

Medford Wayfinding Study

PUBLIC SURVEY RESULTS



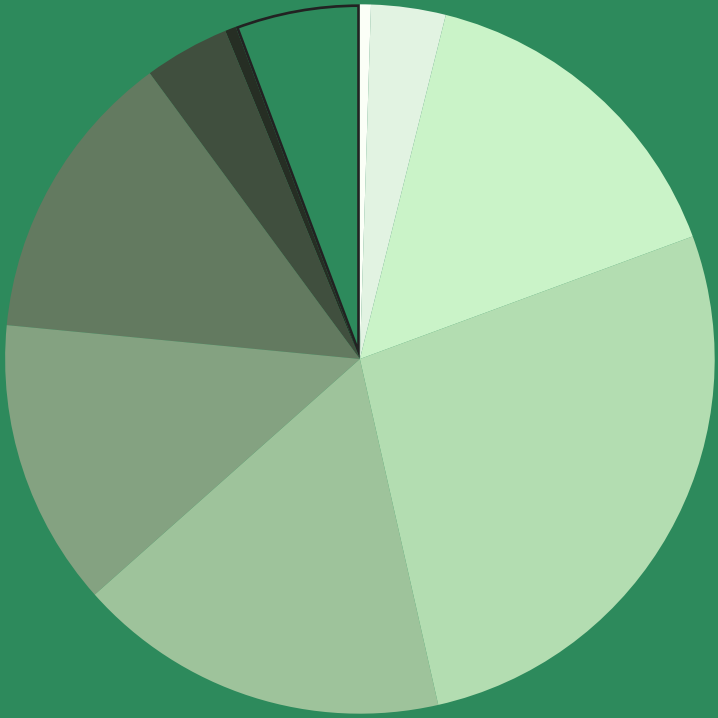
The Respondents



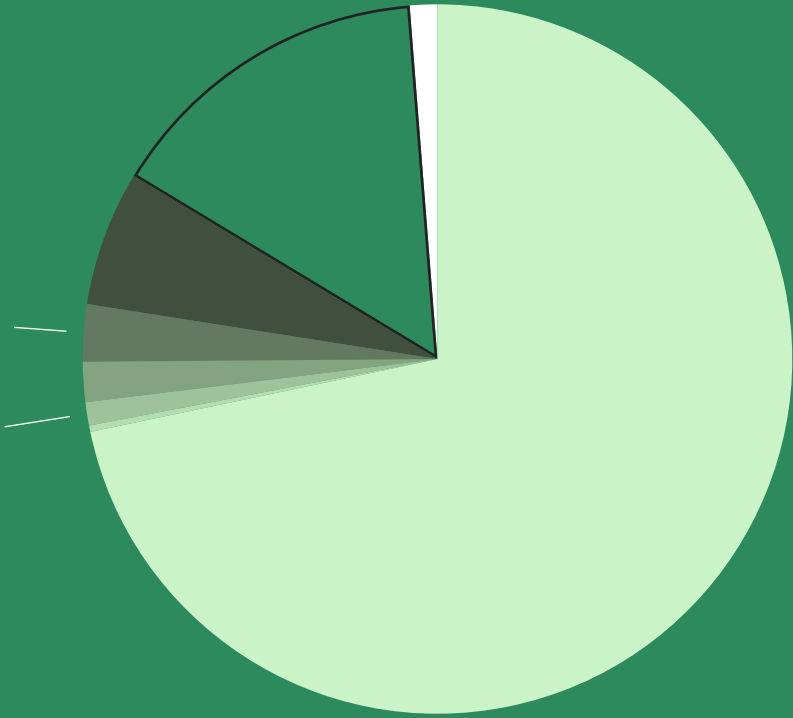
394
Total Respondents



The Respondents



Age
"Younger group" <35 = 20%
"Older group" >55 = 30%



Race

Insights

1

Medford Square is the center of identity, a main destination, and has many wayfinding challenges

- ◆ Top place for visitors to go to
- ◆ Top Landmark
- ◆ Most important sign location and recurring issues mentioned

2

Shared identity underscored by the city's history, the Mystic River, nature, and change

"Medford's strength is our **natural beauty** and we should **emphasize** that more"

Ready for change

Community, friendly, strong

3

While driving is dominant, there is a desire for signage that encourages/guides pedestrian travel

- ◆ Driving, traffic, and confusing road intersections were frequently mentioned
- ◆ A range of signs directed at Highways/roads and for pedestrians were popular

"I would like wayfinding that **encourages walking** over driving!"

