

WAT/MP

City of Detroit
OFFICE OF THE CITY CLERK

Janice M. Winfrey
City Clerk

Vivian A. Hudson
Deputy City Clerk

DEPARTMENTAL REFERENCE COMMUNICATION

August 15, 2006

To: The Department or Commission Listed Below

From: Janice M. Winfrey
Detroit City Clerk

The following petition is herewith referred to you for report and recommendation to the City Council

In accordance with that body's directive, kindly return the same with your report in duplicate within four (4) weeks.

/PUBLIC WORKS - CITY ENGINEERING DIVISION/

0868 **WadeTrim - Henry Ford Health System**, request approval to place hospital "H" sign on West Grand Boulevard and the removal of existing sign located at Second Avenue and Euclid Street, etc.

RECEIVED
CITY ENGINEERING DIV-DPW

AUG 21 2006

By _____

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WADE TRIM

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TTY CLERK

0868

August 4, 2006

City of Detroit
Department of Public Works – Sign Shop
2425 Fenkell Avenue
Detroit, MI 48238

Attention: Mr. Kevin Kinnard, Project Adjuster

Re: Henry Ford Health System Wayfinding Report

Dear Mr. Kinnard:


On behalf of Henry Ford Health System, Wade Trim is submitting an application for interstate and trailblazing signage for the Henry Ford Hospital located at 2788 West Grand Boulevard. The application is being submitted to both the Michigan Department of Transportation and the City of Detroit. The attached plan outlines a request for a number of new signs both on the interstate system, as well as state trunkline and local roads.

In particular, we are requesting approval from the City of Detroit to place a hospital "H" sign on a local road, West Grand Boulevard, to provide trailblazing from a state controlled roadway. In addition, we are requesting the removal of an existing hospital sign located at the southwest corner of 2nd Avenue and Euclid Street. Please accept the attached plan as our application for this request.

If you have any questions regarding this Proposal, please feel free to contact me at 734.947.9700. Thank you for your time and attention to this matter.

Very truly yours,

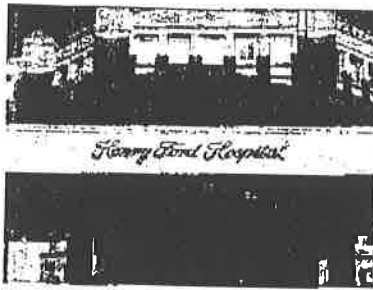
Wade Trim Associates, Inc.


Julie Johnston, AICP
Vice President/Project Manager

JJ:sc
HFH 6010-01T
P:\Hfh6010\01 (Admin-support)\Correspondence\Application Memo.doc
Enclosure

cc: Ms. Nicole Jackson, Henry Ford Health System

Wade Trim Associates, Inc. 734.947.9700
25251 Northline Road 800.482.2864
P.O. Box 10 734.947.9726 fax
Taylor, MI 48180 www.wadetrिम.com



Henry Ford Hospital - Main Campus MDOT and Trailblazing Report

Introduction

Henry Ford Health System has decided to undergo a facility wide wayfinding program. The goal of this program is to improve on-site and off-site visibility, maneuverability, and the overall capacity of customers and employees to easily locate Henry Ford Health System facilities. During the field work for the Main Campus Wayfinding Report, several inconsistencies and lack of signage were noted with regard to off-site signage along freeways and state trunklines. These inconsistencies prompted the development of this report.

Henry Ford Hospital-Main Campus is a 903-bed tertiary care hospital, education and research complex located in the New Center Area of Detroit. The multitude of services and facilities offered to Detroit area residents make the Main Campus facility an important destination place within the City. In order to access this significant hospital facility in an orderly manner, efficient wayfinding becomes critical.

To help facilitate a comprehensive wayfinding program, this report has been organized into two main sections: Existing Conditions and Proposed Conditions. In the Existing Conditions section, we will inventory the current signage along roadways. The Proposed Conditions section will identify the requested changes to the established hospital signs, as well as any new signs that will complete a sign plan that best suits the Henry Ford Hospital- Main Campus. Existing conditions can be viewed graphically on **Map 1, Existing Conditions** and the proposed signage is indicated on **Map 2, Proposed Conditions**.

