

Medford Wayfinding Study

MAYOR'S OFFICE

09 DEC 2025



Process

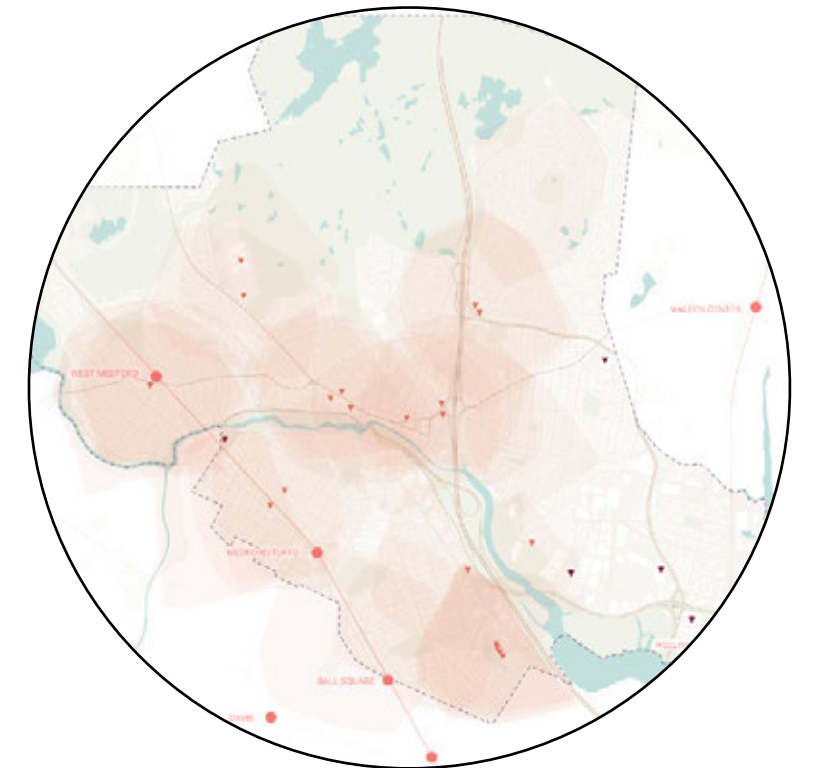
Background Research



Medford Comprehensive Plan



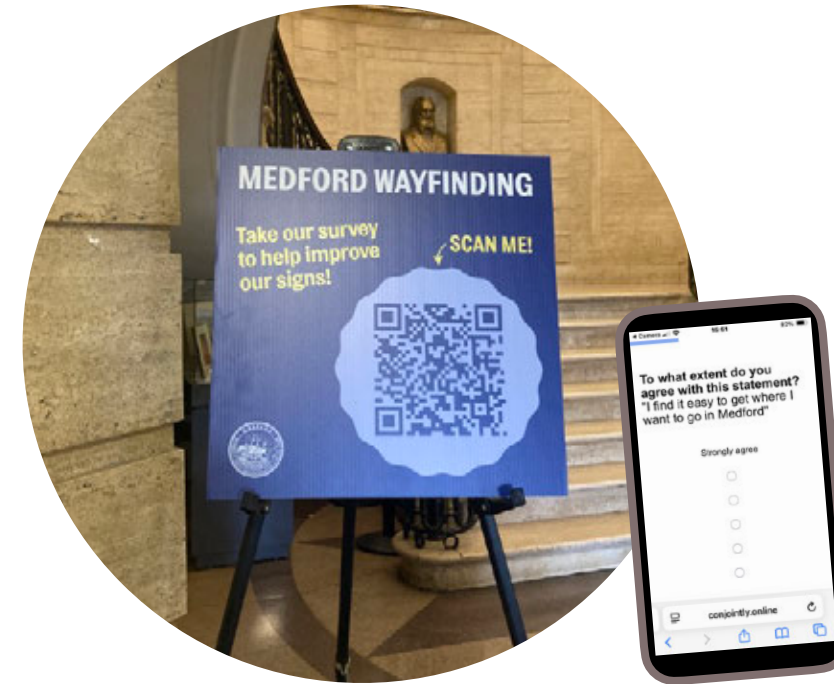
Wayfinding Pilot Study analysis



Urban analysis

Process

Community outreach



5 Community Pop-Up Events

- Circle the Square
- Medford Farmers Market
- Medford Square during a Chevalier event

13 Focus Groups

- Chevalier Theater
- Mayor's Office
- Historic & Cultural Assets
- many others!

