





# SWEDISH

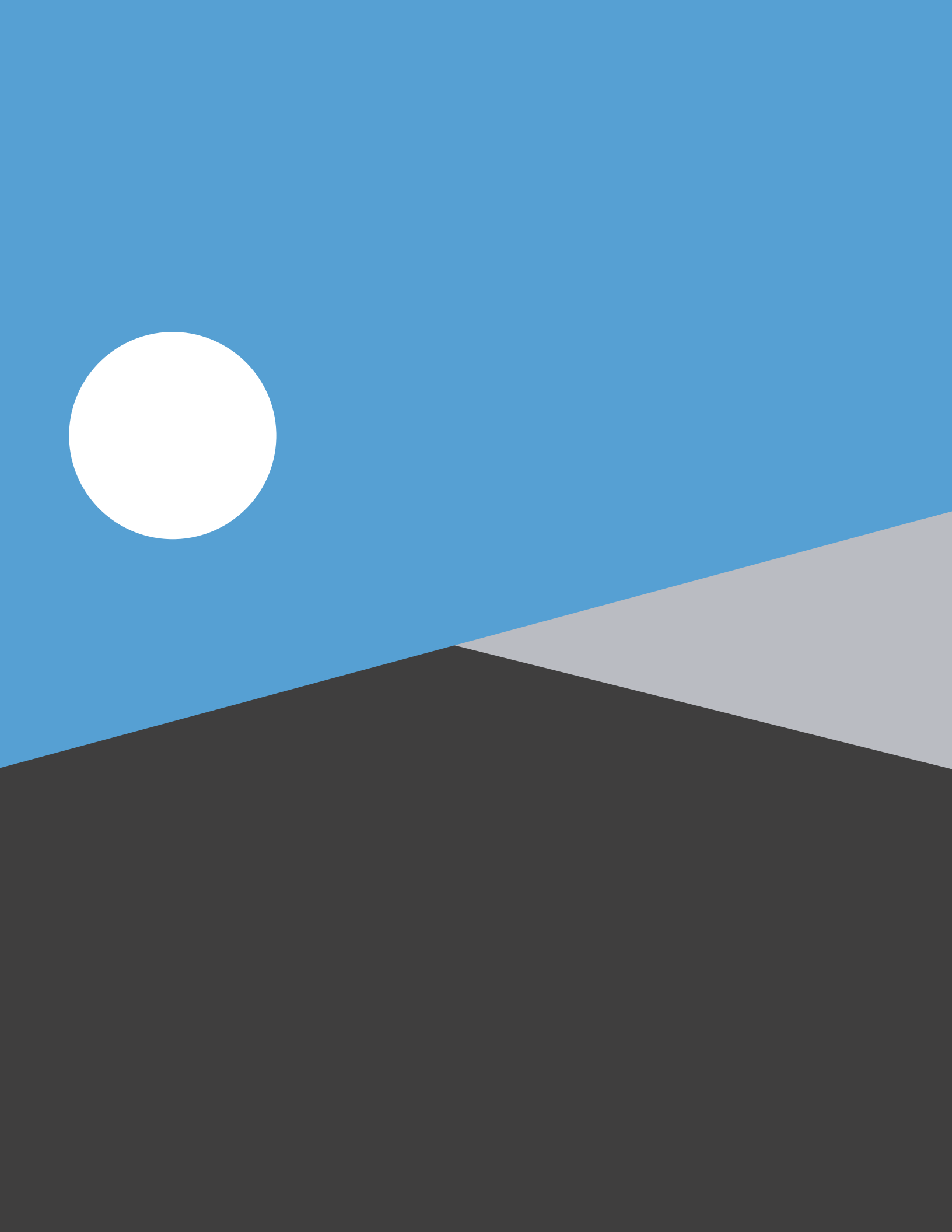
## Cherry Hill

Extraordinary **care.** Extraordinary **caring.**<sup>sm</sup>



# WAYFINDING PLAN

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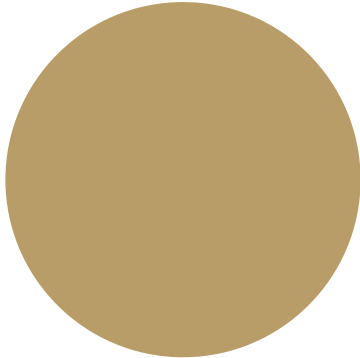
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# Introduction



**S**wedish Medical Center has produced this Swedish Cherry Hill Campus Wayfinding Plan as a requirement of the Approved Major Institution Master Plan (MIMP) for the Cherry Hill Campus. These Master Plan components are mandated by the City’s Major Institutions Code, and in the event of conflict, the provisions of the Master plan supersede guidance provided in this plan.

## Wayfinding

The term “wayfinding” describes a system of navigational cues and pathways that help individuals orient themselves and find specific destinations in complex environments. Wayfinding is often used to enhance the users understanding and experiences of the space. A successful wayfinding system should be intuitive for the first time or infrequent visitor and should contribute to a sense of well-being, safety, and security.

Comprehensive wayfinding strategies and systems are particularly important in complex built environments like hospital campuses. These environments have developed over a long period of time and encompass multiple buildings making navigation challenging. Additionally, patients, their families, and visitors can be stressed when visiting a hospital, complicating wayfinding on these campuses.

Wayfinding is greater than a system of signs, where landmarks, regions, and nodes created within the built environment of the hospital campus contribute to an effective wayfinding system. These components include the following:

- **The use of architectural landmarks**
- **Materials (paving transitions, contrast, flooring)**
- **Color usage**
- **Lighting**
- **Artwork**
- **Landscape**
- **Signage**
- **Edge**

## Goals and Objectives Related to the Design Guidelines

The goals and objectives supporting the Swedish Cherry Hill Wayfinding Plan provide context and clarity. Five key goals define the overall wayfinding vision and provide the framework for all future wayfinding strategies and associated signage during the development of the Swedish Cherry Hill campus:

### 1. Reinforce Swedish branding

- Utilize approved Swedish graphics guidelines including the appropriate use of the Swedish logo, inclusion of blue and white branding colors, use of the Swedish arc, and approved fonts
- Standardizing wayfinding across the campus

### 2. Simplicity and Clarity

- Show only the information that is relevant to the space, location, and/or navigation path
- Concise information at key decision points
- Easy to read and understand quickly
- Use of non-text cues such as colors and symbols with reliance on text-based messaging minimized
- Consideration of increasing non-English speaking population

### 3. 24-hour facility operation

- System is effective during both the daytime and nighttime
- Wayfinding lighting strategies that enhance campus navigation while blending into the adjacent neighborhood

### 4. Flexibility

- Facility expansion
- Renovations and department relocations
- Rebrands
- Cost-effective
- Modular

### 5. Sensitive of neighborhood context

- Respect the surrounding neighborhood
- Add clarity and appropriate distinction to the neighborhood
- Permiability of campus Super Block by neighborhood users
- Directing visotors to the off street parking areas
- Minimize impact on neighboring streets
- Encourage usage of designated parking areas

#### Brand Expression Checklist

Does it...

- Feature an arc?**  
Using a complete arc, with both endpoints on the same baseline, is the best way to portray the arc shape.
- Evoke cleanliness and simplicity?**  
Use of white, Helvetica Neue typography, simplified navigation and minimal ornamentation can help achieve this.
- Celebrate healthy outcomes?**  
Designs using natural imagery of vital, real people with a strong, diffused light source can lend to this sense of healthy outcomes.
- Feel human and humble?**  
Design and copy should always be clear, compassionate and modest.
- Stick to key messages?**  
If a project has copy, include at least one or two of the eight key points that differentiate Swedish.

**Photo (Above & Below):** Excerpts from the Swedish Brand Expression Guide (2014).

When you create a new design or communications piece, evaluate it with this checklist.

You should be able to check at least four or five of the boxes, and the "feature an arc" box should be checked without exception.