Following the guidelines set forth in the *MDOT Guidelines for Signage on State Trunkline Highways*, we have come to a number of conclusions that will maximize accessibility and wayfinding for customers and employees of the Henry Ford Hospital.

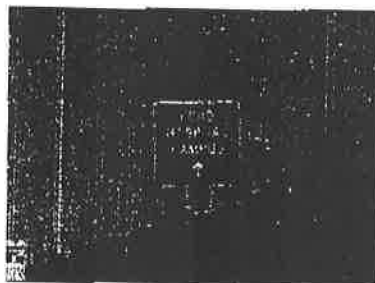




Sign located along the Pallister Road exit ramp on southbound Lodge Freeway. (Sign No. 1)



Sign located along the southbound Lodge Freeway. (Sign No. 2)



Sign located on the Milwaukee Avenue exit from the Lodge Freeway north. (Sign No. 3)



Sign located on the Lodge Freeway north. (Sign No. 4)



Existing Conditions

These conditions are based on site inspections conducted on February 23, 2006 and May 24, 2006 by Wade Trim, a consultant to Henry Ford Health System. Information on existing conditions is detailed below and is graphically represented on **Map 1, Existing Conditions**.

Site Specific Conditions

Facility:	Henry Ford Hospital- Main Campus
Location:	2799 W. Grand Blvd Detroit, MI 48202
Zoning:	B4- General Business District R6- High Density Residential R5- Medium Density Residential
Land Area:	±51.69 acres
Floor Area:	Hospital- 322,493 square feet Clinic- 410,218 square feet
Parcel ID:	06990141.00

Location

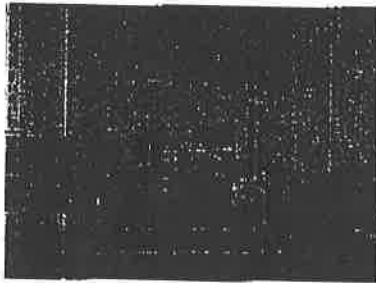
Henry Ford Hospital - Main Campus is located on the northwest corner of West Grand Boulevard and the Lodge Freeway (M10). The location of the Hospital allows visitors to easily access the Campus from many directions. Within two miles of the Campus are three major interstates (I-96, I-75, and I-94), the Lodge Freeway (M10), and two state trunklines (Woodward Avenue and Grand River Avenue).

The Main Campus property is a rectangular shape and is surrounded on all sides by streets and roads. Along the east side of the property is the John C. Lodge southbound service drive and the Lodge Freeway (M-10). Pallister Street is located along the north side of the property. On the west side of the property is Poe Street and West Grand Boulevard is located to the south. Five entrances provide access to the Main Campus from the surrounding streets and roads.

Pallister Road has two entrances: the service entrance on the northeast side of the property and the Clara Ford Pavilion/Emergency/Maternity Services Entrance, along the northwest side of the property. Along Poe Street is an emergency entrance located on the southern half of the property. The Hospital Clinic entrance is located on the east side of the property on the Lodge Freeway Service Drive. The main entrance is located along West Grand Boulevard.



Sign located on westbound I-94 east of the Lodge Freeway. (Sign No. 9)



Sign located at the Woodward Ave/Hendrie Street intersection. (Sign No. 10)



Sign located on the Trumbull Ave exit from I-94 east. (Sign No. 11)



Joint Freeway sign located on I-94 east. (Sign No. 12)



In general, access to the site is efficient. Signs along the Lodge Freeway allow visitors to reach the hospital fairly easily. Also, after exiting the Lodge Freeway, visitors can follow existing signs to access whichever building or service they may need.

Signage

There are currently eight existing hospital signs located along freeways or freeway exit ramps near the Main Campus. Their locations, as well as a description of each sign, is outlined below.

Lodge Freeway

Four hospital signs are located along the Lodge Freeway and specifically identify the "Henry Ford Campus." The location of signs along the Lodge Freeway are identified graphically on **Map 1** and are labeled Signs No. 1 through 4.

