

Oakland-Wide Community Meeting

Minutes: September 28, 2021

UPMC campus-wide signage

Presenting: Michelle Weltner, UPMC Project Manager

UPMC is undertaking a campus-wide redesign for wayfinding and directional signage for the Oakland hospitals. They will utilize a new "portal" methodology of designating areas of the campus. The introduction of a wayfinder system of signage, similar to the set-up of an airport, will include portals A-E. This project aims to consolidate old signs that date back to over 20 years, alleviate traffic build up, and, most importantly, ease patient worry about finding their destination before appointments on UPMC's campus. While some signs are getting refaced, many of the old sign structures will remain. Portal A plans to designate Western Psychiatric, while portal B will denote a temporary space off Atwood and Fifth. Similarly, portal C will designate Presby North, portal D to Montefiore, and E to the Kaufmann Medical Building.

Q: Do you have a timeframe for this? Do you need an approval process from the city?

A: Yes. We're hoping to start the installation of signage in a couple of months. We do have to go through a review. We are still awaiting variance approval, with the next step being permitting. Hopefully, early next year, we'll be completed with installation.

Q: Why aren't the red and white emergency signs larger? It is more important to find emergency than know that it is UPMC.

A: This is the design standard for UPMC, which was updated via their rebrand two or three years ago. Visually, as far as height goes, it meets all viewing standards and matches with all other UPMC campuses.