

UPMC OAKLAND CAMPUS

Improving patient experience via campus wayfinding
and exterior signage.

SEPTEMBER 15, 2021

UPMC Signage, Wayfinding & Environmental Graphic Design Team

UPMC
LIFE CHANGING MEDICINE

UPMC Oakland Campus

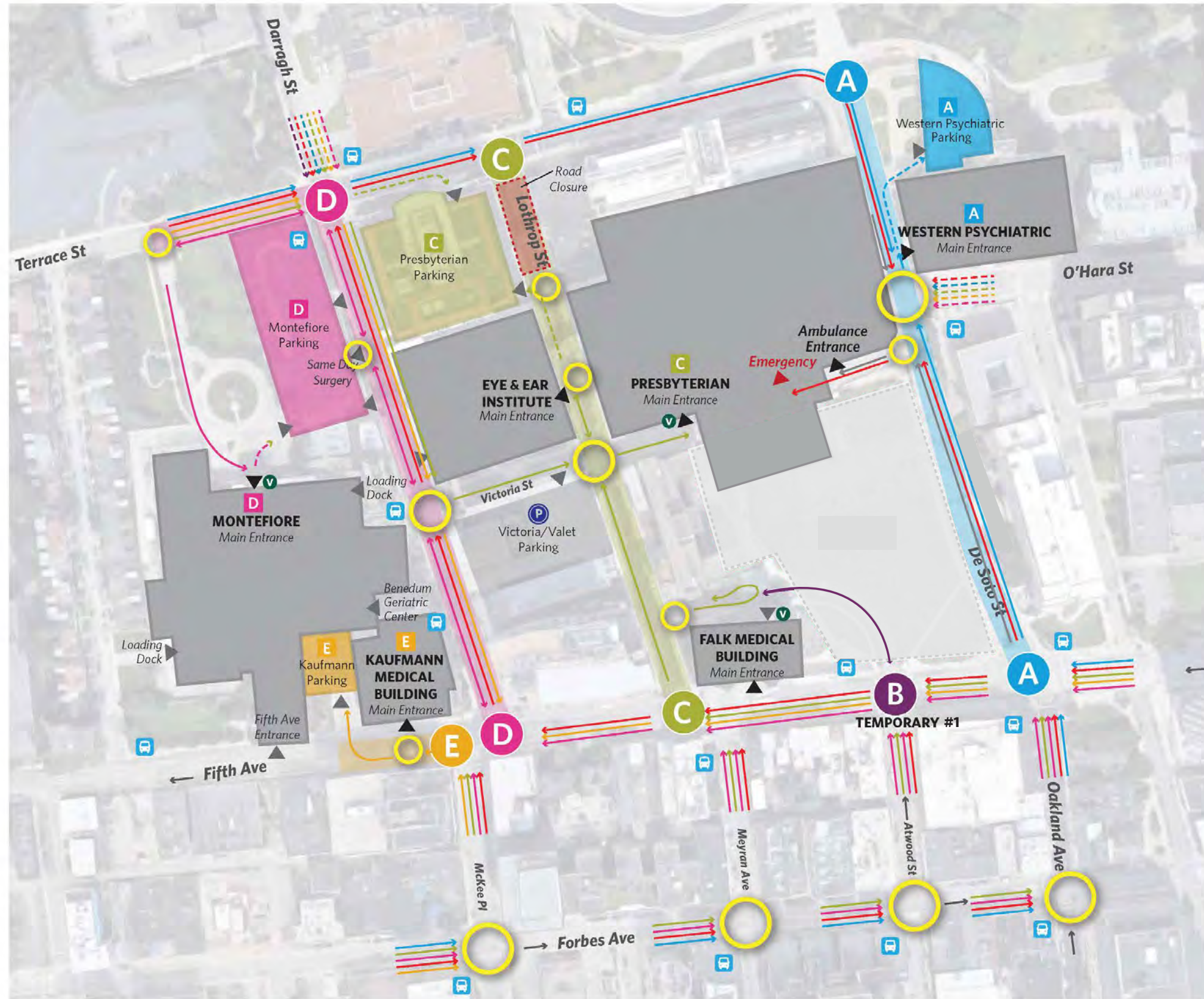
Wayfinding - Portal Methodology

Signage Target Implementation: Late 2021

ABCDE Portals Logic:

The wayfinding methodology at UPMC's Oakland Campus corresponds to the wayfinding methodology established for UPMC hospital sites, per the UPMC Exterior Sign Manual. Hospital building entrances and associated parking are coordinated with an alpha identifier and a color.

However, the result of applying this methodology to the larger and more complex UPMC Oakland Campus site required systematizing the campus approach from primary access roads. The portals along these access roads serve to notify that all destinations associated with that alpha identifier and color can be accessed from that point, much like an airport where travelers identify their terminal before proceeding to their gate.



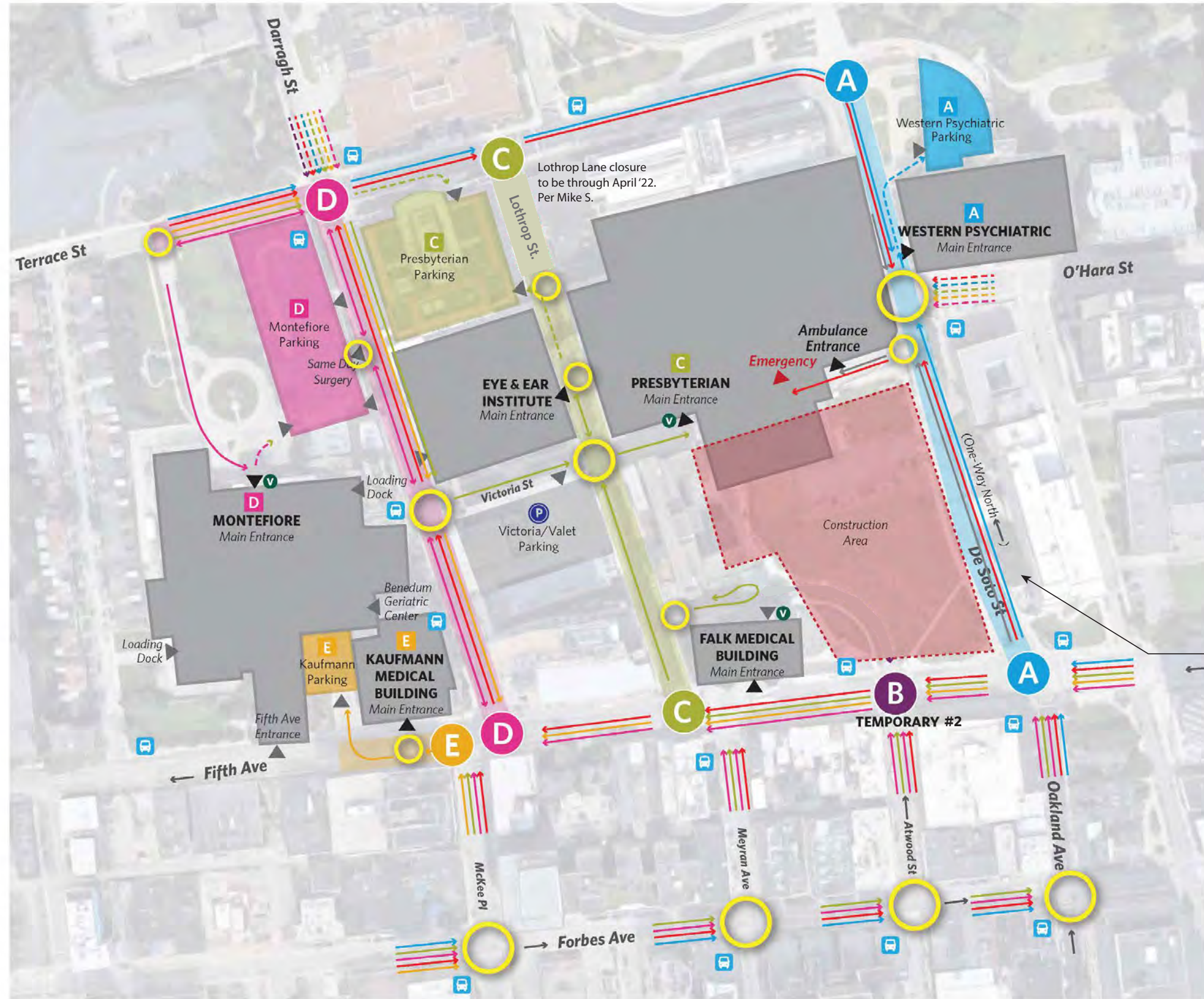
LEGEND

- **A** WESTERN PSYCH
- **B** FALK MEDICAL BUILDING
- **C** EYE AND EAR INSTITUTE
- **C** PRESBY NORTH
- **D** MONTEFIORE
- **E** KAUFMANN MEDICAL BUILDING
- CONSTRUCTION AREA**
- **EMERGENCY DEPARTMENT**
- **AMBULANCE**
- SECONDARY ROUTE**
- DECISION POINTS**
- ▶ **ENTRANCES**
- V **VALET**
- 🚌 **BUS STOP**

Oakland
Circulation Plan
2022

Certain signs on
Fifth Avenue and
Desoto Street will
be modified in
2022 at the start of
the Presby Tower
construction project.

2022, Lothrop will be
used for Ambulance
Entrance, Desoto will
be one way, w/lane
restrictions. One way
for emergency vehicle
access only.



LEGEND

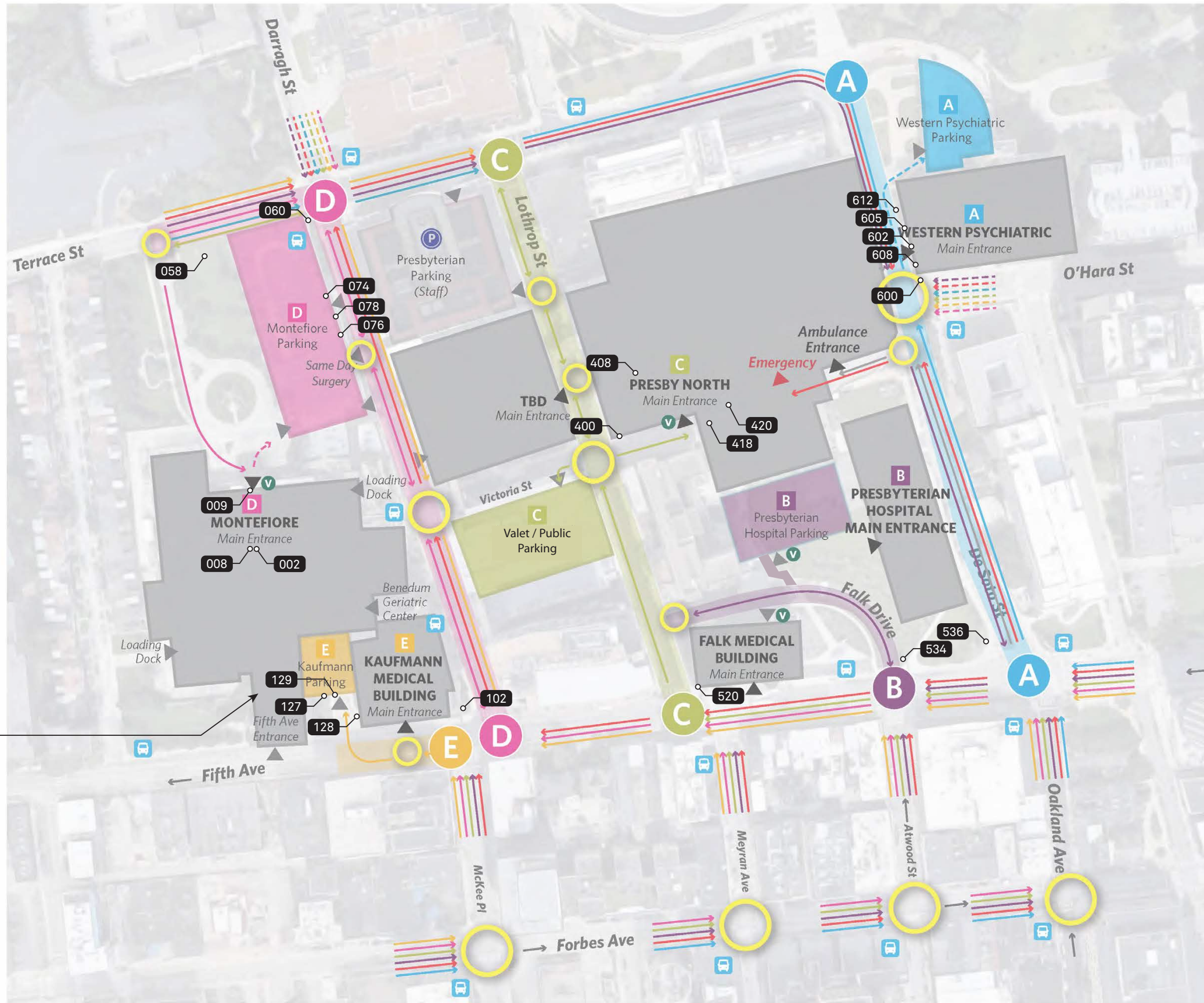
- **A** WESTERN PSYCH
- FALK MEDICAL BUILDING
- EYE AND EAR INSTITUTE
- **C** PRESBY NORTH
- **D** MONTEFIORE
- **E** KAUFMANN MEDICAL BUILDING
- CONSTRUCTION AREA
- EMERGENCY DEPARTMENT
- AMBULANCE
- SECONDARY ROUTE
- DECISION POINTS
- ▶ ENTRANCES
- v VALET
- BUS STOP

Mid 2022, temporary
closure to Ambulance
Entrance, will have to
enter through Lothrop.

Oakland
Circulation Plan
2026

Target Implementation date for signs affected by new Tower construction: to coordinate with date new Tower opens for business.

Location Numbers refer to signs shown on the following pages, for reference.

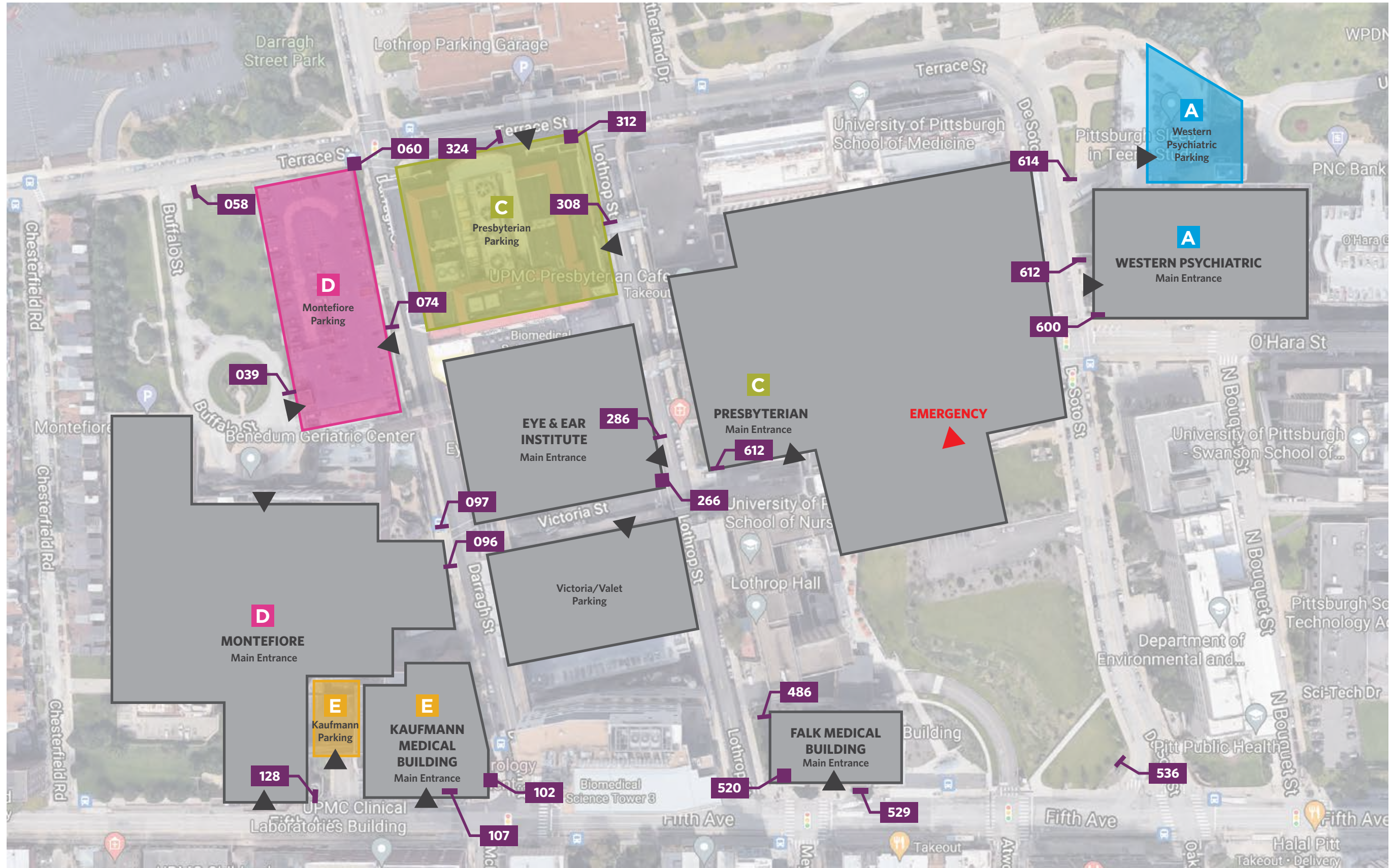


LEGEND

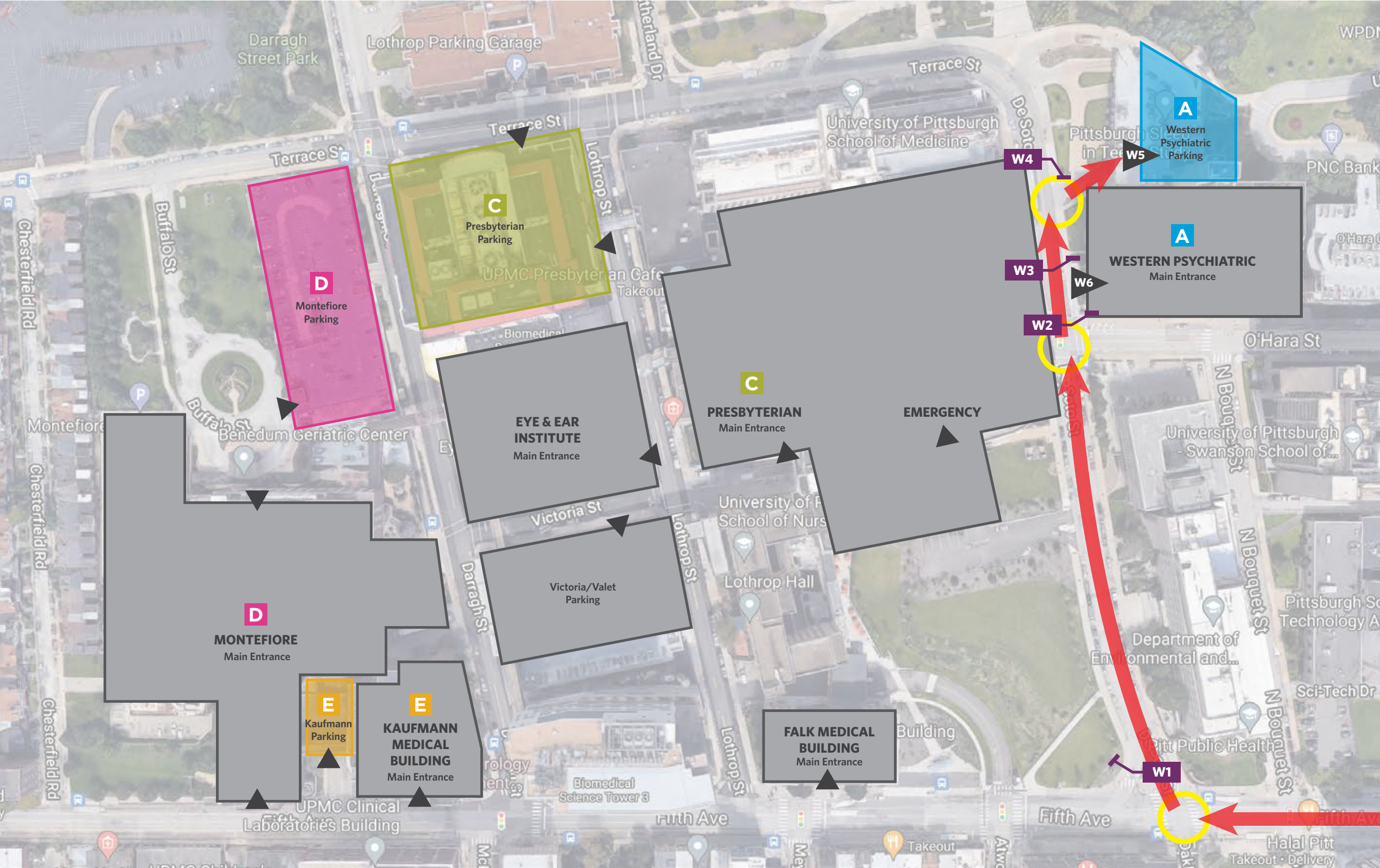
- **A** WESTERN PSYCH
- **B** FALK MEDICAL BUILDING
- **B** PRESBYTERIAN MAIN
- **EYE AND EAR** (TBD)
- **C** PRESBY NORTH
- **D** MONTEFIORE
- **E** KAUFMANN MEDICAL BUILDING
- **EMERGENCY DEPARTMENT**
- **AMBULANCE**
- - - **SECONDARY ROUTE**
- DECISION POINTS**
- ▶ **ENTRANCES**
- VALET**
- 🚌 **BUS STOP**