Two signs are located on the northbound Lodge Freeway: the first is a green sign that says "Ford Hospital Campus- exit West Grand Boulevard". The second sign states "Ford Hospital Campus" with a directional arrow. This sign is also green and is located on the Milwaukee Avenue exit ramp.

Two signs are located on the southbound Lodge. The first states "Henry Ford Hospital" in a script font and then "Exit Pallister" in a traditional font. The sign is blue in color and is located on the Euclid Avenue overpass. The second sign is also blue with the "Henry Ford Hospital" statement in script font. This sign is located just prior to the Pallister Road exit ramp.

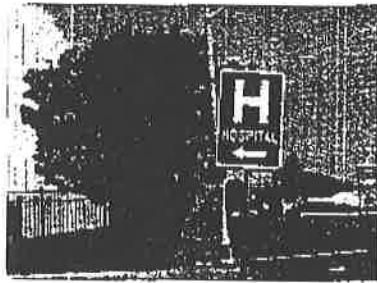
Interstate 94

Currently, there are four signs located along I-94. The positions of these signs can be seen graphically on **Map 1** as Signs No. 9 through 12.

Sign No. 9 is located on westbound I-94 east of the Lodge Freeway/I-94 interchange. This sign informs drivers to follow M-10 north to access the "Ford Hospital Campus/Train Station."

Sign No. 10 is located off of I-94 eastbound on the Woodward Avenue exit ramp. The sign directs drivers north on Woodward Avenue to access the "Ford Hospital and New Center Area."

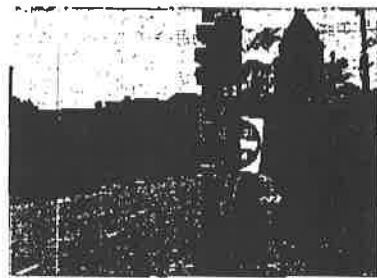
Sign No. 11 is located off of I-94 eastbound on the Trumbull Avenue exit ramp (214B). It is a standard green freeway sign which directs drivers north onto Trumbull Avenue to access the "Ford Hospital" and "New Center Area."



Hospital Symbol Sign located at the Woodward Ave/ Euclid Street intersection. (Sign No. 5)



Hospital Symbol Sign located on northbound Second Ave. (Sign No. 6)



Hospital Symbol Sign located on southbound Second Ave. (Sign No. 6)



Hospital Symbol Sign located at the Trumbull/ Grand intersection. (Sign No. 8)



Sign No. 12 is located on eastbound I-94 and directs motorists to utilize exit 214B, Trumbull Avenue, to reach the Main Campus. It is a standard green joint sign that reads "Ford Hospital, New Center Area, Train Station, Exit 214B."

Non-Freeway Signage

According to site inspections conducted by Wade Trim, five different roadway locations contain non-freeway signs. All of the non-freeway signs in question are blue hospital symbol (H) signs with directional arrows. These signs are trailblazing signs that lead travelers from a freeway to the Henry Ford Hospital. Locations of these signs can be viewed graphically on **Map 1, Existing Conditions**.

Sign No. 5 is located at the corner of Woodward Avenue and Euclid Street, to the east of the Henry Ford Hospital - Main Campus. This sign directs northbound Woodward Avenue traffic to go west on Euclid Street. Once heading west on Euclid drivers are not presented with additional trailblazing signs directing them to the Henry Ford Hospital.

Other signs are located along Euclid Street but these signs direct traffic from north and southbound Second Avenue onto westbound Euclid Street. This sign is indicated on **Map 1** as Sign No. 6. These signs act as a two-sided sign and are placed on each side of a light pole.

Another hospital symbol sign is located along Holden Street to the south of the Main Campus. This sign directs eastbound Holden Street traffic onto northbound Lincoln Street. This sign is indicated on **Map 1** as Sign No. 13.

Sign No. 8 appears to be a trailblazing sign that leads traffic from I-94 east to the Main Campus. This sign is located on the corner of Trumbull Avenue and West Grand Boulevard. While traveling north on Trumbull Avenue, the sign directs the driver to turn left on West Grand Boulevard to access the Hospital.