Insights

4

Wayfinding system should prioritize guidance at main nodes, and provide square-to-square connections

- ◆ Signs at squares to destinations and signs with maps were most popular
- ◆ Squares visitation and importance of squares for Medford's character could be improved

"As long as I've lived in Medford (decades), I've never known where various squares are"

5

Concerns reflect previously expressed issues

- ◆ "Over signage", both current and potential, was a recurring concern
- ◆ Mixed opinions on what historical information should be included/excluded

6

Younger and older age groups differed on their local knowledge and sign preference

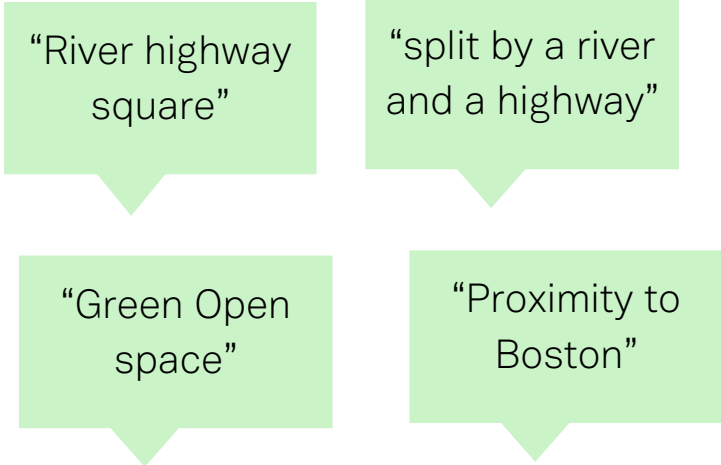
- ◆ 55 older groups tended to value signs for drivers more than younger groups
- ◆ 35 and younger preferred more contemporary and expressive sign designs



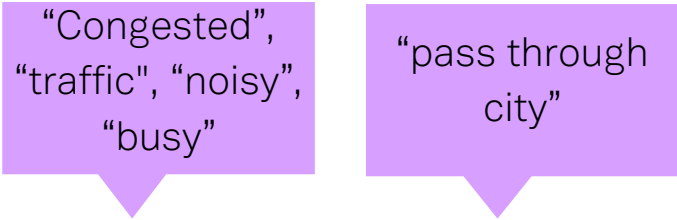
Medford's Character (Residents)

Medford's large natural assets, urban geography, social context, history, and change were themes that appeared across responses.

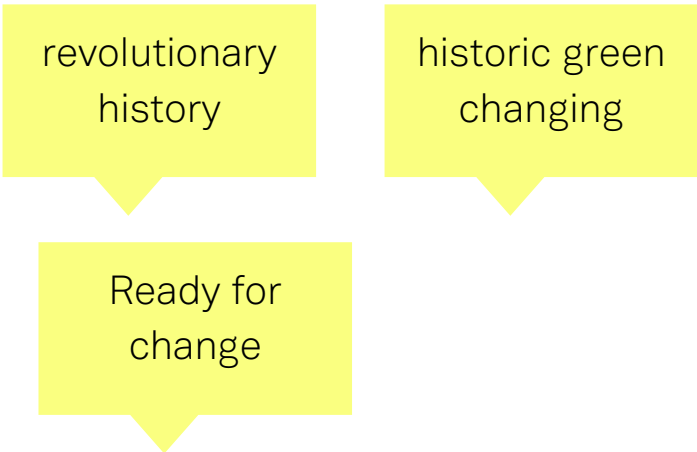
Location + Geography



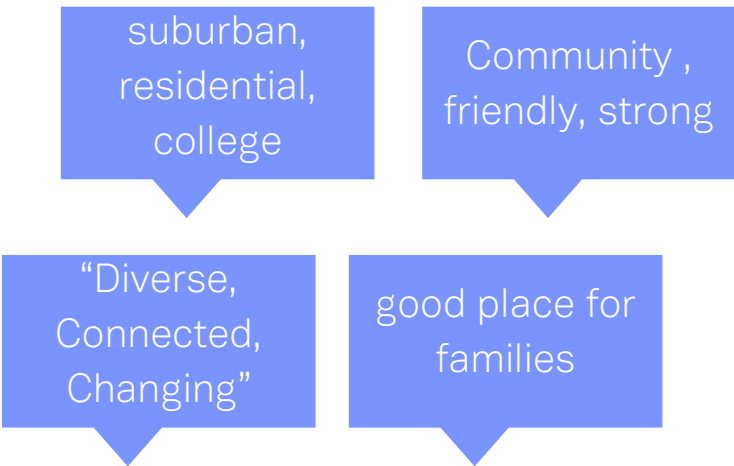
Traffic



History + Change



Community + Diversity



What makes Medford, Medford?

