



North Quincy

Pedestrian Pathway Audit and Wayfinding Study

Final Report – July 2024



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Acknowledgements

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The City staff of Quincy provided oversight and review of the wayfinding plan and final report. In addition, city businesses, residents, visitors, and employees provided insight and input into this study through a series of engagement opportunities.

On behalf of DHCD and the City of Quincy, the study team would like to thank all stakeholders and participants for their constructive inputs to this process.

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Project Overview and Background ● ● ●



Study Schedule





PROJECT GOALS

- Promote downtown vitality by **improving awareness** of and navigation to North Quincy's key destinations
- Understand what **motivates North Quincy visitors** to choose whether to drive, walk, bike or ride transit
- Identify how the current conditions of North Quincy's pedestrian-related infrastructure measures with **best practice**
- Identify and prioritize **safety and connectivity improvements** to support pedestrians of all mobility levels
- Identify improvements that may attract more visitation of North Quincy's business district



STUDY AREA

The City of Quincy is located approximately ten miles to the southeast of Downtown Boston. North Quincy is bounded to the north by the Neponset River to the east by Quincy Bay and is comprised of several primarily-residential neighborhoods. The 'downtown' study area of North Quincy was defined for this effort to include the core, dense areas hosting commercial/mixed uses- primarily the Hancock Street/Route 3A corridor from its intersection with the Newport Avenue Extension to Hayward Street, the Billings Road segment hosting mixed uses which is informally referred to as the 'North Quincy Business District', and areas extending west to the Newport Avenue Extension, which provides a vital pedestrian connection to businesses and services.

The study area is bisected by the railway line for the MBTA Subway Red Line service and hosts the North Quincy Station. This area also falls within the boundaries of the recently established North Quincy Station TOD Overlay District.

Downtown North Quincy operates as the secondary downtown of the City of Quincy with many services and destinations primarily serving the local resident population, and students and visitors of the nearby North Quincy High School and Quincy Catholic Academy. Recent significant developments in the area include The Abby, with over 600 residential units and space for ground-floor uses, the new Holiday Inn Express Hotel, and other nearby developments that will **continue to generate vitality and demand for local businesses, services, cultural, and other destinations.**





Existing Plans/Recommendations

The following recent reports and plans were reviewed as part of this study, with several goals and recommendations relevant to the effort-

Transportation Safety Action Plan (2022)	Rapid Recovery Plan (2021)	North Quincy TOD Design Guidelines (2016)
<p>Best Practices Identified to Address Pedestrian and Bicycle Crash Rates</p> <ul style="list-style-type: none">• Look for opportunities to install protected pedestrian and bicycle crossings• Identify better treatments for transitions for when bike lanes end at intersections.• Limit right turn slip lanes which can encourage fast, careless turns, and increase pedestrian crossing distances.• Expand the addition of pedestrian refuge island and curb extensions to provide pedestrians with more visible crossing areas with reduced exposure• Expand the implementation of visibility treatments as crosswalks (RRFBs) and improved retroreflectivity	<p>Recommended Project- To develop a wayfinding program that will direct visitors and customers throughout the North Quincy district</p> <ul style="list-style-type: none">• To make it easier for visitors to find North Quincy businesses and points of interest• To develop a theme/brand for the North Quincy Business District• To create signage that will direct customers and visitors to the municipal parking lot.• To identify areas of interest and businesses in the district	<p>Relevant District Goals-</p> <ul style="list-style-type: none">• Introduce public spaces with placemaking features and other elements such as public art that add pleasure for pedestrians and enrich the character and quality of key intersections• Improve traffic access and circulation for vehicles, pedestrians and bicycles• Create active, safe pedestrian and street life• Provide all necessary wayfinding to transit stations and associated parking• Provide greater access to and utilization of Quincy's key intermodal hubs

Multimodal Analysis



North Quincy Demographics

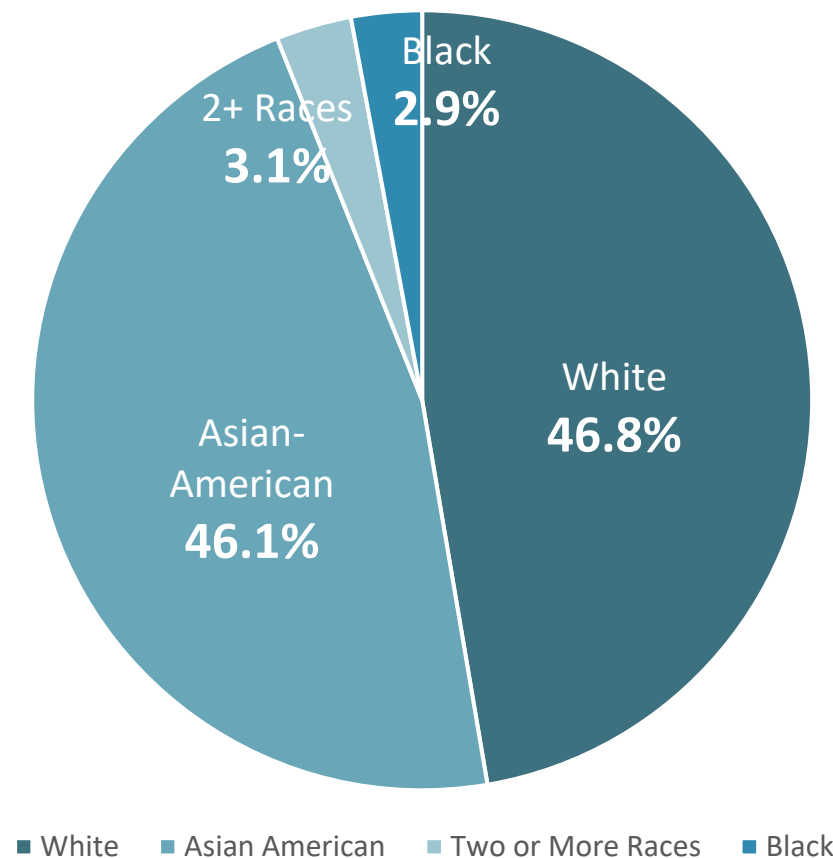
Who lives and works in North Quincy?

North Quincy has a high concentration of Chinese American and Eastern Asian residents due to an influx of immigration that began in the 1970s. This history is reflected in a concentration of Chinese or East Asian-owned restaurants and other businesses in the downtown area that predominantly serve residents from local neighborhoods.

Recent developments like the Abby (with 610 residential units and 45,000 of mixed-use space), the new Holiday Inn Express Hotel, and other developments near the T Station which are currently under construction, are attracting new residents and visitors to Quincy, such as those who may work in or near central Boston and are seeking more financially attainable housing, or those who are visiting the Boston area on business and are seeking a convenient hotel option.

The Median Household Income of North Quincy is \$87,502.

North Quincy Racial Profile

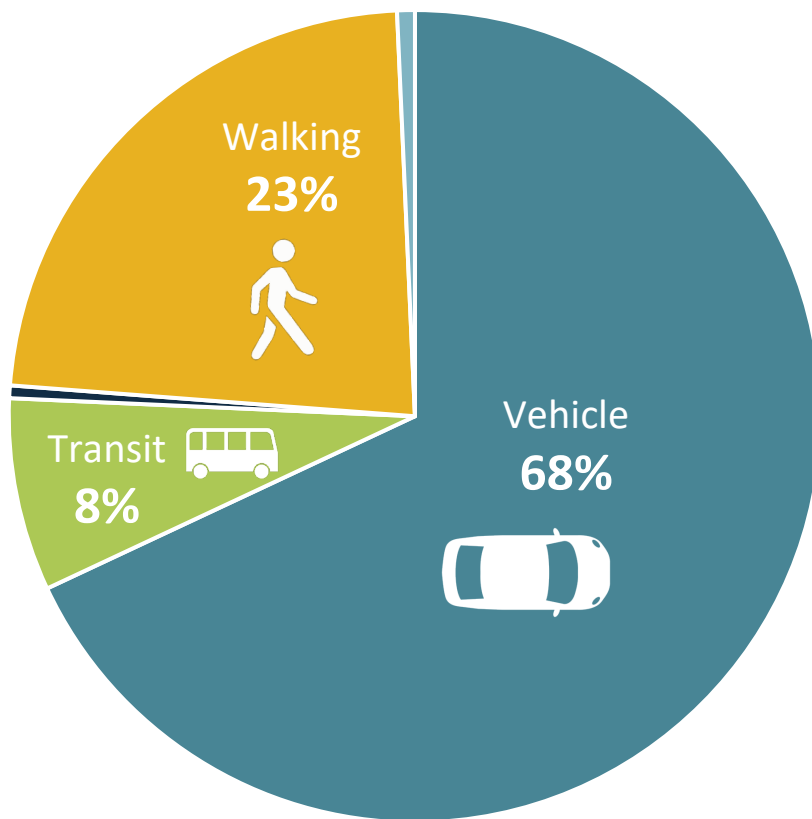




North Quincy Mode Split (2022)

A significant portion of travelers are walking or taking public transit to/from their destinations. During work hours, the level of people using transit to travel to work jumps up to 25% *(Source: Census)*

Primary Travel Mode



■ Car, Truck, Van ■ Public Transit ■ Bicycle ■ Walked ■ Taxicab, Other

Source: Replica





Pedestrian Infrastructure

Sidewalks and Crosswalks

For the purposes of this study, North Quincy sidewalks and crosswalks were evaluated for 1) completeness, 2) general condition and maintenance, and 3) appropriate widths (with the general standard being a minimum of 5' for sidewalks and 10' for crosswalks). North Quincy has a near-complete sidewalk network, that is in mostly excellent or good condition, which can support pedestrians and promote walking between destinations.

A few notable infrastructure gaps were identified within the overall network, including:

- Few crosswalks feature pedestrian-activated RRFB's to aid in safer crossings
- Newport Ave where construction works were blocking sidewalks (at the time of analysis) **(2)**
- Intersections of Hancock Street with Hollis Avenue or Hodges Court **(1)** and Burgess Street **(4)** (where pedestrian crossings are missing)
- Newport Ave near Stop & Shop where sidewalks are noted to be more narrow and pedestrian crossings are lacking **(3)**

When sidewalks are incomplete, crosswalks are missing or in need of restriping to improve visibility, pedestrians are forced to select informal/less safe routes to more directly access their destinations.





Pedestrian Infrastructure

Block and Crosswalk Lengths

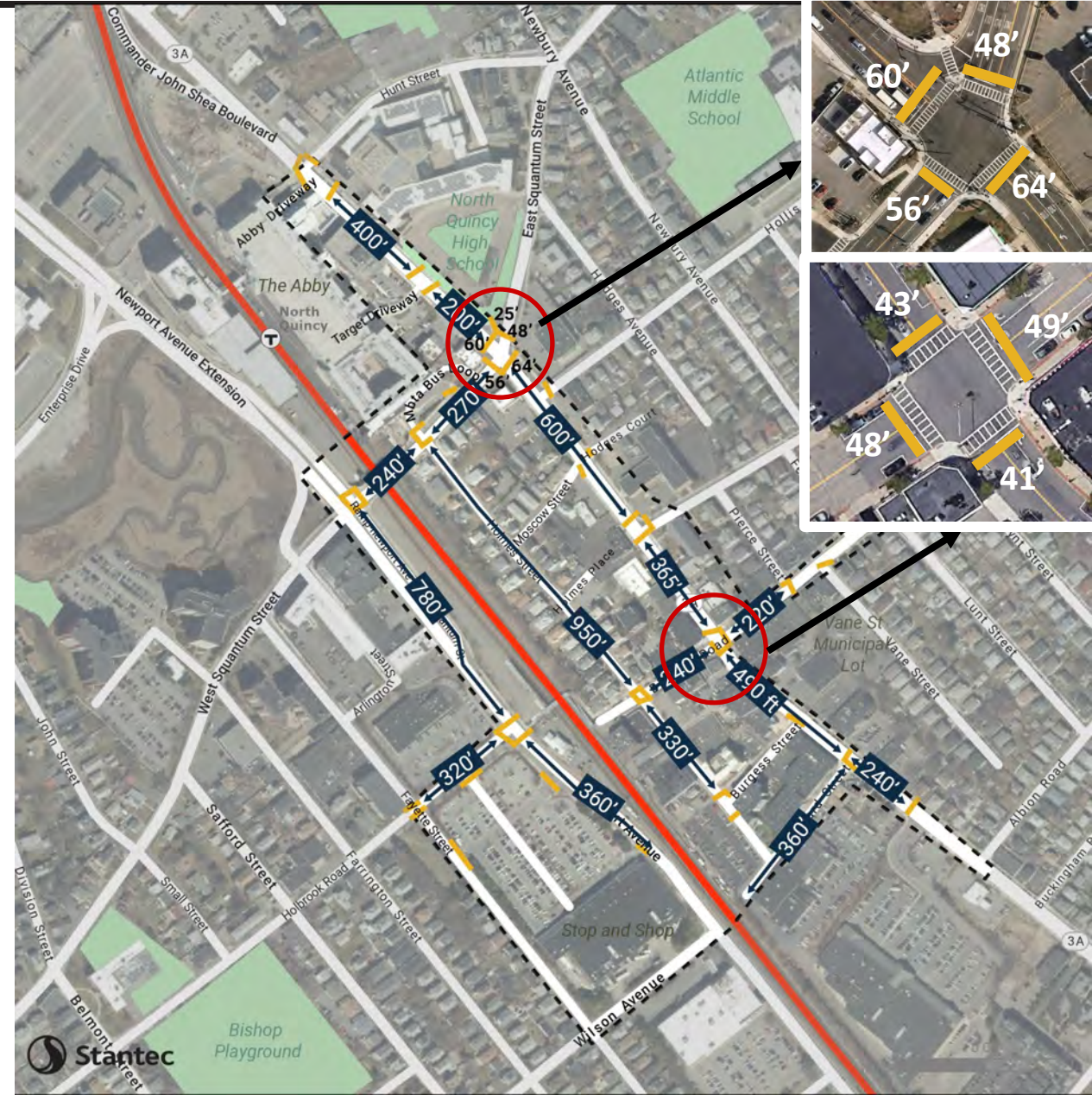
A “comfortable” block length in an urban setting such as North Quincy is approximately 300’ or less. This allows for easier navigation towards destinations a pedestrian may desire to visit on the opposite side of the street, improved visibility of upcoming cross-streets and a general perception of walk distances feeling less burdensome. More than half of the block lengths measured in the North Quincy study area exceed the 300’ length. Notably long block lengths along the Newport Avenue Extension and Holmes Street can feel intimidating for pedestrians, particularly with the absence of eyes on the street and lack of buffer from the roadway. Amenities that make the walking/wheeling experience more comfortable, such as landscaping and consistent street lighting can encourage pedestrians to perceive these areas as approachable.

