

NEW WAYFINDING PROGRAM

SPRINGFIELD, MA

2016 March

UMASS DESIGN CENTER IN SPRINGFIELD

46 signs have been installed by April 26, 2016 in downtown Springfield/Metro Center. The program received \$60,000 from a state Department of Public Health grant. The 46 temporary signs are the tactical installation of the program to test the reaction from pedestrian. The directional signs will provide necessary information to the thousands of visitors the city will host, when Union Station is operational later 2016 and MGM Springfield opens in the fall of 2018. Other signs will be installed by 2018.

A survey created by the UMass Design Center in Springfield was given to various Springfield residents and visitors in spring 2016 in order to better understand how familiar they were with the downtown (Metro Center) area. Following recommendations were brought out for the city of Springfield to improve this program.

The survey had four main parts.

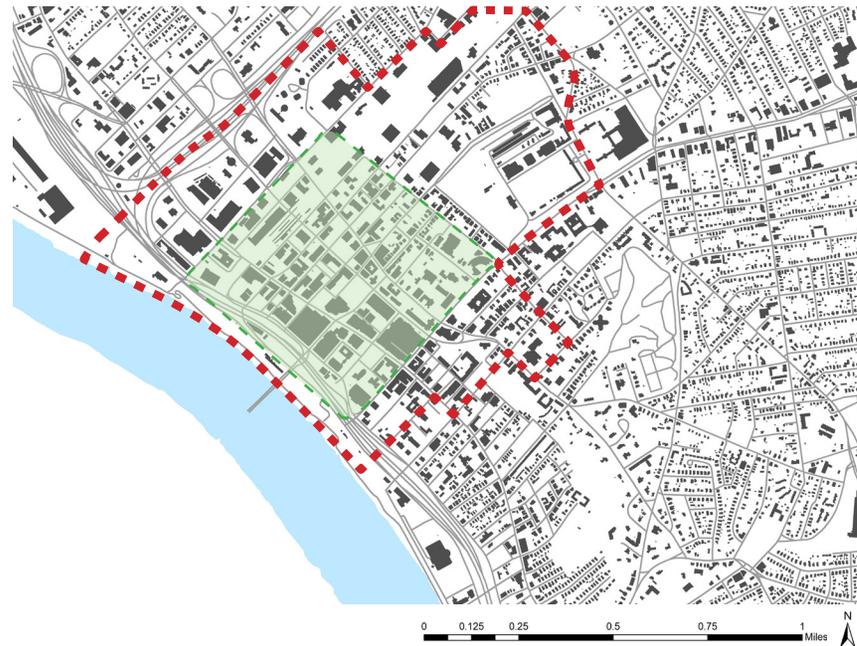
Part 1: Identifying a group of locations that made up “starting points” and another group designated as “destinations”.

Part 2: Survey design.

Part 3: Administering the survey to a range of persons.

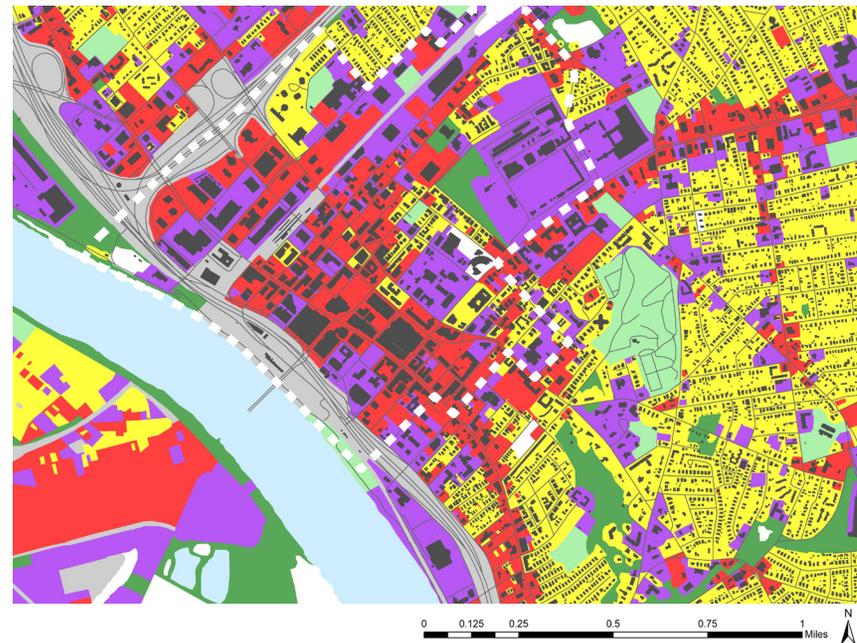
Part 4: Summarizing and analyzing survey data.