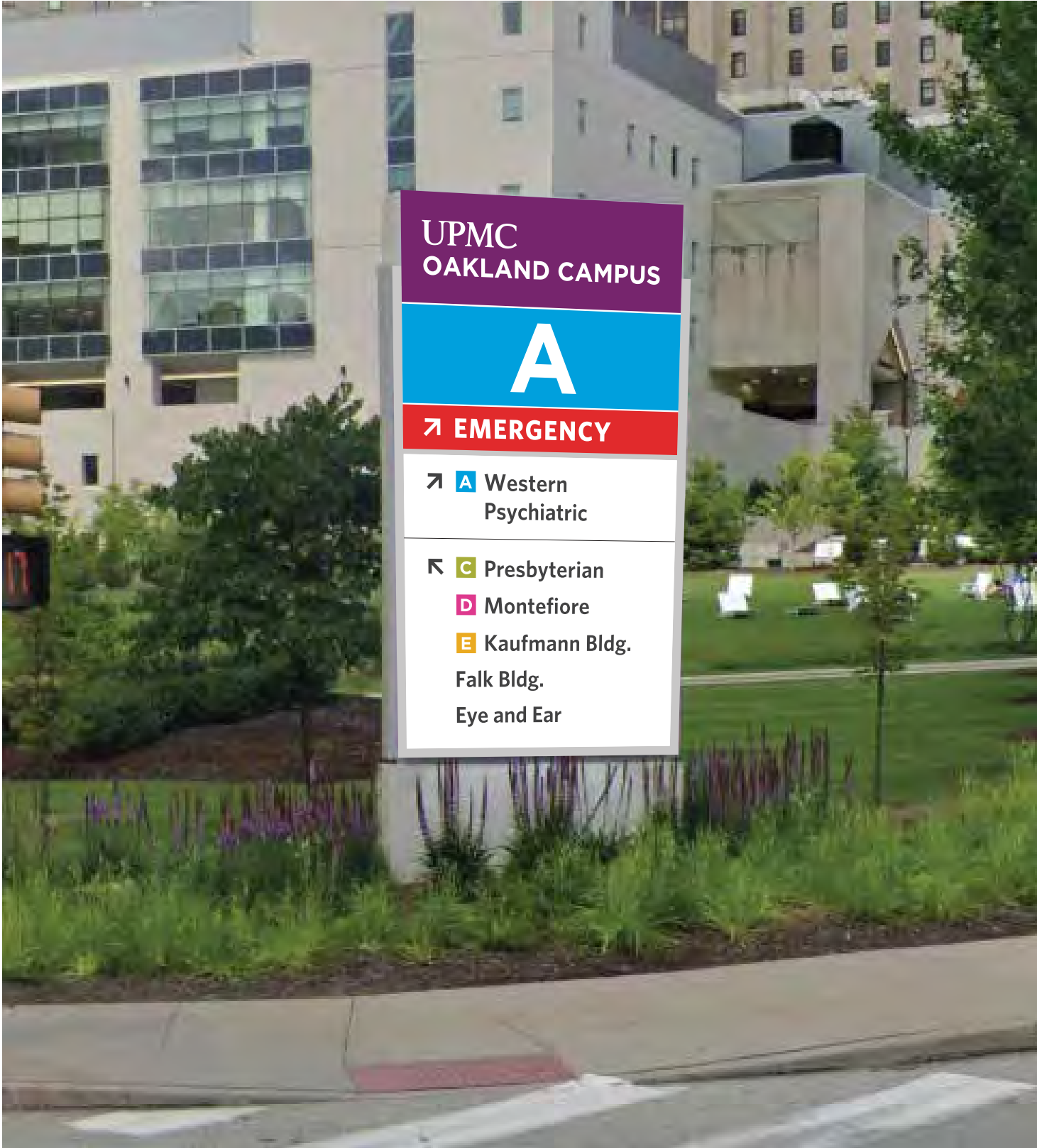
Sign Location Plan - Entire Campus

08/20/2021



UPMC Western Psychiatric
Fifth Avenue following Code Block A Route

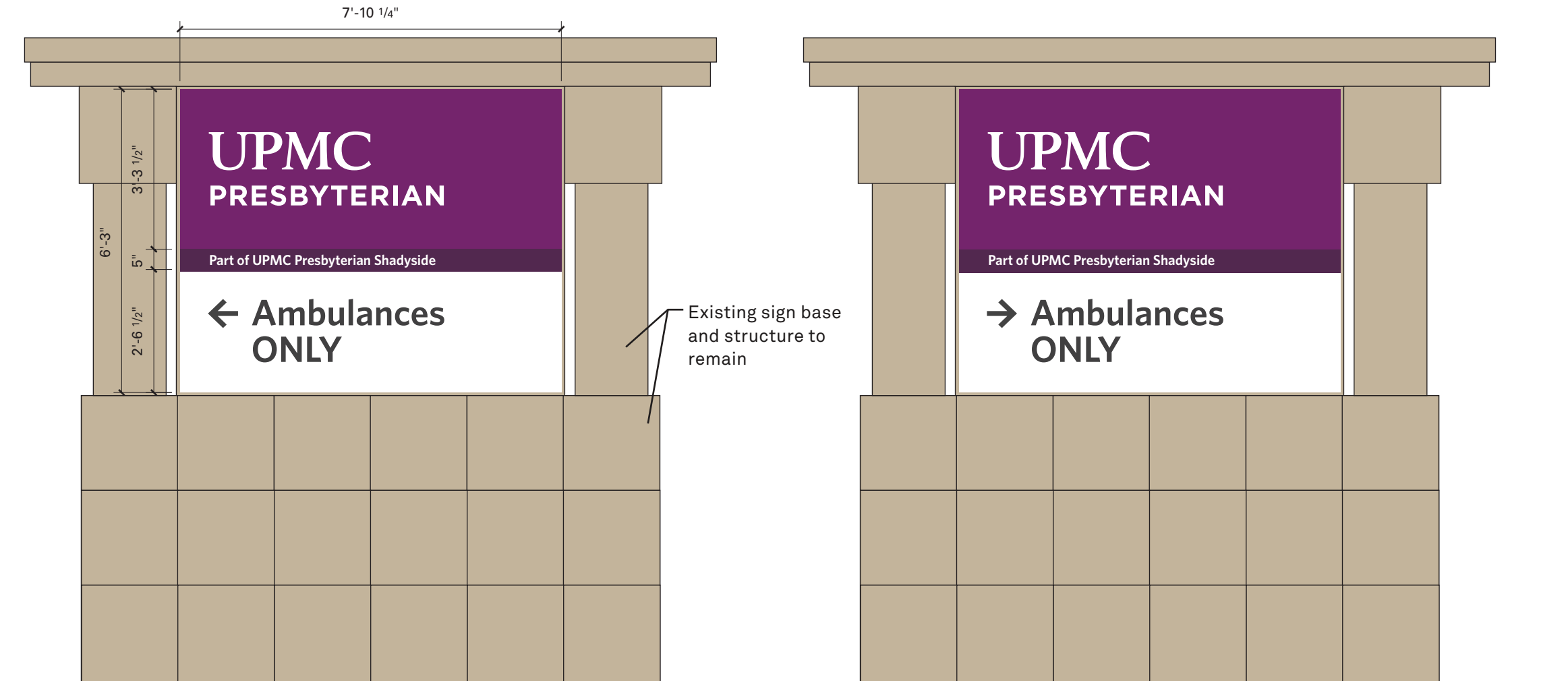




W1 - Side A
Custom-536

Western Psychiatric Pathway

08/20/2021



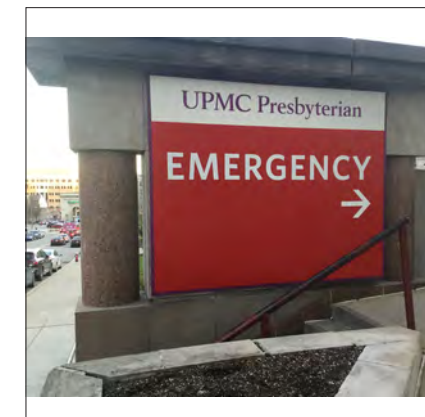
Side A Elevation - Opt. 2
Scale: 3/8"=1'-0"

Side B Elevation - Opt. 2
Scale: 3/8"=1'-0"

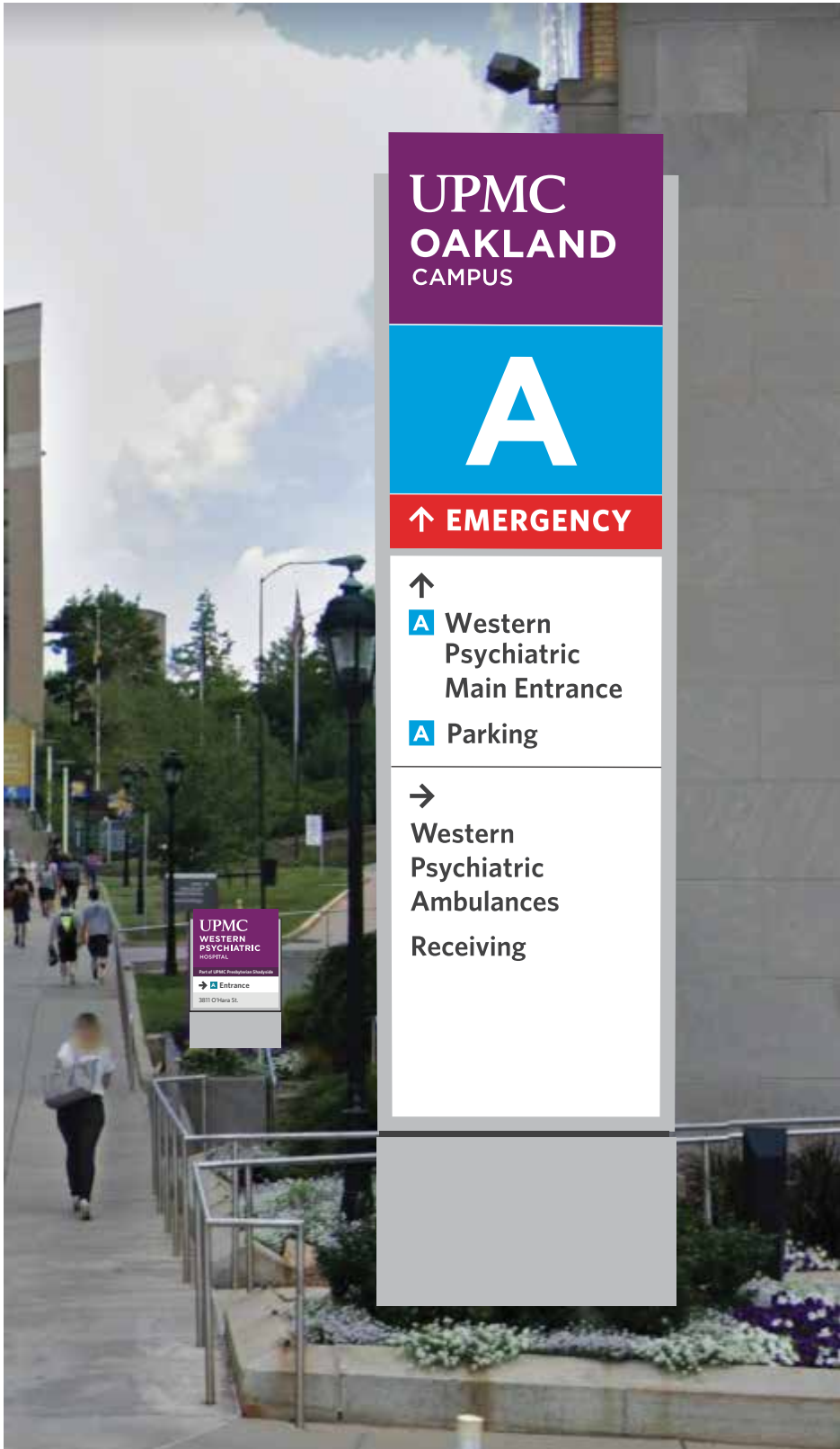
		Max. Zoning Allowance	Current Sign	Proposed Sign	Adjustment for Variance	Recommend	Notes
ZONING GUIDELINES	Sq. Ft	50 SF	50 SF	50 SF	No	-	New panel in existing sign.
	Height	20'	6'-4"	6'-4"	No	N/A	-
	Width	-	7'-10"	7'-10"	-	-	-
	Set Back	Within lot line	Within lot line	Within lot line	No	N/A	-
	Lighting	-	-	-	-	-	-