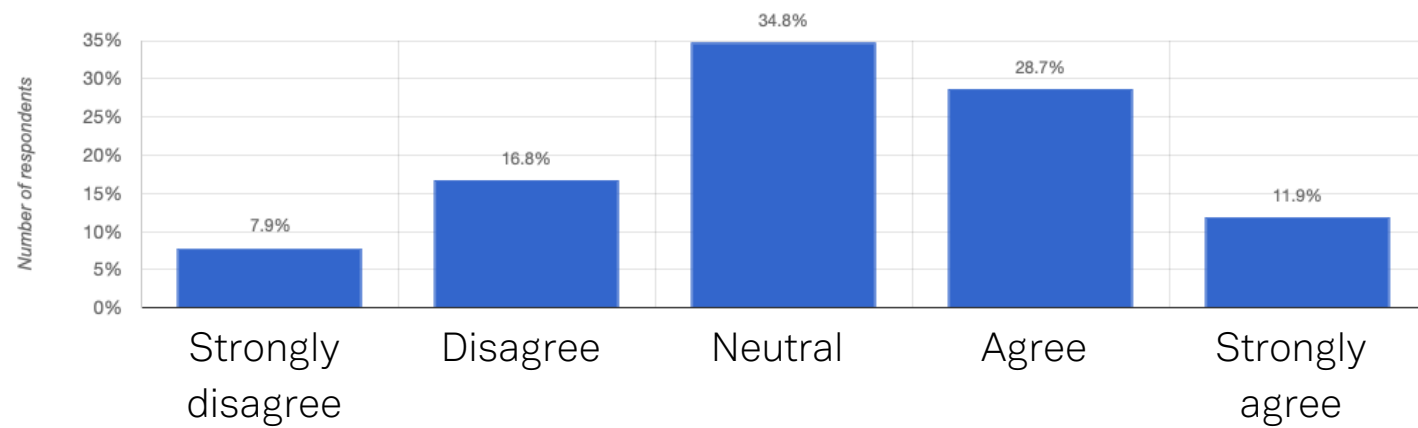
Describe Medford in three words.

315 responses

Navigating Medford

There was no clear consensus about the ease of navigating Medford.

Residents and visitors felt the same way.



To what extent do you agree with this statement?

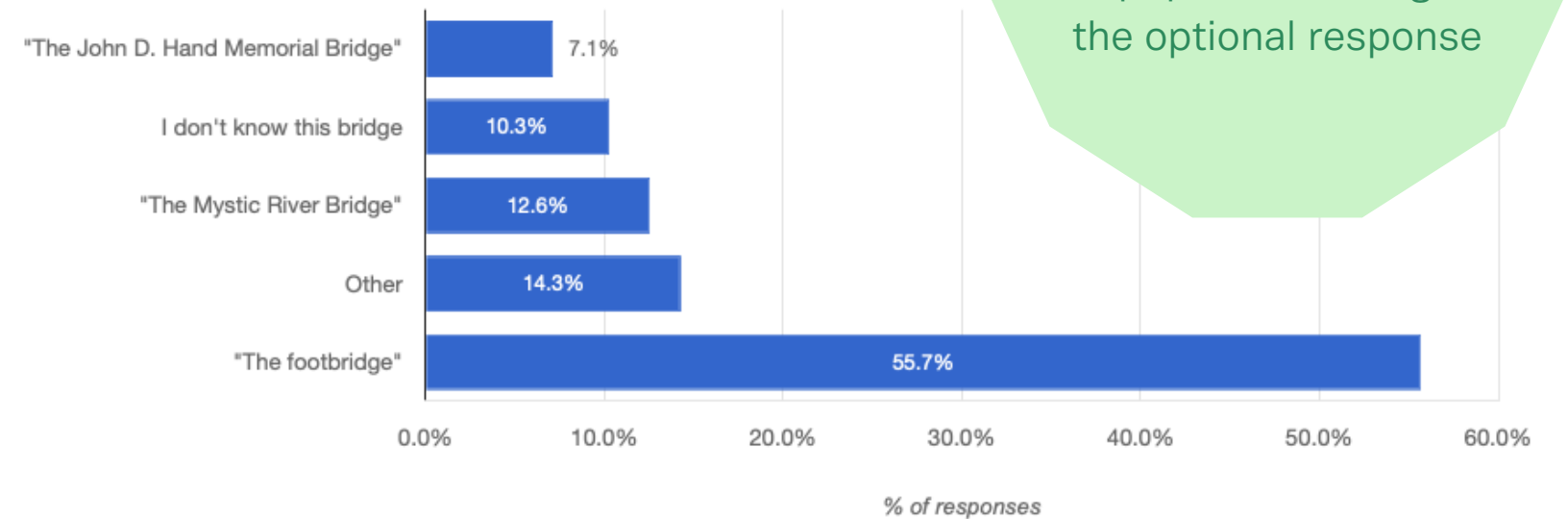
"I find it easy to get where I want to go in Medford"

394 responses

The _____ Bridge

John D. Hand Bridge is mostly referred to as...