Projects Sites



- Legend
- Roads
 - - - Metro Center
 - Buildings
 - Connecticut River

Land Use

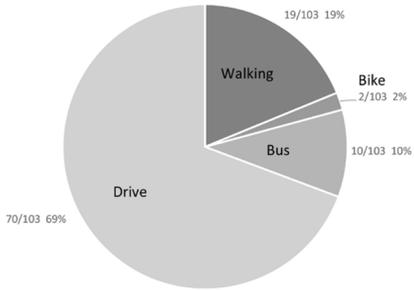


- Legend
- Roads
 - Buildings
 - Natural Resources
 - Residential
 - Commercial
 - Industrial
 - Recreation
 - Transportation
 - Connecticut River

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Pre-Installation Survey & Evaluation

Q1: How People Get to Downtown Springfield



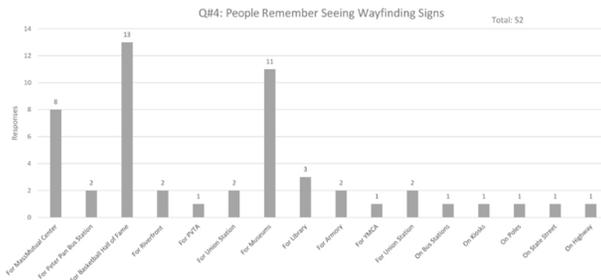
- ▶ 69% respondents drive to downtown
- ▶ 10% take buses
- ▶ 19% walk
- ▶ 2% bike

Q3: Time Respondents willing to spend walking to a Destination



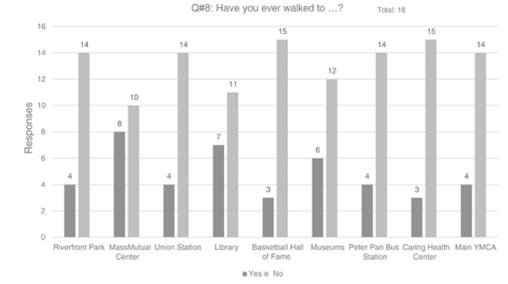
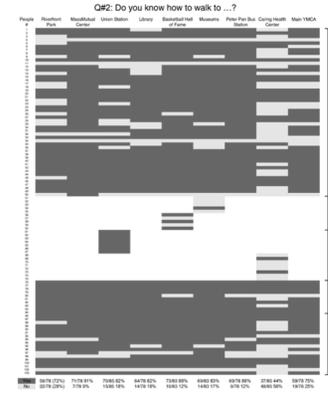
- ▶ 36% respondents can walk for more than 20 minutes.

Q5: Are respondents familiar with existing wayfinding systems?



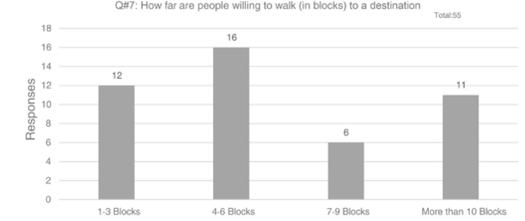
- ▶ Fewer than half were.
- ▶ Most signs related to MassMutual, Basketball Hall of Fame, Museums

Q2: Do respondents know how to walk to ...? Did they walk to ...?



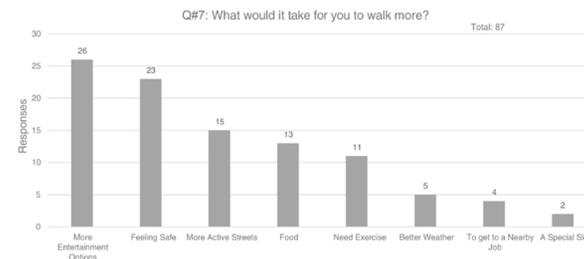
- ▶ Yes. Even though respondents had not been to some locations within the last year, they still know how to walk to them.
- ▶ The exception is Caring Health Center. Most respondents have not been there and don't know how to walk there.

Q4: Distance in Miles/Blocks Respondents willing to walk to a Destination



- ▶ 87.8% respondents can walk for more than 1 mile.
- ▶ A number of people do not know how long is "1 mile".

Q6: Features that Encourage Walking



- ▶ Entertainment Options
- ▶ Feeling Safe
- ▶ Active Streets
- ▶ Food
- ▶ Need exercise
- ▶ Weather

SPRINGFIELD / Metro Center



MINUTES

- ➔ Train Station 6
- ➔ Bus Station 9
- ➔ Museums / Library 11
- ➔ Symphony / City Hall 16

SPRINGFIELD: CITY ON THE RISE



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Top 10 Recommendations

- Start with pre survey or low-cost tactical installation.
- Communicate with all related stakeholders.
- Keep information simple.
- Pay attention to existing signs.
- Directional signs with walking distance and time to destination serve a limited area.
- Typeface, Font Size and other graphic specifications should be legible.
- Signage size should be neither too large nor too small.
- Signage type should be decided depending on the scale of the area served.
- Think about a wayfinding program when you're planning a new street or space, rather than after the community has been built.
- Important to provide signs at decision points.

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