**Photo:** Swedish Cherry Hill Main Entrance

As concepts, these goals apply to all components of a well-designed wayfinding system. The Swedish Cherry Hill Campus Wayfinding Plan further articulates these broad goals by developing guidelines to inform future developments. These guidelines in combination with Swedish's "Compiled Major Institution Master Plan (MIMP)" and including "Appendix H – Design Guidelines" shall be used to inform the design of all future wayfinding strategies associated with future development on the Swedish Cherry Hill campus.

Key milestones of the process in developing the Wayfinding Plan include:

- City Council approval of the MIMP with requirements for Wayfinding Plan (July 8th, 2016).
- SAC meeting for presentation and review of Wayfinding Plan outline (November 28th, 2017).
- SDCI Approval of revised Wayfinding Plan (TBD).
- Individual Wayfinding Plan for each Building will be addressed during individual MUP process

## Swedish Cherry Hill Wayfinding Supplemental Guidance

The **Swedish Cherry Hill Campus Wayfinding Plan** is to assist in achieving a comprehensive wayfinding strategy and standard for the Cherry Hill Campus as it develops over the life of the Master Plan. They should be used in developing a new comprehensive wayfinding strategy and system of components moving forward that achieve the desired goals of the Swedish Cherry Hill Campus. Future development should strive to blend new wayfinding components with those developed under these guidelines that preceded them while harmonizing with the surrounding neighborhood, landscaping, and building forms.

Each design guideline section contains a statement of intent followed by specific guidance with suggested strategies.



**Photo :** Rendering of the Master Plan  
(Illustration by Stephanie Bowers, 2016)

## Wayfinding Terminology

### Swedish Cherry Hill Wayfinding Terminology:

A. Building ID/Identification sign is a permanent sign that identifies or names a building and assists in creating landmark recognition.

B. Commercial signage is a sign displayed for the purpose of identifying a commercial use, or advertising a service, product, business or venture that is offered for retail trade or sale.

C. Community event banner is a non-commercial sign composed of cloth, fabric, canvas or similarly flexible material that promotes a temporary community event endorsed, operated or sponsored wholly or in part by a local public entity of the City of Seattle or wholly or in part by a tenant, commercial vendor or Swedish Cherry Hill Medical Center. Community events may be non-profit, governmental or charitable festivals, contests, programs, or fairs conducted within the boundaries of the Swedish Cherry Hill Medical Center campus.

D. Fixed sign is any sign attached or affixed to the ground or any structure in such a manner so as to provide for continuous display for an extended or indeterminable period of time. Fixed signs include, but are not limited to free-standing signs and wall signs.

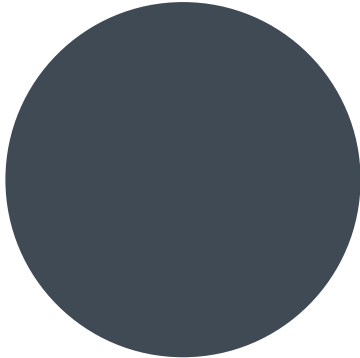
E. Monument or Freestanding sign is any sign that is not attached or affixed to a building. These signs have integrated the structural component of the sign into the design of the sign and its base.

F. Identification structure is a structure intended to attract the attention of the public to a site, without the use of words or symbols to identify the building. Examples may include fountains, sculptures, or awnings.

G. Wall graphics is a wall sign in which color and form, and without the use of words, is a part of the overall design on the building(s). A wall graphic may be painted or applied to a building as part of its overall color and design.



# Existing Conditions



**A**s part of the process of developing a Wayfinding Plan for the Swedish Cherry Hill campus to be incorporated into the MIMP, the campus was toured both during the day and at night to survey existing wayfinding components in use. In all cases the existing signage was found to be difficult to read and ineffective at providing directional guidance for visitors and the public. In addition to reviewing signage and wayfinding on the Cherry Hill Campus, the Swedish campuses of Issaquah, Edmonds, Ballard, and Mill Creek were also reviewed. The existing wayfinding signage can be categorized into the following:

### **Monument Signage**

Monument signage on the campus is located at the current Jefferson street campus entrance. There are various combinations of stainless steel signage on both brick and concrete, as well as brown colored signage on painted concrete.

### **Perimeter Signage**

This group includes perimeter wayfinding signage with multiple directional destinations listed as well as Vehicle Destination Signage that identifies the arrival at key destination points such as the emergency department and parking garage.

### **Pedestrian Signage**

This category includes pedestrian focused signage along the sidewalk, pedestrian directional signage within the campus and buildings, as well as third party vendor signage such as Starbucks.

### **Night Signage**

While this category is encompassed in the above informational signage types, it is important to the wayfinding strategy for the campus for the signage to be effective at night. The existing signage is marginally better in terms of readability than the same sign in the daytime, but are generally hard to read at vehicular speeds.

### **Other Swedish Campus Signage**

The other existing Swedish Campuses except for the First Hill Campus are standardizing on an environmental graphic package as represented in the team's survey.