“The Footbridge”

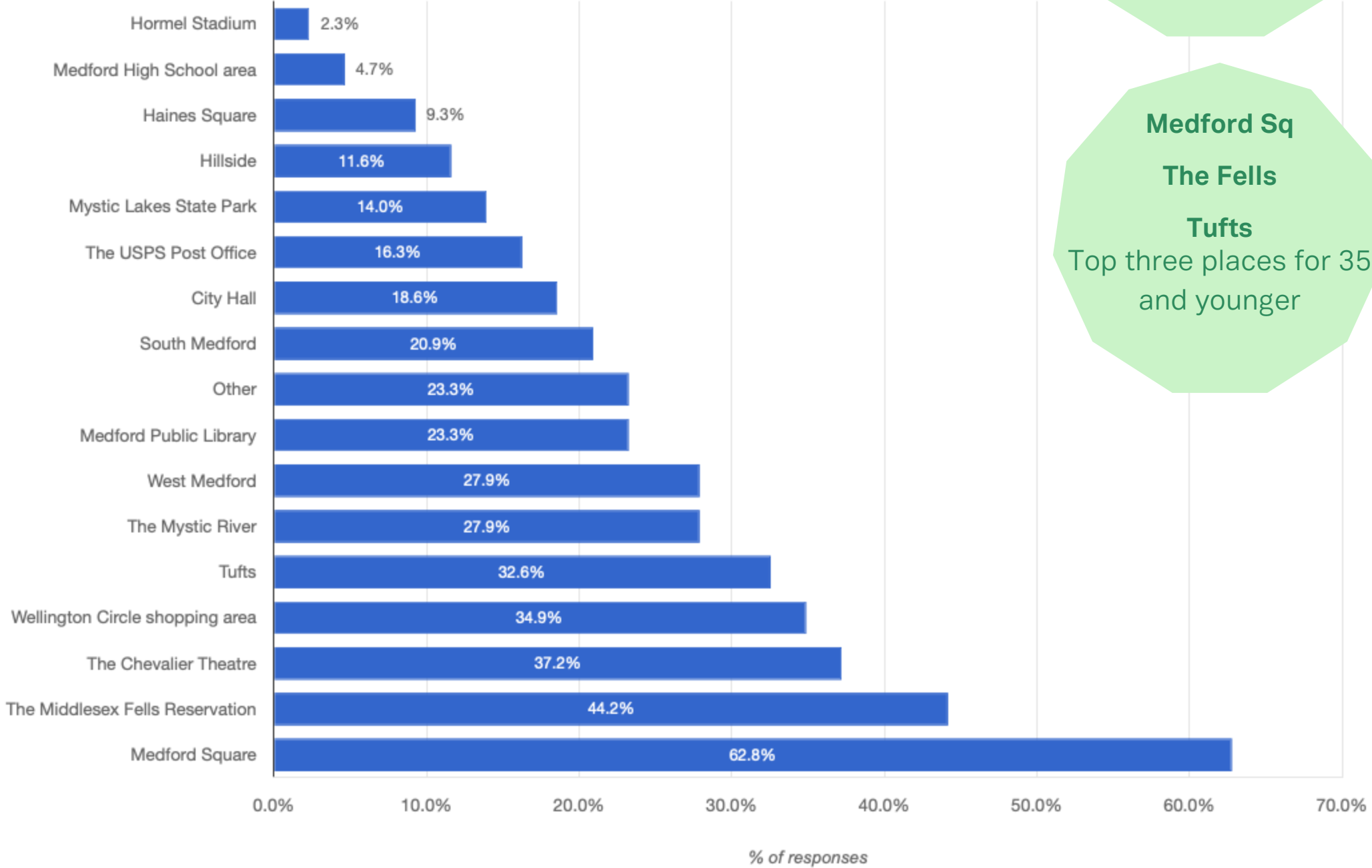


“Craddock Bridge”
"The Pipe Bridge"
Other popular names given in the optional response

350 responses

Popular Destination (Visitors)

Medford Square, The Fells, and the Chevalier are the most popular places that are frequently visited by visitors. Younger groups and older groups differed in their responses.



What places do you usually visit in Medford?