Crosswalk lengths should also be minimized to reduce the distance of exposure in the roadway and to provide sufficient time for pedestrians to cross (such as with Leading Pedestrian Intervals at traffic signals), particularly for those with mobility impairments. The following crosswalk lengths provide general guidance about appropriate lengths. As demonstrated as an example in the map, the four primary crosswalks at the intersection of Squantum and Hancock are considered long.

Crosswalk length reasonable (<30’)

Crosswalk length somewhat long (30’-40’)

Long crosswalk length (>40’)

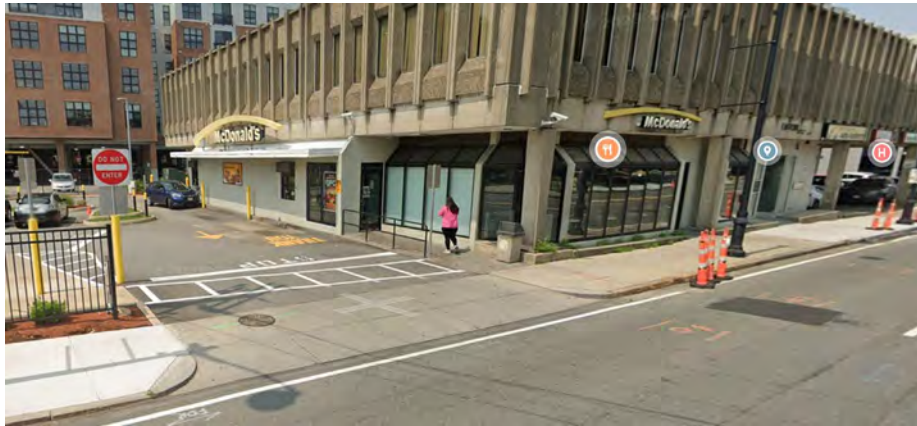




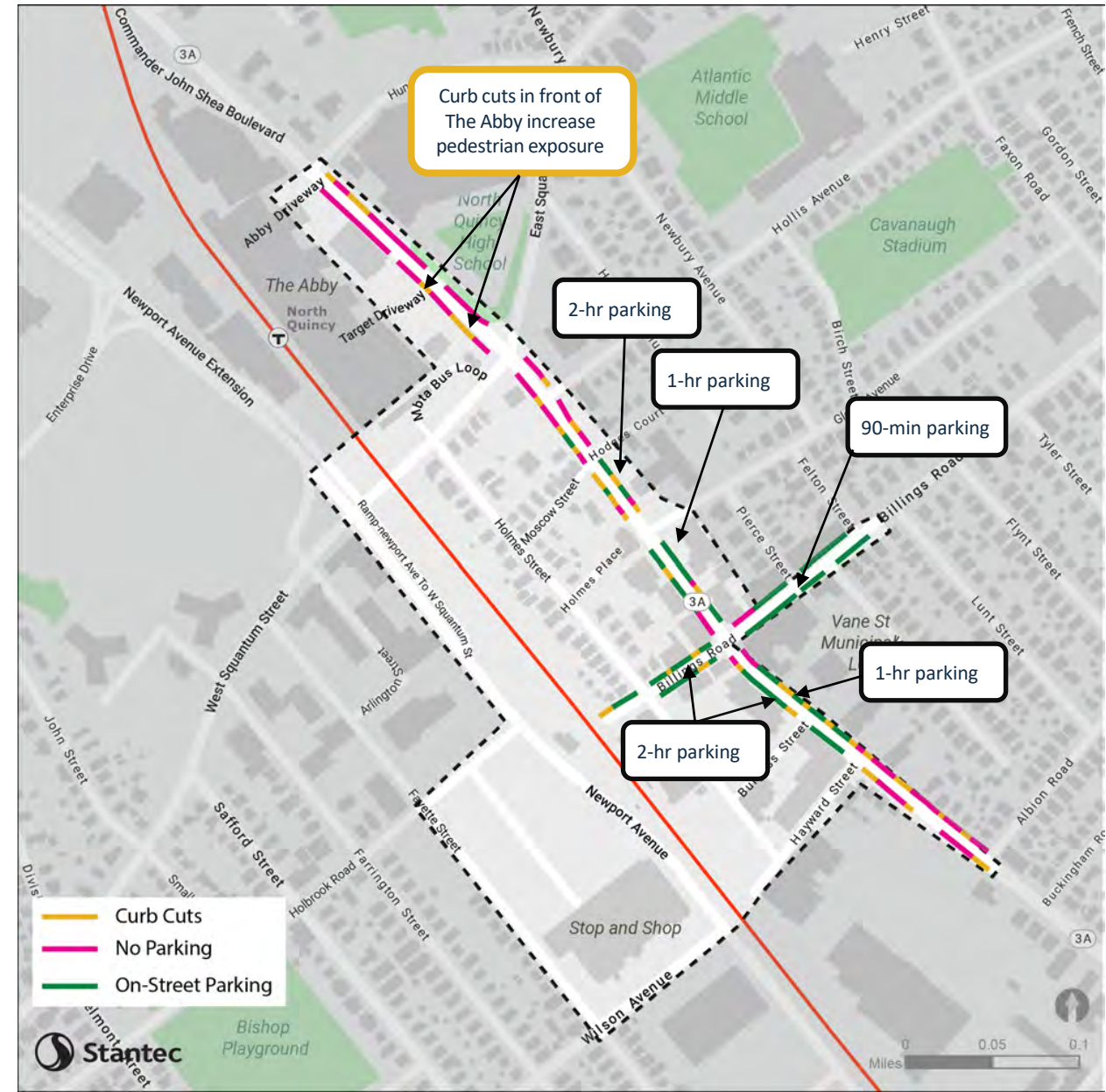
Pedestrian Infrastructure

Curb Cuts

Although curb cuts are a necessary component of street design for ease of property access, in urban areas where there is a higher density of uses requiring vehicle access, frequent curb cuts can not only increase the discomfort of pedestrians, but their safety as they must be on alert for vehicles potentially entering and exiting. This curb cut below in particular, provides limited visibility and sightlines for pedestrians who enter from the street side of the McDonald's building; however, this is a raised curb cut which demonstrates a strong design standard that is generally being incorporated throughout North Quincy as a good precedent.



Curb cuts in North Quincy in relation to on-street parking areas are shown in the map.

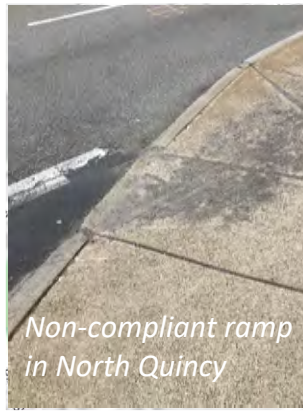
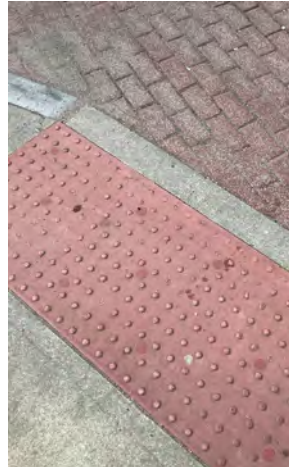




Pedestrian Infrastructure

ADA-compliant curb ramps

Throughout most of North Quincy's intersections ADA-compliant curb ramps and detectable warning surface panels are present at each pedestrian crosswalk approach, most consistently along Hancock Street. However, tactile panels are missing particularly in the southern areas along Newport Avenue, and on the east and western portions of Billings Road. Existing warning panels are also inconsistent in style and color.



Non-compliant ramp in North Quincy





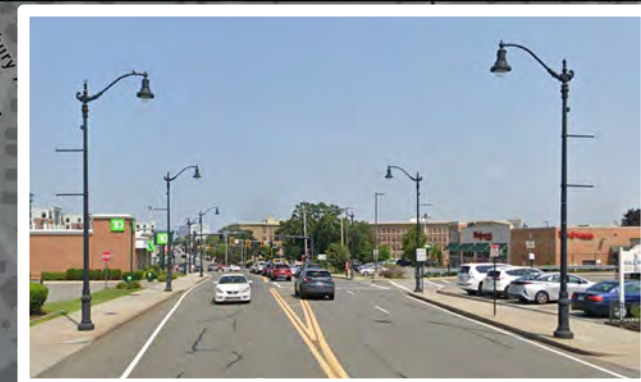
Pedestrian Infrastructure

Streetlight fixtures

A general rule of thumb in urban design best practice is that streetlights should be spaced from each other approximately 2.5 to 3 times the distance of the height of the fixture. Other guidance recommends staggering the lights on opposite sides of the street and installing the fixture in the same distance from the street for visual consistency and level of lighting.

The majority of the North Quincy study area includes ample pedestrian-scale lighting fixtures at appropriate distances, particularly along the Hancock Street corridor. However, lighting fixtures are less frequent along Holmes Street, Newport Avenue (which may temporarily be impacted by construction), and streets near the Stop & Shop. Particularly in months with more hours of darkness, residents and visitors may find these areas uncomfortable to walk through or perceive them as unsafe and avoid them, altogether.

Given the speeds and volume of vehicles along the Newport Avenue Extension, an increase of street lighting would not only improve the comfort for pedestrians but improve visibility, but also safety for all modes.





Pedestrian Infrastructure

Bus routes and stops

North Quincy is serviced by four MBTA bus routes, connecting to local and regional destinations. Bus stops in North Quincy are sign-posted with a simple sign identifying the route available, but generally lack formal bus shelters with seating or other amenities. Some stops along Hancock Street were observed to feature more amenities, but the highest ridership stops at Billings Street and East Squantum lacked seating and amenities. No bus service is available on Hancock north of Squantum, or along Newport Ave.

MBTA Bus Route	Study Area Boardings Daily	Study Area Alightings Daily
210	75	71
211	123	140
215	2	7
217	32	32

Source: MBTA Open Data Portal, Fall 2022 Ridership by Stop





Pedestrian Infrastructure Observations



Lack of on-street bike infrastructure



Lack of pedestrian connection along Newport



Unnecessarily wide curb cut for vehicle access



Lack of striping at high-volume destination



Crosswalk in need of re-striping for visibility



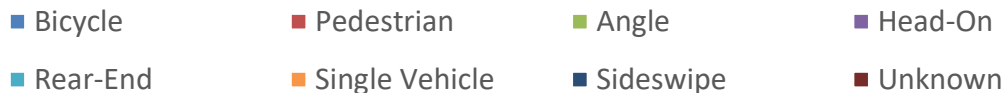
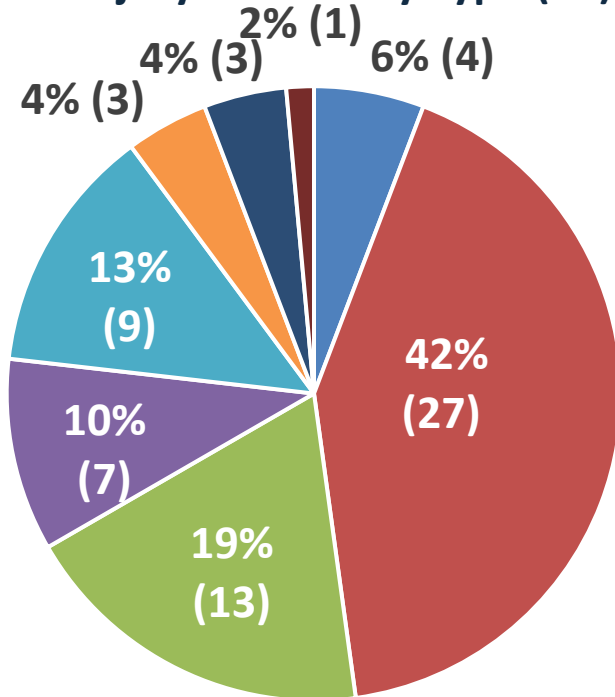
Pedestrian-activated buttons not present



All injury crashes (2019-2023)

The following reveals that pedestrians in North Quincy are of the highest risk for experiencing a serious crash-related **injury**, and that pedestrians/cyclists in North Quincy are of the highest risk for experiencing a crash-related **fatality**.

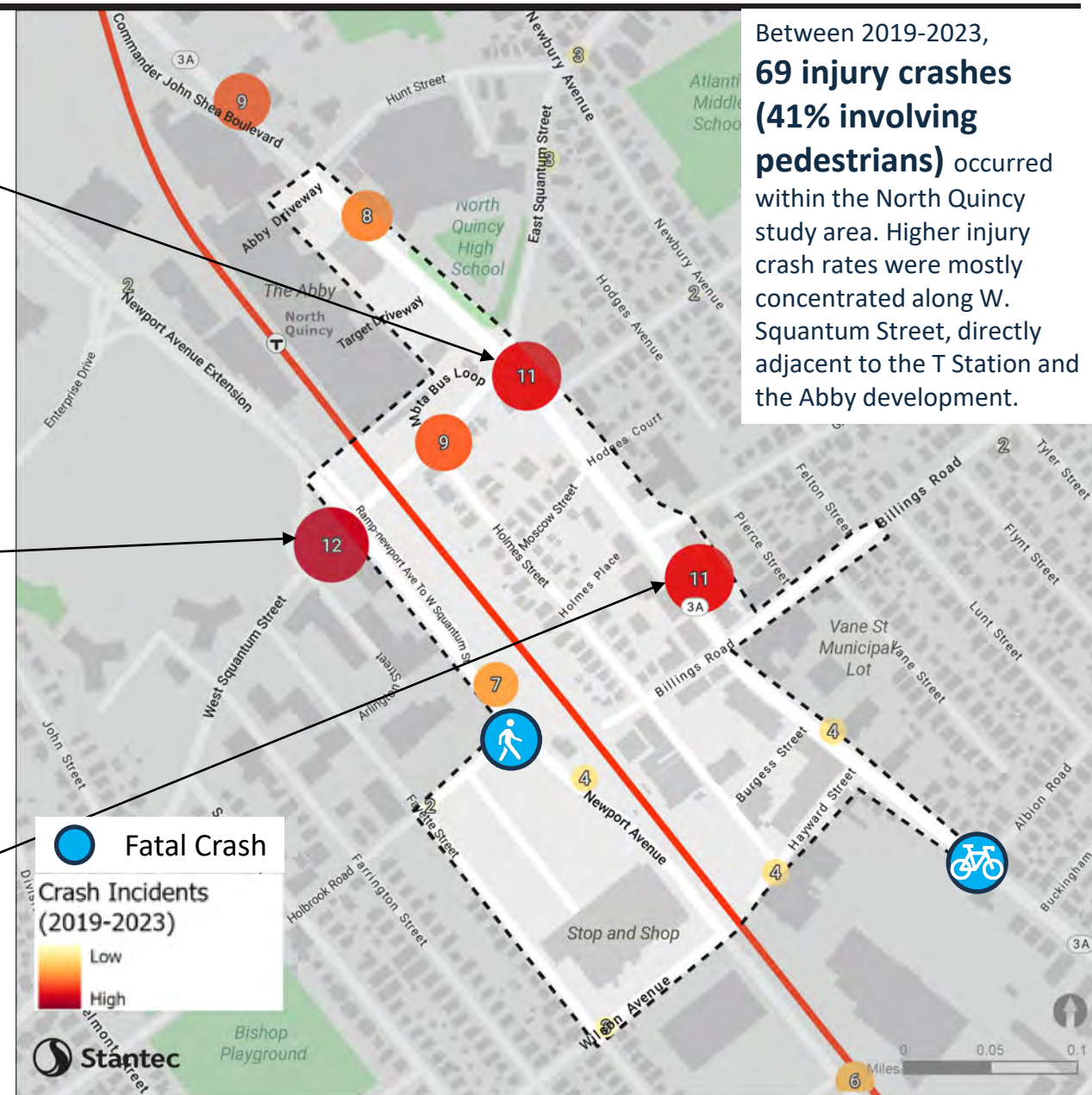
All Injury Crashes by Type (69)



There were **two fatal crashes** in North Quincy between 2019 and 2023. One resulted in the death of a **cyclist** and the other in the death of a **pedestrian**



All injury crashes (2019-2023)



Wayfinding Signage and Pedestrian Amenity Analysis





Wayfinding Signage Best Practice

General guidance for municipal branding and wayfinding sign development and design should...

