQUIREMENTS/ Trackway Clearances, Station Platform Clearance Diagram. Alternatively, the number can be placed on the end of the unit, facing the platform.

Example from MacArthur:



7.2.2 STATION INTERIOR: TRANSIT-RELATED AMENITIES IDENTIFICATION

Ceiling-hung above fare gate



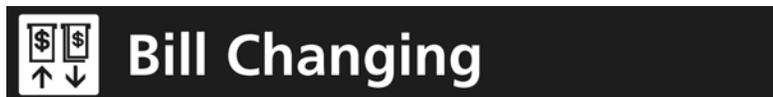
Ceiling-hung above ticket vending machine



Ceiling-hung above parking validation vending machine



Ceiling-hung above bill changing machine (this function is not BART-specific)



Note: these signs may also be wall-mounted at the same height.

7.2.3 STATION INTERIOR: MISCELLANEOUS IDENTIFICATION

Station agent assistance



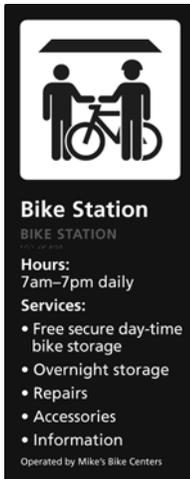
WF-FID-XXX 6X6

Toilet rooms: Note, code-mandated signs shall also be provided.



WF-FID-XXX

Bike station



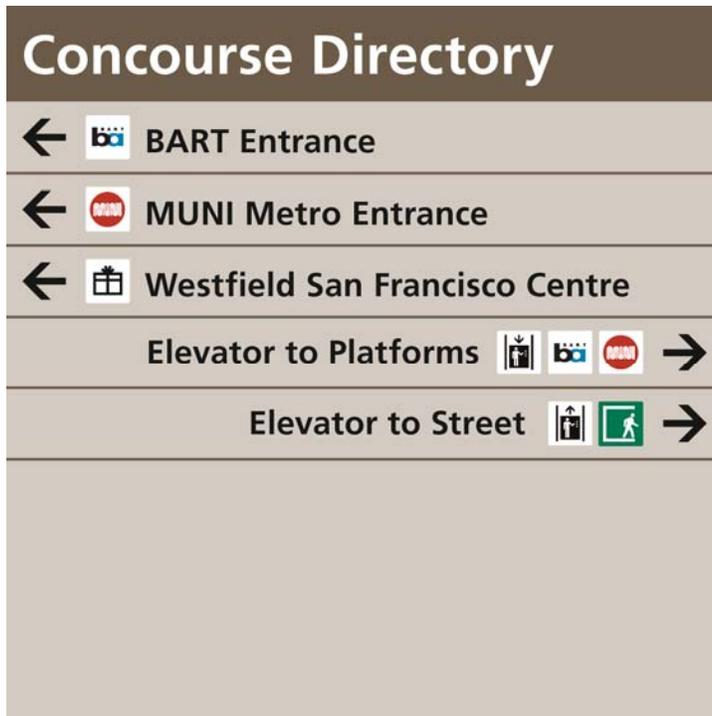
WF-FID-XXX

7.3 SYSTEM INFORMATION, MAPS & WAYFINDING

7.3.1 INSERTS

Every station has a mix of information kiosks, panels, and wall-mounted frames displaying BART System Maps and Schedules, and a wide variety of other information, as printed inserts with a standard set of dimensions. Some of these printed inserts, such as schedules, regulatory information and materials pertaining to other transit agencies, are outside the scope of this document; but the BART System Map, station maps, vicinity maps, and station-specific wayfinding information shall be considered a part of the signage program.

Example: wayfinding insert for concourse-level destinations (Powell)



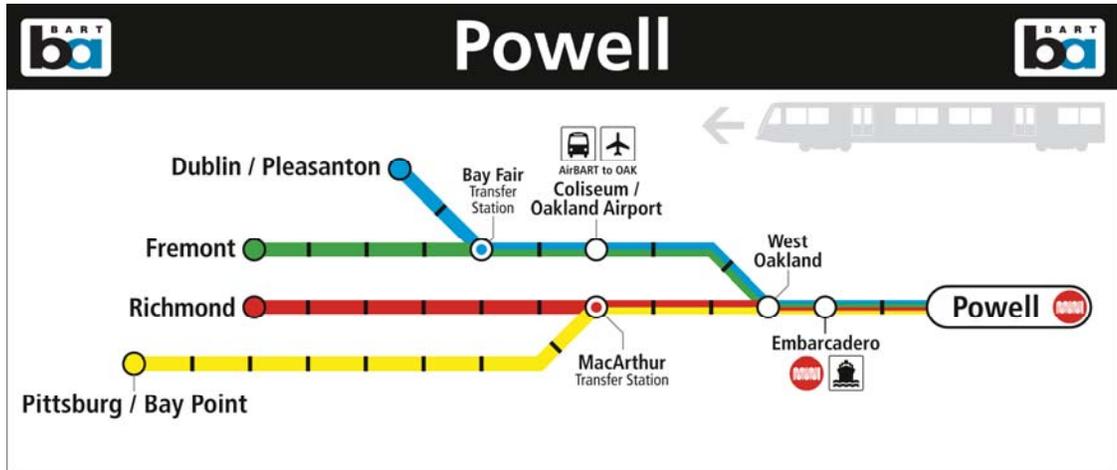
Example: wayfinding insert for street-level destinations (Powell)