Existing Condition - Side A

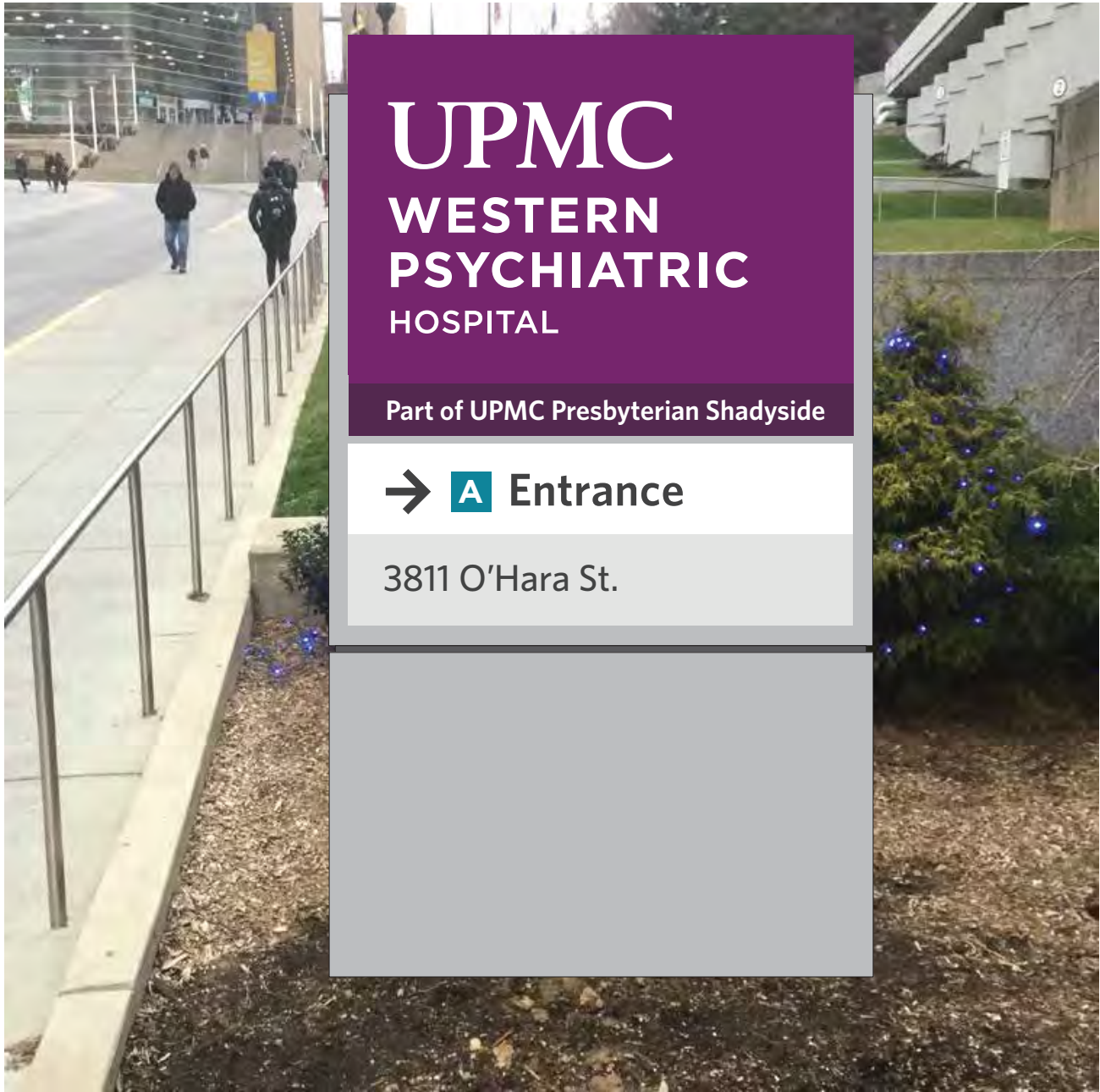


Existing Condition - Side B

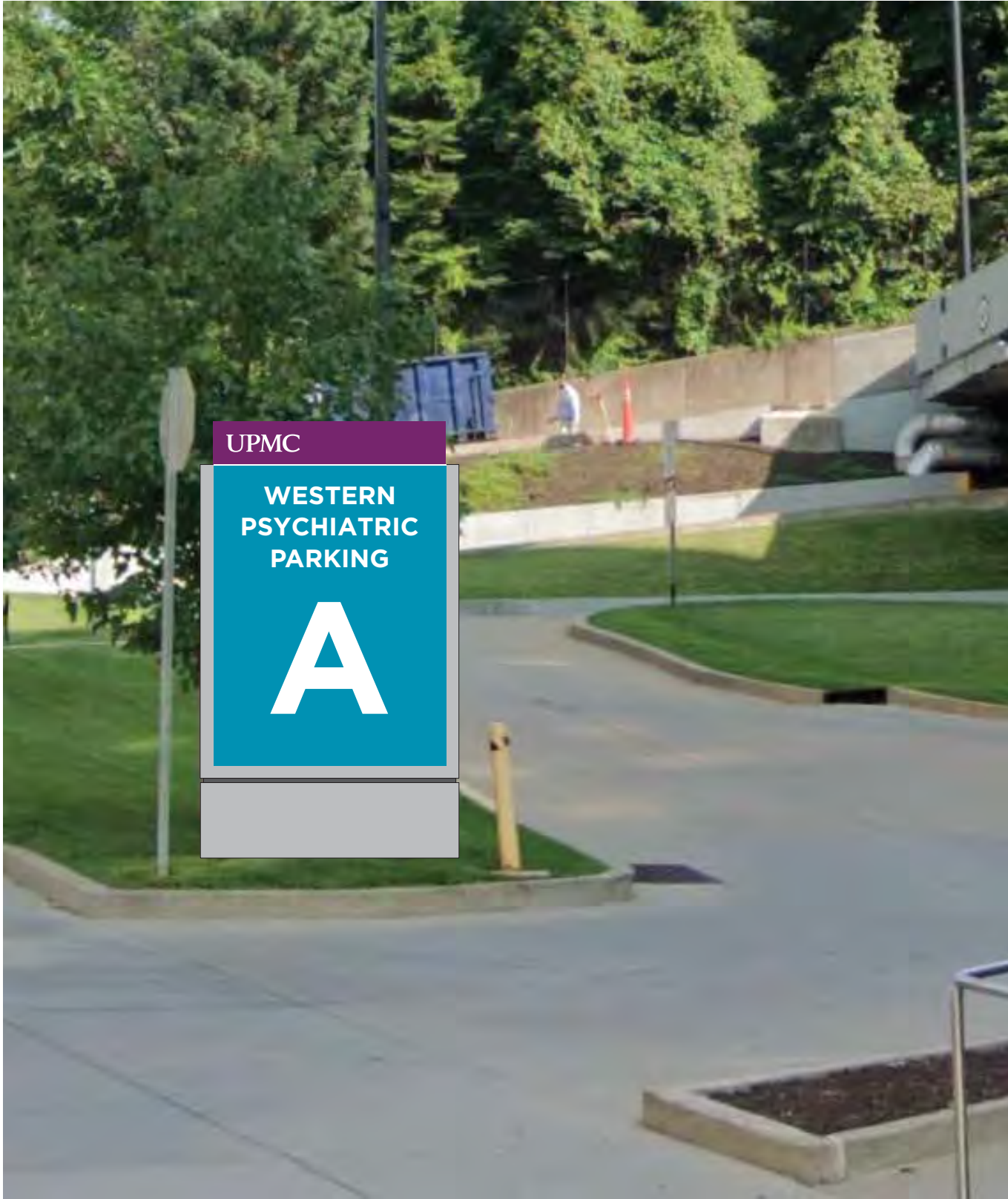


W3
PY20.cus.n1-612

W2 - Side A
PY30.i1-600



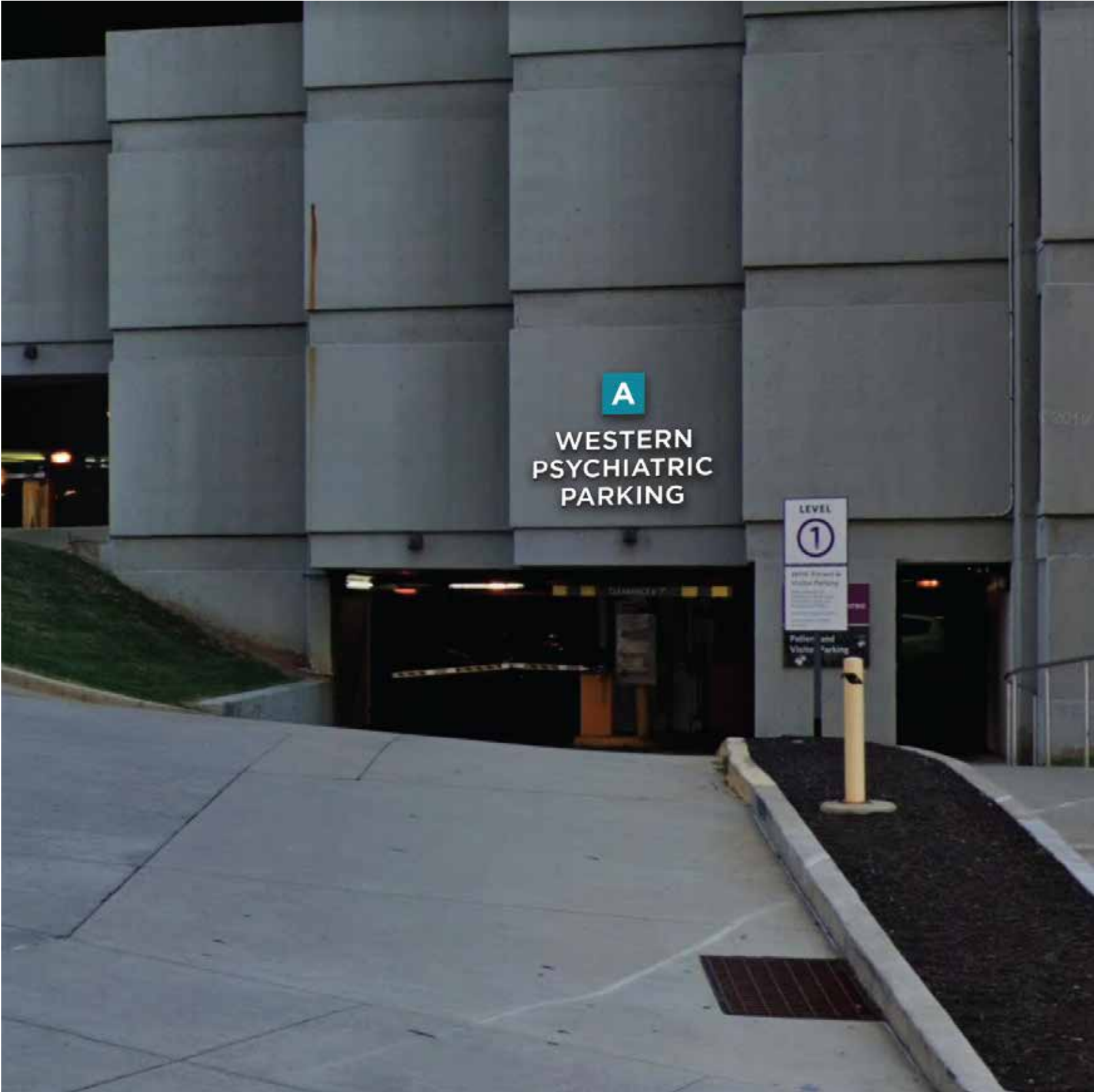
W3
PY20.cus.n1-612



W4
PK122.cus.n1-614

Western Psychiatric Parking Entrance

08/20/2021



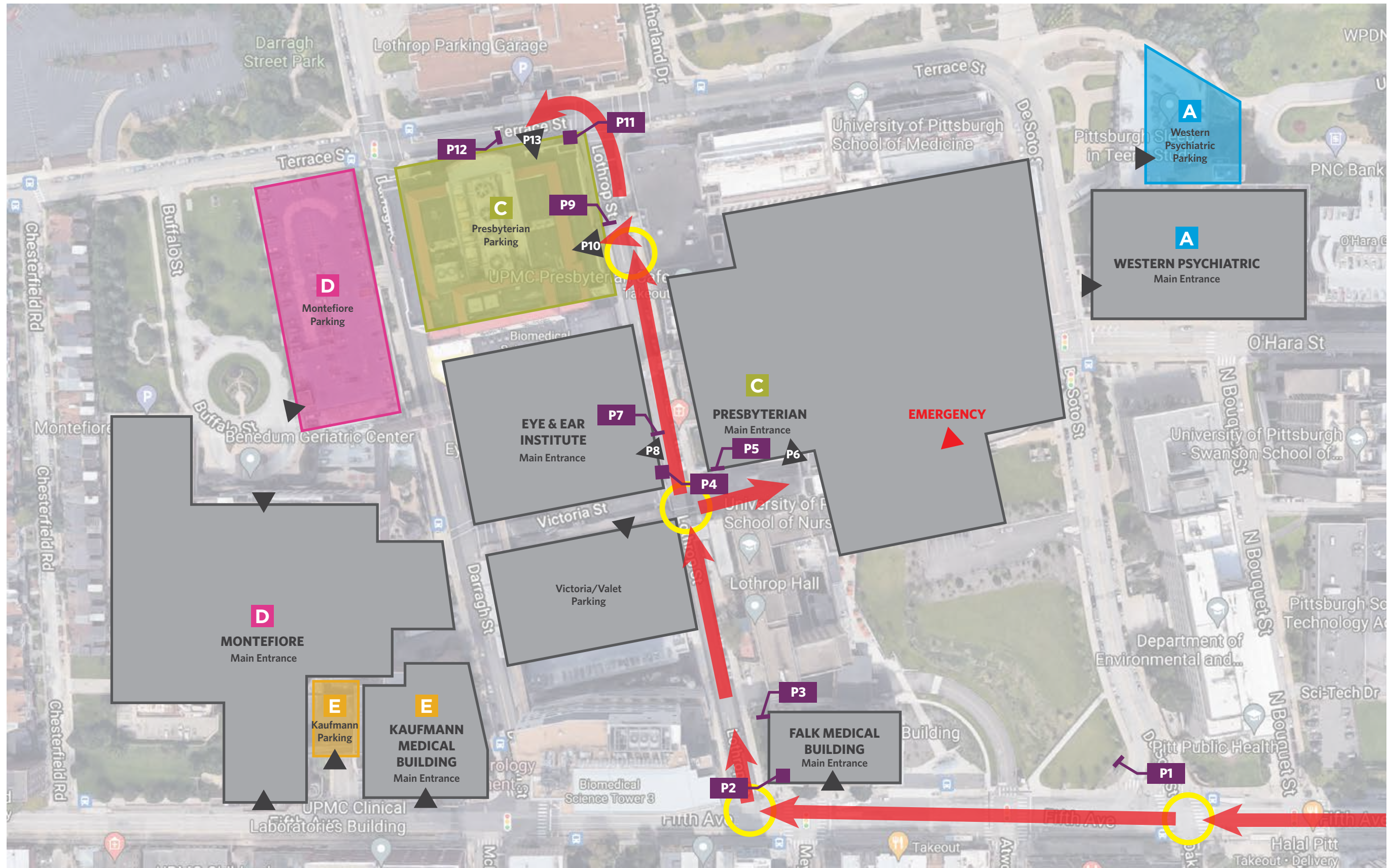
W5
PK93.n22-619

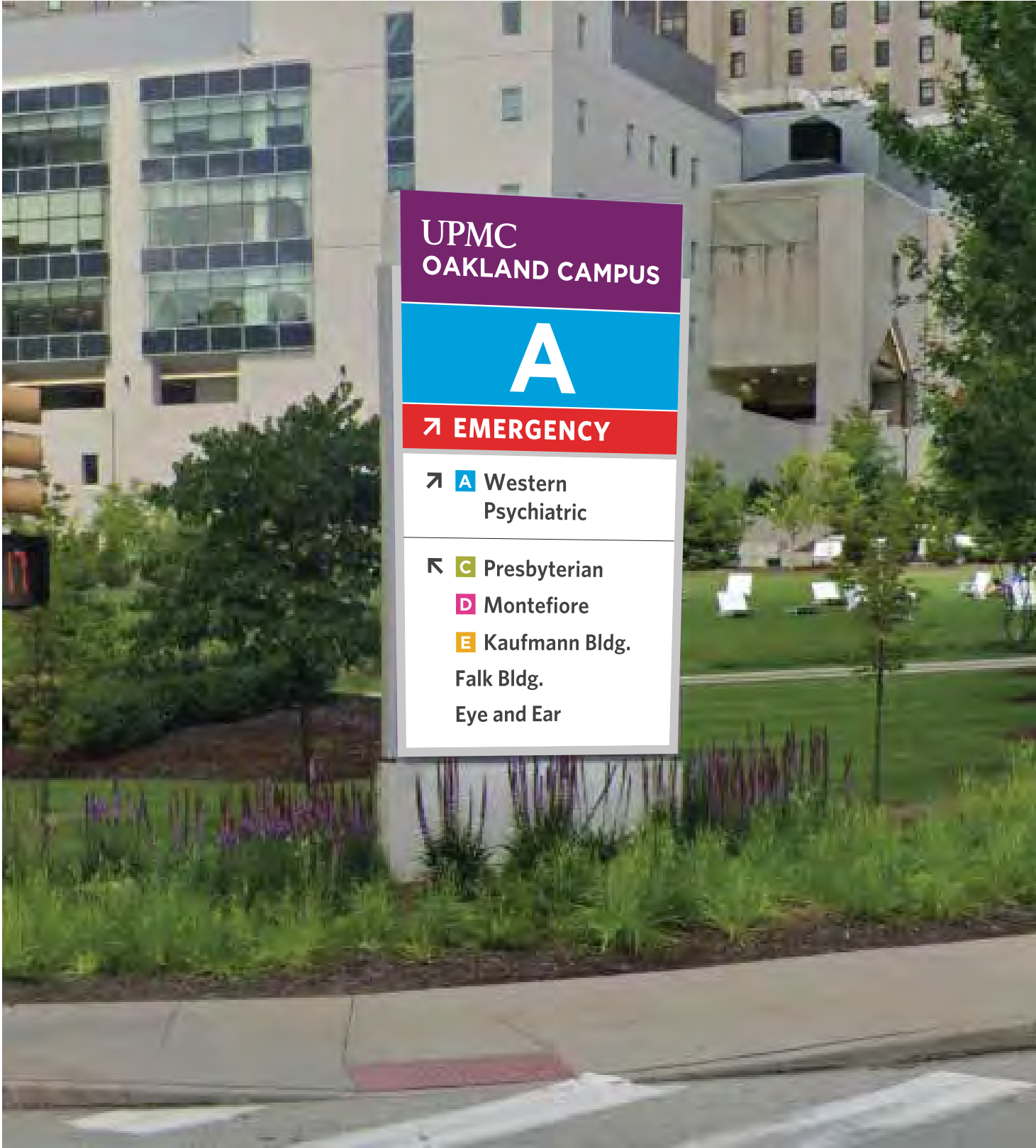


W6
WL10.18.n22-602

UPMC Presbyterian

Fifth Avenue following Code Block C Route





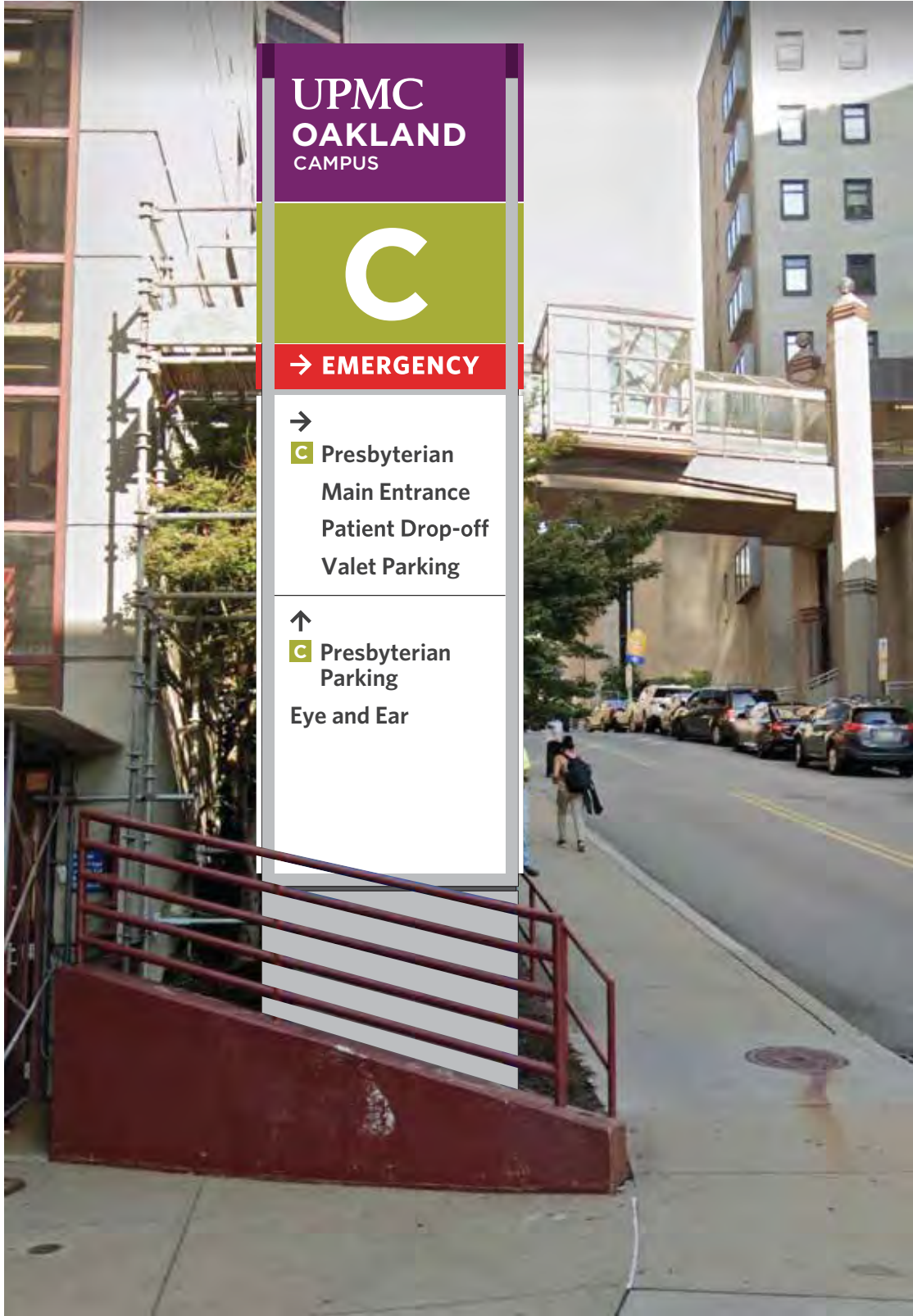
P1 - Side A
Custom-536



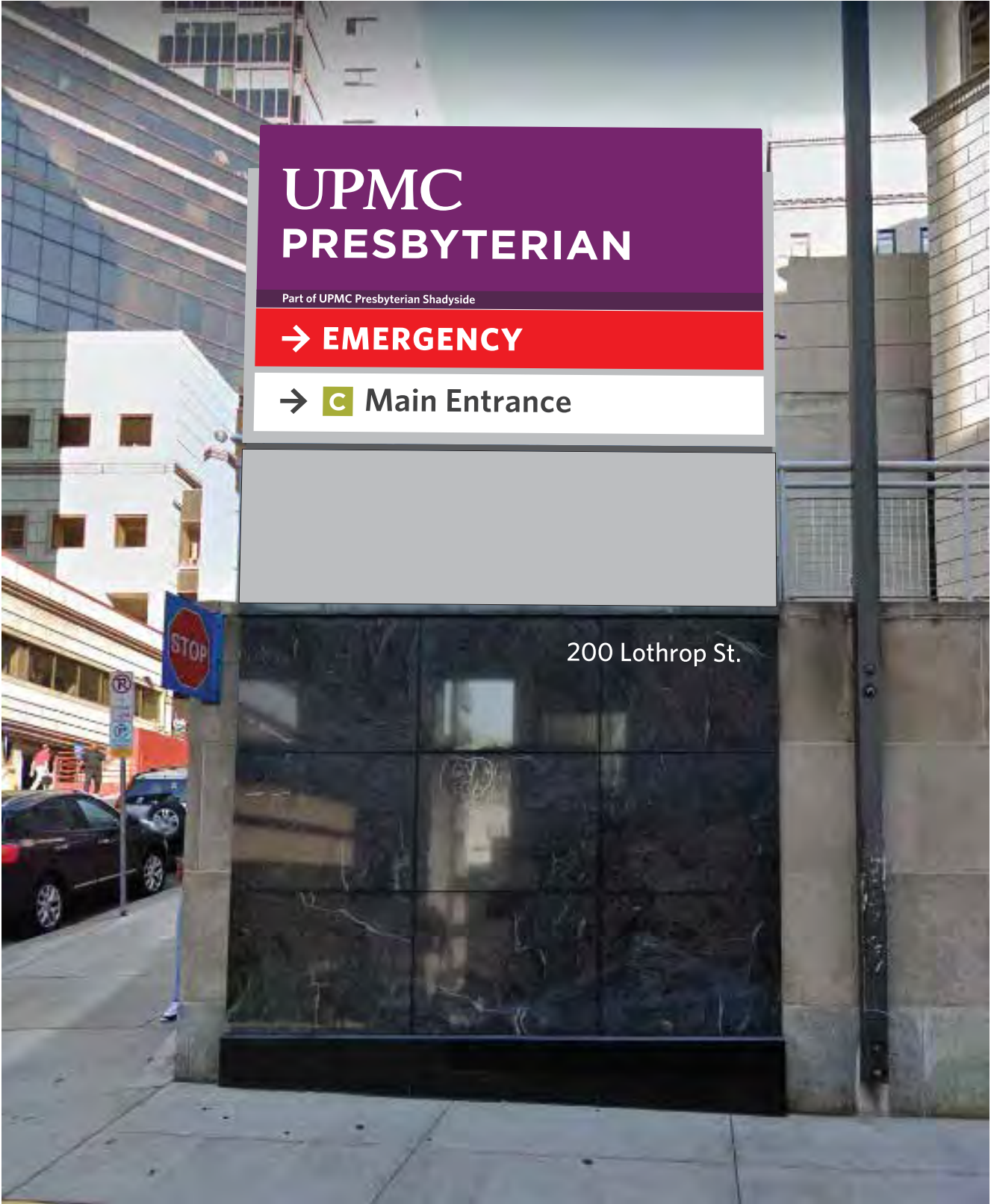
P2 - Side A
PY30.cus.i1-520



P3 - Side A
PP50.L.n1-486



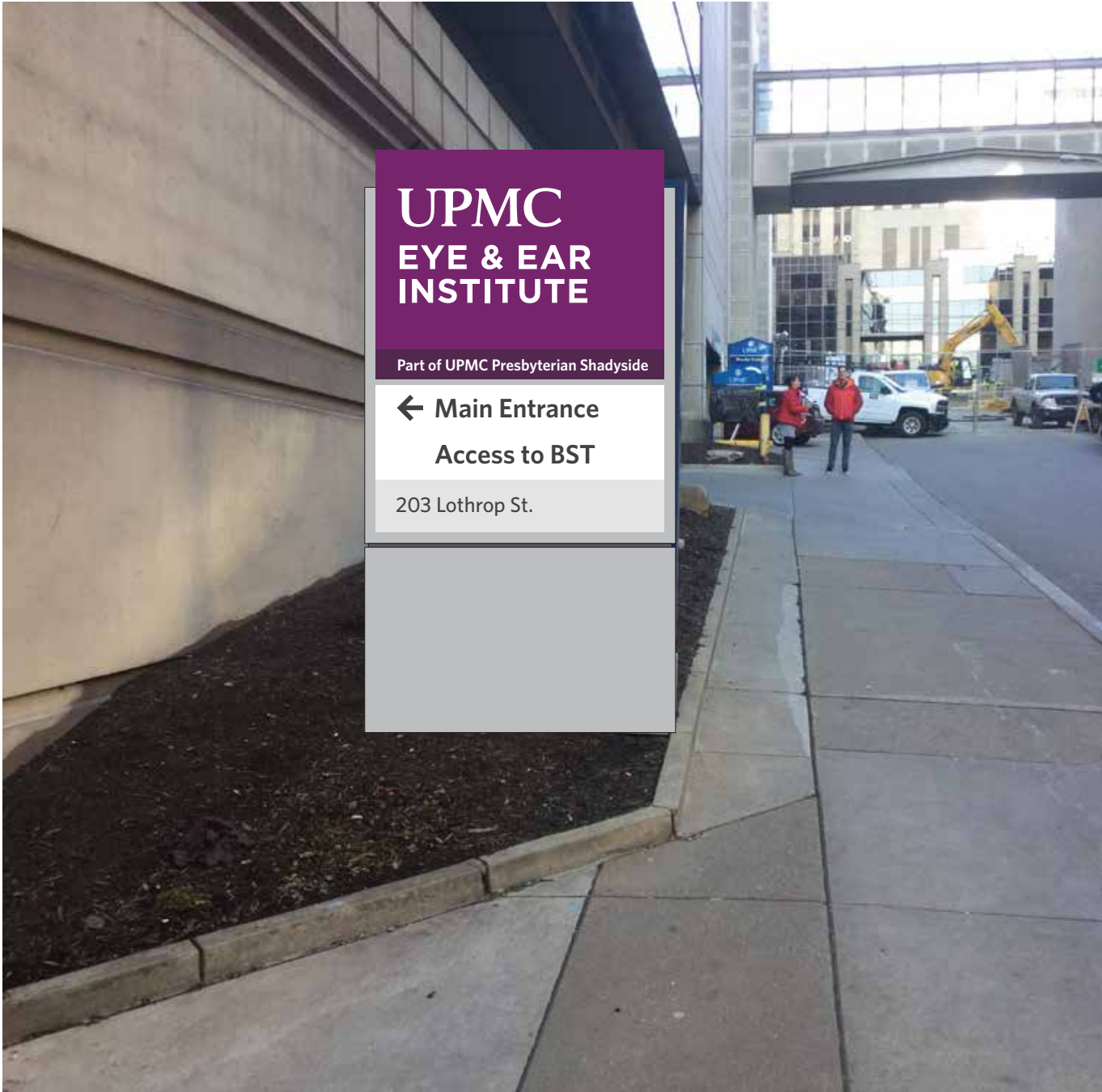
P4 - Side A
PY30.i1-266



P5
PY40.cus.i1-400



P6
WL13.24.n22-418



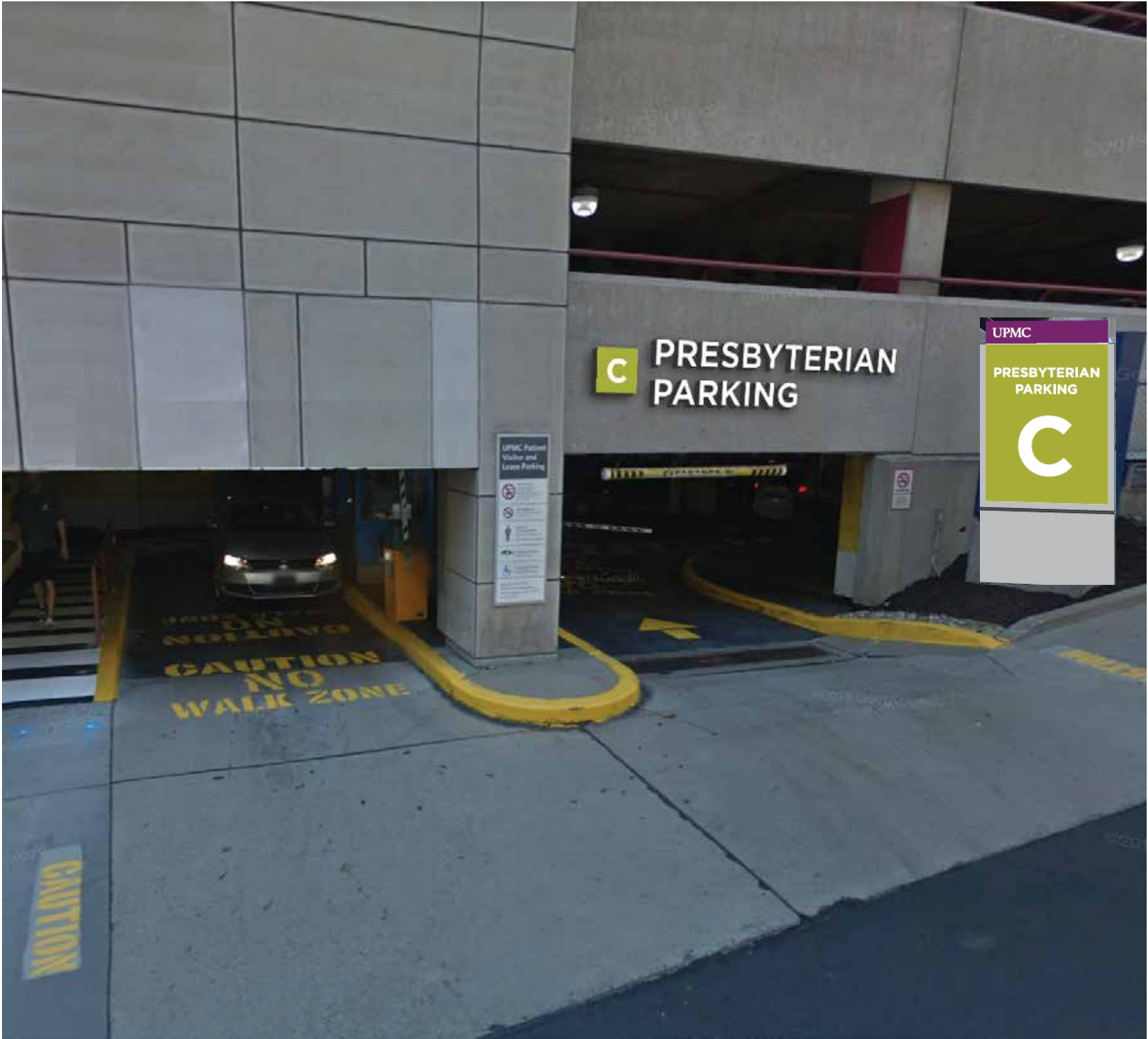
P7
PY21.cus.n1-286



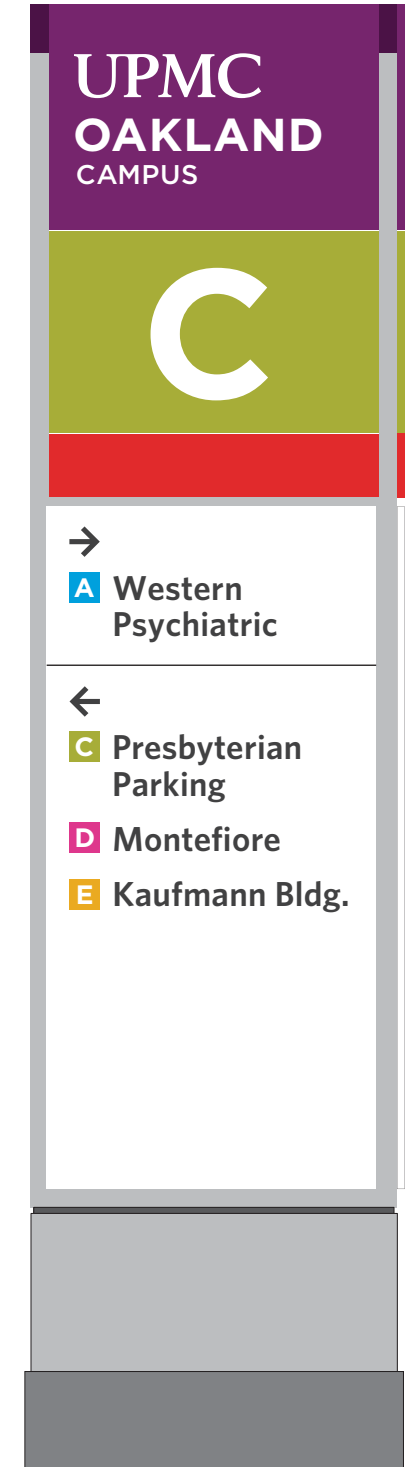
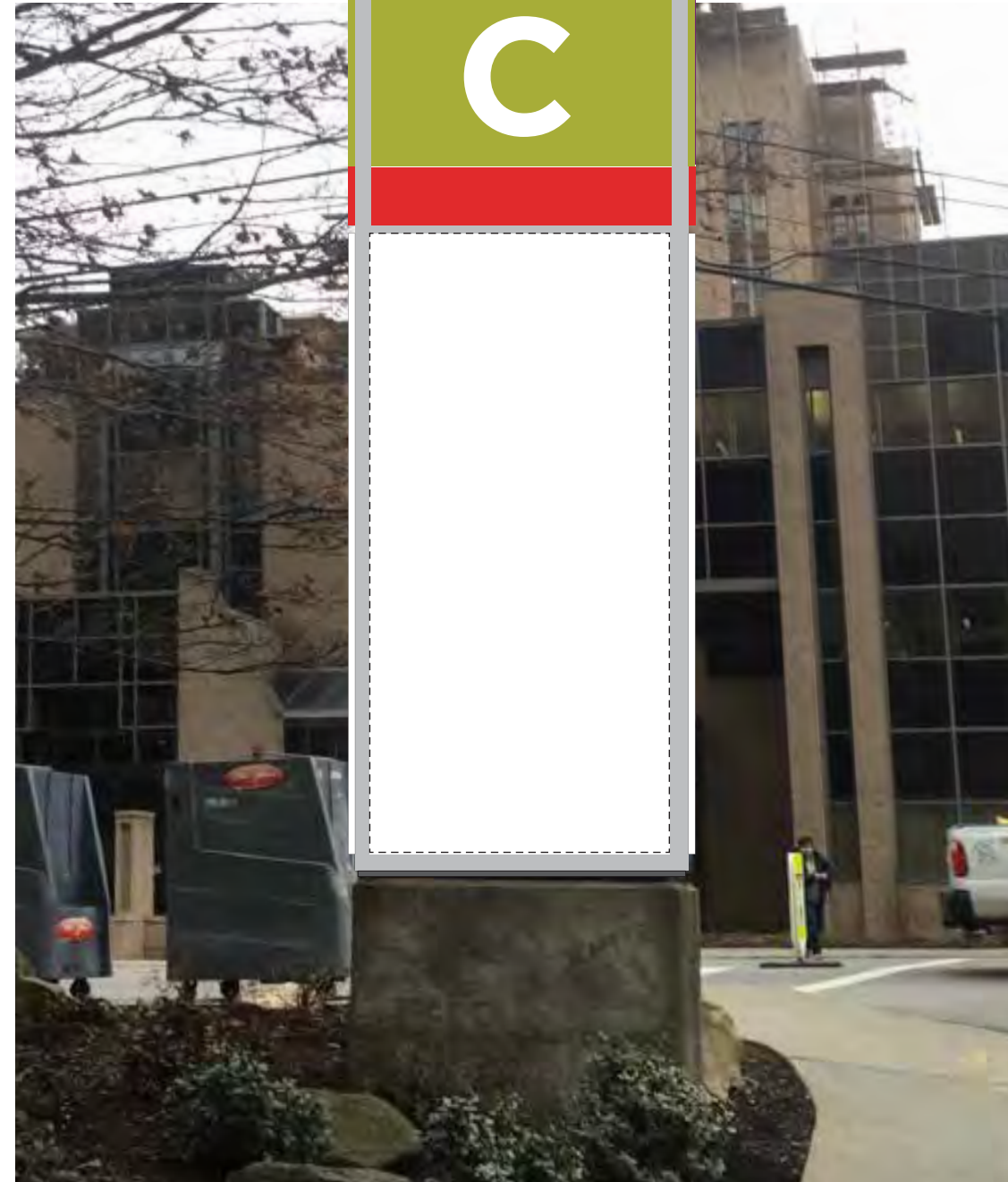
P8
WL10.15.n22-287