**PEDESTRIAN SIGNAGE**



**PERIMETER SIGNAGE**



**VEHICLE DESTINATION SIGN**



**EAST CHERRY**

**16TH AVE.**

**MIO BOUNDARY**

**15TH AVE.**

**VEHICLE DESTINATION SIGN**



**VEHICLE DESTINATION SIGN**





**PERIMETER SIGNAGE**



**PERIMETER SIGNAGE**



**EXISTING MONUMENT SIGNAGE**



**PERIMETER SIGNAGE**



EXISTING CONDITIONS

MONUMENT  
SIGNAGE



EXISTING CONDITIONS

PERIMETER SIGNAGE  
TYPES



EXISTING CONDITIONS

PEDESTRIAN SIGNAGE



# EXISTING CONDITIONS

## NIGHT SIGNAGE



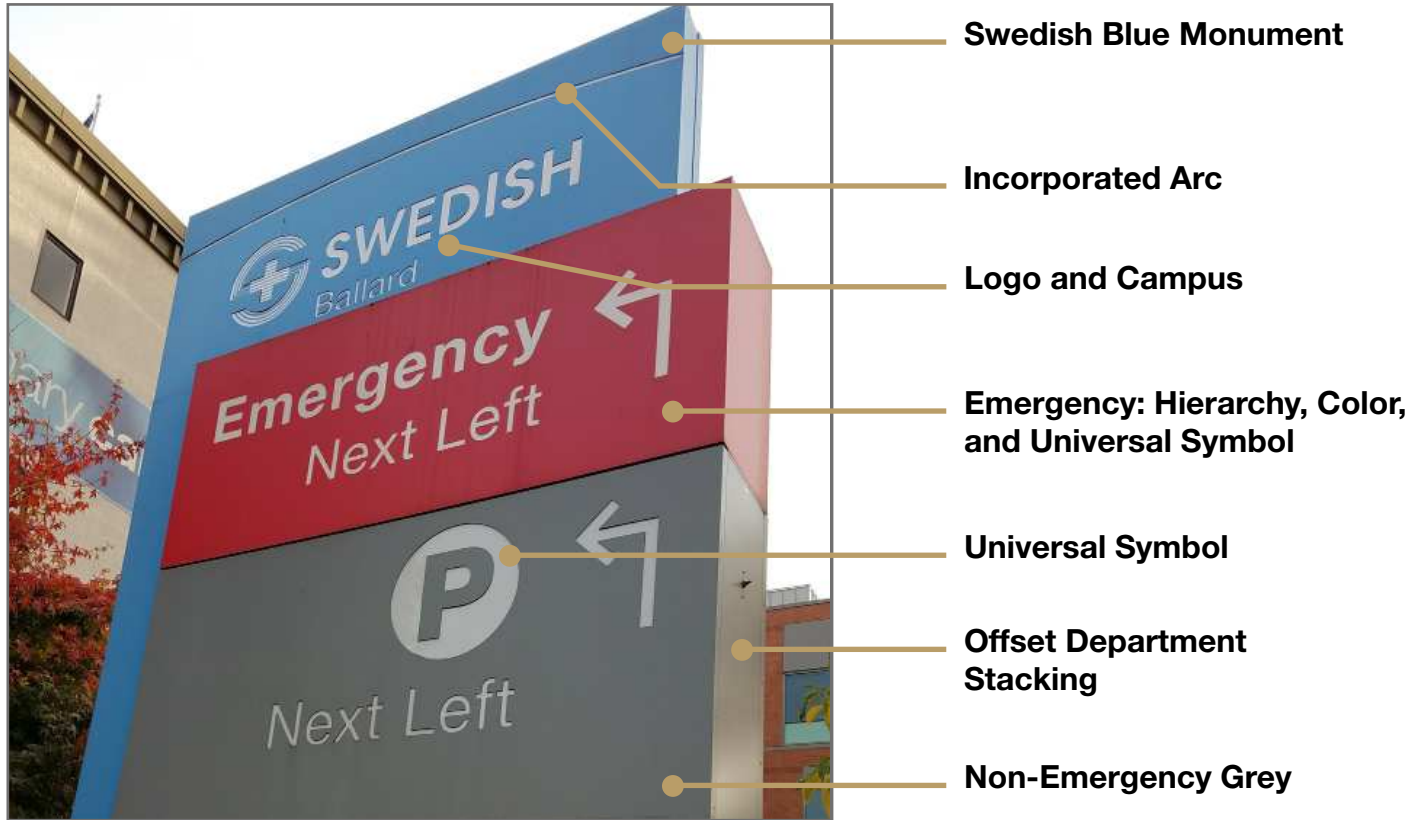


EXISTING CONDITIONS

OTHER SWEDISH  
CAMPUSES

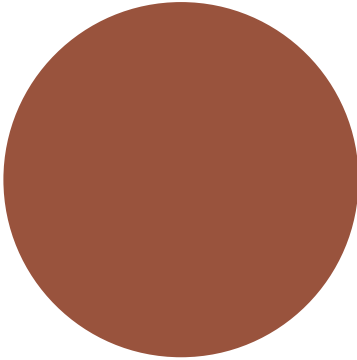


## Other Swedish Campuses: Existing Signage Diagram



While reviewing existing wayfinding at the Swedish Cherry Hill campus, an emerging environmental graphics standard was identified on multiple Swedish campuses, including Ballard, Edmonds, Issaquah, and the Emergency Room in Mill Creek. Presented on these pages are wayfinding signage examples showing Swedish branding across these campuses. Ongoing developments at the Swedish Cherry Hill campus should incorporate this new Swedish signage branding.

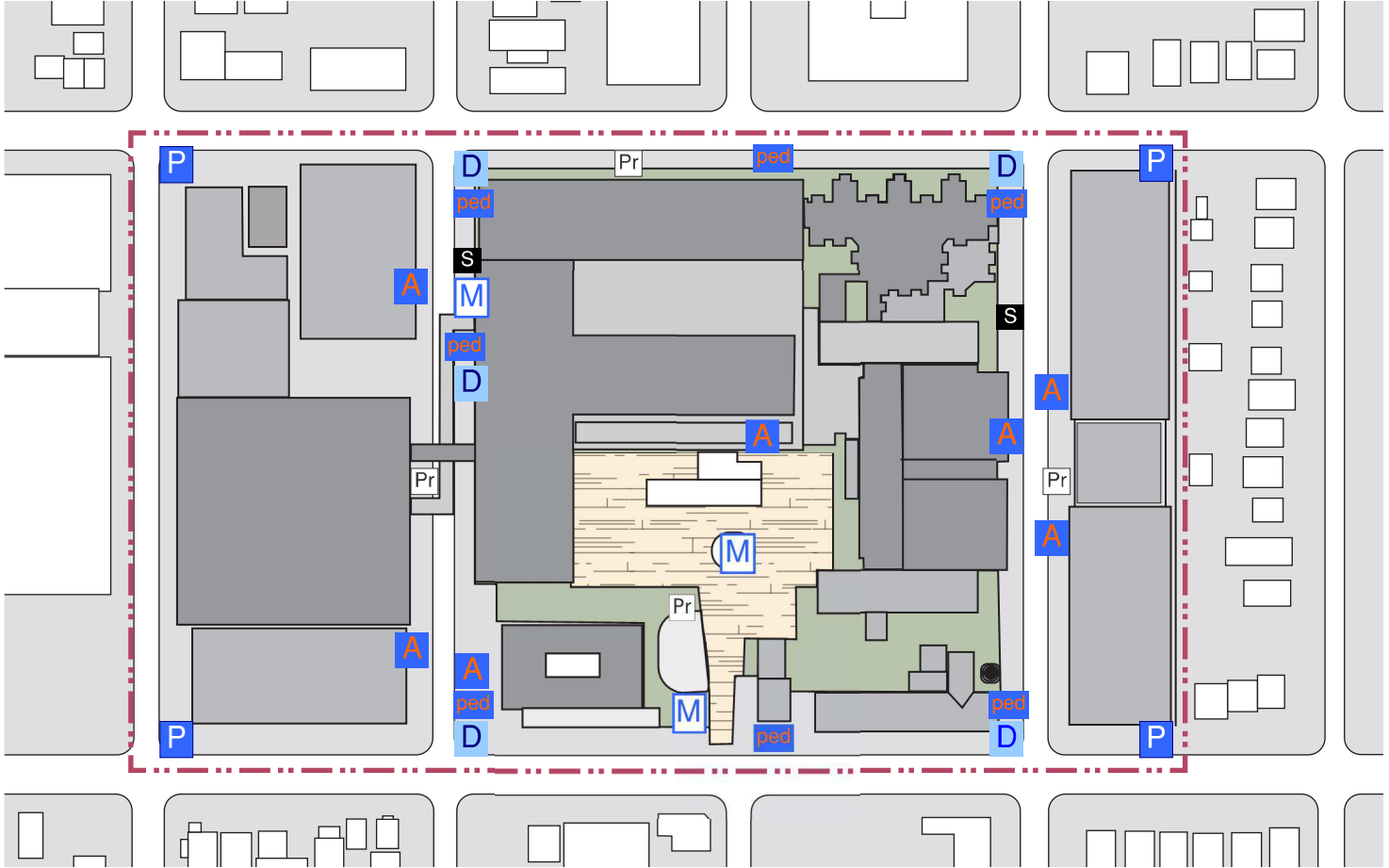
# Implementation Plan

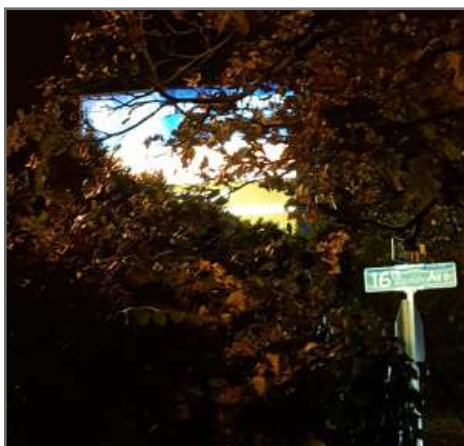


Overall exterior campus wayfinding signage needs to be implemented as part of the Major Institution Master Plan (MIMP). Swedish must develop a plan to brand the campus perimeter by building upon the existing directional signage in the Swedish Hospital system being implemented on other Swedish campuses.

## **A. Implementation:**

In accordance with campus development as identified in the MIMP, the implementation strategy incorporates prioritization of projects for maximum public and Swedish benefit, and a schedule that is reasonable relative to the phasing of the Swedish Cherry Hill campus development. Wayfinding and signage will be a component of individual project development on the campus. In addition to project specific wayfinding and signage upgrades, Swedish Cherry Hill will develop an implementation schedule to upgrade wayfinding and signage on the campus to improve and bring major wayfinding components including signage in alignment with this Swedish Cherry Hill Wayfinding Plan.





**Photo:** Landscape obstructed sign on E. Cherry Street

## B. Focus Areas:

Several areas should be given priority in implementing wayfinding and signage upgrades on the Swedish Cherry Hill Campus ahead of typical MIMP development that will occur as the campus grows strategically in the future. These areas should be addressed soon to improve existing wayfinding deficiencies. Each focus area categorizes the observed existing conditions along with recommended solutions.