Be memorable- Visual language should build on brand identity to drive economic growth

Be inclusive- Stakeholders and the public should take part to create a sense of ownership

Be multimodal- Improve navigation/safety for all types of travel and expand connections

Be scalable- Have built-in flexibility as a kit of parts that can be tailored and used as the town grows and other signage needs change

Be planned- Have a phased approach (including budgeting considerations) to reduce the time to achieving a fully installed and coordinated sign system





Wayfinding Signage Typologies

This study investigated four different signage types that each serve a unique purpose-



GATEWAY

What it does-

Creates a sense of arrival (usually from a primary access route) and defines the boundary of an area/downtown (e.g., welcome sign)



DIRECTIONAL

What it does-

Directs people toward a specific area or destination (such as key parking locations), typically with the use of arrows



IDENTIFICATION

What it does-

Identifies landmarks or other points of interest by name or symbol



INFORMATION

What it does-

Provides information about where someone is located in the context of an area (such as with maps in a visitor kiosk), or details about a destination (e.g., seasonal access, only)



Wayfinding Signage Best Practice



GATEWAY

This is a small sample of the many design styles that might be considered for a gateway sign.





Wayfinding Signage Best Practice



DIRECTIONAL

This is a small sample of the many design styles that might be considered for a directional sign.





Wayfinding Signage Best Practice



IDENTIFICATION

This is a small sample of the many design styles that might be considered for an identification sign.





Wayfinding Signage Best Practice



INFORMATION

This is a small sample of the many design styles that might be considered for an information sign.

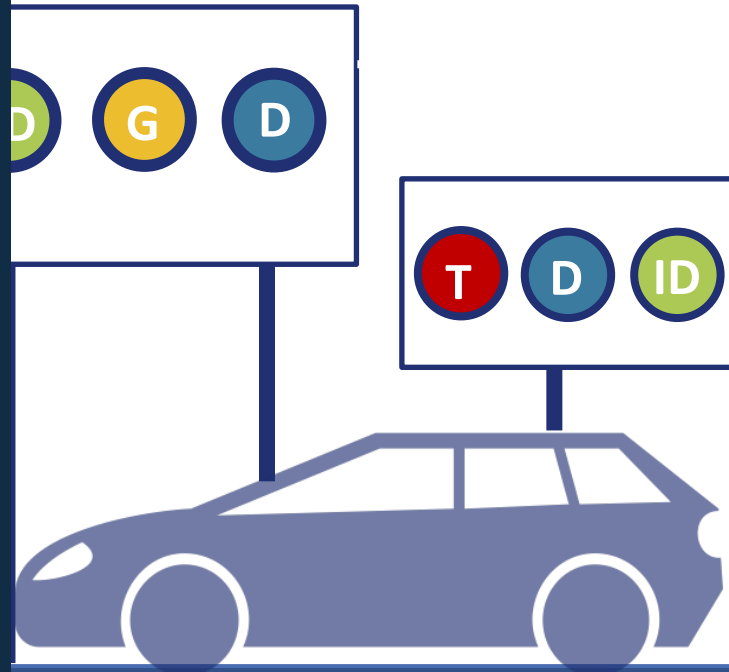




Wayfinding Signage Best Practice

This graphic demonstrates how different sign typologies and sizes work together as part of a comprehensive wayfinding system.

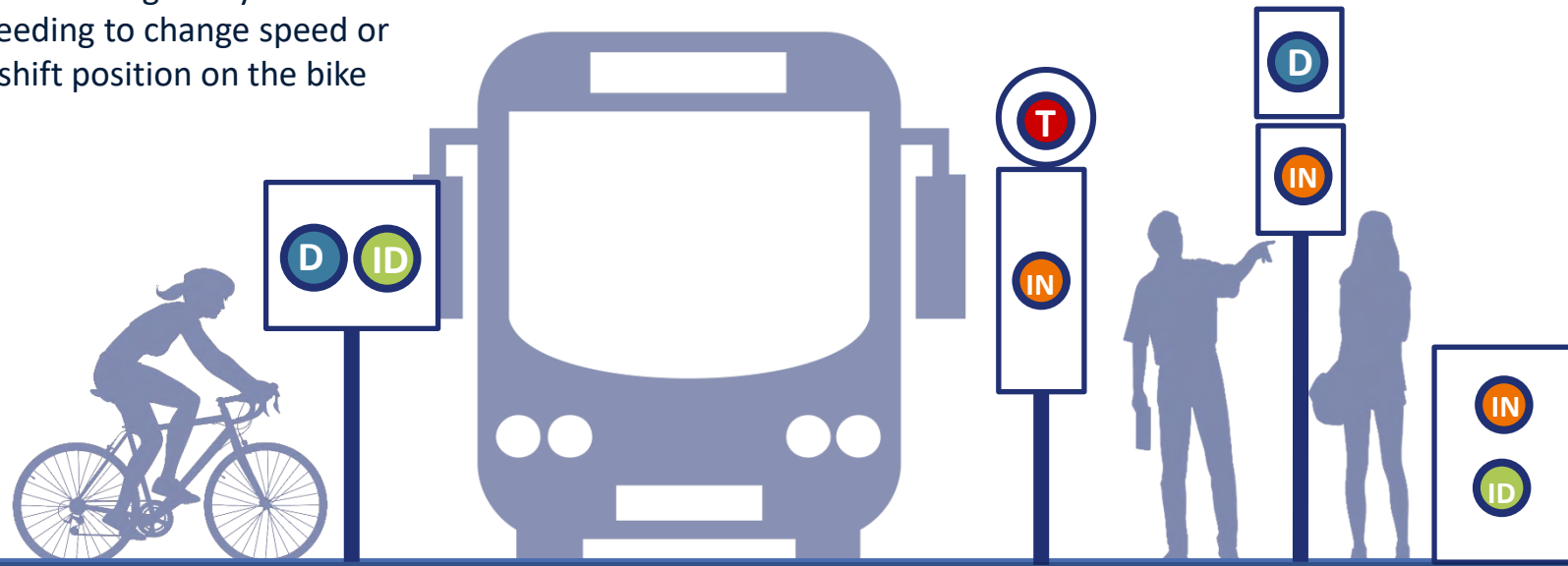
Vehicles need signage that can be seen from a greater distance, directing them to popular driving destinations to be able to give drivers time to navigate safely or adjust a route, as needed



Bicyclists need signage that can be seen from a distance and at a level that can be read while riding safely without needing to change speed or shift position on the bike

Transit-riders need signage that can be seen both while riding/driving, and also while walking to help them better plan trips and understand where transit is an option

Pedestrians need signage that is visible both from a distance (to be able to adjust walking routes to destinations) and when being engaged with up close (for more detailed information)





North Quincy Existing Wayfinding Signage

Navigating to destinations in North Quincy

Wayfinding signage in North Quincy is **extremely limited**, with no gateway or information sign typologies, and no signs directing to destinations beyond either the T Red Line Station or the Vane Public Parking Lot. Without adequate signage at key navigational points/intersections for different modes, downtown North Quincy is **unprepared to attract new visitors who may be interested in but unaware of the local offerings or services**. In addition, the absence of City or district-branded wayfinding, results in the lost opportunity of a defined and **recognizable identity or association with what makes North Quincy unique**. The language included on each of the current signs is shown on the map.

As demonstrated in the previous slides, wayfinding should be provided for different types of visitors (arriving by vehicle, bicycle, transit, or walking) and should include sufficient levels of information that could assist anyone visiting for the first time.

For example, the 'P' sign in the bottom right image does not indicate whether it is *public* parking available, which direction to access the lot, whether it is free or paid, or the hours of service.

There are also no signs generally directing towards 'The Business District,' shops and dining, for example.

Particularly notable is the lack of pedestrian-directional signage along Newport Avenue and near the access bridge to provide awareness of the close proximity of destinations that are not visible from the bridge.





Wayfinding Observations



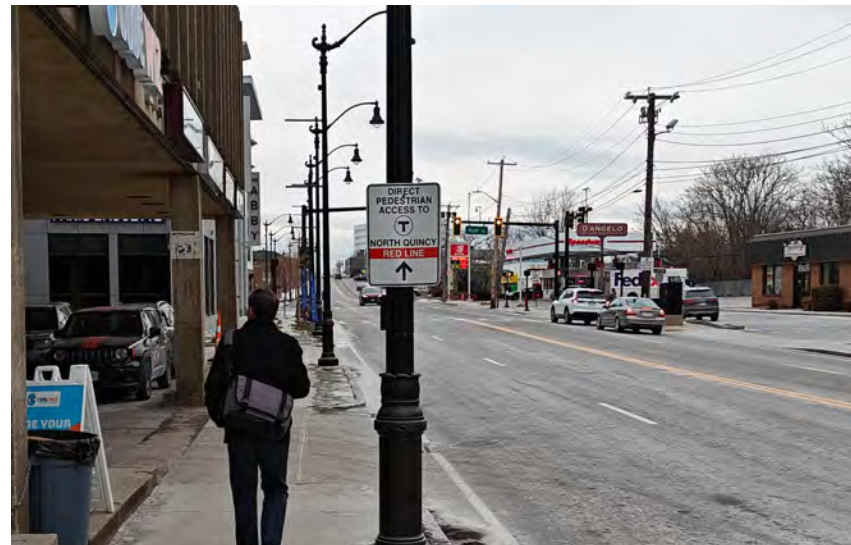
No signage near the T to indicate direction to business district



No wayfinding to nearby destinations, such as the library



No signage to indicate what the pedestrian bridge leads to



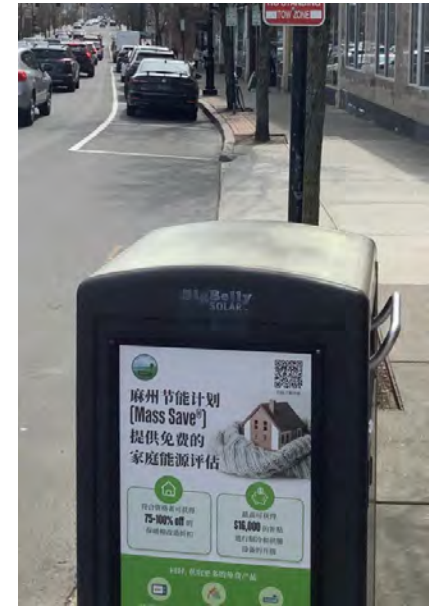
Appropriate sign size/height but could also include walking distance



Existing Condition Summary

Infrastructure Considerations

- Sidewalks are in generally good condition but lacking in consistent amenities such as trees to improve comfort
- Pedestrian crosswalks are in generally satisfactory condition although some can benefit from being updated (including pedestrian-activation at signals, RRFBs at non-signalized crosswalks) or added in areas where missing
- Block lengths and distances between crosswalks are often long
- Curb cuts are frequent along Hancock Street and often unnecessarily wide
- Wayfinding signage is extremely limited throughout study area and does not adequately serve users of different modes
- Street lighting is sufficient along Hancock Street but there are gaps elsewhere



Outreach and Engagement

Summary





Business Survey

Intent of survey: Identify desires of business owners for their establishment and any potential challenges of the built environment to achieving those goals

Across the period of two days in **March 2024**, a member of the Quincy project team visited 21 North Quincy Business District businesses in person to conduct a survey. The types of businesses ranged from a driving school to a salon to restaurants and were visited during typical hours of operation.

Due to the high concentration of businesses in the study area owned by non-native-English speakers, the representative was accompanied by a translator to be able to provide on-the-spot assistance in gathering accurate responses from business owners. Both visitors had met the business owners on other occasions not related to this effort, so their personal familiarity was beneficial in securing participation.

The questions developed for the brief survey were created to provide insight into how businesses attract or serve customers, by which mode most customers visit, and what the business hopes the City could provide to support long-term business. These insights were used **to inform how and where to target recommendations for potential improvements** for wayfinding signage or other street-related improvements. The responses are summarized on the following slide.

North Quincy is considering future improvements to the business district. What can the City do to make business work better for you?



We want to ensure that your North Quincy business/organization thrives for the long-term!

The City of Quincy is conducting a Pedestrian Pathway Audit and Wayfinding Study that intends to directly support the vitality of the North Quincy Business District.

With your input, we can identify opportunities to improve the visitor experience for those walking to and through North Quincy, as well as attract new visitors from elsewhere in the City.

Please complete this survey at your convenience then take a picture and email to

How do the majority of your customers find out about your business or services?

- ☐ Word of mouth
- ☐ Long-term customers/visitors
- ☐ Online
- ☐ Pass-by/drop-in

How do most of your customers/visitors travel to you or utilize your services?