P9
PK122.cus.i1-308



P10
PK93.n22-307

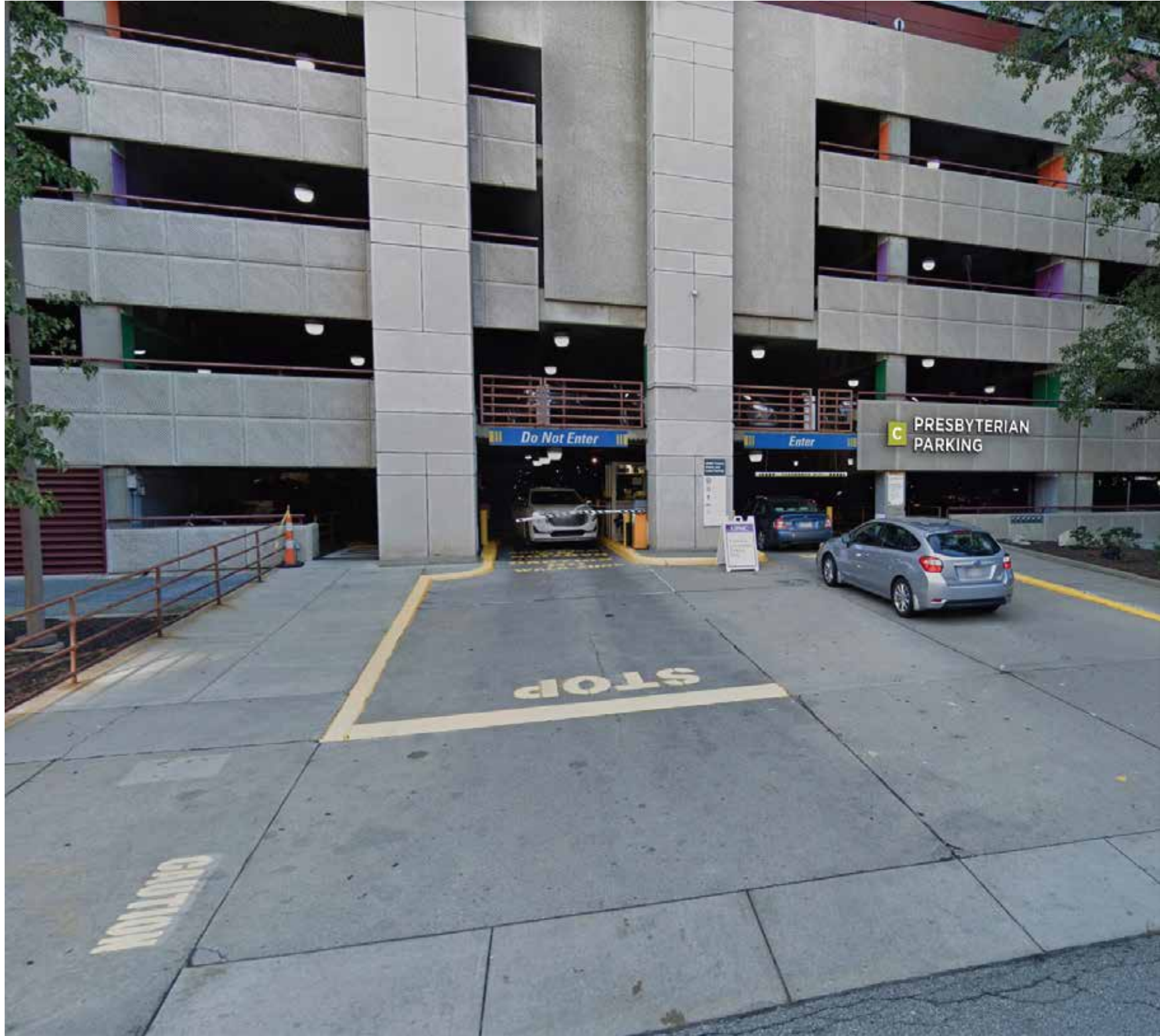


P11 - Side A
PY32.cus.i1-312

P11 - 2022 Layout



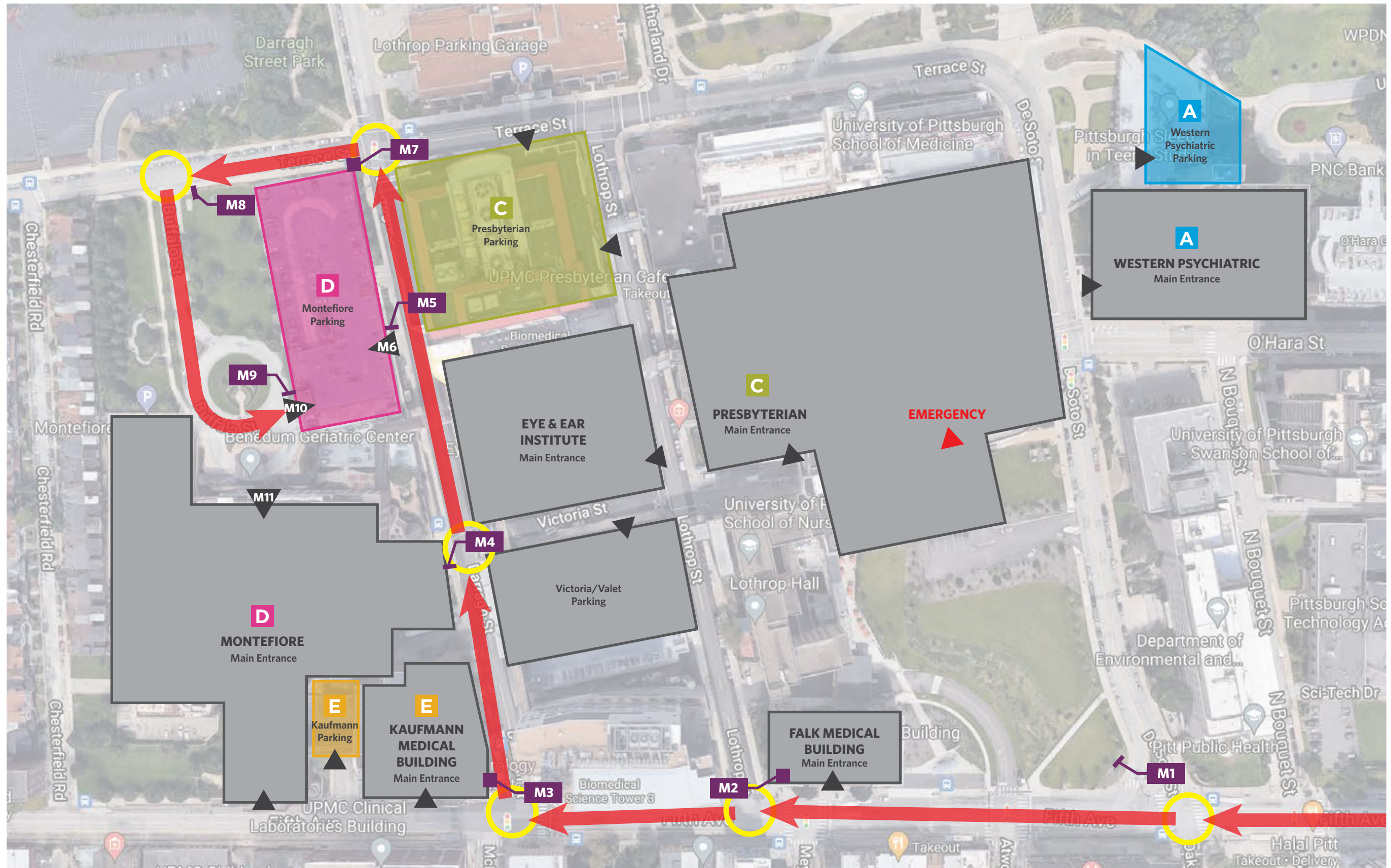
P12
PK122.cus.i1-324

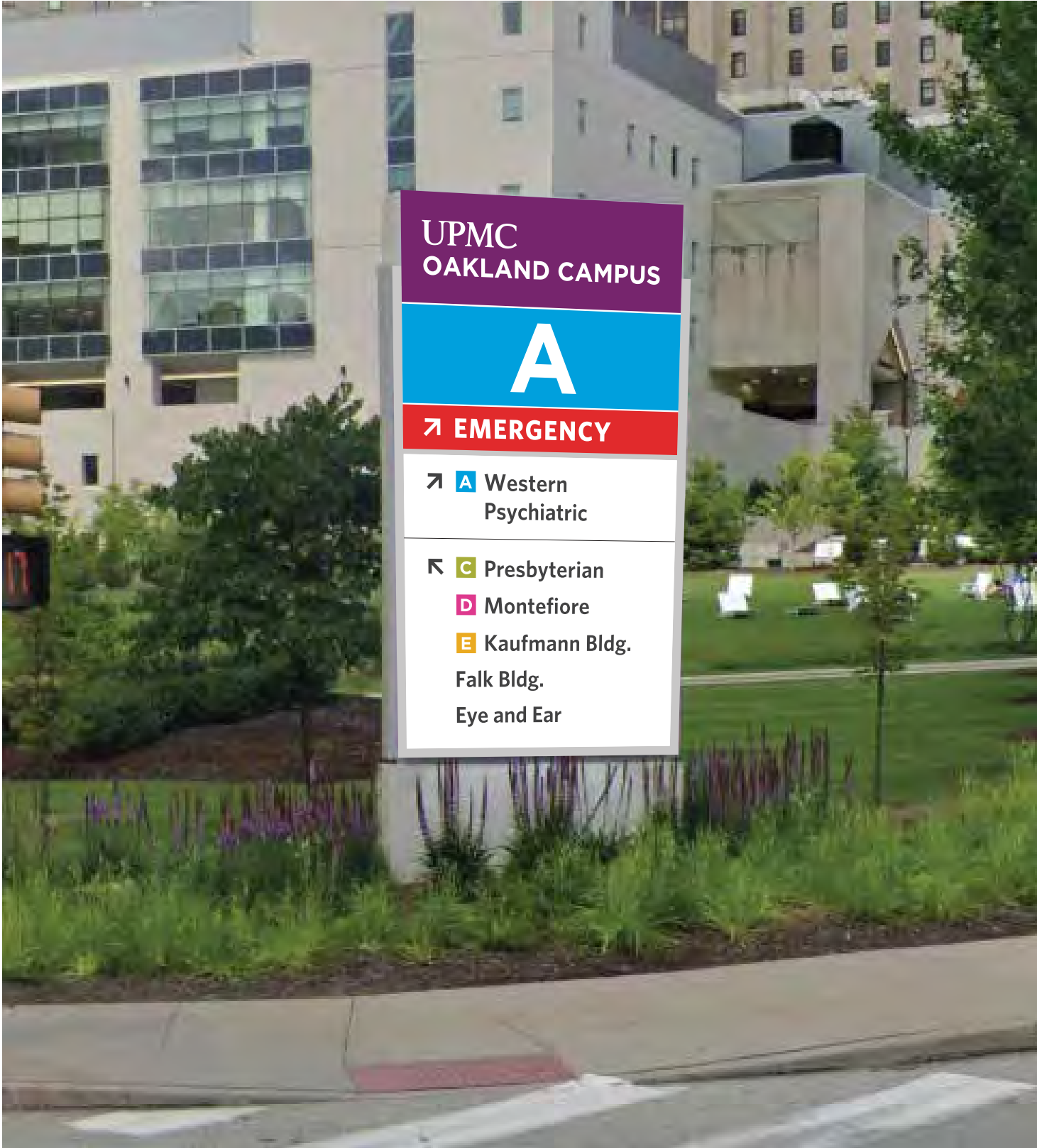


P13
PK93.n22-321

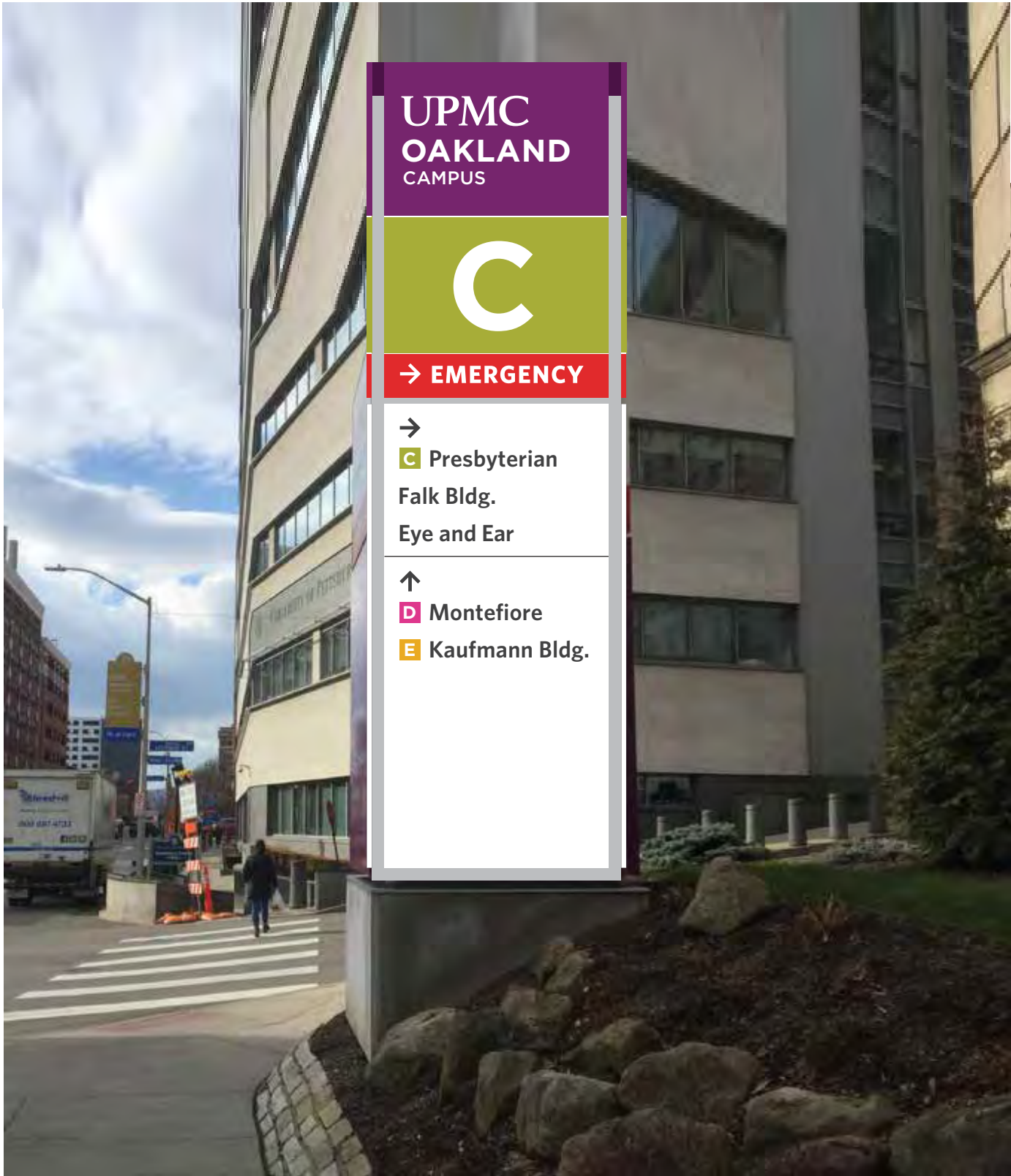
UPMC Montefiore

Fifth Avenue following Code Block D Route

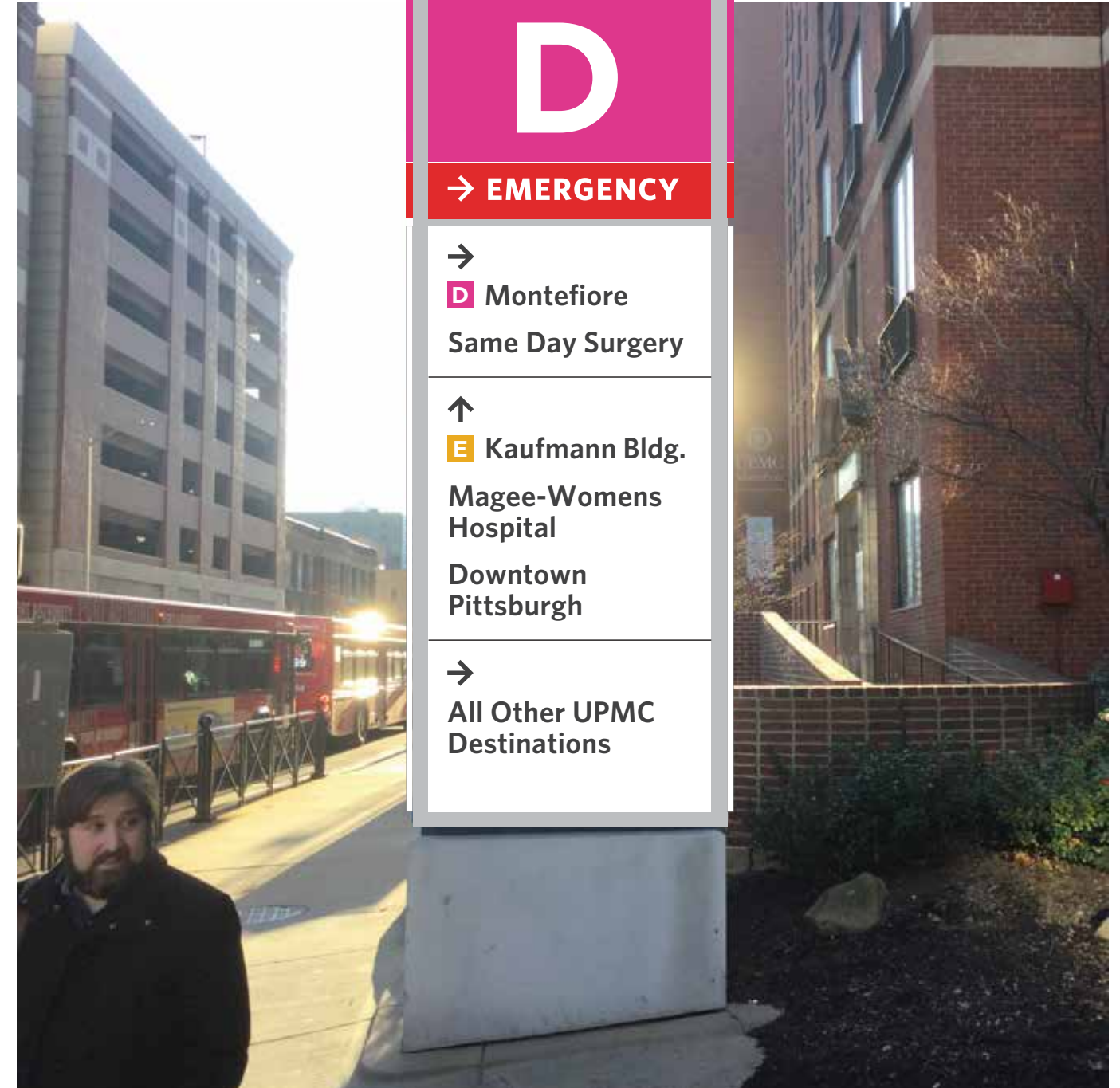




M1 - Side A
Custom-536



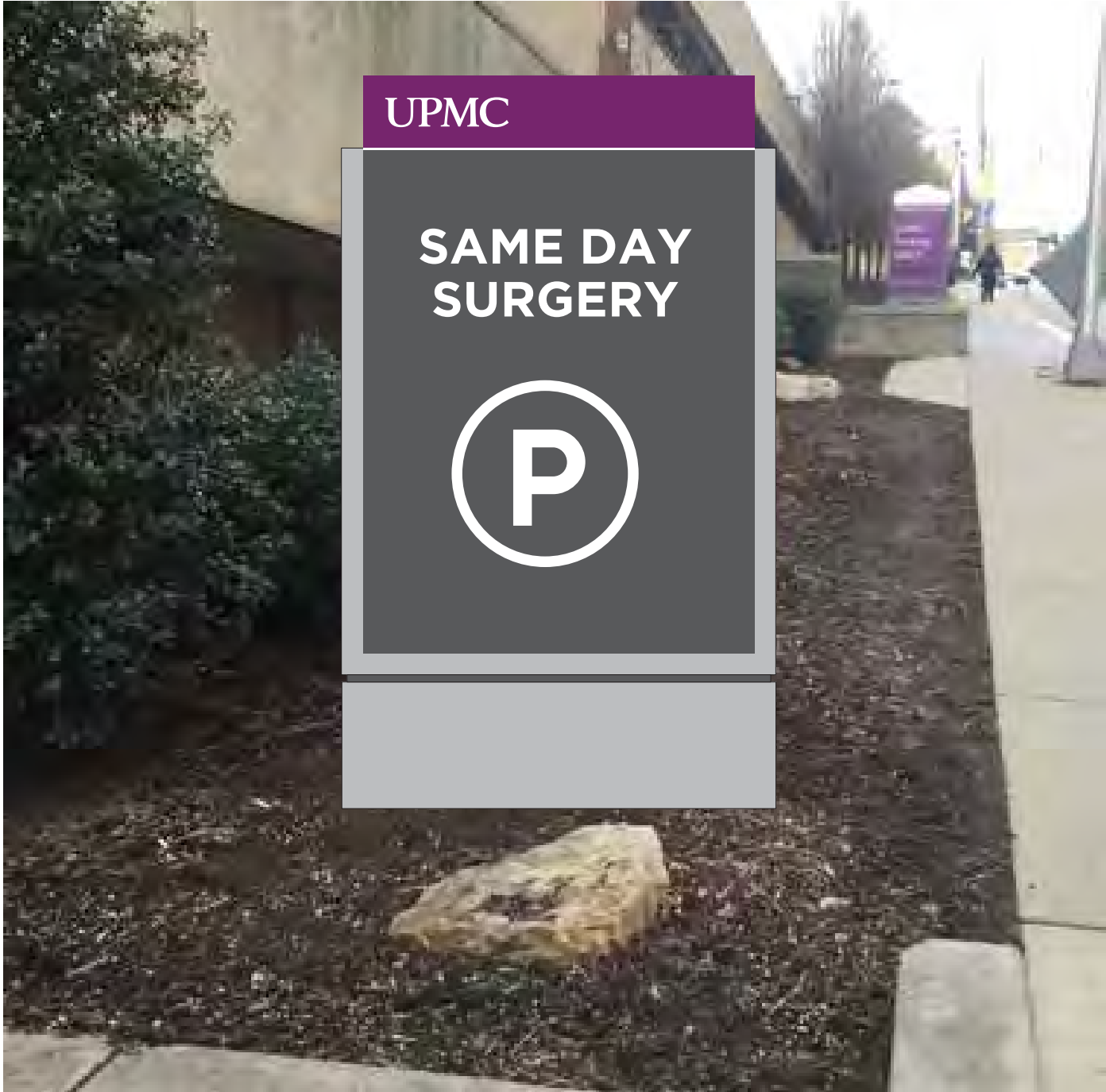
M2 - Side A
PY30.cus.i1-520



M3 - Side A