### 1. E. Jefferson Street & E. Cherry Street

**Context:** Jefferson and E. Cherry are the major east west arterial routes to and from the Swedish Cherry Hill campus. It is anticipated most visitors to the campus will be arriving on these major arterial streets as all other north south streets are neighborhood streets. The major intersections of where these streets meet the MIO Boundary form the visual gateways to the Swedish Cherry Hill campus. Perimeter signage at these points is outdated, weathered, and difficult to read due to the small scale of the information presented on the signs, low contrast between text color and background color, and an overgrowth of adjacent landscaping.

**Recommendation:**

Existing perimeter signage should be replaced to match current Swedish signage being installed at other Swedish campuses. Existing landscaping needs to be pruned or revised to allow quick and easy assessment of the new perimeter signage.

### 2. Emergency Department & After-Hours Clinic

**Context:** The Emergency Department (ED) is located mid-block on 16th Avenue. There are several site conditions that make the ED difficult to locate. These include a grade change where the ED is not visible from 16th Avenue heading north from Jefferson; the ED entrance is below the overhead skybridge that connects the public parking garage to the main hospital; the ED is set back from 16th Avenue; and poorly located and maintained ED signage.

Adjacent to the ED is an afterhours clinic. An existing building sign designates the entrance. Signage directing the public to this service are typically moveable sandwich boards that are distributed in the evening during the clinic hours.

**Recommendation:**

New perimeter signage that matches signs being installed on other Swedish campuses will enhance the directional signage to the ED from the main access rounds on Jefferson Street and E. Cherry. New arrival signage that clearly identifies the entrance route to the ED should be installed on 16th Avenue. It is recommended this signage be placed such that it is visible once a vehicle turns onto 16th Avenue from either Jefferson Street or E. Cherry Street.



**Photo:** ED Entry looking North West on 16th Ave.



**Photo:** ED/ After Hours Clinic Entry Drive

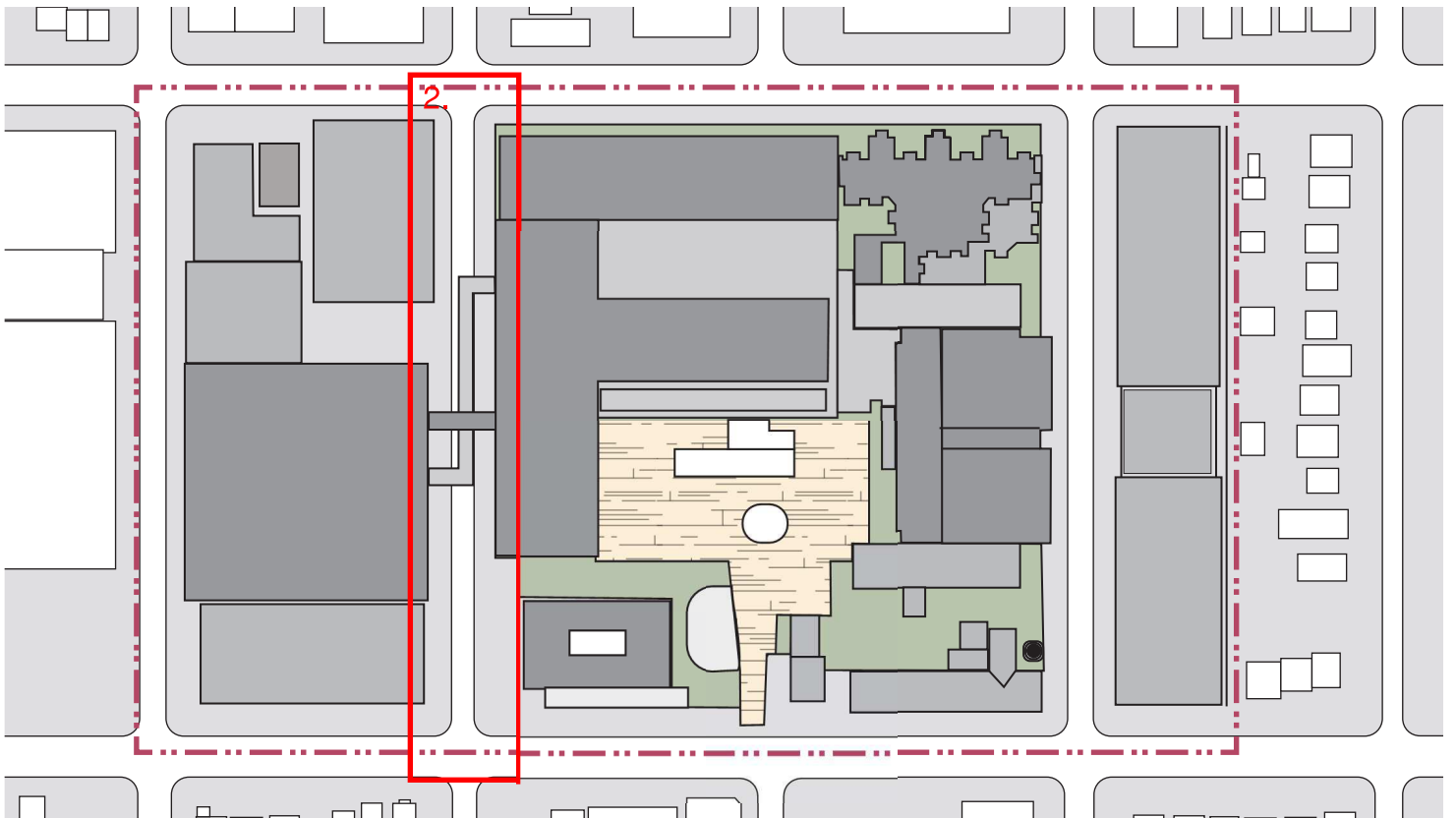
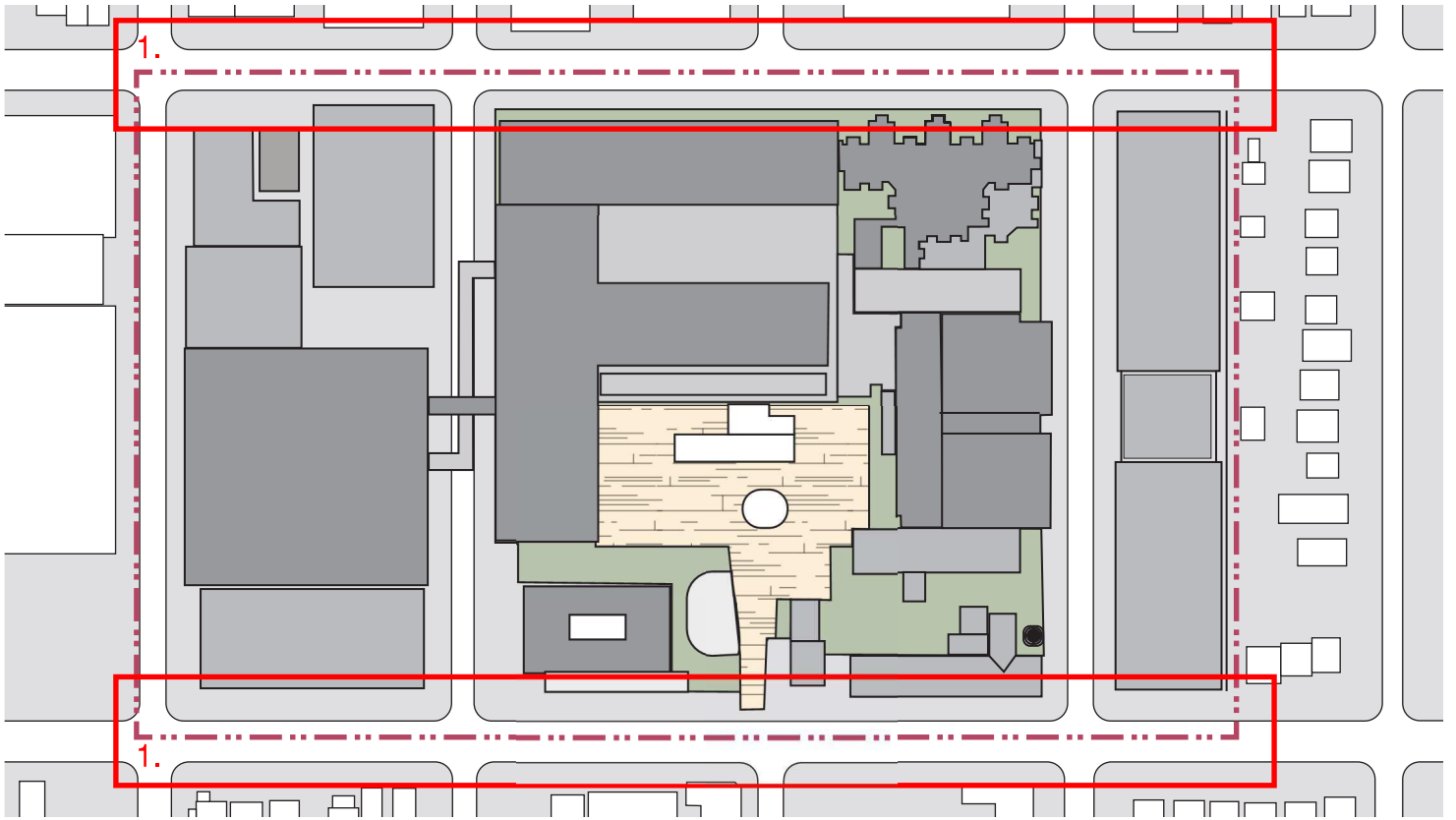