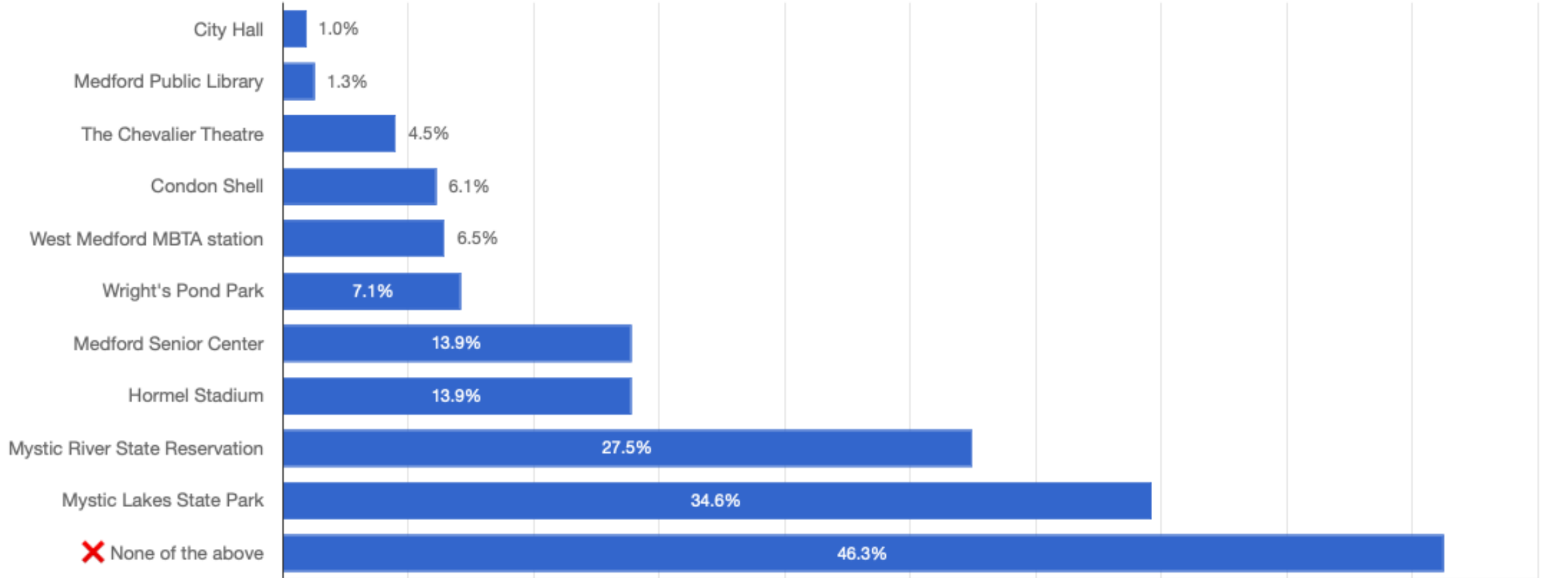
43 responses

Medford's Unknown Places (Residents)

Residents know many of Medford's destinations. But many did not recognize large parks.

60%
Of people over 55 have heard of all the options, compared to only

18%
Of people under 35



Which of these places have you not heard of?

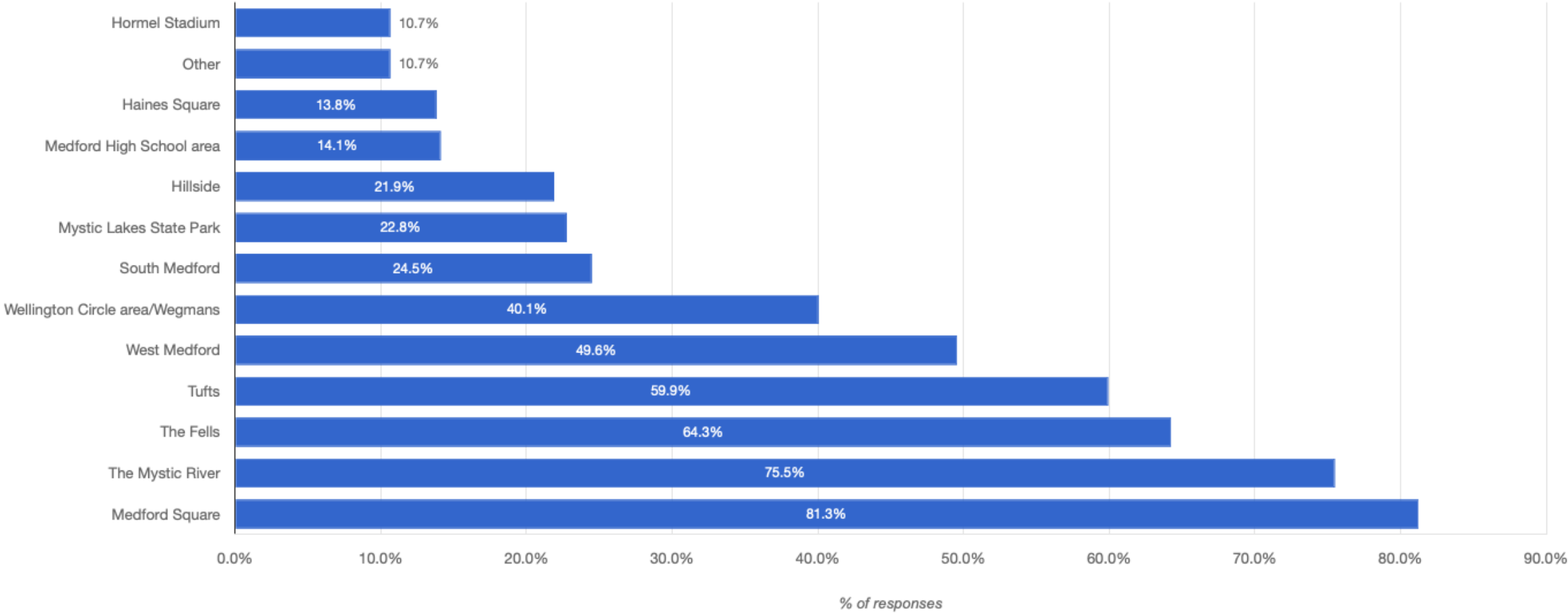
309 responses

% of responses

Medford's Landmarks (Residents)

Medford Square, The Mystic River, and the Fells, were the most popular places that residents think characterize Medford.