394 Survey respondents

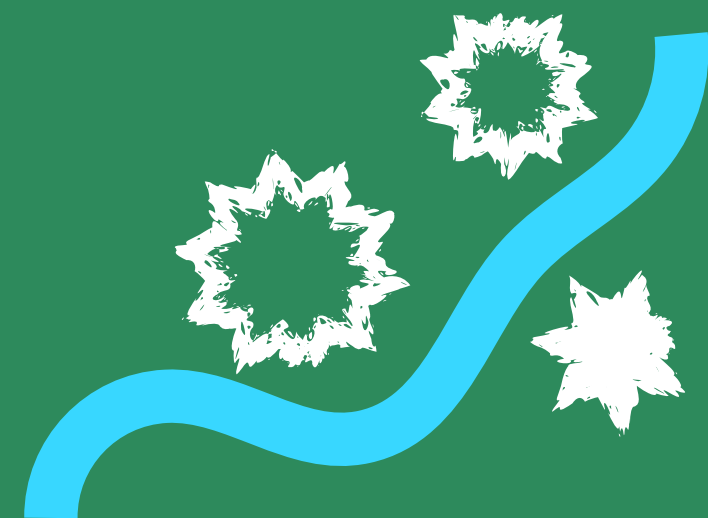
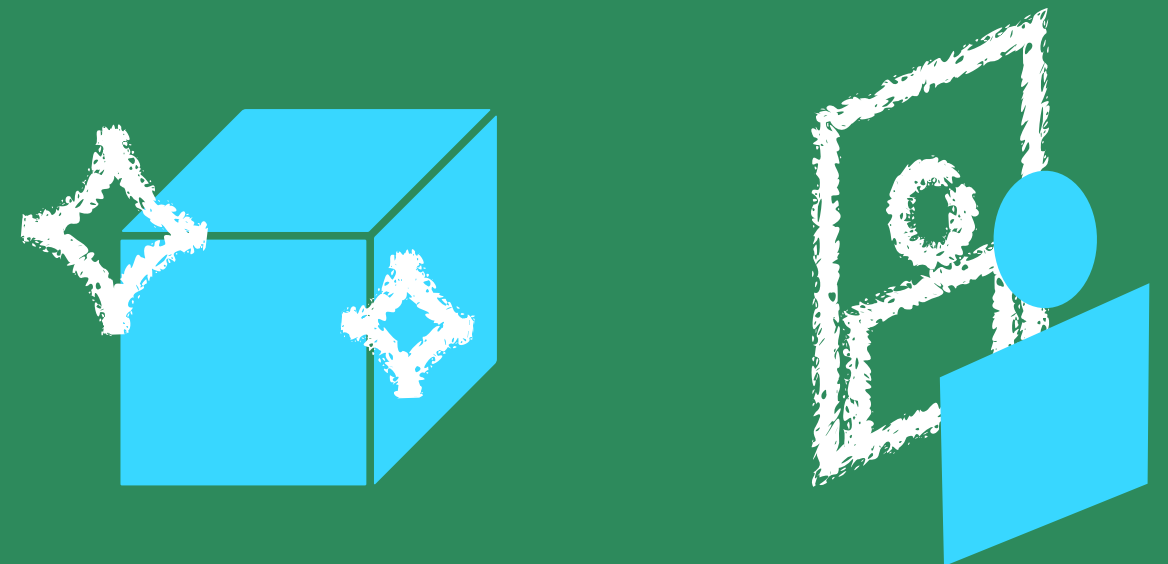
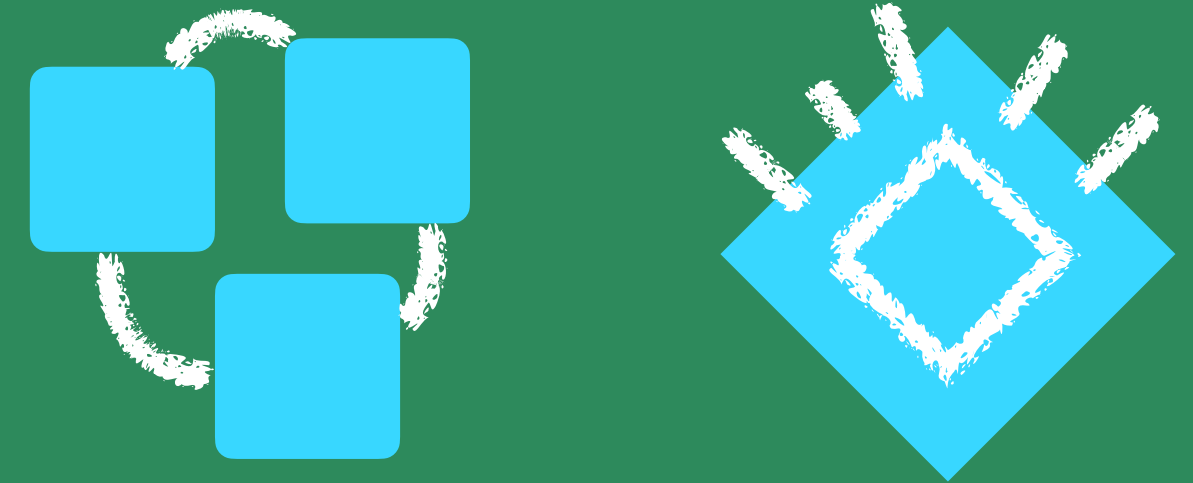
1 City Staff Charrette

Project Goals

- ▶ Establish cohesive signage & wayfinding for the city
- ▶ Help visitors and residents navigate easily
- ▶ Bring more visitors to Medford to stay and encourage them to be pedestrians

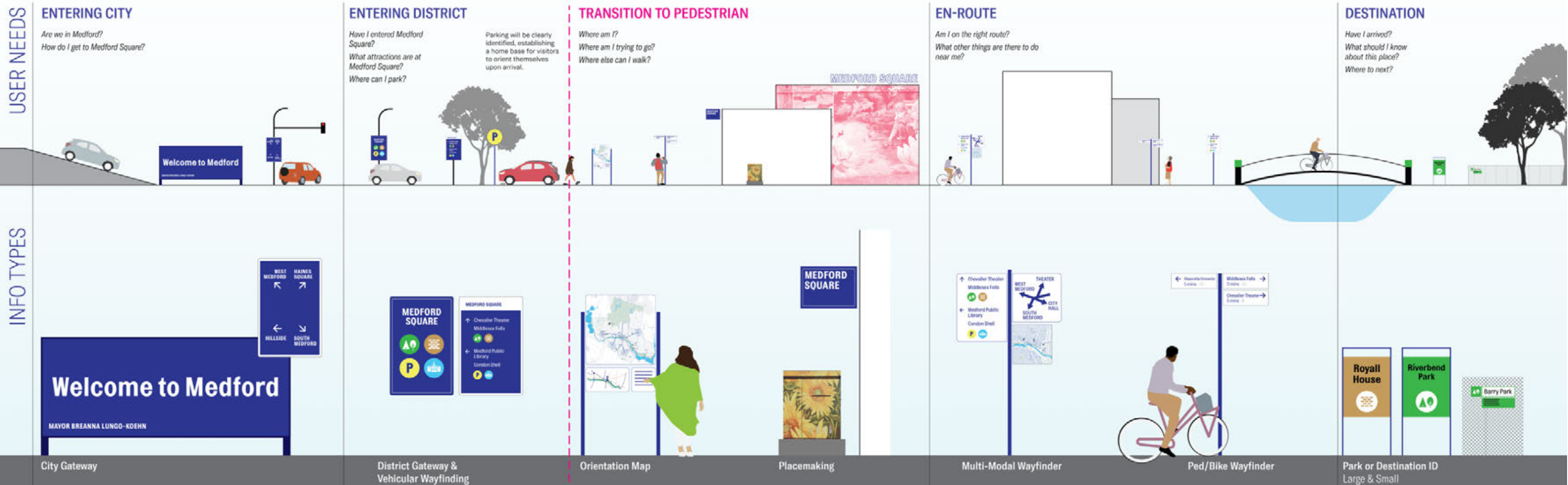
Design Principles

1. Highlight and connect the squares/districts.
2. Better identify and communicate the extensive open space.
3. Celebrate and highlight Medford's institutions.
4. Make Medford's 400-year-history more relevant to people today.
5. Make the river a more prominent part of Medford's identity.