Photo: Public parking garage on 16th Ave.

### 3. Parking Garages

Context: There are currently two parking venues on campus. Current signage locating and directing visitors to these parking garages is inadequate. The primary public parking garage is located off the west side of 16th Avenue. There is a secondary parking garage beneath the arrival plaza from Jefferson street and access via a service drive off the main campus entry. Due to this garage's proximity to the main entry plaza and its limited number of spaces, this garage fills quickly. There is currently no way to identify when the lot becomes full.

Recommendation:

New parking garage identification signage that is easily identifiable for the visiting public should be installed at each parking garage entrance. Additionally, updated and improved directional signage needs to be installed to more efficiently direct the visiting public to the public parking garages.

Consideration should be given to smart parking technology and signage that shows when the secondary parking garage below the entry plaza becomes full. Alternatively, this secondary garage could be limited to handicap parking and valet parking only, with all other public parking being directed to the public parking garage on 16th Avenue.



Photo: Service entry on 16th Ave.

### 4. Service Areas

Context: There are two existing service areas on the Swedish Cherry Hill campus; one is on the northeast end of 16th Avenue and the second is on the northwest end of 18th Avenue. None of the perimeter signage indicates directions to service entries. Only the service entry on 16th Avenue has vehicle destination signage which is currently overgrown. This service entry shares exiting traffic from the Emergency Department and the After-Hours Clinic.

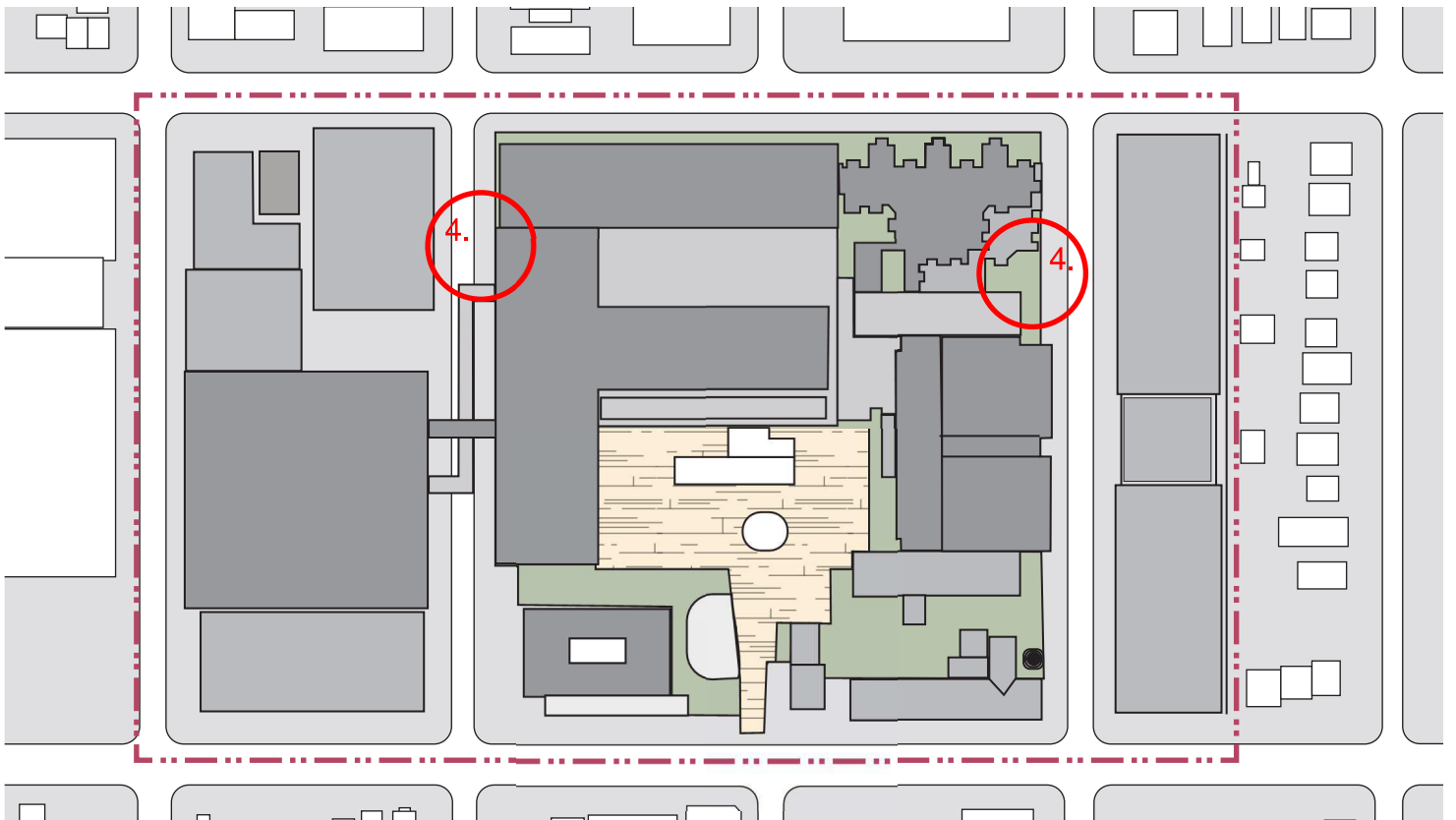
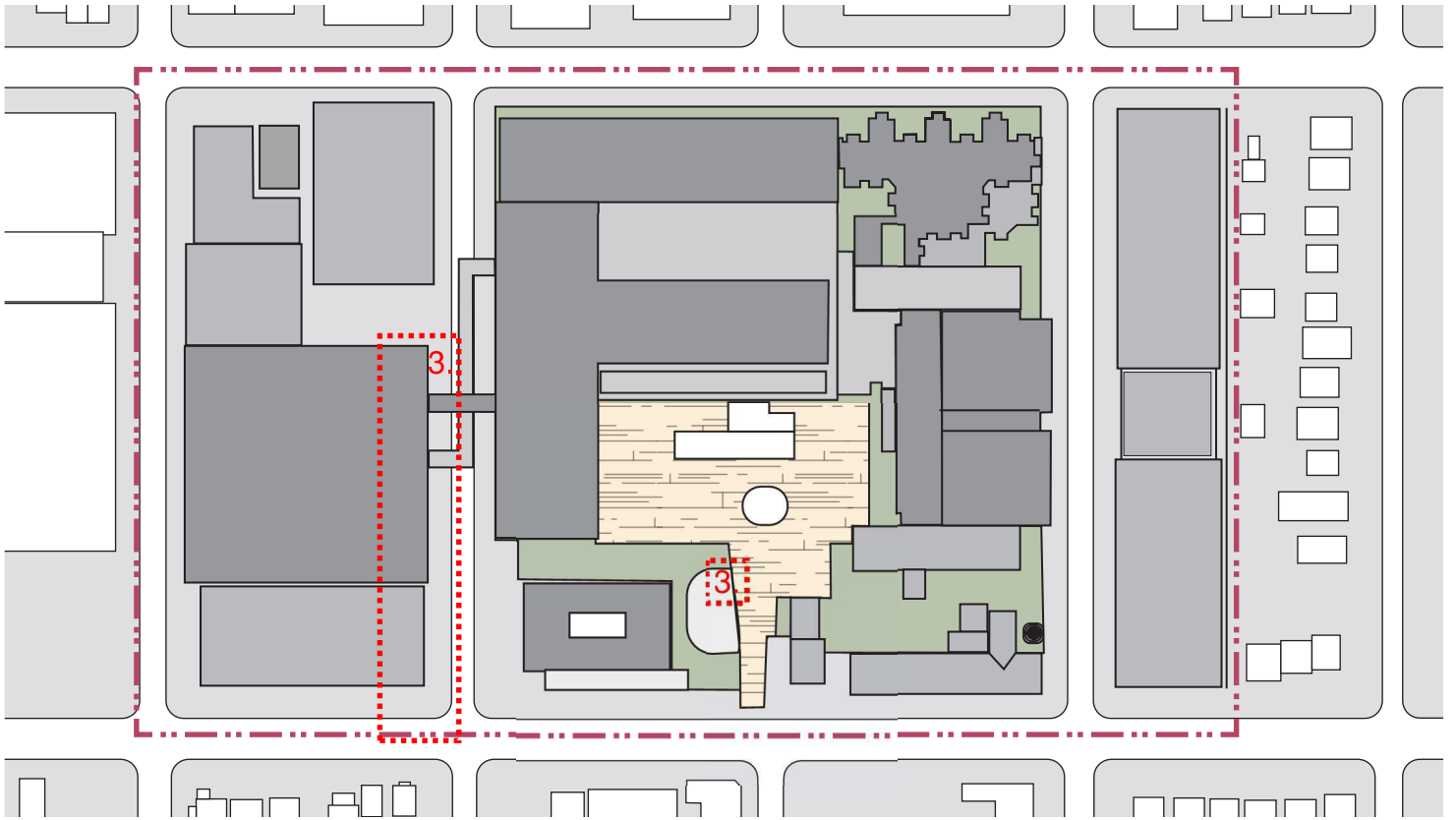
The service entry on 18th Avenue has no designating signage.