- ☐ Car
- ☐ Walking
- ☐ Bicycle
- ☐ Through pick-up or delivery service (e.g., Grubhub)



Business Survey Summary- 21 responses

The following summarize responses to the key questions from the business survey.

18

Reported that the majority of their business is from word of mouth or long-term customers

The most common modes used by visitors to the businesses were

17

Driving a car

5

Walking

17 businesses did not identify any safety challenges mentioned by patrons. The few mentioned were:

- **Lighting (3)**
- **Crosswalks (1)**

19

Said they have experienced customers complaining about being able to find their establishment

Other comments revealed:

- There is a range of perception about the success of business with some seeing recent growth, some intending to diversify to secure new business, and others raising parking challenges as an issue
- Increased foot and car traffic due to The Abby creates a sense of optimism about future business
- There is unanimous interest in the development of a business association
- Increase of demand for on-street commercial loading/unloading is creating a parking challenge
- Hancock St/Billings St intersection traffic light waiting times are lengthy for pedestrians
- A higher level of enforcement for parking violations and the installation of more lighting or security cameras (near Hancock St/Billings St) is desired to reduce crime and reduce congestion



Pedestrian Intercept Survey

Intent of survey: Identify which destinations pedestrians are visiting in the North Quincy Business District and from where and how often visitors are coming.

On **May 21st** between **10AM-12:00PM** and **4:00-6:00PM**, two Stantec personnel conducted brief pedestrian intercept surveys at two locations where higher levels of pedestrian activity was anticipated on a typical day (in front of the new parklet at the library, and in the pedestrian pathway connecting Vane St Parking Lot to Billings Road).

Each survey lasted no more than a minute or two, with four key questions being asked:

- **Where are you going/coming from?**
- **Do you live in North Quincy?**
- **How often do you come to North Quincy?**
- **What improvements would you like to see in North Quincy?**

This information was intended to provide a general understanding of whether pedestrian visitors were familiar with the Business District or just passing by, and therefore to indicate general awareness of offerings in North Quincy.





Pedestrian Intercept Survey Summary- 30 responses

The following summarize responses to the key questions from the pedestrian intercept survey.

Survey respondents were in transit to/from a variety of North Quincy Destinations. Those mentioned by name included:

- **N. Quincy High School**
 - Target,
- **Burke's Seafood**
- **Stop and Shop**
 - 99 Ranch
- **Post Office**

5

Respondents were walking around the neighborhood recreationally with no destination

Other comments revealed:

- Most respondents reported visiting North Quincy at least once a week, and many are in the neighborhood daily
- Most requested improvements focused on street trees, parking availability, trash receptacles/cleanliness, and pedestrian crossings/signals
- Some respondents also noted that Hancock and North Quincy are pleasant for pedestrians, as-is



Public Online Survey

Intent of survey: Identify which destinations are being frequented by North Quincy visitors, and understand levels of awareness or preference for a range of destination types offered in North Quincy

In **May 2024**, an online survey was made available for three weeks to gather responses from the public regarding the destinations available in North Quincy. The survey was advertised with a digital flyer that was shared online as well as printed with copies available at the library. A business card-sized version of the flyer was also distributed to restaurants in the Business District to include with customer checks or for general handout. The survey was also advertised through Discover Quincy. An incentive of a gift card for use in North Quincy was advertised as an incentive to increase participation, further.

**Where do you visit in N. Quincy?
The City wants to know!**

Tell us where you go to help us make the business district more vibrant and win a **\$100 gift card!**



Scan the code or visit
<https://tinyurl.com/NorthQuincyThrives>



This short survey is part of the City of Quincy Pedestrian Pathway Audit and Wayfinding Study!



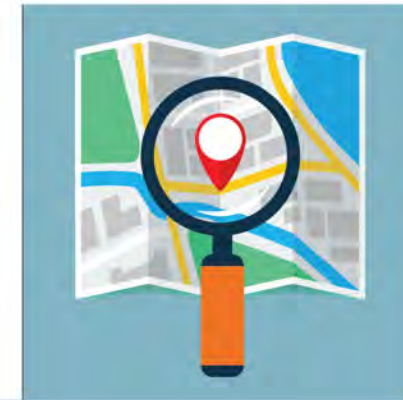
City of Quincy
Pedestrian Pathway Audit and
Wayfinding Study

**How do you find the places you need in N. Quincy?
The City wants to know!**

Please complete a short survey to tell us where you visit in North Quincy to help us identify how to make the business district even more welcoming and vibrant!

Visit this website or scan the QR code-

<https://tinyurl.com/NorthQuincyThrives>



Complete the survey and be entered into a raffle for a
\$100 gift card
to use for a dinner in the North Quincy Business District!

For queries about this project, contact:
Maureen Geary, City of Quincy Director of Business and Government Relations
MGeary@quincyma.gov





Public Online Survey Summary- 33 responses

Where do people visit in North Quincy?

Within the eight destination type categories identified as an option within the public survey, respondents identified specific destinations within and near downtown North Quincy that they specifically visit (shown on map). Although the level of responses was not significant, the area referred to as the Business District clearly hosts the highest density of destinations and potential attractions for visitors.

Most Mentioned Destinations by Category:

- Quick Restaurants: Vivi's, Yocha, Balducci's, B Café
- Sit-down Restaurants: Shabu, Tai Xi, Hotpot One, Rubato
- Personal Services: Jay's Hair Salon, Gendreau Jewelry
- Professional Services: Bank of America, Citizens Bank
- Grocery Stores: Stop and Shop, 99 Ranch
- Retail: Walgreens, Target, Danny's Hardware, CVS
- Community: North Quincy/Thomas Crane library
- Church: Sacred Heart

Most Frequently Visited Destinations





Public Online Survey Summary- 33 responses

Why people do not visit North Quincy destinations

While it was informative to understand where local residents frequently visit in North Quincy, one of the more revealing takeaways from the survey results were the responses about why a person did *not* visit a particular destination type in North Quincy. As the responses show below, the most common type of response was an awareness of destinations in North Quincy but preference to go elsewhere, particularly for personal services (e.g., barber, salon) or community destinations. A number of people were not aware of these types of destinations in North Quincy, as well as churches. While the particular reason a person may choose a destination outside of Quincy can be due to many unknown reasons (e.g., price, variety, convenience, quality, etc.), these results can inform the City that there is potential opportunity to work with businesses to conduct more in-depth visitor surveys, or develop creative strategies to attract and retain visitors.

	Restaurant / Quick Meal	Restaurant /Sit Down	Personal Services	Professional Services	Grocery Store	Retail Shop	Community Destination	Church
Aware but prefer elsewhere	0	4	15	2	6	5	10	4
This destination is not relevant	0	1	1	1	1	2	1	1
I don't know destinations in N Quincy	0	3	3	7	0	1	6	15

More than half of respondents live in North Quincy

The most common modes used by visitors to the destinations were

15

Driving a car

10

Walking

1

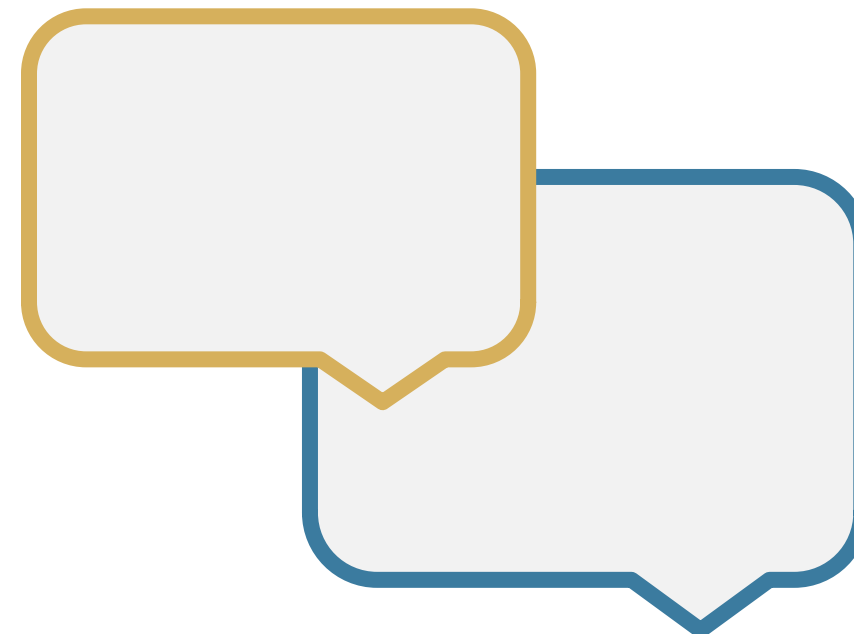
Riding a bike



Outreach Key Takeaways

SUMMARY OF SURVEY RESPONSES

- Nearby residents visit North Quincy businesses often, typically **several times a week**
- A minority of respondents reported not being aware of destinations; a majority are aware but **prefer other options elsewhere**
- Nearly every survey respondent travels to North Quincy either **by car or on foot**
- Every online respondent reported visiting **quick-service restaurants** in North Quincy; most respondents also visit **grocery stores** in the neighborhood



Draft Recommendations ● ● ●



Recommendations Origin

What solutions can support North Quincy's goals?

The recommendations in this section were developed after taking into account:

- Goals and intent of this study, as shown to the right
- Desires from recent planning efforts, including strong and detailed guidance already established in the North Quincy TOD District Guidelines
- Evidence of needs for improvement in the built environment through data collection and analysis
- Opportunities identified through outreach and engagement activities to better support local business and downtown vitality
- Best practice techniques successfully implemented in urban environments similar to North Quincy

Through a combination of capital and administrative improvements, North Quincy can be better positioned to highlight itself as a unique destination that attracts new visitors and creates an environment that facilitates new and current businesses to flourish.

PROJECT GOALS

- Understand what **motivates North Quincy visitors** to choose whether to drive, walk, bike or ride transit
- Identify how the current conditions of North Quincy's pedestrian-related infrastructure measures with **best practice**
- Promote downtown vitality by **improving awareness** of and navigation to North Quincy's key destinations
- Identify and prioritize **safety and connectivity improvements** to support pedestrians of all mobility levels

What it does- Establish a platform to build communication, consensus, and facilitate coordinated action among businesses to develop and pursue a business district vision/strategy

Although the City of Quincy has an engaged Economic Development Department and is given a strong identity through the Discover Quincy website, North Quincy and its unique dynamic do not have a dedicated organization or identity to support and advance its highly local economy. The North Quincy Business District should consider which one of the following framework approaches defined by the MA Department of Housing and Community Development is most appropriate based on potential partners and capacity:

Voluntary District Management entities engage stakeholders in a designated area, generally utilizing a program that includes organization, promotion, design and economic restructuring. Participation is voluntary and funding is through donations, grants and other stakeholder support. Many voluntary district management organizations model themselves after the preservation-based economic development Main Street program model.

Chambers of Commerce/Business Associations Chambers of Commerce/Business Associations are membership organizations that advance the business interests of their members. They may undertake activities such as supporting small businesses, lobbying, networking and advocacy for business interests in a community. Downtown business associations can be active partners with downtown district management organizations and a conduit to businesses in the downtown.

Community Development Corporations are typically formed in districts looking to engage residents and businesses to address community development objectives in their communities, specifically to meet the needs of low- and moderate-income residents. They are funded through voluntary contributions and can be eligible for other types of public grants and programs.

The following graphic from the Main Street America Toolkit identifies the transformation strategies necessary for cohesive and strategic community transformation-



District Management Services

Each community will decide which priority services and programs will be undertaken by their district management organization. This flexibility enables communities to customize their programs to address the greatest needs and opportunities for their downtowns. The ability to be nimble and creative is an attractive consideration for many stakeholders engaged in forming a downtown district management organization. Typical services many include:

- Marketing and promotions
 - Retail
 - Business/housing development
 - Beautification/maintenance
 - Transportation/parking
 - Arts and cultural programming
 - Placemaking
 - Advocacy communications
 - Safety/hospitality
- (See Appendix for other details)

What it does- Establishes a foundation to support the design of wayfinding signage and formalizes a unique identity that can be advertised through different platforms to attract visitors

“Who is North Quincy?” Whether the Downtown and Business District wish to be perceived as ‘Boston’s Second Chinatown,’ ‘Quincy’s Little Sister’ or something else altogether, developing a brand and identity is an essential first step to initiating a long-term strategy that targets the attraction and retention of the right types of visitors.

The brand should be developed through a formal process with heavy stakeholder and public engagement, perhaps an effort led by a business association as mentioned in Strategy #1.

Whatever the approach, the ‘4 C’s of Effective Branding’ should be referenced to guide and help focus the process and resulting brand-

Clarity

- Are the visual components of the brand clear, simple, and legible?
- Does the brand reflect a clear and focused message about “who” Williamstown is, the values they represent, and the uniqueness of the community?

Consistency

- Is the brand integrated consistently and recognizable in all of the places hosting the Town’s identity? (e.g., website, signage, social media, physical printed materials, newsletters, digital signs)

Constancy

- Will the community still like the look of the brand in 5-10 years?
- Does the brand reflect the trajectory the Town is aiming for in its future?

Creativity

- Does the brand incorporate creative shapes, colors, clever mottos that are likely to be memorable?



