Washington County Regional Medical Center Vision
IDENTIFYING THE ISSUES

• Location and design of the existing rose garden
• “Neglected looking” designated smoking areas
• Inefficient and ineffective signage
• Inadequately defined hospital entrances
• Dated building façade
• Lack of covered pick up and drop off area for patients
• Poor circulation in the parking lot
• Dedicated parking for physicians (14 spaces)
• Improving the ECF garden and outdoor space
• Unsightly trash collectors
• Screening of the trash collection site
• Unused open spaces
• Limited outdoor seating opportunities
Suggestions from the Staff

- Employee garden with access to interior dining hall
- Water features in the landscape
- Great opportunities for ECF residents to positively interact with outdoor environment
- Preserve existing trees where possible
- Relocate employee grill
- Covered pick-up/ drop-off areas for patients
Review of the 2008 charrette report

- The WCRMC report compiled by the University of Georgia students was reviewed prior to beginning any design work.

Challenges
- The age of the facility and how it is perceived
- Landscaping is not notable
- Entrances are hard to find, and there are “dead” entrances
- Poor accessibility to outdoor spaces that could benefit from it – PT, ECU
- No covered entrance to emergency room
- Too little parking
- Lack of flow/maze-like quality/disorganized (signage is poor – hard to find your way around)

Things to Consider
- Directional signage
- Nice entrance
- Color palette
- Playground

In summary the report stated “the hospital should communicate a strong and stable presence in Washington County…change must come without compromising quality”.
Project scope

- After reviewing the charrette report, it is my conclusion that while the suggestions included in the report are excellent they are also very long term and will require substantial funding strategies.

- This plan is designed to be implemented on a more short-term basis. When the hospital is ready to make sweeping changes then the charrette report can really be a useful asset to plan ahead.

- The approach of this project is to present a plan that can be implemented in phases as money becomes available.
**Entrances**

- Main vehicular access can be best described as non-descript
- Entryway lacks definition and adequate signage
- Driveway is narrow with unmarked lanes
- Facility’s main entrance lacks overhead covering for patient drop-off/pick-up during inclement weather
The appearance of a health care facility forms a substantial part of how potential customers view the establishment, its staff and ultimately its services. The building façade as it exists appears somewhat dated. Dark, unattractive tint on the windows. Minimal landscape treatment; the overall facility does not convey the impression of a modern/affluent medical establishment.
The existing arrangement of the parking lot is convoluted and confusing for both drivers and pedestrians.

- Mixture of angled and 90 degree parking spaces
- Inconsistent direction in traffic flows
- Under these conditions there is increased risk for both automobile and pedestrian accidents
Signage and Wayfinding

- Signage lacks uniformity and visual appeal
- Dated lettering, a stark color palette, and an oversimplified appearance (resembles a store sign)
- The most important signs are small and seem inconspicuous against the existing building façade
Memorial Garden

- The existing rose garden is small and neglected-looking
- Isolated location seems disconnected from the rest of the landscape
- Garden should be more easily recognizable and accessible to patrons
Designated smoking areas

- Spaces designated for smoking are unattractive, detracting from the general look and feel of the landscape
- Signage leading to and within these designated areas should also be clear and easy to read.
Waste Disposal

- Garbage disposal bins are mismatched and poorly screened from surrounding
- Isolated in the landscape
- The waste disposal center located to the back of the hospital needs appropriate screening from public
ECF Backyard and Garden

- Inadequate seating
- Low visual interest
- Few opportunities for residents to participate in the garden
- Current layout does not utilize the entire space leaving a large, oddly shaped, left-over space that is occupied only by lawn and some utilities
Missed opportunities

- There are numerous spaces within the hospital landscape that appear to be leftover areas
- Under utilized and sparsely landscaped
• Updated cohesive signage
• Large, easy to read fonts
• Located in highly visible areas
Façade Improvements

Before

After
Memorial Garden

- Wooden crossing bridge
- Large, natural-looking water feature
- Open fields for large gatherings
- Main entryway with built-in seating and raised planters
- New shade trees help define edges of garden
- Stone seat walls along walkway
- Entryway Signage surrounded by shrub border
- Pergola connecting rose garden to open field
- Rose garden with central water feature
Employee Smoking Area

- New island clearly defines ambulance area
- Seating area surrounded by low wall and vegetation
- Central water feature helps control temperature
- Walkway connects to sidewalk network

Main Building
- Entrance lacks visual appeal
- Inadequate outdoor seating opportunities for residents
- Extension of the existing space into a full wrap-around porch
- Appropriate selection of patio furniture and accessories can improve the aesthetics and functionality of the ECF living environment

Additional seating opportunities are provided in the new wrap-around porch.