Recommendation:

Provide directional information on the perimeter signage to the service entries. Provide vehicle destination signage at each service entry curb cut. Consideration should be given to revising the ED/After-Hours Clinic parking discharge such that it does not share the 16th Avenue service entry.

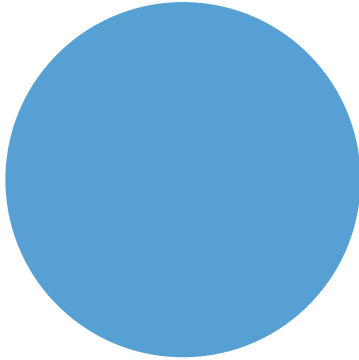


Photo: Service entry on 18th Ave.





# Design Guidelines



Sections B1 and B2 of these Swedish Cherry Hill Wayfinding Design Guidelines supplement the design guidelines established in Appendix H – Design Guidelines. Section B3 establishes new Guidelines specific to signage as part of the wayfinding system. In all cases where signage is addressed as part of a comprehensive wayfinding tool associated with the existing Appendix H- Design Guidelines, refer to B3.0 Signage for requirements for the various site signage guidelines for the campus.

### B1.1.3 Street Frontage Edge

#### Appendix H – Design Guidelines:

**“Design open spaces and pocket parks adjacent to Street Fronts to be inviting, open and complementary to adjacent street frontage uses.”**

#### Swedish Cherry Hill Wayfinding Supplemental Guidance

A. Signage: The street frontage edge provides the first point of arrival to the campus. It defines the separation between the neighboring community and the Swedish Cherry Hill campus. Consider:

- Signage used to unify the campus edge and direct the public to key destinations.
- Signage to encourage the public to use the campus as part of the overall neighborhood pathway experience.
- Consistent visual signage language to reinforce the campus edge and Swedish brand.
- Perimeter Signage identifying arrival at the campus with key directional information to destination points on the campus. These are scaled for vehicle use.
- Pedestrian Signage identifying arrival at the campus with key directional information to destination points on the campus. These are scaled for pedestrian use.

## Guidelines at a Glance

### B Design Guidelines

#### B1.0 Site Design

B1.1 Hospital Campus Character.....yes

- Street Frontage Edge
- Connection to the Street
- Public Entrances and Access Points
- Streetscape and Pedestrian Pathways
- Sidewalks
- Parking and Vehicle Access

B1.2 Exterior Spaces.....yes

- Pedestrian Amenity
- Lighting, Safety and Security Guidelines

B1.3 Landscape.....yes

- Planting

#### B2.0 Architectural Character

B2.1 Height Bulk Scale.....no

B2.2 Architectural Elements and Features.....yes

- Color and Material

B2.3 Rooftops.....no

#### B3.0 Signage (new)

B3.1 Swedish Campus Signage Standard.....yes

- Monument Signs
- Perimeter Signs
- Vehicle Destination Signs
- Parking Signs
- Educational/Informational Signs
- Address Signs

B3.2 Partner/Vendor Signage.....yes

*\*A “yes” indicates supplemental guidance is provided; a “no” indicates that the Appendix H guidelines are sufficient.*



Photo: Description

## B1.1.4 Connection to the Street

### Appendix H – Design Guidelines:

**“Identify opportunities for the project to make a strong connection to the street and ensure that the building will interact with the street. Increase street level transparency to the greatest extent that is appropriate given abutting uses.”**

### Swedish Cherry Hill Wayfinding Supplemental Guidance

A. Edge: Create regions of differing visual character that will assist in wayfinding. This can be achieved through design character, material, color, and texture along street frontages to reinforce the Swedish Cherry Hill campus edge and wayfinding along the campus perimeter. Consider:

- Paving texture and color change across streets at key pedestrian/ street intersections
- Creating distinct regions by street, or sections of street, that use similar material, color and texture to set it apart from other street edges.

B. Signage: Signage is a significant wayfinding feature that connects the perimeter of the campus with the adjacent public streets. A system of signage should be established along the streets adjacent to the Swedish Cherry Hill campus at multiple scales to provide concise clear directional signage at vehicular and pedestrian scales. Consider:

- Signage locations that provide the greatest wayfinding impact to the public
- Visually integrated into the overall paving, landscaping, and building facades



Photo: Description

## B1.1.5 Public Entrances and Access Points:

### Appendix H – Design Guidelines:

**“Landscaping, artwork and detailing can define primary entrances and access points to create a sense of arrival and place. Primary access points are transition locations that identify entry or departure points for pedestrians and vehicles. They may also identify public building entrances or the beginning of public pathways that cross the hospital campus. These locations are place-making opportunities.”**



Photo: Description

## Swedish Cherry Hill Wayfinding Supplemental Guidance

A. Landmarks: Landmarks act as reference points within the campus and surrounding neighborhood. Public entrances and key access points should be treated as landmarks within the overall Swedish Cherry Hill campus. Use of the built form to create landmark features can be used by the public first as an orientation cue and second as a memorable location. Memorable places can provide instant recognition of one's location. Landmarks should be used sparingly. They should be anchors along which paths are defined. Consider:

- Unique visual character distinct from other landmark moments on campus
- Prominent visibility within the campus and neighboring community
- Distinct contrast of the architectural feature from the surrounding neighborhood and campus.

B. Materials: Materials should be used to provide visual contrast to and a sense of significance to the public entrances and access points. Consider:

- Contrast in materials from surrounding building facades on campus and the surrounding neighborhood.
- Use of openness and glazing to enhance visual porousness of the campus facility buildings and promote a sense of place.
- Materials to provide multiple contrasting textures to reinforce the significance of the entrance as a landmark.