The Design

Sign Family



Sign Family

Vehicular Wayfinding

USER NEEDS

ENTERING CITY

Are we in Medford?
How do I get to Medford Square?



ENTERING DISTRICT

Have I entered Medford Square?
What attractions are at Medford Square?
Where can I park?

Parking will be clearly identified, establishing a home base for visitors to orient themselves upon arrival.



TRANSITION TO PEDESTRIAN

Where am I?
Where am I trying to go?
Where else can I walk?



EN-ROUTE

Am I on the right route?
What other things are there to do near me?



INFO TYPES



City Gateway



District Gateway & Vehicular Wayfinding



Orientation Map



Placemaking



Multi-Modal Wayfinder

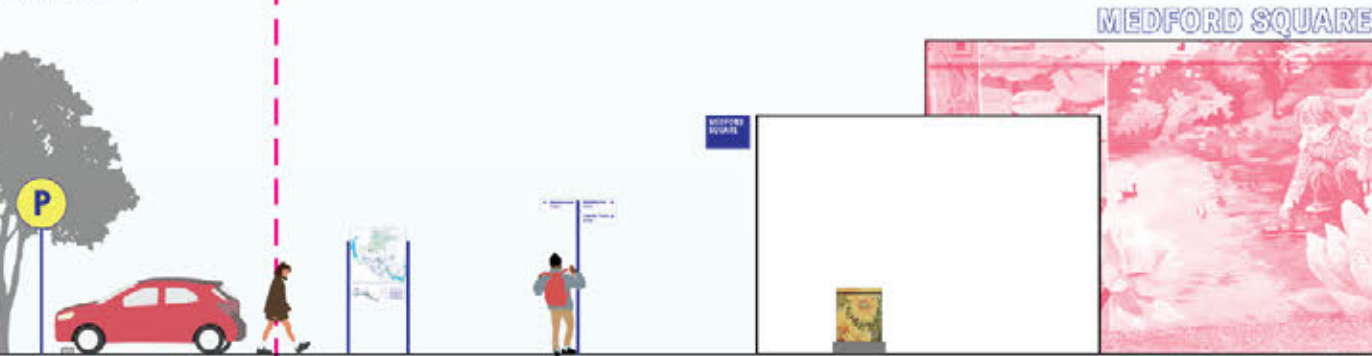
Sign Family

Pedestrian Wayfinding

TRANSITION TO PEDESTRIAN

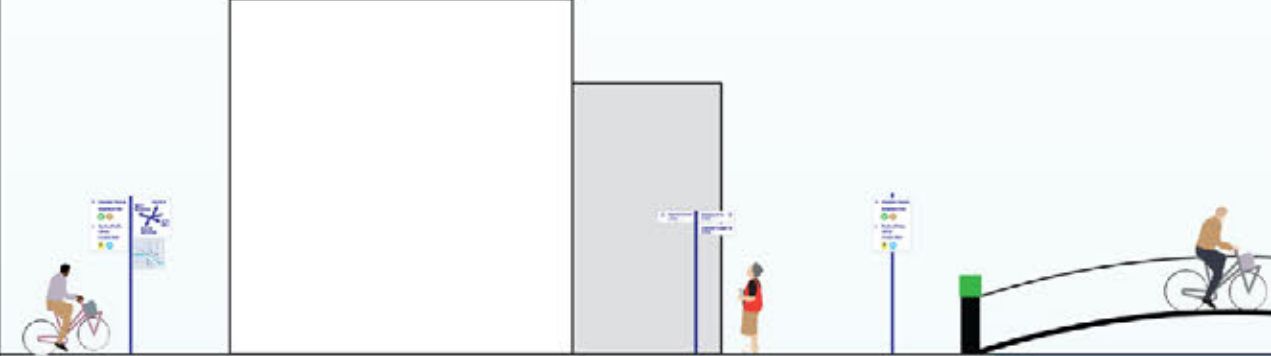
Parking will be clearly identified, establishing a home base for visitors to orient themselves upon arrival.

Where am I?
Where am I trying to go?
Where else can I walk?



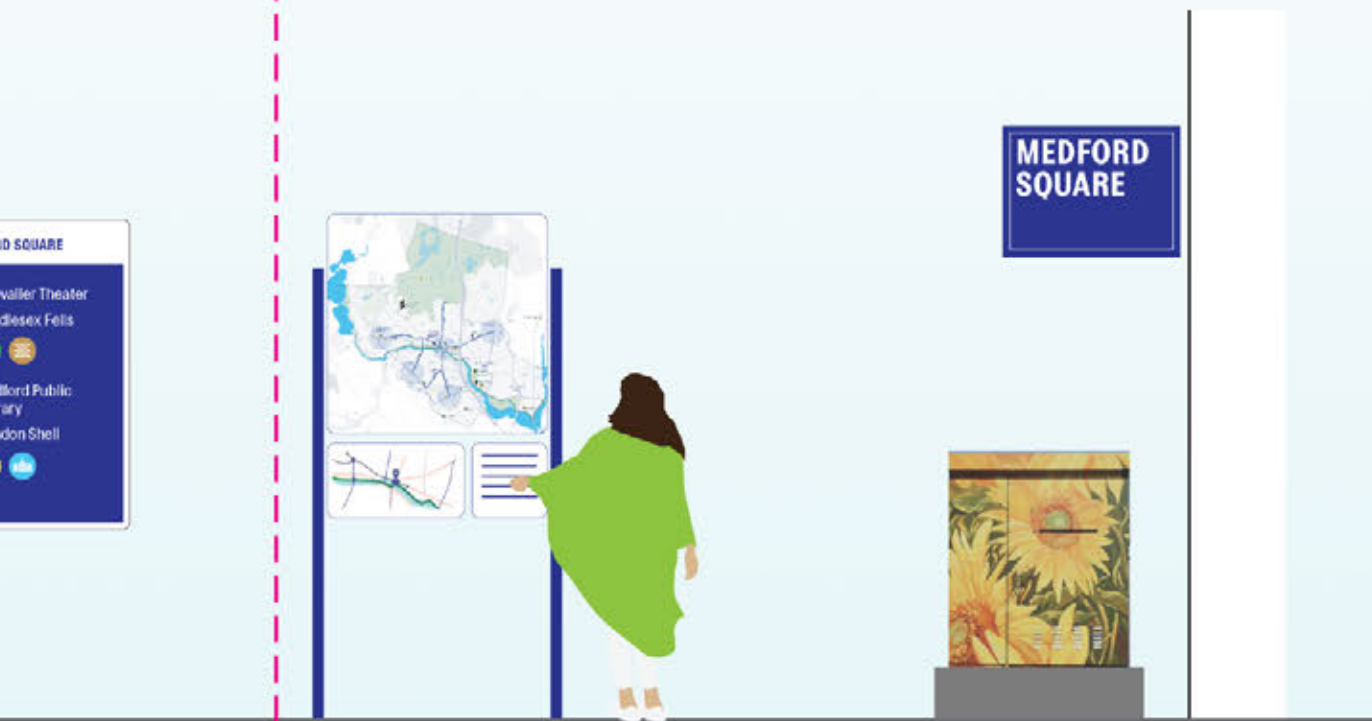
EN-ROUTE

Am I on the right route?
What other things are there to do near me?



