

MCCUE FLOWER MARKET

Faneuil Hall-Boston, MA



PROPOSED VIEW OF FLOWER SHOP FROM FANEUIL HALL

McCue's Flower Shop has been an Icon in Faneuil Hall's outdoor marketplace for more than 30 years. Part of the redevelopment of the old marketplace in the late 1970's, it was due for a revitalization in the early 1990's. As part of the Rouse Group's leasehold improvement requirements, PHB Architects, lead by Paul Bourbeau, AIA, designed new outdoor trellises which linked the exterior footprint of the building with the inner marketplace courtyard.

The design required the introduction of a new centerpiece to the outdoor garden display. A central gazebo was developed which tied the exterior trellises together and created visual structure to what was once just a haphazard arrangement of flower displays. In addition to the hardscape, flower displays, tables and benches were designed to provide a cohesive design language which helps "brand" the flower shop amongst the variety of retail establishments throughout the marketplace.