#1 Medford Sq
#2 West Medford
#3 South Medford
#4 Hillside
#5 Haines Square
Order of popularity of small business districts answers



When you think about Medford, what places do you think of?

347 responses

Navigation Issues

Major nodes like squares and intersections are hard to navigate and a lack of clear signage contributes to confusion.

Signage/wayfinding

"No, but additional **signage** would be helpful for **visitors**"

"**Condon Shell...** there's very little signage"

"Many of the city **parks**. None of them have **signs**."

"**Mystic Valley Parkway...** Many street signs that I've seen do not actually referred to it by its name but rather its designated number"

Intersection + Squares

"The multiple **traffic circles** can make it difficult to figure out where you're going"

"Main **square** by **City hall** is confusing"

"**Medford center** is hard to navigate"

"The one way streets around **city hall** Mall are really confusing"

Parking

"**Accessible parking**"

"Parking for the **theater**."

"lack of parking... in poorly planned **square**"

Transit

"My issues reaching places in Medford have to do more with **accessibility (infrequent transit routes)**"

Specific Locations

"Condon Shell"

"Magoun park"

"**Hormel stadium, wrights pond, digger park**. All poorly signed from main streets."

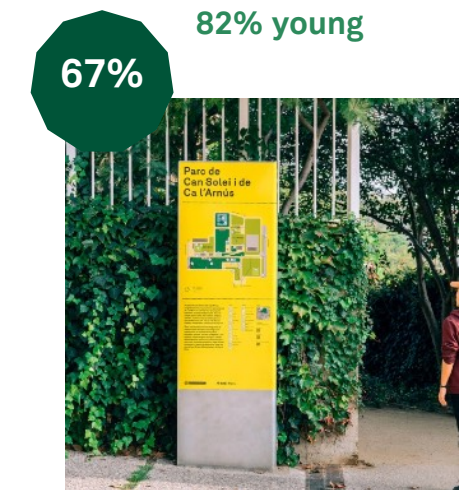
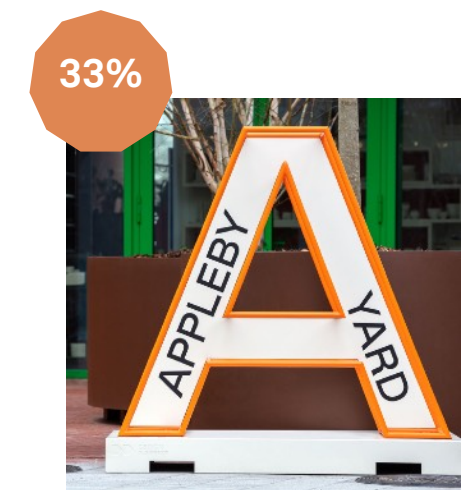
Have you ever had difficulty finding a specific location within Medford?

If yes, please briefly describe the location and situation.

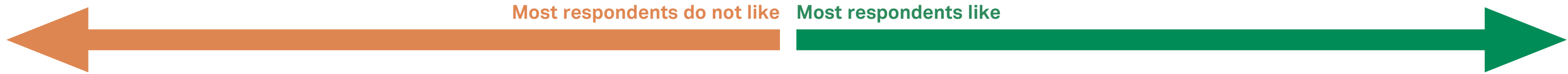
147 responses (86 "no" responses)

Sign Design

Local signs and orientation totem signs with maps were popular designs, abstract signs were not popular. Younger and older groups had different preferences.