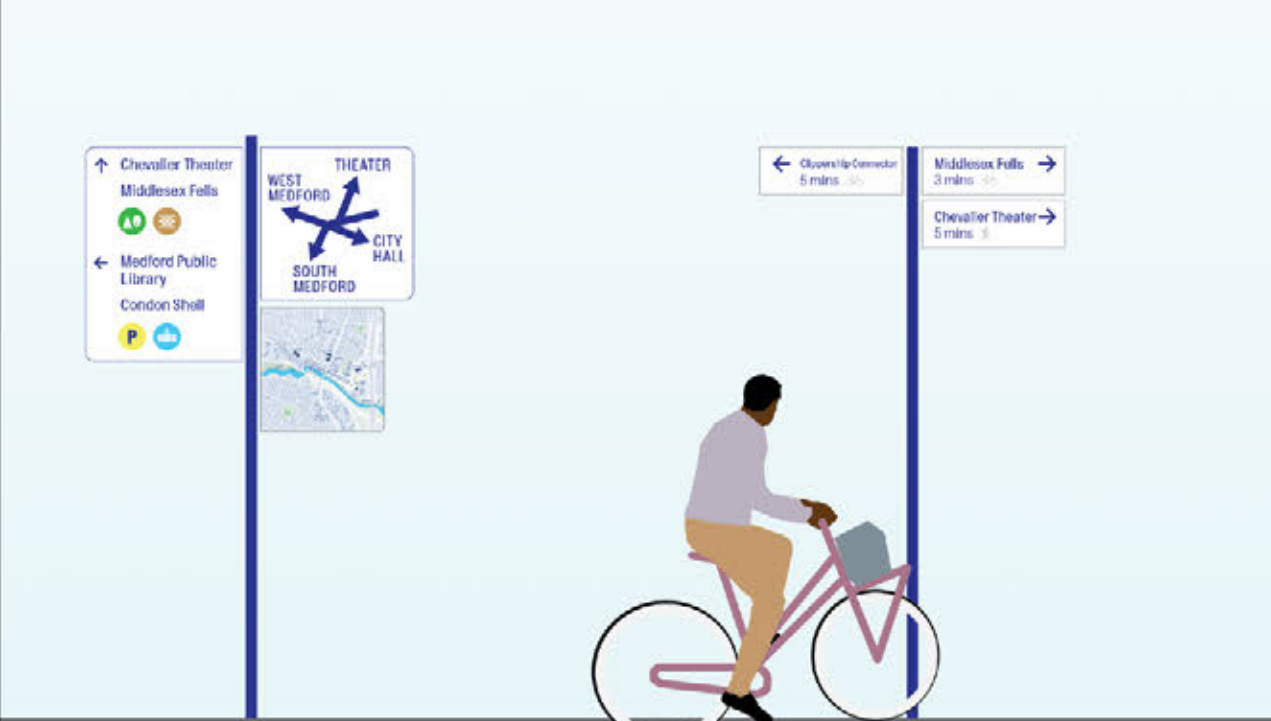
DESTINATION

Have I arrived?
What should I know about this place?
Where to next?



