

# Quincy Downtown Redevelopment Plan Newsletter

Mayor William J. Phelan

Prepared by Goody Clancy | November 2005

## Envisioning Downtown Revitalization: The Quincy Center District

Neighborhood and community stakeholders came together for a second community workshop on October 1, 2005 to hear updates about the work completed since the last community event and to expand upon their visions of a revitalized downtown. Participants embraced the opportunity to elaborate on their vision for the future and focused on the recently defined Quincy Center District to test their ideas.

### The Workshop



The Mayor's office organized the second workshop with the assistance of elected officials and city departments. In meetings with the Downtown Redevelopment Committee and on-going discussions with key stakeholders, individuals identified important considerations around redevelopment that were addressed during the workshop. These concerns helped guide the work of over 60 participants who

took part in the workshop held at the Quincy High School. At the half-day event, participants were informed about on-going efforts for positive change in the downtown, learned about ways to create a downtown that builds community and took part in a model building exercise (see pages 2 and 3).

### Public Consensus

Several themes emerged as participants worked in groups. Many of the groups suggested approaches to downtown locations that created similar relationships between potential new development and existing buildings. The following list summarizes ideas from the workshop.

- **Include a mix of uses**  
Participants in all groups included new housing, office and retail uses in the downtown. Some individuals also suggested all of these uses contained within a new building, discussing the optimal percentage of office, retail and office within a single structure.
- **Ensure the community is mixed-income**  
Attendees looked for ways to create new market rate development that encourages investment in the downtown while also maintaining opportunities for lower income individuals and public services.
- **Design new buildings with compatible heights**  
All of the groups recognized that taller buildings should be concentrated near other tall buildings or located on corners that function as gateways to the district; buildings should be stepped or lower in height where they are near smaller scaled structures.
- **Shield parking from view while providing for existing and new development**  
Participants placed structured parking on the interior of blocks, shielded from view along public streets or in underground locations where needed.
- **Foster the evolution of a cultural district**  
Groups discussed the potential of a cultural district along Coddington Street. Many suggested that programming between Quincy College, Public Library, High school and other institutions could be strengthened and the streetscape could be improved.
- **Enhance the natural resources**  
Attendees indicated ways to improve or increase the public open space. Small parks in the downtown, increasing green space around the United First Parish Church and a fountain that improves the function of the town brook were all popular ideas.

## Envisioning Downtown Revitalization: *Urban Design Plan*

### AGENDA

#### SATURDAY PROGRAM October 1, 2005

**8:30-9:00**  
COFFEE AND DONUTS

Informal conversations with planning team

**9:00 -10:30**  
SETTING THE STAGE FOR A NEW VISION FOR DOWNTOWN

- Mayor William J. Phelan, City of Quincy: opportunities and challenges in designing our downtown
- Dennis Harrington, City of Quincy: Introduction to implementing the goals
- Christine Scott, Goody Clancy & Associates: Results of the 2004 workshop
- Robert Quinn, City of Quincy: New zoning for a thriving downtown
- Richard Bryant, Rizzo & Associates: New access & parking for downtown
- David Dixon, Goody, Clancy & Associates: Guidelines for a downtown that builds community

**10:30 - 12:30**  
TAKING THE VISION TO A NEW LEVEL: COMMUNITY DESIGN SESSION

Groups of participants will work together with team staff to explore how downtown can grow and prosper to support a successful community. Attendees will determine the best ways to infuse the City of Quincy's unique character into future mixed-use redevelopment and public space improvement projects.

**12:30 - 1:30**  
REPORT BACK ON COMMUNITY DESIGN SESSION (WITH LUNCH) AND CLOSING REMARKS

While eating lunch, each group will summarize the main ideas that were discussed from the Community Design Session.