PY30.cus.i1-102



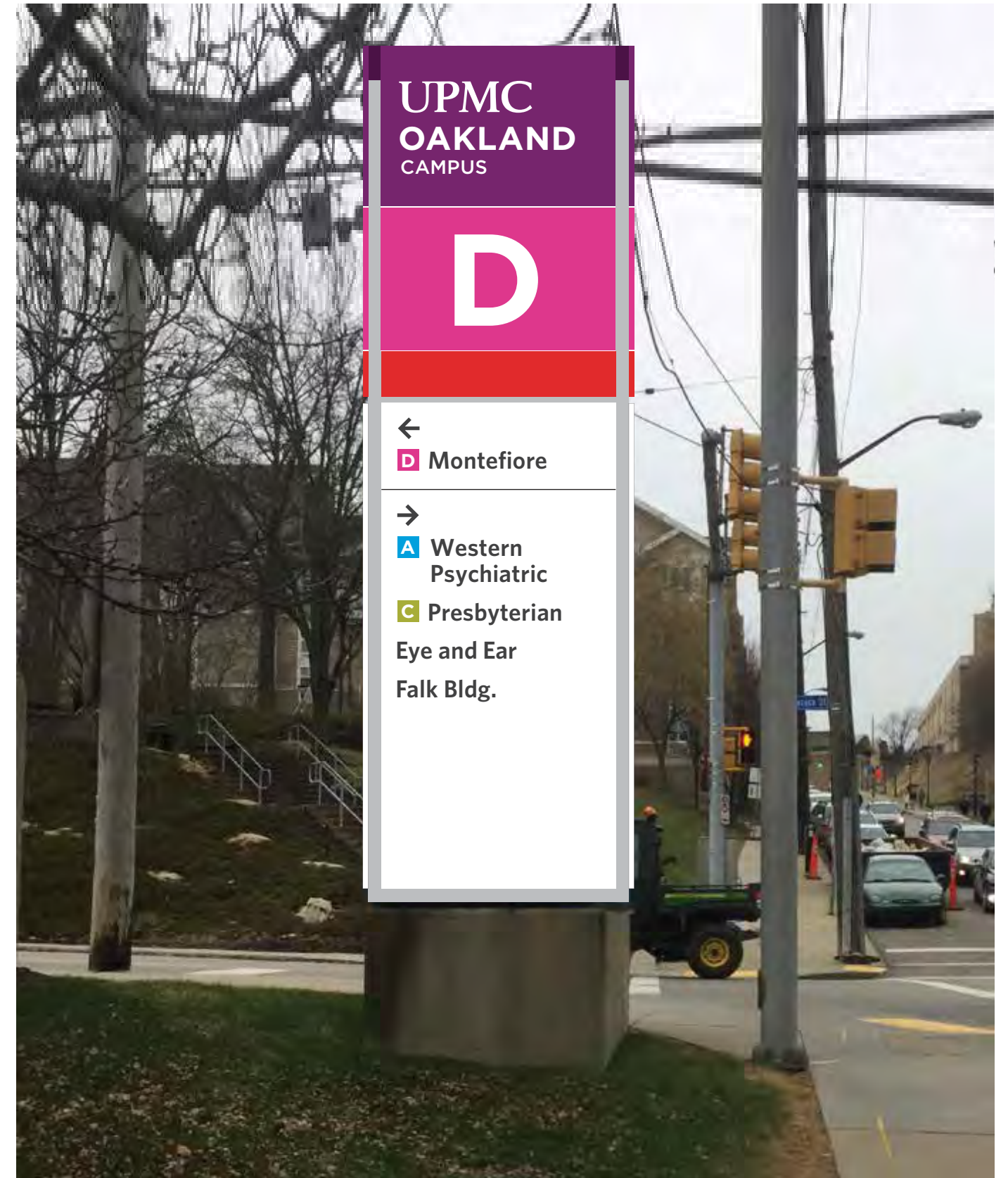
M4 - Side A
PP50.L.n1-096



M5 - Side A
PK122.cus.i1-074



M6 - Side A
PK93.n23-078



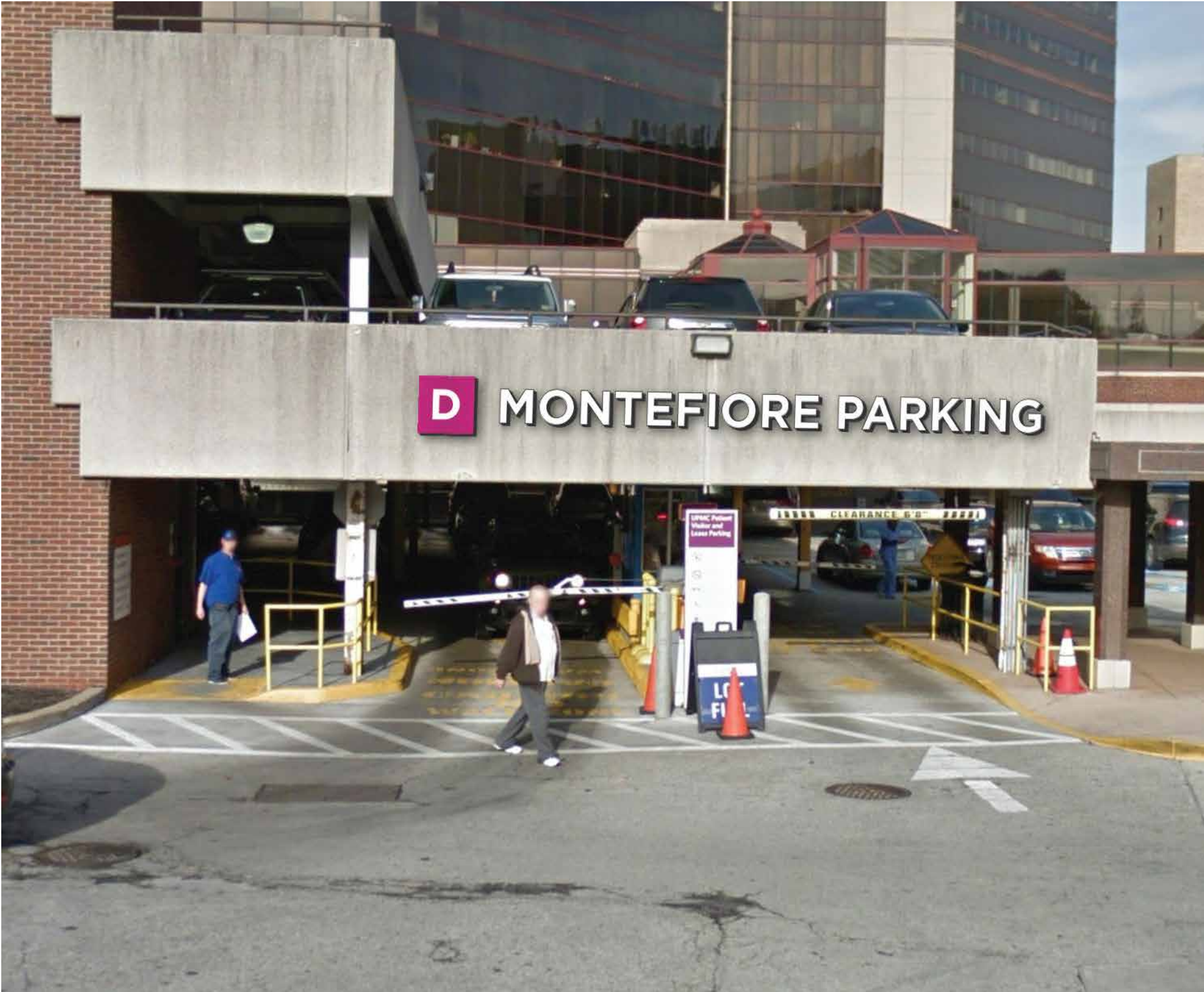
M7 - Side A
PY30.cus.i1-060



M8 - Side A
PY40.M.CUS.i1-058



M9
PK122.cus.i1-039



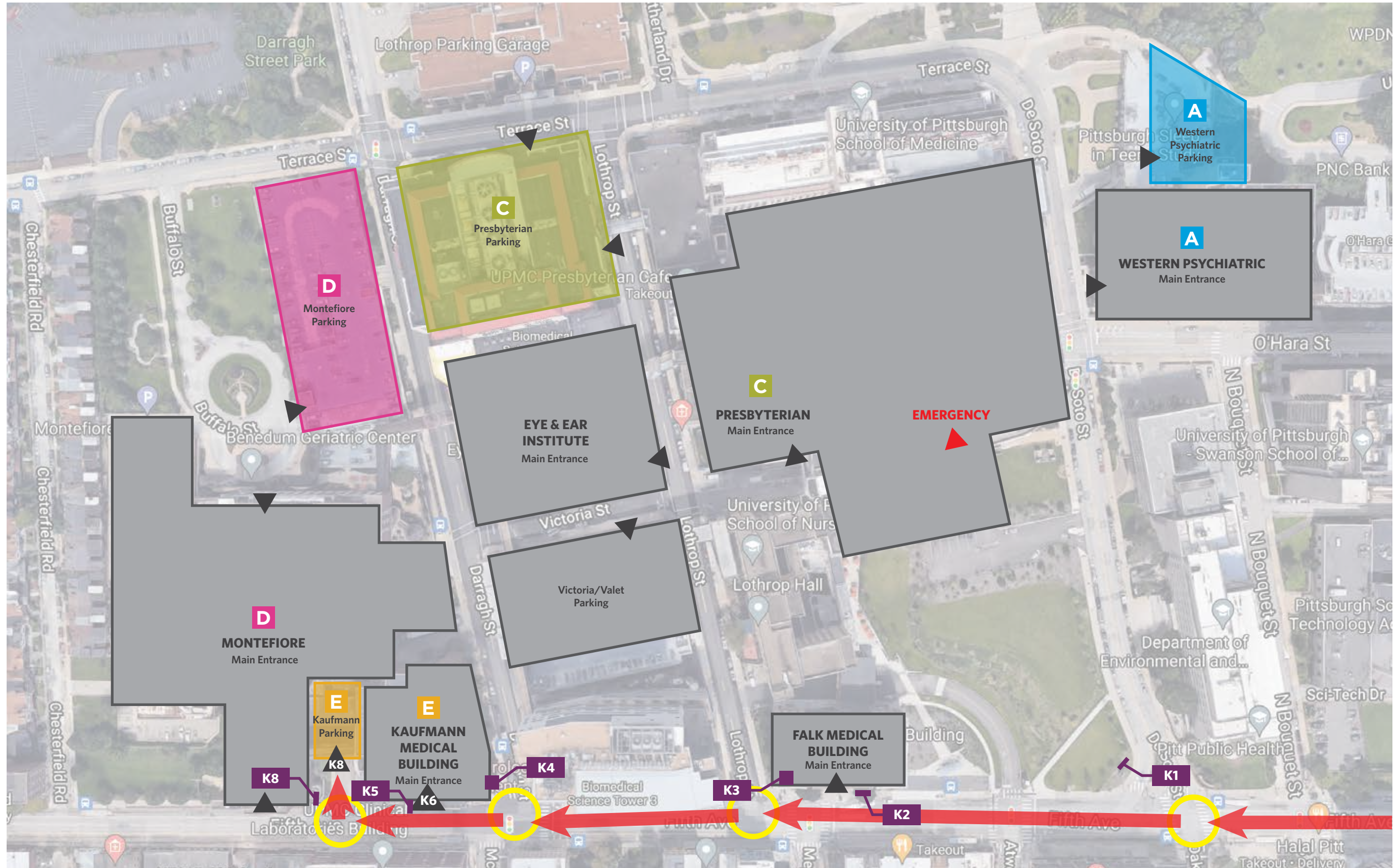
M10
PK93.n22-032

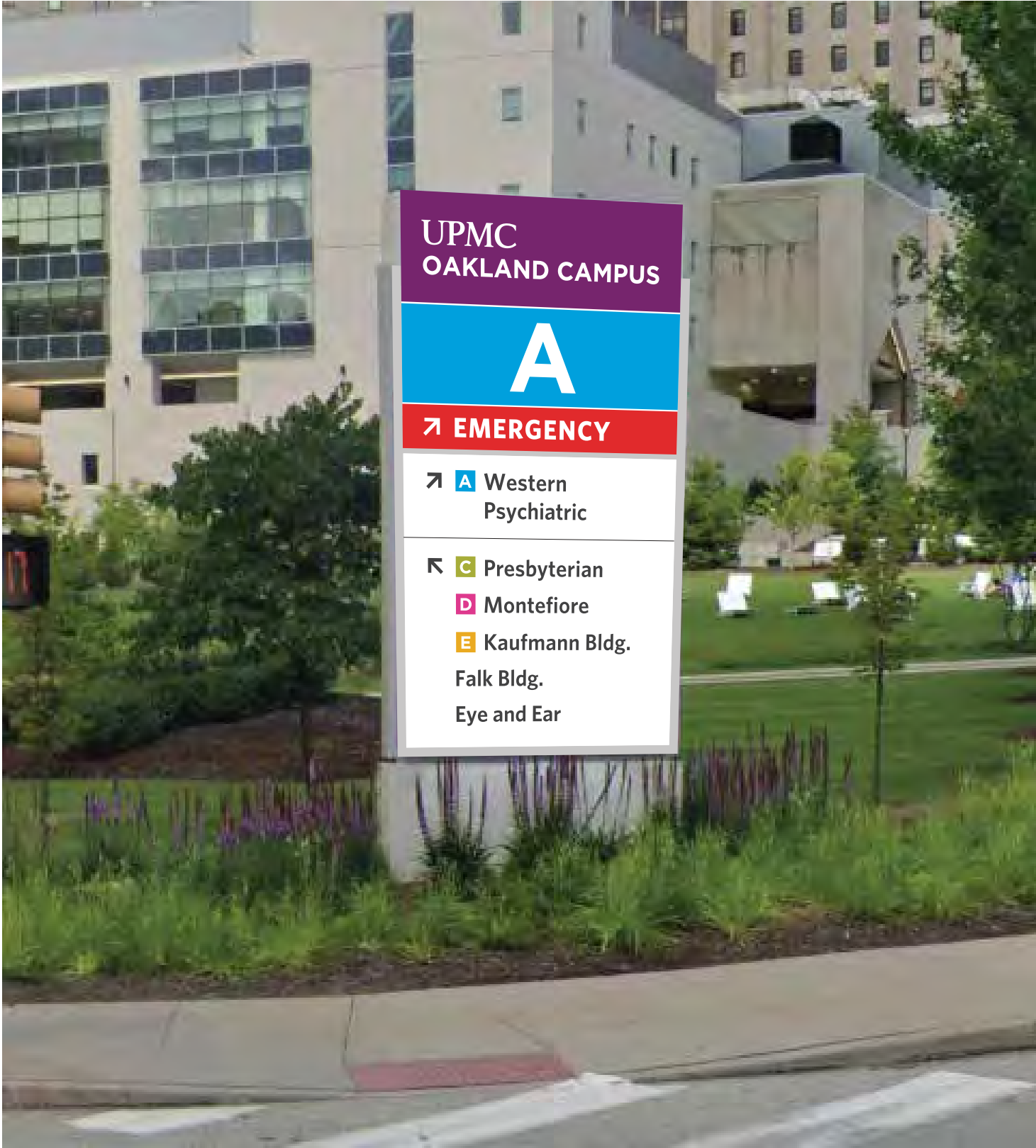


M11
WL10.15.i23-007

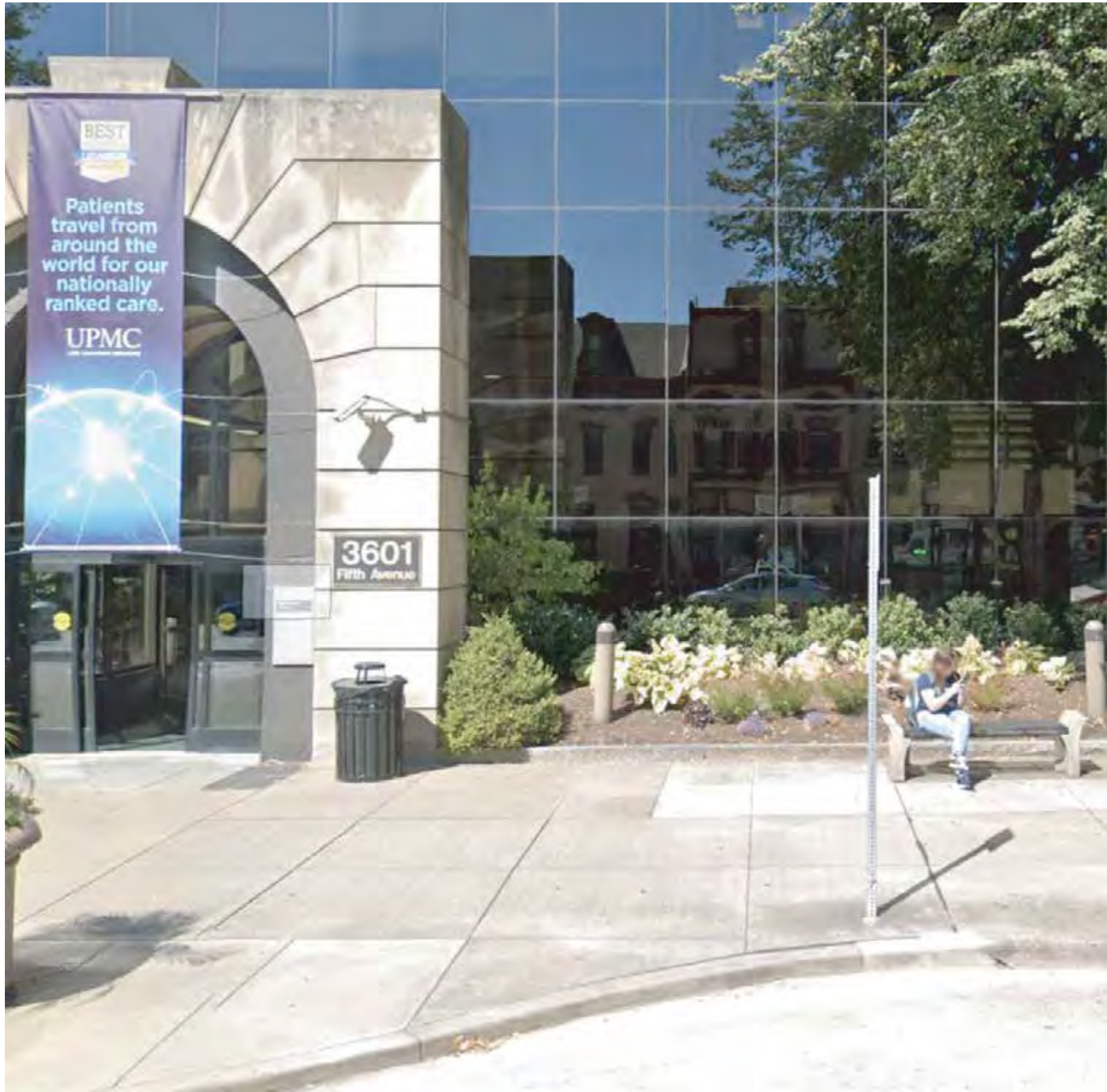
UPMC Kaufmann

Fifth Avenue following Code Block E Route





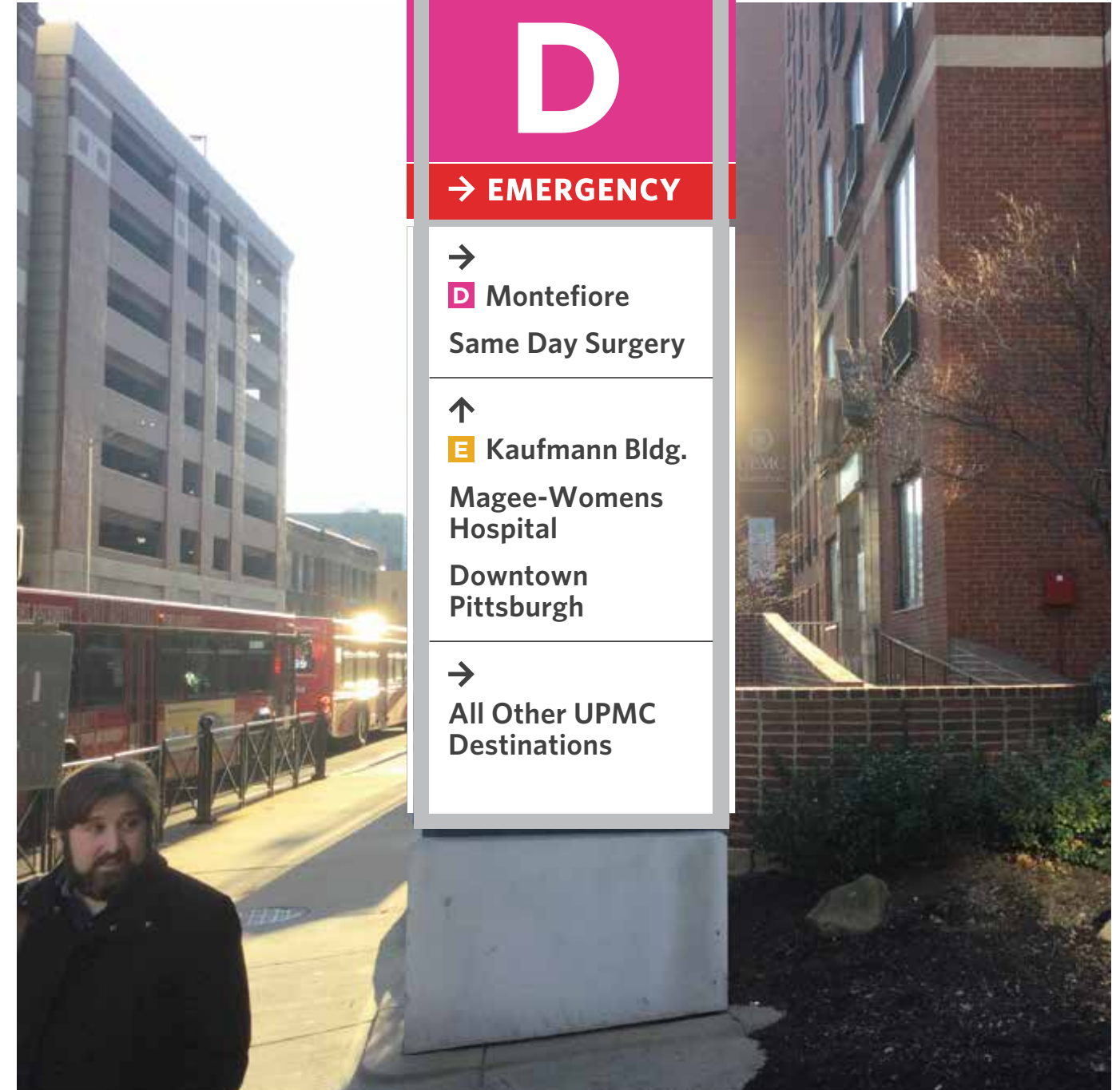