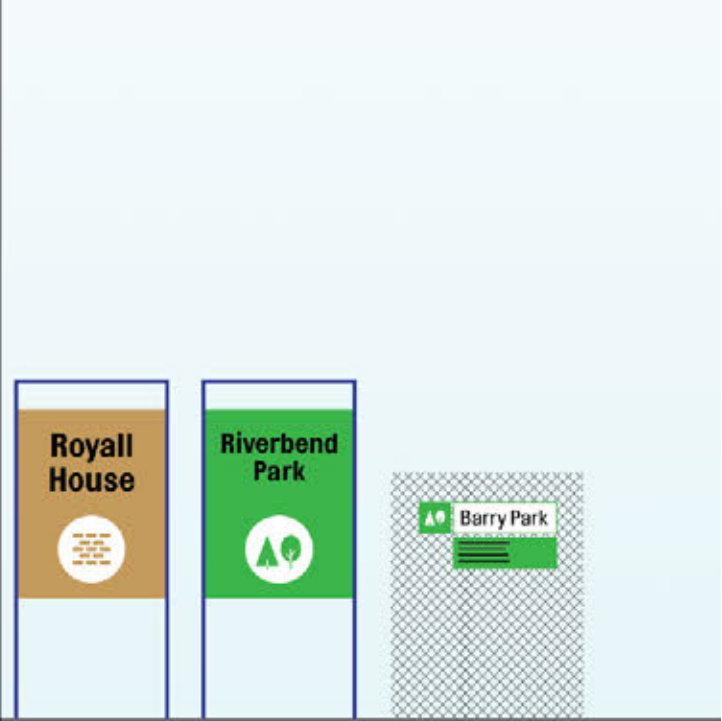
Orientation Map

Placemaking



Multi-Modal Wayfinder

Ped/Bike Wayfinder

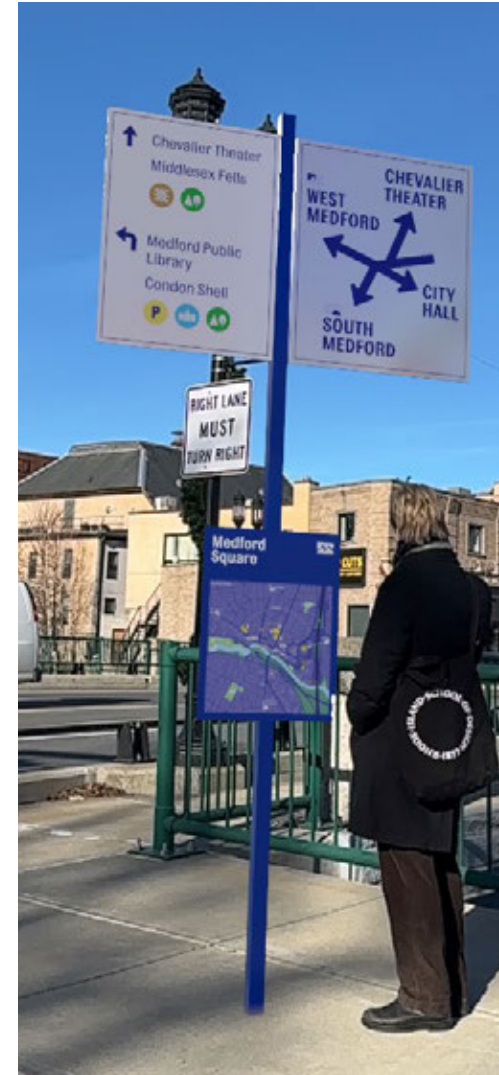
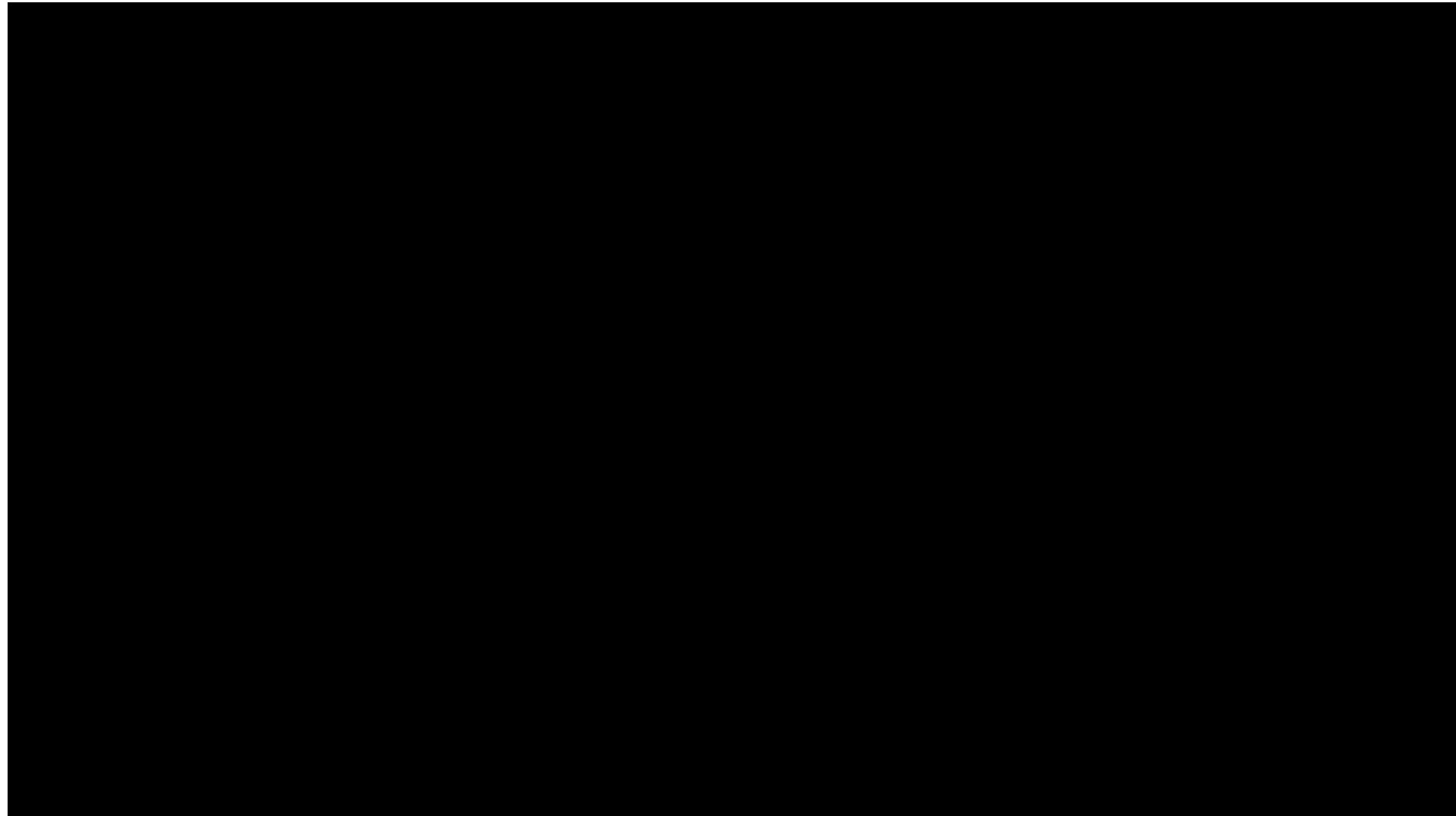


Park or Destination ID
Large & Small

Let's see the signs
in action!