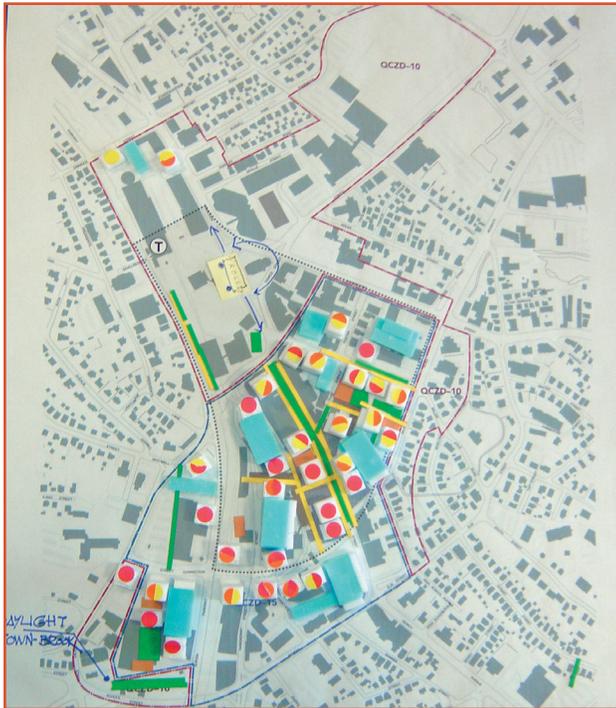
### CONTACT INFO

Planning Department  
617.376.1363

GOODY CLANCY  
ARCHITECTURE  
PLANNING  
PRESERVATION

# MODEL BUILDING: Community Ideas for Revitalizing The Quincy Center District

During the workshop, community members created models that explored massing, density and public space for development throughout the downtown. The models helped participants understand how program elements on the site relate to the physical potential of Quincy Center.



**MODEL 1**

This model shows new development, much of it retail (red dots) along Hancock Street, in the southern half of the district with paired structured parking (blue) on the interior of blocks. It also includes an important trolley link in front of the United First Parish Church as well as pedestrian paths (yellow) and green links (green).



**MODEL 2**

This model indicates creation of the Coddington Street cultural district and links to improved green space near the United First Parish Church. It also shows significant new development, much with a strong residential component (yellow dots) or office (orange dots), along Hancock Street and the Concourse.





### MODEL 3

This model also groups development in the southern half of the district showing some structured parking (blue) but placing more parking underground to allow the creation of small green parks in some areas. Buildings (white) line all the major thoroughfares.



### MODEL 4

This model shows the importance of linking Codrington with Hancock Street (yellow line) and places civic plazas (orange) along Hancock Street for a lively district that makes the most of both cultural and commercial resources. As with the other groups, new buildings are in the southern half of the district surrounding structured parking (blue) and buildings (white) line main public streets such as Hancock and Washington Street as well as the Concourse.



# NEXT STEPS

The Design Guidelines were developed from the community ideas and opportunities identified in discussion and represented in the model building exercise.

The draft document will be used to help guide new district zoning and to ensure that redevelopment in the downtown is consistent with community priorities.

**DOWNTOWN DESIGN PRINCIPLES**

1. Build on historic and other assets to reinvigorate downtown
2. Encourage a mixed-use district
3. Create active streets, signature parks and expanded retail opportunities
4. Organize more special events
5. Encourage transit ridership and strengthen pedestrian connections
6. Resolve parking and traffic issues
7. Work with businesses to make physical improvements
8. Support new venues to draw people to the downtown
9. Address environmental issues
10. Create new zoning to support implementation of the community vision

**QUINCY CENTER DISTRICT**  
Quincy, Massachusetts  
City of Quincy  
Prepared by Goady Clancy

**design guidelines**

**CHESTNUT STREET**

**Provide new uses**

- Build new residential over retail mixed-use and office buildings
- Hide parking from view & increase transit use
- Use minimum parking ratios in structured or underground parking
- Improve signage to transit

**Enhance the public realm**

- Target Chestnut Street (between Foster & Revere) for streetscape improvement

**Maintain or improve the quality of buildings along Chestnut Street**

- Encourage quality infill buildings that are smaller in scale

**Encourage design variety that responds to context**

- Locate smaller buildings along on the back sides of the existing downtown blocks & larger buildings adjacent to new development on the Hancock Lot

**HANCOCK LOT #1**

**Provide new uses**

- Build office, including a landmark tower & retail buildings
- Hide parking from view and increase transit use
- Use minimum parking ratios in structured or underground parking
- Provide employer based incentives for transit use

**Enhance the public realm**

- Create a pedestrian plaza and welcoming signature entrance
- Maintain streetscape improvements & provide street furnishings

**Maintain or improve the quality of buildings along Hancock Street**

- Design buildings along Hancock Street that offer variety, visual interest, durability and human scale

**Encourage design variety that responds to context**

- Reduce heights where new development faces existing residences
- Consider a fountain that connects to Town Brook

**HANCOCK LOT #2**

**Provide new uses**

- Build a mix of housing and retail buildings
- Hide parking from view & increase transit use
- Use minimum parking ratios in structured or underground parking
- Create new landscaped street and improved signage

**Enhance the public realm**

- Create a pedestrian plaza and a new public park with a water feature

**Maintain or improve the quality of buildings along Hancock Street**

- Ensure retail entrances and display windows face onto public streets

**Replace or build over one story buildings**

**Encourage design variety that responds to context**

- Create a range of heights appropriate to different use patterns of the site
- Increase the height along Hancock Street to match nearby buildings

**Quincy**  
Downtown Redevelopment Planning Study **DESIGN GUIDELINES**



**OFFICE OF THE MAYOR**

## CONTACT INFO

City Hall, 1305 Hancock Street, Quincy, MA 02169