7.3.2 LINE/DESTINATION DIAGRAM

Graphic representations of the sequence of stops on a line can help patrons grasp the intricacies of the BART system.

Example: This kind of diagram is typically mounted on wall or barrier on far side of trackway.



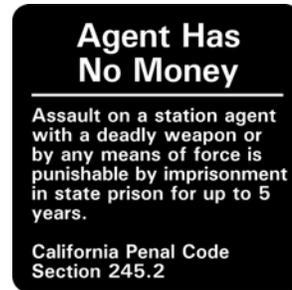
7.4 REGULATORY

Process ticket as you enter



RG-INS-XXX 12X12

Agent has no money



RG-LAW-XXX 18X18

No smoking/No eating/ No drinking



RG-INS-XXX

Do not enter without authorization



RG-INS-XXX 6X12

7.5 SAFETY AND SECURITY SIGNAGE

Emergency exit only.



In case of fire



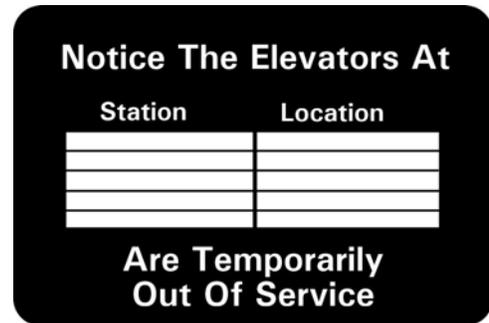
7.6 TEMPORARY SIGNS AND BANNERS

Flash pass holders' route



TP-WFD-XXX 12X30

Elevators out of service



TP-EVN-XXX 12X18

8. SIGN ILLUSTRATIONS: EXTERIOR

8.1 STATION EXTERIOR: STATION IDENTIFICATION

Exterior station identification may take different forms depending on the architectural context. When such signs are incorporated in new stations, these signs shall typically be illuminated and also display the station name.

Example, BART-only station:



Example, multi-modal station

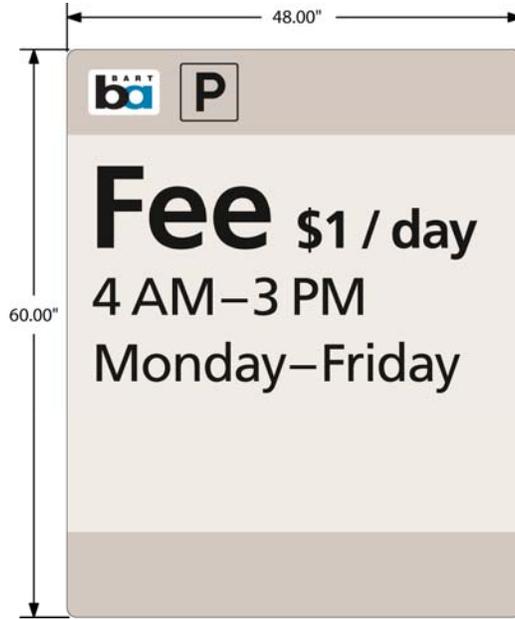


8.2

STATION EXTERIOR: PARKING IDENTIFICATION & REGULATORY

The following signs have been developed for the parking areas at BART stations that have instituted a parking fee program.

Module F-1



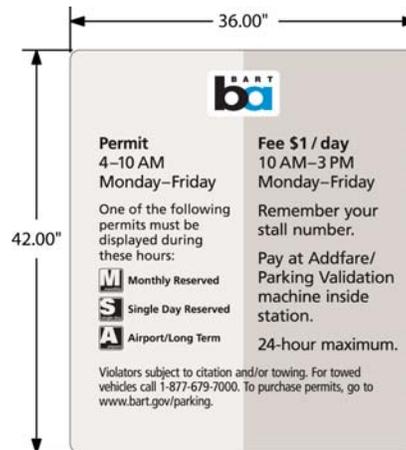
Module P-1



Module F-2



Module P-2



END