C. Color Usage: Entries and landmarks can be made to stand out using a different or contrasting color from the surrounding fabric of the campus. Consider:

- Utilizing color at entries and landmarks to emphasis their prominence.
- Use of color to reinforce the Swedish brand.

D. Signage: Multiple layers of signage interface at public entrances and access points. Signage should reinforce the location as a landmark, provide information and directional cues for linked paths within the campus and other neighborhood destinations. Exterior wayfinding signage should interface seamlessly both in content and visual consistency with the interior signage.



Photo: Description



Photo: Description



Photo: Description



Photo: Description

Consider:

- Use of Monument Signage to reinforce the significance of the public entrances as unique landmark opportunity.
- Use of Secondary Site Signage defining linked paths and key destinations. Parking venues with directional arrows should point visitors to appropriate parking venues.
- Use of Pedestrian Signage that ties into interior wayfinding signage

### B1.1.6 Streetscape and Pedestrian Pathways:

#### Appendix H – Design Guidelines:

**“The vision for street level use is to encourage bicyclist and pedestrian activity, improve public surveillance, and capacity for all travel modes. Pathways and streets around the hospital campus shall provide opportunities to complete street-to-street connections. Encourage travel by transit, bike or walking on an attractive and safe streetscape.”**

#### Swedish Cherry Hill Wayfinding Supplemental Guidance

A. Path: Paths are channels by which people move along in their travels and include roads, trails and sidewalks. They should be well structured and have a clear beginning, middle and end when viewed in both directions. Having clearly identified pathways between arrival points and key destinations will promote cohesion across the campus. It can promote a sense of well-being and safety and reduce anxiety caused by having to navigate through an unfamiliar environment. Consider:

- Well defined pathways tying together destination points.
- Reinforcement of regions of differing visual character that will assist in wayfinding.
- Openness of the though campus pathways to the surrounding neighborhood.
- Open site lines between key decision points and landmarks.

B. Signage: Signage should be used to reinforce the pedestrian and vehicular experience moving through the campus. It should clear delineate paths and other features within the campus. Consider:

- Pedestrian Signage at key decision points to aid in campus navigation.
- Secondary Site Signage includes plaques identifying pocket parks and other points of interest along the campus edge. It also includes periodic health walk signage including distance markers.

Photo: Description



Photo: Description

## B1.1.8 Parking and Vehicle Access

### Appendix H – Design Guidelines:

**“Design vehicular access and parking facilities to optimize operational functionality and contribute to desired hospital character. Design Street Frontage Edges to direct vehicle movements, mark access points to the campus, and promote safety for bike, pedestrian, and transit users.”**

### Swedish Cherry Hill Wayfinding Supplemental Guidance

A. Color usage: Color association as a wayfinding tool to differentiate various parking venues on the Swedish Cherry Hill campus can reinforce a visitor’s location within the overall campus. Consider:

- Utilizing different color strategies to differentiate different parking venues.
- Color can be reinforced through integration into the architectural character, interior and exterior environmental graphics, and wayfinding signage.

B. Lighting: Having well-lit pathways to parking venues promotes a sense of well-being in a time of stress. It provides a safer environment to move through. Consider:

- A well-lit path along the route of travel to the parking venue entrance.
- Entrances to parking venues are well light for easy identification at night.
- Interior light levels promote a sense of safety and enhance interior wayfinding.
- Signage is visible at night.

C. Signage: As the campus develops, additional parking venues will be required to meet the demand of the growing facility, providing additional parking for patients, visitors, and staff alike. Signage at parking garages should identify various parking venues, locate access points, indicate parking availability, and differentiate between public and private/restricted access. Consider:

- Use of the industry standard parking icon “P” inside of a circular field of color.
- Concise clear signage differentiating public parking from staff/restricted parking.
- Clear identification and directional arrows on Perimeter and Secondary Site Signage to assist drivers in efficiently navigating to the parking venues.
- Active parking counting signage showing number of available spaces

Photo: Description

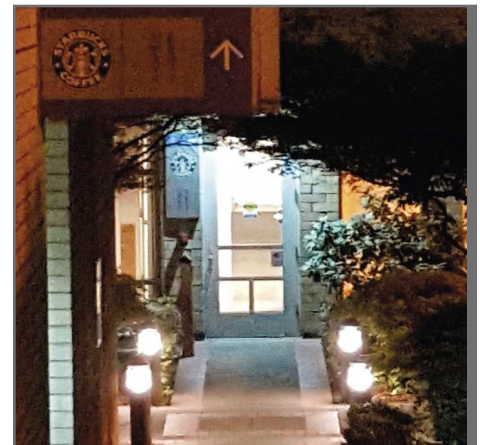


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## B1.2.5 Lighting, Safety, and Security:

### Appendix H – Design Guidelines:

**“The design and locations of physical features such as site furnishings, landscaping, pathways and lighting should maximize pedestrian visibility and safety while fostering positive social interaction among patients, visitors, caregivers and neighbors.”**

### Swedish Cherry Hill Wayfinding Supplemental Guidance

A. Lighting: With the hospital campus being a 24-hour facility lighting is imperative. Lighting as part of a comprehensive wayfinding strategy is key to assuring the campus wayfinding system works both day and night. Consider:

- Consistent illumination at building entrances.
- Fixture types used to create regions of differing visual character.
- Fixtures placed in such a way to reinforce path of travel with elevated levels of illumination
- Lighting of landmarks to reinforce their prominence at night
- Adequate light levels at points of access and entry to reinforce arrival points
- Illumination of site signage

## B1.3.3 Planting:

### Appendix H – Design Guidelines:

**“The design and locations of physical features such as site furnishings, landscaping, pathways and lighting should maximize pedestrian visibility and safety while fostering positive social interaction among patients, visitors, caregivers and neighbors.”**

### Swedish Cherry Hill Wayfinding Supplemental Guidance

A. Landscape: Plantings as well as landscape features and furniture can be incorporated into a holistic wayfinding strategy by reinforcing edges, paths and landmarks. Consider:

- Landscape materials should be selected that will not obstruct wayfinding signage and lighting when mature.
- Use of plantings that reinforce the creation of regions of differing visual character that will assist in wayfinding.



Photo: Description

## B2.2.2 Color and Material Guide

### Appendix H – Design Guidelines:

**“Overall, the architecture should use materials that achieve a backdrop for building entries and public spaces on the Street Front Edges. Architectural design should be visually integrated with existing campus while mitigating visual impacts to surrounding residential neighborhood.”**

### Swedish Cherry Hill Wayfinding Supplemental Guidance

A. Color Usage: With color being a primary way for humans to sort and group, color becomes a key tool in defining a comprehensive wayfinding solution. It can be used as a means of color coding specific information. Consider:

- Using contrasting of differentiating color as part of the wayfinding strategy across the campus.
- Use of color to reinforce the Swedish brand.
- Use of color to establish a distinct contrast of the campus from the surrounding neighborhood and campus.
- Use of color to establish identifiable regions within the campus to assist in wayfinding.





Photo: Swedish Ballard signage

## B3.0 SIGNAGE

The intent of signage is to mark campus boundaries, provide vehicle and pedestrian direction, designate site and building entry markers and identification signs, wayfinding signage, and environmental graphics design elements. Signage shall be designed as an integral element of the building architecture.

### B3.1 Swedish Cherry Hill Campus Signage Standard

The intent of signage is to mark campus boundaries, provide vehicle and pedestrian direction, designate site and building entry markers and identification signs, wayfinding signage, and environmental graphics design elements. Signage shall be designed as an integral element of the building architecture.

- Wall and Blade signs shall not interfere with architectural details or disrupt the rhythm of windows.