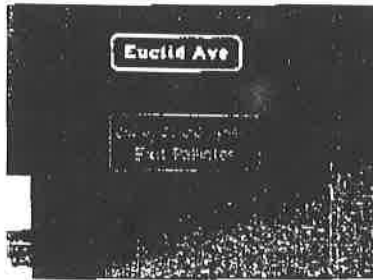
The final non-freeway hospital symbol sign located during the site inspections was Sign No. 7 as shown on **Map 1**. This sign is identical to Sign No. 8. Sign No. 7 is located at the Lodge Service Drive/West Grand Boulevard intersection. This sign directs traffic exiting by way of the Milwaukee exit, from northbound M-10, west on West Grand Boulevard over the freeway and to the Main Campus.

Proposal

Freeway Signs

Uniformity

One major issue with the current freeway signage for the Henry Ford Hospital - Main Campus is the lack of uniformity among signs. For example, Sign Nos. 1 and 2 are blue signs that identify the hospital specifically as “Henry Ford Hospital” in script font as seen in the photo to the left. Other freeway signs are green signs that identify the hospital as “Ford Hospital Campus.”



Sign located along the southbound Lodge Freeway. (Sign No. 2)



Sign located on westbound I-94 east of the Lodge Freeway. (Sign No. 9)



Sign located on the Milwaukee Avenue exit from the Lodge Freeway north. (Sign No. 3)



Part of a successful wayfinding program is to use clearly identifiable and uniform signs that facilitate navigation through an environment. Therefore, the following is proposed:

- ◆ Change all existing freeway signs to identify the hospital as “Henry Ford Hospital” rather than “Ford Hospital Campus.”
- ◆ Ensure that the placement of any new freeway signs are consistent with the changes requested to existing signs.

Modification of Existing Signs

There are a number of existing freeway signs that need to be modified in order to be uniform with the rest of the Henry Ford Hospital freeway signs:

- ◆ Sign No. 3 needs to be changed from a green “Ford Hospital Campus” sign to a blue “Henry Ford Hospital” sign.
- ◆ Sign No. 4 and 9 through 12 are joint signs that direct drivers to multiple destinations. Henry Ford Health System would request the replacement of the green sign with the corrected hospital name.

New Signs

In addition to the existing signs, there are a number of new freeway signs that are being requested as part of this wayfinding report. These signs include:

Sample Signs Only:



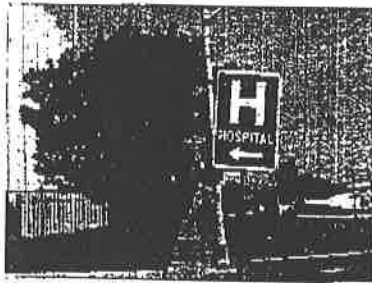
- ◆ Add a sign to I-96 eastbound prior to the West Grand Boulevard exit. This sign will direct drivers to use the West Grand Boulevard exit.
- ◆ New sign on the I-96/West Grand Boulevard exit ramp, directing drivers to turn left on West Grand toward the hospital.
- ◆ Add a sign on I-75 northbound prior to the I-75/I-94 interchange. This sign should read "Henry Ford Hospital follow I-94 west."
- ◆ Add a sign on I-75 southbound prior to the I-75/I-94 interchange. This sign should read "Henry Ford Hospital follow I-94 west."
- ◆ Add a Henry Ford Hospital sign on I-94 eastbound near Wabash Street. This sign should read "Henry Ford Hospital use Trumbull Avenue, Exit 214B Only." This sign should be placed prior to the sign for exit 214B. The reason for placing an additional sign at this location is due to an entrance ramp sign from east I-94 to north M-10 Freeway, which prohibits drivers from utilizing the Milwaukee exit ramp. The Milwaukee ramp is the exit needed to access the Main Campus. Warning drivers well in advance that they will need to use the Trumbull Avenue exit to access the Main Campus will avoid confusion and result in safer travel on I-94 and M-10.

Sign design for these new hospital signs should be uniform: blue background with the "Henry Ford Hospital" text in white font.

Non-Freeway Signs

In order to ensure proper trailblazing from the existing and proposed freeway signs, a number of modifications or additions to the non-freeway trailblazing scheme must occur.