The 4 C's of Effective Branding



Worcester Cultural Coalition



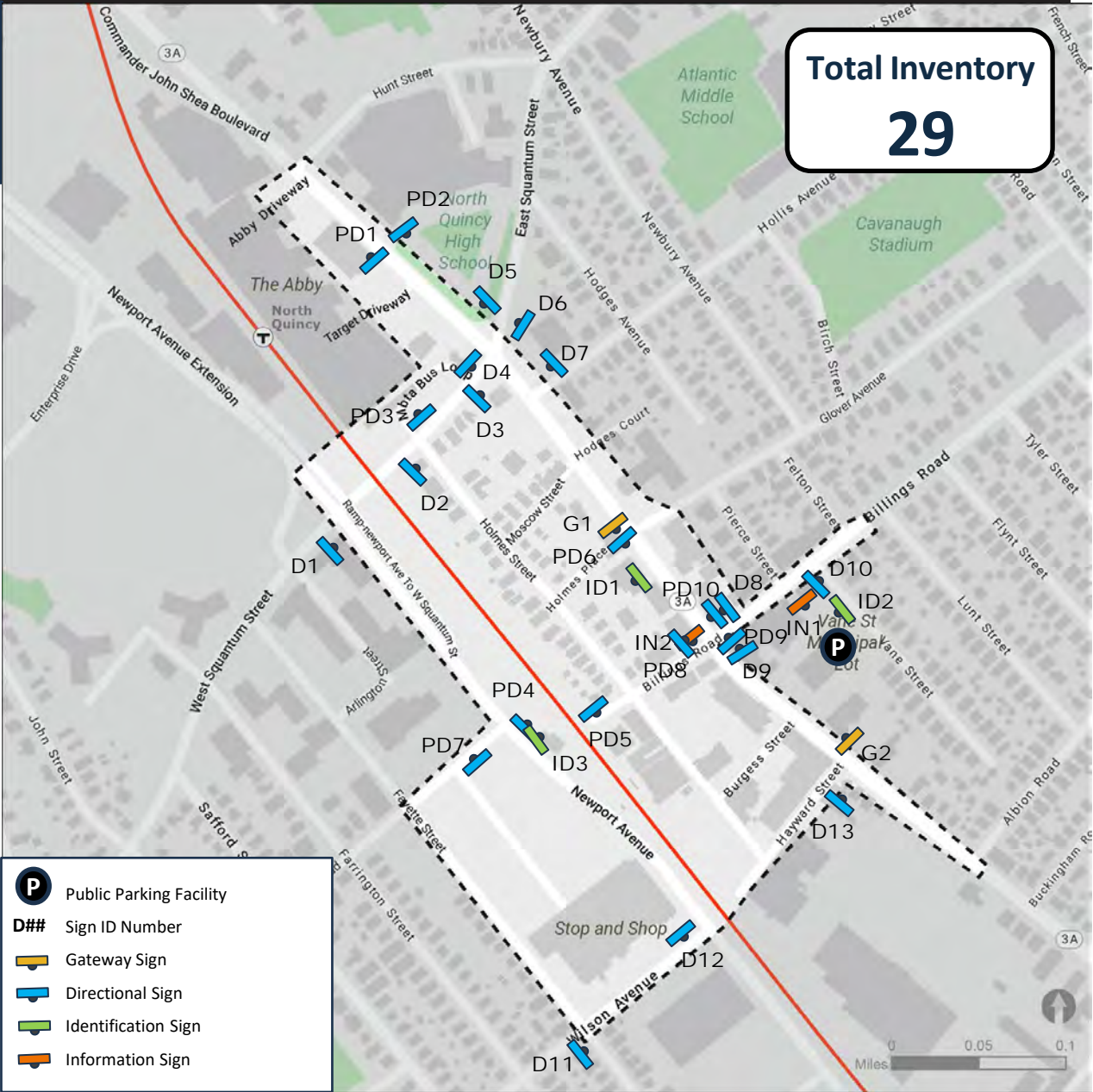
These branding examples demonstrate strong design principles

What it does- Increases awareness of local destinations and provides safe and direct navigation for all visitors to North Quincy, regardless of travel mode

With very limited existing wayfinding signs, North Quincy is in a position to “start from scratch” in building a complete and comprehensive wayfinding system. The map to the right indicates where signs are recommended to be located (generally) to serve the intents of each of the four sign typologies. The finalized design (which can be informed by Strategy #2) and location of these signs should be finalized through a separate process.

Through an improved Downtown North Quincy Identity and improved navigation to help visitors find destinations, the district can be better prepared to welcome and support visitors using different transportation modes- whether those who are new and unfamiliar with the area, or long-term locals who can be encouraged to support other destinations they may have overlooked.

The entire system of recommended signs is identified on the map, with a breakdown of each sign typology on the following pages.



What it does- Increases awareness of local destinations and provides safe and direct navigation for all visitors to North Quincy, regardless of travel mode

Gateway

With consideration that Downtown North Quincy is primarily accessed by vehicles arriving via Hancock Street, this plan recommends gateway signs placed at each approach just ahead of the core intersection with Billings Road. Although these recommended locations are the most logical areas for welcoming visitors due to the current concentration of uses, the City may wish to consider whether different locations are preferred to identifying a boundary (with consideration of future growth, or other factors).



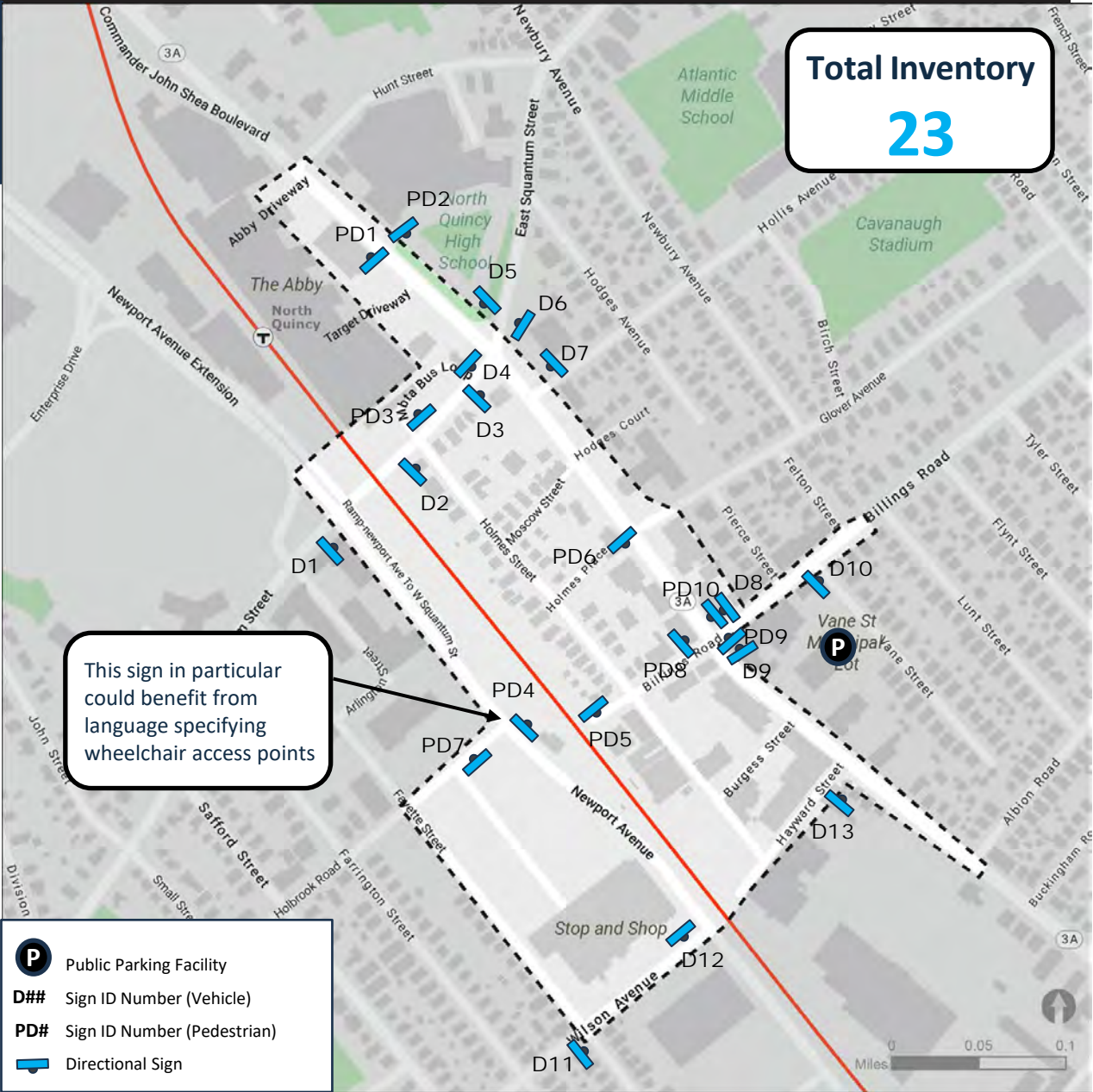
What it does- Increases awareness of local destinations and provides safe and direct navigation for all visitors to North Quincy, regardless of travel mode

Directional

Based on various factors including safety and an understanding of where key North Quincy destinations need to be reinforced for navigation by different modes (including to public parking), this map identifies the recommended locations of directional signage. These are specifically intended to provide direction both to vehicles (signs labeled D# on the map) or to pedestrians/bicyclists (signs labeled PD# on the map). The City should review these locations and, using the baseline understanding of destinations identified through this study and the public engagement process, finalize the language to be included on each sign. This may ne pursued through further refinement with the assistance of a business district organization, such as identified in Strategy #1. The example below demonstrates a simple and effective design approach for this sign typology.

Some of the destinations identified as relevant for inclusion on signage through this process, include:

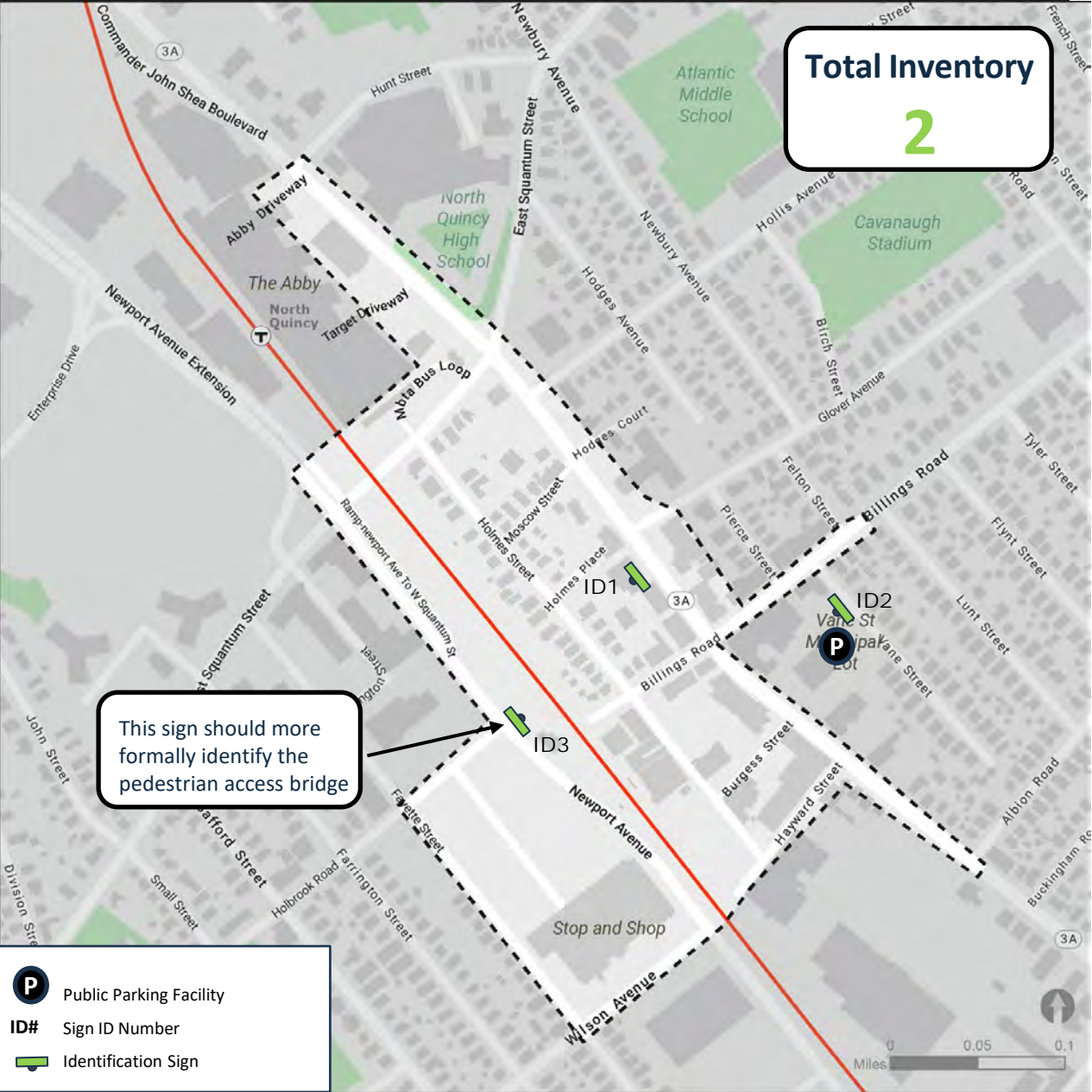
- North Quincy Business District
- Thomas Crane Public Library
- Vane Street Parking Lot
- MBTA T Station
- North Quincy High School



What it does- Increases awareness of local destinations and provides safe and direct navigation for all visitors to North Quincy, regardless of travel mode

Identification

This plan recommends that public parking facilities such as the Vane Street Lot include an identification sign, and they are named to align with a consistent system (e.g., parking lots named using the nearest street or landmark). Municipal destinations, such as the library are also recommended to be identified with a recognizable brand. These signs may be designed to align with the design approach of signage of municipal facilities in Quincy City Center, such as City Hall, Police Department, etc. The example below demonstrates a simple and effective design approach for this sign typology.