K1 - Side A
Custom-536



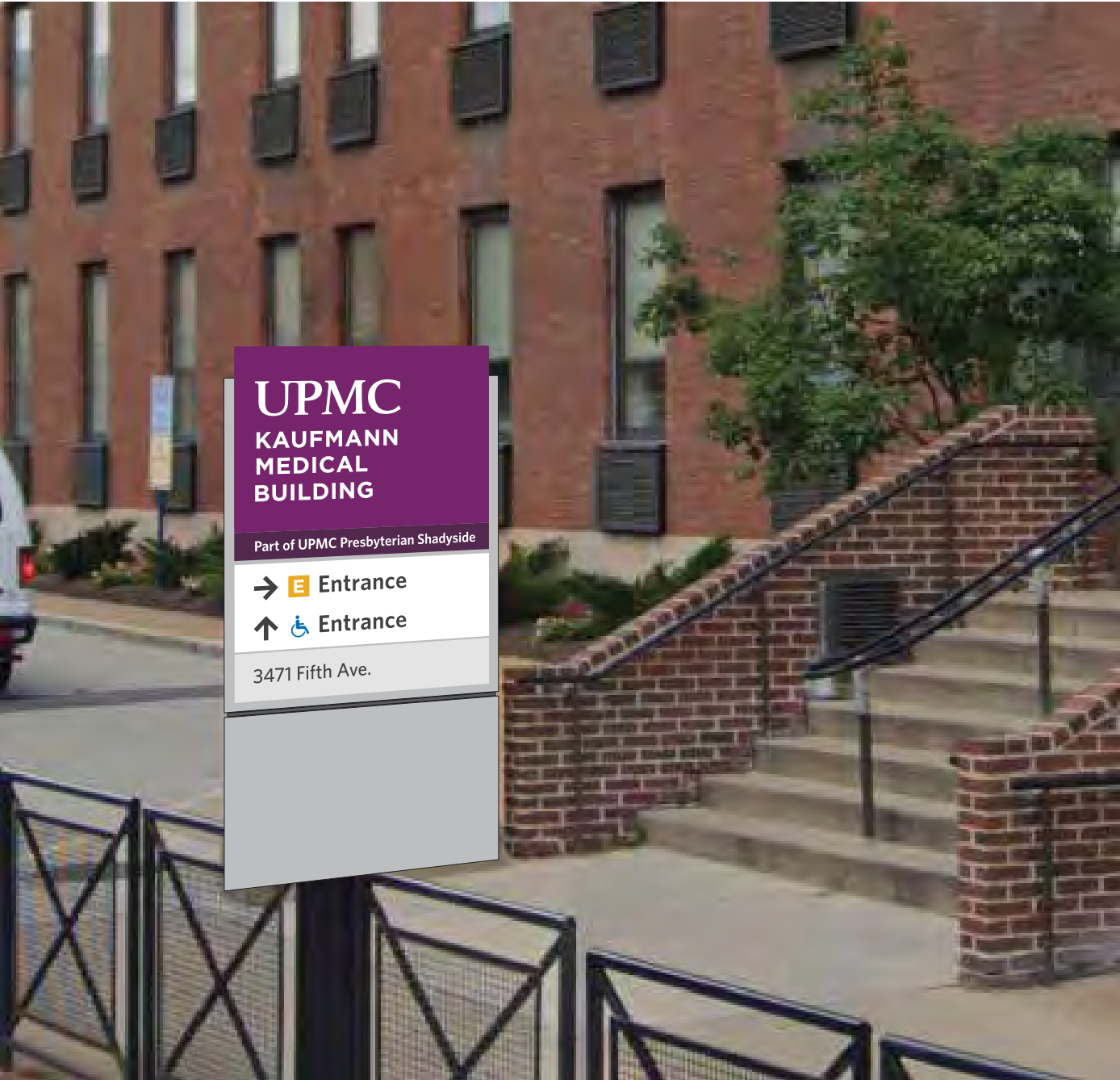
K2
PY20.cus.n1-529



K3 - Side A
PY30.cus.i1-520



K4 - Side A
PY30.cus.i1-102



K5
PY20.cus.n2-104



K6
WL10.12.n22-107



K7
PK122.cus.i1-128



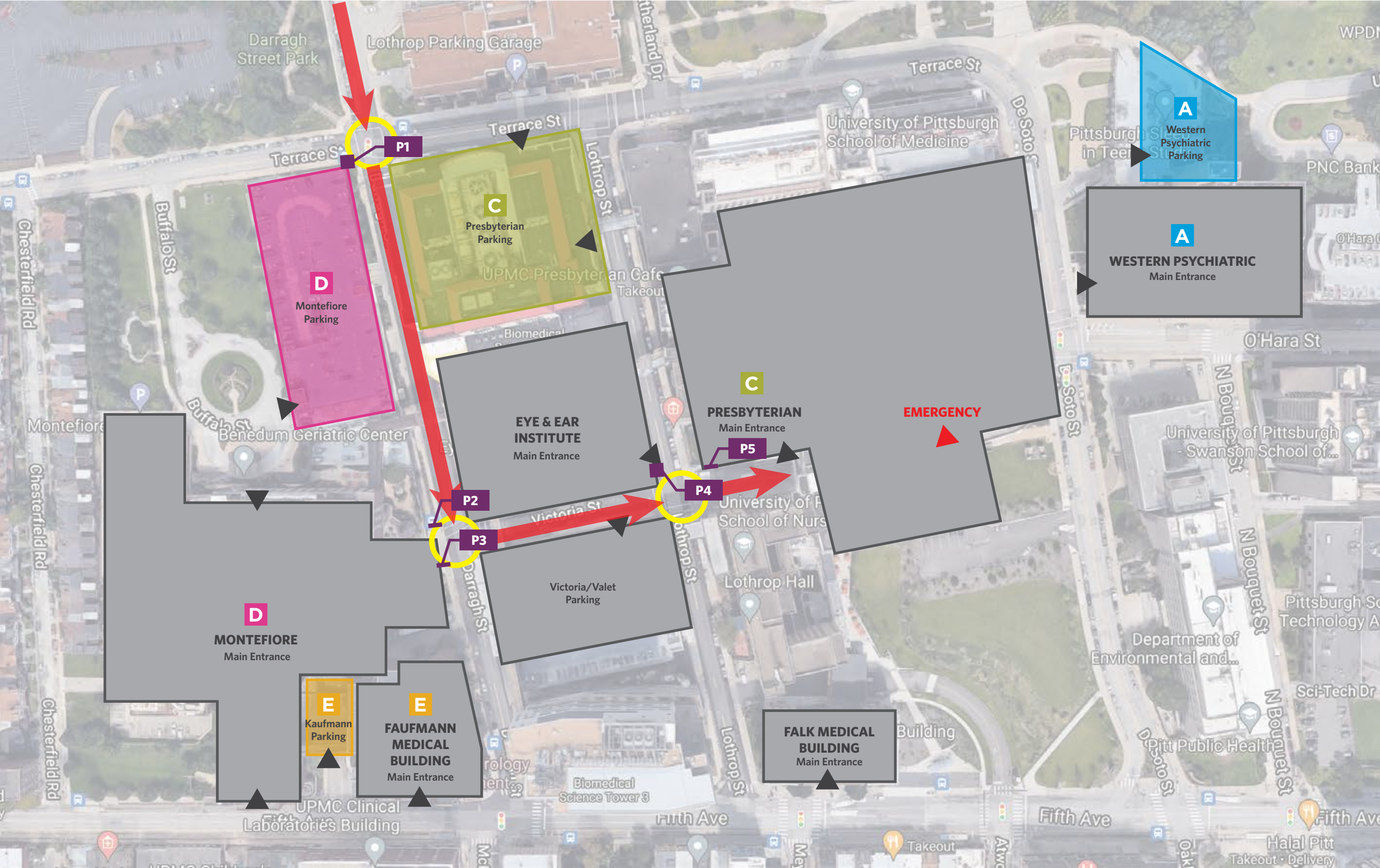
K8
PK93.n22-127

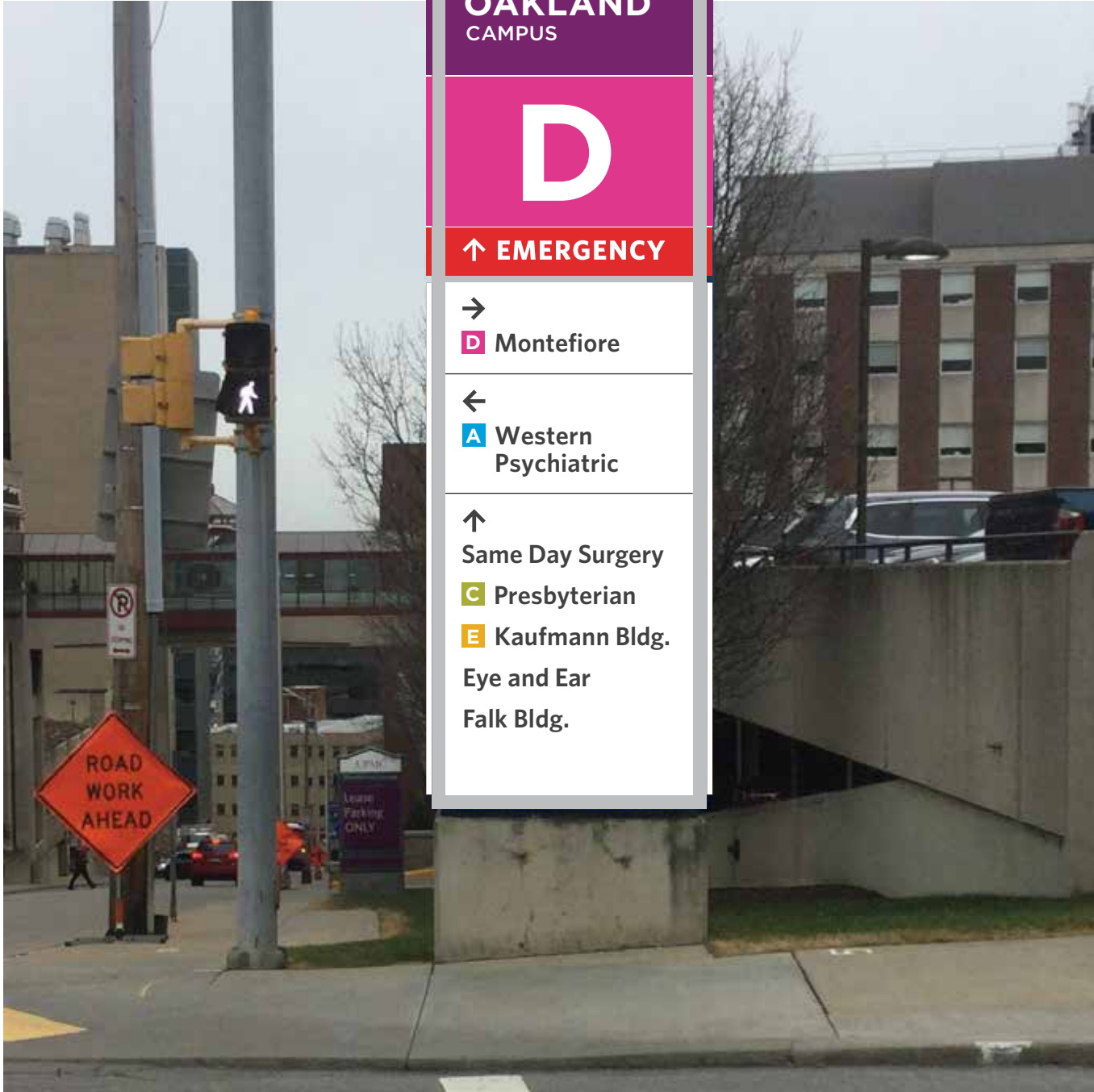
UPMC Presbyterian

Darragh Street following Code Block C Route

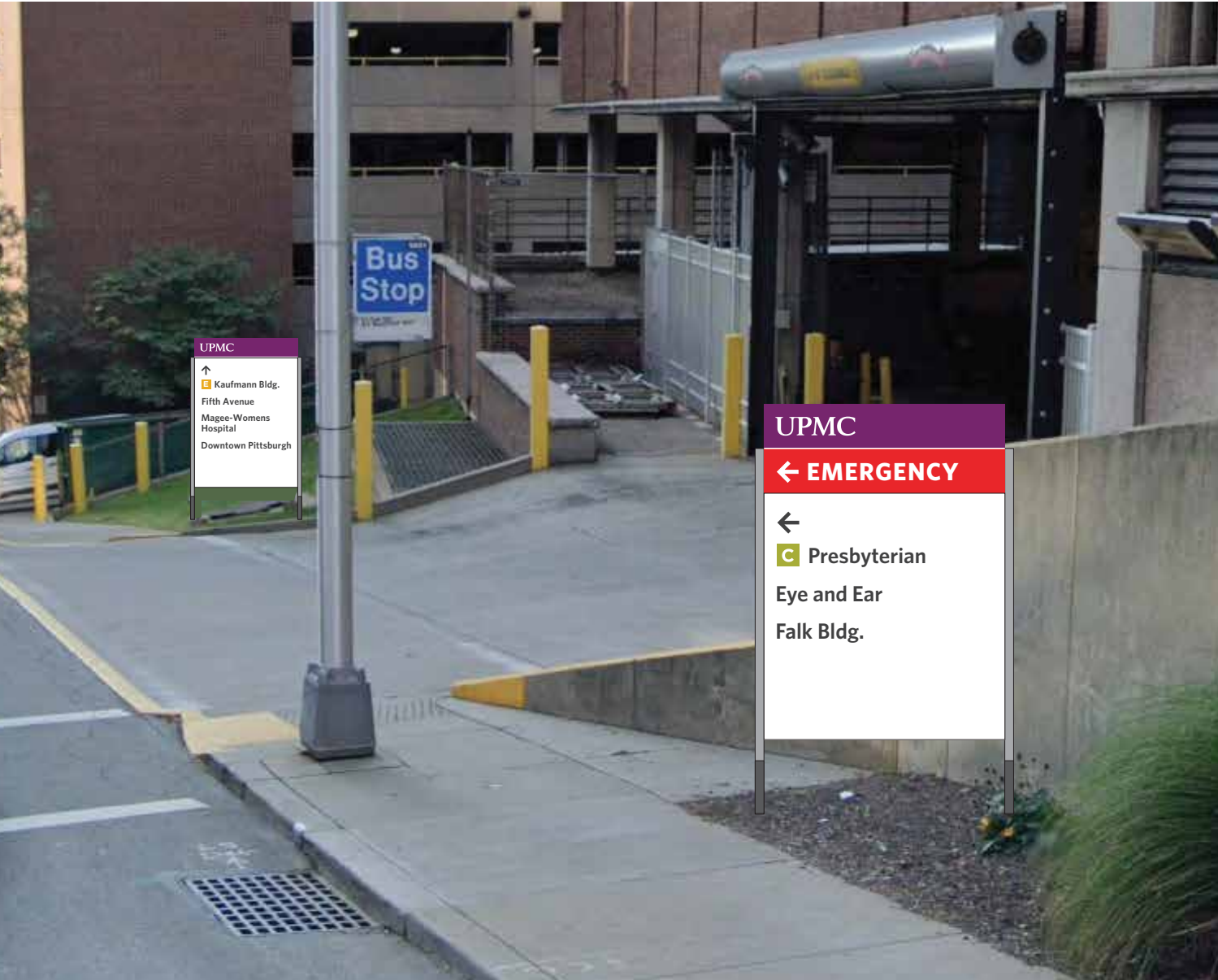
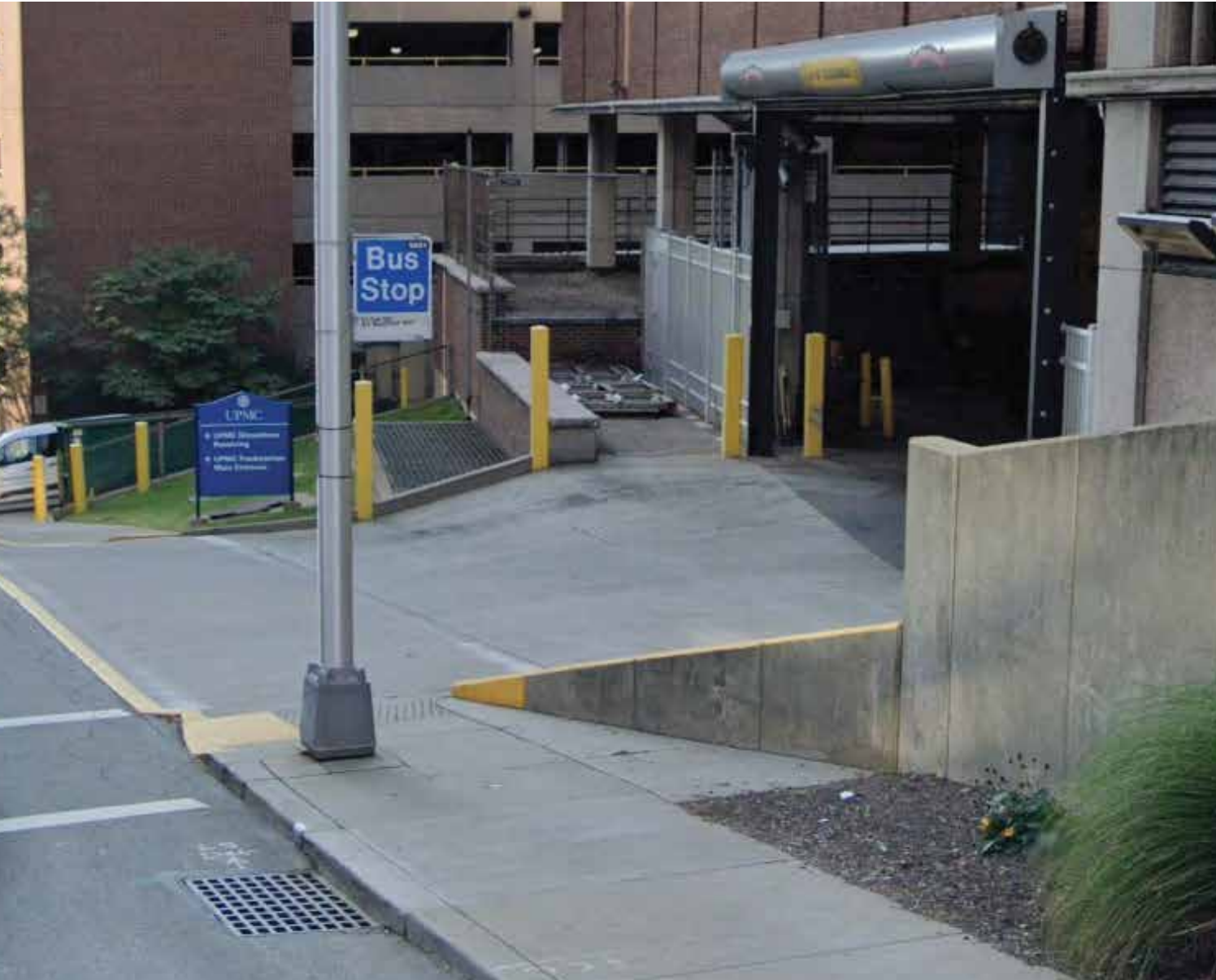
Presbyterian Pathway - Terrace Street to Darragh