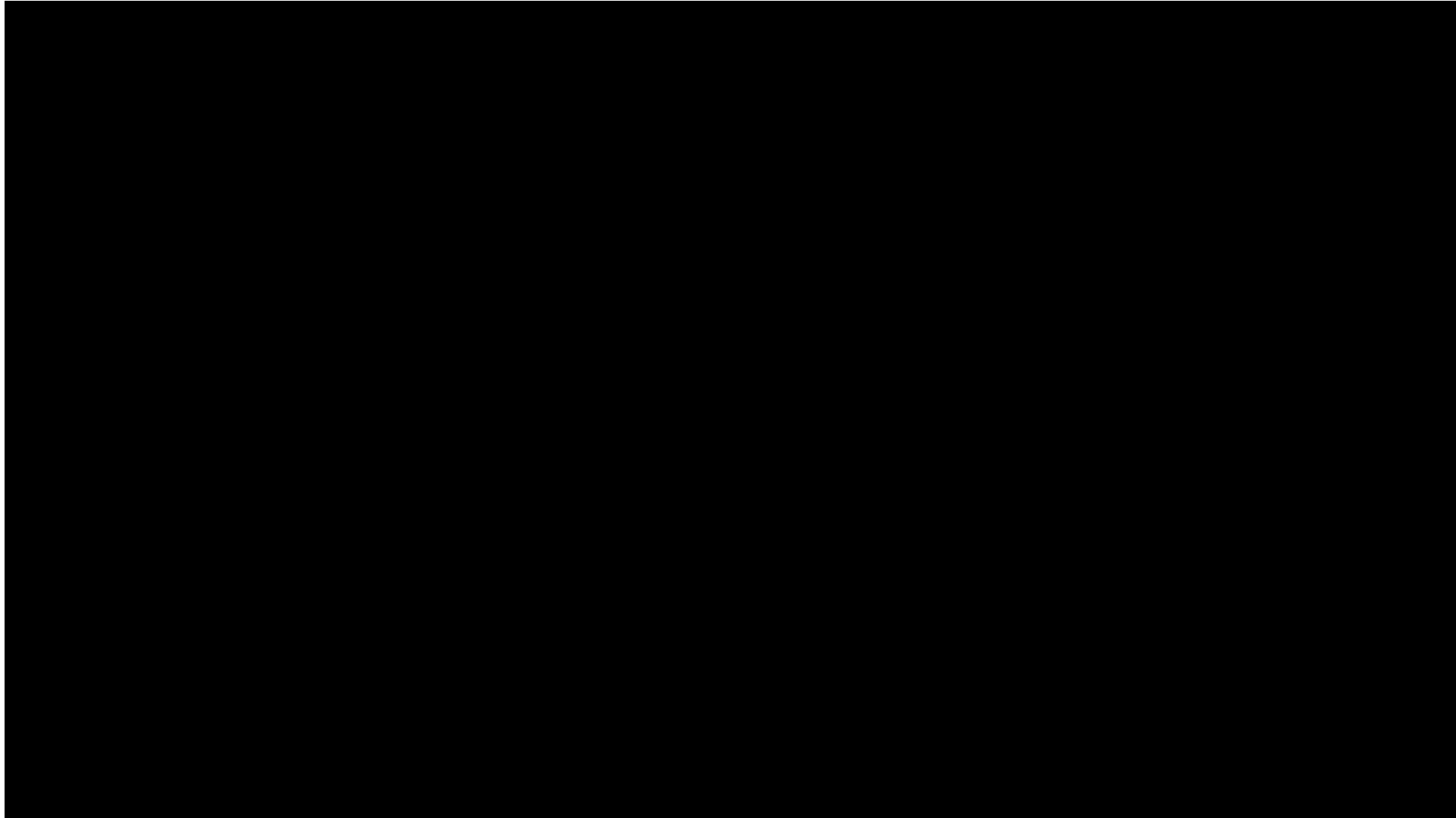
Example Sign Type A

Multi-Modal Wayfinder

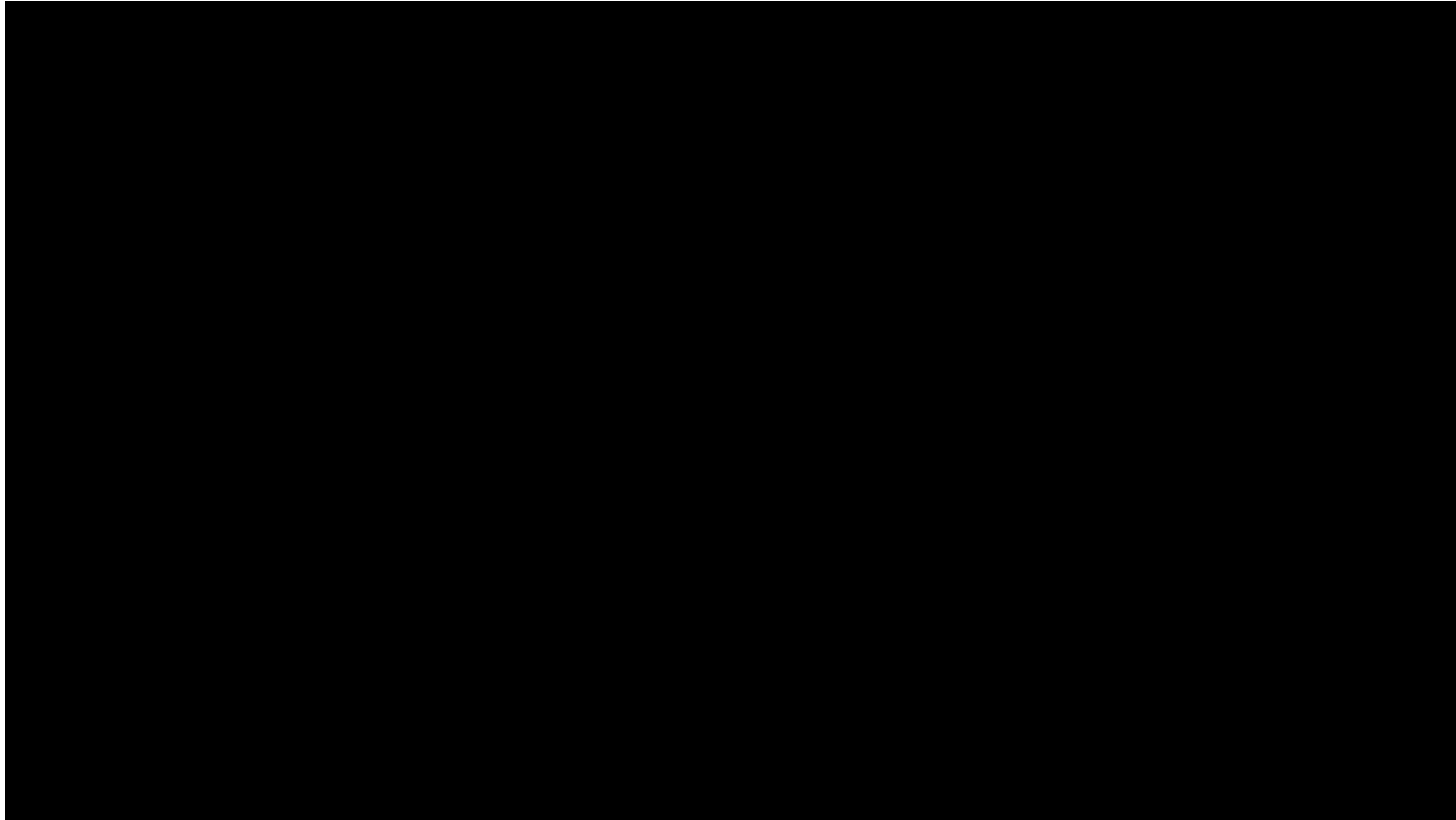


Example Sign Type B

Large Map



Example Sign Type C Pedestrian/Cyclist Wayfinder



The brand identity IS

- ✓ cohesive visual language for signage & wayfinding
- ✓ representative of the City of Medford
- ✓ flexible system

