

Clear Paths, Better Outcomes

Campus & Interior Wayfinding

Bay Pines VA Medical Center



Situated on the Gulf Coast just west of St. Petersburg, VA Bay Pines is one of the largest and most scenic medical campuses in the Veterans Health Administration. Serving nearly 4,000 patients each day, the historic campus spans hundreds of acres and includes a complex network of buildings, roads, and pedestrian pathways.

The campus's sign system had reached the end of its lifecycle where simple maintenance and replacements were no longer effective. In addition, operational transitions were taking place, one of which would move primary care out of the Main Hospital to another building. To support accessibility, safety, and a seamless patient experience, a comprehensive overhaul of wayfinding was undertaken, enhancing everything from emergency signage to branded patient routes, campus and hospital maps, and zone identification.



Campus Wayfinding Master Plan

To simplify orientation across the expansive campus, the site was divided into four clearly defined regions: North, South, East, and West Campus. Scattered parking lots were consolidated into a coherent system and boldly designated by name and number, aligned with their respective campus regions.

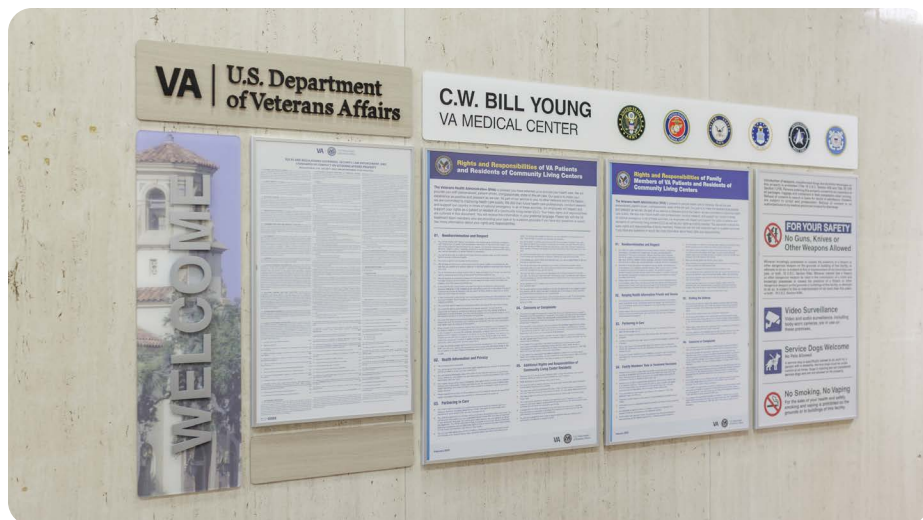
Vehicle & Pedestrian Signage

Vehicular and pedestrian pathways were reimaged with scaled signage components tailored to each environment. Implementation followed a phased strategy across the campus's inner and outer roadway loops and primary pedestrian corridors to ensure clarity

and continuity at every stage. A standardized family of components was developed to address the full range of site conditions and establish a consistent, maintainable sign system for future updates and expansion.

Enhanced Emergency Signage

Emergency signage was upgraded at both vehicular and pedestrian scales to support faster, more intuitive response routes. Improved visibility, and standardized placement ensure emergency messages are clear and immediately recognizable. These upgrades enhance safety while aligning with the broader campus sign system.

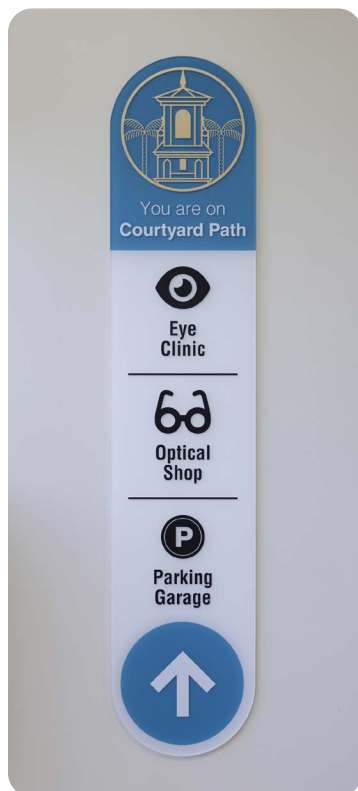


Building Identification & Welcoming Entrances

Monumental signage and large-scale architectural letters were applied to clearly identify buildings and create a strong visual presence across campus. With seven public entry points—each with varying hours of operation—unique names were assigned and prominently displayed on signage and maps. This helped establish a logical information hierarchy to reduce confusion and support smooth patient arrivals. At each public entrance and lobby, large campus and hospital maps now provide clear orientation for visitors as they plan their routes. Mandatory policy postings were reorganized into a clean layout to reduce visual clutter and enhance the overall arrival experience.

Main Hospital Primary Pathway

The biggest challenge to wayfinding at VA Medical Centers is the constant evolution of the facility, both operationally and architecturally. Key outpatient services including Primary Care were moving out of the Main Hospital where they had been for years to a separate building in West Campus. This created a challenging route for Veterans to navigate as their journey may begin at the Patient Garage in East Campus. To reduce confusion and create an optimal route for Veterans from one end of the hospital to the other, a branded pathway was highlighted on directional signage and maps.



Directionals & Department Identification

The exceptionally long hallways in the Main Hospital create further viewing distances, so large updatable directional signs were placed at intersections and decision points. Department entrances are now clearly identified and updatable information signs were added to help reduce the clutter of paper postings.

Community Living Center Wayfinding

The CLC wayfinding promotes a supportive, community-like environment for Veterans. In addition to an Advanced Care Clinic, the facility is organized into neighborhoods identified by name, color, and theme to support memory recall for patients and their visitors.



Modernize Wayfinding to Improve Care

At VA Bay Pines, the comprehensive wayfinding transformation is more than a visual upgrade—it's a critical infrastructure improvement that directly supports effective care delivery. By modernizing how patients, visitors, and staff navigate the campus, the system reduces confusion, minimizes delays, and enhances safety. Through strategic planning and scalable implementation, the project strengthens operational efficiency across one of the VA's most active medical centers and sets a new standard for infrastructure-driven care in federal healthcare environments. Visit creativesignage.com/blog to learn more about this and other projects.