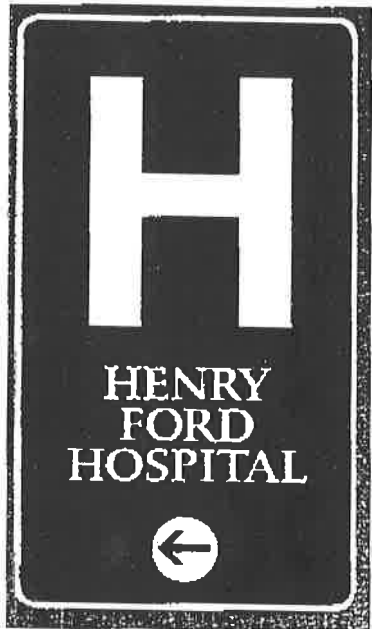




Removal of Signs

From our field work, we were unable to tell if Sign Nos. 5 and 6 were actual trailblazing signs for the Henry Ford Hospital. If so, we have the following recommendations:

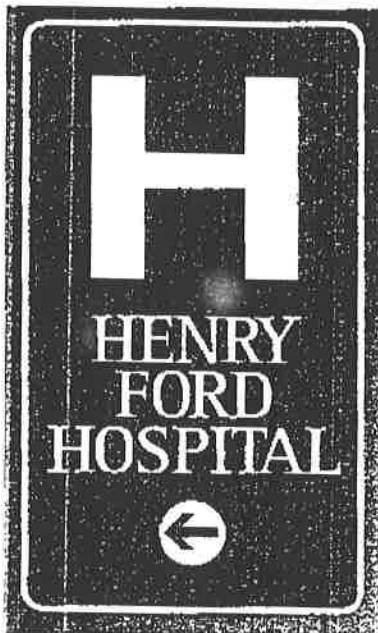
- ◆ Removal of Sign No. 5 from the intersection of Euclid and Woodward. The use of Euclid Street as a trailblazing route to the Henry Ford Hospital is not recommended.
- ◆ Removal of Sign No. 6. This sign serves no purpose. It does not serve any trailblazing purposes and it is not in a prime location to serve the Main Campus.