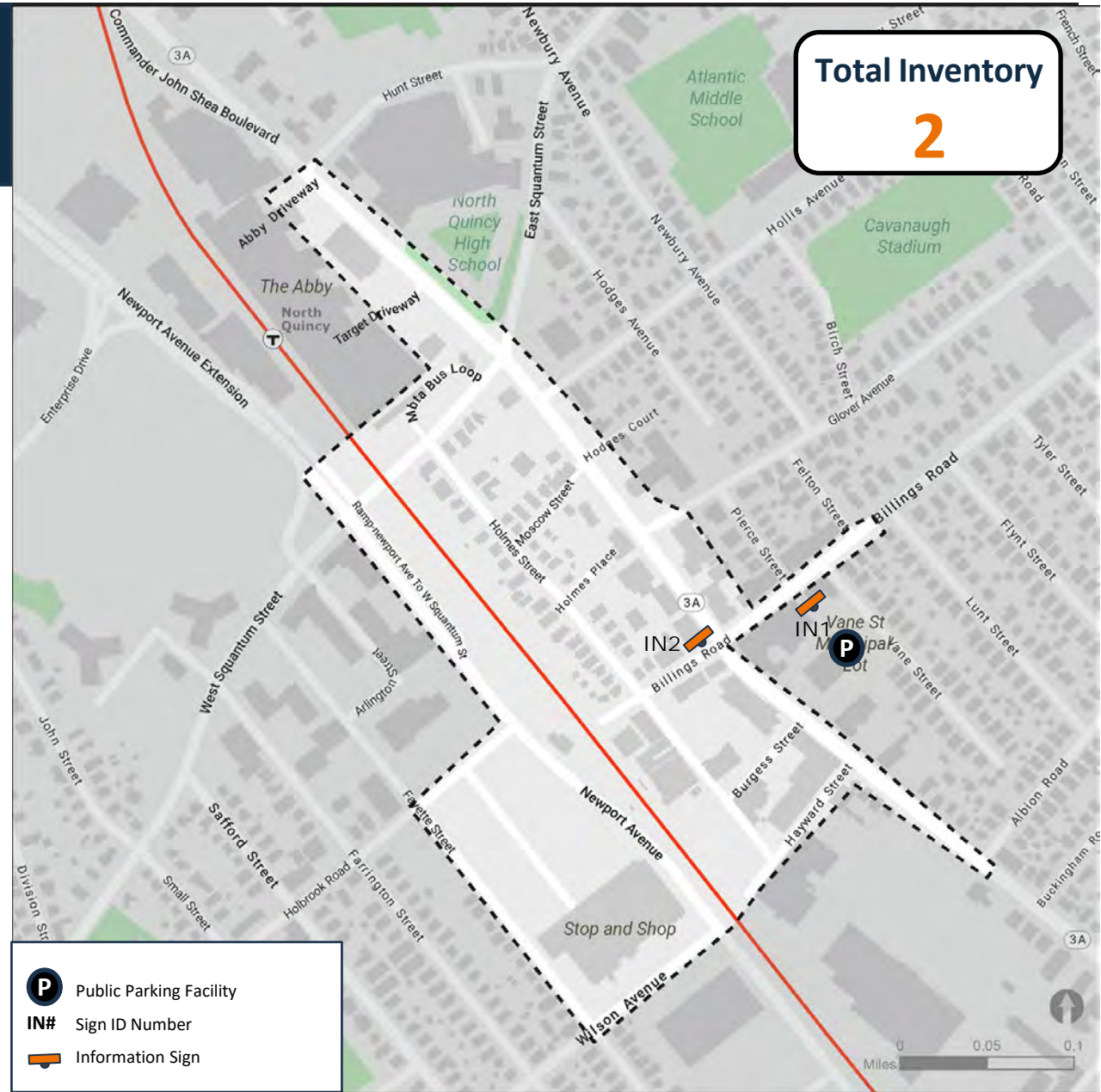


What it does- Increases awareness of local destinations and provides safe and direct navigation for all visitors to North Quincy, regardless of travel mode

Informational

Based on the understanding that pedestrians (including those who use wheelchairs and other assisted mobility devices) are the target user for information signage, two priority areas have been identified for recommended signs. The core commercial area of downtown is walkable, and a centrally-located sign can provide locally-relevant information, including about current events and available programming. The sign should provide information to visitors who may not be aware of other nearby destinations in the downtown, including nearby transit stops, and the distance to walk in minutes to various destinations.

Digital kiosks have become a popular information signage solution for many downtowns that North Quincy may want to consider. This option provides not only options to customize the sign with specific branding (depending on manufacturer) but, if pursuing a style with a digital component, can also facilitate easy updates of information.



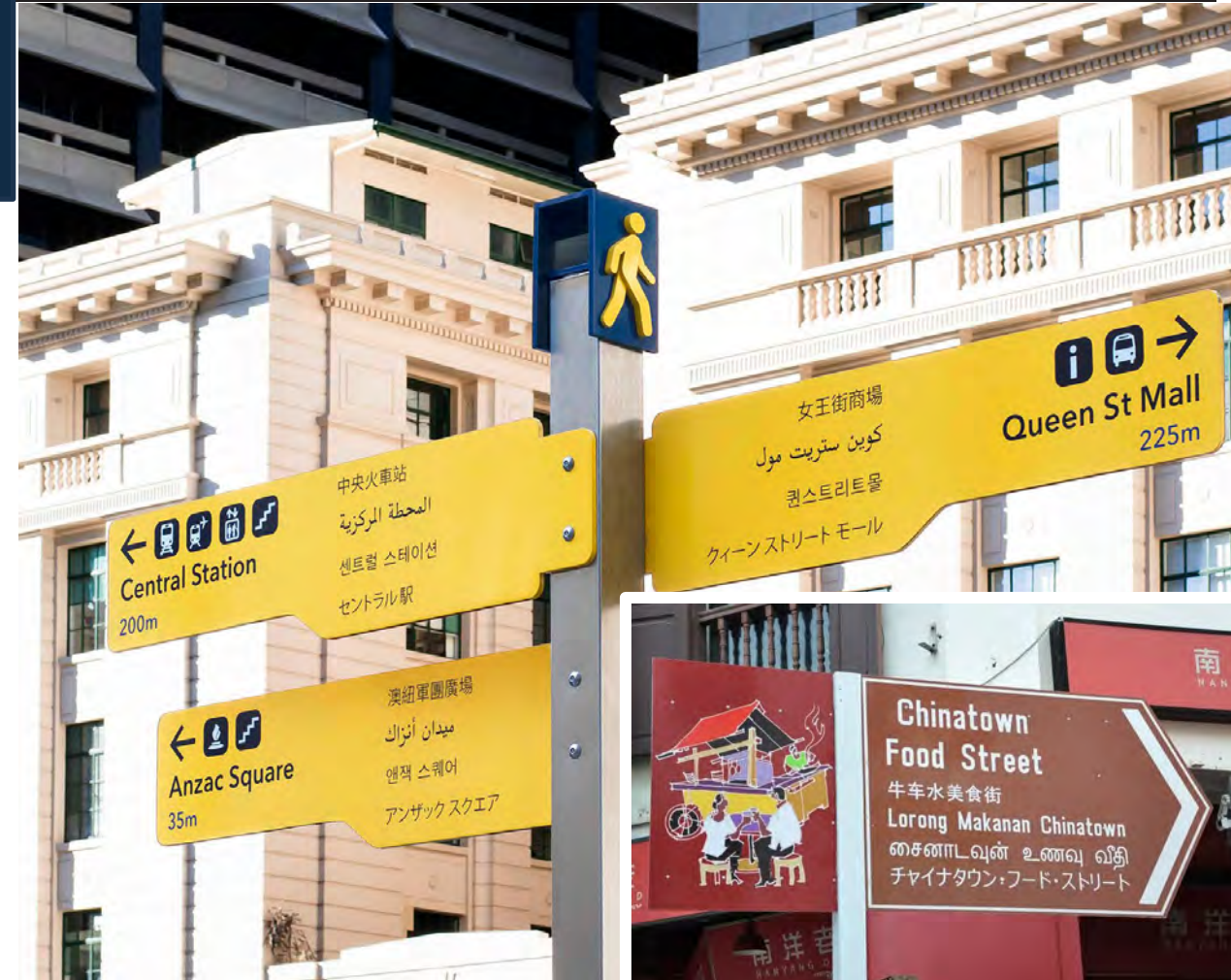
What it does- Increases awareness of local destinations and provides safe and direct navigation for all visitors to North Quincy, regardless of travel mode

Considering Multilingual Signage

North Quincy is a multilingual neighborhood. According to recent estimates from the Census Bureau, 49% of the neighborhood speaks a language other than English at home. 2% of the neighborhood primarily speaks Spanish, 6% other Indo-European languages, 39% Asian and Pacific Island Languages, and 4% other languages.¹

Because of its large multilingual population, North Quincy would benefit from signage that has information in multiple languages. Signs in both English and Chinese would be particularly effective at ensuring all members of the community are able to see their identities reflected in the signage.

There is no official best practice for multilingual signage, but examples can be found in larger metropolitan areas such as Seattle, Brisbane, San Diego, and New York City. These examples highlight the need for accurate translations made by those living in the neighborhood. Multilingual signs also benefit from simple and clear iconography, and distance estimates, as those elements can seamlessly translate across languages. It is important to consider how best to minimize text included on signage so that if additional languages are integrated, the primary sign function of providing legible and quick-to-read information is still maintained.



¹ U.S. Census Bureau. "Language Spoken at Home." *American Community Survey, ACS 5-Year Estimates Subject Tables, Table S1601, 2022*

4 Consolidate or minimize curb cuts

What it does- Re-allocates unnecessary vehicle access space towards a more pedestrian-prioritized and safe sidewalk network

Excess curb cuts or wide curb cuts can be minimized in urban environments to reduce the space prioritized for vehicles in favor of less interrupted sidewalk connections.

Consolidate

There are some opportunities where a simple connection between adjoining parking facilities could be made to remove the need for an existing curb cut, such as shown to the right. This requires coordination with landowners, the street regulatory agency, and consideration of the servicing needs of the parcel now and in the future. Work with private landowners to identify removing one curb cut where a simple connection between two adjacent parking lots could be established. Successful precedents have been demonstrated throughout Massachusetts and elsewhere.

Minimize

Where a curb cut exceeds a distance of 24' (based on guidance from the City of Boston below), reduce the width through extension of the curb and sidewalk. Reclaiming this space may also allow for the integration of streetscape amenities, such as landscaping. Some examples of opportunities are shown on the map.

D. Commercial Driveways – Minimum and Maximum Width

The minimum recommended distance a driveway for commercial use is permitted from an unsignalized or signalized intersection is one-hundred (100) feet.

The minimum two-way operational driveway width for a commercial use is twenty (20) feet.

The maximum two-way operational driveway width for a commercial use is twenty-four (24) feet.

Recommended Curb Cut Adjustments



Implement Loading/Short-Term Parking Spaces

What it does- Establish dedicated areas for loading operations to occur to manage parking demand for commercial vehicles and reduce congestion through inappropriate parking practice

Based on the density of businesses that experience daily commercial deliveries or frequent short pick-ups, at least one loading/short-term parking space (with a length equivalent to two standard spaces) is recommended on each side of the street of the core downtown blocks as shown to the right in yellow.

An alternate option is to allow merchants to be able to request provision of a loading space adjacent to their business. The City could review requests on a case-by-case basis to determine whether a loading space is appropriate and how it should be regulated (hours of day, days of week, etc.) This supports formalizing deliveries along the curb instead of haphazardly in the street.

HOW IT WORKS/KEY TASKS

- The City provides a short form allowing merchants to request curb space for loading.
- Information provided by the merchant informs the City of loading needs, number of deliveries per day or week, and how the roadway system would be utilized for deliveries in the absence of a designated loading space.
- The merchant and City mutually determine the dates and times the loading designation should be active, as well as the number of spaces in use.
- The loading space is signed, and enforced by the Parking Department; active loading and unloading must be occurring in order for a vehicle to use the space.
- The loading space designation is reviewed on a periodic basis by the City.



Recommended Loading Zones

KEY BENEFITS

- Ensures merchants can facilitate deliveries essential to business operations
- Allows nearby or adjacent businesses to share loading spaces when merited
- Allows use of loading spaces for general parking based on the needs of local merchants
- Improves safety of the delivery vehicle users and all vehicles passing by active deliveries

What it does- Improve the comfort and experience of walking through downtown North Quincy while also contributing to a more attractive and welcoming streetscape

To encourage pedestrians to walk to and from North Quincy during all times of the day and during all times of the year, integrated landscaping is essential for the comfort and enjoyment of visitors.

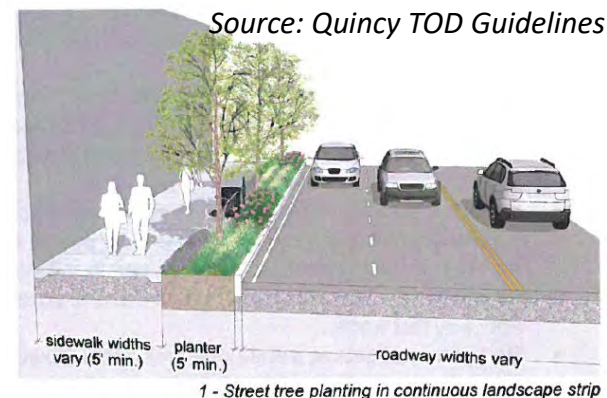
Hancock Street currently features relatively consistent level of tree coverage in the southern portion of the study area; north of Glover Street however, there are very few trees. With the long length of the blocks identified in the existing conditions section of this report, and with little to no shade coverage and no street buffer, these areas can feel particularly unwelcoming and daunting for pedestrians, especially during sunny days. As an example segment, recommended tree locations are shown on the map to the right. Other solutions to create a more welcoming street environment include landscape pots, benches, utility post banners, or sculptures made by local artists. In combination, these can increase the visual interest of the walking experience throughout North Quincy. Guidelines established through the TOD feature strong, best practice examples that the City should prioritize with an incremental and widespread approach.

Case Study- Leominster, MA

The town combined forces with local banks to fund, implement, and maintain street features, including flowers, flags, banners, while the planning/economic development/mayor offices handled the coordination. Other approaches may include local sponsors providing the supplies with DPW providing occasional maintenance.

Whatever approach is pursued, discussions should be held with landowners and relevant departments to pursue a unified approach for an improved streetscape.

Recommended Tree Locations



Source: Quincy TOD Guidelines

7 Prioritize Bus Stop Upgrades at High Ridership Stops

What it does- Set precedent for the consistency of level of comfort provided to transit riders and to encourage ridership

To encourage increased use of bus transportation to and from North Quincy during all times of available service and during all times of the year, bus stops with shelters and amenities are essential for the comfort and safety of visitors.

It is recommended that the 3 existing bus stops identified in the map are prioritized because of their higher levels of ridership. The bus stops should include:

- Seating
- Lighting
- Shade from the sun or wet weather
- Waste bin
- Travel information (both static route maps and real-time journey information)
- A potential heating element

The design of the bus stops should refer to other City guidelines established, as well as follow guidance regarding their placement (i.e., avoiding obstruction of pedestrian paths, not hindering sightlines), coordination with MBTA regarding maintenance, and investigate opportunities to integrate art or other visual cues to represent the local culture and identity (the City of Lynn recently funded a competition for local artists to design city bus stops with customized art).