Most respondents do not like Most respondents like

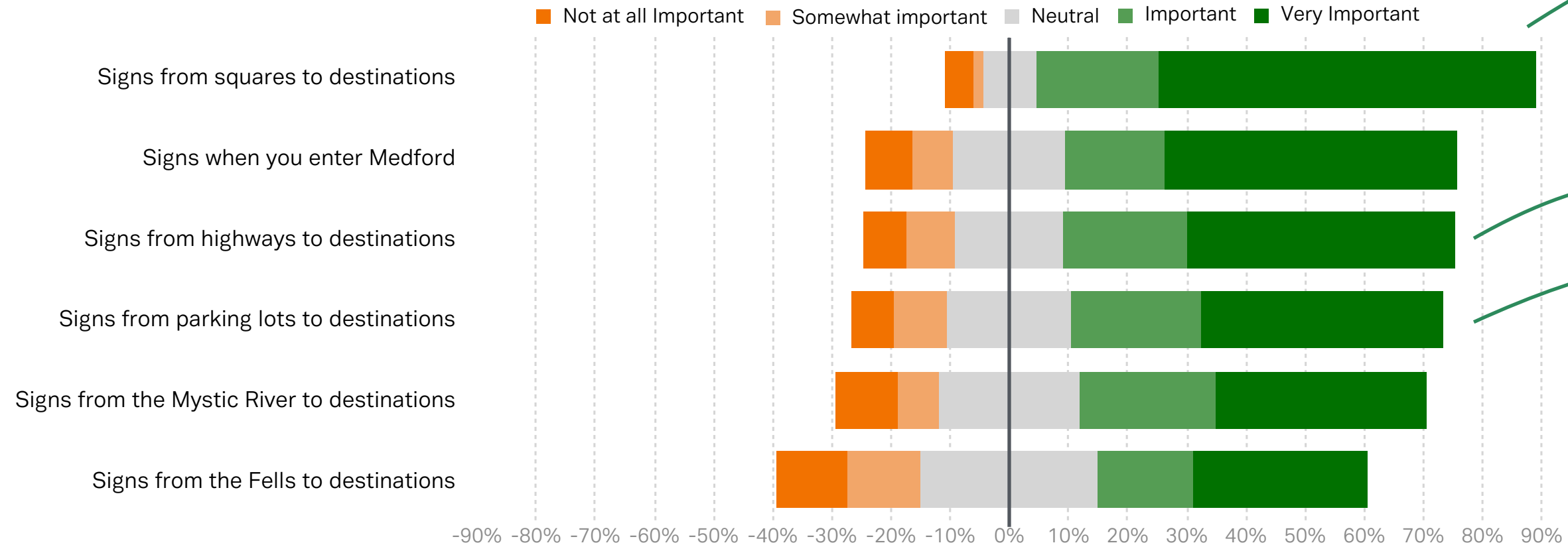


Sign Location

Respondents think its very important to see signs to destinations in squares, upon entering Medford, and on the highway.

Where do you want to see signs in Medford?

381 responses



35 and younger

Almost unanimously agreed that it was important or very important to have signs from squares

55 and older

Though it was more important to have signs from highways and from parking lots compared with the 35 and younger group.

Sign Location

Respondents think its very important to see signs upon entering Medford, signs to destinations in squares, and on the highway.

Pedestrian + Bike

"Paths and routes for cyclists and pedestrians are really confusing. **Roads are labelled, not paths**"

I find **walking the squares** is when I most benefit from a **sign**. Otherwise I'll use my phone.

Driver

"**Highway signage** is the most important to get more people to visit! Also have it near **city center**"

"Signs are needed for confused **drivers at rotaries or in squares**"

Sign Intent

"people who live in town know where things are, **wayfinding signage is for new people** coming in."

"Signs from **square to square**"

Signs should be about **discovery**; not directions.

"I would like wayfinding that **encourages walking** over driving!"

"signs to help drivers **find parking** so they can get out and see Medford and **visit businesses.**"

Concerns

"Don't **over sign** such a **small city**"

"The Welcome to Medford Sign is very **boring** and is usually **covered** by plants. "

Feel free to add an explanation to your response to the previous question.

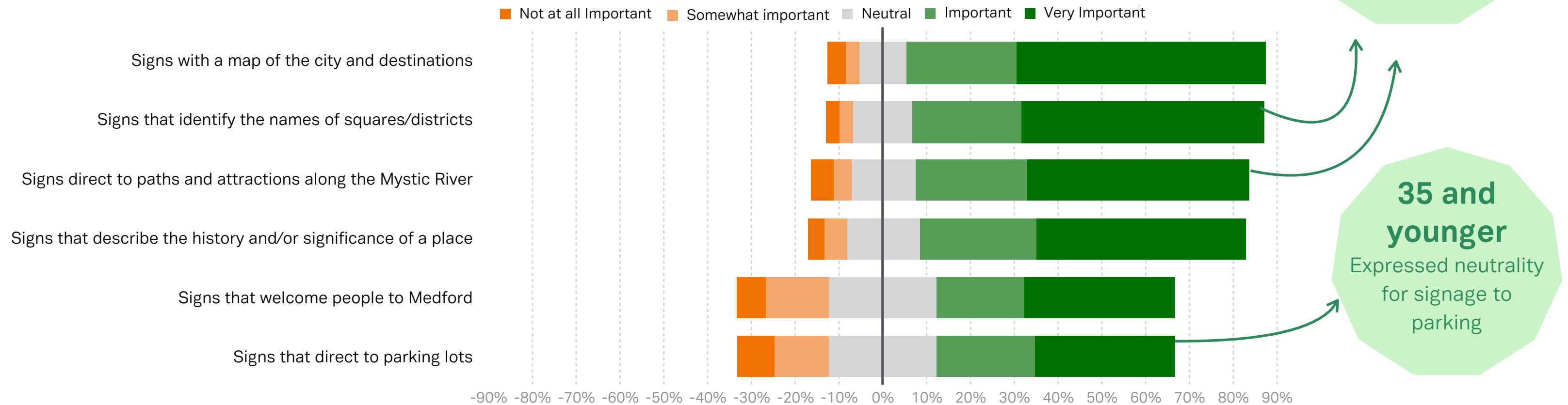
117 responses

Sign Content

Respondents think it's very important to see signs with maps, names of districts, directions to places on the Mystic River, and historical information.