08/20/2021





P1 - Side C
PY30.cus.i1-060



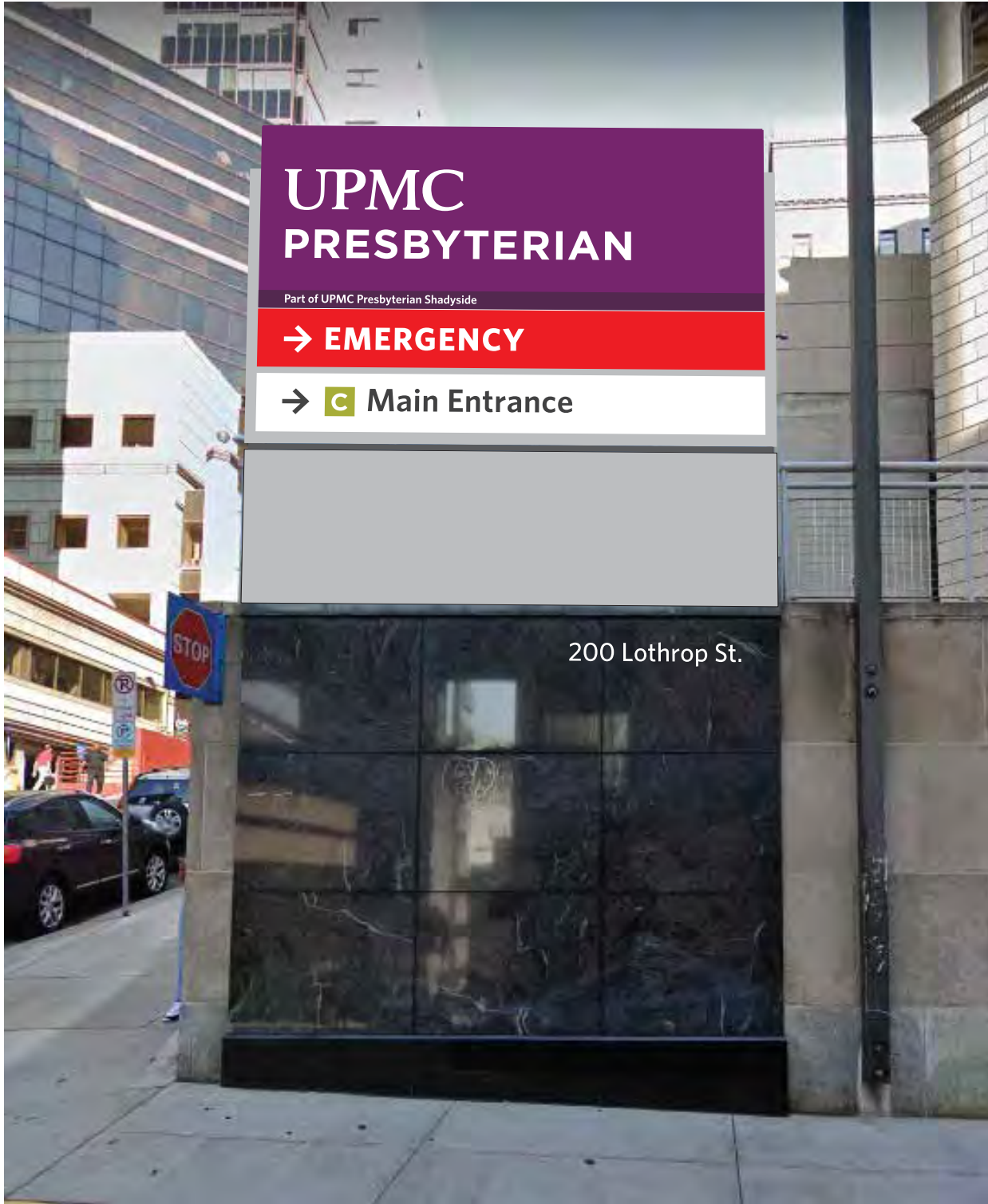
P3 - Side B
PP50.L.n1-096

P2 - Side A
PP50.S.n1-097



P4 - Side D
PY30.i1-266

P4 - Side A
PY30.i1-266



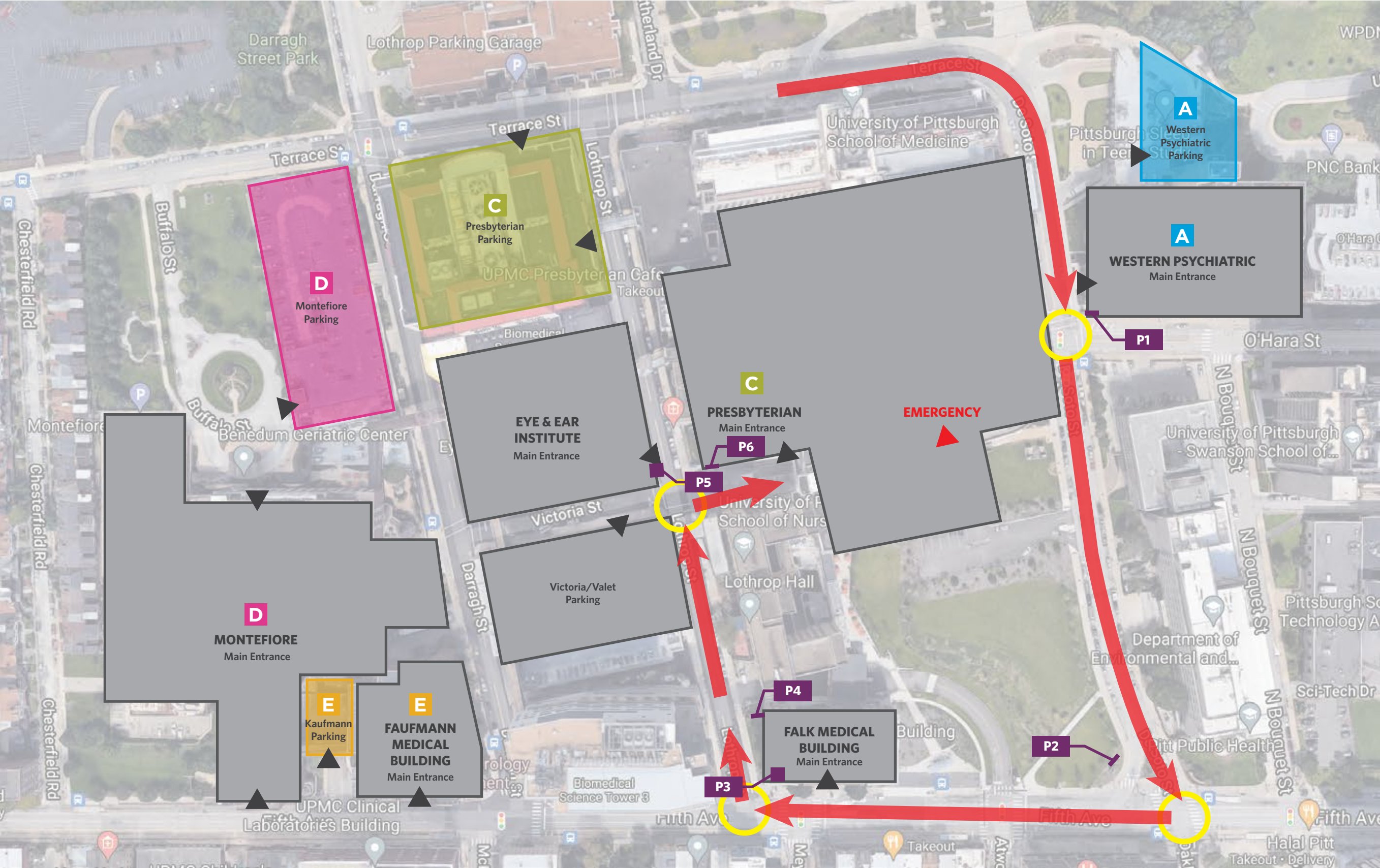
P5
PY40.cus.i1-400

UPMC Presbyterian

Terrace Street following Code Block C Route

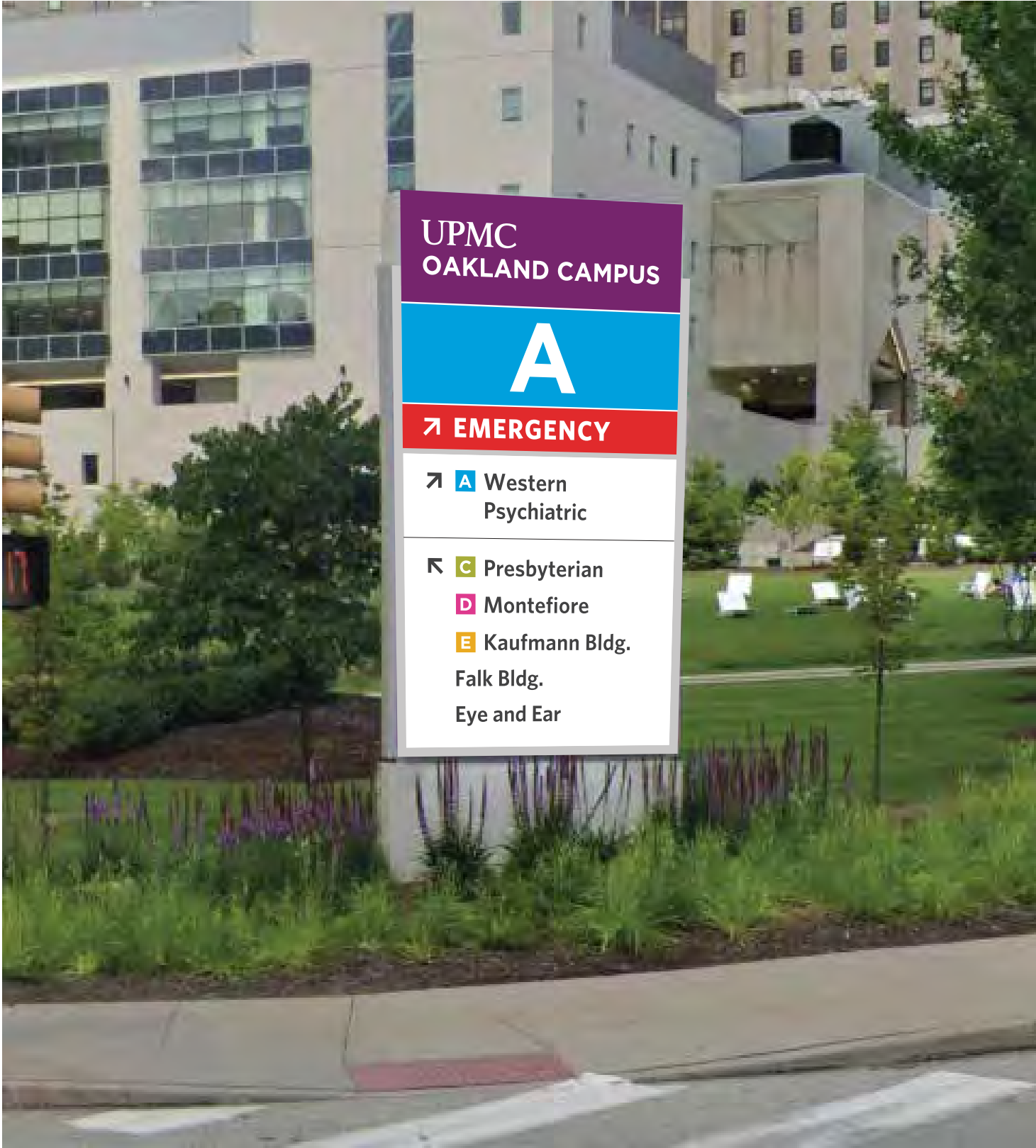
Presbyterian Pathway - Terrace, DeSoto, Fifth to Lothrop