Larger concrete columns with brick highlights strengthen the appearance of the façade and serve to separate the porch area from the parking lot.

Gently sloped concrete platform complies with ADA regulations for handicap accessibility to the ECF facility.

Glass doors with a frosted tint help maintain privacy while allowing additional light to filter inside the building.

Industrial ceiling fans help keep the outdoor space cool and comfortable for occupants.
• Enclosed space carefully screened off from view to passersby

• Visual screen is a combination of fencing as well as an opaque vegetative hedge

• Gated area ensures that access is restricted to authorized personnel and that trash pick-up can occur in a more discrete manner during regular business hours.

• Vehicular access as well as turn-around space

• Secondary pedestrian access for janitorial personnel via a walkway

• Hazardous waste containment unit is also relocated in an effort to keep all waste disposal in a single area
• Vinyl fencing is recommended for maximum durability and a variety of color palettes
• A solid fence can also help to contain unpleasant scents usually associated with waste disposal sites
• Commercial trash collectors with covers improve the look and feel of the site in addition to containing unpleasant odors
Landscape Amenities – Trash Bins

• These can easily become the biggest eyesore in the landscape
• Uniformity is key
• Select the appropriate type of trash bin for a particular area
  • Receptacles should be located in convenient, easily accessible places that are visible to potential users
• Illumination of the landscape is not only useful for security purposes

• Pathway lights and parking lot lighting are recommended for both safety and security reasons

• Solar powered lighting is highly recommended
Aside from the main designated smoking areas there should be tasteful accommodation for smokers in areas such as the walking trail or along the way to the Wellness Center.

Smoker’s benches can be used in more distant locations.
Implementation Strategies

Strategy I

The first approach focuses on developing infrastructure as a primary objective and then gradually shifting attention to aesthetic improvements. This strategy will be more cost effective in the long run but will require a greater capital investment up front.

- Phase I - Infrastructure improvements
  - Widen main entrance route
  - Realign road to Wellness Center
  - Realign sidewalks
  - Realign parking lots
  - Relocate trailers

- Phase II - Streetscaping
  - Signage
  - Street trees
  - Screen Utilities and trash collection area

- Phase III - Image Adjustments
  - Façade Improvements
  - Covered patient pick-up/drop-off areas
  - Landscaping improvements for front

- Phase IV - Individual Projects
  - Memorial Garden
  - Employee Garden
  - Extended Care Facility Gardens
  - Designated Smoking Areas

- Phase V - New infrastructure
  - New parking lot
Implementation strategies cont’d

Strategy II

The second approach seeks to accomplish smaller, less costly projects as a primary objective leaving more expensive improvements to be added at a later date. The advantage of this strategy is that small projects can be started immediately using relatively small capital investments.

- Phase I
  - Memorial Garden
  - Employee Garden
  - Covered patient pick-up/drop-off areas
  - Extended Care Facility Gardens
  - Designated Smoking Areas
  - Relocate trailers
  - Screen Utilities and Trash Collection Area
  - Landscaping improvements for front
  - Signage

- Phase II
  - Widen main entrance route (add streetscape improvements)
  - Realign public parking lot (add streetscape improvements)
  - Add island near to Emergency Room entrance

- Phase III
  - Realign parking lot near Extended Care Facility main entrance
  - Extended Care Facility façade improvements

- Phase IV
  - Realign employee parking lot (add streetscape improvements)
  - Add traffic circles
  - Streetscape drive to Wellness Center

- Phase V
  - Realign Extended Care Facility rear parking lot
  - New parking lot