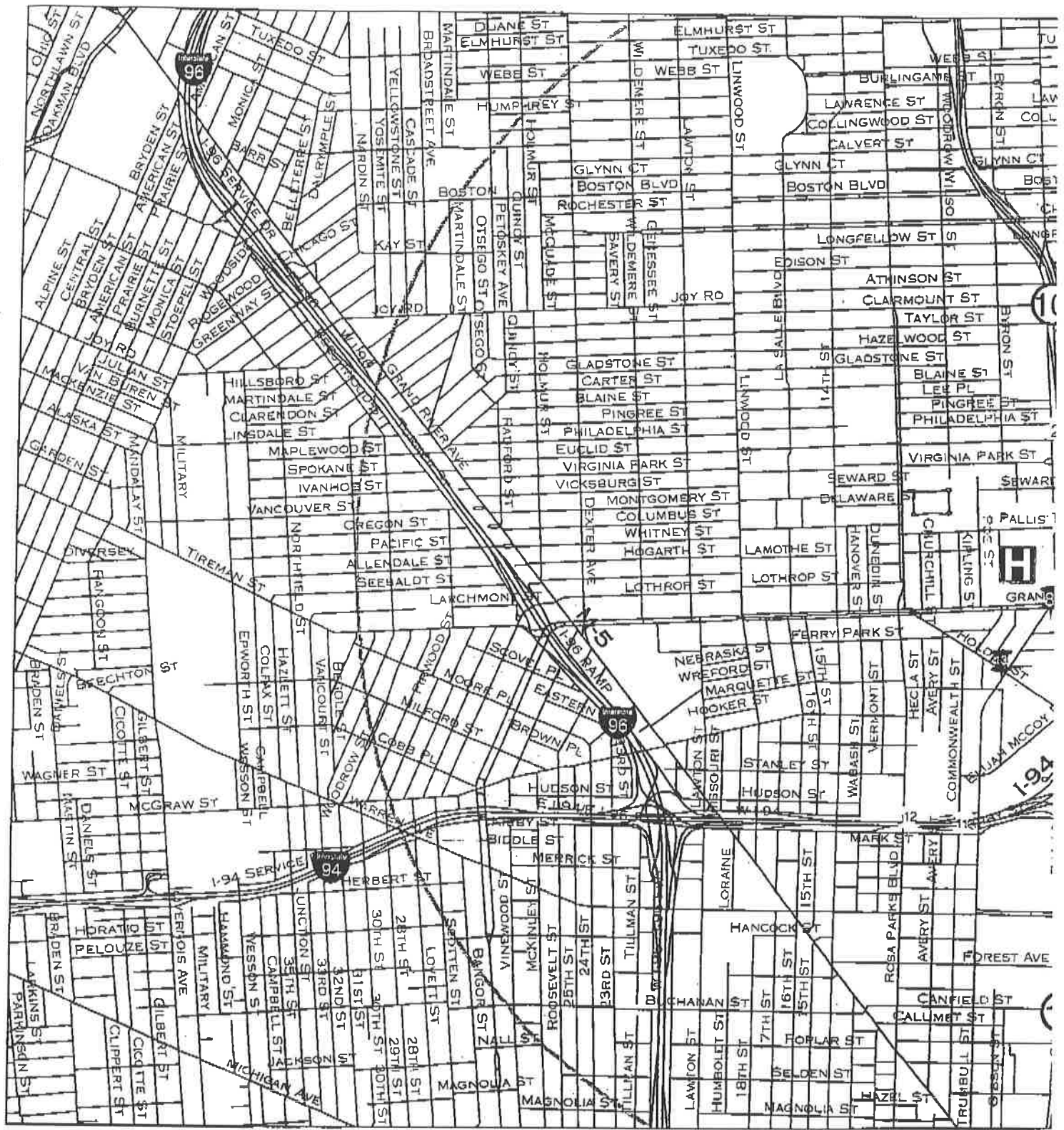


New Sign

If possible, all trailblazing signs would contain the name of the hospital in small font to help inform motorists. New hospital symbol signs proposed include:

- ◆ Add a hospital symbol sign at the Woodward/West Grand intersection. Locate the sign south of West Grand on the east side of Woodward Avenue. The sign should direct drivers from northbound Woodward to travel west on Grand Boulevard to the Main Campus.
- ◆ Add a hospital symbol sign at the Woodward/West Grand intersection. Locate the sign north of West Grand on the west side of Woodward Avenue. The sign should direct drivers from southbound Woodward to travel west on Grand Boulevard to the Main Campus.
- ◆ A hospital symbol sign should be added on M-5 southbound, prior to the M-5/West Grand Boulevard intersection. This sign should direct drivers left or east on West Grand Boulevard to the Henry Ford Hospital.
- ◆ A hospital symbol sign should be added on M-5 northbound, prior to the M-5/West Grand Boulevard intersection. This sign should direct drivers right or west on West Grand Boulevard to the Henry Ford Hospital.
- ◆ A hospital symbol sign should be added on east bound West Grand Boulevard on the south side of the road prior to Linwood Street. This sign would direct drivers to continue east on West Grand Boulevard. West Grand Boulevard is under the jurisdiction of the City of Detroit. A request will be submitted to the City of Detroit for approval of this hospital symbol sign.