What information do you want to see on signs in Medford?

386 responses



Sign Content

Respondents think its very important to see signs with maps, names of districts, directions to places on the Mystic River, and historical information.

History + Nature

"Enjoy **learning** the history!"

"Medford's strength is our **natural beauty** and we should **emphasize** that more"

Attracting Visitors

"Signs should **draw people to Medford** vs using it as an on/off ramp"

"It is important for people to feel the city is **welcoming.**"

Map related

"I would love to know **what is walkable** from Medford square"

"As long as I've lived in Medford (decades), **I've never known where various squares are**"

"**maps would be ineffective** unless they include **QR codes** that lead to a digital navigation"

Mobility

"these signs may **encourage** more people to **walk**"

"would love signs along the **bike paths** etc to destinations"

Feel free to add an explanation to your response to the previous question.

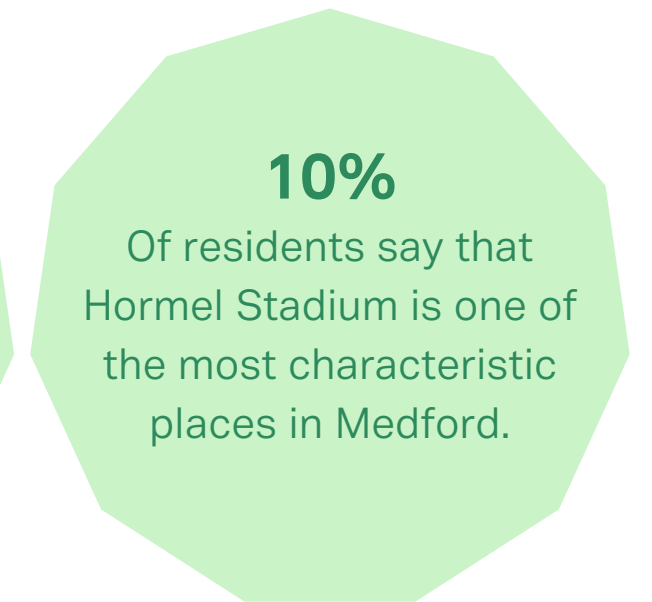
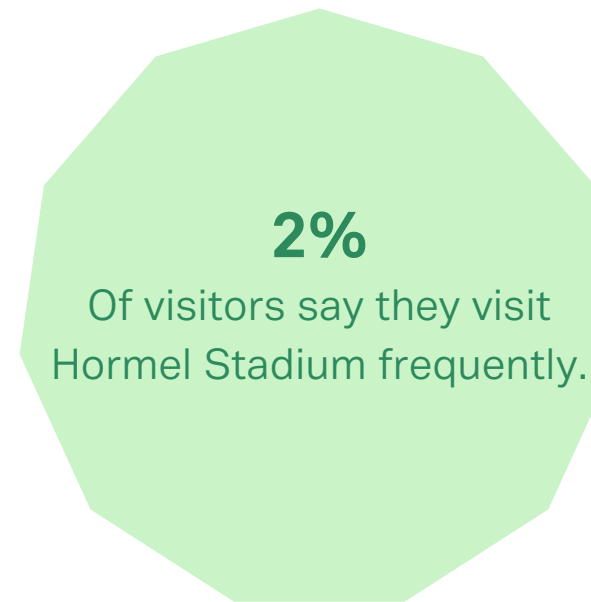
62 responses

Hormel Stadium Teams

Half the respondents answered the question. 20% of respondents did not know any teams.

The most popular responses with teams included were:

- ▶ Mustangs + Medford High School
- ▶ Boston Glory
- ▶ Adult Leagues (Softball/Recreation)



Focus Responses

Transit Stations

"I would add signs from the **Green Line stop** and the **commuter rail station**"

"There should be signs **from transit stations** and major bus stops (city hall)"

"I think there should be signs **at the t stations** and in the squares directing people to sites"

"I would add signs from the **Green Line stop** and the **commuter rail station**"

Navigational challenge
"finding things near the **train station in west Medford** is hard as is getting around medford center"

Navigational challenge
"**Train station** from brooks park... NO easy way to get to the station."

River

"we should make **more use of the river**. great benefit to city"

"once you are in the fells or by the **river** i don't feel like you need directions elsewhere"

Navigational challenge
"When biking on the **Mystic River path**, it's difficult to know what's what and the best places to **get off** the path for the stadium, the McGlynn schools, etc. as well as the best way back to the streets."

Navigational challenge
"The **bridge over the river** behind the buildings in Medford Square"

Navigational challenge
"The twists and turns of the **pathways along the river** connecting to the square/city hall area can be really confusing"

Navigational challenge
"Where to **cross at Medford square** intersection if you are taking the bike path along the mystic **river**."