#### Seattle- City Sign Code

Sign Code, SMC 23.55

Definitions, SMC 23.84A

Sign Measurements, SMC 23.86.004

Shoreline Master Program, SMC 23.60A

Historic Preservation Districts, SMC 25.12.080

Special Review Districts, SMC 23.66

Landmarks and Historic Preservation

Seattle Building Code (SBC), Chapter 31, Section 3105 (awnings and canopies)

SBC Chapter 31, Section 3107 (signs)

SMC 23.69.021

SMC 15.2

SMC 11.14.577

#### B3.1.1 Statement of Intent

Signage shall make a positive contribution to the overall visual character of the streetscape. Signs shall be appropriately sized with the scale of the building. Materials and colors used in the construction of the signs shall be compatible with the overall design of the site.

**The design intent of signage at Swedish Cherry Hill campus shall:**

- Encourage signage that is clear, attractive and of appropriate scale for the project.
- Provide consistency for the entire project.

### B3.1.2 General Guidelines:

Key considerations include the following:

- Must be of a high quality of design and materials, consistent with the design of the project.
- Shall be consistent throughout the project and always compliment a building's character.
- May be fabricated of mixed media, including metal reverse-illuminated letters, suspended letters, illuminated individual letters, and signs etched or cut out of solid materials such as wood, or metals illuminated from behind.
- Larger signs of wood or other non-transparent or translucent material having exterior sources of illumination (as opposed to internal) are not allowed.
- Monument signs constructed from plastic or plastic-like materials subject to fading under UV sunlight, or cracking due to aging of integrity of materials are not allowed.
- Use of Swedish graphic standards in development of wayfinding signage
- Utilize existing Swedish exterior environmental graphics currently being utilized at other campuses
- Consideration of non-English speaking populations.
- Use of non-text cues such as colors and symbols with reliance on text-based messaging minimized. Examples include the “H” hospital symbol, the “P” parking symbol.
- Clear concise messaging with international standard directional arrows.
- Signage is effective both day and night. Current site signage at other campuses have back lit white lettering for clarity.
- All site signage must meet the requirements of the City of Seattle.



Photo: Typical new monument sign at other Swedish campuses

### B3.1.3 Monument Signage:

Monument Signage should be utilized at key entry points into the hospital. This signage should identify the hospital with the Swedish name and logo as well as the campus name. One primary entrance exists on Jefferson street. Additional major entry points are identified in the MIMP to be located on E. Cherry and 17th Avenue and along 16th Avenue.

- Monument Signage shall not interfere with pedestrian pathways or vehicular visibility.



Photo: Existing monument sign

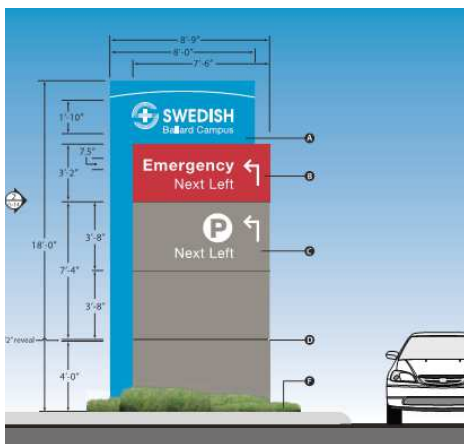


Photo: Description

### B3.1.4 Perimeter Signage:

Perimeter Signage should signify the arrival of the public to the campus edge. It should promote the Swedish brand, be clearly visible in all pertinent directions, and provide clear directional information. It should be simple and uncluttered with graphic information sized for the target audience. These signs are for both vehicle and pedestrian use and must be sized appropriately.

- Emergency with directional arrows should show prominently on all perimeter signage
- Clear, concise text destinations with directional arrows. Consider the use of international symbols in addition to the text information.



Photo: Description

### B3.1.5 Vehicle Destination Signage:

Swedish Cherry Hill Wayfinding signage shall designate variety of vehicle access points including but not limited to emergency vehicles, private emergency vehicles, delivery vehicles, staff vehicles, private patient vehicles, loading/pick up & drop off zones as they relate to building entrances for public, ambulatory patients, emergency patients, staff, materials & supplies, and vendors.

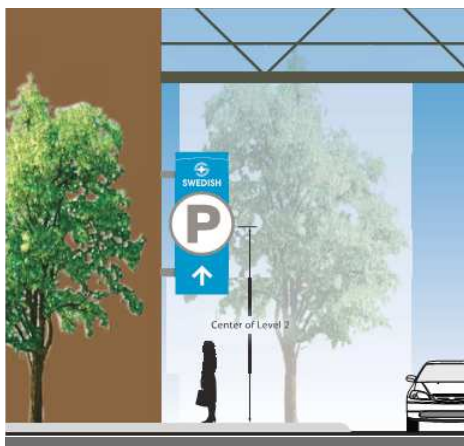


Photo: Description

### B3.1.6 Parking Signage:

Swedish Cherry Hill Wayfinding signage shall designate primary access and entry points to each parking facility. Signage shall include use of the international industry standard parking icon “P” inside of a circular field of color, and shall also include designated name of garage structure. Parking signage shall include identification within the structure for all designated parking stalls such as staff, emergency, short term, and accessible.

### B3.1.7 Pedestrian Signage:

Swedish Cherry Hill Wayfinding shall direct pedestrians to cross walks and primary building main entries and accessible entries and pathways. Signage shall direct pedestrians to key public features on campus which may include public transportation stops, public art & benefits, and significant landmarks.

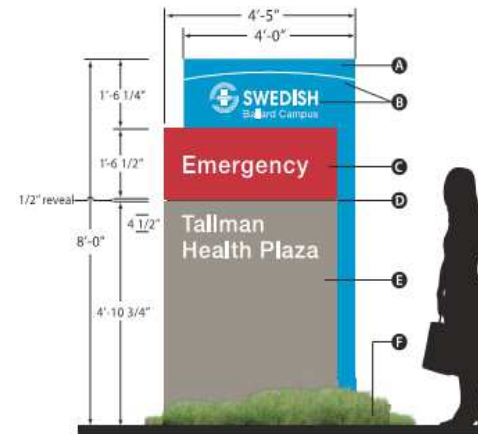


Photo: Description

### B3.1.8 Educational/ Informational Signage:

Swedish Cherry Hill Wayfinding shall direct pedestrians to public transportation, neighborhood information, natural resources or urban trails, public art & benefits, and other significant landmark features.



Photo: Description

### B3.1.9 Address Signage:

Swedish Cherry Hill Wayfinding Supplemental Guidance  
Building address signage needs to be consistent between all building main entries on the campus and should include the building number followed by the street. It should occur prominently at the building entrance. The branding must be incorporated at all building secondary entrances for a consistent experience upon entering all Swedish facilities.

- Consider use of the Swedish “S” logo followed by the word “Swedish” as part of the building address signage
- Promote consistency of detail, color, structure, lighting and artwork at all primary and secondary building entrances on the campus.



Photo: Description



Photo: Description

## B3.2 Partner/Vendor Signage:

Hospital campuses are complex, comprised of multiple entities working in concert to provide positive patient care. Examples of additional entities with their own signage and wayfinding needs include medical office buildings, provider practices, clinics, 3rd party labs, public pharmacies, and dining vendors. In addition, there are often short-term rental vehicles (such as Zip Car) and public transportation wayfinding needs within the hospital campus. Assuring partner and vendor wayfinding needs are addressed in a comprehensive campus wayfinding strategy is crucial in a complex hospital environment.

### B3.2.1 Statement of Intent:

Partner/Vendor wayfinding and signage must be integrated into an overall wayfinding strategy for the campus. It should be complimentary, but not compete with other directional and wayfinding strategies employed on campus

## B3.2.2 General Guidelines:

Key considerations include the following:

- Integrating harmoniously in the overall campus wayfinding and signage strategy employed on the campus
- Use of Swedish graphic standards in development of wayfinding signage
- Utilize existing Swedish exterior environmental graphics currently being utilized at other campuses
- Consideration of non-English speaking populations.
- Use of non-text cues such as colors and symbols with reliance on text-based messaging minimized. Examples include the “H” hospital symbol, the “P” parking symbol.
- Clear concise messaging with international standard directional arrows.
- Signage is effective both day and night. Current site signage at other campuses have back lit white lettering for clarity.
- All site signage must meet the requirements of the City of Seattle.