**HENRY FORD
HOSPITAL CAMPUS**
2799 W. GRAND BLVD.
DETROIT, MI 48202

MAP 1: EXISTING CONDITIONS



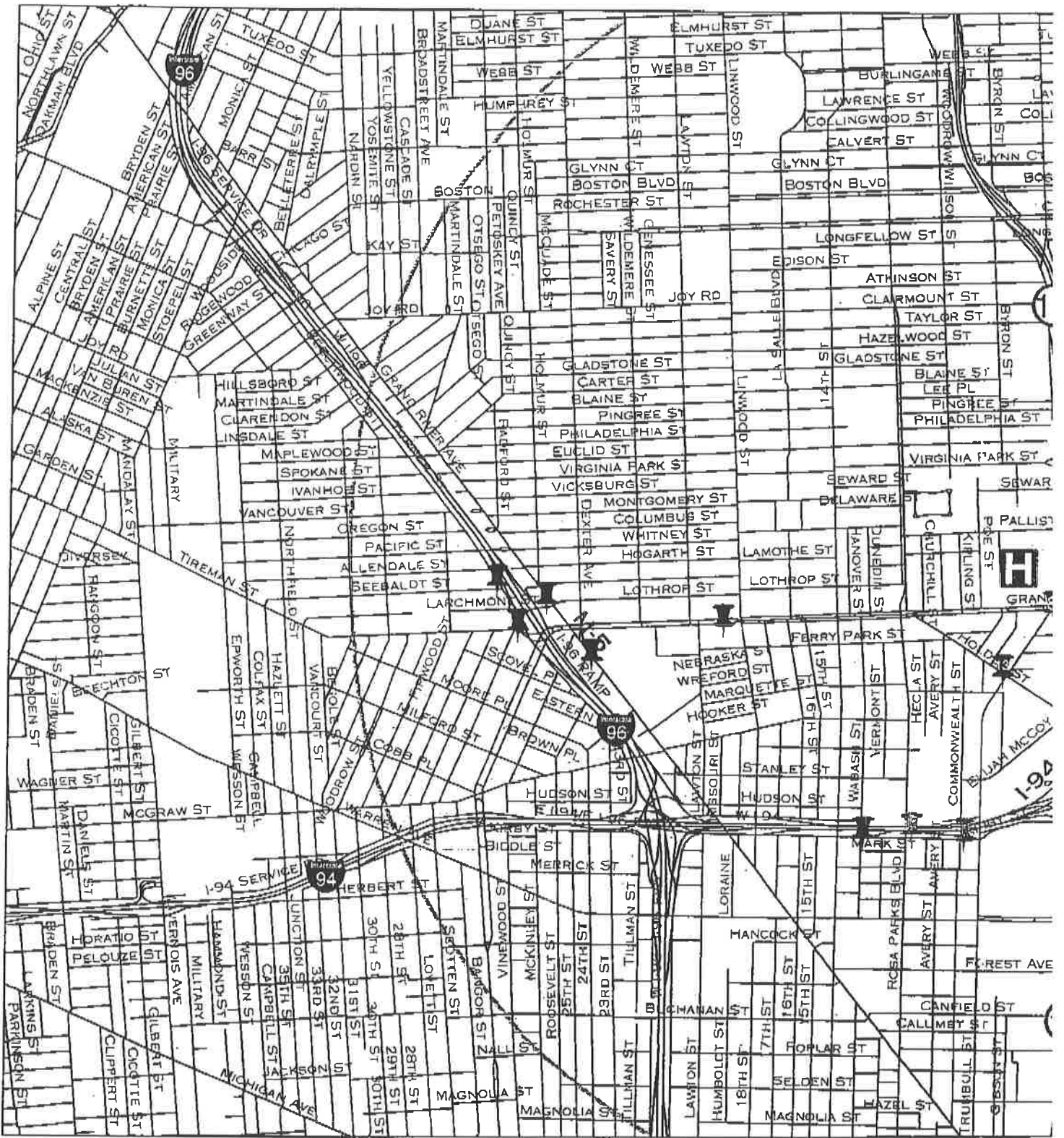
Legend

-  Hospital Property
-  2 Mile Buffer
-  Interstates/Trunklines
-  Roads
-  Henry Ford Hospital Campus
-  Henry Ford Hospital Campus Freeway Signs
-  Henry Ford Hospital Campus Non-Freeway Signs

WADE TRIM
 25251 NORTHLINE ROAD
 TAYLOR, MI 48180
 WWW.WADETRIM.COM



Source: Wade Trim Field Survey of February 2008.



HENRY FORD HOSPITAL
MAIN CAMPUS
 2799 W. GRAND BLVD.
 DETROIT, MI 48202

MAP 2: PROPOSED CONDITIONS



- end
- Hospital Property Existing Freeway Signs Existing Freeway Sign to be Modified
- 2 Mile Buffer Existing Non-Freeway Signs
- Interstates/Trunklines Roads Proposed Freeway Sign
- Proposed Hospital Symbol Sign

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 WWW.WADETRIM.COM

0 0.25 0.5 Miles

Source: Wade Trim Field Survey of February 2006.