

**Breakout Groups: Identity Exercise**  
**May 29 Community Workshop**  
**Corcoran Mullens Jennison Community Building**

**Breakout Groups: Identity Exercise**

The purpose of the “identity” exercise was to engage the community in a conversation about what associations they have made with Columbia Point and how these associations relate to their future aspirations for Columbia Point. For example, perhaps they associate Columbia Point with the Boston Harbor and with education. Both words and images were used to spearhead the discussion. Participants in each breakout group were first asked to generate a list of single word associations for Columbia Point. Then they were each given 10 colored dots and asked to place those dots by the words they most strongly associated with Columbia Point and their aspirations for CP. A similar exercise involving colored dots was used to identify photos and images that participants associated with Columbia Point.

**GROUP 1**

The entire list of words that this group came up with included:

- Community
- History
- Learning
- Vibrant
- Harbor
- Peninsula
- Open
- Inspiration
- Welcoming
- Connected
- Ready
- Cultural Institutions
- Home
- Sea Level Rise
- Revitalized
- Calf Pasture
- Clean
- Seascape
- Contemporary
- Walkable Mixed use
- Destination

- Views
- Accessible Legacy

**Top *Words* from Group 1**

- Cultural Institutions (8 dots)
- Seascape (5 dots)
- Destination (5 dots)
- History (4 dots)

**Top *Images* from Group 1**

- Harborwalk ( 9 dots)
- Map of historic Columbia Point (5 dots)
- Underpass: Modern, artistic Lighting (“modern/contemporary” (5 dots)
- Calf Pasture Station (3 dots)
- Artistic footprint embedded in sidewalk (“Activity, youth/kids”; “playful/welcoming” (3 dots)

**GROUP 2**

The entire list of words that this group came up with included:

- Home
- Eating
- Relax
- Retail
- College Community Water
- Activity/Fitness
- Entertainment
- History
- Harborwalk
- Easy Access
- Gateway
- Thriving residential
- Beautiful
- Vibrancy
- High Quality
- Safety

**Top *Words* from Group 2**

- Safety (7 dots)
- Harborwalk (6 dots)
- Eating (5 dots)
- Retail (4 dots)

- Activity/Fitness (4 dots)
- Beautiful (4 dots)

### **Top *Images* from Group 2**

- Outdoor dining/seating (5 dots)
- Harborwalk (4 dots)
- Underpass: Modern, artistic Lighting (5 dots)
- Tree lined multi-modal path (5 dots)

### **GROUP 3**

The entire list of words that this group came up with included:

- We are the world
- World class
- Connecting and community
- Undiscovered
- Hidden gem
- Water view
- Presidential
- Color
- Civic pride
- Flood resistant
- Stimulating
- Active
- Story
- Retail
- Restaurants
- Vibrant
- Family friendly
- Playful
- More natural environment
- Harborwalk
- University
- Funky, fun, lively
- Old and New
- Play and parks
- Lush & colorful
- Bike friendly
- Historic landmark
- Academics
- Destination

### **Top *Words* from Group 3**

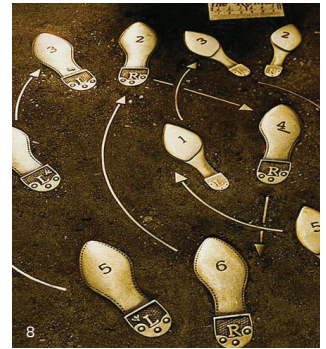
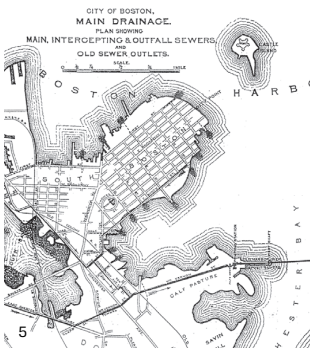
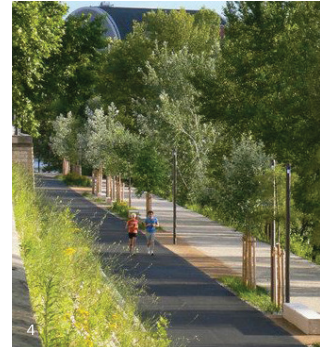
From this list, the words that the group placed the greatest number of “dots” around were:

- Retail (7 dots)
- Natural environment (6 dots)
- Vibrant (5 dots)
- Neighborhood (5 dots)
- University (4 dots)
- Restaurants
- Play and park (4 dots)
- Family friendly (4 dots)

### **Top *Images* from Group 3**

- Tree lined multimodal path (5 dots)
- Interactive art (light installation) (5 dots)
- Harborwalk (4 dots)
- Inviting Gateway (Morrissey Underpass illuminated) (4 dots)
- Outdoor dining/seating (4 dots)
- Block party (4 dots)
- Park seating – “natural and clean looking” (4 dots)

# COLUMBIA POINT IDENTITY SUMMARY



1. Austin Block Party ©Whole Foods [www.wholefoodsmarket.com](http://www.wholefoodsmarket.com)
2. ©Boston HarborWalk [www.bostonharborwalk.com](http://www.bostonharborwalk.com)
3. ©Forth Worth Mus. of Science & History [www.fwmuseum.org](http://www.fwmuseum.org)
4. Les-berges-du-Rhone ©IN SITU [www.europaconcorsi.com](http://www.europaconcorsi.com)
5. City of Boston 1885 Sewer Map (source unknown)
6. Calf Pasture Pumping Sta. ©jill Bazeley [www.flickr.com](http://www.flickr.com)
7. Craiglinn Underpass ©Bigg Design [www.biggdesign.co.uk](http://www.biggdesign.co.uk)
8. Dance Steps on Broadway ©Jack Mackie [www.culturalplanning.com](http://www.culturalplanning.com)
9. Street cafe Split, Croatia, ©Petra Sekula [www.flickr.com/photos/psmildred/](http://www.flickr.com/photos/psmildred/)
10. Light Channels, 2007 ©Bill FitzGibbons [www.billfitzgibbons.com](http://www.billfitzgibbons.com)
11. Noreiga St. Parklet ©Matarozzi Pelsinger Design + Build [www.matpelbuilders.com](http://www.matpelbuilders.com)

Cultural Institutions  
 University  
 Destination  
 Seascape  
 HarborWalk  
 Beautiful  
 Natural Environment  
 History

Safety  
 Vibrant  
 Eating & Restaurants  
 Retail  
 Activity & Fitness  
 Play & Parks  
 Neighborhood  
 Family-friendly