The brand identity IS NOT

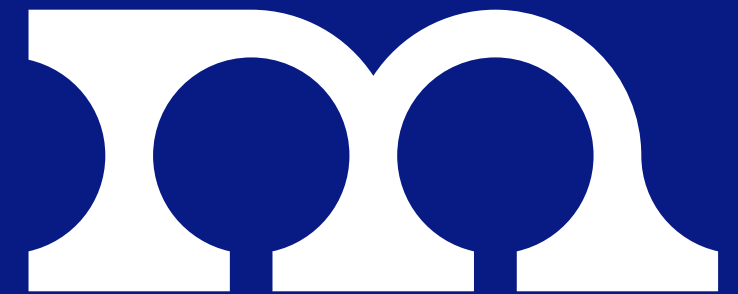
- ✗ a wholesale rebrand of the City
- ✗ to be used in digital tools like social media and the City website
- ✗ to replace other existing City efforts



A River Runs
Through It

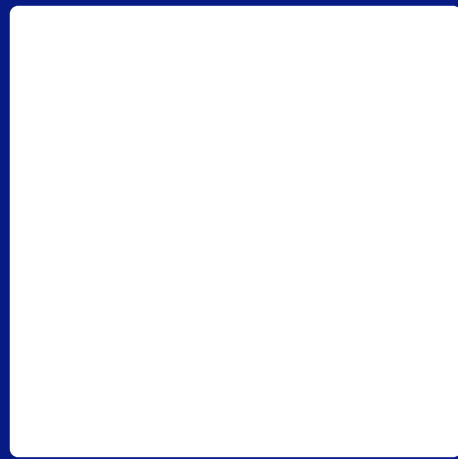


A Familiar Frame

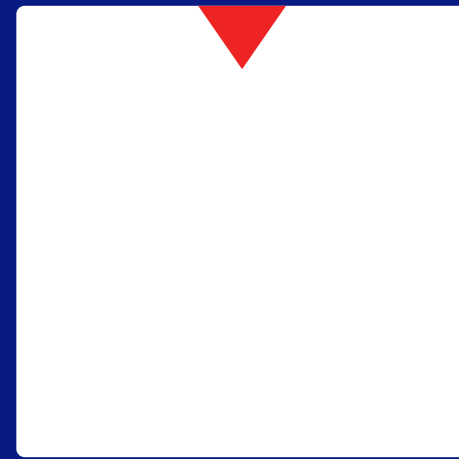


A Hidden Forest

A Familiar Frame



Start with a square



Cut out a notch at the top, like in the letter "M"



New shape becomes a frame for text and information



...Or a shape that stands on its own

Medford Square

↑ Chevalier Theater
Middlesex Fells



← Medford Public
Library

Condon Shell



West Medford

↑ Chevalier Theater
Middlesex Fells



← Medford Public
Library

Condon Shell



South Medford

↑ Chevalier Theater
Middlesex Fells



← Medford Public
Library

Condon Shell



↑ Chevalier Theater
Middlesex Fells



← Medford Public
Library

Condon Shell



↑ Chevalier Theater
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Condon Shell

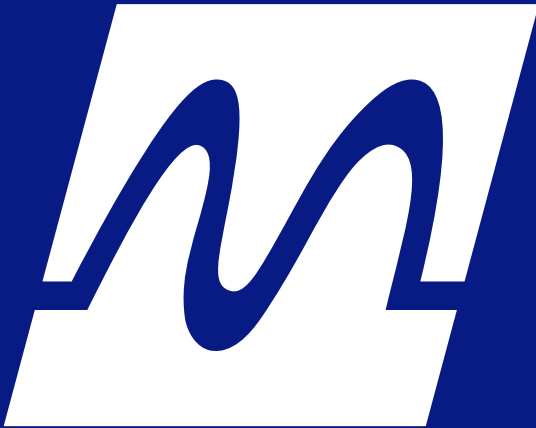


A River Runs Through It

10.15.2025



10.22.2025



11.05.2025

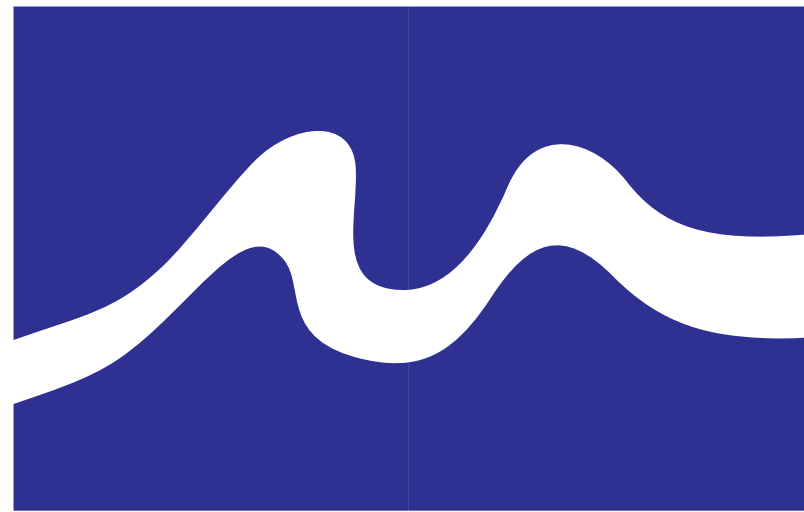


The Mystic River was historically a winding river, straightened out when I-93 was constructed

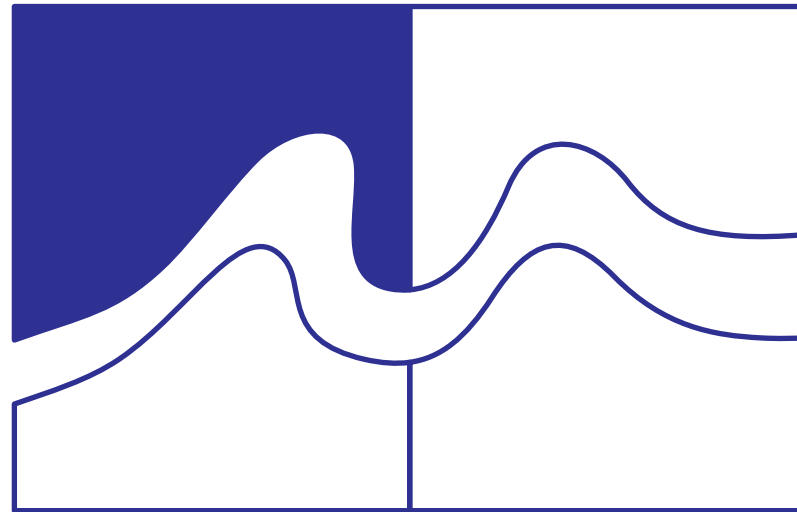
Can we better celebrate the river by shaping it into the "M" in Medford?