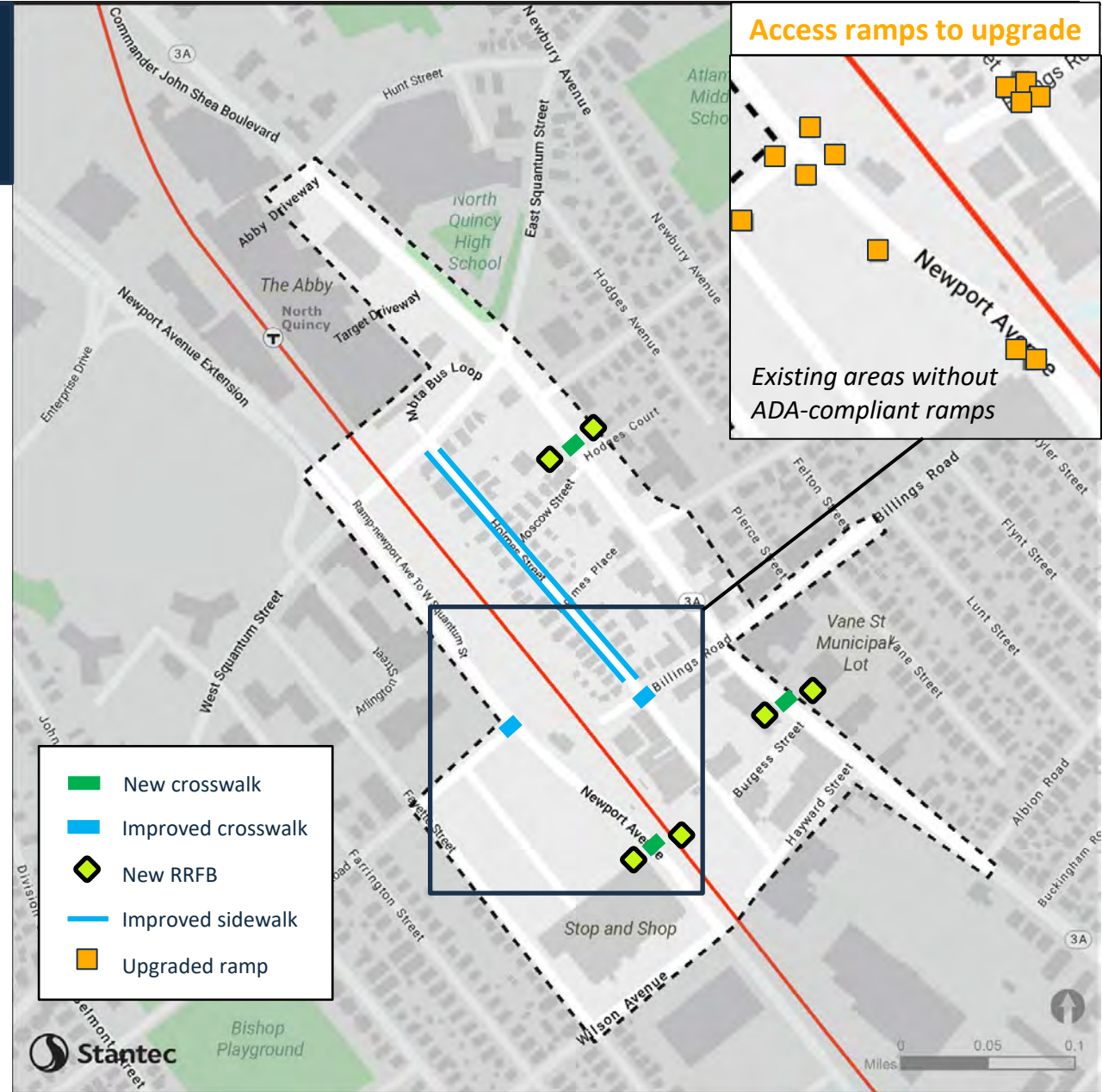
What it does- Closes gaps in infrastructure to establish consistent and seamless, safe pedestrian transition points

Although North Quincy has a generally complete and well-maintained pedestrian network, for a more consistent level of comfort and safety for pedestrians of all mobility levels, the following is recommended:

- Improve the frequency of pedestrian crosswalks through new crossings
- Reinforce existing and proposed crosswalks with RRFBs as standard practice, but especially along Hancock Street as a high priority. This recommendation should refer to the 'Policy for the Installation of Marked Crosswalks' section in the City Transportation Safety Action Plan
- Bring existing locations to ADA-compliance with new ramps, particularly along Newport Avenue and west Billings Road as shown in the map
- Improve sidewalk conditions along Holmes Street



Best practice example.



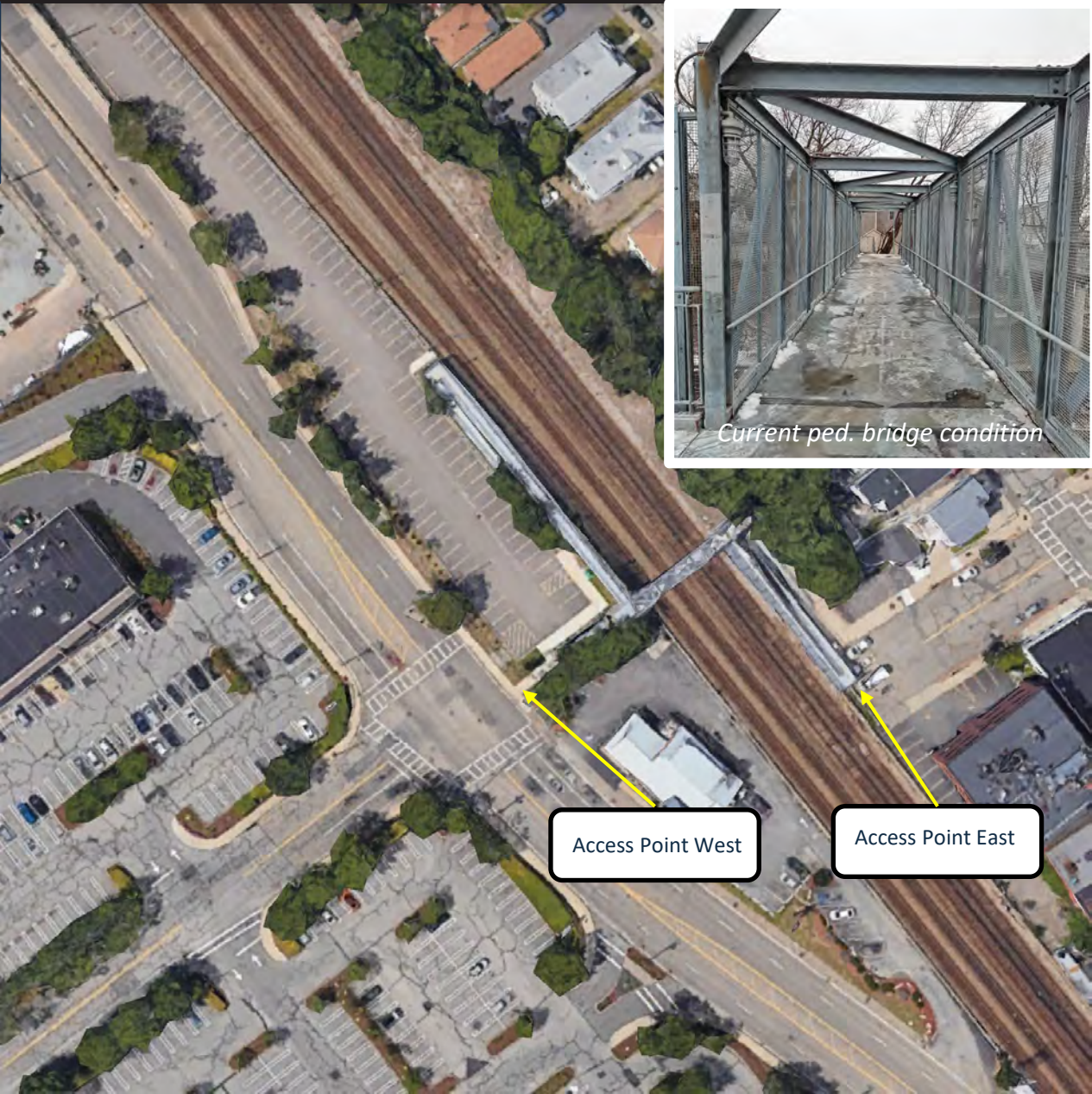
Newport Avenue Pedestrian Bridge Area Improvements

What it does- Improves safety and better awareness of the pedestrian access bridge to encourage and support pedestrian use

To improve the safety and comfort of pedestrians who utilize the pedestrian bridge for access between Newport Avenue and Billings Road and to increase awareness of what the bridge connects to, the following is suggested:

- Pursue pedestrian crossing improvements at this intersection as defined in the City of Quincy Transportation Safety Action Plan 2022 (shown below) as a high priority
- Increase both Identification wayfinding signage ('Pedestrian Access Bridge') and Pedestrian Directional wayfinding signage at bridge access points (See Strategy #3)
- Work with MBTA to understand current maintenance approach and identify whether additional maintenance can be secured during inclement weather to improve safe walking conditions (i.e.; reduce conditions that cause slipping)
- Install more frequent and high-level streetlights along Newport Avenue (refer to page 16 for coverage gaps) and work with MBTA/DPW to remove visibility impairments (i.e., tree branch coverage) of existing lights.
- Work with MBTA to discuss removing the wire fencing barrier along Newport Avenue in favor of more dense and maintained landscaping
- Seek signal equipment adjustments to provide appropriate signal timings and allow for leading pedestrian intervals where possible
- Install waste receptacles at either access point of the bridge

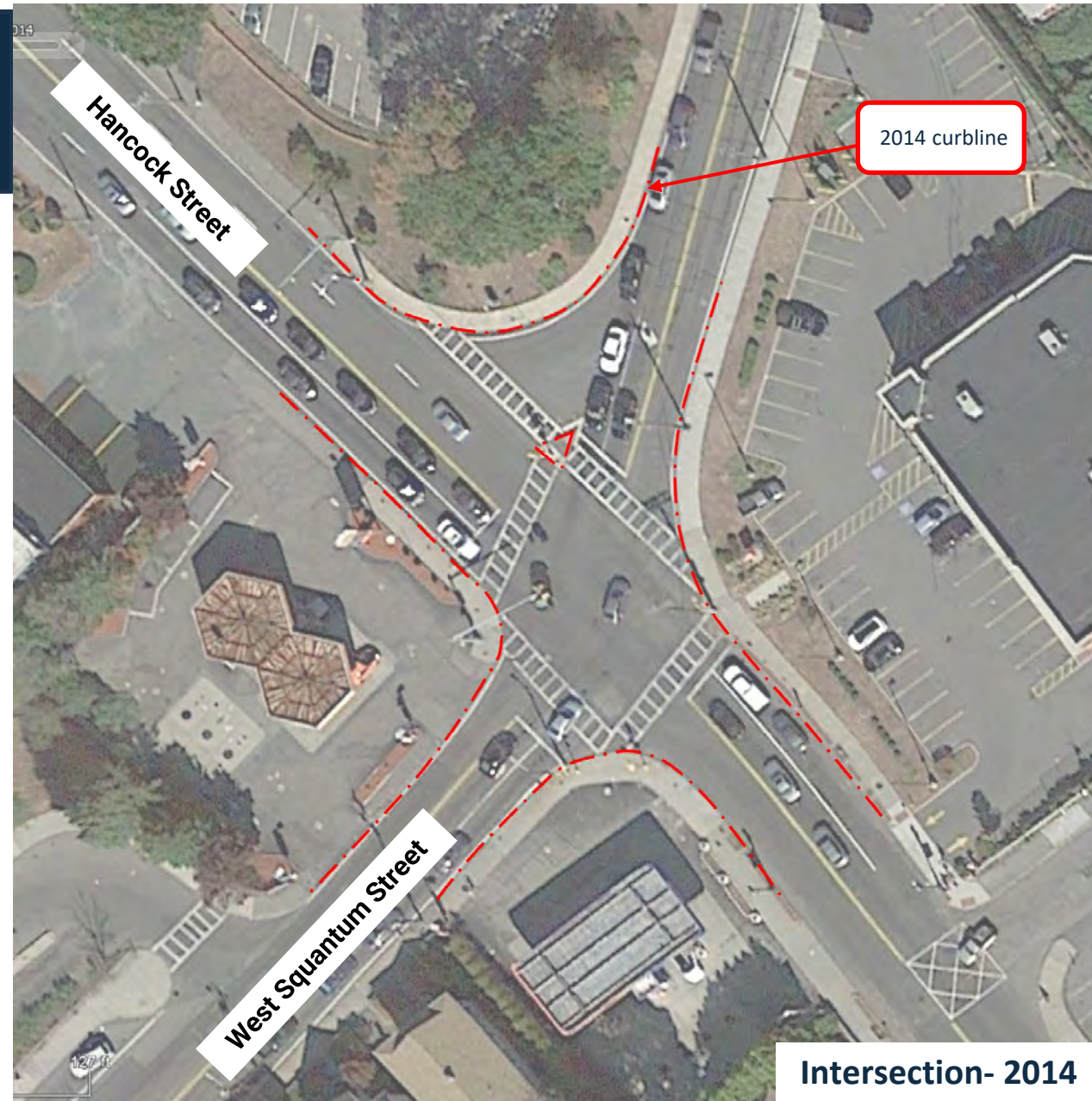
4	Newport Avenue at Holbrook Road/Wilson Road & surrounding area	5	4	<div>Pedestrian Crossings</div> <div>Sideswipe Collisions</div> <div>Angle Collisions</div>	<div>Remove auxiliary lanes that aren't warranted to reduce pedestrian crossings; utilize space to provide areas of pedestrian refuge;</div> <div>Reduce number of lane merges; eliminate left turn trap</div> <div>Evaluate signal clearance times, provide exclusive phasing for left turn movements</div>	<div>High</div> <div>Medium</div> <div>Medium</div>
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10 Hancock St/ Quantum St Intersection Improvements

What it does- Reimagines how the intersection configuration could better address vehicle volumes and safety challenges while also facilitating a more formal gateway experience