08/20/2021





P1 - Side B
PY30.i1-600



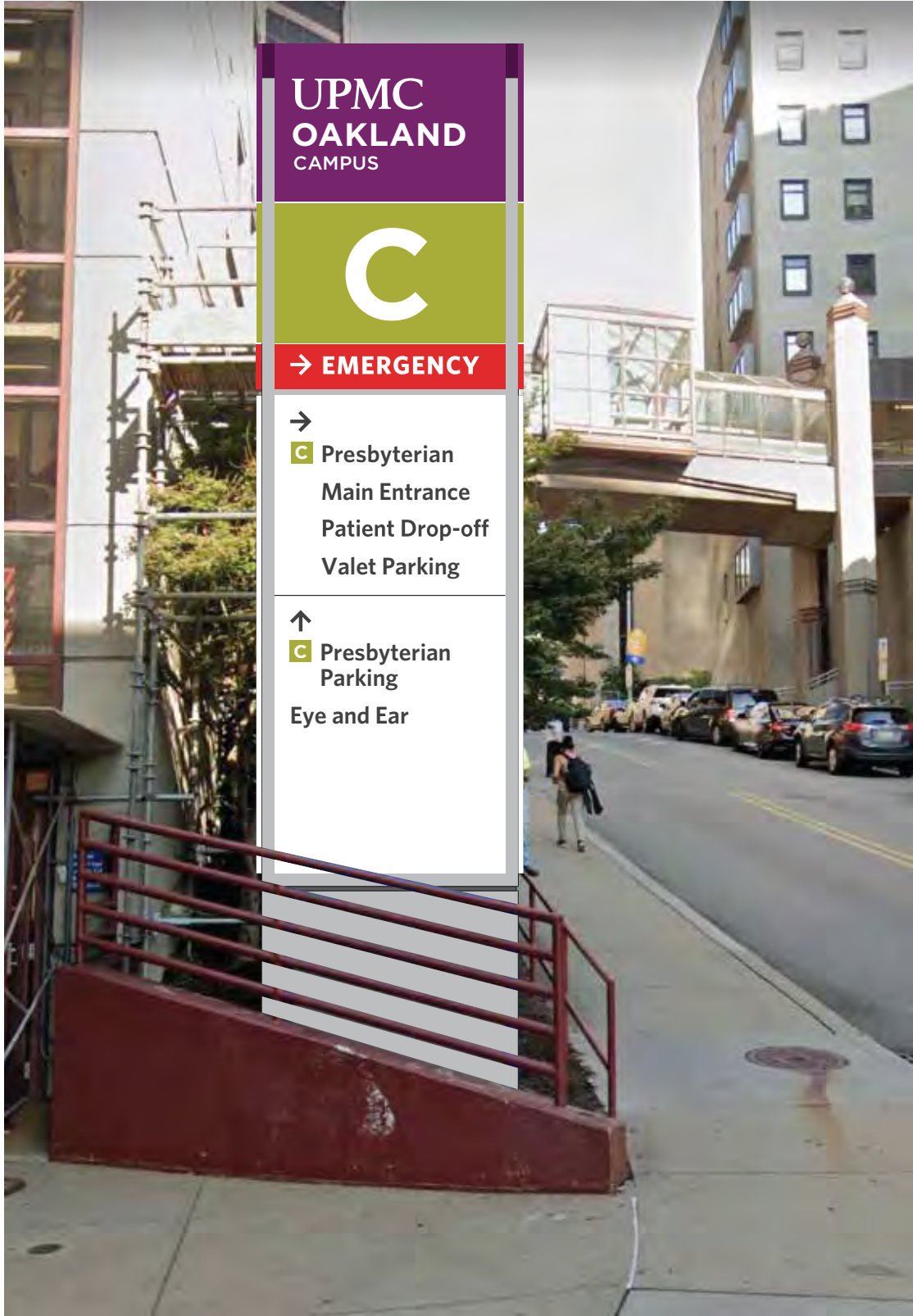
P2 - Side A
Custom-536



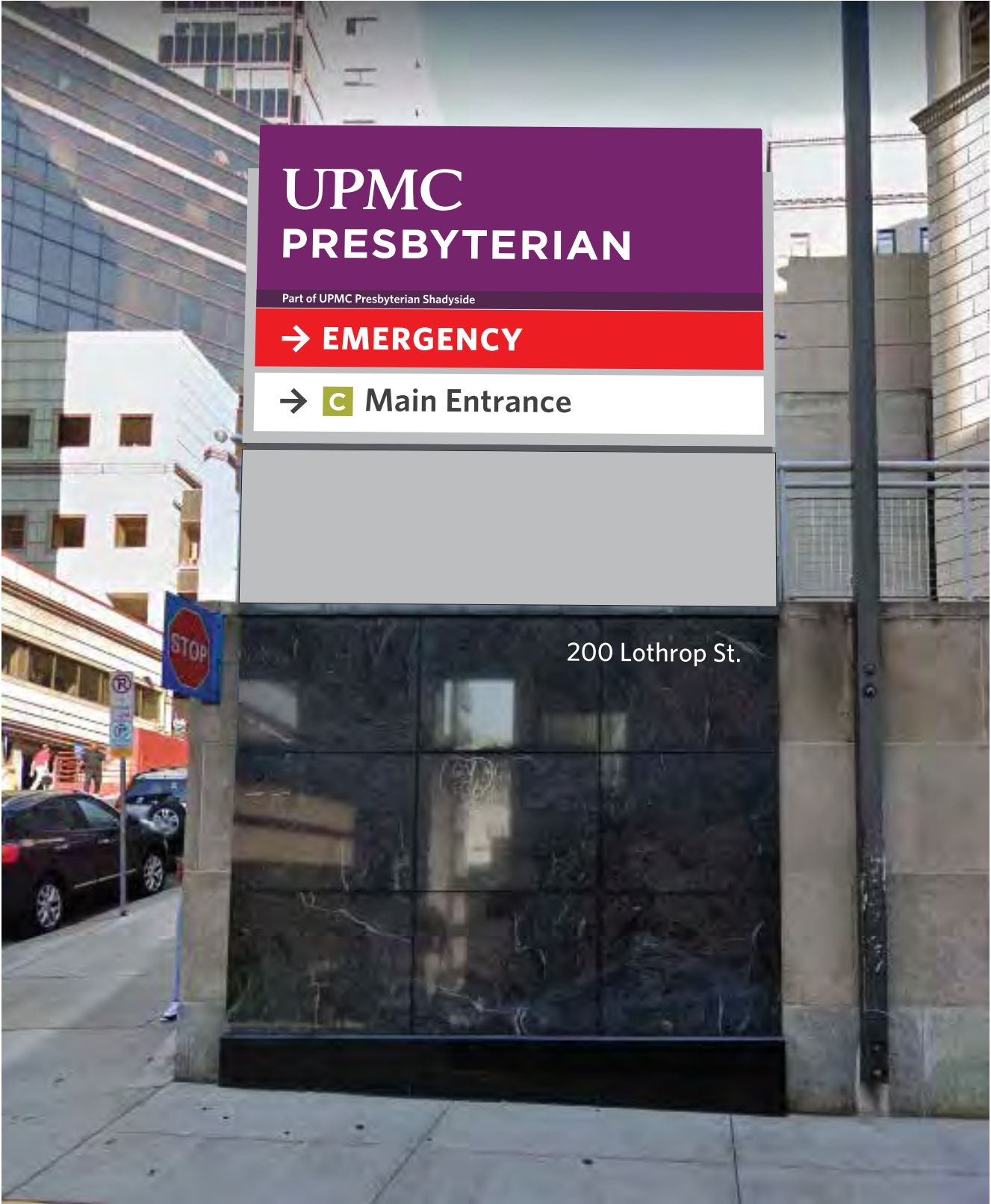
P3 - Side A
PY30.cus.i1-520



P4 - Side A
PP50.L.n1-486



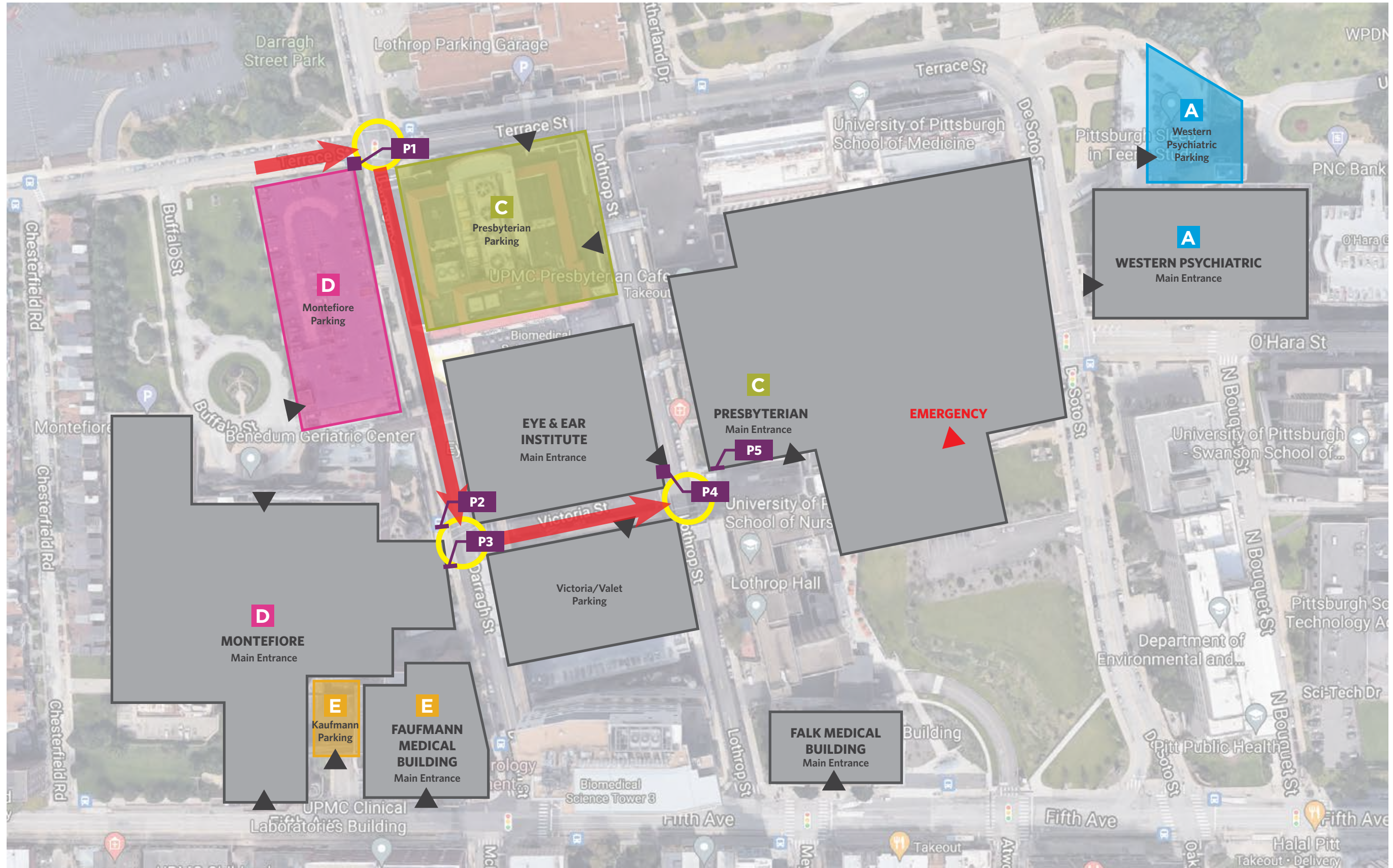
P5 - Side A
PY30.i1-266



P6
PY40.cus.i1-400

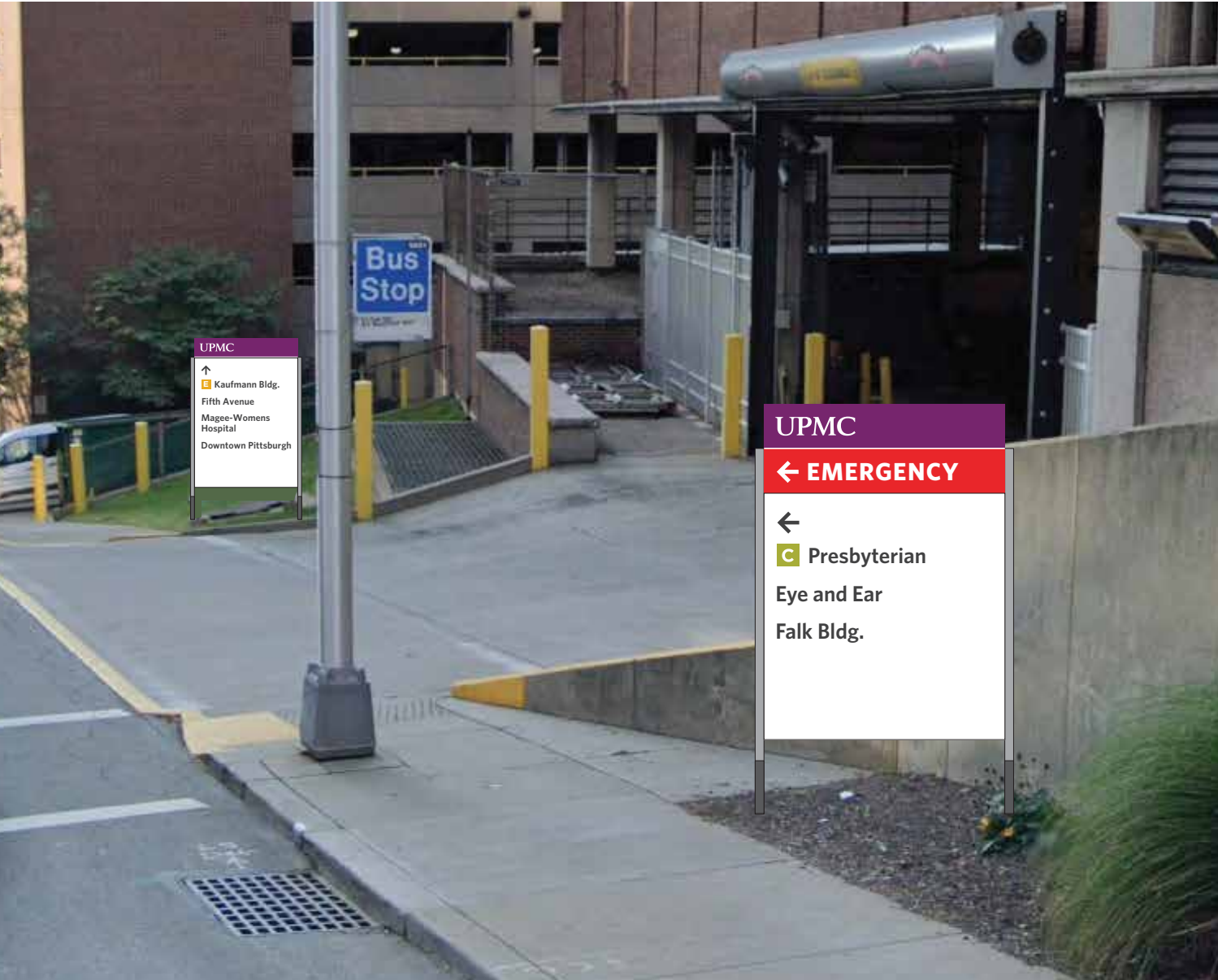
UPMC Presbyterian

Terrace Street to Darragh Street following Code Block C Route



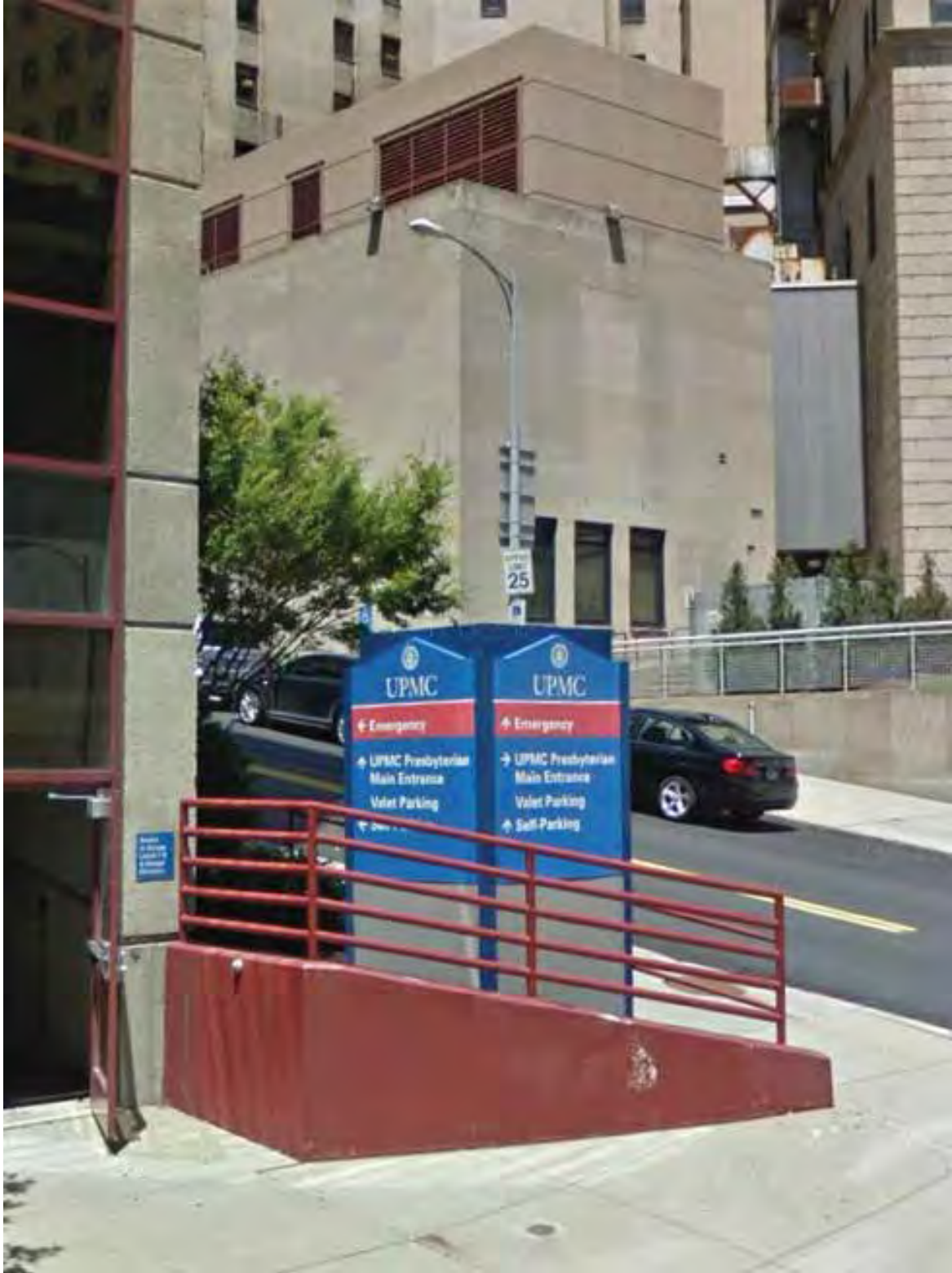


P1 - Side D
PY30.cus.i1-060



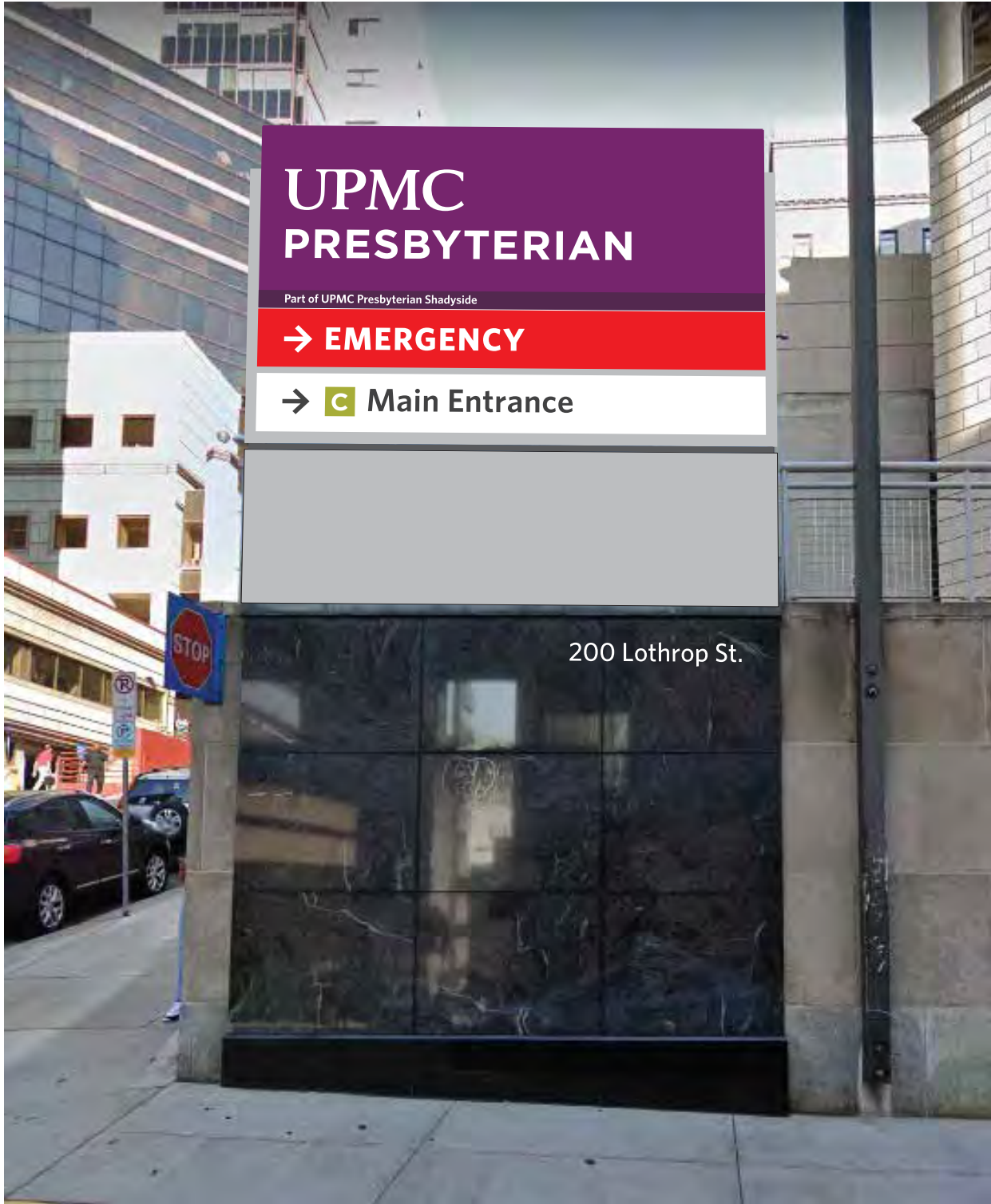
P3 - Side B
PP50.L.n1-096

P2 - Side A
PP50.S.n1-097



P4 - Side D
PY30.i1-266

P4 - Side A
PY30.i1-266



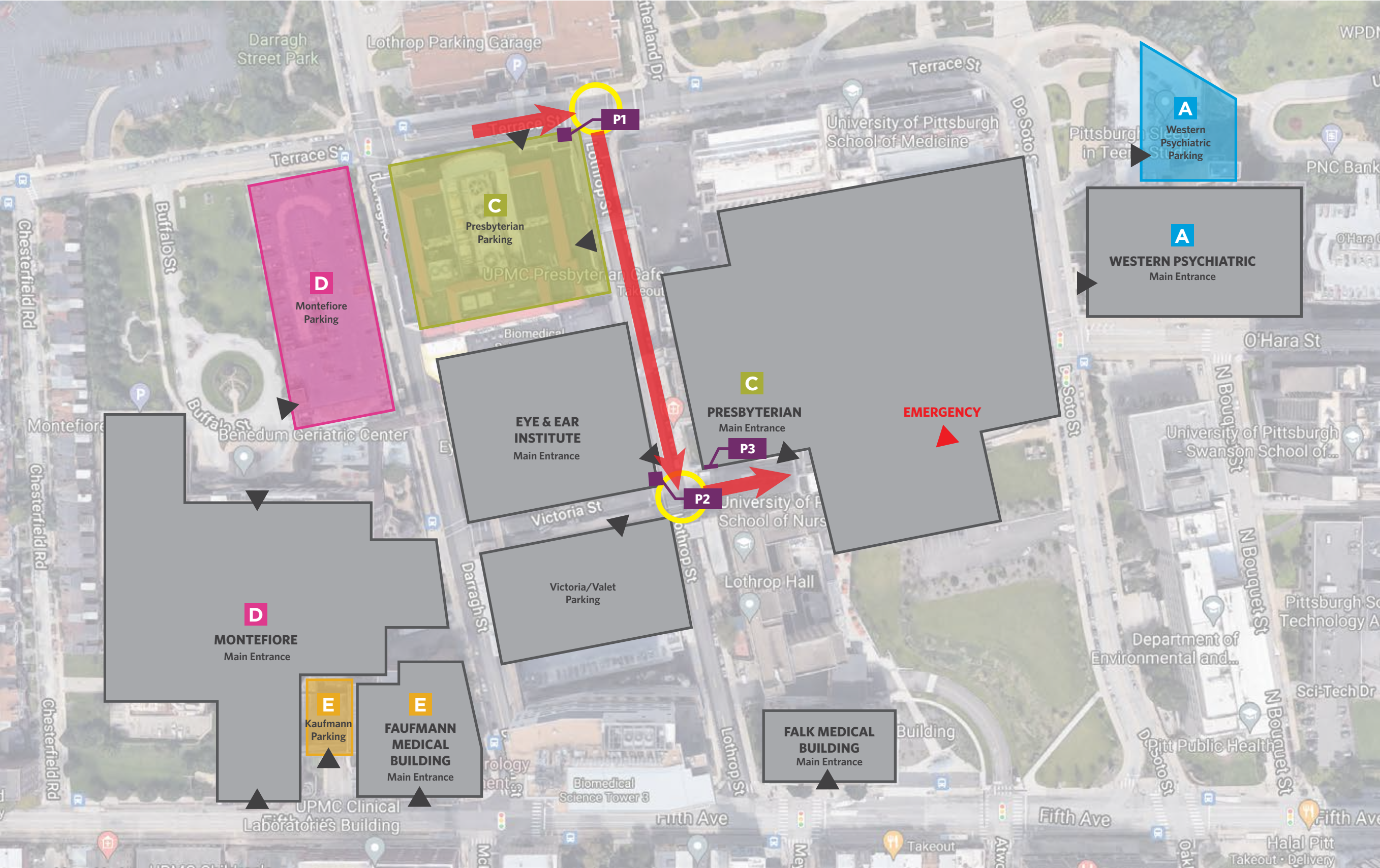
P5
PY40.cus.i1-400

UPMC Presbyterian

Terrace Street to Lothrop Street following Code Block C Route

Presbyterian Pathway- Terrace to Lothrop

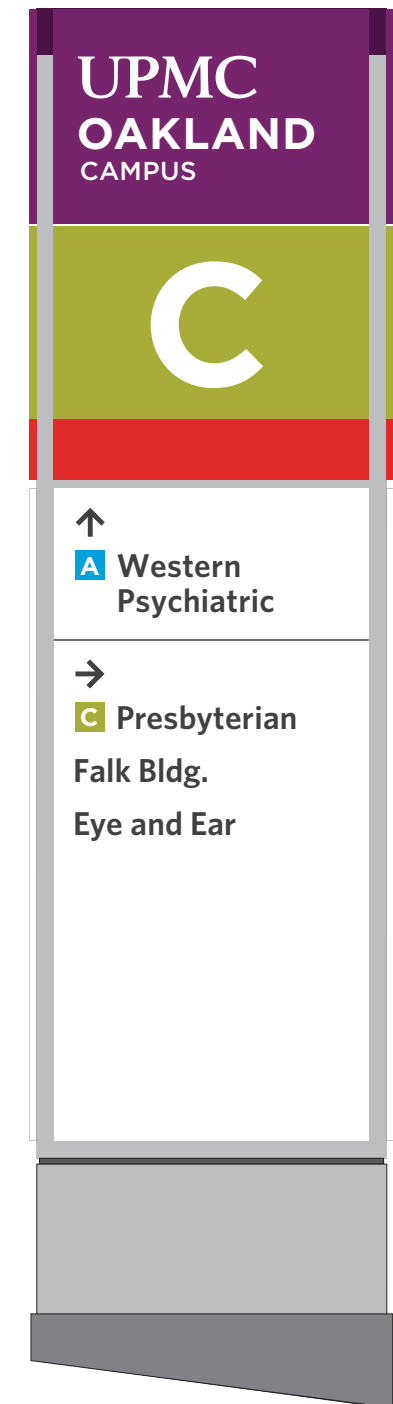
08/20/2021



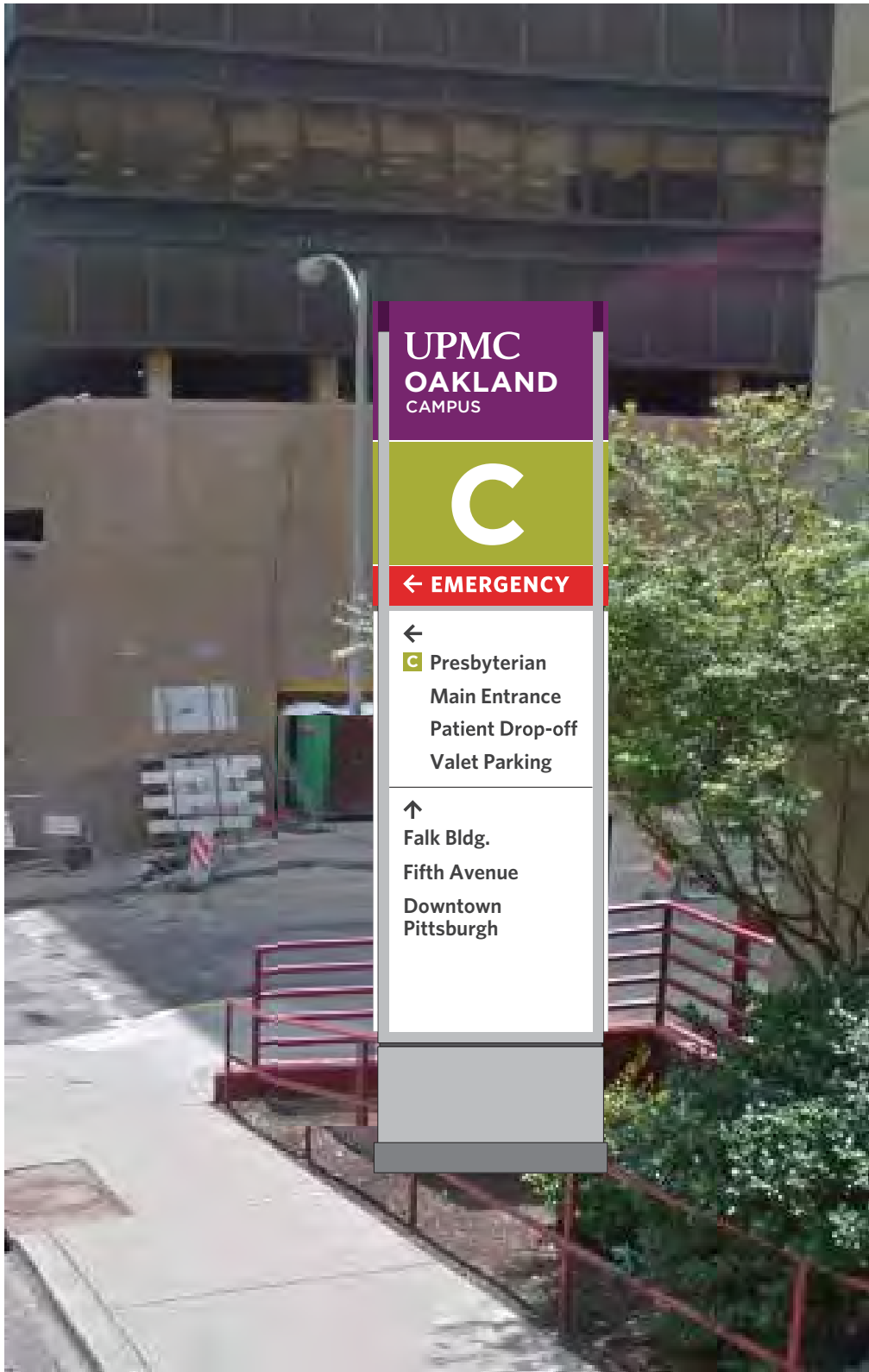
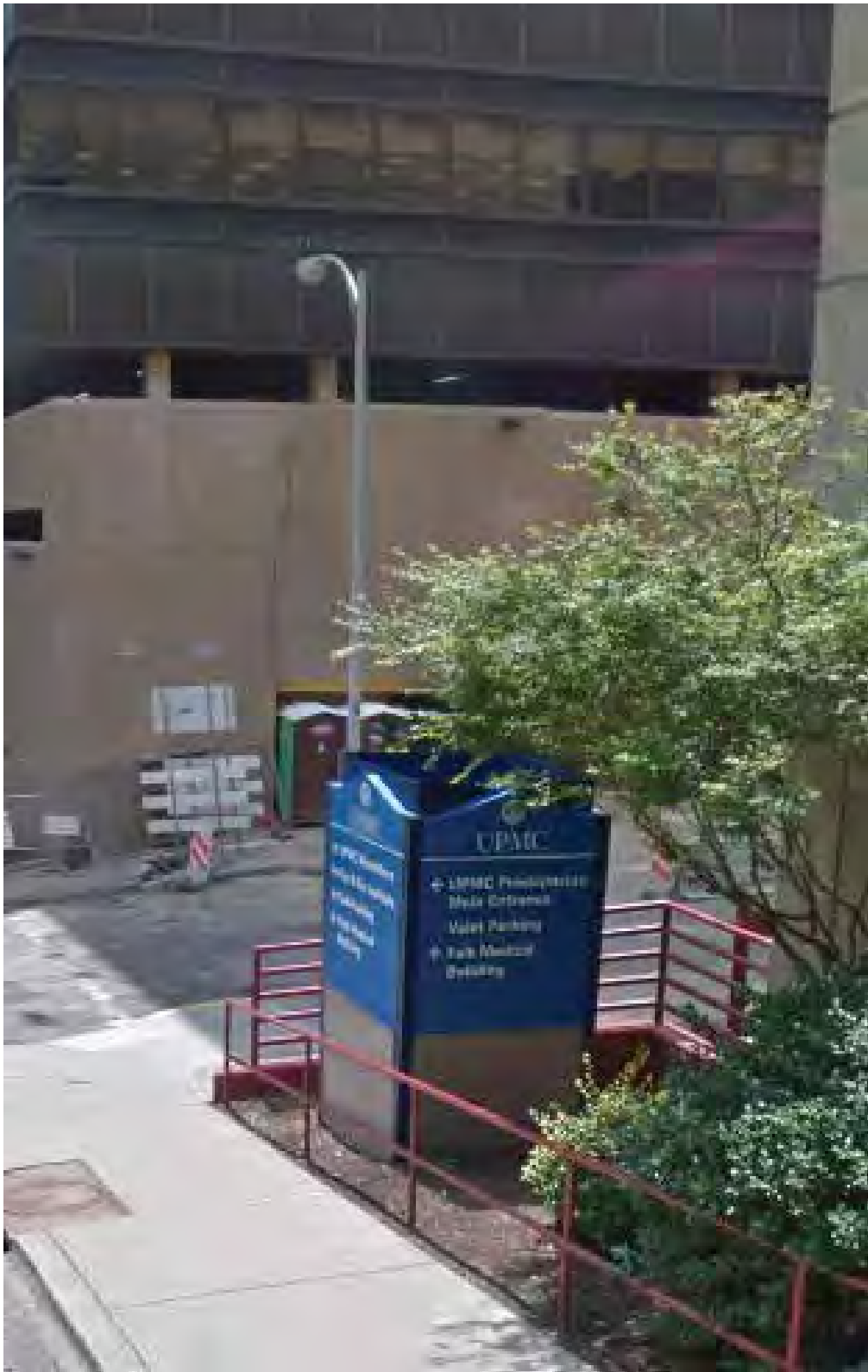


P1 - Side C
PY30.i1-266

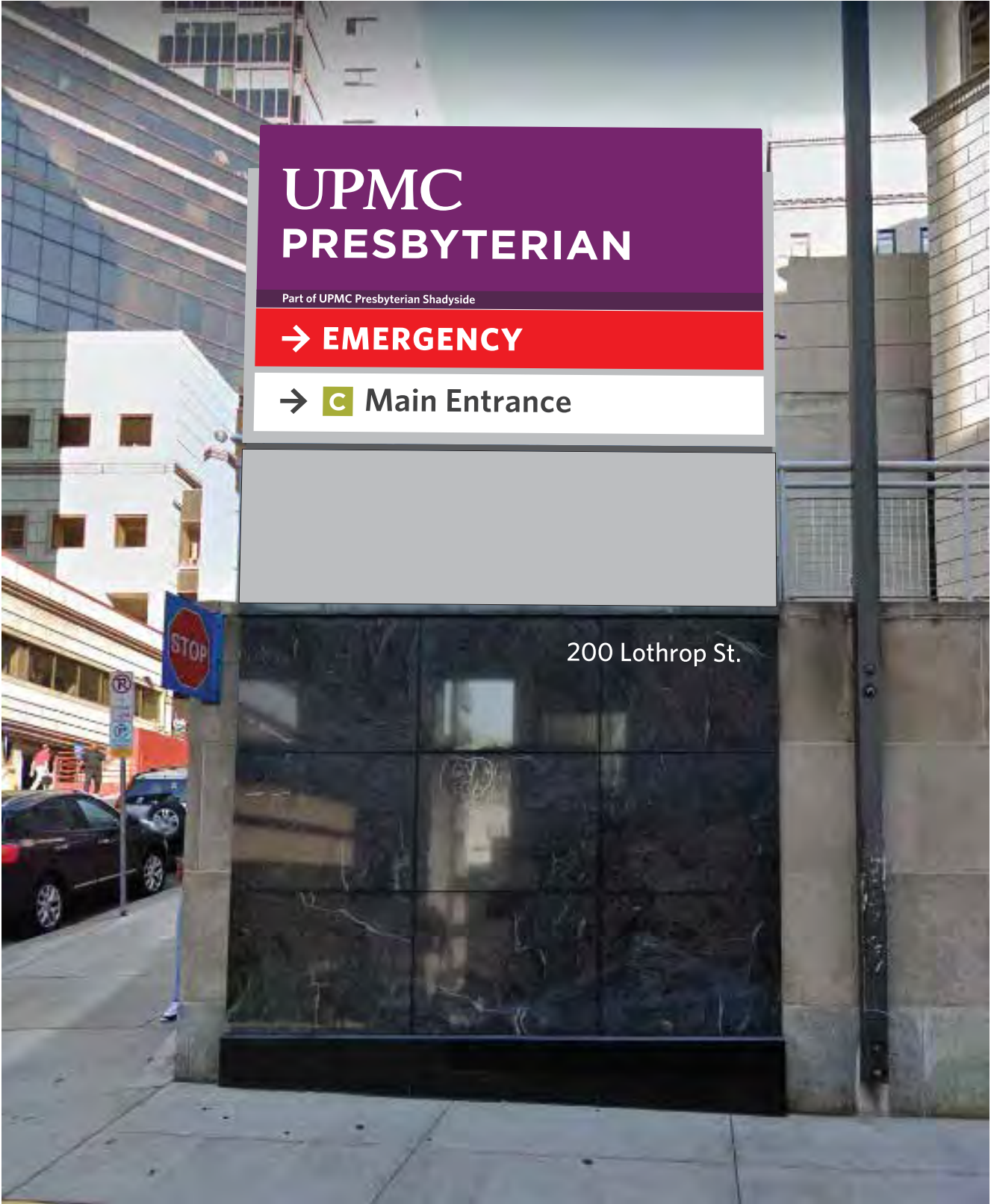
Mid 2022 layout



P1 - Side C
PY30.i1-266



P2 - Side C
PY30.i1-266



P3
PY40.cus.i1-400

Thank You!

UPMC
LIFE CHANGING MEDICINE