Containing the irregular river into a more regular shape makes it more of a logo or icon

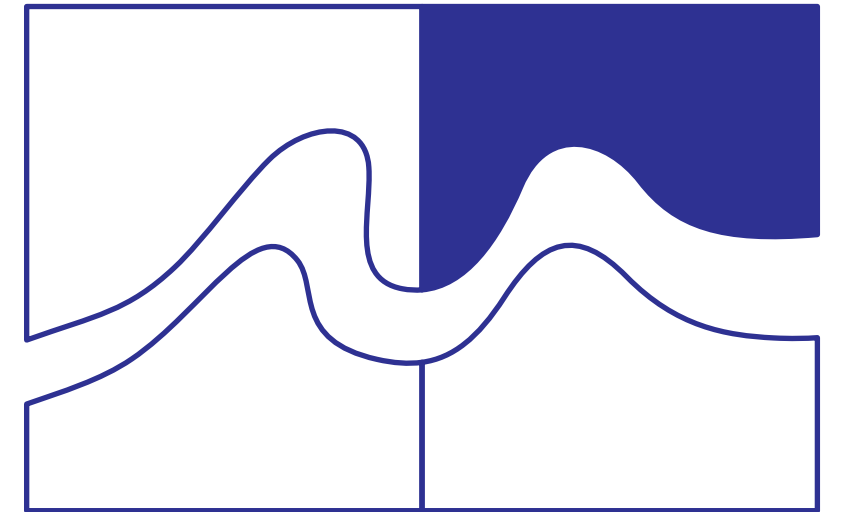
It needs to be immediately recognizable but also distinct



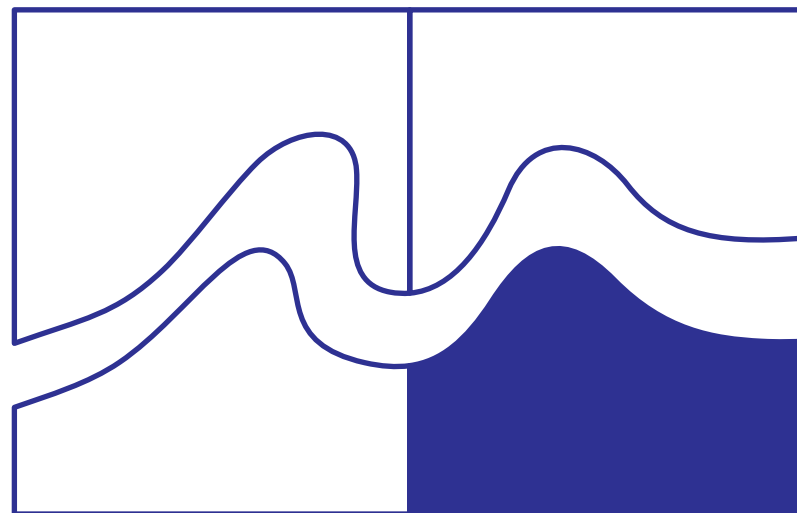
MEDFORD SQUARE



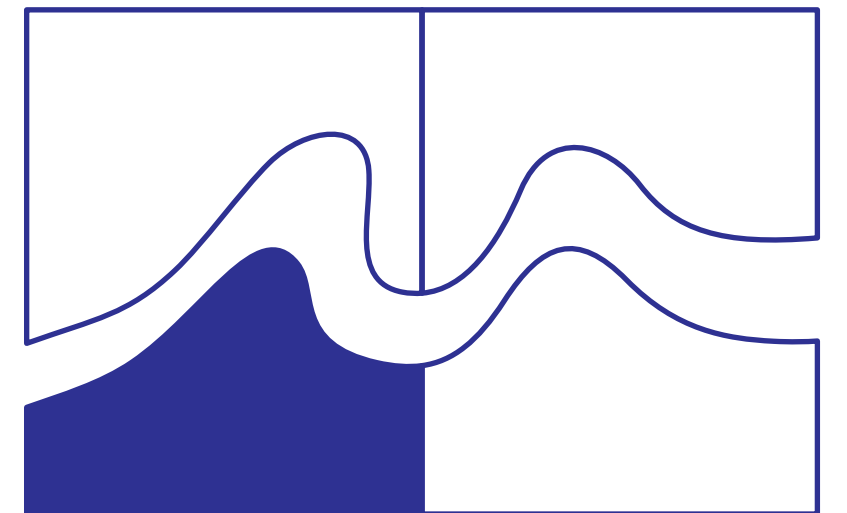
WEST MEDFORD




HAINES SQUARE







SOUTH MEDFORD





HILLSIDE



 **MEDFORD SQUARE**



↑ Chevalier Theater
Middlesex Fells
 


← Medford Public Library
Condon Shell
 


 MEDFORD



 **WEST MEDFORD**



↑ Chevalier Theater
Middlesex Fells
 


← Medford Public Library
Condon Shell
 

 MEDFORD

 **SOUTH MEDFORD**

↑ Chevalier Theater
Middlesex Fells
 



← Medford Public Library
Condon Shell
 



 MEDFORD


↑ Chevalier Theater
Middlesex Fells
 

← Medford Public Library
Condon Shell
 



↑ Chevalier Theater
Middlesex Fells
 

← Medford Public Library
Condon Shell
 



What resonates with you?

What doesn't work?

What would you change?

↑ Chevalier Theater
Middlesex Fells
☰ 🌳

↶ Medford Public Library
Condon Shell
P 🌳 🌳

CHEVALIER THEATER

WEST MEDFORD

SOUTH MEDFORD

CITY HALL

Chevalier Theater 🏛️ ➔
⌚ 7 MINS • 0.5 MILES

Middlesex Fells 🌳 ➔
⌚ 12 MINS • 0.75 MILES

City of Medford

Medford Square