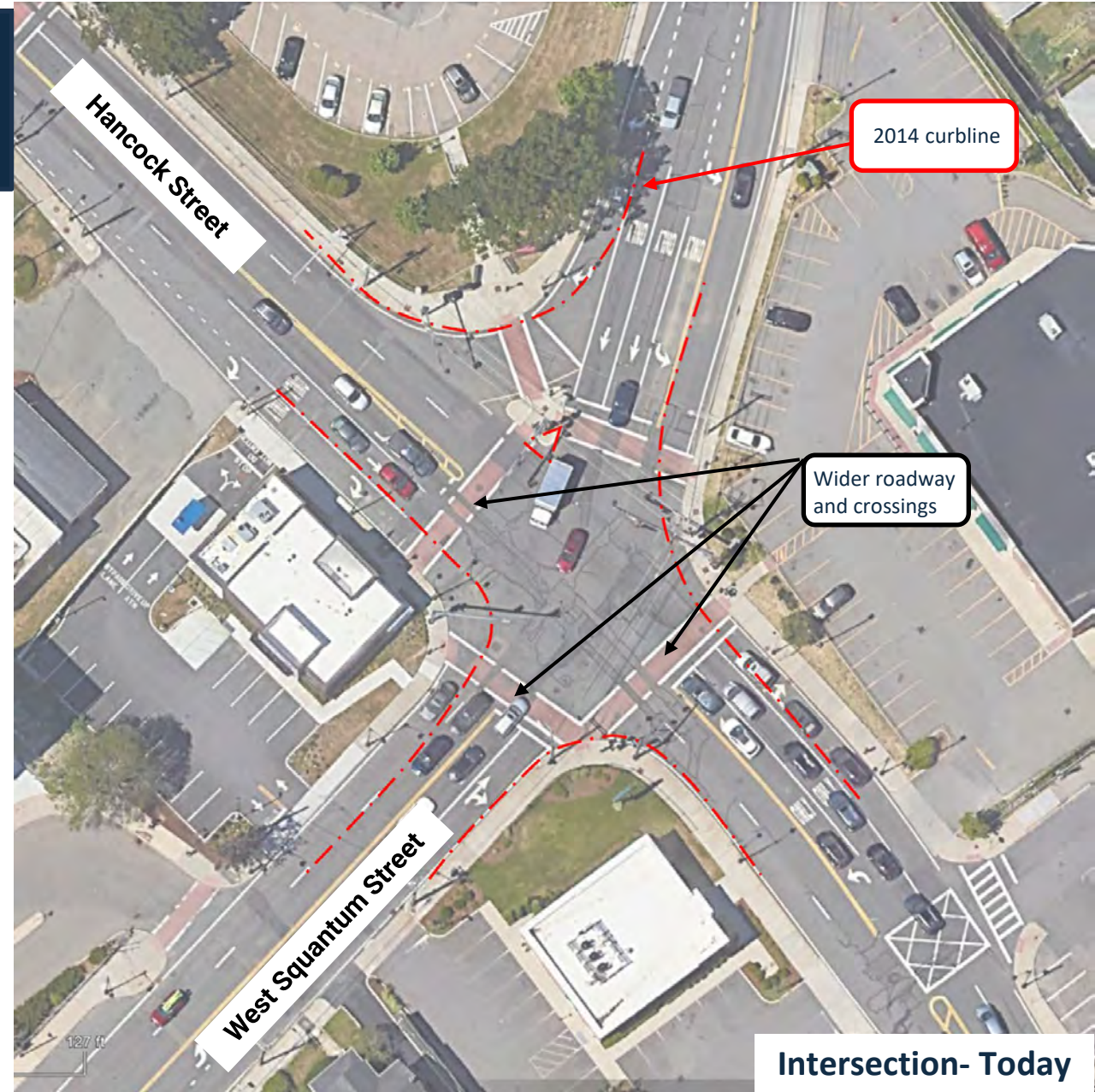
The intersection of Hancock and Quantum has long been challenged as a **major traffic gateway to Quincy** which needs to balance commuter and bus access to the North Quincy MBTA station as well as heavy neighborhood demands associated with nearby retail and especially the North Quincy High School. While the Newport Ave. Extension from the Burgin Parkway helped alleviate pressure on Hancock, high volumes remained with many opposing turns to get to and through the community, which contributed to crashes. **A notable design issue has long been the offset approaches of Quantum Street, which necessitated a large slip lane in front of the high school, creating very long crosswalks to safely transit the intersection on foot.**



10 Hancock St/ Quantum St Intersection Improvements

What it does- Reimagines how the intersection configuration could better address vehicle volumes and safety challenges while also facilitating a more formal gateway experience

In 2015, this intersection was rebuilt as part of a road safety project to reduce crashes, pedestrian crossing distances, and congestion. While added turn lanes helped improve vehicle flow and safely process opposing turns, **the design lengthened pedestrian crossing distances significantly**—with crossings going from 50-55' long to 60-70' long. While protected crossings exist, the greater distances and wider roadways degraded the walking experience, and the misalignment was not addressed. Notably, the signal design approach at the time sought to process opposing turns at the same time to maintain throughput.

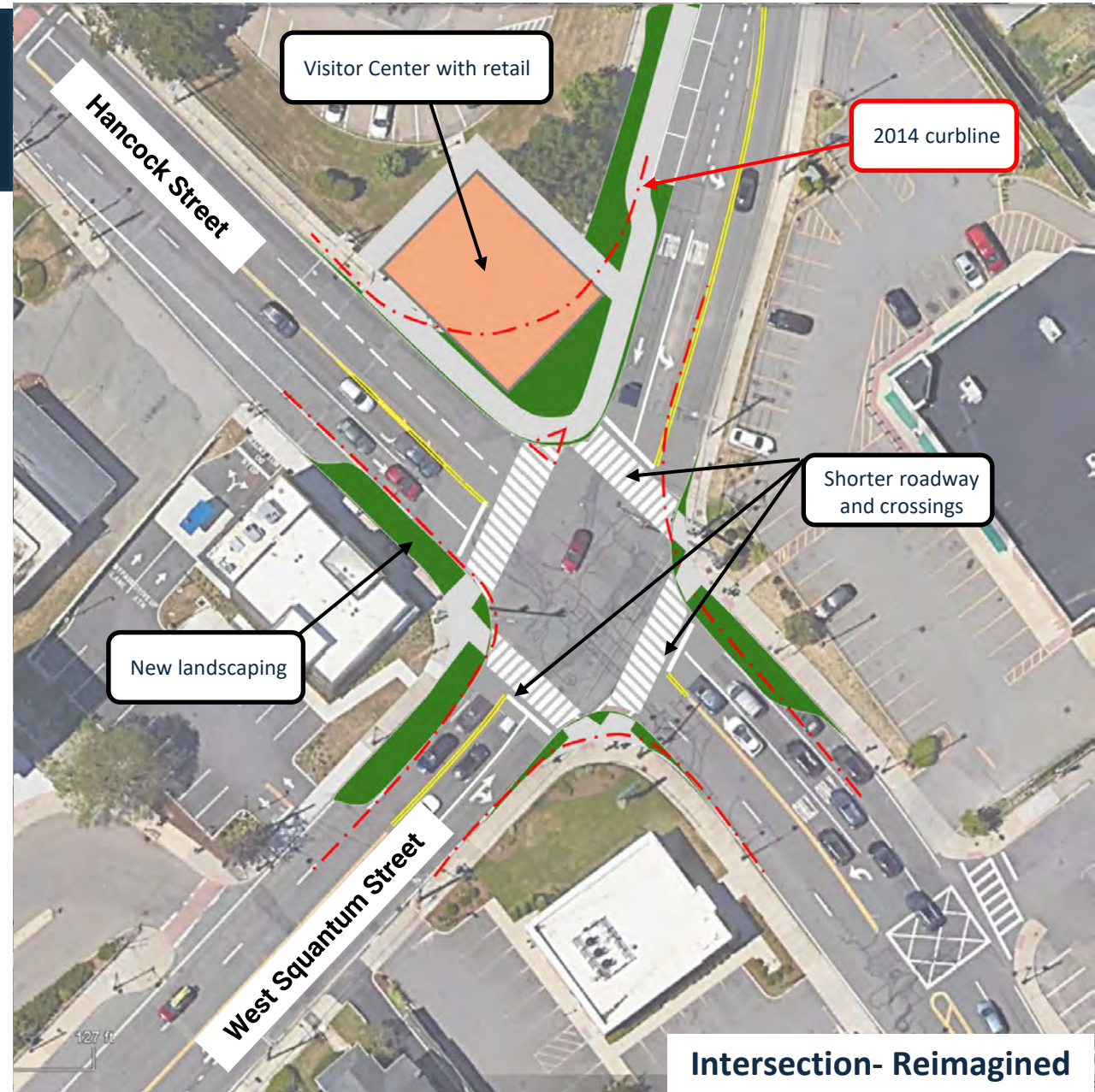


Intersection- Today

10 Hancock St/ Squantum St Intersection Improvements

What it does- Reimagines how the intersection configuration could better address vehicle volumes and safety challenges while also facilitating a more formal gateway experience

Roadway design theory has evolved since 2015 to acknowledge that **increasing physical vehicle capacity increases crash frequency and severity**, which is evidenced by continuing crashes—particularly non-vehicular fatalities—at this intersection. A modern approach would revert the intersection size towards its past configuration, while correcting the misalignment that required the slip lane. Shifting East Squantum easterly allows the slip-lane to be removed, with large vehicles easily received in two-lanes on Hancock, resulting in captured space that could be used for a North Quincy visitor center and retail location with on-street parking. New planted areas to buffer pedestrian traffic can be added on other approaches, and adaptive signal technology can allow the turns to be made from through lanes as they once were. Such signals allow immediate signal timing response to **alleviate peak flows and queues**, while the **protected pedestrian phase can be shorter** yet have more dedicated “walk” time, thanks to the shorter crossing distance.

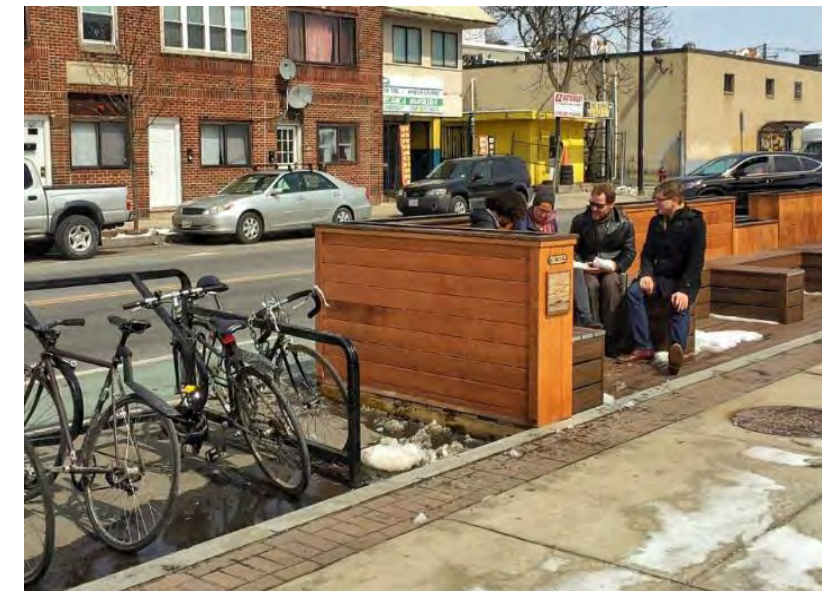


What it does- Increases awareness of bicycle parking to promote bicycle use downtown, and increases on-road safety to encourage shared modes

Although the participants of the various engagement surveys did not imply a high level of bicycle use, the surveys did not likely include local school children who utilize downtown North Quincy streets via bicycle, or others who may be open to using a bike to visit downtown but are not comfortable under the current conditions.

Although some bicycle parking is available outside the Thomas Crane Library and in the park adjacent to the Vane Street lot, additional bike racks should be positioned in other areas of the downtown that are highly visible and supported with signage to direct visitors to bike parking options (see signage example the right). The bike rack styles should be similar to those recommended by the Association of Pedestrian and Bicycle Professionals (APBP). Another option to consider is the installation of a parklet in one of the central parking spaces that could serve dual functions of a public or programming space combined with a bike parking area. This approach could support the intention of the library parklet in facilitating more space for social interaction and downtown vitality.

With the consideration that there is currently no in-road bicycle infrastructure, the City should also consider the addition of sharrow markings on the road (accompanied with 'Share the Road' warning signage) along Hancock Street as a first step towards integrating bicycle use more deliberately within the road network.



Next Steps





Next Steps

How can North Quincy advance these solutions?

There are several steps which must be realized in order to implement the changes detailed in this study. Some of these include the development and procurement of new signage and capital improvements, administrative and operative changes to best carry out revised programs, and legislative changes to enable parking regulatory changes. Some relevant parallel efforts are already advancing through dialogue and early planning and these discussions should be aligned with the recommendations of this report. Critical paths to success include:

- **Coordinate with the Planning Board:** The Planning Board should review these recommendations. As needed, the City should check in with this body for feedback as recommendations progress.
- **Coordinate with the MBTA:** Some recommendations are suggested either on or near MBTA-owned property. Consensus should be gathered on the recommendations which address observed challenges today.
- **Ongoing Public and Staff Engagement:** Some of the changes proposed will require continuing to coordinate with the public as well as particular stakeholders, such as Downtown North Quincy businesses and enforcement staff. It may be useful to convene a Parking or Business Working Group to review potential changes, or to check-in with select stakeholders such as existing to review proposed changes to parking regulations.
- **Pilot Early Changes, Monitor, and Report:** Providing several months to test new changes, such as loading zones, coupled with monitoring and reporting back in a public manner, can help increase user buy-in.

A general timeline of implementation is outlined on the following page, with the understanding that key tasks associated with each recommendation may occur at different timeframes and with different levels of activity/intensity.

Implementation Timeline

Active Task
 Passive Task



Rec#	Recommendation	Cost	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5+	
1	Establish a business/district organization	\$	Identify org. type/ roles + responsibilities	Mobilize org. and pursue tasks. Refine and adjust approach, as needed.				
2	Pursue branding of downtown North Quincy	\$	Develop RFP for creation of brand and complete brand process	Integrate brand into all relevant platforms				
3	Improve wayfinding signage	\$\$		Enlist wayfinding committee to finalize sign locations/design based on this study and branding effort	Pursue manufacturing and installation of signs	Ongoing maintenance plan		
4	Consolidate or minimize curb cuts	\$\$		Identify priority locations, work w/ landowners/ set aside funding	Complete construction			
5	Implement loading/short-term parking spaces	\$	Identify and allocate spaces for a pilot period	Retain permanent spaces based on pilot results	Ongoing monitoring and potential reallocation of existing or new spaces			
6	Hancock St amenities	\$\$	Define priority areas and potential improvements	Fund and install, or create funding plan	Integrate approach into downtown plan/ development guidance	Extend approach to lower-priority areas for consistency		
7	Prioritize bus stop upgrades at high ridership stops	\$\$		Work with MBTA to define/ approve approach	Implement upgrades	Ongoing monitoring of ridership and opportunities to upgrade additional stops		
8	Pedestrian infrastructure improvements	\$\$	Define priority improvements and locations	Fund and install, or create funding plan	Additional installation, depending on funding	Periodic maintenance, monitoring		
9	Newport Ave pedestrian bridge area improvements	\$\$		Work with MBTA to define/ approve approach	Implement upgrades	Periodic maintenance, monitoring		
10	Hancock St/Squantum St Intersection Improvements	\$\$\$	Periodic monitoring of crash data, opportunity/desire for gateway approach					Potentially plan for and implement changes or pilot
11	Support bicycle parking downtown	\$\$	Identify locations and fixture types	Install fixtures	Periodic analysis of maintenance, demand for new fixtures in other locations			